

CANADIAN BROADCASTER

TWICE A MONTH

Vol. 7, No. 7

25c a Copy — \$3.00 a Year — \$5.00 for Two Years

April 17th, 1948

SECOND FRENCH NET NEARLY BEING COMING SOON

Montreal.—Top billing in current radio news goes to Montreal, where the story of the second French network which they have been booting up and down the Aiguille of the Quebec metropolis is making like it is about to materialize into concrete fact.

Recommended by last year's radio committee, the idea was laid before the CBC management as private stations' co-operative venture, with never a very good chance that it would materialize in that form. However, as the story now goes, it will be brought out being as a CBC chain, but without CBC stations, as none are available, in a very short time.

Looks on favorite for key station is KVL, Verdun. Others named as likely to be on the net are CBN, Three Rivers; CHEF, Grubby; CJSO, Sorel.

PARLIAMENTARY COMMITTEE

Ottawa.—A rumor comes out of Capitol Hill that the Parliamentary Committee on Radio will be meeting almost immediately. We have been unable to confirm the report.

FALSE ALARM

Vancouver.—Bob Bowman, manager of CKMO Vancouver, got on the air so fast with the break on a "manhunt" story that he didn't find out until later just who was the object of the search.

Stepping out of the station on the way to lunch, Bowman saw plainclothesmen circling the court house across the street. Two of them had rifles and there was a man on the roof peering in an open window.

Knowing there was a news-cast on the air, he dashed back to the station, knocked out a paragraph and handed it to the announcer: "We interrupt this newscast to tell you that there seems to be some excitement at the court house across the street. Plainclothesmen are circling the building with rifles. There's a man on the roof. We'll have more details in a few moments". Bowman dashed back to the court house and asked the nearest policeman what went on.

"Shooting pigeons," the officer replied, "too many of them around here".

Bowman spent the rest of the day avoiding the announcer.



The CKMO, Vancouver, "Happiness Fund", which operates throughout the year bringing gifts to military hospital patients, and frequently enables relatives from out of town to visit men and women in hospital, recently visited Shaughnessy Military Hospital in Vancouver.

Here, Miss M. Russell of Vancouver, an ex-Wren officer who spent two years in the navy and four in hospital, receives gifts bought through the fund. At her left is Mrs. G. M. Field and wheeling the trolley Mrs. A. Bryant, a former nurse at Shaughnessy.

REORGANIZE FOLLOWING SPLIT

Vancouver.—Announcement of a reorganization of the Stewart-Lovick and Macpherson Ltd. advertising agency follows the recent story of the split between V. L. "Pinky" Stewart and Jim Lovick.

Named to the new board besides Stewart are E. Blake Ballentyne, R. Bruce Buckerfield, K. A. McLennan, E. F. Riddle and Hubert S. Watson.

Branch office managers are Hubert S. Watson, Vancouver (Head Office); Robert McNicol, Calgary; Walter Kerr, Edmonton; Ewart G. Macpherson, Winnipeg; Robert R. Threlfall, Toronto; Y. Bourassa, Montreal.

There will be no change in the lineup of accounts in Winnipeg, it is understood, and a third partner, replacing Lovick, will be named shortly.

The Stewart-Lovick and Mac-

pherson lineup of accounts includes Consolidated Mining and Smelting Co., B.C. Electric, Western Match Co., Perfex, Bloedel Stewart and Welsh.

Lovick Organizes Own Agency

A new agency has been organized by Jim Lovick with head office at 535 Homer Street, Vancouver. Branches include Calgary, under the management of L. C. Duncliffe and Toronto, under A. R. Hackett.

Lovick took with him all six major radio accounts his office announced. These include B.A. Oil, Kelly Douglas, Nabob Foods, Burns & Co., Canada Nut Co., and B.C. Sugar.

With Lovick, besides his office managers are, Fred McDowell, Doug Craig, Jack Weston, Howard Newitt and Bill Ellis.

PEOPLE

STORK MARKET

Winnipeg.—Two local radio announcers, and another now located in Toronto, are just out of the cigar-passing stage.

George McCloy of CJOB and Maurice Desourdy of CKRC had baby boys presented to them, while Jack Scott, formerly of CKRC, is eagerly waiting in Toronto to catch a glimpse of his new baby daughter which arrived recently in Winnipeg.

IBS APPOINTMENTS

CBC International Service announces the appointment of two new supervisors, John Wickham Barnes and Hugh Whitney Morrison. Barnes, ex-CBR Vancouver, is appointed production supervisor at Montreal. Morrison, previously with public relations firm of John Nasht & Associates, Inc. is appointed supervisor of the Latin American Section.

POLLON LEAVES

Bill Woodfield has replaced Gordon Pollon as accountant at CKRC, Pollon having accepted a new position out of radio. Woodfield's position as continuity editor is being filled by Keith Murray.

JOINS HAYHURST

Toronto.—Robert D. Amos, former production chief at CKOC, Hamilton has been appointed assistant radio director of F. H. Hayhurst Co. Ltd. and will be located in the Toronto office.

TO ATTEND NAB

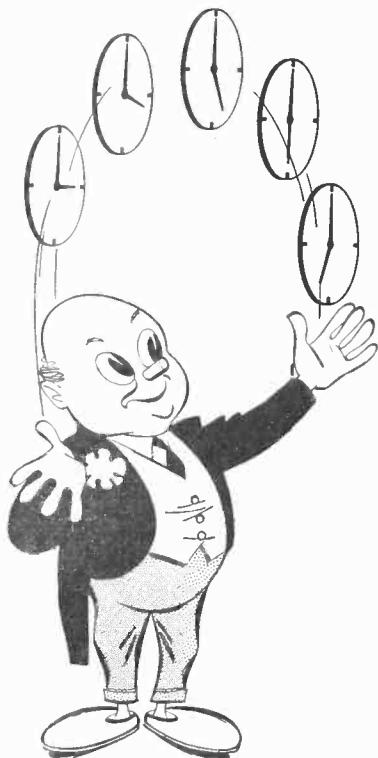
Vancouver.—F. H. "Tiny" Elphicke, manager of CKWX Vancouver, will attend the NAB convention in California in May.



Alex Thomson, formerly radio director for Lever Bros. in Sydney, Australia, has accepted an executive position with CKCL, Truro, N.S.

JUGGLE TIME to suit your needs ... with SPOT-BROADCASTING!

'Spot-Broadcasting' simply means putting on your radio show at desirable times over individual stations . . .



SPOT-BROADCASTING is the opposite to buying stations 'holus-bolus' (either regionally or nationally), without regard for different time zones or different listening habits.



YOU SPOT your program favourably on each station's program schedule when you spot-broadcast. You command a ready-made local audience, sympathetic and loyal.



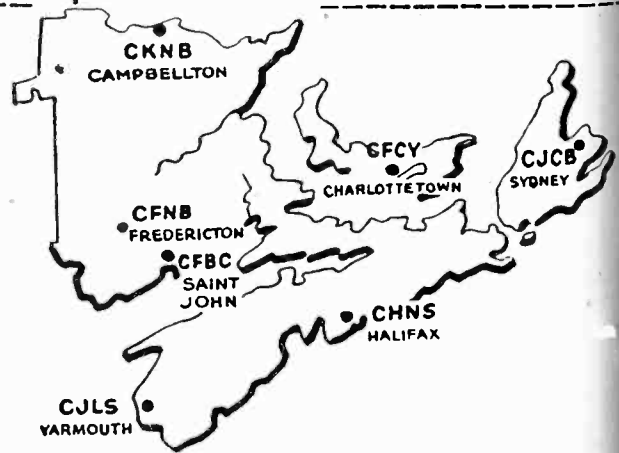
WHEN YOU spot-broadcast, you are really building your own network . . . tailor-made to suit your time, coverage and budget needs. YOU select the stations that cover your markets, choosing from thirty All-Canada stations across the country. YOU select the peak local times you want for best effect, unhampered by time-zone troubles.



WHATEVER the nature of your radio problem: timing, coverage, budget or all of these—ask the ALL-CANADA man to help you with spot-broadcasting! It's the dollar-wise way to select the audience you want to hear your message! In these days of generally higher costs, you owe it to yourself to get full information on economical radio planning.

All-Canada in the Maritimes

In a ten-year period, Maritime retail sales increased more than in any other section of the country! That's why sales curves for these three provinces are being watched. It will pay you to make the most of this growing market. You get complete coverage of the Maritimes over seven All-Canada stations. Call the All-Canada man about spot-broadcasting in this region.



ALL-CANADA RADIO FACILITIES *Limited*

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL

OVER THE DESK

At the Convention and then a business trip to Montreal! You should see the desk! Something has to be done about it, so here goes.

Right on top of the pile is a clipping of Claude Hammerston's column (and of course) in the OTTAWA CITIZEN. Claude deserves the plaudits of radio and its sponsors for the job he is doing in telling his public what is going on in radio. As ready with his constructive criticism as he is with his words of praise, Claude Hammerston through the CITIZEN is contributing to Canada's culture-by-radio, by giving broadcasters the kind of criticism they need so badly.

Another clipping in the pile — an article by MONTREAL STANDARD'S Mary Gallant — cannot be accorded the same acclaim, because while she writes regularly on the radio topic, her efforts are invariably derogatory, and she gives the impression of a gal who sits at her typewriter and says: "What shall I snipe at this week?" (O.K., so the pot is calling the kettle).

Jonny Tregale's All-Canada "Flames" as usual contain considerable interesting, such as . . . CKOV, Kelowna, renewed twelve local contracts and opened sixteen new accounts in one month. Which reminds us that Reg Beattie, who is now managing the station for Jim Browne, plans descending on the east some time during the merry merry month . . . CKPG, Prince George is currently purring over the million dollars worth of permits (building that is) which were issued in 1947—more than double 1946. 5.45 am has been bought by a group of merchants in a town just outside Regina, and 11.15 p.m. Fridays has been knocked down to a Regina Hotel. Both went to CKRM, which saw Bill Speers to raise an eyebrow when anyone mentions "off-time". (Yes, incidentally is currently cavorting with the east) . . . A Salt Lake City woman, a regular listener to CFGP, Grande Prairie . . . Co-ops like radio. The prairie's Capital Co-operative Ltd. is currently sponsoring All-Canada's disconcert, *Destiny Trails*, on CFNB, and now Moncton's Co-op is doing likewise on KCKW. Similar concerns in Saint John and Campbellton are said to be next in line . . . CFRA, Ottawa, has sold Tom Foley's 15 minutes *Sports at 6* for one year to the F. A. Argue Coal Co., with the same advertiser's weekly quarter hour, *Foley's*



Friday Feature, booked for a like period by La Salle Hotel.

Here is a note from the Toronto Men's Press Club whose By-line ball brought newspaper and radio raucously together April 10 at the Royal York. Radio, being so used to giving away free time for various causes, stayed right in character, it seems, in coverage and pre-buildup for the do, which is co-sponsored by the TMPC and the Canadian Women's Press Club. Radio stations across Canada covered the event in their newscasts. CKWX, Vancouver, covered the arrival of Amana Matilda, the Kangaroo "bride" for the ball's famed Bluey. CKEY, CHUM and CJBC carried pre-Ball interviews with Press Club stalwarts. CBC presented its *Beat the Champs* (Trans-Canada) shows from the Toronto Men's Press Club prior to the ball. CBC (Dominion), CKEY and CHUM picked up and broadcast quarter hour shows from the Ball itself. Radio arrangements were handled by Andy McDermott.

Entertainment at the Ball was in the hands of Alan Savage of Cockfield Brown. The English *Dow Award Program* was held in the Ballroom.

There's a program which bears listening to on CHUM, Toronto, if anyone is on the lookout for a truly children's program, Sundays at 6 p.m. Called *CHUM Workshop* it is currently presenting an all-children cast in a serialized version of "Alice in Wonderland". Production is by Dorothy and Syd Brown (Syd formerly of the CBC that is), and all parts are played by pupils of the Browns who are conducting classes in radio dramatics.

Digging way down into the sheaves of paper on the desk, we unearthed

Bill Wright's George Arnot, having a quiet forty winks. George came up with . . . CKOX, Woodstock, carried a special presentation of *Singing Stars of Tomorrow*, which was staged and aired for the special benefit of employees of York-Knitting Mills Ltd., who sponsor "The Stars" and one of whose plants is located in the Oxford County capital . . . Clyde "Mitch" Mitchell of CKCR, Kitchener, is back at his desk after several weeks in hospital . . . CKAC, Montreal, hopes to be operating on 10 kw by the end of May, prior to their move to 50 kw in the late fall.

That cleans us off down to the oak top for now, so thanks for listening.

EXPERIENCED BROADCASTER

required by Southern Ontario broadcasting station in major market. Must be good newscaster, commercial announcer; capable of accepting supervisory responsibility. Forward application with full radio employment history, references and audition disc prepaid to

Box J
Canadian Broadcaster
371 Bay St. - Toronto

Don't Overlook Music with a PERSONAL PLUS In Your Program-Planning



STAN PATTON

Leader of a danceable show-band of adjustable size, and brilliant m.c., experienced in radio.

CONSULT:

THE OFFICE OF
MART KENNEY
125 DUPONT STREET
TORONTO, ONTARIO

CHAT

WHAT WESTERN CANADIAN CITY ORIGINATED MORE DIVERSIFIED FREIGHT THAN ANY OTHER CITY IN ALBERTA OR SASKATCHEWAN ?

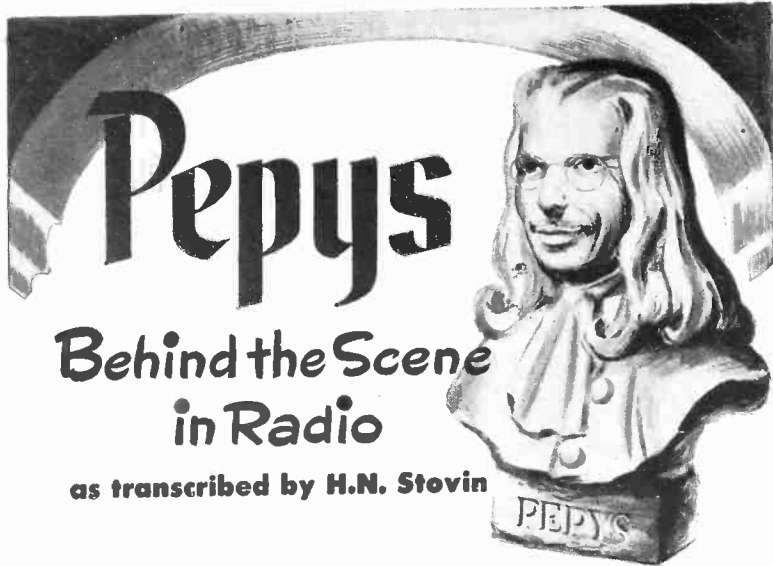
(Turn to Page 15)

MEDICINE HAT

Alberta's
most listened to
Radio Station
(LATEST B.B.M.)

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

Ask
RADIO REPRESENTATIVES LTD.
TORONTO — MONTREAL



Up betimes and fell to musing on Spring and that it is plaguey slow in coming—which my secretary smartly tells me is a sign of my own advancing years, but which I myself do attribute to my deep love of Nature as she contributes to the Royal and Ancient Game of Golf ● ● ● Found my morning reflections brightened by one of Bob Kesten's new-comers to CJBC, Mike Wood, who is in charge of their early morning feature. His music sitteth softly on an empty stomach. his personality, entertaining discourse and service brighten the most dreary "morning after", and do make even the least inviting tasks move along with a pleasant lilt ● ● ● Found upon my desk a parcel containing one pair of small-clothes, on which the name "Pepys" is chastely embroidered in baby blue, made from a square of fine white flannelette and accompanied by two safety pins—with the merry quip from Chris Wahlroth, my tailor, that I may need them on this, my latest and most successful incarnation. Am, in return, sending him the poem beginning "A wet seat and a flowing she", and the comment that Pepys is not only dry behind the ears but elsewhere also ● ● ● Do note that W. R. Luscombe, Manager of Quick and Robertson, haberdashers, of Belleville, commends CJBQ on a grand job of promotion of the firm's 50th Anniversary sale; for that in addition to a fine City trade, many did come in from outside points such as Cherry Valley, Deseronto and Stirling and make substantial purchases; all of which confirms the fine coverage and promotional values CJBQ does offer ● ● ● Do hear on Lloyds and other coffee houses that CKLW Windsor hath received the go ahead signal on 50 k.w. and do felicitate Ted Campeau thereon. He is already doing a fine job, but the new power will increase his already large audience, and so offer still greater value to clients ● ● ● A goodly thought — and so to bed.

AGENCIES

Want Market Data

Facts relating to sales break-downs are one of the main gaps in information supplied to time buyers and sponsors by Canadian radio stations, according to a representative New York agency man, who insisted that we did not disclose his name but held forth quite volubly on the now familiar topic — "What the time-buyer wants to know".

"As far as our office is concerned, our information on Canadian stations is quite complete", he said, "and is as accurate as possible, with the facts that are available. However," he continued, "when a new station is making a presentation, it invariably neglects to supply any data except its power and frequency and its anticipated audience".

Among further information this time-buyer would like to receive is a list of advertisers using the station; figures on retail sales, especially foods and drugs; a program schedule; cost per thousand listeners.

Needs Market Characteristics

"The characteristics of a market are important", he went on. "We should be informed about leading industries in the area, showing, for example, that the main industry in the area under consideration is mining, followed by mixed farming in second place, then manufacturing with emphasis on heavy machinery and so forth. This information", he added, "might well be implemented by listing payrolls in dollars".

He produced a presentation on one Canadian station, and pointed

HOW THEY STAND

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

DAYTIME		
English		
Ma Perkins	18.9	+ .3
Happy Gang	18.8	+ .5
Pepper Young	18.6	+ .3
Big Sister	18.0	- .5
Life Can Re Beautiful	17.3	- .7
Road Of Life	16.9	- .3
Sing Along	16.4	- .2
Lucy Linton	16.1	+ .3
Laura Limited	16.0	+ .8
Claire Wallace	15.7	- .8
French		
Rue Principale	32.3	+3.6
Jeunesse Doree	30.6	+1.0
Tante Lucie	23.3	- .4
Joyeux Troubadours	21.9	+ .5
Le Quart d'Heure	21.7	+1.4
Grand Soeur	21.3	+ .6
Quelles Nouvelles	20.1	+1.7
Francine Louvain	16.0	- .1
Courrier Confidences	11.8	+ .7
Madeleine et Pierre	10.6	+ .3
EVENING		
English		
Charlie McCarthy	38.3	-1.5
Fred Allen	37.6	same
Lux Radio Theatre	36.4	-1.0
Fibber McGee and Molly	33.2	-1.2
Amos 'N' Andy	29.4	+ .6
Kraft Music Hall	24.6	- .2
N. H. L. Hockey	23.5	+ .6
Wayne & Shuster	22.6	- .8
Twenty Questions	22.6	+1.4
Share The Wealth	22.2	+1.2
Album of Familiar Music	21.9	+2.1
Bing Crosby	21.4	+ .1
Ozzie & Harriet	21.1	-2.5
Bob Hope	20.3	-1.4
Boston Blackie	20.0	+1.5
French		
Un Homme et Son Peche	42.5	+ .1
Enchantant dans le vivoir	40.8	+3.3
Radio Carabins	38.5	same
Ralliment du Rire	37.9	-1.7
Metropole	36.0	-3.3
Theatre Ford	34.0	+5.8
Ceux qu'on aime	33.8	-1.5
Troubadours du Quebec	30.1	+3.0
Qui suis-je	29.5	- .3
Talents de chez nous	29.4	- .3
Radio Concerts Canadiens	29.3	+3.8
Cafe Concert	28.7	- .5
La Mine d'Or	27.6	-1.4
Juliette Beliveau	25.9	-1.7
Au Coin du Feu	24.0	-1.7

out the information it contained. This consisted of (1) coverage area; (2) population of coverage area; (3) households in coverage area; (4) radio homes in coverage area; (5) power; (6) frequency; (7) circulations of various newspapers.

"This information is valuable, all of it", he said, "but it does not go far enough".

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

Representative for these live Radio Stations

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

*Represented by us in Montreal only

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Winnipeg	-	-	-	Dave Adams
Vancouver	-	-	-	Robert Francis
New York	-	-	-	Richard Young



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April 17th, 1948

A Plea For Self-Censorship

The likelihood that when the CBC Board of Governors meets at the Windsor Hotel in Montreal May 17-19, the question of price mentions will receive a sympathetic hearing, bids fair to being commercial radio's most forward step since the dynamic speaker. However, it also gives rise to what could, if it were permitted to do so, develop into an internal and institutional problem, unless the industry sees fit to formulate a code of its own to preclude abuse.

Expressing views on the subject which are purely our own, it is our opinion that this relaxation of the regulations is overdue for a number of reasons. In the first place, it is generally admitted that the devising part of a program, provided the copy is written informally, is a valuable service to the public, and the public would be still better informed if it were possible to quote prices in connection with commercials. In the second place, there is a certain inequity, businesswise, where radio is prevented from mentioning prices whereas the printed media can do so without any restrictions. Further, quotations of farm produce and stock market prices have always been regarded as a public service, so the idea is by no means new.

There is however a certain danger, on the other side of the ledger, which broadcasters might well foresee, and, if possible, prevent.

While radio men will surely not want their air-planes cluttered with the after phrase along the lines of "Regular \$3.50, special today—2.99", advertisers and agencies will start taking advantage of it, and unless a definite code is established, price mentions are liable to develop into price lists, as competing sponsors vie with one another to get the most for their advertising money.

This constitutes no threat, in our opinion, to the sanctioning of the code, provided that the industry will take an objective view of it in advance. Authoritative information we have received makes it quite clear that this will be the Board's fear when considering the passage of the amendment to the regulations.

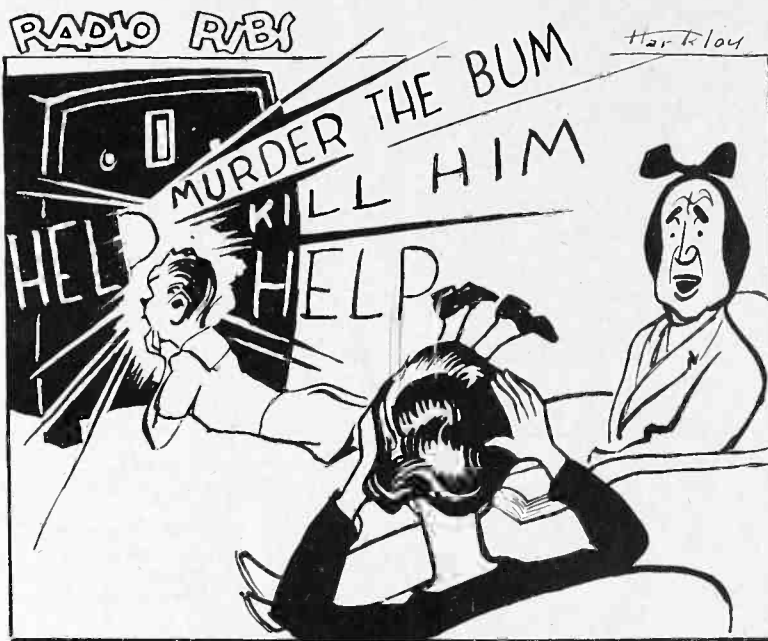
The possibility is that the Board might incorporate certain restrictions and limitations into the amendment. Such further regulating on the part of the government body would, we believe, be highly undesirable. An alternative might be for the broadcasters themselves to formulate their own restrictions, as a sort of voluntary code, keeping the price mentions down to reasonable limits. This, if it were carefully and thoughtfully prepared, would surely react to the advantage, not only of the listeners but of the stations and their sponsors as well. It could be formulated on the basis of a year's trial, in order that a study of the problem could be based on experience instead of theory. It could then be reviewed again and adjusted as past experience suggests.

Those who stand to lose the most through abuse of any price mention privilege which may be accorded are the stations, because the listeners would mean only lost advertising revenue. So it is reasonable to assume that the stations would be not only willing but eager to make the plan work to the best advantage of all concerned. It is therefore our hope that the industry will stand behind a move to make price mentions the more valuable to listeners, sponsors and stations alike, by proceeding cautiously when the price mention privilege is accorded.

This article in no way purports to express the views of the industry. It is simply put forward as the suggestion of this paper.

Richard G. Lewis.

EDITOR.



LETTERS

GUILTY AS CHARGED

Owen Sound, Ont.

Dear Dick:—A few days ago a man came into my office—not a very important man in this age of great decisions, but a very important man to us for we might classify him as "Mr. Average Listener". He had a charge to lay against radio, a charge of which we may often all be guilty. Will you stay with me?

He accepted my offer of a Sweet Cap, stretched out his legs, and commenced the conversation this way:

"You guys are a pretty good bunch of fellows, and the Missus and I feel that the Radio Committee was all wet last year and should have given you fellows what you wanted. But there is one thing I can't understand.

"Last Christmas, CFOS put on a dandy show for the kids of Europe and raised over \$4,000. Apart from listing the names of the artists, and the folks who gave the money, you said nothing about what a great outfit you were. But last Sunday you fellows broadcast a show from Maple Leaf Gardens for the crippled kids and it was a right smart show too.

"Now the reason I come in to see you is this. Not to complain about the show, because it was all right. But why the hell did you have to do so much braggin'? All them announcements that went over your station before Sunday. All them fellows tellin' us that they was doin' it free. Foster Hewitt—a great guy—told us over and over that Maple Leaf Gardens was free. So what? Ain't it usually empty on Sundays? One of the musicians kep' sayin' that he was workin' for nothing because the union let him work free. The actors and the radio stations and

everyone else was all behind the crippled children and all workin' free. Now tell me, Mr. Snelgrove, who ain't behind the crippled kids?

"Now I like CFOS and I'd miss the other stations if they quit broadcastin', but we just can't understand why all you radio fellows had to do all that braggin' over that Sunday broadcast."

At this point a voice on my intercom announced that the ice in the harbor was breaking up. I left my visitor in the office and, with tape recorder under one arm, hurried down to do a "special event".

Dick, he's coming back soon. What shall I tell him? *Ralph Snelgrove*
CFOS, Owen Sound

CONTINUITY HITS BACK

Dear Dick.—Maybe all you said in your last editorial, "The Typewriter Tells The Tale", is true. Maybe nobody in radio can write worth a damn. Maybe if they could write—and read too—you wouldn't be able to make a living with that rag of yours. I wouldn't know. I'm in radio.

I do know is this though. Most of the radio copy which is sniped at by the critics as being bad taste, bad grammar, bad selling copy and just bad, comes to a station from the advertising agencies. So why not turn your guns on the agencies?

I know what you'll say. You'll say that we shouldn't take advertising if we think it is bad. But how are we going to meet our payrolls that way? Do newspapers turn down copy they don't like? I'll say they don't. That's why the papers are full of laxatives, body odor and halitosis.

If you print this letter you can't use my name. I have to do business with these guys. But you won't dare print it anyhow, so what's the difference?

—Hal, Continuity Dept.



**First In The Field
AND
First In The News**

**Headline News
Not News After
It's Headlines**

**News With
Largest
Commercial
Sponsorship**

**Sponsors Prefer
B.U.P. News
Because It Has
Proved Itself**

**The World's
Best Coverage
of the World's
Biggest News**

**HEAD OFFICE:
231 St. James Street
MONTREAL**

BUSINESS

Bitter About Butter

I must confess that I have become quite bitter about butter. It is now being used to lubricate the already too free-running cogs of our bureaucratic machinery. If an honest merchant—or a reasonably honest merchant—wants to give away fifty-six hundred pounds of butter to purchasers of diamond rings, stick pins and other articles of personal adornment, that would seem to be his business.

But no! Messrs. Gauthier et Pelchat are not to be allowed to savor the full bouquet of their glorious idea. Butter is as sacred as is its author the cow in a Hindu temple. If Messrs. Gauthier et Pelchat wish to emulate the example of the neighborhood picture exhibitor and give a pound of butter with a diamond ring or a Siamese gem stone, as their exemplars might give a little spurious spode with a two dimensional view of Lauren Bacall's fascinating equipment, they have a right to consider it legal. But, not at all! Spurious spode is on the exempt list. It is available by the ton. Butter on the other hand, can hardly be got by the pat, let alone by the pound. And Mr. Gardiner has made a deal with the dairy industry which might be expressed by the phrase: "You

pat our backs, we'll pound your drum".

And so it comes about that Messrs. Gauthier et Pelchat are visited by the agents of the Dominion Government (Prices Board Branch). Their wrists are slapped, they are stood up in a corner and told to stick to their Siamese gem stones and stop monkeying with butter. They were practically called hoarders, only they didn't hoard. They bought the butter quite openly from Monsieur Bernier at 69 cents a pound. And instead of being stood in a corner they should have been sent to psychiatric hospital, because Monsieur Bernier is a wholesaler with lots of butter in his bank, which might have got him a wonderful time at the Mount Royal Hotel, if he had been a little coy about it. Sixty-nine cents a pound, wholesale, is too much to pay for butter to give away with rings and stickpins.

In any case, it is entirely absurd that butter should be a protected commodity. A careful investigation might show that, in a normal economy, uninhibited by Mackenzie King, our wives and sweethearts should blaze with jewellery by Messrs. Gauthier et Pelchat for buying five pounds of butter instead of three. Somewhere, there are pounds of butter in serried tanks, piled up in refrigerated warehouses awaiting that happy day when the price

tags will bear the legend "one dollar per pound".

The Consumer Is Duped

The Canadian consumer should weary of the way his elected representatives enter this unworthy conspiracy to extract a dollar bill from his pocket for a fifty cent pound of butter. He should enquire why he may not purchase Danish margarine at thirty-nine cents a pound, but he would most certainly be put off with a lecture about the importance of the dairy industry to the Canadian economy. If he should ask why a country like Denmark, which lives also entirely on the dairy industry and the fattening of bacon hogs, is manufacturing margarine, he will be met with stony silence.

On the other hand, if the free-born and enfranchised Canadian citizen becomes insistent enough, he may get his margarine. In which case, he will see pounds of butter coming out of hiding to be offered for sale at a reasonable price. What is more, there will be no shortage of butter and no undermining of the dairy industry. That industry has never been able to satisfy the domestic demand for butter and will, therefore, never lack for customers who are willing to pay a reasonable premium for butter instead of margarine.

The ring which controls the African diamond output is for obvious reasons not known as the Diamond Ring. Nevertheless, it maintains the price of diamonds by restricting the number released to the market. This is not only to protect itself, but to protect previous purchasers of diamonds who have come to regard their stones as assets, the value of which will not be affected by the vicissitudes of the economic cycle. But butter, once in the hands of the householder, cannot be regarded as imperishable. In fact it goes rapidly rancid and reeks. The present shenanigans, therefore, cannot be regarded as devised in the consumer's interests, but as a conspiracy to protect the inviolability of the vested interests. In other words, the spotted cow has become a bum steer!

—John Collingwood Reade

CKCH
250 W. 1240 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"

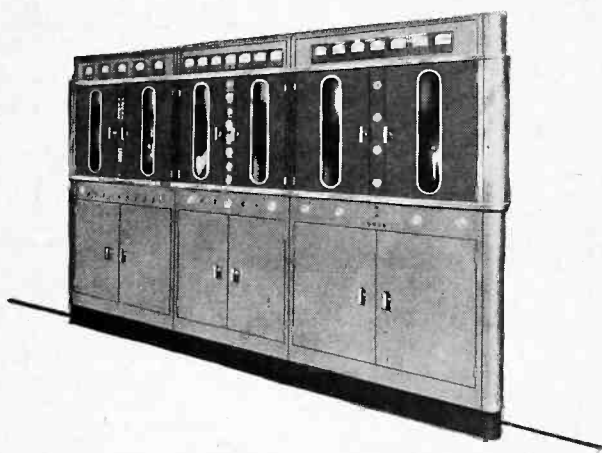
TOP FLIGHT ANNOUNCER

for Metropolitan station. Will accept application for consideration until April 24. Minimum 3 years experience. Commercial and news. Write full particulars without disc.

Box K

CANADIAN BROADCASTER
371 Bay St. - Toronto

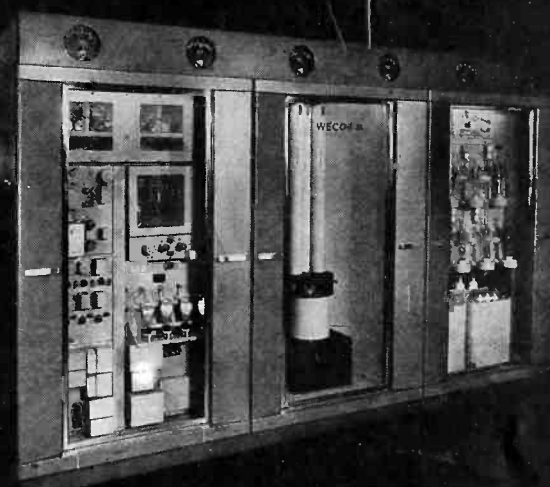
AM



Complete line consists of 250 Watt, 1 KW, 5 KW (shown) and 50 KW transmitters — Antenna Coupling-Phasing Equipment and Accessories.

YOUR BEST BUY IN AM! All Northern Electric AM transmitters offer stabilized feedback, maximum accessibility through central chassis design, attractive appearance and unusually low power consumption. These features, plus the Doherty *High Efficiency Amplifier Circuit* used in the higher powered units, have given hundreds of broadcasters years of dependable, economical operation.

FM



Complete line consists of 250 Watt, 1 KW, 3 KW, 10 KW (shown) and 50 KW transmitters—Clover-Leaf Antenna and Accessories.

YOUR BEST BUY IN FM! Only Northern Electric transmitters give you the striking appearance and full visibility of **TRANSVIEW** design, plus the protection of the **Frequency Watchman** to keep your station on frequency, the **Arc-Back Indicator** to utilize full life of rectifier tubes, the new **RF Wattmeter** that gives constant direct reading of output power — and a new high in performance characteristics.

Northern Electric
COMPANY LIMITED

26 DISTRIBUTING HOUSES ACROSS CANADA



NEW
Management.
Programs
Policy
Reps

CKWX

BRANDON
The "buckle" of the Wheat Belt

In CANADA . Radio Representatives
 In U.S.A. . . Donald Cooke . . .
 See "TONY" MESSNER in WINNIPEG

STATIONS

Radio Critic Ignores Challenge

Vancouver. — Bob Bowman, manager of CKMO Vancouver, has issued a challenge to VANCOUVER SUN columnist Jack Scott to take over his office and run the station for a week.

The challenge came when Scott, a vociferous critic of private radio, ran the first of a series of three columns which called the offerings of independent stations, in a word, "an appalling amount of trash".

Scott took an average day and spent nine hours beside his receiver, and summed up the experience as "a long, barren day".

His principal objection was to transcriptions, which he called "a jumble of second hand sound with only one obvious purpose: to fill the time between sponsored announcements".

He wished that the CBC would "do a little police work and insist on the terms of the license being carried out".

Although he did not name the station which had led to his three columns of comment, CKWX appeared to assume they were "it", and staff members of that station were taking it as such. The official line, however, was "no comment".

Bowman, however, sent Scott a telegram, offering him the opportunity to take over his task for a week, so far as terms of the station's contracts permitted.

So far, Bowman said, he had received no reply.

CFCF Launches 5-KW

Established in 1919, CFCF, Montreal outlet for the American Broadcasting Company and the Dominion Networks, put into operation on April 12th its new 5-kw transmitter plant, located at Senneville, about 10 air-miles from the centre of the city.

Built at a cost of more than a quarter-million dollars the facilities include a concrete block and steel building with

attractive red brick facing, and cottages in similar design for the engineering staff.

Two 300 foot AJAX masts bear the signal from a Marconi Type PB-31 transmitter to cover the Eastern Townships and the Laurentian playgrounds. The speech input equipment feeding the transmitter comprises Marconi High-fidelity Type AB-11 consoles with associated equipment to meet FM quality standards.

Following a visit to the new plant at Senneville, the press, agency men and clients were entertained at a cocktail party in the Palm Court of the Mount Royal Hotel, Montreal.

Station CFCF is owned and operated by the Canadian Marconi Company.

New Control for CHNO

Sudbury, Ont.—Application has been made to the CBC Board for consideration at its meeting in Montreal May 17-19 for transfer of control of the Sudbury Broadcasting Company Ltd. (CHNO) from George M. Miller, K.C., to Baxter Ricard, hardware merchant, also of Sudbury.

CHNO, Sudbury's bi-lingual station which started in business Jean Baptiste Day (June 24) 1947, will continue to operate on the same basis.

The new officers when approved will consist of Baxter Ricard, president and general manager; Senator J. R. Hurtubise, vice-president; J. M. Cooper, K.C., secretary; Arthur Duncan, treasurer. Directors, besides the above, are Leo Gauthier, M.P.; Joseph Samson.

EDUCATING THE ARCTIC

Aklavik, N.W.T.—Indian and Eskimo children above the Arctic circle have the same opportunity of listening to school programs and taking part in radio lessons as children in the rest of Canada. This is made possible by the Canadian Army radio station CHAK.

Aklavik, which at the request of the Department of Mines and Resources is broadcasting CBC school radio programs to children in the Mackenzie District of the Northwest Territories. Programs are transcribed and shipped by air express to Aklavik early in the school season. The recordings include well known Canadian legends, dramatized programs in Canadian history, adventure tales, and provincial school radio series such as *Adventures in Speech, Health and Physical Education, and Children of Many Lands.*

CHAK, Canada's most northern radio station, is operated by military personnel on the same voluntary service lines as the Army station CFWH in Whitehorse, Yukon.

EXPERIENCE COUNTS
 CJOR's large staff of producers, writers, announcers and technicians are experienced performers. They are at the top of their profession in Western Canada — and their experience is available to you at any time. In British Columbia, the station with the experience is 21-year-old, 5000-Watt. CJOR.

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

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

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

GENERAL MANAGER

General Manager and Program Director wanted for new FM station in Central Ontario.

The man we are looking for has broad experience in all phases of radio, and is anxious to get in on FM on the ground floor.

Write stating full particulars in first letter to

Box G
 CANADIAN BROADCASTER - 371 Bay St., Toronto



Joe Hardy Talks

ON QUBEC MARKET NO. 2

God morning again, may I talk to you about New Carlisle and its Radio Station CHNC? Our 500 Watts covers 6 counties in Quebec, 7 in New Brunswick, 3 in Prince Edward Island and 2 in Nova Scotia. In its area we have 1455 Manufacturing Establishments, who employ 19,433 Wage Earners. Their Gross Value of Production is \$116 1/2 millions—and their Payroll is over \$24 millions. Of course, this is not total payrolls—this is Manufacturing only. But it seems to show that CHNC New Carlisle covers a big, worth-while market for your sales message. Any of our three offices will gladly give you full information."

For any information on Quebec Market No. 2 telephone, wire or write to

J.S. A. HARDY & CO. LTD. MONTREAL QUEBEC TORONTO

CKRC	QUEBEC	5000 WATTS
CHNC	NEW CARLISLE	5000 WATTS
CHLN	TROIS RIVIERES	1000 WATTS
CHLT	SHERBROOKE	1000 WATTS
CHRS	JONQUIERE	250 WATTS

STATIONS

BARREL DERBY

Winnipeg.—CKRC has made extensive plans to cover the first "running" of the Red River Barrel Derby. The derby, sponsored by a local service organization, is going to be worth a considerable bit of the long green to the person who correctly guesses the time it will take for the barrel to cover the 60 odd miles from Emerson, where it will be dropped into the river, to Winnipeg.

The derby is slated to start off April 17 providing the river is free of ice. It will take the barrel an estimated three days to cover the distance. A special train is being run to Emerson for the occasion, and CKRC expects to have a troupe of entertainers aboard. Also during the three-day period of the derby, the station will broadcast hourly bulletins on the barrel's progress down the Red. When the apple-container bobs into Winnipeg a CKRC microphone will be on hand to describe the scene. The station also hopes to air the winner's comments if he is anywhere in the vicinity of the finishing line.

DISC JOCKEY CONTEST

The B.C. disc jockey contest being run by CKWX Vancouver will be judged in the final round by Fred Robbins, a top New York jock who is heard on Columbia Record Shop and other programs in the States.

Three discs, of the contestants who get into the finals, will be mailed to Robbins. He will pick the winner, cut a disc with his opinions on the three and mail it back.

Preliminary rounds, for which there have been hundreds of entries, are being judged by the teen-age contestants themselves.

"They're the consumers, so they must know best what makes a good jockey," is the station's reasoning.

Entrants are coming to Vancouver from the Fraser Valley and Vancouver Island, after winning local eliminations.

CJKL BARS COMMIES

Kirkland Lake, Ont.—CJKL announces that organizers of the International Union of Mine, Mill and Smelter Workers (CCL-CIO), with suspected communistic sympathies, will be barred from using the station's facilities. This applies to all Union organizers "named actually or by implication on the government list of U.S. citizens whose visas will not be renewed by reason of their close affiliation with the Communist Party in the U.S."

The Union has been airing a daily program over this station called a Newscast—the contract for which expired March 20.

BEAUTY KITS FOR LISTENERS

Winnipeg.—CJOB is currently featuring a five-minute spot sponsored by Toni Permanent on Club 1340. Each day five guests, four of them club members, are invited to appear on the program.

The four vie for prizes in a special contest. The winner picks up a couple of discs and a Toni Kit. The fifth guest, a proud possessor of a Toni permanent, tells the radio audience how satisfied she is with it, picking up a special beauty kit in the process.

A Top Name in Communications since 1909

NOW AVAILABLE TO CANADIAN Radio Federal

Broadcast Equipment

LONGER LIFE

with

ENDURING PERFORMANCE

with every

Federal Tube

In tube manufacture, the smallest details are a big factor in lasting performance.

That's why every Federal tube is subjected to the most rigid quality control and test procedure all along the line. For example, every tube gets 3 X-ray tests to assure accuracy of internal construction details not otherwise visible. These and other exacting test procedures are the result of Federal's 37 years of experience in designing and building better tubes.

Write Federal for complete information on electronic tubes for your requirements — Dept. 100.

Federal FM & AM Transmitters

Federal Transmitter Tubes

Federal Square Loop FM Antenna

Federal FM Mobile Radio Units

Federal Transmission Lines (AIR AND SOLID)

Federal Electric Manufacturing Co., Ltd.



9600 ST. LAWRENCE BLVD., MONTREAL 14, P.Q.

It's a STEEL AND PAPER COUNTRY

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

ANNUAL PAYROLL OVER \$24,000,000

CJOC SULT STE MARIE

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

CKCO Ltd.

announces the appointment, effective March 29, 1948, of

LOUIS E. LEPROHON
as manager of Station CKCO, Ottawa.

Louis comes to Ottawa with a wealth of radio experience, having been in past years, commercial manager of Station CKAC, Montreal, and manager of Station CKSB, St. Boniface, Man.

CKCO

OTTAWA

"The Community Voice of Canada's Capital"

5000 WATTS DAY - 1000 WATTS NIGHT
1310 KC

NATIONAL REPRESENTATIVES

WILLIAM WRIGHT

Toronto - Montreal

JOSEPH HERSHEY McGILLVRA

New York - Chicago

INTERNATIONAL

Aussie Broadcaster Comes Up From Under

The Australian Broadcasting Commission has broadcast at least one representative play from every country with a theatre, since the Commission's dramatic activities have been under the national direction of Frank Clewlow, silver-crested veteran of the English stage, who was a recent visitor to Toronto and the BROADCASTER office.

On the tail end of a journey which, in the company of his wife, has taken him to Britain, most European countries, the United States and Canada, Mr. Clewlow told of broadcasting "down under", as an executive of the ABC, which resembles both the CBC and the BBC, but is not the same as either.

The Australian Commission, he said, operates twelve major stations of its own, besides between twenty and thirty smaller ones, used largely for relay purposes. There are two of the larger ones in each of the Commonwealth's six states. No commercials are carried on these stations, which are linked together, virtually as two networks, with one major outlet in each state. Thus these twelve stations, implemented with the smaller ones, give Australia an alternate schedule all the time on a completely sustaining basis.

In addition to these, he said, there are about a hundred private stations, which pay the government £25 (\$80.75) a year license fee, and derive their incomes, as do the private stations in Canada, from advertising.

In rather the same way as the BBC divides its broadcasting into the "Home Service", "Light Program" and "Third Program", Australia, with its two government networks, dispenses the lighter programs, such as variety, lighter talks and plays and sports,

on one chain. The other is devoted more to the symphonies, serious and classical dramas and more thoughtful talks. Thirty or forty minute periods are devoted every morning and afternoon on one or other of the stations in each capital to children's educational programs.

Mr. Clewlow expressed himself as especially interested in the further development of the *National Children's Session*, heard 5.20 to 6.15 p.m.

Favors Original Plays

Mr. Clewlow expressed surprise at the amount of adapting that is done in Canadian radio. He pointed out that in Australia they favor original dramas, written for the broadcast medium. "At the same time," he admitted "ABC has done hour-long adaptations of all of Shakespeare's thirty-seven plays, as well as Shaw, Ibsen and most of the classics."

Private radio, our obliging informant disclosed, operates itself entirely independent of ABC supervision, unlike the procedure in this country.

A commission of five, appointed by the Government, regulates ABC policy, and that is all. The private stations are licensed and regulated by the Postmaster General, who holds a "watching brief" over them. He has it in his power, though he has seldom if ever exercised it, to suspend stations or artists for improper broadcasting (presumably in a moral sense).

Mr. Clewlow concluded our interview by paying a glowing tribute for the BBC's *Third Program* in Great Britain and the CBC's *Wednesday Night* in Canada. His praise was lavished not on the broadcasters involved, but on the listeners. "These more serious programs," he said, "are the greatest compliment to the good taste of the British and Canadian people that has ever been paid to them."

Industrial Facts And Figures

for your information, concerning the territory served by



Kenora is the industrial hub of Northwestern Ontario and the distributing and shopping centre for many important industries:—

PULP AND PAPER	Monthly payrolls from these industries exceed
MINING	
FLOUR MILLING	\$1,500,000.00
FISHING	Annual revenue from the
RAILWAY SHOPS	tourist industry is estimated at
TOURISTS	\$1,600,000.00

Beam Your Sales Message to this Rich Territory Through the Facilities of CJRL

Consult our National Representatives:

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



Continuous Radio Audience Measurements Since 1940



Elliott-Haynes Limited

Sun Life Building
MONTREAL
PLateau 6494

515 Broadview Ave.
TORONTO
GErard 1144

CKLW

IS THE *Best* WAY TO REACH

CANADIAN BROADCASTING CORPORATION

MUTUAL BROADCASTING SYSTEM

MEMBERS OF CANADIAN ASSOCIATION OF BROADCASTERS



198,130 WESTERN ONTARIO HOMES IN A DAY

CKLW

THE GOOD NEIGHBOR STATION WINDSOR • ONTARIO

"There's no need for more grey hair and worries. I've got the answer to our sales and advertising problems in the Western Ontario district, Mr. President. It's CKLW. It's the BEST way our Company can reach 198,130 Western Ontario homes in a day, efficiently and economically. CKLW is a real sales producer in this rich and fertile market. Because of its strong audience, its buying appeal and its thorough coverage of the Western Ontario urban and rural areas, this influential radio station should be a MUST in our sales and advertising plans. I know because I work that territory."

Yes, Mr. President—for a quick, efficient and economical delivery of your sales and advertising message in Western Ontario, urban and rural, it's CKLW the "Good Neighbor Station," 800 on the dial.

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

IN 1948 MORE PEOPLE LISTEN TO CKRM THAN EVER BEFORE

	1946	1948
Daytime Programs over 10 Rating*	14	41
Nighttime Programs over 20 Rating*	6	19

*Elliott-Haynes

COVER SOUTHERN SASKATCHEWAN
MARKET WITH



TELEVISION

RMA Sees TV Ahead

Toronto. — Television in Canada will become a reality, at least from a technical standpoint, "in a reasonable length of time", according to a report published by the member companies of the Radio Manufacturers Association of Canada.

The Association states that the future plans of companies prepared to manufacture TV equipment are based on questions now under investigation by all branches of the radio industry.

The report points out that the medium is technically ready and is operating successfully in Great Britain, France and the United States, and continues with an analysis of facts and figures covering current TV activities in the United States.

Turning to the technicalities involved in TV, the report states that telecasting being line of sight, is limited by the distance of the horizon from the top of the transmitting antenna. In actual practice, however, wide coverage is possible by means of networks of coaxial cable and microwave radio relay links. Either of these methods can be used alone or in combination, and both are already in use in the United States. It is planned, the report says, to have, within a few years, a coast to coast network south of the border. It is hoped that some Canadian cities may be tied in with these networks, the report continues a little ruefully.

The report stresses the important part that advertising will play in the financing, growth and development of this new industry. Figures show that today, 18 of the United States' largest advertisers are sponsoring TV programs over one network alone. Some 200 advertisers are currently sponsoring programs over 19 individual stations.

300 KW FM SIGNALS

Montreal.—Transmission of 300-kw FM signals, the strongest ever radiated on this continent, is an achievement claimed by RCA Victor's experimental station W2SXR at Camden, N.J.

Using an RCA Victor 50 kw transmitter in conjunction with an RCA four-section Pylon Antenna, the transmitter actually fed 60 kilowatts of power into the antenna, producing a radiated signal with an effective power of 360 kilowatts. This combination, used on an elevated site, would give an area coverage of up to 200 miles, which could be extended even further by using the transmitter with an eight-section antenna, RCA engineers claim.



FOR THESE ARTISTS

- Bochner, Lloyd
- Bond, Roxana
- Cowan, Bernard
- Dennis, Laddie
- Diamond, Marcia
- Elwood, Johnny
- Fitzgerald, Michael
- Gerow, Russ
- Grove, Vic
- Hall, Monty
- Hamilton, Lee
- Lockerbie, Beth
- McCance, Larry
- Nelson, Dick
- O'Hearn, Mona
- Rapkin, Maurice
- Rouse, Ruby Ramsay
- Scott, Sandra
- Stout, Joanne
- Willis, Austin
- Wood, Barry

Day and Night Service
at
Radio Artists Telephone
Exchange

TO REACH THE LARGEST AUDIENCE IN HALIFAX—

Use the Station
That Most People
Listen to Most!



See Programme Ratings
and Consult the
All-Canada Man

MARITIME BROADCASTING COMPANY, LIMITED

Broadcasting House
Halifax, N.S.

WM. C. BORRETT
Managing Director

Full Coverage!

TRANS-CANADA NETWORK

CKY

WINNIPEG
15000 WATTS

DOMINION NETWORK
1000 WATTS
CKX
BRANDON

Exclusive Sales Representative:
HORACE N. STOVIN
TORONTO WINNIPEG MONTREAL



"More Hope THAN CHARITY"
Elda Hope

Feeling that I might get some first-hand information, I asked my young nephew, Jimmie, his opinion of children's shows. I got it but good! He replied with youthful candor, "I'd rather play ball." He seems to think that children's programs are often too far-fetched and are too juvenile for his culture years.

There was quite a burst of conversation that set me to thinking and to listening. So help me, I believe Jimmie is right. These shows have a certain sameness being built for the very young or the shooting type. The same effects intrigue him more than the usual show itself. Perhaps he likes this.

While listening to these efforts, I noticed that the majority of programs during tea-time are the day's hangover from soap operas, or disc jockeys with a sprinkling of news thrown in. I think that if I were going to burn a record for my husband or get dinner ready for the children, I would like to have subdued music.

In any case, I'd prefer to hear a show of 30 minutes length suitable to this time of day, and would very much prefer having to dash to my radio every 15 minutes. It's true that news and sports have a big following, but usually they come out of my speaker while I am trying to prepare or enjoy a meal.

Listeners might well feel very proud of their local group of musicians called the *Neil McKay Octet*. This group delivers music especially easy on the ear. McKay knows his music for he has composed and conducted the dance band *H.M.C.S. Warrior*, following which the Octet was formed. The vocalist is Don Harding who might be called the singing medico for I understand he is studying medicine at Western University.

A friend of mine in London refuses to miss this broadcast on CFPL Wednesday nights. She had a further chance to hear these talented artists when they broadcast on Trans-Canada Network recently.

AIR CHECKS

IN THE
PACIFIC NORTH WEST

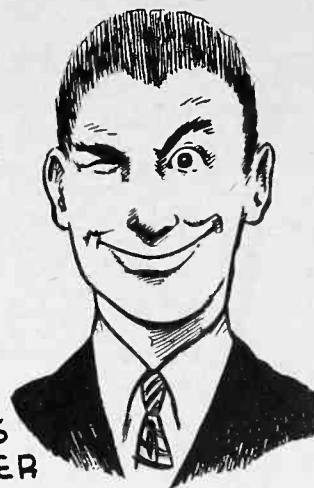
GUARANTEED RELIABLE

WRITE, WIRE OR PHONE

ARAGON RECORDINGS

615 W. Hastings Street
VANCOUVER, CANADA
Marine 5010

Between You and Me!



THE MAJORITY OF HALIFAX MERCHANTS ADVERTISE --- OVER

CJCH

5000 WATTS of selling power

920 on your dial

"ask a Stovinn man"

CFCY MAKES MORE CALLS IN THE MARITIMES!



...TAKES YOU INTO MORE HOMES!

Making calls — plenty of them — is the first essential of successful business. With its superior facilities and equipment, CFCY can cover more territory, make more calls in the Maritimes than any other commercial station. . . . So successful is CFCY that the latest Bureau of Broadcast Measurement report shows CFCY's weekly circulation to be 84,460 radio homes in the daytime and 87,560 in the evening. A comparison of these B.B.M. figures with the figures of other Canadian radio stations is evidence that CFCY is consistently out in front.



630 ON YOUR DIAL

Representatives — U.S.A.: Weed & Co.
Canada: All-Canada Radio Facilities

"The friendly voice of the Maritimes"

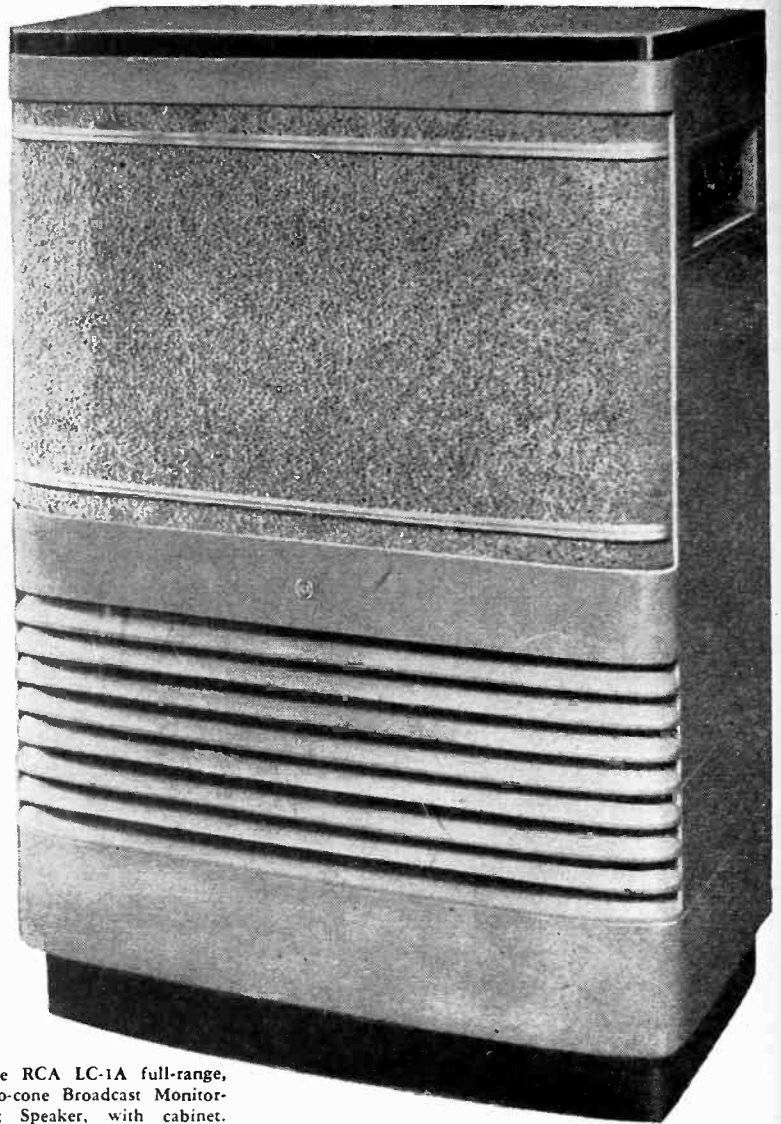
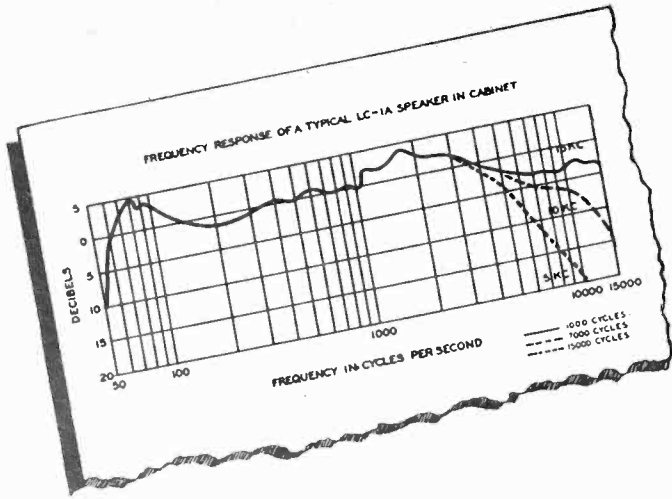
CHIEF ENGINEER WANTED

Chief engineer required for 100 watt Ontario station. Position calls for maintenance of Northern Electric transmitter, phasing equipment and P transmitter. Studio duties include equipment maintenance, ten remotes weekly, spot recording and short control room operating stint. This is a splendid opportunity for cable technician.

Apply in writing with outline of experience and training (include picture).

Box H

CANADIAN BROADCASTER
37 Bay St. - Toronto



At last!

True FM response

... with the new
RCA LC-1A
Duo-Cone Speaker

The RCA LC-1A full-range, duo-cone Broadcast Monitoring Speaker, with cabinet. Speaker mechanism only, is type MI-11411.

The RCA LC-1A speaker is expressly designed for monitoring FM programs and high-fidelity recordings in broadcast stations. Its response is exceptionally free from distortion — over the full FM range. Read these highlights:

UNIFORM RESPONSE, 50 to 15,000 CYCLES. Audio measurements prove RCA'S new speaker free from resonant peaks, harmonic and transient distortion... at all usable volume levels.

120 DEGREES RADIATION AT 15,000 CYCLES! The LC-1A is unique in its ability to project a wide cone of radiation through a constant angle of 120 degrees. And frequency response is uniform throughout! Advantages: It eliminates the familiar sharp peak of high-frequency response usually present in other systems. And exact location of the LC-1A in control or listening rooms is not critical.

REMARKABLY SMOOTH CROSS-OVER-RESPONSE. Both cones are mounted on the same axis and have the same flare angle to place their surfaces

in line. Thus the possibility of undesirable interference between H-F and L-F units over the crossover range is eliminated.

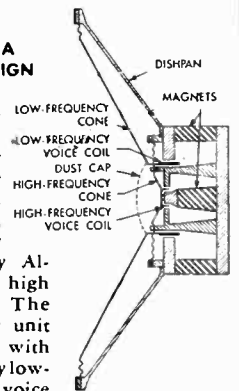
CONTROLLED "ROLL-OFF" AT 5 and 10 kc. Because of the LC-1A's exceptional high-frequency response, the surface noise and high-frequency distortion present in many recordings is accentuated. Therefore, a panel-mounted switch is provided to control and restrict the LC-1A's high-frequency range for this type of program material (see response curve).

Two fine bass-reflex cabinets (optional) are designed to match the LC-1A speaker. One is finished in the familiar RCA two-tone gray for control room use. The other... in bleached walnut, is suitable for executive offices and modern surroundings.

For prices and further details on the LC-1A speaker write your nearest RCA Victor Sales Engineer or write Engineering Products Sales Dept., 1001 Lenoir St., Montreal, P.Q.

DETAILS OF RCA DUO-CONE DESIGN

Two individually actuated cones are mounted on the same axis and flare angle, with a specially designed heavy Alnico magnet of high flux density. The high-frequency unit is a 2 3/8" cone with an exceptionally low-mass aluminum voice coil. This cone follows out the shallow angle of the larger cone to radiate a pattern at full power over an area of 120 degrees at 15,000 cycles! The low-frequency unit has a massive 15" diaphragm with a high-mass voice coil of large diameter. Its resonant frequency, only 35 cycles... with true bass response at all volume levels.



For
Radio Communication
Today and Tomorrow
 Look to
RCA VICTOR

RCA VICTOR

RCA VICTOR COMPANY LIMITED

HALIFAX MONTREAL OTTAWA TORONTO WINNIPEG CALGARY VANCOUVER

ASSOCIATIONS

To Present NAB Code

Washington. — Standards of practice covering all phases of programming and advertising in American radio have been submitted by the board of directors to members of the NAB in a special bulletin.

Guided by a creed which firm members' determination to protect, enrich, provide, promote and achieve certain standards appertaining to the broadcasting medium, the bulletin offers a little elasticity to these standards pointing out in a footnote that standards are never final, complete, and that owing to the creative element in this medium such standards are subject to change.

Fair Without Bias

Analyzing news reporting, the bulletin points out that reports should be "factual, fair and without bias". It suggests that good taste should be the first consideration in the selection of news, and that "morbid, sensational or gaudy details", not essential to the report, especially in connection with crime or sex stories, should be avoided.

Broadcasters, the bulletin continues, should exercise due care in their control and supervision of content, format, and presentation of news, commentary, and news analysis broadcasts originating by them; and in their selection of newscasters, commentators and analysts.

Dealing with political broadcasts, public affairs and issues, religious, children's and crime and mystery programs, the report includes a very comprehensive list of "don'ts", and gives many suggestions as to the presentation, time location, identification, outlook, implication and responsibility of such programs.

The bulletin contains a para-

graph on sound effects, and notes that sound effects and expressions characteristically associated with news broadcasts (i.e. "Bulletin" "Flash", etc) should be reserved for announcement of news, and that the use of deceptive devices in connection with fictional events and non-news programs should be unacceptable.

Ad Copy Within The Law

Advertising, according to the bulletin, is the life blood of the free competitive American system of broadcasting. It makes possible the presentation to all the American people of the finest programs of entertainment, information and culture.

It is suggested that discretion should be exercised to determine that copy offered for broadcasting complies with the federal, state and local laws. Acceptance of advertising should be predicated upon such considerations as the integrity of the advertiser, quality of product, value of service, and the validity of claims made.

Advertising copy should contain no claims intended to disparage competitors, competing products, or other industries, professions or institutions.

Good taste should always govern the content, placement and presentation of announcements. Disturbing or annoying sound effects and devices, blatant announcing and over-repetition should be avoided.

A small creed at the end of the report states that the members pledge themselves to observe these standards, and thus to bring to their audiences programs which will perpetuate America's traditional leadership in the broadcasting art.

CAB BOARD

Toronto.—The Board of Directors of the CAB will meet here May 3, 4, 5, and 6 at the Royal York Hotel. The agenda will include all matters referred to the new Board by the Annual Meeting.

CHAT

(Continued from Page 3)

NO! NOT CALGARY, EDMONTON, REGINA OR SASKATOON!

THE ANSWER IS MEDICINE HAT, INDUSTRIAL CITY OF THE WEST. FIFTY CARLOADS OF FREIGHT LEAVE MEDICINE HAT'S FACTORIES DAILY!

An All-Canada - Weed Station

MEDICINE HAT

CKNB CAMPBELLTON N.B.

April 17, 1948

Dear Mr. Time-Buyer:-

Arrangements to erect another 50 veterans' homes in the new sub-division where 50 ex-service men and their families are already residing, is just one more indication of the activity around these parts.

The New Brunswick Government has just announced, too, that it will erect a large, modern hospital in Campbellton. Construction workers, supplies, staff, inmates will all add to the trade volume in our fair city and the surrounding area.

Most immediate prospect, however, is the break-up of the ice in the Restigouche. I can watch it right from my window!

Yours very truly,

Steu Chapman

CSC-GD

Station Manager

AN ALL-CANADA STATION

The safe way to carry money... when you TRAVEL!



Canadian Pacific Express Travellers Cheques can be cashed at banks, railway offices, hotels, shops — almost anywhere! Your signature is your identification. If lost or stolen before being countersigned their full value will be refunded.

Obtainable through all Canadian Pacific agents and most banks.



Canadian Pacific Express TRAVELLERS CHEQUES



NEW YORK'S RADIO ROW

by Richard Young

New York, N.Y.—March, 1948, will go down in advertising history as the month that gave birth to the Story of the Year—the resignation of the American Tobacco Co. account (Lucky Strike, Pall Mall and Kensitas cigarettes) by the Foote, Cone & Belding advertising agency. As this is being authored, nearly two weeks after the official announcement, FC & B's unprecedented action is still the leading conversational buzz along Madison and Park Avenues, as well as in Manhattan's antiquated subways.

Just to put us on the record—you've probably read most of the details by now—the Lucky Strike account went to Batten, Barton, Durstine & Osborn and the Pall Mall account was copped by Sullivan, Stauffer, Colwell and Bayles. As a result, BBD & O resigned its Brown & Williams account for Kool cigarettes just as that company was set to introduce a new cigarette, Life, in New York on April 14. No new agency for B & W had been announced as this edition went to press. But to get back to the FC&B resignation, we thought you might be interested in a few highlights from the history-making press conference held on "that day" by Emerson Foote, president of FC & B.

The first question asked of Mr. Foote was: "Why are you dropping the account?" Said Mr. Foote: "... it is simply that I feel, as an advertising practitioner, that you have to be able to do the kind of advertising you believe in. If you can't, after making a reasonable effort to do it, I think you ought to stop taking commissions for it ... I should add that the decision,

while it is a very grave one indeed I wouldn't want to kid you about that—has not been taken in anger or rancor. The personal relationships with the executives of the company—all of them—are as good as they could be".

That was about as far as the reporters got on the subject of a reason for the resignation although they tried to pry further details for an hour. However, Mr. Foote, chain-smoking Lucky Strikes, ran the newspapermen a merry chase leaning heavily on the statement: "I am trying to live up to what I think is the proper relationship between client and agency". When asked if he knew of any previous cases in which agencies resigned accounts the size of American Tobacco—with its estimated \$12,000,000 billings—Mr. Foote replied: "I think I have set some kind of long distance record in account resigning. To the best of my knowledge and belief, no agency ever resigned an account of anything like this size except under threat of losing it or in an attempt to beat the client to the draw. That is something, by the way, which I wouldn't do. We do get fired by clients from time to time ... However, if I thought I was on the brink of something like that, I would let it happen. I think it is a rather cowardly thing to try to beat somebody to the draw".

Mr. Foote also revealed that before making his decision to resign the account, he told his partners, Cone and Belding, that he would resign from the agency leaving them the LSMFT account if they wished. However, he added, this idea was given the brushoff and resulted in the resignation of the account.

Some months ago, you'll remember, a former FC&B employee, Fred Wakeman, penned his advertising career memoirs in a novel that turned the profession topsy-turvy — "The Hucksters". The agency in the book was allegedly FC&B and of course,

there was a reference to the book at the press conference. Here it is:

Interviewer—"The picture generally painted to the public of the relationship between an advertising firm and its client is a picture of the client generally being subservient to the wishes of the advertising firm. In fiction, that has ..."

Mr. Foote (Interjecting)—"What book have you been reading?"

Interviewer—"In fiction, I say".

Mr. Foote—"I read the other kind. I never heard that before".

Interviewer—"Thank you". (Laughter).

Another interviewer — "What book are you referring to?"

Mr. Foote — "No comment". (Laughter).

* * *

Rapidly-increasing interest in television continues without letup. CBS network, which recently jumped into the swim with a big splash by announcing it will build the world's largest video studios in the world in Manhattan's Grand Central Terminal Building, conducted a one-day tele clinic here which drew some 250 owners and executives from its 175 affiliated stations. Very significant is the fact that not one discordant note was heard at the meeting. During the sessions, CBS proxy Frank Stanton lifted the eyebrows of many a broadcaster by disclosing that a leading advertising executive has stated unequivocally that he's getting more per impression out of video than out of any other medium. One note of warning is being sounded, however—the TV channels in most major markets of the U.S. (and in some small markets, too) are rapidly diminishing. Potential telecasters are being told to step on the gas—or else.

* * *

On the cuff notes ... A number of radio stations—an increasing number we should say—are reportedly on the auction block as a result of overcrowding of stations in many markets. Only a short time ago the FCC warned of just such conditions in a special survey. Station WPIK-FM, Alexandria, Virginia, is said to be the first operating FM station tossing in the towel ... Producers of television films, we're told, are getting top Hollywood names to appear in their pictures at muchly reduced rates (quoted to us at \$25 a day.) Of course the answer is that the stars want to get in on the inside of video techniques ... Speaking of tele films, understand the MBS network's *The Falcon* (Les Tremayne) has signed with Corcoran Productions of New York for a new film series ... NBC network will offer advanced professional training in major phases of broadcasting this summer at Northwestern, Stanford and California Universities ...

FM receivers in transportation vehicles expected to be as popular as auto radios within the next two years ... There's talk that Jello (General Foods) will be the first bankroller for the CBS network's popular *Mr. Ace and Jane* series starring Jane and Ace Goodman ... Phil Baker, formerly emcee of *Take It or Leave It* (now heard over the NBC network), has auditioned still another quizzer—just what the country needs! ... Some local broadcasters are complaining that most network advertisers do not participate in extensive merchandising of their radio shows even though those who do have met with outstanding sales results. (More on that next issue ... until then, that's the news till now.

NO EFFORT TOO GREAT!

CJCA's public service department is convinced that you can't be wrong by going out of your way to back a worthy cause. "Hamfat" was just one of 40 CJCA-ites who went out of their way to draw 11,000 Edmontonians to the annual Community Chest Ball Game. They loved doing it, because they felt it was all part of their duties as public servants.

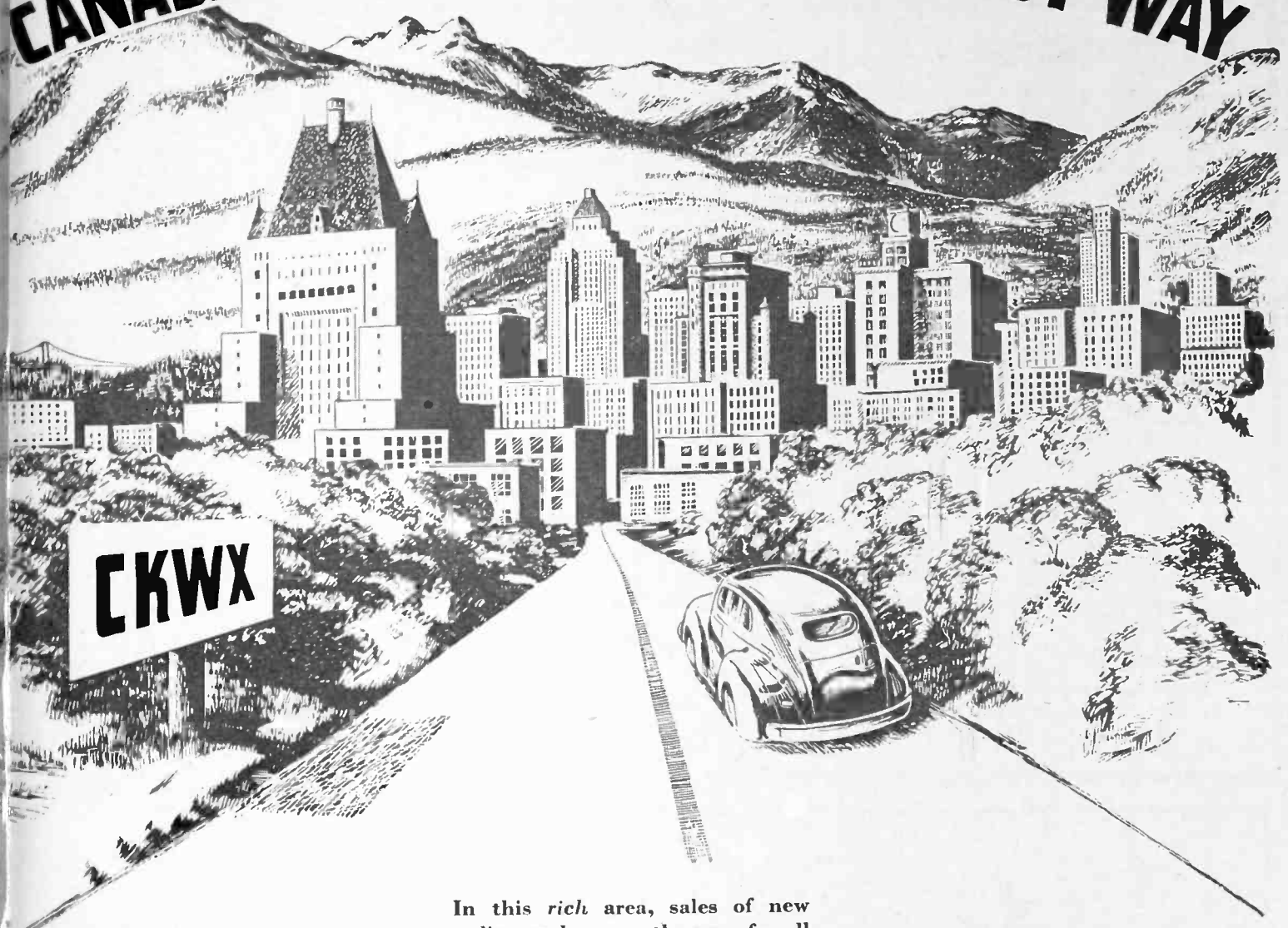
Y'see, radio's the greatest public servant ever created, and as such, has a vital part to play in the community in which it operates. Every member of CJCA's staff realizes this, and at every opportunity, each within his or her own capabilities, puts forth the greatest possible effort for every worthy cause. No effort is too great — no cause too small, in CJCA's program of public service. This same effort backs every program on the air — be it large or small.



CKNW
CHNW
THE *Only* STATION THAT COVERS BOTH HALVES OF THE "VANCOUVER AREA"

The *Wright* STATIONS!
Serving ...
Agencies — Stations — Advertisers
WILLIAM WRIGHT
Representing
CKCO Ottawa
CKCR Kitchener
CKOX Woodstock
CKAC Montreal
CKSB St. Boniface
CKCL Truro

CANADA'S MOST PROSPEROUS BUY-WAY



In this rich area, wage-earners draw higher pay and enjoy a shorter work-week than workers in any other part of Canada.

... and CKWX carries your sales message to a 44%* larger share of this purchase-powerful audience than the next most-listened-to station!

In this rich area, sales of new radio sets have set the pace for all Canada. According to Bureau of Broadcast Measurement's 1944 survey, percentage of homes radio-equipped is Canada's highest.

... and CKWX, according to B.B.M., provides advertisers with consistent entry into more homes than any other independent station heard in Vancouver!

In this rich area, the increase in the volume of retail and wholesale business has out-distanced the rest of the Dominion since 1939.

... and CKWX, by actual Canadian Facts Survey, received 52% more preference votes than station No. 2 from druggists and grocers in the Vancouver area!

By every accepted measurement of Sales-Effectiveness, Vancouver's CKWX is the **DOMINANT** Station in this Rich Pacific Coast Area . . . Your **DIRECT** Route to Canada's Most Prosperous Buy-Way!

*Elliott-Haynes Distribution of Audience Reports covering a six-month period (August, 1947, to January 1948). CKWX averages a 44% greater audience than Station No. 2 . . . leads ALL stations ALL day—morning, afternoon and evening!

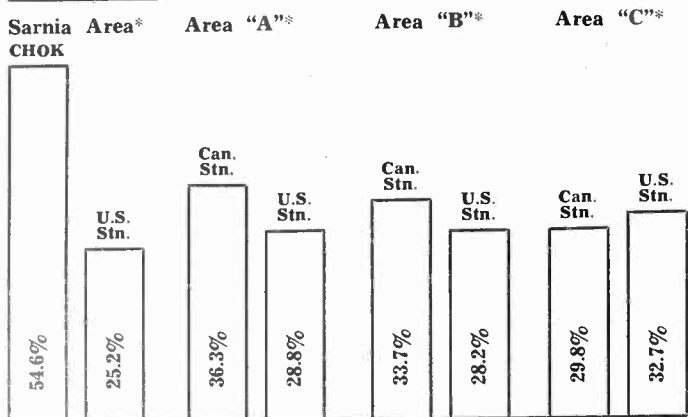
Vancouver's

CKWX

*The Station with the
PROMOTION
YARDSTICK*

GET THE FACT-FILLED STORY FROM ALL-CANADA OR WEED & COMPANY

CHOK-Sarnia — the only Western Ontario station that doubles audience of U.S. competitor



In 20 months of operation CHOK has consistently turned in the best Elliott-Haynes report in Western Ontario. Proof of program acceptance is assurance of results. Buy the **BIG** delivered audience in Western Ontario.

CHOK SARNIA

5000 WATTS CHOK - FM 1070 KCS.

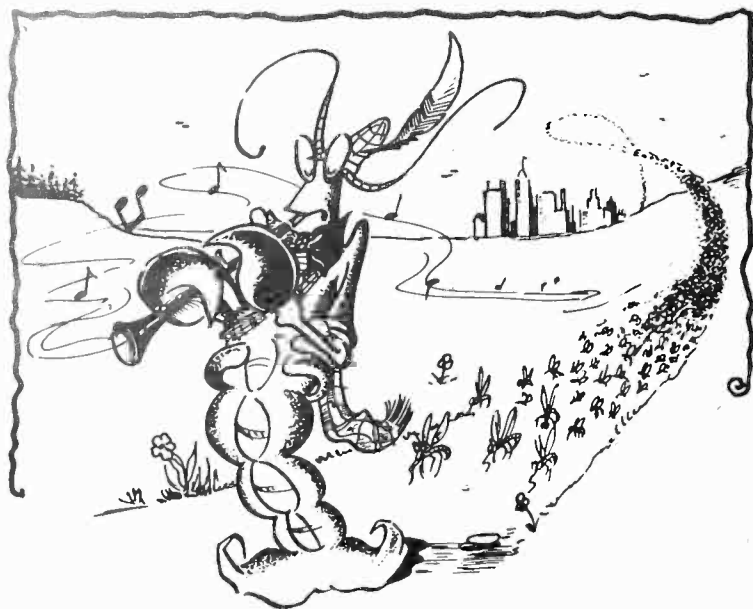
Get the facts from

NATIONAL BROADCAST SALES

TORONTO: 2320 Bank of Commerce Bldg. - AD. 8895

MONTREAL: 106 Medical Arts Building - FI. 6388

* Average percentage of audience January 1948 except Area "B", December 1947.



LIONEL...Maritime Pied Piper

When it comes to a following, the Pied Piper of old was a piker. A publicity stunt for an Anti-Mosquito Drive in a CKCW coverage area got out of hand when Lionel's listeners became over enthusiastic about a local mosquito hunt. CKCW inadvertently reported the event as a MARITIME contest. Result... an harassed Town Council swamped with thousands of the little stingers from all over the Maritimes issuing a pleading S.O.S. calling off outside contributions.

But that's CKCW for you! Whether spot or program, you are assured of an enthusiastic audience ready to react to your sales message... a following built up through our "LIONELIZING" process.



MONCTON

NEW BRUNSWICK

The Hub of the Maritimes

Representatives Stovin & Co., Toronto - Montreal..

ROUNDUP

SEEK NEW LICENSES

Two applications for new AM stations will be heard by the CBC Board of Governors at their meeting scheduled for May 17-19 in Montreal. These are an application by J. R. Beattie for 1,000 watts on 1550 kc in Penticton, B.C., and one in the name of La Société Radio-LaTuque, 250 watts on 1340 kc at LaTuque, Quebec.

AM licensees seeking licenses for FM include CKNW, New Westminster, and CKLW, Windsor, Ont. The Southam Co. Ltd., Vancouver, (Vancouver Daily Province) is also asking for an FM license for Vancouver.

Applications for consideration at this meeting have to reach the Department of Reconstruction and Supply before April 27.

LOST AND FOUND

Peterborough, Ont. — There were snappy results to a recent CHEX missing persons broadcast. After a seven hour wait for her mother to return from a shopping trip that should have taken fifteen minutes, Mrs. W. J. Smoothy notified the station, and an appeal was broadcast.

A receiver in an auto on Highway 28 heard the message, and almost at the same time the driver noticed an elderly woman walking along the highway in front of him. He picked her up and returned her home.

A police call informed the station that the woman had been found... eleven minutes after the broadcast.

TO CURB INTERFERENCE

Word has reached Vancouver that the federal government has decided to enforce a seven year old order-in-council compelling operators of X-ray machines to "screen" them so that they will not interfere with radio reception.

Vancouver hospitals and most laboratories reported that their equipment was set up according to the law.

A few minor labs might have machines that would cause static, they said, and the new decision will force them to "screen" their equipment like the rest.

1000 WATTS SOON!

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



TOUCHE

Vancouver Sun's Jack Scott, who is indulging in another of his periodical outbursts, this time against daytime radio, is rather like a man standing in judgment of the woman's page of a newspaper. Daytime radio never was and never will be designed for the male ear.

UNKINDEST CUT

Nearest approach to Canadian radio getting something new is for someone to copy something from American radio which no one has thought of copying before.

CAREER TIP

Before you arrive as a performer, you have to be a Bohemian. After you've arrived, it doesn't matter.

GIFT SUPREME

The appreciation felt by our French Canadian friends when we try to speak their language is indicated by the graceful gift we received from one Jean Baptiste to whom we had written in French. He sent us a beautifully bound French Grammar.

CONFSSIONAL

When people heard that Wayne and Shuster were not going to be on the air, they were disappointed, and here are two people who were disappointed—Johnny Wayne and Frank Shuster.
—Herb May

OPPOSING VIEWS

In keeping with some interpretations of freedom of speech, the churches should be compelled to present the views of rival denominations and creeds from their pulpits.

HARSH WORDS

Let's not make Community Radio Week a fiesta of superlatives, but rather a week for even greater usefulness to the communities we serve.
—Contributed

BY ACTUAL SURVEY

The CBC is the only commercial non-profit organization on Jarvis Street.

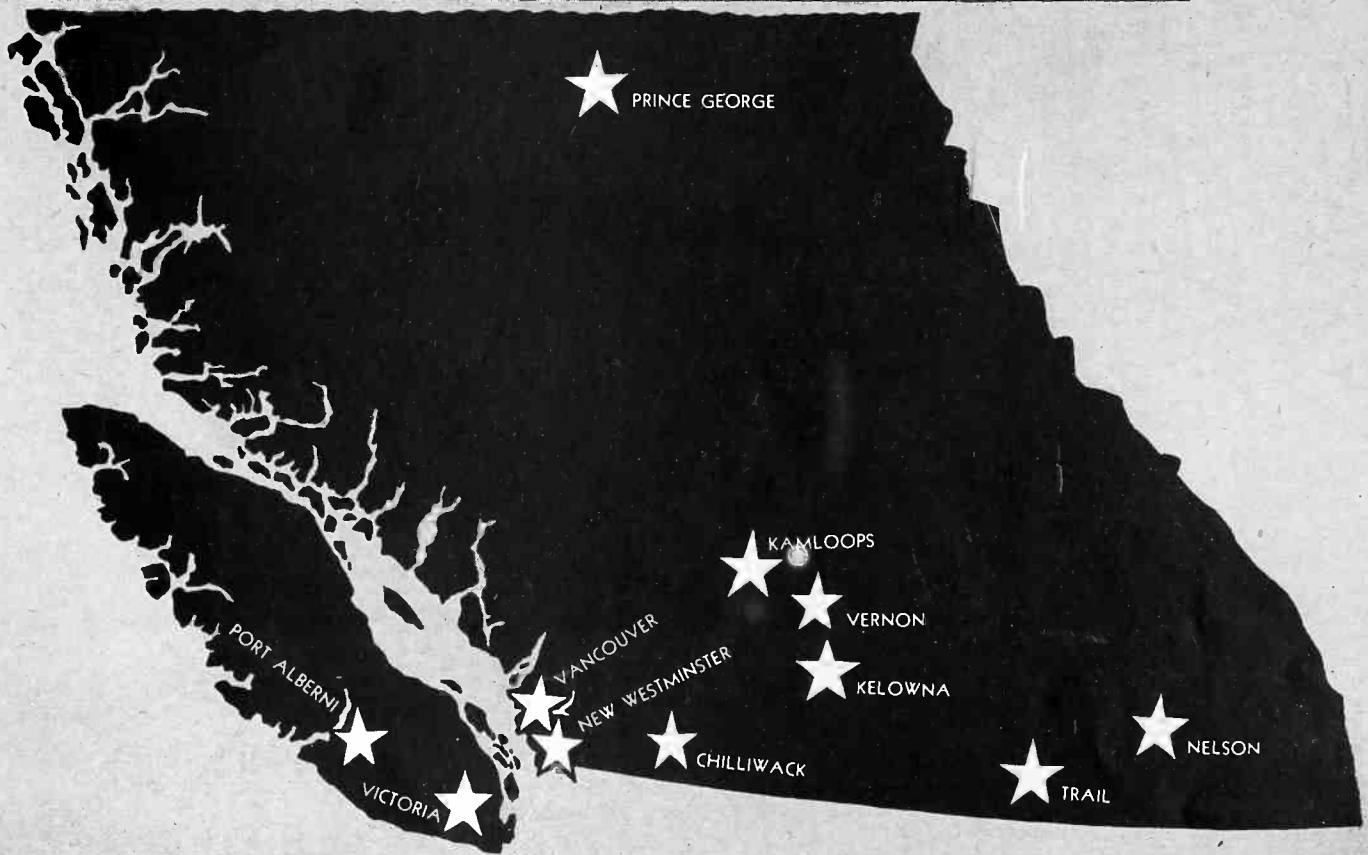
—Wayne & Shuster
at Toronto Ad Club

IT'S MUTINY

If this column bears any resemblance to Ivin Teitel's scurrilous weekly "Two Cent Worth" in RADIO VISION, it is attributable to the fact that Pirate Teitel invariably stumbles into this office just as we are assembling our deathless cameo

13 OF CANADA'S 89 INDEPENDENT STATIONS

ALERT...Progressive...And Doing THE Job In A Major Canadian Market



B.C. - A Growing Province!

The fastest growing province in Canada— that's British Columbia!

For one example: Building permits in

1939 ran \$11,786,304. In 1945 — \$35,808,286 and in 1946 — \$63,499,040.

Sell this wealthy market by radio!

YOU'RE NOT SELLING CANADA...UNTIL YOU COVER BRITISH COLUMBIA BY RADIO

Chilliwack
CHWK

Kamloops
CFJC

Kelowna
CKOV

Nelson
CKLN

New Westminister
CKNW

Vernon
CJIB

Prince George
CKPG

Trail
CJAT

Vancouver
CJOR CKMO CKWX

Victoria
CJVI

Port Alberni
CJAV

HOW TO MAKE ONE DOLLAR WORK HARD IN RADIO

WHAT CHECK have you on the *results* your advertising dollar gets for you in radio? A good way of measuring sales effectiveness is to ask *local* advertisers their experience with a given station. Here's what some of CFRB's local advertisers say (Complete statements upon request.)

"CFRB has brought customers into my stores from Orillia, Cobourg, Collingwood, and even farther afield to buy clothes for themselves and their families." *Jack Fraser, President of Jack Fraser Stores Ltd.*

"We have found that our CFRB advertising brings us new customers for coal, oil burners and other heating equipment. It keeps our old customers coming back year after year." *Elias Rogers Coal Co. Ltd.*

"I have been broadcasting over CFRB three or four times a week since 1930. The hundreds of telephone calls and the written enquiries that come in are a good barometer of CFRB following." *Ann Adam—Ann Adam Homecrafters.*

CFRB offers you *more listener per dollar* than on any other station in the Toronto area. Compare our Bureau of Broadcasting Measurement standing and our Elliott-Haynes ratings with those of other stations.

A breakdown of latest figures shows that **ONE DOLLAR** buys on CFRB:

- 1,864 potential radio homes after 7 p.m. (54c per 1000 potential homes).
- 2,795 potential radio homes between 6 and 7 p.m. (36c per 1000 potential homes).
- 3,525 potential radio homes at other times (28c per 1000 potential homes).

All these radio homes are in Canada's richest market. The listeners in these homes *do* hear and act upon CFRB sales messages. Make *your* advertising dollar work harder—on CFRB!

CFRB

TORONTO

REPRESENTATIVES:

UNITED STATES
Adam J. Young Jr. Incorporated

CANADA
All-Canada Radio Facilities Limited

Ontario's Favourite Radio Station