

# CANADIAN BROADCASTER

## AND TELESCREEN

Vol. 7, No. 12

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June 26th, 1948

## RADIO BOOSTS WORLD TRADE FAIR

Toronto.—Out at the International Trade Fair they tossed around statistics indicating that Canada's initial entry in the scramble for world trade was a hopping success.

Of the exhibitors already booking space for next year, 40 per cent have ordered larger booths. And the 1948 fair, which filled three of the largest C.N.E. buildings, was sizeable enough to inflict postman's bunions on anyone trying to take in 8½ miles of displays required to house 1500 exhibitors from 32 countries.

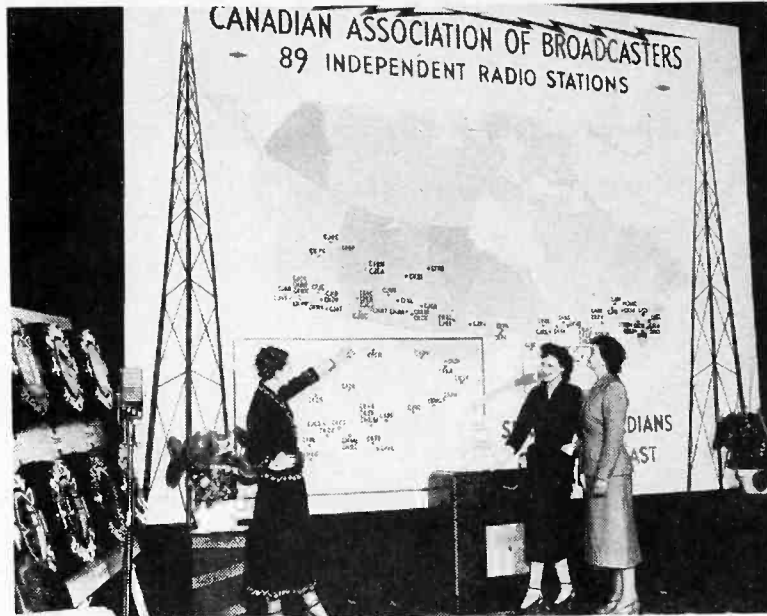
The booth of the Canadian Association of Broadcasters was one of the major attractions in the Automotive Building, visited by business men from Britain, Switzerland, China, Czecho-Slovakia, Norway and Malaya.

If the bearded Sikhs and courteous Chinese were mildly surprised, like Canadian Broadcasters, at having to thread their way among ten-ton presses and Rolls-Royce engines to reach a radio exhibit, they didn't say so. Most, however, did express surprise and pleasure at the scope and freedom of radio in Canada, as evidenced in the achievements of the 89 independent stations serving Canadians coast to coast.

CFRB, Toronto, and CHML, Hamilton, took full advantage of CAB facilities to record interviews with interesting visitors. Rex Frost and Bill Valentine of CFRB, and Wally Ford, CHML, were at the fair over the two full weeks. They did a valuable job of making friends for the independent stations and educating those from abroad on radio's role in Canada's commercial structure.

Wally and Rex found all their interviewees amazed that they could talk about their products over the air in Canada. Accustomed to broadcasting restrictions in Europe and Asia, where too often radio is simply a medium for government propaganda, they expressed surprise at the high level of entertainment value in Canadian programs, and the commercial flavor possible in their interviews.

Rex interviewed more than 25 visitors—Dutch, French, Eng-



Pictured above is English model Barbara Clarke pointing out the prairie stations on the huge wall map at the CAB booth to model Lucy Caldicott and Lucie Clayton.

lish, Scottish, Swiss, Czech, even a man from Malaya. The Malayan didn't care when the fair closed. Already he had enough orders to keep his pewterware plant operating at peak production for the next five months. All had good reports of business done at the fair except the English makers of quality women's clothes. It cost them \$8,000 to bring their exhibit to Toronto, and they hadn't \$1,000 in orders. They said that Canadian buyers apparently weren't interested in frocks selling for more than \$39.

British exhibitors were keen about the Canadian fair, however. They said it was smaller than Olympia, but better organized.

Rex Frost had an experience with five Czechs which soured him on European-style radio censorship.

"They arrived for their interviews with a sort of male chaperone whom I took to be a Communist commissar," he said. "When I'd ask some question dealing with business practice in Czecho-Slovakia, he'd say, 'No, you can't answer that.' I finally got fed up and called off the interviews. I told them that we didn't do business that way in Canada, that we were broadcasting in a free country where people could say what they thought on the air."

Reg. Windsor, a British maker of plastic machinery, would have been satisfied simply to show his wares, but he sold more than \$100,000 in two days. He received an offer from a Canadian firm to buy his entire display, and he appointed it his Canadian representative.

Another of Wally's interviews was with Hu Ki Chang of Shanghai, former professor of political economy at the University of China, who spoke fluent French, English, and 14 Chinese dialects, including the Mandarin. Dr. Chang's firm, the Golden Dragon Rug Company, rejoiced in the poetic address, "Bubbling Well Road, Shanghai".

It was his first trip to Canada, and he was greatly impressed with the maturity of Canadian broadcasting. There is no radio, as we know it, in China. And until currency conditions become more normal—a Canadian dollar will now buy a million Chinese dollars—he doesn't expect to see many receiving sets installed in Chinese homes.

Representing Canadian radio on the publicity committee for World Trade week, May 30 to June 5 were T. J. Allard, general manager, CAB, Arthur Evans, secretary-treasurer, CAB, and Charles A. Harris, director of talks and public affairs, CBC.

## CBC BOARD PONDER AM and FM APPS

Montreal.—Broadcast applications due for consideration at the 60th CBC Board of Governors' meeting, to be held at the Windsor Hotel, Montreal, June 28-29, include requests for three new AM stations, two broadcast pick-up licenses, two share transfers, and one change of operational hours.

AM station applications come from the Department of National Defence for a 100 watt station at Norman Wells, N. W. T.; Fernand Levesque for a 250 watt station on 1340 kc at Roberval, Quebec; C. W. Warner, C. B. Warner, J. Pollie, A. Cullen and B. Coy for the establishment of a 250 watt on 1240 kc at Smiths Falls, Ont.

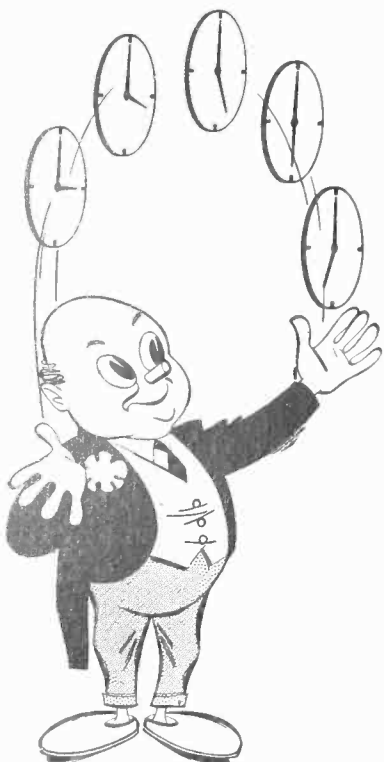
Applications for share transfers are filed by CHAT, Medicine Hat, Alta., for transfer of one share in Monarch Broadcasting Company Limited. Also from CJEM, Edmunston, N.B., for transfer of one share in Edmunston Radio Limited.

A change of operational hours is requested by CHUM, Toronto, who ask that their CHUM-FM hours on day only be switched to unlimited, in order to carry sustaining and commercial programs after local sunset (the present closing time of CHUM-AM).

Other items slated for the meeting are applications which were deferred at the May 19 meeting. These include: An application from A. E. Dobbin, Smiths Falls, Ont., for a new 250 watt on 1240 kc station, which was recommended for deferment for further study of the need and support for a community station in the area. A new FM station application from the Board of Education for the City of Hamilton, to operate on 390 watts, which was deferred for further information to be supplied by the applicant. A request from CJBR, Rimouski, Que., for power increase to 10 kw on 900 kc with directional antenna, deferred to permit further technical study. Complaints by Gordon Henry regarding CJCA, Edmonton, which were deferred for statements by the licensee company will also be discussed by the Board.

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

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



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



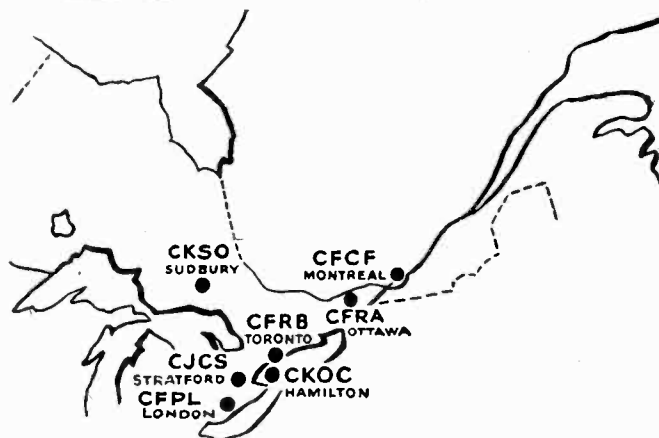
**WHEN YOU spot-broadcast**, you are really building your *own* network . . . tailor-made to suit your time, coverage and budget needs. **YOU** select the stations that cover *your markets*, choosing from thirty All-Canada stations across the country. **YOU** select the peak *local times* you want for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



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

## All-Canada in the mid-eastern provinces

● **HERE'S** where the most dollars change hands in Canada! The buying power of the middle-east is almost *two-thirds* of the Dominion's total. Here are the most people, the most pay-cheques, the biggest retail sales. Mid-eastern Canada spends more than *four times* as much as any other two provinces! Seven All-Canada stations give you the coverage you want in this rich market!



# ALL-CANADA RADIO FACILITIES Limited

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL

# RESEARCH

## Radio Survey Endorses Price Mentions

Most sponsors, agencies, national reps. and broadcasters favor the relaxation of the price mention regulation, according to returns from a poll of these groups recently conducted by the Canadian Broadcaster and Descreen. Almost every respondent sees the possibility of abuse of the relaxation, and has offered suggestions for restricting the frequency of the use of price mentions. In all groups, majority opinion is divided between the use of two price mentions per announcement or program commercial and only one. A few would bar users of split announcements from use of the number point out that this would discriminate against the smaller advertisers.

A total of 100 respondents have answered our questions as follows:

**Question 1—Do you approve price mentions being permitted on the air?**

Yes ..... 94  
No ..... 6

Those answering in the negative were 5 advertising agencies and 1 station.

**Questions 2 and 3 — Should they be permitted in programs and announcements (rather than only in programs?).**

Yes ..... 84  
No ..... 10  
No Opinion ..... 6

Those favoring "mentions" in programs only were 4 sponsors,

3 agencies, 1 rep. and 2 stations.

**Question 4—Should the number of mentions be restricted in each program and/or announcement?**

Yes ..... 80  
No ..... 12  
No Opinion ..... 8

The 12 respondents who oppose any restrictions were 5 sponsors; 4 agencies; 3 stations.

**Question 5—Should there be a deadline for filing copy which contains price mentions, to avoid fomentation of price wars?**

Yes ..... 52  
No ..... 34  
No opinion ..... 14

A breakdown of this rather close polling shows the opinions divided categorically as follows:

	Yes	No
Sponsors	3	9
Stations	31	10
Agencies	12	15
Reps.	6	—

Fourteen respondents offered no opinion.

**Question 6—Should stations charge premium rates to avoid abuse of the privilege?**

Yes ..... 8  
No ..... 82  
No Opinion ..... 10

Those in favor of a premium rate being charged were 5 stations and 3 agencies.

The above tabulations have been arrived at by an analysis of the 100 replies received, which broke down as follows:

Sponsors	16
Agencies	31
National Reps.	7
Stations	46

### '49 CAB CONVENTION

Ottawa. — The CAB announces that the 1949 Annual Meeting will be held June 13, 14, 15, 16-1949, in the Algonquin Hotel, St.-Andrews-by-the-Sea, New Brunswick.

# WILLIAM WRIGHT

serving agencies, stations  
and advertisers

takes pleasure in  
welcoming

# CHNO

SUDBURY, ONT.

into the select circle  
of

## "Wright Stations"

**1000 WATTS  
970 KC**

# CKCH

**THE  
"French Voice"  
OF THE  
OTTAWA VALLEY**

*Canadian Representative*  
■ Omer Renaud & Cie,  
3474 Cotes-des-Neiges,  
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Toronto Office, 43 Scott St.

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New York 18.

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

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



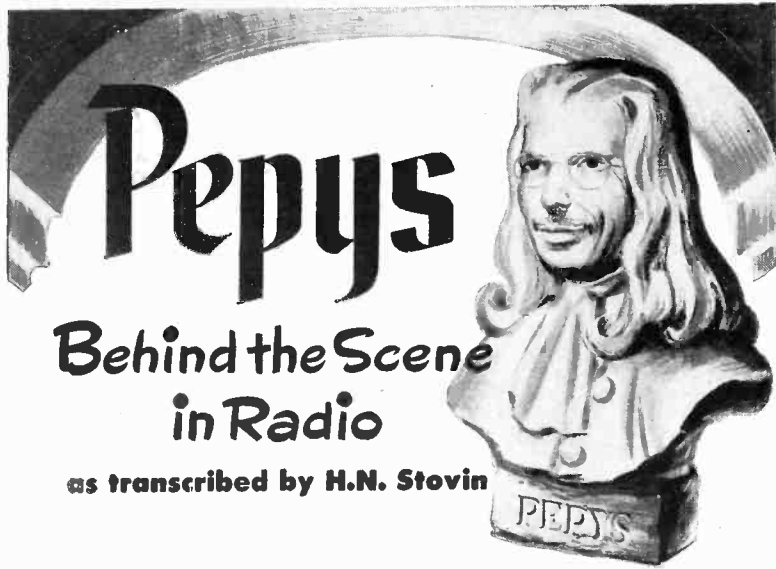
**Continuous Radio  
Audience Measurements  
Since 1940 . . . . .**



*Elliott-Haynes Limited*

Sun Life Building  
MONTREAL  
PLateau 6494

515 Broadview Ave.  
TORONTO  
GErard 1144



For the past five years "More Hope Than Charity" has been beamed to you through these pages. At the end of this period it seems logical to look at the radio industry as it was, is and may be.

Five years ago, in the midst of a great war, short-wave was of major importance for news and for military reasons. Radio sets combining short-wave were very popular. Regardless of other improvements, there will no doubt always be enthusiastic fans who receive their greatest thrill and enjoyment by tuning in remote and unusual places.

Now, with the removal of most wartime restrictions, the emphasis is on improved AM range and reception and the expanding and building of local stations in the smaller communities. Bringing stations closer to the listener is sure to result in greater interest and more criticism of station activities and policies.

To-day FM is the featured selling point. Although some doubting Thomases may style it 'Fad for the Moment' FM does bring clarity and freedom from interference to improved reception—unfortunately for the poor programs as well as the good one. But costs will affect the sales popularity for the present.

It is a brave person who assays the role of prophet as to what television may mean, however, I do believe the happy combination of sound and sight may provide one of the most effective forms of advertising yet known. On the other hand this medium will require more research and engineering before it can serve as anything but an easier way of viewing prize fights, other sporting and fashion events than attending them in person.

Why all this speculation if programming does not keep abreast with technical improvements? At the moment it would seem that plagiarism and

CBC

CBC Build Two New Stations

Montreal.—The CBC is planning power increases and new stations in four major Canadian areas according to a statement by Chairman Davidson Dunton.

These include: increase in power of stations CBM, Montreal, and CBR, Vancouver, from 5 to 50 kilowatts; the establishment of a 10 kilowatt station at Windsor, Ont., and the building of a 1 kilowatt station at Sydney, N.S.

The Sydney outlet will get under way this fall while the Windsor station and the power increases will not be completed until the latter part of 1949.

lack of originality are much too prevalent. If broadcasting is to achieve new heights in scientific effect and public acceptance, the accent must be on originality as well as on talent. Radio history indicates it can achieve these heights.

\* \* \*

On June 14th the City of Guelph welcomed its first and only radio station, CJOY, under the joint management of Wally Slatter and Fred Metcalf. To take part in launching this new enterprise many well-known radio artists from Toronto and New York joined with local artists and announcers in airing a program which the citizens of Guelph and district considered one of the bright spots in their radio horizon. With the advent of their own community station, this horizon has become enlarged. The best of luck to CJOY and to other community stations in their endeavours to serve the interests of their communities and of good radio.

Bye now,  
—Elda.

Did lie awake meditating on the unexpected difficulties which do arise in business in these times, but do devise no way by which a man may learn to expect the unexpected. Take, for instance, George Chandler at CJOR. Even more unexpected than the floods was the fact that nearly all his competent staff are members of the Reserve Army, and so were called out on Emergency Duty. In spite of this, George did manage some mighty fine Public Service Broadcasts on Flood Relief, and deserves plaudits therefore ● ● ● Do hear of floods, too, in Edmundston, N.B., but not of the same kind; since CJEM is said to be up to its ears in the N.B. Elections, in both French and English ● ● ● CFAR Flin Flon as busy as a bee on their new 1000-watt transmitter, which they do trust will be in operation by early Fall. Manager Gerry Quinney is gloating over an increase of 25 per cent in Flin Flon's population since the end of the war. Perchance the reason may be that the payroll of the Hudson Bay Mining and Smelting Company — for whom one-quarter of all the Flin Flonners work — averages \$240.00 per employee per month — a goodly sum ● ● ● CKVL now active with production plans for the new French Network, of which Verdun will be the key station. This also is on the books for Fall ● ● ● CKY Winnipeg now going philosophically into the last month of its existence, after which it becomes CBW with 50,000 watts. All advertisers happy over the continuance of spot announcements thereon for another year at least, also that continuing advertisers do receive protection against the forthcoming rate increase ● ● ● Kindly, though lingering scallions to the scribe who, in "Marketing" of May 22, did misquote — and that grievously — Belloc's delightful lines "When I am dead, I hope it may be said: His sins were scarlet, but his books were read" ● ● ● A pleasant touch of whimsy which shall serve me in the stead of my prayers tonight, and so to bed.

**HORACE N. STOVIN**  
& COMPANY

MONTREAL      TORONTO      WINNIPEG      VANCOUVER

*Representative for these live Radio Stations*

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

**Unexcelled Opportunity for Radio Advertising SALES EXECUTIVE**

A coast to coast group of Canadian radio stations offers an unusual opportunity for a man who can:

- Sell agencies and advertisers.
- Combine selling with public relations for the stations he represents.
- Address interested groups and conventions.

Applicants should possess at least matriculation education and broad experience in radio. Send complete details, photograph if possible and references to

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Canadian Broadcaster      371 Bay Street, Toronto

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Member of the Canadian Circulations Audit Board

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## Pulling The Promotion Plug

Private radio relinquished its old practice of sitting contemplating its own navel, at least for the duration of the International Trade Fair, and it is to be hoped that this marks a new era in the medium's history.

As a co-operative venture, the CAB established an industry booth at the Fair, and this move is a departure from the usual procedure, where broadcasters display their wares at their own Conventions, and teach each other what swell guys they are, shed a few tears in each other's beer, and quite effectually keep valuable information from those who are potential buyers of their time.

The International Trade Fair has attracted business people from all over the world, all intent on finding new markets for their products. Private radio's exhibit, right in the middle of this world marketplace, is a gratifying move towards getting radio's story across where it will do the most good.

It is to be hoped that this progressive step heralds the beginning of an industry-wide selling spree in national as well as international markets, and that more and better exhibits will pop up wherever groups of businessmen meet to further their own endeavors. No one who has tried the radio medium will deny its selling power, but too many people have not been sufficiently exposed to the medium to make them make their first trial in their merchandising programs.

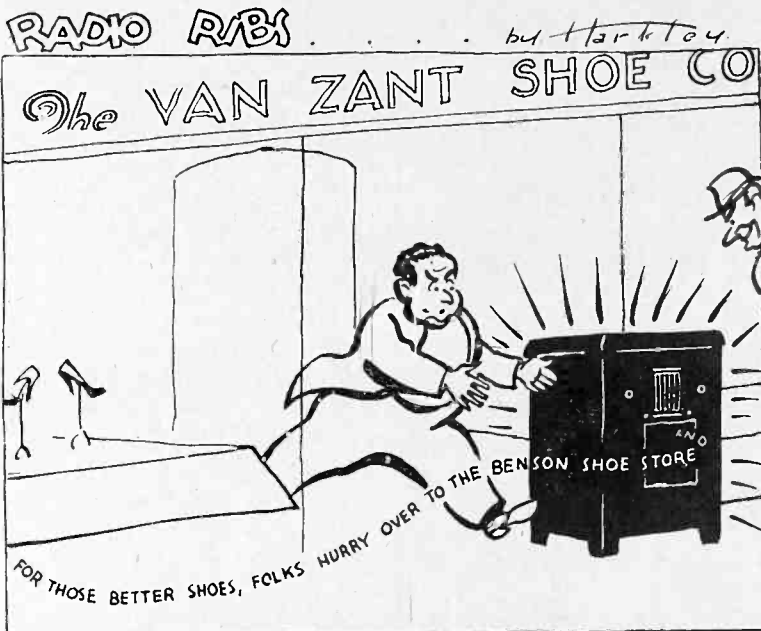
Individually the private stations play prominent parts in fairs and exhibitions in their own communities. Institutionally though the field has remained virtually untouched, and at national conventions of the drug, grocery and other trades, the microphone is too often conspicuous by its absence.

A great deal of sound and constructive public relations thinking has gone into the radio exhibit at the International Fair, although an easier start would have made better promotion possible. Could it not be made possible to set up a permanent mobile exhibit, perhaps in the form of a model studio, which could be easily taken to any Convention or other gathering without undue expense. The radio idea could then be suggested to potential sponsors, and those interested in gaining information about the medium could be courteously and competently informed.

Besides competition from the other media, which grows daily in intensity, selective radio has to combat the networks which, though lacking in flexibility, in common with national publications, do offer buyers simplicity of purchase.

Selective radio has a story to tell the advertisers and right now it looks as though it may be preparing to tell it.

EDITOR.



Radio Gets The Customers

## ROUNDUP

### LANCASTER HEADS REC

Toronto. — Sid Lancaster, Radio Representatives Ltd. has been elected president of the Radio Executives Club of Toronto. Maurice Rosenfeld, MacLaren Advertising Company Limited, is vice-president. James Scott, Radio Representatives Limited, was elected secretary, with Ted Rutter, Horace N. Stovin and Company, re-elected as treasurer.

### JWT RADIO CHANGES

Toronto. — Robert M. Campbell, vice-president and director of the J. Walter Thompson Company Limited, assumes control of the company's Toronto radio department. He takes over from Iris Alden, who has left for England to join her husband in radio work.

Terry Gillott, previously in charge of radio traffic, will head administration in the department. John Lyons, who has been training in the department, is upped to assistant producer.

### WINNIPEG AD CLUB ELECT OFFICERS

Winnipeg. — At the annual meeting held in Fort Garry Hotel, R. C. Haller was elected president of the Sales and Advertising Club of Winnipeg.

Other officers are: past president, Harold A. Plant; vice-president, Sidney L. Bowley; honorary secretary-treasurer, H. A. K. (Pat) Lane; executive secretary, Mrs. M. Emery; di-

rectors, C. C. Falconer, Gerry Gaetz, W. Neville, Roland F. Page, James Porter, Murray Turner, R. A. W. Vidler, D. S. Woodman.

Ex-officio members of the board are Moray Sinclair and Harvey Lemmon.

### 15th YEAR FOR BREAKFAST CLUB

Chicago. — Recently celebrating its initial bow into video *The Breakfast Club*, the all ad-libbed show emceed by Don McNeill and piped into Canada through the Trans-Canada net, will be having another celebration shortly by way of its 15th birthday.

### TALENT-FOR TOMORROW

Toronto. — With a view to encouraging talented youngsters, Station CJBC, Toronto, is currently airing a series of plays put on by young people from seven up to seventeen years old. Aired on Saturdays at 12.30 p.m. the plays are directed by actress Beth Lockerbie.

### MARITIME PROMOTIONS

Fredericton, N.B. — Austin Moore, program director and local sales supervisor for Station CFNB, has been made sales manager for the station. Jack Fenety, announcer, is upped to Program Director.

### FORMER RADIO MAN LEADS ROYAL SOCIETY

Vancouver. — Leopold Houle former supervisor of the Press & Information department for CBC's French network has been appointed president of the French section of the Royal Society.



From **167**  
NEWS BUREAUS  
in Canada  
The United States

and  
**60** countries  
in

**5** continents  
over **6000**  
B.U.P. - U.P.

Staff  
correspondents  
Serve  
B.U.P.  
SUBSCRIBER  
STATIONS

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



HEAD OFFICE:  
231 St. James Street  
MONTREAL

## PROGRAMS

### Hands Across The Border For Flood Victim Fund

Vancouver. — Radio stars in the U.S. helped Canadian flood victims with a Sunday night show from Hollywood which CBC piped into Vancouver from Columbia.

Bob Hope and Phil Baker were joint masters of ceremonies, and the cast included Eddie Cantor, Jack Benny, Joan Davis and other radio celebrities.

Planned originally as an appeal for flood victims in the north-western states, the program was expanded to take in B.C., and CBC cut in with Canadian appeals when the entertainment paused for comment on the floods in the U.S.

The CBC carried the program on the Pacific Regional network, and at the same time piped it to local independent stations.

Earlier, the first baseball game broadcast on a Sunday here was aired on CKMO by Hal Rodd as ballplayers made their effort for flood relief. Bosses of the local club offered tickets to a regular season game to everyone contributing to flood relief after hearing the broadcast.

Meantime the flood continued to overshadow all else in B.C. news broadcasts. Engineers and salesmen were pressed into ser-

vice as reporters and commentators as stations tried to cover as many areas as possible with staff men and women.

At CKWX, which aired 19 newscasts and three special events programs daily between 7 a.m. and midnight, news chief Sam Ross figured his men had travelled 2500 miles by car and 1000 miles by air covering the flood.

Engineers Jack Gordon and Charlie Smith at CKWX rushed completion of an emergency standby transmitter for manual operation as floods threatened Lulu Island where all stations have their transmitters. The emergency set eventually will be automatic.

The CKNW transmitter, only a few hundred feet from one of the most threatened stretches of dyke, has been jacked up eight feet off the ground so that broadcasts could continue for a while even if the dykes broke.

Emergency messages have been broadcast on the station, informing listeners where they could be sheltered in New Westminster and Vancouver, and how they could try to contact lost relatives.

CBR announcer Dennis Sweeting was loaned to the flood committee as publicity man, and special events man Bill Herbert acted as communications officer for the navy when he was called up in the reserve.

Others toured flood areas in rotation, with news chief Dick Elson

and production manager Doug Nixon putting the pieces together in the studio.

### KANTEEN KAPERS

Winnipeg. — Twenty-five minutes of the teensters' show, *Kanteen Kapers*, was aired over CJOB, June 4 with Ed Farey at the mike. Each canteen presented a special act during the broadcast time. The affair was sponsored by the Co-ordinating Board of Youth Centres.

### HOW THEY STAND

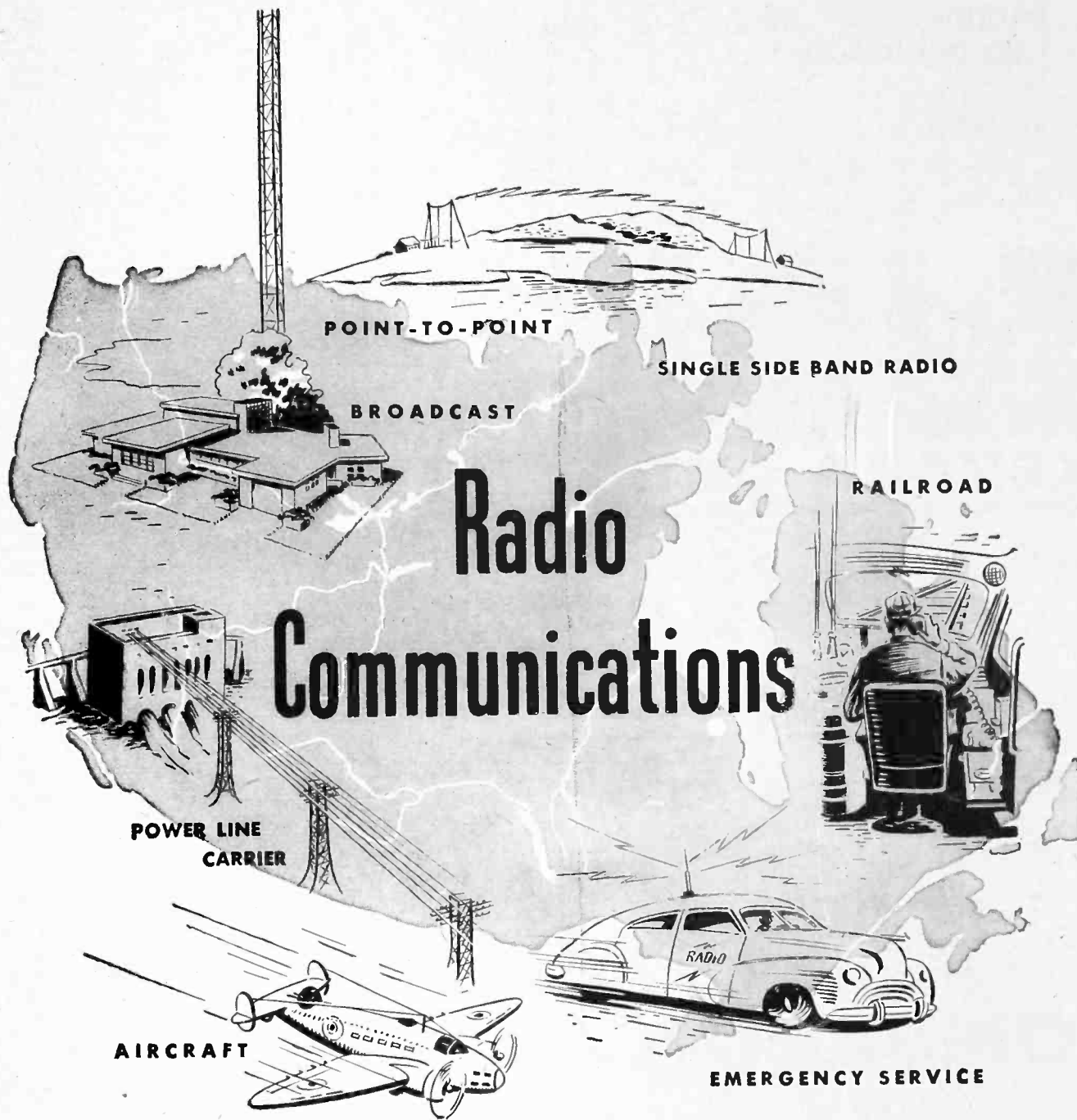
The following appeared in the current Elliott-Haynes Reports as the top national programs, based on fifteen key markets. The first figure following the name is the E-H rating; the second is the change from the previous month.

English	DAYTIME	
Big Sister	17.3	-1.4
Happy Gang	16.4	-2.1
Ma Perkins	15.4	-3.8
Pepper Young	15.1	-2.9
Sing Along	15.0	-1.3
Right To Happiness	15.0	-1.1
Lucy Linton	14.4	-1.3
Road Of Life	14.3	-2.5
Laura Limited	14.2	-1.7
Life Can Be Beautiful	13.6	-3.4
<b>French</b>		
Rue Principale	29.5	-3.1
Jeunesse Doree	29.0	-2.8
Tante Lucie	21.5	-1.5
Le Quart d'Heure	21.3	+1.5
Joyeux Troubadours	20.4	+1.3
Grande Soeur	20.2	+1.3
Quelles Nouvelles	19.5	-1.1
Le Metairie Rancourt	18.0	new
Francine Louvain	17.3	+1.3
Courrier Confidences	10.9	-1.8
<b>English</b>	<b>EVENING</b>	
Lux Radio Theatre	32.5	-4.4
Charlie McCarthy	30.7	-4.3
Fred Allen	29.7	-4.6
Fibber McGee and Mollie	28.3	-2.1
Amos 'N' Andy	23.5	-2.1
Kraft Music Hall	21.6	+1.3
Album of Familiar Music	20.4	+1.3
Twenty Questions	19.4	-3.1
Bing Crosby	18.9	-1.0
Ozzie and Harriet	18.1	-1.1
Wayne and Shuster	17.2	-2.1
Share the Wealth	17.0	-3.1
Mayor of the Town	17.0	-2.1
Canadian Cavalcade	16.9	+1.3
Dennis Day	16.3	-2.1
<b>French</b>		
Un Homme et son Peche	41.1	-1.1
Radio Carabins	39.7	+1.3
Metropole	32.7	-2.1
Ceux qu'on aime	30.8	-4.4
Ralliement du Rire	29.6	-7.1
Qui suis-je	27.5	-1.1
Theatre Ford	25.7	-2.1
Cafe Concert	20.9	-4.4
La Mine d'or	20.8	-1.1
Juliette Beliveau	20.6	-3.1
Dow Award	12.7	+1.3
Dites-Moi	11.4	+2.1

*Mr. Vancouver Timebuyer,*  
*Vancouver.*

COULD BE VERSE!

THERE WAS A YOUNG MAN FROM VANCOUVER  
WHOSE SMARTEST LIFETIME MANOEUVRE  
WAS TO BUY AT LOW FEE  
TIME ON CKRC  
HE NOW SELLS HIS PRODUCT ALL OEUVRE —  
MANITOBA.



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

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

Canada Stands for Peace

LOOK TO

**Northern Electric**  
COMPANY LIMITED

26 DISTRIBUTING HOUSES ACROSS CANADA

10-8-3

"Links EAST with WEST"

COVERING—

KENORA

DRYDEN

LAKE OF THE WOODS

NORTH WESTERN ONTARIO

NORTH EAST MANITOBA

and NOW — deep into the

RICH RED LAKE MINING AREA

No other station serves the people of this great area so effectively, nor reaches them so economically.



Dominion Network

Our national representatives will be glad to give you full information—

Representatives:

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

PEOPLE

MICKEY MINDS THE BABY

Toronto.—In a few years, 5-year-old Andrea Ross, daughter of Mr. and Mrs. Alex Ross, 18 Ritchie Street, Toronto will be able to tell her teenage friends that she had Mickey Lester as a baby-sitter.

Mickey's services were enlisted as a result of his "Why I think Mickey Lester would make a good Baby-Sitter" contest on his CKEY program. Listeners were asked to send in their reasons, with the writer of best letter receiving a free evening at the Barclay Indigo Room, with a visit to the Royal Alexandra Theatre, compliments of CKEY, thrown in for good measure.

While doing his baby-sitting chores Mickey Lester also originated his 11.05 —midnight broadcast from the Ross home. Special lines were installed to let Mickey chat with the Ross' as they spent the latter part of their "night out" at the Hotel Barclay. Free taxi transportation was provided the lucky couple.

The Ross table at the Indigo Room was the centre of attraction for several minutes as the couple chatted back and forth with Mickey, receiving complete reports on their daughter's welfare, plus a running commentary on the joys and perils of baby-sitting.

Comments on the evening were at least original! *Mr. and Mrs. Ross*—"Really a terrific evening, all the way!" *Mickey Lester*—"By 1 a.m. I don't know who was baby-sitting who!" *Andrea*—"He's too funny to be a good baby-sitter!"

RECORDS OWN OBIT

Regina.—Eighty one year old ex-rancher Edwin P. St. John of Arcola, Sask., caused quite a stir recently amongst the staff of Station CKCK, when he walked into the station, sat himself in front of a mike, and proceeded to deliver his own funeral oration which was recorded on discs.

St. John states that he wants the discs to be played at his funeral and has a stipulation to this effect in his will.

TO ELECTROHOME

Kitchener, Ont. — Ralph Hager has been appointed sales manager of the radio and appliance division of the Dominion Electrohome Industries Ltd., Kitchener. Hager was formerly with the Robert Simpson Company and Frigidaire Products of Canada.

N. E. APPOINTMENT

Montreal.—The Northern Electric Company announces the appointment of E. H. Woodley to the position of advertising manager. He succeeds the late Donald E. Bankhart.

Woodley joined Northern Electric telephone systems department in 1928 and was transferred to the technical services section in 1931. After serving in the patent and electronic division publication departments he was appointed assistant ad manager in 1941.

DOUGLAS H. BASTIN

Vancouver. — A Vancouver radio man, Douglas H. Bastin, 29, died in Montreal where he had been doing research in acoustics for the CBC. Bastin was known to many in B.C. where he graduated with a science degree from University of British Columbia in 1942.

He went on to his master's degree at McGill, specializing in developing testing equipment for loudspeakers and microphones. During the war he was engaged in underwater acoustics work.

NEW MANAGER

Winnipeg.—W. E. Wilson, has been appointed manager of Inland Broadcasting Service. He was formerly assistant in charge of transcription production and representation for Dawson Richardson Publication Limited.

RMA APPOINTMENTS

Toronto.—F. R. Deakins, president of the RCA-Victor Company Limited, was elected president of the Radio Manufacturers Association of Canada at the 19th annual meeting held here recently. R. A. Hackbusch, vice president of Stromberg-Carlson Company Limited, was elected vice president, and S. D. Brownlee, executive secretary, was re-appointed.

EXEMPLARY BIG SHOT

Vancouver. — Dick Diespecker, making a recording of a speech by federal labor minister Humphrey Mitchell in the CJOR studios, found what he says he has often noticed in the past, that the bigger a man is the easier he is to deal with.

"He was a lot more help than hundreds of less important people I've had to deal with," Diespecker said.

"Mr. Mitchell acted perfectly naturally. He took off his coat, sat down in a business like way, and read me three or four lines when I asked him for a voice level.

"Then he read the speech, thanked me for my help, put on his coat and went away. It'd be a big help if people without a tenth of his power or responsibility would act as naturally."

IMPERIAL TOBACCO

Sales Co. of Canada Ltd.

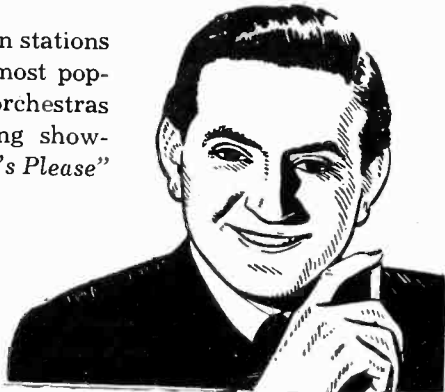
★ SPONSORS ★

The GUY LOMBARDO SHOW

NARRATED BY DAVID ROSS

Now, on 47 Canadian stations coast-to-coast, the most popular of all dance orchestras provides a sparkling showcase for the "Player's Please" sales message.

Another standout success from the World's Largest Program Library.



ALL-CANADA PROGRAM DIVISION

VANCOUVER - CALGARY - WINNIPEG - TORONTO - MONTREAL

A GROWING

MEDIUM IN

A GROWING

METROPOLIS

From a few bearded trappers to 120,000 energetic citizens: that's the population story of fast-growing EDMONTON. And from 100 watts to its present, far-reaching 5,000 watts is the story of CFRN. Hand in hand the two have planned for a prosperous industrial future.

CFRN EDMONTON

COVERING CANADA'S FASTEST GROWING MARKET



GILLIN PLAYS HOST AT L.A.



Johnny Gillin, president of WOW, Omaha, and annual goodwill ambassador of all CAB Conventions, played host to Canadian guests at the NAB meet in Los Angeles last month, with a cocktail party. A group of Johnny's visitors pictured above. They are, from left to right, seated, Edgar Kobak, (MBS president); Mrs. E. A. Weir; Mrs. Harold Carson; Mrs. Le Tondal; Mrs. Mary Ann Hansen; and a lady nobody has identified for us; Standing, Don Hanson (CBC); Niles Trammell (NBC president); Austin Weir (CBC); Mrs. J. J. Gillin; Paul Morency (WTIC, Hartford); Judge Justin Miller (AB president); Harold Carson (All-Canada); George Chandler (CJOR, Vancouver); F. H. Elphicke (CKWX, Vancouver); Johnny Gillin; Ted Lampeau (CKLW, Windsor); Guy Herbert (All-Canada); Sig Hansen.

RECORDINGS

BBC Disc Shows On Up

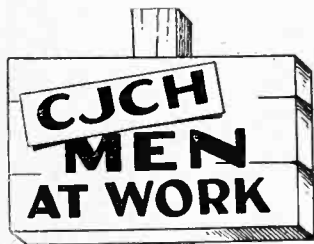
More than 20 private stations are currently running transcribed BBC programs, distributed in Canada by the Dominion Broadcasting Company in cooperation with the BBC's Toronto office, according to Michael Barkway, BBC's Canadian representative.

A reconstruction of the old-time British music hall, complete with loud-mouthed chairman and uproarious audience, is among top choices of Canadian program directors. The series goes under the title *Palace of Varieties* and consists of 26 half-hours.

Music series which have proved popular are given by some of Britain's reading bands, such as Louis Levy, George Melachrino (well-known to servicemen who listened to the Allied

Expeditionary Forces program) and the BBC's own Theatre Orchestra and chorus which contributes half-hour musical programs with titles such as *Music for Romance*, *Music from the Movies*, *Music from the Footlights*. Many of these feature soloists by Britain's best singers of light music, including Anne Ziegler and Webster Booth (now Rank film stars). Richard Tauber, shortly before his death, recorded six half-hour programs of his own music and music which he had made famous. Ivor Novello, who wrote, composed and starred in so many musical comedies ("The Dancing Years", "Perchance to Dream", "Glamorous Night") also appeared in seven programs of his own music for the BBC transcription service, which is now available in Canada.

The BBC also transcribes a continuous series of plays, ranging from thrillers to adaptations of famous novels. A series adaptation of P. C. Wren's "Beau Geste" has recently started on CJOR Vancouver.



Your sales message has the largest radio staff in the Maritimes behind it... young men and women hard at work with excellent facilities turning out programs with tremendous listener-drawing power. Put your message out over CJCH and it's bound to bring results.

**CJCH** 5000 WATTS **CJCH**  
920 ON YOUR DIAL  
HALIFAX - NOVA SCOTIA

Representatives: National Broadcast Sales, Toronto and Montreal.  
Lorenzen & Thompson Inc., 28 West 44th Street, New York.

Why — IS  
PURENE BLEACH  
and CLEANING FLUID

Outselling

ITS NATIONALLY ADVERTISED  
COMPETITOR



IN THE  
**NIAGARA**  
PENINSULA?

*Because*  
PURENE BLEACH  
IS USING \*

**CHVC**  
NIAGARA FALLS

which serves the 180,000 listeners  
of the Niagara Peninsula better than  
any other station.

\* Purene Bleach use 4 time signals a day on  
CHVC Niagara Falls.

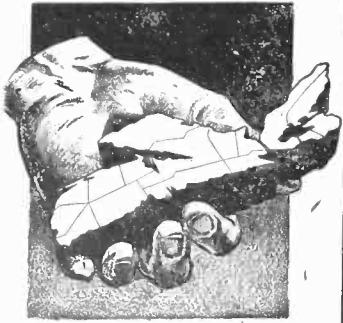
**1000 WATTS STRONG**

J. L. ALEXANDER  
Toronto Rep.

B. H. BEDFORD  
President

**NOVA SCOTIANS**

Have been Listening to  
**CHNS — HALIFAX**  
for Twenty-two Years



SEE ELLIOTT-HAYNES  
RATINGS  
and  
CONSULT THE  
ALL-CANADA MAN

**5000 WATTS**

The Key Station of the  
Maritimes

"DOMINION NETWORK  
OUTLET"

WM. C. BORRETT,  
Managing Director.

**STATIONS**

**Radio Reports B.C. Floods**



New Westminster. — "River Stay Away From My Door" is the theme song of radio station engineers in Vancouver and New Westminster, as well as thousands of people on Lulu Island, in the Fraser River delta, and other areas which still may be inundated by late spring flood waters.

It is of particular interest to the engineers because all stations in

the two cities have their transmitters on low lying Lulu Island, which, at the time of writing, was in imminent danger of flooding.

In the top picture, CKNW announcer Jim Cox records a piece on the portable wire recorder on the progress in building up dykes, while chief engineer Bill Collins takes care of the technical end and worries about his transmitter.

The roadway in the picture is actually the top of the dyke, and the flood waters are creeping up behind Cox at the right.

With the flood crisis putting everything else in the background for radio people and everybody else on the west coast, the CKNW commercial department turned over space to army flood control authorities.

New Westminster, situated about where the Fraser River begins to spread out into its delta, is control point for men and equipment moving to flooded and threatened areas.

In the lower picture, routing men and machines for emergency duty, are, left to right: Lt.-Col. F. C. B. Cummins, O.C. Westminster Regt.; Lt. A. Donald; Capt. Innes, RCCS; Major A. Webster, MBE, RCE; and Capt. W. E. Tyler.

**STARS INTERVIEW DELEGATES**

Vancouver. — Jewellers from all over the Dominion recently received an unusual souvenir at the 1948 Canadian Jewellers Association convention held here, when radio stars Ozzie and Harriet and their sponsors the International Silver Company of Canada, with the co-operation of Station CJOR, Vancouver, gave each visitor the opportunity of obtaining a personally recorded interview with the stars.

Program commitments prevented Ozzie and Harriet from attending the convention, but their sponsors arranged for them to make a master recording in Hollywood carrying their part of a three-way talk, leaving blind spots for the visiting jeweller.

A steady stream of jewellers, starting at 4 p.m. and carrying on until midnight on each of the three convention days, kept CJOR technicians busy playing back the master record and recording the visitors' comments. Two hundred and fifty personalized discs were recorded and distributed.

**TRAVELLING TAPE RECORDER**

Winnipeg. — Station CJOB is putting its new tape recorder to extensive use these days. And in the process the recorder is seeing lots of the country.

For instance, announcers Dudley Patterson and George McCloy flew all the way to British Columbia when the floods were at their height, recorded their impressions of the disaster, and returned posthaste to Winnipeg. They were on the job four days.

The boys wangled the trip through the R.C.A.F. The recording didn't sound too bad considering the opposition put up by the plane's engines. Patterson and McCloy probably wound up with sore throats trying to make themselves heard.

**LONG DISTANCE FLOOD RELIEF**

Hamilton, Ont. — Long distance flood relief was afforded by Station CHML, Hamilton, when the station recently collected \$4,000 after airing an appeal for a relief fund for victims of the British Columbia floods.

Contacting Station CJOR, Vancouver, CHML arranged to have special on-the-spot commentaries made in the flood area, which were later flown into Hamilton for re-broadcast.

The discs were aired in a four hour program which was rounded off with music and comments on the latest flood news.

Contributions soon rolled in from Hamilton, Toronto, Kitchener, Galt, Guelph, and border points in the U.S. The original goal of \$1,000.00 was soon reached and passed, and the money is now on its way to Station CJOR for delivery to the Flood Relief Committee.

**ARMY HAS FOUR STATIONS**

Fort Churchill, Man. — The total of military broadcasting stations in the far north has been boosted to four with the recent opening of Station CHFC, here. Broadcasting eight hours daily, the station will transmit programs through transcriptions supplied gratis by the nets. All commercials in the programs will be deleted.

**HOSPITAL ENTERTAINERS**

New Westminster. — The "Rhythm Pals," from CKNW New Westminster, made their annual trip to Essondale mental hospital this week to entertain patients. In Bill Rea's absence, Phil Baldwin took charge of the show and entertained patients for two hours while they danced on the tennis courts.

**FIRST POLICE FM**

Chilliwack, B.C. — The first FM radio gear in any B.C. police department is being installed in police cars in Chilliwack.

Tests in the district have shown only two small "dead" areas, and engineers said these may be eliminated when the regular antenna is erected.

The FM equipment is a three-way affair, allowing communication between two cars and headquarters simultaneously.

**DESCRIBE NORTHSTAR LANDING**

Winnipeg. — George Davies hied down to Stevenson airport with his CJOB microphone when the T.C.A. North Star passed through Winnipeg enroute from Montreal to Vancouver on its pre-inaugural flight. George described the approach and landing of the big aircraft and managed to interview several of the important passengers who were making the trip.

**CFRB POSTPONES SWITCHOVER**

Ottawa. — A request from Station CFRB, Toronto, for an extension of its 860 kc licence term was brought before the CBC Board of Governors here, and the Board has recommended to the licensing authority that the licence be extended to August 31, 1948.

CFRB is to make a switchover to 50,000 watts on 1010 kc, while the CBC station CJBC, at present operating on this frequency, will take over the 860 kc band for its own new 50,000 watt transmitter. The effective date for the switch was to have been July 1, but under the new arrangement, both stations will remain on their own frequencies until the new date.

**CHECK ALL THE ADVANTAGES**



Dominates the Manitoba Market  
Most Power  
Greater Audience



TRANS-CANADA NETWORK  
Finest and most popular programs



Leadership since 1923



Exclusive Sales Representative  
**HORACE N. STOVIN**  
TORONTO WINNIPEG MONTREAL



OPENING GUN FOR CJOY



Caught during the CJOY opening festivities, from the left: Lloyd Dafoc, chief announcer; Gordie Tapp, emcee; Carl Banas, operator; Wally Slatter, manager; Bert Cobb, chief engineer and Fred Metcalf, sales manager.

CJOY, Guelph, got away to a flying start June 14 with the auspicious opening of Ontario's newest station. Co-managers Wally Slatter and Fred Metcalf had things pretty well sorted out with a visit to the studios in the afternoon followed by cocktails and buffet supper at the Cutten Fields Golf Club.

The evening ceremonies teed off with everybody descending upon the marquee of the spacious and decorative Odeon Theatre where guests were welcomed by the Royal City Pipe Band. Interviews were conducted by CJOY staffers which paved the way for the official opening from the stage by the Reverend Dr. J. E. Todd. The proceeds from the sales of

over one thousand tickets were turned over to the Guelph Rotary Club's Crippled Children's Fund.

Master of Ceremonies Gordie Tapp kept things moving on the stage with a line-up of top drawer radio talent which included Lorne Green, a 16-piece orchestra under Lou Snider with soloists Bert Niosi and Morris London, Percy Faith who motored up from New York, Jimmy Shields, Don Sims with a portion of "What's Your Beef" program, Eddie Allen and others. Over-all production was handled by Jack Slatter.

The Royal City went all out to welcome its new station and turned on all the town lights for the first time since the war.

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

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

Ask  
**RADIO REPRESENTATIVES LTD.**  
 TORONTO MONTREAL

SPONSORS

Zany Show Pays Off For Haberdasher

Edmonton.—Henry Singer is rapidly being kicked upstairs, and station CJCA feels that they have had a healthy hand in the proceedings. To reach his present position among Edmonton, and recently Alberta haberdashers, Singer has been taking a lot of abuse. In fact, he has been a human football, literally booted back and forth unmercifully five mornings a week—simply because he is the sponsor of the *Henry Singer Show* on CJCA.

However Singer has no beef about his program for as well as being a musician he knows the show biz backwards and forwards, and today as one of Western Canada's leading men's wear retailers, he is applying his showmanship experience to his business. Six months ago he decided to sponsor a unique program—one that was regarded by the more conservative-minded as "dangerous" and "risky". Nevertheless Singer took the plunge and the program today more than justifies his confidence.

The show opens with a catchy

theme song and what follows is as unpredictable as Edmonton's March winds. The opening may consist of a repeat of the safety jingle on the newscast preceding the program. It may be the mystic voice that introduces *The Shadow*; the introduction to John and Judy, or the intro to the *Jolson show*.

Whatever the intro it's there for a purpose. The safety jingle may be about monoxide, "You can't see it; you can't feel it; you can't smell it; but it can kill you—It's monoxide." The announcer for the Singer show then chips in: "You can't see it; you can't feel it; you can smell it; it can kill you—It's the Henry Singer Show!"

The commercials, too, come in for their share of the kick-in-the-pants nature of the script, most of them being just the opposite of any commercial that is usually aired. Screwy though they may be, however, they do command attention and aid in directing people in increasing quantities to Singer's shops.

Radio certainly seems to be selling the goods for Singer, for apart from starting with one shop and now having three, he has a fourth nearing completion.

**EXPERIENCE COUNTS**

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

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

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

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

# BRITISH CERAMICS and CRYSTAL OF CANADA LIMITED

## SPONSORS

THE

# "Music Hall of Fame"

ON SELECTED STATIONS throughout Canada, this distinguished program features foremost artists of the musical world with Walter Preston as master of ceremonies. A quality presentation to match quality product appeal.

*Another standout success from the World's Largest Program Library*

## ALL-CANADA PROGRAM DIVISION

VANCOUVER - CALGARY - WINNIPEG - TORONTO - MONTREAL



### LIONEL... best man by far!

It's "June Bride" time around CKCW, again, and another carload of gifts from sponsors to Moncton's favourite bride elected through consumer purchases.

The popularity of last year's show so increased sales for sponsors that a stampede resulted for participation in the present series. Nothing unusual though, for local merchants have long since recognized the value of "LIONELIZING"—CKCW's magic formula that guarantees results in dollar volume.



MONCTON NEW BRUNSWICK

*The Hub of the Maritimes*

Representatives Stovin & Co., Toronto - Montreal ..

## OPINION

### Scores License System

Ottawa. — The radio licence system was branded as silly in the House of Commons by Douglas Ross (P.C., Toronto, St. Paul's) who stated the other day that through it people have to pay, through general taxation, the expense of having a special radio tax collected from themselves.

Ross quoted the \$571,439.00 spent in order to collect \$4,798,000.00 which was then turned over to the CBC, and pointed out that while the cost of collecting general taxes was one per cent these figures for radio licence collection represented an eleven per cent collection charge. Ross suggested that CBC requirements could be met from the treasury through general taxation, thus saving the country collection costs.

Speaker for the defence, Transport Minister Chevrier, upholding the costs as reasonable, thought it was a minor fee to pay for the entertainment provided by the CBC.

Television was also discussed at this session, and Lawrence Skey (P.C., Toronto, Trinity) suggested that the government encourage the CBC and private broadcasters to enter the television field. Skey said: "Unless the government takes action with respect to television, we will find our country invaded by the television broadcasters of the United States in one way or another. If we wish to maintain our own institutions and our own independent method of operation we should get moving now".

Mr. Chevrier stated that the CBC board of Governors had been considering plans for television, but had not reported their recommendations to the government.

### OUR OWN IRON CURTAIN

*(Winnipeg Free Press)*

A few miles away from most of the main cities of Canada United States radio stations are beginning the wholesale broadcasting of news and entertainment by television. A few Canadians, living on the border, can pick up these broadcasts and see the moving image of events in their own homes. But most Canadians cannot tune into television programs because they will travel only a short distance along the rounded surface of the earth before shooting off into space.

If Canadians are to receive U.S. television programs it is necessary that the programs be first picked up by Canadian radio stations and then re-broadcast. One radio station in Toronto proposed recently to undertake this expensive process. But under the existing law a Canadian station cannot do this without the consent of the Canadian Broadcasting Corporation, which controls the private station, its

competitor. When the Toronto station applied for the right to import television the CBC rejected the application. It has ruled that no U.S. television program may be imported into Canada. Not only is the Canadian listener refused the right to look at these programs, but he cannot expect to see Canadian programs, since no private station can afford to enter the expensive television field, at present anyway, unless it can use part of its time in broadcasting the rapid-developing U.S. programs.

\* \* \*

The CBC, in short, has drawn an iron curtain on television along the United States border.

Thus the principle of protectionism is extended from concrete things to abstract ideas. The Canadian cannot import lettuce, for example, because of the dollar crisis. Now he must not import visual ideas because the CBC must protect its own existing radio system from competition.

In the case of protection on the goods of commerce it can be argued (though not soundly) that if foreign imports are prohibited, local producers will make up the deficiency by producing similar goods at home. But in the case of television even this argument cannot be advanced, for the CBC does not propose to provide Canadians with television. Since it cannot do so itself it will not permit anyone else to do so, lest its own stations and programs suffer by comparison with the private enterpriser. There must be no chink in the new iron curtain of the air.

Still larger possibilities are involved in the protectionism of the CBC. By this control, the CBC not only prohibits television today but it can control

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

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

ANNUAL  
PAYROLL

OVER  
**\$24,000,000**

**CJOC**  
SAULT STE MARIE

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

what is called "facsimile" tomorrow. By facsimile, information can be broadcast from a radio station, picked up on a machine in the home and there printed continually, day and night, on paper. It is too early yet to say that the newspaper printed in the home will take the place of the present newspaper printed on a press, but assuredly facsimile holds possibilities for the future and should be explored by those willing to take the financial risks involved.

If any person wishes to take such a risk in Canada and pioneer a new newspaper technique, he must apply to the CBC. In other words, the CBC can license or refuse to license a new kind of newspaper. Freedom of information thus changes, in this field, into such information as the CBC may permit or not permit. So far as the facsimile of tomorrow is concerned, the CBC is in the same position as a government board would be in if it could decide what newspapers shall be published today. Even if a private enterpriser were to secure from the CBC the right to broadcast by facsimile, he would be constantly at the mercy of the CBC which could refuse to renew his annual license or put him out of business by other forms of regulation. There could be no freedom of information under such control.

As the Canadian Daily Newspapers Association said in a brief to the radio committee of Parliament:

"We submit that it has now become abundantly clear that radio is, like the press, simply another technique of inter-communication and avenue for the dissemination of human knowledge. As such, it is essential that this means of communication should be free from unwarranted government control, just as it is admittedly essential that freedom of speech and of the press must at all costs be preserved inviolate from government control and licensing if our democratic way of life is to survive."

By halting the flow of visual information across the border and by controlling the future of facsimile, the CBC is suppressing these essential freedoms.

**LEE WINS GOLF TOURNEY FOR 2nd TIME**

Toronto. — CKEY's Bob Lee won the CBC trophy for the second time at the 2nd annual Ontario Radio Golf Tournament at Lakeview Golf Club last week with a low gross of 77. Wes McKnight from CFRB was a stroke behind to win the CFRB trophy again. Some 90 golfers showed up from various parts of the province to see and hear Bill Baker break 90 for the first time in his life.

Don Fairbairn (CBC) was elected chairman of next year's tournament, aided by a substantial committee including: Ernie Bushnell, CBC; Wis McQuillin, Cockfield Brown; Waldo Holden, CFRB; Bob Lee, CKEY; Bill Cranston, CKOC, Hamilton; Lorne Greene, Academy of Radio Arts; Gord Archibald, CHOV, Pembroke, and George Murray.

**FRENCH P & I APPOINTMENT**

Montreal. — Robert Elie former news editor has joined the CBC French P & I department as assistant supervisor.

**CKMO VANCOUVER**

**K  
M  
O  
V  
A  
N  
C  
O  
U  
V  
E  
R**

(NO GIVE-AWAYS)

**50%** overall increase in daytime ratings since January!

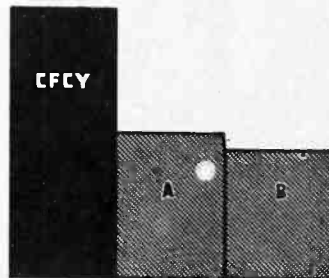
**52%** overall increase at night-time, according to the latest Elliott-Haynes release!

The one kilowatt station that reaches 80% of B.C. population . . . in Canada's third largest market . . . is forging ahead because listeners like its programs.

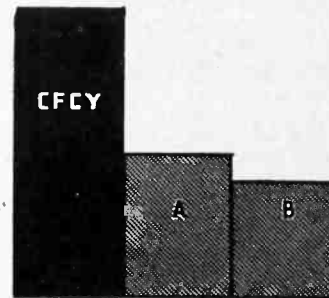
**THERE ARE NO GIVE-AWAYS ON CKMO.**

The only station used regularly by all of Vancouver's leading department stores.

*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.

**NOW 1000 WATTS!**

**CHLP**  
L'ECHO FRANÇAIS DE MONTRÉAL  
Covers PARTICULARLY THE MONTREAL FRENCH MARKET

Representatives:

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

**CFCY**

630 kc.  
5000w.

**CHARLOTTETOWN, P.E.I.**

Rep. Canada: All-Canada Radio Facilities.

U.S.A.: Weed & Company.

# NEW YORK'S RADIO ROW

by Richard Young

New York.—Every year about this time a group of unfriendly trade papers come out with scare stories on radio's commercial lineup for the fall season. Few broadcasters—and what is more fortunate, few advertisers—seem to lose much sleep over them. However, some of the yarns in the more influential press do create a slight stir for a few days but only because most of the facts are distorted and angled to serve the publishers' own purposes.

It certainly isn't unusual at this time of the year for a number of sponsors to switch their programs or time slots. It isn't unusual for a sponsor to switch networks. Nor is it unusual procedure for a sponsor—Heaven forbid—to decide that his next year's campaign is more suited to publication advertising than that it would be to radio. However, a few advertisers have decided to do just that next season. But some did

likewise last year, the year previous and the year before that. There's little doubt that it will happen again next year.

Anyway, the scare boys really got going last week when they learned that at least two network advertisers had announced they were cancelling their radio shows and putting that money into publication space. In addition, several other sponsors dropped their programs but didn't say that they won't be around with another show next year.

One of the radio-is-going-to-hell yarns pointed out that eight advertisers had cancelled in one week but failed to point out that another eight sponsors had renewed their shows in less than a week. Also, the publication failed to mention the number of shows sold during that very same week. It was an impressive total when compared with the magazine's listing of cancellations. The renewals for next season were still coming in as this edition went to press.

Among the cancellations were: the Toni Co. is dropping its portion of the ABC network's Breakfast Club program (your reporter heard today that a large food concern will probably pick up the tab); Sterling Drug Co. is dropping Big Town and Waltz Time; and Jergens gave the heave ho to Walter Winchell—or vice versa. And here are a few of the renewals: Procter & Gamble renewed its portions of Breakfast in Hollywood and Welcome Travellers; Campbell Soup Co. renewed Club 15 and Edward R. Murrow; Colgate-Palmolive-Peet picked up the bill for Mr. and Mrs. North; Ronson Lighters renewed 20 Questions; Blue Coal picked up The Shadow's option; and so on and so forth.

No matter what the papers are saying—the broadcasters don't seem too close to the bread line and they're still predicting that 1948 will be "a good year" for advertising revenue.

We hate to bring up the subject of radio's giveaways again, but what can we do. It's with us and with us good! Newest entry is MBS' The Big Money Game which is scheduled to give away approximately \$20,000 in cash each week. A type of show that takes a great deal of thinking (?) to create.

But just to show you. Here's the type of thinking that is going on in the minds of America's top-ranking program chiefs. Charles (Bud) Barry, vice-president in charge of programs and television at the ABC network, recently said he believes that no program can get along without entertainment, which in normal cases would be fairly sound reasoning. However, his definition of entertainment is not so clear since he believes that the quiz portions and the songs halted in the middle for the question make up good entertainment. (He was speaking of a little show known as *Stop The Music*.) Mr. Barry is emphatic in his belief that a half-hour show featuring only an emcee giving away prizes would not garner a Hooperating! That's just a wee bit too much for your innocent correspondent to swallow.

But other than the above, we think it's enough to say about giveaways when we report that the end isn't in sight—yet.

Facsimile commercial broadcasting has been given the green light by the FCC and after July 15 it shouldn't be too long before New York's station WOR begins transmission of airplane newspapers. It is understood that WOR is considering the placement of a number of fax recorders in bars and taverns. One station has already set up temporary advertising rates of \$1 per ad per recorder. And still another new medium steps to the front.

National Assn. of Broadcasters' 1948 budget has been given a slight boost over last year's—\$796,000 compared with \$675,000. Operations expenses are estimated at about \$751,000. And, according to NAB officials, the radio association's budget is only a fraction of the sum spent by other media for their trade groups. Most broadcasters seem to feel that in the past year especially, the NAB has been giving them worthwhile service and representation. Even topping that offered by some of the more plush media associations.

On the cuff notes . . . Understand the CBS network is plotting a new dramatic series starring Hollywood's former Dr. Kildaire, Lew Ayres . . . ABC network expected to pick up the coast-to-coast tab for the Whiz Candy Bar's *Whiz Quiz* show which is now heard only over New York's WJZ . . . NBC network will probably keep the *Ford Theatre Hour* despite all the rumors to the contrary . . . MBS network is planning to add still another co-op series starting late in August. It'll be a five-a-week show titled Gabriel Heatter's *Mail Bag* . . . Insiders are forecasting that the revised White Bill which would permit the FCC to oversee programming and limit AM power to 50 kw will not pass . . . A new sports program featuring former baseball star Dizzy Dean and sponsored by S. C. Johnson & Son will bow over the NBC network on July 3 . . . Ho hum! Believe it or not, after all the confusion and controversy over the broadcasters' standards of practices code during the past year, a group of small market stations in Alabama just announced that they are still opposed to its provisions. Ho Hum! This is where we came in . . . that's the news up to now.



## EXTRA OUGH-DAY

Yes, that's what makes the economic wheels go round. Indians all across Canada wait eagerly for Treaty Day when each gets a few greenbacks to spend as he chooses. The chap above may be happy—then again, he may be disappointed. We can't tell.

We can tell, however, that disappointed advertisers on CJCA are few and far between. One reason—every account, be it large or small, gets in on CJCA's bonus promotion and merchandising plan. CJCA advertisers know that extra promotion means extra audience—means extra customers—means extra ough-day. If in doubt, ask the man who knows—any one of 371 advertisers now using Northern Alberta's major sales medium.



## EXPERIENCED RADIO TIME-BUYER WANTED

Must have thorough knowledge of Canadian radio market coverage, be experienced in costing national and local network and spot campaigns. Agency experience desirable, but not essential.

This is a permanent position with a well-established, progressive advertising agency.

Please state age, qualifications and references in replying.

Box Q  
CANADIAN BROADCASTER  
371 Bay St. - Toronto



### Mighty Mike Sez---

53 Rural Merchants now sponsoring programs on CKCK. Proves that their customers are listening to CKCK. Yes! 53 Rural Merchants are getting the most for their advertising dollar on CKCK.

Buy

# CKCK REGINA 5000 WATTS

## OVER THE DESK

Brother, you should see the desk now! All cleaned off down to what turns out to be solid oak inlaid with a mosaic of cigarette burns. We often wondered.

That's what comes of going away. Somehow you feel you have to straighten things up—well, just a bit. Makes the return to work less of a bolt. But there'll be paper aplenty passing over the oaken top during the next month, with Art Benson and Tommy Thomson on the receiving end. And another thing. The first time anyone says the issue they get out while I'm away is the best yet—they're fired—both of them.

This trip to England (or did I mention where I was going before?) is going to have an interest beyond the personal angle—as if that was, I mean were, not interesting enough. It's years now since the socialists, who came in a good second in the recent Ontario elections, have held sway over there. I want to find out what they are doing, and just how business, which sat back over there and let them slither into power, just as it is doing here, is facing the trials of collectivism now it has been brought face to face with them. I want to find out if the old parties over there have shed their lethargic attitude towards publicity, and if so what they are doing about it. I want to find out how they are responding to George Drew's overtures to industry to come on over and settle here, with financial help from the Ontario government. I want—and I am setting myself quite an assignment for a month's trip—to find out how the little guys who put the socialists in feel about them now. All of which seems to be sung to the tune of "I promise Me".

What's this? A lone envelope has escaped our eager optic. It's a circular depicting a desk which looks uncomfortably like mine, complete with harassed character going through papers just like he was writing this column. Next to him is the guy with a book. Gone is all the characterful rubble from the desk. Instead he is smiling blissfully. And what does it lead up to? Canadian Radio Year Book 1948, with all its new features etc. etc. While admitting its usefulness, and we do find it so, often, I can't go along with the gag. I have a copy of the book—had the first one too—'s a fact. And look at my desk. It's just as dishevelled as ever.

Lots of rumors that have yet to



materialize onto paper include a change of sponsors for Wayne & Shuster; a mammoth new network affair for an electrical concern, besides the usual crop of new quiz programs, I'm afraid. Here's hoping there'll be program fodder for this year's Beavers, which we are still waiting to award, come—

In brief . . . announcer Bunny Cowan is filling in time between programs as Traffic Manager for Overseas Travel Ltd. which was operated by his father before the war, and has just been re-opened. Bunny assures us in a letter which passed recently over the desk that this will in no way interfere with his radio work. Sorry I didn't know before I bought my ticket . . . CBC's John Fisher is writing a book . . . Don Mackay, from CJSJ Calgary, has been in town complete with ten gallon hat . . . Bob Keyserlingk was also a visitor with Phil Curran who takes over BUP management shortly, with Bob going into a publishing venture as reported last issue . . . Another recent visitor was Bob Weir, erstwhile promotion man at CKCK Regina, who has come east to look the field over in this, his home city, after a spell with the Winnipeg Citizen.

Keep your family interested in radio

Let us send The

**CANADIAN BROADCASTER**

to your house

\$3.00 a year — \$5.00 for 2 years

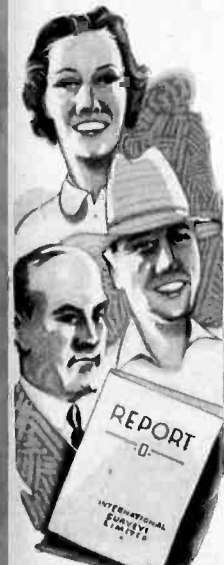
## Reliable Research Is A Good Investment

Sound and profitable research depends on well trained and experienced interviewers. Our field staff, strategically located throughout the Dominion, is carefully selected, thoroughly trained and personally supervised by our travelling supervisors.

**INTERNATIONAL SURVEYS LIMITED**

Paul Haynes  
1541 MacKay Street  
Montreal  
L.A. 4200

Marjorie Stepan  
93 Church St.  
Toronto  
EL. 8554



# CANADIAN MARCONI COMPANY RENEWS



*Mr*

**RONALD COLMAN**

YOUR HOST ON

*"Favorite Story"*

During the 1948-49 radio season, Marconi will again present the screen's distinguished Academy Award winner in radio's most brilliant dramatic series.

*Another standout success from the World's Largest Program Library*



## ALL-CANADA PROGRAM DIVISION

VANCOUVER - CALGARY - WINNIPEG - TORONTO - MONTREAL

# CHEX Offers 8,446 New Customers!\*

The City of Peterborough offers every advertiser 8446 NEW customers; one-third more prospects for every brand of consumer merchandise.

CHEX, with 61.5% of the listeners (E-H April daytime) is their community station — the right place to tell them about your product. Outside coverage is not enough — if you want to SELL these 8446 new prospects, use

# CHEX Peterborough

1000 WATTS

1430 KCS

Get the facts from

**NATIONAL BROADCAST SALES**

Toronto: 2320 Bank of Commerce Bldg. — AD. 8895

Montreal: 106 Medical Arts Bldg. — FI. 6388

*City of Peterborough: 1948 Municipal Directory	33,796
1941 Census	25,350
Population Increase	8,446

# CANADIAN TELESCREEN

Vol. 1, No. 3

TV and Screen Supplement

June 26th, 1948

## ABC ISSUES TV CARD

New York.—If parallels may be drawn between current U.S. TV costs and those which will eventually apply in Canada, a part of the dollar and cent question was crystallized by the recent ABC release of the first U.S. TV network rate card.

The card covers ten stations, five being owned and operated by ABC, while the other five are TV affiliates. The schedule points out that the rates are subject to change at any time, and that advertisers purchasing time prior to the effective date of an increase will be given a six months' protection period.

An hour's show, telecast over the ten stations, will cost, for time, \$3,850.00, and, rated separately, the cost for any one of the stations ranges from \$200.00 up to \$750.00 per hour. On top of these charges there are additional fees for studio rehearsals and for the use of mobile units for remote TV pick-ups.

The pick-up fees are quoted because seven out of the ten stations have no cable or radio relay connection, and advertisers will thus have to pay for film re-relay.

Studio rehearsal fees are detailed for the five ABC stations. The minimum charge is for one hour, with excess time scaled at 25% of the hourly rate for 15 minute periods or less. The net's New York station heads the list with \$200.00 for an hour's all live program or \$75.00 for an all film program. The Los Angeles and San Francisco spots follow with a scale of \$150.00 and \$60.00 respectively for the two types of program, while Chicago and Detroit both call for \$100.00 and \$50.00. If film is used on any of the live programs there will be additional film studio fees ranging from \$60.00 up to \$75.00, according to the station scale.

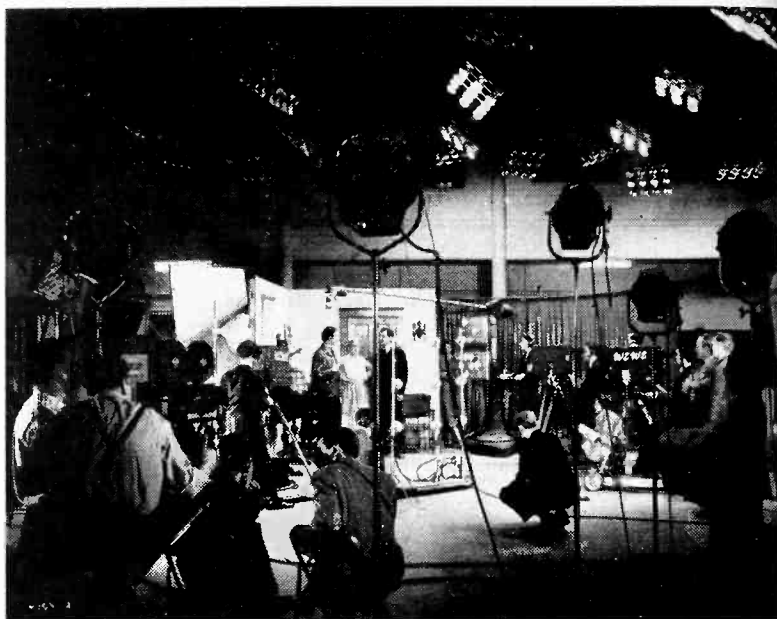
Weekly discount provisions for advertisers using 13 or more consecutive weeks are also made on the card. The schedule for discounts is based on two factors: (1) total amount of time up to one hour, used during the week and (2) the proportion of available ABC stations scheduled. Scales for the network on this basis are as follows: 5 min. - .8%; 10 min. - 1.7%; 15 min. - 2.5%; 20 min. - 3.3%; 25 min. - 4.2%; 30 min. - 5.0%; 35 min. - 5.8%; 40 min. - 6.7%; 45 min. - 7.5%; 50 min. - 8.3%; 55 min. - 9.2%; 60 min. - 10%.

Additional weekly discount is allowed for each week the advertiser uses the net's standard broadcasting facilities. Allowances range from 1/2% if the weekly gross contracted value on the net's AM stations is less than \$6,000.00, to 2 1/2% if the annual gross billings amount to \$1,500,000.00 or more.

In addition to the discounts advertisers will qualify for an annual rebate of 1 1/2% of the gross billings on each station used for the 52 consecutive weeks of the rebate-fiscal year. The rebate is also allowed on the gross billings for stations which are added during the year and are not discontinued prior to the end of the year.

A 15% agency commission is allowed to ad agencies on gross billings less applicable rebates.

## TV TELESCREENED



Cleveland.—Scenes for the 23 station TV program *Television Televised*, sponsored by The Austin Company, U.S. engineers and builders of television studios and transmitter stations, which started Monday, June 14, were staged at WEWS, the Austin-designed Scripps-Howard television station in Cleveland.

Intended to familiarize the video public with what goes on behind the scenes in television, each of five 5-minute programs covers one element in this new art. The first features the studio staging area; the second, the camera; the third, the control room; fourth, the transmitter station; and the fifth, mobile unit operations.

Produced in sound motion pictures to permit simultaneous telecasts from cities—coast to coast—the program was co-ordinated by Richard F. Reynolds, director of the film department, Fuller, Smith & Ross, Inc., and was directed by Ray Culley of Cinecraft Productions, Inc. K. Elmo Lowe and Dorothy Paxton of the Cleveland Play House appear as the leads in the television show, which serves as the background for this look behind the scenes at WEWS.

The movie camera in the left foreground is shooting footage for the television program, while the three television cameras facing the set are actually televising the scene under the direction of WEWS' staff.

## MONTREAL TV

Montreal.—The CBC Board of Governors has announced that TV commercial licence applications for Montreal, filed with the Department of Transport on or before September 15, 1948, will be considered at their first meeting after October 1.

Current applications due for consideration are from the Canadian Marconi Company (CFCF Montreal) and the La Presse Publishing Company Limited (CKAC Montreal).

## TWO YEARS FOR 'PEG TV

Winnipeg.—Alex Reid, Canadian general manager of the American Radio Relay League, predicts Winnipeg should have television within two years.

Mr. Reid, whose home is in St. Lambert, Que., visited Winnipeg recently as part of a nation-wide tour which he has undertaken to meet members of the league.

He felt there would be greater strides made in Canadian television within the next two years despite the slow

start. "Winnipeg is particularly suited to television because it is so flat," he said.

Reid credited "ham" operators with a major part of important discoveries in radio. However, he felt their part in television would be much smaller. He pointed out television requires ultrahigh frequencies while amateurs are restricted to the low meter bands of transmission.

## DOUBLE BARRELLED DEAL

(Winnipeg Tribune)

The television channels will remain just another of Canada's great undeveloped natural resources until the CBC gets good and ready to operate the monopoly it has pre-empted. Then, when it is ready to go ahead, it proposes to give the video user the same double-barrelled deal it has been giving the listener: it will charge him a fee on the excuse that it is supplying a non-commercial service, and will then work the business for maximum commercial revenues.



## FOR THESE ARTISTS

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

Day and Night Service  
at  
Radio Artists Telephone  
Exchange



### TEE VEE ACTION

New York.—Television programming under pretty severe attacks and ridicule these many months, received a tremendous hypo last week when NBC Television, the Texas Co. and the Redner advertising agency combined to launch a new weekly hour-long video series featuring old-fashioned vaudeville.

The new program, The Texaco Star Theatre, starred veteran comedian Milton Berle who introduced a variety of acts including ballroom dancers, a ventriloquist and acrobats. Music was supplied by Russ Case and his orchestra. The lone commercial of the show, the mid-way spot, featured a sidekick barker or pitchman who, in his act "now - I'll - tell - you - what - I'm - gonna-do" voice, told of the virtues of Texaco products.

Trade and public reaction was immediate and all good. Your New York correspondent attended the opening night festivities and agreed with the critics — all parties involved in the production deserve four stars, four bells — what have you.

The TV audience for baseball games in the New York metropolitan area outnumbers the radio audience by 10 to 1 according to a survey taken by Variety by Pulse Inc.

Leave it to the Girls U.S. radio show now being piped from NBC through station CJBC, Toronto, makes U.S. video bow July 1.

One foot on the bar rail and one on the screen is paying off in New York, as a Bell Television Inc. check-reveals that N.Y. TV installed when profit increases range from 10% to 60%.

U.S. movie company 20th-Fox dives into the TV field by establishing a TV film production unit in New York. The outfit will be handling TV assignments from agencies and broadcasters.

Philadelphia. — Although television has enjoyed the promotional benefits of the Joe Louis fights, and numerous other sporting events, it is predicted that its most valuable stimulation will be forthcoming starting June 21 when the telecasters move here to cover the week-long Republican convention and the Democratic meeting in July.

An advance contingent of broadcasters began moving into the Quaker City as early as the week of June 14 and it is estimated that more than 400 will be on hand for the opening session on Monday. Those represented will include the four major net works, 125 independent AM and FM station and Meo networks, five regional chains and the British Broadcasting Corp.

Full-scale coverage of the conventions will be done by NBC, CBS, ABC and the New York News' station WPIX, which only went on the air June 15. Tele-stations with no network facilities available will be able to cover the meetings by the use of syndicated films rushed from Convention Hall.

CANADIAN BROADCASTER'S New York correspondent will present an on-the-scene report in the next issue.



Joe Hardy talks ON

### QUEBEC MARKET NO. 2

"Here in Sherbrooke it is a beautiful morning—I hope it is with you, too. Sherbrooke people are proud of their city, and speak of it as "The Queen City of the Eastern Townships." The Bell Telephone Company believes in the prosperity and future of Sherbrooke, because they have just started the construction of a new building at a cost of \$600,000.00 and the dial system will be shortly in operation there. Sherbrooke's 44,493 population is 80.8 French—you can reach them with your sales message, effectively, over CHLT. Let us discuss it with you."

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

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

CHRC	QUEBEC	5000
CHNC	NEW CARLISLE	5000
CHLN	TROIS RIVIÈRES	1000
CHLT	SHERBROOKE	1000
CKRS	JONQUIÈRE	250

### If You Want Music With A PERSONAL PLUS In Your Program-Planning

Let us take care of your talent problems with . . .

- . . . years of entertainment-world experience to help YOU select . . .
- . . . the orchestra, act, or entertainment YOU want . . .
- . . . in the type, style or size YOU choose . . .
- . . . promoted by full publicity services . . .
- . . . And All At No Extra Cost To YOU.

THE OFFICE OF  
**MART KENNEY**  
125 DUPONT STREET  
TORONTO, ONTARIO

# A Top Name in Communications since 1909

## NOW AVAILABLE TO CANADIAN

# Radio Federal

## Broadcast Equipment

### For FM and AM BROADCASTING DELUXE STUDIO CONSOLE 105A By FEDERAL

By Federal's system of transfer switches, a seven-position parallel type mixer handles nineteen different input sources obtained from two studios, the control room itself, remote points and the network.

With the exception of two remote network faders, each is fed by a separate preamplifier. Your selection of the program's source is made by telephone type keys preceding the fader preamplifier combination.

In addition to performing the normal function of monitoring and auditioning of program material, Federal's Monitor Amplifier, with the aid of a 5-position rotary switch on the input, is available for studio and remote talk-back facilities booster amplifier output for testing purposes and program bus for emergency use.

Write Federal for complete information on electronic tubes for your requirements—Dept. 300

Federal FM & AM Transmitters

Federal Transmitter Tubes

Federal Square Loop FM Antenna

Federal FM Mobile Radio Units

Federal Transmission Lines (AIR AND SOLID)

# Federal Electric Manufacturing Co., Ltd.



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

**CKNB** CAMPBELLTON N.B.

June 26, 1948

Dear Mr. Time-Buyer:-

We've just this minute wound up a busy several weeks of broadcasting political talks; and whichever Party wins in our area, we're going to take the credit, since both the Parties contesting the elections here have made fullest use of the broadcasting medium to tell their story, state their platform, and ask for the vote.

People hereabouts are listening to us, as they always have, and it occurs to me that YOU could run a pretty successful campaign over CKNB for your client. Just tell 'em, via CKNB, who the candidate is, the platform on which his product promises results, and why your goods should get the vote. Betcha there's sales to be had around here. Best regards.

Yours very truly,

*Stau Chapman*

CSC-GD

Station Manager

AN ALL-CANADA STATION

# CANADA STARCH CO. LTD.

## RENEWS

# "BOSTON BLACKIE"



Radio's ace adventure-detective story has become the most-listened-to mystery show in Canada during three successive seasons under Canada Starch sponsorship. Naturally it'll be back in the fall.

Another standout success from the World's Largest Program Library

## ALL-CANADA PROGRAM DIVISION

Vancouver Toronto Calgary Winnipeg Montreal

## REVIEWS

### DESIGN FOR WOMEN

Women in B.C. find out what the rest of the women in the world are doing, or talking about, from Margaret Jestley, the red-headed distaff expert in CJOR Vancouver.

Margaret is liable to come up with almost anything on her piece, *Design for Women*, and she incorporates the almost original idea of airing nice quiet choir music to calm your shattered nerves between announcement and news notes.

On a normal day she handles all the text herself, with an occasional guest to be interviewed for a change of pace.

Her women guests, running the gamut of teachers, lab technicians, writers, housewives and saleswomen usually come up under her questioning with something most other women wouldn't know.

Her usual routine, however, includes news of women's activities and achievements in the wider world, along with local items on the price of school books, scholarship tours, art shows, women's institutes and club meetings.

One day recently she discussed all those, as well as parcels to Europe, Canadian National Exhibition classes for women, the Russians versus Czech women and the new look, the story of a blind girl singer, a missing persons appeal and dope on food for B.C. flood refugees and typhoid inoculations.

If you think she missed anything anybody would want to know about women, just let her know and she'll pass it along. Nice calm voice too, without any school-of-elocution over-emphasis, which is more than you can say for some people with more time on the air than she has.

—Francis.

## AGENCIES

### DANCER FITZGERALD SAMPLE (CANADA) LTD.

Toronto.—Sterling Drug Products is replacing *Big Town* with *Mystery Theatre* beginning June 29 advertising Aspirin and Phillips Milk of Magnesia. The program is piped in from CBS to CFRB, Toronto, CKAC, Montreal and the Dominion network with Joel Aldred handling the cut-ins.

D.F.S.'s local office has taken over the V-8 Juices (Campbell Soups) account and has a year's spot series under way over CFCF, Montreal, CJAD, Montreal and CKEY, Toronto. V-8 is also being plugged via hitchhikers on the French Show, *Jeunesse Doree*.

Procter & Gamble's daily 15 minute *Jack Smith Show* from CBS to CFRB and Trans-Canada has been renewed for another year, with CBM, Montreal slated for fall.

### O'BRIEN ADVERTISING LTD.

Vancouver. — B.C. Electric is moving into its sixth year sponsoring *Home Service News* heard 3 times weekly over CJOR, Vancouver and CJVI, Victoria. The program features news, household hints and human interest stories with Jean McDonnell commenting.



(Thoughts while flying to England)

Cruising smoothly over NB (or is it NS) at 6,000 feet, enjoying the cloud effects below.

—: Bump :—

Cruising smoothly over NB (or is it NS) at 3,000 feet, enjoying the cloud effects above.

—: Bump :—

The stewardess says it is neither NB nor NS. It's PEI.

—: Bump :—

Any moment now, the lady next to me is going to be sick.

—: Bump :—

Feeling a bit warm in here. Guess I'll open the air vent.

—: Bump :—

The lady's complexion has just turned turquoise tinged with green.

—: Bump :—

Guess it's not so hot after all. I'll close the air vent.

—: Bump :—

The lady is looking at me in a wry way.

—: Bump :—

The lady rings for the stewardess.

—: Bump :—

Open the air vent. The lady looks awful.

—: Bump :—

The stewardess hands me the you-know-what.

—: Bump :—

I hand it to the lady.

—: Bump :—

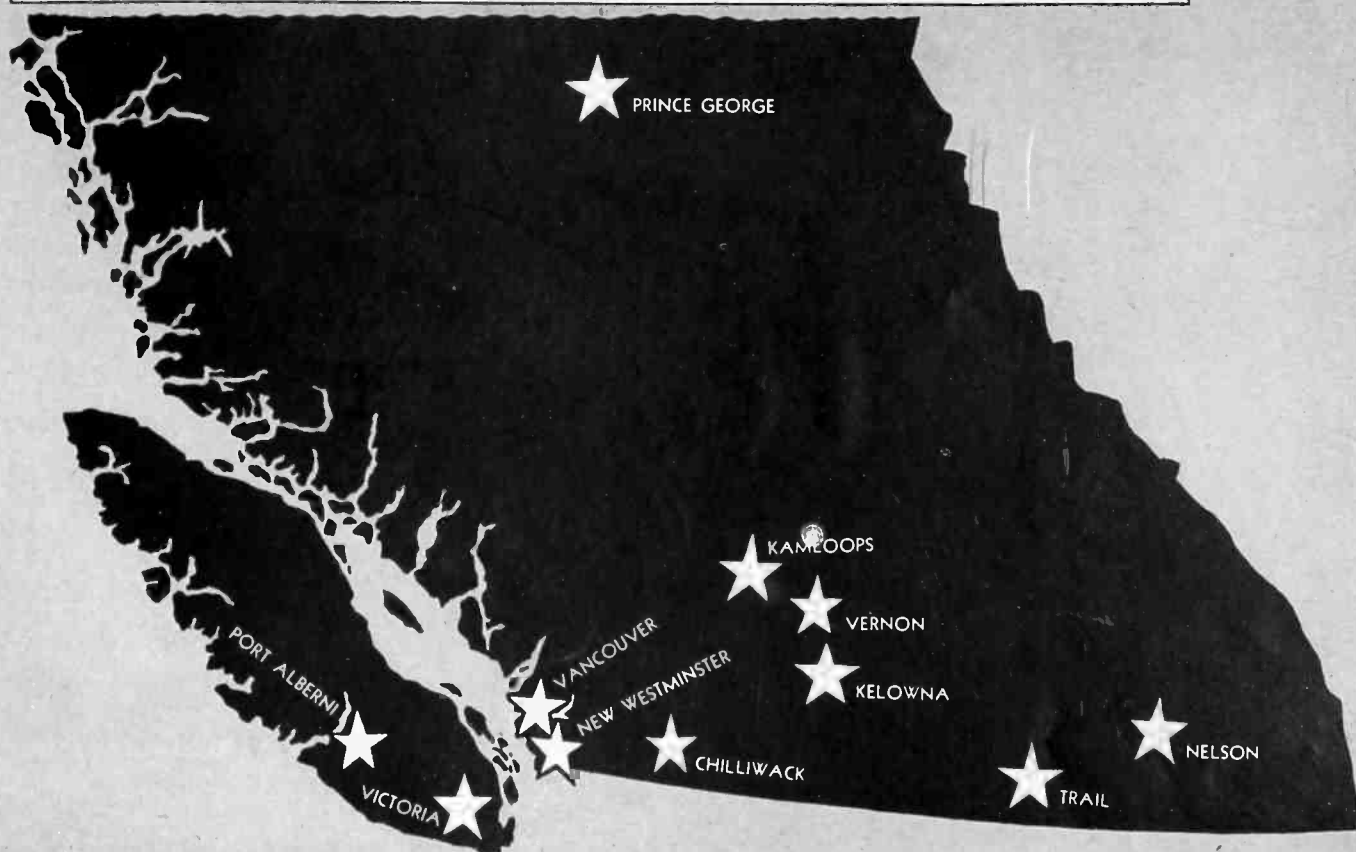
The lady snorts and hands it back.

—: Bump :—

Feeling a lot better now the stewardess has bathed my head.

# 13 OF CANADA'S 89 INDEPENDENT STATIONS

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



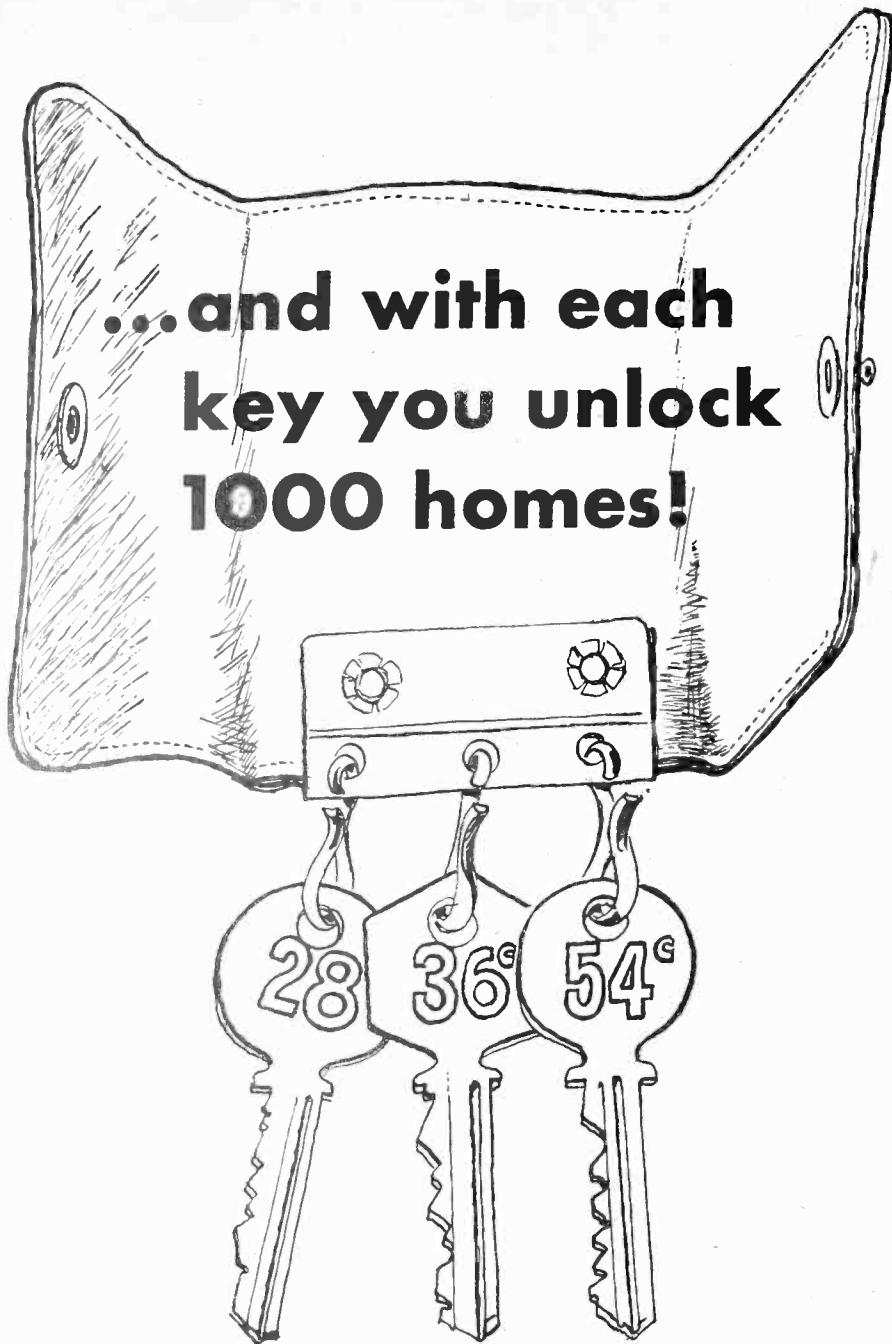
## **B.C. - A Growing Province!**

An estimated forty million dollars was spent by tourists in British Columbia for 1947! This record figure already shows every indication

of being surpassed in 1948. Bring your products and service to the attention of this ready-made and ever-growing market by radio!

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

<b>Chilliwack</b> <b>CHWK</b>	<b>Kamloops</b> <b>CFJC</b>	<b>Kelowna</b> <b>CKOV</b>	<b>Nelson</b> <b>CKLN</b>	<b>New Westminster</b> <b>CKNW</b>	<b>Vernon</b> <b>CJIB</b>
<b>Prince George</b> <b>CKPG</b>	<b>Trail</b> <b>CJAT</b>	<b>Vancouver</b> <b>CJOR CKMO CKWX</b>	<b>Victoria</b> <b>CJVI</b>	<b>Port Alberni</b> <b>CJAV</b>	



**...and with each  
key you unlock  
1000 homes!**

**H**ERE'S what you get when you invest your radio advertising dollar on CFRB:

1000 potential radio homes after 7 p.m. for 54c.

1000 potential radio homes between 6 and 7 p.m. for 36c.

1000 potential radio homes at other times for 28c.

Compare CFRB's Bureau of Broadcast Measurement standing and Elliott-Haynes ratings with those of other stations in the Toronto area. You will see that CFRB enters more potential radio homes per dollar than *any* other station in this No. 1 Canadian market.

CFRB advertising gets results, too! Ask any of our advertisers why they continue to use this station year after year. They may phrase their answers in different ways, but it always boils down to one reason:

**"big results at low cost."**

You too can make your radio dollar pay big dividends when you buy CFRB radio homes. Remember, it's CFRB for market . . . for coverage . . . for economy!

# CFRB

## TORONTO

### Ontario's Favourite

### Radio Station

REPRESENTATIVES: United States: Adam J. Young Jr., Incorporated ★ Canada: All-Canada Radio Facilities Limited