

CANADIAN BROADCASTER

AND TELESCREEN

Vol. 8, No. 10

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

May 25th, 1949

DOLLARS ROLL IN FOR BLUE BABY



lderman Don Mackay, man-
of station CJ CJ, Calgary,
rd of little 10 months old
nny Anderson, a "blue baby,"
the hope there was for him
medical attention could be ob-
ained in Toronto. So for five
rs CJ CJ devoted its entire
rogram schedule to obtaining
ney to send little Johnny and

his mother to Toronto. A total of
\$1,300 was collected.

In addition, Mr. and Mrs. Pear-
son, neighbors of the Andersons,
after hearing about Johnny,
wrote to their parents in Toronto
and arranged for Mrs. Anderson
to stay with them while Johnny
is being treated in hospital. And
Don Mackay contacted Control-

ler Innes of Toronto and asked
that he give special attention to
the welfare of the two Calgar-
ians whose journey his station
had made possible.

In the above photo, Norm
Pringle, production manager of
CJ CJ, takes pledges over the
phone; Mackay acknowledges the
names over the air.

FREEMAN HAS SECRET WEAPON FOR CAB

oronto.—The advertising in-
dustry must and can formulate
a sound basis by which cost per
radio listener can be equitably
compared with cost per news-
paper reader, according to Pat
Freeman, CAB Director of Sales
Station Services, who pro-
poses to present such a plan to
CAB members in convention at
St. Andrews-by-the-Sea June 13-
16.

Freeman maintains that "while
radio's programs are being check-
ed and rated on their individual
merit, the newspapers are pound-
ing out their daily circulation
figures, secure in the knowledge
that readership of the individual
advertisements is not being
checked.

Radio's country-wide circula-
tion yardstick," he points out, "is

BBM. This, though, because it
is based upon once-or-more-a-
week-listening, fails to provide
figures comparable to the daily
circulation figures of the press,"
he says, emphasizing that the
"6-or-7-days-a-week" question
should be included in BBM's
next study, so that sponsors and
their agencies may have "circu-
lation data" on radio comparable
to that afforded to them by the
publishers.

"Stepping up BBM to include
'daily listening' would be a step
in the right direction," according
to Freeman, "because it would
enable the industry to develop
the sorely needed formula." Quizzed on just what this for-
mula might be, he left with a
valedictory: "See you at the
CAB."

CAB Travel Schedule

Ottawa.—The CAB has issued
the following transportation in-
formation for the benefit of peo-
ple attending the CAB Conven-
tion at the Algonquin Hotel, St.
Andrews-by-the-Sea, N.B., June
13-16. Times stated are EST for
Ontario, Quebec and U.S.A.;
AST for the Maritimes

Flight 30, TCA—Leave Toronto
9.30 a.m.; arrive Pennfield 11.55
a.m.

Flight 24, TCA—Leave Mont-
real 12.15 p.m.; arrive Pennfield
3.25 p.m.

Train 42, CPR—Leave Mont-
real 7.40 p.m.; arrive St. Andrews
10.20 a.m.

Flight 632, Eastern Airlines—
Leave New York 6.45 a.m.; ar-
rive Boston 8 a.m.; leave Boston
9 a.m. (TCA Flight 380); arrive
Pennfield 12.30 p.m.

Flight 344, American Airlines
—Leave New York 10.15 a.m.;

Women's Editor Cited

Edmonton.—Special honorable
mention in the Fifth Annual
"Erma Proetz Award" competi-
tion, sponsored by the Women's
Advertising Club of St. Louis,
Montana, has been received by
Helen Kent of station CFRN.

Helen Kent, in private life Mrs.
Eve Henderson, received the
award for outstanding work in
the field of public service in the
organization of "The Friendship
Club of Edmonton" through the
daily quarter-hour program, "In
the Woman's World," sponsored
by the C. Woodward Ltd., De-
partment Stores.

Helen Kent's accomplishments
in the broadcasting field include
the winning of a Beaver Award
in 1946 and a Billboard Award
in 1949.

To Advise CKCO

Toronto.—Jack K. Cooke, pre-
sident of CKEY, Toronto, has
been retained as "consultant" of
CKCO, Ottawa, starting May 30,
according to an announcement by
CKCO Ltd.

According to the statement,
Cooke will "advise the owners on
programs, sales and technical
problems." Application has been
made to the Department of
Transport to change the call let-
ters to CKOY.

Heads CBC, Newfoundland

Ottawa.—William F. Galgay,
formerly general manager of the
Newfoundland Broadcasting Cor-
poration, has been appointed
CBC Regional Representative in
Canada's newest province, it has
been announced by Dr. A. Frigon,
CBC General Manager.

Galgay became program direc-
tor and announcer of station
VOCM, St. John's, while teach-
ing school there in 1925. In 1930
he joined RCA Victor, in St.
John's, and later moved to the
sound-picture division of the
Northern Electric Company.

After serving as manager of
Newfoundland's Dominion Broad-
casting Company from 1932 to
1939, he was named general man-
ager of the Broadcasting Cor-
poration of Newfoundland, which
operated stations at St. John's,
Gander and Corner Brook until
the recent transfer to the CBC.

arrive Boston 11.20 a.m.; leave
Boston 12.15 p.m. (TCA Flight
382); arrive Pennfield 3.50 p.m.

**CPR (leaving New York Sun-
day; arriving St. Andrews Mon-
day)**—Leave New York Grand
Central Sunday, June 12, 3 p.m.;
arrive Boston South 7.40 p.m.;
leave Boston North 9.30 p.m.;
arrive McAdam Junction 9.30
a.m.; leave McAdam Junction 10
a.m.; arrive St. Andrews 11.50
a.m.

Planes land at Pennfield with
taxi service direct to St. Andrews.

Only with **SELECTIVE RADIO** can you control local timing!



... and you select only the stations that pinpoint your most profitable markets!

IT'S harder nowadays for the advertiser to stretch his dollar—harder to show *profitable* sales results on a limited advertising budget. That's why so many radio advertisers are turning to **SELECTIVE RADIO** for economical selling!

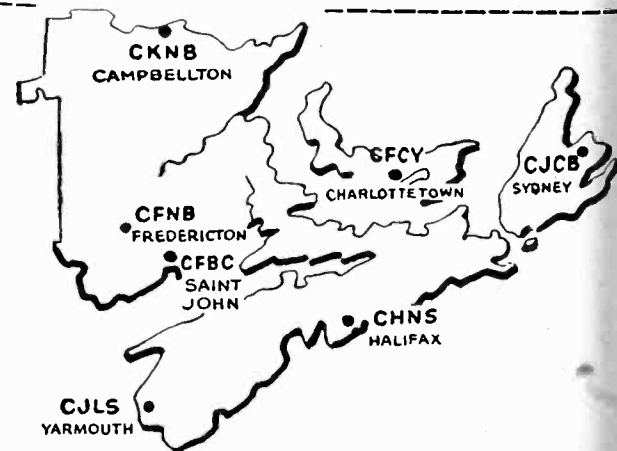
SELECTIVE RADIO is the opposite to buying a fixed group of stations, which broadcast simultaneously without regard for different time zones and different local peak listening times. With **SELECTIVE RADIO**, you treat each station *individually*—you select an effective *local* time on that station's program schedule—unhampered by time-zone difficulties.

With **SELECTIVE RADIO**, you cut waste also by selecting *only those stations that cover your profitable markets*—choosing from thirty **ALL-CANADA** stations across the country.

Let **SELECTIVE RADIO** help you *pinpoint* your audience—*when* they're listening! Call the **ALL-CANADA** man for full information.

All-Canada in the Maritimes

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



ALL-CANADA RADIO FACILITIES *Limited*

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL



It would be interesting to know what Dean Hughes' reaction would have been if he had been asked in 1939 to write scripts for "The Craigs" to run ten years. It may have been one of those slow grins ending in almost a smirk inferring "you can't fool a script writer." Or it may have been one of his famous beams when his eyes practically dance and he is sinuating "you're kidding, of course."

Having launched this show on the eleventh year, it could happen just that way. "The Craigs," as you probably know, is the dramatic portion of the CBC Farm broadcast. Frank Peddie and Grace Webster, as Mr. and Mrs. Craig, with George Murray and Alice Hill, as their son and daughter, make a perfect set-up.

There is no doubt that these clever actors deserve much credit but you can't avoid the fact that script-writer Hughes has made the show very down-to-earth and realistic.

To start any day tuned to CFRA is good and the other day, among other things, I heard Stan Francis doing a short spot of news that sounded as though it may have been his own thoughts. While it is only a five-minute spot, it sounds almost rehearsed spots, or maybe it was Francis' anxiety to crowd in the information. Ruth Springford carries the banner for the sponsor, Airriff's Limited, and there is every clever gal.

Having given you the facts on radio as others hear it here, I want you to know my loud-speaker works too. During a little late listening on CFRA, Ye Editor burst out of my speaker a few nights ago with "No Holds Barred." (There is no truth to the rumor that a printed publication spelled the word "barred.") Flustering that I will not be accused of apple-polishing, I want, sincerely, to go on record as being of the opinion that Dick's style and delivery are something new and most acceptable in the way of "talk" broadcasts, and recording (by Dominion, I hear) is so smooth. Easy to listen to because of use of his informal, apparently unrehearsed, conversational style, the subject matter of this series, at least to date, all with promise of continuing to be so in the future, is of paramount importance to every thinking person in Canada, for that matter, in all freedom-loving countries, today. May I recommend "No Holds Barred" to your listening attention? (No other speaker would make this claim.—E)



"... in keeping with this station's policy of airing all sides of contentious problems ..."

CJAD
MONTREAL,
Covers
the
QUEBEC ENGLISH MARKET
Greater Montreal, Laurentians, Eastern Townships, Lower Ottawa Valley
—providing the ideal combination of coverage and listenership
5000 WATTS
800 KC.

CFRA Didn't Say It - ADAM Did!
Proof of COVERAGE!

Mr. Frank Ryan,
Radio Station CFRA,
Auditorium,
Ottawa, Ontario.

Dear Mr. Ryan:

Early last October I was one of a party of six hunters who went to James Bay for a vacation and also to shoot some geese.

For this trip our party charters a small freighter and takes a cruise several hundred miles north on the east coast.

During the evenings we were anxious to hear the news from the outside world and had a small portable battery radio on board.

As an advertising man, I was interested in the Canadian radio stations we could hear and was very much impressed with the clear and strong signal from CFRA. It became a regular part of our radio routine and I want to congratulate you on such an extensive coverage.

Sincerely yours,
R. C. SMITH & SON LIMITED
Adam F. Smith
Adam F. Smith,
President.

J. M. JANSKY, Jr.
... Top U.S. Radio Consultant Told The Federal Communications Commission ...

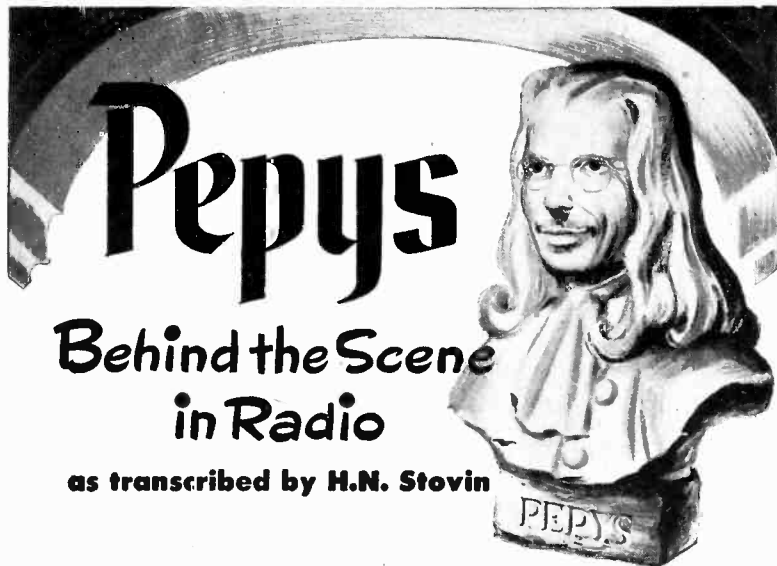
"1000 Watts on 550 Kc. EQUALS 75,000 Watts on 1,500 Kc."

With a 560 Kc. frequency and 160 acres of ground area CFRA gets AMAZING COVERAGE.

Don't take our word for it ... read what ADAM F. SMITH says. He listened to CFRA at JAMES BAY! It wasn't any freak. Mr. Smith says ... "it became a regular part of our radio routine." Take the word of an advertising man that CFRA has AMAZING COVERAGE! To make your advertising pay ... INCLUDE CFRA ... it blankets the rich Ottawa Valley from Pembroke to Montreal!

THE STATION THAT MADE OTTAWA RADIO CONSCIOUS.....

CFRA



Do compose myself in mellow mood today, noting that my faithful secretary has placed a newly-mended quill in its place, no doubt as a hint that this message is overly late in reaching the long-suffering news-sheets which do print it ● ● ● Do feel mightily encouraged, in looking over the radio scene, to observe that many private-enterprise stations are truly realizing their opportunity to build themselves in the affections of local listeners by truly serving their communities in a way no other stations can do, no matter their size. For those stations did one and all get loyally behind Army Week, and give it full and valuable support. Do believe that Community Radio Week is one which should be encouraged, in that it gives stations the opportunity to tell listeners what they freely do for them all fifty-two weeks of the year ● ● ● For example CFJM Brockville does feature what they call a "store-opening service," wherein they take listeners on a tour, by radio, of a merchant's place of business, and have already in this year so made known no less than forty-five store openings ● ● ● A bow to CJOR and Vancouver's Dick Diespecker, who received first prize and also honorable mention from the Institute for Education by Radio, an affiliation of Ohio State University at Columbus ● ● ● Do rejoice at yet another indication that the gentry of advertising are a good-hearted crew. Ramsay Lees (Ruthrauff and Ryan) being regrettably faced with a one year stay in a San. decided while there to improve his mastery of the French tongue. Hearing which, A. J. Denne and R. O. McKeown did rummage through their vault and come up with some Linguaphone discs, and in kindly thoughtfulness present them as an aid to study ● ● ● As evidence of the pulling power of CHSJ Saint John do note that their ten-minute daily program "Who's Talking," sponsored by a local laundry, has drawn over twelve hundred letters in a single day ● ● ● Which remindeth us, too, that the highest percentage of sets turned on in all Canada is found in the Maritimes; and therein, the highest percentage city is Saint John ● ● ● Being all for tonight, and so to bed.

AGENCIES

McKIM ADVERTISING LTD.

Toronto. — The Progressive-Conservative Party has an extensive radio campaign including series of transcribed one-minute, five-minute and fifteen-minute spot programs going to all English-speaking stations except Quebec and beginning May 27.

The Ontario Fruit & Growers' Association starts May 30 over CFRB, Toronto, the five-minute five-a-week "Mary Garden's Market Basket" which runs through until the end of the year.

R. C. SMITH & SON LTD.

Toronto. — The National Liberal Party has scheduled a series of transcribed dramatized spot announcements over all Ontario stations. The campaign, slanted at a cross-section of the listening audience and spotted at various times of the day, runs through until June 24.

WILLIAM ORR & COMPANY

Toronto.—The Canadian Congress of Labour has scheduled a series of transcribed spot announcements to commence over 20 stations coast to coast and running through until June 24.

The CCF party has a series of five-minute spot announcements going to CKEY, Toronto, twice a week until the middle of June.

WALSH ADVERTISING CO. LTD.

Toronto. — The Department of Trade and Commerce has scheduled a flash announcement campaign over all Toronto and Hamilton stations and CKDO, Oshawa, to commence May 27, advertising public days at the International Trade Fair to be held in Toronto May 30-June 10.

McCONNELL EASTMAN & CO. LTD.

Toronto.—Suchard Canada Ltd. (Chocolate Bars) has a flash announcement campaign going to CFRB, Toronto, along with a transcribed series over CKEY, Toronto, until June 10.

HARRY E. FOSTER ADVERTISING LTD.

Toronto.—The Globe & Mail is sponsoring the running of the King's Plate from Woodbine Park on May 28. The running commentary, handled by Foster Buck Dryden will be heard over a wide list of Ontario stations, originating from CFRB, Toronto.

SPITZER & MILLS LTD.

Toronto. — Quaker Oats has started a series of transcribed spots over 11 stations coast to coast until June 20.

Colgate - Palmolive - Peet has started a multiple product spot announcement campaign over 16 stations coast to coast advertising Halo Shampoo, Colgate Dental Cream and Palmolive Shave Cream.

RUSSELL T. KELLEY

Toronto.—Toronto Motor Car Ltd. has started the 15-minute

"The 19th Hole," a golf show featuring sportscaster Dave Prior and heard Tuesdays and Thursdays over CFRB, Toronto. Prominent golfers are guested on each program and answer questions sent in by listeners. Gordon Coates takes care of the commercials.

J. WALTER THOMPSON CO. LTD.

Toronto.—The Shell Oil Company of Canada has started a campaign of 54 transcribed spots over each of eight British Columbia stations.

WANTED

MANAGER for Station CFAR, Flin Flon, Manitoba. Must have sound practical experience in Commercial Radio and be capable of handling administration and directing operations of newly equipped 1000 watt Station. Married man preferred. Please give in first letter full details of experience, qualifications, salary required, references, etc. ARCTIC RADIO CORPORATION LIMITED
436 Main Street, Winnipeg, Manitoba.

HORACE N. STOVIN & COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

Representative for these live Radio Stations

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

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

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

ANNUAL PAYROLL OVER **\$24,000,000**

CJOC SAULT STE MARIE

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

CANADIAN BROADCASTER AND TELESCREEN

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

Published by

G. LEWIS & COMPANY, LTD., 163 1/2 Church St., Toronto 2, Canada

Printed by Reg. Willson — 3 Chester Ave., Toronto — GL 4844

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

Correspondents

Toronto	-	-	Elda Hope
Winnipeg	-	-	Dave Adams
Vancouver	-	-	Bill Ryan
New York	-	-	Richard Young



Member of the Canadian Circulation Audit Board and the Business Newspapers Ass'n.

Vol. 8, No. 10

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

May 25th, 1949

Why Can't Capital Organize?

The time is ripe for "Business" to take a look at what is going on around and do something about it.

Socialists, called by our Prime Minister—our present Prime Minister—liberals-in-a-hurry," work in organized bodies to destroy our economy, which we should like to term our "Main Street" economy. They work tirelessly and together to achieve their ends.

Labor is working in organized bodies, called trade unions, to get the last possible cent out of the people who employ their services.

Government, as it has been constituted in Ottawa over the past decades, is schemed and contrived to gain for itself more and more bureaucratic power at the expense of those who finance its operations through fantastic taxation, and we mean employers and employees in business.

■ ■ ■

And what will you find on the other side? You will find this.

You will find the bankers getting their heads together to save the banking business. Similarly you will find broadcasters conferring with broadcasters; newspapermen with newspapermen; insurance men with insurance men; manufacturers with manufacturers; merchants with merchants. Let us show the banker who worries over the predicament of the publisher, the manufacturer who loses sleep over the plight of the merchant, or the versa.

Until that happens—until business—of it—comes out of its counting houses; forgets its personal and individual problems, and takes a broader view of the entire structure of the system, the path before it will be a stony one indeed, no matter what political party holds sway in Ottawa.

■ ■ ■

Let's steal a plank from the platform of the Socialists, and organize. Let's take a leaf from the book of the trade unions and organize. And let's add to it that this organization of ours is designed to further the survival—through continued usefulness—not just of the shoe store or steel foundry, the newspaper or radio station in our own town, and in which we happen to be personally interested. Let us rather be big enough to bury our petty, personal prejudices, even if it means standing up and doing battle for our

closest and keenest competitor. Let us show the organized forces that are arrayed against us that we are organized too. Let us show them though that the purpose of this organization is not our own personal gain at the expense of our clients, our customers and our employees, but rather a studied effort to make the tried and proven "Main Street System" flourish, because of the benefits it bestows on owners, employees, customers and everyone.

■ ■ ■

And how about a name for this organization? Let's not hide behind a high-sounding meaningless name. Let's call it what it is—"The Canadian Congress of Capital."

■ ■ ■

Every man and woman in Canada owes his or her living directly or indirectly to the tried and proven system under which we have grown to great nationhood. If we own our own businesses, we are capitalists, be those businesses mammoth factories or some corner store. Every one of us who is employed in a business, derives his or her living from the capitalistic system. Every one of us who has a bank account or an insurance policy, or has made a down payment on a house or car, is a capitalist. Capitalism is something to which we owe everything we own, whether as a nation or as individuals. Let's make capitalism continue to work by being proud of it.

The Parable of the Talents

The phenomenal success enjoyed by the CBC, in the recent Ohio Institute for Education by Radio, should bring forth the unqualified approbation of everyone. Canadian writers, artists and producers have shown themselves able to hold their heads high, when the submissions made to the Institute by the CBC on their behalf, succeeded in beating the four American networks in the number of awards they carried off.

Does this not indicate wherein the CBC's true function lies? Does it not show that the CBC possesses an amazing aptitude for production of the cultural type of radio, and that in its efforts to utilize the public's air time to sell soap and nostrums, it is depriving the public of the function it was designed and is paid to perform?

■ ■ ■

It has long been the contention of this paper that there is a very real

need for the CBC to fill. And this is developing a national culture for Canada by radio. Its recent successes in just this field indicate beyond any question that it is fully qualified to do much more than an adequate job in this field.

When, as and if the Royal Commission on broadcasting and the other arts sits, it should be brought most forcefully to its attention that Canada has this able organization, splendidly equipped to perform this important task. It should be pointed out that this tremendous ability is being prostituted abominably when it is compelled to play street corner vendor to make ends meet. It should be urged to recommend that the CBC be given an adequate grant, like a school, a university or any other educational body, to operate a cultural network. And as for the commercial side of broadcasting, this should revert to where it belongs, to the business firms and their advertising agencies and to the private stations, who have shown themselves able, without imposing any burden at all on the public purse, to cater to the likes of that part of the citizenry that prefers a rather more mundane type of entertainment to the cultural broadcasts of the CBC.

The Quality of Mercy

The CAB is trying to find a point somewhere between radio's policy of helping all worth-while charitable organizations and being a complete sucker.

When CKWX, Vancouver, found it was giving away time in promotion spots and other devices out of proportion to revenue, they introduced Don McKim's "Promotion Yardstick," which mathematically gauges the amount of free time to which an advertiser is entitled, based on the amount of money he is spending.

Worth-while appeals, lacking promotion funds, will always have radio's whole-hearted support. But for those organizations which accept free time and spend some of its fruits on other media, some system comparable to the "Promotion Yardstick" could and should be applied.

Richard G. Lewis.



Joe Hardy Talks ON

QUEBEC MARKET NO. 2

"I wish some of you fishermen could be on my territory just now, where the trout are rising to dry flies! But suppose I bring my territory right into your office!"

"Let's look at that part of Quebec Market No. 2 covered by CKRS Jonquiere-Kenogami. It takes in the Chicoutimi and Lac St. Jean districts, where there are 28,230 households, averaging 6.3 persons per household. 24,020 of these are French radio homes. They depend on their French radio to give them news, entertainment and education. They depend on it, too, for news about products or services; and are faithful to the advertisers who address them, in French, over their own station. Tell your story to them, too."

For any information on Quebec Market No. 2 Telephone, Wire or Write to

JOS. A. HARDY & CO. LTD.		
MONTREAL	QUEBEC	TORONTO
CHRC	REPRESENTING	5000
CHNC	QUEBEC	WATTS
CHLN	NEW CARLISLE	5000
CHLT	TROIS RIVIERES	WATTS
CKRS	SHERBROOKE	1000
	JONQUIERE-KENOGAMI	WATTS
		250
		WATTS



SPEND YOUR MONEY - SELL MY GOODS

by DON. H. COPELAND



Don. H. Copeland has been linked to the radio advertising and recording industry for a quarter of a century. Perhaps he has better claim to inclusion in the "Quarter Century Club" than any man in the business in Canada, for he has never, during that time, been in any other line of business. He is an advertising realist, believing that, in the final analysis, "bunk" has no place in advertising, and that a clear statement of honest claims will get more and keep more customers than all the superlatives and blown-up statements on flimsy foundations in the world. You may not agree with what he says in this article, but if you differ, and have a good argument, these columns are open to everything except personal abuse.

There are a lot of spenders in this world. In fact, spending money is one thing a lot of people are more good at than anything. The game is still more interesting when one can spend the other fellow's money, and that is the basis of these few thoughts.

Radio advertising is an interesting and important business. Unfortunately, radio has never grown up.

The lordly newspaper sets a pattern which radio might well note and learn from. Let us imagine a scene in a large metropolitan newspaper office. The manager of the advertising department has a caller, a Mr. J. Cadwallader Squiggle. Mr. Squiggle has never spent a bean with the newspaper in his life. He, however, has spent a lot of money in radio advertising, but he thinks that maybe newspaper space can do a little something for him. The advertising department manager is busy, but a new customer is still a new customer and he can spare a couple of moments to give him the glad hand and the friendly heave-ho. Mr. Squiggle speaks:

"Mr. Hxmnf, I'm happy to make your acquaintance. You know, of course, why I'm here. I'm seriously contemplating trying your medium for the promotion of a new product of our company. Of course, we've always used radio and, if I do say so myself, under my personal direction and constant supervi-

sion, I've made radio advertising do a job for my products."

(Mr. Hxmnf cogitates with fishy look in his eye.)

"Now, Mr. Hxmnf, I have drawn up my idea of a little campaign—nothing elaborate to start with, you know—but I think I'll experiment with a thousand line contract—of course, I shall probably use ten thousand the first year so we may as well figure this initial contract at the ten thousand discount rate to save retroactive discount allowances later."

(Mr. Hxmnf eases back in his chair and takes a firmer grip of the arms.)

"Now, here's what I have in mind, Mr. Hxmnf. We'll run eight pieces of copy this size, then you can take a telephone survey to see just how we're pulling—er—oh, and by the way you'll run a dozen mentions of your billboards around town or our ads appearing in your paper, and, there was, of course, the pre-appearance running, shall we call it, of a dozen or twenty small teaser copy ads. One column will do for a start, or perhaps a couple of dozen inch ads spread through your want ads pages, may be a gimmick that would do a good selling job—er—"

(Mr. Hxmnf cleared his throat choked with emotion, no doubt.)

"All this space is additional to your thousand line contract, of course? The rates are different on want-ad space than they are on display space. And this billboard business — you'll have to take that up through your agency with a poster advertising company. We don't sell poster advertising."

Mr. Squiggle looked nonplussed.

"In addition to the contract?—take up with poster advertising company?"

"And," continued Mr. Hxmnf "this survey business — what that?"

"Why—er—a telephone survey; nothing elaborate, of course"

Sell! Sell! Sell!

MANITOBA

WITH

CKRC

WINNIPEG

5000 WATTS DOMINION NETWORK

REPRESENTATIVES

ALL CANADA RADIO FACILITIES IN U.S.A. - WEED and CO.

CJCA

EDMONTON

• Serving more than

125,000

RADIO HOMES

in the

Edmonton Trading Area

hundred calls should do it—
d a few letters, say a couple
hundred, to the dealers who
ll carry this article, to get re-
sion to the ads." He paused
d watched the rhythmic wag-
g of Mr. Hxmfn's head. The
ovement was in the negative,
t quote our leading statesmen.
ou mean—?"

"I mean just this, Mr. Squig-
g, and I'll try to make it as
ear as I can. You have some
vertising to place?"

"Yes," said Mr. Squiggle.
Then place it. Here are the
eage rates. You can make
our contract with the proper
partment on your way out."

Silence as Mr. Squiggle and
r. Hxmfn looked at one an-
er. Mr. Squiggle's face grad-
ully grows red.

"But proof, Mr. Hxmfn! Evi-
ence of readership! How will I
ow my ads are read and by
om?"

"Your cash register should
g if your products are good
ed your ads are clear and in-
esting, Mr. Squiggle."

"But—but—promotion—bill-
ards—spot announcements, I
an, whatever the newspaper
ivalent is—special window
plays—store checking—tele-
one surveys—"

"You mean you've been get-
g all that from radio stations
or free!" Mr. Hxmfn's tones
re slightly awed.

"Of course—it's customary.
t perhaps the terms are dif-
ent from those used in radio.
at is the newspaper equiva-
t, Mr. Hxmfn?"

Mr. Hxmfn silently took from
table behind him a document,
d handed it to Mr. Squiggle.
Mr. Squiggle read "Audit
reau of Circulation."

"That," said Mr. Hxmfn,
oves that we have a circula-
n of 132,727 copies of our
er."

Mr. Squiggle digested this piece
information for a moment.

"And you mean that's all you
er as an inducement to place
business with you? You
arantee no readers—no returns
no sales—no—?"

"NO," interrupted Mr. Hxmfn.
e guarantee that that many
ies of our paper containing
ar advertisement will be placed
the hands of readers?"

"But—there are three other
pers in town—"

"Four," corrected Mr. Hxmfn.

More silence.

"Look," said Mr. Hxmfn, and
there was a hint, just a hint, of
kindliness in his tone. "You
write the ads that you will use,
don't you?" Mr. Squiggle nodded.

"They may be killer-dillers,
but, then again, they may be
complete busts, Mr. Squiggle.
How can a newspaper go out on
a limb for you, when it has no
control over your copy? If your
ads are good, and your goods are
good, and your price is right and
people want your stuff, you'll
sell it. Your cash register tells
all that story. This newspaper is
a vehicle to carry your goods,
bad or indifferent announcements
about your products into the
hands of so many thousands of
people. Few or many will read
those announcements, depending
on how attractively they're pre-
pared. Some or all of the read-
ers may or will buy your prod-
ucts. But our job stops at get-
ting your announcements into the
hands of those people. You can't
use our money, or any part of
our money, to sell your goods
beyond what we contract to do.

"We've been doing business
that way for a lot of years, Mr.
Squiggle, and it seems to have
worked."

"But," commenced Mr. Squig-
gle, "when I use radio, they do
all sorts of things to prove the
value of their advertising, like I
outlined—"

"Spending their money to sell
your goods?" Mr. Hxmfn shook
his head wonderingly. "Well," he
said consolingly, "I suppose
someday radio will grow up.
Someday it will give you a rea-
sonably accurate statement of
the number of homes it pene-
trates" (Mr. Hxmfn hadn't yet
heard of BBM), "and, with that
information you'll have to be
content, as you must be with our
A.B.C. figures."

"Just imagine," he continued
to himself, as Mr. Squiggle slow-
ly oozed from the office, "if we
had to do all those things to get
a few thousand lines of display
advertising." His cogitations were
halted by the telephone at his
elbow. He listened a moment,
said "good" three times, rang
for his secretary and said "Miss
Qptst, that two hundred thous-
and line campaign for the Frosh
Fritter and Plug Company has
gone through okay. Tell anyone
who calls I'm out to lunch."

Yes! The Canadian Public WILL Accept Mature Radio

To the oft-heard charge that the public does not want a serious, mature radio, Town Meeting in Canada is a striking refutation.

Not only has the popularity of this program grown until it is now heard on sixteen stations from coast to coast, but over most of these stations more people spend more time listening to Town Meeting than to any other. And this program was given top award among its kind by the Institute for Education by Radio, at Columbus, Ohio.

Town Meeting Sponsored

Although not directly seeking it, Town Meeting is now sponsored over some stations by local advertisers, and this number is expected to increase as more advertisers realize its value as a medium of goodwill.

TOWN MEETING IS AVAILABLE TO RADIO STATIONS
IN A FEW REMAINING AREAS IN CANADA.
YOUR COMMUNICATION IS INVITED.

TOWN MEETING IN CANADA

615 WEST PENDER ST., VANCOUVER, B.C.



**BRUSH UP
ON the FACTS!**

More People in the
booming ALBERTA
market Listen to

CFCN
THE VOICE of the PRAIRIES
CALGARY

*SEE the 1948 BBM survey report
OR ASK RADIO REPRESENTATIVES LTD.

A TIP ON TACTICS —

No political candidate can successfully conduct a campaign from outside the riding he hopes to represent. At election time he's meeting as many people, shaking as many hands as he can in surroundings familiar to the electors.

Are you seeking votes for your product from far-away places? Take the politician's tip and shake hands where it will do the most good. Meet the folks who cast the dollar ballots in the Oshawa market through CKDO, the station they listen to more than twice as much as any other.

Get CKDO facts
from:

JAS. L. ALEXANDER
Canada

WEED & COMPANY
U.S.A.

CKDO

OSHAWA, ONT.

NEW YORK'S RADIO ROW

by
Richard Young

New York. — There's a new craze sweeping the U.S. and like the Black Bottom of years ago —everybody's doin' it! The current fad of all concerned with the broadcasting and advertising professions is the forecasting of the date when radio will be pushed into the background by television.

Some of the alleged experts (and the size of their salaries should make them experts, anyway) say it'll take video two years. Others say five years; others ten and so on. However, the latest and from all counts the most authoritative forecasters seem to agree on five years.

For instance, Wayne Coy, chairman of the Federal Communications Commission, speaking at the 19th Institute for Education by Radio at Columbus, Ohio, on May 5, said that "five years from tonight most Americans will be getting most of their broadcast information, education and entertainment from television." At that time, Mr. Coy predicted that 40 to 50% of the homes will have television sets.

The FCC chairman pointed out that this would mean considerable loss of revenue for AM radio. "Radio broadcasting faces

not only the loss of some of its revenue to television, but it may face a more serious consequence as a result of television," Mr. Coy continued. "There will be a very considerable readjustment of night time radio programming within the next five years and a more drastic revision of it in the following years

However, despite all the hulla-baloo over sight-and-sound, Mr. Coy does not foresee AM broadcasters giving up the ship at an early date.

Meanwhile the distinguished advertising agency, Batten, Barton, Durstine & Osborn, Inc., released a study this week which found that the opinion of most experts is that it will be another five years before video passes radio in importance.

The study disclosed that 65% of those queried feel that television will move in front of radio by the end of 1954 and 77% feel that it will be more important than radio by the end of 1957. 87% said that radio will not die off as the silent movies did and 10% said that it will.

These changes, the study found, might include fewer networks, greater use of regional and rural and local stations and a definite future for radio as a daytime medium. In addition, the executives suggested that radio will be useful both to small advertisers and to those wishing to supplement their television coverage.

Actually, our feeling (and the feeling of many others) is that

we're not too sure of the benefits of the many predictions we're being fed these days—but there they are.

David Sarnoff, chairman of the board, Radio Corp. of America, took Radio Row by surprise last week when he shed his high-office cloak of dignity and offered his comments on the CBS talent raids on NBC.

Mr. Sarnoff, in addressing the annual RCA stockholders' meeting, said that "we could have matched the millions involved in such skyrocket bidding had we been indifferent to the interests of our stockholders, artists and clients." Mr. Sarnoff declared that "time will show there is no profit to the network, the sponsor or the artists in the purchase of over-priced talent packages."

The RCA chairman continued: "Commercial program costs must be measured by what radio is able to deliver to advertising sponsors. According to recent trade reports, some of the so-called 'assets' purchased in these talent raids already are dwindling."

Mr. Sarnoff was no doubt referring to Jack Benny whose rating on CBS, after hitting new highs in the early weeks, has continued to dip—probably to the surprise of no one except some CBS officials. You may recall that several columns ago we said

Incidentally, to get back to the stockholders' meeting, Mr. Sarnoff announced that RCA's profits in the first quarter of this year exceeded the same period the

previous year. Consolidated gross income for the first quarter '49 was \$92,327,827 compared with \$88,053,277 in '48. Despite this bright outlook, Mr. Sarnoff warned that the entire year would "be a more difficult year than 1948."

Few media executives will disagree with Mr. Sarnoff on this point.

On the cuff notes . . . They talk that the CBS net's Oz and Harriet may concentrate on television now that the domestic comedy team has called it quits with its present sponsor, International Sterling . . . Sealte may drop the Dottie Lamo show on NBC . . . And CBS planning to ditch Mr. Ace and Jane after the broadcast on May 24 . . . Ed Gardner, star of NBC's Duffy's Tavern, has asked for and received release from his contract with Bristol-Myers. He may make the jump to Columbia . . . ABC network's Lone Ranger and Betty Crocker Magazine the Air have been renewed by General Mills for another 5 week swing . . . The Goldberg a big hit on television, returned to the airlines September 2 on CBS and bank-rolled by Sanka Coffee. Sponsor has dropped the Jack Carson show . . . Financial requirements to complete the Broadcast Measurement Bureau Study No. 2 are 85% assured according to acting proxy K. Baker . . . and that's the next till next issue.

There is only one BEST way to cover the most industrialized French-speaking counties of QUEBEC . . .

PAUL LEPAGE, *President*
ALPHEE GAUTHIER, *Treasurer*
MARCEL PROVOST, *Secretary*

... by the multi station penetration of "THE GROUP"⁺

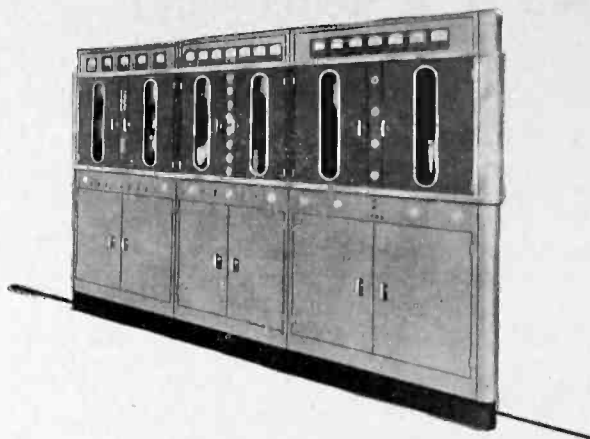
FRENCH RADIO ASSOCIATES LTD.
LES ASSOCIÉS DE LA RADIO FRANÇAISE LTÉE
FRENCH RADIO ASSOCIATES LTD.

Owned and Operated Co-operatively by

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

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

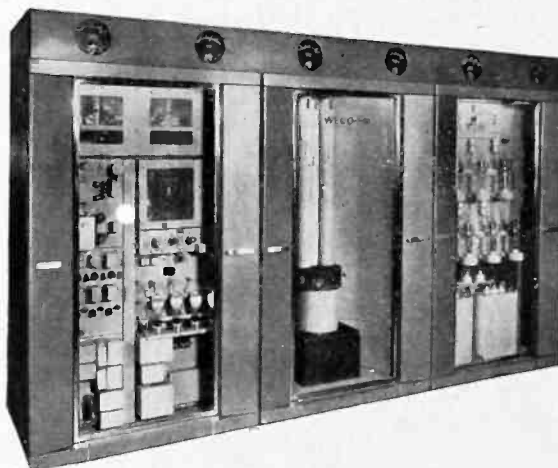
your
best
buy
in.....



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

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

your
best
buy
in.....



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

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

Northern Electric

C O M P A N Y L I M I T E D

CKWS is a Better Buy!

Each time segment on CKWS was a good buy in 1946;
 a better buy in 1947;
 and an even better buy in 1948.
 In 1949 it's the best buy yet!

Listening Audience Reaches a New High—
 Daytime Average 91.4%*
 Evening Average 89.9%*

Use Better-Buy CKWS to sell the rich, well-balanced Kingston market.

CKWS Kingston

5000 WATTS 960 KCS.

CKWS - FM

Get the facts from

NATIONAL BROADCAST SALES

TORONTO: 2320 Bank of Commerce Bldg. - AD. 8895
 MONTREAL: 106 Medical Arts Building - FL. 2439

*Elliott-Haynes—Daytime December 1948—Evening March 1949



'Dolphe Comeau stopped his spots on CKCW after just one, and he's happy about the whole thing.

One \$5 spot sold 1,500 pounds of lobster for his Moncton Fish Market at 50c a pound.

Does anyone know where 'Dolphe Comeau can get some more lobster?

STOVIN LIKES LOBSTER—HE SELLS CKCW SPOTS AND PROGRAMS TOO

CKCW
MONCTON NEW BRUNSWICK
The Hub of the Maritimes
 REPRESENTATIVES: STOVIN & CO. TORONTO MONTREAL

AWARDS

CBC Heads Awards

Toronto. — Five programs of the CBC have carried off top honors at the thirteenth annual exhibition of education programs at Ohio State University, Columbus, Ohio. With four American networks and the CBC competing for awards, the exhibition featured the radio programs of an educational nature considered the finest to be produced this year on the North American Continent.

Besides the five first awards, the CBC took a special award and two honorable mentions and the runner-up, the National Broadcasting Company, qualified for four firsts.

"Wednesday Night," the CBC Trans-Canada network program, now in its second year, received the special award "for the inauguration of a weekly block of programs for a mature audience." The citation continued: "The series, which included the arts of literature and music in various broadcasting formats, is intelligently conceived and skilfully produced. This venture, new to American and Canadian audiences, is deserving of the highest praise."

Other Canadian programs winning awards were: "Way of the Spirit," written by Canon J. E. Ward and Earle Grey, and produced by Rupert Caplan; "Stage 49," produced by Andrew Allan; "We Build a Nation," a National School Broadcast series written by Orlo Miller and produced by Kay Stevenson; "Canadians At Work," written and produced by J. Frank Willis for National School Broadcasts; "Exploring the Bookshelf," planned and produced by P. J. Kitley of the British Columbia Department of Education, with script by Ellen Harris and production under Peter McDonald; "Ecoutez," written by Miss S. Boyles and produced by Peter McDonald for the B.C. Department of Education broadcasts.

Another winning program was "Stories of Today and Yesterday," a feature of the International Service of the CBC and prepared for broadcast to Aus-

tralian listeners. This program was prepared by Frank Edward and produced by Neville Friedlander.
 The four-day sessions at Columbus, Ohio, were attended by radio officials from the United States, Canada, England and France, and observers from many other countries.

CJOR Honored Twice



Dick Diespecker

Vancouver.—Only private station to be cited by the Ohio Institute was CJOR, Vancouver, which copped a first and an honorable mention at the recent affair.

Dick Diespecker, CJOR production manager, Beaver Award winner for 1946, won the station a "first" for his documentary series, "Destination Palestine and his citation read: "For Furthering International Understanding." The program was aired by the station as a contribution to the United Jewish Appeal.

"This Week in History" won an honorable mention in the "News Interpretation Section." It was written by Diespecker who also produced it with the assistance of Dorwin Baird, CJOR promotion manager.

This is the third year in succession that CJOR programs have won "firsts" at the Institute. In 1947 Diespecker's "March of Progress" was singled out, and in 1948, "Town Meeting in Canada," produced by Arthur Help and now heard on stations from coast to coast, was the winner.

This year 761 programs were entered, and 201 of these were from the networks. CJOR was therefore competing with 56 private stations.

"FIRST IN THE MARITIMES"

"Check Our BBM Circulation and Find Out That We Reach More Radio Homes Than Any Other Private Station East of Montreal."

CFCY

CFCY

CHARLOTTETOWN, P.E.I.

5000 WATTS 630 KILOCYCLES

In Canada: All-Canada Radio
 In U.S.: Weed & Company

Over The Desk

Skipping this column last week as done something to us. Besides receiving countless letters from our grateful readers, "The Desk" is now overflowing its banks out into the Hall. This time, Benson, "The Desk" is in, else.

All Radio Row and then some converged on Private Dining Room 9 in the Royal York Hotel, a lucky old Friday, May 13, for Fred (CKCW) Lynds' annual appearance, with two kinds of food and beer, of the inimitable Colonel the Lobster.

Radio men, agency men and sponsors gorged themselves until the succulent sea-grasshoppers ran from their ears, following which a number of them proceeded to the ball game, while our scribe was forcibly taken to his own office and relieved of fifteen bucks in a not too friendly game of five and ten. Fred Lynds comes in for an special orchid this year because his appearance in Toronto followed closely—too closely—on the heels of a spell in bed. As usual he stood in the wings and watched us gorge ourselves, because, as he once so neatly put he hates the damn things.

Bob Bowman, now settled in as manager of station CFBC, Saint John, reports that his station has a reprieve for margarine in the Province of New Brunswick. A matter of hours before proclamation of a bill regulating the sale of margarine, someone on the station's news staff noticed at clause 4 in the bill provided that margarine sold in the province must not contain any dairy product. Since one of the ingredients is skimmed milk, this measure would have outlawed the butter substitute entirely.

Bowman, still presumably a newsman at heart, broke the story on the air, with result that the government was flooded with cables and letters. Action on the bill was delayed two weeks as result of the broadcast.

Back on the air some time now after re-issuance of its license, JDC, Dawson Creek, B.C., managed by former CFRN-ite Lew Roskin, recently contrived the capture of three youths who stole two jeeps from the United Geophysical Company. Spots re-

questing "anyone knowing the whereabouts" of the young bandits to communicate with the police overwhelmed the Provincials with phone calls, and speeded the arrest.

Roskin, who was recently asked to recite "Mary Had a Little Lamb" on the air and nearly delivered the parody instead, and so jeopardized the \$900 they succeeded in raising for the Dawson Creek Arena, addressed a group of New Canadians during a "Citizenship Ceremony," while supervising an hour-long broadcast of the ritual.

Easily the high spot of my recent address to the Advertising and Sales Club of St. Catharines this month was the teen-age (or practically) "Gamma Sigma Quartet" which followed me.

Four kids (all boys) stood up in front of the PA mike, mimed their key and burst into unaccompanied renditions of a long list of numbers that were old, many of them, but new and different in their renditions, and the ad and sales men, relieved no doubt to be able to give vent to their pent-up feelings after 37½ minutes of me, brought them back again and again. Finally Cliff (CKTB) Wingrove whispered to the chairman: "Better thank 'em fast," or we'd have been there yet.

These kids, respectively, Johnny Dell, first tenor (21); Jack Burnett, second tenor (18); Jimmy Nicks, baritone (19); and Ted McQuade, bass (17), are heard regularly as part of CKTB's Saturday evening "Teen Time," and have attracted sufficient attention to be dragged down to the States to be televised. If heads remain inside hats, our department of prophecy says they are comers.

The 71 days of racing (horses, that is) which will take place on Toronto's various tracks this year have given CHUM a practically daily assignment of broadcasting Foster (Buck) Dryden's commentaries, with commentaries by Bob Hall, for Drayton Motors.

American tracks through the till-dusker is now broadcasting racing results from all North

In addition, the Toronto dawn-facilities of Daily Turf & Sporting News.

CKMO YOU MAKE FRIENDS
in Vancouver when you
Buy neighborly CKMO

CKMO 1000 WATTS
1410 on your DIAL



CKCH

1000 WATTS — 970 KC.

RATINGS FROM 20.9 to 42.8

Representing between 80% to a high of 90% of all sets turned on during daytime hours.

385,167 French people in CKCH's coverage area — Ottawa, Hull — and all or part of 19 surrounding counties.

CKCH French programs outdraw nationally known programs.

CKCH Studios
121 Notre Dame St., Hull, Que.

Canadian Representative: Omer Renaud & Cie.,
Montreal, 1411 Stanley St. Toronto, 53 Yonge St.

U.S. Representative: Adam J. Young, Jr., Inc.,
22 East 40th Street, New York, N.Y.

Stretch
YOUR PUBLICITY
BUDGET WHERE
A DOLLAR
REACHES
MORE
PEOPLE

The Bright
STATIONS

CKAC - CHRC - CKRS
THE BASIC TRANS-QUEBEC RADIO GROUP

Your Greatest Penetration
of French Canada

SEE
William Wright
VICTORY BUILDING TORONTO

AVAILABLE

Hear ye! hear ye! Radio engineer, 27, single, Bachelor of Science degree, 4 years as RCAF signals officer, extensive studio and transmitter experience. Presently employed with maritime station. Desires change offering greater challenge and opportunity to develop ideas.

Box A-18
Canadian Broadcaster & Telescreen

SPEECH DIGEST

Paging The Press

Condensed from an Address to the American Society of Newspaper Editors.



By
JUSTIN MILLER
President of the National Association of Broadcasters, Washington, D.C.

It seems incongruous, not to say fantastic, that some representatives of the press are carrying on a last-ditch, bitter battle against any form of government encroachment or control over the content, the gathering or the distribution of information, and, at the same time, conceding—even urging—the propriety of government control with respect to other media which are vital in the very process of news gathering and news distribution. It is time to remember that many of the toughest issues of history have arisen through the actions of men who in their day were not socially correct. The crucifixion of some went long unremedied. The fact that radio broadcasting may seem to some of you a brash upstart, highly competitive, should not excuse the writing of editorials, upon constitutional questions, by your business officers.

Some base their arguments upon a fantastic distinction between entertainment, opinion, information and education. Surely, no one from the editorial side of the press could father such a proposition. Is drama entertainment? It is the subject of education in many schools and colleges. Is fiction, or poetry, entertainment? In the days when men were afraid to criticize government, openly, in prose non-fiction, as well as in description of Utopias, remote from the king and country whose government required criticism. Is art entertainment? Then what of the proverb, "One picture is worth a thousand words"? What of the political cartoon? What of the sales work for national and community causes which is done in comic strips and by radio performers? Must education, opinion and information be dull and lacking in qualities of entertainment in order to be educational? God forbid! A little study in semantics will reveal the very close relationship between these various forms of communication.

Shall we allow the clever, strong-government boys to divide us on such an issue, or, worse still, give them editorial ammunition with which to fight? The proposition reduces itself to absurdity when we remember that a trade journal may concern itself solely with "entertainment," motion pictures, show business or radio broadcasting and still be conceded the privilege of a free press; while the very subject upon which it lives—radio broadcasting or motion pictures—can be stifled by government, with the approval of some editorial writers.

Some indiscriminating editors rely upon the contention that because broadcasters are "licensed," the First Amendment* does not apply to them. Have they forgotten that the press was licensed for a hundred years in England, and controlled by stamp taxes for another hundred years? Have they forgotten that one of the causative factors leading to the adoption of the First Amendment was the control which government exercised over the press in England and America through administrative licensing and taxing? Do they doubt that the resourceful, strong-government boys can find reasons for licensing you under the authority of the Commerce Clause and of the Post Office Clause. A current AP dispatch from Argentina suggests how easily it can be done under the government's power to prevent monopolies, delegated by the Commerce Clause of the Constitution. "The government seized 3,412 tons of newsprint from Buenos Aires' two big independent newspapers today. The papers—La Prensa and La Nacion—were permitted to keep, only enough to operate for one week. Henceforth, the government will dole out the paper among all Argentine newspapers. La Prensa and La Nacion, neither of which has been friendly to President Juan D. Peron's administration, were told they too would be given paper by the week." If licensing, in order to prevent chaos in the engineering of broadcasting, warrants assertion of governmental power to prevent editorializing and to control program content of radio stations, licensing to control distribution of newsprint to properly qualified persons "in the public interest" can accomplish the same end with respect to the press.

Some persons rely upon the contention that broadcasters enjoy a subsidy from government; hence, that as to them, the First Amendment has been properly scuttled. If editors support this contention, then they are definitely digging a grave for the free press. Broadcasters enjoy no subsidy. They have licenses to transport in interstate commerce over channels which, legally speaking resemble the channels of navigable streams. But the Supreme Court has said that the press enjoys a real subsidy in the second class mail privilege. Whether you agree or not, the point is that if and when the strong-government boys move in on you, they can cite chapter and verse from Supreme Court de-

NOT "JUST AS LARGE"
NOT TWICE AS LARGE

but

4 TIMES AS LARGE!

Yes—CJRL's audience in Kenora-Keewatin and the Lake of the Woods is four times as large, and the power of your message is increased four times, in summer, when camps and cottages are open and vacationists throng the beauty spots of the Lake of the Woods. 98% of the local merchants reach this huge bonus audience through the facilities of this station; CJRL is a must on YOUR summer schedule too.

Consult our nearest National Representative:

HORACE N. STOVIN & CO.
Toronto and Montreal
A. L. GARSIDE, Winnipeg
DONALD COOKE, U.S.A.

KENORA-KEEWATIN
96% DAY
92% NIGHT
B.B.M.

CJRL
KENORA ONT.
DOMINION NETWORK

"You canna afford to miss the Lethbridge Market!"



Mon
it has everything!

SAMPLE: NEW WEALTH — \$151,950,000.00*
Compared to pre-war returns of forty to fifty million dollars, Southern Alberta's 1948 returns were phenomenal. One station — CJOC — gets phenomenal ratings in this rich market. Check any E-H . . . then call your local A-C man!

*Canadian Markets, February, 1949, p. 7.

CJOC

NOW 5000 WATTS

LETHBRIDGE, ALBERTA ALL-CANADA STATION

sions and from your own editorial statements to support the proposition that subsidization justifies a controlled press.

We have conceded far too much to our critics even respecting advertising. Not only is it the life blood of a free press and a free radio, but it is, itself, a highly valuable source of information concerning our economy and our standard of living. Is it wasteful? Perhaps. But if wastefulness is sufficient to justify destruction, how long would our government last? The socialistic government of England has eliminated waste; perhaps, but has it raised the standard of living? But the important consideration is that we are all in the same boat with respect to advertising with respect to these many other things. Remember that—according to FCC standards—newspapers are 100% commercial. Are you so well off financially that you would welcome a government agency telling you what quantity of advertising you should carry; what the income on your investment should be; how you should balance the contents of your papers between news, sports, comics, serials, advertising, editorials, contributions from readers?

The fact is that in the foregoing respects, as in others, invention has brought all the great media into hotchpotch. The press yesterday and the stump-speaker were primitive forms. It was not until 1811 that the cylinder printing press made its appearance; the steam printing press in 1822. The telegraph, in 1832, transformed the process of news gathering. Then, in succession, came the Hoe press, the web printing press, the sulphite process of making wood pulp for paper; the linotype, photography in its many forms, the half-tone engraving, the teletype, fast drying ink processes and many others which combined to make the powerful medium which we call the press today. Similarly—though more recently—have come the inventions and developments which have produced radio broadcasting and "speech" amplified and elaborated as it is today. As the process has gone forward, new problems have arisen in an increasingly complex world. But

the identity of the several media, in common interest, has become even more obvious and pronounced! Radio broadcasting is now recognized as an important news gathering agent for the press services. In the same sense, magazines, books, bulletins, press services, etc., have become standard auxiliaries of radio broadcasting—aural and video; facsimile is already a demonstrated broadcasting technique of printing a newspaper. Ultrafax is a broadcasting method by which newspapers, magazines and books can be published in a matter of minutes at points remote from the point of origin. Sound motion pictures have now become a standard method of producing news reels, of giving information about scientific processes, techniques of manufacture, etc.; television combines recordation, motion picture projection and broadcasting. There is, in other words, such a close identity of purpose and such an intermixture and amalgam of techniques and procedure among these several media of communication as to make absurd any effort to deny their identity.

I have spoken critically, at times, concerning some editorial attitudes and practices. I have spoken in similar manner to the broadcasters whom I represent. Many of them have been even more inclined to acquiesce in government encroachment upon the freedoms of speech and press. They are largely responsible, by their inaction, for the pattern of government regulation which is now boldly stated and rationalized by government speakers. They were, and are, more vulnerable than editors—so far—and, consequently, merit your sympathy as well as your critical insistence that they stand up and fight for their own rights and freedoms. But their inaction, their acquiescence, their lack of experience, makes even more necessary the support which you— from your longer experience and professional training— can give in defending the Constitutional guarantees.

*Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech or of the press; or the right of the people peaceably to assemble, and to petition the Government for a redress of grievances. (First Amendment to the Constitution of the United States, Dec. 15, 1791.)

FEDERAL

A TOP NAME IN COMMUNICATIONS

AVAILABLE IN CANADA

FEDERAL TUBES
with
LONGER LIFE
and
ENDURING
PERFORMANCE

Federal
FM & AM
Transmitters

Federal
Transmitter
Tubes

Federal
FM Antennas

Federal
FM Mobile
Radio Units

Federal
Transmission
Lines
(Solid)

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

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

Write Federal for complete information on electronic tubes for your requirements — Dept. 800.

DEMAND Complete Coverage



When you paint your house, you want complete coverage. When you sell paint, you want complete coverage, too. Conservative—thrifty—the New Brunswicker cannot be high pressured. He must be convinced—and after 25 years, he has come to accept CFNB statements. Whether you sell paint or pianos, if they are good paint or pianos, CFNB can sell them for you.

CFNB
FREDERICTON, N.B.



THE DOORWAY TO NEW BRUNSWICK

FEDERAL ELECTRIC
MANUFACTURING CO. LTD. MONTREAL 14, CANADA

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

B. B. C.

Heads BBC In Canada

Toronto. — John Polwarth, recently appointed BBC Canadian representative, succeeding Michael Barkway, who resigned to join the editorial staff of The Financial Post, would never have got into radio if he hadn't dis-

located his spine during a tennis game.

John, now pushing forty, started out as an accountant, and had become principal of the Gregg School in London, before his accident sent him to hospital for three years. There, instead of languishing in bed, he wrote a lot of short stories and several times reached that goal of political writers, Punch.

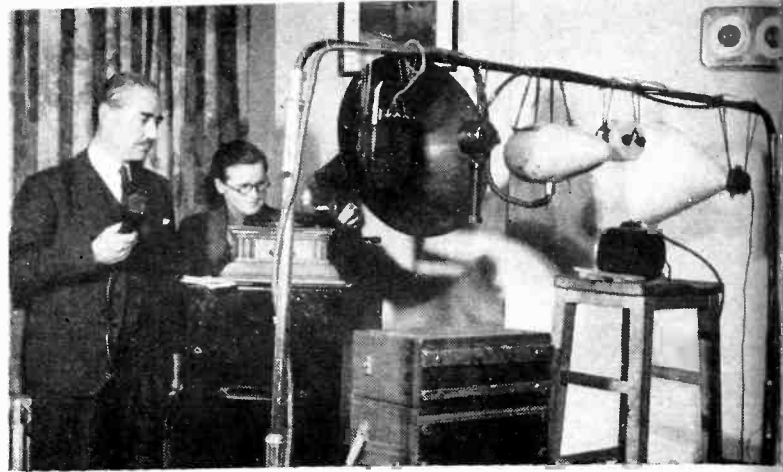
BBC talent scouts were attracted by his writing, and when he emerged from the hospital, a voice test was arranged, and he found himself on the staff, as announcer - narrator - writer, specializing in the documentary type of features. Several of his scripts were used in the "Trans-Atlantic Call" series, which were heard in the States over Columbia on an exchange basis. He also produced Grace Moore's last broadcast before she was killed in a plane accident.

After five years in charge of programs for N. E. England in his native Newcastle, where he met, in a BBC studio, his wife, Mary, who was then music organizer for the county of Northumberland under the Carnegie Scheme, he came to Canada as assistant to the BBC representative, replacing Gilbert Harding, who had been recalled.

A great deal of the BBC's work here, and in other countries of the Commonwealth, is lining up representative programs, interpreting the life and culture of the country, for broadcast in Great Britain.

Currently the drawings and paintings of children in East York township public schools are on their way over the Atlantic to be shown on television, while the artists' fellow pupils' letters

MIKE DEMONSTRATION



London, Eng. — John Snagge, who is in charge of Home Service Program Operations for the BBC, here demonstrates a collection of microphones used by the BBC since broadcasting started November 14, 1922.

Snagge is seen holding the latest type of lip microphone, which is sensitive for only a few inches and is used mainly for sporting commentaries.

Other mikes shown from left to right are: Marconi-ribbon microphone; moving coil microphone on a hand grip used now for outside broadcasts and street interviews; old type condenser

microphone, shaped like a small bomb; the first really sensitive and easily portable microphone the Reiss carbon; the con-shaped Peel Connor, the earliest type of mike. Seen on the stool is the first moving coil microphone, the Round Sykes magnetophone which follows the Peel Connor. The Sykes was cumbersome and had to be housed in a case, the whole unit weighing about 25 pounds.

It was noted in the demonstration that, compared with later microphones, the Peel Connor lost all character and tone in voice reproduction.

of commentary are read into the microphone. Regular Canadian news letters, talks and other features are heard in the United Kingdom on such BBC programs as "News Reel." During next month's International Trade Fair in Toronto, no fewer than fifteen programs will be relayed to the British Isles.

During an Empire Day schools

broadcast on "Royal Tours," British children heard a representation of the commentary by Pat Freeman, now with the CAB, on the occasion of the 1938 Royal Visit to an Indian village near Calgary. Pat, it will be remembered, accompanied the Royal party on their tour. He was then production manager at CFAC, Calgary, and was chosen by audition to go on the tour as commentator.

"The Yukon Trail," written by Michael Barkway and produced by John Polwarth, with a cast of Toronto actors, was broadcast in Britain last Boxing Day, and was received with such enthusiasm that it was rebroadcast over the British Isles. It was then beamed by short-wave to all the other Commonwealth countries, and is now available all over the world through the BBC Transcription Service.

ANOTHER

1ST

FOR THE VOICE OF HALIFAX

Since Feb. 7, 1949, Station



has been broadcasting regular programs on both AM and

FM

So once again Nova Scotia's favorite station pioneers in the field of greater public service in Halifax.

MARITIME BROADCASTING COMPANY LIMITED

Wm. C. Borrett, Managing Director

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

MIGHTY MIKE Sez...

The Greatest

RURAL SURVEY

EVER TAKEN

IS ON THE WAY

★

SASKATCHEWAN'S TOP STATION

CKCK REGINA

YOUR 5000 watt TOP NETWORK STATION

DIAL 620



John Polwarth

LEWISITE

Dear Richard:

It was quite a surprise to find your letter to me in the last issue of The Canadian Broadcaster. I made me feel rather conspicuous, but was much easier to read than your handwriting.

I enjoy reading your magazine, though I do not always understand quite what it is about. When I see you at Christmas you must tell me whether "Canadian Broadcaster" and "Canadian Broadcasting Corporation" are the same thing. I sometimes wonder.

You must watch your spelling, Richard, in your Lewisite column. "New Years" is properly spelt "New Year's." Remember you were expensively educated, and so is the classical side, too. Even in Canada, you must keep up traditions of good old Borstal.

Let me set my mind at rest to know if St. Andrews-by-the-Sea was called because it was at the seaside. I suppose Portage la Prairie is on the Prairies, too! Why do you speak of Victoria, B.C.? The late dear Queen did not live B.C., Richard, but

Like your "No Holds Barred," talks make a strong appeal for our democratic way of life, and are interesting and well-written. Who writes them for you?

When you come to England for Christmas, I think you should tidy up your desk before leaving. And have you paid your Radio License yet—the 1948 one?

Why don't Canadians just listen to the private stations? Then they wouldn't have to buy licences. In England we have no private stations.

When you get me into your column again, Richard, don't try to pull your mother's leg next time, or I shall have to resurrect that ancient but still effective remark about "sucking eggs." I think maybe this makes us even!

Your loving Mother.

HOW THEY STAND

DAYTIME

English		
Ma Perkins	17.0	-.9
Pepper Young	16.4	-1.6
Happy Gang	16.3	-1.4
Right to Happiness	16.3	-.8
Big Sister	16.2	-.7
Aunt Lucy	15.0	-.3
Road of Life	14.9	+.2
Life Can Be Beautiful	14.6	-1.1
Laura Limited	13.9	-1.3
Singalong	13.9	-.9

French		
Jeunesse Doree	28.7	-1.8
Rue Principale	28.6	-.8
Grande Soeur	24.9	same
A l'Enseigne	23.1	-.5
Joyeux Troubadours	23.0	-1.6
Tante Lucie	22.2	-.2
Quelles Nouvelles	22.0	+.9
Maman Jeanne	21.2	+1.2
Metairie Rancourt	20.4	-1.4
Francine Louvain	19.9	-.1

EVENING

English		
Lux Radio Theatre	36.3	+1.3
Fibber McGee & Molly	28.8	-5.6
Amos 'n' Andy	26.0	-.2
Ozzie & Harriet	25.5	+.9
Fred Allen	25.1	-1.1
Bob Hope*	23.9	-2.8
Wayne & Shuster	22.3	-.9
Twenty Questions	21.7	-2.0
Ford Theatre*	21.4	-2.8
Album of Familiar Music	20.4	same
Mystery Theatre	19.7	+.7
My Friend Irma	19.5	-.3
Fun Parade	18.2	+.1
Suspense	18.1	+.7
Kraft Music Hall	17.7	-1.0

*Hockey play-offs have affected listening audiences on these shows.

French		
Un Homme et Son Peche	43.8	+.6
Radio Carabin	35.1	-2.7
Metropole	32.9	+.1
Ceux qu'on aime	31.6	+1.9
Theatre Ford	29.1	+1.8
Qui suis-je?	26.9	-3.3
Rollande et Robert	25.4	-1.8
Peintres de la Chanson	22.6	new
Mine d'Or	22.1	-1.7
Tentez votre chance	21.3	-4.3
Juliette Bellevue	21.2	-1.8
Enchantant de la vivre*	20.1	-16.0
Ralliement du Rire*	20.0	-16.2
Prix d'Heroisme	19.8	+5.5
Cafe Concert	18.0	-2.0

*Hockey play-offs affected listening audiences of these programs.

CKNB CAMPBELLTON N.B.

May 25, 1949

Dear Mr. Time-Buyer:

Somewhat confused, betimes, by the various articles, speeches, releases and brochures on "What a Time-buyer Wants To Know", we cling desperately to the belief that, primarily, advertising is designed to sell a product or service.

On that premise, we like to remind you, occasionally that the CKNB coverage has no daily newspaper of its own, no streetcar or tramway advertising, virtually no bill-boards. The emphasis is on radio. For audience and listening figures, see B.B.M.


Yours very truly,

Steu Chapman

CSC/FR

Station Manager

AN ALL-CANADA STATION



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

"The world's best coverage of the world's biggest news"

★

HEAD OFFICE
231 St. James Street
MONTREAL

THEY STAY WITH CJOR!

45 local advertisers have been using CJOR for more than four years each—for an average of eight years per advertiser! There are the LOCAL accounts who hear their own programs and see THE CASH REGISTER RING with CJOR-inspired sales. These advertisers know that CJOR brings in customers — for they are right on the scene of action.

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

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

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

CANADIAN TELESCREEN

Vol. 2, No. 10

TV and Screen Supplement

May 25th, 1949

Ready For TV

Montreal.—Canada is ready for television on a commercial basis, said F. R. Deakins, president of RCA Victor Co. Ltd., speaking at the annual meeting of the Radio Manufacturers' Association of Canada, where he was re-elected president.

Deakins said that television in Canada had developed to the point where "there can be no vestige of a doubt" that it is ready for commercial application. This would result in increased employment and the development of an entirely new phase of the radio industry, he said.

In pointing out the possibilities of new employment that television can make possible, Deakins said that the visual medium would utilize large quantities of raw materials. "Just to mention one. It has been estimated that within five years after television has been given the go-ahead the manufacturers alone will require over 1,100 tons of copper annually," he said.

CAB AND CBC AGREE TO DISAGREE

Allard Replies To Bushnell Blast

Toronto.—What private radio stations spend on equipment for television is not so much a source of worry as what they spend on programs, said E. L. Bushnell, director general of CBC programs recently.

In his address to a Lions Club meeting, Bushnell emphasized that he was only expressing his personal opinion and not necessarily that of the CBC, and said that in the U.S. television programs now cost sponsors \$30,000 to \$40,000 an hour. "And," he said, "nobody in Canada has that kind of money to spend."

Television is certain to come to Montreal, Toronto, Winnipeg and Vancouver during the next few years, Bushnell said, and it is equally certain that no matter how it comes "it is going to cost listeners money and somebody will have to pay for it."

Bushnell went on to say that development of TV in Canada differs greatly from that of the U.S. where, among other circumstances, part of the cost of coaxial cables is paid by other commercial users. In Canada, where there are no coaxial cables and no micro-waves, prophecies that sound radio will disappear does not apply as it does in the U.S., and sound broadcasting as it now exists is likely to continue for a long time, with possible dependence on motion pictures shipped between stations for some part of developing television programs, he said.

Ottawa.—T. Jim Allard, general manager of the Canadian Association of Broadcasters, voiced objection to statements made by Ernest Bushnell, director-general of programs for the CBC, about costs of television in Canada.

Allard said that, if Bushnell was quoted correctly, "he was

talking nonsense," adding: "he knows or should know that television does not cost \$30,000 to \$40,000 an hour, as he's quoted as saying."

"The CBC has stalled television completely, so why does its director-general of programs try to frighten off sponsors? Mr. Bushnell is credited with saying there are no sponsors in Canada who can afford television. The independent stations know of many," Allard observed.

"But," he went on, "Mr. Bushnell said more than he apparently intended. For if there were no Canadian sponsors, how would the CBC pay for television —by importing American productions which, it always says, are so bad, or by taxing the life out of its listeners?"

"Apparently the latter, for Mr. Bushnell is quoted as saying the listeners will always have to pay for television. The listener doesn't pay a nickel in the United States and shouldn't have to here.

"Independent stations," the CAB general manager pointed out, "applied to the CBC for a go-ahead signal on television-without-taxation. The CBC stalled. The offer still stands."

Organize TV Before TV Comes

Toronto.—Canada's television technicians and engineers are to be under the jurisdiction of the International Association of Technicians and Sound Engineers, stated William P. Covert, vice-president of the association and chief Canadian organizer, recently.

Covert said that Toronto and Montreal will have both CBC and private production and projec-

tion centres ahead of the rest of the country and the IATSE is the strongest entertainment union in both cities.

TEE VEE ACTION

New York.—The normal summer seasonal slump got underway a bit early this year — a least in the case of television receiver sales which showed slight dip in April. Industry observers expect the pinch to continue during May and on through the summer.

Many reasons are being given for the tightening market, among these. Production is beginning to outdistance demand, as the list of set manufacturers grows day by day. And when the top-ranking programs, such as Milton Berle and the Broadway Revue go off for the summer, the pinch is expected to get even tighter.

At the recent convention of the National Electrical Wholesale Association, the delegates complained vigorously

The TOM-TOMS are beating out the News..

ART HALLMAN

AND HIS

ORCHESTRA

Are Heading For



Lake of Bays, Ont.

FOR JULY AND AUGUST

★ ★ ★

Under Exclusive Management of

THE OFFICE OF MART KENNEY

125 DUPONT STREET TORONTO, ONTARIO

GO WEST- Young Men

and

STATISTICIAN Too!

But leave last year's facts and figures at home because new 1949 production records are in the making!

In its huge task of filling the needs of a fast developing inland empire, Edmonton is posting significant gains in population, industry, building and freighting DAILY!

Advertise on Canada's fastest growing action station for real results.



FOR THESE ARTISTS

- BOCHNER, Lloyd
- BOND, Roxana
- BROWN, Sydney
- COWAN, Bernard
- DAVIES, Joy
- DENNIS, Laddie
- DIAMOND, Marcia
- FITZGERALD, Michael
- HALMAY, Andrew
- HARRON, Donald
- HOPKINS, Michael
- LOCKERBIE, Beth
- MILSOM, Howard
- NELSON, Dick
- NESBITT, Barry
- O'HEARN, Mona
- RAPKIN, Maurice
- ROUSE, Ruby Ramsay
- SCOTT, Sandra
- WADE, Frank
- WALSH, Elizabeth
- WOOD, Barry

Day and Night Service

at

Radio Artists Telephone Exchange

out too many dealers as well as too much price-cutting on the part of the dealers. Price-cutting has been particularly widespread in the New York-New Jersey area.

Meanwhile, the leading manufacturers continue to announce price reductions (or cheaper models) of their own. On May 2, for instance, RCA Victor will unveil its first under-\$300 table model. The new set, a 10-inch model, will sell for \$269.50. Last week Bendix reduced one 10-inch table model from \$349.95 to \$299.95. Bendix said it felt a 10-inch table model selling for more than \$300 was too high for the mass market.

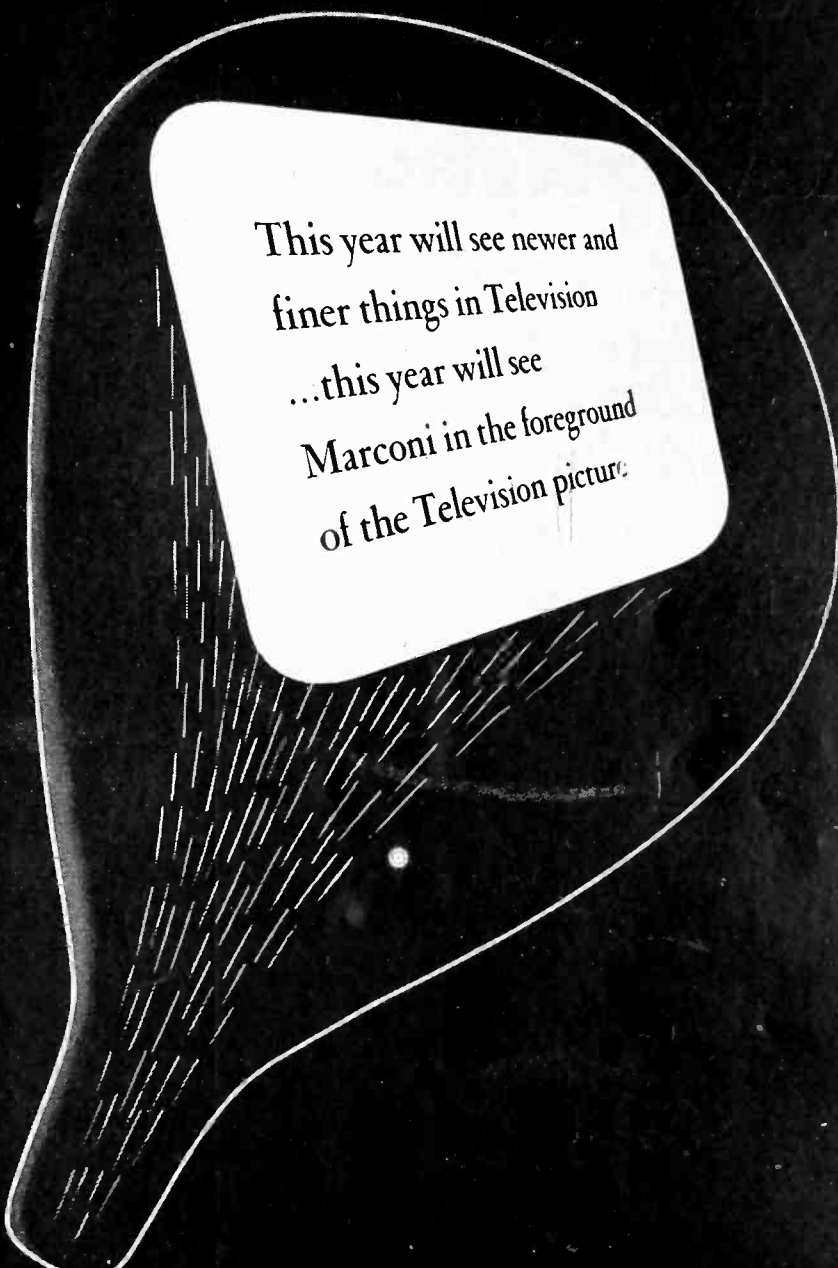
■ ■ ■
The nation's 63rd video outlet, station KFMB-TV, San Diego, made its commercial debut on May 16. Owner-manager Jack Cross said that 50% of the time 24 hours per week—has already been sold.

■ ■ ■
First TV Network Hooperatings will begin publication on June 23 with coverage of viewing in 29 cities. The monthly reports will be based on random sampling of all telephone homes (radio and tele).

■ ■ ■
Within nine months to one year, Hollywood will be the world centre of television, according to Herbert E. Kintner, executive vice-president, ABC network. Mr. Kintner said that New York will be second because of the tremendous wealth of talent and studio properties accessible in Hollywood. He also disclosed that ABC will have spent \$6,250,000 on its five owned-and-operated television stations when KECA-TV, Los Angeles, goes on the air about August 1.

■ ■ ■
CBS-TV denied that it is planning to install a new color transmitter in New York.

■ ■ ■
NBC-TV received FCC's okay to establish video's first UHF satellite station at Bridgeport, Conn. Station will pick up and, on an experimental basis, rebroadcast programs from the NBC flagship, WNBT, in New York.



This year will see newer and finer things in Television
...this year will see Marconi in the foreground of the Television picture.

The Voice of the Eastern Townships

CHLT
(FRENCH) 900 kc. 1000 Watts

CKTS
(ENGLISH) 1240 kc. 250 Watts

SHERBROOKE, QUE.

Representatives
JOS. A. HARDY & CO. LTD. — CANADA
ADAM J. YOUNG, JR. INC. — U.S.A.

CANADIAN
MARCONI
COMPANY

Established 1903

VANCOUVER WINNIPEG TORONTO MONTREAL

HALIFAX ST. JOHN'S, NFLD.

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738 Pages -:- 43 Departments -:- 44 Experts

"MODERN RADIO Advertising"

with an Analysis of
Television Advertising

by
CHARLES HULL WOLFE

Radio Dept.
Batten, Barton, Dustine Osborn

—: Copyright 1949 :—

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PLAN IT — BUY IT — WRITE IT — TEST IT

In Seven Parts

1. Fundamentals of Radio Advertising.
2. Radio Advertising Techniques.
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4. Spot Radio — for National, Regional and Local Sponsors.
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6. Past, Present and Future.
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\$9.00

Post Free if
cheque enclosed
with order.

USE THE HANDY COUPON NOW!

Book Dept.,
Canadian Broadcaster & Telescreen,
163½ Church St.,
Toronto 2, Ont.

Send me my copy of "Modern
Radio Advertising."

*Cheque for \$9.00 enclosed.
Bill me, plus postage.

Signed

Address

*Delete whichever does not apply.

STATIONS

Premier Opens CHUB

Nanaimo, B.C.—Premier Byron Johnson, other cabinet officials and Nanaimo civic officials took part here May 25 in formal ceremonies opening British Columbia's newest radio station, CHUB.

Work on the station is now nearing completion, and it will operate, at the outset, from 6.25 a.m. to 11 p.m. daily.

The station, which is RCA equipped, is located in the old banquet room of the Hotel Malaspina.

Manager of CHUB is Joan Orr, formerly manager of radio station KCLN, Nelson. Other staff members include Mrs. Dorothy Plant, Vancouver, promotion and women's programming; Glen Kirstgan, program director; Edward Webber, formerly of CKMO, Vancouver, chief engineer; William Dobeson and Gordon Theedom, Nanaimo, are among announce staff; and Mrs. J. Andrews will do secretarial and general office duties.

CHUB's transmitter is located on Jingle Pott Road, several miles northwest of this Vancouver Island city.

Mrs. Orr hopes to organize amateur shows, and the "HUB" in the call letters stresses Nanaimo as the hub city and gateway to Vancouver Island.

CHUB is owned jointly by The Sun Publishing Co., Vancouver, publishers of The Vancouver Sun, and George Randall, of Malaspina Hotel Ltd.

President of the new station is Donald C. Cronie, publisher of The Sun. Mr. Randall is managing director, and directors include L. Beevor-Potts, John M. Lecky and Herbert F. Gates. Secretary-treasurer is A. L. Pickard.

The station's news room will be serviced by The Vancouver Sun and a Canadian Press wire.

Regulate Free Time Donation

Ottawa.—Applicants for free time for charitable and other purposes will be required to fill in a form stating that no expenditures are being made in other media, under a policy recently adopted by the CAB.

The CAB will not endorse any free-time campaign unless assurance is provided that no expenditures are being made by the applicant in any other media, including printing, except for stationery. If money is being spent by the applicant in any media, a reasonable portion of the total must be spent on radio before any free time may be granted.

The CAB recommends that stations have a form filled out before answering a free-time request and, after time has been granted, that a bill be rendered to the organization concerned, marked "complimentary," showing value of time donated.

It is pointed out that with completed forms in the hands of the CAB, the Association will then be backed by full information about any campaign.

"AUCTION" AIDS BOYS' CAM
Edmonton.—A total of \$5,500 has been raised to help in the work of the Edmonton Y's Men's Club which supports a boy camp, through the efforts of station CFRN.

For three evenings recent the "Y's Men's Auction Sale" was broadcast from 9 to 12 over CFRN and listeners made the bids either from the auction room floor, or by telephone through the station's switchboard.

Items going under the auctioneer's hammer ranged everywhere from a new automobile to a case of pork and beans, and enthusiastic response brought in many long distance telephone calls, one from as far away as Minot, North Dakota.

BREAD BAKING CONTEST

Winnipeg.—A couple of months ago Winnipeg housewives found themselves mixed up in a bread strike.

Most of them came out of the kitchen with an added talent—that of baking their own bread.

Russ Richardson of CJOB decided to find out just how many housewives turned to their own baking, and just what the products were like. He staged a bread-baking contest.

He plugged the contest for several weeks over his early morning show, and it finally came to pass on May 13.

Into the melee stormed some 480 women with their precious bread under their arms. The single judge, who had been lined up to pick out the winners, took a look at the mob and promptly called in two women to assist her.

After some four hours of judging, two winners were selected and awarded \$50 and \$25 respectively.

When it was all over, the bread was given to Salvation Army officials.

**S.W. ONTARIO
CITY STATION
(Network)
HAS KEY POSITIONS
OPEN IN 5 CATEGORIES**

- Production Manager
- Continuity Chief
- Special Events
- Sports
- Promotion

Send full qualifications and salary expected.

Box A-20
**CANADIAN BROADCASTER
& TELESREEN**
163½ Church St.
Toronto

WANTED

By Maritime station, a competent enthusiastic announcer specializing in news and sports. This is an exceptional opportunity for right man.

Box A-19
**Canadian Broadcaster
& Telescreen**

SMART PROGRAMMING

**AGGRESSIVE
MERCHANDISING**

THAT'S B.C. RADIO

You're Not Selling Canada...Until
You Cover British Columbia By Radio



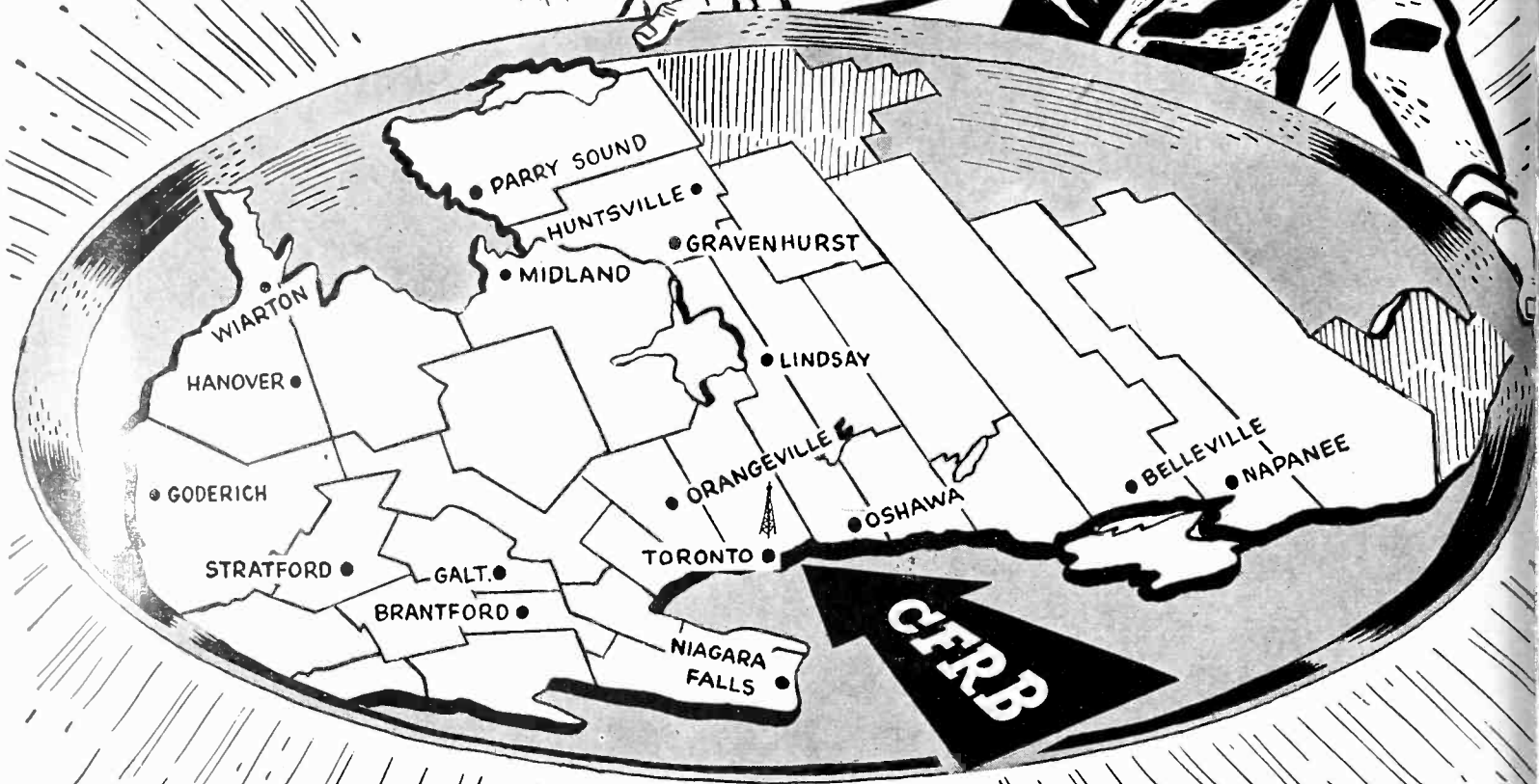
BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

CHWK CHILLIWACK
CFJC KAMLOOPS
CKOV KELOWNA
CJIB VERNON
CJDC DAWSON CREEK

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

CKMO VANCOUVER
CKWX VANCOUVER
CJVI VICTORIA
CKNW NEW WESTMINSTER

ON THIS PLATTER —



* A survey by an independent research organization showed that the median average REGULAR listenership to CFRB in the area where these people live is 61 per cent.

This is not surprising, when you consider that CFRB's average signal strength—within the corresponding half-millivolt radius is $2\frac{2}{3}$ times greater than those of the next independent Toronto station. Day-time patterns of both stations, measured in the same areas show that CFRB's signal strength is at least 50 per cent greater in many localities to 17 times as strong in others.

2,714,300 People... \$3 Billion Buying Power!

Help yourself to a lion's share of Canada's richest market! More than 21 per cent of Canada's population lives in that 27 thousand square mile area shown above. That represents better than 26 per cent of the Dominion's buying power!

Between 20 to 93 per cent of these people listen to CFRB *regularly* . . . and they listen *carefully*! A study of a recent Elliott-Haynes survey shows that average Sponsor Identification is 17.76 points higher on CFRB than on the next independent Toronto Station.

Full particulars available at our office or from our representatives:

Put your
dollars where
dollars ARE!

CFRB 50,000
Watts
1010 KC

REPRESENTATIVES: United States — Adam J. Young, Jr., Inc.
Canada — All-Canada Radio Facilities, Ltd.