

# CANADIAN BROADCASTER

## AND TELESCREEN

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September 11th, 1948

## WAB MULLS PRICE MENTIONS AND POLITICS

**Saskatoon.** — The Western Association of Broadcasters, in convention here August 23-25, adopted the recommendations of the CAB in regard to price mentions on the air, with the rider that the CAB study further the encouragement of advertisers to purchase programs rather than spots.

The whole theme of price mentions which became operative September 1 for a six-months trial period, was thoroughly overhauled in the light of several opinions.

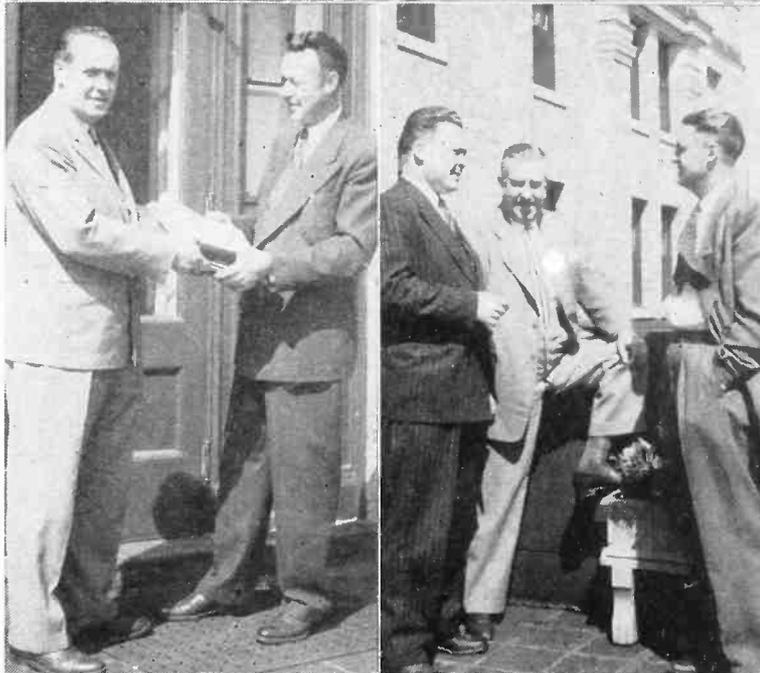
Tony Messner, CJOB commercial manager, and Winnipeg rep. for a number of stations, expressed the view that price mentions should not be permitted in flashes, but that they should be restricted to one minute spots and programs. He said that his station had undertaken a survey of Winnipeg advertisers and had discovered that while some thought that price mention would enhance their advertising "up to 100 per cent", others thought it would make little difference to their sales presentations.

Bert Cairns, of CFAC, Calgary, WAB retiring president, said that the Retail Merchants' Association had been opposed to price mention for fear of added competition from larger merchandising agencies. Therefore, he said, price mention should be made available without discrimination.

The ban on political broadcasts 48 hours before an election was hotly criticized by the WAB delegates, some of whom lashed out at the content of the Parliament Hill series, prepared by the CAB in Ottawa.

Delegates complained that the ban on political broadcasts was unfair because other news media, especially the newspapers, were allowed to print political news after the radio ban was in effect. There was considerable controversial discussion but no action was taken.

One delegate wanted to know if the *Report from Parliament Hill* series might be deemed "political" in content rather than "reportorial", in relation to the pre-election ban.



Doc Souch strikes again! The WAB's official and honorary photographer, who handles Marconi equipment on the side, provides these three pictures direct from the WAB Convention at Saskatoon, August 23-25. On the top, is the new board looking like WAB directorships are serious business. From left to right they are Ed Rawlinson, CKBI, Prince Albert; Gordon "K. O." Love, CFCN, Calgary; Bill Guild, CJOC, Lethbridge, newly-elected president; Jack Blick, CJOB, Winnipeg. Below, on the left, president Bill Guild takes over from retiring president Bert Cairns, CFAC, Calgary. On the right, the men who have done the most for the Broadcasting industry, the fathers of twins, discuss the high cost of children between sessions. They are, in the usual order, Jack Blick, George Young of the CBC and Vern Dallin, CFQC, Saskatoon.

Jim Allard, CAB general manager, by whose office the "Reports" are produced, said that the political content of the broadcasts could not be assessed. "What might appear political content from one viewpoint might appear quite innocent from another", he said. He went on to point out that the ban on political broadcasting within 48 hours of an election was put in to protect radio stations. He was more con-

cerned, he stated, over the "ban on dramatization of political matters". He said all radio's facilities should be employed to make presentation of political speeches and ideas more palatable to listeners.

Present at the convention were: Miss Wilna Moore, CJDC, Dawson Creek, B.C.; Bill Guild, CJOC, Lethbridge; Gordon Love, Jim Love and Gordon Carter, CFCN, Calgary; Bert Cairns and Pat Freeman, CFAC, Calgary; Rolfe Barnes, CJCA, Edmonton; Dick Rice (CAB chairman) and Red Hopps, CFRN, Edmonton; Art Balfour, CFGP, Grande Prairie; Jack Coalston, CJNB, North Battleford; Ed Rawlinson and Gerry Prest, CKBI, Prince Albert; A. A. Murphy, Vern Dallin, and Blair Nelson, of CFQC, Saskatoon; Ken Parton, CJGX, Yorkton; Stuart MacKay, CKRM, Regina; Bill Speers and Bruce Pirie, CKRC, Winnipeg; Hal Crittenden, CKCK, Regina; Syd Boyling, CHAB, Moose Jaw; Gerry Quinney, CFAR, Flin Flon; Jack Blick and Tony Messner, CJOB, Winnipeg; John Craig, CKX, Brandon; George McLean, CJRL, Kenora.

Jim Allard represented the CAB and George Young the CBC.

Others included Al MacKenzie and Perce Gayner of All-Canada; Jack Slatter, Radio Representatives Ltd.; Lyall Holmes, Cockfield Brown; John Hunt, Radio Selling; Ed Morris, Radio Bureau and Brydon McCrea, McConnell Eastman, Winnipeg. Irene Orton, of the CAB Ottawa office acted as convention secretary.

## Toronto's Two 50KW's Launched

**Toronto.** — August 31 and September 1 were L-days in Toronto, when CJBC and CFRB switched frequencies and both emerged with their new 50 Kw transmitters. Opening ceremonies took place at each station's new transmitter with CBC dignitaries holding open

house at Hornby on Tuesday and CFRB following suit on Wednesday.

Both functions were pleasant social affairs with CFRB representatives attending the CBC reception, and CBC officials turning out at Clarkson for the CFRB party,

# CKLW

## FINEST AND MOST UP-TO-DATE OF CANADA'S PROGRESSIVE RADIO STATIONS

CANADIAN BROADCASTING  
CORPORATION

MUTUAL BROADCASTING  
SYSTEM

MEMBERS OF CANADIAN  
ASSOCIATION  
OF BROADCASTERS



# Our Goals



**SERVICE TO  
OUR LISTENERS**



**GREATER RESULTS  
FOR OUR ADVERTISERS**

An important question to ask yourself: "Am I using the best possible media to get the greatest returns from the money I spend?" Many potential customers are to be found in the 198,130 homes in Western Ontario urban and rural markets covered each day by CKLW.

Service to our listeners and a deep interest in Public service arousing greater loyalty in the community together with better results for Advertisers is the thought and hope of this modern radio station management.

If you're looking for a media—a "go-getter," conscientiously interested in selling your products in Western Ontario, remember, make CKLW a "MUST" on your Fall Advertising schedule.

  
**RCA VICTOR COMPANY LIMITED**  
District Offices  
HALIFAX MONTREAL OTTAWA TORONTO WINNIPEG CALGARY VANCOUVER  
HEAD OFFICE - MONTREAL - CANADA

August 4, 1948  
REFER REPLY TO  
1140 YONGE ST.  
TORONTO 5  
K. G. Chisholm

Mr. J. E. Campeau, President  
Radio Station CKLW  
WINDSOR, Ontario

Dear Mr. Campeau:

Thank you for yours of July 15th in which you formally accept delivery of your new RCA Studio Broadcast Audio facilities; this satisfactorily culminates two years of engineering effort by the staffs of Station CKLW and of RCA Victor.

Needless to say, we are extremely proud of our contribution to your station, not only because of the scope and importance of CKLW in the Canadian Broadcasting Industry, but particularly because of the efficient manner in which components have been engineered and assembled by our joint engineering staffs in the solving of special problems. Without doubt, you have the most modern and complete broadcast station studio installation in Canada at the present time.

It has indeed been a pleasure to participate in this effort. May we take this opportunity of thanking you for the many courtesies you have extended our representatives during the installation period.

Very cordially yours,  
*K. G. Chisholm*  
Sales Engineer  
Engineering Products Department

cb

RADIO • TELEVISION • PHONES • RECORDERS • RECORDING • ELECTRONICS

# CKLW

**THE GOOD  
NEIGHBOR STATION  
WINDSOR • ONTARIO**

**REPRESENTATIVES: H. N. STOVIN, CANADA • ADAM J. YOUNG JR. INC., U.S.A.**

# OVER THE DESK

The 1948-9 season is upon us, so this is probably the last time we'll see the top of the desk until the summer lay-offs start in again and the next crop of replacements creeps onto the dial to make our lives unhappy.

This paragraph should not be taken as a wholesale condemnation of all the programs that are used to replace the regular ones when they take their vacations. What we do rile at is the principle that causes the popular shows to be supplanted during the warm months with shows which are admittedly inferior instead of taking programs with definite promise and airing them with a view to making them permanent ones, whether sponsored or sustaining.

Organizations like the Radio Executives Club of Toronto, which, last season, did so much for the business of broadcasting, have given a lot of consideration to the problem of summer listening. They talked about additional discounts for 52 week contracts. They suggested that the summer slump is not the result of low ratings but that it happens because the public moves to the lake, out of range of the ratings. They thought of everything except one thing. And what was that? They did not make the suggestion that if programs of higher quality were put on during the summer, programs with more popular appeal that is, it would do a great deal to stave off any tendency there may be to put the radio in storage with one's fur coat. There isn't very much that the Radio Executives' Club can do to encourage the airing of better programs from June to September. It rests really with the stations.

This tirade will doubtless stir up some harsh thinking in the breasts of those station managers and program directors who do a conscientious job of summer programming. It is to be hoped that it will even stir them into writing angry letters, so that we may carry the tidings of the fine jobs they do to the others, who, in turn, may even be induced to emulate them. But we aren't too hopeful.

Exchange of programs is about the only plan which would enable stations, especially the smaller ones, to do a summer programming job and



still stay in business, because—we'll say it for you, gentlemen—single stations can't program against networks. But several attempts, notably the one essayed by the CAB, to get stations to enter into an organized arrangement to swap discs, have fallen by the wayside because everyone insisted on waiting for the other fellow to take the lead, and so it just never got started.

The same problem, in a sense, assails the press. No single one of Canada's ninety odd daily papers could afford to maintain a reporting staff large enough to give its readers coverage of the news of Canada and the outside world. So the papers got together and arranged to swap their local news with one another. Stories of Ontario murders, industrial disputes in Nova Scotia, B.C. sea monsters, prairie crop reports and Quebec politics are thrown into the pot, and each paper gets the benefit of this news exchange. In radio news, a group of Maritime stations is trying to do something comparable in a joint operation with British United Press. But couldn't this general principle be expanded into the program field?

The Radio Bureau in Ottawa was set up to act as a program clearing house, but only for one program series, *Report from Parliament Hill*. Is there any reason why this co-operative plan should not be expanded to cover other programs. Block programming, which Jack Cooke brought to Canada and developed on CKEY, has spread from coast to coast with *Make Believe Ballrooms*, or reasonable facsimiles, making themselves heard in all provinces. What about a drama program from Vancouver; a children's hour from the prairies; and so forth?

Readers' ideas on this question

would be welcome contributions to "The Desk".

A letter from Karl Monk, program director of CHEX Peterborough, is on the top of this issue's pile on the desk. It points out that Wally Crouter, CFRB's wake-up-and-smile-if-you-didn't-tie-one-on-last-night carillonneur, came to the Toronto station from CHEX and not from CKWS, Kingston, as we stated under our last issue's picture of him. Apologies are tendered herewith to Wally and CHEX. Maybe we should apologise to CKWS too!

Johnny Tregale is back, now the heat wave is abating, with his "All-Canada Flashes". From these we learn: unable to arrange wedding music at Chesterville, Ontario, a bride-to-be contacted CFRA, Ottawa, with the result that promptly at 3, the radio poured forth the Wedding March with suitable music for the reception to follow . . . by broadcasting train arrival times up there at Grande Prairie, Alta., CFGP saves farmers and ranchers many hours of waiting for mail, express and freight when the trains are late . . . CFBC, Saint John's *Round-up Time* recently corralled letters from Campbell's, Deer Island, Fredericton, Moncton, Newcastle, Baie-Ste-Anne, from all counties in Southern Nova Scotia, from PEI and from various towns in the State of Maine . . . CKBI, Prince Albert's annual Drama Festival included groups from as far away as Nipawin—110 miles, Melfort—80 miles, and Lanigan—120 miles. They travelled to Prince Albert to air their dramas while adjudicators listened in Saskatoon.

And that cleans us off for this issue.

**RUINED**



*But you don't take a chance*

you PLAY SAFE when you advertise over CHNS. It is turned on and STAYS on in most of the homes on the mainland of Nova Scotia. Your sales message is HEARD and brings results over CHNS.

Plant YOUR advertising dollar in productive soil—it will multiply by using the facilities of CHNS.

# CHNS

Broadcasting House, Halifax

**MARITIME BROADCASTING COMPANY LIMITED**

Wm. C. Borrett, Managing Director

## DID YOU KNOW?

That the average annual earnings of wage-earner family heads in Truro is \$1,698? This is the second highest average of all towns and cities in Nova Scotia.

Over 150 local advertisers have found CKCL the logical means of tapping this important market.

# CKCL

**TRURO BROADCASTING COMPANY**

J. A. MANNING  
Manager

WILLIAM WRIGHT, Representative  
Toronto and Montreal

**Alan Ladd** ★

Elliott-Haynes says:

19.3 in Calgary!

14.7 in Ottawa!

19.2 in Edmonton!



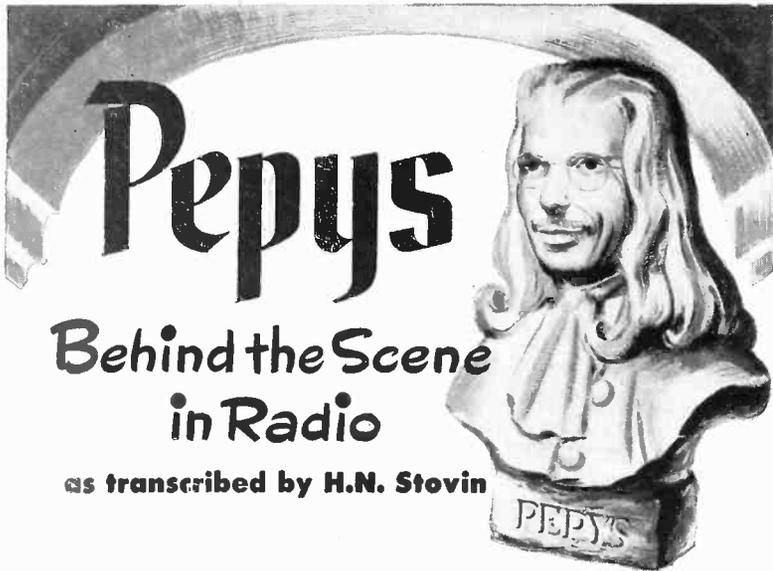
# BOX 13

Alan Ladd—Paramount's great star—plays the daring, resourceful fiction writer who advertises for adventure. And gets it—the hard way!

● The top adventure-mystery buy of the year! Audition it now!

## ALL-CANADA PROGRAM DIVISION

Vancouver Calgary Winnipeg Toronto Montreal



Do find myself mightily gratified to be back at the old stand, having found all this travelling across Canada with one member and another of the H.N.S. organization plaguery inconvenient during the heat. However, did everywhere see signs of healthy business conditions, and consider Canadians a most fortunate people ● ● ● Do note that Horace Stovin hath been spending much time touring both Canada and the U.S.A., meeting many people and arousing interest in radio generally ● ● ● A tip of the tricorne to CJBC Toronto on its vastly enhanced signal and coverage since going to 50 K.W. It now reaches 828,210 homes, or more than 5 times its former range. This means that CJBC now takes in about one-quarter of all the radio homes in Canada, and is actually the Dominion's most powerful station ● ● ● Did enjoy their opening celebrations, and enjoyed greeting many goodly friends from the States ● ● ● Am now recovering from the rigors of speedy travel to Winnipeg for the opening of CBW, another 50-Kilowatter, of which more in due course ● ● ● Find Andy McDermott back from Ottawa, where he hath recently been Co-ordinator of all Radio Broadcast Facilities for the Liberal party. Andy states that a big title is no protection against hard work, but is returning to Bytown at the end of the month to do the same thing for the Conservatives, thusly being like Caesar's wife, above political suspicion ● ● ● Ralph Judge, of our Montreal Office, visiting stations in the Maritimes, and singing for his supper in a mighty pleasing fashion. Jim Stovin, Manager of Vancouver office, doing likewise with B.C. stations, though no word that he did any singing ● ● ● A handshake in welcome to Jack Whitehouse, new Manager of our Winnipeg office who brings with him 15 years of radio experience. Also to three new salesmen on our staff, Arthur Carveth, Bill Stephens, and Bud Munro. All of which looketh mightily healthy for the Fall season ● ● ● and so to bed.



It looks very much like, gentlemen you are being given a fair run for your money by the fairer sex in this thing called radio. Previously the studio may have been your sanctum sanctorum but no longer is it thus.

It matters very little what branch of radio is viewed, a starlet comes to light. For instance, consider dramatics where Grace Matthews playing "Big Sister" sparkles in a manner all her own. While Grace is now giving her talents in American radio, it must not be forgotten she came from Toronto, and while she was here Grace did outstanding work in her field.

When a reporter is considered, it is difficult to surpass Robin Hood's Claire Wallace of "They Tell Me" fame. If there is a job to be covered, count this than whom there is no whom-er girl in. Her latest trip was to Vancouver for the Pacific National Ex from which point her broadcasts held much interest.

I've always followed with a great deal of interest Kate Aitken's commentating on CFRB for Tambyn's. She is one of the most natural and down-to-earth speakers I can recall. Now I'm anticipating her new shows for Ogilvie Flour Mills to commence very soon over the Dominion Network.

Corinne Jordan doesn't aspire to being a concert pianist but her programs make for some very easy listening. Both her piano playing and her speaking lines with musical background put listeners in a most relaxed frame of mind. I'd say McCormick's Limited have chosen a real winner.

Another of our commentator-reporter gals I wouldn't like to miss is Vancouver's Susan Fletcher. Miss Fletcher has been called "the first lady of radio in movie gossip" and her reports are on everything from dogs to stars and would-be stars. This Monday night quarter-hour

from the Pacific is carried over Dominion network and to my way of thinking is the only one of its kind—a report to Canadians on the activities of Hollywood movie and radio fans.

**WOULD EASE NEWSCAST RESTRICTION**

Ottawa.—A request from the CAB seeking the revision of the CBC's news broadcast regulation 13(2), to allow broadcasters to make closing commercial announcements on sponsored newscasts, beyond the sponsor identification now permitted has been tabled for hearing by the CBC Board of Governors at their 61st meeting to be held at the Lord Nelson Hotel, Halifax, September 23-24. Full commercials are now permitted at the beginning of newscasts, but not at the close.

New AM station applications for the Board's consideration have been filed by the Department of National Defence for a new 100 watter at Hay River, N.W.T.; George Randall for 1000 watts day, 500 watts night on 1320 kc station at Nanaimo, B.C., and Radio Prairies Nord Limitée for a French language station at Saskatoon, Sask., with 1 kw on 750 kc.

Requests for FM licenses from existing stations come from CJCS, Stratford, Ontario, and CKVL, Verdun, Quebec.

An increase in power is requested by CJSO, Sorel, who ask for a boost from 250 watts on 1400 kc to 1 kw on 1060 kc.

A change in AM frequency is sought by CKOK, Penticton, for a switch from 1550 kc with 250 watts to 800 kc with 250 watts.

**TWO 'PEG FIRMS SPONSOR DISC SHOWS**

Winnipeg.—CJOB has a couple of new transcribed shows on the air, both sponsored.

One is *Bulldog Drummond*. Thirty minutes weekly the station lets its listeners in on the fast-paced adventures of the fictional detective. Sponsor is the Capital Coal Company.

In the other slot are the homey shennigans of the *Gasoline Alley* gang. This 15-minute portrayal of the comic strip is sponsored by local Auto Lite dealers.

## HORACE N. STOVIN

& COMPANY

MONTREAL    TORONTO    WINNIPEG    VANCOUVER

*Representative for  
these live Radio Stations*

CHSJ Saint John	CHOV Pembroke	CHAB Moose Jaw
CKCW Moncton	CFOS Owen Sound	CJGX Yorkton
CJEM Edmundston	CFOR Orillia	CKLN Nelson
CJBR Rimouski	CJBC Toronto	CFPR Prince Rupert
CKVL Verdun	CKLW Windsor	CJIB Vernon
CKSF Cornwall	CKY Winnipeg	CJOR Vancouver
CFJM Brockville	CJRL Kenora	ZBM Bermuda
CJBQ Belleville	CFAR Flin Flon	TBC Trinidad
	CJNB North Battleford	

## The Billboard

*awarded OUR Bud Smalley show  
top ranking in North America!*

**THIS IS JUST ONE REASON WHY  
CKMO'S RATINGS ARE UP.**

**65% IN THE DAYTIME.**

**72% AT NIGHT.**

**WITHOUT GIVE-AWAYS!**

**CKMO IS THE ONLY STATION IN CANADA'S  
THIRD LARGEST MARKET  
USED REGULARLY BY  
HUDSON'S BAY COMPANY  
WOODWARD'S  
SPENCER'S.**

- COMPARE OUR RATINGS.
- COMPARE OUR COSTS.
- COMPARE OUR AVAILABILITIES.

**CKMO VANCOUVER**

National Broadcast Sales - Toronto and Montreal  
Don Cooke Inc. - New York

# CANADIAN BROADCASTER

AND TELESCREEN

(Authorized as Second Class matter at the Post Office Dept., Ottawa)

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September 11th, 1948

## Retort To Parliament Hill

With or without just cause, the private stations' co-operative program venture, *Report From Parliament Hill*, has come in for a certain amount of sniping on the grounds that the "reports" have degenerated into "harangues", and that Members of Parliament are using the discs supplied to them by the private stations, to expose the alleged misdeeds of their political adversaries instead of using them to report on their own activities in their electors' behalf.

*Report From Parliament Hill* was devised as a public service on the part of the private stations. Whether this service was to be rendered to the listeners or to the Members of Parliament, whom it provides with free and effective outlets for their utterances, has never been quite clear. If the prime motive is the exceedingly worthy one of trying to engender interest in the public breast in things political, then it would be our opinion that the broadcasts might well be kept entirely factual. If, on the other hand, *Report From Parliament Hill* is the private stations' answer to the CBC's gifts of free network time to all political parties represented in the House, to be used by these parties in any manner they see fit, then it is a question whether restraints of any kind should be imposed.

Actually the question boils down more to one of the most effective application of the use of radio on the part of the Members, and if it is true that a certain amount of negative tub-thumping is entering into the "Reports", then it is not incumbent upon the officers of the CAB who produce the programs to give the politicians a little more guidance on the best means of using their gifts of time and platters.

*Report From Parliament Hill* is, in our opinion, the most forward step that has been taken by radio in our seven years spent publishing this paper. It is the one attempt which is being made in this sadly apathetic land — politically speaking that is — to bring a consciousness to the public of what the men they send to Ottawa do for them. Properly used it would even act as a goad to the members to do a better job.

However, letting people loose at a microphone is as senseless, without proper direction, as it would be to cast actors who had never been on the air before in a radio play. By the same token, preparation of an address or "report" to be delivered over the air needs an acquaintance with the right methods and techniques of radio writing.

So if *Report From Parliament Hill* is failing, degenerating, or doing anything else it ought not to do, it is incumbent upon those responsible for it, the private stations, and their CAB appointees, to see to it that it is handled more dexterously by those whose privilege it is to use it. One thing that must not happen is its cancellation. One fact which must be realized is that there is no such thing as getting any kind of radio program "in the groove". It has to be worked on perpetually, or else it will tumble off the air waves of its own accord.

*Richard G. Lewis.*

EDITOR.



Fair (?) Exchange.

## TALENT

### Ten Stations Co-operate In Kenney Talent Quest

Ten private stations through his native west are co-operating with Mart Kenney in a series of amateur contests which will be staged in ten of the larger centres which the Kenney band is playing on its western tour September 5 to 25.

Billed as "Mart Kenney's Talent Quest — a Contest of Stars-To-Be", the project has already started with each participating station holding a series of contests prior to his arrival. Winners of these appear with Kenney for "the local finals" from the dance spot he is playing, and in each centre somebody wins a silver cup and a cash prize of \$50 to \$100. At the end, the ten local winners will be judged against each other, and the winner will be named "The Best In The West" with a grand prize not yet named.

Kenney hit on this idea because of having to turn down requests from local stations who invariably want to pick up his

band, because union rates for musicians soar sky high when their performances are broadcast. With most of his stops one night stands, there was no publicity value to Kenney in the broadcasts. By introducing these "Talent Quests", however, he feels that the publicity impetus will be great from his standpoint, and that benefits will also be derived by the radio stations and the communities they serve.

Station co-operation is taking a variety of forms. Dick Diespecker, of CJOR, Vancouver, is broadcasting weekly amateur contests from five nearby beaches. Bob Buss, of CHAT, Medicine Hat, is pitting his city's four major industries against each other by having each of them sponsor one contestant.

Stations participating in the project are CKPR, Fort William; CKRC Winnipeg; CKRM; Regina; CHAT, Medicine Hat; CFAC, Calgary; CJCA, Edmonton; CFJC, Kamloops; CJIB, Vernon; CJOR, Vancouver; and CJVI, Victoria.

# CFCO - Chatham

now covers "Southwestern" Ontario like a blanket with the 1 Kw. Northern Electric day and night all-Canadian coverage directive array. Ask anyone.

JOHN BEARDALL,  
Manager-Owner.

## "ASK THE MAN WHO LIVES THERE"

Over Fifty-six Million Dollars (cash receipts August 1947 to May 1948) from grain alone, with two months still to go—and another bountiful crop just harvested.

"Ask the man who lives there" — butcher, baker, banker, farmer, implement dealer — what this means to the buying income of the Yorkton area and Saskatchewan Crop District No. 5. He'll tell you — it's just one of the many sources of farm revenue that give this district the greatest purchasing power on the prairies.

To cover this wealthy market, put CJGX on your sales staff.

Consult our National Representatives.

# CJGX

YORKTON, SASK.

Dominion Network

### REPRESENTATIVES:

Horace N. Stovin & Co — Toronto, Montreal, Winnipeg  
Adam J. Young, Jr., Inc. — U.S.A.

# NEW YORK'S RADIO ROW

by  
Richard Young

New York, N.Y.—The much-publicized battle of radio's researchers continues with C. E. Hooper's arch rival, the A. C. Nielsen Co., the latest to announce extensive expansion of its services. But unlike Mr. Hooper's recent expansion announced in this space last issue, Mr. Nielsen claims that his plan "is no 'trial balloon' to test 'industry acceptance.'"

In announcing the National Nielsen Radio Index, Mr. Nielsen unwrapped 14 services obtainable and here they are: (1) coverage of 97% of the U.S.; (2) projectable ratings; (3) faster report delivery; (4) broader service to agencies; (5) reasonable prices to wider market; (6) advantages to agencies, advertisers, networks in being able to choose National NRI over any other broadcast audience measurement service being offered; (7) ratings four weeks each month; (8) ratings only to fit minimum needs; (9) new Mailable-Tape Audimeter; (10) television measurement; (11) measurement of AM-FM-TV with four receivers on one tape; (12) Pacific Coast and Station Reports; (13) Commercial Audience studies; and (14) Nielsen Consumer Index.

Under the new NRI plan of operation, ratings that are projectable to total U.S. radio homes will be available program by program four weeks each month instead of only for alternate weeks. Mr. Nielsen pointed out that this quickened pace will provide more rapid establishment of trends, help in reaching earlier decisions regarding program renewals, give earlier indications of how new shows are going, and aid in judging the performance of guest stars and other special features.

To speed up operations, the Nielsen company has developed the new Mailable-Tape Audimeter which is attached to home receivers to record on tape the stations and programs tuned in by the listeners. At week's end, the listeners mail the tape to Nielsen and the results are tabu-

lated on IBM machines. The new meter makes possible the simultaneous measurement of AM, FM and video and it is able to record the listenership of four receivers in one home, all on a single tape.

The NRI's expanded service to add agencies means that it is no longer necessary for at least one of the agency's clients to buy NRI in order that the agency may realize the benefits of the service.

We'd like to take issue with Mr. Nielsen on one point. At his press conference announcing the National NRI, he took the trade press to task for allegedly playing up controversy in radio research. If Mr. Nielsen will think back to a meeting of the New York Radio Executives Club two years ago, when Mr. Nielsen and Mr. Hooper were the guest speakers, he will recall that Bob Swezey (then president of the REC) asked that no controversy be heard on the respective merits (etc.) of the two rating systems. Unfortunately, Mr. Hooper spoke first and offered a straight presentation. It was the final speaker, Mr. Nielsen, the trade press remembers, who pulled no punches and aimed a basketfull of darts at the Hooper system. We only reported the facts, Mr. N.

The Federal Communications Commission was slowed down a bit the other day in its campaign to crack down on the biggest boom for television—radio's giveaway shows. But not for long. It seemed that those in favor of the buy-the-audience programs uncovered the fact that the 80th Congress on June 25 passed a law recodifying Section 316 of the Communications Act into the Criminal Code, thus actually repealing the FCC's anti-lottery authority. However, the Commission came right back and announced that this news in no way alters its original intentions.

The FCC reports that it is not required to await prior judicial determination that a given program violates the new radio lottery ban in the Criminal Code before acting on such cases. According to the Commission, the proposed rules "would set forth with particularity certain types of programs which the Commission believes are clearly prohibited."

To those of us interested in seeing radio continue its high place in the media field, the FCC announcement is encouraging. To the others, those interested only in the fast dollar, it means they will have to work harder to prove that their shows are legal and that they attract audiences with entertainment not with prizes and cash.

We'll probably soon be hearing new complaints from foreign-language stations around the country on the indifference of ad agencies to their lot. The percentage of national business given to these stations is extremely low. Only 5 or 6% of one New York station's business is national, we've been told, and there are increasing indications that the outlets are about to do something about it. As one official put it, "the agencies continue to look down their noses at us."

Despite this rather amazing situation, we understand that most of the foreign-language stations are racking up new gains with their local business. To date there are approximately 135 of these stations scattered throughout the U.S.

# CFCN

CALGARY, ALBERTA

10,000 WATTS

## Dominates Alberta's Best 1948 Crop Area

The Voice of the Prairies LTD.

Ask  
RADIO REPRESENTATIVES LTD.  
TORONTO MONTREAL

The Industry's All Radio Presentation, which will consist of a motion picture film telling of the virtues of the medium, is assured of financial success, according to latest reports. Over 325 stations have subscribed and more than double that number are expected to join up.

Originally scheduled for a "world premiere" in New York this fall, officials say now it won't be completed until next February. Insiders now are wondering if by that time television should be included in the film.

\* \* \*

**On the Cuff Notes . . .** An NBC network spokesman told your reporter that the chain expects to top last year's record high both dollar-wise and percentage-gain-wise during the 1948-49 season upcoming . . . We hear Armour & Co. will pick up the CBS network's *Stars Over Hollywood* series on September 18. The show is being dropped by Bowey's, Inc. (Dairy Rich Milk products) . . . Confirming an item carried in this space last issue, the MBS network has signed the Continental Pharmaceutical Co., Chicago, as sponsor of the *Leave It To The Girls* sessions beginning September 10 . . . Camels cigarettes will move its Bob Hawk Show from NBC to CBS on October 4 and its *Screen Guild Theatre* from CBS to NBC on October 7 . . . ABC net adds two new shows to its co-op list — *Piano Playhouse*, starting September 12, and Nelson Olmsted, *Your Story For Today*, on September 13 . . . As we were about to wrap this column up, we received a last-minute news report which revealed that Edgar Kobak, president of the Mutual network has agreed to eliminate

**CORRECTION**  
An error crept inadvertently into our last issue (CFRB Supplement) in the advertisement of Bayly Engineering Ltd., Oshawa.  
This firm acts as official service station for Canada for Weston Electrical Instrument Corporation and not Western, as stated in the advertisement.

the telephone-the-listener gimmick on its giveaway shows. After January 1, only the studio audience will be allowed to participate in the quizzes, Mr. Kobak disclosed. This no doubt means that *Mutual's Three For The Money* program will have to be completely revamped or eliminated. All we can say is — more power to Mr. Kobak for his courageous step . . . and that's the news till now.

**2 Presto Recorders For Sale**  
Model K in good condition. List price \$570.00 each. Available for \$350.00 each or best offer.  
**ELECTRODESIGN**  
Consulting Electrical and Electronic Engineers  
445 St. Peter Street, Montreal  
Marquette 6736



**SOON**  
*The Centre Aisle*  
*On Your Radio Dial*  
**980**  
**KILOCYCLES**

New equipment . . . new studios . . . increased power . . . the introduction of FM . . . and now a new spot on the AM broadcast band which multiplies signal power and coverage.

Talented, live shows originate at CFPL . . . two of which are carried on coast-to-coast CBC networks . . . and Elliott-Haynes ratings reflect the "sign-on" to "sign-off", vitality-packed programming and production of the new CFPL.

These are reasons why more people get more pleasure listening to the new CFPL . . . a loyal audience which forms one of Canada's finest markets.

**CFPL**  
5000 WATTS DAY AND NIGHT  
and  
**CFPL—FM**  
**LONDON**

*Western Ontario's Most Progressive Radio Station*  
For availabilities, rates and full information . . .

CANADA — All-Canada Radio Facilities Ltd.  
U. S. A. — Weed & Company

**1000 WATTS**  
**970 KC**

**CKCH**

**THE**  
*"French Voice"*  
**OF THE**  
**OTTAWA VALLEY**

Canadian Representative  
■ Omer Renaud & Cie,  
3474 Cotes-des Neiges,  
Montreal.  
Toronto Office, 43 Scott St.  
American Representative  
■ Adam J. Young, Jr., Inc.,  
11 West 42nd Street,  
New York 18.

STUDIOS . . .  
121 NOTRE DAME ST., HULL, QUE.

**PROGRAMMING ESPECIALLY FOR THE FRENCH LISTENERS IN THE OTTAWA VALLEY**

## TWO SPOTS A WEEK DID THIS!

The MacLachlan Battery Company of Regina quizzed its customers, and found that 5 out of 7 were brought in by radio, producing the best month's business in this company's history.

HE'LL STAY WITH RADIO  
AND



## LIONEL LEADS... Through Showmanship

Showmanship and full scale production in all presentations, whether program or spot announcement, makes CKCW the leading station of the Maritimes.

Catering to the listeners' every taste and habit enables Lionel to offer advertisers a ready-made audience in a lush consumer market.

"LIONELIZING", with its show window, full dress process of radio presentation, guarantees results from your radio advertising. Place your account with CKCW today.

**CKCW**  
MONCTON NEW BRUNSWICK  
The Hub of the Maritimes  
Representatives Stovin & Co., Toronto - Montreal..

## AGENCIES

### McCONNELL, EASTMAN & CO. LTD.

Toronto.—London Life Insurance again sponsors the inter-collegiate football games this fall starting October 9 and heard over a subsidiary hookup of stations including CJBC, Toronto; CFPL, London; CKWS, Kingston, and CJAD, Montreal. Play-by-play descriptions of the games along with running commentaries will be handled by Roy Dilworth and Don Graham as one team and Don Fairbairn and Ward Cornell, the other.

Vancouver.—General Bakeries Ltd. has contracted for 260 episodes of *Superman* (All-Canada) starting in late September over CKWX, Vancouver, and going 5 times a week.

### WALSH ADVERTISING CO. LTD.

Toronto.—The William Wrigley Jr. Company starts the *Wrigley Show* over the Dominion network September 29. The new variety show originates in CBC's Concert Hall in Toronto and features Mildred Moray, emcee Monty Hall and Ellis McClintock and orchestra. Rai Purdy handles production. The French counterpart originates in the Granada Theatre, Montreal, and goes to CKAC, Montreal, and CHRC, Quebec, starting October 5 with delays to CJBR, Rimouski, CKCH, Hull, and CKRS, Jonquiere. The French show is produced by Paul L'Anglais and features Jacques Normandin, Lise Roy with Maurice Meerte's orchestra.

### F. H. HAYHURST CO. LTD.

Toronto.—Meccano Ltd. is starting a spot campaign aimed at the juvenile audience second week in November over 30 stations coast to coast.

The F. W. Fitch Company has started a 26 week spot series over a wide list of stations coast to coast based on a test campaign of last year.

British Ceramics & Crystal (Canada) Ltd. is resuming *Music Hall of Fame* (All-Canada) over 12 stations coast to coast on September 18.

### JACK MURRAY LTD.

Toronto.—Lambert Pharmacal returns *Treasure Trail* to CFRB, Toronto and Atlantic and Mid-Eastern regions of the Dominion network on September 3. The Listerine toothpaste commercials will again be handled by Jack Dennett while Cy Strange and Jack Murray will dole out the silver dollars.

Same sponsor is starting a new show for Listerine Shaving Cream called *Queriosities* on September 13 over CFRB, Toronto. The 5-minute 5-a-weeker features Jack Murray and has been contracted for a year.

### COCKFIELD, BROWN & CO. LTD.

Winnipeg.—Hudson's Bay House (Raw Furs) has scheduled the 15 minute 3-a-week *Eddy Arnold Show* (All-Canada) over CKRC, Winnipeg; CKRM, Regina; CKBI, Prince Albert; CFRN, Edmonton, and CFAC, Calgary, with an extension to other western markets coming up. The campaign calls for 156 shows being split into two 6-month series starting in October, 1948, and October, 1949.

### RUTHRAUFF & RYAN INC.

Toronto.—Electric Auto-lite is continuing *Suspense* over CFRB, Toronto, CKAC, Montreal, and the Dominion net from Columbia. Originally slated as a summer replacement for the *Dick Haymes Show* the half hour thriller takes over for the winter due to Haymes' Broadway debut.

Lever Brothers bring back *Amos 'n' Andy* September 28 to the T-Can network for Rinso.

### PEDLAR & RYAN INC.

New York.—Proctor & Gamble has started the new 15 minute 5-a-week *Nous Deux* over CBF, Montreal, and a French network. The show features Robert L'Herbier and Rolande Desormeaux who not only carry on a breezy repartee from their own living room but also take care of the piano and accordion accompaniments.

### A. J. DENNE & CO. LTD.

Toronto.—Mother Parker's Tea and Coffee resumes *Musical Mysteries* October 2 for the fifth season over a network of Ontario stations, originating at CHML. The program retains its usual format and again features Don Wright and Paul Hanover.

### TANDY ADVERTISING AGENCY LTD.

Toronto.—W. H. Comstock Co. Ltd. returns *Lucky Listenin'* to a group of Ontario stations September 30 with a delay to a number of western stations the following week. Program retains much the same format with Jack Dawson and Lee Hamilton as emcees.

### LOCKE, JOHNSON & CO. LTD.

Toronto.—Canadian National Carbon is starting *Les Alouettes Everyday* over 10 Quebec stations September 18. The 15 minute Saturday afternoon show originates in Montreal.

Things are  
rolling at  
**CFCF**

... to the point that  
we will soon need more  
help on the creative  
side.

If you have writing or  
production experience  
and would like to give  
it a whirl in Canada's  
largest city — drop us a  
line.

CFCF - 5,000 Watts, 600 K.C.  
CFCF-FM - 3000 W., 106.5 Mc.  
CFCF-TV - Application filed.

The  
**Canadian Marconi Company**  
Montreal

NEW RADIO HEADS



Bill Byles



Ralph Hart

Toronto. — Bill Byles has resigned his position of Radio Director of Spitzer & Mills Ltd., Toronto, to fill the vacancy left by Bob Simpson, of Radio Supervisor for Young & Rubicam Ltd. He is operating from the Toronto office.

Bill broke into broadcasting in the radio department of MacLaren Advertising Company Ltd., Toronto, in 1934, having started in advertising with MARKETING, followed by a period with Philp Massey Ad-

vertising. In 1943 he walked half a block east on Richmond Street to Spitzer & Mills, where he functioned as Radio Director until his recent resignation.

Ralph Hart succeeds Byles at Spitzer and Mills as acting Radio Director. Ralph joined the agency on leaving school in 1939, going to the radio department in 1941. He served with the Artillery from 1942-6, went overseas in 1944 and was retired with his commission.

Returning to the agency in

February, 1946, he assumed the position of assistant Radio Director, which he has held until his present promotion.

Both these appointments were effective from September 1.

FIFTY-SEVEN STATIONS WILL CARRY CGE

Toronto.—Canadian General Electric's network program, which has been muttered about in back alleys these past months, has now come out into the open with the announcement that it will take the air Sunday, October 3 on the Dominion Network—44 stations including supplementaries—and 13 French stations.

The series, which is booked for a 39 weeks run, will feature the choral group "Leslie Bell Singers", of whom there are 30, and Howard Cable's orchestra which is of the same strength.

Personalities of the program are John Scott, announcer-narrator; Charles Jordan, lyric baritone; Gratien Landry, who will do the French cut-ins from Toronto. Production is by Esse Ljungh. MacLaren Advertising directs.

The Leslie Bell Singers, who are completing a film commitment for the National Film Board before starting the program, sing everything from folk songs to classics. Variety says they are "fifty per cent better than any similar group in America."

ERWIN WASEY OF CANADA LTD.

Toronto.—Musterole has scheduled a 6-month spot campaign starting in November over a wide list of stations coast to coast.



FOR THESE ARTISTS

- Bond, Roxana
- Cowan, Bernard
- Dennis, Laddie
- Elwood, Johnny
- Fitzgerald, Michael
- Hamilton, Lee
- Lockerbie, Beth
- McCance, Larry
- Nelson, Dick
- O'Hearn, Mona
- Rapkin, Maurice
- Rouse, Ruby Ramsay
- Scott, Sandra
- Wood, Barry

Day and Night Service at Radio Artists Telephone Exchange



# The Korn Kobblers

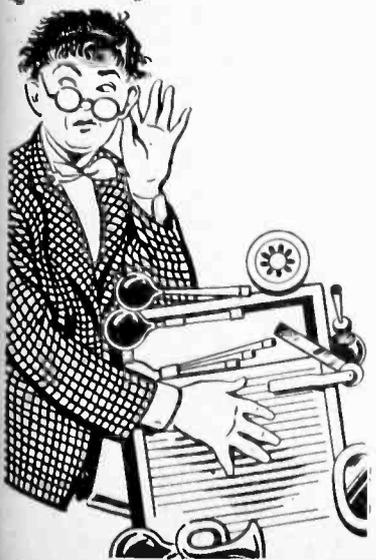
RADIO'S FUNNIEST MUSICAL SHOW  
... FEATURING THE BAND OF A  
THOUSAND GADGETS  
AND A MILLION GAGS!

Few, if any programs have pleased so many sponsors over so many stations over so long a period of time. Hundreds of laugh-packed quarter hour programs now available!

AUDITION IT NOW!

## ALL-CANADA PROGRAM DIVISION

Vancouver                      Toronto                      Montreal                      Winnipeg



# STATIONS

## Big Send Off For New CFRB

Toronto. — One of Canada's biggest radio station advertising and promotional campaigns is backing CFRB's move from 860 to 1010 on the dial and the opening of its new, 50,000 watt transmitter. To hold Ontario listeners and to attract new ones as following its surrender of its clear-channel frequency to the Canadian Broadcasting Corporation, September 1, the station used an extensive series of daily and weekly newspaper advertisements, posters, street car cards and a variety of special media ranging from a minute motion picture in Toronto theatres to book matches.

With the completion of the 50,000 watt transmitter, which was opened September 1, the twenty-one year old station became the most powerful, independently operated broadcasting station in the British Commonwealth. One of two Canadian outlets for Columbia network programs it claims that it will continue, on its newly assigned wave-length and directional antenna system, to reach one-third of the Dominion's buying power.

The themes of CFRB's advertising campaign are "Follow Your Favorites to 1010" and "A

New High in Good Listening". The campaign broke August 30 —M-Day minus 2 — when the station began the campaign with large space ads in Toronto newspapers featuring CFRB's favorite programs and personalities. Pictures include such local stars as Wes McKnight, Jim Hunter, Jack Dennett, Wally Crouter and Kate Aitken, and such Columbia network programs as *Radio Theatre*, *Inner Sanctum*, *Family Hour*, *Claudia* and *Winner Take All*.

Inside and outside car cards are being used for a month along with a representative showing of 24-sheet posters. In addition to the two campaign slogans, the 24-sheet posters feature large prints of leading CFRB personalities.

Other daily newspaper advertising in Ontario and insertions in class "A" weeklies have similar treatment to those running in Toronto papers. Ontario weeklies are carrying announcements of the frequency change-over. Door-to-door distribution and direct-mail is also figuring prominently in the campaign, which is being directed by the Toronto office of the J. Walter Thompson Company Limited. On M-day cards carrying the message "Good Morning! CFRB now 1010 on Your Dial" were hung on the front-door knobs of 100,000 Toronto homes. Distribution of the cards was completed before 8 a.m. For

trade and service club distribution, the station is using an ingeniously designed announcement. When this is unfolded the number 860 is automatically replaced by 1010.

**Opening ceremonies for CFRB's new transmitter** included "Open House" from 10:10 a.m. to 10:10 p.m. September 1. The new building with its four red and white steel tower antennas is located at Clarkson, 20 miles from downtown Toronto. A marquee and refreshment booth were erected and members of CFRB's engineering staff were on hand to explain the impressive and complicated lay-outs to the guests.

### INTERVIEW MISS CANADA

Halifax.—The news of *Miss Halifax* being selected as *Miss Canada* of 1948 was scooped for CJCH listeners here when the station extended its sign-off and gave complete and exclusive coverage to the contest and final selection.

Co-operating with CHML, Hamilton, who kept the *Halifax* station posted with the latest news of the event via long-distance phone calls, CJCH kept its air-waves open until 1.27 a.m. when the glad news of *Miss Jean Ferguson's* selection as *Miss Canada* came through. Both sides of the phone conversation were broadcast.

Letters, telegrams and phone calls of congratulation on the scoop soon poured in, and CJCH climaxed its work by airing, the following day, an interview with *Miss Canada*, who spoke to Halifax audience by long-distance phone from a holiday resort in the Muskoka Lakes.

### CBW LAUNCHED

Winnipeg.—CBW, the CBC's new 50,000 watt station replacing CKY, was officially opened Friday, Sept. 3.

A special ceremony was staged in the civic auditorium to mark the event. Brief addresses were given by the Lieutenant-Governor of Manitoba, Hon. R. F. McWilliams; Premier Stuart Garson; A. Davidson, Dunton, chairman of the CBC Board of Governors, and Dr. Augustin Frigon, general manager of the CBC. Their speeches were heard over the air, part of the proceedings being broadcast.

A special musical program, featuring Manitoba artists, was also staged.



## HOLD 'ER NEWT!

Yes, she's a'rearin' and will take a lot of holdin'. But there's no holding back the tremendous growth of CJCA's potential market. Edmonton literally sits on one of the world's largest coal deposits. Fifteen miles to the south-west is the heart of one of the wealthiest oil discoveries of the century—80 producing wells in 16 months. To the north, almost unlimited resources of tarsand, oil, salt, game, forest, fish and numerous precious minerals. Right around Edmonton is one of Canada's wealthiest mixed farming area. Like the untamed cow shown above, everything hereabouts is hurtling wildly ahead to new horizons of potential economic wealth and the major sales medium for this entire area is



**TO SELL SASKATCHEWAN**  
5000 WATTS      800 KC.

The *Wright* STATIONS

**CKAC—CHRC's**  
DUAL BROADCASTING FACILITIES  
OFFERS THE GREATEST COVERAGE  
OF THE FRENCH CANADA MARKET.

See  
**William Wright**  
VICTORY BUILDING TORONTO

**CJAD**  
MONTREAL  
Covers the  
**QUEBEC**  
**ENGLISH MARKET**  
1000 WATTS - 800 KILOCYCLES  
Offices and Studio  
1191 Mountain St., Montreal  
Represented in Montreal and Toronto by National Broadcast Sales; in U.S.A. by Adam J. Young Jr., Inc.

Don't Overlook...

# The Juiciest **THIRD** OF THE APPLE!



As every experienced radio time-buyer knows, there is a larger per capita listening audience in the Halifax area than almost anywhere else in Canada or the United States. Survey figures prove the consistently high ratio of "sets in use" at all times. But what is even more important—due to geographical and atmospheric conditions—this listening audience is confined almost entirely to the local Halifax radio stations.

## CJCH Now The Local Favourite!

In the short year since CJCH was upped from 100 watts to 5,000 watts, its popularity has steadily increased. Its average rating for ALL programs has almost doubled (from 5.4 to 9.4). CJCH holds MORE THAN A THIRD of the entire 9 a.m. to noon audience with a rating of 35.9! In other words, CJCH morning programs are the favourites because they're tailored to suit the preference of the housewife in the home.

SETS IN USE	PROGRAM RATING	% OF LISTENERS	SETS IN USE	PROGRAM RATING	% OF LISTENERS
20.9	5.4	25.8	25.3	8.2	32.3
20.5	4.5	21.9	25.1	8.1	32.4
21.8	4.8	18.9	25.2	7.6	29.2
21.6	4.6	21.4	26.2	10.7	40.3
20.5	6.6	32.3	24.9	11.8	41.9
21.1	5.6	26.6	30.5	9.9	30.4
22.9	2.6	11.3	23.9	8.0	29.2
21.4	2.9	12.9	23.6	9.1	36.8
22.7	5.2	40.6	27.7	9.1	31.8
23.6	4.6	19.4	22.5	13.4	49.4
23.9	7.1	29.6	27.0	4.7	20.8
24.8	4.0	16.3	28.7	10.6	39.7
27.5	6.4	23.1	24.4	7.4	37.1
27.7	7.1	25.5	30.4	7.4	30.4
30.3	6.6	21.3	32.0	8.2	24.4
31.8	5.3	16.5	32.7	8.2	25.6
33.1	2.3	20.6	39.4	8.2	27.3
33.1	6.9	20.5	39.4	8.2	24.7
31.5	4.1	12.9	37.6	8.0	25.0
31.1	5.5	17.7	24.6	7.2	26.9
29.8	6.4	21.5	37.2	7.2	29.4
29.0	9.2	28.4	33.2	9.0	24.2
29.0	7.7	26.4	34.9	8.8	25.6
29.4	3.4	11.7	21.5	6.3	19.6
27.1	5.6	20.8	31.3	6.6	30.0
27.5	5.8	21.1	26.6	6.9	28.3
25.1	6.9	27.3	19.2	3.7	12.7
23.5	5.4	22.7	24.5	5.2	17.3
22.8	4.7	20.7	20.0	7.3	27.3
24.4	3.3	15.6	26.5	5.7	23.3
25.0	3.5	14.1	29.0	6.3	20.4
25.5	3.4	13.3	23.0	9.7	29.6
26.0	5.3	20.4	30.4	8.7	32.7
25.0	4.0	16.0	29.5	9.6	29.4
25.1	5.2	20.6	30.7	9.3	32.4
25.6	5.4	21.1	30.8	9.0	30.3
					29.3

C J C H  
Average Rating  
May '47  
5.4

C J C H  
Average Rating  
May '48  
9.4

## HERE ARE TWO IMPORTANT FACTS:

- Advertisers should keep in mind that the Halifax Market is the most important market East of Quebec!
- CJCH consistently carries the bulk of the local merchants' radio advertising. It's results that count and these advertisers know the kind of results they can count on when they use CJCH!

ASK THE BOYS AT  
**NATIONAL BROADCAST SALES**  
THEY HAVE A WEALTH  
OF CJCH SUCCESS STORIES

5000 WATTS - 920 ON THE DIAL  
**CJCH**  
HALIFAX NOVA SCOTIA  
YOUR GOOD NEIGHBOUR STATION

## Do you require Results For Every Dollar you spend?

The small budget retail advertiser *must* get returns for every dollar he spends.

52 smaller business men in Western Ontario towns and villages are regular advertisers on CHOK Sarnia — and they're getting results regularly.

Ask your district detail man what medium small business men use in these towns; CHOK will be the majority answer:

Watford	Glencoe	Parkhill
Ridgetown	Alvinston	Thamesville
Wallaceburg	Forest	Strathroy
Wyoming	Blenheim	Petrolia
Bothwell	Dresden	

For results for every dollar you spend, try

# CHOK • Sarnia

5000 WATTS 1070 KCS.

CHOK - FM

Get the facts from

NATIONAL BROADCAST SALES

TORONTO: 2320 Bank of Commerce Bldg. - AD. 8895  
MONTREAL: 106 Medical Arts Building - FI. 2439

**Mon . . . .**  
**it has everything!**

SAMPLE: Retail Sales estimated value \$47,625,000 (period August 1946 to August 1947). Ask your local All-Canada man why CJOC is your best buy to sell in Canada's 22nd richest market!

# CJOC

**NOW 5000 WATTS**  
LETHBRIDGE ALBERTA ALL-CANADA STATION

## PEOPLE

### RCA APPOINTMENT



Montreal.—The RCA Victor Company Ltd. announces the appointment of E. W. Miller to the position of sales engineer in its Engineering Products sales department. He will cover the Province of Quebec and the Ottawa valley territory.

A native of Winnipeg, Miller received his early education in Quebec City, later attending Laval University. He also attended McGill University where he graduated in science. He was previously employed in research work by Price Bros., Research Laboratory.

### PIRIE HEADS CKRC SHUFFLE

Winnipeg.—Bruce M. Pirie, until recently commercial manager of CKRM Regina, has been appointed to the same position at CKRC.

Kay Parkin is vacating the promotion department to become Mr. Pirie's secretary. Now in charge of promotional doings is Clare Copeland.

Kay Costello, another CKRC-er, is also doing some shuffling on her own —big scale shuffling at that. Kay is shuffling just a little way beyond Buffalo. Her destination — Benghazi, Cyrenaica, where she has an important date in front of the altar.

### REP TO AGENCY

Montreal.—T. C. (Mickey) Maguire, account executive for All-Canada Radio Facilities for ten and a half years, has resigned to take a position in the Montreal office of Erwin Wasey as radio and research department manager.

### SICK LIST

Toronto.—Lloyd Moore of CFRB is at home recovering from a sickness which kept him in bed over the opening of the 50 kw station last week.

### WEDDING BELLS

Vancouver.—Margaret Jestley, for five years with CJOR Vancouver and writer-narrator of the noon Women's World program, will leave radio shortly to marry Dr. Len Wrinch of Rossland, B.C. Miss Jestley was formerly with CJOC Lethbridge and CJAT Trail.

### MONCTON PERSONNELITIES

Moncton.—Jack Reid, CKCW, recently returned to the fold here after a tough eighteen months hospitalization at the local T.B. san. Reid is back on the air with his own fifteen minute piano solo spot.

Changes in the station's office staff include the departure of accountant Dorothy Renton and receptionist Lois Rockwell for wedding bell partnerships, with traffic manager Marg Carter packing her bags for a private secretary stint in New York. They will be replaced respectively by Ned Cummings, Rita Leger and Norma Murray, all newcomers to the radio field.

On the studio staff side, Tom Rafferty, program director, left for his old station CKNX, Wingham, and is replaced by Roy Hicks, continuity director. Earl Ross, former CKCL, Truro, news commentator and sportscaster, joins the station as announcer. John Merryfield, librarian, departed for a job in the sales field, and is replaced by Billy Cannaire.

### TRAFFIC TO SALES

Toronto.—Robert F. Tait, traffic manager at the All-Canada Program Division, Toronto office since his return from war service in 1946, has been appointed eastern sales representative. He will spend most of his time in the Maritimes with headquarters at the company's Montreal office.

Douglas A. Grout, who joined All-Canada in Calgary in 1940 and returned to his position after war service, has been transferred to Toronto to succeed Tait as traffic manager.

**"The world's  
best coverage  
of the world's  
biggest news"**

★

HEAD OFFICE:  
231 St. James Street  
MONTREAL

# CANADIAN TELESCREEN

## TEE VEE ACTION

The proposed U.S.-Canadian TV channel allocations will be one of the main items under review at the FCC's September 13 meet, when it will confer with the U.S. broadcasting industry on the effect of tropospheric interference in conjunction with the present allocations.

NBC created a first in TV with its telecast from the U.S. aircraft carrier *Leyte*. The carrier went through its paces off the coast of Long Island and telecasts of a mock battle were beamed to New York viewers 26 miles away.

A drive to export TV equipment was recently announced by the British Radio Industry Council, and plans are laid to ship transmitters abroad for demonstration purposes.

The Australian government recently announced plans for the allocation of approximately \$1,000,000 for the in-

stallation of TV experimental stations in six key cities.

Pay boosts for musicians employed on movies for TV is the latest demand by James C. Petrillo, president of the American Federation of Musicians. Movie companies will be asked to pay musicians a scale for TV rights where pic is for double-headed distribution.

A time sharing proposal, said to be the first in TV history, was recently filed with the FCC by the Easton Publishing Co., Easton, Pa., and the Lehigh Valley Broadcasting Co., Allentown, Pa. The two companies propose to telecast from their own studios and transmitter on alternate dates.

The Philco Corporation is currently running a series of training programs in a large number of cities in the States for TV and antenna servicing and installation.

A new rate card issued by NBC's TV station WNBTV, New York, hikes the evening hourly rate up to \$1,000, representing a 33 1/3% increase over the current rate. This percentage lags far behind the estimated 67% increase in TV set ownership in the area.

The Chicago Tribune's station WGN-TV has signed as an affiliate of the Du Mont Television Network. First commercial tele network show to be carried out by the Chi outlet will be the Original Amateur Hour sponsored by Old Gold cigarettes.

The CBS-Times-Mirror video station in Hollywood, KTTV, will spend \$250,000 for buildings to house its offices, studios and transmitter.

Gulf Oil Co. is bankrolling a new musical-variety series starring songstar Bob Smith over the NBC Television Network every Thursday evening.

There are reports that a video version of the Ford Theater radio show will make its debut over the CBS Television Network in October.

Total U.S. TV sets as at August 1 numbered 484,350, an increase of 64,350 over the July 1 figures, according to the NBC research bureau. New Yorkers top the ownership list with a total of 243,200.

More and more small-town television applications are being received by the FCC, which, to this date has a total of 295 outstanding. The three new ones are: WTBO, Cumberland, Md.; KVKO-FM and the *Morning Star*, Harlingen, Tex.; and WKOW, Madison, Wis.

(Continued in 4th col.)

## NINE OUT OF TEN LOOK-IN DAILY

New York.—The rapid growth of television in 1948 was shown by the large increase in receiver installations since January 1, according to a study of Videotown, U.S.A., an unknown town which is the subject of a continuous TV survey by the research department of the Newell-Emmett advertising agency here.

One-third of all installations were made in the first three months of this year, the survey stated. Projecting this rapid growth, if set sales stay at present levels, the number of sets in use will have tripled by the end of 1948.

Study No. 2, covering consumer buying motives and viewing habits, showed that in Videotown nine out of ten sets are in use every day—an aver-

age of four persons viewing each program. Nearly half of those in the family who first wanted television were interested because of sports events. One-third wanted sets for the entertainment features, plays, movies, etc., and one-sixth for the entertainment of children.

The study also found that the living habits of most set-owners have changed: they stay at home more, listen to the radio far less. One out of six report they do not use their radios at all since buying video receivers.

## TEE VEE ACTION

(Continued from col. 2)

A new "flying spot" cathode tube is the latest development by RCA for a standard video-signal generator. The tube will be used to boost tele-film projection by throwing a strong light directly onto the film, and will thus act as the carbon in the ordinary movie projector.

A pooled resources pact between ABC-TV in Hollywood and the Los-Angeles Herald-Express went into operation recently. The pact, which is for a ten-year period, calls for the exchange of newspaper television and radio facilities "to the greatest possible extent consistent with the public interest".

Television in color, developed by Mexican engineer Guillermo G. Camarena, is currently being demonstrated in the Telecommunications and Public Works building in Mexico City.

Spanish officials got their first look at TV recently, when RCA gave demonstrations in Barcelona of relay, transmitter, camera and mobile unit operations.

## NO CHANGE FOR U.K.

London, England. — Following recommendations from the BBC TV advisory committee, it was officially announced here that Britain would put the thumbs down sign on color TV, as it was decided that it was not sufficiently advanced to justify a change from the present black and white system.

A suggestion that the Corporation review its present 405-line standard system and possibly change it to the U.S. 525-line standard was also axed, for it was pointed out that the cost to the Corporation and the 50,000 odd set owners would not correspond with the improvement in reception.



Joe Hardy talks ON

## QUEBEC MARKET NO. 2

"Good day—and I hope you enjoyed a pleasant vacation. Some of you, I know, visited Quebec City, and were fascinated by its old-world atmosphere. Did you, at the same time, realize what a market it offers for your goods or services. Radio Station CHRC reaches 146,560 homes in its primary area—96.1 coverage! And they can back that statement up with B.B.M. figures, too! Quebec Market No. 2 can be reached by radio with a coverage of 85.2; plus a bonus of 18,240 homes, or 77.2 coverage, in the French-speaking Maritime Provinces. Tell your sales story in this wealthy market—our people appreciate your understanding of their preferences when you address them in French, over their own stations."

For any information on Quebec Market No. 2 Telephone, Wire or Write to

JOS. A. HARDY & CO. LTD. MONTREAL QUEBEC TORONTO

CHRC	REPRESENTING	5000
CHNC	QUEBEC	WATTS
CHLN	NEW CARLISLE	5000
CHLT	TROIS RIVIÈRES	WATTS
CKRS	SHERBROOKE	1000
	JONQUIÈRE	WATTS
		250
		WATTS

## Now It Can Be Told

Ten letters to ten stations brought ten enthusiastic replies.

Mart Kenney's Talent Quest, a Contest of Stars-To-Be, is making solid progress in co-operation with ten stations who want to promote Canadian talent and further their own Community Relations.

Those stations are:

CKPR, CKRC, CKRM, CHAT, CFAC, CJCA, CFJC, CJIB, CJOR, and CJVI.

Fresh ideas, aggressive promotion, keen co-operation, know-how and ability — these are the things that The Office of Mart Kenney offers program planners who want the finest in orchestras, acts and entertainment.

THE OFFICE OF  
MART KENNEY  
125 DUPONT STREET  
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# RADIO MASTS and ANTENNAE OF ALL TYPES

*Now in Use from  
Alaska to  
Newfoundland*

Structures available in both welded and bolted construction, fully galvanized. Our plant is specially equipped to design and fabricate all equipment of this nature.

**The  
CANADIAN BRIDGE  
COMPANY LIMITED**

WALKERVILLE, ONT.

## For Sale!

AMERICA'S MOST POPULAR  
COMEDY TEAM



15 MINUTES FULL  
OF FUN AND LAUGHTER!

Radio's Hilarious Comedy of Domestic Life  
... Available for Local Sponsorship, three  
to five times weekly. Audition it now!

**ALL-CANADA PROGRAM DIVISION**

Vancouver Calgary Winnipeg Toronto Montreal

## ROUNDUP

### AXIS BROADCASTERS FACE TRIAL

Washington.—Two women broadcasters, well known to U.S. and Allied troops during the war as *Axis Sally* and *Tokyo Rose*, will shortly face the U.S. courts charged with treason.

Employed in Germany and Japan respectively, Mildred E. Gillars (*Axis Sally*) and Mrs. Ivo D'Aquino (*Tokyo Rose*) who are both cited as U.S. citizens, spent a considerable amount of broadcasting time during the war pouring Axis propaganda into the troops' ears.

Miss Gillars, currently reposing in the District of Columbia jail, was brought back to the U.S. from Frankfurt, Germany, on August 21. Mrs. D'Aquino is at present lodged in Sugamo prison in Japan, and will be brought to the States in mid-September.

### SWEDES STUDY CANADA

Montreal.—Education by radio was carried a step further recently when the CBC International Service, at the request of the Swedish Broadcasting Corporation, produced and packaged a series of four full-length school broadcasts dealing with Canada.

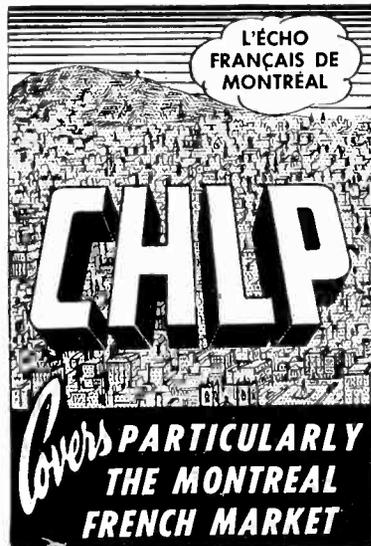
The programs, two in English and two in Swedish, are for English-language and geographical instruction, and will be distributed, with illustrated pamphlets, to schools throughout Sweden for use in the 1948-49 school year.

### FM CHANNEL AGREEMENT

Washington.—An agreement was reached here recently between the FCC and the Department of Transport on U.S.-Canadian FM channel allocations, which aim at preventing interference between stations in the two countries.

The agreement is similar to the recently issued TV channel allocation plan, as it covers points 250 miles or less from the U.S. and Canadian border.

### NOW 1000 WATTS!



Representatives:

Canada: James L. Alexander  
U.S.A.: Joseph Hershey  
McGillvra Inc.



### MONEY! MONEY! MONEY!

Then there's the top flight radio actor who wanted a model fee for posing for a publicity story in a national magazine.

• • •

### OTHER CHEEK

People who experienced difficulty contacting CBC top boys Wednesday of last week could have found them at Clarkson, attending the christening of CFRB's new transmitter.

• • •

### YEOMAN SERVICE

Station WIP, Philadelphia, renders a great service to radio in offering the winner of a quiz program the show itself as a grand prize.

• • •

### WHAT'S IN A NAME?

There's an announcer at WOW, Omaha, whose wife insists on being referred to as a dish jockey.

• • •

### CANADIAN RADIO

CJBC advertises its new power with a list of seven U.S. programs and two Canadians, to which we might add "all this and Kesten too".

• • •

### AXE ME ANOTHER

CBC's boast that the dual CBL-CJBC transmitter saves the tax-payer a hundred thousand dollars only shows what could be done if the same principle were applied in some of their administrative departments.

• • •

### IN THE RIGHT CORNER

In considering what coverage to give the forthcoming Conservative Convention, stations might bear in mind that this is the party which stands for the survival of private enterprise.

• • •

### PAN MAIL

Dear Dick: Get that sad look off your face, or, better still, get rid of that face.

—Bob Buss.

• • •

### GIVEAWAY IT IS

If the stations and the programs go on spending all their time giving away prizes, one of these days the listeners will start giving away—their radios.

—Mickey Lester.

• • •

### QUO VADIS?

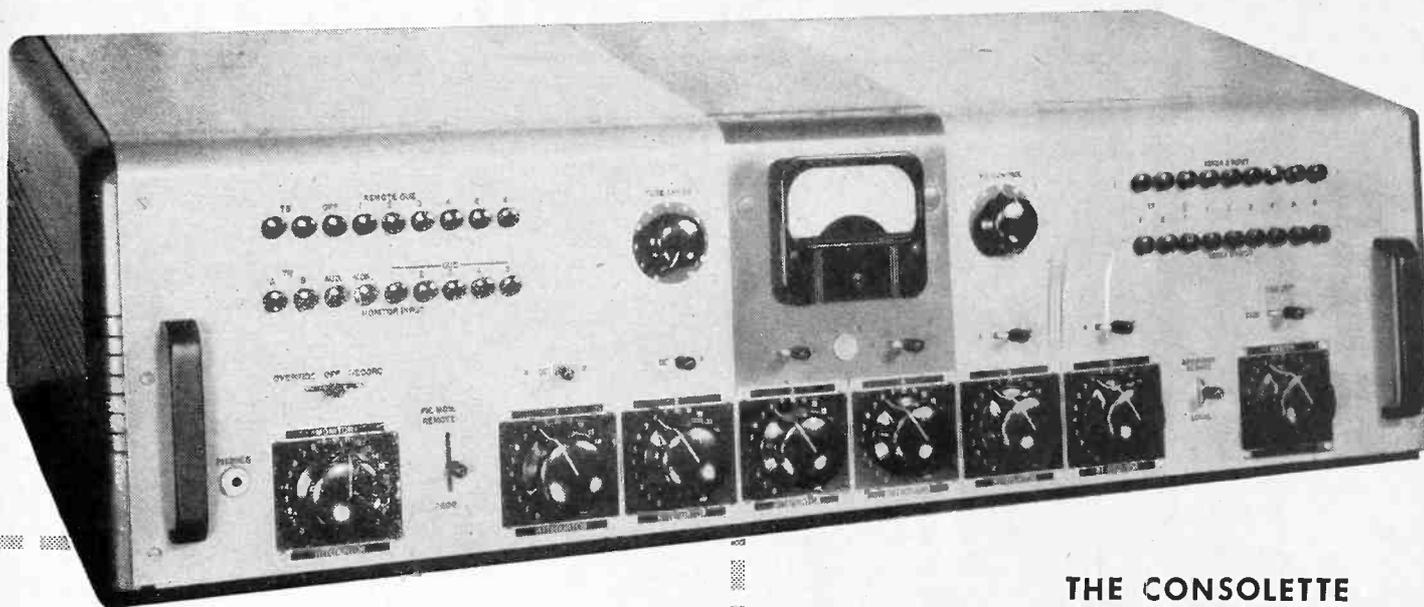
What with watts and what watts are, all we ask is what next?

# Broadcasting's favorite consolette...

**for AM and FM  
... the RCA 76-B4**

**AVAILABLE FOR IMMEDIATE DELIVERY**

Nothing like the 76-B4 Consolette to keep studio programs and rehearsals in motion. It is flexible, easy to operate and provides program quality that meets FM requirements. Has full facilities for simultaneous auditioning and broadcasting... for practically any combination of studios, turntables, or remote lines—AM or FM.



## FEATURES OF TYPE 76-B4 CONSOLETTTE

- Over-ride facilities for all remote lines.
- Six-channel mixer.
- Direct talk-back system to any studio and any remote line.
- Cue feed to remote lines.
- Five spare monitor inputs for monitoring externally produced programs such as networks, other studios, out-going channels, etc.
- Large VU meter connected to rotary selector switch permits accurate program monitoring. Plate current checking system for all tubes and program channel.
- No lost time due to possible failures of amplifiers or power supplies. Emergency operation may be obtained quickly by means of switches.
- Headphone monitoring across output line, monitor and external source, such as network.
- Recorder feed.
- Low-noise, low-microphonic type—1620 tubes.
- The 76-B4 has built-in isolation coils for remote lines and turntable booster amplifiers.

## THE CONSOLETTTE TO SUIT YOUR STATION'S NEEDS

**THE STANDARD 76-B4.** This model includes 4 pre-amplifiers. Similar to former RCA 76 series consolettes and known by broadcast engineers the country over, this flexible and versatile audio control system performs all the amplifying, monitoring and control functions of most large and small stations—AM and FM.

### where it is used

- For two-studio operation... with two microphones in each... one announce booth microphone, and one control-room microphone.
- For single-studio... using four microphones, one announce booth microphone, and one control-room microphone.
- For two transcription turntables using external booster amplifiers.
- For six remote lines... with independent control of each.

For complete technical information and details on this consolette... backed by more than 20 years of broadcast engineering experience in this field... call your nearest RCA Victor sales engineer or write Engineering Products Sales Dept., 1001 Lenoir St., Montreal, P.Q.

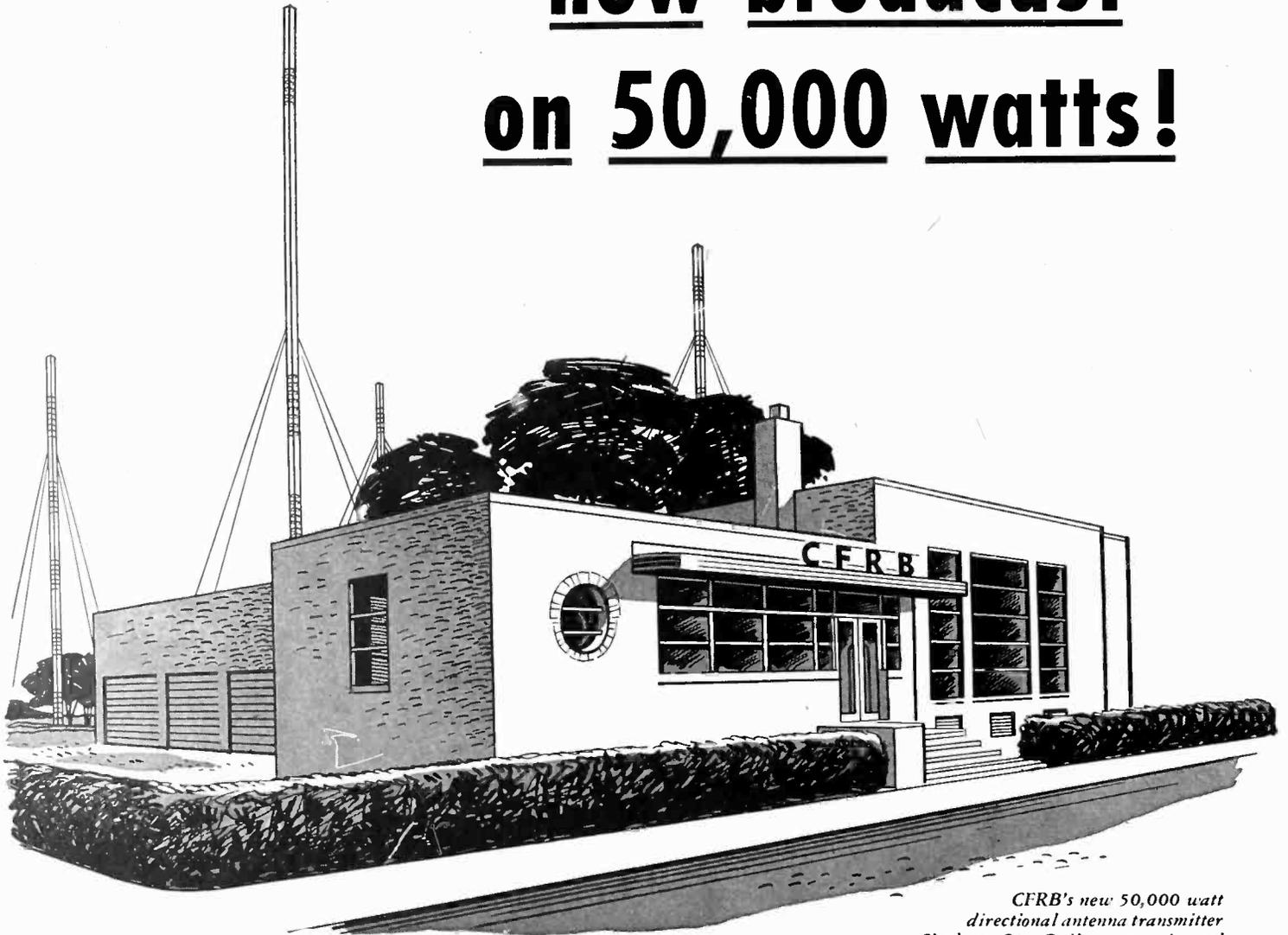
For  
Radio Communication  
Today and Tomorrow  
Look to  
RCA VICTOR

**RCA VICTOR** 

RCA VICTOR COMPANY LIMITED

HALIFAX MONTREAL OTTAWA TORONTO WINNIPEG CALGARY VANCOUVER

# Your advertising over CFRB now broadcast on 50,000 watts!



*CFRB's new 50,000 watt directional antenna transmitter at Clarkson, Ont. Built at an estimated cost of \$500,000, this transmitter is completely up-to-date, from the 250,000 volt-amperes generator in the power room, to the top of its four 250 feet high transmission towers.*

**O**N September 1st Radio Station CFRB, Toronto, increased its power fivefold—bringing a new high in good listening to CFRB's vast audience—presenting a new high in potential radio homes to CFRB's advertisers.

CFRB, broadcasting over its completely new high-powered 50,000 watt transmitter, is now the most powerful independently owned station in the British Commonwealth.

Now more than ever before CFRB is your No. 1 buy in Canada's No. 1 market.

# CFRB

**1010 ON YOUR DIAL**

### *Representatives:*

**UNITED STATES: Adam J. Young Jr., Incorporated**

**CANADA: All-Canada Radio Facilities Limited**