

CANADIAN BROADCASTER

TWICE A MONTH

Vol. 5, No. 21

\$2.00 a Year — \$5.00 for Three Years

November 2nd, 1946



At left, Claire Wallace, who delighted large throngs of country people at the Woodbridge Fall Fair, Thanksgiving Day, by doing her "They Tell Me" from the grandstand, gamely mounts a sulky drawn by Mr. Leggette's "Nancy Gratten." At right it's CJOR's "Surprise Party" which admittedly steals its stunts and gags only from the best programs.

Radio Refits Fire Victims

Burnt out of house and home Monday, October 21, a Toronto family found themselves re-equipped with essential furniture, food and clothing, as the result of one appeal over CFRB, 48 hours later.



Hearing of the plight of Mr. and Mrs. Ernest Merkley, of Toronto, who, without insurance, found themselves practically destitute, Michael Fitzgerald, CFRB "Morning Herald" told the story once on his 6 to 8 program. Response was immediate, and that evening the victims of the blaze had already received \$50 in cash, two single beds with bedding, a dining-room table, 4 chairs, a chesterfield, reading lamp, 2 cook-stoves, 2 kitchen tables, an ice box, kitchen silverware, a cabinet, tea-pot, kettle, percolator, and a good week's supply of food. Their two young children were supplied with clothing of all kinds, and that evening the Merkley's had a radio on which to listen, while CFRB engineers were repairing another set they had received.

Cartage was taken care of when Meads Cartage Co. offered to collect and deliver gifts at half cost, and Mike Fitzgerald promptly offered to make up the difference himself.

TO CURB CBC RIGHT TO PUBLISH

John Diefenbaker M.P. will introduce a bill at the next session of the House of Commons to strip the CBC of the "powers it has to publish newspapers and periodicals." Speaking at the Saskatchewan Progressive - Conservative convention in Regina last week, the member for Lake Centre expressed the fear that the CBC might conceivably commence to exercise that "power" with the two million dollar loan granted to it by parliament last summer. Mr. Diefenbaker expressed the view that the CBC "should not dominate the private stations of this country." Both CBC and the National Film Board, he said, were "flooding the country with propaganda equally as slanted as that put out by the Saskatchewan CCF government."

Rupert Ramsay, the leader of the Saskatchewan Conservative Party, told the convention that "we have arrived at a stage in Canada's political history when our major political parties are leading us straight to dictatorship."

B-Day Feb. 17 Set For 1946 Beavers

The third annual Beaver Awards for Distinguished Service to Canadian Radio will be presented to the winners the evening of February 17, 1947. Once again CANADIAN BROADCASTER has been invited by the Borden Company to make the presentations on "Canadian Cavalcade" on the Trans-Canada network. The Radio Executives Club of Toronto have again offered to stage an industry dinner during which the program will be broadcast and the awards presented.

As in previous years, Beaver Awards are presented for distinguished service to Canadian radio during the previous year and winners are selected by the staff and regular writers of the CANADIAN BROADCASTER for contributions to Canadian radio "beyond the performing fee or salary."

Nominations from radio editors, members of the industry and others, are again invited and are assured the fullest investigation and consideration.

T. Trail To Listerine "G. Hornet Continues"

Lambert Pharmacal Co whose bid for "Treasure Trail" eight years ago was two minutes behind the Wrigley Company, picked up sponsorship of the Jack Murray quiz program without interruption when Wrigley's relinquished it last week.

Linking the program with Listerine tooth-paste, the new sponsor is running on a test basis on a network of Ontario stations until the first of the year. Meantime he is holding options on the show in all other Canadian markets. Stations on the test campaign are CFRB, Toronto; CFPL, London; CHML, Hamilton; CFJM, Brockville; CKCO, Ottawa.

The campaign is directed by Jack Murray, through Lambert & Feasley, New York.

"Green Hornet," also sponsored by Lambert, continues.

Rep Goes Producer

Horace N. Stovin and Company have announced that they will be opening a new radio program production service in Montreal, November 1, which will be equipped to handle all types of radio production and will be headed by Harry W. Junkin with headquarters in the Keefer Building. Details of this venture will be found in "Shades of Mount Royal," on page four of this issue.

ACA CONVENTION
ROYAL YORK HOTEL, TORONTO
November 13-15



Radio should make a serious effort to sell itself to railway companies, airlines, and bus lines. Here is an excellent source of radio revenue, virtually untouched by radio, but ripe for exploitation.

There is a good deal of evidence that it could be done.

Recently, Doug Smith Productions persuaded Northeast Airlines to plug their Montreal-Boston run by featuring sports coverage. The airline has now booked 42½ hours of radio time to give wire service on all hockey games in which Canadians participate—with the exception of those covered by the Imperial Oil play-by-play broadcasts. This is the first radio venture of this progressive airline.

J. J. Gibbons, Limited, directing advertising for Colonial Airlines have also made good use of radio, though in a limited way.

Harold F. Stanfield, Limited, directing for SMT, the big maritime bus company, placed strong emphasis on radio with exceptionally fine results. After a three-month trial campaign on CHSJ, Saint John, radio became the backbone of the Company's promotion.

Wherever road blocks or bad weather upset transportation schedules, radio gets a windfall. At the same time it illustrates at the local level the idea of flexibility of radio compared with other media. Salesmen on local stations have wasted no time in capitalizing on this advantage, and have often secured good local contracts.

Case histories of broadcasting experience in this field would be of material assistance to such concerns.

After five years with Cockfield Brown & Company, at Toronto and Montreal, Harry Junkin has resigned to take on the directorship of H. N. Stovin & Company's newly-formed Production Service in Montreal. Junkin was CB's radio producer in Montreal and has written and produced some of Canada's top radio shows. Stovin's Production Service will operate as an adjunct to their Representation organization in Montreal, managed by Ralph Bowden.

According to Ralph, the prime idea in forming a Production Service was to provide, for Montreal Advertising Agencies, "a complete service under one roof. We can now supply not only availabilities, coverage data and the like, but also program ideas, tailor-made shows, and professional production," he says.

This, of course, is another move in a long-established trend among reps. The principle seems to be that radio business can be unearthed only when it becomes increasingly easy to buy radio programs, time, and production talent.

This trend towards preparing programs and ideas before trying to sell radio time is particularly evident in Montreal, where advertising agencies, with the exception

of the biggest ones, have production departments—in fact, radio departments. Many believe they do a better job than their radio-minded clients by lining up free lancers to produce shows and commercial copy. By getting more than one offer, the client gets several bright ideas to choose from. Even the big agencies have a small radio-writing staff, and consequently there is a chance that they become well-versed in the highly-specialized writing field, competition to keep the quality high.

The Canadian Chamber of Commerce is impressed by the private radio accomplishments of many Canadian trade boards. W. J. Sheridan, who heads the economic development department, recently surveyed all boards and used the "How's Business" program last Fall. Without exception they plan to use the new series "Pattern for Prosperity," half of which deals with "Fred" and will begin, in most areas, about November 15.

Last week I learned one reason why station CJAD in Montreal rapidly earned the good approval of English-speaking listeners in that part. I tuned in at 9:30 one night, and heard them broadcast a 15 minute biography of Ken McAdam... to whom I listened half an hour before another station! I thought it was excellent showmanship, and others could not help but applaud. A group of broadcasters who normally recognized talent, even when it was currently being heard on another frequency. This type of showmanship can't fail to make ratings climb!

Station Stops Traffic

Recently the main line passenger train was approaching Dunmore Junction 6 miles east of Medicine Hat, Alberta. As the train came over the rise of a hill, the engineer noticed two red lights which, to him, indicated danger. He brought the train to a dead stop, investigated the signal lights, and realized eventually, that he was gazing at the light of CHAT's towers, erect and ready for the Medicine Hat station's opening, scheduled for November 1.

TV Course

To help satisfy the industry demand for trained personnel, Hamilton College, N.Y., has introduced a television course. Prepared by the TV department of ABC, the course will be offered as a part of the college's regular curriculum. It is planned to take the class to station WRBG, Schenectady, to take part in some ABC shows produced over that television outlet. If successful, it will be recommended to other colleges. Present enrollment in the course is 44.



Our Guest-Speaker Is:
HERBERT RICHARDSON
Assistant to the Securities Advisor
BANK OF CANADA
OTTAWA

"Full use is being made of Radio broadcasting in the Canada Savings Bond Campaign, because previous experience has amply satisfied us that Radio is a powerful and effective means of conveying any message to the whole family, in the home, with sincerity and conviction. These new bonds may be purchased through Banks, Authorized Investment Dealers, Trust or Loan Companies, or through the Payroll Savings Plan. We are confident that Radio—working harmoniously with other media — will do a good job of making the public acquainted with these facts."

Herbert Richardson

HERBERT RICHARDSON
Assistant to the Securities Advisor
BANK OF CANADA
OTTAWA



HORACE N. STOVIN & COMPANY

Radio Station Representatives

for these Live Independent Stations

- | | | |
|-----------------|-----------------|--------------------|
| CJCH Halifax | CHOV Pembroke | CJRL Kenora |
| CHSJ Saint John | *CHML Hamilton | CKX Brandon |
| CKCW Moncton | CFOS Owen Sound | CFAR Flin Flon |
| CJEM Edmundston | CFOR Orillia | CJGX Yorkton |
| CJBR Rimouski | *CFPL London | CKLN Nelson |
| CKVL Verdun | CKLW Windsor | CFPR Prince Rupert |
| CKSF Cornwall | CKY Winnipeg | CJOR Vancouver |
| CJBQ Belleville | | ZBM Bermuda |

* Represented by us in Montreal only

MONTREAL

TORONTO

WINNIPEG

RADIO

HOME

CANADIAN BROADCASTER

TWICE A MONTH

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

Published by

G. LEWIS & COMPANY, 371 BAY STREET, TORONTO 1, CANADA

Editor: RICHARD G. LEWIS
 Production Manager: ARTHUR C. BENSON
 Art Editor: GREY HARKLEY

Correspondents

Montreal	- - - -	Walter Dales
Ottawa	- - - -	James Allard
Vancouver	- - - -	Robert Francis
Winnipeg	- - - -	Erit Smith



No. 21

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Better Than Best

I had gone to sleep five years ago on a Sunday evening and had awakened this Sunday by any of the radio comedians, there would be nothing to tell me that it was 1946 and not 1941."

A remark was made by a non-radio friend of mine the other day. I am not sure that any great community service would be rendered by the comedians tell us what year it is. At the same time, they broadcast a justified slur on radio. Even if he didn't realize it, my friend was saying, in effect that: "producers of radio programs tend to cling to find an adequate formula and stick to it, instead of keeping experimenting into the unknown in constant attempts to excel the best."

Through all the rumblings of the carping critics of radio, this is the one which keeps recurring. Once a sponsor finds a vehicle which carries his sales message to the greatest number of potential customers, he seems to regard the task of finding a good show as finished. He seems to forget that the greatest smash hit in the theatre cannot play on radio or that his product, which swept the market in 1927, will have improved each year if it is going to hold its appeal today.

The effect of expressing this thought on another friend—a producer—went forth, first a stream of invective, and then this: "An agency phoned us for an idea. We are in his office in a quarter of a block off a duck's hind leg, to learn that at last—at long last—a prospective sponsor has been found who doesn't want a direct steal of our successful program. He wants something completely different. We hotfoot it back to the office and dream THE program onto paper. It is the program we've always wanted to do. Our chance has arrived."

Next morning we beat the scrub-woman to the agency man's office. When she arrives at last, we place the script on his desk in front of him—reverently. He reads it straight through without a word, and obeys all his agency training by saying 'I like it'. We leave him with his assurances that the sale is certain.

Three days later—we are waiting for dates and final details from the agency and a letter arrives. It is a big moment. A life-long dream is materialized. A sponsor is following our judgment. Something new is being brought to radio. The letter reads as follows:

... and Mr. Evans regrets that while he and his family enjoyed your script immensely, he does not feel able to recommend to the directors a program idea which has not been tested, and he has decided to bow his wife's predilection for a program of organ music.' "

Editor

"Shame of the People"

In an effort to arouse the U.S. public to the necessity of exercising its voting franchise, the American Broadcasting Company will present, 36 hours before the November 5 polls open, a special program titled "Shame of the People," written by Ira Marion.

"We hope that the broadcast will show clearly that people who complain about government can do it most constructively at the polls—and that if they don't vote, they have no right to complain," an ABC official said.

Need for such a project in Canada is evidenced by the fact that in last week's Toronto (Parkdale) by-elections, about 23,500 out of a possible 45,000 electors took time out to record their votes.

Radio Needs Women

Women broadcasters are invaluable in building good public relations for radio stations and networks, stated Alma Kitchell, WJZ commentator and president of the Association of Womens Directors of the NAB, in an address on Oct. 23, before the 24th annual convention of the NAB, in Chicago.

"This is so," stated Mrs. Kitchell, "because, in most cases, it is not a stipulated part of her job. It is, rather a free-will offering, made because she believes in radio and its power as a force for good. It is a plus from which her station, her sponsors, her network and the entire industry get a dividend."

"Likely as not," Mrs. Kitchell continued, "the woman broadcaster will find herself pressed into service on some committee, or agreeing to make speeches and personal appearances, after business hours." The speaker went on to say that women are socially minded. "At heart," she said "they are—for the most part—'do gooders.' Give them a 'cause' and they will run with it."

Mrs. Kitchell made a plea on behalf of women broadcasters—"Give them adequate assistance and facilities; give them your confidence and recognition, and they will prove the truth of Lincoln's statement that with public sentiment, nothing can fail."

Quick Watson—the Radio!

Last week Montrealers were joining—at the rate of more than 500 a day—one of the strangest man-hunts in the history of that metropolis. They had more clues than Watson ever flung at Sherlock Holmes; and they were after more than the glory of out-sleuthing Scotland Yard.

It was CKAC that started the ball rolling with one of radio's newest, most fascinating games. Six times daily they broadcast a clue. "We are seeking a man, with grey eyes, six foot tall. . . etc. etc. Who is he?" Listeners are told that the man's name and address have been deposited in the bank. Using the radio clues, the listener who identifies him will be given a prize.

The prize itself, along with the thrill of man-hunting, has created a stir. It is a 1946 Nash, to be presented to the winner on December 21, in a ceremony which will take place in front of the CKAC building on St. Catherine Street.

Listening Premium

CKMO Vancouver has gone one further on the rest of the increasing number of give away programs. "Dividends For Dialing," introduced this month, is featured every 30 minutes from 9 a.m. to 10 p.m. daily except Sunday.

Theme of the idea is that radio listening pays dividends, and CKMO is encouraging listeners to keep their radios turned on, first to become better acquainted with local programs and entertainers, and second to see how economical it is to keep a radio on constantly.

The program is, in a word, a cash gift for listeners whose sets are turned on, no matter to what station, when they are telephoned. If they're on CKMO and can identify the program the dividend is increased.

The station puts it this way: if your set's turned on at all, they pay the cost of the radio's operation, and if it's on CKMO and you name the program, then it multiplies.



A CLEAN BEAT

for

B. U. P. CLIENTS

on the nationally important

PORTAGE AND PARKDALE BY-ELECTIONS

October 21st

Read these comments
from highly competitive points:

GERRY GAETZ—CKRC

"Nothing but praise for BUP election coverage. It was excellent. Your conceding of both seats was way ahead of anyone else."

TERENCE O'DELL—CJAD

"From the first flash, on which you led by 35 minutes, you maintained a consistent lead."

JIM HUNTER—CFRB

"Your election coverage was unexcelled. It outdid any other service. Congratulations."

CALVINE PEPPLER—CKY

"Your 11-minute beat on conceding Portage was the highlight of our evening. Your Toronto Parkdale was also a walkaway for BUP."

DOUG STUEBING—CHML

"In a keenly competitive centre, our station with BUP election news, was ahead throughout."

JACK BLICK—CJOB

"BUP scooped the works; it was BUP across the board."

LUCIEN ROY—CKAC

"You led with the early progress reports and also with the conceding of the two elections."

LOUIS LEPROHON—CKSB

"Your fast and accurate coverage enabled us to supply night-long reports to our thousands of French-Canadian listeners."

HEAD OFFICE

231 St. James St.

Montreal

IN THIS CORNER

"Management Memo"

from the CBC General Manager to the CBC Staff

Reprinted from "Quotes"

As you all know, the report of the Parliamentary Committee has been submitted to Parliament and raised quite a discussion on the floor of the House. You will understand that it is not possible to print here all that we know or that we assume are the reasons behind the controversy which has been raised publicly through the discussion of the affairs of the CBC.

Although many things have been said, which decidedly would not help us, generally speaking we have reasons to be very happy about the overall results. Again, it has been restated, not only in the report but by many individuals who have criticized us, that the present set up of broadcasting in Canada is not the best we could have. That in itself emphasizes the necessity of an organization such as the CBC to control and direct broadcasting across the country.

Our decision to operate four high-power stations and to take over the frequencies presently occupied by two privately owned stations is an important factor in our future expansion. This has been made possible by Parliament's approval of a \$2,000,000 loan from the Government. We shall, therefore, proceed immediately with the construction of one 50 kw. station in Alberta, one in Manitoba, one in Toronto and one 10 kw. station in the Lake Saint John district. This means that we will shortly have at our disposal the required transmitters to reach almost all the listeners across the country.

The Board of Governors has adopted an expansion plan of our facilities calling for construction to be undertaken at some future date, subject to proper financial arrangements in the form of loans from the Government. This includes the building of permanent offices and studios in Montreal and Toronto. It is not envisaged to establish CBC headquarters at Montreal. Unfortunately, it looks as if for a while yet we will have to operate under a handicap of three headquarters—one in Ottawa, one in Montreal and one in Toronto.

The first loan will also permit us to proceed with most of our FM expansion plan. It is understood that no new projects will be undertaken until sufficient funds are available; and, furthermore, it is fully expected that even the elaborate expansion which we hope will take place within the next six years will be self-supporting, either through the increase of revenues by the sale of time on new stations or by the economy in rentals. Better

coordination of operations has been achieved at the program division headquarters at Jarvis Street in Toronto.

Again, our personnel should



Dr. A. FRIGON

Station CFRB and CFCB serious criticism was made of operations and policies of the CBC in the past.

The criticism levelled at the CBC reveals a fear that we might become too powerful and develop into an instrument of propaganda for the Government in office and to monopolize private radio broadcasting enterprise. Our past conduct must prove that such fears are unfounded. We have also maintained a decidedly neutral attitude from a political point of view. And that is true that in the last ten years we have recommended the allocation of frequencies to forty-five new privately owned stations is sufficient to prove that it is not our intention to suppress private enterprise. It is true that at times we may be forced to act against the interests and ambitions of a few private stations, but that is always in the benefit of Canadian listeners as a whole. Although we try earnestly to protect the rights of each individual station, the fact that we have two out of ninety may be slightly interfered with in order to permit the CBC to fulfill its mandate can hardly be considered as an act of dictatorship or interference with the rights of the people.

There is one dark cloud in the present picture and that is the failure of Parliament to allow the Government to absorb the cost of collecting fees. This has created a critical condition in our finances which will unquestionably reflect in the quality of our service to the public. Let us hope, however, that it will only be temporary and that we may be in a position to improve our operating conditions for the long. Our program division will be operating under a handicap during the next five or six months. Our engineering division will be extremely busy proceeding with the actual implementation of the decisions of the Board as regards expansion. But I am sure that, as usual, our staff will live up to their duty and handle both situations efficiently and with their usual loyalty to the CBC.

AUTO-TALKIE



are, news editor of CKLW, gives the Windsor station a ding from the mobile units of the Bell Telephone Company parked on a Detroit, Michigan, street.

Production Up

monthly unit production of receivers in Canada has reached a record level, exceeding monthly averages of the best years, according to S. L. president of the Radio Manufacturers Association of Canada, addressed the third joint conference of the Radio Manufacturers of Canada and the States in Quebec recently. Despite shortages, and the shackling effect of pricing regulations, the industry in Canada has achieved monthly unit production of over 40,000 sets. Over 10 sets have reached Canadian shores since resumption of production after VJ-day.

B.C. Promotion

Described by its publishers as a "Confession of Faith in British Columbia," an elaborate brochure has been issued by O'Brien Goulay Ltd., Vancouver Advertising Agency, entitled "The British Columbia Trend." The bulletin gives a quite comprehensive economic survey of the Pacific province, disclosing an increase of 141% in population since 1911, a growth in retail sales from 248 million in 1930 to 390 million in 1944. Other pages are devoted to employment payrolls the economic stories of lumber, agriculture, fisheries, manufacturing, mines and construction.

ELIMINATE TV INTERFERENCE

Motorists in Great Britain are using suppressors on their vehicles to reduce interference with reception of BBC Television programs the transmission of which is in full swing.

Suppression of ignition interference is a simple matter and in many cases merely necessitates the

insertion of a 15,000 ohms resistance in each spark plug lead and one of 5,000 ohms in the main distributor lead. Though voluntary, many motorists are co-operating in the suppression of interference, having been given the lead by BBC staff members who have fitted suppressors on their own private vehicles.

CFPA

Arthur - Fort William

that CFPA is preferred by local listeners is evident by the number of Twin City merchants using CFPA facilities for programs.

Contact NBS

erving The Lakehead"

Political Broadcasts

CBC has announced plans under which there will be between Oct. 16 and Feb. 5, fifteen free political broadcasts—six Liberal, five Progressive-Conservative, three C.C.F., and one Social Credit. Representatives of these parties will be heard on a regular Wednesday evening program, "The Nation's Business," on Trans-Canada. There will be no weekly political broadcasts during the Christmas or New Year's holidays. The series, which began in July and will continue indefinitely, is heard in Eastern Canada at 8.30 p.m. EST and in Western Canada at 11.00 p.m. EST.

Underground Reception

Amateur Experimental Station VE7ABO of the Privateer Mines, near Zeballos, British Columbia, recently conducted an experiment to test the possibility of radio reception underground. A 1946 receiver was taken to the 1100-foot level of the Privateer Mine and moved to a point 1000 feet from the shaft. Using only the bell cord of the mine as aerial, with no ground connections, it was possible to receive both CKMO and CBR, Vancouver, with no static. No other stations were heard, either on the broadcast or short-wave bands.

SHOW BUSINESS

by Geo. A. Taggart

We "Sell" Success

BECAUSE of our finger-tip knowledge of all branches of the entertainment business, the George Taggart Organization has become Canada's most reliable and best-informed source of reference for your every theatrical requirement.

AS AGENTS and initiators we can advise and protect you as to quality and suitability of your every entertainment need . . . and save you money while we're doing it.

THAT IS our business . . . getting the right people and the right facilities at the right price for you . . . talent and attractions that sell and train as they entertain.

WE MANAGE the "top" talent . . . we have radio know-how . . . we are staffed for service . . . we can save you time and money. Your enquiries place you under no obligation. Call us about that talent or entertainment problem today.

165 Yonge St. Toronto
ADelaide 8784

1945%
1946%
AND Again FOR
1947
100% RENEWALS
OF ALL
VANCOUVER & NEW WESTMINSTER LOCAL ACCOUNTS.

WHEN LOCAL ADVERTISERS CONSISTENTLY USE A STATION IT IS BECAUSE THAT STATION "PAYS OFF" IN RESULTS
CKNW Local Advertisers are satisfied . . . that is why they—all of them—have renewed their 52-week contracts for the third consecutive year
NATIONAL ADVERTISERS CAN EXPECT THE SAME RESULTS

CKNW
NEW WESTMINSTER B.C.

COMPLETE DAY & NIGHT COVERAGE
GREATER VANCOUVER AND NEW WESTMINSTER TRADING AREAS

WE'RE

"*Tout oreilles*"

IN QUEBEC...

What's Your Message?



I'm Honoré St. Onge—retired—and living in the suburbs. At long last I have leisure to enjoy many luxuries I have planned on... a motor launch... a new car... travelling (with handsome luggage!). And for these purchases, I keep to the same policy I've always observed—asking for the brands I have heard advertised on the radio, names I've become familiar with through many pleasant hours of listening to CKAC, the favourite radio station of French Canada.

"Many pleasant hours of listening"... that's why we say French-Canadians are "all ears." Radio plays a large part in Quebec's family life, and to a considerable extent influences taste and opinions. CKAC, since 1922, has dominated the family hours with highly popular programmes. It is the station that assures you over-all coverage of this \$800,000,000 market.

Quebeckers have money to spend... and they will spend it wisely! Present your product over CKAC, in their own language, and you will find it well worthwhile—or, as Honoré St. Onge would put it, "Cela en vaudra la peine!" Write today for complete details!



CKAC La Presse, MONTREAL
Affiliated with CBS

REPRESENTATIVES: Canada: C. W. Wright, Victory Building, Toronto, Ontario.
United States: Adam J. Young, Jr., Inc.

The Province of Quebec spends yearly over \$800,000,000 (approximately 1/5 of the sales for all Canada).

In the area where 76.8% of all these sales are made—CKAC has 78.2% coverage!

Why does CKAC enjoy such influence in French Canada? Because, since pioneering in 1922, CKAC has based every programme on a complete understanding of French-Canadian idiom—attitude—and taste.

The Direct Route to Quebec's Rich Market is via CKAC of Montreal

OTTAWA

Letter

by JIM ALLARD



Views on advertising—as expressed on Parliament Hill August 30th of this year during discussion on two votes of public money pertaining to radio:

Quote: (from "official report, House of Commons debates"): Mr. Burton (CCF, Humboldt, Sask.) said: "... I would express the hope that the short-wave station does not carry the soap operas across the sea that we have to listen to in this country."

Mr. Irvine: (CCF, Cariboo, B.C.) "... if it (short-wave station) were not done by the government, as it is being done, it would have to be done by a private corporation, with the service costing just as much, and probably a great deal more. Services we receive from private stations are not rendered free of charge. When we buy commodities, we pay for those broadcasts, through the extra charge for advertising. That does not fool anybody. ..."

Mr. Hanseil (Social Credit, Macleod Alberta) "... he says that does not fool anybody. The fact of the matter is that it has fooled him. That is not what happens at all. While that amount may be charged in the price of the goods, by reason of the advertising the manufacturer is able to sell in such volume that as a result the price of the goods to the consumer is reduced. If they did not have this advertising, the price of the goods would be higher because the manufacturer could not produce the goods in sufficient volume to put them on the market at an attractive price. So there are a few people who are not being fooled".

Mr. Irvine: "The hon. member has revealed how he has been fooled, in the last analysis, to assume that people do not know what they want unless they hear it blared at them ten or fifteen times a day. Such an assumption is ridiculous. I can get my soap without anyone telling me what kind I must get".

Mr. Maybank: (Liberal, Winnipeg South Centre) "... we think we must have many of these programs which we could not have if we had indirect advertising only. Long ago the public began to demand that they should have these programs, and therefore reasonable allowance with regard to advertising in the Canadian Broadcasting Corporation networks must be made. The hon. member for Eglinton wanted something included in the report, (of the Parliamentary Radio Committee, of which Mr. Maybank was chairman) but later he withdrew his request and, following along those lines, I would suggest a formula something like this: Direct advertising must always be such that it will not mar the programs. That formula should apply to the private stations as well as to the Canadian Broadcasting Corporation. Because of the ingenuity of advertisers, listeners to the radio feel that they must have the programs of those advertisers. On the other hand the influence of radio upon the advertisers can be such that I think we

can get good programs with advertising, but not so much advertising or of such a nature as to impair the program. ..."

Mr. Denton Massey (Progressive Conservative, Toronto-Grenwood) "... this history of radio broadcasting has proven beyond doubt an adventure that government-owned government-operated and government-developed broadcasting can not possibly compete with private enterprise under the advertising sponsor".

An Hon. Member (interrupting) "Soap".

Mr. Massey (resuming) "Whether or not one wishes to have, the hon. member who has taken his seat said, a program interrupted by somebody who says 'Use Lifebuoy Soap', or if you do not use our soap, use our competitor's or something of that sort, the alternative is to go to a public owned system where it is public money which has to be spent on these programs. Let us look for a moment at the wealth of the United States. We have become much accustomed to dealing with millions and billions that hesitate to use the figure which is giving me the other day for the national income of the United States, between four and five hundred million dollars are spent by advertising alone over the national network and how many more hundreds of millions are spent in the operation and maintenance of those stations. Do you think, Mr. Chairman, that any government is going to set aside a billion dollars for programming in the United States? I do not think so. And what has happened in the United States? Going back into the days before the war, in 1939, as hon. members of this committee who were in the United Kingdom know, the vast majority of listeners there, according to surveys, listened to Radio Normandie and Radio-Luxembourg because it was only through these two outlets—there was nothing else—that commercially sponsored programs could be aired in competition with the BBC program. I submit, Mr. Chairman, that a network developed under private enterprise permitted by the CBC, and which the Canadian advertiser could air his own programs will develop programs which will be as such advertisement for Canada in the U.S. as U.S. programs are an advertisement for that country ours. ..."

(All above quotations are taken from the body of speeches members concerned, and thus removed from context. Speeches were given concerning vote for short-wave station operation, and CBC capital expansion vote).

Station for Bridgewater

A new license has been granted to the Acadia Broadcasting Company to operate a standard wave broadcasting station at Bridgewater, N.S. No call letters have as yet been assigned. The station will operate under the management of Mr. Rogers of Bridgewater and is expected to start operations as soon as sufficient equipment can be installed. The station will operate on 1,000 watts.

RADIO AIDS RED CROSS

"We have had one refusal for help from the Toronto radio stations in almost three years of constantly banging on their doors," Mary Dale Stott, Director of Public Relations for the Toronto Red Cross, told the "BROADCASTER" in a recent interview. "Once" she said, "we absently sent a list of relatives supposed to be in Toronto to one of the stations, asking if it would use the air to help us find them. Their reply," she confided, "was a mild suggestion that the printed word might prove more effective, as Canadian vocal chords were not adapted to the pronunciation of such names!"

"In season and out of season," she continued, "Toronto radio has helped us find the relatives of sick beds at Christie Street Hospital; they have helped us type blood serums for immediate use; or receive transfusions from the Blood Bank; they have sought and found donors willing to take wounded soldiers driving from the hospitals; they have provided time for our speakers on every aspect of Red Cross work; they have rallied behind every one of our campaigns. When, in cases of necessity, announcements have been on the air within an hour or less of our telephone call."

"Recently in our drive to obtain 'walking stick insects' for cancer research," Mrs. Stott said, "newscasts went to bat for us on all stations. CKY and CFRB co-operated still further by airing interviews for us."

Speaking of the recently concluded Junior Red Cross Week, Mrs. Stott mentioned the co-operation of such broadcasters as Mary Grannan, Jean Baird, Jane Weston, Susan Crooker, Claire Wallace, Mayor Bob Saunders and John Collingwood Beade. She also mentioned the "High Varieties" program. "Each of these gave one or two broadcasts telling the story of the Junior Red Cross in its various phases," she

explained. "CKY gave us four ten-minute evening periods during the week for our speakers, and CHUM gave us three five-minute noon hour periods. Their "Roving Reporter" interviewed Junior Red Cross Council one noon hour," she added, "and, of course, there is the "Red Cross Juniors" program, inaugurated this year, for which CHUM provides one quarter hour every Saturday morning."

Explaining that national publicity operates apart from the local Toronto office, Mrs. Stott says that she has been informed by National Office that the paid air time taken by Red Cross during the campaign is very slight in comparison to the free time given their announcements and programs at campaign and other times. "CBC has contributed many free spots," she continued, "as well as arranging a number of free programs. Advertising agencies and their clients have helped us get announcements into all Canadian commercial programs and into a good many originating in the United States," she said. "CBC was responsible for both the Princess Elizabeth broadcast during Junior Red Cross week and also the airing of Ramersad Jaggernaut, Junior Red Cross patient from Trinidad, now in the Royal Victoria Hospital. The International Short-Wave Service helps in locating lost relatives in Europe," she went on, "and through this co-operation, we have been able to locate quite a number in Czechoslovakia and elsewhere."

Radio Sunday School

In order to reach children who hitherto have had no religious instruction, the Church of England in Canada opened a series of "Radio Sunday School Services" over station CJCH, Halifax, October 6. The programs, which embody also a lesson period, are of 25 minutes duration, from 9.05-9.30 a.m.

News is Important on

CKSB

Manitoba's French population listens to its favorite station for Local and National news

CKSB PROVIDES THE ONLY WAY LISTENERS GET UP-TO-THE-MINUTE NEWS EVERY DAY

IN FRENCH!

Do they listen? 8:00 a.m. 21.3
1.00 p.m. 26.7*

*Elliott-Haynes

Complete details from C. W. Wright, Toronto - Montreal, or write to

CKSB

ST. BONIFACE MANITOBA
1250 kilocycles 1000 watts

WESTERN CANADA'S FIRST FRENCH LANGUAGE STATION

5000 WATTS IN VANCOUVER!

That's a lot of coverage out on the B.C. coast, coverage that takes in the more than 525,000 people of the Vancouver and Lower Fraser Valley market area PLUS the more than 175,000 people of the Vancouver Island market area. CJOR is the station with the influence in this rich trading area, in fact CJOR's area of influence includes seven-eighths of B.C.'s population!

Represented by: H. N. Stovin (Canada)
Adam Young Jr. (U.S.A.)
OUR 20th YEAR
5000 Watts, 600 K.C.

*
CJOR
VANCOUVER B.C.
CBC-DOMINION NETWORK

Look to
RCA VICTOR
for the only complete
TRANSCRIPTION SERVICE
IN CANADA



RCA Victor TRANSCRIPTION STUDIOS
TORONTO - Royal York Hotel - AD 3091 * MONTREAL - Lacasse St. WE 3671

RADIO REPORTING IN EUROPE

by ALBERT SHEA

The author, who spent four years in radio with Metropolitan Broadcasting Service and wrote his M.A. 80,000-word thesis entitled "Radio and Democracy," has just returned from a jaunt through hunger-stricken Europe as a free lance reporter. His narrative tells of his reports to Canada via the CBC and also of some of the problems of filing radio reports from the continent. Present plans include further broadcasts and articles in several Canadian national magazines.

"You have had some real adventures." This from Gordon Sinclair, the dean of Canadian adventurers, as we sat in the Babloor Hotel absorbing liquid nourishment.

It was an adventure, from start to finish. It started with the granting of official permission to travel to Europe for the purpose of observing and reporting on food conditions. I would submit reports to the Government food information committee and do a series of radio broadcasts for the CBC program "This Hungry World," produced by Don Fairbairn.

Then the steamship company came through with a sudden offer of "standee" accommodation on a ship sailing from Halifax 72 hours from the time they telephoned me. I made the ship and haven't stopped moving from that time to this. Now I am on my way to Winnipeg to take up duties as assistant professor of political economy at the University of Manitoba.

But getting back to Europe. I

had a week in London to look around, and did my first food report from the studios of the BBC. Then I headed for Geneva and the UNRRA conference. My second radio report was recorded in the excellent studios of *Radio Geneva* which, like everything else in that lovely city, seemed the last word in beauty and utility. Then, by train, I continued on my way through Zurich and across Austria to the capital, Vienna.

In each centre I visited, it was necessary for me to discover local radio facilities where I could prepare a recording to be sent to London for short-wave transmission to Canada. Usually, the Public Information Officer of UNRRA was able to offer assistance in making these arrangements.

In Vienna, I had to travel to a remote suburb where, in a vast building, American occupation officials were grinding out information by press and radio. The largest circulation newspaper in Vienna is their product. The staff is almost entirely Austrian. I was conducted to a tiny radio studio which was the talk studio for station "Rot-Weiss-Rot," in other words, "Red-White-Red," which is the arrangement of colors in the Austrian national flag. I left the studio with the precious records under my arm, and since taxis are extremely scarce in Vienna, I had to board a crowded street-car at the rush hour to make my way back to the British Press Camp, which was my headquarters while in Vienna.

Fortunately, the records came through unscathed, and also survived the long journey to London. When I arrived back in Ottawa, I was told that following the transmission of the talk on food conditions in Vienna, a letter was received from a sympathetic listener who wished to contribute \$50.00 in

aid of the unfortunate Viennese.

I left Vienna by air aboard an American C-47 flying the contentious route via Udine and Pisa to Rome. This is the flight through the skirts — and sometimes poses trouble to skirt — the border of Yugoslavia. This article is evidence that we made the trip successful but only two days later the same type of aircraft, flying the same route, was shot down with the loss of five lives.

The radio station in Rome was an unhappy reminder of the faded magnificence of the Mussolini regime. It was modern with an attempt at boldness in design. I found it a faded and deserted affair. The main studios of Radio Roma were practically without signs of life. After wandering about for some time, I discovered a caretaker who directed me to an office. There a couple of engineers appeared on the scene, and I was ushered into a very comfortable studio. From Rome another disc went on my way to London for short-wave transmission to Canada.

In Athens there is a Canadian Embassy headed by Ambassador La Fleche who, at one time, directed the Canadian Department of National War Services, under that department the radio industry operated at the time. Major General La Fleche's capable assistant, Jim George, arranged to send the Athens recording to London via a diplomatic post. The recording was produced in *Radio Athina*, but the very poorly equipped studio did not even have a blank disc to offer. Fortunately, the CBC had provided the UNRRA public information officer with some blanks and it was possible for me to record an interview with Mr. Buell Mabenhead of the UNRRA mission in Greece.

Next stop was Yugoslavia. The radio station in Belgrade, however,

Complete
RECORDING
FACILITIES

for your
WESTERN
BROADCASTS

- Air Checks
- Delayeds
- Actualities



WRITE OR WIRE
Les Garside

INLAND
BROADCASTING
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SERVICE

171 McDERMOT AV. WINNIPEG

CKCH
250 W. 1340 K. C.

**The FRENCH VOICE
OF THE OTTAWA VALLEY**

211.246
FRENCH PEOPLE
IN
CKCH COVERAGE AREA

TORONTO
4 ALBERT ST.

MONTREAL
DOMINION Sq. Bldg.

RADIO REPRESENTATIVE LTD.
UNITED STATES. HOWARD N. WILSON

Stretch
YOUR PUBLICITY
BUDGET WHERE
A DOLLAR
REACHES
MORE
PEOPLE

COOPERATING WITH "LE DROIT"

CJCH

"Your Good Neighbor Station"

Representatives: HORACE N. STOVIN & CO., CANADA
JOSEPH HERSHEY MCGILLVRA, NEW YORK CITY, U.S.A.

as poorly equipped for the making of recordings, and since I was on the homeward route, I decided to save up what I had to say until I arrived in London and in Canada. To reach Yugoslavia, it was necessary to fly from Greece back to the airfield at Bari, Italy, and from Bari across the Adriatic to Yugoslavia. From Belgrade, I proceeded by jeep through Sarajevo, Ljubljana, Zagreb, to the Yugoslav border. Once outside Yugoslavia, I continued on my way through Trieste and thence by car to Milan. At Milan I picked up an overnight train for Paris. Two days in Paris was more than enough on my budget, with meals at \$10.00 a throw. Approximately two months from the time of the original crossing, I recrossed the channel and headed for London. In London, the BBC was keenly interested in the trip that I had taken and, at their request, I did a broadcast for *Radio Newsreel*. For the Yugoslav service of the BBC, I did a talk on my impressions of Yugoslavia. This was translated into Serbo-Croat for transmission to Titograd.

Those are some of the radio highlights on a trip through Europe in search of first-hand impressions of the conditions. It is good to see the world, but home is still home.

READIN' 'RITIN' & 'RITHMETIC BY RADIO

British Columbia, which pioneered in Canada in broadcasting to schools as a part of the regular curriculum, will carry on the experiment this year under direction of Philip J. Kitley at CBR Vancouver.

The programs, which come this year with the help of a ten month survey just completed on school radio requirements, will be heard every school day at 2 p.m. and will be carried on provincial stations of the Trans-Canada network, and also CHWK Chilliwack in the Fraser Valley.

A special edition of CBC's Vancouver information sheet has been mailed to 1000 schools throughout the province.

The most important factor discovered in the recent survey, Kitley said, was that 20 minutes is the longest period for which interest can be maintained among children of school age.

With that in mind, each day's program has been divided into parts of five, ten or twenty minutes duration.

The B.C. school broadcasts are a joint project of CBC and the provincial department of education.

"We are not looking for statistic-

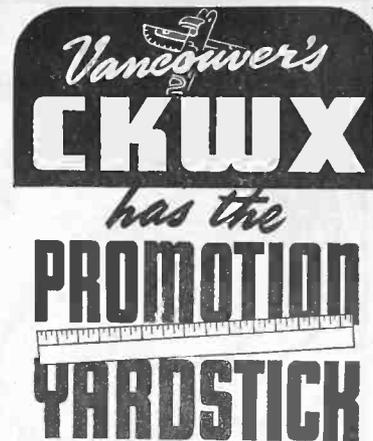
al results," Mr. Kitley explained in talking about the school survey. "Our need was a continuing guide to our programming.

"We are concerned with the things teachers find to be the most use in integrating these broadcasts with the program of studies. Our aim is definitely to link up with the work of the teachers in the classroom."

The survey concerned such matters as voice clarity, pacing, characterization and presentation. As a result of the inquiry, the narrator's style was remodelled in at least two series to make the programs more acceptable to school listeners.

Remote Typewriter

Typewriters operated from one part of town to another or from a train, plane or automobile, by radio, were on exhibit at the National Business Show in Grand Central Palace, New York, early this month. Through this device, a reporter can write a story at the scene of a fire and have it reproduced simultaneously in his newspaper office.



...To guarantee continuous promotion, plan it and distribute it fairly among all CKWX program sponsors.



Ask the ALL-CANADA MAN

for New economy operating.. Convenience... Performance

RCA VICTOR FM BROADCAST EQUIPMENT

If you are planning to install FM broadcast equipment, remember that RCA has been and will continue to be an active leader in FM development.

RCA VICTOR Two Bay Model TURNSTILE ANTENNA

Quick Facts!

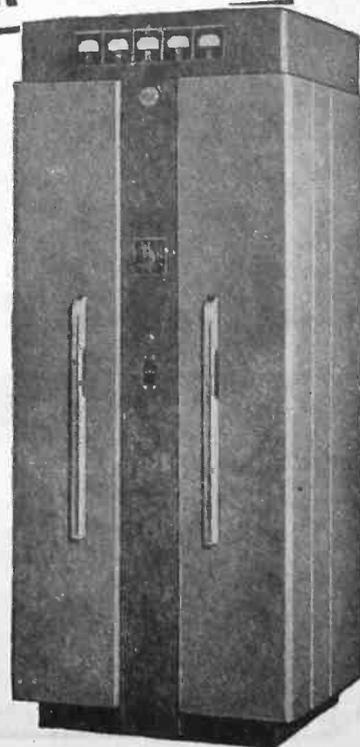
Designed for Use with the TE-444-A FM Transmitter. High Gain—Outstanding Performance—Completely Pre-fabricated—Shipped Knocked Down—Easy to Assemble and Erect—Strongly Made of Duralumin—120 lbs. weight—Low Cost Installation—De-Icer, at little extra cost, for cold weather.

Write today to Engineering Products Sales Dept., RCA Victor Company, Limited, Montreal, Que., for complete information and specifications of RCA Victor FM Transmitter and Turnstile Antenna.

RCA VICTOR 250 Watt FM Transmitter
TE-444-A

FEATURES

- HIGH FIDELITY PERFORMANCE
- LOW DISTORTION
- RACK PANEL MOUNTING
- SIMPLIFIED R F CIRCUIT
- LOW OPERATING COSTS
- UTMOST ACCESSIBILITY
- SMARTLY STYLED CABINET



From MICROPHONE to ANTENNA

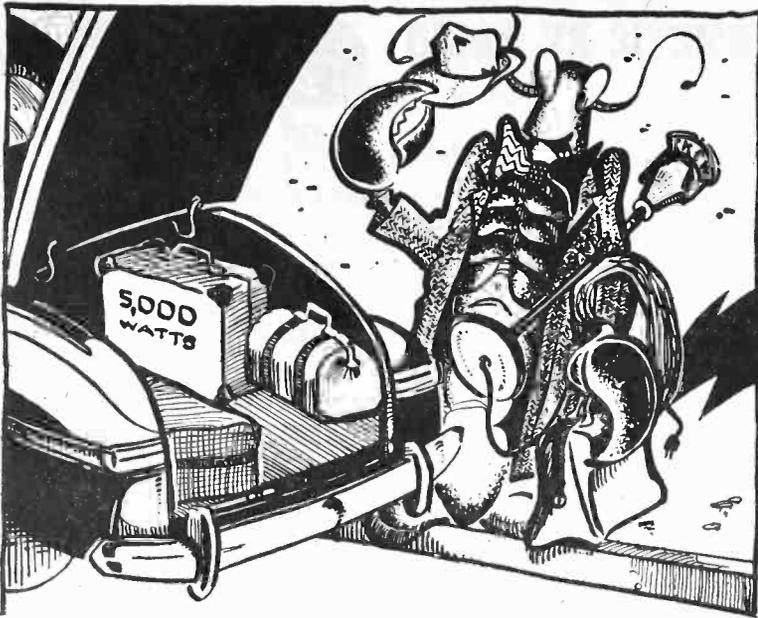
It's RCA All The Way For The Finest Equipment

RCA VICTOR

Company Limited



Hallifax, Montreal, Ottawa, Toronto, Winnipeg, Calgary, Vancouver.



LIONEL HITS THE ROAD !

Every Sunday, the CKCW COMMUNITY CARAVAN goes into rural areas calling on our many friends. From 3.30 to 4 p.m., we broadcast a live talent show direct from some Maritime community . . . while every fourth Sunday we also broadcast a church service from the host town . . . making it a complete "day" for that place.

Going on the air like their big city cousins gives the small town folks quite a bang. Just another reason for the wide popularity and listening audience that CKCW enjoys!

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

Technicolumn by **G. R. MOUNCE & E. W. LEAVER**

A question and answer column conducted by two radio engineers who invite readers to submit their questions. The editor reserves the right to print any letters submitted, or to refrain from printing them. Personal replies will be sent if a stamped self-addressed envelope is enclosed. Anonymous letters are not acceptable either for publication or for reply. Address "Technicolumn" Canadian Broadcaster, 371 Bay St., Toronto.

Since the close of the last Great War, interest in Commercial Television has again been revived.

Television has been "just around the corner" since 1930. Practically every year we have been told that in a very short time Television receivers would be in every home. But for some reason or other they have never arrived, and, in many respects, seem as far away as ever. Apart from the general interest that never seems to flag at the suggestion that Television will be here next year, there has been the very real urge of investors who have poured hundreds of millions of dollars into Television development to recover some of their investment. Another feature is the promise of Television as an advertising medium, in that it is generally agreed by authorities that pictures will enhance the value of just words.

Probably the greatest failure on the part of people working in Television and people who have made the general public great promises, has been their failure to realize the tremendous number of difficult technical problems involved. Basically, these problems arise due to the immense rate at which information must be communicated. Facsimile, which is often grouped with Television, might be used as a basis of comparison. A Television system operating for an hour would correspond to the transmission of over 108,000 pages of material. Each of these pages, according to present standards, contains information corresponding to one-quarter of a million picture elements. Thus it will be seen that, the resolving of a picture at the transmitting end into this number of elements thirty times every second and reconstituting them at the receiver, to say nothing of the intermediate processes of modulation, transmission, reception and detection, is no mean problem.

Fourteen years ago Television receivers were marketed in Chicago at a price of \$85.00 per unit but there was no disguising the fact that the received image would not and could not satisfy the public. The definition was low, worse than the poorest newspaper print (60 line scanning), the picture was small, about 5 inches square, and the brightness poor, so that only a few people at best could enjoy what entertainment there was. Today there is little comparison, in that 525 line scanning is considered standard and picture size and brilliance can approach that of a home movie projector. But this great progress has been made at the expense of complicated and expensive apparatus so that for pictures meeting the standards mentioned, it has been questioned as to whether the

general public will be willing to pay the necessary price. It seems that a Television receiver giving any real sort of entertainment will cost two or three times as much as a good radio. This situation is bad enough. But there are many other difficulties. One of them is the cost of Television production which would require an enormous Television audience to begin to make the costs worthwhile to prospective advertisers. As in all other new developments, people are disinclined to pay large amounts of money for receivers with a limited number of programs available, and advertisers are certainly loath to part with large sums of money when the audience is small.

There is one point in connection with Television that perhaps has not received sufficient attention. This is the fact radio advertising in the day time, and even a night for that matter, is useful because people can do other things and listen to the radio. Watching a Television program, however, requires undivided attention.

An additional question has arisen in regard to color Television. There are those in the United States who have been experimenting with color and who do not want Television standards and equipment to be finalized until they have had a chance to complete their development work and prove the practicability of color television, which they naturally feel is greatly superior to the black and white. This controversy has undoubtedly resulted in the deferral of many interests to go into television at this time. They would rather wait until the situation has become clarified before investing very much more money. This problem is not really new. It is a problem that has prevented the use of Television for at least the last ten years. Each time it has been suggested that Television sets be put on the market, there has always been the cry "Let us wait until Television has been perfected and, of course, Television will do everything else never will

Joins CKEY

Hal Cooke, former manager of CKEY, Peterborough, has joined the CKEY commercial department. George Bell, former commercial manager of the Toronto station, has left to enter the broadcasting business.

REACHING A \$100,000,000.00 MARKET

940 ON THE DIAL

IN THE CENTRE OF GOOD LISTENING

CJGX YORKTON

WESTERN CANADA'S FARM STATION

DOMINION NETWORK

Representatives
 HORACE N. STOVIN & CO., Toronto, Montreal, Winnipeg
 ADAM J. YOUNG Jr. Inc., U.S.A.

SOME 1945 STATISTICS

Within Yorkton's Trading Area (75 Miles)

Field Crops Production (Dollar Value to farmers)	\$104,068,000
Livestock Marketings (Dollar Value to farmers)	12,921,000
	\$116,989,000

To Reach the Richest Grain and Mixed Farming District in the West use:

EVERYBODY'S LISTENING

to

RUSS TITUS

Canada's
 Favourite Male Singer

Management
GEORGE TAGGART

ORGANIZATION
 ADelaide 8784

STATIONS COVER PLOUGH MEET



CHML, Hamilton, and CKNX, Port Alberni, both did an all-out job on-the-spot broadcasting at the National Ploughing match at Port Alberni Airfield October 15 and 16.

Both stations did innumerable descriptive broadcasts, interviews, and news commentaries and news items, and our photograph shows a large audience during a performance of the CKNX Ranch Boys, broadcast daily over the station from the Airfield.

Among celebrities to be presented on the mikes were the Governor-General and Gordon McGavin, President of the Ontario Ploughing Association and the Dominion

Minister of Agriculture. CKNX broadcast the final banquet at which around a thousand ploughmen gathered on the final day, and also the official opening in its entirety.

CHML was allocated space in Hanger 1 for an exhibit arranged by that station's Farm Bureau. CHML mikesmen circulated from that point throughout the meet, interviewing exhibitors and describing "Machinery Row" onto their recorder for broadcast later. Each station acknowledged that the presence of the other stirred it on to greater effort, and general comment indicates that radio's representation was a good one.

PARLOR, BEDROOM AND TV

The Hotel New Yorker announces this month that six of its larger hotels will be permanently equipped with television reception early in November. Current installation is expected to pave the way for complete separate room reception when they are available in sufficient quantity. Individual selection of television sets for New York stations and separate control of the sets will be provided. Several other major hotels in

NYC are reported negotiating for video installation but nothing concrete has been undertaken owing to receiver shortage.

Lift Typewriters

Thieves broke into the Ottawa Radio Bureau the night of Friday, October 18, and took two of the three typewriters. There was no other loss, according to Jim Allard, Bureau manager.

Re-Employment Service FOR SERVICE MEN

To assist in re-establishing men and women returning in civilian life from the armed forces overseas, the Canadian Broadcaster offers a free want-ad service for such men and women who, having been honorably discharged from active service wish to enter or re-enter the broadcasting or advertising business.

File CB 54 Writer-announcer-operator. Two years of weekly presentations in radio dramatics and six months of daily detailed, private instruction and work in announcing-control-continuity-record library and program preparation. Training and Re-establishment Institute certificate-references and disc available. Unattached, eager to start work immediately anywhere at beginner's salary. Apply Box CB 54, Canadian Broadcaster, 371 Bay St., Toronto.

C J A V

Voice of the Alberni Valley

CJAV, on 1240 KC serves the rich industrial northern half of Vancouver Island, tapping an area of ever increasing population and development, in timber, fishing, canning and mining.

Within its listening radius are great lumber mills and logging camps with their allied settlements — an area of unbounded wealth. CJAV is the only radio medium in this territory.

250 WATTS 1240 KC

PORT ALBERNI, B.C.

See Radio Representatives

CAMPBELL'S SOUP CO. LTD.

Hildegarde, Sundays 8 p.m.
Jack Carson, Wednesdays 7 p.m.

Selects

CKRC

WINNIPEG

630 Kc.

DOMINION NETWORK

- and Heres Why!

CKRC is steadily gaining in listener preference and Dollar for Dollar is—
CANADA'S BEST RADIO BUY

Representatives

CANADA: ALL-CANADA RADIO FACILITIES
U.S.A.: WEED & Co.

KCO
OTTAWA

A *Wright* STATION

"CKCO DOLLAR CLUB"
Most Original Sponsor Identification Program on the Air.

CKCO, OTTAWA

facts and data from
WILLIAM WRIGHT
Victory Bldg.

AD. 8481

RADIO SELLS REAL ESTATE

Dick Diespecker of CJOR Vancouver believes he has found just about the ideal sponsor in a city real estate firm (H. A. Roberts Ltd.) who never raise a whisper of comment or criticism on either story or commercials of the program which Diespecker handles for them.

"Off The Beaten Track," which runs five days for fifteen minutes started just over a year ago, running ten minutes five days a week. Later it was upped to six days, and finally the addition of five minutes news made it a fifteen minute program.

Diespecker takes any subject which pleases him for the day's story, and tells it as if he thought it was worth the trouble. It may be Venus de Milo, Costa Rica, an Indian rebellion in Douglas' day, New York cops, old English customs or a tale to prove B.C. still legally belongs to the Indians.

"The content is always fact, with no fiction scheduled, and he goes to sources far and wide for his dope. He thinks nothing of sitting down and writing to the mayor of Calcutta or Timbuctoo or the governor of the Seychelles Islands or the keeper of the zoo in Rio, if he wants some information.

What impresses Diespecker is that the sponsor takes the chance of giving him a completely free hand. So far, they've got better results than they hoped for.

In the commercial, Diespecker describes two specific houses which are for sale, adding the name and phone number of the salesman. The firm has made \$90,000 worth of sales as a direct result of the broadcasts.

The best the sponsors had expected was to build good will and salesman's prospect lists.

When they opened a branch office in Nanaimo, on Vancouver Island, people were lined up out-

side the door the first morning waiting to list their property.

Diespecker gets a variety of mail and most often gets kidded about his weakness for Pembroke rooms, which get a big sell whenever he finds one in a bus which is to be plugged on the air.

Wallie Peters of CJOR is producer and director of music for the program.

Listener Survey

The BBC was decidedly shocked recently according to a report in LONDON CALLING, when it was discovered that an old Welsh farmer had never heard of the BBC in fact—had never even heard of radio. The BBC Listener Research Dept., making a survey in Carmarthenshire, Wales, received this report:

"I explained I was doing some work for the BBC. 'What does BBC stand for?' I was asked. When I told him, he said, 'I have never heard of it.' He had never seen a wireless set and did not even know that wireless existed."

To Radio China

Roy Dunlop, former production manager for the CBC Pacific Region, has been appointed to the English program department of the Chinese International Broadcasting station, XGOY.

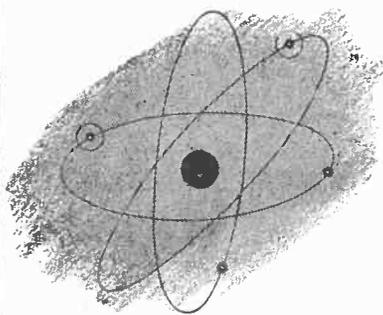
**PUT YOUR SALES MESSAGE
IN EVERY RURAL
AND URBAN HOME
in
SOUTHERN ALBERTA**

CJOL
Lethbridge, Alberta
GOING TO 5000 WATTS

Covers
**THE RICH
FRUIT BELT
of
BRITISH COLUMBIA**
CBC BASIC ★ 1000 WATTS

CKOV

KELOWNA ★ Okanagan BROADCASTERS LTD.

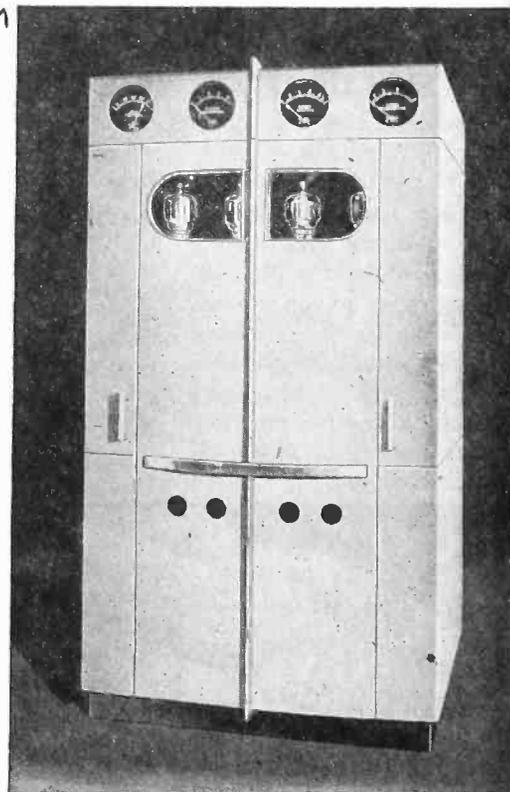
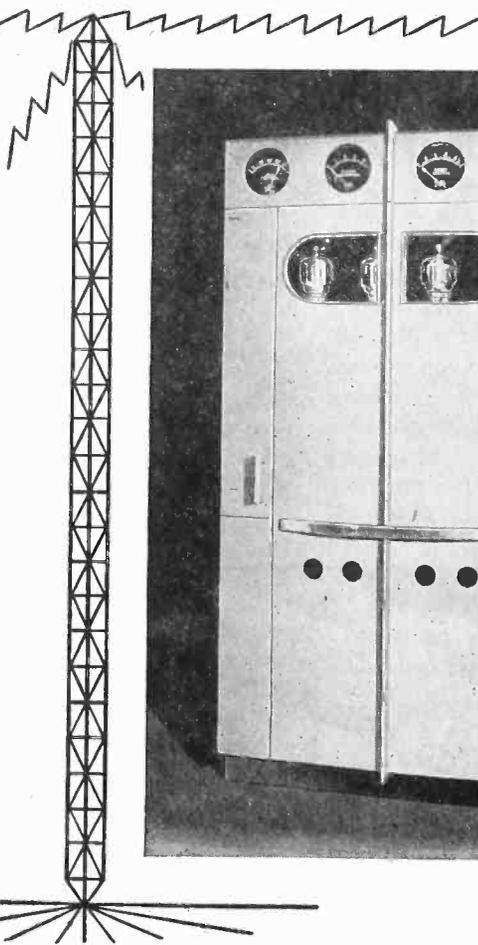


EVERYTHING for your broad- casting station

FROM MICROPHONE TO ANTENNA

- Broadcast Transmitters
- Speech Input Equipment
- Microphones
- Microphone Booms
- Reproducers
- Vacuum Tubes
- Antennae
- Transmission Lines
- Antenna Phase Units
- Antenna Coupling Units

- Ground Systems
- Test and R.F. Monitoring Equipment
- Monitoring Loudspeakers
- "World" Library Service
- "World" Feature Transcriptions
- Engineering and Installation Service
- Consulting Service



A NATIONAL ELECTRICAL SERVICE

Northern Electric
COMPANY LIMITED

25 BRANCHES ACROSS CANADA





More Hope THAN CHARITY

Elda Hope

... of my favorite numbers is ... with America, Take It Away". ... never heard any improvement ... this number that surpassed the ... ment given it by Alys Robi, ... she appeared a couple of ... rams ago on Borden's "Can- ... Cavalcade". Her voice is par- ... ly suited to this type of ... c. Jack Smith did the tune ... d with his gay bouncy voice, ... Procter and Gamble's "Jack ... Show". Another number is ... termilk Sky". It's certainly not ... I show any partiality toward ... termilk but when Colgate's ... py Gang" features Bert Pearl ... his number it can't miss.

... rthern Electric Company has ... it again! They have brought ... a program on much the same ... at as last year and one that is ... worth a half-hour of the pub- ... listening time. This show is ... Monday night, on Dominion ... a different guest star is heard ... week. "Northern Electric ... " features Paul Scherman and ... rty-piece concert orchestra. ... would naturally expect a great ... of music from so many musi- ... under such a capable con- ... r to be outstanding, and ... e right—it is.

... ng a first-nighter at this ... of programs, I heard Charles ... n, baritone, who was guest ... t. Just because Jordan has ... a couple of years in New ... does not confirm the idea ... ed by some people that he is ... Canadian artist. On the con- ... Montreal and Toronto can ... honor for much of his talent. ... other feature on this enter- ... program is "Forward with ... da", narrated by John Drainie. ... ferent point in Canadian his- ... saluted on each broadcast— ... time it was Vancouver. It ... s me square my shoulders and ... roud of our Dominion.

... mmercial announcements are ... handled by Allan McFee, who, ... y estimation, really sells his ... or's products to the radio ... nce. This enjoyable half-hour ... is under the production and ... ion of Gordon Forsyth.

... the rate some sustaining ... s are being slashed from the ... y the CBC, it makes me ... er if anything but sponsored ... sams will be left. Some of the ... are quite worthwhile, but ... y the former should have a ... on our listening calendar. ... o shows that are comparable ... at they are "family" shows ... "George's Wife" and "The ... ns". The first mentioned is ... ored and succeeds in leaving ... ers in a state of emotional ... nse. "The Martins", now off ... ir, was a sustaining show on ... ion Network. It was the life ... average family, each episode ... complete in itself. ... st the listening audience be ... tted to a steady diet of abey- ... or can we hear a natural and ... onous show again?

Bye now, Elda.

Verdun Opening

CKVL, Jack Tietloman's new dawn-till-dusk bilingual kilowatter at Verdun, Quebec, stages its official opening Sunday, November 3. The station will operate under the management of Corey Thompson on 990 kcs. and will be represented in the national field by Horace N. Stovin and Company.

Radio Man Honored

Brian Shellon, Manager of CJKL, Kirkland Lake, who served as a Major in the Algonquin Regiment, Canadian Army Overseas, has been awarded the Croix de Guerre with Palm and Chevalier of the Order of Leopold II. Major Shellon had previously been mentioned in Dispatches.

Truman Rates 57.6

President Harry S. Truman's broadcast of Oct. 14, announcing immediate lifting of all price controls on meat, was heard by 44,546,000 adults. This was his largest audience to date, according to a survey by C. E. Hooper, Inc., radio measurement firm. Rating for the speech was 57.6, second highest of the Truman incumbency. His highest rating, 64.1, representing a daytime audience of 36,500,000 adults, came on May 8, 1945, when he made his VE-day proclamation.

FX In 1947

Limited transmission of facsimile newspapers in at least a dozen U.S. cities, and Toronto, is planned for early in 1947, according to an announcement by the General Electric Company.

The company has received an order for equipment from Radio Inventions, Inc., on behalf of Broadcasters Facsimile Analysis, an organization of 22 broadcasters and newspapers. Equipment to be manufactured by GE was developed for the group by Radio Inventions and demonstrated to the press last spring. It is reported that the Toronto *Globe and Mail* has ordered equipment.

SPARKLING
THAT'S
DOROTHY DEANE

CANADA'S
TOP GIRL VOCALIST

For Vivacity . . . For Sure Fire
Audience Appeal . . . for Sparkle
on the air in both song and
speech . . . it's Dorothy Deane
every time!

Management
GEORGE TAGGART
ORGANIZATION
ADelaide 8784

SPOTS today mean SALES tomorrow!

These Stations are SPOT stations

- CJAV
- CKNW
- CKMO
- CFCN
- CFRN
- CFQC
- CJOB
- CKPR
- CKCH
- CKCV
- CJSO
- CKTS



ESSENTIAL TO MANITOBA'S LISTENING AUDIENCE

CKY WINNIPEG 15000 WATTS

More Power!
Greater Popularity!
Better Programs!

CKY WINNIPEG 15000 WATTS TRANS CANADA NETWORK

CKY WINNIPEG 15000 WATTS

EXCLUSIVE SALES REP.:
HORACE N. STOVIN
TORONTO WINNIPEG MONTREAL



placed in service a system of relays via Barbados and Ascension Island so as to provide southerly routes to England which are much less affected by atmospheric disturbances, such as aurora, earth currents, magnetic disturbances, etc., generated in Northern areas. This is working remarkably well and our Engineers may be able, in time, to guarantee continuous wireless service throughout the world without interference or interruption of any kind.

Historians of the future, when surveying the period through which we have passed, will undoubtedly be impressed by the celerity with which discoveries in the field of electrical science have been translated into practical aids to humanity. A complete transformation in the world of communications has come about as a result of the work of quiet men in laboratories and test rooms. The dreams of Marconi have been realized—the impossible brought to pass.

It is given to few inventors to see not only their first invention developed to a point when it is acclaimed by the whole world, but also to live to see it revolutionized so that an apparent limitation in its usefulness is turned into unlimited possibilities. This happened to the late Marchese Marconi when our Beam Wireless system went into service on October 21, 1926—just twenty years ago.

Baker To Dominion

Twenty-seven Canadian stations have been added to the network over which Eversharp, Inc's "Take It Or Leave It" is heard. This Sunday program is now heard over 9 Canadian stations of the Dominion Network in addition to the full Columbia chain. Heretofore KAC, Montreal, and CFRB, Toronto, were the only Canadian stations airing the show.

"Take It Or Leave It" made its debut on CBS in April, 1940, and has been a Columbia network feature since, with Eversharp, Inc. always the sponsor. Phil Baker, since, has been with the program since December, 1941.

TRADE WINDS

Edited By Art Benson

Bill Byles at Spitzer & Mills' Toronto office tells us that Family Fair Ltd, Winnipeg mail order house, has started the "Family Fair Man", with Barry Phillips. The 15 minute 5 a week show originates at CHAB, Moose Jaw and is fed to 5 Saskatchewan stations. Same agency is resuming transcribed spot series in January over 9 stations between CFCN, Calgary and CHNS, Halifax for California Fruit Growers.

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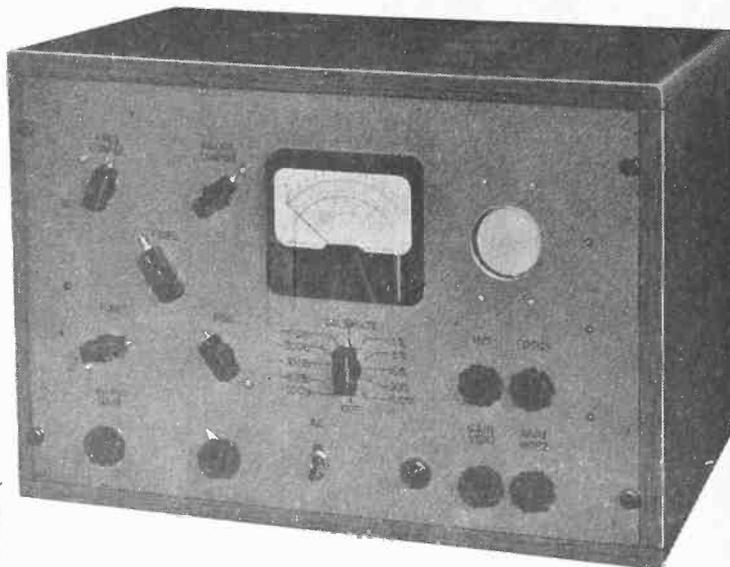
MISSING MOTHER

The police department at New Westminster B.C. finally had to call out Bill Rea of CKNW to solve the day's big mystery.

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up. When a quick check failed to locate her, a city detective took them home for the night.

At dinnertime next day, when the case had bogged right down, the coppers asked Rae to broadcast. The mother, who had moved house and hadn't expected the children, picked them up within the hour.



Hayes Distortion and Noise Meter

An improved instrument for measuring distortion and noise level of lines and amplifiers

ELECTRONIC ASSOCIATES LTD.

2498 Yonge St.

Toronto

By actual survey—

TORONTO'S MOST LISTENED-TO STATION

DIAL 580

CKEY
TORONTO

**"DOMINION"
OUTLET FOR
SOUTH-
WESTERN
ONTARIO**

CHATHAM *Serving*

The richest farming area in Canada with increased operating hours 7.15 a.m.-11.15 p.m. (16 hours daily).

JOHN BEARDALL
Mgr.-Owner

"Twenty Years Young"

(Reprinted from "The Marconi News" October 1946)

PRODUCERS!

For straight
dramatic roles
that really live
—remember

**JEANNE
CRUCHET**

Who can
be reached
day or night
through

Radio

Artists

Telephone

Exchange

WA. 1191

TORONTO

The late fall of the year 1901 saw unwonted activity spring up around Cabot Tower, at Signal Hill, Newfoundland. A party of men and their chief, an unknown inventor named Guglielmo Marconi, were busy installing strange-looking apparatus in a room in the tower. On December 12th, all was in readiness and those near enough were astonished to see the strangers flying a large kite, prototype of the towering wireless masts to follow, from the crest of the hill. It was not play, but the first attempt at trans-oceanic wireless telegraphy.

All the world is familiar with the results they obtained that day—the first, faint 'S' signal was received from Poldhu, England—and a new industry, a new, speedy link of Empire communications was forged.

On October 21, 1926, an event comparable in importance to that first successful transmission in 1901 took place when the new Marconi Beam Wireless Stations at Drummondville and Yamachiche were opened. This, too, was a pioneer undertaking carried out in cooperation with the English Marconi Company.



The Great Day—October 21st, 1926—when Marconi's Beam Wireless service was inaugurated. This photograph was taken in the Central Telegraph Office and shows operators receiving the first message from England, relayed by the Yamachiche Station. "Cyp" Ferland, now of the C.T.O. Supervisors, can be seen seated at the right.

The introduction of the Beam System was as revolutionary as anything connected with the mysteries of radio could be. By ordinary methods of broadcast wireless transmissions, electric oscillations are generated in an aerial system from which the energy is radiated in the form of electrical waves which spread simultaneously in all directions. The energy which each wave or train of waves carries is thus dispersed more and more widely as they travel further from their source, and only a very minute proportion of the total energy can be intercepted at the receiving point.

The invention of the Beam System meant that instead of the energy from a transmitter being distributed uniformly throughout the 360 degrees of a circle, it is concentrated into a narrow angle of about 15 degrees by the use of an electrical reflector at the transmitting station. Another reflector at the receiving end again concentrates the energy, intensifying it many times, compared to what would be

received in the ordinary manner of broadcasting. This provides such a speedy method of handling traffic that the volume is limited only by the mechanical restrictions imposed by the manipulating apparatus.

The Canadian Marconi Beam Transmitting Station is located at Drummondville, Que., and the Receiving Station at Yamachiche, Quebec.

The system described in the foregoing has been greatly modernized since that time and our London circuit is now equipped with high speed printing apparatus, inauguration of which took place on February 3, 1944 (*Marconi News*, Vol. 4, No. 3). The printer dispenses with the old—slower—method of having operators transcribe manually from a Morse code slip; instead, signal current, after amplification, actuates mechanism controlling a tape perforating machine. The tape, in turn, perforated in accordance with the signal, controls a printer which automatically selects various combinations of the code and interprets them into printed characters on a tape. This is then pasted onto a Marconigram blank and the message is ready for delivery to the addressee.

Keeping pace with all modern developments, our Company is offered other facilities to the public through the medium of our Beam System. Among these are our Picturegram Service whereby photographs, diagrams, etc., are sent across the ocean by means of electrical impulses (Vol. 5 No. 2); trans-oceanic telephone services, in conjunction with Bell Telephone Company, to England, Barbados and Newfoundland.

During the war, our Company

Jean Baptiste says:

Among the many interesting historical relics in Quebec are: A fragment of the True Cross; a portion of the Crown of Thorns; the remains of Fathers Brebeuf and Lallement; the great Jesuit Martyrs; the skull of Montcalm; and many magnificent paintings by Old Masters.

To make new history in Quebec Province, make good and intelligent use of Radio to tell your sales story, and watch your sales curve rise.

CHRC QUEBEC 1000 Watts (soon 5000)	CHLN TROIS RIVIERES 250 Watts (soon 1000)	CHLT SHERBROOKE 1000 Watts
---	--	---

Jos. A. HARDY & CO. LTD.

1405, PEEL ST. MONTREAL Tel. HARbour 2515	39, ST. JOHN ST. QUEBEC Tel. 3-6693	80, RICHMOND ST. WEST TORONTO Tel. ADElaide 8482
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CHNS BULLETIN BOARD

IN THE MARITIMES
CHNS
IS ON THE TOP
IN
COMMERCIAL BROADCASTING
NOW 1000 WATTS—SOON 5000 WATTS

MONTREAL ALL-CANADA MAN TORONTO
(Representative)

960 ON YOUR RADIO

aced in service a system of relays
Barbados and Ascension Island
as to provide southerly routes to
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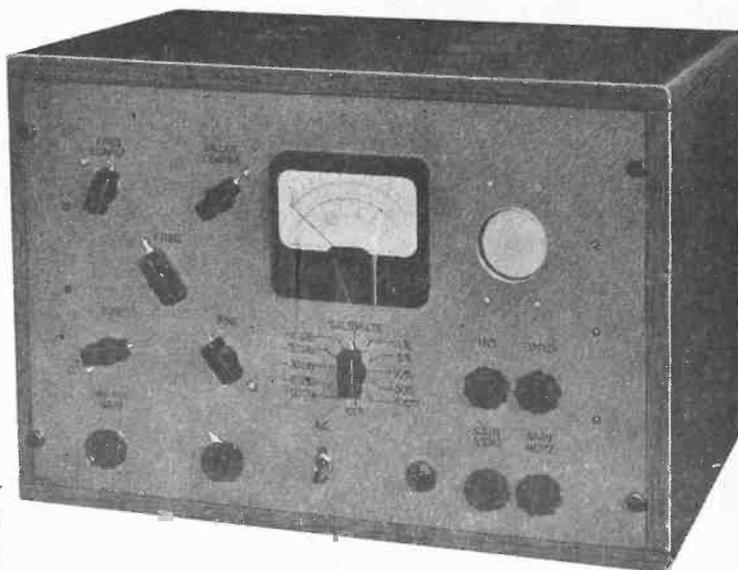
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CHATHAM *Serving*

the richest farming area in
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(16 hours daily).

JOHN BEARDALL
Mgr.-Owner



Father Flannery's Radio Sunday School

Public Service

THE TRUE VALUE of a radio station is measured by its ability to attract both listeners and local sponsors. For radio, after all, is a local medium—a part of the community throughout which its programs are heard. And a truly successful station can invariably attribute its greatness to the esteem with which it is regarded within its own community.

FATHER FLANNERY'S famous Radio Sunday School, heard on CHUM each Sunday from 2:00 to 2:30 p.m., is typical of many programs carried in the interests of community service.

Supported by a 52-voice Children's Choir and a 28-voice Girl's Chorister Group the program presents six talented children who appear in Round-table conference with Father Flannery.

PUBLIC SERVICE programming builds radio listener loyalty. A young station, with a refreshing outlook towards all affairs of community interest, CHUM has already become a potent force in the lives of the citizens of Toronto—and a welcome voice in the homes of more than 2,000,000, Ontario people!

CHUM

TORONTO

Representatives

CANADA
JAMES L. ALEXANDER

UNITED STATES
WEED & COMPANY



PEN PAL

Sir: I appreciated the sentiment contained in Andy McDermott's letter regarding the send-Lewis-to-England-for-Christmas issue of the Broadcaster until I learned it was also proposed to bring him back.

—:Alec [unclear]

* * *

MOTHER'S HELPER

Thanks to PN's Bob Clark for the telephoned information that Lewisite is really a poison and not the name of a cologne. We always knew there was something about it.

* * *

AND THE SAME TO YOU

Maybe the Broadcaster should be planning some program of self glorification in celebration of its fifth birthday in January.

* * *

VALUE RECEIVED

Recent radio announcements remind radio listeners to renew their licenses, pointing out that a year's entertainment costs them less than a cent a day. And on the whole they're almost sure to get their money's worth.

—:Saturday [unclear]

* * *

MARGIN OF ERROR

One thing about buying a program on the CBC network if it doesn't work, you can always say you never believed in government operated business anyhow.

* * *

HOW TO WIN FRIENDS

Toronto's Mayor Saunders is going after the CBC for municipal taxes on the building it owns in Toronto, which seems reasonable for a concern which states repeatedly that it does not belong to the government.

* * *

ADAGE OF THE DAY

You can expose a listener to a 50 kilowatt, but you can't make him listen.

* * *

CAVE SPONSOREM

Radio men are advised to stay strictly away from that Convention November 13-14. In case someone thinks they're interested in the well-being of their sponsors.

* * *

COLLECTIVE SECURITY

Then there's the actors' union member who took his little boy on his knee and said: "Once upon a time an old half . . ."

NBC Radio-Recording

INTRODUCES



A House in the Country

Judge your memory a moment! That dream of a house in the country. Remember? . . .

Even if you don't remember . . . never adventured into that wondrous dreamland . . . this is a lively situation-comedy program that radio advertisers and the people of your town want . . . want mighty bad. For figures show that listeners show an overwhelming preference for situation-comedy shows.

Starting A HOUSE IN THE COUNTRY, NBC Radio-Recording sets a new high in good fun. From the moment the program opens and voices cordially say, "Come In" . . . the comedy monium breaks loose with hilarious situations, excruciating problems and, of course, love eternal . . . all striking a delightfully familiar note in the lives of us ordinary folk.

A HOUSE IN THE COUNTRY is fastly paced . . . expertly produced by outstanding network talent . . . cleverly written by the finest night, one of radio's top comedy scripters . . . and is being broadcast right now to advertisers everywhere on a syndicated basis . . . Write today to NBC Radio-Recording, for names and designers of A HOUSE IN THE COUNTRY, and obtain records and complete details.

.. new situation-comedy show
.. fresh as country air



LYLE SUDROW is Young Husband, Bruce Marshall



RAY KNIGHT is Butcher, Mr. Brown



ABBY LEWIS is Telephone Operator, Clarabelle Hopkins



PATSY CAMPBELL is Young Wife, Joan Marshall



ED LATIMER is Landlord, Mr. Pattison



BUD COLLYER and HUGH JAMES are announcers

52 half-hours for 1-a-week broadcast

NBC



A Service of Radio Corporation of America

.. Radio-Recording Division



RCA Building, Radio City, New York • Chicago • Washington • Hollywood • San Francisco
DISTRIBUTED IN CANADA THROUGH ALL-CANADA RADIO FACILITIES, TORONTO, ONTARIO

Looking Forward to The Next Twenty Years!

AN OPEN LETTER:

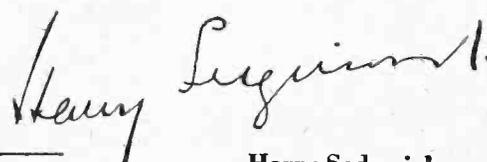
In 1926, CFRB started operation in Toronto. Those were the *pioneering* days of radio!

And now, twenty years later, the same call-letters "CFRB" are familiar in almost every city and hamlet and farm throughout Ontario.

During these years, the history of the station has been the history of radio itself. We are pleased to look back on a record which shows CFRB as an independent, unsubsidized station in the lead at every stage of broadcasting development . . . in quality and power of signal, in programming policy, in service to the whole community!

Knowledge of this influence gives us a strong sense of our responsibility to the advertisers we serve as well as to the people of this community. It has prompted even greater vigilance in standards of programming. It has fostered our recognition of the varied interests among the different groups we serve.

We look forward with confidence to the *next* twenty years. We renew our pledge to carry on towards the greatest good of the community as a whole. We have plans which will protect our share of audience and increase our contributions to the public service. We will *keep* CFRB Ontario's favourite radio station . . . first for information, first for entertainment, first for inspiration!



Harry Sedgwick
President

FACTS FOR ADVERTISERS:

CFRB consistently broadcasts the biggest share of top-rated programmes to the largest audience of Ontario listeners over the widest coverage area, of any station operating in Toronto.

CFRB offers a weekly circulation of 79% of the radio homes in Ontario . . . BBM survey.

Popularity *plus* coverage has kept CFRB the Number One advertising buy in Canada's Number One market!

CFRB where your favourites are!