

CANADIAN BROADCASTER

TWICE A MONTH

Vol. 7, No. 9

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

May 15th, 1948

CAB BOARD SEEKS INDUSTRY AMBASSADOR

Toronto.—The dollar volume discount fracas, which was tried on the Radio Executives Club of Toronto in dress rehearsal, and then unleashed on the CAB Convention, was the No. 1 item on the CAB Board Agenda at their meeting here last week.

The basis of the discount, as proposed in Quebec, was a percentage reduction after all frequency discounts, for volume purchase of spots or programs on a strictly first-two weeks basis.

Passed into the lap of the incoming board at the Convention, the directors examined and discussed the project from every angle, decided that the time at its disposal (three days) did not permit full exploration of all the ramifications of the problem. It vitally affects the income of every station in Canada, and appointed a special committee to examine the problem in detail.

This committee, headed by Bill Child of CJOC, Lethbridge, and consisting of Ralph Snelgrove, CROS, Owen Sound, chairman of the Small Markets Committee, George Chandler, CJOR, Vancouver, will study the whole problem and come up with a simplified form of rate card, which will "make it as easy as possible for time buyers to buy time". This card will be submitted to member stations, and, presumably, time buyers, for their suggestions. It will then be presented to the board for final adoption.

Immediate employment was divided upon of a man, virtually replacing Doug Scott who recently resigned from the CAB staff as director of broadcast sales. After considerable discussion it was decided that the new appointee's function will be to sell the medium both national and local advertising



Al Loewen is busily engaged in trying to give away a cocker spaniel pup on his daily "Range Roundup" at CKRC, Winnipeg. In an attempt to stimulate children's interest in pets he invited the kids to write and tell him why they would like a pup. The writer of the best letter wins the pooch.

sers, and also to give stations, especially in the smaller areas, assistance with their sales and operation problems. Background of the plan is to find a man able to gather and co-ordinate the best program, merchandising, sales and other material from all member stations and make it available for the benefit of all the others.

Market data and other information sought after but often not obtained by the agencies and national sales reps is just one function this "industry ambassador"

will be called upon to perform, according to Jim Allard, CAB general manager, who reports that his presentation of this basic idea met with enthusiastic reception from the Board. "The future operation of the CAB", he said, "will be geared to provision of specific and direct service in sales help, merchandising, promotion, programming and operation to member stations."

The price mention presentation was decided upon, as reported elsewhere in this issue.

Bill Wright was invited by a unanimous decision of the Board, to reassume chairmanship of the Standard Rate Structure Committee, which duty he agreed to accept.

A pension plan was adopted for the CAB employees, as instructed by the CAB Convention.

Attending the meeting were G. R. A. Rice, chairman of the Board, George Chandler, A. A. Murphy, Wm. Guild, Harry Sedgwick, K. D. Soble, Ralph Snelgrove, Paul LePage, Malcolm Neill and F. A. Lynds. Phil Lalonde, president, was unable to attend. CAB management was represented by Jim Allard, general manager and Arthur Evans, secretary treasurer.

COMMUNITY RADIO

Winnipeg—An outstanding community effort was turned in by CJOB staff members during the height of the Manitoba flood crisis.

With flood waters of the Red River inundating the town of Emerson, some 70 miles to the south and the crest driving on Winnipeg, CJOB instituted a round-the-clock bulletin service, keeping listeners posted on latest flood developments. A ham unit was set up in the station, and hams in the flood area were instructed to funnel emergency messages through it. The station also took some of the load off the shoulders of harried Red Cross workers, giving out instructions to householders on what to do to forestall waters backing up into their basements.

At the same time, the station loaned out a walkie-talkie set to R.C.M.P. to operate in the Emerson area.

CJOB was also onto the story angle of the flood. An R.C.A.F. aircraft was commandeered and staff announcer Dudley Patterson gave a birds-eye picture of conditions between Winnipeg and Emerson.

COMMUNITY RADIO WEEK in CANADA

MAY 16 to 22
1948





Radio's Select Company...

- Henry Birks & Son Ltd.
- British America Paint Co. Ltd.
- British American Oil Co.
- Byers Milling Co. Ltd.
- Canada Starch Co. Ltd.
- Canadian Cannery Ltd.
- Canadian Marconi Co.
- Cities Service Oil Co. Ltd.
- Hudson's Bay Company
- Imperial Tobacco Sales Co.
of Canada Ltd.
- Kellogg Co. of Canada Ltd.
- Lever Brothers Ltd.
- W. H. Malkin Co. Ltd.
- Procter & Gamble Co.
- Quaker Oats Co. of Canada Ltd.
- Salada Tea Co. of Canada Ltd.
- Western Canada Flour Mills Co. Ltd.
- Weston Bread & Cake Co. Ltd.
- Wildroot Limited

THESE advertisers belong to radio's SELECT company. Nationally, regionally and locally they "write their own ticket" with ALL-CANADA programs and the transcription method of SELECTIVE program distribution.

These advertisers and hundreds of others exercise the *complete control* that transcription broadcasting alone provides.

- They SELECT their programs.
- They SELECT their markets.
- They SELECT their stations.
- They SELECT their times.
- They SELECT their adjacencies.

You can put the pin-pointed power of radio's SELECTIVITY behind your sales effort with ALL-CANADA's trouble-free, economical programming service. Use it to reach the audience you want—where and when you want it!



AVAILABLE NOW! -- THE NEW KORN KOBBLERS.....

.....15 MINUTE EPISODES OF FUN WITH MUSIC.....

The World's Largest Program Library
ALL-CANADA PROGRAM DIVISION

VANCOUVER CALGARY WINNIPEG TORONTO MONTREAL
A DIVISION OF ALL-CANADA RADIO FACILITIES LIMITED



Music In Our Community

Toronto.—*Music In Our Community*, a special series of five minute scripts slanted for Community Radio Week has been prepared by BMI Canada Ltd., and sent to stations across the country.

The series, split up into seven day programs, contains selected recorded music, information on community musical broadcasts, and has time allocation for commercials or promotion plugs.

The scripts outline the planning of musical programs, and give the listener an idea how their musical broadcasts are put together by analysis of their letters, by musical surveys, and by tune popularity. They give an insight into the song publishing side of music, and describe how the community station, on payment of small performing fees, is able to provide music free of cost to the listener. They describe the many behind-the-scenes functions of the community radio station, and explain the work of personnel who contribute to bringing the listener his musical entertainment.

dwelling on the growth of musical appreciation by the use of radio one of the programs states: "While tastes in music vary in one city or another across the country, music in general forms a very important part of our way of life. Until the creation of Community Radio Stations in Canada, during the few decades, music was often neglected in the cultural lives of the Community. Since the advent of radio this has been changed and music, in all its forms has assumed a rightful place in our lives and habits".

Explaining its own functions and its connection with community radio, BMI points out that though community station membership in the CAB (and the NAB in the U.S.) the stations



"Nobody ever denied the intimacy of community radio."

have set up their own music publishing organizations. This organization is known in Canada as BMI Canada Ltd. whose purpose is to discover and publish worthwhile music composed by Canadians. Through the activities of the broadcasters in playing and performing the music that is now being published in Canada, Canadian song writers now have an opportunity, as never before, to win recognition for their music. This is one of the Community services that has been made possible by the Community Radio Stations of this continent.

JOHNNY GILLIN REQUESTS

We have been asked to extend a cordial invitation to Canadians attending the NAB Convention in Los Angeles, to attend a cocktail party being given in their honor by Johnny Gillin, president of station WOW, Omaha, Neb., in the Terrace Room of the Town House Hotel, L. A., Monday, May 17 at 5.30 p.m.

Johnny is well known to Canadian radio as a regular attendant and goodwill ambassador at the CAB Conventions. His absence from this year's meeting, due to sickness, was regretted by everyone.

FIRST TV APPLICATIONS

Ottawa—First applications for licenses to operate television stations in Canada will be heard by the CBC board at their meeting in Montreal May 18-19.

Applicants are Jack K. Cooke, at present operating station CKEY, Toronto; Kenneth D. Soble, of CHML, Hamilton; and Al Leary, formerly manager of station CKCL (now CKEY), Toronto, who was one of the original licensees of station CHUM, Toronto. Leary subsequently relinquished his interest in CHUM.



FOR THESE ARTISTS

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

Day and Night Service
at
Radio Artists Telephone
Exchange

CHAT

WHY?

Does a campaign without

CHAT

mean NO coverage in

MEDICINE HAT?

(Tune to Page 29)

MEDICINE HAT

CFGN

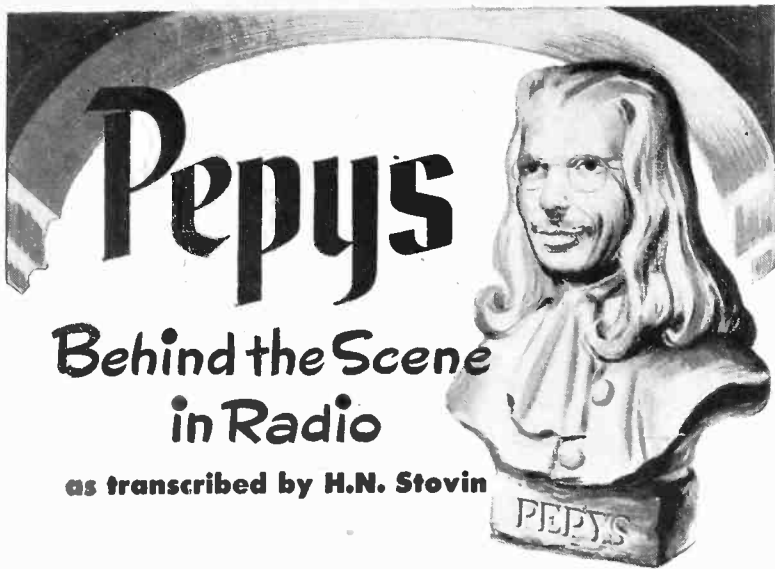
The Voice of the Prairies Ltd.
CALGARY, ALBERTA

10,000 WATTS



**TALKS TO MORE PEOPLE
IN ALBERTA EVERY DAY
THAN ANY OTHER STATION**

Ask
RADIO REPRESENTATIVES LTD.
TORONTO MONTREAL



Did note in the publick journals that Japan's 42,500 ton Yamato and Musaski battle wagons were sunk without themselves having scored a hit on an Allied vessel or coastal base. After pondering that the probable outlay for the building of these ships was not less than fifty millions of dollars, am now feeling more at ease about the one small fish caught on my last fishing expedition, which would have cost forty-two dollars a pound save that it did not weigh that much ● ● ● By motor to Owen Sound and CFOS on a recent Saturday, arriving at 9 a.m., and found the city already so busy that parking was no small problem. CFOS serves the area which produces the largest volume of livestock in Eastern Canada, and livestock breeders are enjoying a goodly measure of prosperity. One breeder made a sale of seventy-five cattle in April, realizing over \$14,000 for his herd of beef animals. Small wonder that business is excellent in Owen Sound ● ● ● Methinks that there is something new under the sun, despite sayings to the contrary, in the form of free entertainment; for I do receive cordial invitations galore to attend first showings of this and that all-new 1949 car, the which I do attend and find no great sales pressure. The salesman just seem to stand around and glow with pride over merchandise which you cannot possess for a long, long time. And so am reminded of the young couple with a thousand dollars who hesitated, whether to use the money for a new car or a baby. Decided finally on the baby because they could get quicker delivery. ● ● ● Jack Radford of CFJM Brockville has certainly been busy since taking over that station in this fine, prosperous community. Jack's aggressive policies and services have given CFJM a spectacular growth in local business. In March 1947 there were 37 local sponsors. In March 1948 local sponsors had increased to 66, and the volume of business was 198% over that of twelve months ago. A goodly record— And so to bed.

LONG AGENDA FOR CBC GOVS

Ottawa.—One matter tabled for public hearing by the CBC Board at their 59th meeting to be held in Montreal, May 18-19, is a complaint against the Edmonton Broadcasting Co. Ltd., owners and operators of station CJCA, Edmonton, which has been lodged by Gordon Henry, for the past seven and a half years manager of that station.

According to the CBC release, Henry will "request a recommendation for cancellation or non-renewal of license to the present licensee."

Principal stockholder in the Edmonton Broadcasting Co. Ltd. is the Southam Publishing Co. Ltd. which publishes, among other papers, the EDMONTON JOURNAL.

Henry's complaint is essentially against the Southam Company, he told this paper. He stated that his grievance lay in the fact that he was subjected to interference in his operation of the station, by management of the EDMONTON JOURNAL. "I maintain", he said, "that for the good of the industry, it is essential that radio be allowed to operate as freely as the press."

Included in the CBC Board agenda for the coming meeting is the hearing of a request on the part of the CAB for the lifting of the present restrictions under Regulation 10(B) on the mention of prices on the air by Canadian stations.

The case for the private stations will be presented by Bert Cairns of CFAC Calgary and president of the Western Association of Broadcasters. He is supported by a CAB Committee, consisting of F. A. Lynds (CKCW, Moncton); Paul LePage (CKCV, Quebec); Jack Radford (CFJM, Brockville); Ralph Snelgrove (CFOS, Owen Sound) and Jim Allard (CAB General Manager).

A long list of license applications awaits the Board's consideration. Four bids for AM frequencies which were deferred at the last meeting are from: B. Allen Heeney, Geraldton, Ont.; A. E. Dobbie, Smith Falls, Ont.; Gerard Moreault, Hull, Que.; and L. W. Flett, Newcastle, N.B.

Other AM applications, not previously heard are from: La Societe Radio-La Tuque, La Tuque, Que.; Fernand Levesque Roberval, Que.; Messrs C. W. and C. B. Warner, J. Pollie, A. Cullen and B. Coy, Smith Falls Canadian Broadcasting Corporation, Sydney, N.S.

Applicants for FM license who are not already holders of AM frequencies are The Southam Publishing Co. Ltd. (Daily Province), Vancouver; Le Soleil, Quebec City; Board of Education for the City of Hamilton.

Licensees of existing stations seeking FM are CKNW, New Westminster and CKLW Windsor.

Power increases are sought by CJAD, Montreal, who want 1 Kw directional, on 800 Kc; CKNW, who are after 1 Kw directional on 930 Kc; CJBR, Rimouski, who are after 10Kw directional, on 900 Kc.

The following applications for transfer of licenses will be heard: from B. H. Bedford to Radio Station CHVC, Ltd. (Niagara Falls); from Okanagan Broadcasters Ltd. to CKOK Ltd. (Penticton, B.C.); from W. O. Slatter and F. T. Metcalf to CJOY Ltd. (Guelph); from W. C. Liddle and G. Mitchell to Kitchener-Waterloo Broadcasting Company.

Emergency transmitters are sought by CHNS, Halifax and CJAT, Trail.

CKNW will seek a 250 watt relay transmitter on 1230 Kc at Matsqui, B.C.

HORACE N. STOVIN
& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

Representative for these live Radio Stations

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



Certainly...

... WE'RE IN RADIO RESEARCH

RIGHT NOW it's a custom service, which we are able to render through our coast-to-coast network of skilled and supervised interviewers who are already making friends for us in advertising circles with our growing list of clients.

INTERNATIONAL SURVEYS LIMITED

Paul Haynes
1541 MacKay Street
Montreal

Marjorie Stepan
93 Church St.
Toronto

CANADIAN BROADCASTER

TWICE A MONTH

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

Published by
R. G. LEWIS & COMPANY, LTD., 371 Bay Street, Toronto 1, Canada

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

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



Member of the Canadian Circulations Audit Board

Printed by Age Publications Limited, 31 Willcocks St., Toronto 5, Ont.



Vol. 7, No. 9

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

May 15th, 1948

No Other Medium Can Make This Claim

When a New York producer did a play on the network in which the planet was supposed to be invaded by the legions from Mars, the whole North American continent was in an uproar. This was radio, which reaches people right by their own firesides. No other medium can make this claim.

During the war, when the government wanted to announce a new campaign, a new regulation, or anything where speed was essential, it turned to radio, for instantaneous release from coast to coast. No other medium can make this claim.

In peace or war, government agencies and charitable organizations know that they can depend on the donated help of the radio stations in excess of any paid time they may be buying. No other medium can make this claim.

Ten years ago, 600,000 of Canada's homes had radios. Today there are 2,000,000, representing 90.7 per cent of all occupied homes, and at least one and many of them have two or more receiving sets. No other medium can make this claim.

More people on the North American continent own radios than have bathtubs or toothbrushes; and in Canada there are nearly twice as many radio homes as telephone homes. No other medium can make this claim.

Before anyone is permitted to set up in the broadcasting business in Canada or in the United States, he has to satisfy a department of government that he is a fit person to occupy a frequency, so potent a medium deemed to be. No other medium can make this claim.

Floods and blizzards, calling for prompt action on the part of victims and other citizens, and split second dissemination of information to prevent further disaster, bring radio onto the scene, to spread whatever information is needed to avert further mishaps. No other medium can make this claim.

Because of its power, radio is subjected to more criticism, more regulation, more litigation than any other form of communication. No other medium can make this claim.

An ever increasing number of businessmen engaged in the business which is radio's keenest competitor, the newspaper business, are seeking licenses which will enable them to operate stations and so keep for themselves the advertising revenue which is being diverted into radio. No other medium can make this claim.

Advertisers have learned that through radio they can deliver their sales messages, not just to one, but to all members of a family, in a relaxed state enjoying the music or other entertainment of their choice. No other medium can make this claim.

Educational authorities, eager to improve young Canada's cultural accomplishments, are using radio to an ever increasing degree, in teaching history, literature, current events and a number of other subjects. No other medium can make this claim.

The Canadian Government, realizing that radio is possessed of a fabulous power, and fearful lest this power get into what it professes to believe would be the wrong hands, maintains a tight monopoly on national network broadcasting. No other medium can make this claim.

EDITOR.

Decentralization Is Essential

Despite the appearance of stalemate between the Eastern and Western powers, with its incidental chatter about imminent war and its feverish preparation, there is encouraging evidence of international co-operation on a vast scale for constructive and pacific purposes. The ERP administration has made an interim allotment to European countries amounting to nearly \$125,000,000 for the purpose of purchasing food in Canada. This is only the beginning of a co-operative enterprise which will tend to relieve European food shortage and the Canadian shortage of U.S. funds.

When the larger units were unable to agree on the St. Lawrence deep waterway and power project favored by President Roosevelt, the smaller units comprised within them agreed upon a substitute project. Recently, the Province of Ontario and the State of New York have reached a joint agreement on a more modest scheme for developing two million horse power out of the majestic flow of the St. Lawrence. This tendency to seek union amongst smaller groups which can agree is superseding the more ambitious effort to secure universal agreement about everything.

The centralization of political power, commercial policy-making and administrative authority, has taken the fate of nations out of the hands of their peoples. The rise of mass production has summoned the notion of efficiency to support the advocates of centralization. But efficiency at the expense of workability is a poor notion. When business corporations of international scope find themselves deadlocked with labor unions affiliated on a world wide basis, whole economies become paralyzed. When a great sprawling mass of nations like the Soviet Union draws all its impulses from a handful of men in Moscow, counsel becomes confused and the popular need is divorced from the official purpose. So far as I can see, the tendency of the future, if civilization is to survive, will be toward decentralization of operations in every field of human endeavor. To compensate for this spreading around of administrative functions and responsibilities, there will be an increase in concentration of purpose, expressed by consultation, co-operation and a pooling of information.

Local Governments, modest commercial enterprises, the growing influence of small nations in regional groupings and thus, a more flexible response of economic factors to personal needs will bind together a bundle of faggots which will be stronger than the Russian cudgel. The clash between east and west will not come in the sudden shock of war but in the endless abrasion of two systems of organization seeking the same end by different means. The common end is the satisfaction of

human appetites and the fulfillment of the individual human personality. Already it has been demonstrated that the flexible system which recognizes the value of spontaneous enterprise is infinitely more virile and resourceful than the rigid system under which the state directs all the activities of its citizens.

—John Collingwood Reade

LETTERS

NOT CAB

Dear Dick: A glance at the masthead on page 5 of your paper—not too close a glance I admit—gives the impression that you are linked in some way with the CAB. I know that this is not the case, but it occurs to me that the unexplained cut you use "CCAB" may have misled others, and I thought I would bring it to your attention. I know, and you must know also, that someone is always affiliating you with somebody or other, and I am sure that you do not want it this way.

Will you then accept this letter as a constructive (I hope) suggestion that you elucidate somehow, perhaps by stating what CCAB means immediately below it, or, if it has no particular importance, that you drop it out, perhaps replacing it with a photograph of your quite astonishing features. Well, maybe not quite that.

—Nosey.

Thanks for the tip-off, Nosey. CCAB does indeed have a significance. It means that this is a member publication of the Canadian Circulations Audit Board, a non-profit-making organization which gives an independent audit of the distribution of business papers rather along the lines of radio's Bureau of Broadcast Measurement. If you will turn to page 5 of this issue right now, you will find that your advice has been taken promptly and gratefully.

GLAD TO BE OF SERVICE

Dear Sirs:—On behalf of the "Oshawa Senior Radio Drama Group", I wish to thank you for your kindly interest in making the appeal for radio scripts.

I would like you to know that, in answer to the appeal, I have already received three scripts from the radio playwright, Athol Stewart, Montreal, which he has permitted us to use in our broadcasts. Mr. Stewart has also offered a number of other scripts for future use.

It has been a source of encouragement to us, as a strictly amateur group, to receive such a generous response to our request, and we are sincerely grateful.

There are some of us, who are taking this radio drama very seriously, and who should go far in radio work.

Madeline Taoley,

R.R. No. 3,
Bowmanville.

**For
Your Spot
Campaign**



**IS THE SPOT
TO GET THE
BEST RESULTS**

Consult . . .
The All-Canada Man

or

write direct to
**WM. C. BORRETT
BROADCASTING HOUSE
HALIFAX - N.S.**

**5000 WATTS
DAY and NIGHT!**



Mr. Alex Aitken, Commissioner of the Regina Junior Chamber of Commerce presenting Miss Marion Northrop with the CKCK Scholarship Audition Scroll. Marion won the \$200 Grand Award in the recently concluded 14 week series of broadcast inaugurated by CKCK 4 years ago as a means of stimulating study and spotlighting musical talent. Over 600 people attended the final broadcast at Regina's Darke Hall, at which five other contestants won \$75 each.

RADIO MEN FOR A DAY

Edmonton, Alta. — Unfamiliar voices will be heard over Station CFRN on May 17, when the members of the city Kiwanis Club will take over the programming, announcing and operation of all the shows aired on that day.

Purpose of the change-over will be to tell the story of the Kiwanis Club's community service activities. Full station facilities and co-operation will be afforded to the one day radio men by the station.

A COMMUNITY SERVICE THAT GIVES LISTENERS THE ENTERTAINMENT THEY LIKE . . . THE INFORMATION THEY WANT . . . THE UP-TO-THE-MINUTE LOCAL NEWS . . . A FORCE THAT IS AT THE SERVICE OF EVERY COMMUNITY-BUILDING EFFORT.

. . . that is what makes CJRL the station that "holds the dial" for advertisers in this territory.

CONSULT OUR NATIONAL REPRESENTATIVES:
HORACE N. STOVIN & CO., Toronto, Montreal, Winnipeg
ADAM J. YOUNG Jr. INC., U.S.A.



DOMINION NETWORK

OVER THE DESK

Visitors to our office, intent on seeing "The Desk" in its glorious disarray, would be disappointed right now. Because why? Because we've just finished (all but this column) putting Community Radio Week issue to bed. And we've come down nearer to the oak top than for many a moon. Which is probably just as well, because we've found priceless documents which have been missing for ages.

Laying aside a couple of laundry lists, the notebook we used on our trip to England in December 1946, and a piece of advertising copy that somehow or other never did quite get into the CAB Convention issue, we come upon the results of a poll conducted by SPORTS DIGEST, Phil Stone's virile monthly on things athletic. According to Phil, replies were received from across Canada, with many states of the Union heard from, and here they are in the sports announcer field in order of popularity: 1, Foster Hewitt (73%); 2, Wes McKnight, CFRB, Toronto (15%); 3 (Tied) Vic Coppys, CHML, Hamilton; Joe Chrysdale, CKEY, Toronto; Doug Smith, Montreal; 6, Del Mott, CBL, Toronto; 7, Hal Kelly, CKEY, Toronto; 8, Lloyd Saunders, CKCK, Regina; 9, Bill Stern (U.S. announcer, not eligible); 10, Ron Cook, CKOC, Hamilton.

Our old pal, Teitel, in this week's "Two Cents' Worth" in RADIO VISION comes up with the startling information that "Lewisite in a gas which smells very badly." That's very good, Irv. Next lesson we'll teach you what acrimony means.

Just when TV will come is of course quite a question. In NEW LIBERTY, in an article in their May issue called "When do WE Get Television?", Keith Knowlton says: "If the Canadian people make their wishes known unmistakably, the men who hold the reins on radio in Canada will have no alternative but to act." But let's save TV for next issue's TELESCREEN section.

Among the stations . . . CJOC, Lethbridge recently drew 637 letters from 9 five minute programs with a "mystery tune" hook, for Cooper & Son, Lethbridge Firestone dealers. . . A 25% rate increase for CKOV, Kelowna, and CKOK, Penticton, did not deter 98% of merchants in the Okanagan Valley from renewing their contracts, nine weekly newspapers notwithstanding. . . 19 correspondents keep CKNX, Wingham, posted on Western Ontario news. Correspond-

ents phone the station collect, and paid on a per item basis. . . K. Aitken, CFRB commentator for T. bly's Drugstores, flew to Engla. May 5 to advise British housewi on ways and means of stretching th meagre rations at a meeting sponso by the Ministry of Food. She will from London to Paris and Berlin, a while on the continent, will airn back to Toronto recorded talks a interviews. While in London she w attend a tea party given by the K and Queen. . . CHWK, Chilliwack, B.C., now boasts over a hundred a twenty regular contract advertise with fifty more on a casual basis. Louis Leprohon writes that he is n settled at CKCO, Ottawa, that Edward Root has been appointed p gram director, and that he has be authorized to look into the question new studios and equipment. "CKC is taking on a 'new look,'" he sa "and, brother, I don't mean lo skirts." . . . Among donations followi an appeal over CKRM after the Regi Boys' Industrial School burned do were: skates, hockey sticks, baseb gloves, a six-foot toboggan, a pin b game, 25 assorted games, 18 jig-s puzzles, 3 Chinese checkers, a cribba board, two packs of cards and 3 books.

Further proof that you can't run business paper and win comes to lig in the form of two letters we ha received. One thanks us for a "me tion" in this column. The othe deplors the fact that this is whe we mentioned him.

Here's a note to get further info mation about the two BILLBOA awards which went to two Toror stations, CFRB and CKEY. The fu ther information not having been fort coming, we'll have to hold it over f the next issue.



Community stations can count on us for radio scripts, promotions, special campaigns, ideas, either syndicated or custom built. If you have a script problem, perhaps we can be of help.

WALTER A. DALES, Radioscripts,
319 Empire Life Building, Montreal, Que.

Sports Rank High On CHLP

Montreal.—Airing scoop interviews with Barbara Ann Scott, the Canadian Olympic Hockey star, and tennis stars Riggs, Kamer, Pails and Segura, as well as programs on sports developments, sports reviews of the week, and short stories on happenings of stars of the past, are station CHLP's contribution to its sports listeners.

Birthplace of Les Canadiens hockey club, Royals baseball club and the Alouette football club, Montreal's French-speaking listeners can follow reports and commentaries on their choice of sports through this all-French station. Command Goulet, former Imperial Hockey Broadcast announcer, heads the station's sports department assisted by Jerry Trudel. Owned by the French newspaper PATRIE, the station is able to avail itself of the services of the paper's sports writers and can obtain the co-operation of various news agencies.

NAB To Hear Revised Code

Washington, D.C.—A newly revised and restyled draft of the Standards of Practice for American Broadcasters, for discussion by members at the 26th Annual Convention of the National Association of Broadcasters at Los Angeles, May 17-21, has been completed, the NAB has announced.

The document, which had its origins in the 1946 NAB Convention at Chicago, and which has undergone intensive revision for more than a year, has been given its latest rewriting by Justin Miller, NAB president, chairman of the Restyling Committee.

Most of the changes in the Standards are alterations of language and style, but two additions have been made to the text discussed by the Board of Directors of NAB at its February meeting.

The first of the additions is a paragraph appended to the section on "Public Affairs and Issues", to complete that section's treatment of allotment of time for discussion of controversial questions. It reads:

"If a person has suffered an unfair attack by a commentator, analyst, or other speaker, a reasonable time for reply should be made available to him."

The second addition to the text occurs at the end of the section on general standards for programs. It suggests that "in cases of programs broadcast over multiple station facilities, the originating station should assume responsibility for conforming to these Standards of Practice."

The major alteration in the Standards occurs in the sections formerly designated "Foreword" and "Creed". These two portions have been combined and condensed into a section now headed "The Broadcasters' Creed".

The section, like the two combined to form it, sets forth the purposes of radio broadcasting, for which the main body of the Standards is to serve as a guide.

The document is scheduled for discussion by NAB members at the Convention on Monday afternoon, May 17, the Convention's first day. Power to put the Standards into effect, however, has already been delegated to the Board of Directors by the membership.

The instrument has been submitted three times to the full membership for suggestions and approval, and several special committees have recommended revisions already incorporated into the Standards.

From the World's Largest Program Library . . .

America's No. 1 Folksinger
Eddy Arnold

Another
NEW
ALL-CANADA PROGRAM

Audition it now!

SECOND ANNIVERSARY

Port Alberni—Two years of broadcasting on the west coast of Vancouver and was marked by CJAV, Port Alberni, with a dinner for staffers and their leaders, with manager Charles J. as host.

BY POPULAR ACCLAIM!

WINNIPEG'S

Community Station

- LOCAL NEWS COVERAGE
- SAFETY CAMPAIGNS
- CHAMBER OF COMMERCE
- HOME SERVICE LEAGUE
- PETER PAN'S FUNNIES
- SERVICE CLUBS
- RELIGIOUS SERVICES



- COMMUNITY BROADCASTS
- CKRC DRAMA LAB
- JUNIOR MUSIC CLUB
- PARLIAMENT HILL
- CHRISTMAS HAMPERS
- FIRST IN SPORTS
- RED CROSS

CKRC

Continually Offering Something Extra!

REPRESENTATIVES: ALL-CANADA RADIO FACILITIES LIMITED



"Spot Remover" Campaign Gains Canadian Support

Toronto.—An ambitious effort to cancel out use of the word "Spot" in referring to the entire field of non-network broadcasting has been set in motion by Guy Herbert, John Tregale and Spence Caldwell, three executives of All-Canada Radio Facilities Limited.

In a letter addressed to hundreds of broadcasters, agency men and advertisers across Canada, the three have asked for industry-wide support in discarding the word as it is presently used to describe both a single radio announcement and the medium as a whole.

"All-Canada gladly joins with Paul Raymer," (CB March 6) the letter states. "in advocating adoption of the name Selective Radio. In the larger field it would become "National Selective Radio". And, in other circumstances, we would prefix it with the words "Regional" and "Local". So it's flexible — like the medium it designates".

The writers also suggest that "Selective" is the most descriptive single-word reference to the medium because it permits the advertiser to select his markets, select his stations, select his audiences, select his times and select his adjacencies.

Final paragraph of the letter asks the reader to join in the

COMMUNITY RADIO

Regina, Sask.—A call from the General Hospital stating that they had several young babies suffering from a digestive disorder who would be unlikely to recover unless natural mother's milk was made available, gave the Saskatchewan Commissioner of Red Cross a new problem to think about. Nevertheless on calling the two Regina radio stations appeals for donors were aired in a few minutes. The response to the broadcast was such that the hospital had to call a temporary halt to the appeal, as they got many more donors than they could cope with.

However, the infant trouble soon assumed epidemic proportions, and Red Cross took immediate steps to make the service permanent. A Federal Government expert was called in to organize the new service, and with the aid of numerous radio appeals the service is now able to provide life-saving nourishment to all infants needing it. The service which started eight months ago with this urgent phone call is now an organized and scientific addition to Red Cross service.

"spot remover campaign" and adopt the term "Selective Radio", suggest another new term or advance his reasons for retention of the four-letter word.

To speed up replies, a post card was enclosed with the letter, making it possible for the addressee to reply with a

check mark and two or three words.

Response to the initial announcement of the campaign has been encouraging according to reports. Evidently a great majority of those associated with what is today known as "spot" radio would like nothing better than a name which would convey a much better idea of the advantages and stature of the medium.

Info Dept. For Fruit Belt

St. Catharines, Ont.—As the Niagara peninsula's prosperity depends to a large extent on its farmers and fruit growers, station CKTB airs a daily information farm program.

A great many growers in the Niagara district make daily sales to truckers from the large cities and it is of vital importance to them to know the latest fruit and vegetable quotations. Newspapers are too slow but radio is not.

Arrangements were made with Press News in Toronto to have PN pick up the early Toronto quotations and send them to the station on the teletype. Even in the off winter season, the most minor fluctuation is transmitted and these reach the farmers daily before 8 a.m. through the station's early morning Farm broadcast.

The Plant Pathology Experimental Station at St. Catharines and the Dominion Entomological Laboratory at Vineland, where experts study everything that will affect crops, pass along their findings to the station for broadcasting, along with daily barometric and temperature readings, data on humidity and cloud formations.

With a view to collecting additional data for farmers, Cecil McKnight, the station farm editor and reporter, attends meetings of the various producers' and growers' associations. Armed with a tape recorder he interviews the officials at the experimental stations, and when one of them has an interesting subject, McKnight catches his views on tape and plays it for his listeners the following morning.

COMMUNITY RADIO

Vancouver—To be broadcast during the week of the united Jewish appeal in May, Dick Diespecker of CJOR Vancouver has written three special broadcasts.

They are built around the Balfour Declaration on a national home for the Jews in Palestine, on the development of the Holy Land as an agricultural country, and on the work of the Jewish underground on the European continent.

PULL . .

Yes, it takes pull, the yo-heave-ho type, and lots of push too, to keep everybody happy. Of course, mail pull does help, because in its very small way (if the program is designed for it) mail pull tells a sponsor that there are listeners and that a good number of them are active and interested listeners. Yes, mail pull helps. But it takes more pull than that. Every department must pull together, every member in every department must pull together. Neither can the station afford to develop a tug-of-war attitude with its sponsors. In a word,

HARMONY

is essential for best results.

CJCA

has enjoyed "best results", a fact clearly indicated in its continued prestige in its community, plus its recognized effectiveness in Northern Alberta and beyond. Time buyers know this.



EDMONTON

CKNW
CHNW

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

The *Bright* STATIONS

A COMMUNITY is a society of people having common interests.
A COMMUNITY STATION caters to the community and its interests with entertainment and information.

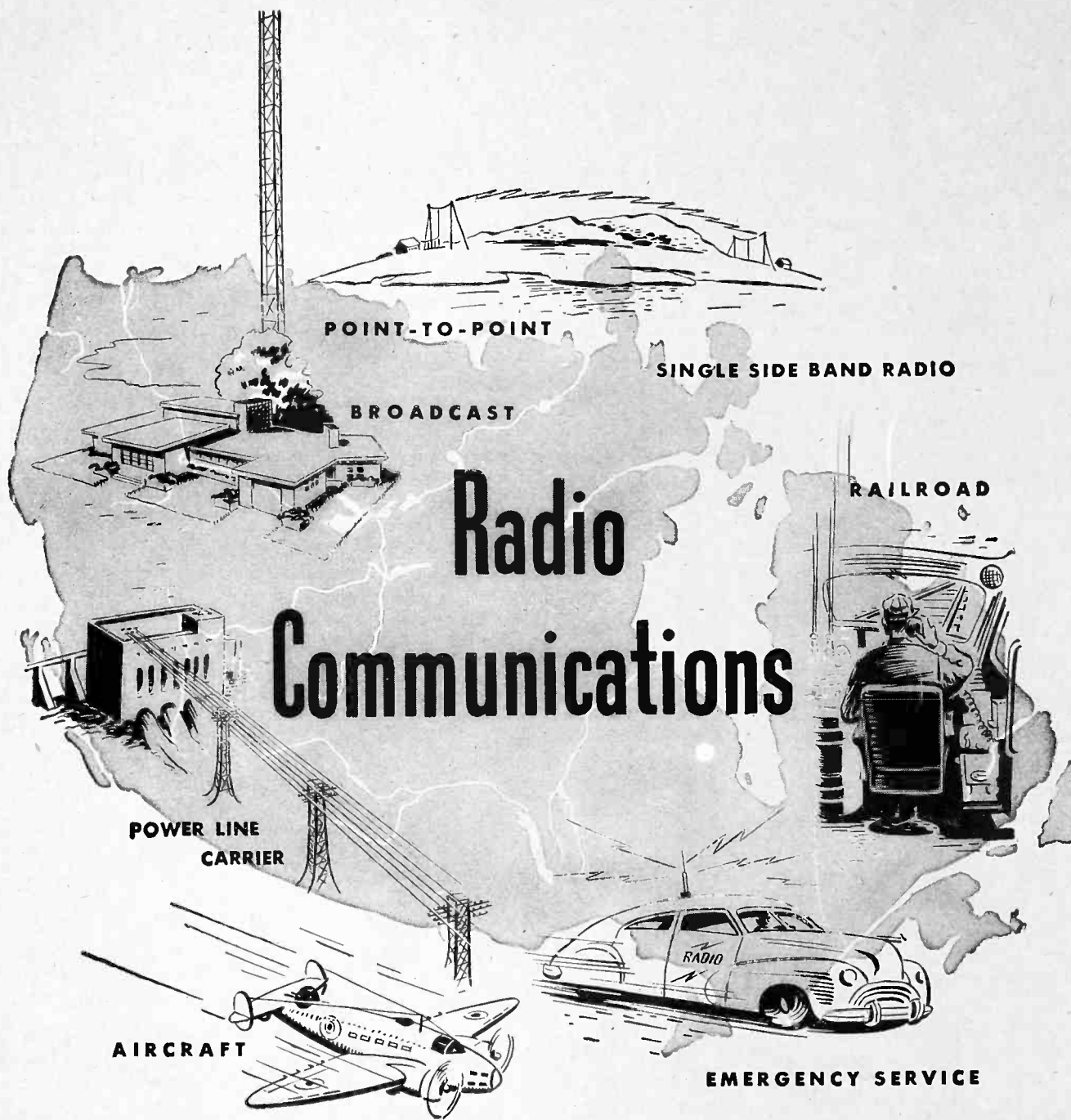
Let These Six Community Stations Inform Their Communities About Your Goods

- CKAC Montreal
- CKSB St. Boniface
- CKCL Truro
- CKCO Ottawa
- CKCR Kitchener
- CKOX Woodstock

See **WILLIAM WRIGHT**

MONTREAL
Empire Life Bldg.
HA. 7240

TORONTO
Victory Building
AD. 8481



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

LOOK TO

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

Canada Stands for Peace

Northern Electric
 COMPANY LIMITED

26 DISTRIBUTING HOUSES ACROSS CANADA

10-B-3



**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**

TRANSCRIPTIONS

National Accounts Turn To Wax Webs

The business of producing, selling and broadcasting open-end transcribed programs was a minor activity within the radio industry not so long ago, with a market practically limited to purely local advertisers and broadcasters. Today the transcription method of programming and distribution has developed into a million dollar industry and has spread into the regional and national field to change the characteristics of radio advertising in Canada.

"Crosby Leads Big Name Trend to Transcriptions" and "1948—A Transcription Year" have been appearing among others as headlines with rapidly increasing frequency in American trade journals, the Canadian swing to "packaged" shows has been even more revolutionary. Although the use of transcribed shows by major advertisers has been on a definite up-swing in the U.S., producers in the e.t. field south of the border still deal only in local and regional contracts. In Canada, transcriptions have already made depth-penetration into the national field.

One of the chief reasons for the trend of national advertisers to

the transcription method of program transmission across the country is the unusually vast separation of important markets in Canada. Coupled with that is the steadily improving quality of the transcription product, technically as well as production-wise. With the high-calibre audience attractions now available in the transcription market, more and more advertisers are finding that they can cover our widely-spaced centres more effectively, and therefore more economically by scheduling their transcribed vehicle on a "wax network" of their own selection.

Class leader of the quality-first transcription school is the Frederic W. Ziv Company, whose products are distributed exclusively by the Program Division of All-Canada Radio Facilities in Canada and Newfoundland.

Ziv, a smart-as-a-whip business man with production know-how, has set up his operation in such a way that his transcribed programs can be sold to individual advertisers at a low per-market cost, regardless of the initial huge cash outlay. Such is the case with such Ziv packages as *Boston Blackie*, Ronald Colman's *Favorite Story* and *Guy Lombardo*.

Proof of Ziv's wisdom in pouring network-size coin into every production is the fact that

each of the programs mentioned above is sponsored nationally by individual advertisers in Canada. And those three examples alone represent an expenditure of approximately a million dollars to cover programs and station time.

Imperial Tobacco picked *The Guy Lombardo Show* to follow *The Smiths of Hollywood*, another transcribed show released by All-Canada, for Player's Cigarettes. "Smiths", a surprise entry last fall, racked up top ratings on 47 stations across the country. The outstanding success of that series led Imperial Tobacco to contract for *The Guy Lombardo Show* on the same number of stations—more outlets than the giant tobacco firm could buy from CBC.

Sleuthing his way through thirty-odd markets for Canada Starch, *Boston Blackie* has outdistanced all network mystery shows and, according to Elliott-Haynes, is the most popular crime-chaser on the air.

It's much the same story for the Ronald Colman starrer, *Favorite Story*, which flies the Canadian Marconi banner. Both in Canada and the United States the Colman drama has been showered with high praise from both critics and listeners — and the ratings show it. There has been some criticism about the "importation of American talent" by one or two critics who obviously overlook the fact that the great bulk of commercial shows on CBC networks also represent "importation" of talent.

While the Ziv organization has set the pace for the "new era" in the transcription field, the entire open-end market has bounded ahead in a spectacular manner during the past few years. Their increased use on a national scale in Canada has been paralleled with more and bigger sales locally and regionally.

As evidence of the spiralling use of transcriptions, All-Canada's Program Division has increased its business by 62 per cent in less than a year. And the increase ratio has become even greater since the Petrillo Ban went into effect. Spence Caldwell, AC-PC manager who supervises the buying and selling of more than 90 per cent of all transcribed programs in Canada, places little importance on the Petrillo Ban.

"We've just issued a Program Listing which includes more brand new shows than All-Canada has ever been able to offer before", he says. "Ziv, and all the other producers we represent, have enough programs to satisfy the increasing demand for syndicate shows for at least two years".

ASK THE MAN WHO KNOWS!

YES, over 135 local advertisers have bought time on CKCL. That's a valuable expression of confidence from the men who know. But there's a reason—

CKCL is located in the centre of Nova Scotia. Truro is the rail centre of Nova Scotia—the Textile Capital of the Maritimes—the heart of the Dairy Industry—Truro alone has annual retail sales of \$8½ million.

IS your radio advertising reaching listeners in this important area? Follow the lead of the man who knows—the local advertiser. He'll tell you that CKCL is —

YOUR BEST BET!

CKCL

TRURO BROADCASTING COMPANY

J. A. MANNING
Manager

WILLIAM WRIGHT, Representative
Toronto and Montreal

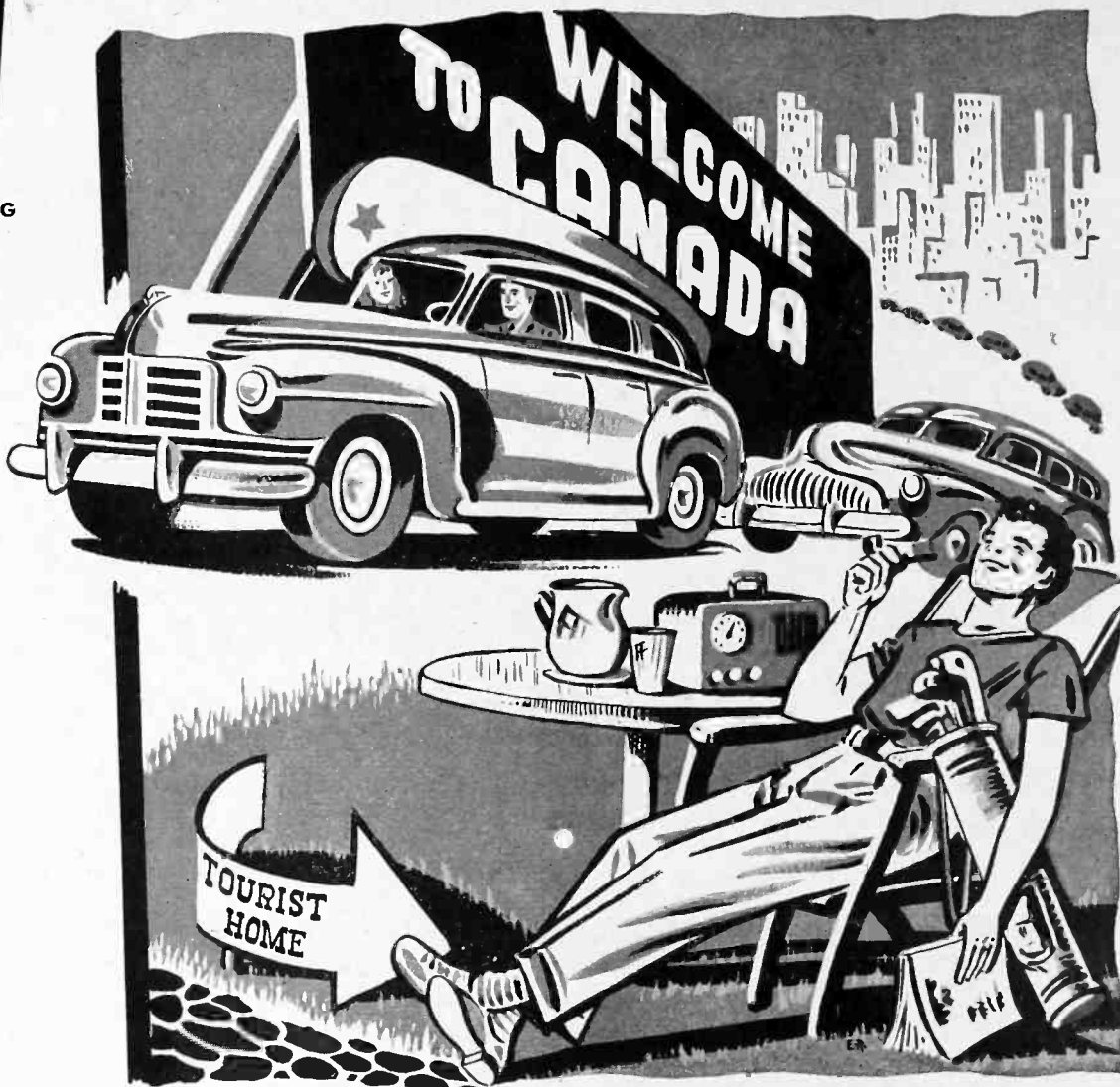
CKLW

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

"Relaxation and carefree fun under the sun — that's the kind of vacation my family and I dreamed about all winter long. And Western Ontario made it come true. One never has a worry in the world over here. Cordial hospitality, and never-ending sources of enjoyment — what more could a man ask. And to put you completely at ease is CKLW. This "up and at 'em" radio station covers the district extremely well. It reaches 198,130 Western Ontario homes daily with constructive information on goods and services to buy, news and views of the day and the finest in radio entertainment. Ah, yes, truly this district is just what we dreamed of all winter for relaxation and fun under the sun—guess I'll take the family to the beach this afternoon".

Thousands of Tourists will soon be searching for places to visit—for goods to buy, Mr. Executive. Wherever they stop—in Tourist Homes, Motor Courts, Hotels—CKLW will be there to carry your advertising message, forcefully and convincingly. That's why this "live-wire" radio station should be a MUST in your Spring and Summer advertising plans.

Remember—in 198,130 Western Ontario urban and rural homes . . . it's CKLW the "Good Neighbor Station" 800 on the dial.

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

**The Only Canadian Radio Station Owned
And Operated By Its Listeners**

CKSB

St-Boniface

promoters of a
most successful
community enter-
prise

THE HAPPINESS CAMPAIGN

An outstanding con-
tribution furthering
the cause of the
Private Canadian
Radio Industry.

REPRESENTED BY

C. W. WRIGHT - - Toronto and Montreal
INLAND BROADCASTING SERVICE - Winnipeg

PEOPLE



Marconi Reappoints Vic George

Montreal.—The appointment of W. Victor George, president of Whitehall Broadcasting Ltd., as broadcasting manager of the Canadian Marconi Company whom he left in 1935 to start Whitehall Broadcasting is announced by S. M. Finlayson, general manager. Vic George will assume his new position May 15 and will be responsible for all the broadcasting services of the Company, including AM, FM and eventually TV. He will make his headquarters at Station CFCF, Montreal. A veteran of nearly twenty-five years service in Canadian radio, George's experience has covered practically all positions from control operator to station manager as well as agency executive. During World War II he organized and commanded the Canadian Army Show, was Officer-in-Charge — Entertainment of the Canadian Army Overseas and took his discharge in 1945 with the rank of Lieutenant-Colonel commanding the Canadian Army Broadcasting Unit overseas.

Management of Whitehall Broadcasting will be taken over by assistant manager Wilf Charland who acted as manager during Vic George's absence overseas.

William Victor George is one of the "old guard" in Canadian broadcasting. Nearly twenty-five years ago, he entered radio as an assistant operator and general handyman at the Canadian National Railway's broadcasting station in Ottawa, his home town. Circumstances forced quick development in those days and he soon doubled on every job in the station — engineer, announcer, continuity writer and finally, assistant manager. The largest station in Canada's Capital City had unusual conditions to combat and Vic George more than once lugged batteries and the alleged "portable" equipment of the times all day and announced and "engineered" the Prime Minister on the air in the evening. He then was transferred to take over the CNR station in Moncton, N.B., being in the unique position of station manager before he attained his majority, a fact he was able to keep a complete secret. Four years of service as manager there was followed by a promotion to Assistant to the Director of Radio of the Canadian National Railways in Montreal on commercial and policy matters as well as new developments. This involved much research which took him far afield on numerous occasions. During this period he was pinch-hitter as regional supervisor at various points and directly in charge of a number of national "events" broadcasts.

In 1931 he left the C.N.R., for private radio, joining the Canadian Marconi Company as manager of CFCF Montreal for four years. Later he created Whitehall Broadcasting Limited which he has directed ever since—now a period of some thirteen years.

1000 WATTS — 970 KC

The French Voice of the Ottawa Valley

CKCH

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

CANADIAN REPRESENTATIVE—

Omer Renaud & Cie,
3474 Cote-des-Neiges - Montreal.
Toronto Office—43 Scott Street.

AMERICAN REPRESENTATIVE—

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

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

YOUR BEST FRENCH SALESMAN EAST OF MONTREAL

Covers more territory - Serves more people
effectively and economically

5000
watts

800
kilocycles

CHRC

"LA VOIX DU VIEUX QUÉBEC"

CANADA
JOS. A. HARDY & CO.

REPRESENTATIVES

U. S. A.
ADAM J. YOUNG, JR. INC.

Vic's unusual background of technical and program experience has enabled him to score a number of interesting firsts. He had heavy responsibilities in connection with the broadcast of the arrival of the R-100. He organized a very complete broadcast of the total eclipse of the sun in 1931. He directed and participated in the first two-way transatlantic commercial broadcasts—going to England for the purpose in connection with the British Empire Games in 1934. He produced the first transcontinental two and three-way broadcasts in 1935, linking many important Canadian cities, New York, Hollywood. Plot boats off the Atlantic and Pacific coasts and other spectacular spots into a great round robin for a National New Year's broadcast. His was the first conception and execution of transatlantic two and three-way broadcasting when in 1937 and 1938 he originated a commercial series that included pickups on every program from various Canadian points as well as London, England and various European capitals. This meant another trip to England and the creation of interesting contacts throughout Europe when war was in the making. While today these world-wide radio leaps are relatively commonplace, at that time they were sheer pioneering and were a constant challenge to ingenuity and organization.

Vic George joined the Army in 1942 and was appointed Commanding Officer of "The Army Show". He organized this unit and took it all across Canada on a highly successful tour. He then took the personnel overseas and shortly after was appointed Officer-in-Charge — Entertainment of the Canadian Army Overseas. Near the end of hostilities he was promoted to Lieutenant-Colonel to organize and command the Canadian Army Broadcasting Unit.

He was born (1904) and educated in Ottawa, is married and has one daughter.

TORONTO WELCOME

The fact that if there isn't a crisis a Thivierge will manufacture one is borne out by the latest escapade of Jacques Thivierge, general manager of Northern Radio, who arrived in Toronto the other morning and promptly got arrested for stealing his own car.

Shortly after taking delivery of his 1948 Chevrolet in March, it was stolen in Rouyn, and recovered the next day in Val d'Or. Meantime the Quebec police had notified the Ontario force who were keeping an eye peeled for the missing car.

Six weeks later, Jacques managed to get lost on Danforth Ave., Toronto, stopped a passing cruiser to enquire his way, and was promptly conducted to No. 10 police station as the driver of a stolen car. It took Jacques two hours to convince these representatives of "Toronto's Finest" that he was the owner of his own car and that the Quebec gendarmerie had simply neglected to advise them of its recovery.



More Hope THAN CHARITY
Elda Hope

A friend from Ohio visiting Toronto struck up a radio conversation with me. That seems a more or less agreeable and obvious subject. It started with vocalists because she asked me who was my favorite singer. Thinking I was answering in terms of her listening, I suggested Bing Crosby of Philco's *Bing Crosby Show* but with a very definite leaning toward Tony Martin who sang on Texaco's *Star Theatre*. When it comes to Canada, my vote would go to Eddie Allen of Colgate's *Happy Gang* or to Russ Titus of Toni's *Singalong*.

My inquisitor immediately suggested she meant a gal warbler. When I mentioned that very near the top of my list was Helen Young, she asked just who is Miss Young. I could tell her very little except that she may be heard Friday nights on CJBC in *Helen Young Sings*. She has an extensive range, excellent quality and a varied repertoire.

Not with the intention of seeking comparisons but quite by accident, I dialed Chesterfield's *Supper Club*, featuring Jo Stafford. Maybe it sounds like a lot of courage but I'd stack Young up against Stafford any day. I'd say she'll go places. Pianist Lou Snider completes the show and producer Jackie Rae ties it up in a very neat package.

Our conversation switched to comedy shows. My friend can have Benny, Hope and Cantor, but I'm sure you'll have to go plenty far to beat RCA Victor's *Wayne and Shuster Show*. When I listen to this type of entertainment, it is the number of actual laughs that counts with me. Smiles don't score.

In my opinion, if a show is to duplicate another it should never go below the standard set. To rise above the level of *Information Please* is a difficult order. Therefore, it would seem almost better if *Beat the Champs* had been forgotten. There just isn't another Clifton Fadiman on the air, including Dan Fairbairn. This quiz heard on Trans-Canada net Friday nights seems like time wasted to me.

While I listen periodically to Whitehall Pharmacal's *What's Your Beef*, it seems to me—and others have suggested too—that a more pleasant title might be in order. We hear plenty of complaining in this day and age and it is somewhat like forcing the issue to air a program with that idea in mind. If Don Sims were to greet his interviewees with *Why That Smile?* it would at least serve to turn the corners of their mouths up instead of down with the customary gripe. It sounds like a good idea to me and it might be a clever ad for Kolykos.

My vocation in life has never been to title programs, but in my opinion *Hospital Party* is just about the end of them all—the title I mean. On more than one occasion I have been a patient in a hospital and I feel quite safe in saying not one person would care to be reminded of it, particularly veterans who may find it necessary to make it their home for months or even years on end. If it were only called *Platter Party*, CJBC might find willing listeners. It's only an idea, but may be worthwhile.

'Bye now,
Elda.

From the World's Largest Program Library . . .

MUSIC MADE TO ORDER!

at the **David STREET SONG SHOP**

starring **DAVID STREET**
romantic young tenor

With Lucille Norman, The Mello-Larks, Gene Plummer and His Men.

. . . . Another New **ALL-CANADA PROGRAM**

Audition it now!

We Belong To Yorkton

. . . and Yorkton belongs to us, and to the sponsors who use CJGX.

The 336.15 sustaining hours and the 787 spots we donated to Yorkton community projects in 1947 included:

- FARM CLUB FORUMS
- YOUTH ON PARADE
- HEAR UKRAINE SING
- ORPHANAGE FUND
- MUSICAL FESTIVAL
- CHILDREN'S AID
- RED CROSS
- CANCER FUND
- BABY BEEF FUND
- SCOUT JAMBOREE
- HOBBY FAIR
- TOURIST WEEK
- CURLING CLUB
- HOSPITAL UNION
- CITIZENSHIP DAY
- YORKTON FAIR
- PARLIAMENT HILL
- SALVATION ARMY
- BUNDLES FOR BRITAIN
- ANTI TB FUND

It's Always Community Radio Week at

CJGX **YORKTON**
WESTERN CANADA'S FARM STATION

H. N. STOVIN & COMPANY IN CANADA
ADAM J. YOUNG JR., INC. IN THE U.S.A.

Station Managers

Experienced operator-announcer, 23, single, can handle recordings and remotes, would like radio job in central or western Canada. Can supply top references.

Box L
CANADIAN BROADCASTER
371 Bay St. Toronto

A New Voice

IN A RICH MARKET

Officially on the air from Friday May 14, CHLO, St. Thomas offers advertisers a thousand selling watts on 680 kc., which, with its specially-beamed pattern, will pump their sales messages into St. Thomas and London, and includes in its intense-signal area the prosperous counties of Elgin, Norfolk, Oxford, Middlesex, Perth, Huron, Lambton, Kent and Essex.

CHLO will be advertising's open sesame to the rich storehouses of Western Ontario—a top "must" on the list of "must" stations.

National Representatives
RADIO REPRESENTATIVES LTD.
Toronto, Montreal, Winnipeg and Vancouver
DONALD COOKE INC.
in the U.S.A.

1000 WATTS ★ 680 KC →

DIRECTIONAL

CHLO

ST. THOMAS
ONTARIO



Bob Preistly, "The Sunday Visitor" looks over some library books in the R.A. wing of Regina's General Hospital. Gathering material, writing an hour and a quarter script and making the broadcast each Sunday at 7 p.m., is quite a chore, but Bob believes firmly that the show must go on, and does a darn fine job of it each Sunday for CKCK. A World War One leg wound has kept Bob confined to hospital for the past four weeks.

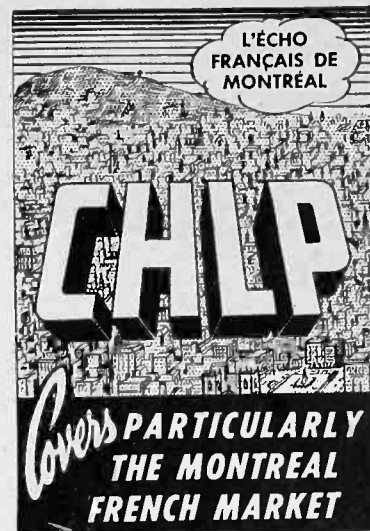
CAPTIVE AUDIENCE

Philadelphia.—A novel FM experiment is being tried out by an American public transport line, which is installing speakers in buses and trackless trolleys. An observer stated that: "enlightened programming, with loud-speaker volume, limits commercials to a few seconds with five minutes of music in between". The sets, tuned only to the station making the installation, play constantly, and the happy result—for broadcasters and advertisers, at least—is a 'captive' audience that can't get away.

'TISN'T CRICKET

London, England. — The BBC recently murdered a fictional Lord Latymer in a broadcast of its serial thriller *The Tipster*. On receiving condolences from friends and relatives, the real Lord Latymer wrote in to THE TIMES saying that the report was greatly exaggerated, and that he was alive and well. He suggested that the BBC consult Debrett or Burke before using the title of a living peer in a serial thriller.

1000 WATTS SOON!



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

Ask—

ANYONE IN NORTHERN OR CENTRAL SASKATCHEWAN
 OR
 THE "ALL-CANADA" MEN
 WHAT
 5000 WATT STATION OPERATING AT 900 KILOCYCLES
 IS DOING
 A BANG-UP COMMUNITY SERVICE JOB

Sign Up Now!
 with Canada's fastest growing
AIR-FORCE

SERVICE BENEFITS

Within our primary coverage area are 18% of the Total Population of Canada, 25.28% of the Total Retail Sales in Canada, 23.55% of the Total Food Sales in Canada, 32.57% of the Total Drug Sales in Canada based on the latest Dominion Bureau of Statistics figures. Coverage according to measurements of R.C.A.

RECRUITING STATIONS

In Canada: National Broadcast Sales, Montreal; Metropolitan Broadcasting Service, Toronto. In the United States: Adam J. Young, Jr., Inc., New York, Los Angeles, Chicago.



CHML

and CHML - FM
 HAMILTON, ONTARIO

900 k.c. — 5000 Watts — DAY and NIGHT

From the
World's Largest
Program Library . . .



Yes
It's

Another
New
**ALL-CANADA
PROGRAM**

Audition it now!

NEW YORK'S RADIO ROW

by
Richard Young

New York, N.Y.—The local station, sometimes classified as the non-network-affiliated outlet or the community station, has come into its own during the years of the post-war period. Most industry authorities here will tell you that the rapid growth of the independent station has been sparked by the good old American free enterprise system and competition. You've read a number of times of course about the ever-increasing number of outlets springing up throughout the U.S. brought on by the rather generous granting of licenses by the Federal Communications Commission. Not forgetting mushrooming FM and TV. Well, it's this growth of competition that is prompting better programming, commercial as well as sustaining. Station operators realize that it will only be the best of the lot that will be able to stick it out. Some officials have already predicted that the saturation point has been reached in a number of markets. But so far there hasn't been much evidence to back up these predictions. As a matter of fact, the year end figures (for 1947, that is) showed that most stations racked up new highs in advertising revenue. And all early signs this year indicate that the trend is continuing—even in the over-sized community of New York. Station WOV, for instance, recently announced new revenue gains. The independents have garnered new prestige in many ways. Since last September at the

National Assn. of Broadcasters convention, the indies have gained more and more power in their trade organization. It was their challenge, you'll recall, that halted final adoption of the proposed broadcasters' standards of practice code. Not too long ago the NAB brass was allegedly dominated by the four major networks and the larger network affiliates. But that doesn't seem to be the case these days. The NAB chiefs listen patiently when the indies speak up.

The indies also shine in the sustaining classification which includes public service programming. According to the NAB, all stations devoted 41% of their evening time and 39% of their total time on the air to non-commercial shows during February. This compares with the initial analysis last year which found 34% of the air time given over to sustainers. Among the indies, the larger-station average was 41%; the medium-station average, 49%; and the small-station, 48%. (Which of course should keep the FCC smiling down upon the non-affiliates.)

Nearly every day in the week we hear new (and glowing) predictions of the size of the television audience. You'd think that most of the experts are spending their waking hours walking the streets of the few current video markets counting on their hands the number of receivers in the homes of consumers. Your reporter wouldn't dare attempt to tell you how many sets there are now. We wouldn't know how to go about selecting the proper figure from the assortment available wherever you turn. NBC's research director, Hugh Beville, struck out at these "self-appointed authorities" last week by declaring that the video picture is being clouded by too many people talking about it with little basis in fact. Granted, there is a need for more facts. Mr. Beville pointed out, but there is also a major need for wider dissemination of the facts already known. Mr. Beville anticipated that some day we will depend solely on industry groups such as the Broadcast Measurement Bureau and the Radio Manufacturers Assn. for authentic surveys and figures. It's a slow, hard process but it will be done, he added.

According to figures prepared for PRINTERS' INK magazine by Dr. Hans Zeisel, associate director of research for McCann-Erickson, Inc., total expenditure for national and local radio advertising in the U.S. during 1947 reached \$530,600,000, an increase of 7% over 1946. Dr. Ziesel disclosed that radio accounted for 13.7% of the total U.S. advertising volume of \$3,879,800,000. Newspapers ranked first followed by radio and magazines. We understand that the first quarter (1948) figures have surprised some industry officials and are leading to forecasts of an even better '48. The ABC network just revealed its first quarter gross time sales at \$11,857,194—up 14% over the same period last year. We're hearing less talk of a recession these days—the figures speak for themselves.

Radio's much-discussed film promotion presentation, which we hear has run through its initial \$50,000, has finally figured out its financial schedule on a subscription basis. Subscriptions by stations will be made on the basis of net income using the classifications designed to determine the dues of NAB members. The rates range from \$25 for up to \$25,000 income up to \$1,000

COMMUNITY RADIO

Winnipeg—Safety is a serious state of affairs in any community and CJOB is doing its part in bringing it about.

With this in mind the station is now airing a weekly 30-minute show known as Safety Patrol. Written by Norm Williams and narrated by Greg Anderson, the program endeavors to induce citizens to follow common sense safety rules in their day-to-day activities.

Co-operation of police has been obtained, and each week drivers who have caught the watchful eyes of the guardians of the law appear on the program and receive suitable rewards.

The program is sponsored by Grand Motors.

for \$2,500,000 and over. Complete details—or as complete as they are—will be one of the features of the NAB meet in L.A. this month.

On the cuff notes . . .

There's talk that the ABC network is auditioning a new comedy package built around stage comedienne Nancy Walker. . . . Once again insiders predict fireworks when the proposed broadcasters' standards of practice come up at the NAB confab. During recent weeks it was believed that the newest revisions would keep the smaller stations happy. But this doesn't seem to be the case now that the NAB's 2nd District (New York and New Jersey) is seeking five changes and a group of broadcasters in Alabama have voiced renewed opposition.

We hear the MBS web's Bret Morrison (The Shadow) has a new summer show in the works titled Tin Pan Alley—a song series, of course. . . . CBS network and the Los Angeles Times newspaper will jointly form a new corporation to operate the Times-planned tele-station KTTV. . . . NBC network has inked Red Heart dog food as bankroller of a program of dog stories bearing the title, Lassie, starting June 5 over the full net. . . . ABC network's Theater Guild on the Air has been renewed for its fourth season by U.S. Steel. . . . It's rather difficult to believe, television seems such a baby, but it's a fact—NBC's Manhattan video outlet, WNBT, is now in its 10th year of operation. . . . Industry was shocked by the untimely death of Tom Breneman, emcee of the ABC network's Breakfast in Hollywood. Trade expected Tom's understudy Jack McElroy, to replace him but the network came up with Garry Moore who also does the honors on NBC's Take It or Leave It. . . . Incidentally NBC has disclosed that the principal reason network sales hit a record volume in '47 was the clients' increase in number of stations for their programs.

Average number of stations employed by NBC sponsors in the evening in 1947 was 134 compared to 127 in '46. . . . Major networks and the AFM finally ironed out a six-months salary scale for television . . . and in case you're interested, the quiz craze is still with us.

A number of quizzers are currently in the audition stages. One of the newest to hit the air, Phil Baker's Everybody Wins, received almost ungentlemanly treatment from the reviewers . . . and that's the news till now.

Your Introduction
To

31,610 HOMES

according to the latest B.B.M. reports

CKSF CORNWALL

CKSF can effectively introduce your messages to thousands and thousands of constant listeners in The Industrial City of Cornwall and the prosperous agricultural United Counties of Stormont, Dundas and Glengarry.

79.4% Morning Audience

78.7% Afternoon Audience

67.3% Evening Audience

According to a recent Elliott-Haynes Survey

CKSF is owned and operated by
The Standard-Freeholder, Limited.

SEE . . . HORACE N. STOVIN AND COMPANY

Time Buyers!

When you buy - -
Be sure you get -

CFCY

Naturally, you can't buy all the radio stations unless you have an unlimited budget. It makes sense, then, to take the radio station that reaches the most people. CFCY is first in the Maritimes and the Gaspé Coast, with the largest B.B.M. circulation of any private station east of Montreal—and nearly twice that of any other station in the same area.

"I MEAN that radio costs have reached the critical stage at which the price paid by the advertiser has become a challenge to competitive media in terms of people reached per dollar," said Robert N. Campbell, vice-president, J. Walter Thompson Co. Ltd., Toronto.

THE VALUE OF BBM
Campbell then gave suggestions on how to sell the medium, declaring one of the most important sales weapons

"So tell people about BBM," he said. "Make them listen. Make them understand. Putting BBM to work in terms of the sales force and in merchandising planning will enable clients to get more out of radio. It will increase the delivered value of your stations."

ADDRESSING

the 14th NAB District meeting in Denver on March 22nd, Hugh Feltis, Broadcast Measurement Bureau President, pointed to the growing purchase of radio time on the basis of "cost per thousand BMB" and called his listeners' attention to the fact that "you must have a BMB to figure the cost per thousand BMB."

CFCY TAKES YOU INTO MORE HOMES

ISLAND RADIO BROADCASTING CO. LTD.
CHARLOTTETOWN, P.E.I.

Rep.: Canada: All Canada Radio Facilities

U.S.A.: Weed & Co.

MEMO TO ADVERTISERS -

RESULTS POSITIVE!

When **YOUR** sales message is
broadcast over these
COMMUNITY STATIONS

CKPC BRANTFORD, Ontario.

CKFI FORT FRANCES, Ontario.

CHVC NIAGARA FALLS, Ontario.

CKDO OSHAWA, Ontario.

CJIC SAULT STE. MARIE, Ontario.

CHNO SUDBURY, Ontario.

CHUM TORONTO, Ontario.

CKNX WINGHAM, Ontario.

CHLP MONTREAL, Quebec.

CJFX ANTIGONISH, Nova Scotia.

CFAB WINDSOR, Nova Scotia.

CJ CJ CALGARY, Alberta.

REPRESENTED BY

JAMES L. ALEXANDER

Radio Station Advertising Representative

Concourse Building
100 Adelaide Street West
Toronto, Ontario
Telephone ADelaide 9594

Drummond Building
1117 St. Catherine St. West
Montreal, Quebec
Telephone HARbour 6448

PIONEERED IN FRENCH RADIO



At left, internationally known songstress Alys Robi, 1944 Beaver winner; top centre, Michel Normandin, CKAC sportcaster; below, Fernand Robidoux, singer on "Dow Award" and other CKAC programs; right, His Worship Mayor Camilien Houde presents the Daoust Trophy on CKAC's talent quest program "Enchantant dans le vivoir".

Pioneer French-Canadian station serving a vast Quebec audience with programs in their own tongue, as well as many of the top-ranking programs, in English, of the Columbia Broadcasting System, is CKAC, Montreal. Through its quarter of a century on the air, scores of present-day radio celebrities have earned their first plaudits on Montreal's La Press station, which has grown into one of the Dominion's largest radio organizations with well over sixty departments to serve its clients and listeners.

CKAC passed the quarter century mark of its broadcasting activities last September. The Silver Anniversary celebrations lasted through the better part of two weeks with a full week of feature programs and presentations aimed at every type of listener.

Starting in 1922 with a personnel consisting of the manager and two assistants, the Montreal station has enjoyed a steady growth to the point where it now has an organization with over a hundred employees on its staff divided between some sixty different departments essential to every-day broadcasting.

CKAC lays claim to having discovered close to 75 per cent of the best-known present day French-Canadian radio stars. Metropolitan opera star Pierette Alarie heads the list of CKAC discoveries, with other prominent names such as Claire Gagnier, Simone Flibotte and José Forgues following closely in Miss Alarie's footsteps. These four have all won scholarships on York Knitting Mills program *Singing Stars of Tomorrow* besides Yolande La-

Grenade, one of this year's finalists on the same program. Then there are Lucille Dumont, Alys Robi, Rolande Desormeaux (French-Canada's Miss Radio 1948), Fernand Robidoux, Claudette Jarry, André Bancourt, Oscar Petersen, Marie Thérèse Alarie (Pierette's sister), Noël Croteau, Muriel Millard and a host of others.

CKAC programs dating back ten years or more include "Le curé du village"; "Chantons en chœur"; "La course au trésor"; "Le train de plaisir". Other well-known CKAC originations include "Nazaire et Barnabé"; "Le Café concert"; "Le Ralliement du rire"; "L'émission Juliette Bellevue" and "En chantant dans le vivoir".

Starting next month, CKAC will operate under a new daytime 10,00 wattage, and this will be upped to 50,000, day and night, during 1949.

WANTED

Announcer--Operator

Northwestern Ontario station plans increasing staff. Announcer-operating experience essential. Good opportunities for advancement. State salary expected, qualifications along with references. Send audition disc. Men lacking ambition need not apply.

Write Box M
Canadian Broadcaster
371 Bay St. - Toronto

TALENT

HALLMAN HAS HATFULL

Toronto.—As Art Hallman leads his orchestra through ceremonies opening station CHLO, St. Thomas, Ont., on May 14 he will also be celebrating the twentieth anniversary of his start in radio. He had his own vocal and piano program at age 18 over CJOR, Vancouver, which he describes as "just a ticken-wire station then".



Art has a movie-style story to tell about that. Just out of his teens, he was a pianist on a CJOR children's program, *Big Brother Bill*, which featured a six-year old songstress named Iris Hatfull. In 1932, Art joined Mart Kenney and his Orchestra as vocalist, first saxophonist and arranger until Kenney helped set him up with a band of his own 13 years later.

Art searched for a satisfactory female vocalist until he heard a girl named Terry Dale singing on CJOR in the Vancouver Jubilee. He immediately wired her an offer to join his band. Her reply wire of acceptance said: "You'll be surprised, Art, to know that I'm Iris Hatfull".

Terry Dale, Hallman and his Orchestra are one of the very few summer musical commercials originating from Toronto, the Peoples' Credit Jewellers Song broadcast on a provincial

hook-up from Toronto's Sunnyside Beach. Completing their third season of dance-music from Casa Loma, Toronto, with a Dominion network Saturday night spot, the Orchestra has been booked by the Office of Mart Kenney for every night from May 17 to September 1.

WEST COAST WORKSHOP

Vancouver—A new "radio workshop of the air" is being organized in Vancouver by a group headed by Mrs. Sally Phillips.

The group plans to seek a sponsor and to broadcast plays introducing new radio talent. The activities of similar groups in the east are being examined for guidance in developing new actors.

MARKLE CITED

New York — Radio actors heard this week that their former co-actor Fletcher Markle had won new honors with CBS in New York.

The former CBC actor-director received one of the George Foster Peabody awards for "the airwaves superlatives of 1947".

His latest honor was for his work as director of the CBS series *Studio One*. The citation said the programs were "distinguished for taste, restraint and radio craftsmanship."

Markle's first radio effort was in Vancouver on *Stag Party* and he worked later on the *Stage* series on Sundays from Toronto.

YOUNG EXPOUNDS ON HUMOR

Vancouver — Former Vancouver actor Alan Young, who started on CBR's *Stag Party* and went from there to the big money, visited the west coast this week and made a round of personal appearances.

Dick Diespecker of CJOR emceed Young's appearance at the St. John's Church canteen. Dorwin Board interviewed him on his Man in the House program, and he was one of four speakers on Arthur Help's Town Meeting in Canada. The subject on this forum was, "How can the standard of Canadian humor be improved?"

A Top Name in Communications since 1909

NOW AVAILABLE TO CANADIAN

Radio Federal

Broadcast Equipment

FEATURES OF

FEDERAL'S

All-Aluminum

FM Broadcast Transmitter

(Maximum Accessibility and Simplicity of Tuning)

A newly developed Federal "FREQUEMATIC" FM Modulator attains improved high-quality and noise-free transmission.

All-electronic, simple circuits maintain the center frequency stable to within 1000 cycles of its assigned frequency as compared with the present FCC requirement of ± 2000 cycles.

The transmitter can be modulated to 200% without the maximum distortion exceeding 1.5% between 50—15,000 cycles.

Correct modulator emergency operation with center frequency control system inoperative.

Power stages are push-pull throughout, with non-critical tuning.

Non-glare meters using fluorescent scales illuminated with ultraviolet light, greatly improve scale visibility.

Only 9 tubes are required to maintain the operation of the RF portion of the circuit.

Maximum dependability with maximum simplicity of circuit arrangements.

Write Federal for complete information on electronic tubes for your requirements —Dept. 200.

Federal FM & AM Transmitters

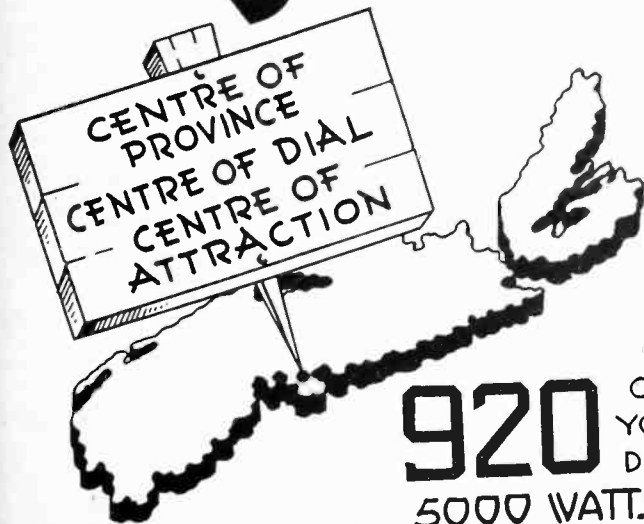
Federal Transmitter Tubes

Federal Square Loop FM Antenna

Federal FM Mobile Radio Units

Federal Transmission Lines (AIR AND SOLID)

cjch
HALIFAX, N.S.



Representatives: National Broadcast Sales, Toronto and Montreal
Lorenzen & Thompson, Inc., New York 18

Federal Electric Manufacturing Co., Ltd.



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

CFPA Reaches the People

Thunder Bay District is a large area. But note that the major part of the population is concentrated around the twinport cities of Port Arthur - Fort William.

These people are within easy reach of, and loyal listeners to CFPA — "Serving the Lakehead".

Check the map; and then check the low cost of reaching the *population* of Thunder Bay District on CFPA.

CFPA Port Arthur

250 WATTS

1230 KCS.

Get the facts from

NATIONAL BROADCAST SALES

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

MONTREAL: 106 Medical Arts Building - FI. 6388



LIONEL HITS A HIGH NOTE

"Outstanding event of the musical season" was the reaction of the community to this year's Moncton Musical Festival staged by CKCW. It's Lionel's Number One Community Service contribution, meeting with the approval of all.

In sponsoring this annual event, CKCW has two thoughts in mind—promotion of Moncton as the Music Centre of the Maritimes and to offer residents an opportunity of having their musical talents assessed by competent critics.

Community endeavors of this nature account for CKCW's popularity in these parts enabling us to guarantee a large enthusiastic listening audience when your advertising is "LIONELIZED".

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

THE FIRST COMMUNITY STATIONS

LIST OF COMMERCIAL LICENSES ISSUED IN CANADA UP TO 1926

May 1 1922—CJCG (Free Press) Winnipeg, closed 1923.

Balance of May—

- *CFAC (Herald), Calgary, now a Taylor, Pearson & Carson station.
- CFCA (Star), Toronto, closed 1933.
- *CKCK (Leader), Regina.
- CJCE (Spratt-Shaw), Vancouver, closed 1925.
- CKFC (Province), Vancouver, closed 1940.
- CJCD (T. Eaton), Toronto, closed 1926.
- CHCB (Marconi), Toronto, closed 1923.
- *CFCE (Marconi), Montreal.
- CFCE (Marconi), Halifax, closed 1923.
- CFCB (Marconi), Vancouver, closed 1923.
- CJNC (Tribune), Winnipeg, closed 1923.
- CKZC (Salton), Winnipeg, closed 1923.
- CJBC (Dupuis Frères), Montreal, closed 1923.
- CJCI (McLean Holt), Saint John, closed 1924.
- CHXC (J. R. Booth), Ottawa, closed 1927.
- CHCQ (Western Radio), Calgary, closed 1924.
- CFYC (Y. W. Odum), Vancouver, closed 1928.
- *CKAC (La Presse), Montreal.

*Still in operation.

During the balance of 1922, additional licenses were issued, those still operating being:

- CKOC (Wentworth Radio), Hamilton.
- CFCH (Abitibi), Iroquois Falls (Now North Bay).
- CFCN, Calgary.
- CFPL (Free Press), London.

Twelve licenses were issued in 1923, the survivors being:

- CKY (Manitoba Telephone), Winnipeg.
- CFQC (A. A. Murphy), Saskatoon.

Thirteen licenses were issued in 1924, those continuing being:

- CKCO, Ottawa.
- CNRO (now CBO), Ottawa.
- CFCT (now CJVI), Victoria.

Nine licenses were issued in 1923, including the following survivors:

- CKCL (Dominion Battery), Toronto. (Now CKEY).
- CNRV (now CBR), Vancouver.
- CFCY, Charlottetown.

Twenty-three licenses were issued in 1926, including the following survivors:

- CFRB, Toronto.
- CJOC, Lethbridge.
- CHNS, Halifax.
- CFJC, Kamloops.
- CJRM, Moose Jaw (now CKRM, Regina).
- CKCV, Quebec.

WELCOME HOME

Among the thousands of Winnipeggers who turned out to welcome the city's erstwhile "bachelor mayor". Garnet Coulter, on his arrival home with his new bride, Jessica Allan of Montreal, was CJOB's "little man with the microphone", Dudley Patterson.

Dudley described the mayor's arrival, followed him and his bride in their triumphant ride through Winnipeg streets, and ushered them into the Fort Garry Hotel.

TO COVER OLYMPICS

Vancouver.—Canadian athletes at the Olympics in London from July 29 to August 14 will be covered by Bill Herbert, special events broadcaster for CBC International Service at CBR Vancouver.

Special studios have been built at Wembley Stadium for radio coverage of the track and field events. Herbert will work with London staffers of CBC and with the BBC, which is handling broadcasting arrangements for all countries taking part in the games.

Community Service Builds Audience for

CJAT

AVERAGE PROGRAM RATING . 39.9
 LISTENERS 96%

100 local merchants use station consistently.

610 Kc. VOICE OF THE RICH KOOTENAYS 1000 W.

Ask All-Canada or Weed & Co., U.S.A.

Dig the foundation first

A commercial radio program is not a toy—nor an extra—nor something for the sponsor's wife to wear like a spray of orchids.

Its purpose—its real, underlying purpose—is not to entertain, but to produce *profitable* sales. Otherwise it fails in its object, no matter what its prestige or rating or attractiveness.

A commercial radio program should be built on facts. These facts should pin-point the answers to the following questions.

WHAT are we selling?

TO WHOM are we selling?

WHERE are we selling?

AGAINST WHAT are we selling?

Only when these questions have been answered, and when the market and sales data have been analyzed, is it time to consider what kind of a program is required. And where. And when. And how often. And at what cost.

Then, and not until then, is the time to consider the planning of the program.

It's the hard way to go on the air. But through this apparently laborious, painstaking method, this Company has built the exceptional record of radio success its clients enjoy.

"Dig the foundation first, if the house is to stand against the weather."

Successful radio programs produced by J. Walter Thompson Company Limited, either in conjunction with other offices or entirely through the efforts of its Canadian offices in Montreal and Toronto include:

English

- Lux Radio Theatre
- Kraft Music Hall
- Charlie McCarthy
- John and Judy
- Laura Limited
- Breakfast Club

French

- Ceux Qu'On Aime
- Café-Concert Kraft
- Courrier Confidences
- Francine Louvain
- Madeliene et Pierre
- Juliette Beliveau

J. Walter Thompson Company Limited

MONTREAL • TORONTO • LONDON • SYDNEY • MELBOURNE • CAPE TOWN
 JOHANNESBURG • BOMBAY • CALCUTTA • NEW YORK • CHICAGO • DETROIT
 HOLLYWOOD • LOS ANGELES • SAN FRANCISCO • SEATTLE • BUENOS AIRES
 RIO DE JANEIRO • SAO PAULO • SANTIAGO • MEXICO CITY

More Talent
More Shows
More Service

For the Community!

THAT'S WHY
MORE AND MORE
NORTHERN ALBERTANS
RECOGNIZE

CFRN*

AS THEIR COMMUNITY
SERVICE STATION

* Edmonton's 5000-watt Station — DIAL 1260

OPINION

I Want To Be In Radio

(Among the people who come into our office in quest of work in radio is a wide variety of people. One recent visitor was a young man named Don Bickerdike, who having graduated from the Academy of Radio Arts, stayed to impress us with the ideals he had built up around the broadcasting medium. We asked him to get these ideals on paper, to state what he liked about the business and what he did not like. His statement follows. ED.)

Today radio is more powerful than any other single medium. Its importance in our lives can be estimated by the amount of criticism people hurl its way. Nearly everyone is willing to climb on the bandwagon and tell you what is wrong with radio. But at the same time radio holds these people in awe, and to them radio is the young glamor boy of all media of expression. And many of them because of this, think, "I'd like to be in radio".

Yes, I want to be in radio. But to me radio isn't a young glamor boy. It has its glamor, yes. But to me radio is a very serious business. It has a power of communication so forceful, that if not handled with care, it can be an effective means of leading groups of people to destruction. And this is not idle thought for the war proved radio's destructive strength.

Fortunately, however, it can also bring people together in understanding with an emotional force unequalled by any other medium. By honest communication it can rid people of the prejudices which spring up through lack of knowledge.

We are living in a civilization governed increasingly by speed. Our living has become fast, scheduled, and radio aptly symbolizes the high price of time. As we rush to work in faster buses and automobiles, so do we feel that we must be moving quickly through our moments of so called leisure. Our entertainment has become rushed; we work fast and we play fast; we have lost a great deal of contact with culture—we haven't the time for it. We won't take time to enjoy a type of entertainment which stimulates thinking. We would much rather sit down and listen to a sort of juke box clanging in our ears. And when we are asked why we like to listen to this juke box semblance of a quick moving world, we say this is our rightful time for entertainment and this is what entertains us. Consequently radio ratings show that more people listen to variety shows and the last ground-out hits, than to any

form of program to which they have to lend half a serious ear. As a result the quality of programs on the North American continent is decreasing. Yet I'd like to be in radio.

People will get used to anything if exposed to it long enough. They acquire a taste for it. In other countries they have proved that a higher standard of entertainment has through time, become what listeners want to hear. People are normally adverse to anything labeled culture, but if the label is taken off and it is presented as entertainment, they are willing at least to accept it with an open mind. There are standards to consider. Good culture is good entertainment. There is no reason why we can't have the type of entertainment which not only entertains, but also stimulates a certain amount of thinking and in turn creation. In this country we have no national theatre or concert hall. Radio has become both, or perhaps it is safer to say, can become both. Drama and music are the reflection of our living, and in reflecting it, they show us one another. Through such communication springs understanding between peoples.

In commercial radio, the program output is governed largely by ratings, indicating which pro-

**OUR
SINCERE THANKS**

To The
**BORDEN
Company Limited**

For A
**MOST PLEASANT
BROADCAST SERIES**

On
**CANADIAN
CAVALCADE**

THE OFFICE OF
MART KENNEY
125 DUPONT STREET
TORONTO, ONTARIO

In the Spotlight

- MORE POWER
- GREATER AUDIENCE
- MOST POPULAR
- OUTSTANDING IN MANITOBA

CKY
WINNIPEG
15000 WATTS

TRANS-CANADA NETWORK
Finest and most popular programs

Exclusive Sales Representative:
HORACE N. STOVIN
TORONTO WINNIPEG MONTREAL

"Silver Anniversary Year"

grams are the most popular. But all such polling reveals only what station and program is being listened to and at what time. It affords no individual evaluation of the program. So I feel that radio ratings are to a certain extent poor evidence of what the average listener wants to hear. Through the underestimating of peoples' tastes, they are lowering the standards of radio.

Also it is not hard to realize that fan mail, giving a voluntary expression of like or dislike for a program, comes from a certain type of listener. It is not often that the person who dislikes a crescendo of blatant noise writes into tell the sponsor. It is far more common to hear from the listener who is overjoyed with this type of program, and who also writes in to condemn anything with a cultural content. It would seem that those who are responsible for the presentation of programs should aim to elevate the present standards of radio. Interestingly, perhaps, I should like to get into radio so that, in part, I may have a share in radio's participation.

Radio is a serious business, but it has an influential power which has great force. And that is what I want to be in radio—to

have some hand, small as it may be, in contributing to a medium which can play such a big part in leading Canadians to an understanding of themselves and of other countries.

Most B.C. Merchants Favor Price Mentions

Vancouver.—A survey by the four private stations in Vancouver and New Westminster has shown that the majority of retail merchants probably would favor prices being mentioned on the air, if this were allowed by the CBC.

Both radio advertisers and those who did not use this medium were questioned in the two cities.

Acting on a request from the CAB, sales staffs of the stations posed the question to representative wholesale and retail dealers in downtown and suburban areas.

A complete breakdown of the replies has not yet been tabulated, but those who took part in the survey said that there appeared to be a good margin in favor of mentioning prices.

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	19.2	+ .3
Big Sister	18.7	+ .7
Happy Gang	18.5	-.3
Pepper Young	18.0	+ .6
Life Can Be Beautiful	17.0	-.3
Road of Life	16.8	-.1
Sing Along	16.3	-.1
Right To Happiness	16.1	+ .6
Lucy Linton	15.9	-.2
Laura Limited	15.9	-.1
French		
Rue Principale	32.6	+ .3
Jeunesse Doree	31.8	+1.2
Tante Lucie	22.1	-1.2
Quelles Nouvelles	21.2	+1.1
Joyeux Troubadours	20.2	-1.7
Grande Soeur	19.7	-1.6
Le Quart d'Heure	19.4	-2.3
Francine Louvain	17.2	+1.2
Courrier Confidences	12.7	+ .9
Madeleine et Pierre	10.5	-.1
EVENING		
English		
Lux Radio Theatre	36.9	+ .5
Charlie McCarthy	35.2	-3.1
Fred Allen	34.3	-3.3
Fibber McGee and Molly	30.8	-2.4
N.H.L. Hockey	27.1	+3.6
Amos 'N' Andy	26.4	-3.0
Kraft Music Hall	24.0	-.6
Twenty Questions	22.5	-.1
Bing Crosby	20.6	-.8
Share the Wealth	20.6	-1.6
Wayne and Shuster	20.1	-2.5
Album of Familiar Music	19.5	-2.4
Ozzie and Harriet	19.4	-1.7
Mayor of the Town	19.3	-.3
Dennis Day	18.6	-1.2
French		
Un Homme et Son Pêche	42.5	same
Radio Carabins	38.8	+ .3
Enchantant dans le vivoir	38.4	-2.4
Rallieement du Rire	36.8	-1.1
Ceux qu'on aime	35.4	+1.6
Métropole	35.2	-.8
Radio Concerts Canadien	30.8	+1.5
Théâtre Ford	28.6	-5.4
Qui suis-je?	27.9	-1.6
Café Concert	25.4	-3.3
Juliette Beliveau	24.5	-1.4
La Mine d'Or	23.0	-4.6
Simpson Pops Concert	18.4	+ .6
C.I.L. Concert	18.3	-1.4
Connaissez-vous la musique	18.2	+1.7

From the World's Largest Program Library . . .



"GIVOT FOR 15 MINUTES"
OF COMEDY AND SONGS

. . . ANOTHER

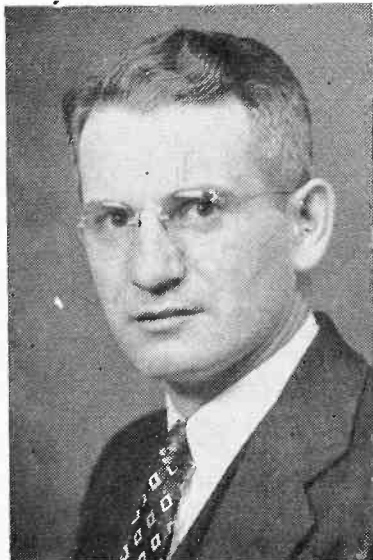
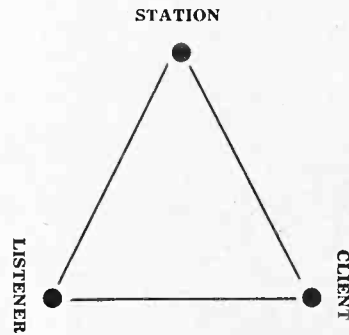
NEW

All-Canada Program

Audition it now!

JEM - - CJEM - - CJEM - - CJEM - - CJEM - - CJEM - - CJEM - - CJEM - - CJEM - - CJEM - - CJEM - - CJEM - - CJEM - - CJEM

- Blanket Coverage of 10,000 Radio Homes in their own language—French.
- Live talent (local) - - - 32%
- Live talent (Network) - - - 24%
- 56%
- A community-minded station with a consistently effective selling power.
- One advertiser's* programme pulled 15,000 letters in 1½ month's time.
- 250 watts — 1230 kilocycles . . . Edmundston, N.B.



COMMUNITY JOB EFFICIENTLY MAINTAINED

Represented by:
CANADA—HORACE N. STOVIN & CO.
U.S.A.—ADAM J. YOUNG JR. INC.

* L. O. GUERETTE says:
"Like most merchants in Edmundston, I have been a steady advertiser over CJEM since the station started on the air. Why? Because I am firmly convinced that it is doing a fine job . . . not only as far as increasing my business is concerned (and it has), but also for the good work it is doing in the city and region. Our local station is an asset to the community. We're glad and proud to encourage it. It works for us, why shouldn't we work for it, and keep up the idea that CJEM stands for a Community Job Efficiently Maintained."

JEM - - CJEM - - CJEM - - CJEM - - CJEM - - CJEM - - CJEM - - CJEM - - CJEM - - CJEM - - CJEM - - CJEM - - CJEM

CKMO spells service in community-minded Vancouver

CANADA'S THIRD LARGEST MARKET

CKMO—raised three thousand dollars for the Shaughnessy Vets Hospital.

CKMO—helped "close the gap" in community chest.

CKMO—is now helping voluntarily The Canadian Associated Travellers "Stamp Out Arthritis" campaign; and the Canadian Paraplegic Association. . . . Some very good reasons why CKMO is Canada's fastest growing radio station!

Radio Is A Great Industry (An Editorial)

All over Canada this week is "Community Radio Week", and all through this issue are stories showing how Canada's Community stations pull their weight in their own communities, earning their acceptance by both listeners and advertisers, not by license fees or other forms of public subsidy, but by sheer force of services rendered.

Inclusion of stories in this issue dealing with specific stations should in no sense be understood as being discriminatory on our part in favor of those individual stations. Neither should the omission of any stations' activities be regarded as discriminating against them.

We have tried, from the material which we have been able to

unearth, to give a factual picture of community radio at work, not in the few areas mentioned in this paper, but from the east to the west and the north to the south.

Every Saturday for the past ten years, CHAB has presented a program featuring talent by youngsters between five and fifteen years. Free air time is provided Sunday mornings for religious services, and seven evenings a week a period is given over to the Ministerial Association for late evening worship. CHAB is currently laying plans with the Moose Jaw Police Athletic Association to co-sponsor a youngsters' boxing match. Currently the station is turning its efforts towards publicizing the Moose Jaw Flood and Disaster Fund. Army and Navy programs are heard every day of the week. Announcements for such campaigns as cancer, Red Cross, for lost and found articles are aired free on the *Mailbag* program. So regularly are the announcements aired that they total as much as 12,000 service announcements and 3000 "lost and founds" in a single year.

CJGX, Yorkton, which proclaims itself the "Western Canada Farm Station" performs a comparable function in its largely agricultural area, participating in and co-operating with every community enterprise that comes its way.

Down east, in Halifax, station CJCH is currently concentrating on sportscasts aimed especially at the boys in DVA's Camp Hill Hospital. A recent CANADIAN BROADCASTER story told of this station's work with National Employment Service in locating jobs. It conducts annual debates amongst Halifax Colleges and Universities.

CKNX, operating its "Ontario Farm Station" from Wingham, Ontario, besides unending activities in matters of interest to the farming community, has built up sports in its area to the point where CKNX has become amateur sports headquarters for three counties.

There isn't any limit to the story of community radio across Canada. A long time ago we wrote, in the first issue of this paper, "Radio is a Great Industry". At this time we were not too fully aware of the industry's strengths, nor did we have a comprehensive picture of its weaknesses. Today, seven years and a hundred and twenty-three issues later, we have a pretty keen appreciation of both, and today we should like to repeat what we said in our groping days of 1942—"Radio is a great industry."

GENERAL ELECTRIC AUDIO EQUIPMENT

featuring instant accessibility



G.E. Cabinet Rack Type FA-8-A Showing
Typical Audio Units Installed

THE new G-E high-fidelity audio equipment does away with complicated servicing procedures—puts every circuit component within instant reach. It assures you maximum on-the-air reliability, lower cost-per-hour of broadcast service—places your a-f facilities ahead of tomorrow's demands.

G-E audio equipment for FM, AM and TV is designed for high-adaptability—the new wiring duct gives flexibility to meet the widest possible variety of station requirements.

For further information about this attractively finished audio equipment write the C-G-E office nearest you.

47-RT-5

CANADIAN GENERAL ELECTRIC CO. LTD.
HEAD OFFICE - TORONTO



FREDERICTON IS A MAJOR MARKET!

CFNB includes in its local service area the progressive towns of Woodstock, Chatham, Newcastle, Sussex, St. Stephen and Milltown.

Throughout this rich market, CFNB has an average audience never less than 85.2% of the daytime listeners, with never less than 29.6% of the sets in use.*

The concentrated heart of the CFNB market has a population of 121,000.†

Compare the "per contact" cost with any in Canada. Compare the instantaneous delivered audience.

CFNB is a major market.

* Elliott-Haynes daytime survey—February 1948.

† 1947 City of Fredericton estimate plus Canada Year Book and Dominion Census figures in survey area.

CFNB



THE DOORWAY TO NEW BRUNSWICK

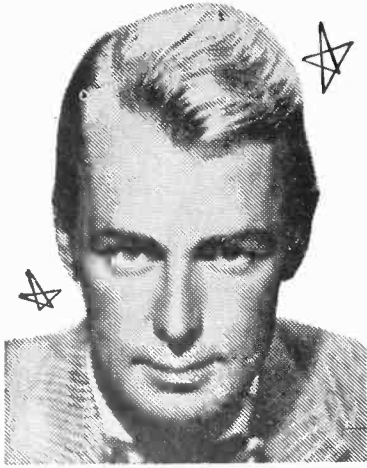
5000 watts at 550

FREDERICTON, N.B.

WEED AND COMPANY, U. S. A.

ALL CANADA RADIO FACILITIES

From the World's Largest
Program Library . . .



Alan Ladd

STARS IN A NEW
RADIO THRILLER

BOX 13

ANOTHER NEW

**ALL-CANADA
PROGRAM**

Audition it now!

RADIO'S CHILDREN

This is the story of John Smith, who distinguished himself, quite accidentally, by being born on May 1st, 1922.

It was just at this time that people were in the course of being startled—and in no small measure amused—by the new fad of wireless telephony, which had sprung up in a world which was trying to attune itself, after four and a half years of war, to the humdrum monotony of peace.

One day—it would have been in 1926, during Johnny's fourth winter—a conversation took place between Mrs. Smith and a neighbor.

"Mrs. Briggs", she said, "this radio has changed my husband. You know what a one he used to be for his card games. Well, now you can't persuade him to go out at night ever. He rushes home from work, has his supper, and then sits down at the radio, puts on those headphones and he's there till bedtime.

"I don't mind telling you, it wasn't much fun for me at first. He'd just sit there listening, and it wouldn't be any use talking to him, because he wouldn't hear a word you said, and if he could

have heard, if I'd dared interrupt him, I'd have my head blown off for fair.

"Then I got an idea. I was downtown one afternoon, and I saw a new radio set in the window of Sattersby's department store. It wasn't so very different from ours, except that instead of one headphone, it had three. When I got home, I got thinking things over. It was nearly Christmas and I had that bond Aunt Emily had left me. It might be the start of a row over extravagance, but it would blow over. Before I'd been a card game widow. Now my husband had started staying home nights, but I'd become a radio widow instead. Besides, little Johnny was growing up, and I wanted him to find out what was going on around here. Eddie—that's my husband—was always saying that what's wrong with the world was that nobody cared what was going on, and I didn't want our Johnny to grow up like that."

So Mrs. Smith sold Aunt Emily's bond and bought the radio with the three headphones, and once Eddie had got the sermon on thrift out of his system life was a lot more interesting at the Smiths. And of course it wasn't long before they cast the phones aside for a loudspeaker—one of the new dynamic ones—that had the neighbors up and down the street simply bursting with jealousy until they could get their own installed.

Johnny grew up like most of his generation, with a knowledge of music, of drama, of affairs—international and local—that his parents had never been able to acquire, and the radio played quite a part in the building of his habits—his character even.

At the age of five, Johnny's prime worry was the necessity of going to bed.

This going to bed business, so very vital in the health of a child, presented quite a problem to the Smiths, until one night, when Johnny was going through his usual routine of "just one teeny minute more, mamma", there suddenly came on the air the voice of *The Story Lady*. She started in to tell the gripping story of *The Three Bears*, and from that precise moment Johnny fell ardently and hopelessly in love!

He looked at his mother with pleading in his eyes, and she succumbed. "All right," she said, "but as soon as the story's over—off you go."

From that time on, Johnny al-

ways had to wait up for his *Story Lady*. It meant fifteen minutes later than his former bedtime, but Johnny knew that if he didn't go right up as soon as she signed off, tomorrow night he'd be packed off without hearing her. So radio, through *The Story Lady*, took an early step in moulding Johnny's character by sending him to bed at the right time each night.

As Johnny grew older he passed through the various normal stages: antipathy towards soap and water, dodging brushing his teeth, wanting to skip his breakfast cereal, and so forth. Here again radio, coupled with an intelligent mother, kept impressing on Johnny that his pores needed constant cleansing with Lather-O Soap, that he must clean his teeth twice a day with Spark-O Tooth Paste, that he would become a great big strong man and get a free Yo-Yo top thrown in for good measure if he ate his Crunch-O for breakfast every morning. Johnny may not have been very brand-conscious at the age of five; the advertisers who paid for the programs didn't get much business from Johnny direct; but they undoubtedly contributed to Johnny's early upbringing, and if some soap or breakfast food tycoon could have seen him sitting on the floor talking back to the radio announcer, he'd have gone home and awarded himself a solid silver medallion as a public benefactor par excellence. And then there was the day he was overheard telling the little girl next door: "*The radio man 'll get you if you don't cwean your teeth.*"

Johnny grew up with a keen interest in sport born of listening to games broadcast over the radio, and it was a proud day for John Smith Senior when his pocket edition came home from school with the news that he had a place on the team.

Johnny was familiar of course with the "jazz" and "swing" that are the birth-right of his generation. It was probably his hero-worship of Benny Goodman that gave him the "hypo" he needed to become second sax with the High School Swingaroos; and no doubt it was his early adoration of Walter Damrosch that inspired his interest in and love for the more serious music of the opera and the symphonies. This knowledge of "good" music was not the forcefully fed knowledge so much of which children are made to acquire in the name of education, but a gradually acquired

PUBLIC SERVICE With Listeners!

CKRM'S PRODUCTION STAFF . . .
From September 27 to December 6, 1947

1. Produced 12 Amateur Shows from 12 towns in Southern Saskatchewan.
2. Travelled 1,057 miles by bus, car, and train.
3. Heard 341 different amateur acts.
4. Broadcast 30 hours of entertainment.
5. M. C.'d 60 hours of entertainment.
6. Collected \$16,825 for the SASKATCHEWAN TUBERCULOSIS PREVENTIVE FUND.

SERVING SASKATCHEWAN

CKRM

REGINA

"THE SASKATCHEWAN
FARMER STATION"

Understanding and love that had slowly seeped into his system, because it had come to him cleverly disguised to entice his attention, by expert producers whose jobs depended on their ability to get listeners—and more listeners—for their programs.

At 16, Johnny had a greater knowledge of world affairs, he was more familiar with all types of music and drama from Schurert to soap serials, he had a healthier interest in sport, and was more conscious of the requisites of healthy living, than were his parents at twice his age.

In the early twenties, people were prone to deplore the fact that the disappearance of the open-fireplace had stifled family life.

Since the advent of radio, family life has increased to a level far higher than it ever reached and the old-fashioned log fire.

Johnny is 26 now, and so is commercial radio in Canada. After serving overseas with the CAF, he is back home again, well settled into family life. He married shortly after the war and is just as proud of Johnny Junior as his dad was of him.

Radio is not a new fad in the Smith Junior household, as it was with their parents. In Johnny's time, and in more than two million other homes there is the family radio, which is as much a part of the family as the chesterfield or Dad's armchair.

Little Johnny can't talk yet, but he is beginning to grow conscious of the radio already. He even seems to be able to recognize some of the more familiar voices.

As he grows up, he will begin to follow a number of programs. He will have his likes and his dislikes just like anyone else. He will find out about music and sports, local and world affairs, just as his Dad did. And just as his Dad was one of radio's children, back in the days of experi-

menting and pioneering, Johnny Junior will grow to manhood better informed because twenty-six years ago a few pioneering souls—without financial or other help—took their lives and their savings accounts in their hands and quietly started the new fad which has grown up into Canadian radio.

Ohio Awards

Two private stations and the CBC copped off honors at the Ohio State University's 12th Annual Institute for Education by Radio.

CJOR Vancouver came up with an award for the second successive year. This time it went to Arthur R. Helps' "Town Meeting in Canada", for the discussion "What has gone wrong with world peace plans?"

CKEY copped off a nod for a one-shot program called "Safety in Water". It was written and produced by E Ross McLean.

CBC won four first awards and two honorable mentions. In competition with the American networks, CBC stood second only to Columbia.

Lister Sinclair's radio adaptation of T. S. Eliot's play "Murder in the Cathedral" won a first as also did "The Case against Cancer", a documentary by the same author and produced by Esse Ljung. The third first went for "Magic Adventures", a series of children's programs written by Kathrine Marcuse, produced by John Barnes, and presented from Vancouver. Finally the judges gave the nod to the "Ontario Social Studies" script telling the story of Magna Charta, written by Max Braithwaite and produced by Kay Stevenson.

CBC's Stage 48 was commended generally and a special mention was accorded to Harry J. Boyle's play "The Flame of the Spirit," a recent "Stage" production.

CHAT

(Continued from page 3)

BECAUSE

Other than CHAT . . . the closest radio stations to Medicine Hat are 110, 185 and 300 miles away from Industrial-rich Medicine Hat!

Ask the All-Canada Man about our

1000 PERSUASIVE WATTS!

A SUPPLEMENTARY DOMINION NETWORK STATION

MEDICINE HAT

TOUR INTERIOR

Vancouver — Kenneth Caple, B.C. regional representative of CBC, visited interior stations in the Okanagan district, and addressed Rotarians at Kamloops and the Kelowna Board of Trade.

An active worker in public life in the west, Caple is a member of the Vancouver Board of Trade, a director of the Symphony Society, a governor of University of B.C. and president of the Central Y.M.C.A.

HART SHOES TEN TEST BULOVA ELGIN TEXACO
 R.C.A. VICTOR RADIOS TISSOT 1847 ROGERS
 FORD MONARCH PONTIAC LORIE SERVEL
 BUICK GMC CHEVROLET KROEHLER MAX FACTOR
 STANFIELD PHILCO ROGER'S HELENA FRIGIDAIRE DODGE
 BENJAMIN'S HAT POINT GURNEY DELAVAL RUBENSTEIN WHITE ROSE
 TOOK ARROW FORSYTHE
 FIRESTONE INTERNATIONAL BRANDRAM- HENDERSON CHRYSLER
 ELECTRIC ADAM HATS KELVINATOR BANK OF CANADA
 REGAL FLOUR LEWIS HATS COLUMBIA, VICTOR, DECCA, BLUEBIRD
 GATES REMEDIES
 GLIDDEN PAINTS

68 LOCAL ADVERTISERS BRING BIG NAMES TO A BIG MARKET!

Give YOUR brand name an EXTRA push in a BIG market—advertise it yourself. Right now 68 local advertisers are plugging, on their own, nationally known names. They get results — for CKBW serves the wealthiest per capita county in Canada and is HEARD by the people with this buying power. for they OWN CKBW. But get even better results than these local advertisers are now getting for your product . . . ADVERTISE IT YOURSELF IN ADDITION! Then watch the orders rise!

National Representatives:
RADIO REPRESENTATIVES LTD.
Toronto - Montreal - Winnipeg - Vancouver

YOU TOO CAN USE CKBW

CKBW

BRIDGEWATER

NOVA SCOTIA

Canada's Safeguard... An Informed People

PN's fast, accurate news reaches Canadians
from coast to coast through these . . .

77* COMMUNITY STATIONS

MARITIMES

CJFX	Antigonish	CHNS	Halifax	CKCL	Truro
CKBW	Bridgewater	CJCH	Halifax	CFA3	Windsor
CJEM	Edmundston	CHSJ	Saint John	CJLS	Yarmouth
		CJCB	Sydney		

QUEBEC

CHAD	Amos	CJAD	Montreal	CJSO	Sorel
CKCH	Hull	CKAC	Montreal	CHGB	Ste. Anne
CKRS	Jonquière	CKCV	Quebec	CHLN	Three Rivers
CFCF	Montreal	CJBR	Rimouski	CKVD	Val d'Or
CHLP	Montreal	CKRN	Rouyn	CKVL	Verdun

ONTARIO

CJBQ	Belleville	CKCR	Kitchener	CKTB	St. Catharines
CKSF	Cornwall	CFPL	London	CHLO	St. Thomas
CKFI	Fort Frances	CFCH	North Bay	CHNO	Sudbury
CKPR	Fort William	CKDO	Oshawa	CKSO	Sudbury
CKOC	Hamilton	CKCO	Ottawa	CKGB	Timmins
CJRL	Kenora	CFOS	Owen Sound	CFRB	Toronto
CKWS	Kingston	CHEX	Peterborough	CKEY	Toronto
CJKL	Kirkland Lake	CHOK	Sarnia	CKOX	Woodstock
		CJIC	Sault Ste. Marie		

PRAIRIES

CKX	Brandon	CFGF	Grande Prairie	CKRM	Regina
CFAC	Calgary	CJOC	Lethbridge	CJOB	Winnipeg
CFCN	Calgary	CHAB	Moose Jaw	CKRC	Winnipeg
CJCA	Edmonton	CKBI	Prince Albert	CKY	Winnipeg
CKUA	Edmonton	CKCK	Regina	CJGX	Yorkton

BRITISH COLUMBIA

CJDC	Dawson Creek	CKNW	New Westminster	CKMO	Vancouver
CFJC	Kamloops	CJAV	Port Alberni	CKWX	Vancouver
CKOV	Kelowna	CJAT	Trail	CJIB	Vernon
CKLN	Nelson	CJOR	Vancouver	CJVI	Victoria

These stations offer advertisers complete world and domestic coverage of

THE CANADIAN PRESS

REUTERS

THE ASSOCIATED PRESS

Three Great Services In One

PRESS NEWS

HEAD OFFICE — TORONTO

* 77 — and more coming.



DEMOCRACY AT WORK

Today The Commons will discuss various legislation. The Senate will sit.

—Ottawa Citizen.

• • •

ADDED CIRCULATION

It might be a hell of a good idea to wrap up your waste basket and traffic it around to the people on your subscription list. It would not be necessary to publish that week.

—Bob Buss.

• • •

HUMOROUS SAYING

If anyone asks if radio has a trade paper, we are going to tell them the truth.

—Ibid.

• • •

LABOR PAINS

After this fine list of scalps, we are now compelled to write the rest of the column ourselves.

—Ed.

• • •

TOO MUCH TO ASK

We have been asked to deny the rumour that CBC is paying a tribute on the network to the community stations whose facilities enable it to stretch its lines across Canada.

• • •

S. O. S.

In an issue like this, in which everything about community radio is sweetness and light, will somebody tell us how in hell to fill this column?

• • •

RESERVE TIME

We can't very well even tell you about the community station which celebrated "The Week" by hanging a gay nosegay on the key which brings it its network programs.

• • •

COMMUNITY SERVICE

We might however be forgiven if we repeat the one about the lady who phoned up the station (community of course), asked the time, was told it was half past ten, and then requested that the station phone her at noon so that she would know when to take the roast out.



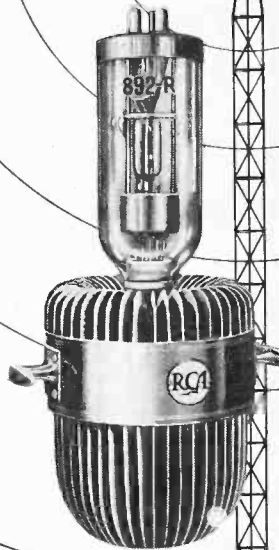
RCA 833-A
1,800 WATT INPUT RATING*



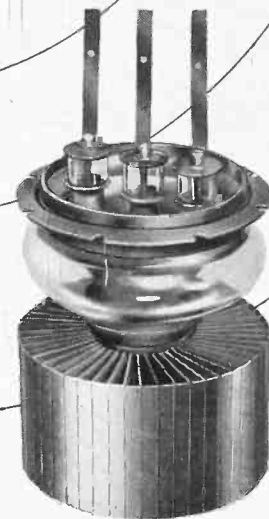
RCA 828
1,000 WATT INPUT RATING*



RCA 9C22
50,000 WATT INPUT RATING*



RCA 892-R
10,000 WATT
INPUT RATING*



RCA 7C24
3,300 WATT INPUT RATING*

RCA POWER TUBES

Give you PLUS values

*For Class C Telephony

Performance + Durability + Economy

YEAR AFTER YEAR, power tubes developed by RCA set the pace in value and performance for broadcasting service. No tubes offer a better example of engineering excellence coupled with true operating economy.

The ever-increasing demand for these RCA tubes in broadcasting and industrial electronic equipment has made possible improved manufacturing and quality-

control techniques—resulting in greater performance, longer life and dependability—all for the same dollar.

Comparison will convince you when renewal tubes are required, you'll gain by specifying RCA.

For technical data on any RCA tube type, write: Engineering Products Sales Dep't., 1001 Lenoir St., RCA Victor Company Limited, Montreal, P.Q.

For
Radio Communication
Today and Tomorrow
Look to
RCA VICTOR

RCA VICTOR



RCA VICTOR COMPANY LIMITED

HALIFAX MONTREAL OTTAWA TORONTO WINNIPEG CALGARY VANCOUVER

**It's Never
too Early...**



or too Late...

on CFRB!



It's *always* good listening on CFRB. Early risers just naturally turn their dials to CFRB first thing in the morning . . . just as naturally as they listen to CFRB last thing at night before "lights out"!

More sets are tuned to CFRB between 7:30-9 a.m. and 10:30 p.m.-Midnight than to any other Toronto radio station.

That's why more and more advertisers are realizing the value of early morning and late evening hours for getting their messages into more homes . . . and to more listeners.

But don't take our word for it: The most recent Elliott Haynes survey (March, 1948) of early morning and late evening listening trends in Toronto provides the following figures:

STATIONS		Early Morning Listening Trend			Late Evening Listening Trend		
		7:30-8:00	8:00-8:30	8:30-9:00	10:30-11:00	11:00-11:30	11:30-12:00
Average	Sets-in-use	25.4	33.7	30.5	37.2	24.0	6.8
	CFRB	8.8	13.4	10.6	10.9	9.2	2.2
	Station 50,000 watts	2.9	5.1	4.2	3.6	2.2	1.3
	Station 5,000 watts	1.6	1.9	2.8	2.9	1.6	.4
	Station 5,000 watts (daytime)	8.9	9.8	9.1			
	Station 1,000 watts (night-time)				8.1	6.7	2.3

CFRB

The listeners' choice!

★ REPRESENTATIVES

Adam J. Young Jr., Incorporated,
New York • Los Angeles • Chicago

All-Canada Radio Facilities Ltd., Montreal