EOPELE'S RADIO
"EN GARDE"

In the current issue of the Canadian Weekly Newspapers Association Bulletin, CBC carries a page advertisement, signed by M. Fraser, Supervisor of Press Information Service. The advertisement, which is reproduced below, reads as follows:

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Edmonton—More a fiddler than he is "old-time," Alfred Myhre, 32-year-old self-taught violinist, is competing in the "Old-Time Fiddlers' Contest" at the Canadian National Exhibition, sent there by station CFRN, Edmonton and the Associated Canadian Travellers.

It all started when the CFRN-Act "Search For Talent" show toured Alberta in aid of the Northern Alberta Crippled Children's Fund. When the show visited Alfred's town of Kingman, he made his first public appearance and from there he went on to take one of the final prizes in the 1949 series.

At the age of six, when his companions were playing with marbles and tricycles, Alfred started on the fiddle. This was after he had heard a violinist perform at a community concert and his enthusiasm for the music led to his father's gift of a violin.

Now, with a final "Search For Talent" prize safely tucked away, Alfred is off on his first train ride with Toronto his destination where CFRN and the Associated Canadian Travellers are now giving him the time of his life and also, his first real test in the musical world.

---

WINDSOR ON 50 KWS.

Windsor.—Station CKLW, Windsor, has been operating on its new power of 50 kw. since September 1. This makes the Border Cities station Canada's second 50 kw. job, and ties it with CFRB as the most powerful private station in the British Empire.

The new station was formally opened with an impressive ceremony by the Hon. Ray Lawson, Lieutenant-Governor of Ontario, and the Honorable Mrs. Brown, Governor of the State of Michigan.

The new CKLW transmitter is an RCA type BTA 50F AM High Fidelity Transmitter.

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PUBLISHER'S POLL
FAVORS RADIO

New York, N.Y.—In an attempt to find out what radio listeners think of radio commercials, Macfadden Publications, Inc., have recently completed a survey based on the question: "Would you like radio commercials removed from radio?" The publishing company reports that in its Wage Earner Forum, 72.9 per cent of the families polled answered "no" to the question and that they would object to the deletion of advertising because, in their opinion, advertised products "are more dependable and of better quality as a rule ... A sectional breakdown of the results shows that in the east, 71.2 per cent favored commercials, compared with 81.9 per cent in the south.

The effect of brand name advertising was also apparent in the survey results; nearly 100 per cent of the wives questioned said they make it a point, when shopping, to look for products they have heard or seen advertised.

While the survey pointed up these favorable reactions of the public to advertising, the results also showed the following criticism: objection to singing commercials was voiced by almost 20 per cent of those polled; nearly 10 per cent of the housewives said that too much advertising was boring because of repetition; and close to 50 per cent of the respondents held that advertising in general wasn't specific enough.

The Wage Earner Forum is sponsored by Macfadden Publications as a continuing study, based on a panel of about 1,500 families. One set of questions is submitted to husbands and another to wives. Results are tabulated by an independent firm.
True studio quality with this new portable Tape Recorder

It's RCA Victor's new RT-3A professional tape recorder

Designed by men who live with the business for men who operate the business — here's a new heavy-duty, portable tape recorder with an unmatched combination of performance and operating advantages.

RCA Victor's new RT-3A gives an essentially flat frequency response from 50 to 15,000 cps at a tape speed of 15 inches per second. That's true studio quality for recordings — either in the field or the control room.

And high fidelity is matched by unique operating simplicity. The RT-3A uses any of the standard quarter-inch magnetic tapes now on the market . . . takes only 3 or 4 seconds to thread — no 'over-and-under' threading or 'doubling back'. Vertical reel-mounting makes handling easier. There is only one motor providing smooth two-speed synchronous drive — and only one 3-unit head that plugs in and out without use of tools.

At the flip of a switch, the RT-3A can run on high fidelity recording or playback — for 33 minutes with response at 15 kc or 66 minutes with response at 7.5 kc. Frequency compensation is automatic at either speed. Featherweight tape tension control insures playback timing to ± 0.2% at both speeds, makes precise editing easier.

And a separate recording and playback amplifier enables you to monitor the tape and record programs simultaneously!

Also available are the rack and console mounted models, the RT-4A and RT-5A. For complete technical information and prices on the RCA Victor RT-3A Tape Recorder, call in your nearest RCA Victor Sales Engineer or write Engineering Products Sales Dept., 1001 Lenoir St., Montreal.


LOOK AT THESE PERFORMANCE CHARACTERISTICS

- FREQUENCY RESPONSE: 50 to 15,000 cps at 15 inches per second. 50 to 7,000 cps at 7.5 inches per second.
- SIGNAL-TO-NOISE: Better than a 50 db ratio on the tape (below peak recording level). 45 db or better for the playback amplifier (below peak recording level).
- WOW AND FLUTTER: 0.2% RMS at 15 inches per second. 0.3% RMS at 7.5 inches per second.
- METERING: All tubes, erase and bias voltage, recording and output levels may be checked with the standard VU meter.
- MAGNETIC HEADS: Single plug-in assembly with erase, record and playback heads.
- MONITORING: As the output (playback) amplifier is entirely separate from the recording amplifier, the program on the tape may be checked by headphones while recording.
- REWIND TIME: Approximately 3 minutes in either direction.

The RT-3A amplifier case is 15" high, 21" long and 10¾" deep. Weight 49 lbs. Recorder case is 18½" high, 19¾" long and 11¾" deep. Weight 41 lbs.
STATIONS

"Exercise Eagle" Is "Exercise Insomnia"

Dawson Creek, B.C.—Announcers and engineers of station CJDC are, including manager Lew Bos, recently went on "active service" for a few days to broadcast reports of the Canadian Army-Navy Operation North 3, or the familiar "Exercise Eagle," a military exercise which took place in the Fort St. John-Dawson Creek area, and keeping the people of the Peace River country up-to-date on the operations going on but interesting only for the station boys.

The big "do" was designed to be members of the combined Royal Canadian Air Force and Scottish Army team who were defending the Canadian northland from possible invasion, and the "insiders" were allowed into the CJDC's Special Events Department, plus a few "extras" required to handle the big broadcasting job, lived with the men and took part in the various activities. At times, the station's staff went 48 hours without sleep and many kept them on regular hours to keep the radio engineers and the various announcers, such as Chatham, Ont., and Yorkton, Sask., busy.

The exercise was designed to test a number of new ideas and to train the men with the various units engaged in the exercise. The exercise went off without a hitch, and the station's staff was able to keep the city informed of all developments.

Ottawa's "Own Station" Entertains

CFRA'S Fiddler's Fling Was Major Draw At Exhibition

The Ottawa Journal said... "An unheralded 'extra' at the Central Canadian Exhibition is the nightly 'Fiddler's Fling' at the Band Shell. CFRA's popular old-time show last night attracted almost as large a crowd as Tommy Dorsey did for his Afternoon Concert."

The Ottawa Journal In Its "Listening Post" Said... "But that's not the important point. CFRA made a substantial contribution to the most successful Central Canadian Exhibition ever held. CFRA shunned a static "pull" display and gave visitors real entertainment—a solid hour every night. And on closing night Frank Ryan himself took over the mike and broadcast final events. CFRA didn't just "show" it served!"

CFRA DID ALL THE "P.A." WORK AT THE "EX"

And visitors said it was the best ever. CFRA engineers wired the whole grounds... AGAIN CFRA SERVED!

CKMO YOU MAKE FRIENDS in Vancouver when you Buy neighborly CKMO

1000 WATTS

1410 on your DIAL

CFCO—Chatham

now covers "Southwestern" Ontario like a blanket with the 1 Kw. Northern Electric DAY AND NIGHT all-Canadian coverage directive array. Ask anyone.

JOHN BEARDALL,
Manager-Owner.

With the experience gained in broadcasting the events of "Exercise Eagle," plans are now being made at CJDC to air the combined Canadian - American war games which are to be held near Whitehorse, Yukon, approximately a thousand miles to the north.

Fair Promotions

Foster Fellowship

Yorkton, Sask.—During the long western winters, the folk of the prairies look forward to and plan for their many summertime community events—annual socials, agricultural shows, sporting events and, above all, the fair—and in the extensive planning that must take place before these affairs can become a success a definite place is allotted the local radio station. The role that the community station plays, such as CJGX here in Yorkton, is that of

(Continued on page 4)
Pepys

Behind the Scene
in Radio

as transcribed by H.N. Stovin

Do feel that in my musings on the radio scene I have been uncourteous of one very worth-while field for comment, and for this occasion will let far-off fields alone and write upon that goodly organization known as Stovin and Company. While not one to boast, what I see doth please me well, and should also be equally of satisfaction to those goodly stations which we represent and serve - - - within the Stovin organization, among those who work mightily in the selling field, there is to be found one of the most experienced groups of men in this very specialized form of sales service. Did moreover discover that their combined experience represents more than sixty years of service—an impressive fact when we consider that the industry itself is but a single score of years in existence. That their combined knowledge of matching the medium to the market is of practical value is well evidenced by the golden results received by clients and stations alike - - - Am reflect ful that it doth take much time and patience to build a productive group, especially in this specialized aspect of sales work, and during sweeping economic changes, but out of it comes the goodly company on which I do now muse contentedly - - - I do take pleasure, too, in noting that daily use is found for their service, in that not infrequently we are called upon to prepare whole campaigns, together with costs and multitudinous details, to assist our good Agency friends and their clients. It hath been well said, “To be a real Salesman, first be of real service.” It is not an ill thought to reflect on how fully this goodly precept is in evidence in my own house of business - - - Do proceed now to the coffee house for a warming mug of the best Arabian, and do think I know who should pay for it!

STATIONS (Continued)

publicizing the big events and fostering greater interest among the people for attending and taking part in their fairs.

For CJGX and special events man Jack Goodman, a fair means a busy day.

On the morning of the event listeners are advised of the features of the program, and the mobile unit, attended by Goodman, proceeds to the fairgrounds. Usually an interview with the local fair board is held and then the mike is taken to the midway to broadcast the voices of the people at play, one of the few times during the year that the local citizenry has an opportunity to cut loose. Descriptions of the industrial displays are aired and then listeners are taken to the cattle barns, wheat and grain exhibits, grandstand shows, harness races, baseball games, rodeos, and jittery dances.

The common practice at CJL is to record the broadcast on tape and, when completed, the tape board is called in to do with the editing. The time of broadcast is announced to the fair over a public address system.

It is believed that these community events accomplish a great deal in molding the shape of Canadian citizens out of a dozen nationalities that make up this area, giving them incentive to improve their produce, encouraging them to enjoy themselves together, providing an opportunity for industry to display methods of easier and better farming, and forming the training ground for the development of local talent in music and entertainment.

SIGN'S FIRST SPONSOR

A HIGHLY IMPORTANT EVENT in the life of any broadcast station owner is the signing of the first sponsor. Radio station CKW, Barrie, executed this contract on August 4, well ahead of the August opening day. Pictured above are: (with hair) Geoff Glenn, manager of the Harry J. Twiss men's wear store; (centre) CKBB manager owner Ralph Snelgrove; and Ted Twiss.

CFBC — Saint John
930 KCS. — 5000 WATTS
Practically Sold Out
Thank You!!

... that’s because national advertisers are finding out what local merchants have known for two years — THAT "CFBC" PACKS REAL SELLING PUNCH in Greater Saint John — with a big Nova Scotia Bonus!

JAMES L. ALEXANDER
is CFBC’s representative in Toronto and Montreal

CFBC — Saint John
COMMUNITY SERVICE EXTRA PROMOTION
Defending Minority Rule

Elsewhere in this issue, there appears report of an advertisement which has appeared in the Canadian Weekly Newspapers Association Bulletin which sets in Jasper immediately following the WAB meeting in Banff.

This advertisement, inserted by the publicly-owned Canadian Broadcasting Corporation, over the signature of its president, speaks volumes of press and information, as names unnamed propagandists of hooding the weekly newspapers with well-written but incomplete publicity material, points out that it (the CBC) is merely the staff and the money to reply, but states that the writer of the appeal will be attending the Convention to answer any questions anyone may want to ask.

Without feeling alarmed lest the CBC is able to refute charges that have been laid at its door, we are inclined to question whether the Broadcasting Commission intended that the CBC, unable on its own admission to function on its present revenues, should spend its scarce and precious funds defending itself against its critics. As the CBC, or other Crown corporations are constituted, they belong to the public. Any criticism of their operations, which may from time to time be expressed, stems from the public that owns them. Is it then constitutional for them to try and justify their existence in the face of this criticism? Or should they not give earnest consideration of such comment, and cease, if, in the case of the CBC especially, would not be possible to change their policies so that they might bring satisfaction to at least a larger minority of the public that owns them than they do now?

An Industry Undertaking

The mills of the gods, and Royal Commissions, grind slow, but it is reasonable to hope that private radio, whose presentation to the Massey Commission is reported in this issue, will end up with the independent regulatory body it has sought so long, and that as a result, CAB and CBC operations will be placed on an equitably competitive basis instead of the present system under which the CBC is called upon to regulate those with whom it competes. The road to this goal has been and will continue to be an arduous one, and there is just as great a need today for the continued co-operation of the industry as there always has been.

As the Commission travels across the country, it will be stopping and meeting at various points. At these meetings local station managers will be afforded the opportunity of appearing before the Commissions to state their cases. Nobody will invite them to appear, but the opportunity will be theirs if they seek it out.

As has been evidenced by the astonishing presentations of the Institute of Architects, in which they dubbed radio vulgar, overly-commercial and generally distasteful, there are all kinds of other groups who just live for the chance to air their views and to whom the Commission is bound to grant hearings.

It is to be sincerely hoped that station owners and managers will step forward to do their share in implementing the splendid presentation which has been made for them collectively by the CAB.

One-Price Policy Needed

The Western Association of Broadcasters Convention will be in session by the time this issue reaches most of our readers, and will be dealing, among other things, with the number 1 question of local and national rates. Resolution of this extremely important problem into practical plan of action will entail considerable work on the part of all concerned. Failure to find a solution could be extremely harmful to stations, agencies, representatives, and sponsors too. Just what will have come out of the Banff meeting is problematical. Presumably whatever resolutions or decisions are reached will be referred to the CAB for further action. The fact is, though, that either a clear line of demarcation has to be drawn between what are local and what are national accounts, or else, and this may be a better idea, the industry has to make it up its mind to operate entirely on a rate basis.

One objection to the latter plan is that it would encourage opposition from the newspapers, who also offer local rates to local advertisers. It might be worthy of consideration, though, that the newspapers must be faced with the same problems in regard to this dual rate structure, and would welcome an overture to discuss a working agreement on the subject.

The fact remains that whatever steps are taken in this matter, it is absolutely essential that a unanimous agreement be reached, and acted upon as soon as possible.

Fair Warning

The warning came over the air again last night. The wording was the same as always; so was the voice—the voice of a man who, though profoundly shaken as by a dreadful vision and agitated by the urgency of his need to communicate it to others while there is yet time, is still the master of his fate and the captain of his soul. In firm, measured accents he delivered his solemn pronouncement: "Phil Monteith never lets up!"

Who is this Phil Monteith? It is better not to ask. It is enough, terrifyingly enough, to know that he exists; that he is a menace; that the voice leaves no room for doubt on that score—and that, once embarked on his dark labors, he is unswervable, implacable, unrelenting. The conscientious citizen will warn his innocent daughters to resist to the death any advances that may be made by this suave, smooth devil calling himself Phil Monteith.

Nor will he be naive enough to place any confidence in the neighbor who insists that what the radio voice is saying is "Fleen on teeth never lets up!" Too many men have gone to their doom because they placed a false interpretation on plain words.

"Don't laugh too loud, Grigsby, We could be next!"

—The Printed Word.
Prince Albert, Sask. — It is claimed that some people will do anything for money, but when Jack Cennon, CKBI's production manager, offered to do anything, within reason that is, to bring in donations during the station's Cancer Drive, he discovered that listeners were only too anxious to have him perform a long list of tasks.

During his daily "Wake Up, Shake Up" show, Cennon told his audience that he would gladly be their "slave for a day" for a $25 donation to the Prince Albert Cancer Society. He mentioned washing windows and cleaning barns as two possible jobs he could perform to satisfaction, but he didn't count on the huge number of requests he received, or the variety of jobs they entailed, including acting as host for a day at a local cafe.

When ten Central Avenue business men got together and offered $50 to have their windows washed by Cennon, Jack decided it was about time he made good his proposition. Still anxious that this stunt should continue to proffer for Cancer, Cennon, attired in blue jeans rolled up to his knees, a bright plaid shirt, a pocket card denoting his purpose, and the ever-present cigar, went to work and washed windows. He took time out for lunch and a donated food in the middle Central Avenue and, while a collection spitoon was passed among onlookers for the Cancer Society, fund, he handed his sponsors, it jokes, and put on a show that listeners to CKBI will probably remember for a while.

Special events announcee CKBI, Jerry Johnson, handled an interview with the "window washer" and commented on a presentation to Mr. Peter Mathson, president of the Prince Albert Cancer Society, of the money collected, both from the window owners and the generous citizen who "put a little in the pot."

wanted

Bilingual announcer to work in a Maritime Station. Salary according to experience. Send audition disc in English and French to Station CJEM, Edmonds-ton, N.B.

WANTED

Thoroughly experienced announcer for 5000 watt Maritime station. Single. Excellent salary for right man. Send disc and full details to Manager, Station CJFX Antigonish, Nova Scotia

Judging by the long distance calls, everybody in the Niagara District must listen to CKTB's quiz programs.

CCKB St., Catharines is the one station selling the entire Niagara Peninsula's 200,000 population with buying power over $200,000,000.
announcing their fall promotion and publicity plans—those which they describe as the biggest in radio network history.

NBC, scheduled to launch its campaign later this month, is expected to favor radio 11 to 1 over television. This, according to officials, is to finally put an end to the complaints that the major networks are over-promoting the sight-and-sound medium. And CBS brass hats, obviously for the same reason, estimate that about 75% of its campaign will be devoted to radio.

Both networks plan to use national magazine and newspaper space with the picking up the tabs for most of the local paper ads. The two chains will send out an overwhelming amount of promotion and publicity kits to their affiliates and these include suggested publicity releases and script material for on-the-air promotion. NBC has already sent out a number of its press staffers to cities in every state in the Union to set up special promotion projects.

Thus radio will be re-discovered this fall.

The FCC announcement that it will once again crack down on give-away programs prompts us to ask: what's been holding the commissioners up?

On the Cuff Notes... There's talk that the NBC network is planning to push the sale of its 26 house-produced programs. Chain may even go so far as to try and convince present advertisers that they'd do better with the house packages than with outside productions.

Because C K R M Is The Station Their Community Listen To.

Cover This Rich Market USE

CKRM
REGINA, SASK.

C K S F Cornwall Takes Station To The People

The staff of CKSF Cornwall really gets around, and the fans love it. Here announcer Bob Stewart, chief announcer Howard Bailey and acting station engineer Ron Levy are getting a “tape” interview with two pretty twin salesladies at the opening of a ladies’ ready-to-wear store. This is one of 30 remote broadcasts CKSF did in the past two months. In the Cornwall district, folks know they'll get an on-the-spot description of everything important over CKSF, whether it's a lawn social or a plane crash.

Incidentally, the scene above shows one of 12 new store openings which took place in Cornwall within the past two months or so. There's a healthy, growing consumers' market in Cornwall and The United Counties of Stormont, Dundas and Glengarry—reached best by

CKSF AND CKSF-FM
CORNWALL, ONTARIO

Ask Horace N. Stovin Co. about us.
WE'RE EXPECTING

That latest BBM report will put CFCN on many a fall schedule

CFCN
The Voice of the Prairies Ltd.
CALGARY, ALBERTA
10,000 WATTS

ASK RADIO REPRESENTATIVES LTD., Toronto - Montreal

Over The Desk

"Out of sound, out of mind" is a radio variation of the old cliché, and it bears thinking about, because nowhere as in radio can talented personalities disappear from the air to be forgotten for no better reason than that they are not remembered.

This thought passed through our cranium a few Sunday nights ago when a pleasant sound began emerging from our car radio as we drove down from the lake, which resolved itself after a very fast 15 minutes into that old veteran of the 88, Roland Todd, doing an uninterrupted 15 minutes on CFRN's Studio Hammond, of restful and tuneful music that made for really pleasant listening.

If anyone knew the tricky technique of handling an electric organ over the air, it should be Roly, because he's been at it since the early 20's, when CFCA scored its contentions first - on - the - air, the contender being KDKA, Pittsburgh. Yes, Roly should know how to handle it and what is more he sure does.

The sixty-four-dollar question, though, is where has he and others of his caliber been? Would it be an intelligent suggestion that people with talent books read them through from A to Z once in a while? Last in case they've let someone worth while slip out of their minds?

It's Exhibition time in Toronto, and this Holy City laid its traditional plans well ahead by having all the streets torn up in plenty of time to hold up the huge influx of traffic that descends upon us as soon as the gates open. It seems a pity that welcome tourists, some of them even bearing American dollars, are subjected to this discomfort every year. And while we are on the subject, it also seems a pity that this top national sales promotion event of the year is lost to quite a number of radio men, who look forward to travelling west to renew acquaintances with the western broadcasters at their convention, but feel that they really should be parading around the exhibits at the CNE, looking at the countless displays of new products arrayed there, and perhaps even listing many of them as prospects for radio.

Maybe the west feels that we are east, etc., etc., but the sun east still places a lot of business on those western stations.

We've just found out that Friday, August 5, Wally CJOY Slatter had a hole-in-one on the eleventh at Cutten Fields & Country Club in Guelph, which so many of us will remember the scene of the reception a year ago last June when CJOY became a reality. Following his hole-one, Wally one-putted the next two greens - result: he two-putt three greens. Then he blew it isn't telling his final score except that he says it could have been in the seventies.

Besides providing him with crowing material for the rest of his days, he's been given a light golf ball, a book on golf (he should write one), the ball he hit with suitably mounted and inscribed, a membership, a scroll, in the Hole-in-One Club, case of ginger ale and many citations, to which add those this department.

Harry Flint sends us this - from CKSF, Cornwall. "The following," he writes, "is a copy of a letter sent from one of our country clients." The letter reads "Dear Sir: Enclosed $9.60 for Broadcasting please brooad and Wednesday Aug. 24th." Presumably they brooded.

Some station and agency publicity people don't seem to appreciate the hammering a piece of mail gets before it reaches its destination. What we have especially in mind is the fact that between the last issue and this we have

Continuous Radio Audience Measurements Since 1940 . . . .

Elliott-Haynes Limited

Sun Life Building
MONTREAL
Plaza 6491
Hal Stubbs and Beth Manley
CKVL, Verdun, have launched a disc-jockey show from one of
general's eating and drinking
eats, the Maroon Club. The show
heard Mondays to Fridays, 3 to
3:20 p.m., has been platters, guests,
particularity out-of-towners, are
invited in “Breakfast at Sar-
style, and given nylon hos-
leather wallets and other
viron gifts. The problem has
en to keep guests from refer-
ing to the club's famous "rum
cokes" when at the micro-
phone. So far there have been
slips.

The Ontario Star comments in
sports column on the trick of
peeling the two lines used in TV
for sight and one for sound
ight. "Not long ago," runs
story, "folks tuning in on
to TV were entranced by a
ure of two wrestlers locked in
ous embrace, and then heard
ow thrilling tones of a man's
ce saying: "Darling, we were
nt for each other.

Margaret Ecker Francis' letter
out food for Britain, which ap-
in this column in a recent
ue, inspired, among other re-
es, the following from Gilbert
pton, 15 Avenue Road, To-
onto. Mr. Templet says:
Margaret Ecker Francis (Mrs.
bert Francis of Vancouver) has
etter on page 10 of the 10th
issue of Canadian Broad-
dering, dealing with Food for

e have a list of names of men
omen, mostly women, once
ated with the advertising
ess of Great Britain, but now
ing in retirement, who are un-
nourished more often than not,
o all of whom are vouched for
the officers of a leading adver-
ing association in Great

A few interested persons have
on sending fairly frequent par-
s to some of these aged and now
ired advertising men and wo-

However, additional help is
ed, and I will be very happy
t to give information to the
or of Canadian Broadcaster or
reader who may want to help.
aged people have been en-
gaged by advertising agencies in
reat Britain for most of their
es. Because the British had to
us in Canada and more
ially to our American friends
ross the border the investments,
ich before the two Great
ght Britain a large income as
blished them to buy food in
is country and in the United
ates, has been lost to the
is, and they lack dollars with
which to make essential purchases
on this side of the ocean.

"It was not an agency man, but
an advertiser, and 1 suppose it is
none of my business whether these
aged people are short of pretty
much everything except potatoes,
but I do not think most of us
feel that way about people in the
h Country. They took the rap
this time. If there is another
time, perhaps it will be at the rece-
ing of the end of the enemy's air
attack. Let us hope there is
another time, and let us help those
who bore the way

New liquor advertising regula-
tions for the Province of Quebec
have been announced by the Que-
Liquor Commission, after
aking with the yak-yak with
distillers and brewers.

Sections of the new regulations
ffecting radio broadcasting and
vertising point out that "beer
can be advertised in radio pro-
gams, but such programs shall
not be less than ten minutes." Spot
ouncements are banned under
this regulation and the Commis-
sion further states that beer and
wines can only be advertised by
radio on the condition that the
or's name be mentioned only
twice during the program, once at
the beginning and the end.

Regarding commercial content,
Commission's ruling is as fol-
llows: "All misrepresentations or
gross exaggeration as to the
ature or merits of the brand
advertised should be avoided. No
Canadian liquor should be adver-
tised in terms that would suggest
that it has been imported. Such
vertisements shall carry the
name and address of the Canadian
distiller." It was further stated
that representing an alcoholic
liqueur as beneficial to health or
that it possesses nutritive or cur-
ative value is forbidden.

Which gives us the idea that
even if it can't be advertised in
Ontario there couldn't be a bet-
ter time to go and knock one
back than right now.
WE'RE EXPECTING

That Latest BBM report will put CFCN on many a fall schedule

CFCN
The Voice of the Prairies Ltd.
CALGARY, ALBERTA
10,000 WATTS

ASK RADIO REPRESENTATIVES LTD., Toronto - Montreal

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Continuous Radio Audience Measurements Since 1940

Elliott-Haynes Limited

Sun Life Building
MONTREAL
Plateau 6194

515 Broadview A
TORONTO
GErrard 1144
Memo To: Ralph Snelgrove
From: National Broadcast Sales

CONGRATULATIONS RALPH!

a—On opening CKBB, Barrie.
b—On your election to the Presidency of the C.A.R.
c—On the appointment of National Broadcast Sales as your sales representatives.

You are joining Canada’s leading group of active, sales-minded stations:

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<th>Province</th>
<th>Stations</th>
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<tr>
<td>Ontario</td>
<td>CKBB Barrie</td>
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<tr>
<td>Quebec</td>
<td>CJAD Montreal</td>
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<tr>
<td>Quebec</td>
<td>CKYV Rouyn</td>
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<tr>
<td>Maritimes</td>
<td>CJCJ Halifax</td>
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<tr>
<td>British Columbia</td>
<td>CKMO Vancouver</td>
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<tr>
<td>British Guiana</td>
<td>ZFY Georgetown</td>
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**NEW LIQUOR ADVERTISING REGULATIONS**

For the Province of Quebec have been announced by the Quebec Liquor Commission after making with the yak-yak with distillers and brewers.

Sections of the new regulations affecting radio broadcasting and advertising point out that “beer can be advertised in radio programs, but such programs shall not be less than ten minutes.” Such announcements are banned under this regulation and the Commission further states that beer and wine can only be advertised by radio on the condition that the sponsor’s name be mentioned only once during the program once at the beginning and the end.

Regarding commercial content, the Commission’s ruling is as follows:

“Misrepresentations or gross exaggeration as to the nature or merits of the brand advertised should be avoided. No Canadian liquor should be advertised in terms that would suggest that it has been imported. Such advertisements shall carry the name and address of the Canadian distiller.” It was further stated that representing an alcoholic liquor as beneficial to health or that it possesses nutritive or curative value is forbidden.

Which gives us the idea that even if it can’t be advertised in Ontario there couldn’t be a better time to go and knock one back than right now.

NATIONAL BROADCAST SALES

TORONTO: 3250 Bank of Commerce Bldg. — AD 8916
MONTREAL: 1146 Medical Arts Bldg. — FL 2439

The Office of

MART KENNEY

FOR THE FINEST IN ORCHESTRAS, ACTS, AND ENTERTAINMENT...

125 DUPONT ST. TORONTO, ONTARIO • PHONE KI.3147

September 7th, 1949

Canadian Broadcaster & Telescreen

Page Eleven
We're Expecting

That latest BBM report will put CFCN on many a fall schedule

CFCN
The Voice of the Prairies Ltd.
CALGARY, ALBERTA
10,000 WATTS

ASK RADIO REPRESENTATIVES LTD., Toronto • Montreal

We're off to a BANG!

Our big Fall Schedule of programs—network, spot and local—goes off with a bang—bigger, better, brighter than ever—on Sunday, September 11.

LIONEL has marshalled every promotion artifice known to radio, with a few of his own thrown in, to add those extra phases which CKCW advertisers have learned to expect from CKCW's famous LIONEL-IZING TREATMENT.

Over the Desk

"Out of sound, out of mind" is a radio variation of the old cliche, and it bears thinking about, because nowhere as in radio can talented personalities disappear from the air to be forgotten for no better reason than that they are not remembered.

This thought passed through our cranium a few Sunday nights ago when a pleasant sound began emerging from our car radio as we drove down from the lake, which resolved itself after a very fast 15 minutes into that old veteran of the 88, Roland Todd, doing an uninterrupted 15 minutes on CFBP's Studio Hammond, of restful and tuneful music that made for really pleasant listening.

If anyone knew the tricky technique of handling an electric organ over the air, it should be Rolly, because he's been at it since the early '20's, when CFCA scored its contentious first—on the air—the contender being KDKA. Pittsburgh. Yes, Rolly should know how to handle it, and what is more he sure does.

The sixty-four-dollar question, though, is where has he and others of his calibre been? Would it be an intelligent suggestion that people with talent books read them through from A to Z once in a while, just in case they've let someone worth while slip out of their minds?

It's Exhibition time in Toronto, and this Holy City laid its traditional plans well ahead by having all the streets torn up in plenty of time to hold up the huge influx of traffic that descends upon us as soon as the gates open. It seems a pity that welcome tourists, some of them even bearing American dollars, are subjected to this discomfort every year.

And while we are on the subject, it also seems a pity that this top national sales promotion event of the year is lost to quite a number of radio men, who look forward to travelling west to renew acquaintances with the western broadcasters at their convention, but feel that they really should be parading around the exhibits at the CNE, looking at the countless displays of new products arrayed there, and perhaps even listing many of them as prospects for radio.

Maybe the west feels that it is east, etc., etc., but it seems there is still a place of busines on those western stations.

We've just found out that Friday, August 5, Wally C. Slatter had a hole-in-one on the eleventh at Cutton Fields Golf & Country Club in Guelph, and so many of us will remember the scene of the reception a year ago last June when CJOY became a reality. Following his hole one, Wally one-putted the next two greens—result, he two-putted three greens. Then he blew it, aren't telling his final score except that he says it could have been in the seventies.

Besides providing him with growing material for the rest of his days, he's been given a light golf ball, a book on golf (he should write one), the ball he hit with suitably mounted and inscribed, a membership in the Park Scroll, in the Hole-In-One Club, a case of ginger ale and many citations, to which add those from this department.

Harry Flint sends us this note from CKSF, Cornwall. "The loving," he writes, "is a copy letter sent from one of our country clients." The letter read, "Dear Sir: Inclosed $980. Broadcasting please brood agam Wednesday Aug. 24th." Presumably they brooded.

Some station and agency publicity people don't seem to appreciate the hammering a piece of mail gets before it reaches its destination. What we have especially in mind is the fact that between the last issue and this one.

Continuous Radio
Audience Measurements
Since 1940

Elliott Haynes Limited

Sun Life Building
MONTREAL
Plateau 6194

515 Broadview Ave.
TORONTO
GErard 1144
Memo To: Ralph Snelgrove  
From: National Broadcast Sales  
CONGRATULATIONS RALPH!  
— On opening CKBB, Barrie.  
— On your election to the Presidency of the C.A.B.  
— On the appointment of National Broadcast Sales as your sales representatives.

You are joining Canada’s leading group of active, sales-minded stations:  

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<th>ONTARIO</th>
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<tr>
<td>CKBB</td>
<td>250 Watts</td>
<td>1230 Kcs.</td>
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<td>CKML</td>
<td>5000 Watts</td>
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<td>CKKL</td>
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<td>CKGR</td>
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<td>800 Kcs.</td>
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<td>CHAD</td>
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<td>1340 Kcs.</td>
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<td>CKGN</td>
<td>250 Watts</td>
<td>1400 Kcs.</td>
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<tr>
<td>CKVD</td>
<td>100 Watts</td>
<td>1230 Kcs.</td>
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<td>CICJ</td>
<td>5000 Watts</td>
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<td>CJFX</td>
<td>5000 Watts</td>
<td>580 Kcs.</td>
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<td>CKM</td>
<td>1000 Watts</td>
<td>1410 Kcs.</td>
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<tr>
<td>CMB</td>
<td>1000 Watts</td>
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<tr>
<td>ZFY</td>
<td>GEORGETOWN</td>
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NATIONAL BROADCAST SALES  
TORONTO: 2320 Bank of Commerce Bldg. — AD 8095  
MONTREAL: 106 Medical Arts Building — FI. 2439  

The Office of MART KENNY  
FOR THE FINEST IN ORCHESTRAS, ACTS, AND ENTERTAINMENT...  
125 DUPONT ST. TORONTO, ONTARIO • PHONE KI.3147

Far-Sighted National Advertisers  
are investigating  
TRANS-QUEBEC RADIO GROUP  
for complete  
QUEBEC COVERAGE  
IN ONE PACKAGE

William Wright  
VICTORY BUILDING  
TORONTO
Do You Remember THE AUCTIONEER?

This program was an immediate sensation two years ago on CFRB. On the air Saturdays at 8:30 to 9:00 p.m. it consistently topped both American and Canadian network shows at that competitive hour.

AND WHY?
Because it was, and still is the most unusual audience participation show ever presented.

AVAILABLE?
Only because the English company who sponsored the show (and had sales results climb sharply) cannot get the dollars out of austere Britain.

HOW TO GRAB IT!

PHONE Monty Hall Productions Immediately at Ml. 6010
Or Wire Us at 398 Avenue Road, Toronto!

Ever since the days when I worked in the same office as funny-man Stan Francis and had my ears geared for witticisms, gags or even a "funny" I've been conscious of humor. The result of this whole thing means that comedians such as Bob Hope have to be extremely funny before I will roar with laughter. But this remark seemed to merit marks on the funny side of the ledger.

The occasion was when I was contacted by letter by narrator Gord Atkinson of "Club Crosby" on CFRB each Saturday. In welcoming me to Bing's numberless fans, he remarked "a program in honor of a Crosby being plugged by a Hope makes an extremely rare item." To say the least it is a bit unusual as I consider his wit.

In a recent issue I mentioned that two girls I knew, one Canadian and one Lithuanian, had eagerly attended the "Prom" concerts. It seems I was quite in error because, before I even read this magazine, this girl informed me in no uncertain terms that she is Estonian. She went a little farther and told me she listened on the air to some popular music but found it doesn't wear well. In her estimation you don't have to go long-hair but good music is good music.

This lover of the better things in music reminded me that I had not lived musically until I had heard Strauss music coming from a gondola in Viennese waters. Possibly a female voice would hum the tune while the young lady strummed on a musical instrument. She made it all sound very intriguing and inviting. Now I know one reason Strauss music is so very successful at our "Prom" concerts.

The other evening I was re-reading a letter from Claire Wallace when a nurse popped in and noticed her name on the envelope. The nurse remarked that Claire was certainly an aggressive woman and asked me if anything ever put the brakes on her. If she has ever been stumped I don't know about it.

Having broken her hip while on a trip to Australia for new scoops, she brushes it off lightly by saying the hip is mending and all she requires is patience. Claire has rather a new twist to her show of late by airing domestic interviews. To her I sincerely wish a complete and speedy recovery.

By the time this column is in print and readable, summer symphonies will be stowed away for another season and fall programs coming back on the air. That should create material on which to comment. With this in mind, ELDA.

THE GROUP" TAKES PLEASURE IN

WELCOMING BACK "VARIETÉS 57"

A HALF HOUR PROGRAMME
Sponsored by H. J. HEINZ CO., OF CANADA LTD.

A PRODUCTION OF PAUL LEDUC RADIO PRODUCTIONS

AN AGENCY ACCOUNT OF MacLAREN ADVERTISING CO. LTD.

LES ASSOCIÉS DE LA RADIO FRANÇAISE LTÉE

Owned and Operated Co-operatively by

CKVL - CKCV - CHLT - CHLN - CJSO - CHEF
VERDUN—MONTREAL QUEBEC SHERBROOKE TROIS-RIVIÈRES SOREL GRANBY

*The GROUP means six stations operating together under the subsidiary network rules of the CBC — sold as a GROUP.
PEOPLE

.Named Sales Manager

Toronto. — Paul Mulvihill has been appointed sales manager of National Broadcast Sales Toronto office.

He resigned as assistant manager of a S. S. Kress Company store in 1944 and went to CKGB, Timmins. Eight months later he became that station's commercial manager. In October, 1946 he was transferred to the Toronto office of National Broadcast Sales where he has spent the last three years as a sales executive. He is married and has one daughter.

CKSB CHANGES

St. Boniface. — Several staff changes have been announced by Roland Couture, president of CKSB.

Rene Dussault, formerly program director of CKSB, has been appointed assistant manager. Moved into the program director slot is Leo Remillard, who has just returned from Paris where he had a look at the French broadcasting system. He has been with the station since 1946.

DID YOU KNOW?

That building permits to the value of over 1 1/4 million dollars were issued in Truro during 1948. That spells PROGRESS! Yes, it's a live market, and the local advertisers—over 150 of them—use CKCL. And they're the men who KNOW.

CKCL

TRURO BROADCASTING CO. LTD.

J. A. MANNING
Manager

WM. WRIGHT, Representative
Toronto and Montreal

MANITOBA WITH CKRC

WINNIPEG

5000 WATTS
DOMINION NETWORK

Representatives

Jos. A. Hardy & Co. Ltd.—Canada
Adam J. Young, Jr. Inc.—U.S.A.

Sell! Sell! Sell!

IN U.S.A. - WEED and CO.
CAB SEeks Green Light for TV

Ottawa.—The CAB, appearing here earlier this week before the Royal Commission on Arts, Letters and Sciences, sought a lowering of the bars against television with five suggestions which would give private enterprise the green light to go right ahead and develop the medium in Canada.

They asked that: (1) the field be opened to private business immediately; (2) regulation of television be handled by the independent authority proposed for radio; (3) licenses for private television stations be granted for terms of years in relation to the tremendous financial and other risks involved; (4) free and full access be permitted to program material by line, kinescope and film, from every possible source; (5) the CBC should not enter the commercial television field.

"Private radio interests are prepared to put up the necessary money to provide Canadians with television," said the brief, "but they must be given a free hand to develop this new art without having to compete commercially with a subsidized national system."

Experience showed, in AM broadcasting, that the CBC did not succeed in limiting its commercial programs. The CAB feared the same expansion would occur in television, and that as a result Canada "would suffer serious delay if the (subsidized) national system is again to be allowed to compete commercially with private enterprise.

The CAB contended that if there is to be a national system of television, then it should be non-commercial. It also argued there is no reason why private enterprise should not be permitted to invest in television when it is prepared to abide by reasonable regulation in the interests of the Canadian people.

"Canada has already lagged far behind Britain and the United States in the television field," the brief continued, "and it is felt by our Association that everything possible should be done to finalize policy in television quickly. It will be unfortunate indeed if Canadians have to wait another 12 or 18 months to learn whether they are going to be given television—particularly when private enterprise is standing by waiting for the opportunity to serve Canadians in this respect.

..."

CBC Will Grip TV

Ottawa.—In television, the same fundamental considerations apply as to other forms of broadcasting, and it is governed, under the Canadian Broadcasting Act, as fully as sound broadcasting, the CBC said in its submission to the Royal Commission on National Development in the Arts, Letters and Sciences.

"Television operations by the national broadcasting system with direct public financial support provide the only means of assuring the production in Canada of reasonable amount of television programs and the adequate use of Canadian talent and creative abilities in these programs," the CBC said.

In the matter of costs and financing for television, the CBC said that it believes the money should come mainly from receiver owners in the form of licence fees, supplemented to some extent by commercial programs. The initial costs of setting up television stations in Toronto and Montreal, the first step in the CBC's television plans, should be met by a loan from the government, the brief claimed.

Regarding the development of television by private interests, the CBC repeated the statement of interim government policy, according to which "the CBC would be granted permission in the interim to establish production centres with associated transmitters in Montreal and Toronto," while suitable applicants would be given a licence fee for single private stations in other areas of the country.

The government interim statement also envisaged one private station in Montreal and one in Toronto, the brief stated.

In a four-point summary of its case for television, the CBC submission said: (1) there must be a development of television by the national broadcasting system; (2) a licence fee must be established adequate to support television operations in the public interest; (3) the necessary loans to be made available for capital costs and initial development; (4) if private interests are to be licensed to establish a television station, the national system must maintain the needed powers of co-ordinating use of television air channels in the general interest of the public and of developing a nation-wide Canadian service.

TEE VEE ACTION

New York.—The Allen B. Du Mont Laboratories, Inc., has come up with a new television allocation plan which it will present to the FCC at hearings now scheduled to get under way in Washington on September 26.

According to Du Mont, the plan will provide the very high frequencies (vhf) and the ultra high frequencies (uhf) as carefully integrated components of a national television system that will capture viewers in most of the country's 140 metropolitan districts a choice of video services provided by a multi-network system and the actual owners of present-day receivers from the need to buy converters. The Du Mont program also provides 10 additional channels for service to smaller localities and seven uhf channels for the use of educators.

The Du Mont system provides for 77 channels and is based on these factors: (1) it utilizes the 12 present commercial channels to the fullest extent, thereby providing four channels per city for most of the 140 metropolitan areas; (2) it utilizes all six megacycles wide, to assure adequate service to other communities; (3) it reserves 10 additional uhf channels to protect smaller communities, not yet ready to embrace video and insure that adequate frequencies will be available when they are ready.

Also: (4) it sets aside seven uhf channels for non-commercial educational broadcast applications; (5) it proposes allocation of vhf and uhf frequencies in such a manner as to provide a minimum of four channels in most metropolitan communities to assure competitive operation and wide choice of programs; (6) it minimizes the intermixure of uhf and vhf assignments to reduce or eliminate the need for set owners to buy converters or for station owners to utilize transmitters for two supplementary frequencies; (7) it provides for the best long-term operating plan for television in that it designates cities, now having a limited uhf service, as future uhf cities in the long-term plan; and (8) it proposes allocation of uhf channel so as to minimize interference between stations and receivers.

does this by grouping channels each service area.

FOR THESE ARTISTS
- ARLow, Herb
- COWAN, Bernard
- DAVIES, Joy
- DENNIS, Laddie
- DIAMOND, Marcia
- FITZGERALD, Michael
- FOSTER, Dianne
- FOWLER, Dorothy
- GARDEN, Mary
- GOTT, Herb
- HARRON, Donald
- HEMINGWAY, Peter
- LAFLEUR, Joy
- LOCKERBIE, Beth
- MILSON, Howard
- NELSON, Dick
- OSBORN, Barry
- O'HEARN, Mona
- RAPKIN, Maurice
- ROUSE, Ruby Ramsay
- SCOTT, Sandra
- WYATT, JoAnn
- WILLIS, Austin
- WOOD, Barry

Night and Day Service at Radio Artists Telephone Exchange
GENERAL ELECTRIC
PORTABLE AMPLIFIER
for AM • FM • TV

The only PORTABLE amplifier that gives you all this—

- One sturdy, single unit, containing amplifier, A-C power supply, and batteries—
- Four pre-amplifier channels with high level mixing—
- Light weight—only 35 pounds including batteries.
- Exceeds electrical performance requirements for FM-AM-TV.

PLUS: Built-in test tone • Normal and high headphone levels • “Battery-saver” filament switch
Convenient accessibility of all components • VU meter dimmer control
Easy to carry.

ALL IN ONE PACKAGE!

See it at the WAB Convention Banff, Sept. 8, 9, 10.

For full information, call the Electronics Specialist at the Canadian General Electric office nearest you.

CANADIAN GENERAL ELECTRIC COMPANY LIMITED
HEAD OFFICE: TORONTO—Sales Offices from Coast to Coast