

CANADIAN BROADCASTER

TWICE A MONTH

Vol. 7, No. 4

50c a Copy — \$3.00 a Year — \$5.00 for Two Years

March 6th, 1948

'YOU CAN SCREAM BETTER THAN THAT''



—Photo by New World.

KEY'S Drama Workshop, a sustaining show founded by Edward Milson, producer of Buckingham's *Curtain Time*, is now in its second year. A non-commercial institution, it is sponsored by the Association of Canadian Radio Artists, and maintained by CKEY.

Classes are operated on a regular basis, being divided into groups of twenty-five. Students, from six to sixty, range from radio artists to store clerks. Each week (Thursdays at 8 p.m.) a different group plays the parts of the current offering.

Milson promises nothing but instruction and tells his students it will be two to three years before they will be able to compete in the professional field.

Now nearing its hundredth broadcast, some of his graduates have been seen teaching beginners to laugh, scream, cry and shout. Milson often reigns in the "cool-rooms" under the control of the CKEY Radio Theatre as a hundred people register their varied emotions all at the same time.

WATSON TO ADDRESS CAB



Guest speaker at the annual dinner of the Canadian Association of Broadcasters this year (March 9) will be Charles S. Watson, Director of Public Relations, Canadian Breweries Ltd., whose subject will be "Public Relations Is Everybody's Business".

Charley Watson, whose repeat appearances at business and service clubs across Canada indicate his popularity, will discuss radio's function in

relation to its community and its country, which should add an informative and inspirational touch to his well-known sense of humor.

A Canadian Army veteran of World War I, he has devoted the past 29 years to Canadian business, with the Good-year Tire and Rubber Company of Canada and, currently, with Canadian Breweries Ltd. During the Victory Loan campaigns, he served on the public relations and speakers' committee.

Other guest speakers to be heard during the Convention are: Hugh Feltis and John Churchill, of BMB, New York, will discuss BBM following Horace Stovin's slide presentation the first morning (Monday). R. A. Hackbusch, president of Stromberg-Carlson and a member of the RMA Technical Committee will address the Monday luncheon on "Canadian FM and Television Problems and Probable Growth".

Social events include a cocktail party given by the Canadian National and Canadian Pacific Telegraph Companies. The following, Tuesday night, immediately prior to the Annual Dinner, another cocktail party with the Canadian Marconi Company playing hosts. Wednesday afternoon conventioners will proceed to Lac Beauport where they will visit warmly in the Manoir Castain to watch a CAB-sponsored Slalom contest.

RATES, PR, RESEARCH ON CAB AGENDA

This year again discussion forums rather than experts' speeches will deal with the problems of broadcasting at the CAB Convention at the Chateau Frontenac, Quebec City, March 8-11.

Rate Structure

Following preliminary formalities, committees' reports and the BBM annual meeting, the Rate Structure Committee will hold the floor under the chairmanship of Bill Wright, with Horace Stovin, Jack Slatter, Jack Davidson and John Tregale, assisted by agency advertisers Mary Cardon (J. Walter Thompson, Montreal) and Ben Pollett (Compton Agency, New York), and station advisers Bert Cairns (CFAC) and Ralph Snelgrove (CFOS).

Public Relations

Tuesday morning Jim Allard, CAB Public Service Director, conducts a public relations panel.

Research

The same afternoon the meeting will sit in on the Radio Executives Club of Toronto's presentation, "What New Radio Research Is Needed In Canada — And How To Get It." The panel will be headed by Spence Caldwell, REC President, assisted by Gordon Keeble (F. H. Hayhurst), Doug Scott (CAB), and Walter Elliott (Elliott-Haynes Ltd.).

Business Meetings

The first morning, progress reports will be read by Doug Scott, CAB Director of Broadcast Advertising; and WAB president Bert Cairns on the Standards of Practice Committee on Giveaways. Harry Sedgwick, CAB chairman, will also report on the Price Mention situation.

Monday afternoon, Arthur Evans will report on Copyright Fees, immediately before Bob Burton's BMI Presentation.

Tuesday afternoon there will be a business session at 3.30 p.m., at which there will be discussed: Matters of Finance, Gross Revenue Fee Proposal, Pension Plan, and Proposed Changes in Constitution.

Wednesday morning has been set aside for election of directors, policy at next summer's NARBA Meeting in Montreal.

Thursday morning will be spent on the appointment of standing committees.

FAMILY OF 30 CELEBRATES A TENTH HAPPY YEAR

Ten years ago a great idea was put into action. The idea was "EXCLUSIVE REPRESENTATION" for Canadian radio stations. Exclusive Representation has made life a lot smoother for radio stations and for time-buyers too.

That's why the big happy "All-Canada" family of 30 stations feel that this tenth anniversary is something to celebrate.

All-Canada Radio Facilities Limited was one of the first to become Exclusive Representatives.

21 radio stations have belonged to the "All-Canada" family right from the beginning of the new system, back in January, 1938.

5 other stations were born and joined us later . . . they also have never belonged to any but the "All-Canada" family.

4 more stations used to have other family ties, but five years or more ago decided to come in with us.

So now a family of 30 is celebrating a tenth happy year of Exclusive Representation.

ALL-CANADA RADIO FACILITIES LIMITED

*are proud of their Family
and look forward to
the next 10 years of
happy relationship
under Exclusive Representation*

ASSOCIATIONS

Convention Don'ts

From the publication THE MON-
SALER come these helpful hints on
to kill any organization. They
ould be equally useful in killing any
ocracy.

Get sore if you are not appoin-
on a committee, but if you are,
not attend committee meetings.
If you're asked by the chairman
give your opinion regarding
ne important matters, tell him
a have nothing to say. After
meeting, tell everyone how
ngs ought to be.

Do nothing more than is abso-
lutely necessary; but when other
embers roll up their sleeves
d willingly, unselfishly, use
eir ability to help matters along,
vnl that the organization is run
a clique.

Hold back your dues as long as
sible, or don't pay at all.

Don't bother about getting new
embers. Let the secretary do it.

When a dinner is given, tell
rybody money is being wasted
"blow-outs", which make a big
se and accomplish nothing.

When no dinners are given,
the association is dead, and
ds a can tied to it.

Don't ask for a dinner ticker
il all are sold.

Then swear you've been
ated out of yours.

If asked to sit at the speaker's
le, modestly refuse.

If you are not asked, resign
m the Association.

Don't tell the organization how
an help you; but if it doesn't
p you, resign.

If you receive service without
aing, don't think of joining.

If the association does not cor-
t abuses in your neighbor's
usiness, howl that nothing is
e.

If it calls attention to abuses
our own, resign from the asso-
tion.



"Just once I gagged the sponsor's product, and here I am."

Keep your eyes open for some-
thing wrong and when you find it,
resign.

At every opportunity threaten
to resign and then get your friends
to.

When you attend a meeting,
vote to do something, and then go
home and do the opposite.

Agree with everything said at
the meeting and disagree with it
outside.

When asked for information,
don't give it.

Curse the association for the
incompleteness of its information.

Get all the association gives
you, but don't give it anything.

When everything else fails,
cuss the secretary.

SCOTT RESIGNS

Doug Scott, since November 1946
Director of Broadcast Sales for CAB,
has announced his resignation from
that position to "enter other fields".

Scott expressed his appreciation for
the co-operation and support he had
received from CAB member stations.
He offered to remain with the associa-
tion until the appointment of his suc-
cessor.

CHAT

**WHY are 43 National
Advertisers including
CHAT in their yearly
or seasonal campaigns?**

Tune to Page 26

MEDICINE HAT

ELECT OFFICERS

Winnipeg.—Officers were elected at
the annual meeting of the Radio
Broadcasters Club.

George Secord, veteran radio actor,
was re-elected president. Other officers
named were: Maurice Birchall, CKY,
vice-president; and Jack Thompson,
CKRC, secretary.

RADIO STUDY GROUP

Montreal.—Wilf Dippie, Radio Rep-
resentatives Ltd., is director of the
study group on radio being conducted
by the Junior Advertising and Sales
Club of Montreal.

Keep Your Eye on CANADIAN CAVALCADE



Elliott-Haynes Rating:
Jan. '47—14.1—28th place
Jan. '48—19.6—15th place



Don't Overlook
Music With A
PERSONAL PLUS
In Your
Program-Planning



For the finest in
Orchestras, Acts
and Entertainment—

CONSULT:

THE OFFICE OF
MART KENNEY
125 DUPONT STREET
TORONTO, ONTARIO



Our sincere thanks to Canadian
Radio for their enthusiastic
reception of the Audio-Q*
method of cueing transcriptions.

HERE ARE SOME TYPICAL STATION REACTIONS . . .

"Audio-Q is a definite aid in cueing and cer-
tainly eliminates back-tracking which is the
greatest cause of transcription wear."

"Audio-Q makes cueing the simple and easy
operation it should be."

"We are looking forward to the time when
ALL discs will be cued in this manner."

"Audio-Q is the greatest advancement made
in recording to date."

MEMO TO AGENCIES . . .

For long lasting pressings . . . specify
Duophonic transcriptions with Audio-Q.

* Canadian Patent No. 436956 — U.S. Patents applied for.

**DOMINION BROADCASTING
COMPANY
4 ALBERT ST. TORONTO**

I. S. L.*

I.S.L., besides its Continuing Consumer Panel, undertakes research assignments for advertisers and their agencies in consumer, opinion and media fields. Each assignment is carried through under the closest possible scrutiny.

- ● Every one of our 150 Field Supervisors from coast to coast has been personally chosen and trained by one of our executives.
- ● Every completed questionnaire is edited thoroughly before being accepted for tabulation.
- ● A regular percentage is verified by mail.

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Paul Haynes, President
743 Mountain Street.

TORONTO:
Marjorie Stepan, Manager
93 Church Street

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AT — RECORD PEAK — IN **CORNWALL!**

\$3,813,403

IN
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See HORACE N. STOVIN & COMPANY



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"Heard of you?" the voice interrupted. "I think you're marvelous. You've done something no one else has ever been able to do. You've made my grandson sit still for five minutes at a time!"

IF Churchill, Stalin, Chiang Kai-Shek are tied up, I'll stand in. Try me.

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WAVERLEY 1191

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



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Production Manager: ARTHUR C. BENSON
Art Editor: GREY HARKLEY
Photography: AL GRAY

Correspondents

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



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The main point however, as we see it, is the indication that the radio industry is beginning to think more as a unit than has been the case in our six years of existence. Whether or not necessarily nebulous plans materialize into fact in Quebec this year, there are the clearest indications that radio is currently thinking of itself as a unified industry, rather than as a number of individual stations existing only to bat hell out of each other.

EDITOR.

Despotism Is In The Air

When the CBC is accused of being "controlled by the government", it gets up on its high horse and angrily proclaims that it is "owned and operated by the people of Canada". Yet when these same people, or those of them located in one specific city, recently expressed, through their elected representatives in their City Council, a desire to have an individual of their choosing granted a license to operate a radio station in their municipality, the CBC's Board of Governors considered it its prerogative and duty to recommend that the license be granted to other, probably equally qualified applicants, but applicants who had not been favored with the endorsement of that City Council.

We deliberately refrain from mentioning names, either of the city or of the individuals involved, because we want to make it absolutely clear that we are in no way casting aspersions at any personality or personalities. We do believe though that a democratic principle has been violated and we deem it our responsibility to ventilate such a situation.

Sooner or later the CBC itself will realize that the extraordinary powers vested in it by the Broadcasting Act, are proving its undoing; that if this country must have a national broadcasting system, it cannot function to the best advantage, of its owners, the people of Canada, if it is compelled to operate on its present basis of absolute control over all facets of broadcasting, from programming to recommending the establishment in business of its competitors in private radio.

Last summer, when the 1947 Parliamentary Committee was in session, strong representations were made to that committee by the CAB to recommend to the government the establishment of an independent regulatory body, independent both of the CBC and the CAB, to adjudicate, among other things, upon the granting of licenses. As a sort of compromise, the Committee did recommend that future meetings of the Board be conducted in public, but the Department of Transport is still the licensing authority, and the Department still issues or declines to issue licenses strictly on the recommendations of the CBC Board.

It is our contention that the CBC's prime province is to give the people of Canada a national broadcasting system. This means programs. We submit that it cannot possibly perform its secondary function, that of regu-

lating the operations of existing stations, and considering applications for new ones, without being prejudiced in favor of its own network. For example, we believe it would not be hard to establish that licenses have been granted or refused in the past, not on the merits of the applicant, but on the CBC's own commercial need for a private station outlet in that area for one of its own chains.

The actions of the CBC's Board of Governors are often far from satisfactory, and the task of handing down judgments, which, without any practical experience in broadcasting, and often without any knowledge of the area in which a license is sought, cannot combine complete impartiality with loyalty to the Crown Corporation of which they are unpaid directors.

Not only is there an urgent need for an impartial regulatory body, but appointees of that body must be picked for their knowledge of the common people of Canada, their desire to fulfil the wishes of those people and their close acquaintance with the problems of broadcasting. Furthermore, the appointees should be well paid so that their activities on this commission would be more than a spare-time hobby as they are now. The government and the CBC must see that the setting up of such a body is far overdue.

The unnamed city we cited at the beginning of this article now has the radio station it sought. We are sure that it will be well-served by the men who have been granted the license. The various civic bodies have taken the licensees to their bosoms. Yet the people of Canada have been subjected to another example of bureaucratic high-handedness which, while it will have no harmful results in this instance, is still another step towards the kind of despotism which is in the air.

Sympathetic Public

One advantage in public vs. private ownership is that when public ownership fails in its duty to its customers, the howl from the customers is neither so long, nor so loud as if a privately-owned company had failed.

Interruptions in the power and light service in Ontario are the result of miscalculations of post-war demand several years ago. The shortages in Ontario, where the Hydro is almost 100 per cent monopoly, is worse than anywhere else on this continent.

—The Printed Word.

I. S. L.*

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We deliberately refrain from mentioning names, either of the city or of the individuals involved, because we want to make it absolutely clear that we are in no way casting aspersions at any personality or personalities. We do believe though that a democratic principle has been violated and we deem it our responsibility to ventilate such a situation.

Sooner or later the CBC itself will realize that the extraordinary powers vested in it by the Broadcasting Act, are proving its undoing; that if this country must have a national broadcasting system, it cannot function to the best advantage of its owners, the people of Canada, if it is compelled to operate on its present basis of absolute control over all facets of broadcasting, from programming to recommending the establishment in business of its competitors in private radio.

Last summer, when the 1947 Parliamentary Committee was in session, strong representations were made to that committee by the CAB to recommend to the government the establishment of an independent regulatory body, independent both of the CBC and the CAB, to adjudicate, among other things, upon the granting of licenses. As a sort of compromise, the Committee did recommend that future meetings of the Board be conducted in public, but the Department of Transport is still the licensing authority, and the Department still issues or declines to issue licenses strictly on the recommendations of the CBC Board.

It is our contention that the CBC's prime province is to give the people of Canada a national broadcasting system. This means programs. We submit that it cannot possibly perform its secondary function, that of regu-

lating the operations of existing stations, and considering applications for new ones, without being prejudiced in favor of its own network. For example, we believe it would not be hard to establish that licenses have been granted or refused in the past, not on the merits of the applicant, but on the CBC's own commercial need for a private station outlet in that area for one of its own chains.

The actions of the CBC's Board of Governors are often far from satisfactory, and the task of handing down judgments, which, without any practical experience in broadcasting, and often without any knowledge of the area in which a license is sought, cannot combine complete impartiality with loyalty to the Crown Corporation of which they are unpaid directors.

Not only is there an urgent need for an impartial regulatory body, but appointees of that body must be picked for their knowledge of the common people of Canada, their desire to fulfil the wishes of those people and their close acquaintance with the problems of broadcasting. Furthermore, the appointees should be well paid so that their activities on this commission would be more than a spare-time hobby as they are now. The government and the CBC must see that the setting up of such a body is far overdue.

The unnamed city we cited at the beginning of this article now has the radio station it sought. We are sure that it will be well-served by the men who have been granted the license. The various civic bodies have taken the licensees to their bosoms. Yet the people of Canada have been subjected to another example of bureaucratic high-handedness which, while it will have no harmful results in this instance, is still another step towards the kind of despotism which is in the air.

Sympathetic Public

One advantage in public vs. private ownership is that when public ownership fails in its duty to its customers, the howl from the customers is neither so long, nor so loud as if a privately-owned company had failed.

Interruptions in the power and light service in Ontario are the result of miscalculations of post-war demand several years ago. The shortages in Ontario, where the Hydro is almost 100 per cent monopoly, is worse than anywhere else on this continent.

—The Printed Word.

The management and staff of station CKSB are joined by its owners* in greetings and best wishes to all their friends in the industry for a successful C. A. B. Convention at the Chateau Frontenac, Quebec City.

CKSB

ST-BONIFACE, MANITOBA

1000 Watts

1250 Kilocycles

*CKSB is owned and operated by its listeners.



"You canna afford to miss the Lethbridge Market!"

Mon
it has everything!

Grains . . . vegetables . . . livestock . . . sugar beets . . . oil . . . distributing and transportation centre. Annual income in excess of \$67,500,000. One station . . . CJOC . . . serves this market exclusively. See your local ALL-CANADA man about CJOC!

CJOC

NOW 5000 WATTS

LETHBRIDGE ALBERTA ALL-CANADA STATION

PROMOTION

Aspirin Week

More than 50 Edmonton druggists are taking advantage of station CJCA's offer given in connection with *Aspirin Week*, March 7-15. They will receive "plugs" on five quarter-hour programs specifically designated by CJCA as *Aspirin Week* programs, in appreciation of their co-operation in arranging for Bayer Aspirin window displays during the week.

This feature is but one portion of CJCA's participation in observing Aspirin Week locally. CJCA's promotion department has supplemented the basic display material supplied each druggist directly from the sponsor. Supplementary material ties in Bayer Aspirin's Sunday evening program, *Album of Familiar Music*.

For the past six Sundays listeners were reminded of *Aspirin Week* in Northern Alberta by a tag-line at the beginning and the conclusion of each broadcast. Other promotion includes special ads and reader material in dailies, weeklies and other publications. Special displays have also been arranged.

Annual Campaign

This local campaign is part of an annual campaign that covers most of the drug stores in Canada and the United States. In CJCA's listening area about 100 drug stores are participating — 50 in Edmonton and 50 in surrounding communities.

Most of the stores have been supplied with display material in proportionate amounts direct from the sponsors. CJCA's material affords an excellent opportunity for a complete display tying in *Aspirin Week*, the sale of Aspirins, and the program that plays a big part in keeping

PROMOTION DIRECTOR



Don McKim, CKWX Vancouver Promotion Director, whose "Promotion Yardstick" won his station a major Canadian award from the U.S. Publication, "Billboard", is moving to Toronto where he will have charge of promotion and advertising for the Program Division of All-Canada Radio Facilities Limited.

Aspirin sales on a high level all year round.

The program feature is a new addition that has stirred up great enthusiasm among the druggists. Backed by the Edmonton Retail Druggists Association, CJCA's offer will add tremendously to the over-all success of the campaign.

All druggists in Edmonton have been invited to participate merely by arranging as attractive and complete a display as facilities will permit. As soon as CJCA is notified of the display, arrangements are made to give this drug store a credit line (plus extra information) on *Java Time*, CJCA's mid-afternoon talent program. It is expected that all 50 drug stores will take advantage of this added opportunity for publicity.

As a follow-up to the over-all merchandising effort CJCA will take photographs of the best displays to forward to the national sponsors and others concerned.

KEITH A. MACKINNON

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FOR THESE ARTISTS

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

Day and Night Service
at
Radio Artists Telephone
Exchange

BUSINESS

Controls Aren't The Answer

The Bank of Canada's annual report, just issued for 1947, of necessity contains some interesting sidelights on the Canadian economy generally in addition to its charts and tabulations of financial matters.

The current report sheds a little light on some fundamentals of the high-costs-and-prices problem. At one point, for instance, the Bank's report says: "It is clear that the present rate of capital development is straining Canada's manpower and material resources, and is pushing up prices. . . ."

Another interesting sidelight is revealed later, in the statement: "Consumers spent a larger proportion of their income, than in any year since 1939, and this, together with a considerable increase in their income, brought total dollar expenditure on consumers' goods and services about thirteen per cent above the 1946 level".

A third vital factor mentioned in the Bank of Canada report: "The fact that we exported nearly \$2,800 millions worth of goods in 1947, that we imported goods on almost as great a scale, and that

the prices of these goods are directly and immediately affected by external price movements, shows how difficult it is to prevent Canadian prices from being affected by price changes abroad. Short of substantially appreciating its exchange rate and increasing its taxation, no country could have insulated itself completely from the world-wide rise in prices. Theoretically it might be contended that this could be done by means of direct controls, but these would have to be very much more rigorous and complete than those of wartime, to say the least".

Compare Canada and U.S.

The report also makes some interesting comparisons between living costs and incomes in both the United States and Canada.

Broadly, the report says: "In the intervening year (1947) the gap (between Canadian and United States prices) has narrowed to some extent, but the general level of prices and costs in Canada is still lower than in the United States and most other countries, in relation to any normal base period.

Specifically, the report says of United States conditions: "The general wholesale price index increased by 16% during 1947, and the index of consumer prices by 9%. Average hourly earnings in manufacturing industry rose by about 11% over the year, and average weekly earnings by nearly 12%".

And of Canada: "The combined effect of upward pressure on our price level from foreign and domestic sources was to increase the general wholesale price index by 28%, and the cost of living index by 15% during 1947. Although the situation with respect to wage rates varied considerably among different groups of wage earners, average hourly earnings of hourly-rated employees in manufacturing industry rose by about 15% over the year, and

their average weekly earnings increased by nearly 16%".

Looking to the future, the Bank's report comments: "Prices during 1948 will clearly depend to an important extent on grain crop prospects and harvests in Western Europe and the chief exporting countries. Last year the total tonnage of grain produced in this area as a whole was down about 12% from 1946. Any substantial improvement over the disappointing results for 1947 would have a strong anti-inflationary influence".

—Jim Allard.

E. R. P. Means Trade For Canada

The fate of the European Recovery Program at the hands of the United States House of Representatives is of vital concern to Canadians. As world citizens, we are, of course, interested in the economic recovery of Western Europe and the restoration of some balance to the world economy. But E. R. P. or the Marshall Plan, as it is more generally called, envisages the purchase from Canada of many of the supplies required for the reconstruction of Europe. This fact has led to some misunderstanding on the part of American citizens who think that Canada is not pulling her weight in the team; that she is less willing to do her share in the joint efforts of the unravaged countries to restore the war-ravaged countries.

The truth of the matter is that the mechanics of the Marshall Plan operations will be to the advantage of the United States, as well as to Canada, and purchases made by the United States in this country for the relief of Europe are not a substitute for, but an addition to the independent contributions that Canada has made on her own account to European reconstruction. The underlying purpose of American purchases of Canadian food and materials for Europe is two-fold. The first is to prevent too disastrous a drain of American commodities, with a resulting increase in pressure upon the price structure. The second is to furnish one of the best customers of the United States with American hard money and so preserve the export advantage which the United States now has in the Canadian market.

Restrictions Are Stifling

The famine of United States dollars in Canadian hands has already promp-

*Radio
Script
Service*

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

ed the Dominion Government to place drastic import restrictions on American goods entering Canada. These restrictions have upset the rythm of production and trade on both sides of the border. No one likes them and, to many concerns which employ labor, they are proving little short of disastrous.

In the years between wars, the United States directed its attention toward exporting as much as it could and importing as little. The balance of payments was made by purchasing American dollars with gold. Hence, the currencies of the world fell into a chaotic state and the gold which was their basis became gradually concentrated in Fort Knox. Initially this produced a credit deflation throughout the world and destroyed the very market that the Americans were so anxious to cultivate. Having precipitated a depression on a world-wide scale, the old policy was abandoned and the United States Government has adopted a new point of view. This point of view is less easy for the average citizen to understand and is therefore, harder to sell to the electorate. But, that which seems obvious is seldom true.

Strangely enough, one nation does not get rich by taking all the money away from another nation in the process of trade. Working to grow food and produce goods for export cannot make that country richer if payment is made in gold which must be buried in vaults or paper credit which cannot profitably be exercised because of prohibitory tariffs. The new policy is taking note of the need to preserve the value of non-dollar currencies by maintaining a reasonable balance of trade, and thus assuring a balance of payments which can be met out of accumulated credits in dollar accounts.

Embargoes Don't Pay

A policy of reprisals in trade matters seldom pays. The virtual embargo which the British Government has placed on American films, has nearly wrecked the British film industry. This is because, without a high proportion of American films, the vast network of exhibitors throughout the country which show films, cannot sustain themselves. Thus, the British film industry is deprived of important outlets for its own products and cannot afford to spend the money it would like to on the production of first rate films.

If United States' manufacturers of all kinds are to enjoy a profitable market in Great Britain, the United States Government must see that Britain has sufficient United States funds to purchase raw materials and that the American consumer is not hampered in his desire to purchase

fabricated goods from the United Kingdom. Only then can the British Government permit the unrestricted importation of such American luxuries as films and thus re-establish large sections of its own distributive trades.

Money Is Not Tighter

There has been a feeling here at home that money is getting tighter. This is not borne out by the facts. Cheques drawn against individual accounts in the chartered banks show an increase in aggregate value over the same period last year. Since nine-tenths of the circulating medium in this country takes the form of cheques, it is clear that the volume and the rate of circulation of money is not declining. Given some increase in overall production, we may hope for an even greater volume of business at prices which are in better relation to long term, fixed obligations.

It is evident that there is no general deterioration of business in process or in immediate prospect. What is happening is a readjustment of the different parts of the economy to their new and semi-permanent peace-time relationship. This is a necessary and healthy process which must be completed before we can begin that process of expansion which seems to be part of the Canadian destiny. Any process of readjustment will bear more heavily on some types of business than others and will result in local disturbances and temporary unemployment. What unemployment there is can be attributed to the misgrouping of population and the unsuitability or over-fastidiousness of those in need of work about the kind of work they will undertake.

Recent surveys show that the demand for help is not exceeded by the supply of labor presently idle. The trouble is that the reserve labor force is not distributed over the country in the same way as the vacancies. Housing accommodation is limiting its capacity to redistribute itself. Moreover, the demand for male and female help is not adjusted to the manner in which the unemployed are divided according to sex. Many women who are doing jobs that were formerly done by men, will have to change their occupation. Employers will be compelled to change their rates of pay by occupation, and people seeking jobs will find it necessary to change their place of abode, as opportunity presents itself. All these processes take time and are part of the readjustment which is taking place. The point is that unemployment has not become a chronic and inevitable condition. What there is of it, is temporary, regional and remediable.

—John Collingwood Reade.

TOO MUCH CONTROL NOW

When CFRA's Frank Ryan was addressing the Ottawa Rotary Club on Friday, February 13, he was interrupted by two female voices before he'd gone half a dozen sentences. However, it turned out to be part of the plot.

Prior to the meeting, Frank Ryan had recorded two women's voices discussing highlights from the I.O.D.E. Radio Survey, and the disc was played back from hidden portable equipment.

Highlighted was the reports' observation that "97 per cent were of the opinion that the CBC exercises over-much control now and that monopoly would not be in the best interests of the Canadian people nor even in the best interests of radio".

Using this gimmick to give emphasis to his remarks, Mr. Ryan discussed the problems facing broadcasting in Canada today; drew tremendous enthusiasm from the Rotary Club meeting.

MEMO TO ADVERTISERS

RESULTS POSITIVE!

When YOUR sales message is broadcast over these ACTION STATIONS

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CHUM

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CKNX

WINGHAM, Ontario.

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CANADIAN BROADCASTER

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But 33

33 stations use U.T.S. Library Service

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EXCLUSIVE RADIO FEATURES LIMITED

225 MUTUAL ST. - TORONTO, ONT.

CKTB CKPG CJOB CHEF CHLN CHLT CJBR CKCV CHUM

PROGRAMS

Happy Gang Programs To Be Picked Up By MBS

Toronto. — Radio Row's back alley rumors of the *Happy Gang's* deal with Mutual Broadcasting System have crystalized with the news that, starting March 15, Canada's top daytimer will be heard on the 400 stations of "the world's largest network".

The deal will not interfere with the Colgate-Palmolive-Peet (Spitzer & Mills) shows, which, with the commercials blanked out, will be piped across the line to Mutual, who will relay them to their 400 outlets. Dead air will take the place of Canadian commercials, these to be filled in by US for their local sponsors.

Winners of a 1944 Beaver Award, the *Happy Gang* package is the property of Bert Pearl, Winnipeg boy who abandoned medical training for radio. He is currently in Florida, having been off the show for over two months, but is hoping to be back in time for the March 15 opening.

Starting 11 years ago next June as a CBC sustainer, the program has been sponsored by Colgates for the past 9 years. Management of the US venture is in the hands of Garry J. Carter, who recently acquired all "foreign rights" and since then has been syndicating the show south of the border.

DISC SHOW VARIATIONS

Winnipeg. — CKRC is featuring a couple of Saturday afternoon platter shows complete with guests who pick out their favorite discs, point out why and spin 'em.

First-off Jack Scott appears with a prominent Winnipeg musician who goes through the above format. Jack also features a record of the artist, specially waxed for the program.

Later Al Loewen takes over with a show more or less aimed at teen-agers. Al's show features records chosen by a senior grade of one of Winnipeg's schools. Each room chosen picks out a representative to appear on the program with Al. The rep thereupon delineates on the favorite records of his or her roommates. Each week a special prize is awarded to one of the pupils.

MONTREAL WRITERS ORGANIZE

Montreal. — La Société des Auteurs Dramatiques (Dramatic Writers' Society) has been formed in Montreal. It has received its charter and organization details are well under way.

At a general meeting, held last month, at which executives of the French Actors' Union were present, it was agreed that the two bodies would support each other for their mutual benefit.

The following decisions were made, effective March 1st:

1. Members of the Lyric and Dramatic Artists' Union will only work in programs written by the Author's Society.

2. Members of the Authors' Society will permit their scripts to be read only by members of the Artists' Union.

An important point which is being studied is the establishment of a minimum scale for writers.

Officers of the new Society are: Louis Morriset, president; Marcel Baulu, vice-president; Laurent Jodoin, treasurer; Arthur Prevost, secretary. The following have been named directors: Oliva Legare, Louis Pelland, Rene O. Boivin, Marcel Gagnon and Lilian Dorsemn. Gerald Delage and Marc Audet have been appointed legal advisers.

THE SHOW MUST GO ON

Winnipeg—A bit of an adventure befell a group of Winnipeg travellers who take part in the weekly anti-T.B. broadcast sponsored by the Associated Canadian Travellers and CJOB.

The men were returning to Winnipeg on a Saturday night broadcast at Carman when heavy snow drifts pinned down their bus, marooning them for 10 hours.

When their bus came to a standstill the travellers attempted to shovel it out of the snow. Failing in this they entered the bus and stayed there till dawn. Then they noticed a nearby house and trekked through the snow to it. A government snow-plow came to the rescue and the weary party arrived in Winnipeg some 10 hours after being stranded.

Incidentally the amateur hour broadcast at Carman netted the anti-T.B. fund more than \$800.

MOTHER'S HELP

Edmonton. — CFRN'S new program, *Good Habit Airliner*, has attracted mail from many mothers who claim the show lightens their tasks considerably. The program, which is heard Saturday mornings offers the kids a ride on an imaginary airliner, but the catch is that they must have their names on the "passenger list", and in order to have their names placed on the list, which is read to the listening audience, the station must receive a good habit report from their mothers.

Serving Western Ontario's RICHEST MARKET

CFPL

LONDON
5,000 WATTS
DAY and NIGHT

REPRESENTATIVES

CANADA

U.S.A.

ALL-CANADA RADIO FACILITIES LTD.

WEED AND COMPANY

Member of the Bureau of Broadcast Measurement

CFCO - Chatham

now covers "Southwestern" Ontario like a blanket with the 1 Kw. Northern Electric day and night all-Canadian coverage directive array. Ask anyone.

JOHN BEARDALL,
Manager-Owner.

AGENCIES

MACLAREN ADVERTISING CO. LTD.

Toronto. — MacLaren's has started the *Music Box Melodies* over CFRB for Snowflake Ammonia and running 10 minutes 5 a week. Peoples Credit Jewellers has started a 5 minute daily newscast over CJOB, Winnipeg. Adam Hats is starting a 6 week singing commercial series on March 22 over CHNS, CFCF, CKOC and CKRC.

The Canadian Red Cross has its current radio campaign under way over a wide list of stations coast to coast. This includes: dramatized spots featuring Bernie Braden as "Gabby"; 6 transcribed 15 minute dramas under supervision of Frank Willis; a number of 15 second, 30 second and minute courtesy announcements.

COCKFIELD BROWN & CO. LTD.

Montreal.—Miles Laboratories start off March 8 with a new series of detective programs for Alka Seltzer.

Entitled *Ici La Flamme*, the series will run fifteen minutes, 5 a week at 7.30 p.m. over CKAC, Montreal.

Marcel Sylvain, Montreal announcer, actor and freelance producer, has joined the radio production department of Cockfield Brown, here. He will work on this agency's French programs.

McKIM ADVERTISING LTD.

Montreal.—Emile Genest has resigned from the CBC to head the French Department of McKim Advertising. His job will also include the writing and supervision of French radio commercials. He started at McKim's February 16.

WHITEHALL BROADCASTING LTD.

Montreal.—Imperial Tobacco has replaced the 15 minute 5 a week *Sweet Music* program with *Smoke Rings* now heard for 10 minutes twice a week over CFRB for Sweet Caps.

RUTHRAUFF & RYAN INC.

Toronto.—Kik-Cola has scheduled the 10 minute twice a week transcribed *Three Suns* over CFRB until August.

DIRECTOR OF PLANNING



Previously vice-president and manager of the Montreal office of Spitzer and Mills Ltd., C. W. Duncan has been appointed Director of Planning for the Harry E. Foster Agencies Ltd. A specialist in merchandising and sales promotion, Mr. Duncan will be located in the agency's head office in Toronto.

IN VANCOUVER

CANADA'S THIRD LARGEST MARKET
leading local advertisers prefer
CKMO ... the 1000 watt station
that reaches 80% of B.C.'s population.



CKMO, VANCOUVER,
Canada's fastest growing station

Elliott-Haynes shows
52% increase in
evening audience
since October.

TOP OF THE DIAL TOPS IN ENTERTAINMENT

FEDERAL FM BROADCASTING EQUIPMENT

Features of Federal's FM Broadcast Transmitters

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

All-electronic simple circuits maintain the centre frequency stable to within 1,000 cycles of its assigned frequency, as compared with the present FCC requirement \pm 2,000 cycles.

Linear modulation of all audio signals between 50 and 15,000 cycles is maintained even when the transmitter is over-modulated by as much as 200%.

Correct modulator emergency operation with centre frequency control system inoperative.

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

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

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Covers PARTICULARLY THE MONTREAL FRENCH MARKET

Representatives:
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Export Distributors: International Standard Electric Corporation, 67 Broad St., New York

IN THE MARITIMES

Wise Advertisers Use



THE STATION MOST PEOPLE LISTEN TO MOST

SEE PROGRAMME RATINGS

960 on the dial

MARITIME BROADCASTING COMPANY, LIMITED

WM. C. BORRETT, Man. Director
Broadcasting House, Halifax, N.S.

Ask the All-Canada Man

MUSIC

Sleight of Band

Lives have been rechanneled, like rain in an eave-trough, to assure that 38-year-old Western Canadian Mart Kenney, now in his twentieth year as a maestro, is leading a (his PR man insists on "the") leading Canadian orchestra, without impairing his reputation for being a shrewd businessman.

In this latter category, Kenney heads a booking agency, bearing the rather obvious name of "Office of Mart Kenney". But the three main leaders in his percentage-giving string—Art Hallman, Stan Patton and Bobby Gimby—are all former instrumentalists with the Kenney band.

With one trumpet-playing exception, the only current member who joined the Mart Kenney Orchestra before 1944 is a guy named Mart Kenney. The ten men he brought from Vancouver in 1936 drifted away between 1942 and 1944.

His organization thrives on these turnover tactics.

While *Canadian Cavalcade*, which features him and his band for sixteen of its weekly thirty minutes, has climbed 5.5 points



These are the Bordenaires, Canadian Cavalcade quartet heard Tuesdays on the Borden Program. From left to right they are Gord Braund, Roy Roberts, Norma Locke and Mart Kenney. At piano is arranger Jack Fowler.

over last year's Elliott-Haynes ratings, to become third-ranking Canadian night time show, the (booking) Office of Mart Kenney has not been going hungry. Bystanders have seen such signs of expansion as the establishment of a one-man public relations department (Wally Belfry) and, almost without precedent in Canadian music, intensified advertising stressing the booking agency rather than the individual orchestras.

Only Ninety Per Cent Out

Largely this activity is founded on percentages from those musicians who decided to leave Mart, and then compromised by only getting ninety per cent out. Kenney's former vocalist, Art Hallman, explains his departure by saying that he is now, and always has been, very close to Kenney, but "you can't stand still — you either go up or go down, and Mart has helped set me up with a band of my own."

It usually proves profitable to

be involved in one of Kenney's sleight-of-band tricks. After sixteen years behind a bull fiddle in Mart's band, Hec McCallum stepped cold into the position of business manager for the booking office. By way of recreation he turns his hand to stage-managing clients' shows. Hec still remembers the days when between bull-fiddle sessions, he used to spend twenty hours a week, putting half a bottle of ink onto paper with a specially built pen-nib, copying music at the rate of fifty legible music notes a minute.

Another instance of re-directed talents within the Kenney organization is arranger Jack Fowler. A former trumpet-player, Fowler married Mart's first vocalist, Eleanor Vartelle, and now travels less and provides better for her in his white-collar job of full-time arranger.

Mart's Marriage Mart

Feminine vocalists leave the Kenney orchestra for reasons beyond Mart's control. For years

Popular Throughout The Year!

1947 - JANUARY - 1947
1947 - FEBRUARY - 1947
1947 - MARCH - 1947
1947 - APRIL - 1947
1947 - MAY - 1947
1947 - JUNE - 1947
1947 - JULY - 1947

TRANS-CANADA NETWORK

CKY

WINNIPEG
15,000 WATTS

DOMINION NETWORK
1000 WATTS

CKX
BRANDON

Exclusive Sales Representative:
HORACE N. STOVIN
TORONTO WINNIPEG MONTREAL

*Sure, I'm not at the convention.
Spring is early here and I'm busy
spreading it under the trees. Best
of everything.*

NORM HARROD
CJIB
VERNON

They work in the midst of night-time gaiety without even a night off for their own dates. When they do find spare time, chances are they are studying classical music. But when they decide to get married, it may take them as long as twenty seconds to apply the charm to their looks, voice and appearance to conquer a mere male. All five of Mart's feminine vocalists, prior to Norma Locke, are now married.

Travelling Troubadours

The number 1 bane of the music business is road tours, and during the war years Kenney's orchestra travelled almost 75,000 miles, both on his own and under the Coca Cola banner, entertaining the troops. The only show of its kind on the Canadian roads. They saw either the Atlantic or Pacific, or both, each year. At one point they went almost two years without a day off.

Even without travelling, most musicians know that their's is a young man's profession. Few remain active in dance bands after forty. Consequently they start looking early for a living elsewhere while they still have time to learn it.

Besides Mart's booking office, businesses started by his former boys include a venetian blind business, a delicatessen, both in Toronto; an electric shaver repair shop in Winnipeg; a U-Drive in Vancouver and at least two bands — Art Moller in Vancouver and Tony Bradan in Toronto.

Mart Is Smart

Much of the capital for such ventures comes from a joint savings plan and sick benefit fund instituted by Kenney's Western Gentlemen in 1933. For one, Benny Kenney could see the advantage of being able to pay cash for instruments and other musical equipment with such a fund to borrow from. By placing a few

dollars a week in a fund, many of the orchestra boys found they had more than a thousand dollars in the kick when it came time to say "so long".

Believed to be the first such saving scheme adopted by a Canadian band, Kenney says: "It was our ace in the hole — one of the ways we pulled ourselves up by our bootstraps."

Kenney is free of qualms about the future, because his booking agency will always provide activity and income.

In his publicity, Mart takes an institutional tack and says: "keep your eye on popular music". With this pennant nailed to his masthead, he is developing a formula for his own music, one of avoiding extremes and serving out the old songs and the new in a way that will appeal equally to the whole family. In the office, he is trying to give musicians an opportunity to work at the thing they do best—music, by relieving them of the thing they notoriously do worst—business, and acting as liaison between his commercially ingenuous artists and the talent buyers and sponsors who are usually inexperienced in buying entertainment.

Father of two boys, 12 and 16, this maestro-executive has to spend more time with the boys in his band than the boys at home, but he knows that a day will come, because he has done everything to insure its coming.

BMI ADDS TO BOARD

Two new directors from French-Canadian radio have been added to the BMI Canada Ltd. board of directors, Phil Lalonde, manager of CKAC, Montreal and Marcel Ouimet, director of the CBC's French network.

BMI Canada Ltd. which, since the last CAB Convention has published over thirty Canadian works, popular and classical, now has ten Canadian publisher affiliates who are also publishing the works of Canadian composers in both French and English.

5000
Watts

800
Kilocycles

CHRC

"La Voix du Vieux Québec"

extends
a hearty welcome
to the delegates
of the

Canadian Association of Broadcasters' Convention

Welcome

to

C.A.B. DELEGATES

from

Marconi

Manufacturers of:

- FM and AM Transmitters
- Studio Equipment
- Transmitting Tubes
- Antennae

Distributors of Broadcast Station accessories

SEE THE MARCONI BOOTH



CANADIAN MARCONI COMPANY

Established 1903

Marconi Building — Montreal

Vancouver Winnipeg Toronto Halifax St. John's, Nfld.

Representing . . .

CKWS 5000 watts CKWS - FM	KINGSTON 960 kcs.	CJKL 5000 watts CJKL - FM	KIRKLAND LAKE 560 kcs.
CJAD 1000 watts	MONTREAL 800 kcs.	CKRN 250 watts	ROUYN 1400 kcs.
CKMO 1000 watts	VANCOUVER 1410 kcs.	CKGB 5000 watts CKGB - FM	TIMMINS 680 kcs.
CKTB 1000 watts	ST. CATHARINES 1550 kcs.	CHOK 5000 watts day 1000 watts night	SARNIA 1070 kcs.
CKVD 100 watts	VAL D'OR 1230 kcs.	CFPA 250 watts	PORT ARTHUR 1230 kcs.
CHEX 1000 watts CHEX - FM	PETERBORO 1430 kcs.	CHAD 250 watts	AMOS 1340 kcs.
CFCH 1000 watts CFCH - FM	NORTH BAY 600 kcs.	CHML 5000 watts	HAMILTON 900 kcs.
CHGB 1000 watts	ST. ANNE de la POCATIERE 570 kcs.	*CKEY 5000 watts day 1000 watts night	TORONTO 580 kcs.
ZFY	GEORGETOWN British Guiana		

* Montreal only.

Sales for Stations — Service for Accounts

National Broadcast Sales

TORONTO: 2320 Bank of Commerce Bldg. - AD. 8895
MONTREAL: 106 Medical Arts Building - FI. 6388

C. B. C.

Four New AM Applications

Ottawa.—Applications for four new AM stations, one FM and one short-wave will be considered by the CBC Board of Governors, when it meets here March 18 to 20.

AM licenses are being sought by Louis Rahey for a 1000 watt station on 730 kc at Sydney, N.S.; L. W. Flett has applied 250 watts on 1340 kc at Newcastle, N.B.; B. Allen Heeney wants 250 watts at Geraldton, Ont., on 1240 kc, and the Department of National Defence is asking for 100 watts at Dawson, Y.T.

A new FM station for Chilli-wack, B.C. has been applied for by W. C. Moorhouse, and G. T. Desjardins is asking for a short-wave license for CHGB, Ste Anne de la Pocatière, Quebec.

License and Stock Transfers

Atlantic Broadcasters Ltd. has applied for share transfers for CJFX, Antigonish, N.S.; Radio Rouyn-Abitibi Ltée has made similar application for its three stations, CHAD, Amos; CKRN, Rouyn; CKVD, Val d'or.

Interior Broadcasters Ltd. has made application for transfer of control of the licensee company, station CJIB, Vernon, B.C.

AM license transfers are sought by the three above mentioned stations of Radio Rouyn Abitibi Ltée, to Northern Radio—Radio Nord Inc. Emergency transmitter license applicants are H. Fleming for CFOS, Owen Sound; Central Broadcasting Company Ltd. for CKBI, Prince Albert; and Laurie L. Smith for CJLS, Yarmouth.

OTTAWA'S FM LAUNCHED

Ottawa.—The CBC's station CBO-FM began operation last week. It is the first FM station to broadcast in this area. It carries the regular programs of CBO, operating daily from noon to midnight on a frequency of 103.3 megacycles.

Unique And Inconsistent

Toronto. — Registering his agreement with those who have for some time recommended that the CBC's dual functions of broadcasting and regulating private broadcasting be separated, Joseph Sedgwick said in a speech to the Ad and Sales Club here last week that the power given to CBC by the Broadcasting Act of 1936, is "a unique power, inconsistent with the general scheme of our laws". He added that in his view, "the only sensible solution is the one so long advocated by private broadcasting interests, namely, the divorce of operating from regulating power, and the setting up of some impartial judicial body".

Speaking of the Radio Act of 1938, he said: "I have heard the Act criticized as being an anachronistic statute passed in the days when the sole important use of radio was from ship to shore—and vice versa. Some station owners feel that they should no longer be lumped, legislatively, 'with those in peril on the sea'," he added.

Never A Libel Suit

Passing on to the laws of libel and slander, he pointed out that slander is spoken defamation while libel is written. Libel has always been the more serious crime, the reason for the distinction being "that the written word had permanence and wide distribution, the spoken word was an ephemeral thing—gone with the wind and known only to the immediate audience. Now, of course, half of that old and once valid difference no longer applies—and as radio programs can and do reach their millions, they can do much more damage to a reputation than, say, a country weekly".

No Canadian court has yet been called upon to determine whether a defamatory statement over the air is libel or slander, he said, so it would be impossible to assess such an act in terms of possible damages.



HOLD THIS MAN . . . for interrogation!

Account executives! Make a point of getting hold of Fred Lynds, Lionel's bossman at the CAB convention. He'll give you the low-down on CKCW's "LIONELIZING" treatment of accounts which guarantees profitable results from your radio advertising.

"LIONELIZING" produces increased sales and profits for clients because CKCW's listening audience is an enthusiastic buying group. Have your advertising "LIONELIZED" and you'll see what we mean when we say . . .

"We don't sell time — we sell results"



MONCTON NEW BRUNSWICK

The Hub of the Maritimes

Representatives Stovin & Co., Toronto - Montreal ..

Community Service
Builds Audience
for

C J A T

AVERAGE PROGRAM RATING . 39.9
LISTENERS 96%

610 Kc. VOICE OF THE RICH KOOTENAYS 1000 W.
Ask All-Canada or Weed & Co., U.S.A.

TELEVISION

TV Tells 'Em and Sells 'Em

"From here on out, the future of television lies with the advertising man." That is what Ardien Rodner, president of Television Advertising Productions, had to say about TV in an article appearing in the February issue of RADIO SHOWMANSHIP. The television time salesman no longer has to argue "here is a chance to experiment and accrue publicity value," for he has facts and figures to show potential advertisers that TV is here to stay.

To back up his statement, Rodner pointed out that 30 or 35 US manufacturers of television sets sold over 176,000 sets in 1947, ranging in price from \$159 table models to \$2,600 de luxe combinations, and that plans now call for the manufacture of 750,000 sets in 1948 and 1,106,000 in 1949. That means the projected 1948 output of television equipment, costing \$397,000,000, will be five times the 1947 figure, and in 1949, a dollar production of \$472,750,000 is estimated.

Sports Pave TV's Road

Until recently, according to Rodner, programming was the stumbling block on television's path. TV wasn't earning enough money to attract the big wage earners from the other fields, and big business was not going to invest in any second-rate advertising medium. But when TV officials decided to emphasize on-the-spot pickups of major sporting events, the picture changed. In most cases, surveys proved that when such sporting events are available, up to 98% of set owners within range are tuned in. Some of the larger advertisers who were already experienced with the sponsorship of sports in radio, recognized the potentialities of the new medium, and began to invest

in television.

By the end of 1947, 159 advertisers were sponsoring shows on 13 commercial stations, and were using 207 time segments in contrast with 30 in January of the same year.

At the end of 1947, there were 20 stations on the air. FCC records show that there will be another 21 by the fall, and 20 more are scheduled to begin operations in the indefinite future. Fifty more have FCC approval, and 45 or 50 have construction permits pending.

Rodner feels that television is the most powerful advertising medium ever developed, because no other "can go directly into millions of living rooms, display the product and its use in full view of potential purchasers, and do it in a breath-taking manner, limited only by the ingenuity of the writer and producer of the show."

Stupendous Results

Dipping once more into an apparently inexhaustible supply of facts and figures, Rodner says that in Chicago, the response to a direct sales pitch over WBKB showed that one out of every 38 home set owners placed an order for a household article retailing at \$2.19, a result said to be better than those expected from face-to-face over-the-counter selling.

A weekly two-minute plug for Packard convertibles, over New York station WABD, attracted 32 prospective buyers, who specifically stated that they had seen the car on the program.

The article quotes a Sears-Roebuck advertising man as saying: "The average order from customers reached by television totaled five times as much as the average from all other customers."

OPERA FOR TV

A series of featurettes, based on world-famous operas, will be offered to prospective television sponsors in the near future by the Music Corporation of America.

"PN"

for Radio News

24-Hour Teletype Service

• •

24 News Summaries Daily

• •

Special Regional Coverage

• •

14 Feature Programs Daily

NEWS FOR 78* PRIVATE STATIONS FROM:

THE ASSOCIATED PRESS

REUTERS

THE CANADIAN PRESS

Three Great Services in One

PRESS NEWS

Metropolitan Building

Toronto

*78 — and more coming.

"VOICE OF THE FRASER VALLEY"

LATEST COUNT!

In 18 months more than 25,000 new residents in the Fraser Valley.

CHWK
"Voice of the Fraser Valley"

REPRESENTATIVES
ALL-CANADA RADIO FACILITIES • WEED & CO. U.S.A.

ST. CATHARINES

*has highest per capita
New Capital Investment
in Canada, 1945-1948*

(Authority Department of Reconstruction & Supply)

CKTB gives blanket coverage in the thriving Niagara Peninsula.

Primary coverage in cities of St. Catharines, Niagara Falls and Welland.

NO RICHER MARKET IN CANADA



1550 Kc.

1000 Watts

SPONSORS!

85%

of Kenora-Keewatin and district merchants use our facilities to sell your goods



HORACE N. STOVIN IN CANADA

ADAM J. YOUNG IN U.S.A.

INTERNATIONAL

BBC Gets "Either—Or"

London, England.—The BBC has just been informed by fifty of England's top dance band leaders that unless their pay is increased by 50 per cent they will stop playing for broadcasting on March 1. The ultimatum was issued after nearly a year of negotiations, according to Hardie Ratcliffe, secretary of the Dance Band Directors' Association. He said negotiations would continue.

Said Ratcliffe, "We have been negotiating with BBC since March, 1947, when we submitted to the corporation a detailed memorandum, including particular proposals for a substantial increase in fees.

"Our members expressed the keenest dissatisfaction with the long delay in negotiations, for which they felt the BBC was responsible. Of course, negotiations are not abandoned, but we are now putting a time limit on them."

A BBC spokesman said the proposed increase was thought to be excessive but that an answer will be given the band leaders soon.

GOVERNMENT RADIO IN ARGENTINE

Montevideo, Uruguay.—The Inter-American Association of Broadcasters has written a letter of protest, together with a lengthy report, to J. Hortensio Quijano, president of the Congress of Argentina, charging that private broadcasting in Argentina is rapidly losing out to complete government domination.

A recent study made by IAAB reports that the Argentina Congress is considering a complete reorganization of radio, turning over "intervention, control and direction of all the services of broadcasting" to the general management of Post-Office and Telecommunications and the National Broadcasting Institute.

According to the "Report on the Argentina Case", many stations were

suspended or closed, and had their licenses cancelled during 1947. The government practice of suddenly calling all stations and ordering them to cancel regular schedules immediately for a broadcast in the government's interest is also protested in the report.

This is the second time the IAAB has lodged a complaint against Argentina radio. Last summer, the association's board of governors cabled direct to Argentinian president, General Peron.

NAB MEETS IN MAY

Washington, D.C. — The National Association of Broadcasters has announced that arrangements have been completed for the 26th Annual Convention of the NAB, to be held May 17 to 21, in Los Angeles.

According to the plans now made, May 17 and 18 will be devoted to conferences on the management level. May 20 and 21 will be taken up by the engineering conference.

TO AIR OLYMPICS

Wembley, Eng.—In order to broadcast the Olympic Games this summer, the BBC is equipping a radio centre consisting of eight studios, twenty recording channels, and a control room, at the Wembley Palace of Arts. The control room will be capable of passing thirty-two simultaneous broadcasts to the European trunk line, to the Post Office, to Radio Terminal, or to BBC's own transmitters. Wembley will also be the location of BBC's television headquarters.

Work on these installations, which are being set up in thirty places in and around London, had to begin early this year, because since the Olympic Games were last broadcast in 1936, the BBC has added forty-three languages to its broadcasting services.

PLAN RADIO SUCCESS SURVEY

Working in co-operation with the National Retail Dry Goods Association, the NAB Department of Broadcast Advertising will soon be undertaking a study to show how much money is spent annually by large retail stores.

Present NAB "National Average" figures show small percentages for radio because they are taken from data involving stores which use radio and stores which do not.

The survey will be made by sending questionnaires to more than a hundred stores, and when the study is completed, the NAB expects to have data which will encourage more retailers to plan advertising on the basis of jobs done for given stores.

GREETINGS TO CAB CONVENTIONEERS AT QUEBEC

CKCL

TRURO, NOVA SCOTIA

250 WATTS NON-DIRECTIONAL

1400 KILOCYCLES

Manager:
J. A. MANNING

Representative:
WM. WRIGHT

REVIEWS

MOVIE CRITIC

Clyde Gilmour, the CBC's movie critic from Vancouver, told his listeners the other Sunday that he has seen so many movies that his head is growing to a point.

This Vancouver newspaper man, who gives a fair imitation of an actor himself, on the air, showed no signs of growing to a point in any direction the last time this reviewer saw him. However, there was plenty of point to his criticisms of the week's shows.

His weekly effort, which recently went on the trans-Canada network at 4.15 on Sundays, is about the only movie program on the air in these parts which is concerned with the merits and demerits of the shows rather than the foibles and peccadilloes of the actors.

Gilmour sticks right to business, which he sees as being the intelligent examination of the shows in town and a discussion of the acting, directing, theme and plot.

No Passes For Clyde

Since he buys his own way into the shows, Gilmour feels under no obligation to condone any of the trash which is screened in the name of entertainment. As a result he gives credit where credit is due, and lets the actors and everybody else have it right between the eyes when they have it coming.

Since he has a nice turn of humor and is a fair mimic, the piece is easy to take. His deliberateness on the air may be a trifle overdone, but it's such a pleasant change from the silly chatter of people concerned simply with plugging a show, regardless of its worth, that it's a minor point.

In a word, *Movie Critic* is one of the most useful programs of this nature on the air.

—Francis.

STAGE 48

That much reviewed program *The Stage*, as perpetrated Sunday, February 22, was, to this auditor, rather like the little girl with the little curl. The first half hour was devoted to a play, "Maybe in a Thousand Years", which was excellently written by Len Peterson, beautifully presented by the entire cast, and could be summed up as an unusual combination of provocative and thoughtful drama, and extremely acceptable entertainment. The play dealt with the color question and the problems of a Canadian girl who married a Canadian-born Chinese writer, who found himself perpetually thwarted by his origin, despite his Canadian birth and citizenship.

This play was followed by a comedy, also ably written by Len Peterson, entitled "What Does He Know What He's Getting?" We found it hard to maintain interest right through this frivolous affair after the thought-provoking piece that had preceded it.

Standing on its own feet alone, either of these plays would have been more than acceptable to us. Possibly even, now that they are running full hour programs, a very short comedy curtain-raiser might be used before a more serious play. As it came through though, the second half of what we hate to admit is our favorite program was marred by our inability to adjust ourselves to this schizophrenic quality of the whole hour.

—Lewis.

CKRC
DOMINION NETWORK
WINNIPEG - CANADA

NOW 5000 WATTS

WINNIPEG
JAN 2ND
1948
MANITOBA

Mr. Quebec Timebuyer
Quebec

COULD BE VERSE!
THERE WAS A YOUNG MAN FROM QUEBEC
WHO HAD A SMART HEAD ON HIS NECK
THIS EXPERIENCED GUY
KNEW BY FAR THE BEST BUY
IN MANITOBA WAS CKRC — BY HELL!

COMMUNITY SERVICE IS WORTH-WHILE

To Serve!

For **FACTS AND FIGURES** on the **Ontario Farm Station**

See **JAMES L. ALEXANDER**
TORONTO MONTREAL

CKNX
The Ontario Farm Station

OFFICES AND STUDIO - FIELD'S BUILDING - WINGHAM, ONTARIO

CKCV

The Voice of French Canada

*extends a cordial
Quebec Greeting
to delegates and
guests at the . . .*

1 - 9 - 4 - 8
CAB QUEBEC
CONVENTION

CFCN

The Voice of the Prairies Ltd.

CALGARY, ALTA

with

- New 10,000 Watt Transmitter.
- New Service throughout our Trading Area.
- 75 MV/M Signal in downtown Calgary.
- New Location, 9 miles from Calgary.



Ask . . .

RADIO REPRESENTATIVES LTD.
Canada
ADAM J. YOUNG JR. INC.
U.S.A.

NEW YORK'S RADIO ROW

by
Richard Young

New York, N.Y.—National Association of Broadcasters standards of practice code is once again back in the headlines and it's a safe bet that it will stay there at least until the NAB convention at Los Angeles in May completes its business. This is the code, you'll remember, which was adopted — with reservations — by the board of directors of the NAB at its meeting in Atlantic City last September. However, the code never went into effect because of intense opposition from independent station operators. The independents' biggest complaint is against the code's limitation on commercials—not more than three minutes of commercials for any 15-minute period—and they claim they could not hope to survive under such restrictions. On the other hand, the NAB officials and most of the network affiliate members are reportedly in favor of a code because of a fear of governmental control if they don't clean house on their own. The code is currently being revised in the hopes that by the time May rolls around it will meet the approval of a majority of the NAB membership. The code is expected to be submitted to the membership this month and then it is up for open discussion the opening day of the NAB convention May 17. Broadcasting magazine stirred the soup a bit by publishing a recent survey of leading advertising agency executives and time buyers which showed that 87 per cent of those polled are in favor of a new code. And what's more important at the moment, 94 per cent said they favored a time limit on commercials. (remember — these are the boys and gals who buy the time. Don't think the independents haven't taken a good long serious look at that study!) However, we have it on good authority that the indies won't be forced into accepting a code they don't like and we're told to expect plenty of fireworks in May. Officials say that one group of indies, claiming that the greatest danger to U.S. radio is not from government control but from the power of the networks, will promote a breakdown of the NAB with separate organizations formed for various sized stations. And now that this whole code business has dragged out for so many months, there are those along Radio Row who will make it even money that come next June the broadcasters will still be without a code! But one thing sure—the people of Los Angeles and the film folk of Hollywood are really going to know it when the broadcasting officials arrive in town on the Super Chief.

* * *

As this edition of the BROADCASTER went to press, time was drawing near for resumption of the networks-Petrillo tussle on March 1. Although some officials are enthusiastic about what appears to be the changed attitude of Mr. P., others are sure that negotiations will not be much more advanced than they were some two months ago. Most officials this time are even refusing to talk and forecast on or off the record. They seem to have adopted a keep-your-fingers-crossed strategy and a well-here-we-go-again attitude. So we'll do the same but wish them all the best.

* * *

AM radio in the U.S., in case you

hadn't heard, is deteriorating at an alarming pace. At least, that's the warning voiced at a recent meeting of the New York Radio Executives Club by Everett L. Dillard, president of the Frequency Modulation Assn. and head of the East Coast's Continental FM Network. Mr. Dillard minced few words in telling the assembled broadcasting and ad agency execs that the rapid and continuous increase in the number of AM stations is causing these stations to operate under increased interference conditions resulting in less coverage and service for the advertiser. "There are 1,969 AM stations either on the air or constructing", Mr. Dillard pointed out, "more than two times the number we had on VE Day . . . Technological development cannot keep up with this pace." Only escape from this situation, according to the FM chief, is in the growth of FM broadcasting. There were 1,063 FM stations authorized by the FCC as of February 11, 1947 and more than 400 FM's are on the air today, he said. It is expected that 1,000 stations will be on the air by the end of this year. Thus, Mr.



FUN 'N THINGS!

Broadcasting isn't all drudgery. Now 'n again we get a real bang out of our work. Like the chappie above,

CJCA

personnel is a community spirited lot of citizens who never pass up an opportunity to offer public service in some form or other. Hospitalized vets got a kick out of the "cut-up" antics of the chappie above. Countless other groups and organizations in Alberta get a kick out of CJCA's public service activities—and CJCA personnel gets a kick out of doing it.



EDMONTON

Billard continued, FM service closely parallels existing AM service.

U.S. radio, already plagued by countless listenership polls, surveys ratings, and what have you, is now being offered records of wisdom from famous researcher Dr. George Gallup's Audience Research, Inc. Dr. Gallup's organization has just completed a nation-wide study of what he calls the "enthusiasm quotients" of 125 radio personalities. According to the ARI poll, Bing Crosby showed by far the most penetration and enthusiasm of any performer among the 3,000 persons interviewed. Fibber McGee and Molly soared high above the field in enthusiasm for comedy. Among the new teams, Jack Carson and Eve Arden showed the most promise. As for single acts, Arthur Treacher and Henry Morgan are listed as above average in appeal. Tops in enthusiasm for female singers is Jo Stafford who just nosed out Dinah Shore. Best of the newcomers are Dorothy Shay, Margaret Whiting, Peggy Lee and Evelyn Knight. As for commentators, the poll showed Red Barber, Edward R. Murrow and Cedric Belfrage making a strong bid for stardom. (Hey, Dr. Gallup—what happened to the CBS network's newest comedy star, Abe Burrows?)

By the time that Daylight Saving Time tees off in May, it is expected that all four major networks will be operating by the clock—that is, all programs will be aired at the same time in all time zones. ABC net has announced that it will do so by using magnetic tape recordings while the MBS web will probably use transcriptions. In addition, CBS disclosed that it will also operate in like manner and a decision is still pending at NBC. The latter two, you'll recall, have banned use of transcriptions for a number of years. Anyway, we can report here a definite trend in favor of tape recordings.

According to the latest FCC figures, the state of California leads all others in the number of broadcasting stations—228 FM's, AM's and TV's. The FCC revealed that there are 3,119 stations operating or authorized including 1,969 AM (confirming Mr. Dillard's report above); 1,063 FM and 87 television. States with more than 100 stations include Texas, Pennsylvania, New York, North Carolina and Ohio. During recent weeks a flood of video applications has been filed with the FCC. Those who should know have told your reporter to watch that television figure leap into the upper brackets by the end of '48.

On the cuff notes . . . From Hollywood we hear that cinemactor Dick Powell is packaging his own show, a whodunit, in which Mr. Powell will play the role of an insurance investigator. The program will probably be known as Douglas of Fleming . . . Remember the popular jazz series of long ago, Chamber Music Society of Lower Basin Street? Well, we're told that the ABC network's Gene Hamilton is preparing a similar program for future airing and that's good news indeed . . . Future of the NBC network's Ford Theatre Hour is still undecided at press time. It seems Ford is interested in a nighttime slot and NBC has been looking in vain—so far—for such time. Meanwhile, ABC and CBS are pitching for the business. CBS, we hear, is preparing the Sunday evening 9.30 to 10.30 spot in the hopes that Ford will see the light of day and move from its current afternoon time on NBC . . . Incidentally, the CBS web

has disclosed that it now has 21 of its own packaged programs on the for sale list . . . Popular Teen-timers show, formerly aired over NBC, will return to the airwaves March 13 over the MBS web and sponsored by Teen-timers, Inc., teen-age dress manufacturer . . . By the way, co-op sponsored shows continue to flourish here. ABC net said that its co-op sales have reached a new high with 753 advertisers bankrolling the web's 14 co-ops and the MBS net reported that the Superman series, which went co-op only recently, has been sold in 30 cities . . . Here's a unique item. We're told that when the Harvest of Stars Program moves over to CBS from NBC, the latter network's famed conductor, Frank Black, will also go over to CBS to remain on the show. In other words, he'll be working for CBS while under contract to NBC . . . Lux Radio Theatre (CBS) copped first place in the latest Hooperatings . . . and that's the news for now.

WORLD NETWORK PLANNED

Washington, D.C.—Canada and the United States will be among the eighteen countries which will be represented at a meeting of the UNESCO Radio Program Committee to be held in Paris this year.

UNESCO'S plans for international radio, with a Radio Program Committee and a Council for Educational Broadcasting, were revealed here recently at the fourth meeting of the United States Commission for UNESCO.

The UN's educational branch has decided to co-operate in the operation of a world radio network if such a net is established by UN. Otherwise UNESCO will "re-examine the possibility and advisability of establishing its own world radio network.

Plans include program exchanges and the production of "a limited number of high-quality programs in co-operation with and for the use of national broadcasting organizations."

New York.—Member companies in the Radio Manufacturers Association smashed all records last year in the production of AM, FM and television receivers. Total sets produced: 17,695,677. Since RMA member production accounts for more than 90% of the

industry, total output is expected to exceed 18,500,000. Majority of these are said to be table models. Small

wonder that the industry has been pushing its campaign for "a radio in every room!"

BMI Pin-up Sheet

CANADIAN HIT TUNES — MARCH

ALL DRESSED UP WITH A BROKEN HEART (MARKS)

Peggy Lee—Capitol 15022	John Laurenz—Merc. 5093
Bob Houston—MGM 10112	Gloria Van & Vanguard—Univ. 34
Alan Gerard—Nat. 7019	Bill Johnson—Vic.*
Five Bars—Bullet 1009	Russ Morgan—Decca 24522
Eddie Howard—Maj. 1236	Jack Owens—Musicana 9002
Buddy Clark—Col. 37985 (U.S.)	Alan Dale—Signature 15174
Jerry Cooper—Diamond 2090	
Phil Reed—Dance-Tone 176	(Langworth-NBC Thesaurus-World)

BARBARA ANN (ADANAC)

Lou Snider Trio—Musicana 2 (Disc Jockey—Skatin' Toons)

FOOL THAT I AM (HILL & RANGE)

Dinah Shore—Col. 37952	Gladys Palmer—Miracle 104
Billy Eckstine—MGM 10097	Georgia Gibbs—Maj. 12013
Dinah Washington—Merc. 8050	Brooks Brothers—Dec. 48049
Sammy Kaye—Vic. 20-2601	The Ravens—Nat. 9040
Erskine Hawkins—Vic. 20-2470	(Langworth-NBC Thesaurus)

I I WOULDN'T BE SURPRISED (REPUBLIC)

Harry Cool—Mercury 5080 Sammy Kaye—Vic.* (NBC Thesaurus)

L'AMOUR A LA BOOGIE WOOGIE (ADANAC)

Fernand Robidoux—Victor 55-5279 Max Chamitov—Musicana* (Disc Jockey)

LET'S BE SWEETHEARTS AGAIN (CAMPBELL-PORGIE)

Margaret Whiting—Cap. 15010	Victor Lombardo—Maj. 7269
Guy Lombardo—Monica Lewis Dec. 24298	Shep Fields—Musicana*
Billy Leach—Merc.*	Bluc Barron—MGM 10121
(Associated-Langworth-NBC Thesaurus-World)	Bill Johnson—Vic. 20-2591

LOVE IS SO TERRIFIC (MELLIN)

Art Lund—MGM 10126	Les Brown—Col. 38060 (U.S.)
Helen Carroll & Satisfiers	Vic Damone—Mercury 5104
Dec. 20-2672	Ernie Felice Quartet—Cap. 486
	(NBC Thesaurus)

MISSING, French "Pitie" (BMT ANADA)

Russ Titus—Musicana 3 Johnny Desmond—Majestic* (Disc Jockey—McGregor)

PASSING FANCY (BMT)

Vaughn Monroe—Vic. 20-2573	Ray Anthony—Tune-Disk*
Frances Langford—Merc. 5095	Johnny Johnston—MGM 10127
Kay Dorey—Maj. 1186	(Associated-Langworth-World)

TERESA (DUCHESS)

Dick Haymes—Andrew Sisters—Dec. 24320	Do-Ray-Mc—Commodore 7504
Jack Smith—Cap. 484	Kay Kyser—Col. 38067 (U.S.)
Three Blazes—Exclusive* (Langworth-NBC Thesaurus-Standard-World)	Wilhelmina Gray—Click*

WHO PUT THAT DREAM IN YOUR EYES (STUART)

Mark Warnow—Coast 8026	Jack McLean—Coast 8015
Ray Carter—Republic 122	(Capitol-Langworth-Standard)

WHY DOES IT HAVE TO RAIN ON SUNDAY? (JOHNSTONE)

Freddy Martin—Vic. 20-2557	Dennis Day—Vic. 20-2377
Beale Street Boys—MGM*	Milt Herth Trio—Dec.*
Snooky Lanson—Mercury 5082	(Langworth-NBC Thesaurus-World)

YOU'RE GONNA GET MY LETTER IN THE MORNING (LONDON)

Guy Lombardo—Mary Osborne—Dec. 24308	Adrian Rollini—Bulle* (NBC Thesaurus-World)
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* Soon to be released

NEW PIN UP HITS

CANADIAN SONG HITS

COMING UP

A Bed Of Roses (Johnstone)
 A Few More Kisses (Jay-Dee)
 Dreaming Of You (Victoria)
 If You're The Girl (Mello-Music)
 I Love You, Yes I Do (Lois)
 I'm Looking For A Sweetheart (Jay-Dee)
 It's Easy When You Know How (Pemora)
 Jungle Rumba (Duchess)
 Love Is Fun (Encore)
 My Promise To You (BMT)
 Rumba Jubilee (Amigo)
 Rosalinda (Cherio)
 Saskatchewan (Old Colony)
 Someone Cares (Campbell-Porgie)
 Swing Low Sweet Clarinet (Stuart)
 There I Go (Mellin)
 Trouble Is A Man (Regent)
 Who's Got All The Dough (Alvin)
 CANADIAN SONG HITS!



BMT CANADA LIMITED

229 YONGE STREET TORONTO

NEW YORK

MONTREAL · HOLLYWOOD

71.9%

of the morning Audience for

CFOS

Owen Sound

We think that time buyers are not interested in how many stations can be heard in the Owen Sound Market. The vital question is "How many listen to CFOS?"

Elliott-Haynes provided the answer last week. During the morning, 71.9% of radios in use were tuned to CFOS. We believe that our tailored-to-the-community programming makes this overwhelming preference possible.

This same listener loyalty makes CFOS a splendid medium for selling your products.

If you're interested in selling your product or service in the large (77,000) Owen Sound market, see Horace Stovin for availabilities.

CFOS - OWEN SOUND 1000 WATTS

STATIONS

Station's Employment Plan Wins Wide Acclaim

Halifax. — For some time, CJCH has been airing a series of programs and spot announcements designed to aid Halifax's unemployed in finding work. The results of this campaign have brought acknowledgment and thanks from the various officials of the Department of Labour, the Department of Veterans' Affairs, the Unemployment Commission and from the Premier of Nova Scotia.

In a letter to Finlay MacDonald, station director of CJCH, J. K. MacDonald, Supervisor of the Employment Branch of the Unemployment Insurance Commission, said: "as a direct result of the broadcasts, we have received 114 inquiries from employers, resulting in 50 vacancies being reported and 47 applicants placed in employment.

Three-Way Plan

Three approaches are used by the station in the campaign.

In the first, an announcer interrupts a program with a direct appeal to an employer saying that he knows of a man in Halifax who can fill a position of trust. The applicant's qualifications are then read by another announcer. If an employer is interested, he can call the station directly.

The second type of program deals more generally with the employment problems of the district. A message is read, designed to be of interest to everyone with the usual financial worries. The station figures out their monthly bills for them and the announcer says "well, how would you feel if you did *not* have an income? At least you have one to budget around." The program ends by emphasizing the needs of the unemployed of Halifax.

With the third approach, the actual applicant, whose identity is not disclosed, gives his own qualifications over the air. Because some have good delivery and self-assurance, some listeners are impressed, and often, the applicant is offered a job.

The station works in close cooperation with the local branch of the National Employment Service in order to keep up to date on all unemployment data.

Apparently, the programs have been well-received by the public, for applicants who have heard their call read over the air have been, in some cases, so swamped with offers that they were forced to telephone the station to ask them, with thanks, to "call off the dogs."

MacDonald has submitted the idea to the Department of Labour for possible use by other independent stations. —Gene Lees

Distant Listeners Protest Threat to Quit Short Wave

Toronto.—Radio has a forgotten son, which may not be as forgotten as was thought, judging by a file of letters which now numbers up in the hundreds which have been received by CFRB, Toronto.

Some of them signed by as many as twenty-five people, others speaking for entire towns, these letters came in reply to a broadcast announcement that CFRB was considering discontinuing its short wave service, due to technical problems connected with the change of the long-wave frequency, which is to take place this summer.

From Wa Wa, Ontario, comes a letter which says, in part, "... there are about 600 people in Wa Wa, and if you have not already heard from them I can assure you that I am speaking on their behalf as well."

A Chicago listener writes: "Keep it on the air until Jesus

"CJAV Port Alberni" . . . Says THE DAILY COLONIST

The British Columbia Capitol City Newspaper . . . in their issue of February 1, 1948 . . .

"MEANS

. . . news, music, special events and the outside world to some 12,000 people in that area."

"STRONG

. . . enough to adequately cover the north end of the Island."

"HIGH

. . . mountains around the Alberni's make it difficult if not impossible for people there to have superior long-range radio reception."

TAP

. . . this Rich Market . . .

ACT NOW through "RADIO REPS" Ltd., Montreal, Toronto, Vancouver

RADIO COVERAGE
FROM COAST TO COAST

**SALES REPRESENTATIVES FOR
A DISTINGUISHED GROUP OF
CANADIAN RADIO STATIONS**

Radio Representatives Limited

MONTREAL VANCOUVER TORONTO WINNIPEG

omes", and adds as a post script "Here is one dollar to help it long."

From Espanola, Ont., a doctor writes: "I know the North would be up in arms should steps be taken to discontinue CFRX, as it is the one station we can rely on for the best reception."

From Marathon, Ont., comes word that: "... our newspaper is a day late in getting here, and with getting the news twice a day we are right up with the latest news. That is what we get for our \$2.50 radio license, with the exception of a few American stations when the weather is good."

First choice of CFRX programs named by these correspondents is Jim Hunter, CFRB newscaster, and while "your programs" come in for approving comment, news seems to be the most desired feature in these outposts.

As a result of what the station feels is a very encouraging response, it has been definitely decided to keep the short-wave station on the air.

The changeover of AM frequencies may occasion a temporary silencing of CFRX, but the station is definitely and enthusiastically determined to see that these listeners are not deprived of their programs.

They Love Him in The Hoosegow

One of the oddest and most prized possessions of Bob "Slim" Tweedy of CJOR Vancouver is a letter of appreciation from a prisoner in the Bellingham, Wash., city jail.

Tweedy is Emcee of the three-hour *Rodeo Rhythm* show from 11.30 until 2.30 daily, and he gets between 300 and 400 letters a day from all over the northwest.

It's a request program, with just about nothing but cowboy music played, and Tweedy runs a fast line of patter between numbers.

Recently he played a number, *The Deck of Cards*, about a soldier in North Africa and Italy whose bible was a deck of playing cards, and he received this letter:

"City Jail, Bellingham: Dear Sir, there is a lot of us prisoners who listen to your broadcasts. Myself, I am the cook here and have 60 days yet to do. I hear your broadcast between 2 and 2.30 our time and you had a number on the air about a soldier in Casino who had a deck of cards for his Bible, and he explained the meaning of each card, and also the deck.

"We would all thank you very much if you would go out of your way a little and send me a copy so



Here is the bull-dozer turning the first snow-laden sod for the new CFRB transmitter from where the Toronto station's signal will go out when the changeover to 50 Kilowatts on 1010 Kc. takes place this summer. The new transmitter, an RCA, type BTA 50-F, will be located at Clarkson, 20 miles west of Toronto just off the Lake Shore Highway.

I may hang it up in the mess hall of this jail for all to see. Thanking you for the favor, we are expecting to remain yours truly . . ."

Tweedy has so many requests and dedications that he can only get around to airing ten records every hour.

HELP FIRE VICTIMS

St. Catharines, Ont.—The morning after the fire which completely destroyed the home of Ruben Flowers, leaving Flowers, his wife and children homeless, station CKTB went on the air to make an appeal for clothing, bedding and other materials for the family. The response was immediate.

The Negro Methodist Church, of which the family are members, arranged to pick up the donated goods, while other service organizations helped with the work. Many cash donations were offered and a fund was set up to rebuild the house which the St. Catharines workman had been building himself over a period of years.

Within a week, while CKTB continued to publicize the work through spot announcements, over \$5,000 was raised to help the stricken family.

STATION LEAVES AIR TO AID POWER CONSERVATION

Orillia.—Station CFOR is leaving the air daily from 10 to 11 a.m. and from 1 to 4.30 p.m., in the hope that this action will prompt local citizens to conserve power, in line with the request of the Orillia Water, Light and Power Commission to save electricity.

Twice, in recent weeks, CFOR has turned its facilities over to the power commission and its representatives. One week after the chairman of the Commission, Allen Ralph, announced restrictions, he was back on the air to say that a sufficient saving had been made to warrant easing restrictions.

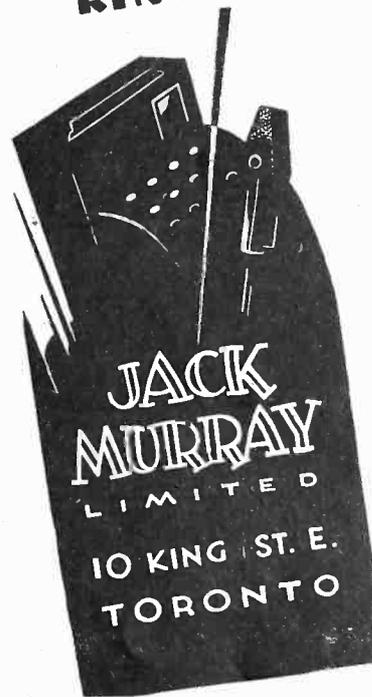
AIR ARENA OPENING

Welland, Ont.—When the new Welland-Crowland Arena here opened recently, Rex Stimers, CKTB, St. Catharines sports broadcaster acted as emcee at the official opening ceremonies.

Six years and a quarter million dollars after work was begun, the arena, a community project, was finished. Several M.P.'s, civic officials and industrialists took part in the opening, which was broadcast over the St. Catharines station, as was the St. Mikes-St. Kitts hockey game which followed the ceremonies.

Murray Built Shows

KEEP THE CASH REGISTERS RINGING



The **Wright STATIONS**

We'll all be seeing you at Quebec!

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

WILLIAM WRIGHT

TORONTO
Victory Building
AD. 8481

MONTREAL
Empire Life Bldg.
HA. 7240

G. C. CHANDLER,
CJOR, Vancouver, B.C.



E. F. MACDONALD
CJCH, Halifax, N.S.



R. W. LECLAIR,
CJEM, Edmundston, N.B.



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

C. H. INSULANDER,
CFPR Prince Rupert, B.C.



W. F. SELLER,
CKX, Brandon, Man.



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

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



W. E. BRACKEN
CKLN, Nelson, B.C.

J. H. COALSTON,
CJNB, North Battleford, Sask.



COREY THOMSON,
CKVL, Verdun, P.Q.



A. L. GARSIDE,
CJGX, Yorkton, Sask.



W. A. DUFFIE
CKY, Winnipeg, M.

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



R. SNELGROVE,
CFOS, Owen Sound, Ont.



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

R. M. KESTEN,
CJBC, Toronto, Ont.



G. A. McLEAN
CJRL, Kenora, Ont.



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



E. G. ARCHIBALD,
CHOV, Pembroke, Ont.



W. H. STOVIN,
CJBQ, Belleville, Ont.



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



H. H. FLINT
CKSF, Cornwall, Ont.

Representing

* 2,207,490 RADIO HOMES

ONCE AGAIN we take pleasure in introducing the Managers of the Radio Stations we are proud to represent. Each serves his Community by rendering public service, sound programming, and alert merchandising to advertisers. And, between them, they represent over 2 million radio homes — a mighty important segment of Canada's population, and a highly valuable market to national or local advertisers.

* Duplicate coverage deleted.

Station	Place	Total Radio Homes in Coverage Area	Station	Place	Total Radio Homes in Coverage Area	Station	Place	Total Radio Homes in Coverage Area
CJCH	Halifax	65,560	CJBQ	Belleville	33,030	CJGX	Yorkton	106,580
CHSJ	Saint John	119,430	CFOR	Orillia	24,080	CHAB	Moose Jaw	251,580
CKCW	Moncton	117,060	CFOS	Owen Sound	25,360	CJNB	North Battleford	40,380
CJEM	Edmundston	7,860	CKLW	Windsor	198,130	CKLN	Nelson	13,890
CJBR	Rimouski	85,760	CJBC	Toronto	527,810	CJIB	Vernon	26,540
CKVL	Verdun	422,660	CJRL	Kenora	13,160	CJOR	Vancouver	262,450
CHOV	Pembroke	15,790	CKY	Winnipeg	226,150	CFPR	Prince Rupert	4,910
CKSF	Cornwall	31,610	CKX	Brandon	90,100	ZBM	Bermuda	11,000
CFJM	Brockville	25,200	CFAR	Flin Flon	9,860			



HORACE N. STOVIN

& COMPANY

Radio Station Representatives

MONTREAL

TORONTO

WINNIPEG

VANCOUVER



Mighty Mike Sez---
IN A RECENT MAIL CAMPAIGN

Letters were received from:

- 686 Saskatchewan towns.
- 70 Manitoba towns.
- 12 Montana towns.
- 12 North Dakota towns.
- 1 British Columbia town.

COVER THIS BUYERS' MARKET WITH

CKCK REGINA 5000 WATTS



Listening is my business, and, I might add, it's a full-time job. It would almost seem that station managers and program directors had ganged up to cut my spare time to a minimum. Right now their schedules are full, loud speakers emitting some truly weird and wonderful things.

Frankly, I thoroughly enjoy this listening business. That is, of course, other than when we have an attack of Hydrophobia. Maybe I should explain for the more fortunates that we have a shortage of Hydro power which is interrupted at any time. I have no beef with this theory except that it does conflict with programs. If anything genuinely irks me, it is to become interested in a show and bingo! — no power.

At long last I've found a way to kid the kilocycles. A program I consider to be good listening is "Corinne Jordan" for McCormick's Limited. It is natural and down-to-earth. One of the best features is that Miss Jordan does not break into a song while playing piano. She may not be the very best piano player on the air but her selections, coupled with her homey philosophies, are very acceptable. Her show is on CHML at 8 on Fridays and is broadcast on CFRB the same night at 8.15. This means listening to a repeat but it is one of the few shows you can take twice.

It's only a matter of opinion but it's my feeling that community stations are all-important to the people in their immediate areas. Whether broadcasting on behalf of community drives or for appeals to locate lost persons, stray animals or other objects, it is the local station which gives prompt and effective service. Local events and news are, of course, a "must".

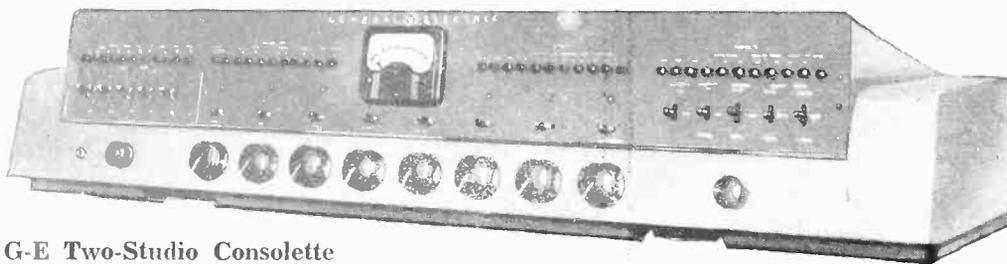
Local stations seem to be caught between earning sufficient revenue and complying with a mass of complicated and sometimes discouraging regulations, and, hardest of all, trying to please most of their listeners all of the time. Operating a radio station may be fun but I doubt it.

Thanks to the sponsors, Imperial Oil, and to "Pas" Pasmore, Maclaren Advertising, I saw one of last year's hockey games. I enjoyed seeing the teams in action even though there were fights galore. After listening to this year's games on the air I can honestly say I prefer to "see" them through the eyes of Foster Hewitt. He is my idea of an ace sportscaster with a clear and colorful delivery and a definite knowledge of the game.

Between periods the Hot Stove League, with Wes McKnight & Co., give out with a breezy discussion of the game. The commercials are capably handled by Courtenay Benson. "N.H.L." Broadcasts are carried across Canada on a large network of stations.

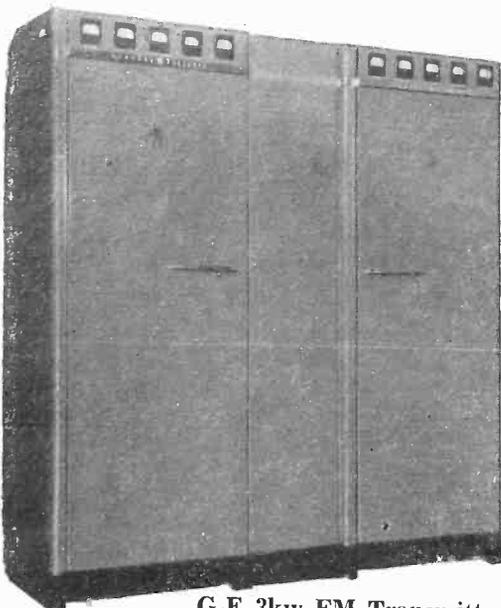
Do you see what I mean, when I say listening can make your life a busy one? Try it some time and see.

—Elda.



G-E Two-Studio Console

Welcome to the
GENERAL ELECTRIC
 display at the CAB in Quebec City



G-E 3kw FM Transmitter

See what General Electric—first and greatest name in electronics—is offering in advanced studio and station equipment. Discuss your station problems with the C-G-E engineers at our display booth at the Quebec City CAB Convention, March 8-11.

48-RT-1

• AM, FM, AND TELEVISION EQUIPMENT • ANTENNAS • ELECTRONIC TUBES • RECEIVERS •

CANADIAN GENERAL ELECTRIC CO LTD
 HEAD OFFICE — TORONTO

OVER THE DESK

Everyone who comes into the BROADCASTER office immediately asks to see the desk. Fame of this depository of paper has spread from coast to coast. Now we've had it immortalized into a picture, and in the ensuing column, we are going to try and give you a word picture of what gives it its hurricane-like character.



First shuffle of the rubble brings forth the current issue of the Toronto Club Bulletin, Ad-SALES EVENTS, which was the radioest issue we've seen. Smiling sleekly from the front page is dusty-mouth-piece Joe Sedgwick, whose February 24 address, following closely on Dave Dunton's recent outburst, is reported on another page of this issue. Inside is a cut featuring Les Arsene, (Winnipeg) flanked by Bill Todd (Stovin's) and Wilf Sanders (Dr. Gallup) listening to Charles Watton who will be heard by the CAB in Quebec.

The past two weeks have been National Reducing Week in Toronto, with the bro cut off from one to three times a day in an alleged attempt to save power. People come into the office puffing and blowing after walking up or four flights, and we sympathise fully, and point out that it is good for their *ong bong pong* (that's French). Over at the printer's it's a different story. Each time the power goes off, the metal pots on the linotypes go cold, and it takes another forty minutes to melt the metal again, and continuing the rendering of our immortal words to type for your edification.

There's a note to just mention (split infinitive) that we are currently missing Joel Aldred's 8 a.m. news on CBL. Just why this virile newscaster has been given the red light is rather a juzzle, because he's still doing his other programs. No complaints over the job fill Bessey is doing in his place, but he had become a habit—a rather pleasant one.

Here is one of Johnny Tregale's "Flashes" from the All-Canada office. FRA's "Radio College of the Air" is being picked up by ten to fifteen receivers in each Ottawa school, and is listened to by about 20,000 children. . . . from CFNB, Fredericton, Johnny relayed the information that their coverage area includes 350,000 farmers (75,000 farm homes), and that the New Brunswick farm worker is the highest paid in Canada, earning an average of \$103.27 per month against the Canadian average of \$89.25. (When will the Maritime Provinces come through with more marketing information about

themselves? Because they are backward in tooting their own horns, they are regarded as backward in other respects) . . . Norm Botterill of CFBC, Saint John, N.B., has received a request for time from the Nova Scotia Progressive Conservative Association . . . When negotiations with Alberta Government telephones are complete, CFGP, Grande Prairie, will broadcast news of surrounding centres over telephone lines, directly from the correspondents in those centres . . . CHWK, Chilliwack, is feeling not too badly about a recent statement of the president of the B.C. Electric Railway, who said: "In 1939 B.C. Electric had 16,000 electrical service connections in the Fraser Valley. At the end of 1947—29,000" (estimate by 1949—50,000) . . .

Here is a real progress report from CFPL, London, which took a long time overcoming London Free press prejudices against radio, and now has gone all out. With the new studios in operation for over a year, Don Wright reports that within three months they were originating two network shows, in addition to local productions. Besides artists employed on a per-occasion basis, CFPL has a staff organist and pianist; a staff 12-piece CFPL orchestra and full-time arranger; a 14-voice CFPL Chorus with pianist. The amount earned by local talent through CFPL in 1947, Don reports, was \$20,000.00.

CHAB, Moose Jaw, is right on the beam with its new news plan, where the offer of a five dollar prize for the best news story is bringing in an average of a hundred letters and press wires a week, most of them broadcastable items.

Frank Edds of Cockfield Brown, Toronto, wonders why no service is available from which agencies could learn what percentage of time is devoted to spot announcements and what to other classifications of radio programs. "This information," he writes, "could also be broken down into classifications of products. If the industry would co-operate, and if it is generally believed that this information would be of use, maybe BROADCASTER could publish it." Opinions please.

And that cleans off the desk for this issue—well, nearly.

Here's a piece that never reached the desk, except that that is where the

telephone is usually buried.

Just as we were wrapping this up, we got a call from Ramsay Lees of Ruthrauff and Ryan. Did you hear about the Lipton spots, he wanted to know. We hadn't, so Ramsay spilled.

It seems that about ninety Canadian stations are carrying spots for Lipton's tea, which are read by Court Benson, and have a gimmick angle in the shape of a package of Lipton's Noodle Soup absolutely irrec.

The campaign was running along nicely, thank you, until the agency

received a call from U.S. head office of Liptons, in Hoboken. It seems that while the offer was open to Canadian listeners only, the U.S. office had been besieged by requests from American listeners. They had forgotten to add—"this offer is good in Canada only". Purport of the call was either to get the hell off the air, or else tell 'em you had to be in Canada to get the soup. The last move was made, so everyone lives happy ever after, and radio has a new "result story" to tell its other sponsors.

WELCOME

CANADIAN ASSOCIATION of BROADCASTERS

To The CHATEAU FRONTENAC

The facilities of the Chateau Frontenac are at your disposal . . . and Canadian Pacific joins in wishing you a happy visit to Old Quebec.

Always, in Canadian Pacific hotels, you'll enjoy finest accommodation, courteous service, and fine cuisine.

Chateau Frontenac
IN OLD QUEBEC
A CANADIAN PACIFIC HOTEL

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



"And so the youth of today marches forward . . . ever aware . . . ever eager . . ." —Courtesy Canadian High News.

POSITION WANTED

Have senior matriculation. Hold Certificate of Proficiency in Radio (Second Class), Diplomas in Radio Technology and Radio Communications from Radio College of Canada. 8 years experience.

R. K. POWLEY

MEADOW LAKE - SASKATCHEWAN

EMPLOYMENT

(Available to Servicemen without charge)

SPORTS ANNOUNCER with two and one-half years experience doing running commentaries on football and baseball with army broadcasting unit in Europe wants to locate with radio station anywhere. While experience is limited to sportscasting, is willing to learn and is anxious to make himself useful as general announcer or in any other way. Disc available from Dick Lewis if required. **Tony Rossi, 12 Orde Street, Toronto.**

ANNOUNCER (ex-Navy), one year's experience on two stations (Ontario), seeks advancement in

opportunity and salary, the latter according to merit. He is 23, single, and willing to go anywhere. Disc available through Dick Lewis. Write **Box 101, Canadian Broadcaster, 371 Bay Street, Toronto.**

IS THERE AN ADVERTISING AGENCY which would be prepared to offer a beginner's job to a recently arrived Englishman, age 24, with senior matric, five and one-half years merchant marine, knowledge of German and Spanish, and an absorbing desire to get into advertising? Prepared to accept bachelor living expenses for three months trial period. Will go anywhere at own expense. **Box 102, Canadian Broadcaster, 371 Bay Street, Toronto.**

CHAT

(Continued from Page 3)

There's Only

ONE WAY

to reach this market.
It's a matter of distance.

WE ARE
**THE ONLY STATION WITHIN
A RADIUS OF 110 MILES OF
MEDICINE HAT.**

An All-Canada - Weed Station

MEDICINE HAT

A N O T H E R C F N B F I R S T

550 PAY PARADE!

CFNB PAYS it's listeners to know sponsors and products. Sponsor identification is a "must."

CFNB's 550 PAY PARADE is an example of "Complete" selling. CFNB sells your program. Your program sells your product.

CFNB schedules three "spots" in a quarter hour. Even sustainers have listener appeal and are "built" on 550 PAY PARADE.

CFNB pays it's listeners to "listen closely". CFNB assures greatest sponsor, product and artist appreciation.

Mrs. Luke C. Dewitt, R. R. No. 6, Fredericton, won \$50.00 for the answer to "Who produces the Aspirin program, "Waltz Time" heard at 10.30 Friday evening?"

Answer—Frank Hummert.

Mrs. Mary Clarke, St. George, Charlotte Co., won \$47.00 by knowing the answer to "If you hear an announcer talking about Molly-O Chocolate Bars, to what program would you be listening?"

Answer—McCormack's Corrine Jordan

Mrs. Gordon Barrett, 665 George St., Fredericton, won \$19.00 by knowing "Who's orchestra is featured on the Jack Smith Program for Oxydol and Dreen?"

Answer—Earle Sheldon.

Mrs. Thomas J. Hughes, Sr., R. R. No. 6, Fredericton, won \$69.00 when she answered "At what time does the Imperial Oil Hockey Broadcast start on Saturday night?"

Answer—10.05 P. M. Saturday evening

CFNB

CFNB's 550 PAY PARADE has been on the air a half hour daily for six months. Listeners have won more than \$2,000.00 for identifying programs, sponsors, artists, times, products, producers, program frequency, announcers and origination point. CFNB listeners "know" CFNB sponsors intimately. It pays off in sales for the sponsor. It pays off in good will for CFNB. It pays the listener.

FREDERICTON, N.B.

THE DOORWAY TO



NEW BRUNSWICK

ALL CANADA RADIO FACILITIES

WEED & COMPANY, U. S. A.

1948 RADIO HOMES - Compiled by the Bureau of Broadcast Measurement

Counties and Census Sub-divisions are listed alphabetically and numerically, respectively, by Provinces. City figures, italicized and marked (*) are included in the preceding figure for the County or Census-division in which they are located. City figures are for actual (not "greater") cities.

Radios Outnumber Phones By Nearly Two-to-One

Toronto.—Slightly over 90% of Canadian homes are estimated to have radios, while only about 50% have telephones.

This surprising information came to light following the release, by the Bureau of Broadcast Measurement, of the official figures for Canadian radio ownership (1948).

In releasing the figures for publication in this issue, Horace N. Stovin, technical chairman of the BBM, pointed out that the study, which included the compilation of population, household and radio homes figures, by counties, census divisions and major urban centres in the Dominion has taken three and half month's labor. He expressed the appreciation of the BBM for the co-operation and assistance afforded by the Sampling Unit of the Central Research and Development Division of the Dominion Bureau of Statistics, and the Statistics Department of the Canadian Broadcasting Corporation. He paid special tribute to the work of H. F. Chever, of the CBC, who, with the co-operation of G. E. Rutter, H. N. Stovin & Co. statistician, was responsible for the mammoth task of tabulating the figures.

Exhaustive Research

The radio home figures are based on the latest available information and are estimated as of January 1948. The data has been compiled by counties, census subdivisions, cities and towns of 10,000 population or over (1941 census), and all other urban centres having one or more broadcasting stations. The figures have been tabulated for each province.

Population estimates are based on 1941 census figures, ration book counts, natural increases, internal migration, and so forth, which were projected to 1948. The household figures were based on estimates of the number of persons per household for each county and census division, computed from the Dominion Bureau of Statistics Census Reports. Figures were adjusted from the August 1947 estimates of households by the Dominion Bureau of Statistics.

Radio homes estimates were made on census data and estimates of radio homes as reported by the Sampling Unit, Central Research and Development Division of the Dominion Bureau of Statistics for August 1947. The 1948 percentage of radio ownership was also tabulated for each place and area reported.

Startling Statistics

It was found that in Canada as a whole, 93% of urban households and 84% of rural homes are radio equipped. As has been stated, about 90% of Canadian homes are estimated to have radios, while only around 50% have telephones. About 42% of the households have radios but no telephones, while about 48% have both.

B.B.M. SUBSCRIBER STATIONS

PRINCE EDWARD ISLAND	ONTARIO—(Cont'd)
CFCY — Charlotte-town	CBO — Ottawa
NOVA SCOTIA	CFRA — Ottawa
CFJX — Antigonish	CKCO — Ottawa
CKBW — Bridgewater	CFOS — Owen Sound
CBH — Halifax	CHOV — Pembroke
CHNS — Halifax	CFPA — Port Arthur
CJCH — Halifax	CKTB — St. Catharines
CKCL — Truro	CJCS — Stratford
CFAB — Windsor	CBL — Toronto
CJLS — Yarmouth	CFRB — Toronto
NEW BRUNSWICK	CJBC — Toronto
CKNB — Campbellton	CKLW — Windsor
CJEM — Edmundston	CKNX — Wingham
CFNB — Fredericton	MANITOBA
CKCW — Moncton	CKX — Brandon
CBA — Sackville	CKSB — St. Boniface
CFBC — Saint John	CJOB — Winnipeg
CHSJ — Saint John	CKRC — Winnipeg
QUEBEC	CKY — Winnipeg
CHAD — Amos	SASKATCHEWAN
CBJ — Chicoutimi	CHAB — Moose Jaw
CHEF — Granby	CKBI — Prince Albert
CKCH — Hull	CKCK — Regina
CKRS — Jonquiere-Kenogami	CKRM — Regina
CBF — Montreal	CFQC — Saskatoon
CBM — Montreal	CBK — Watrous
CFCF — Montreal	CJGX — Yorkton
CJAD — Montreal	ALBERTA
CKAC — Montreal	CFAC — Calgary
CHNC — New Carlisle	CFCN — Calgary
CBV — Quebec	CFRN — Edmonton
CHRC — Quebec	CJCA — Edmonton
CKCV — Quebec	CFGP — Grande Prairie
CJBR — Rimouski	CJOC — Lethbridge
CKRN — Rouyn	CHAT — Medicine Hat
CHLT — Sherbrooke	BRITISH COLUMBIA
CJSO — Sorel	CHWK — Chilliwack
CHLN — Three Rivers	CFJC — Kamloops
CKVD — Val d'Or	CKOV — Kelowna
ONTARIO	CKLN — Nelson
CJBQ — Belleville	CKNW — New Westminster
CFCO — Chatham	CJAT — Trail
CKSF — Cornwall	CBR — Vancouver
CKPR — Fort William	CJOR — Vancouver
CHML — Hamilton	CKMO — Vancouver
CKOC — Hamilton	CKWX — Vancouver
CJRL — Kenora	CJIB — Vernon
CKCR — Kitchener	CJVI — Victoria
CFPL — London	
CFOR — Orillia	

Radio Homes Estimates

Census Sub-Division	Households	Per Cent Radio	Radio Homes
ALBERTA TOTAL	220,940	91.5	202,260
1	8,640	92.7	8,010
1-A	1,620	92.0	1,490
1-B	7,020	92.9	6,520
*Medicine Hat	3,090	95.9	2,960
2	16,860	92.1	15,530
2-A	12,740	92.0	11,720
*Lethbridge	4,210	94.0	3,960
2-B	4,120	92.5	3,810
3	4,290	92.3	3,960
3-A	1,600	91.9	1,470
3-B	2,690	92.6	2,490
4	8,500	92.7	7,880
4-A	3,290	93.0	3,060
4-B	5,210	92.5	4,820
5	5,270	93.7	4,940
5-A	1,740	94.8	1,650
5-B	3,530	93.2	3,290
6	47,150	95.0	44,810
6-A	3,100	92.6	2,870
6-B	31,850	96.1	30,620
*Calgary	28,520	96.9	27,640
6-C	5,900	92.7	5,470
6-D	6,300	92.9	5,850
7	8,290	92.2	7,640
7-A	3,840	92.2	3,540
7-B	4,450	92.1	4,100
8	16,470	92.0	15,160
8-A	2,300	93.0	2,140
8-B	4,130	91.8	3,790
8-C	5,810	91.0	5,290
8-D	4,230	93.1	3,940
9	8,370	90.4	7,570
9-A	4,160	91.8	3,820
9-B	4,210	89.1	3,750
10	13,600	86.8	11,810
10-A	5,610	90.4	5,070
10-B	5,720	82.0	4,690
10-C	2,270	90.3	2,050
11	46,150	92.5	42,700
11A	4,760	88.4	4,210
11-B	2,370	88.2	2,090
11-C	5,860	86.2	5,050
11-D	33,160	94.5	31,350
*Edmonton	29,020	95.7	27,770
12	4,420	86.2	3,810
12-A	3,050	85.9	2,620
12-B	1,370	86.9	1,190
13	7,150	91.9	6,570
13-A	3,970	94.5	3,750
13-B	3,180	88.7	2,820
14	11,160	88.2	9,840
14-A	4,290	87.9	3,770
14-B	6,870	88.4	6,070
15	3,860	82.4	3,180
16	8,210	82.3	6,760
16-A	7,160	82.3	5,890
*Grande Prairie	470	82.8	390
16-B	1,050	82.9	870
17	2,550	82.0	2,090
17-A	1,570	81.1	1,270
17-B	980	83.7	820
B.C. TOTAL	322,090	91.5	294,580
1	3,180	91.8	2,920
1-A	510	92.2	470
1-B	1,680	91.7	1,540
*Cranbrook	380	91.7	350
1-C	990	91.9	910
2	15,750	88.2	13,890
2-A	1,240	89.5	1,110
2-B	8,390	88.1	7,390
*Trail	3,070	94.4	2,900
2-C	6,120	88.1	5,390
Nelson	1,930	91.7	1,770
3	22,250	90.5	20,130
3-A	13,070	91.0	11,890
*Kelowna	2,210	96.1	2,120
*Vernon	2,250	96.3	2,170
3-B	6,830	89.7	6,130
Penticton	2,490	91.0	2,270

SUMMARY B.B.M. RADIO HOMES BY PROVINCES

Province	Households	Per Cent Radio	Radio Homes
Alberta	220,940	91.5	202,260
British Columbia	322,090	91.5	294,580
Manitoba	198,850	91.1	181,060
New Brunswick	109,950	81.9	90,050
Nova Scotia	147,520	86.7	127,970
Ontario	1,131,650	93.4	1,056,940
Pr. Edward Island	21,630	80.5	17,420
Quebec	786,320	89.0	699,740
Saskatchewan	224,180	89.4	200,350
TOTALS	3,163,320	90.7	2,870,370

Census Sub-Division *City	House-holds	Per Cent Radio	Radio Homes	Census Sub-Division *City	House-holds	Per Cent Radio	Radio Homes	County *City	House-holds	Per Cent Radio	Radio Homes
3-C	2,350	89.8	2,110	2B	3,210	85.4	2,740	NEW BRUNSWICK			
4	188,450	93.0	175,340	2-C	3,200	81.9	2,620	TOTAL	109,950	81.9	90,050
4-A	42,650	91.1	38,850	3	6,160	87.3	5,380	Albert	2,110	87.6	1,850
*Chilliwack	1,540	91.2	1,400	3-A	3,630	87.6	3,180	Carleton	5,750	78.2	4,500
*New Westminster	9,210	94.1	8,670	3-B	2,530	87.0	2,200	Charlotte	6,600	76.2	5,030
4-B	145,800	93.6	136,490	4	4,170	82.5	3,440	Gloucester	9,530	66.6	6,350
*Vancouver	115,470	94.4	109,000	4-A	2,660	82.0	2,180	Kent	4,310	67.4	2,900
5	58,010	92.2	53,470	4-B	1,510	83.4	1,260	Kings	5,590	83.8	4,680
5-A	44,500	93.5	41,590	5	12,970	89.5	11,610	Madawaska	6,080	76.7	4,660
*Victoria	17,000	92.3	15,690	5-A	2,350	86.0	2,020	*Edmundston	1,530	91.5	1,400
5-B	5,450	87.8	4,790	5-B	10,620	90.3	9,590	Northumberland	8,080	75.6	6,110
*Port Alberni	1,770	88.7	1,570	6	89,280	96.2	85,930	Queens	3,960	83.8	3,320
5-C	4,960	87.5	4,340	6-A	6,110	94.3	5,760	Restigouche	6,910	78.6	5,430
5-D	3,100	88.7	2,750	6-B	1,400	90.7	1,270	*Campbellton	1,410	89.3	1,260
6	12,230	85.6	10,470	6-C	4,590	91.1	4,180	St. John	17,850	92.9	16,590
6-A	1,800	84.4	1,520	6-D	77,180	96.8	74,720	*Saint John	13,420	93.2	12,510
6-B	3,050	83.0	2,530	*Winnipeg	67,100	97.0	65,090	Sunbury	2,610	85.4	2,230
6-C	5,540	88.1	4,880	*St. Boniface	5,190	97.8	5,370	Victoria	4,080	78.4	3,200
*Kamloops	2,370	95.7	2,270	7	9,040	92.0	8,320	Westmorland	16,510	88.3	14,580
6-D	1,840	83.7	1,540	7-A	3,120	89.4	2,790	*Moncton	5,850	93.2	5,550
7	4,210	89.8	3,780	7-B	5,920	93.4	5,530	*Sackville	610	90.2	580
7-A	1,970	89.8	1,770	*Brandon	1,230	93.8	1,010	York	9,980	86.4	8,620
7-B	2,240	89.7	2,010	S	4,800	93.1	4,470	*Fredericton	2,750	91.3	2,510
8	8,950	79.9	7,150	8-A	2,110	92.9	1,960	NOVA SCOTIA TOTAL	147,520	86.7	127,970
8-A	1,860	79.6	1,480	8-B	2,690	93.3	2,510	Annapolis	5,150	85.4	4,400
*Prince George	720	78.0	560	9	13,030	92.4	12,040	Antigonish	2,460	75.1	1,850
8-B	960	80.2	770	9-A	10,270	93.6	9,610	*Antigonish	500	91.7	460
8-C	2,640	79.9	2,110	9-B	2,760	88.0	2,430	Cape Breton	24,390	90.4	22,050
8-D	1,720	79.6	1,370	10	5,100	89.0	4,540	*Glace Bay	5,540	94.8	5,250
8-E	1,770	80.2	1,420	10-A	3,030	89.4	2,710	*Sydney	6,240	93.8	5,850
9	5,730	85.7	4,910	10-B	2,070	88.4	1,830	Colchester	8,200	89.3	7,320
9-A	550	84.5	470	11	7,080	88.1	6,240	*Truro	2,790	94.5	2,640
9-B	950	84.5	630	11-A	3,250	88.3	2,870	Cumberland	10,550	87.7	9,250
9-C	3,350	86.1	2,880	11-B	3,830	88.0	3,370	Digby	5,270	85.5	4,510
*Prince Rupert	2,130	85.8	1,830	12	5,460	83.5	4,560	Guysborough	2,520	75.1	1,890
9-D	340	86.1	290	12-A	2,610	84.3	2,200	Halifax	32,730	91.4	29,910
9-E	740	86.1	640	12-B	2,850	82.8	2,360	*Dartmouth	2,890	96.0	2,770
10	3,330	75.7	2,520	13	6,040	80.6	4,870	Halifax	18,810	96.0	18,060
10-A	1,070	76.6	820	14	6,510	82.9	5,400	Hants	6,020	86.8	5,230
10-B	160	75.0	120	14-A	3,450	83.5	2,880	*Windsor	940	91.7	860
10-C	2,100	75.2	1,580	14-B	3,060	82.4	2,520	Inverness	4,110	70.3	2,890
*Dawson Creek	200	71.5	140	15	3,080	83.8	2,580	Kings	7,530	85.7	6,450
MANITOBA TOTAL	198,850	91.1	181,060	16	11,760	83.8	9,860	Lunenburg	9,020	82.0	7,400
1	5,440	81.1	4,410	16-A	3,360	84.2	2,830	*Bridgewater	940	91.7	860
1-A	1,760	80.1	1,410	16-B	3,460	84.1	2,910	Pictou	11,910	90.6	10,790
1-B	3,680	81.5	3,000	*Flin Flon	1,540	84.0	1,290	*Pictou	900	93.3	840
2	8,930	83.0	7,410	16-C	4,940	83.4	4,120				
2-A	2,520	81.3	2,050								

Broadcasting Station CKOC HAMILTON, ONTARIO

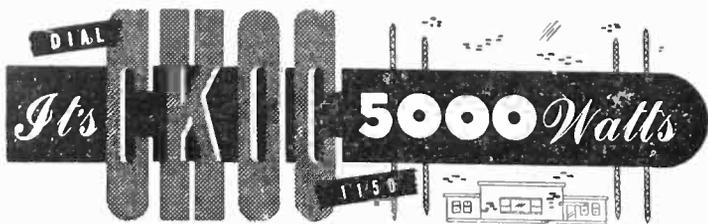
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SUCCESS AND BEST WISHES TO
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County *City	House- holds	Per Cent Radio	Radio Homes	County *City	House- holds	Per Cent Radio	Radio Homes	County *City	House- holds	Per Cent Radio	Radio Homes
Queens	3,460	86.4	2,990	Welland	29,760	95.6	28,440	Stanstead	8,290	89.7	7,440
Richmond	2,880	71.0	2,040	*Niagara Falls	6,530	96.9	6,330	St. Hyacinthe	8,860	88.6	6,080
Silburne	3,500	77.7	2,720	*Welland	3,960	97.0	3,840	*St. Hyacinthe	3,860	95.8	3,700
Victoria	1,920	82.4	1,580	Wellington	15,530	93.0	14,440	St. Jean	5,080	92.3	4,690
Yamouche	5,900	79.7	4,700	*Guelph	6,080	96.9	5,890	*St. Jean	3,370	96.7	3,260
Yarmouth	2,050	89.7	1,840	Wentworth	63,850	97.0	61,920	St. Maurice	18,740	93.2	17,470
ONTARIO TOTAL	1,131,650	93.4	1,056,940	*Hamilton	51,380	97.6	50,130	*Shawinigan Falls	9,800	94.3	9,240
Albion	16,580	92.3	15,300	York	304,170	96.6	293,740	*Trois Rivières	9,800	95.8	9,390
Alma-A-South	15,630	92.5	14,460	*Toronto	213,360	97.0	206,900	Temiscamingue	10,190	80.9	8,240
Aut Ste. Marie	8,220	95.4	7,840	PRINCE EDWARD ISLAND				*Rouyn	2,220	90.4	2,010
Alma-B-North	950	88.4	840	TOTAL	21,630	80.5	17,420	Temiscouata	10,650	77.8	8,290
Antoine	19,480	93.9	18,290	Kings	4,910	75.6	3,710	*Rivière du Loup	1,610	92.3	1,490
Ariford	10,980	95.6	10,500	Prince	7,640	80.6	6,160	Terrebonne	12,130	87.1	10,560
Bace	11,910	88.7	10,560	Summerside	1,120	91.4	1,020	St. Jerome	2,930	95.2	2,790
Cleaton	51,700	95.1	49,150	Queens	9,080	83.1	7,550	Vaudreuil	3,340	86.6	2,890
Clava	39,560	96.7	38,240	*Charlottetown	3,270	91.7	3,000	Vercheres	3,550	87.4	3,100
Chrane	19,680	88.9	17,490	QUEBEC TOTAL	786,320	89.0	699,740	Wolfe	3,800	79.4	3,020
Chrane-A-South	14,710	89.7	13,190	Abitibi	18,480	75.6	13,980	Yamaska	3,440	79.6	2,740
Chmins	7,070	94.8	6,700	Abitibi-A-West	17,830	75.9	13,530	Census			
Chrane-B-North	4,970	86.5	4,300	*Amos	780	82.9	650	Sub-Division	House-	Per	Radio
Dufferin	4,080	89.0	3,630	*Val d'Or	1,200	91.5	1,100	*City	holds	Cent	Homes
Dundas	4,160	89.4	3,720	Abitibi-B-East	650	69.2	450	SASKATCHEWAN	224,180	89.4	200,350
Erham	7,710	90.7	6,990	Argenteuil	5,200	85.4	4,440	TOTAL			
Erin	15,050	91.7	13,800	Arthabaska	6,920	82.2	5,690	1	9,460	90.5	8,560
*Thomas	5,590	96.6	5,400	Bagot	4,210	85.7	3,610	1-A	5,100	91.0	4,640
Essex	52,130	94.2	49,090	Beauce	9,560	78.9	7,540	1-B	4,360	89.9	3,920
Essex	31,510	96.8	30,500	Beauharnois	6,710	91.7	6,150	2	8,930	91.5	8,170
Frontenac	13,040	92.5	12,060	*Valleyfield	3,780	93.9	3,550	2-A	3,440	91.3	3,140
Kingston	7,310	96.9	7,080	Bellechasse	4,670	75.8	3,540	2-B	5,490	91.6	5,030
Kengarry	4,750	84.6	4,020	Berthier	4,120	84.1	3,460	3	9,090	90.9	8,260
Kennville	4,830	90.3	4,360	Bonaventure	7,070	78.1	5,520	3-A	4,920	91.5	4,500
Koy	16,630	89.0	14,800	*New Carlisle	170	80.3	140	3-B	4,170	90.2	3,760
*Lower Sound	4,070	93.9	3,820	Brome	3,640	88.0	3,200	4	5,600	88.9	4,980
Madimand	6,420	90.5	5,810	Chambly	11,170	93.8	10,480	4-A	3,340	88.9	2,970
Malburton	2,030	88.7	1,800	Champlain	15,460	89.1	13,780	4-B	2,260	88.9	2,010
Milton	9,980	93.5	9,330	*Cap de la Madeleine	2,720	95.7	2,600	5	12,420	88.6	11,010
Mistings	17,280	89.8	15,520	Charlevoix	4,280	80.5	3,450	5-A	2,780	90.3	2,510
Melleville	4,290	94.9	4,070	Chateauguay	3,880	85.2	3,310	5-B	2,600	90.4	2,350
Miron	12,940	90.1	11,660	Chicoutimi	15,840	89.8	14,230	5-C	3,870	87.6	3,390
Mingham	600	95.3	560	*Chicoutimi	3,220	97.0	3,120	5-D	3,170	87.1	2,760
Mora	9,440	91.1	8,600	*Jonquiere	2,760	95.1	2,620	6	31,050	94.0	29,200
Morona	2,150	97.2	2,090	Compton	5,360	84.9	4,550	6-A	3,700	91.1	3,370
Mont	22,110	90.7	20,050	Deux-Montagnes	4,280	87.9	3,760	6-B	19,560	96.2	18,820
Matham	5,790	95.7	5,540	Dorchester	5,930	74.2	4,400	*Regina	16,620	96.8	16,090
Mbton	18,480	90.9	16,790	Drummond	9,810	84.8	8,320	6-C	3,240	92.6	3,000
Merna	6,080	96.5	5,870	*Drummondville	2,820	95.6	2,700	6-D	1,550	88.1	4,010
Mark	9,400	88.6	8,330	Frontenac	5,950	79.8	4,750	7	15,020	94.1	14,140
Meds	9,580	91.8	8,790	Gaspe	10,490	75.9	7,960	7-A	9,130	95.8	8,750
Mrockville	3,010	96.7	2,910	Hull	17,760	86.3	15,330	*Moose Jaw	5,790	96.8	5,600
Mnox and Addington	5,620	88.1	4,950	*Hull	8,220	94.0	7,730	7-B	5,890	91.5	5,390
Mncoln	21,820	95.1	20,750	Huntingdon	3,160	83.0	2,620	8	10,250	91.1	9,340
St. Catharines	10,150	95.1	9,650	Iberville	2,670	89.2	2,380	8-A	4,060	90.6	3,680
Antoulin	2,780	86.7	2,410	Joliette	5,470	87.2	4,770	8-B	3,900	90.8	3,540
iddlesex	39,350	93.7	36,860	*Joliette	2,200	93.0	2,050	8-C	2,290	92.6	2,120
London	24,220	97.1	23,510	Kamouraska	4,690	77.2	3,620	9	13,700	82.3	11,280
uskoka	5,530	88.8	4,910	Ste Anne de la Pocatiere	500	81.4	410	9-A	2,900	84.9	2,460
issing	10,620	88.1	9,360	Labelle	4,750	77.3	3,670	9-B	3,570	86.6	3,090
orth Bay	3,820	94.8	3,620	Lac St Jean	12,390	79.0	9,790	*Yorkton	1,230	94.5	1,160
Orfolk	11,650	90.7	10,570	Laprairie	3,240	83.9	2,720	9-C	3,650	79.5	2,900
Orthumberland	8,610	90.6	7,800	L'Assomption	4,180	84.9	3,550	9-D	3,580	79.1	2,830
Ortario	18,770	93.1	17,470	Levis	7,420	91.4	6,780	10	9,730	85.3	8,300
Orshawa	7,660	97.4	7,460	*Levis	2,330	96.1	2,240	10-A	2,390	84.5	2,020
Orford	13,990	94.6	13,240	L'Islet	4,290	78.0	3,350	10-B	2,010	87.1	1,750
Woodstock	3,420	96.5	3,300	Lotbiniere	5,710	77.1	4,400	10-C	2,740	86.9	2,380
Orry Sound	7,140	88.2	6,300	Maskinonge	3,580	84.2	3,010	10-D	2,590	83.0	2,150
Orsel	11,410	94.9	10,830	Matane	11,330	79.1	8,960	11	22,320	93.0	20,760
Orth	14,280	91.7	13,100	Megantic	8,550	84.1	7,190	11-A	6,000	88.5	5,310
Ortrford	4,900	97.8	4,790	*Theford Mines	2,700	96.3	2,600	*Watrous	320	91.7	290
Orterborough	15,030	91.9	13,810	Missisquoi	5,390	89.1	4,800	11-B	16,320	94.7	15,450
Orterborough	8,040	95.8	7,700	Montcalm	3,560	83.9	2,990	*Saskatoon	12,000	96.5	11,580
Orrescott	5,480	80.5	4,410	Montmagny	4,740	79.7	3,780	12	7,830	92.1	7,210
Ornce Edward	5,220	91.2	4,760	Montmorency	3,850	84.0	3,230	12-A	3,420	93.3	3,190
Ornary River	5,160	88.4	4,560	Montreal Island	295,820	95.2	281,620	12-B	2,790	91.0	2,540
Orrt Frances	1,590	93.1	1,480	*Lachine	5,210	97.3	5,070	12-C	1,620	91.4	1,480
Ornfrew	14,400	85.4	12,300	*Montreal	234,650	94.6	221,980	13	8,580	92.3	7,920
Ornbroke	2,940	91.5	2,690	*Outremont	7,990	98.2	7,850	13-A	3,760	93.1	3,500
Orussell	3,910	82.6	3,230	*Verdun	17,500	97.3	17,030	13-B	4,820	91.7	4,420
Orsmce	26,460	91.0	24,080	*Westmount	6,770	98.3	6,650	14	15,720	84.5	13,290
Orrilla	2,980	96.3	2,870	Napierville	1,650	87.7	1,450	14-A	2,640	81.1	2,140
Orromont	10,120	91.4	9,250	Nicolet	6,730	79.2	5,330	14-B	13,080	85.2	11,150
Orornwall	3,490	94.6	3,300	Papineau	7,170	79.8	5,720	15	20,100	85.4	17,160
Orrbury	23,720	89.4	21,210	Pontiac	4,440	78.6	3,490	15-A	4,410	86.2	3,800
Orrbury-A-South	22,110	89.8	19,850	Portneuf	8,280	85.5	7,080	15-B	7,370	81.5	6,010
Orrbury	9,450	94.6	8,940	Quebec	41,590	95.9	39,880	15-C	5,600	89.6	5,020
Orrbury-B-North	1,610	84.5	1,360	*Quebec	30,910	96.1	29,700	*Prince Albert	2,820	92.9	2,620
Orrbury Bay	23,290	93.0	21,660	Richelieu	5,590	88.7	4,960	15-D	2,720	85.7	2,330
Orrbury Bay-A-South	22,390	93.3	20,900	*Sorel	2,890	95.8	2,770	16	11,970	84.5	10,110
Orrt Arthur	6,680	96.9	6,470	Richmond	7,060	85.7	6,050	16-A	2,760	83.3	2,300
Orrt William	8,360	97.1	8,120	Rimouski	9,260	80.7	7,470	16-B	5,300	85.8	4,550
Orrbury Bay-B-North	900	84.4	760	*Rimouski	1,470	94.5	1,390	*North Battleford	1,070	96.9	1,040
Orrskaming	16,120	90.2	14,540	Rouville	3,680	88.2	3,250	16-C	1,880	81.9	1,540
Orrkland Lake	6,380	95.8	6,110	Saguenay	6,480	82.1	5,320	16-D	2,030	84.7	1,720
Orrictoria	7,850	89.0	6,990								



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Norman McLeod's Ottawa despatches, which brought telegrams of congratulation from newsmen all over Canada, rank high among recent B.U.P. domestic scoops. Congratulations were also received during the past year for superior service on Provincial elections, by-elections, etc.

**FIRST AT HOME . . .
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The Canadian Opinion Company of Toronto (Gallup affiliate) recently conducted a readership survey for l'Action Catholique of Quebec. In a region where provincial news interest runs high, the survey showed that first place in reader interest went to foreign news.

NEWS READERSHIP

	Men	Women
International	48%	31%
Provincial	40.2%	27%
National	35.5%	22.6%
Local	18.4%	18%

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RADIO STATIONS AND THEIR REPRESENTATIVES

Listed Alphabetically by Provinces

City	Call	Canadian Reprs.	U.S. Reprs.	Manager	Comm. Mgr.	Libraries	News
BRITISH COLUMBIA							
Chiwack	CHWK	All-Canada	Weed & Co.	Jack Pilling	W. G. Teetzel	UTS	—
Dalton Creek	CJDC	Radio Reprs.	—	G. H. Cummings	—	Associated	PN
Kaploos	CFJC	All-Canada	Weed & Co.	Ian Clark	—	UTS	PN
Keelna	CKOV	All-Canada	Weed & Co.	J. Reg. Beattie	—	Lang-Worth NBC-World Sesac	PN
Nanaimo	CKLN	H. N. Stovin	Adam Young	W. E. Bracken	—	World	PN
New Westminster	CKNW	Radio Reprs.	Forjoe & Co.	William Rae, Jr.	D. M. Armstrong	Associated Cole UTS World	PN
Port Alberni	CJAV	Radio Reprs.	—	Chas. Rudd	—	Lang-Worth	PN
Prince George	CKPG	All-Canada	Weed & Co.	Cecil Elphicke	Jack Boates	UTS	—
Prince Rupert	CFPR	H. N. Stovin	—	C. H. Insulander	S. J. Anderson	—	—
Terrace	CJAT	All-Canada	Weed & Co.	E. Ayles	—	NBC	PN
Vancouver	CBR	CBC	CBC	Ken Caple (Actg.)	Harold Paulson	—	CP BUP
Vancouver	CJOR	H. N. Stovin	Adam Young	G. C. Chondler	D. E. Laws	NBC Sesac UTS	BUP PN
Vancouver	CKMO	Nat'l. Broadcast Sales (A. J. Messner in Winnipeg)	Donald Cooke, Inc.	Bob Bowman	Tom Slattery	Sesac Standard Associated	PN
Vancouver	CKWX	All-Canada	Weed & Co.	F. H. Elphicke	Jack Sayers	Lang-Worth World	BUP PN
Vernon	CJIB	H. N. Stovin	—	Norman Harrod	—	Associated	PN
Victoria	CJVI	All-Canada	Weed & Co.	M. V. Chesnut	Lee Hallberg	NBC World	PN
ALBERTA							
Calgary	CFAC	All-Canada	Weed & Co.	A. M. Cairns	F. R. Shaw	Associated NBC World	BUP PN
Calgary	CFCN	Radio Reprs.	Adam Young	H. G. Love	E. H. McGuire	Lang-Worth Standard UTS	BUP PN
Calgary	CJCJ	J. L. Alexander	J. H. McGillvra	D. H. Mackay	—	Sesac	BUP
Edmonton	CFRN	Radio Reprs.	Adam Young	G. R. A. Rice	A. J. Hopps	Lang-Worth Cole Standard UTS	BUP
Edmonton	CJCA	All-Canada	Weed & Co.	Gordon Henry	Rolfe Barnes	NBC Standard World	PN
Edmonton	CKUA	Non-commercial	—	Walker Blake	—	Associated	PN
Grande Prairie	CFGP	All-Canada	Weed & Co.	Arthur Balfour	G. Cockburn	NBC Cole	PN
Lethbridge	CJOC	All-Canada	Weed & Co.	Wm. Guild	C. A. Perry	Lang-Worth NBC	PN
Medicine Hat	CHAT	All-Canada	Weed & Co.	R. J. Buss	—	Standard	BUP
SASKATCHEWAN							
Moose Jaw	CHAB	H. N. Stovin	Weed & Co.	Sid Boyling	Lloyd Crittenden	Cole Lang-Worth UTS	PN
Norfolk Battleford	CJNB	H. N. Stovin	—	J. H. Coalston	—	UTS World	BUP
Prince Albert	CKBI	All-Canada	Weed & Co.	E. Rawlinson	G. Prest	NBC	PN
Regina	CKCK	All-Canada	Weed & Co.	H. Crittenden	G. I. Seabrook	NBC	BUP PN
Regina	CKRM	All-Canada	Weed & Co.	Wm. Speers	Bruce Pirie	Lang-Worth	PN
Saskatoon	CFQC	Radio Reprs.	Adam Young	A. A. Murphy	V. Dallin	Lang-Worth Cole NBC Standard	BUP
Sylvanester	CBK	CBC	CBC	Jas. Finlay	—	—	CP BUP
Yorkton	CJGX	H. N. Stovin	Adam Young	A. L. Garside	K. S. Parton	UTS Cole Sesac World	PN
MANITOBA							
Brandon	CKX	H. N. Stovin	Adam Young	W. F. Seller	W. Grigg	NBC World	BUP
Flora	CFAR	H. N. Stovin	Adam Young	G. B. Quinney	—	Lang-Worth	BUP
St. Boniface	CKSB	C. W. Wright	—	L. Leprohon	—	Associated	BUP
Winnipeg	CJOB	Radio Reprs. (A. J. Messner in Winnipeg)	Donald Cooke, Inc.	J. O. Blick	A. J. Messner	Associated Standard UTS World	BUP PN

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City	Call	Canadian Reprs.	U.S. Reprs.	Manager	Comm. Mgr.	Libraries	News
Winnipeg	CKRC	All-Canada	Weed & Co.	Gerry Gaetz	Vic Staples	Lang-Worth Standard	BUP PN
Winnipeg	CKY	H. N. Stovin	Adam Young	Wm. Duffield	W. Carpentier	NBC	BUP PN
ONTARIO							
Windsor	CJBQ	H. N. Stovin	Adam Young	W. H. Stovin	J. H. MacDonald	NBC World	PN
London	CKPC	J. L. Alexander	---	Mrs. J. D. Buchanan	F. N. Johnson	UTS World	BUP
Rockville	CFJM	H. N. Stovin	Adam Young	J. R. Radford	---	UTS	BUP
Northampton	CFCO	---	J. H. McGillvra	J. Beardall	P. A. Kirkey	Cole	BUP
Northwell	CKSF	H. N. Stovin	J. H. McGillvra	H. H. Flint	---	World	PN
St. Francis	CKFI	J. L. Alexander (A. J. Messner in Winnipeg)	Adam Young	J. G. McLaren	R. S. Mitchner	Cole	PN
St. William	CKPR	Radio Reprs. (H. N. Stovin in Winnipeg and Vancouver)	Adam Young	Hector Dougall	G. D. Jaffray	NBC UTS	PN
Windsor	CJOY	Radio Reprs.	---	Wally Slatter	---	(Under Construction)	
Hamilton	CHML	Metropolitan in Toronto Nat'l Broadcast Sales in Montreal	Adam Young	Tom Darling	Denny Whitaker	Associated Standard UTS	BUP
Hamilton	CKOC	All-Canada	Weed & Co.	W. T. Cranston	Lloyd Westmoreland	Lang-Worth NBC World	PN
Windsor	CJRL	H. N. Stovin	Adam Young	Geo. McLean (Acting)	---	NBC	PN
Windsor	CKWS	Nat'l B'cast Sales (Radio Selling in Vancouver)	Donald Cooke, Inc.	Roy Hofstetter	Russ Baer	Lang-Worth NBC Standard	PN
Windsor	CJKL	Nat'l Broadcast Sales (Radio Selling in Vancouver)	Donald Cooke, Inc.	Brian Shellon	Tom Warner	Lang-Worth NBC Standard	PN
Windsor	CKCR	William Wright	---	W. C. Mitchell	G. Liddle	Lang-Worth UTS	PN
Windsor	CFPL	All-Canada	Weed & Co.	Donald Wright	M. Brown	Standard World	PN
Windsor	CHVC	J. L. Alexander	J. P. McKinney & Son	B. H. Bedford	---	World	BUP
Windsor	CFCH	Nat'l Broadcast Sales (Radio Selling in Vancouver)	Donald Cooke, Inc.	C. Pickrem	K. Packer	Lang-Worth NBC Standard	PN
Windsor	CFOR	H. N. Stovin	Adam Young	G. E. Smith	---	---	BUP
Windsor	CKDO	J. L. Alexander	---	Ross Rowlands	---	NBC World	PN
Ottawa	CBO	CBC	CBC	Chas. P. Wright	---	---	CP BUP
Ottawa	CKCO	William Wright	J. H. McGillvra	M. D. Yarrow	---	Associated Lang-Worth	PN
Ottawa	CFRA	All-Canada	Weed & Co.	Frank Ryan	---	Standard World	BUP
Ottawa	CFOS	H. N. Stovin	Adam Young	Ralph Snelgrove	W. N. Hawkins	World	PN
Ottawa	CHOV	H. N. Stovin	Adam Young	E. G. Archibald	---	NBC	BUP
Ottawa	CHEX	Nat'l Broadcast Sales (Radio Selling in Vancouver)	Donald Cooke, Inc.	Harold Burley	E. L. Jones	Lang-Worth NBC UTS	PN
Ottawa	CFPA	Nat'l Broadcast Sales (All-Canada in Winnipeg)	Weed & Co.	R. H. Parker	---	Lang-Worth Standard	---
Ottawa	CHOK	Nat'l Broadcast Sales	Donald Cooke, Inc.	Claude R. Irvine	H. M. Edgar	NBC Lang-Worth Standard	PN
Ottawa	CKTB	Nat'l Broadcast Sales	J. H. McGillvra	W. Burgoyne	C. Wingrove	UTS NBC	PN
Ottawa	CHLO	Radio Reprs.	---	J. F. Peterson	---	(Under Construction)	
Ottawa	CJIC	J. L. Alexander	J. H. McGillvra	J. G. Hyland	---	UTS World	PN
Ottawa	CJCS	All-Canada	Weed & Co.	Frank Squires	Stan Tapley	World	BUP
Ottawa	CHNO	J. L. Alexander	---	A. J. Robinson	---	Associated	PN
Ottawa	CKSO	All-Canada	Weed & Co.	Wilf Woodill	---	NBC World	PN
Ottawa	CKGB	Nat'l Broadcast Sales (Radio Selling in Vancouver)	Donald Cooke, Inc.	H. C. Freeman	Harry McLay	Lang-Worth NBC Standard	PN
Ottawa	CBL	CBC	CBC	H. J. Boyle	---	---	CP BUP
Ottawa	CFRB	All-Canada in Montreal	Adam Young	E. L. Moore	Waldo Holden	Associated Lang-Worth NBC World	BUP PN
Ottawa	CHUM	J. L. Alexander	---	R. Ford	---	Cole Lang-Worth Standard UTS	BUP
Ottawa	CJBC	H. N. Stovin	CBC	Bob Kesten	---	Lang-Worth Standard	CP BUP
Ottawa	CKEY	Nat'l Broadcast Sales	Donald Cooke, Inc.	Hal Cooke	---	Lang-Worth Associated Standard World	BUP PN
Ottawa	CKLW	H. N. Stovin	Adam Young	J. E. Campeau	W. Carter	Standard UTS World	BUP INS
Ottawa	CKNX	J. L. Alexander	---	W. T. Cruickshank	John Cruickshank	Cole Lang-Worth NBC	BUP
Ottawa	CKOX	C. W. Wright	---	M. J. Werry	Stanley Smith	World	PN

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CKMO VANCOUVER	CJOY GUELPH
CKNW NEW WESTMINSTER	CKTB ST. CATHARINES
CHWK CHILLIWACK	CHVC NIAGARA FALLS
CJAT TRAIL	CKNX WINGHAM
CJIB VERNON	CHML HAMILTON
CKLN NELSON	CKCR KITCHENER
CFAC CALGARY	CFRB TORONTO
CFCN CALGARY	CKDO OSHAWA
CJCJ CALGARY	CHEX PETERBOROUGH
CFRN EDMONTON	CKWS KINGSTON
CKUA EDMONTON	CKCO OTTAWA
CHAT MEDICINE HAT	CFRA OTTAWA
CKCK REGINA	CHOV PEMBROKE
CKRM REGINA	CBM MONTREAL
CBK WATROUS	CKAC MONTREAL
CKRC WINNIPEG	CBFX MONTREAL
CFAR FLIN FLON	CJFP RIVIERE DU LOUP
CKPR FORT WILLIAM	CBJ CHICOUTIMI
CFPA PORT ARTHUR	CKEY SACKVILLE
CFCH NORTH BAY	CHTA SACKVILLE
CHNO SUDBURY	CBA SACKVILLE
CJKL KIRKLAND LAKE	CKCW MONCTON
CKGB TIMMINS	CFBC ST. JOHN
CHOK SARNIA	CKBW BRIDGEWATER
	CFOS OWEN SOUND

FM

CHNS "FM" HALIFAX
CBM "FM" MONTREAL
CFRA "FM" OTTAWA
CKWS "FM" KINGSTON
CBL "FM" TORONTO
CFRB "FM" TORONTO
CHML "FM" HAMILTON
CHVC "FM" NIAGARA FALLS
CKOX "FM" WOODSTOCK
CKCR "FM" KITCHENER
CHOK "FM" SARNIA
CFCH "FM" NORTH BAY
CJKL "FM" KIRKLAND LAKE
CKPR "FM" FORT WILLIAM
CJIC "FM" SAULT STE. MARIE

	Call	Canadian Reprs.	U.S. Reprs.	Manager	Comm. Mgr.	Libraries	News
QUEBEC							
Montréal	CHAD	Nat'l Broadcast Sales	Weed & Co.	J. Linklater	---	---	PN
Montréal	CBJ	CBC	CBC	Vilfont Fortin	---	---	CP BUP
Montréal	CHEF	Radio Reprs.	---	G. Laliberté	---	UTS World	PN
Montréal	CKCH	Radio Reprs.	Adam Young	Raymond Benoit	---	---	PN
Montréal	CKRS	Jos. A. Hardy	Adam Young	Gaston Voyer	---	World	PN
Montréal	CBF	CBC	CBC	Marcel Ouimet	M. Valiquette	---	CP BUP
Montréal	CBM	CBC	CBC	Marcel Ouimet	M. Valiquette	---	CP BUP
Montréal	CFCF	All-Canada in Toronto	Weed & Co.	J. A. Shaw	P. E. Hiltz	NBC	BUP PN
Montréal	CHLP	J. L. Alexander	J. H. McGillvra	C. A. Berthiaume	F. Bergevin	Associated Standard	PN
Montréal	CJAD	Nat'l. Broadcast Sales (Radio Selling in Vancouver)	Adam Young	J. A. Dupont	---	Associated Lang-Worth Standard World	BUP PN
Montréal	CKAC	William Wright	Adam Young	Phil Lalonde	Georges Bourassa	Lang-Worth World	BUP PN
Montréal	CHNC	Jos. A. Hardy	Adam Young	Dr. Chas. Houde	Viateur Bernard	---	CP BUP
Montréal	CBV	CBC	CBC	Marcel Ouimet	M. Valiquette	---	BUP
Montréal	CHRC	Jos. A. Hardy	Adam Young	Henri LePage	---	Lang-Worth NBC	BUP
Montréal	KCKV	Radio Reprs.	Weed & Co.	Paul LePage	L. Bernier	UTS World	PN
Montréal	CJBR	H. N. Stovin	Adam Young	Guy Caron	---	UTS Standard	PN
Montréal	CJFP	Omer Renaud & Co.	---	T. Gareau	---	NBC	PN
Montréal	CKRN	Nat'l Broadcast Sales	Weed & Co.	J. Linklater	---	World	PN
Montréal	CHGB	Nat'l Broadcast Sales	J. H. McGillvra	G. T. Desjardins	---	Lang-Worth Sesac World	PN
Montréal	CHLT	Jos. A. Hardy	---	A. Gauthier	---	NBC World UTS	---
Montréal	CKTS	Radio Reprs.	---	A. Gauthier	---	---	---
Montréal	CJSO	Omer Renaud & Co.	---	G. Boulay	---	Sesac World	PN
Montréal	CHLN	Jos. A. Hardy	---	Leon Trepanier	---	UTS	PN
Montréal	CKVD	Nat'l Broadcast Sales	Weed & Co.	J. Linklater	---	World UTS	PN
Montréal	CKVL	H. N. Stovin	Donald Cooke, Inc.	Jack Tietelman	Corey Thompson	Lang-Worth UTS	BUP PN

NEW BRUNSWICK

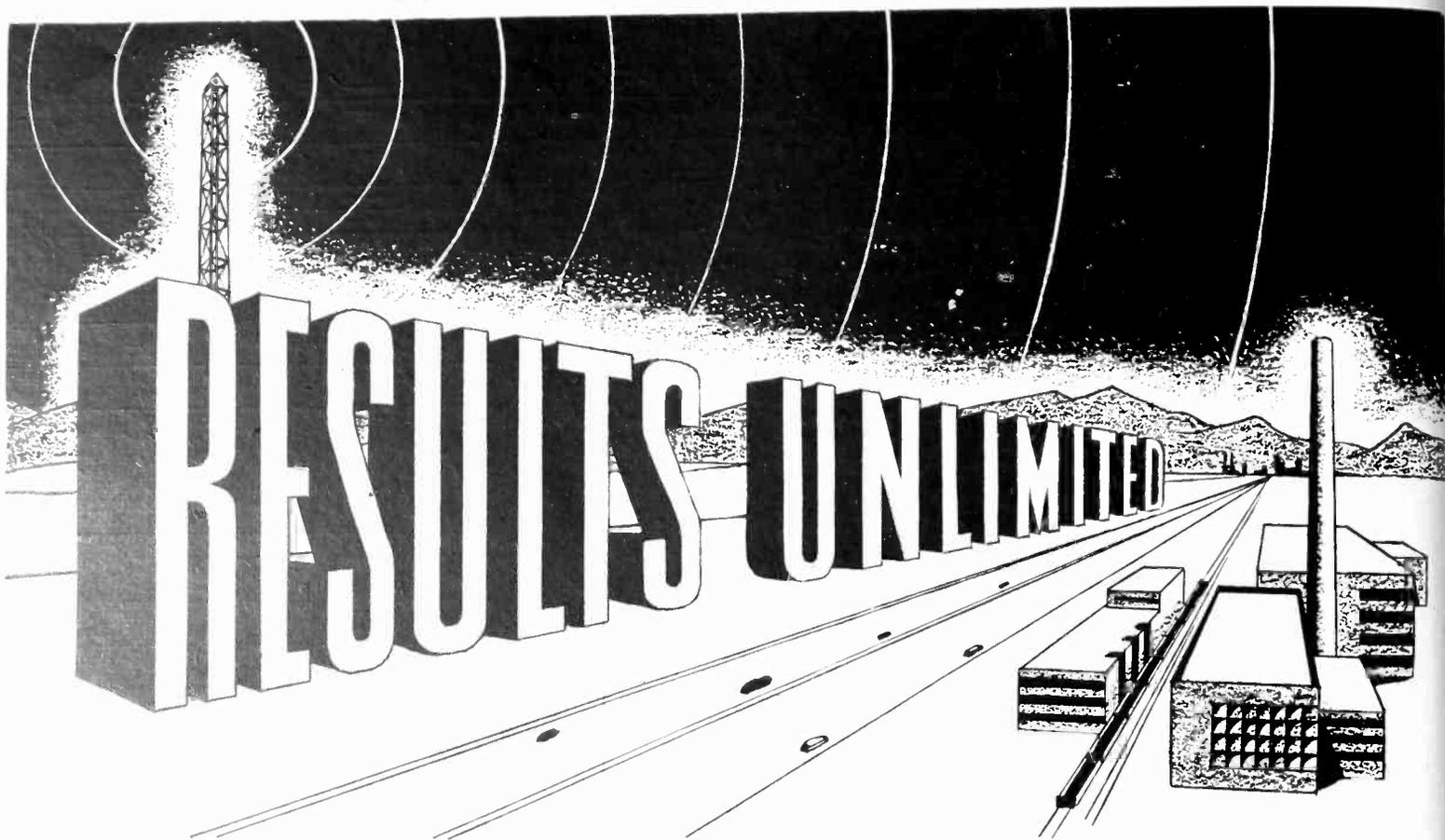
Campbellton	CKNB	All-Canada	Weed & Co.	C. S. Chapman	---	---	---
Edmundston	CJEM	H. N. Stovin	Adam Young	R. Leclair	---	World	PN
Fredericton	CFNB	All-Canada	Weed & Co.	Malcolm Neill	---	NBC Standard	BUP
Moncton	KKCW	H. N. Stovin	J. H. McGillvra	F. A. Lynds	C. Chambers	UTS World	BUP
Saint John	CFBC	All-Canada	Weed & Co.	Norm Botterill	---	NBC	BUP
Saint John	CHSJ	H. N. Stovin	Adam Young	Geo. Cromwell	---	Associated Lang-Worth Standard UTS World	PN
Sackville	CBA	CBC	CBC	W. E. S. Briggs	---	---	CP BUP

PRINCE EDWARD ISLAND

Charlottetown	CFCY	All-Canada	Weed & Co.	Col. Keith Rogers	Bob Large	Associated Lang-Worth Cole Standard	PN
Summerside	CHGS	Radio Reprs.	---	R. L. Mollison	---	---	---

NOVA SCOTIA

Antigonish	CJFX	J. L. Alexander	Adam Young	J. C. Nunn	---	Lang-Worth UTS	PN
Bridgewater	CKBW	---	---	John Hirtle	---	Associated	PN
Halifax	CBH	CBC	CBC	W. E. S. Briggs	---	---	CP BUP
Halifax	CHNS	All-Canada	Weed & Co.	Gerald Redmond	---	Lang-Worth NBC UTS World	BUP PN
Halifax	CJCH	H. N. Stovin	J. H. McGillvra	E. F. MacDonald	---	Standard World	PN
Sydney	CJCB	All-Canada	Weed & Co.	N. Nathanson	---	Cole NBC UTS	PN
Truro	CKCL	William Wright	---	J. A. Manning	---	World	PN
Windsor	CFAB	J. L. Alexander	Adam Young	A. M. Bishop	---	Cole UTS	PN
Yarmouth	CJLS	All-Canada	Weed & Co.	L. L. Smith	---	---	PN



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STATIONS OF THE CBC NETWORKS

Trans-Canada Network

Atlantic Region (Basic)
 CJCB Sydney
 CBH Halifax
 CFNB Fredericton
 CBA Sackville
 CHSJ Saint John

Atlantic Region (Supplementary)
 CJCH Halifax

Mid-Eastern Region (Basic)
 CBM Montreal
 CBO Ottawa
 CKWS Kingston
 CBL Toronto
 CKSO Sudbury
 CFCH North Bay
 CJKL Kirkland Lake
 CKGB Timmins
 CJIC Sault Ste. Marie
 CKPR Fort William

Mid-Eastern Region (Supplementary)
 CHOK Sarnia
 CKCV Quebec
 CKOC Hamilton
 CKLW Windsor

Prairie Region (Basic)
 CKY Winnipeg
 CBK Watrous
 CJA Edmonton
 CFAC Calgary
 CJOC Lethbridge

Prairie Region (Supplementary)
 CKCK Regina
 CFAR Flin Flon
 CFGP Grand Prairie

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

Atlantic Region (Supplementary)
 CHGS Summerside

Mid-Eastern Region (Basic)
 CKTS Sherbrooke
 CFCF Montreal
 CKCO Ottawa
 CHOY Pembroke
 CFJM Brockville

CJBC Toronto
 CHEX Peterborough
 CFPL London
 CFPO 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
 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

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



Joe Hardy Talks

ON QUEBEC MARKET NO. 2

"How alert is this Quebec Market No. 2 I am always talking about? Is it open to new products and new ideas? Has it ready money to spend?"

The Index of Retail Sales is the best answer to these questions.

Look at these figures:

Average Index for 1935-1939	— 100
Prov. Index October 1941	— 152.0
" " October 1946	— 226.5
" " October 1947	— 254.6

In every type of retail store, Quebec Market No. 2 is spending money in increasing quantities. Tell them the story of your goods or services over these French-speaking stations.

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

Jos. A. Hardy & Co. Ltd.
 MONTREAL QUEBEC TORONTO
 REPRESENTING 5000
CHRC QUEBEC WATTS 5000
CHNC NEW CARLISLE WATTS 1000
CHLN TROIS RIVIÈRES WATTS 1000
CHLT SHERBROOKE WATTS 250
CKRS JONQUIÈRE WATTS

GREETINGS

To C. A. B. Delegates

The Northern Electric Company Limited appreciate the privilege of participating in your National Convention.

We extend to you a cordial invitation

- ★ To see the products we produce to meet your broadcasting requirements.
- ★ To meet our representatives whose foremost consideration is:
 - ★ to give you service.
 - ★ to discuss your equipment and technical problems.



★
 For every application in Radio — For expert engineering installation — For quality and service.

LOOK TO ... **Northern Electric** COMPANY LIMITED

First in



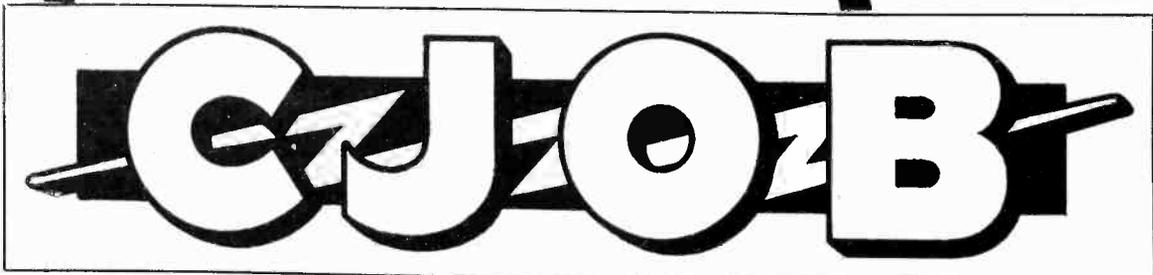
and FIRST in Winnipeg with...

- modulation Frequency
- programming Block
- 24 Hours a Day News on the hour - -

So many FIRSTS
that Local and National Advertisers recog-
nize CJOB as a POTENT AGGRESSIVE
ADVERTISING FORCE IN JUST
TWO SHORT YEARS of SUCCESSFUL
OPERATION . . . which brings us to our
2nd Anniversary MARCH 11th.
just check our Elliott-Haynes ratings
(surprising isn't it?)

RADIO REPRESENTATIVES LTD.
CANADA
DONALD COOKE INC.
U.S.A.

1340
AM



103.1
FM

THE SUCCESSFUL INDEPENDENT

NATIONAL SALES REPRESENTATIVES

CANADA

AMES L. ALEXANDER

Toronto: 109 Adelaide St. W. J. L. Alexander
 Montreal: Drummond Building Frank Edwards

ALL-CANADA RADIO FACILITIES LTD.

Toronto: Victory Building G. F. Herbert
 Montreal: Dominion Square Building Burt Hall
 Winnipeg: Electric Railway Chambers Percy Gayner
 Calgary: Southam Building H. R. Carson
 Vancouver: 198 W. Hastings Street J. E. Baldwin

ROADCAST REPRESENTATIVES LTD.

Winnipeg: Lindsay Building A. J. Messner

CANADIAN BROADCASTING CORPORATION

Toronto: 351 Jarvis St. E. A. Weir
 Montreal: 1231 St. Catherine St. Maurice Valiquette

JOSEPH A. HARDY LTD.

Montreal: 1405 Peel St. Jos. A. Hardy
 Quebec: P.O. Box 341 Upper Town Jos. A. Hardy
 Toronto: 1404 Victory Building, serviced by C. W. Wright

METROPOLITAN BROADCASTING SYSTEM LTD.

Toronto: 21 Dundas Square Don Wright

NATIONAL BROADCAST SALES

Toronto: Bank of Commerce Building Jack Davidson
 Montreal: Medical Arts Building R. A. Leslie

RADIO REPRESENTATIVES LTD.

Toronto: 4 Albert Street Jack Slatter
 Montreal: Dominion Square Building Wilf Dippie
 Winnipeg: Lindsay Building A. J. Messner
 Vancouver: 144 West Hastings St. J. N. Hunt

RADIO SELLING

Vancouver: 144 West Hastings St. J. N. Hunt

MORACE N. STOVIN & CO.

Toronto: Victory Building H. N. Stovin
 Montreal: Keefer Building Ralph Judge
 Winnipeg: Manitoba Telephone System Bldg. Wilf Carpentier
 Vancouver: 3929 West 30th Street J. W. Stovin

WILLIAM WRIGHT

Toronto: 1404 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 Ralph Bidwell

FORJEO & COMPANY

New York: 19 West 44th Street Joseph Bloom
 Chicago: 360 North Michigan Ave. Z. Golobe
 Los Angeles: 403 West Eighth Street L. Krasner
 San Francisco: Russ Building L. Krasner
 Philadelphia: Widener Building Chas. Stahl
 Pittsburgh: Hotel Keystone T. B. Price

JOSEPH HERSHEY MCGILLVRA INC.

New York: 366 Madison Ave. J. H. McGillvra
 Chicago: 35 East Wacker Dr. Wm. Sauerstrom
 Los Angeles: 684 S. Lafayette Pk. Place R. W. Walker
 San Francisco: 68 Post Street Roger Parratt
 Salisbury, N.C.: Rowen Building C. J. Cosse

WEED & CO.

New York: 350 Madison Ave. J. J. Weed, P. A. McGurk
 Chicago: 203 North Wabash Ave. C. C. Weed
 Detroit: Book Building Bernard Pearse
 Hollywood: 6253 Hollywood Blvd. L. P. Simonds
 San Francisco: 68 Post Street Burton L. Beggs
 Boston: Statler Building Dana Baird
 Atlanta: Palmer Boulevard B. W. Randa

ADAM J. YOUNG JR. INC.

New York: 11 West 42nd Street Adam J. Young Jr.
 Chicago: 55 East Washington St. R. S. Russell
 Los Angeles: 448 South Hill St. A. O. Dillenbeck Jr.
 San Francisco: Mills Building D. A. Scott



A Greeting Rhyme For Convention Time!

Come all you jolly Broadcasters
 And listen to our song
 We're rhyming our good wishes—
 We won't detain you long
 We hope your get-together
 Will be a grand affair
 That all the problems fronting you
 Will vanish in thin air.

May each and every one of you
 Find this annual pow-pow
 A mine of information
 As to what to do and how
 To boost this job of "casting"
 In superlative degree
 Just that, dear friend, is what
 We wish—

Good luck — CJAD!

MONTREAL

CKLW

IS THE *Best* WAY TO REACH

CANADIAN BROADCASTING CORPORATION

MUTUAL BROADCASTING SYSTEM

MEMBERS OF CANADIAN ASSOCIATION OF BROADCASTERS



95,710 WESTERN ONTARIO HOMES IN A DAY

CKLW

THE GOOD NEIGHBOR STATION WINDSOR • ONTARIO

A salesman is only human like the rest of us, Mr. Executive. He has two arms, two legs, one tongue and can accomplish just so much in a day.

If you are keenly interested in your sales possibilities in the rich Western Ontario Market, urban and rural, and we know you are, we believe we have a "live-wire" medium to offer you—a Sales Producer that gets you there "fustest-with-the-mostest"—that medium is CKLW. In a little better than fifteen years, CKLW has become acquainted with 95,710 Western Ontario homes during the day, 87,314 homes at night.

Because of its strong audience and buying appeal and thorough coverage of this market, this influential Radio Station should be a MUST in your Sales and Advertising plans.

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

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

RADIO ADVERTISING AGENCIES

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

Ardiel Advertising Agency Ltd.	371 Bay St., Toronto	Clark Wright	Mason's United Advertisers Agency Ltd.	225 Mutual St., Toronto	Alan Waters
Associated Broadcasting Co. Ltd.	37 James St. S., Hamilton	S. P. Westaway	McGuire Advertising Ltd.	Bank of Commerce Bldg., Windsor	J. P. Walsh
Atherton & Currier Inc.	Dominion Square Bldg., Montreal	M. Maxwell	Metropolitan Broadcasting Service Ltd.	21 Dundas Square, Toronto	Don Wright
Baker Advertising Agency Ltd.	199 Bay St., Toronto	M. Raymond	McConnell Eastman & Co. Ltd.	147 University Ave., Toronto	E. Gould
Benton & Bowles Inc.	100 Adelaide St. W., Toronto	Miss M. Flynn		Huron & Erie Bldg., London	(Through Toronto)
Cockfield, Brown & Co. Ltd.	522 University Ave., Toronto	Jack Horler		Dominion Square Bldg., Montreal	(Through Toronto)
Broadcast Advertising & Sales	Confederation Life Bldg., Toronto	H. D. Roach		Confederation Life Bldg., Winnipeg	(Through Toronto)
Canadian Advertising Agency Limited	Canada Cement Bldg., Montreal	R. W. Harwood	McKim Advertising Ltd.	Stock Exchange Bldg., Vancouver	
Dancer-Fitzgerald-Sample (Canada) Ltd.	Metropolitan Bldg., Toronto	C. W. McQuillin		Dominion Square Bldg., Montreal	G. Burroughes
D'Arcy Advertising Agency	Elec. Railway Chambers, Winnipeg	Lyall Holmes		Canada Permanent Bldg., Toronto	Frank Flint
A. J. Denne & Co. Ltd.	Royal Bank Bldg., Vancouver	P. M. Downes		Paris Bldg., Winnipeg	A. A. Brown
Dominion Broadcasting Co.	4 Albert St., Toronto	Don Copeland		Province Bldg., Vancouver	W. J. Sanstrom
Erwin Wasey of Canada Ltd.	Sun Life Bldg., Montreal	M. Normandin	Jack Murray Ltd.	10 King St. E., Toronto	Jack Murray
Ferres Advertising Service	69 Yonge St., Toronto	S. B. Smith	Muter & Culiner Ltd.	74 King St. E., Toronto	G. M. Frankfurter
Garry J. Carter of Canada Ltd.	615 Province Bldg., Vancouver	R. M. Dagg	Wm. Orr & Company	44 Victoria St., Toronto	Wm. Orr
James Fisher Co. Ltd.	Royal Bank Bldg., Toronto	John Crosbie	Elton M. Plant Co.	Windsor	E. M. Plant
Harry E. Foster Agencies Ltd.	90 Broadview Ave., Toronto	C. F. Goodman	Alford R. Poyntz Advertising Ltd.	68 King St. E., Toronto	A. R. Poyntz
J. J. Gibbons Ltd.	90 King St. W., Toronto	Miss L. Ryan	Thornton Purkis Ltd.	330 Bay St., Toronto	Miss G. Race
Grant Advertising of Canada Ltd.	4 Albert St., Toronto	H. B. Williams	E. W. Reynolds & Co. Ltd.	Dominion Square Bldg., Montreal	T. Marchant
R. F. Griffiths Advertising Service	749 Yonge St., Toronto	Ralph Lawson	Ronalds Advertising Agency Ltd.	145 Yonge St., Toronto	Howard Caine
F. H. Hayhurst Co. Ltd.	16 James St. S., Hamilton	E. B. Heaven	Ruthrauff & Ryan Inc.	Keefe Bldg., Montreal	Frank Starr
L. J. Heagerty & Associates	45 Richmond St. W., Toronto	E. A. Lowden	R. C. Smith & Son Ltd.	137 Wellington St. W., Toronto	Ray Avery
Publicite J. E. Huot	394 Bay St., Toronto	Bob Howe	Spitzer & Mills Ltd.	80 Richmond St. W., Toronto (H.O. New York)	R. Lees
Hutchins Advertising Co. of Canada Ltd.	204 Richmond St. W., Toronto	David Fenn	Harold F. Stanfield Ltd.	80 King St. W., Toronto	G. A. Phare
Imperial Publishing Co.	1253 McGill College Ave., Montreal	G. Humphrey	Stewart-Lovick & MacPherson Ltd.	19 Richmond St. W., Toronto	W. D. Byles
Albert Jarvis Ltd.	King Edward Hotel, Toronto	Tom Quigley		Dominion Square Bldg., Montreal	P. Corbell
Russell T. Kelley Ltd.	Sun Life Bldg., Montreal	J. C. Nicholls		Royal Bank Bldg., Vancouver	K. Davidson
Kenyon & Eckhardt	119 West Pender St., Vancouver	L. Webster		Dominion Square Bldg., Montreal	R. H. Geary
Locke Johnson & Co. Ltd.	612 Barrington St., Halifax	E. Murray		311 Bay St., Toronto	K. Jones
MacLaren Advertising Co. Ltd.	200 Bay St., Toronto	Don Bassett Productions		Royal Securities Bldg., Saint John, N.B.	V. Irons
	Dominion Square Bldg., Montreal	C. W. McGibbon		675 West Hastings St., Vancouver	T. C. Scholfield
	Scott Bldg., Winnipeg	A. B. Johnston		Merrick Bldg., Edmonton	F. McDowell
	Province Bldg., Vancouver	C. Rowntree		Province Bldg., Vancouver	R. McNicol
	Renfrew Bldg., Calgary	Miss L. Hogan		337 West 8th Ave., Calgary	W. Kerr
	301 Agency Bldg., Edmonton	(Through Calgary)		Birks Bldg., Edmonton	A. R. Hackett
	Leader Bldg., Regina	S. Wayne		86 Richmond St. West, Toronto	A. C. Goudy
	103 Church St., Toronto	Miss Olive Jennings		302 Veteran Block, Regina	E. MacPherson
	822 Royal Bank Bldg., Winnipeg	R. F. Griffiths		294 Portage Ave., Winnipeg	Yves Bourassa
	38 King St. W., Toronto	G. F. Keeble		1516 Mountain St., Montreal	H. E. Smith
	1405 Peel St., Montreal	(Through Toronto)		University Tower Bldg., Montreal	S. Young
	19 Melinda St., Toronto	L. J. Heagerty		100 Adelaide St. W., Toronto	R. A. Hunter
	353 St. Nicholas St., Montreal	A. Audet		402 West Pender St., Vancouver	A. C. Haight
	1244 Dufferin St., Toronto	W. Engwer		204 Richmond St. W., Toronto	Miss M. Cardon
	Halifax	E. Murray		Dominion Square Bldg., Montreal	Miss P. Sivell
	73 Adelaide St. W., Toronto	Albert Jarvis		80 Richmond St. W., Toronto	Miss J. Berube
	447 Main St., Hamilton	H. P. Kelley		Keefe Bldg., Montreal	T. W. Kober
	86 Adelaide St. E., Toronto	Wm. Scarlett		217 Bay St., Toronto	F. M. Beaubien
	601 Dominion Bldg., Vancouver	M. J. O'Brien		Roy Bldg., Halifax	(Through Toronto)
	480 Lagauchetiere W., Montreal	E. Desbarats		Guaranty Trust Bldg., Windsor	D. Marshall
	Sun Life Bldg., Montreal	Jack Scanlan		100 Adelaide St. W., Toronto	W. V. George
	Harbor Commission Bldg., Toronto	E. Johnson		Dominion Square Bldg., Montreal	L. C. Arbutnot
	372 Bay St., Toronto	M. Rosenfeld		University Tower Bldg., Montreal	L. R. L. Simpson
	Dominion Square Bldg., Montreal	Henri Poulin		80 King St. W., Toronto	
	Electric Railway Chambers, Winnipeg	E. P. Thomson			
	Province Bldg., Vancouver	W. D. M. Patterson			

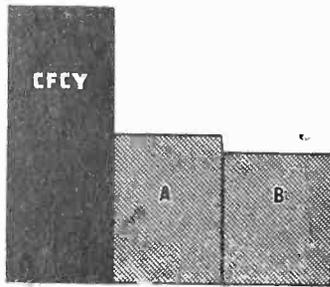
U.S. Recognized Agencies Have Automatic CAB Recognition in Canada

*We are happy to extend our
Best Wishes to CAB Members
for a Successful Convention*

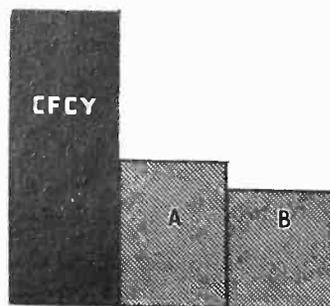
B·U·L·O·V·A

*On your wrist as on the Air
... Faithful Forever*

Want to share our success?



CFCY has an advantage of 42% over station "A" with 84,460 radio homes.



CFCY has an advantage of 48% over station "A" with 87,560 radio homes.

Let CFCY introduce your product to the big Maritime market

Here is a comparative picture of listening that gives CFCY the lion's share of the total potential audience of any Maritime commercial station.*

* latest B.B.M. audience report.

CFCY

630 kc.
5000w.

CHARLOTTETOWN, P.E.I.

Rep. Canada: All-Canada Radio Facilities.

U.S.A.: Weed & Company.

INDEX OF ADVERTISERS

Alexander, J. L. PA
 All-Canada Radio Facilities Ltd.
 Associated Program Service
 British United Press
 BMI Canada Ltd.
 Bulova Watch Co. Ltd.
 Canadian Marconi Company
 CAPAC
 Canadian General Electric Co. Ltd.
 Canadian Pacific Railways
 CFAC, Calgary
 CFCN, Calgary
 CFCO, Chatham
 CFCY, Charlottetown
 CFNB, Fredericton
 CFOS, Owen Sound
 CFPL, London
 CFRB, Toronto
 CFRN, Edmonton
 CHAT, Medicine Hat 3 and
 CHLP, Montreal
 CHNS, Halifax
 CHRC, Quebec
 CHWK, Chilliwack
 CJAD, Montreal
 CJAT, Trail
 CJAV, Port Alberni
 CJCA, Edmonton
 CJGN, Yorkton
 CJIB, Vernon
 CJOB, Winnipeg
 CJOC, Lethbridge
 CJRL, Kenora
 CKBI, Prince Albert
 CKCH, Hull
 CKCK, Regina
 CKCL, Truro
 CKCV, Quebec
 CKCW, Moncton
 CKLW, Windsor
 CKMO, Vancouver
 KKNW, New Westminster
 CKNX, Wingham
 CKOC, Hamilton
 CKRC, Winnipeg
 CKSB, St. Boniface
 CKSF, Cornwall
 CKTB, St. Catharines
 CKX, Brandon
 CKY, Winnipeg
 Dales, Walter A.
 Dominion Broadcasting Co.
 Exclusive Radio Features
 Federal Electric Mfg. Co. Ltd.
 Hardy, Joseph A.
 International Surveys Ltd.
 Kenney, Mart
 McKimmon, Keith A.
 Murray, Ltd., Jack
 National Broadcast Sales
 Nelson, Dick
 Northern Electric Co. Ltd.
 Press News
 RATE
 RCA Victor Company Ltd.
 Radio Representatives Ltd.
 Standard Radio
 Stovin & Co., Horace N. ? and
 Wright, William

MORE THAN 300,000 LETTERS—MORE THAN 300,000 LETTERS—MORE THAN 300,000 LETTERS—MORE THAN 300,000 LETTERS—MORE THAN 300,000 LETTERS—

Yes . . .
 MORE THAN
300,000
 LETTERS
 RECEIVED EVERY YEAR

CKNW
 NEW WESTMINSTER, B.C.

LEWISITE

WANTED MALE

Time will be short between this and our next issue, so will someone please say something at the Convention worth reporting in this column.

ING GEORGE CHANDLER

Will someone supply a formula please, so that at future Chateau Frontenac Conventions we'll know at a glance that room 1674 is on the ninth floor.

SWORTHY

This column would register its profound regret that Frank Chamberlain is not currently appearing in print on the radio topic.

IS HE?

In summertime with clubs he lepy, As rendez-vous with golf he kepy. In wintertime his soul he sepy In sapient saws by Samuel Pepys.

RA VIRES

With two successive meetings devoted to the betterment of the business of broadcasting to its credit, isn't the Radio Executives' Club of Toronto transcending its constitution?

OLICITED CONTRIBUTION

Sir: I should greatly appreciate it if you would give me space in your paper to write an article on the Broadcast Regulations. I consider myself an authority on the subject, because I have broken them all.

—K. Watt.

OF ETHICS

Then there's the agency that canvassed every proprietary medicine account in Canada, and, having failed to land any of them, proudly proclaimed — "we won't accept medicines."

YATHERLY LOVE

Consumers, hungry for unprocurable goods and services, for the lack of which they blame retail stores and manufacturers, await sadistically the day when they will be besought to buy for less than cost.

MAIL

Sir: Why don't you fess up and run something like this in your column:

"We've often told the CBC 'Just what we think from A to Zee.

"Now wad some power the giftie gie us

"To see ourself as others see us!"

—Rhoda Dendron

At 18c a line, how can you miss, Rhoda?

THE OUT FOR FORMS

From F. H. Hayhurst's Gordon Keeble comes the suggestion that the Artists' Unions allow 15 minutes free rehearsal time on each program for completion of Union reports cost sheets and unemployment insurance forms.

"Out, Damned Spot!

(The following is an advertisement of Paul H. Raymer Company Inc., in BROADCASTING for February 16, 1948.)

Lady Macbeth needed more than all the "perfumes of Arabia" to put it out. We, too, should put out Spot as a misleading name for one of the greatest advertising mediums ever known. What kind of radio is Spot Radio? Seven out of ten advertising people don't know. Moreover, they believe it to be something it isn't.

Spot Radio is a system of doing business—an advertising medium that compares in size and quality with the greatest in the field—network, newspaper and magazine. For radio stations AM, FM or TV, it offers the greatest potential for new income. Yet its name is lost in a maze of confusion.

The extent of this confusion was established by a recent survey of advertising managers. These men—and there are thousands like them—are the most logical sales prospects for Spot Radio. To buy it and use it they should first be able to name it. To seven out of ten of them Spot Radio business is "spots"—announcements, chainbreaks, jingles, "nuisance" advertising, or something that is left over and can be fitted in between "regular" program broadcasting. "Spot Radio" now means "announcement radio" to the advertising world. For all practical purposes "national non-network"—a clumsy, awkward and negative phrase known only to insiders—is just as useless.

Radio stations have here a \$100,000,000 a year business. It is their most profitable kind of business and the type of business with the greatest potential for development, and yet it is struggling under an ambiguous, misleading name. Like Topsy, this business has grown to this truly amazing size without direction, promotion or national coordination. But, at least, Topsy had her name. With a little cooperation and a correct name — how much further and faster might it grow! From the vast field of national and regional advertisers we should have many program advertisers on transcriptions using big name talent with big Hoopers.

With this great medium, an advertiser can select his station, select his markets, select his program, select his time. One name, National Selective Radio, or just Selective, has been proposed. It has a dignity worthy of the medium; it is descriptive and appropriate. Can you propose a better one?

Let's give this business a name.

YORKTON DISTRICT LEADS THE WEST



REVENUE from grain and livestock marketings, August to December 1947 (by crop districts) shows that Saskatchewan Crop District No. 5 leads the west — 40% higher than its nearest contender; 2½ times higher than the average for all crop districts.



THE FIGURES

- 1st — Saskatchewan No. 5* — \$45 Millions
- 2nd — Saskatchewan No. 2 — \$27 Millions (Regina—Moose Jaw)
- Average (August—December —all crop districts) — \$20 Millions

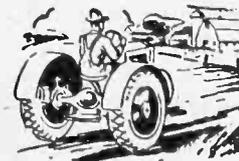


These figures speak for themselves. This is Opportunity Time for advertisers to reach the wealthiest (by 3 to 1) rural market through the facilities of CJGX.



*Saskatchewan crop district No. 5 is in the centre of the Yorkton market.

CJGX YORKTON



WESTERN CANADA'S FARM STATION

Dominion Network

Representatives:

HORACE N. STOVIN & CO., Toronto, Montreal, Winnipeg

ADAM J. YOUNG, Jr., Inc., U.S.A.

We asked our advertisers...
"Why do you use CFRB?"

High Listenership proved by enquiries,

SAY ANN ADAM HOMECRAFTERS *



ANN ADAM, director of this popular broadcasting and testing kitchen, tells us:

"In my Cooking School of the Air program, I feature a wide variety of nationally important food products. As each one is mentioned briefly, I must necessarily select a station that provides high listenership—covers a wide area. I have been broadcasting over CFRB three or four times a week since 1930. The hundreds of telephone calls, and the written enquiries that come in from many parts of Ontario, are a good barometer of CFRB's following. The fact that the firms whose products I mention over the air con-

time to participate in my program is evidence that they are sold on the effectiveness of my cooking broadcasts over CFRB."

Here's a case where there is no room for error: The station used must be *right*. Ann Adam—and other CFRB advertisers—continue to use CFRB because it has *wide* coverage—reaches an audience highly receptive to sales messages—gets *fast* results. Local advertisers have direct checks on their advertising medium. When they report results, *national* advertisers would be wise to look to the same medium. CFRB buys more for your advertising dollar in Canada's richest market. Consider what it could do for *you!*

* This is one in a series of

CFRB

success stories

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

• All Canada Radio Facilities Ltd., Montreal