

# CANADIAN BROADCASTER

AND TELESCREEN

Vol. 7, No. 18

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September 25th, 1948

## 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, Rai Purdy. It will feature Mildred Morey, Ellis McLintock 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 co-operation 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, G. Reed Schriener, 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 lunch, 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

## SINGING IN THE HEATWAVE



Photo by Al Gray

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's Clubmen, caught by the camera as they tried to reach their high and low C's 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 post-grad 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.

Media); "Development of Co-operation 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.

## A.C.A.-Ad Club Luncheon

Toronto. — As in past years, there will be a joint luncheon with the Advertising & Sales Club of Toronto during the ACA Convention. This year it will take place in the Royal York Hotel on Thursday, October 28.

Speaker for this function will be Ross Roy of the Ross Roy Advertising Agency, Detroit. Roy will speak on "The Place of Advertising in Supporting Private Enterprise."

## 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.

Booths 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's rostrum and the Convention 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.

CBC plans on coverage for the Convention were not formulated at the time of release of the plan for private stations.



*The song is the same -*

*the results are better*

**with FM Equipment by MARCONI**

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**

**MARCONI  
ENGINEERING  
CONSULTING  
SERVICE**

*is available to assist you with your radio engineering problems, whether it be in establishing an FM, AM or TV station, or extending your present radio facilities.*

**CANADIAN MARCONI COMPANY**

Established 1903

MARCONI BUILDING • MONTREAL

VANCOUVER •

WINNIPEG •

TORONTO •

HALIFAX •

ST. JOHN'S, Nfld.

# OVER THE DESK

The period between light and dark is the worst time of 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 against summer replacements last 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 shoes 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 stressing good solid entertainment, with the "twist" thrown in for good measure.

Good melodic music is 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 not one but two CFRB programs. What were they? The first was *Wishart 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 is perfectly all right. But they'll grow into their twenties, thirties and forties (what comes after that?) all too soon, and they'll come out of the groove, cease to be 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 "Friend O' Mine", "Londonderry Air", "Absent", and their ilk, an audience which outweighs many times the devotees to both baccharales by Beethoven and boogie 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



in the house in order to look them over and see which of them would be of use to the party in the new set-up. Many of the back benchers were quite unknown to him, so he had a secretary introduce each one as they came into his office.

The procedure went well until the secretary said: "The next one, sir, is Mr. Bossom."

"Who?" asked Mr. Churchill.  
"Bossom, sir", was the reply.  
"Speak up, man. I can't hear you. How do you spell it?"

"B-o-s-s-o-m" the secretary spelled, fearing the worst.  
"Good heavens!" rasped the P.M.  
"Bossom? Why it's neither one thing nor the other."

Perhaps that is what radio music needs — a little more of neither one thing nor the other.

It isn't so stupid when you come to thinking of it.

Take announcing. The successful announcer is the man (or woman) who can make what he or she says into the microphone come out as if the words were addressed, not to the vast audience of the air, but to each listener, individually and personally. Could it be that the same thing applies to radio music? The ballads and love songs which almost everyone likes are addressed to the individual. Theoretically speaking, each time a girl sings "I love you", we want to wipe the lipstick off our face. That girl is, as it were, part of our family circle, singing at the piano while Mom knits and Dad reads. Heavy music, and, we think, the

noisy type of modern music, need complete attention, just as they do in a concert. Radio doesn't seem to work that way. That is why we think the *Leslie Bell Singers* are just what the Doctor ordered, provided nobody makes an after-dinner speech half way through the show. That is why we repeat that what radio music needs is a little more of neither one thing nor the other.

May we say once again that we worship at the shrine of Mickey Lester. Last issue he made the Lewisite column with his quip about giveaways. He's back in here this week with our current leit motif of radio's intimacy, because Mickey delivers his gags to us personally. We've heard lots of his gags before. Some of them we think we wrote. But that isn't the point. The other night he was addressing them to us as we sat in the car on the highway just outside town waiting for the Ontario Motor League to send out a man to get it running. It almost seemed as though Mickey knew of our plight, because he seemed to be quipping right at us. He turned what might have been an irksome twenty minutes into an extremely pleasant interlude. For our money that is radio — good radio, but we'd rather have it without the break-down.

Thursday of last week was party night along Toronto's Airialto, with RCA feting CFRB now that the 50 kilowatt dust has died down. The party took place in the RCA recording studios in the Royal York Hotel. Ken Chisholm and Len Headley were the gracious hosts, and looked after everyone delightfully while they helped themselves. Harry Sedgwick led in "Community Singing" with the hastily assembled five-piece Yorkshire Octet. This scribe was on even better than his usual good behavior as he was escorting his sister, newly arrived on a visit from England, who still thinks a wolf is a four-legged animal which roams under northern skies.

Following this, Spitzer & Mills were celebrating the opening of the *Wayne & Shuster Show*, also in the Royal York, and we enjoyed a repeat performance.

And that cleans us down to the oak top for now.



## ALL EARS!

Yes, it's all ears—ever on the alert for come-what-may. So is every CJCA staff member all ears—ever on the alert for any new developments that may add to improved broadcast service.

The Production staff kicks through with new program ideas as regularly as clockwork. The Sales boys constantly invade new sponsor fields to add to an already impressive list of satisfied advertisers. The Promo personnel is in the front line with effective promotional ideas—many of them famous across the nation and beyond. The Technicians are also determined to keep just one step ahead of the Joneses in their field.

It all boils down to resourcefulness, originality and effectiveness in every department. To make this possible everybody is "all ears" all the time.



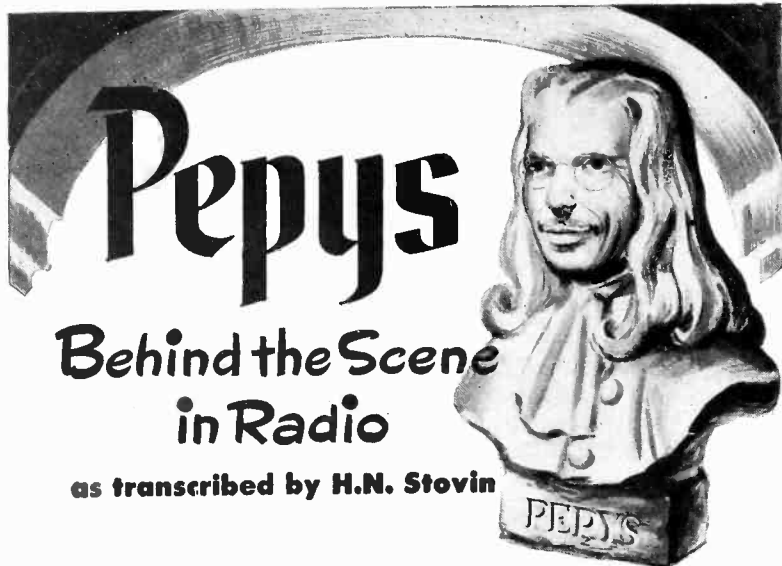
**CKRC**  
DOMINION NETWORK  
WINNIPEG - CANADA



*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!

**CFCF**  
Montreal  
**600 KC**  
FIRST IN MONTREAL



Do hear much talk in the coffee-houses among merchants and men of affairs about mightily 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 ● ● ● Did talk but lately to a large manufacturer in the States of small-clothes, such as shirts. His policy is to reduce inventories now, believing it to be a time to sell and promote, giving buyers the benefit today and so building for tomorrow. A prudent merchant, indeed, who surely hath something ● ● ● Do see no signs of timorous thinking by those who are busy with the new voice in radio, the 50,000 watter. Among these is Ted Campeau, whose plans for increasing CKLW Windsor to this power by next April are well under way. Note also that CKLW's spot and flash rates due to increase October 1st, another sign of faith in the future ● ● ● Find Ralph Snelgrove, CFOS Owen Sound, mightily pleased with the present, in that local business on his station in August did top all records since starting in 1940 ● ● ● CJGX Yorkton also happy that farm cash receipts in the past ten months totalled \$66,000,000, between live-stock and grain, which is not hay! ● ● ● From CJBQ Belleville comes the first story on the use of price-mentions. Belmont Restaurant, on offering Devon Ice Cream at a little lower than usual prices, found itself sold out for the first time in 12 years ● ● ● Note that B.B.M. studies now coming off production line, and due out in a few days ● ● ● And so to bed, which is a conclusion, not a comment on B.B.M. reports.

**HORACE N. STOVIN**  
 & COMPANY  
 MONTREAL TORONTO WINNIPEG VANCOUVER

*Representative for these live Radio Stations*

CHSJ Saint John	CHOV Pembroke	CHAB Moose Jaw
KCW 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	

### PEOPLE



#### 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 years 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 Adcraft Club, as well as the United States Coast Guard Reserve.

#### GIFT HORSE FOR SCHNOZ

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

The gag started when radio men and reporters decided to repay his co-operation on stories and interviews.

Durante had visited the races to be interviewed by Jack Short, CJOR racing commentator. He had taken a particular fancy to one horse, Dinia Lass, and remarked, "If she had my nose she could come in last and still win by a nose."

Later, at Durante's final appearance at the exhibition, the show was interrupted when a tired old saddle horse, ridden by jockey Ted Johnson, came in the main entrance and down the centre aisle.

Short told Durante this was Dinia Lass, and added, "We felt you would like to have her as something to remember Vancouver by."

While the nag put her head up on the stage to nuzzle up to Durante, Short handed Durante a raft of paper.

"Since we figured you wouldn't want anybody to go short for their trouble," Short said, "we brought these for you."

He handed Durante a feed bill for \$200, another for \$129 for horseshoes, and a \$200 bill for professional services from jockey Ted Johnson.

#### SICKNESS DELAYS NEWSCASTER

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 CFRB, 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 CFRB 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 CFRB'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 into operation in the record time of 40 days.

## 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 makes your advertising dollar go further. Write or telephone:

### International Surveys

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 93 Church Street  
 EL. 8554  
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 1541 MacKay Street  
 LA. 4200



# CANADIAN BROADCASTER

AND TELESCREEN

Editor: RICHARD G. LEWIS  
Production Manager: ARTHUR C. BENSON  
Art Editor: GREY HARKLEY  
Editorial Assistant: IAN THOMSON  
Photography: AL GRAY

Correspondents

Montreal - Lovell Mickles, Jr.  
Toronto - Elda Hope  
Winnipeg - Dave Adams  
Vancouver - Robert Francis  
New York - Richard Young

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September 25th, 1948

## 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 is it 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 right 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 a great deal easier and their memberships would be a great deal happier.

*Richard G. Lewis.*

EDITOR.



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 setting 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 will be heard 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, Sault Ste Marie; Ken Parton, CJGX, Yorkton; and A. Berthiaume, CHLP, Montreal.

**B.U.P.**  
  
**"COVERS THE WORLD"**  
**BRITISH UNITED PRESS**

**"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 Shellon, 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 trans-

mission 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 many hours, cut C.N.R. telegraph and telephone communication lines including the Carman 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 Headingly transmitter that was closed 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 idea sells tickets which give the buyer a guess on the time of the run downstream, with the proceeds going to the club's charities.

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 am 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 donated time to public service announcements warn-

ing motorists of danger on the highway.

### WESTERNERS WARY ON PRICE MENTIONS

Vancouver.—In the west, reaction to price mention was not earthshaking 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.

### CKOX OPENS REMOTE STUDIO

Ingersoll, Ontario.—Extending its community service through the Oxford County area, Station CKOX Woodstock, recently opened a new Ingersoll studio situated at 180 Thames Street South.

The new studio, officially opened by guest of honor 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 studio to co-operate with local service clubs and other community organizations. A series of Sunday church broadcasts will be aired, with each fourth broadcast originating from one of the Ingersoll churches. A number of local live talent shows is also slated for production.

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

### CKLW 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.

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.

**MERCHANDISING**

CJOR's merchandising department has no competition in Vancouver. Along with the large staff of producers, writers, announcers and technicians, the new CJOR merchandising department is on its toes . . . ready to introduce you to our "bonus advertising". Call our Reps and see for yourself samples of work being done continually for other accounts.

Represented by: H. N. Stovin (Canada)  
 Adam Young Jr. (U.S.A.)

**OUR 21st YEAR**  
**5000 Watts, 600 K.C.**

**\* CJOR**  
**VANCOUVER B.C.**  
**CBC - DOMINION NETWORK**



**Continuous Radio Audience Measurements Since 1940 . . . . .**



*Elliott-Haynes Limited*

Sun Life Building  
**MONTREAL**  
 PLateau 6494

515 Broadview Ave.  
**TORONTO**  
 GERRARD 1144

VANCOUVER'S

CKWX

THE STATION THAT'S . . .

*Dealer Preferred* ✓

*Customer Preferred* ✓

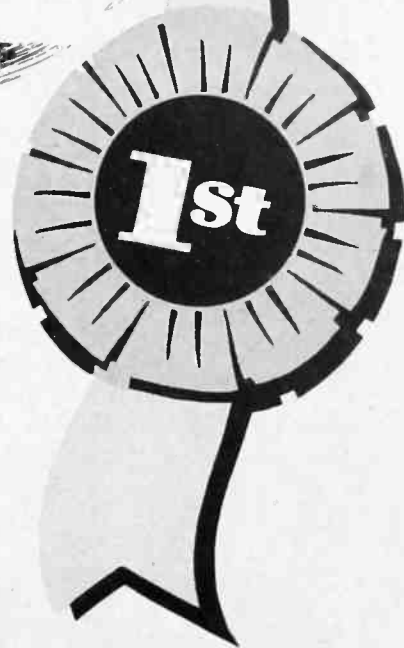
Yes, in Canada's third market, there's only one station that has consistently held both dealer and customer preference over the past year.

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!



*Vancouver's*

CKWX

*The Station with the  
PROMOTION  
YARDSTICK*

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 - FI. 2439

## 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.



DOMINION NETWORK

Representatives:

Horace N. Stovin & Co., Toronto and Montreal

A. L. Garside, Winnipeg

Donald Cooke Inc., U.S.A.

## AGENCIES

### JAMES LOVICK & CO. LTD.

Vancouver.—The British American Oil Company resumes the Vancouver Pop 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 Chuckwagon 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 Oswell's orchestra.

Nabob Food Products returned Harmony House September 21 to Dominion network stations between CFCF, Montreal and CJVI, Victoria. The show starts its sixth season with its usual format of popular music and musical quiz and features Richmond Hyslop'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 CFGP, Grande Prairie, CKOV, Kelowna and CFQC, Saskatoon while a 5-minute 5 a week newscast goes to CFRB, Toronto.

Lewis-Howe Ltd. (Nature's Remedy) has a heavy spot series going to 27 stations coast to coast commencing October 5. The schedule calls for 26 weeks of 3 a week 5-minute transcriptions with an additional spot campaign starting over 8 eastern stations.

### RUTHRAUFF & RYAN INC.

Toronto.—Lever Brothers has switched nets and nights for its Rinso sponsored Amos '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. I. L. Serenade, 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 Morgantime over CBM, Montreal. The show is broadcast from the stage of L'Ermitage and features the Alouette Quartette, songstress Gisele and Geoffrey Waddington's orchestra. Lamont Tilden handles the commercials.

### YOUNG & RUBICAM LTD.

Toronto.—Lever Bros. is piping in the Bob Hope Show from NBC for Rayve 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 production by John Adaskin.

### MORSE INTERNATIONAL INC.

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

### BATTON, BARTON, DURSTINE & OSBORN INC.

New York.—Wildroot Hair Tonic is piping in Sam Spade from Columbia to CFRB, Toronto; CKAC, Montreal and the Dominion network beginning October 3. The half-hour whodunit 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 Sunset Memorial Association which plans to promote a modern community centre was cut for re-broadcast over the U.S. ABC network on October 13.

Big Crosby will be back on the air in Canada on September 29 from 1 to 10.30 pm and will be aired from CJBC, Toronto and CFCF, Montreal as a direct feed from the ABC net in New York, with cut-in Canadian commercials Hutchins Advertising directs.

It's a  
**STEEL**  
AND  
**PAPER**  
COUNTRY

Reach  
**14,000**  
RADIO  
HOMES  
ALL WITHIN  
7 MILES  
OF OUR  
TRANSMITTER

ANNUAL  
PAYROLL

OVER  
**\$24,000,000**

**CJJC**  
SAULT STE MARIE

SEE J.L.ALEXANDER  
TORONTO MONTREAL  
J.H. MCGILLVRA USA



# 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 Lancaster 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, Hal 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 had been 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 "sell-outs" 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 transcripition 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 pre-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 relaxation 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.

**CFCF**  
Montreal  
**600 KC**  
TOPS THE DIAL

**CKNB** CAMPBELLTON N.B.

September 25, 1948

Dear Mr. Time-Buyer:-

Radio-Press News is no slouch when it comes to rounding up the world's doings for a newscast with plenty of sock appeal to the listener. And when it comes to Provincial coverage...well, Radio-Press News is so far ahead of the pack that there just isn't any competition.

Maybe you'll be thinking I own the darn Service. I don't. I merely subscribe to it, and get a lot of pleasure from knowing, for the first time, that we're really beating all opposition with the local news-picture.

Yes, Radio-Press News over CKNB is for sale...and in my humble opinion a sweet buy.

Yours very truly,

*Steu Chapman*  
Station Manager

CSC-FR

AN ALL-CANADA STATION

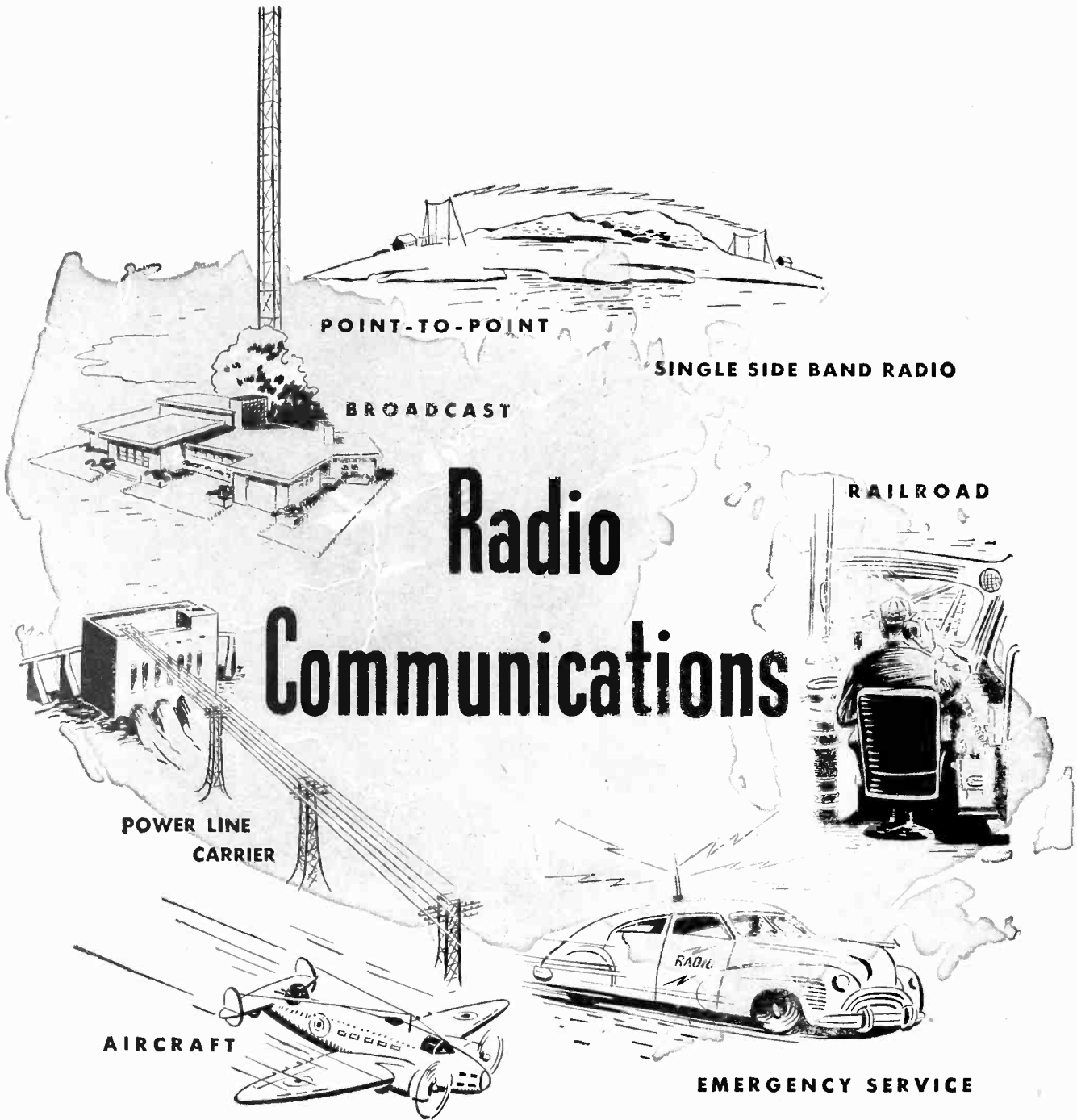
*The* **Bright**  
STATIONS

**CHNO**  
Sudbury's Bilingual Station

Annual Sudbury payroll: \$51,000,000.00  
Average weekly earnings: \$43.07

See  
**William Wright**  
TORONTO  
MONTREAL

VICTORY BUILDING  
EMPIRE LIFE BLDG.



# Radio Communications

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

LOOK TO

Canada's largest organization devoted exclusively to research and development in all phases of electrical communication.

Canada Stands for Peace

**Northern Electric**  
COMPANY LIMITED

26 DISTRIBUTING HOUSES ACROSS CANADA

# TALENT

## 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



—Photo by Michael Carlton.

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 Ray Bolger 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 Surdin 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 McClintock, 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.

**\$3.00 a Year**

(\$5.00 for 2 Years)

insures regular delivery of the

**CANADIAN BROADCASTER and TELESCREEN**

## 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**  
98 Carlton St. Toronto  
Midway 6713

1000 WATTS — 970 KC

*The French Voice of the Ottawa Valley*

# CKCH

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

Canadian Representative

■ Omer Renaud & Cie,  
3474 Cotes-des-Neiges,  
Montreal.  
Toronto Office—53 Yonge St.

American Representative

■ 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

# CKCK REGINA 5000 WATTS

**CFCF**

Montreal

600 KC

Canada's First Station



Jos. Hardy Talks ON

QUEBEC MARKET NO. 2

I need just one minute of your time today to tell you that Trois Rivières held fourth rank among cities in Canada, and first among cities in Quebec Province, with a weekly average wage of \$40.61 of the 11,084 employees of the 104 local firms reporting to the Dominion Bureau of Statistics. Many workers earn considerably more than this. The 3828 employees of the Pulp and Paper Industry in Trois Rivières, for example, averaged \$54.74 in weekly earnings.

It's a good idea to tell your sales story where people have the money to buy! There is money in Trois Rivières—tell your sales story, in French, over French-speaking Station CHLN."

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	250
		WATTS

NEW YORK'S RADIO ROW

by Richard Young

New York, N.Y.—The usual summer lull 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 neighbourhood 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 Fibber McGee & 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 operations 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 unannounced. CBS is putting the show into a Sunday evening slot and a good old-fashioned Hoopering 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 38th 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 quizzer from Sunday 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. 2 of its continuous nationwide listenership study scheduled for March, 1949.

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-

STATION SPONSORS SOAP-BOXER



It was tough sledding for the young speed merchant pictured above in his soap-box racer, because he hadn't an angel to sponsor him in the recent "Soap-box Derby" in Oshawa. Then he conceived the brilliant idea of putting the touch on CKDO. The touch worked and the Flying Kilo-cycle wheeled onto the track with the station's frequency on the license plate. You've guessed it. He won.

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, disclosed that all-time high membership now totals 741, including four major networks, four regional networks, 116 FM stations and five tee-vee stations.

On the cuff notes . . . We're told that the CBS network is prepping a new Sunday evening series for popular comic Robert Q. Lewis. . . There's talk that the ABC network will carry cocky comedian Henry Morgan in a sustaining show 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 video on radio when they meet at Sun Valley, Idaho, this month. . . Tradesters insist the MBS network has decided to abandon plans to launch a new audience participation series, 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.

CKCW logo with text: MONCTON NEW BRUNSWICK The Hub of the Maritimes Representatives Stovin & Co., Toronto - Montreal..

VOICE OF THE FRASER VALLEY CHWK CHILLIWACK REPRESENTATIVES ALL-CANADA RADIO FACILITIES WEED & CO. U.S.A. LATEST COUNT! In 18 months more than 25,000 new residents in the Fraser Valley. "Voice of the Fraser Valley"

# 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.

**NOW 1000 WATTS!**

L'ÉCHO FRANÇAIS DE MONTRÉAL

**CHLP**

Covers PARTICULARLY THE MONTREAL FRENCH MARKET

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

**PROGRAMS**

**AMATEUR SHOW AIDS T.B. FUND**

Winnipeg. — With fall upon us, CJOB 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 CFAR Flin Flon, with CKX Brandon and CJOB cutting in. George Davies and Ed Farey of CJOB will handle the show from the northern metropolis.

**HANDLES 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.

**More Hope THAN CHARITY**  
 Elda Hope

Holidays are over for another year and with September comes the return of many old perennial radio favourites. Some programs do not return until October but every week brings back yet another, along with the season's newest, but it is with the old standbys that I am interested.

Treasure Trail, one of our oldest quiz shows and possibly one of the best known in Canadian radio, has changed sponsor and talent throughout the years—but it is still Treasure Trail to its many listeners. The lucky winners on this show are paid off by Cy Strange and Jack Murray, while Jack Dennett handles commercials.

The recorded quiz show *Did I Say That?* rarely if ever takes a holiday and is another of Canada's oldest quiz shows, if not the oldest. Sponsored by Alka Seltzer, with Harvey Dobbs and Don Wright they have visited many small towns where radio programs never before were seen in the making, and may not be for many years to come.

To mention still another old favourite in the quiz line-up, *Share the Wealth* has been on the air for many years. Stan Francis and Cy Mack do the honours for Colgate's on this show.

I do not want anyone to think I am only interested in the quiz type programs—not that, I am merely trying to sort out the oldies. Right in that class is one of Canada's best known, and rightly so, *The Happy Gang*. There have been many changes in cast on this show too but the lively spirit remains the same. This is one show Colgate's can be more than proud of.

Pardon me if I appear to be reminiscing—it is pleasant to look back and while I am looking back the familiar voice of Foster Hewitt comes to mind. It won't be long now until Imperial Oil's Hockey Broadcasts are back in the swim. These programs are definitely perennial favourites as

long as Foster Hewitt is at the helm.

Times change, but there are always a few of these old favourites, like old friends, that go on and on.

**HOW THEY STAND**

The following appeared in the current Elliott-Haynes Reports as 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.

DAYTIME		
English		
Big Sister	13.2	-.2
Ma Perkins	12.8	+.5
Pepper Young	12.7	-.1
Lucy Linton	12.5	-.2
Road of Life	12.3	+.2
Right to Happiness	11.9	+.7
Life Can Be Beautiful	11.5	+.5
Laura Limited	10.3	-.8
Claire Wallace	9.2	new
Fred Waring Show	7.0	new
French		
Rue Principale	18.9	-.2
Jeunesse Doree	17.7	-1.1
Le Quart d'Heure	14.4	-.4
Tante Lucie	13.9	-.8
Quelle Nouvelles	13.3	-1.8
Grande Soeur	13.2	-.4
Francine Louvain	11.7	+.8
The Platter Corner	4.7	-.7
EVENING		
English		
Album of Familiar Music	14.1	+.6
Twenty Questions	10.5	-.2
Mystery Theatre	9.9	+.5
Robert Shaw Chorale	9.1	+.2
Club 15	9.5	new
Kraft Music Hall	7.9	-1.4
Pause That Refreshes	7.8	-1.6
Contented Hour	7.7	+.2
Suspense	6.9	-1.0
Gillette Fights	6.4	+1.4
The Whistler	6.2	+1.2
French		
Salon Metropole	10.2	-4.2
Dites Moi	6.6	-1.1

**LIVE CFRN DAILY CITED**

Edmonton. — *Mid-Day Merry-Go-Round*, a five a week live talent variety show aired over CFRN, 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.

**PICK THE FLUFFS**

Winnipeg.—CJOB has a new show wherein the announcer is actually supposed to fluff a few words.

The man who does the intentional skid act is Chuck Cook who is sponsored twice weekly by a war surplus store.

On each of his 25-minute shows, which Chuck fills with music and patter, the audience is supposed to pick out the errors in Cook's script and write in their guesses.

Each week winners are chosen and merchandise certificates awarded to them.

**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*

*The Voice of the Prairies*

Ask RADIO REPRESENTATIVES LTD. TORONTO MONTREAL

**CFCF**

Montreal

**600 KC**

PLUS

SHORT WAVE and FM

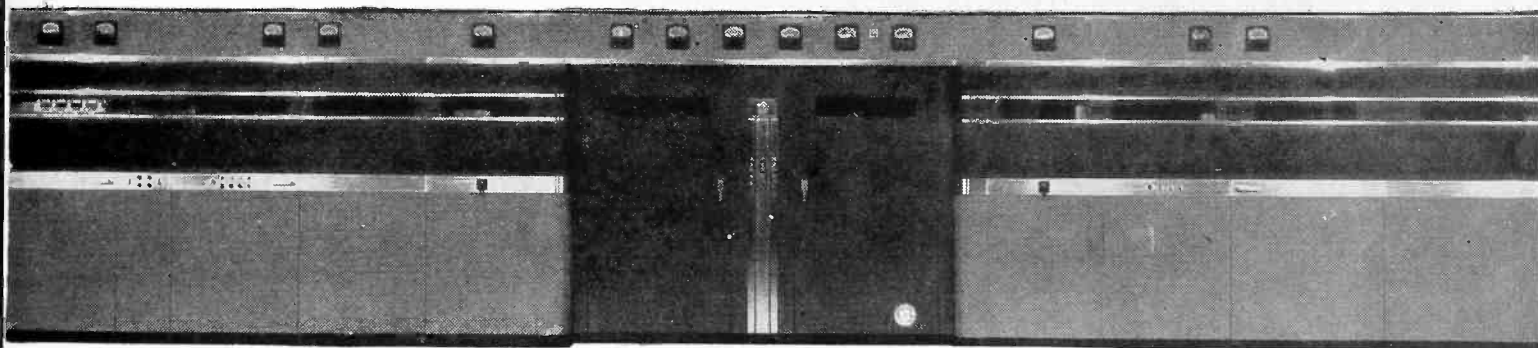
# CKLW

WINDSOR, ONTARIO

goes to **50,000 watts**  
with

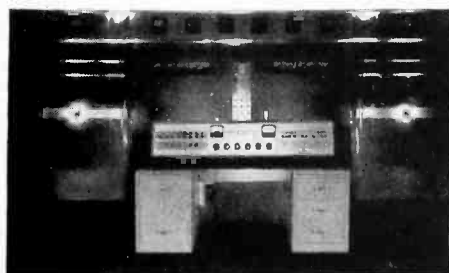
**The RCA BTA-50F1**

*"The Finest Transmitter Ever Built"*



**RCA BTA-50F1 PERFORMANCE MEANS**

- *Minimum time off the air*
- *Minimum maintenance costs*
- *Maximum accessibility — reduced time lost for replacements*
- *Maximum operating convenience — less labour required for operation and upkeep*



**CONTROL CONSOLE** — contains controls for both the transmitter and audio channels. Every major function of the transmitter is at the engineers' fingertips or within easy viewing distance.

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:—

<b>CFRB</b> <i>Toronto Ontario</i>	<b>CKLW</b> <i>Windsor Ontario</i>	<b>CBK</b> <i>Watrous Sask.</i>	<b>CBA</b> <i>Sackville N.B.</i>
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**For  
Radio Communication  
Today and Tomorrow  
Look to  
RCA VICTOR**

**RCA VICTOR**  

RCA VICTOR COMPANY LIMITED

HALIFAX · MONTREAL · OTTAWA · TORONTO · WINNIPEG · CALGARY · VANCOUVER

**IN NORTHERN ALBERTA IT'S CFRN FOR**



**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.

**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

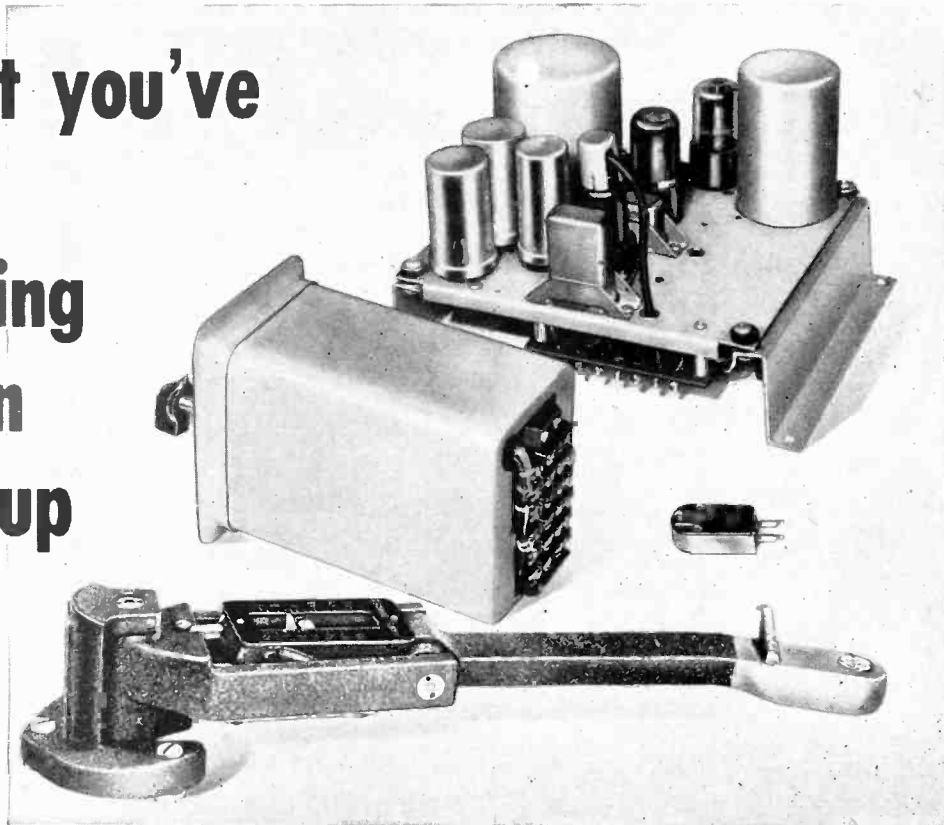


from the new chief, who looks somewhere not too far south of the forties and has been running news bureaus for the same outfit since 1933 on the West Coast of Canada and the United States, in Mexico City, Alaska, Saigon, Australia and now in Montreal. The wires will be split into regions, he said, so 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 Chartier, 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's 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.

**What you've  
been  
waiting  
for in  
pick-up  
kits**



**Now Available**

**GENERAL  ELECTRIC**

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

Contact your nearest C-G-E office

**CANADIAN GENERAL ELECTRIC CO. LTD.**

HEAD OFFICE: TORONTO

48-RT-8



# CANADIAN TELESCREEN

Vol. 1, No. 9

TV and Screen Supplement

September 25th, 1948

## 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; Aural Boisvert, Station CHUM, Toronto; K. G. Chisholm, RCA Victor, Toronto; Walter J. Blackburn and P. A. Field, Station CFPL, London, Ontario.

### CNE 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.

## 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**

## 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 153,455, compared with 162,181 for the year 1947. First-quarter shipments were 106,136 bringing the half-year total to 259,591. 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 Telenet System, 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 Toast of the Town 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 sets 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, initialed 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 wooed recently when WBEN-TV, Buffalo, took a trip to the Ontario side of the falls and installed its cameras on a balcony of the General Broek Hotel. Telecasts of the cat-racts 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 back-grounding news telecasts, according to Phil Curran, new BUP managing director. The TV department are now providing US telecasters with two 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 are expected to see the film.

Copenhagen, Denmark.—British TV was featured here in the recently opened British Industries Fair. The British Radio Industry Council, co-operating 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.



### 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

# IMPORTANT NOTICE

✓ CHNS ADVERTISERS MAY NOW MENTION THE PRICE OF ARTICLES or SERVICES

Starting September 1st, the CBC lifted the price ban for a trial period of six months and Radio is, therefore, at last on an equal footing with other advertising media in Canada! Take advantage of it . . . we'll reserve you time if you write, phone or wire NOW. . . .

## CHNS

Broadcasting House, Halifax  
MARITIME BROADCASTING COMPANY LIMITED  
Wm. C. Borrett, Managing Director

# EDUCATION

## Ontario Has Radio School

Toronto.—The Training and Re-establishment Institute, formerly operated jointly by the Dominion and Ontario Governments, 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 Palin. His assistants were all connected with him in the old school, and include, on the technical side, Vern Stewart, Herb Jackson, Andy Kufluk, 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 representative 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 Milquetoasts 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 glamor experts and administers 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.



## PROGRAM QUALITY

Behind the fine entertainment to be provided by the Canadian Broadcasting Station CBW, will be the busy hum of the powerful new transmitter station at Carman, Manitoba.

—Adv. of Manitoba Power Commission

• • •

## HIDDEN TAXES

The recent outbursts of CBC listener advertising hereabouts raises the interesting question as to why the Canadian people seem impelled to spend large quantities of their own money in order to induce themselves to listen to their own broadcasting system.

• • •

## HIGHLY INETHICAL

Did you hear about the station manager who fired his program director because he distinctly heard some music on "Midday Melodies"?

—K.R.O.

• • •

## KISS OF DEATH

The sympathy of this column goes out to John Diefenbaker, whose candidature for the Progressive Conservative leadership is being hopelessly impeded by the support of the Toronto Daily Star.

• • •

## INFORMATION PLEASE

Then there's the ardent CFRB fan who writes to ask what the station does between 10.10 am and 10.10 pm.

• • •

## INTERNATIONAL CRISIS

The \$64 question in the United States is how the F.C.C. is going to abolish the \$64 question.

—Saturday Night

• • •

## R.I.P.

Bill Kinmond comments tersely on our admission that "an error crept inadvertently into our last issue". Writes Bill: "Amen".

• • •

## PAN MAIL

Sir: Your proposed League of Private Enterprise sounds neither private nor enterprising to me.

—Ill-Wisher.

• • •

## APOLOGIA

We regret that this column lacks a last item as Bob Buss' regular contribution has apparently gone astray in the mail.

*Time Buyers!*

When You Buy . . .  
Be Sure You Get . . .

# CFCY

Naturally you can't buy all the radio stations unless you have an unlimited budget. It makes sense then to take the radio station that reaches the most people.

# CFCY

CHARLOTTETOWN

The MARITIME Must STATION

ALL-CANADA RADIO FACILITIES LTD.  
WEED & CO. IN THE U.S.A.

# CFCF

Montreal

# 600 KC

TV Application Filed

**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. WESTMINST'R

CKOK PENTICTON  
 CJAV PORT ALBERNI  
 CKPG PRINCE GEORGE  
 CJAT TRAIL  
 CJOR VANCOUVER

CKMO VANCOUVER  
 CKWX VANCOUVER  
 CJVI VICTORIA  
 CJIB VERNON



KATE AITKEN



WES McKNIGHT

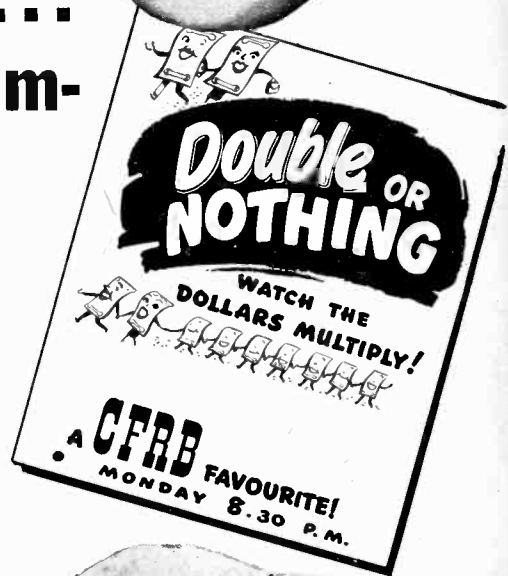
JACK SMITH



**Plenty of top shows...  
and balanced program-  
ming... make CFRB  
your best radio buy**



BOB CROSBY  
"CLUB 15"



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!



JIM HUNTER

DOROTHY SHAY  
"SPOTLIGHT REVUE"



**CFRB** 1010 ON YOUR DIAL

REPRESENTATIVES:  
UNITED STATES: Adam J. Young Jr., Incorporated  
CANADA: All-Canada Radio Facilities Limited