

# CANADIAN BROADCASTER

AND TELESCREEN

Vol. 2, No. 11      50c a Copy — \$3.00 a Year — \$5.00 for Two Years      June 8th, 1949

## MEN OF THE C.A.B.



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## BROADCASTERS ARE TOO MODEST

### BMI Canada Has Tapped Canadian Talent

Toronto. — "Broadcasters are too modest" is the plaint of Wm. Harold Moon, who spent nineteen years pioneering acceptance for Canadian composers, and finally, in 1947, stepped in with the broadcasters, whom he persuaded to hire him to activate their own music organization, BMI Canada, which had remained static during the war for want of personnel. Since Moon took over virtual management of the concern — headed by the board of private operators who recently invited the CBC to participate — BMI's catalogue of Canadian compositions in all fields of music has grown to over two thousand numbers, he says. Broadcasters are too modest," he repeats, "because this contribution to Canadian musical culture and entertainment has been accomplished by the broadcasters themselves. Why," he asks, "don't they proclaim it from the rooftops?"

Clarke, a Vancouver nurse, and got its start on CKNW, New Westminster. U.S. performances

Moon"; Stan Patton's "Castle On The Hill," dedicated to Toronto's Casa Loma.



**WM. HAROLD MOON**

and sales of this number are now building very rapidly. It has been chosen as the official theme song for the next campaign of the U.S. "March of Dimes."

"Broadcasters should be blowing about this," says Moon, "because their organization and their performances are making it happen."

"Slowly but surely," he adds, "we're finding Canadian equivalents of such U.S. hits as "Chillcote, Ohio," built around communities right across the country. Currently on the griddle are Don Murray's "Happy Birthday, Halifax"; "Meet Me In Nanaimo," by Chuck Rudd, manager of CJAV, Port Alberni; Ozzie Williams' provocative "Sunday In Toronto"; Chester Chaffe and George Jennings' "Muskoka

On the classical or "serious" side, are such compositions as Healey Willan's "Piano Concerto In C Minor"; his "Royce Hall Suite" for symphony band; Harry Somers' "Scherzo For Strings"; Barbara Pentland's "Studies In Line" which was known in a dozen countries but unpublished until BMI Canada stepped into the picture.

In an attempt to bring recognition to the music produced in French-speaking Canada, BMI maintains a French-speaking office in Montreal. French lyrics have been specially written for most of the English language songs so far released, and "Ah! C'est le fun!" by Ottawa's Lois Ogilvie is to be one of BMI's next plug tunes. Moon says we can look to Quebec for music on the serious side too.

"Everybody knows Canadian songs are becoming famous, except the Canadian broadcasters who are responsible," Moon complains. "American and British performers and publishers are interested," he claims. "The press has applauded. Time Magazine has pointed out that BMI Canada has tapped Canadian talent. Canadian songs are being sung, but the efforts of the broadcasters who have made this possible are unsung. It is important now, in these days of inquiry into Canada's cultural life, that the broadcasters speak up"

### JUDGES STYMIED IN PROMOTION CONTEST

Toronto. — A panel of four judges was unable to single out three Ontario stations to receive plaques for their promotion of the Easter Seal and Jackpot draw campaigns for the Society for Crippled Children.

Finally the deadlock was broken, when the panel decided to put up a fourth plaque between themselves.

The four winning stations were: Over 10 Kw.: Station CFRB, Toronto.

5 Kw. and over: Station CKOC, Hamilton.

1 Kw. and over: Station CKTB, St. Catharines.

Under 1 Kw.: Station CJOY, Guelph.

CJBC, Toronto, and CKWS, Kingston, scored honorable mentions.

The panel of judges consisted of Bill Byies, Young & Rubicam; Hugh Horler, MacLaren Advertising; Dick Lewis, Canadian Broadcaster & Telescreen; and Wis McQuillan, Cockfield Brown.

### "THIRTY" FOR NEWSCASTER



Jim Hunter, CFRB newscaster, died suddenly Monday, June 6, following an operation.

Known to Ontario listeners for his down-to-earth reporting of the news, Hunter started in radio in Hamilton in 1930. He passed the 10,000 broadcast mark last year.

For Convention Agenda  
Please Turn to Page 12

from the world's **LARGEST** program library—



**T**HE NEWEST in a great parade of suspense-filled mystery shows, released for local sponsorship by All-Canada's Program Division.

Brett Halliday's **MICHAEL SHAYNE**, detective-hero of many best-seller novels and successful motion pictures, has been brought to radio in a tightly-knit, thrill-packed series of half hour shows.

26 programs in all . . . combining the showmanship of Hollywood's top-flight dramatic talent with the audience appeal of one of the most famous names in crime fiction.

CALL YOUR ALL-CANADA PROGRAM MAN FOR AN AUDITION DISC AND THE FULL STORY OF **MICHAEL SHAYNE'S** SMASHING SUCCESS ON AMERICAN STATIONS.

## ALL-CANADA PROGRAM DIVISION

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL

A DIVISION OF ALL-CANADA RADIO FACILITIES LIMITED



# PEOPLE

## THANK GOD FOR ELECTIONS

Vancouver. — Commentator Dick Diespecker of CJOR is drawing plaudits these days for recent broadcast on the responsibilities of the Canadian voter. Excerpts from his "radio talk" were picked up and published on the editorial page of The Vancouver Province. The story ran in three columns.

"Maybe you get sick of hearing so many political speeches during an election campaign," declared Diespecker in part. "Every radio station in Canada is packed with them.

"Don't get sick of them. Thank God for them," admonished the CJOR commentator. "The battle for freedom has taken over 10 centuries to win."

• • •

## B.U.P. APPOINTMENT

Montreal. — Hayden Lennard, formerly news editor at CKEY, Toronto, has been appointed radio editor for British United Press, the central newsroom here, and R. Curran, B.U.P. general manager, has announced.

Lennard was war correspondent for the Australian Broadcasting Corporation during the Burma campaign in World War

His appointment fills the vacancy left with the appointment of Don MacKay as B.U.P. bureau manager in Winnipeg.

• • •

## BROADCASTER JOINS SEARCH FOR MISSING FLYERS

Vancouver. — Spreading scope of radio news coverage was vividly displayed here during the recent much-publicized search for missing flyers in the B.C. wilderness.

Mike Giraud of the CKWX news room flew with the RCAF for three days, covering 25,000 miles, during the search for the missing couple, Bill Grant and Sheila Cure. Radio reporter Giraud kept the 'WX news room updated on developments by short-wave radio from the RCAF aircraft.

When the couple were located and returned to Vancouver, they were interviewed at Vancouver International Airport by another CKWX news man, Bert Cannings.

His interview was on the air within an hour of the lost flyers' arrival in Vancouver.

You enjoy the convention - we've got to stay home and look after an unprecedented level of business.

**CJGX**  
**YORKTON**

# CAPAC

• • • makes available to Canadian radio stations the copyright music, both of its own Canadian members and of more than 60,000 composers, authors and publishers representing practically all nationalities in the world. This constitutes most of the music that is broadcast in Canada.

• • • is a non-profit association. All the fees collected by CAPAC, less only the administration expense, are distributed among composers, authors and publishers in proportion to the extent their music is performed.

COMPOSERS AUTHORS AND PUBLISHERS ASSOCIATION  
of Canada Limited

132 ST. GEORGE STREET, TORONTO 5

## Some Call It Programming . . . . . At **CFRA** It's "Progrooming"!

Yes, we've coined a word, but it's a good one. It describes the treatment your air time gets when you buy it on CFRA. Your program is "GROOMED" to do the job for you. Your needs are STUDIED . . . your program is shaped with an eye to the maximum LISTENING QUALITY. Behind the "mike" are men who know their job. For instance . . .

Meet  
**FRED DAVIS**  
Programme  
Director . . . . .



Music and Dramatic presentation have been part of Fred Davis' background since boyhood. He conducted the first teen-age orchestra emanating from Toronto stations. During his army service he performed with Captain Bob Farnon in the Broadcast Unit of the Army Show and did dramatic roles on the BBC. He's performed with leading Canadian bands such as Art Hallman's. He's been two years with CFRA and is one of the most versatile members of the organization. He has a strong background for programming and he's one of the big reasons why your program is well-groomed when you buy time on CFRA.

The Station That Made Ottawa "Radio Conscious"  
Covering The Rich Ottawa Valley...  
Getting The Most For Your Ad Dollar **CFRA**

# RESULTS?

## Ask The Local Advertiser He'll Tell You —

**AUTO DEALER—** Ten used cars and trucks sold in less than two weeks. Only media used was CKCL.

**RADIO STORE—** Eight record-players (at \$35 each) sold as a result of just seven Spots on CKCL.

**CLOTHING STORE—** Sales doubled in less than three months. Only media used was CKCL.

**FURRIER—** Fur storage business tripled over last year, directly attributed to CKCL.

Over 150 local advertisers have found CKCL the LOGICAL means of tapping one of the Maritimes' richest markets.

# CKCL

## TRURO, Nova Scotia

REPRESENTATIVE—Wm. Wright, Toronto and Montreal

# PROMOTION

## Help Wanted

An advertiser in the "Help Wanted" columns of a Toronto newspaper received a unique reply. The text of the letter is self-explanatory, and follows, in full:

"Dear Sir: Your advertisement interests me very much. You mention that there is a 'good opportunity for aggressive salesmen' and also that you require 'salesmen of ability and good reputation' were the lines that demanded action on my part.

"For, you see, I know of a young, aggressive salesman — he's barely 23 years old now—who could do a tremendous sales job for your company and your products. He is the most aggressive salesman I know. He really gets around, yet has a superb reputation for being able to influence people to buy. When he starts his sales story, people just have to listen to him and, as a result, he has more success stories than just about anybody else in the selling business.

"Like a good salesman, too, he is always progressing; learning something new; reaching out and getting to know more and more people. And it doesn't matter whether the people he is talking to are children or businessmen or housewives or old folks... he just keeps right on selling and charming them. Practically everyone thinks he is, using today's idiom, 'just terrific.'

"One of the most interesting things about him, especially these days when labor thinks a 'living wage' is socking the employer for the most money for the least amount of work, is the fact that he is inexpensive.

"In fact, I am personally acquainted with managers of various companies who swear that he is the major reason why their sales have reached heights beyond anything they thought possible; that practically the entire success of their companies, not alone with the dealers and wholesalers and distributors, but mainly with the buying public, was due to his influence and his ability to put their sales message across effectively, dynamically, and at a reasonable cost.

"By now you have probably

decided this one I speak of is a paragon, a genius who must have a dozen tongues, seven leagues boots and some unusual secret for getting the ear of the people. You want to sell products to Frankly, he is a paragon. This is why I recommend him to you.

"His name is Radio. He has done all the things I have mentioned and he can do an equally good selling job for you handled properly and given a fair chance. When you hire a salesman for your company, you give him a course of training in your products; you tell him something about your company's reputation and how best to approach people. Then you give him a trial period of a few months and anxiously watch to see how he is receiving. If the approach is wrong, you correct it; you do not fire the man before he has a chance to show that he really can deliver.

"That is the way you should consider handling Radio Advertising. Give him a chance to show what he can do, and he'll do it. And do it more effectively, at less cost, and with greater sales impact than any other sales medium you can use.

"Have you considered that for less than \$10,000 you can put Radio to work for you in twenty five cities of Canada from coast to coast, hammering away on the value of your products—not just one day, but every day — for nearly three months? Or, if you did not want to work him so hard, then you could extend his working days.

"The data enclosed in the envelope will give you more of the story. No doubt you will have some questions. I would appreciate the opportunity of answering them, and discussing the super salesman with you. My telephone number is ADelaide 9184.

Yours sincerely

A. A. McDERMOTT,  
Sales Manager,  
Horace N. Stovin & Co.

**\$3.00 a Year**  
(\$5.00 for 2 Years)

insures regular  
delivery of the

**CANADIAN  
BROADCASTER  
and TELESCREEN**



# CKCW

MONCTON NEW BRUNSWICK

The Hub of the Maritimes

REPRESENTATIVES: STOVIN & CO. TORONTO MONTREAL

# CKPC

1000 WATT  
1380 KCS.

MEANS

The Voice of the Telephone City

**BRANTFORD - ONTARIO**

Who serve their community  
and advertisers faithfully.

Represented by

JAMES L. ALEXANDER

Toronto - Montreal

# CANADIAN BROADCASTER AND TELESREEN

(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

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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 Managers Ass'n.

Vol 8, No. 11

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June 8th, 1949

## Let's Talk Business

On another page of this issue there is an article entitled "Profits — Are They Large Or Small?"

This article, reprinted, by special permission, from the May issue of National Home Monthly, tells the profit story in every-day language, not without amusement, and definitely in an informative way. This is a story which needs sadly to be told.

The general public, uninformed on matters of finance, does not read the true meaning out of conventional financial statements. It reads vast sums of money, and whether these signify capital or stock issues, profit or loss, only says "Phew! Look at that dough!"

This article deals with the actual figures, yet presents them interestingly, and shows that these fabulous profits add up as pennies, after costs have been deducted, and often only fractions of pennies.

■ ■ ■

Without in any sense disparaging the work of the author of this article, for this is a fine piece of writing, we submit that there is an even better way to tell such stories as this, or of shedding a little light into the many mysteries that surround business. We believe that this story requires an intimate and personal touch, and we believe that no medium of expression can apply these qualities like radio.

We believe—immodestly perhaps—that we have accomplished this end in one of our own broadcasts in the "No Holds Barred" series, which also appears in this issue under the title "It Aves To Advertise."

In this talk we have tried to explode the fallacious idea that the cost of advertising increases the cost of merchandise. Here too, we have tried to talk in the language of the listeners by showing how a pie-baking housewife can bake twenty-four pies in very little more time than it would take her to bake twelve. We then tried to complete the analogy, by showing that the manufacturer employs the same principle when he builds production by advertising in order to cut down his cost per item.

■ ■ ■

The point of this editorial is to suggest that industry is trying, with every means in its power, to tell its story to the public. It is using space in the

newspapers and other printed media to put this story across. It is also getting editorial support from the publications in the form of articles, such as the one we have reprinted from National Home Monthly.

It is our belief that radio comes so much closer to the people, due to its intimate nature, and that by not using the air for this purpose to any great extent, it is passing up an opportunity of familiarizing the public with its story, which needs so drastically to be told. We are inclined to think also that the industry could, if it would expend the effort, create for itself a new source of revenue by promoting that type of program among advertisers.

■ ■ ■

If this is interpreted as an attempt to promote our own efforts along the lines of our "No Holds Barred" series, we shall have to plead guilty, in a sense. We believe that this kind of program performs a useful function to business as a whole as well as to each individual industry. If we can contribute our own efforts to the cause, we are quite prepared to talk business.

## Selling The Industry

Of prime importance on the agenda for the CAB Convention, is the panel discussion slated for Wednesday afternoon, entitled "Selling the Industry."

It is to be hoped that this panel will not only discuss research and those other devices which need to be improved if radio is to be able to present itself in comparable competition with the other media.

In our efforts to report past regional and other meetings of the CAB, we have invariably found that the theme song is always "selling the industry" rather than the more positive approach which might say in effect "increasing radio's usefulness" or "making radio easier to buy."

It may be said that we are picking an issue out of a point of terminology. Actually though, there is a psychological difference which might be made to militate in the industry's favor, if thinking could be adjusted accordingly.

Selling radio consists largely, as we see it, in giving advertisers and their agencies accurate and authentic statistics on which to base their time pur-

chases. These figures must include, first, the potential audience in a definite area; second, the earning and so buying habits of that audience; and third, the correlation of listening and market statistics into the radio market.

This paper has been investigating the possibility, through the Dominion Bureau of Statistics, of showing as a projection of the "BBM Radio Homes by Counties" figures, county-by-county breakdowns of retail sales. DBS replies that such figures are not available by counties except the out-dated 1941 census figures.

Accordingly we are currently conferring with a statistician who is endeavoring to devise a formula by which 1941 retail expenditures may be extended into estimated expenditures for last year. We believe that these figures, if they can be arrived at with any degree of accuracy, broken down into counties, should prove of value to buyers of radio time, and so to the industry.

## Ten Ways to Kill An Association

1. Don't come to the meetings.
2. If you do, come late.
3. If weather doesn't suit you, don't think of coming.
4. If you do not attend a meeting, find fault with the officers and members.
5. Never accept an office, as it is easier to criticize than do things.
6. Nevertheless, get annoyed if you are not appointed to a committee. If you are appointed, don't attend the committee meetings.
7. If asked by the Chairman to give your opinion regarding some important matter, tell him you have nothing to say. After the meeting, tell everyone how things should have been done.
8. Do nothing more than is absolutely necessary. When other members roll up their sleeves and unselfishly use their ability to help things along, howl that the Association is run by a "Clique."
9. Hold back your dues as long as possible—better still, don't pay at all.
10. Don't bother about getting new members, but if you do, be sure they are grouches like yourself.

—Ad-Sales Events.



# NEW YORK'S RADIO ROW

by Richard Young

New York.—The long-smoldering unrest within the membership of the National Association of Broadcasters has broken out into the open once again with the resignations of several of its station members.

Actually, the feuding got under way almost two years ago at the NAB convention in Atlantic City, where the controversial "Standards of Practice Code" was originally formulated.

Today, however, the biggest gripe on the part of the members seems to be the play being given to television by the association brass. The ironic part of it is that we recall that not too long ago a segment of the membership was crying for a greater expansion of the group's television activities. Well, the NAB obliged, and the entire membership still isn't satisfied. But as the newest version of an old proverb has it—a broadcaster has a right to change his mind, ain't he?

One station operator, who recently sent in his resignation, claimed that the industry has grown too big for one trade association and that the various elements—AM, FM, TV and Facsimile—should each have such an organization. In addition, he

feels that the situation is further complicated by the various groups within each broadcast medium — network affiliates, non-network affiliates, independents, clear channel stations, etc.

The operator is Edward C. Obrist, general manager, station WPEN, Philadelphia. Mr. Obrist told the NAB officials that "FM and TV have their own conventions. They should stay there and do their own business in their own way. If they decide to set up research and promotion bureaux, excellent! Let them do so and pay the bill. TV is especially separate and distinct. It's selling hard against radio. Why mother our murderer? The National Association of Broadcasters should revert to its type, an association of AM broadcasters for the over-all advancement of the AM industry and the sole benefit of all individual AM stations in it."

Mr. Obrist said it seems that "AM broadcasters have problems that can best be solved by separate meetings or conventions. The Network affiliates should have their annual conclave; the Independents theirs, where the big fellows and the little ones in each class will have ample time in which to air their problems; sympathetic minds and interested ears to help them. These groups will elect their own representatives who will go to a smaller annual association business convention for the purpose of pleading causes that have been agreed to in advance, and returning with evidence of concrete progress."

Mr. Obrist said that this might be Utopia—and that's what he prefers to wait for—on the outside looking in.

Well, there's really not much use in commenting on the situation since most of the thinking behind the controversy is fairly obvious. Television, which isn't even out of the knee pants stage, has everyone unable to make the expensive plunge grasping at straws to find ways of meeting the challenge of sight-and-sound. Most of the experts have predicted that AM radio—in some form—is here to stay, so the current fuss seems to be a bit premature as well as kind of silly. But then when you hear of the advertisers dropping radio for video—Ford being the latest to announce that it will concentrate on TV—you can't blame the boys

for getting a bit flustered. However, the constant bickering within the industry doesn't help the broadcasters any in the eyes of advertisers.

The current crop of unemployed radio stars reads like a regular Who's Who of show business. Yes, things is gettin' tough all over. The day of the \$15,000-\$20,000 radio programs seems to be about ready to commit Har Kari.

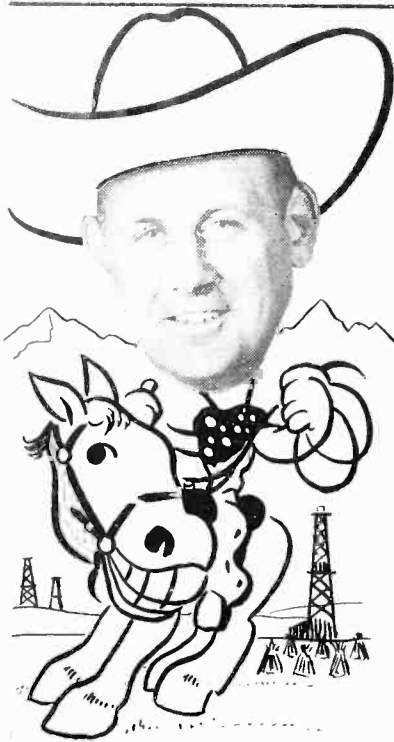
But of course all this is also being caused by the increasing competitive market which is mentioned a couple of paragraphs ago. The big advertisers are beginning to wonder if it isn't possible to sell just as much coffee, toothpaste and hand lotion with a \$7,000 a week program (and a moderate rating) as it is with an \$18,000 show (and a high rating). Next season they aim to get the answer.

Anyway, here's a few of the stars now looking for a nice fatter sponsor with an equally big-size pocketbook: Fred Allen, Al Johnson, Eddie Cantor, Burns and Allen, Frank Sinatra, Fanni Brice, Joan Davis, Dick Haymes, Ozzie and Harriet and many others. Only one forecast is sure bet—if they come back on the air next season, salary cut will be the order of the day.

We find it rather difficult to display too much concern over a slash in salary of say from \$15,000 to \$8,000 a week for characters such as Mr. Cantor or Mr. Allen.

On the cuff notes . . . Pabst Beer, which couldn't come to an agreement with Eddie Cantor, will bankroll "The Life of Riley" on NBC AM and TV. And here's a smart (?) move. Bill Bendish will continue as star of the AM show while an entirely different cast will take over on the TV series. (There should be a law to prevent some of the decisions made in this business!) . . . ABC network's "Break the Bank" may move over to NBC . . . Incidentally, NBC's intensive pitch for CBS's "Lux Radio Theatre" didn't pan out (for NBC) and the bankroller has decided to stay on with Mr. Paley when the new season starts in the fall . . . MBS network's new prexy, Fran White, is an awful nice guy, in case you're interested . . . and we'll be a nice guy and cut this thing off here until next issue. Consider it cut.

Nar-6  
Salutes all  
the confreres  
at the  
**CAB CONVENTION**  
and  
Sends the Greetings of  
**CJNT**  
QUEBEC CITY  
The Goodwill English Station  
of French Quebec"



## I'm ridin' to that CAB do...

and I'm fixin' to talk with you agency hombres to tell you how us boys at CFCN are all ready to ride and fence in that booming Alberta Market for you."

"jim" Love  
Voice of the Prairies Ranch

### BRAND CFCN

803,330 head.  
10,000 work hands.



# Radio Script Service

WALTER A. DALES  
Radioscripts  
1434 St. Catherine Street West  
MONTREAL

*Come Hell or High Water*

# CKCK REGINA FIRST AGAIN!

*Presenting*

**THE LARGEST RURAL RADIO COINCIDENTAL SURVEY EVER ATTEMPTED IN CANADA**

*Conducted by*

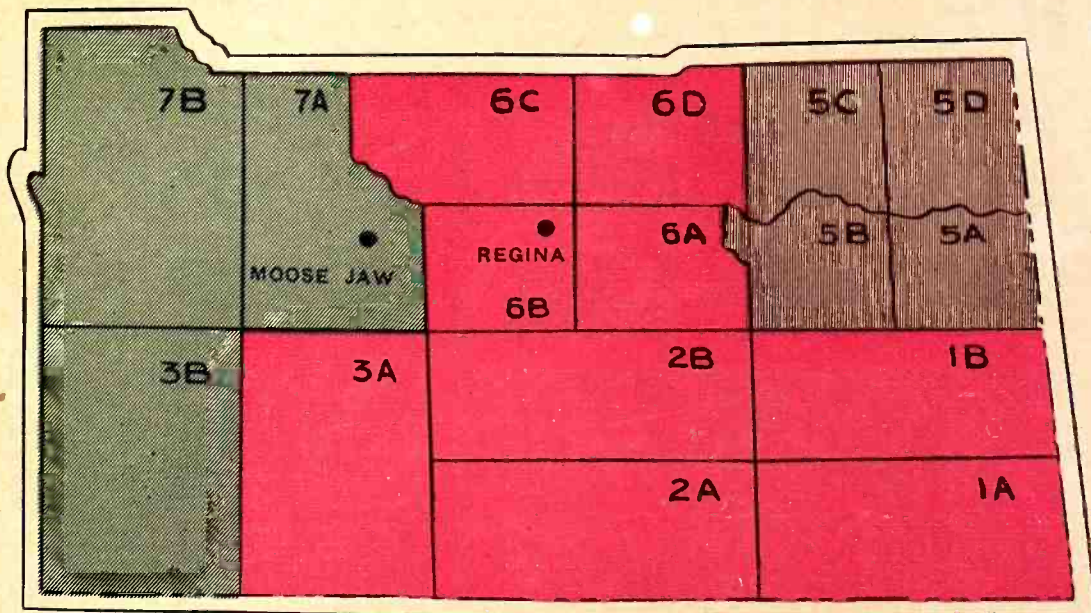
**ELLIOTT-HAYNES LTD, TORONTO**

**15,494 COMPLETED CALLS**

**OVER 85 RURAL EXCHANGES IN**

**16 BBM DISTRICTS**

★  
AREA COVERS  
39.7% of  
total sets  
in province.  
★



**CKCK LEADS IN 11 DISTRICTS**  
representing 28.1% sets in province.

**CBK LEADS IN 2 DISTRICTS**  
representing 2.7% sets in province.

**STATION A LEADS IN 3 DISTRICTS**  
representing 8.9% sets in province.

\*See the Book ACRES or LISTENERS to be released soon.

*CKCK Regina "The Buckle on Saskatchewan's Money Belt"*

**UP! UP! UP! UP!**

*Saskatchewan*

**FARMERS CASH RECEIPTS**

**\$335,070,000.**

Aug. '47-March '48 . . . for the eight-month period, cash receipts for Saskatchewan Farmers from grain, livestock and butterfat alone are estimated to total \$335,070,000 as compared with \$287,580,000 for the corresponding eight months of the previous year, an increase of \$47,490,000.

COVER THIS RICH MARKET

WITH

**CKRM**

**REGINA  
SASK.**



**DIAL  
980**

**BMI . . .**

**Music For Canada**

BMI means "Music for Canada." It also means that music by Canadians will at last attain a prominent place among the world's musical literature.

For it is through the combined resources of BMI CANADA LIMITED and BROADCAST MUSIC, INC. that the broadcasters of Canada today, for the first time, possess an international repertoire of music which is, in effect, Canada's own music.

The broadcasters of Canada are united 100 per cent behind the organization and operation of BMI CANADA LIMITED. Through the splendid team-work of both the Canadian Association of Broadcasters and the Canadian Broadcasting Corporation, BMI CANADA LIMITED is fully prepared to serve the entire music needs of the nation.

Not only does BMI provide broadcasters with a vast source of performable music and give aid and services in the programming of music, but now for the first time Canada has an organization expressly designed to publish and develop the creative efforts of the nation's musical talent.

And because the management of BMI CANADA LIMITED is directed and guided by a board of directors consisting of representatives of the Canadian broadcasting industry, its activities and its objectives are those of the broadcasters themselves.

"Music for Canada and by Canada" is the golden rule of BMI CANADA LIMITED

"WHEN IT'S BMI CANADA, IT'S YOURS!"

**BMI CANADA LIMITED**

229 Yonge St.,  
Toronto 1, Ont.

1502 St. Catherine St. W.  
Montreal 25, P.Q.

**BUSINESS**

**Profits, Aren't They Bigger Than That?**

Reprint of an article which appeared in "National Home Monthly" for May, 1949, by John Paterson.

How much profit does the average big business firm make? A recent survey by Elliott-Haynes Ltd. showed that the public thinks that the manufacturer is making 32 cents on the sales dollar. For every three dollars of goods that the manufacturer sells he is able, so the public mistakenly believes, to put one in his pocket. The cost of living, plus the published profits of big corporations, has left the wrong impression with the consumer that big firms are living the life of Reilly, free from all worries and cares.

The public obviously thinks that this is too much: because the next question the survey asked was, what profit the public thought the manufacturer should make on the sales dollar, and the answer was 16 cents. Or, exactly half of what they thought was made. It was granted that a manufacturer should be allowed to make a profit, but it was felt that he should make about half of what people thought he was making at the moment.

Now, if the take-home pay of the average firm was 16 cents on the dollar, the board of directors would certainly get a gold watch, and ringside seats at the hockey games.

One of the main reasons for the public's lack of information is due to the way in which the annual statement of the firm is issued to the press. If the wage-earner is drawing down \$50 per week, any amount running into five figures seems enormous. And yet, time after time, figures are released suggesting that the total sales volume represents the actual income of the company. Headlines read "Sales Jump to \$50,000,000," and to the average reader this suggests that the firm made \$50,000,000 last year.

Again, a new expansion is planned for a plant, suggesting that the firm has money to burn. The truth often is that by efficiency and economy, and by

ploughing back into the business some of the hard-earned money the firm is able to expand, earn more money and employ more labor. But the sight of a new plant, or a new store window suggests that people are in the money. The actual fact is that this expense is charged off over a number of years. A man may impress his neighbors with the expensive car which he has just bought; but he has either saved his money over the years, or spreading the payments over year or two. A business firm acts in the same way.

Another reason for the public lack of knowledge is old-fashioned thinking on the part of some boards of directors. Good public relations starts at home and the wise managers make their business to let their employees know what they are doing now, and are proposing to do in the future. Good managers regard every employee as part of a team, and realize that every one will pull his weight better if he knows something of the over-all plan, and is not left in the dark to do an apparently unrelated job. But some employers still believe that it is better to tell their staff nothing. Out of this ignorance is born a sort of fantastic notions and prejudices. Crack-brained theorists find a ready soil to cultivate if the ground work has been well prepared by a fuddy-duddy board of directors. And, since the voice of an employee is just as good as theirs at the ballot box, they are effectively cutting their own throats. If the big and little firms will tell their employees the facts as they are, they will find their employees reasonable enough to understand them. Little is gained by hiding the facts and our way of life can be preserved if everyone on the team knows that his welfare and the firm's are inseparably linked. Now let us look at some of the 1947 figures of some of the big firms in Canada and in the United States:

Take one of the Canadian grocery firms, Dominion Stores, and find out where all the millions of dollars went.

In the first place the directors didn't make the goods they sold out of thin air. They had to pay for the raw materials, at the wages and salaries to the people, who process them.



**Continuous Radio  
Audience Measurements  
Since 1940 . . . . .**



*Elliott-Haynes Limited*

Sun Life Building  
MONTREAL  
PLateau 6494

515 Broadview Ave.  
TORONTO  
GERRARD 1144



**PROFITS OF 20 CANADIAN AND U.S. CORPORATIONS**

| CANADIAN                            | Sales (1947)   | Net Profit After Taxes; |                     |
|-------------------------------------|----------------|-------------------------|---------------------|
|                                     |                | Net Profit After Taxes  | Per Dollar of Sales |
| Aluminum Ltd.                       | \$ 153,432,000 | \$ 16,024,000           | 10 cents            |
| Canadian Breweries Limited          | 76,322,000     | 6,170,000               | 8 cents             |
| Canadian Pacific Railway Co.        | 318,586,000    | 31,894,000              | 10 cents            |
| Canada Packers Ltd.                 | 204,069,000    | 2,060,000               | 1 cent              |
| Dominion Stores Ltd.                | 53,492,223     | 883,016                 | 1 cent              |
| Ford Motor Company of Canada Ltd.   | 149,304,000    | 5,996,000               | 4 cents             |
| Imperial Oil Limited                | 260,602,000    | 20,464,000              | 8 cents             |
| Massey-Harris Company Ltd.          | 83,834,000     | 4,084,000               | 5 cents             |
| McColl-Frontenac Oil Co. Ltd.       | 55,177,000     | 2,781,000               | 5 cents             |
| Moore Corporation Ltd.              | 51,743,000     | 2,797,000               | 5 cents             |
| <b>U.S.</b>                         |                |                         |                     |
| Chrysler Corporation                | 1,362,626,751  | 67,181,221              | 5 cents             |
| Distillers Corp. Seagrams Ltd.      | 618,135,000    | 43,113,000              | 7 cents             |
| General Electric                    | 1,186,345,868  | 88,331,949              | 7 cents             |
| General Motors Corporation          | 3,815,159,163  | 268,094,498             | 8 cents             |
| H. J. Heinz Company                 | 144,245,863    | 6,104,286               | 4 cents             |
| Hiram-Walker Gooderham & Worts Ltd. | 294,577,000    | 18,880,000              | 6 cents             |
| Phileo Corporation                  | 226,507,592    | 9,630,699               | 4 cents             |
| Standard Brands Incorporated        | 276,131,392    | 8,119,349               | 3 cents             |
| Swift & Company                     | 2,248,766,634  | 22,334,977              | 10 cents            |
| Westinghouse                        | 814,660,605    | 48,806,417              | 6 cents             |

**MEMO TO ADVERTISERS**

**RESULTS POSITIVE!**

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

**CKPC** BRANTFORD, Ontario.

**CKFI** FORT FRANCES, Ontario.

**CHVC** NIAGARA FALLS, Ontario.

**CKDO** OSHAWA, Ontario.

**CJIC** SAULT STE. MARIE, Ontario.

**CHUM** TORONTO, Ontario.

**CKNX** WINGHAM, Ontario.

**CHLP** MONTREAL, Quebec.

**CKEN** KENTVILLE, 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 AD. 9594

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

At first glance, Pete Profit in this looks like a big boy—53½ million dollars. But out of 53½ million dollars Dominion Stores paid \$1½ millions to the producers of the goods. Or to be precise, 21% went back to the people who made the produce. The next 10% of the money went to employees for salaries and wages. And, as is common today in well-known corporations, provision was made for the health and welfare of those employees. So money was paid out for cost-of-living allowances, pension plans, group insurance and many things that enable a man to plan his life with a feeling of security. If his sickness and old age are looked after then he can have more time to worry about the mortgage. For 4½ millions of dollars were spent on employee benefits—or 1% of the total sales dollar. So if we add the cost of the materials bought, and the wages we can see that this adds up to 93.75%. The money is running out fast, and Pete Profit is certainly getting smaller. The next items on the budget are rent to various landlords to keep a roof over their heads, taxes which a corporation pays with no more cheers than a voter, insurance in case the building catches fire some night, the inevitable light and heat bills that bother the ordinary citizen. These items have to be paid by any prudent, law-abiding man, but in this case they come

to \$1,171,698 or 2.19% of the gross. That brings us to 95.94%. Then in addition, we have a little item of just under three-quarters-of-a-million (\$769,000) which has to be paid to dominion and provincial governments for income and excess profit taxes, and we have still not come to the elusive little man Pete Profit yet. This tax item represents 1.44% of the total sales. This, together with another half million (\$520,000) paid for advertising to tell the folks about the sales, donations to charities, fees for lawyers and auditors or .97% brought the total costs to 98.35% of the total sales income. The rest is profit, or 1.65% of the gross: less than the average profit of 5½ cents. So, for all the planning, work and energy that was put behind the sales effort by every man, woman and boy in that firm, from the president to the boy who wraps the parcels, that profit was 1.65% or \$883,015. Pete has dwindled from 32% to 16% to 1.65%.  
■ ■ ■  
Then, what did the directors decide to do with the money? Well, in the first place they had to pay dividends to the common stockholders. These are the people who had faith in the enterprise and were willing to back it with their own money. There are millions of people like this in the United States and Canada who have been able to save

(Continued on next page)

*Demand* **COMPLETE COVERAGE!**



When the weather is foul, you seek extra coverage--  
When business horizons are overcast with threat of a summer slump, get extra coverage with advertising.  
CFNB gives full coverage of central New Brunswick's summer playground.  
Use CFNB to sell while listeners are in the spending holiday mood.

**CFNB**  
FREDERICTON, N.B.



**THE DOORWAY TO NEW BRUNSWICK**



AGAIN, CKWX leads all stations in Canada's

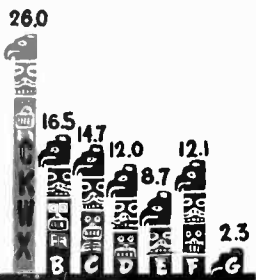
Third Market. Morning, Noon and Night,

WX programs top the polls in Elliot-Haynes'

Radio Report for January through March, 1949.

M O R N I N G

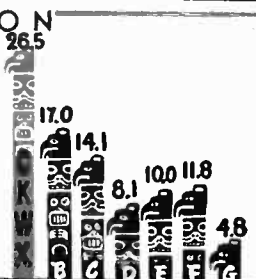
26% is the WX average for morning listeners—'way ahead of the next station. Definitely, WX is your Best Buy in the a.m.



... and WX leads in 9 out of 12 1/4-hour morning periods.

A F T E R N O O N

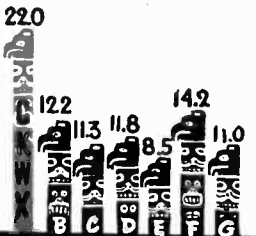
26.5% is your share of total audience—the largest share by far—when you buy WX in the afternoon.



... and WX leads in 21 out of 24 1/4-hour afternoon periods.

E V E N I N G

Evening listeners prefer WX—22% say so . . . almost double the listeners to any other station in the market.



... and again WX leads in 11 out of 14 2-hour periods.

This all goes to prove that in and about Vancouver CKWX is still HIGH MAN ON THE LISTENING POLL—your assurance of the biggest, buyingest audience.

BOOST YOUR SALES

...Buy...

Vancouver's

CKWX

The Station with the PRODUCTIONS PRODUCERS

MUTUAL

CONSULT ALL-CANADA OR WEED & COMPANY

(Continued from previous page) a little money, and who want to make more money than they can by leaving it in the bank. So, they look around for some firm which promises them a good return on the investment, but, they do not expect 30% or 16%. They would be glad to get it, although of course, they have to pay income tax on it again later on. So practically half of the profits are given back to the investors—81% or \$432,631. This leaves finally .84% or \$450,384, which is kept by the company.

Then what does the company do with that? They charge it against the future, and put it in the bank so that they can add extensions to their plants (as we might plan a sun porch), or decide to replace a coal burner with oil. Or perhaps business will not be so good next year, and provision has to be made for a rainy day, just as any careful householder has to hedge against the future.

Firms, like men, do not succeed automatically. They have to work hard and plan for the future. So that in the event of an unforeseen emergency they have a little cash to tide them over the difficult times. And, as anyone knows, difficult times are always with us. There are the accidents to look after, the furnace on the blink, and the roof that was blown off by the hurricane.

Just as everyone likes keeping up with the Jones, so each business has to keep up to date by installing new lighting fixtures, new machines, new methods. Otherwise the competition will certainly beat them to the draw, and then the business will face losses or bankruptcy. Last year was a good year for most businesses, and more people had jobs than ever before, but only a fool would believe that this unheard-of prosperity will last forever; so the smart operator puts a little aside when he feels the wind blowing a little colder.

Well, was it worth the effort? The answer is obviously yes. These firms provided thousands of jobs for people so that they could get married, and raise a family in a country enjoying the second highest standard of living in the world. With much of the world in communistic or socialistic hands, we in Canada were better off than practically any other nation in the world.

Under this system, thousands of employees made more money this year than in the preceding ones. Men were promoted, and took on more responsibility—not because they went to this school or that, but on the basis

of knowing their job, doing the work well and thereby earning their pay.

The size of the firms enable them to turn out mass-produced articles cheaper so that whether it was a bar of soap or an automobile the consumer benefited.

The small profits were paid back to the thrifty investors, that they in turn could spend their money on goods which keep the factory wheels turning. The other part was earmarked for improvements and expansion and to enable the firms to pay a little cash in the pocket to pay bills as they come along.

So, Pete Profit, in spite of taxes, the attacks of communists, socialists, and the specter of bankruptcy which is always around the corner for any firm which fails to keep up with the times, and remain efficient and prudent, goes his energetic way. He builds up the firms which build up the nation. He puts food in our mouths and coal in the furnace. He gives us hope and the promise of a better future. Through Pete Profit we can hope that the boy gets to college, that our kids will be better off than we are, that provision will be made for our old age.

Instead of having to play ball with the commissar for a job, a man can have some dignity, and know that by hard work, efficiency, and taking thought for tomorrow he will have time not only to work but to be able to buy the piano—the radio—the washing machine—for his wife so that she and the family can enjoy the years ahead.

Under this system we are guaranteed the freedoms that we fought for. Under the Communists we would have no freedom and would be working for the state. When profits go, our way of life goes—and the drive, skill and energy that made a country out of a wilderness in a hundred years will go. We will then be run by secret police, concentration camps, told what we can grow on the farms, and what we are to do for a living.

Under Communism, your house will not be your house, your job will be decided by the state, your wife will do an 8-hour job as well as run the house—and if you argue you will disappear overnight and no one will ask where.

This state of affairs come about not by accident, but because people are sold down the river by phoney propaganda.

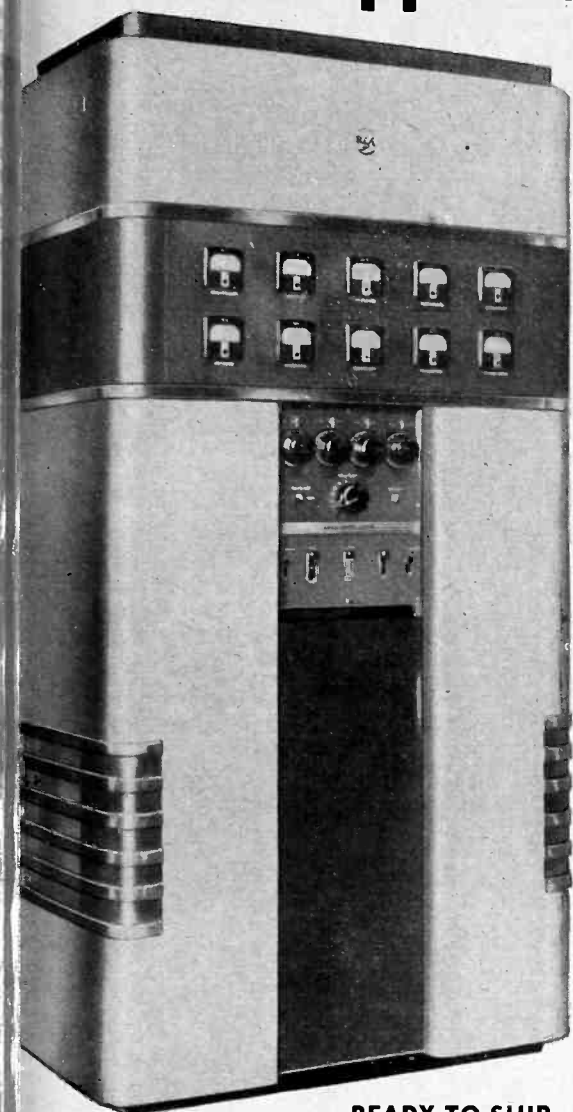
Profits have built this content. Communism has destroyed Europe. Let's see that it does not happen here.

**CKMO** YOU MAKE FRIENDS in Vancouver when you Buy neighborly CKMO

**CKMO** 1000 WATTS 1410 on your DIAL

# This 250-watt AM transmitter can be stepped up to 1 KW

# Simply



**READY TO SHIP —  
Canada's favorite 250-watt  
AM transmitter, type BTA-250L**

With operating features as familiar to broadcast engineers as station calls. RCA 250-watt AM transmitters—more than 300 of them—have been making friends with station men since 1940.

**From 250 watts  
to 1 KW in  
one easy step**

**Use the BTA-250L as your  
250-watt Transmitter now ...**

Type BTA-250L includes all the latest developments in low-power AM broadcast transmitters. It provides economical, reliable, high-fidelity operation and is completely self-contained. The BTA-250L includes a harmonic filter and antenna matching circuit *built right into the final stage*. No trouble here with dust in the tuning circuits—because this transmitter uses no air capacitors.

**... add on this 1-kw Power  
Amplifier type BTA-1L for high  
power later**

Completely self-contained, this business-like r-f power amplifier makes it practical to go to 500 or 1000 watts—using a BTA-250L as the driver. The center section houses the power equipment. The right section houses the modulator and r-f power amplifier. Ample space makes it easy to reach all components. Type BTA-1L features fewer r-f stages and simpler operations—your assurance of maximum on-air time.

With this 250-watt AM transmitter you can go to 500 or 1000 watts ... simply by adding on an RCA 1-kw r-f power amplifier. Your BTA-250L then becomes your driver. Not a penny of your original transmitter investment is lost ... because in this conversion there are no power tubes to discard or obsolete equipment left on your hands.

How quick and easy is it to convert? *You can make the change to higher power between "sign-off" and "sign-on"!*

This is one reason why the BTA-250L is a "natural" for stations planning a future power

increase ... or replacement of old equipment.

And there are other reasons, too. All controls and switches are grouped within handy reach; all meters are located conveniently at eye level. And precision-type vernier tuning indicators provide an accurate means for logging.

For complete information about the BTA-250L ... and how you can add an RCA 1-kw power amplifier to it *inexpensively* ... call your RCA Victor Sales Engineer. Or write Engineering Products Sales Department, 1001 Lenoir Street, Montreal.

World Leader  
In Radio ...  
First In  
Television

# RCA VICTOR



RCA VICTOR COMPANY LIMITED

HALIFAX • MONTREAL • OTTAWA • TORONTO • WINNIPEG • CALGARY • VANCOUVER



# SH-H-H-H!

STRICTLY  
OFF THE RECORD . . .

There's  
Something new cookin'  
in  
PROGRAMMING SERVICE

C.A.B. DELEGATES  
Don't tell a soul I told you  
in Room 742.

S.W. *Caldwell*  
LIMITED

RADIO & TELEVISION ADVERTISING  
21st Floor of the Victory Bldg.  
80 RICHMOND ST. W. — ELgin 6586 — TORONTO

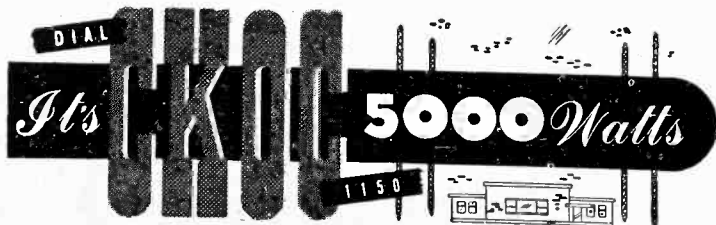
Broadcasting Station  
**CKOC**  
FIRST In Hamilton Ont.

EXTENDS A

*Hearty  
Welcome*

TO THE VISITORS AT THE C.A.B. MEETING

- ★ THE AGENCIES
  - ★ THE ADVERTISERS
  - ★ THE BROADCASTERS
- and friends of the Broadcasting Industry



Representatives

CANADA—ALL-CANADA RADIO FACILITIES  
U.S.A.—WEED AND COMPANY

## AGENDA

### CANADIAN ASSOCIATION OF BROADCASTERS 1949 CONVENTION

ALGONQUIN HOTEL, ST. ANDREWS, N.B.

*Sunday, June 12*

ADVANCE REGISTRATION The Lobby 3.00 p.m.  
CAB BOARD MEETING 3.30 p.m.

*Monday, June 13*

OPEN MEETING The Casino 9.30 a.m.  
(1) ADDRESS OF WELCOME—Chairman G. R. A. Rice.  
(2) GENERAL REMARKS—General Manager T. J. Allard.  
(3) APPOINTMENT OF SECRETARY FOR MEETING.  
(4) APPOINTMENT OF CONVENTION COMMITTEES.  
(5) DISCUSSION PANEL — "TV — Its Development and Possibilities," lead by representatives of CGE and RCA.  
(6) REPORT OF BUREAU OF BROADCAST MEASUREMENT—L. E. Phenner, chairman.  
(7) ANNUAL MEETING—BBM.  
Election of Directors and other business.  
Adjourn at 12.15 p.m.

OPEN MEETING The Casino 2.30 p.m.  
(1) TALK AND DISCUSSION—"The Agency Executive Looks at Broadcasting," by R. M. Campbell, vice-president, J. Walter Thompson Co. Ltd., Toronto.  
(2) TALK AND DISCUSSION—"Publicity for Radio," by Richard G. Lewis, Canadian Broadcaster & Telescreen, and Walter A. Dales, Dalescripts Ltd.  
Adjourn at 5.15 p.m.

COCKTAIL PARTY Music Room and Lounge  
Hosts: CP and CN Telegraphs. 5.30 p.m.

*Tuesday, June 14*

CLOSED MEETING The Casino 9.30 a.m.  
(1) General Manager's Report.  
(2) Sales & Service Director's Report.  
(3) NARBA Committee — discussion regarding North American Radio Broadcasting Agreement—George C. Chandler.  
(4) Minutes of last Meeting.  
(5) Financial Statement and Trustees' Report.  
(6) Appointment of Trustees.

OPEN MEETING The Lounge 10.30 a.m.  
"Facts About Canada" — Slide presentation by reps—Andy McDermott, chairman.  
Adjourn at 12.15 p.m.

OPEN MEETING The Casino 2.30 p.m.  
SLIDE PRESENTATION AND DISCUSSION—"Report on Surveys," Walter Elliott, Elliott-Haynes Ltd.  
TALK AND DISCUSSION—"New Forms of the Broadcasting Art," Stewart Finlayson, general manager, Canadian Marconi Co. Ltd.  
Adjourn at 5.15 p.m.

COCKTAIL PARTY Music Room and Lounge  
Hosts: Canadian Marconi Co. 5.30 p.m.

ANNUAL BANQUET Main Dining Room 8.00 p.m.  
Chairman—Phil Lalonde.  
Guest Speaker—B. K. Sandwell, editor, "Saturday Night."  
Subject—"Once there were no Radios."

I'm up at RB  
for the summer.

If I can be of service  
Please call me at  
Midway 3515

*Doc Lindsey*

RE. 5243



Wednesday, June 15

**CLOSED MEETING** The Casino 9.30 a.m.  
TALK AND DISCUSSION—"What BMI Canada Ltd. Means to Canadian Broadcasters," Carl Haverlin, and Robert J. Burton, president, BMI Canada Ltd.

**PEN MEETING** The Casino 10.30 a.m.  
(1) PANEL DISCUSSION—"Selling the Industry." Panel: Maurice Rosenfeld (MacLaren Adv.); W. D. Byles (Young & Rubicam); Waldo Holden (CFRB, Toronto); Guy Herbert (All-Canada).  
(2) PANEL DISCUSSION—"Keeping Posted." Panel: Andy McDermott (H. N. Stovin); Ralph Hart (Spitzer & Mills); Gordon Keeble (CFCF, Montreal).  
*Adjourn at 12.15 p.m.*

**PEN MEETING** The Casino 2.00 p.m.  
(1) Report of Sales Advisory Committee.  
(2) PANEL DISCUSSION—"How to Emphasize Selective Radio." Panel: Jack Horler (Baker Advertising Agency Ltd.); William Wright; Jack Slatter (Radio Representatives Ltd.).  
(3) PANEL DISCUSSION—"Programs Are Merchandise." Panel: Pat Freeman (CAB); Wm. Speers (CKRC, Winnipeg); Miss Lee Hart (NAB, Washington).  
*Adjourn at 4.00 p.m.*

**DAT TRIP** Host: Senator A. N. McLean 4.00 p.m.

Thursday, June 16

**CLOSED MEETING** The Casino 9.30 a.m.  
DISCUSSION OF CAB POLICY ON:  
(1) Royal Commission on National Development in the Arts and Sciences.  
(2) Parliamentary Committee on Radio Broadcasting.  
*Adjourn at 12.15 p.m.*

**CLOSED MEETING** The Casino 2.00 p.m.  
(1) Performing Right Fees.  
(2) Amendments to Constitution and By-laws.  
(3) Election of Directors.  
(4) Unfinished Business.  
*Adjournment of Annual Meeting*

**CJCA**  
EDMONTON

• AVERAGE NIGHT PROGRAM RATING

23

APRIL, 1949  
(STATION NO. 2 . . . 11.6)

BMM - 1948 -

53,400 of Canada's Richest Farm Homes

**CJGX**  
YORKTON

★ 5TH YEAR AS CANADA'S TOP 250 WATTER ★

Now 1000 WATTS **CKNW**

**LEW ROSKIN**

MANAGER OF CJDC, DAWSON CREEK, B.C.

— says —

"Sorry Fellows!

"We were looking forward to seeing you at the Convention. But two elections in less than two weeks, and an 84% increase in business the last three months make it imperative for us to remain here. It's a great experience too, being able to cover and serve both B.C. and Alberta as well as reside in a community on Mile Zero of the Alaska Highway. CJDC is a "Bonus Station" in the truest sense. We'll tell you more in a few weeks' time.

ENJOY YOURSELVES

AND HAVE A SUCCESSFUL CONVENTION."

**CFCY**

**BEST OUT OF 3<sup>+</sup>**

**BEST OUT OF 18<sup>+</sup>**

<sup>+</sup> Yes After 3 Successive BBM Surveys CFCY Still Predominately LEADS In Listener Circulation The 18 Private Stations In The Crowded Maritime Field.

**IF YOU FIND IT HARD TO PICK A WINNER USE**

**CFCY**

"THE STATION THAT REACHES THE MOST PEOPLE IN THE MARITIMES."

IN CANADA: ALL-CANADA

"IN SERVICE 25 YEARS"

IN U.S.A.: WEED & CO.

# DOCTOR'S ORDERS



The Fastest Selling  
Packaged Program  
Of The Year

Already auditioned and sold to  
local drug accounts on:

- CFAC—Calgary
- CHWK—Chilliwack
- CKOV—Kelowna
- CFCF—Montreal
- CKRD—Red Deer
- CKSO—Sudbury
- CKEY—Toronto

*"Doctor's Orders"*

A new compound of entertainment and information for the "hometown" sponsor who can profit by giving people in his own community an inexpensive service they really want.

Laboratory - tested and sales-proven during four successful years as a network program . . . reviewed and approved by the Department of National Health and Welfare.

*"Doctor's Orders"*

26 quarter-hours now available, more in production. Full details and audition discs from:

## ALL-CANADA PROGRAM DIVISION

VANCOUVER — CALGARY — WINNIPEG  
TORONTO — MONTREAL



# IT SAVES TO ADVERTISE

From "No Holds Barred," a series of commentaries being broadcast from coast to coast.

By  
**RICHARD G. LEWIS**

yourselves that you do.

Not long ago, I had the privilege of addressing a meeting on the subject of advertising. It was a particularly interesting occasion for me, because instead of the usual stodgy business men, my audience consisted entirely of women.

After my talk, one of them rose to ask me a question. She wanted to know if it was true that in Great Britain, the BBC doesn't have advertising on its programs.

I told her that it was true, and she gave me quite a surprise when she said: "I wouldn't like that, because I wouldn't know what sort of breakfast food to buy."

Here is a funny thing about advertising.

Even people who assure you they never read or listen to the ads actually do so, without realizing it. Don't make any mistake about it. You do both hear and read the advertisements, whether you think you do or not. And it is a very good thing for

The products we buy in the stores come in two classes. One is the "branded" goods, sold under a trade name. And the other group is unnamed merchandise.

Taking them in reverse order, when you buy "unnamed goods" you just get some cheese, butter, soap, soup or whatever it is you are after. You look at it, taste it, feel it, stretch it or smell it; hope it is as good as it appears; and take it home. Actually it won't matter very much whether you like it or not, because it is unlikely that you will ever get the same line again, largely because it hasn't any name to call it by.

In the case of branded goods, the shoe is on the other foot. Branded goods are easily identified by their names. And what is more, you can probably buy them anywhere in the country, and

often in other countries too.

When a manufacturer stamps a product with his name, it is like the hallmark on a piece of silver. It is the same thing to him as signing his name to a guarantee. He stakes his reputation on the goods behind the name. He has hundreds of thousands—perhaps even millions—of dollars tied up in his factories and equipment. He employs thousands of men and women. And he—and they—can only keep on working and earning if you, his customers, approve of his product and buy it. If business drops off, the government doesn't hand him a cheque and say, "Here are a few thousand to tide you over," while he goes on turning out inferior stuff. He just has to be sure, first, that his product is good; secondly, that it maintains its style, flavor or quality, depending on what it may be; and third, it has to be properly priced.

One reason why manufacturers "brand" or name their goods in this way is to enable them to tell you about them in their advertising. This starts with the label on the package or article and goes on through all the kinds of advertising you know so well.

Obviously the reason why people want to advertise their goods is to make people buy more of them. I didn't really have to tell you that, did I? But let's look into it a little further.

I just gave you three things a manufacturer has to do to keep you from his competitors and get you for a customer for himself.

First, the product not only has to be good, but it must be consistently good. With food and practically all other lines, insuring the consistent quality of what is offered for sale is carried out behind the scenes, but is probably given more time and cost more money than any other part of the proceedings. Companies employ whole staffs of chemists, dietitians or other practitioners, depending on the nature of the product, to do nothing but experiment and test whatever it is they are making. Only when these experts are completely satisfied that all standards of quality have been met, does the factory go into production; only then does the advertising manager and his staff meet with the advertising agency, which prepares its advertising, to present the plain facts about the prod-

1000 WATTS  
970 KC

**CKCH**

Selling 80% to 90% of all sets turned on during daytime hours, with 385,167 French people in coverage area of Ottawa, Hull and all or part of 19 surrounding counties.

STUDIOS . . .  
121 NOTRE DAME ST., HULL, QUE.

**PROGRAMMING ESPECIALLY FOR THE FRENCH LISTENERS IN THE OTTAWA VALLEY**

Canadian Representative  
● Omer Renaud & Cie,  
1411 Stanley Street,  
Montreal.

Toronto Office, 53 Yonge St.

American Representative  
● Adam J. Young, Jr., Inc.,  
22 East 40th Street,  
New York 16.

t to you.  
Don't go away now.

■ ■ ■

What I have just said sounds pretty idealistic, doesn't it? Actually it is nothing but good business, and I can show you why.

Reputable firms which invite you to buy their goods by advertising, know that the claims they make have to be true. Not only is this in accordance with the laws of the land, and also the best way to meet competition, but advertising is the show window of business. It is the one means that you, its customers, have of finding out what goes on in its shops and offices. And this is only by putting out advertising which informs you honestly about the facts of the product, instead of deluging you with a lot of meaningless superlatives, so that it can win your trust and confidence.

My third point was that, in order to induce you to use it, the product has to be properly priced, and advertising plays a major part in keeping the cost of things down.

Look at it this way.

Mrs. Jones has to bake the pies for the family to eat over the week end. She has a large family; it is a holiday week end; and they like pie. So Friday, she sets to work and bakes 12 pies. Let us say that this gives Mrs. Jones four hours of work. I am a bachelor, so you must give me if my figures are a little erratic. (Incidentally, I am very fond of pie, too.)

Valuing Mrs. Jones' work—and sticking my neck out I know at 75 cents an hour, we find that the cost of labor for those 12 pies is three dollars, or 25 cents apiece.

Mrs. Smith next door has a large pie-eating family to bake too. So Mrs. Smith and Mrs. Jones decide to get smart about it. They feel it stupid for them to spend Friday over their stoves, so they flip a coin. Mrs. Jones, who lost, did the baking for the two families, while Mrs. Smith, who won, took the day off and went to the beach. After the week end, they compared notes. They found that making 24 pies instead of 12 only took one hour longer. In other words, while the labor cost

for 12 pies, was three dollars, the cost for 24 was only \$3.75. That meant that while 12 pies cost 25 cents apiece in working time, 24 cost only a shade over 15 cents, showing a labor saving of 10 cents per pie.

Are you still with me?

■ ■ ■

Like Mrs. Smith and Mrs. Jones, the manufacturer knows that the more articles he makes, the less they will each cost. So he thinks up ways and means of doing the baking for more and more Mrs. Smiths and Mrs. Joneses. And the means he uses to get more customers—I think you've guessed it—is advertising.

So we have the healthy situation where Mr. Manufacturer is in a perpetual race with his competitors to make the best goods at the lowest prices, and so win you and me for customers.

■ ■ ■

Competition and advertising—they are one and the same thing—are the secrets, not only of prosperity, but of keeping prices down too.

The Socialists, and their fellow travellers, would like to control everything we do—what we earn—what we spend—what we buy—what we sell. They would take from us this whole system of competition, where business can only prosper by forever striving to be more useful to the public. And the public gets the benefit.

**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.

# CFBC

"Your Friendly Host  
on the Fundy Coast"

Welcomes

## C.A.B. DELEGATES

to the

## MARITIMES

During your visit to St. Andrews try to spend at least a few hours in Saint John. You'll be given a warm welcome at CFBC — the most modern station in the Maritimes where programs and promotion come first.

*Bob Bowman*  
Manager.

5000 WATTS

930 KC.

# Safer than money!



When you carry money on your travels, you may lose it or have it stolen. But if you carry Canadian Pacific Express Travellers Cheques—and they are lost or stolen before being countersigned—their full value will be refunded to you. Use these Cheques just like money — cash them almost anywhere — your signature is your identification. Obtainable through all Canadian Pacific agents and most banks.



Canadian Pacific Express  
**TRAVELLERS CHEQUES**

**JUNE---**

**MONTH OF BRIDES  
THE C.A.B. CONVENTION**

and

## OUR FIRST BIRTHDAY

— can't go to St. Andrews — gotta stay at home 'n' celebrate our first anniversary — surprising how we've grown — just ask the 270 and more satisfied local advertisers — got national business too! — Come up 'n' see us sometime —

*CFBY*  
GUELPH, ONT.

...this is the

- CJOR
- CKPG CFJC
- CHWK CJNB CFRN CKPC
- CKPR CKLW CKOR CHUM CHEX
- CKTB CUCV CJBR CHLT CHLN CKVL
- CKVD CKCW CHSJ CJFX
- CJLS, CFAB CJOB
- CHNS

*Servicing stations coast to coast*

*Join the U.S. transcribed library "hookup"*

Investigate — Subscribe

*Sales Representatives*

**EXCLUSIVE RADIO FEATURES LTD.**

225 Mutual St.

Toronto

**CANADA'S LEADING TRANSCRIBED LIBRARY SERVICE**

UNITED TRANSCRIBED SYSTEM

**Over The Desk**

There's a sort of tension in the air and it isn't the spring. It's a form of tension which comes every year, but the time of it varies. The occasion is the annual meeting of the Canadian Association of Broadcasters, and it seems it can up and at you any time between February and June. This year it's June 13-16, and it bids fair to being an unqualified success, because, as manager Jim Allard puts it (in so many words), advance registrations equal approximately 1 1/4 reservations per available bed. We wonder who will do the vivisectioning.

We are also told that the Atlantic breeze is given to blowing not too balmily this season of the year. So we are taking a sweater. In fact, as this issue will be too late to warn people about doing the same thing, we shall bring two sweaters. Don't bank on us, though. It may be cold enough to warrant our form, now divested of 27 lbs. of upholstery, donning the both of them.

Definitely we shall not fly in the Maritimes on any feeder lines. We tried that at Minaki, and the plane was so overladen with the other two passengers, that we had to alight. We mention this to forestall the chicanery to which we are invariably subjected whenever two or three are gathered together at a convention, and the company on hand includes the individual we would rather be tearing apart. For some reason we are peculiar in this respect. People feel they can render us asunder whether we are there or not.

Top story on the pile on the desk this issue comes from CKNW, New Westminster. It all happened at a staff dinner, May 25, when Bill Rea distributed dividend cheques to his boys and gals, based on a percentage of the profits. (We're planning the same system. The only thing is it may prove a little embarrassing if we ever come out of the red.)

Guest of honor at the Dinner was Wm. Rea, Senior (we often wondered where Eill got that Junior stuff) who is a well-known Edmonton lawyer, labelled M.A.



and K.C., and, as you may have divined, is Bill Junior's pop.

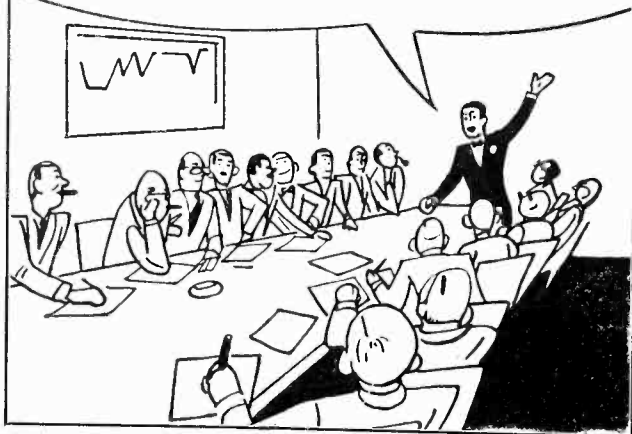
Pop turned it on for the boys and did a couple of Bobby Burns stanzas by special request. Our spies inform us there were two requests. First Bill—Junior, that is—requested the boys to request the recitations, and then the boys—without ever knowing about those bonus cheques (it says here)—requested that Mr. Rea perform.

Being a learned gent (see M.A. above) and a master of five languages (M for Master and A for five languages), Mr. R. ended his speech with a Latin tag on his tongue and a twinkle in his eye. Hector MacKay, of the continuity department, replied to Mr. Rea, tendering him the staff's thanks — in Japanese. And Hector only has his senior matric.

On behalf of the newsmen covering the convention, we are hoping that speakers will arm themselves with copies of what they say. These, duly distributed to the gentlemen (if I may use the word in its broadest sense) of the press, will enable them to report all deathless utterances made to the convention with reasonable accuracy, and without interruption to cribbage games, libations, goosing butterflies or other diversions in which reporters have been known to indulge. They will also keep speakers more or less to the subjects they are supposed to be discussing. And finally they will provide said speakers with tangible evidence (for posterity and their wives) that they did actually attend the meetings.

For the benefit of orators who unintentionally lose the point, we shall be in constant attendance for the purpose of committing to

... and so, gentlemen, to sell the \$200,000,000 Niagara District Market we'll use CKTB St. Catharines!



"The day has passed when this market could be sold by outside penetration," the Agency Executive said. "Now, CKTB not only has the largest audience in the St. Catharines market but, by the latest independent surveys, CKTB has more audience than ALL other Canadian stations combined."

*Before making up your list get the latest Elliott-Haynes audience break-down from National Broadcast Sales, Jos. McGillvra, or*

**CKTB ST. CATHARINES**

*Locally Owned and Operated by*

**The Niagara District Broadcasting Company Ltd.**

**CJAV . . . PORT ALBERNI MAY 14, 1949**

*Here Are Some*

**FACTS ABOUT CJAV & THE GREAT ALBERNIS**

- PORT ALBERNI—is the 2nd largest city on Vancouver Island and 3rd largest exporter of lumber in B.C.
- CJAV—enjoys saturation coverage due to mountainous terrain.
- CJAV—has 67.2% to 83.1% of the audience.

DIAL 1240

(Elliott-Haynes)



aper reports of what they intended to say, which we shall be prepared to print in this incomparable journal for three times our regular space rates.

Canadian Radio Year Book pops up in the news again with the announcement that control has been acquired by T. J. Wheeler and Allan B. Moore. The 1950 edition will, says the press release, be ready early in December. The former owners, Mack Boothe, Hugh Newton and Malcolm Mallory, will continue to serve on the board. Wheeler heads a newspaper feature syndicate bearing his name and Moore is managing director of the Printers' Guild, Pickering.

There is a fundamental difference between press and radio. One, as a bit of both, feel qualified to hold forth on the subject.

The press, with its objective laws reporting through its news columns, and its forthright expressions of opinion on its editorial pages, has built up a healthy respect for itself in government circles, and — the war period excepted — has never had to suffer the regulations and impositions to which its younger brother is constantly subjected in both Canada and the United States.

Could it be that radio is forever under the bureaucratic gun for no other reason than its hesitancy to have a mind of its own on public issues and express it? In these election periods, is there any valid reason why a radio station should not be as vocally Conservative, Liberal or — if you'll pardon the expression — CCF, as The Montreal Gazette, The Winnipeg Free Press or the Canadian Forum?

Obviously radio's policy of presenting all sides of everything is only partly a desire to perform its duties in the meaning of the word, but is also predicated in the thought that a fellow can't have too many friends. Yet are the thousands of friends, made by giving love and human kindness in all directions, as worthwhile as the few hundreds to be gained by espousing a cause we believe in and fighting for it against all aggressors? We don't think a "yes" radio is any more effective or valuable than a "yes" press, and we are picking up a thought expressed by the British MP and former Minister of Information, Brendan Bracken, who put it this way when he recently spoke to the Newspaper Press in London:

"Dictators, such as Napoleon and Hitler, demanded a 'Yes' press. Hitler got a 'Yes' press, and as a result, Germany lost control over her affairs and, what is even worse, one of the worst wars of history was thrust upon us. A dictator who is not subject to some form of criticism, whether parliamentary or criticism by the press, can always be trusted to bring his country to a condition."

Claire Wallace, whose picture appeared more frequently in

these columns than anyone's, with the exception of the guy in the gas mask atop the Lewisite column, has landed herself a new sponsor. Her "They Tell Me," featured formerly by Robin Hood Flour, hit the ether again June 6 for Rayve Home Permanents, a J. Walter Thompson account. Claire will be heard on Trans-Canada, Mondays, Wednesdays and Fridays, at 4.30 p.m., EDT, and news of her return is greeted with sighs of relief in our editorial department which was beginning to wonder who would be flying the Atlantic, interviewing volcanoes and becoming an Indian Princess in her place.

Since Toronto let the restaurants dispense the cup that cheers, things have been happening to local beaneries. For one thing, you can now get a decent meal if you are in the excess profits class. The other thing concerns soup. With a moderate

dollar dinner, you'll get a goodly bowl of it. For a dollar and a half, you get the same bowl filled two thirds of the way up. For two bucks you get a tea-cup full.

We are now saving up to see what happens when you spring (or someone else springs) for a three or four-dollar repast. Quick, Watson, the eye-dropper!

# KEITH A. MACKINNON

CONSULTING RADIO ENGINEER

VICTORIA BUILDING

Mail Box 542

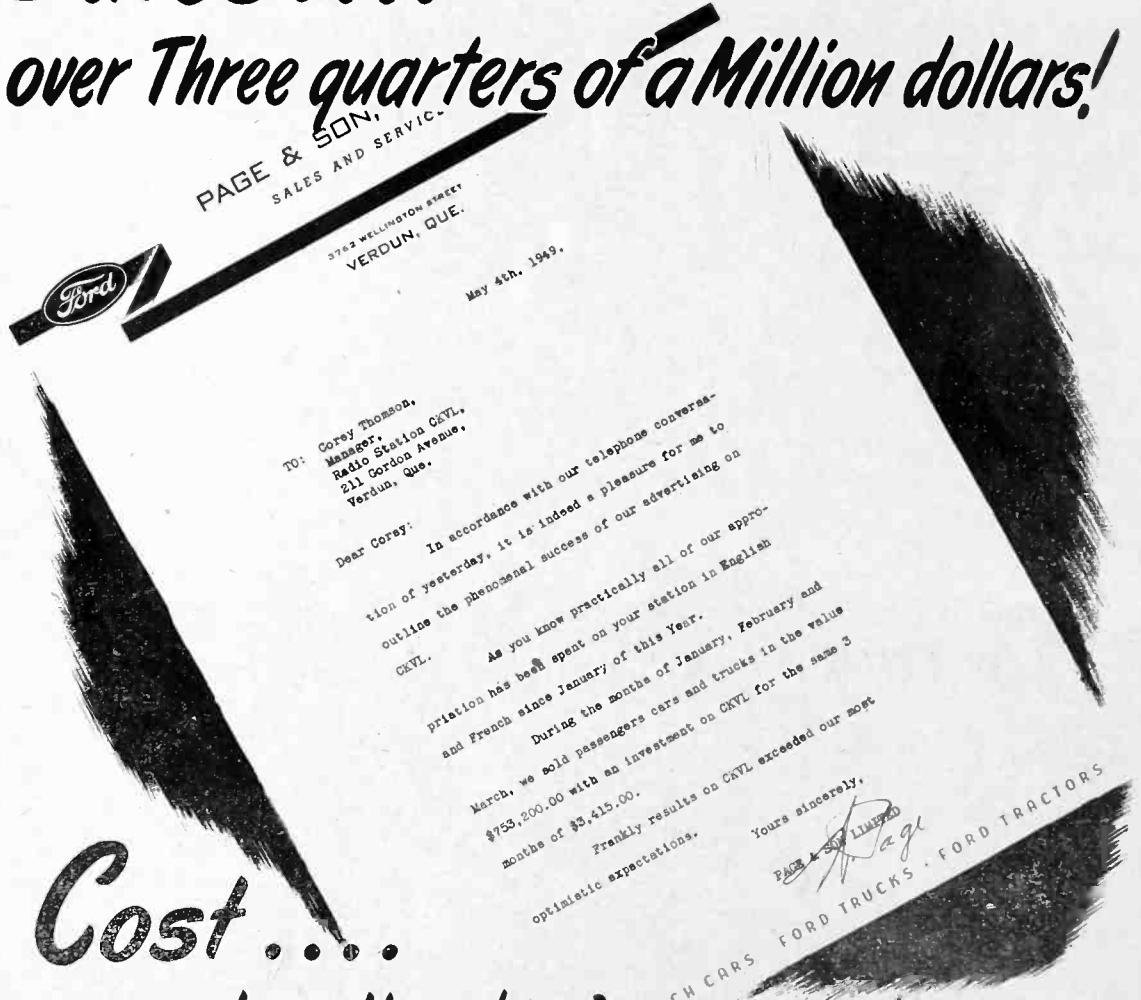
OTTAWA

Phone 4-5905

## ANOTHER PHENOMENAL CKVL SUCCESS STORY!!

# Sales....

# over Three quarters of a Million dollars!



PAGE & SON,  
SALES AND SERVICE.

3763 WELLINGTON STREET  
VERDUN, QUE.

May 4th, 1949.

TO: Corey Thomson,  
Manager,  
Radio Station CKVL,  
211 Gordon Avenue,  
Verdun, Que.

Dear Corey:

In accordance with our telephone conversation of yesterday, it is indeed a pleasure for me to outline the phenomenal success of our advertising on CKVL.

As you know practically all of our appropriation has been spent on your station in English and French since January of this Year.

During the months of January, February and March, we sold passenger cars and trucks in the value of \$753,200.00 with an investment on CKVL for the same 3 months of \$3,415.00.

Frankly results on CKVL exceeded our most optimistic expectations.

Yours sincerely,

*Keith A. Mackinnon*

PAGE & SON LIMITED  
FORD CARS FORD TRUCKS - FORD TRACTORS

# Cost....

# less than 1/2 of one percent on

DONALD COOKE INC.  
551 Fifth Avenue  
New York City, N.Y.

# CKVL VERDUN

HORACE N. STOVIN  
Victory Building  
Toronto, Ont.

Get

**COMPLETE  
COVERAGE**

IN  
**SASKATCHEWAN**

ADD

**CKBI**

**Prince Albert, Sask.**

WITH 5,000 WATTS  
COVERING NORTHERN AND  
CENTRAL SASKATCHEWAN

ASK ANY "ALL-CANADA" MAN

SUCCESS AND BEST WISHES TO  
C. A. B. CONVENTION



*You Can't  
Afford to Ignore —  
"Doctors' Orders"*

"I always felt that this show was ideal for the client's (Starkman Chemists) purpose and this has certainly been borne out by the reaction from professional men in the city . . . I would say this programme is establishing a measure of good-will that would be very difficult to obtain in any other way."

—S. C. Young, General Manager,  
Toronto Office, Stevenson & Scott Ltd.

*Be sure to ask your All-Canada  
Program Man about local rates  
and availabilities.*

26 QUARTER-HOURS NOW READY—MORE IN  
PRODUCTION  
**ALL-CANADA PROGRAM DIVISION**

Vancouver — Calgary — Winnipeg — Toronto — Montreal

**PROGRAMS**

**First Annual Awards**

Toronto.—In the first annual competition for Canadian Radio Awards, 22 programs and program-series broadcast in Canada during 1948 received awards or honorable mentions, it was announced by the sponsor of the Awards, the Canadian Association for Adult Education, which represents 44 national organizations. The awards have been instituted in order that "significant creative effort in Canadian radio" might be recognized.

Of the eight categories in which the competition was organized—music, drama, variety, actuality and documentary, children's, social and public issues, community service, and special—drama drew the most entries with the award going to CBC Wednesday Night's production of Henrik Ibsen's "Ghosts," adapted by Lister Sinclair and produced by Esse Ljungh.

Double-award winner in the competition was Dick Diespecker, production manager of CJOR, Vancouver, who took an honorable mention in the community drama section for his adaptation and production of "Antigone" in CJOR's "Great Dramas," series and top honors in the community service section for the production of "The Battle of the Fraser."

In children's program section the award went to Mrs. E. L. Holmes for her program, "The Story Lady," produced by Murray Cooke and Ernest Mutiner and heard over CJRL, Kenora.

Four more dramas were cited for honorable mention, three in the "open" field and one in "community," and they were: "The Dybbuk," CBC Wednesday Night, adapted by Max Shoub and produced by Rupert Caplan; "Mr. Arcularis," CBC Stage 49, adapted by Gerald Noxon and produced by Andrew Allan; "The Concert," CBC Stage 48, written by Joseph Schull and produced by Andrew Allan; "Salute to School," CJBC's "The Varsity Story" series, written by Oscar Halina and produced by Ross McLean.

Other winners included: Variety: "Wayne and Shuster Show," written and presented by Johnny Wayne and Frank Shuster

with production by Jackie Rae.

Music: "La Boheme," performed by the CBC Opera Company and conducted by Nicholas Goldschmidt. Honorable mention went to "A Layman's History of Music," written by Dr. Leslie Bell and narrated by Ernest Morgan and "Choral Series," a Christmas program of the University of British Columbia Choir on CJOR Vancouver.

Actuality and documentary "Bevin Boy" in the series "These English" by Bernard Braden production by Andrew Allan.

Social and public issues "Labor and the Communist Question" in the "Cross Section" series written by Ronald Hambleton and Charles Harris. Honorable mentions for "The Unhappy Child" in the series "In Search of Ourselves," and "God and Tom Crocker."

Special awards: "About Pirates" in the CBC series, "The World's Great Ballads"; "Singing Stars of Tomorrow"; Imperial Oil Hockey Broadcasts: "On the Other Side of the Language" in the series "In Search of Citizens."

Special honorable mentions: Monica Muga's series "Listen Ladies," broadcast over CHML Hamilton; "Yukon Memories" of the CBC International Service.

The prizes were Canadian paintings and were awarded by a committee of judges composed of: T. J. Allard, general manager of the Canadian Association of Broadcasters; Winston McQuillan of Cockfield Brown & Co. Ltd., Mavor Moore (chairman) of the Association of Canadian Radio Artists; N. M. Morrison of the CBC; and Dr. J. R. Kidd acting as committee secretary.

**Rotary Round Table**

Winnipeg.—A series of weekly round-table discussions on international goodwill is being conducted by the Winnipeg Rotary Club over CKRC.

The club's international committee present a program every Sunday afternoon.

Subjects include: "Relaxing International Tensions"; "Conserving National Resources"; "Protecting Human Rights"; "Restoring the European Community"; "Helping Backward Peoples Help Themselves"; "Strengthening the United Nations."

**A Good Heavyweight Packs a Wallop!**

**So Do Radio Shows Styled By—**

**Woodhouse & Hawkins**

1175 BAY ST.  
TORONTO, ONT.  
Phone KI. 4864

ALL THE BEST TO THE CAB CONVENTIONEERS

# STATIONS

## OLD CALL FOR NEW STATION

Winnipeg.—Seems like those old letters—CKY—won't stay dead.

Latest thing is that they have been resurrected to front Winnipeg's new 1,000 watt which is slated to go on the air Oct. 1. Man responsible is Lloyd Moffat, who will manage the station. Word came through from G. W. Browne, controller of radio for the Dominion Department of Transport, granting the use of the call letters.

Promptly Mr. Moffat issued the following statement:

"We are delighted to receive confirmation that Manitoba will again hear the familiar call. We feel that this new station represents to Winnipeg and the province the radio service a community of this size and importance merits."

Right now owners of the new station are busy digging up a building to locate their studios.

They intend to have the most modern studios in the Dominion.

## NAMED CHIEF ANNOUNCER

Ottawa.—Frank Ryan, managing director of CFRA, has announced the appointment of Bill Williamson as chief announcer to the station. Bill has been associated with CFRA in the capacity of staff announcer since his graduation from the Rehab. School in Toronto.

## OCEAN WAVE FOR CKNW ORPHANS



May 25 was red letter day in the hearts of little orphans in the Convent of the Good Shepherd in Vancouver. CKNW listeners donated the money and CKNW bought and installed a piece of playground equipment, known as an Ocean Wave. In the above picture Bill Rea broadcasts the official opening ceremony. Next to him is Mother Superior of the Convent, Miss Diebolt, a guest and Sister Gerard.

## SHICK WEDS SHAVER

Vancouver.—The alertness recently of Laurie Irving, program manager of CKWX, had continent-wide repercussions.

Laurie noticed the engagement announcement in a Vancouver newspaper of a "Mr. Shick" and "Miss Shaver."

The tidbit was used on CKWX newscasts as a quirk item, and British United Press carried it across the continent on its news wires.

Radio notable Gary Moore of "Take It Or Leave It," who broadcasts for Schick automatic shavers, picked up the item and used it on his program. The bride and groom to be were each presented with a Schick shaver, and they in return invited Moore to their wedding.

Moore had to decline the invitation, reports CKWX, but a local newspaperman will furnish him with a first-hand account of the nuptials.

## NAMED MANAGER

St. Boniface.—Roland Couture has been named new manager of CKSB. Announcement was made following a special meeting of the station's board of directors.

At the moment, Mr. Couture also holds the position of president of the board of directors.

## WIDE RADIO USER

Winnipeg.—CJOB has grabbed off a major advertising account.

According to station officials, Gensers, a local furniture and musical store, have contracted to do the bulk of their advertising through CJOB.

The firm is now sponsoring a newscast, drama and spot announcements.

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.

# "THE GROUP"\*

HAS THE PLEASURE TO

## WELCOME

# "Y'A DU SOLEIL"

A HALF HOUR PROGRAMME

Sponsored by **WM. WRIGLEY, JR. CO. LTD.**

A PRODUCTION OF  
**RADIO PROGRAMME PRODUCERS**

AN AGENCY ACCOUNT OF  
**THE JAMES FISHER CO. LTD.**

Our "REPS"  
**OMER RENAUD & CO.**  
MONTREAL & TORONTO

**HORACE N. STOVIN & CO.**  
TORONTO & MONTREAL

**DONALD COOKE INC.**  
NEW YORK

# FRENCH RADIO ASSOCIATES LTD.

LES ASSOCIÉS DE LA RADIO FRANÇAISE LTÉE

Owned and Operated Co-operatively by

**CKVL - CKCV - CHLT - CHLN - CJSO - CHEF**

VERDUN—MONTREAL / QUEBEC

SHERBROOKE

TROIS-RIVIERES

SOREL

GRANBY

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

# CFCO LEADS

## all Western Ontario Stations...

...for Audience increase according to Study No. 3, of the BBM.

AN AVERAGE DAY AND NIGHT INCREASE OVER STUDY NO. 2

OF

# 92%

*"Ask Anyone in Western Ontario"*

# CFCO

630 KCS.

CHATHAM

ONTARIO

## FM

### Whats What in FM

New York.—"Too many people in radio and advertising fail to look beyond their immediate horizon and fail to face the facts of the advantages of "FM," said Edgar Kobak, former president of MBS, in an address to an audience of broadcasters, advertisers and agency people attending a one-day meeting here on "What's What in FM Radio."

Kobak declared that much of FM's strength lay in AM weaknesses and cited FM's greater range over average local AM stations at all times and its greater freedom from interference. He pointed out that as better FM receivers become available, this difference will be still more in FM's favor.

Stressing that FM is not a distinct medium and that FM broadcasters should not try to sell it as a medium itself, Kobak urged FM'ers to stop battling AM'ers and instead to "join them and move in and take over part of broadcasting's responsibility."

"Millions of people still get poor reception," Kobak declared, "and FM is the only means available to give every person good reception. In many sections we must replace AM if we are to give all people equal results. Now is the time to sell FM in those sections where reception is poor. Stop arguing and start constructive selling. Radio belongs to the people and they must have the best—good, clear, continuous reception night and day."

At the same time, William E. Ware, president of the Frequency Modulation Association, said that we are now clearly entering "the FM era" in American sound broadcasting. He pointed out that in the U.S., 721 FM stations now cover 100 million people who live in 450 of the nation's principal market areas, and that FM receiver set production was mounting in the face of a sharp drop-off in AM set production as the end of the seller's market forces distress selling of obsolete AM sets.

Everett L. Dillard, president of the Continental FM Network, brought the audience up-to-date during the morning session by

reporting latest trends in FM development. In his analysis of manufacturers' figures, Dillard showed that AM receiver production last year dropped more than 25% from its 1947 level and by the end of the year was down to 60%. Meanwhile, the production of FM sets increased by 35% over 1947. He pointed out that the number of AM sets now being added to the home listening audience is scarcely adequate to offset sets going out of use through obsolescence, and that the adding of FM receiver units to the latest television sets is an added factor helping to build the FM audience.

Apart from receiver production trends, Dillard also said that the more than 100% growth in FM stations in the past year to a present total of 721, plus the increased range and reliability of FM signals, was adding significantly both to the actual and potential radio audience in the United States.

Ted Leitzell, of Zenith Radio Corporation, in addressing the meeting, declared: "There are already areas in these United States where FM stations with alert promotional-minded management represent a better buy for advertisers, and will do a better job for them, than AM stations in the same city."

"Any advertiser," he continued "who buys network time without valuing above AM the FM outlets that he gets for little or nothing is just as crazy as a silver miner who throws away his by-products of gold and platinum."

Dr. Millard C. Faught addressed the meeting on the general subject of radio advertising from the point of view of an economist and said that, even though radio is probably the most vital communication medium of the present day, it has never become a "community communications service." He pointed out that at present less than 1% of America's four million enterprises used radio advertising and that only one out of 20,000 is a network sponsor. If radio would do the same kind of advertising job for local business that has enabled 10,000 local newspapers to prosper in this country, he said, radio could increase its advertising revenue by millions of dollars.

Dr. Faught said that "if under

SPOT RADIO COVERAGE FROM COAST TO COAST

**CALL**

MONTREAL HA. 7811

TORONTO WA. 6151

WINNIPEG 96374

VANCOUVER PA. 2888

SALES HEADQUARTERS FOR A DISTINGUISHED GROUP OF CANADIAN RADIO STATIONS

*Radio Representatives*

## CHRC leads again in the EAST

### INAUGURATION OF ITS NEW F.M. STATION

F.M. 600 Watts E.R.P. 98.1 Megacycles

A.M. 5000 Watts 800 Kilocycles



RADIO RIBS



They're space salesmen, selling paid ads to people we give time to free."

These circumstances the industry does not turn to exploiting the potentialities of FM, I submit it will be one of the miracles of American economic history. Once the industry does turn its full production and merchandising talents in this direction, any question about the size and value of the FM audience to advertisers will become academic in a matter of months."

On hand at the meeting to discuss the growth of FM broadcasting was its inventor, Major H. Armstrong, and he compared the many low-priced table receivers on exhibit from more than a dozen manufacturers with one of his first experimental sets, a huge contraption of wires, tubes and gadgets which cost thousands of dollars. Major Armstrong also gave a demonstration of tape records of broadcasts from typical New York AM and FM stations, which showed the higher fidelity and greater coverage of FM signals.

ONLY TAXIS GET FM

Ottawa. — The Transport Department has not made any plans for setting aside FM or short-wave frequencies for industrial or commercial communications and doesn't intend to in the future, officials of that department said here recently. They said most firms needing radio communications with mobile stations used radio telephones rented from a public carrier, such as a telephone company. It is an exception had been made for taxi companies because of the

large volume of radio traffic they handled and the small revenue they received for each call.



Jos Hardy Talks ON

QUEBEC MARKET NO. 2

"Here is that salesman Hardy at your door—this time with a farm story of Quebec Market No. 2. 352 million dollars is, you will agree, not hay—but that is the cash income from the sale of Farm Products in Quebec, and 4½ million of it comes from Grains, Seeds and Hay!

"Besides these, we sell Vegetables and other field crops; Livestock; Dairy Products; Fruits; Eggs; Wool; Honey and Maple Products; Furs from our many Fur Farms; and other sundry Farm products.

"In all, we receive an income of \$352,153,000 — 14.38% of all Canada. This is, of course, in addition to the huge revenues from Aluminum, Asbestos and other minerals; Pulp and Paper, Power, Lumber and Industry.

"Quebec's wealthy Market No. 2 can be reached, fully, by use of these French-speaking Radio Stations. Ask Jos. Hardy."

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

JOS. A. HARDY & CO. LTD. MONTREAL QUEBEC TORONTO

- REPRESENTING 5000 WATTS QUEBEC 5000 WATTS NEW CARLISLE 1000 WATTS TROIS RIVIERES 1000 WATTS SHERBROOKE 250 WATTS JONQUIERE-KENOGAMI

BM - 1948 - 53,400 of Canada's Richest Farm Homes CIGX YORKTON

FEDERAL A TOP NAME IN COMMUNICATIONS AVAILABLE IN CANADA

FEDERAL TUBES

with

LONGER LIFE

and

ENDURING

PERFORMANCE

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CJOR, Vancouver, B.C.



G. B. QUINNEY,  
CFAR, Flin Flon, Man.



J. S. BOYLING,  
CHAB, Moose Jaw, Sask.

To my perrukiers this day, to have my long and curling locks set in order, this business of convention being somewhat new to me, and anxious to look my best ● ● ● Do find myself in goodly company, being surrounded by the managers of those independent and progressive stations whom we do represent. Do hope to see many of them at this Convention, where they will be greeted by Andy McDermott and Ralph Judge ● ● ● Greetings in especial to the Maritimes, for that this is the first time CAB's Convention hath taken place in their area; and also to our tenth province, whose one and only independent station, VOXM, we are proud to represent. And a welcome, too, to the big delegation visiting us from the U.S.A. ● ● ● Do wish good progress and good health to all those now in session, for determined strides and planning are needed to keep radio where it belongs — in the forefront of all competing media.



COREY THOMSON,  
CKVL, Verdun, P.Q.



G. CARON,  
CJBR, Rimouski, P.Q.



MAURICE LACASSE,  
Edmundston, N.B.



R. SNELGROVE,  
CFOS, Owen Sound, Ont.



G. E. SMITH,  
CFOR, Orillia, Ont.



E. G. ARCHIBALD,  
CHOV, Pembroke

# HORAC

Radio Station  
MONTREAL TORONTO



J. E. CAMPEAU,  
CKLW, Windsor, Ont.



LLOYD MOFFATT,  
CKY, Winnipeg, Man.



WILF. E. COLLIER,  
CJNB, North Battleford

Do find myself intrigued by survey reports which show too large a percentage of Canadians as yet undetermined as to how they will vote in the approaching Federal elections, and believe this is a time for radio to show how important a factor it is in moulding public opinion ● ● ● More congratulations to Dick Diespecker and CJOR Vancouver. Before the ink had more than dried on reports of their First and Honor Mention awards from Columbus, Ohio, there comes announcement of recognition in the first of the Canadian Radio Awards ● ● ● Speaking of awards, two Maritimes stations of ours get the Pepys approval for their unstinted support of musical festivals, since CKCW itself underwrites the cost of the Moncton festival, and CHSJ broadcast no less than 29 hours of the New Brunswick Music Festival — just about the entire musical portion of the week's event ● ● ● Being all for this time, and so to bed— if any do go to bed during Convention!



KEN PARTON,  
CJGX, Yorkton, Sask.



G. A. McLEAN,  
CJRL, Kenora, Ont.

# TOVIN

atives  
VANCOUVER



G. A. CROMWELL,  
CHSJ, Saint John, N.B.



F. A. LYNDS,  
CKCW, Moncton, N.B.



H. H. FLINT,  
CKSF, Cornwall, Ont



J. R. RADFORD,  
CFJM, Brockville, Ont.



BOB MCGALL,  
CJBC, Toronto, Ont.



J. E. BUTLER,  
VOCM, St. John's, Nfld.

**The Wright STATIONS**

- CKAC, Montreal
- CKCR, Kitchener
- CKSB, St. Boniface
- CKCL, Truro
- CKOX, Woodstock
- CHNO, Sudbury
- CKOK, Penticton
- CKMR, Newcastle

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St. Andrews  
by - the - sea

MONTREAL  
Empire Life Bldg.  
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**GLAMOR DEPT.**

With RCA setting up a miniature TV studio at the CAB Convention, radio personality boys had better show up with panchromatic make-up kits, just in case.

■ ■ ■

**EMPLOYEE RELATIONS**

"It isn't that I'm such a nice guy to work for, it's just that I'm away half my time."

—Frank Ryan.

■ ■ ■

**TCK! TCK! TCK!**

"A fly was walking down the street with his mouth open."

—Censored from Wayne & Shuster script.

■ ■ ■

**DEPT. OF DEFINITIONS**

If Socialists are "Liberals in-a-hurry," doesn't that make Liberals "Socialists with time-to-kill?"

■ ■ ■

**FIRST NIGHT**

A suitable opening shot for the CBC's studios in the Ford Hotel, Montreal would be a broadcast of the well-known comedy, "Parlor, Bedroom and Bath."

■ ■ ■

**POETS' CORNER**

A man went down to see the sea,  
To see what he could see  
He only saw what other people saw,  
And that was the CAB.

■ ■ ■

**POWER OF RADIO**

All these political broadcasts at election time might even persuade some people to vote.

■ ■ ■

**PRO BONO PUBLICO**

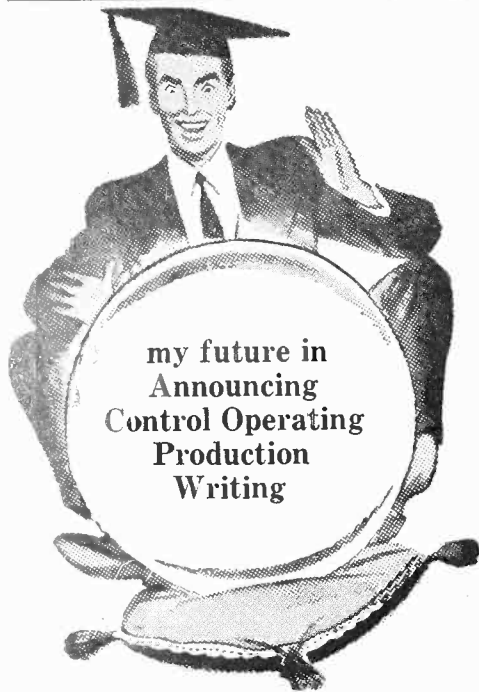
"We (Canadians) may consider ourselves as pioneers in television."

—Dr. A. Frigon in "Radio."

■ ■ ■

**SERIOUSLY**

Ramsay Lees wishes he could be at the CAB Convention, but he's in the Hamilton Sun (Evel Building) instead. Says to say hello for him. Strongly suspect he'd like you to say hello for you.



my future in  
Announcing  
Control Operating  
Production  
Writing

When you hire  
Announcer-Producers or Technicians

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- Furniture Crafts
- Graphic Arts
- Jewellery and Horology
- Industrial and Mechanical Technology
- Photography



# RADIO STATIONS AND THEIR REPRESENTATIVES

## Listed Alphabetically by Provinces

| City                    | Call | Canadian Reps.  | U.S. Reps.         | Manager           | Comm. Mgr.      | Libraries                           | News      |
|-------------------------|------|---|--------------------|-------------------|-----------------|-------------------------------------|-----------|
| <b>BRITISH COLUMBIA</b> |      |   |                    |                   |                 |                                     |           |
| Williwack               | CHWK | All-Canada  | Weed & Co.         | Jack Pilling      | W. G. Teetzel   | UTS<br>Cole                         | —         |
| Lawson Creek            | CJDC | Radio Reps.   | —                  | Lew Roskin        | —               | Associated                          | PN        |
| Smilps                  | CFJC | All-Canada  | Weed & Co.         | Ian Clark         | —               | UTS                                 | PN        |
| Howna                   | CKOV | All-Canada  | Weed & Co.         | J. W. B. Browne   | Eric Frost      | Lang-Worth<br>NBC<br>Sesac<br>World | PN        |
| Ynaimo                  | CHUB | Radio Reps  | Donald Cooke Inc.  | Joan Orr          | —               | World                               | —         |
| Ynson                   | CKLN | H. N. Stovin  | Adam Young         | Mrs. K. Haryett   | —               | —                                   | PN        |
| Yw Westminster          | CKNW | Radio Reps  | Forjoe & Co.       | William Rea, Jr.  | D. M. Armstrong | Associated<br>Cole<br>World         | PN        |
| Ytiction                | CKOK | William Wright<br>(A. L. Garside in Winnipeg,<br>John N. Hunt in Vancouver) | —                  | Harry O. Watts    | Jean Griffiths  | Standard                            | PN        |
| Yt Alberni              | CJAV | Radio Reps.   | —                  | Chas. Rudd        | Chas. Patrick   | Cole                                | PN        |
| Ytice George            | CKPG | All-Canada  | Weed & Co.         | Cecil Elphicke    | Jack Boates     | UTS                                 | —         |
| Ytice Rupert            | CFPR | H. N. Stovin  | —                  | C. H. Insulander  | S. J. Anderson  | —                                   | —         |
| Ytill                   | CJAT | All-Canada  | Weed & Co.         | John Loder        | —               | NBC                                 | PN        |
| Yt Vancouver            | CBR  | CBC   | CBC                | Ken Caple         | Harold Paulson  | —                                   | CP<br>BUP |
| Yt Vancouver            | CJOR | H. N. Stovin  | Adam Young         | G. C. Chandler    | D. E. Laws      | NBC<br>UTS                          | BUP<br>PN |
| Yt Vancouver            | CKMO | Nat'l. Broadcast Sales<br>(A. J. Messner<br>in Winnipeg)                    | Donald Cooke, Inc. | Mrs. K. M. Willis | Tom Slattery    | Sesac<br>Standard<br>Associated     | PN<br>BUP |
| Yt Vancouver            | CKWX | All-Canada  | Weed & Co.         | F. H. Elphicke    | Jack Sayers     | Lang-Worth<br>World                 | BUP<br>PN |
| Yt Non                  | CJIB | Radio Reps.   | Donald Cooke, Inc. | C. H. Pitts       | —               | Associated<br>Cole                  | PN        |
| Yt Parla                | CJVI | All-Canada  | Weed & Co.         | M. V. Chesnut     | Lee Hallberg    | NBC<br>World                        | PN        |

## ALBERTA

|                |                           |   |                 |                  |               |                               |           |
|----------------|---------------------------|---|-----------------|------------------|---------------|-------------------------------|-----------|
| Yt Gary        | CFAC                      | All-Canada  | Weed & Co.      | A. M. Cairns     | F. R. Shaw    | Associated<br>NBC<br>World    | BUP<br>PN |
| Yt Gary        | CFCN                      | Radio Reps.                                       | Adam Young      | H. G. Love       | E. H. McGuire | Lang-Worth<br>Standard        | BUP<br>PN |
| Yt Gary        | CJCJ                      | J. L. Alexander<br>(A. L. Garside<br>in Winnipeg) | J. H. McGillvra | D. H. Mackay     | —             | Sesac                         | BUP       |
| Yt nton        | CBX                       | CBC   | CBC             | Dan Cameron      | —             | —                             | CP<br>BUP |
| Yt nton        | CFRN                      | Radio Reps.                                       | Adam Young      | G. R. A. Rice    | A. J. Hopps   | Lang-Worth<br>Standard<br>UTS | BUP<br>PN |
| Yt nton        | CHFA (under construction) | —   | —               | Romaine Le Clair | —             | —                             | —         |
| Yt nton        | CJCA                      | All-Canada  | Weed & Co.      | Gerry Gaetz      | Rolfe Barnes  | NBC<br>Standard<br>World      | PN<br>BUP |
| Yt nton        | CKUA                      | Non-commercial                                    | —               | Walker Blake     | —             | Associated                    | PN        |
| Yt nde Prairie | CFGF                      | All-Canada  | Weed & Co.      | Arthur Balfour   | —             | NBC<br>Cole<br>Sesac          | PN        |
| Yt ebridge     | CJOC                      | All-Canada  | Weed & Co.      | Wm. Guild        | C. A. Perry   | Lang-Worth<br>NBC             | PN        |
| Yt elicine Hat | CHAT                      | All-Canada  | Weed & Co.      | R. J. Buss       | —             | Standard                      | BUP       |
| Yt Deer        | CKRD                      | Radio Reps.                                       | Adam Young      | G. S. Henry      | A. H. Nicholl | Standard                      | BUP       |

## SASKATCHEWAN

|                 |      |              |            |               |                  |                    |     |
|-----------------|------|--------------|------------|---------------|------------------|--------------------|-----|
| Yt ise Jaw      | CHAB | H. N. Stovin | Weed & Co. | Sid Boyling   | Lloyd Crittenden | Cole<br>Lang-Worth | BUP |
| Yt h Battleford | CJNB | H. N. Stovin | —          | W. E. Collier | —                | UTS<br>World       | BUP |
| Yt ce Albert    | CKBI | All-Canada   | Weed & Co. | E. Rawlinson  | G. Prest         | NBC                | PN  |
| Yt ina          | CKCK | All-Canada   | Weed & Co. | H. Crittenden | G. L. Seabrook   | NBC                | PN  |

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|          | Call | Canadian Reps. | U.S. Reps. | Manager         | Comm. Mgr.       | Libraries                      | News      |
|----------|------|----------------|------------|-----------------|------------------|--------------------------------|-----------|
| Edmonton | CKRM | All-Canada     | Weed & Co. | Norm Botterill  | Don Oaks         | Lang-Worth                     | PN        |
| Edmonton | CFQC | Radio Reps.    | Adam Young | A. A. Murphy    | V. Dallin        | Lang-Worth<br>Cole<br>Standard | BUP<br>PN |
| Edmonton | CBK  | CBC            | CBC        | J. N. Moggridge | W. G. Carpentier |                                | CP<br>BUP |
| Edmonton | CJGX | H. N. Stovin   | Adam Young | Ken Parton      |                  | World                          | PN        |

**MANITOBA**

|          |      |   |                    |                       |                  |                                 |           |
|----------|------|---|--------------------|-----------------------|------------------|---------------------------------|-----------|
| Brandon  | CKX  | Radio Reps.<br>(A. J. Messner in Winnipeg)                                  | Donald Cooke, Inc. | John Craig            | E. Holland       | NBC<br>World                    | PN        |
| Brandon  | CFAR | H. N. Stovin  | Adam Young         | G. B. Quinney         |                  | Lang-Worth                      | PN        |
| Brandon  | CKSB | William Wright<br>(A. L. Garside in Winnipeg,<br>John N. Hunt in Vancouver) | Donald Cooke, Inc. | Rene Dussault (Actg.) |                  | Associated<br>World             | BUP       |
| Winnipeg | CBW  | H. N. Stovin  | H. N. Stovin       | J. N. Moggridge       | W. G. Carpentier | NBC                             | CP<br>BUP |
| Winnipeg | CJOB | Radio Reps.<br>(A. J. Messner in Winnipeg)                                  | Donald Cooke, Inc. | J. O. Blick           | A. J. Messner    | Associated<br>Standard<br>World | BUP<br>PN |
| Winnipeg | CKRC | All-Canada  | Weed & Co.         | William Speers        | Bruce Pirie      | Lang-Worth<br>Standard          | BUP<br>PN |

**ONTARIO**

|           |         |  |                      |                     |                      |                                 |           |
|-----------|---------|--|----------------------|---------------------|----------------------|---------------------------------|-----------|
| Brantford | CJBQ    | H. N. Stovin   | Adam Young           | W. H. Stovin        | J. H. MacDonald      | NBC<br>World                    | PN        |
| Brantford | CKPC    | J. L. Alexander  |                      | Mrs. J. D. Buchanan |                      | UTS<br>World                    | PN        |
| Brantford | CFJM    | H. N. Stovin   | Adam Young           | J. R. Radford       |                      |                                 | BUP       |
| Brantford | CFCO    |  | J. H. McGillvra      | J. Beardall         | P. A. Kirkey         | Cole                            | BUP       |
| Brantford | CKSF    | H. N. Stovin   | J. H. McGillvra      | H. H. Flint         |                      | World                           | PN        |
| Brantford | CKFI    | J. L. Alexander<br>(A. J. Messner in Winnipeg,<br>John N. Hunt in Vancouver) | Donald Cooke, Inc.   | J. G. McLaren       | R. S. Mitchner       |                                 | PN        |
| Brantford | CKPR    | Radio Reps.<br>(H. N. Stovin in Winnipeg)                                    | Adam Young           | Hector Dougall      | G. D. Jaffray        | NBC<br>UTS                      | PN        |
| Brantford | CJOY    | Radio Reps.  | Donald Cooke, Inc.   | Wallace Slatter     | Fred Metcalfe        | Cole<br>Lang-Worth              | PN        |
| Brantford | CHML    | Nat'l Broadcast Sales<br>in Montreal<br>John N. Hunt in Vancouver            | Adam Young           | Tom Darling         | Denny Whitaker       | Associated<br>Standard          | BUP       |
| Brantford | CKOC    | All-Canada   | Weed & Co.           | W. T. Crenston      | Lloyd Westmoreland   | NBC<br>World                    | PN        |
| Brantford | CJRL    | H. N. Stovin<br>(A. L. Garside in Winnipeg)                                  | Donald Cooke, Inc.   | Geo. McLeon         | Tom Lavers           | NBC                             | PN        |
| Brantford | CKWS    | Nat'l Broadcast Sales<br>(John N. Hunt in Vancouver)                         | Donald Cooke, Inc.   | Ray Hofstetter      | Gordon Sweetman      | Lang-Worth<br>World             | PN        |
| Brantford | CJKL    | Nat'l Broadcast Sales<br>(John N. Hunt in Vancouver)                         | Donald Cooke, Inc.   | Harry Edgar         | Don Lawrie           | Lang-Worth<br>NBC<br>Standard   | PN        |
| Brantford | CFCA-FM |  |                      | Carl Pollock        | (Miss) Chris Fairley | Cole<br>World                   | PN        |
| Brantford | CKCR    | William Wright   |                      | W. C. Mitchell      | G. Liddle            | Associated<br>UTS               | PN        |
| Brantford | CFPL    | All-Canada   | Weed & Co.           | Murray Brown        |                      | Lang-Worth<br>Standard<br>World | PN        |
| Brantford | CHVC    | J. L. Alexander<br>(John N. Hunt in Vancouver)                               | J. P. McKinney & Son | B. H. Bedford       |                      | World                           | BUP       |
| Brantford | CFCH    | Nat'l Broadcast Sales<br>(John N. Hunt in Vancouver)                         | Donald Cooke, Inc.   | C. Pickrem          | K. Packer            | Lang-Worth<br>NBC<br>Standard   | PN        |
| Brantford | CFOR    | H. N. Stovin   | Adam Young           | G. E. Smith         |                      | Cole                            | BUP       |
| Brantford | CKDO    | J. L. Alexander  | Weed & Co.           | Ross Rowlands       | Eddie Bond           | NBC<br>World                    | PN        |
| Brantford | CBO     | CBC  | CBC                  | Chas. P. Wright     |                      |                                 | CP<br>BUP |
| Brantford | CKQY    | Nat'l Broadcast Sales  | Donald Cooke, Inc.   | Edgar Guest         |                      | Associated<br>Lang-Worth        | PN<br>BUP |
| Brantford | CPRA    | All-Canada   | Weed & Co.           | Frank Ryan          | George Gowling       | Standard<br>World<br>Cole       | BUP       |
| Brantford | CFOS    | H. N. Stovin   | Adam Young           | Ralph Snelgrave     | W. M. Hawkins        | World                           | PN        |
| Brantford | CHOV    | H. N. Stovin   | Adam Young           | E. G. Archibald     | W. Montaigne         | NBC<br>Sesac                    | BUP       |
| Brantford | CHEX    | Nat'l Broadcast Sales<br>(John N. Hunt in Vancouver)                         | Donald Cooke, Inc.   | Russ Baer           | E. L. Jones          | Lang-Worth<br>NBC<br>UTS        | PN        |



FINLAY MacDONALD

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 Halifax



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| Pe Arthur     | CFPA           | Nat'l Broadcast Sales<br>(A. J. Messner in Winnipeg,<br>John N. Hunt in Vancouver)  | Weed & Co          | R. H. Parker      | —                | { Lang-Worth<br>Standard                                     |
| Saia          | CHOK           | Nat'l Broadcast Sales<br>(John N. Hunt in Vancouver)                                | Donald Cooke, Inc. | Claude R. Irvine  | Gerald Hall      | { Lang-Worth<br>Standard PN                                  |
| Sa Catharines | CKTB           | Nat'l Broadcast Sales<br>(John N. Hunt in Vancouver)                                | J. H. McGillvra    | W. Burgoyne       | C. Wingrove      | { UTS<br>NBC PN  |
| Sa Thomas     | CHLO           | Radio Reps.   | Donald Cooke, Inc. | J. F. Peterson    | Tom Warner       | { Associated<br>Lang-Worth PN                                |
| Sa Ste. Marie | CJIC           | J. L. Alexander   | J. H. McGillvra    | J. G. Hyland      | Basil Scully     | World PN   |
| Sa St. John's | CJCS           | All-Canada  | Weed & Co.         | Frank Squires     | Stan Tapley      | World BUP  |
| Sa St. John's | CHNO           | William Wright  | Adam Young         | William Bramah    | Rene Riel        | Associated PN  |
| Sa St. John's | CKSO           | All-Canada  | Weed & Co.         | Wilf Woodill      | —                | { NBC<br>World PN  |
| Sa St. John's | CKGB           | Nat'l Broadcast Sales<br>(John N. Hunt in Vancouver)                                | Donald Cooke, Inc. | H. C. Freeman     | Ed. Bowser       | { Lang-Worth<br>Standard PN                                  |
| Sa St. John's | CBL            | CBC   | CBC                | H. J. Boyle       | E. A. Weir       | —  |
| Sa St. John's | CFRB           | All-Canada<br>in Montreal   | Adam Young         | E. L. Moore       | Waldo Holden     | { Associated<br>NBC<br>World<br>BUP<br>PN                    |
| Sa St. John's | CHUM           | J. L. Alexander   | —                  | R. Ford           | —                | { Standard<br>UTS BUP  |
| Sa St. John's | CJBC           | H. N. Stovin  | H. N. Stovin       | H. G. Walker      | —                | { Lang-Worth<br>Standard<br>Cole<br>CP<br>BUP                |
| Sa St. John's | CKEY           | Nat'l Broadcast Sales<br>(John N. Hunt in Vancouver)<br>(A. J. Messner in Winnipeg) | Donald Cooke, Inc. | Hal Cooke         | Bob Lee          | { Lang-Worth<br>Associated<br>Standard<br>World<br>BUP<br>PN |
| Sa St. John's | CKLW           | H. N. Stovin  | Adam Young         | J. E. Campeau     | E. W. Wardell    | { Standard<br>UTS<br>World<br>INS                            |
| Sa St. John's | CKNX           | J. L. Alexander<br>(John N. Hunt in Vancouver)                                      | —                  | W. T. Cruickshank | John Cruickshank | { Cole<br>Lang-Worth<br>World<br>BUP                         |
| Sa St. John's | CKOX           | William Wright  | —                  | M. J. Werry       | Stanley Smith    | { Lang-Worth<br>World<br>PN                                  |

**QUEBEC**

|               |      |  |                    |                  |                  |  |
|---------------|------|--|--------------------|------------------|------------------|--|
| Sa St. John's | CHAD | Nat'l Broadcast Sales<br>(John N. Hunt in Vancouver) | Weed & Co.         | D. A. Gourd      | —                | PN   |
| Sa St. John's | CBJ  | CBC  | CBC                | Vilmont Fortin   | —                | { CP<br>BUP                                      |
| Sa St. John's | CHEF | Omer Renaud & Co.<br>(John N. Hunt in Vancouver)     | Donald Cooke, Inc. | G. Laliberté     | —                | PN   |
| Sa St. John's | CKCH | Omer Renaud & Co.<br>(John N. Hunt in Vancouver)     | Adam Young         | J. P. Lemire     | —                | PN   |
| Sa St. John's | CKRS | Jos. A. Hardy  | Adam Young         | Gaston Voyer     | —                | World PN   |
| Sa St. John's | CKBL | Omer Renaud & Co.                                    | —                  | Roger Bergeron   | —                | World PN   |
| Sa St. John's | CBF  | CBC  | CBC                | Marcel Ouimet    | M. Valiquette    | { CP<br>BUP                                      |
| Sa St. John's | CBM  | CBC  | CBC                | W. J. O'Reilly   | M. Valiquette    | { CP<br>BUP                                      |
| Sa St. John's | CFCF | All-Canada<br>in Toronto                             | Weed & Co.         | Gordon Keeble    | Tam Quigley      | NBC BUP  |
| Sa St. John's | CHLP | J. L. Alexander                                      | J. H. McGillvra    | C. A. Berthiaume | F. Bergevin      | Associated PN                                    |
| Sa St. John's | CJAD | Nat'l Broadcast Sales<br>(John N. Hunt in Vancouver) | Adam Young         | J. A. Dupont     | —                | { Associated<br>Lang-Worth<br>World<br>BUP<br>PN |
| Sa St. John's | CKAC | William Wright                                       | Adam Young         | Phil Lalonde     | Georges Bourassa | { Lang-Worth<br>World<br>BUP<br>PN               |
| Sa St. John's | CHNC | Jos. A. Hardy  | Adam Young         | Dr. Chas. Houde  | Viateur Bernard  | —  |
| Sa St. John's | CBV  | CBC  | CBC                | Guy Dumais       | M. Valiquette    | { CP<br>BUP                                      |
| Sa St. John's | CHRC | Jos. A. Hardy  | Adam Young         | Henri LePage     | Aurele Pelletier | { Lang-Worth<br>NBC<br>PN                        |
| Sa St. John's | CJNT | —  | —                  | J. N. Thivierge  | —                | Sesac —  |
| Sa St. John's | KKCV | Omer Renaud & Co.<br>(John N. Hunt in Vancouver)     | Weed & Co.         | Paul LePage      | L. Bernier       | { UTS<br>World<br>PN                             |
| Sa St. John's | CJBR | H. N. Stovin   | Adam Young         | Guy Caron        | —                | { UTS<br>Standard<br>PN                          |
| Sa St. John's | CJFP | Omer Renaud & Co.                                    | Adam Young         | A. Potuin        | —                | NBC —  |
| Sa St. John's | CHRL | Omer Renaud & Co.                                    | —                  | L. Morin         | —                | PN   |
| Sa St. John's | CKRN | Nat'l Broadcast Sales<br>(John N. Hunt in Vancouver) | Weed & Co.         | D. A. Gourd      | —                | World PN   |
| Sa St. John's | CHGB | Omer Renaud & Co.<br>(John N. Hunt in Vancouver)     | Adam Young         | G. T. Desjardins | —                | Sesac PN   |
| Sa St. John's | CHLT | Jos. A. Hardy<br>(John N. Hunt in Vancouver)         | Adam Young         | A. Gauthier      | —                | { NBC<br>World<br>UTS —                          |
| Sa St. John's | CKTS | Jos. A. Hardy<br>(John N. Hunt in Vancouver)         | Adam Young         | A. Gauthier      | —                | —  |

| City         | Call | Canadian Reps.                                       | U.S. Reps.         | Manager        | Comm. Mgr.    | Libraries         | News      |
|--------------|------|--|--------------------|----------------|---------------|-------------------|-----------|
| Sorel        | CJSO | Omer Renaud & Co.<br>(John N. Hunt in Vancouver)     | Donald Cooke, Inc. | G. Boulay      | ---           | World<br>Sesac    | PN        |
| Three Rivers | CHLN | Jos. A. Hardy  | Adam Young         | Leon Trepanier | ---           | UTS               | PN        |
| Val D'Or     | CKVD | Nat'l Broadcast Sales<br>(John N. Hunt in Vancouver) | Weed & Co.         | D. A. Gourd    | ---           | UTS               | PN        |
| Verdun       | CKVL | H. N. Stovin   | Donald Cooke, Inc. | Jack Tietolman | Corey Thomson | Lang-Worth<br>UTS | BUP<br>PN |

● **NEW BRUNSWICK**

|             |      |                |                 |                 |              |  |           |
|-------------|------|----------------|-----------------|-----------------|--------------|--|-----------|
| Campbellton | CKNB | All-Canada     | Weed & Co.      | C. S. Chapman   | ---          | ---                                      | ---       |
| Edmundston  | CJEM | H. N. Stovin   | Adam Young      | Maurice Lacasse | ---          | World                                    | ---       |
| Fredericton | CFNB | All-Canada     | Weed & Co.      | Malcolm Neill   | Austin Moore | NBC<br>Standard<br>Cole                  | BUP       |
| Moncton     | CKCW | H. N. Stovin   | J. H. McGillvra | F. A. Lynds     | Al Bestall   | UTS<br>World                             | BUP       |
| Newcastle   | CKMR | William Wright | ---             | Arthur Martin   | ---          | Standard                                 | PN        |
| Saint John  | CFBC | All-Canada     | Weed & Co.      | Bob Bowman      | J. Alcorn    | NBC<br>Standard                          | BUP       |
| Saint John  | CHSJ | H. N. Stovin   | Adam Young      | Geo. Cromwell   | ---          | Associated<br>Lang-Worth<br>UTS<br>World | PN        |
| Sackville   | CBA  | CBC            | CBC             | W. E. S. Briggs | ---          | ---                                      | CP<br>BUP |

● **PRINCE EDWARD ISLAND**

|               |      |             |            |                   |           |                                      |     |
|---------------|------|-------------|------------|-------------------|-----------|--------------------------------------|-----|
| Charlottetown | CFCY | All-Canada  | Weed & Co. | Col. Keith Rogers | Bob Large | Associated<br>Lang-Worth<br>Standard | PN  |
| Summerside    | CJRW | Radio Reps. | ---        | A. G. Rogers      | ---       | World                                | BUP |

● **NOVA SCOTIA**

|             |      |  |                    |                 |                |                                   |           |
|-------------|------|--|--------------------|-----------------|----------------|-----------------------------------|-----------|
| Antigonish  | CJFX | Nat'l Broadcast Sales                                | Adam Young         | J. C. Nunn      | ---            | Lang-Worth<br>UTS                 | PN        |
| Bridgewater | CKBW | Radio Reps.  | Donald Cooke, Inc. | John Hirtle     | Ken Dougan     | Associated                        | PN        |
| Halifax     | CBH  | CBC  | CBC                | S. R. Kennedy   | ---            | ---                               | CP<br>BUP |
| Halifax     | CHNS | All-Canada   | Weed & Co.         | Gerald Redmond  | ---            | Lang-Worth<br>NBC<br>UTS<br>World | BUP<br>PN |
| Halifax     | CJCH | Nat'l Broadcast Sales<br>(John N. Hunt in Vancouver) | Donald Cooke, Inc. | E. F. MacDonald | Clair Chambers | Standard<br>World                 | PN        |
| Kentville   | CKEN | J. L. Alexander                                      | Adam Young         | J. P. LaRoque   | W. A. Bishop   | Cole<br>UTS                       | PN        |
| Sydney      | CBI  | CBC  | CBC                | Barry MacDonald | ---            | ---                               | CP<br>BUP |
| Sydney      | CJCB | All-Canada   | Weed & Co.         | N. Nathanson    | ---            | NBC<br>UTS<br>Lang-Worth<br>World | PN        |
| Truro       | CKCL | William Wright                                       | ---                | J. A. Manning   | Alex Thomson   | World                             | PN        |
| Windsor     | CFAB | J. L. Alexander<br>(John N. Hunt in Vancouver)       | Adam Young         | J. P. LaRoque   | W. A. Bishop   | Cole<br>UTS                       | PN        |
| Yarmouth    | CJLS | All-Canada   | Weed & Co.         | L. L. Smith     | ---            | UTS                               | PN        |

● **NEWFOUNDLAND**

|             |      |              |              |                      |     |              |           |
|-------------|------|--------------|--------------|----------------------|-----|--------------|-----------|
| Cornerbrook | CBY  | CBC          | CBC          | C. V. Hierlihy       | --- | Standard     | CP<br>BUP |
| Gander      | CBG  | CBC          | CBC          | A. Barrett           | --- | ---          | CP<br>BUP |
| Grand Falls | CBT  | CBC          | CBC          | (under construction) | --- | ---          | CP<br>BUP |
| St. John's  | CBN  | CBC          | CBC          | W. F. Galgay         | --- | Standard     | CP<br>BUP |
| St. John's  | VOCM | H. N. Stovin | H. N. Stovin | J. L. Butler         | --- | NBC<br>World | PN        |

# *side by side*

... Canadian Broadcasters and NBC THESAURUS enjoy  
a happy association built on mutual respect and understanding.

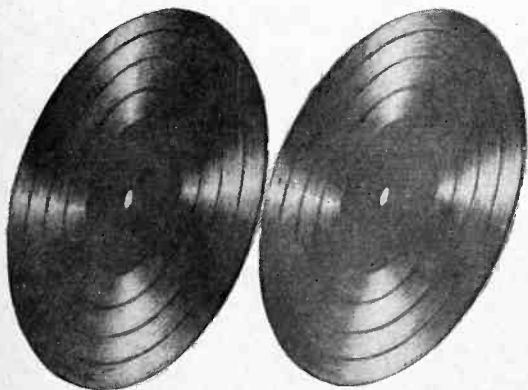
# *side after side*

... NBC THESAURUS releases are dedicated to the presentation  
of purposeful, practical programming  
with an eye to audience-building and sponsorship.

NBC THESAURUS comprises more than 40 artist groups plus soloists,  
each with a specific function in subscriber requirements—  
and a choice in selections based upon the most varied tastes in music.

# *side for side*

... NBC THESAURUS is America's No. 1 Musical Program Service—  
and to Canadian Broadcasters, a symbol of quality and friendly co-operation.



... Radio-Recording Division

RCA Building, Radio City, New York • Chicago • Hollywood

# THE MOST OUTSTANDING VALUE IN PRIVATE RADIO TODAY!

## THE **TRANS QUEBEC** RADIO GROUP, INC.

Jos. A. Hardy, Pres.

### BASIC STATIONS

**CKAC**  
MONTREAL  
10,000 watts

**CHRC**  
QUEBEC  
5,000 watts

**CKRS**  
JONQUIERE  
250 watts

### SUPPLEMENTARY STATIONS

**CHNC**  
NEW CARLISLE  
5,000 watts

**CKBL**  
MATANE  
1,000 watts

**CJFP**  
RIVIERE DU LOUP  
250 watts



**\$213.75** buys 1/2 hour Class "A" on basic group (26 time rate).  
Potential audience: 499,320 radio homes (minimum) 43c per thousand potential radio homes.

INCLUDES STATION TIME AND LINES.



**\$308.75** buys 1/2 hour Class "A" on basic plus supplementary stations (26 time rate).  
Potential audience: 510,680 radio homes (minimum) 60c per thousand potential radio homes.

INCLUDES STATION TIME, LINES, OR TRANSCRIPTIONS

This unbeatable combination of stations gives you no less than 80% coverage of the entire Quebec market - - - urban, rural, and farm.

**JOS. A. HARDY**  
MONTREAL

**WM. WRIGHT**  
TORONTO

**ADAM J. YOUNG, Jr.**  
NEW YORK & CHICAGO



STATION FREQUENCIES AND POWER

Table with columns: City, Station, Kcs., Watts. Lists various Canadian radio stations and their frequencies and power outputs.

"PN"

for Radio News

24-Hour Teletype Service

24 News Summaries Daily

Special Regional Coverage

14 Feature Programs Daily

NEWS FOR 87\* PRIVATE STATIONS FROM:

THE ASSOCIATED PRESS

REUTERS

THE CANADIAN PRESS

Three Great Services in One

PRESS NEWS

55 University Ave.

Toronto

\*87 — and more coming.



# Ballad for Broadcasters

Let all voices raise in a song of praise

For the sessions of C.A.B.

May the skies be fair when you gather there

At St. Andrews-by-the-Sea

For problems that vex you and sometimes perplex you

May answers forthcoming be

May the talk be keen when you all convene

At St. Andrews-by-the-Sea.

But one wish supreme right on the beam

Is this wish of CJAD:

May you have a good time in that N.B. climate

At St. Andrews-by-the-Sea!

# CJAD

MONTREAL

|               |      |      |          |
|---------------|------|------|----------|
| Vancouver     | CKMO | 1410 | 1,000    |
| Vancouver     | CKWX | 980  | 5,000 DA |
| Verdun        | CKVL | 980  | 1,000 DA |
| Vernon        | CJIB | 940  | 1,000    |
| Victoria      | CJVI | 900  | 1,000 D  |
|               |      |      | 250 N    |
| Watrous       | CBK  | 540  | 50,000   |
| Windsor, N.S. | CFAB | 1450 | 250      |
| Windsor, Ont. | CKLW | 800  | 5,000    |
| Wingham       | CKNX | 920  | 1,000 DA |
| Winnipeg      | CBW  | 990  | 50,000   |
| Winnipeg      | CJOB | 1340 | 250      |
| Winnipeg      | CKRC | 630  | 5,000 DA |
| Woodstock     | CKOX | 1340 | 250      |
| Yarmouth      | CJLS | 1340 | 250      |
| Yorkton       | CJGX | 940  | 1,000    |

## FREQUENCY MODULATION STATIONS

| City             | Station  | Kcs.  | E.R.P. |
|------------------|----------|-------|--------|
| Brantford        | CKPC-FM  | 94.7  | 250    |
| Cornwall         | *CKSF-FM | 104.5 | 522    |
| Edmonton         | CFRN-FM  | 100.3 | 279    |
| Edmonton         | CJCA-FM  | 99.5  | 281    |
| Edmonton         | *CKUA-FM | 98.1  | 352    |
| Fort William     | *CKPR-FM | 94.3  | 250    |
| Haileybury       |          | 98.7  | 360    |
| Halifax          | *CHNS-FM | 96.1  | 250*   |
| Hamilton         | *CHML-FM | 94.1  | 400    |
| Hamilton         | CJFM-FM  | 91.3  | 390    |
| Hamilton         | CJSH-FM  | 102.9 | 745    |
| Jonquiere        | CKRS-FM  | 95.7  | 456    |
| Kamloops         | CFJC-FM  | 98.3  | 250    |
| Kingston         | *CKWS-FM | 96.3  | 350    |
| Kirkland Lake    | *CJKL-FM | 93.7  | 250    |
| Kitchener        | *CFCA-FM | 106.1 | 10,000 |
| Kitchener        | *CKCR-FM | 96.7  | 350    |
| London           | *CFPL-FM | 93.5  | 4,440  |
| Moncton          | CKCW-FM  | 95.9  | 250    |
| Montreal         | *CBF-FM  | 95.1  | 4,200  |
| Montreal         | *CBM-FM  | 100.7 | 3,000  |
| Montreal         | *CFCF-FM | 106.5 | 7,700  |
| Montreal         | CJAD-FM  | 94.3  | 6,020  |
| Montreal         | CKAC-FM  | 99.3  | 2,380  |
| Moose Jaw        | CHAB-FM  | 95.7  | 280    |
| New Westminster  | CKNW-FM  | 101.1 | 250    |
| North Bay        | CFCH-FM  | 106.3 | 250    |
| Ottawa           | *CBO-FM  | 103.3 | 250    |
| Ottawa           | *CFRA-FM | 93.9  | 383    |
| Owen Sound       | CFOS-FM  | 92.3  | 340    |
| Peterborough     | CHEX-FM  | 101.5 | 250    |
| Port Arthur      | CFPA-FM  | 102.7 | 250    |
| Prince Albert    | CKBI-FM  | 100.7 | 455    |
| Quebec           | CHRC-FM  | 98.1  | 250    |
| Quebec           | KCV-FM   | 101.1 | 595    |
| Rimouski         | *CJBR-FM | 101.5 | 570    |
| St. Catharines   | CKTB-FM  | 97.7  | 250    |
| Saint John       | *CHSJ-FM | 100.5 | 325    |
| Sarnia           | *CHOK-FM | 97.5  | 250    |
| Saskatoon        | CFQC-FM  | 99.1  | 375    |
| Sault Ste. Marie | *CJIC-FM | 100.5 | 250    |
| Simcoe           | CJRS-FM  | 93.1  | 367    |
| Stratford        | *CJCS-FM | 98.3  | 2,176  |
| Sydney           | *CJCB-FM | 94.9  | 630    |
| Timmins          | *CKGB-FM | 94.5  | 425    |
| Toronto          | *CBL-FM  | 99.1  | 5,580  |
| Toronto          | *CFRB-FM | 99.9  | 600    |
| Toronto          | CHUM-FM  | 100.7 | 3,200  |
| Toronto          | CKEY-FM  | 98.1  | 557    |
| Vancouver        | *CBB-FM  | 105.7 | 1,400  |
| Vancouver        | CKWX-FM  | 99.3  | 324    |
| Verdun           | CKVL-FM  | 96.9  | 7,200  |
| Windsor, Ont.    | *CKLW-FM | 93.9  | 250**  |
| Winnipeg         | *CJOB-FM | 103.1 | 250    |
| Woodstock        | *CKOX-FM | 106.9 | 262    |

## NEW STATIONS NOT YET IN OPERATION

| City             | Station | Kcs. | Watts    |
|------------------|---------|------|----------|
| Dawson City      |         | 1230 | 250      |
| Edmonton         | CHFA    | 680  | 5,000 DA |
| Grand Falls      | CBT     | 1350 | 1,000    |
| Haileybury       |         | 910  | 1,000 DA |
| Shawinigan Falls |         | 1470 | 1,000 DA |

D—Day  
N—Night  
DA—Directional Antennae  
DA-N—Directional Antennae Night  
\*Now in operation.  
\*\*Temporary.

The 1950 edition of the Canadian Radio Yearbook will be off the press early in December. It will be a complete and valuable index to the broadcasting industry. For space reservations and editorial copy, please note our new address

## CANADIAN RADIO YEARBOOK

Room 1501, 302 Bay St., Toronto 1  
ADelaide 3182

STATIONS OF THE CBC NETWORKS

Trans-Canada Network

Atlantic Region (Basic)

CBN St. John's  
 CBY Cornerbrook  
 CBG Gander  
 CBT Grand Falls  
 CBI Sydney  
 CBH Halifax  
 CFNB Fredericton  
 CBA Sackville  
 CHSJ Saint John

Atlantic Region (Supplementary)

CJCH Halifax  
 CKBW Bridgewater

Mid-Eastern Region (Basic)

CBM Montreal  
 CBO Ottawa  
 CKWS Kingston  
 CBL Toronto  
 CKSO Sudbury  
 CFCH North Bay  
 CJKL Kirkland Lake  
 CKGB Timmins  
 CJC Sault Ste. Marie  
 CKPR Fort William

Mid-Eastern Region (Supplementary)

CHOK Sarnia  
 CKCV Quebec  
 CKOC Hamilton  
 CHLO St. Thomas

Prairie Region (Basic)

CBW Winnipeg  
 CBK Watrous  
 CBX Edmonton  
 CJOC Lethbridge

Prairie Region (Supplementary)

CKCK Regina  
 CFAR Flin Flon  
 CFGP Grand Prairie  
 CJCA Edmonton  
 CFAC Calgary

Pacific Region (Basic)

CFJC Kamloops  
 CKOV Kelowna  
 CJAT Trail  
 CBR Vancouver

Pacific Region (Supplementary)

CKLN Nelson  
 CKPG Prince George  
 CFPR Prince Rupert

French Network

(Basic)

CBF Montreal  
 CBV Quebec  
 CBJ Chicoutimi

(Supplementary)

CKCH Hull  
 CHGB Ste. Anne de la Pocatiere

CJBR Rimouski  
 CHNC New Carlisle  
 \*\*CKRN Rouyn  
 \*\*CKVD Val d'Or  
 \*\*CHAD Amos  
 CHLT Sherbrooke  
 CJEM Edmundston  
 CJFP Riviere du Loup

Dominion Network

Atlantic Region (Basic)

CJCB Sydney  
 CJFX Antigonish  
 CFCY Charlottetown  
 CHNS Halifax  
 CKCW Moncton  
 CKNB Campbellton  
 CJLS Yarmouth  
 CFBC Saint John

Mid-Eastern Region (Basic)

CKTS Sherbrooke  
 CFCE Montreal  
 CKDY Ottawa

CHOV Pembroke  
 CFJM Brockville  
 CJBC Toronto  
 CHEX Peterborough  
 CFPL London  
 CFCC Chatham  
 CFPA Port Arthur

Mid-Eastern Region (Supplementary)

CKTB St. Catharines  
 CHML Hamilton  
 CKPC Brantford  
 CKCR Kitchener  
 CKNX Wingham  
 CJCS Stratford  
 CFOS Owen Sound  
 CKSF Cornwall  
 CJBQ Belleville  
 CFOR Orillia  
 CKFI Fort Frances  
 CHNO Sudbury

Prairie Region (Basic)

CJRL Kenora  
 CKRC Winnipeg  
 CJGX Yorkton  
 CKX Brandon  
 CKRM Regina  
 CHAB Moose Jaw  
 CFQC Saskatoon  
 CKBI Prince Albert  
 CFCN Calgary  
 CFRN Edmonton

Prairie Region (Supplementary)

CHAT Medicine Hat

Pacific Region (Basic)

CHWK Chilliwack  
 CJOR Vancouver  
 CJVI Victoria

Pacific Region (Supplementary)

CJIB Vernon

\*\*These three stations sold as a group.



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
- MILSON, 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

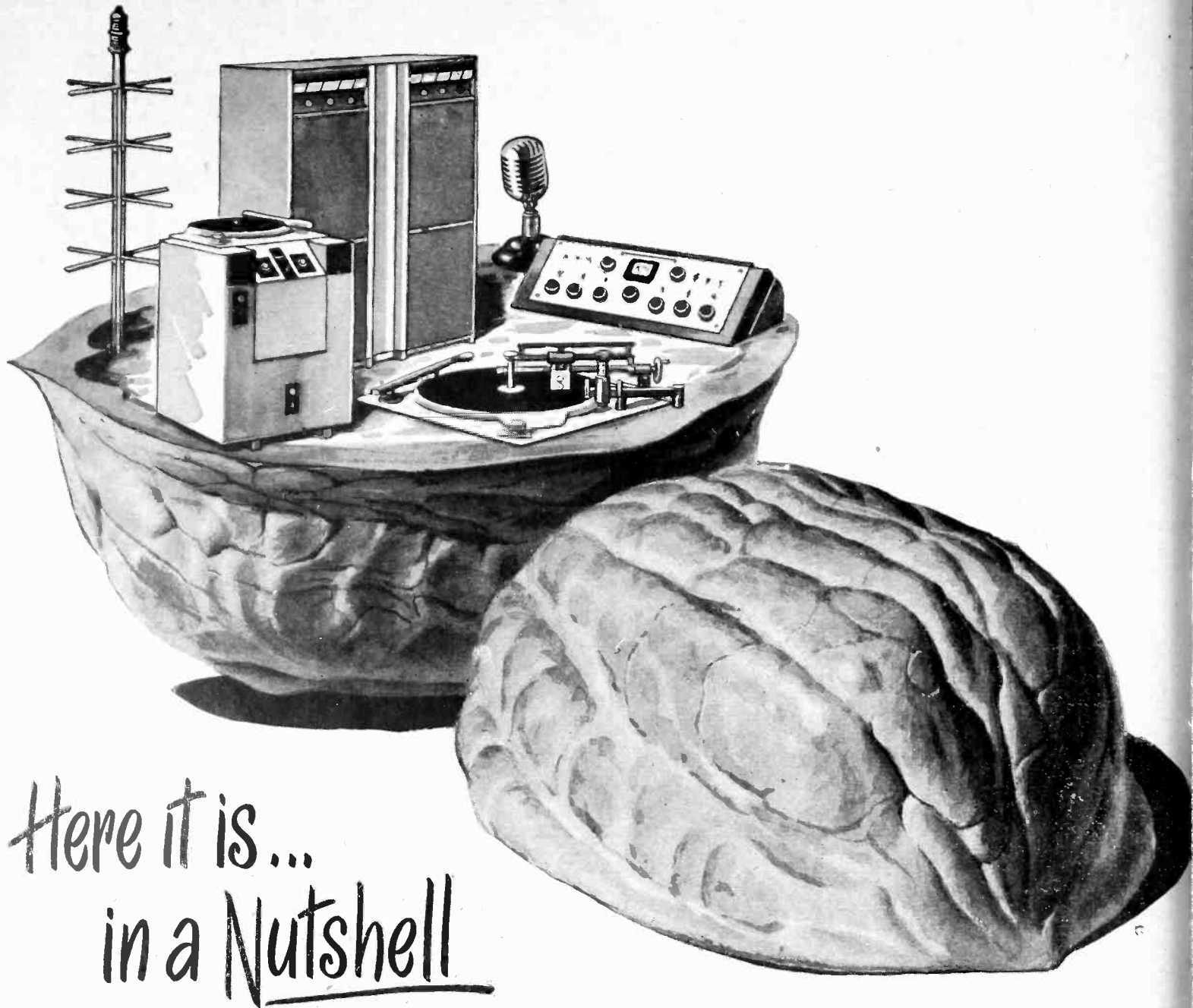
Radio Artists Telephone Exchange



From Sunwapta — Stony Indian name for "radiating waves" at Jasper—to CAB delegates at Algonquin — "place of spearing fish" — Greetings!

Inset, Big Chief Dick Rice, chairman of CAB Board and president of Sunwapta Broadcasting Company. Above, Indian motif design of CFRN's new transmitter west of Edmonton, a city enriched with traditions of fur trader and trapper, Indian and pioneer, a city endowed by nature with unequalled advantages and resources.

CHIEFTAINS ALL!



Here it is...  
in a Nutshell

The Finest FM Equipment is supplied by **MARCONI**

... not only will Marconi supply, but install, test, adjust and guarantee every piece of FM equipment or service required to complete your station.

This is not a broad statement either. Marconi is in a position to supply IMMEDIATELY ... microphones ... monitor speaker and receiver ... studio amplifier ... transcription turntables ... recorders ... coaxial line and associated fittings ... antennae and support towers.

Enquire today ... our FM sales engineers are ready to discuss FM at your convenience. Remember when you think FM think FIRST MARCONI.

MARCONI ENGINEERING CONSULTING SERVICE is available to assist you with your radio engineering problems, whether it be in establishing an FM, AM or TV station, or extending your present radio facilities.

Featuring  
 the  
**EXCLUSIVE**  
 ARMSTRONG  
 DUAL CHANNEL  
 FM  
 MODULATOR

**CANADIAN MARCONI COMPANY**

MARCONI BUILDING • MONTREAL  
 VANCOUVER • WINNIPEG • TORONTO • HALIFAX • ST. JOHN'S

MARCONI — The Greatest Name In Radio

RADIO ADVERTISING AGENCIES

A list of Advertising Agencies Enfranchised by the Canadian Association of Broadcasters, together with their addresses and radio officers.

Table listing advertising agencies and their radio officers. Columns include agency names, addresses, and contact information. Agencies listed include Alk & McCracken Ltd., Associated Broadcasting Co. Limited, and many others.

On NOVA SCOTIA'S SOUTH SHORE Centre of a \$34,000,000 FISHING INDUSTRY TRANS-CANADA NETWORK chose CKBW BRIDGEWATER, N.S. Represented by RADIO REPRESENTATIVES LTD. In Canada DONALD COOKE INC. In U.S.A.

U.S. Recognized Agencies Have Automatic CAB Recognition in Canada

# Over 10,000 bids sell . . .



## wallpapering — haircut — automobile!

### It's another CFPL success story

Reminiscent of a war-time command control room, CFPL's studios echoed to the ring of a battery of telephones and the continuous chant of masculine voices calling figures and prices . . . the Y-Mac radio auction was on the air!

Over 650 items were offered for sale . . . articles ranging from a \$1,500 car to a \$15.00 wallpapering job — from a hair-cut and shave to a trilit lamp. And CFPL's Western Ontario audience made a huge success of this auction, the proceeds of which are used by the club members for charitable work in the district.

#### Bids from Nine Counties in Western Ontario

In CFPL's studio "A" telephone operators, working in shifts, took and recorded bids at a rate of more than 1,500 an hour. In studio "B" the Y-Mac radio auctioneers, also working in shifts, quoted goods, prices, closed sales.

All told, the Y-Mac Club raised over \$7,000, realizing more than 85% of the retail value of goods sold. And that's really big news! It demonstrates CFPL listener interest . . . CFPL influence on purchases in a lush market.

It's another dramatic  
reason why  
listeners prefer CFPL  
Western Ontario's  
Most Progressive Radio Station



REPRESENTATIVES: CANADA—All-Canada Radio Facilities Limited — U.S.A.—Weed & Company



Unless my memory is failing me, which I don't anticipate about the time this publication reaches your desk and you are reading (I hope!) this column the management and staff of CJOY, Guelph, will be celebrating the first anniversary of the station.

I realize that CJOY is only one of several radio stations which came into being after war-time restrictions were lifted and licences again issued. I mention CJOY in particular simply because I am better acquainted with its personnel than with the captain and crew of any other new station.

So, CJOY, Guelph, and several other stations will very soon be passing their first milestone. The ripe young age of one year may not seem very hoary, but this station and its counterparts must have cleared plenty of hurdles in that twelve-month period.

When recently reading a copy of the Guelph Review, I was most pleased to note that "CJOY is a thriving industry." The article continued to give several reasons as to why the writer considered the station so enterprising. Not the least of these is the station's manager, Wall Slatter; another equally good reason is Sales Manager Fred Metcalf, who is also a very likeable character.

In those smaller centres where there is a radio station, the station becomes a vital part of the daily lives of the citizens and an important part of the local economy. Its success or otherwise depends upon the degree to which it recognizes its obligation to the community it serves and this degree of recognition is necessarily in direct proportion to the wakefulness and watchfulness—the awareness—of its executive and administrative officers.

The acceptance by the community of its local radio "voice" is the badge of merit worn with pardonable pride by these stations. Surely they are the backbone of the radio industry. Surely they are worthy of their place. May the time be not too distant when their true value is properly recognized by those who control the all-important purse-strings which in turn control the advertiser's dollar.

Best wishes and all kinds of continuing success to all truly community stations which, with CJOY, light that single candle on the birthday cake this year.

One final word—it's addressed to the men who will be gathering at St. Andrews-by-the-Sea—"a little less golf, fellows, and more work. You're facing a critical period in your existence."

'Bye now,

ELDA

# NATIONAL SALES REPRESENTATIVES

## CANADA

**AMES L. ALEXANDER**  
 Toronto: 100 Adelaide St. W. J. L. Alexander  
 Montreal: Drummond Building Frank Edwards

**ALL-CANADA RADIO FACILITIES LTD.**  
 Toronto: Victory Building John Tregale  
 Montreal: Dominion Square Building Burt Hall  
 Winnipeg: Childs Building Percy Gayner  
 Calgary: Taylor, Pearson & Carson Building H. R. Carson  
 Vancouver: 198 W. Hastings St. J. E. Baldwin

**ROADCAST REPRESENTATIVES LTD.**  
 Winnipeg: Lindsay Building A. J. Messner

**CANADIAN BROADCASTING CORPORATION**  
 Toronto: 354 Jarvis St. E. A. Weir  
 Montreal: 1231 St. Catherine St. Maurice Valiquette

**L. GARSIDE**  
 Winnipeg: Childs Building A. L. Garside

**J. S. A. HARDY LTD.**  
 Montreal: 1405 Peel St. Jos. A. Hardy  
 Toronto: 1004 Victory Bldg., serviced by William Wright

**JOHN N. HUNT & ASSOCIATES**  
 Vancouver: 505 Dunsmuir Street J. N. Hunt

**NATIONAL BROADCAST SALES**  
 Toronto: Bank of Commerce Building Jack Davidson  
 Montreal: Medical Arts Building R. A. Leslie

**OMER RENAUD & CO.**  
 Montreal: 1411 Stanley Street Omer Renaud  
 Toronto: 53 Yonge Street John Fox

**RADIO REPRESENTATIVES LTD.**  
 Toronto: 4 Albert Street Jack Slatter  
 Montreal: Dominion Square Building Wilf Dippie  
 Winnipeg: Lindsay Building A. J. Messner  
 Vancouver: 505 Dunsmuir Street J. N. Hunt

**ORACE N. STOVIN & CO.**  
 Toronto: Victory Building H. N. Stovin  
 Montreal: Keefer Building Ralph Judge  
 Winnipeg: Manitoba Telephone System Bldg. J. Whitehouse  
 Vancouver: 846 Howe Street J. W. Stovin

**WILLIAM WRIGHT**  
 Toronto: 1004 Victory Building William Wright  
 Montreal: Empire Life Building Walter A. Dales

## UNITED STATES

**DONALD COOKE INC.**  
 New York: 551 Fifth Avenue Donald Cooke  
 Chicago: 360 North Michigan Avenue Jerry Campbell  
 Los Angeles: 5225 Wilshire Blvd. Gene Grant  
 San Francisco: 681 Market Street Les Meek  
 Detroit: 2472 Penobscot Building Chas. J. Sheppard

**DR. JOE & COMPANY**  
 New York: 19 West 44th Street Joseph Bloom  
 Chicago: 360 North Michigan Avenue J. R. Connor  
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# CANADIAN TELESCREEN

Vol. 2, No. 11

TV and Screen Supplement

June 8th, 1950

## START TV IN CANADA IN 3 MONTHS

Sells First TV

Toronto.—The first actual televising in Canada should begin within three or four months if all proceeds according to plans made by Famous Players Canadian Corporation, Canadian subsidiary of Paramount Pictures, Inc., whose application for a TV license was recently deferred by the CBC Board of Governors.

The actual televising, as planned by this theatre corporation which controls some 383 theatres in Canada, will be part of the regular program of the Imperial Theatre, Toronto, which plans showing special events on a "closed circuit" to its theatre audiences. The Imperial is Canada's largest movie house with a capacity of 3,373.

This plan will be the only actually televising in the country until the CBC gets off its high horse and starts granting licenses. Operations are being closely watched by others interested in entering the television field.

Following the plan as put into effect in the Paramount Theatre,

New York, the Imperial, located in downtown Toronto, will present on its screen, within 60 seconds of the actual happening, events which are taking place within the effective distance of 15 miles, transmitted from a mobile transmitter on a "closed circuit" of 7,000 megacycles. Pick-up will only be possible in the theatre.

The mobile unit will be sent to the scene and set up for telecasting the event. As soon as the action starts, the unit will transmit to the receiver at the theatre. There a camera will be recording the events from a receiver, and, as the film goes through, it will be quickly developed by a high-speed process, then fed through a chute to a regular motion-picture projector, which will throw the telecast onto the theatre screen.

Should Famous Players desire to send the film around the country, it will take off as many prints as desired and ship them to their various outlets.

The system is known as "the

35 mm. film transcription rapid processing equipment."

The company's mobile unit which was designed under the supervision of George Cuthbert, TV chief for FPCC, is equipped with a specially constructed body. On its top will be set the two RCA cameras which will be raised via an automatic platform. The cameras' cables will be plugged into base plugs on the roof-top connecting to the mixer's booth inside the truck, also RCA equipped. The mixer's booth is being built for portability so as to facilitate its moving in and out for interior shooting, such as the televising of fashion shows, hockey games, dramatic shows and similar functions.

Also on the top will be a four-foot parabola or "dish" which will be pointed to the theatre's receiver. Another feature of the truck is its two entrances to the control booth, in addition to the regular cab entrances. Its cable will be carried on cable reels which will avoid the continuous lugging around of heavy cable.

Leased wires will be used to carry the audio portion of the telecasts, and Mr. Cuthbert's current problem is the locating of key points from which to have the wires run to the theatre.

Famous Players now have in hand a two-camera chain and very shortly expect to be experimenting with it. Delivery has also been made of a specially constructed trailer on which is mounted a 60 cycle power unit, capable of generating 10 kilowatts.

At present they have two men working under Mr. Cuthbert studying television as it affects Canadian audiences. They have a workroom in the Victoria Theatre, Toronto, in which they are constantly studying new developments as they are brought about south of the border.



This picture of RCA's Ken Chholm, snapped at Fred Lynn Lobster Party, insinuates its into the TV section because aren't sure whether he's celebrating for Lionel or for his rec sale of a TV mobile unit to Famous Players Canadian Corporation.

### INTERNATIONAL TV

London, England.—The British Broadcasting Corporation is determined to do all it can to foster the exchange of television programs between different countries, it was revealed recently by the BBC director general, Sir William Haley, during an address to the Radio Wholesalers Federation.

He said that this would at first be done by means of films and television recordings, and later there would be a possibility of television programs being relayed from one country to another.

### FORD GOES TV

New York. — The Ford Motor Company has announced that "Ford Theatre" (CBS, Friday 9 p.m.) will not be renewed after it leaves the air July but will concentrate on the TV version. "Ford Theatre" is currently being telecast once a month over CBS and in October will be stepped up to twice a month. Tentative plans call for a weekly operation scheduled to start in January, 1950.

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# TEE VEE ACTION

New York.—Although the National Association of Broadcasters is giving full support to the rapidly-expanding television industry, radio will not be the main concern from this growth, according to Jess Willard, Jr., executive vice-president of the NAB handling television activities.

Willard, speaking at a luncheon meeting of the Radio Executives' Club here, said that radio's revenues may be affected by television much less than many think. He pointed out that radio resembles printed media in many respects and, because of this, he expects that television will draw dollars from other picture or printed media more than radio.

The NAB executive also answered some of the critics of radio by emphasizing the group's stake in television. He said that half of the association's revenue comes from members who broadcast television as well as AM and FM interests.

In commenting on the increasingly competitive situation among broadcast media, Maurice B. Mitchell, president of the association's newly created Broadcast Advertising Bureau, told the REC that his department will "use every trick in the book to do a selling job for radio that will stand as a landmark in selling history."

More detailed breakdowns of television receiver production by major manufacturers were appended at the silver anniversary convention of the Radio Manufacturers' Association in Chicago last week.

The set division executive committee will collect and disseminate statistical information primarily on the shipment of television receivers by manufacturers according to television broadcasting areas. TV set shipments for January 1, 1949, will be broken down into 49 television markets, and it is expected that these figures will give video broadcasters authoritative data on the distribution of sets in each broadcasting area.

RCA statistics will also be released to give more information on the types of sets being manufactured, with particular reference to the number of sets with built-in reception facilities.

R.C. Cosgrove, executive vice-president, Avco Manufacturing Company, Cincinnati, was elected president of the RMA.

enjoy the convention - we've got to stay home and after an unprecedented level of business.

# WJGX YORKTON

U.S.'s 64th television outlet, station WFEM-TV, Indianapolis, was scheduled to launch commercial operations on Memorial Day, May 30. Station will carry programs of ABC, CBS and Du Mont networks.

NBC network is said to be considering the separation of its radio and television sales staffs. According to reports, the technique of using a combined sales staff has not worked out to the satisfaction of all concerned.

Colgate - Palmolive - Peet is reportedly on the verge of signing a top-ranking Hollywood star for a new half-hour tele-series, probably over NBC-TV.

Television set prices continue to decline with Admiral's new plastic cabinet job, a 10-incher selling at about \$249, getting the most play and comment.

## PACKAGE TV TRANSMITTER

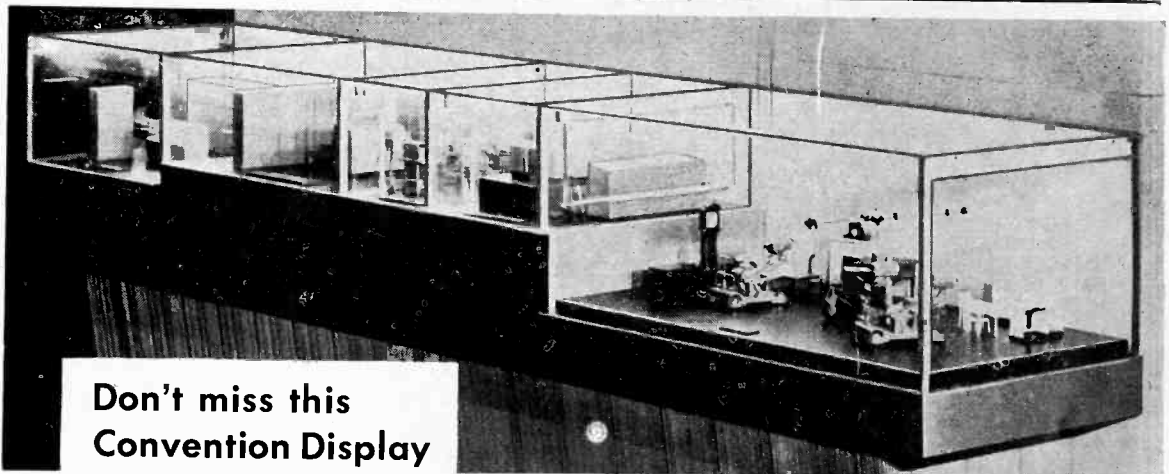
Chicago. — All the necessary equipment for a complete television station in one package, is the new deal announced by RCA here at the 1949 exposition of the National Association of Broadcasters. The "package" has been designed by RCA engineers to enable broadcasters in the smaller communities to get into TV transmitting at reasonable cost.

The complete installation consists of 182 pieces of equipment and will provide basic television broadcasting facilities. A 500 watt RCA TT-500A or 500B transmitter is the heart of the system, and other equipment includes super-turnstyle antenna and the new RCA TC-20A switching console which gives transmitting control, dual monitoring, audio and video control, fading and switching, and film control in one console.

Providing facilities for transmission from film is a TP-16B projector, a multiplexer, slide projector, and a film camera chain. Microphones, loudspeakers and TV receivers are included for the announcer's booth and provision for future expansion is made to the extent of two additional video inputs.

Price for this unit is reported to range from \$70,000 to \$85,000. This price does not include tower and station site facilities, transmitter-film-control house or facilities for "live" broadcasts from the station. Programs transmitted by such a station would be confined to film, kinescope recordings, or, where available, coaxial cable, but further equipment for "live" programs may be added.

A spokesman for RCA said that a one-story 30 x 40 foot building provides sufficient space to house a station of this type.



### Don't miss this Convention Display

To serve you, the station owner and engineer, G-E presents this mock-up of a complete television station. Here in miniature and to scale is assembled all the equipment required for a modern TV station. When you visit us, make use of these models to assist you in your planning.

# GENERAL ELECTRIC

unsurpassed facilities to give you a complete

## TELEVISION SERVICE

G-E Television goes even further than "Everything from Camera to Receiver"! It means a complete coast-to-coast network of offices, warehouses, and technicians to give your television problem prompt and competent attention.

And G-E Television means a capable group of specialists to assist you in the preparation of technical briefs, and to provide assistance in planning and engineering problems. Many Canadian applicants for television station licenses used this service—a majority vote of confidence in the "plus service" of G-E Television.

Contact your nearest C-G-E office for further information.

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1943: 8 stations 2 sales executives  
 1946: 12 stations 6 sales executives  
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 5000% increase in Sales

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## REHEARSAL CAMERA COSTS \$150



Omaha, Neb.—Development of a Television Rehearsal Camera, which will perform nearly all the necessary functions of an electronic TV camera for rehearsals, and which may be produced for around \$150.00, has been announced by Creighton University here.

The camera, invented by Father R. C. Williams, co-ordinator of television at the university, is designed for the planning and testing of basic camera shots for a television production without the use of an electronic television camera. Through a series of direct view-finding lenses, arranged in the turret, giving size and proportion of the images on the aperture closely resembling those on real cameras, the Rehearsal Camera enables the producer and director to test basic picturization and to mark a script for final rehearsals and production. Also, through a mirror arrangement, the producer and director can view the images from more than one camera simultaneously from a distance.

The cameras are mounted on tripods and dollies and are operated by cameramen, each supplied with headphones and a microphone, enabling them to hear the producer's instructions and the actors and music of the production, and, through the mikes, to ask questions. With the

new cameras ready, the producer will go through the script, planning camera position and choice of lens for each scene, as well as testing positions and lens ready planned. Pilot lights the Creighton University cameras are provided so that the producer by switching them off or on, may indicate which camera is to be used for the telecasting of each scene. Since each of the lenses with which the Rehearsal Cameras are equipped corresponds in relative focal length those of electronic television cameras and further adjustment may be made on the moving slide the producer can see the image on each camera and monitor images at all times.

The university points out that through the use of its Rehearsal Camera, it will be possible for groups to experiment and become familiar with the fundamentals of television production and to prepare programs for presentation on television, without investing in expensive TV cameras and expert personnel to maintain them.

It is said that the cost of the cameras will be about \$150 each. Father Williams reports the plans at the university are now going ahead whereby blueprints can be made available "to anyone who will make good use of them."

Serving Lower St. Lawrence, the North Shore and Matapedia Valley.

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Started operations September 1st, 1948.

# CKBL

Matane, Que.

1000 WATTS

1250 KCS.

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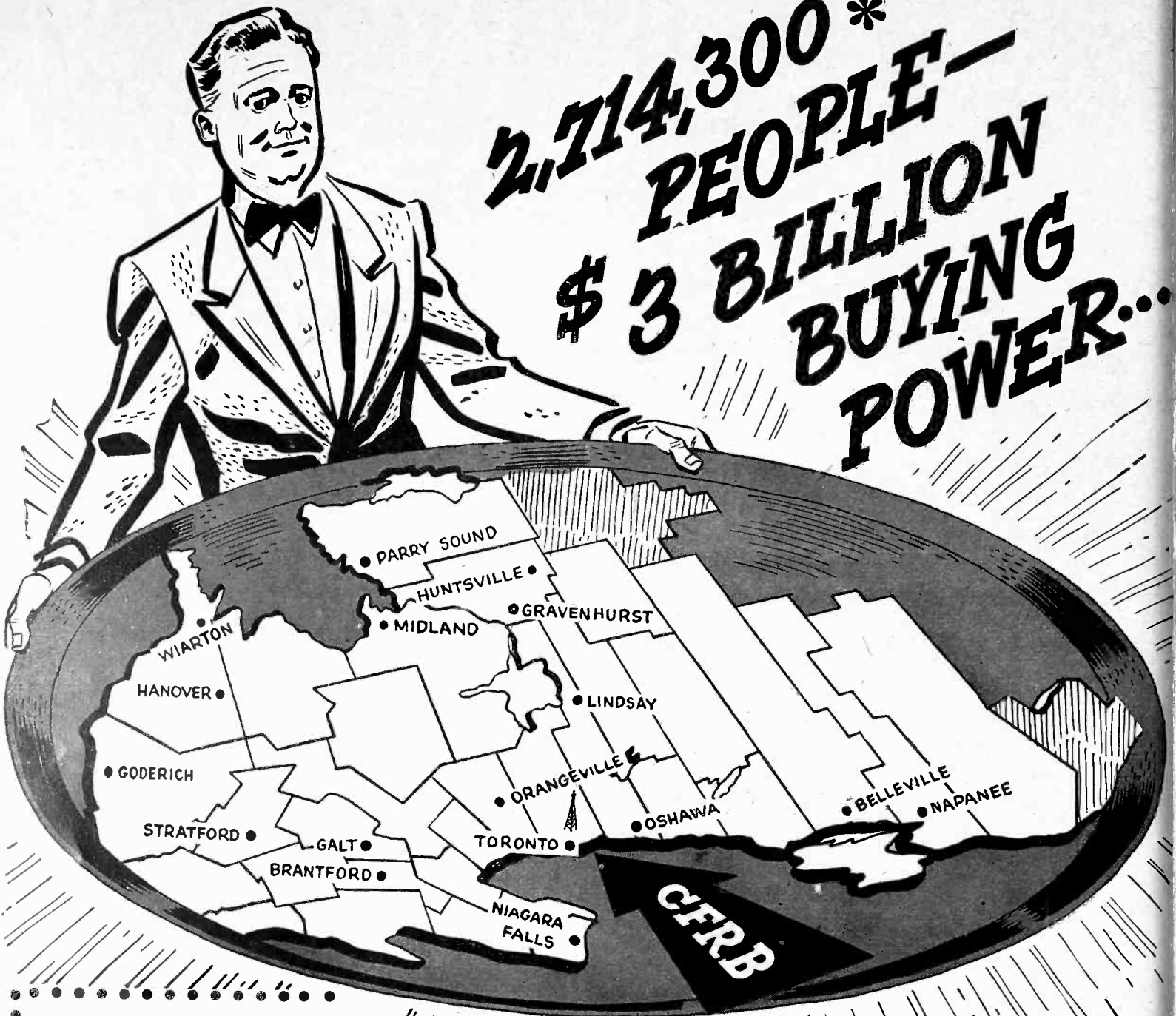
# Things\* are really happening at B.U.P.

So far this year British United Press has

- \* Extended its Canadian wire coast to coast
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In every place on this map, an independent research organization checked a random sample as to the extent Toronto stations are listened to regularly.

The median average listenership to CFRB was 61.0%—to the next independent Toronto station 13.0%. Full figures available at our office or from our representatives.

## ON A SILVER PLATTER!

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CFRB is listened to *regularly* by from 20.0% to 93.0% of the people.

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