SINGING IN THE HEATWAVE

Toronto. — Singing in the Heatwave may not be the title of a new song, but there was a heat wave—last month, remember?—and singers had to sing in it. Here are CFRB Mos. Clubmen, caught by the camera as they tried to reach their high and low Cs while they rehearsed for their Summer Serenade with the mercury at over 100°.

Four singers and a piano player who got together a year or two ago largely because they liked to sing, they are, from left to right, tenors Del Rogers and Al Sawyer, both voice students at the Conservatory; next, the bandannaed guy, Baldy Harris, baritone, who will go into social work after completing his postgrad course at U. of T.; Roy Griffith, bass, who claims to be living on his wife’s unemployment insurance; finally, prayerfully at the piano, director Rod Shepherd, organist and piano teacher, who leads the quartet from the piano.

Photo by Al Gray

WIDE RADIO COVERAGE OF CONVENTION IS P.C. PLAN

Ottawa. — Anticipating that radio coverage, by private stations will exceed that afforded to the recent Liberal Convention, the Progressive Conservative Party has laid extensive plans for co-operating with broadcasters on its National Convention, to be held in Ottawa on September 30 and October 1-2, when it will choose a successor to John Bracken and restate its policies.

Dividing arrangements into two sections the Conservatives first intend to institute a pre-convention build-up, and will distribute, to all stations in Canada and Newfoundland a series of transcribed talks and interviews dealing with the Convention. These talks, which are primarily aimed at focusing public attention on Ottawa, run for less than the usual fifteen minutes to allow for commercials to be inserted. In addition to the talks, news editors of all stations will be supplied with any special news releases on the Convention. A recording studio has also been set up in the Chateau Laurier, which will be available to radio personnel arriving before the Convention who wish to interview delegates. The Convention coverage will be initiated by the distribution, to all independent stations, of a copy of the “key-note address” which will mark the opening of the Convention. The recording of this address, according to the PC publicity office, can be delayed, repeated or excerpted.

Boths have been set up in the Convention Hall at the Coliseum in Ottawa, and these have been made available to independent stations and the CBC as required. All stations will be fed from a central control panel for pick-ups from the speaker on the rostrum floor, and although there will be only two P.A. mikes in front of the speaker, stations have been invited to mount one mike apiece in front of the rostrum for effect.

The CBC coverage for the Convention was not formulated at the time of release of the plan for private stations.

CAB TO WOO ACA

Toronto. — Radio will play an important part in the Association of Canadian Advertisers’ convention at the Royal York Hotel here October 27-9.

A presentation will be made by the Canadian Association of Broadcasters at 2:45 p.m. on the first afternoon. There will also be a discussion on BBM following the CAB meeting.

At the ACA annual banquet, October 29, the cast of the new Wrigley Show, which opens on the Dominion network September 29, will provide the main part of the entertainment. This will not be the radio show itself, but a special performance under the direction of the show’s producer, Ra’ Purdy. It will feature Mildred Morey, Ellis McIntoch and his band, with Wally Koster singing and Monty Hall as emcee.

Geared to the Convention slogan — “Moving Merchandise to Market” — the CAB presentation in the preparation for which CAB manager Jim Allard has secured the cooperation of Al MacKenzie, of All-Canada Radio Facilities Ltd, will aspire to “create a common understanding between broadcaster and advertiser”.

The morning of the first day will be devoted to closed business meetings. Besides radio, that afternoon, C. Reed Schrier, of U.S. Steel, will deliver a luncheon address, with a film, on an advertising topic as yet undisclosed. Alex Miller of the CAAA, concludes the afternoon with a presentation on Personnel Selection for Positions in Advertising.

Starting the second morning (28th), the meeting will be given over to a succession of forums. These are, in order of presentation, “Product Presentation” (packaging, styling, etc.); Market Research.

After the joint ACA — Ad Club luncheon, the convention will convene again with a forum on “Market Planning”, followed by a session on "Market Promotion".

The final day’s agenda (29th) includes forums on “Advertising Campaigns” (Evaluation of Media); “Development of Cooperation between Agency and Client”; “Getting Value from Readership Studies”; and, finally, “Selling the Company” a forum on Public Relations.

The ACA’s annual awards for distinguished service to Canadian advertising will be presented by the retiring president, H. J. G. Jackson, as his final act before handing over the gavel to the 1948-9 president.
There'll be no croaking or crackling with FM equipment installed by Marconi.

Here is a modern company with modern FM ideas... ready to "talk shop" any time you wish to call on them. The wealth of knowledge displayed by Marconi experts in this relatively new field of FM have amazed station owners everywhere... at the same time assured them, here is a company "that knows what it's all about". Enquire today... and you will realize why all modern stations that demand the finest... insist on FM equipment by MARCONI. Featuring the "EXCLUSIVE" Armstrong Dual Channel FM Modulator.

MARCONI... the Greatest Name in Radio

CANADIAN MARCONI COMPANY

Established 1903

VANCOUVER • WINNIPEG • TORONTO • HALIFAX • ST. JOHN'S, NFLD.

www.americanradiohistory.com
OVER THE DESK

The period between light and dark is the worst of the day to drive a car, and, likewise, the present weeks, neither winter nor summer, are difficult days to write about radio. We went into our pet peeve, the summer replacements latest issue, so let us just leave it at that.

It is interesting to note that Canadian General Electric is coming onto the air with the Leslie Bell Singers. Besides the welcome news that another radio manufacturer is going to become an accessory to the soling of his own shows by contributing a program to public listening, it is a refreshing thought that this sponsor is coming out with a program of folk songs to classics, presented by what is generally agreed to be one of the top-ranking choral groups on this continent.

Our thought is that in the mad scramble to produce palatable programs, accent is usually on some novel twist — a sort of superficial chrome plating to kid the listeners that here is something new. This is probably a lot easier, perhaps cheaper even, than attempting good solid entertainment, with the "twist" thrown in for good measure.

Good melodic sound still at the top of the Hit Parade. This may sound like a very revolutionary statement. But look at that perennial favorite, Album of Familiar Music; look at the Northern Electric Hour. The U.S. trade papers have recently bestowed awards on one but two CFRB programs. What were they? The first was Wsh bert Campbell Presents, which was, in effect, a parade of familiar songs and tunes. The other was—shudder as you will, Mr. and Mrs. Sophisticate — the earthy American folk song program (you probably call them hill-billies) Home On The Range.

Teen-agers are having a fling with their jive, which, not perfectly all right. But they'll grow into their twenties, thirties and forties (what comes after that?), they'll come out of the ground to cease being sharpies, and then what? Teen-agers are after all a minority group. Like other minorities, such as listeners to CBC Wednesday Night (and you can count us in on that one) they rate their own programs. But there is still an audience for "O'Mine," "Londonderry Air," "Absent," ten of their ilk, an audience which outshines many times the devotees to both baccharales by Beethoven and Jogge by Berlin. Who started this teen-age gag anyhow?

This talk about music somewhere between the jive and classics brings to mind a Churchill story that probably only this paper would print: On the eve of the transformation of the National government into what he hoped would be a Conservative one, Winston rallied his supporters

CKRC
DOMINION NETWORK
WINNIPEG — CANADA

Mr. Quebec Timebuyer,
Quebec

COULD BE VERSE!

THERE WAS A YOUNG MAN FROM QUEBEC WHO HAD A SMART HEAD ON HIS NECK THIS EXPERIENCED GUY KNEW BY FAR THE BEST BUY IN MANITOBA WAS CKRC — BY HELL!
Do hear much talk in the coffee-houses among merchants and men of affairs about mighty strange things—where are rising prices to stop, where is business headed, and the like. All of which shows intelligent forethought, much of which was summed up in goodly style by The Financial Post's editor, Ron McEachern, a few days past. This belief is that for the next two years the only certain thing ahead is uncertainty, but advises against fear. Do myself believe that the future is for the man who goes forward to meet it boldly, who plans carefully, but who acts now.

GIFT HORSE FOR SCHNOZ
Vancouver. — Schonzo Durante, visiting the Pacific National Exhibition at Vancouver, made himself such a good guy that in return he received not only a horse but also the feed bill, a bill from the blacksmith who shod her and the one from the jockey who rode her.

NAMED SALES MANAGER
E. Wilson Wardell has been named Sales Manager of CKLW, Windsor, effective immediately. Wardell has been on the Sales Staff of CKLW for nine years, having had several previous experience in Sales and Promotion for the Eureka Vacuum Cleaner Company. A native-born Detroit, Wardell was educated at the University of Michigan, and is a member of Rotary, and the Adclub of Windsor, as well as the United States Coast Guard Reserve.

SELL YOUR MARKET by knowing it!
Research means "let's find out." It's the job of highly trained fact-finders—men and women able to get the facts about advertising and selling. It's the sharpest tool of common-sense marketing.

We can help you know more about your product, market or advertising with a complete marketing research service:
- Radio Surveys
- Consumer Panel of Canada
- Attitude and Opinion Surveys
- Product Testing
- Copy Testing
- Trade Surveys

Absolutely reliable research means he makes your advertising buy go further. Write or telephone:

International Surveys LIMITED
TORONTO: 93 Church Street, E. 8554
MONTREAL: 1341 McGill College, W. 2500

Vancouver. — The day after the build-up started for Bill Newell, former Vancouver news announcer who was to return to CKMO as news editor, word reached the station that he was ill and would have to remain in San Francisco, at least for the present.

For many years Newell broadcast news on CKWX for The Vancouver Sun, leaving the paper in 1941 to join the U.S. Navy. He was to return in mid-September, to the post at CKMO and again to handle Sun broadcasts from that station, until illness forced a change in plans.

Newell had a wide knowledge of B.C. and the west, and one assignment which resulted was a trip to California, before joining the American navy, representing Vancouver and the B.C. Tourist Association in publicising travel facilities in Canada.

MARRIED AND BOOSTED
Toronto. — Appropriately on his wedding day, Clive Eastwood, was named chief engineer of station CFIB, Toronto, the double event having taken place September 15. Clive, who is 27, and a graduate of the University of Toronto, has been on the CFIB engineering staff of the station since he graduated in 1945. He passed his senior matric at the age of seventeen but had to wait two years before he could be admitted to the university. He spent this time at the Toronto station and also put in his vacations there.

Through the recent rush to get CFIB's new 50 Kw transmitter onto the air, Clive moved out to the site at Clarkson, where he and Bud Seabrook of RCA worked day and night to get the transmitter in operation in the record time of 40 days.
Canadian Bull Is Better

With the return of fall and fall activities, ad club and other organizations’ notices are coming in the mail, announcing speeches and other functions which will stud the coming season.

It is an astonishing fact, but a fact none the less, that about nine out of ten of the speakers who will address these clubs are from the United States.

We have no desire to start an international situation. Yet it is not worthy of thought on the part of those who direct the activities of business clubs and associations that Canada is not a vassal state of the U.S.A.? May we respectfully suggest that there are Canadians in all fields of business, experts in their various spheres, who are well qualified to influence their fellow-countrymen to win steaks and make them sizzle, and do all those other things that after-dinner speakers advocate. For one thing, their steaks come from the same nationality of bull.

Joking apart, Canada doesn’t have to take a back seat to the United States just because our southern neighbor has ten times the vocal power. In radio it is well known that the American industry based its Broadcast Measurement Bureau on our Bureau of Broadcast Measurement, and thereby revolutionized coverage measurement. To return to public speaking, one of the accepted text books on the art, in the United States as well as in Canada, is Bill Wright’s “How To Speak In Public”. It is not unlikely therefore that when the American expert on making the grass grow comes over to address a group in Canada, he learned what to say and how to say it from the book Bill wrote between his office in the Victory Building and his home at Willowdale!

This tendency to turn always to the United States is retarding our advancement to full nationhood. Almost every booth at the recent Canadian National Exhibition thought it was attracting U.S. dollars by displaying the Stars and Stripes. In one instance a large American flag flew over a smaller British flag. Doubtless, when and if we get a flag of our own, the same situation will prevail.

Our national radio system leans on the States for its best listened to programs instead of developing its own.

The newspapers fill their pages with American features from columns to the “funnies”. Magazines load themselves with second rate American fiction.

If Jack Canuck Ltd. intends to grow more and more into a subsidiary company of Uncle Sam Inc., he is certainly going the right way about it.

Blame for this state of affairs is not attributable entirely to club and association managers and officials. Their job is to bring their members the speakers they will turn out to hear; to listen to their expressed desires. Unfortunately people just don’t express their desires, and there lies the trouble. If members of clubs and associations, instead of staying away from the meetings that do not interest them, would turn out and become vocal on their likes and dislikes, the task of the club secretaries would be greatly eased and their memberships would be a great deal happier.

RADIO BRINGS THE WORLD TO YOUR LIVING ROOM

OPINION

Freedom of the Air

The British Broadcasting Corporation, like the C.B.C., is supposed to be quite impartial in politics, and to give all parties equal opportunity to express their views. It is an ideal to which complete adherence is difficult, and a few determined political partisans inside the organization can easily change the policy in spirit, while keeping to the letter of the rules.

Lord Craigavon, president of the Listeners’ Association of England, in a recent letter to the Recorder has complained about the B.B.C.’s “sustained policy of presenting Russia, Communism and revolution in a sympathetic light.” He cites various programs that have been broadcast, such as a dramatic reconstruction, inaccurate in parts, of the Russian Revolution, talks on the lives of Russian revolutionists, etc., and concludes that “only the existence of a strong Communist element in the B.B.C. would make possible this constant harping on Russia and revolution.”

It is to be noted that all the programs of which he complains are such as could be called educational, and therefore non-political. If the B.B.C.’s rule about political impartiality is similar to that of the C.B.C., it applies only to broadcasts openly sponsored by political parties. Other programs can be slanted to the left without actual breach of the rules, and it is only after the process has been going on for some time that listeners begin to realize what is being done.

Even in the C.B.C., which may strive for impartiality more heartily than does its British counterpart, some news commentators regularly employed are quite obviously biased in favor of Russia and communism. It is not a valid defence to say that an equal number of the C.B.C.’s commentators are anti-communist, because the anti-communist does not work his preferences into everything he says. The communist can almost get propaganda for Joe Stalin into a weather report.

It would be no real infringement of freedom of speech if both the B.B.C. and C.B.C. were to bar communists from the air. In Canada, their views on economics are ably represented by the C.C.F., who would not be at all backward in getting them forth. The rest of what the party stands for is summed up in the words “sedition” and “treason”, and the British concept of freedom of speech is not supposed to cover those crimes.—The Printed Word.

SPARKS SALE OF BONDS

Winnipeg.—CJOB has lined up a month-long series of programs to aid the sale of Canadian Bonds which gets under way in October.

Named the Canada Bond Wagon, the first show is scheduled over the station October 2. Three shows will be broadcast weekly, 30 minutes each Tuesday and Thursday and 15 minutes each Saturday, during October.

VISITORS’ LIST

Current visitors to Toronto are Herb Hyland, CJIC; Saul Ste Marie; Ken Parton, CJGX, Yorkton; and A. Berthaume, CHLP, Montreal.
The world's best coverage of the world's biggest news!

HEAD OFFICE:
231 St. James Street
MONTREAL

STATIONS

NEW BOSS MAN

Station CJKL recently announced the appointment of Harry M. Edgar as station manager. Edgar, previously with CKWS, Kingston and CKGB, Timmins, comes to the station from CHOK. Sarnia, and replaces Brian Shellen, now manager of the "Timmins Daily Press".

CKY PINCH-HITS FOR CBW

Winnipeg.—Forty-two hours after it was officially closed by Premier Stuart Garson, Station CKY took to the air again Sunday, September 6, for a few hours. CKY was "on the air" from 4 p.m. until 9:30 p.m. after network transmission to the new station CBW had been blacked out by fire.

A city blaze, which also held up transportation on the C.N.R.'s main line for hours, cut C.N.R. telegraph and telephone communication lines including the Corman transmitter line to CBW, shortly before 2:45 p.m.

Engineers at Carman, immediately realizing the emergency, played recorded orchestral music while a CBC operator raced out from Winnipeg to CKY's Heavenly transmitter that went down Friday evening, September 4.

Within 30 minutes the operator had the transmitter warmed up and ready to take over the network transmission.

So with a change of program at 4 o'clock, also came a change of stations.

It was CKY's last kick. At 9:30 p.m. CBW went back on the air. CKY was closed for good.

ROTARY ROLLS THE BARREL

Vancouver.—For the seventh consecutive year CKWX Vancouver covered the New Westminster Rotary Club's barrel launching at Lytton, about 170 miles up the Fraser River, and its arrival at the Pattullo Bridge. New Westminster.

Laurie Irving made the trip to Lytton for the launching, and high water resulting from floods earlier in the summer carried the barrel down in record time.

The service club sponsoring the event sells tickets which give the buyer a guess on the time of the run downstream, with the proceeds going to the club's charity.

The station has been covering the event since 1942, when Joe Midmore, now promotion manager for the station, covered the first one.

OIL WELL ON THE LOOSE

Edmonton.—Events at the Leduc oilfield, 15 miles south of Edmonton, recently gave Station CJCA an opportunity to do some quick on-the-spot news reporting.

Atlantic No. 3, the well which has been on the loose for the past few months, burst into flames at 6 a.m. one morning, swallowing up thousands of dollars of equipment and menacing the rest of this $300,000 oilfield.

CJCA quickly despatched special events reporter Hal Yerxa to the spot with a wire recorder, and he was able to give a first hand account of the workers, aided by bulldozers, fighting the flames.

The station also devoted time to public service announcements warning motorists of danger on the highway.

WESTERNERS WARY ON PRICE MENTIONS

Vancouver.—In the west, reaction to price mention was not earth shaking among advertisers during the first weeks.

"Merchants are not jumping into it," one sales executive said. "They're not necessarily against it. Many just don't think it makes that much difference."

Used car firms, grocery and clothing merchants have shown the most interest so far, according to Jack Sayers, CKWX sales manager.

"Advertisers are going slowly waiting to see what the other fellow is doing," according to Bob Bowman, manager of CKMO.

The trend in B.C. so far seems to be that a merchant who thinks he has a bargain is more eager to mention the price than someone with a product on which the price is fixed.

Department stores have shown some interest in the idea, but so far none have signed up under the price mention arrangement.

C KOX OPENS REMOTE STUDIO

Ingersoll, Ontario.—Extending its community service through the Oxford County area, Station C KOX Woodstock, recently opened a new Ingersoll studio situated at 187 Thames Street South.

The new studio, officially opened by Mayor C. W. Riley, will carry CKOX programs including Ingersoll and district news each day.

Local advertisers are sponsoring commercials through the station and plans have been laid for the new station to co-operate with local service clubs and other community organizations. A series of Sunday church broadcasts will be aired, with each broadcast originating from one of the Ingersoll churches.

A number of local live talent shows is also slated for production.

Frank Sheppard, who has been with CKOX since its inception in December 1947, will be in charge of the studio.

CK LW GOES 50 KW APRIL 1949

Windsor.—Laying down approximately $34,000 for a transmitter site, Station CKLW currently plans to be amongst the high power class with the installation of a 50,000 watt transmitter.

The power increase, which has been approved by the CBC, will be part of a $450,000 expansion program planned by the station. The new transmitter will be in operation by April 1949.

Continuous Radio Audience Measurements Since 1940

Elliott Hayes Limited
Sun Life Building
MONTREAL 694
315 Broadway Ave.
TORONTO 1144
Yes, in Canada’s third market, there’s only one station that has consistently held both dealer and customer preference over the past year.

CANADIAN FACTS SURVEY—By actual surveys, in 1947 and 1948, Vancouver grocers and druggists gave CKWX definite preference over any other station as a selling medium.

ELLIOTT-HAYNES—In distribution of audience, CKWX lead all other stations in the Vancouver market in listener (customer) preference for the full 12 month period ending June, 1948.

MORE CUSTOMERS TUNED TO CKWX, MORNING, NOON AND NIGHT, THAN ANY OTHER STATION

For results, use the DOMINANT, PREFERRED station in this Rich, Pacific Coast Area ... YOUR DIRECT route to Canada’s most prosperous Buy-Way!

GET THE FULL STORY! CONSULT ALL-CANADA OR WEED & COMPANY
3 NEW NETWORK SHOWS to CKTB

"FRED WARING SHOW" — for S. C. Johnson & Son Ltd.
"KATE AITKEN SHOW" — for Ogilvie Flour Mills Co. Ltd.
"LESLIE BELL SINGERS" — for Canadian General Electric Co. Ltd.

plus renewals on other top network and national spot shows and scores of locally-sponsored features.

More and more advertisers are finding that the best way to sell the $200,000,000 Niagara Peninsula market at one low cost is via

CKTB · St. Catharines
The Niagara District Station
1000 WATTS 1550 KCS.

Get the facts from
NATIONAL BROADCAST SALES
TORONTO: 2320 Bank of Commerce Bldg. - AD. 8895
MONTREAL: 106 Medical Arts Building - FL. 2429

The Local Merchants Appreciate!

Yes — the local merchants realize to the full and appreciate the strong support with which you are backing up their sales efforts when you advertise your products through the facilities of CJRL—because

90% of the local merchants of Kenora-Keewatin and many outside communities, themselves use CJRL as the first-choice medium to reach their customers, both actual and prospective.

To sell goods and services in this territory profitably, consult our National Representatives.

AGENCIES

JAMES LOVICK & CO. LTD.
Vancouver.—The British American Oil Company has secured the Vancouver Pops Symphony over Trans-Canada stations between CBW, Winnipeg and CBR. Vancouver on October 7 with Jacques Singer as permanent conductor.

Burns & Company has returned Burns Chuckwagons to the Dominion network at a new time of Thursdays at 8.00 p.m. (E). The regular cast includes singers Juliette and Bert Williams, the Rhythm Pals Quartet and Harry O'Dell's orchestra.

Nabob Food Products returned Harmony House September 21 to Dominion network stations between CFGB, Montreal and CVJ, Victoria. The show starts its sixth season with its usual format of popular music and musical quiz and features Richmond Hylog's orchestra along with vocalists Pat Morgan and Suzanne.

GRANT ADVERTISING OF CANADA LTD.
Toronto — W. K. Buckley Ltd. starts an extensive spot campaign October 18 over 67 stations coast to coast, including a 5-minute daily weather report over CFGB, Grande Prairie, CKOV, Kelowna and CFQC, Saskatoon while a 5-minute a week newscast goes to CFRB, Toronto.

Lewis-Howe Ltd. (Nature's Remedy) has a heavy hot spot series going to 27 stations coast to coast commencing October 5. The schedule calls for 25 weeks of a 3 week 5-minute campaign with additional spot transcriptions starting over 8 eastern stations.

RUTHRAUFF & RYAN INC.
Toronto — Lever Brothers has switched its spots and nights for its Rinso sponsored Anos 'n Andy show. Starting October 3 the program will be heard Sundays at 7.30 p.m. (E) and will be piped in from Columbia to CFRB, Toronto; CKAC, Montreal and the Dominion net.

COCKFIELD BROWN & CO. LTD.
Montreal — Canadian Industries Ltd. starts the French version of C. L. S. Canadian, October 21 over the French network. The program features Jean Deslaurier's string orchestra and guest vocalists.

J. WALTER THOMPSON CO. LTD.
Montreal—Henry Morgan & Co. Ltd. (Department Store) has started the half-hour musical Marguerite over CBM, Montreal. The show is broadcast from the stage of L'Enmitage and features the Alouette Quartette, songstress Giselle and Geoffrey Waddington's orchestra. Lamont Tilden handles the commercials.

YOUNG & RUBICAM LTD.
Toronto — Lever Bros. is pipping in the Bob Hope Show from NBC for Playboy Shampoo. The program is heard Tuesdays at 9.00 p.m. (E) over the Trans-Canada net with Cy Strange handling the cut-ins.

COCKFIELD BROWN & CO. LTD.
Toronto — York Knitting Mills resumes Singing Stars of Tomorrow October 24 over 28 stations of the Trans-Canada network. With much the same format as last year the Sunday afternoon show again features Rex Battle and his orchestra with Raymond Summers looking after the commercials and producer by John Adaskin.

MORE INTERNATIONAL INC.
New York — Vick Chemical Co. has started the 5-minute a week Do You Remember featuring Leslie Stowe over CFRB, Toronto.

BATTON, BARTON, DURSTINE & OSBORN INC.
New York — Wildroot Hair Tonic is piping in from Spode from Columbia to CFRB, Toronto; CKAC, Montreal and the Dominion network beginning October 3. The half-hour whoodums will be heard Sundays at 8.00 p.m. (E) and has been scheduled for 5 weeks.

BING DUBS SHOW IN VANCOUVER

Vancouver — The imposing list of entertainment bigs who have visited here received a boost with the arrival of Bing Crosby who gave a benefit performance of his Philco Radio Time show to an audience in the Forum on September 22.

The show, in aid of the Sune Memorial Association which plans to promote a modern community center was cut for re-broadcast over the U.S. ABC network on October 13. Bing Crosby will be back on the air in Canada on September 29 from 1 to 2:30 p.m. and will be aired from CJBC, Toronto and CFDCF, Montreal as a direct feed from the ABC net. New York, with cut-in Canadian commercials, Hutchins Advertising directs.

www.americanradiohistory.com
ASSOCIATIONS

R.E.C. Hears Price Mention Progress Report

Toronto. — With a revised Constitution and new By-laws voted into effect before the open-forum discussion started, the Radio Executives Club of Toronto opened its 1948-49 season with a luncheon meeting in the King Edward Hotel, Wednesday, September 15.

Club president Sid Landcaster announced the appointment of John Crosbie (Dancer-Fitzgerald-Sample) as Chairman of the Membership Committee, Andy McDermott (Horace N. Stovin & Co.) as Chairman of the Publicity Committee and Vice-President Maurice Rosenfeld (MacLaren Advertising) as Chairman of the Program Committee.

Topic for the open-forum discussion was “A Survey and Report on Price Mention to Date.” The Chairman pointed out that the club will devote two meetings to the subject — the initial survey and report, and a second session when price mention is three or four months old.

Leading the discussion were Waldo Holden, CFRB-Toronto, Hall Cooke, CKEY-Toronto, Lloyd Westmoreland, CKOC-Hamilton, Vern Dallin, CFQC-Saskatoon, Wallace Slatter, CJOY-Guelph, Dan Carr, Imperial Radio Productions and Spence Caldwell of All-Canada’s Program Division who also reported in behalf of Gordon Keeble, CFCF-Montreal.

All speakers agreed that the temporary withdrawal of the ban on this “evil” for so long, did not result in any wild price mention debauch.

Holden reported instances of written appreciation from listeners and Cooke, together with Westmoreland and Dallin, said they were able to secure a portion of the appropriation of certain types of retailer who had hitherto been Luke-warm to radio.

Westmoreland claimed several advertisers had experienced “sales” of sale items, directly traceable to price mention.

Slatter of CJOY felt it was necessary to educate the local advertiser to achieve the most advantageous use of price mention, and also reported no undue demands.

For the transcription boys, Caldwell reported no program sales as an out-and-out result of price mention. Dan Carr announced that a national sponsor, previously resenting the restriction, had, a few hours earlier, closed a deal for a transcribed series and refused, when it was offered, to take advantage of the lifting of the ban.

Maurice Rosenfeld emphasized the necessity of protecting the advertiser once his prices had been disclosed to station personnel.

In summing up, Lancaster remarked upon the fact that the private stations had in many instances departed from the directive laid down by the CAB, but in doing so, had reduced rather than increased the number of occasions on which price mention is allowed in any given period of time. While he felt the private broadcasters were showing admirable self-discipline, he warned against the possibility of abuses in the desire to accommodate new advertisers, particularly during the Christmas period.

He agreed with Caldwell’s earlier remark that price mention could well be extended indefinitely beyond the six-month trial-period if broadcasters and advertisers maintained their present practices.

While price mention is still very, very young in Canada, it was concluded that this “privilege” at least, of the many enjoyed by U.S. radio but denied the Canadian operator, is not, after all, more than our people are capable of handling to the satisfaction of all concerned with the medium, listener, operator and advertiser alike.

BOARD MEETINGS

The CBC Board of Governors is meeting at the Lord Nelson Hotel, Halifax, September 23 and 24, to consider among other things the recommendation of the regulation, as requested by the CAB, under which the use of selling copy is not permitted in the closing announcement of a newscast.

The CAB Board meets in Toronto, at the Royal York Hotel, October 4 and 5.
Canada's largest organization devoted exclusively to research and development in all phases of electrical communication.

Canada Stands for Peace

- For every application in radio
- For expert engineering and installation
- For service and quality

LOOK TO Northern Electric

26 DISTRIBUTING HOUSES ACROSS CANADA
The Knife-Thrower Missed
Oshawa, Ont.—Bernie Barris of CKDO says there is one thing the Academy of Radio Arts didn’t teach him. “I never learned to stand up in front of a heavy board, with a microphone attached to a tape recorder in my hand”, he said, “while I described having eight heavy knives thrown at me by a knife thrower named Tex.”

“I wouldn’t have done it except that Tex was in a jam”, was Bernie’s reflection after the affair. “He’s been playing with the Wild West Show at the Drive-In Theatre just outside Oshawa”, he said, “and last night he sort of nicked his daughter who usually works the act with him.”

Bernie went through with the stunt as his own idea, took his tape back to the station, and it was aired throughout on CKDO.

He kept up his patter without a hitch while the mike picked up eight (count ’em) resounding thwacks, as the heavy knives buried themselves around his frame, and the ten gallon hat they had loaned him for the show settled down farther on his ears.

The spontaneous remark he made into the mike after the ordeal was over indicated that he had no desire to take on the job full time. He said: “Oh boy! Now I can go home!”

Canadians Thrive On Broadway Bandwagon

More than a handful of Canadian radio types are making good in New York, according to Frank Dennis, who went to the big city himself in 1943 from Walsh Advertising and has been churning out the copy for Ruthrauff and Ryan in New York ever since.

Todd Russell, one time CFRB announcer, is striking it rich on Strike It Rich, Columbia’s quiz show for Fifth Avenue Candy Bar.

Ernie Taylor, one time member of the Carry On Canada quartet (now the “Four Gentlemen”) has appeared in a number of Broadway plays and is currently rehearsing for the new Bay Boilier Stage Show, a musical version of “Charlie’s Aunt.”

Bill White, who forsook an operating job at CFRB for the bright lights, is now piloting Canadian radio activities for Benton and Bowles.

Freddy Heywood, also a CFRB alumnus, is director of special events for NBC.

Mercer McLeod is working at CBS. Fletcher Markle is producing Ford Theatre on Columbia. Morris Sardin is waving his baton for Columbia. Pat Joudry and hubby Dinsdale are writing Henry Aldrich. The inevitable Percy Faith is still listened to by most of us on his Coca Cola Show. Billy McClinstock, former CBC sound effects man, is now tied up with NBC and Frank says is one of the most sought after noise makers in the biz.

We finally pried from Frank the information that he has written commercials for Jack Benny, Frank Morgan, Dick Haymes, Ronald Colman, and others.

Christmas Cards Letter Heads

Now is the time to place your order for Christmas cards and letterheads.

Your own personal card printed with a personal greeting.

Fred J. Cressey Printing
38 Carlton St.
Midway 6713

Toronto

The French Voice of the Ottawa Valley

Studio... 121 Notre Dame Street, Hull, Que.

Canadian Representative

Omer Renaud & Cie.
3474 Coles-des-Neiges,
Montreal.

Toronto Office—51 Yonge St.

Adam J. Young Jr., Inc.
11 West 42nd Street,
New York 18.

Programming Especially for the French Listeners in the Ottawa Valley...

Pat-a-cake Pat-a-cake, Radio man,
Cook up a show as fast as you can,
Write it, produce it, make it quite gay,
Folks will hear it on CKCK.

The Buckle of Saskatchewan's Money Belt

Pat-a-cake

Canadian Broadcaster

CFCF
Montreal
600 KC
Canada’s First Station

CKCK REGINA
5000 WATTS

September 25th, 1948

Page Eleven

www.americanradiohistory.com
"LIONELIZING", advertisers a ready-made Catering Showmanship and full speaking Station story, in story where people have It's Dominion cities in Canada, need Telephone, the Quebec in Trois Rivières, for HARDY of SHERBROOKE idea averaged to than this. The 3828 to radio advertising. Place your account with Andy. The former chain's Tuesday evening slot and CBS is putting the show into a Sunday evening slot and a good old-fashioned Hoopertating war is anticipated. During recent years the NBC network has practi- cally had a monopoly on top ratings for Sundays what with its Jack Benny-Charlie McCarthy-Fred Allen parlay. However, in the past few months the ABC chain has seriously threatened NBC's leadership with as if you didn't know—a giveaway show, Stop the Music. This bit of creative (?) programming on the part of ABC execs was responsible for tumbling Fred Allen from among the top 15 in the Hooper race to 30th position. Industry officials are relieved to see that CBS at least is jumping into the Sunday evening Hooper slug-fest with entertainment and not trying to buy its audience. It's getting to be an ancient complaint these days but at this writing only the MBS network has promised to do anything about the giveaway situation.

Incidentally, before we pass along too many bouquets to CBS, we should also report that the same network on Sept 21 will move its Sing It Again giveaway from Saturday nights to Tuesdays from 10 to 11 p.m. where it will buck Bob Hope and People Are Funny on NBC. In addition, CBS will switch its Winner Take All to Sundays from Tuesday nights to Tuesdays opposite Bing Crosby on ABC. No comment necessary.

And before we forget it, the FCC was scheduled to grant the networks' request for a two-week extension of the Sept. 10 deadline for filing briefs in connection with the Commission's proposed new regulations banning giveaways that violate lottery laws. As one told your reporter recently: "We still haven't decided just what stand we will make."

The board of directors of the Broadcast Measurement Bureau were in a gay mood last week as they announced that the organization is financially on the beam and that a number of new features are to be included in Report No. 3 of its continuous nationwide listenership study scheduled for March, 1940. The new features will include: Measurement of television and FM as well as AM; survey of the number of families that listen to each station and network in the course of an average day—in addition to data on station and network weekly audiences; and measurement of 300 or more localities which have stations now but didn't have at the time Study No. 1 was made.

In looking ahead to Report No. 3, the BMB board authorized consider-ation of the possibility of measuring the total amount of time listened to a station or network and also authorized a major over-all study of the field of radio research. The Bureau's executive secretary, Phil Frank, dis- closed that all-time high membership now totals 741, including four major networks, four regional networks, 10 FM stations and five tee- nee stations.

On the cuff notes . . .

We're told that the CBS network is preparing a new Sunday evening series for popular comic Robert Q. Lewis. . . There's talk that the ABC network will try cocky comedian Henry Morgan in a situation series if he continues to ring up the no sale sign on the cash register. . .

NBC network affiliates are expected to go into a great bit of detail in discussing the effect of coast-to-coast radio on their station at Sun Valley, Idaho, this month. . .

Tradejests insist the MBS network has decided to abandon plans to launch a new audience rating show, Watch Your Alibi, starring Eloise McElhone. Miss McElhone prefers to move to the West Coast to appear as a regular on the Leave It to the Girls show. . .

Understand the CBS network has auditioned a new half-hour dramatic adventure series based on the Milton Caniff comic strip, Steve Canyon. . . and now if you'll excuse us for ducking out early this month, we're off for two weeks at Atlantic City—without a radio of course—until next issue, that's the news till now.

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.

NEW YORK'S RADIO ROW

by Richard Young

New York, N.Y.—The usual sum- mer full along Radio Row was finally broken last week when the CBS network took time out to admit that it had purchased lock, stock and barrel the services of the veteran black-face comedy team of Amos 'n' Andy. First deal of its kind in history, it not only included radio rights but television, vaudeville and motion picture rights as well. Sale price is reportedly in the neighbourhood of $2,000,000 (which is a nice neighbour- hood no matter how you look at it!).

The show, which has been aired over NBC and will move to CBS on Oct. 3, will put a significant dent into the former chain's Tuesday evening comedy line-up featuring also Fiber McBee & Molly and Bob Hope. And even as we jot down these words, there are rumors that CBS is approaching other top stars with similar deals. However, most observers are asking the same question: "How many $2,000,000 deals can CBS support?" Few expect such opera- tions to become a trend.

When Amos 'n' Andy do move to Columbia, their current sponsor, Lever Bros. (for Rinso) will go along but will retain their Tuesday evening time on NBC for another show as yet unidentified. CBS is putting the show into a Sunday evening slot and a good old-fashioned Hoopertating war is anticipated. During recent years the NBC network has practi-
CONGRATULATIONS!

CBW - - 990 kilocycles
CBX - - 1010 kilocycles

We Salute the Canadian Broadcasting Corporation on the completion of two of the world's most modern radio stations.

We are proud to have been associated with the Canadian Broadcasting Corporation in their progressive and far-sighted move to provide the people of Manitoba and Alberta with the best possible broadcasting service.

Federal was chosen Best for the West, supplying and installing two of their latest type 50,000 watt air-cooled standard broadcast transmitters, one for CBW Carman, Manitoba, and the other for CBX Lacombe, Alberta.

Best Wishes to CBC management and staff for many years of greatly enlarged and successful broadcasting by means of these new outlets.

"A Top Name in Communications Since 1909"

FEDERAL ELECTRIC
MANUFACTURING CO. LTD. MONTREAL 14, CANADA

Export Distributors: International Standard Electric Corporation, 67 Broad St., New York
In U.S.A.: Federal Telephone & Radio Corporation, 100 Kingsland Road, Clifton, N.J.
**HOLDINGS HOME OIL HOCKEY**  
Vancouver. — First announcement in the west of fall sport broadcasts came from CKWX Vancouver, who will handle Home Oil hockey broadcasts starting October 15. Duke McLeod will handle the play-by-play, with Bill Good assisting.

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**LIVE CNRF DAILY CITED**  
Edmonton. — Mid-Day Merry-Go-Round, which was a week live talent variety show aired over CNRF, Edmonton, recently collected laurels when it was awarded third place in the variety division of the annual local program competition run by the U.S. show weekly Billboard.

The citation for the award said: "Musically, both from an instrumental and vocal standpoint, this is a good show. The tunes and styles offer good melody and instrumentation plus a change of pace".

Featuring Gaby Haas on the accordion, Dick Taylor, guitar, and Marion Craig, Hammond Organ, with vocalists Dixie Dean and Jerry Forbes, the show is emceed by Claude Blackwood, with comedy relief supplied by Omar Blondahl.

**HOW THEY STAND**

The following appeared in the current Elliott-Haynes Report and is based on the top national programs, based on fifteen key markets. The first figure following the name is the E-H rating; the second is the change from the previous month.

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**PROGRAMS**

**AMATEUR SHOW AIDS T.B. FUND**  
Winnipeg. — With fall upon us, CIJO along with the Associated Commercial Travellers, has lined up the amateur show swing of rural centres. Proceeds are used to fight T.B.

First program will be heard from Treherne, Saturday, October 9. Sixty minutes of the show are aired.

Then on Sunday, October 17, the show will be originated from CFRN Flin Flon, with CKX Brandon and CIJO cutting in. George Davies and Ed Farey of CIJO will handle the show from the northern metropolises.

---

**CKMO LEADS VANCOUVER NOW**

**TOPS IN RATINGS!** **TOPS IN ENTERTAINMENT!** **LESS COST PER LISTENER!** **THE ONLY STATION USED REGULARLY BY**

**STANDARD OIL HUDSON'S BAY COMPANY WOODWARD'S ARMY AND NAVY**

**NATIONAL BROADCAST SALES**

Toronto and Montreal  
DONALD COOKE INC., New York

---

**CFCN CALGARY, ALBERTA 10,000 WATTS**

**Dominates Alberta's best 1948 Crop Area**

---

**CFCF Montreal 600 KC PLUS SHORT WAVE AND FM**

**The Voice of the Prairies**
CKLW, known to listeners throughout Western Ontario as “The Good Neighbor” Station, has a notable record of public service to its ever-growing audience now estimated at 200,000 homes. That spirit of enterprise which has kept CKLW in the front rank of Canadian broadcast stations since it first went on the air on June 1, 1932, has now led them to increase their power to 50,000 watts, the better to serve their listeners. RCA Victor is indeed proud to be associated with CKLW in this new expansion program.

With the purchase of an RCA BTA-50F1, CKLW joins the distinguished company of RCA “50” users including most of the foremost broadcast stations on the continent. For over 20 years RCA “50”s have been the undisputed first choice of 50-kw broadcasters. Today RCA “50”s are in use or on order by 42 North American broadcast stations including:

- CFRB Toronto Ontario
- CKLW Windsor Ontario
- CBK Watrous Sask.
- CBA Sackville N.B.

For Radio Communication Today and Tomorrow
Look to RCA VICTOR

RCA VICTOR COMPANY LIMITED
HALFAX MONTREAL OTTAWA TORONTO WINNIPEG CALGARY VANCOUVER
Outstanding Achievement in Radio Programming!

CFRN wins the BILLBOARD AWARD for Variety Shows in competition with over 400 Canadian and American radio stations with the program "Mid-Day Merry-Go-Round".

Your Friendly Station - Edmonton, Alberta
Your advertising program is not complete unless it includes time on CFRN - centering Canada's fastest growing market.

What you’ve been waiting for in pick-up kits

Now Available

GENERAL ELECTRIC

- TRANSCRIPTION PRE-AMPLIFIER
- VARIABLE RELUCTANCE PICKUP
- TRANSCRIPTION EQUALIZER
- TRANSCRIPTION TONE ARM

Contact your nearest C-G-E office

CANADIAN GENERAL ELECTRIC CO. LTD.
HEAD OFFICE: TORONTO

WANTED
CREATIVE ASSISTANT FOR RADIO PRODUCER

This is an exceptional opportunity to join the Radio Division of one of Canada's best known advertising agencies. Our radio producer requires a senior assistant whose qualifications include several years experience in writing continuity and commercials, knowledge of casting talent and control booth work, general familiarity with radio production. Permanent year-round employment at good starting salary, with excellent prospects for advancement. Write fully, in strict confidence, to

Box U
CANADIAN BROADCASTER
371 Bay Street - Toronto

NEWS

Face Lift For B.U.P.

Montreal. — British United Press Radio Service is in for quite an expansion program, according to Phil Curran, new managing director, who has been working in the radio news field since KJBS first started broadcasting news back in the twenties.

B.U.P.'s expansion and developments start off with a splitting of the wires, we learned from the new chief, who looks somewhere not too far south of the forties and has been running news bureaus for the same outfit since 1933 on the West Coast of Canada and the United States, in Mexico City, Alaska, Saigon, Australia and now in Montreal. The wires will be split into regions, he said, so that each area will get more of its own news.

Donald MacKay, former manager of the Halifax Bureau, has been named Radio News Editor. He will be headquartered in Montreal. Ted Shields has been engaged as MacKay's assistant. A new sports editor, John Champion, will direct B. U. P.'s sports coverage and do a daily column on the wire on Canadian sports. A Canadian Women's News Editor will shortly be appointed, and a Radio Editor is about to be assigned to Ottawa to look after radio interests in the capital.

B. U. P. will also be introducing into Canada their specialized coverage of Hollywood, from which point, besides regular features relating to the motion picture industry and personalities, it will be possible to have regular interviews supplied in any language, by tape, telephone or transcription. Curran pointed out that such interviews can be used for stations wishing to fete home town stars or for testimonial purposes.
RCA HOLDS TV CLINIC

Camden, N.J.—Eight Canadian broadcast engineers were among the sixty odd who recently attended the fifth television clinic here which was run by the RCA Engineering Products Department, affiliate of the RCA Victor Co. of Canada.

The course, which involved a week of technical TV training, aimed at acquainting the broadcasters with all phases of the latest TV equipment. The engineers also studied TV system installation and operation problems.

The lectures, which were given by the RCA engineers who designed the equipment, included discussions on all aspects of TV operation, from theory to lay-out of studios, kinescope photography, and the operation of microwave equipment for remote telecasts.

Practical demonstrations were held in the new TV studio, which is of the average station size, and the visitors were able to see and operate cameras, control equipment and 16 and 35 mm projectors for TV movie films.

The company's AM and FM transmitter plant was also visited, and the engineers took in a tour of RCA's experimental TV station, where they were able to tune and adjust a five-kilowatt transmitter.

On completion of the Camden course the broadcasters were taken to the RCA Laboratories in Princeton, N.J. They were lectured on the development of the image orthicon and high frequency power TV tubes, and heard talks on the latest developments in TV and radio.

The Canadian engineers who attended the course were: Dr. F. S. Howes, McGill University, Montreal; W. B. Smith, Department of Transport; E. W. Miller, RCA Victor Co., Montreal; Ken Kendall, National Film Board, Ottawa; Aurel Bousquet, Station CHUM, Toronto; K. G. Chisholm, RCA Victor, Toronto; Walter J. Blackburn and P. A. Field, Station CFPL, London, Ontario.

CNW VISITORS EYE TV

Toronto.—TV at the CNE proved popular among the 2,000,000 odd visitors to the two-week show. Manufacturers installed receiver sets in their exhibits and showed the public evening programs picked up from WBEN-TV Buffalo. RCA Victor installed a studio and telecast interviews and mobile pickups to receivers posted all over the exhibition grounds.

TV TEACHES AGRICULTURE

Washington.—Teaching people about the land via TV is the aim of the U.S. Department of Agriculture, who recently added another TV expert to its organization. The department has an extensive TV program for educating the consumer on general agricultural topics, and plan to use movie adaptation, newsreels and spot news in their presentations.

TEE VEE ACTION

New York.—Total postwar shipments of television receivers by members of the Radio Manufacturers Assn. passed the 425,000 mark in June. Major portion of the shipments went to the metropolitan centres such as New York, Philadelphia, Chicago, Los Angeles, Boston, Washington and Baltimore.

Total second-quarter shipments were 155,455, compared with 102,181 for the year 1947. First-quarter shipments were 106,136 bringing the half-year total to 259,681. According to the RMA, second quarter shipments in Los Angeles, Washington, Baltimore, Boston, Cleveland and other big cities were far above the entire total for 1947.

A regional television network for the state of Texas is currently in the works. The network will bear the title, Texas Telet Swim, and be headed by James P. Nash, millionaire local oil operator.

Mr. Nash has asked the green light for stations in Austin, San Antonio and Corpus Christi and plans to get approval for outlets in Waco and Fort Worth in the near future. It is planned to connect the chain with microwave relay links.

Despite reports to the contrary, it’s now said that there is no hope whatsoever of the Television Broadcasters Assn. ever becoming a part of the National Assn. of Broadcasters.

CBS Television Network signed Emerson Radio & Phonograph Co. as bankroller of its popular Town & Village vaudeville series starting in October.

Eastern Transformer Co., New York City, has developed a new video antenna which the company says will increase the range of tele and FM stations in fringe areas by as much as 15 to 25 miles.

Trommer’s beer will bankroll wrestling matches over the NBC Television Network beginning Oct. 5.

The ABC network and station KECA-TV, Hollywood, initiated a ten-year contract combining their news and program facilities.

Station WSB-TV, Atlanta, expects to launch commercial operations Wednesday evening, Sept. 29.

Niagara Falls had a turn at being wooded recently when WBEN-TV, Buffalo, took a trip to the Ontario side of the falls and installed its camera on a balcony of the General Brock Hotel. Telecasts of the corpses were then beamed over to U.S. viewers.

Montreal.—British United Press has concluded arrangements with Twentieth Century Fox to supply TV subscriber stations with large quantities of news film for backgrounding news telecasts, according to Phil Curran, new BUP managing director. The TV department is now providing US telecasters with twenty daily newscasts and 24 features a week.

New York.—An AM program promoted via TV will be introduced by ABC shortly. The net’s Welcome Travellers AM program was recently filmed for TV usage by Hollywood technicians, and will be ready for distribution by the fall. 35 mm copies will also be sent out to motion picture theatres throughout the country. A total audience of 25,000,000 is expected to see the film.

Copenhagen, Denmark.—British TV was featured here in the recently opened British Industries Fair. The British Radio Industry Council, cooperating with the Danish State Radio, appointed the British firm Pye Radio, suppliers to the BBC, to exhibit and demonstrate TV equipment.

Transmissions were made of the Fair’s opening, and a ten minute Danish program series was a main feature of the demonstration.

NEW BROOM—CLEAN SWEEP

Mart Kenney’s Talent Quest, a Contest of Stars-To-Be, has swept the Canadian West with progressive activity co-sponsored by ten stations who want to promote Canadian talent and further their own Community Relations.

These stations are: CKPR, CKRC, CKRM, CHAT, CFAC, CJCA, CFJC, CJIB, CJOR, and CJVI.

Radio, Press, Advertisers and Public have all shown live interest.

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

THE OFFICE OF MART KENNEY

125 DUPONT STREET TORONTO, ONTARIO

CFCF

Montreal

600 KC

ABC - DOMINION

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 Ramsey
• Scott, Sandra
• Wood, Barry

Day and Night Service at Radio Artists Telephone Exchange
EDUCATION

Ontario Has Radio School
Toronto.—The Training and Re-establishment Institute, formerly operated jointly by the Dominion and Ontario Government, has started functioning as a purely provincial enterprise in Ontario under the name of the Ryerson Institute of Technology.

The electronics branch of the Institute, covering radio operating and announcing, will function as it did in the former set up under Eric Palim. His assistants were all connected with him in the old school, and include, on the technical side, Vern Stewart, Herb Jackson, Andy Kufuk, Vern Byers, Bill Victor, Harry Mitchener, Ed Waddington and Charley Fluskey. Rene Charles will again head up the announcing and production staff.

The same advisory committee which sat over the old school, made up of representatives of broadcasters and agency men, will function again.

Length of the courses has been extended to two school years for technical men and one school year for announcers and producers.

Fees for Ontario residents are $25.00 per school year. Non-residents will be charged $200 per school year for British subjects, or $300 for non-British. The courses are open to veterans and non-veterans. DVA will finance those veterans who are eligible.

Television, both technically and production-wise, will be included in the curriculum.

The first term started September 21.

Under the dual Dominion-Provincial set-up 180 technical students and 39 announcers were placed in stations across the country.

COMMENTATOR TEACHES S.A.
Vancouver.—Radio can lead to almost anything, even to teaching self-effacing little Miss Milquetoats how to charm their way to "certain success in whatever field they have chosen."

At least, that's the surefire word from surefire Susan Fletcher, the movie gossip specialist on CJOR Vancouver.

Miss Fletcher is branching out from her radio affairs to rush up the street between broadcasts to the Tonia School of Charm, where she heads up a staff of glamour experts and administrators personal instruction in personality, voice and makeup.

Her own radio experience serves as a background for speech instruction to the clients.

According to the story which ran along with the opening announcement in the newspapers, "voice lessons and special projection exercises aid her," (the client, that is) "to modulate her speech for natural ease in conversation."

"Our goal," Miss Fletcher said, "is confidence — that inner feeling of security and happiness which a charming woman radiates to the world about her."

BBC COURSE FOR OVERSEAS RADIO MEN
London, England.—Training courses in administration and engineering for the staff of European broadcasting services are among the activities of the BBC listed in its report for the year ending March 31.

The training scheme, aimed at maintaining friendly co-operation in world-wide broadcasting, catered to a large number of overseas radio officials, and also ran general training courses for approximately twenty-four students from Commonwealth and other broadcasting organizations.

The BBC's own overseas broadcasting services were also listed on the report, and it announced that this project chalked up a cost of 15 million dollars. Home and TV program expenditures amounted to over 16 million dollars.
EFFECTIVE COVERAGE
THAT BLANKETS
THE PROVINCE

B.C. RADIO
DOES THE JOB

You're Not Selling Canada... Until You Cover British Columbia By Radio

BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

CHWK CHILLIWACK
CFJC KAMLOOPS
CKOV KELOWNA
CKNW N. WESTM. R.
CKOK PENTICTON
CJAY PORT ALBERNI
CPFQ PRINCE GEORGE
CJAT TRAIL
CJOR VANCOUVER
CKMO VANCOUVER
CKWX VANCOUVER
CJIB VERNON
CJVI VICTORIA
Plenty of top shows... and balanced programming... make CFRB your best radio buy

NOW, with a step-up of power to 50,000 watts—CFRB, Toronto, is out to reach more Ontario listeners than ever before!

CFRB's top shows are varied to suit the preference of Ontario's listeners... its balanced programming providing a range of radio fare for every member of the family, has always ensured high listenership in Ontario's rich and lucrative market.

The power boost on September 1st to the potent new 50,000 watt transmitter, and the change of frequency to 1010 on the dial, with Ontario-wide promotional publicity have intensified this market.

To you, the Advertiser, this means more power to every dollar you spend for CFRB advertising. So CFRB is still your No. 1 buy in Canada's No. 1 market!