First FM Commercial

The first license for a commercial high-powered frequency modulation broadcasting station in Canada has been issued to the Canadian Marconi Company, according to S. M. Finlayson, General Manager of the firm. Operating in conjunction with CFCS, Montreal, one of the first broadcasting stations in Canada, the new FM station will operate on 106.3 megacycles and will be located in the Sun Life building in Montreal. Transmitter aerials will be erected more than 400 feet above the city streets. Service is expected to start early in 1947.

All-Canada Meets

The regular semi-annual meeting of managers of all-Canada stations as held in Calgary on December 7. The conference covered discussions on all current broadcasting problems and new developments in the radio field. A meeting of all-Canada production and sales managers will be held in Winnipeg during the third week in January.

Tech-Planning Board

The Radio Technical Planning Board held its second annual meeting in Montreal December 10. Recommendations of the various panels dealing with various subjects have gone into screening. The representatives of the thirteen contributing sponsors re-elected last year's officers, including R. M. Orphey, president; R. A. Hackenschmied, vice-president and S. D. Swindler, secretary-treasurer.

Two western stations make the picture headlines this issue. At left, CKRC, Winnipeg's daytime variety show, "Occupational Therapy" is in the making. Pictured are: Jack Scott, at left, Gene Charbonneau, in the rear, Perce Burdett at the piano and Mitch Parkes at right. In the second picture, Bill Rou, CKNW manager, is seen interviewing a little patient in the New Westminster Crippled Children's Hospital during the "Orphans' Christmas Fund" campaign which yearly sends Christmas gifts to 500 orphans.

PLAN 5 CANADIAN TV STATIONS

The CBC has picked five sites for television stations in Canada and the CNR and CPR are working on a microwave relay system. Gordon Olive, chief engineer of the CBC, told the Rochester (NY) Institute of Radio Engineers recently the television stations will be located as follows: two in Montreal, one in Toronto, one in Ottawa and one in Hamilton, through which point TV programs from the US will be piped into Canada. The first TV station of this group will likely be established in Montreal.

The Canadian National and Canadian Pacific Railways have announced their investigation of the application of radio relay systems. Surveys have already been conducted for a microwave system linking Montreal, Ottawa and Toronto. Present plans place special emphasis on development of high fidelity program transmission channels over such radio systems and will be broadened to include consideration of television relay channels when required. Even in the experimental stage, linking of these centres for television programming would be important.

Television in Canada will be costly because of distance, Olive pointed out and it will likely mean a sizeable receiving license, higher than the present broadcast listener tax, he said. One television station in New York, serving the population within a thirty-mile radius, would have a greater potential audience than the total population of Canada. It is not anticipated that advertising via the new medium would be in sufficient quantity to bear the cost of TV in Canada. It has been suggested that the television bill for a national service comparable to the present sound service would be at least ten times as great as that at present.

One difficulty of establishing TV in the Toronto area is the 25-cycle power service which presents numerous technical problems which must be overcome. However, this difficulty will be obviated by the change-over from 25 to 60 cycle current, which the Ontario Hydro Commission plans to inaugurate within the few next years. Until this has been completed, cost to both the TV operator and "viewer" in Toronto would be considerably higher than in 60-cycle area such as Montreal.

On the other hand, Montreal has two distinct languages which will require programs in both French and English, as is now the case in sound broadcasting.

Better Sets For '47

Pre-war production records now have been surpassed by the Canadian radio industry with plans being laid to double the present output early in 1947, according to an announcement this month by S. L. Capell, President of the Radio Manufacturers Association.

"Monthly unit production has already exceeded the rate of 600,000 sets per year and plans for the first six months of 1947 call for the doubling of this output," stated Mr. Capell. "The significance of these figures is realized when it is recalled that 1940 was the only previous year in which Canadian radio set production exceeded 400,000 units."

Scarcity of cabinets is being overcome gradually pointing to more console and combination receivers appearing on the market in 1947. FM sets will be distributed in the principal urban areas.

TV For Border Cities

ABC's Detroit television station WDLT, which will also serve the Windsor, Ontario, area, is nearing completion. Two studios are now ready for use in downtown Detroit and a 355-foot transmitting tower, for both standard radio and television signals, is available. Delivery is expected soon of three image orthicon cameras and a mobile unit, consisting of a truck, transmitter, inter-communication system and individual power plant. WDLT will operate with a power of 5,000 watts.

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Talent and production of finest quality... valuable merchandising and publicity material... all neatly packaged to fit your requirements. Hundreds of excellent shows are available to your market within the limits of your budget, through syndication. Whatever your requirements are, they will receive individual, specialized attention, with the benefit of knowledge gained through years of experience. You may choose your program from the largest variety of good transcribed shows in the world.

AC-PD
ALL-CANADA PROGRAM DIVISION
VANCOUVER  CALGARY  WINNIPEG  TORONTO  MONTREAL

ALL-CANADA RADIO FACILITIES LIMITED
An old favorite among radio show forms is hitting the ball weekly over Manitoba's French-speaking station, CKSB. It's the "Amateur Program," broadcast for a weekly half-hour Wednesdays from 8 to 8:30 p.m. from a St. Boniface theatre.

Every week the house is packed with an enthusiastic visible audience of 500, and the show's popularity may be judged by the fact that in its 16 weeks to date the program has brought in 19,980 dollars.

So pleased is its sponsor, Bert Sussex, St. Boniface jeweler, he has just renewed his contract for a further three months.

Another indication of the job his station is doing is the fact that Bobbin Hood Flour Mills, Ltd., has taken over the 1 p.m. newcast sponsorship for a seven-month period.

Among the Yuletide programs rolling over the air these days, the Bob's "Christmas Tree" is doing double duty. Besides the seasonal entertainment, this show is piloting a fund for Christmas cheer and comfort for needy families in St. Boniface. The money is to be handed over to the Council of Social Agencies, who will distribute it according to the needs apparent.

Early in December the sum had passed $2,000, and was still going strong on its beneficial way.

Speaking of Christmas programs, CKRC has a fine one in "Christmas Pageant," an afternoon show with many interesting angles. Besides appropriate music, this program includes a series of Christmas stories through the centuries, a number of fascinating Yuletide editorials, and a serial story, "Tony Angelo."

CKY had its usual Christmas program—the Eaton-sponsored Santa Claus broadcasts which kept everyone in the crowd within listening range glued to the family radio every evening between supper and bedtime. Old St. Nick was the feature, of course, and other entertainment was provided by members of the Good Deed Club. This show wound up with the arrival of Santa in Winnipeg for its annual parade.

There's a new helpful in CKRC's continuity department—new to that office, though not to radio and not even to the station. She's Peggy McGannon, who started her radio work with Calgary's CFAC. Last spring she went to San Francisco for six months, took a radio course to widen her knowledge, and then landed with CKRC two months ago.

Two shows, formerly on CBC's Trans-Canada net, are shifting to the Dominion network and finding outlet in this area through CKRC. They are Wayne King and his nautics, sponsored by British American Oil Co., and Buckingham Theatre's "Curtain Time." The former made its initial appear-

ance over this station Dec. 8, and "Curtain Time" swings over Dec. 18 with "The Orphan Diamond."

Bill Woodfield, CKRC producer, is gracefully accepting congratulations. It's a girl, named Susan Irene (the second name borrowed from her mother). Ever the stickler for details, Bill let it be known that Susan weighed in at six pounds, 14 ounces at 4:46 p.m. Saturday, Dec. 7, at St. Joseph's hospital.

Bill's a bit worried, though. Can't see her taking up radio as a career if she's starting off one minute late like that. He seemed to feel better when reminded that a one-minute intro wouldn't be out of line.

Jack Couper of the CKRC news staff made headlines—and newscasts—himself the other day. Seems he was homeward bound when he saw a policeman, trying to break up a quarrelling couple, attacked by a third person. Jack sailed into the attacker, and held on until more gendarmes arrived to take over. Seems the chap was on the "wanted" list, too. Nice going, Jack!

**Canada Year Book**

The 1946 edition of the Canada Year Book is now available from the King's Printer, Ottawa. Published by the Minister of Trade and Commerce and containing special articles and features representative of Canada, including latest statistics, the book sells at two dollars.

**Pearcey to Ronalds**

John (Red) Pearcey, well-known in advertising circles in both Toronto and Montreal, has recently joined the staff of Ronalds Advertising Agency, Toronto office. Pearcey has been associated with the agency since 1936, and was recently associated with Horace N. Stovin and Company and Harold F. Stanfield Agency.
Our Guest Speaker Is:
G. RUSSELL HOGG
Vice-President and Managing Director
LAMBERT PHARMACAL CO. OF CANADA

For more than five years now spot program radio has advertised the merits of our many Listerine products. That this has been successful is evidenced by the continuity of use and the steadily increased coverage—from the original ten stations to more than thirty today.

This phase of Listerine’s advertising has held much interest for me, and I speak from experience in saying that best results are obtained from a consistent use of the medium (we are on the air 52 weeks of the year); timed to reach a maximum audience with commercial messages that are short and to the point.

Our recent acquisition of the famous “Treasure Trail” show is further proof of our confidence in the value of radio.

G. RUSSELL HOGG
Vice-President and Managing Director
Lambert Pharmacal Co. of Canada

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**Short Story**

Over ten years ago, a young man walked into CHML, Hamilton, to meet a friend on the staff. Cordially greeted by the receptionist, he sat down to await his friend. Hardly had he time to settle comfortably when a man rushed out of a studio, shouted “You’re next,” thrust a sheet of paper into his hands and propelled him rapidly towards the announce booth. Grasping the situation, the young man calmly started to read. The man rushed to him again and with beaming smile and outstretched hand, congratulated him “You’ve won the audition,” he said, “when can you start?” The young man made a rapid decision, “Tomorrow,” he said.

And that’s how Bud Lynch, Director of Special Events of CKLW, Windsor, and 1945 Beaver, broke into radio.

**Hamilton Hi-Award**

The first in a series of annual awards to be made by CROC, Hamilton, to members of the ambitious city’s interscholastic football league, was presented last month to Bob Marshall of Westdale Collegiate. The Sportmanship Trophy is given to one player each year who combines the highest qualities of leadership, playing ability and good sportsmanship. The winner is selected by the league’s players and coaches.

Marshall received the presentation from CROC’s sportscaster, Ron Cook, at a dinner given by the Hamilton Athletic Association.

**Seals For Fund**

A drive to swell the coffers of the National Sanitarium Association Fund is under way on “Club 560,” teen-age feature emceed by Joe Crysdale over CKX, Toronto. All musical requests received by mail until Christmas are played only if Christmas seals are enclosed. The more seals, the sooner the requests are aired.

Sender of the greatest number of stamps each day receives a Reynolds Rocket pen. The highest number of seals received in one letter has been 220.

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**EVERYBODY’S LISTENING to RUSS TITUS**

Canada’s Favourite Male Singer

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**Shades of MOUNT ROYAL by WALTER DALES**

Big event of the year, in Montreal certainly, in fact, is the Christmas party of the Advertising and Sales Club. Plenty of the razzle-dazzle of the profession is used to make the party something special, even for the Mount Royal ball room, where impressive “go’s” are a dime a dozen. This year, Wilf Dipple of Radio Reps juggled the cabaret performance, relaxing advertisers’ expectations—and got—an impressive show. During his Red Feather Review season, drummed up a Waltz, Rhumba and Tango contest and thrilled it with a classy “Champagne Interlude” by the Arthur Murray studios.

Between trains visitor to Montreal recently was Jim Allison, newly-appointed public service director of CAB and director of the Ottawa Radio Bureau. Jim was on his way home after a visit to Washington where he checked over NAB’s public service department.

“Index Programming” can raise the standard of Canadian radio,” says Walter Dales in his article called “Broadcasters Play Hide and Seek with Listeners” on Page 18 this issue.

**GIAD, celebrating its first anniversary recently, invited guests to its early-morning show, cut a 15-pound birthday cake for the visitors, poured tea, and generally made merry. The early-morning show, in which nearly every member of the staff took part, started with a barrage of complimentary telephone calls that it took two extra girls to handle them. Most impressive stunt of the day was the reading of telegrams from such big-wigs as Bing Crosby and dozens of big name band leaders. Next best was the presentation of corsage of roses to each female visitor to the studios.

Doug Smith celebrated Christmas and New Year’s two weeks early. Studying hockey schedules, he found he’d be on the air both Christmas night and New Year’s night. With admirable foresight, he gathered together a few other spellers in the same position, and they set the calendar ahead.

**Recent visitors:** Wm. Wright, Toronto, to speak to the salesmen of a large Montreal concern. Wm. Kobluk, formerly of CJAT, Trail, B.C., now studying music at the Toronto Conservatory. Leonard Horschman, author of “Names that Make News” and “News Features,” heard over six Western Stations, under sponsorship of Sterling Shoes.
The Broadcaster staff from left to right: Tom Holub, editorial assistant; Grey Harkley, art editor; Art Benson, production manager and Dick Lewis, editor.

Thanks for the Airplane Ride

This is the hardest thing I ever tackled. I want to say “thanks”.

This completes the sole purpose of this editorial. I shall now proceed to expand this six letter word into the rest of this space.

This is actually the eighth attempt at a start for this piece. I don’t know why it is so embarrassing. The CBC seems to have no difficulty talking about its birthday. But then it is ten and we are only five. How must sigh for those first five undisturbed years of its existence.

I can get a bit nostalgic at times myself. Nostalgic for those hectic days five years ago when we (in the truly editorial sense) were making dust fly with Volume 1 Number 1. Eight news-packed pages there were, with seven ads (nearly one per page). The fur really flew. Finally we made it . . . and only eight days late.

Radio has come a long way during the 89 issues which followed No. 1. And, damn it, so have we. Together we have grown through adolescence. There are some who say we have now reached a state of complete maturity. And that gets rid of that gag.

This is being written on the eve of our departure for a holiday in England. You couldn’t fly to England for Christmas five years ago and be back in Toronto on New Year’s. Now you can, I sincerely hope. Also that you will enjoy your holiday as much as I did when I headed this crew: “Thanks for the Airplane Ride.” Thanks to our advertisers and our readers. Thanks to Art, Grey and Tom, living antennas of the basic station of the Canadian Broadcaster’s private network. Thanks to Bob Francis, Ethir Smith, Elda Hope, Eric Leaver, George Mounce, Jim Allard and Walter Dales, our affiliated stations across Canada. Thanks to the stations, the agencies and the sponsors who supply us with the material with which to keep our advertisers entertained. Thanks to the constant inspiration afforded by our friends of the CBC, even though they would rather we had headed this effusion: “Death Takes A Holiday.”

Well, that seems to wind up the matter, except that we shall be back in this slot, come 1947, with a new slant on life, love and the pursuit of nationalized radio.

Editor

IN THIS CORNER

“Variety” hits back at CBC denial of fold-up in issue of December 4 by its Montreal correspondent Charles Lazarus.

Story in the Nov. 27 issue of “Variety” that Canadian Broadcasting Corp., “may well be on the way to folding up as a commercial government” fell like an atom bomb in Canadian radio circles, set political thinking, and drew from CBC officials bellow, declarations.

Chief CBC comment came from Davidson Duntion, CBC chairman:

“The rumor story in “Variety” to the effect that CBC may dispose of its broadcasting facilities is non-sense as far as the corporation is concerned. Even when the story purports to mention a fact it is wrong. It says for instance that ‘the government took a 475,000 loss before depre- ciation during the past year on its CBC operation.’ The CBC in not operated by the government and it covered its last year’s deficit, the first since its establishment, from its own reserves.”

Yarn was picked up by The Canadian Press and given wide cir- culation throughout the country. The yarn had touched a rather sore spot in Canadian radio, since there is plenty of being on of CBC’s operation since its inception, the latest being the battle with three individuals who picked them out of their wave lengths.

Chief argument voiced is the fact that, no matter what government in in power, it would be unwise to give up to CBC, with its very important information wing with the government, along with other bodies such as the National Film Board and the Canadian Informa- tion Service.

CBC’s constant critics go even further, and claim that, since the CBC is subsidized by the government, it is an agency operated for the government, and it would be wise to let it go, even if coin is being lost on the deal.

Duntion’s beef that “CBC is not operated by the government” needs some explanation. Actually, CBC’s status is similar to a Crown Company. In other words, it’s simply a matter that the government de- cided to go into the radio business, allocated certain capital, formed a corporation and said, “well, boys, you’re on your own.” Proofs (if needed) go back into the kitty.

The Canadian National Railways and Trans-Canada Airlines work the same way. The original charter from the government, but Ottawa does not actually interfere with their ad- ministration.

Every year a Radio Committee picked by the House of Commons (the committee can have a majority of Liberals or Conservatives, depending on what party is in power) makes a survey of Canadian radio which includes CBC. Like a father who financed his son, Parliament checks up on how the money is being spent and how things are going generally. The Radio Committee makes certain recommendations to the House.

Of course Duntion’s claim that CBC is self-run and self-sufficient and not influenced by the government finds many opposing this view. Truth of the matter is that, in the final analysis, CBC is still the government’s baby. And that being the case, it would be pretty tough for CBC to argue with Ottawa when daddy wants things done a certain way.

Many point out that, when it was decided to set up CBC back in 1936, it was done on the recom- mendation of the Air Commission, picked by both Conservatives and Liberals. The Aird report was unanimously adopted at the time. Now reaction is that, even if the Conservatives or even CCP get into power, influence over CBC will merely go to the new bosses.

What adds further fuel to the fire is the unusual way in which CBC has been set up. Theoretically, CBC is not responsible to the gov- ernment, but to the Liberal administration, which makes the Liberal administration exercises the actual power over CBC while pleasantly avoiding the cor- responding responsibility for such authority.

One of the points in which “Variety’s” story makes sense is said to be the attitude of the Con- servatives. Strong believers in private enterprise, Conservative spokesmen have said that, though they do not want the government to go out of the radio business even when Liberals move out, they think that CBC should not be ex- panded to the point where it will interfere with the operation of private radio business. Actually, to sum up, Conservatives would like to blend the U.S. and CBC systems, but they are against pushing CBC to the point where it becomes a government monopoly.

This is the CBC, in its own minds, a government project. As such it is Second Class Radio. It is not to compete, it is to supplement the main stream of radio, which is the privately owned stations. CBC has done a good job of supplementing. How would they like the government to expand it, to compete with that main stream, with the nationalization of radio? Of course it is nonsense, even to suggest it, and yet those who oppose CBC are often accused of doing just that.

Now, with public opinion increasingly in CBC’s favor, it is the government that is not quite so sure that CBC should remain a government project. It is the government that is beginning to feel that it is the CBC that should be nationalized, and be run by a board of governors that would be both elected and appointed. Probably the government wants a CBC therefore, that it is not afraid of, that it can direct.

In any event, I feel that the government has a right to protect the public from such attacks as are made in “Variety.” Probably the government forgot that it is the people who pay for the CBC and that it is for the people that the CBC should exist. It seems that the government had better decide now whether CBC is to remain a government project or is to become a private enterprise.
**“X” MARKS THE SPOT**

by G. B. A. Rice

Lavishly entertained in Mexico City last fall at the first Inter-American Radio Congress, a group of Canadian private radio men, including Harry Sedgwick, Dick Rice and Ted Campeau brought back glowing accounts of a progressive broadcasting system operating entirely through private enterprise. The association has been formed to protect the private business of broadcasting in all the Americas, and to induce governments to recognize it as the legal representative of broadcasting in the American continents. We are obliged to Dick Rice for this Underwood-eye view of Mexican radio.

“X Marks the Spot” can be literally applied to broadcasting stations in Mexico, because, under the international agreement dealing with the use of call letters, X was assigned to Mexico and is employed by that country to designate broadcasting stations.

Today broadcasting has become a very essential part of the lives of twenty millions of population in Mexico. With an area of 763,268 square miles radio is playing a very real part in the plans which the Mexican government have launched to bring to the Mexican people a wider knowledge of world progress, and to allow those who live in the remote places a better opportunity to enjoy the arts and culture which are to be found on all sides today in Mexico City.

Practically all broadcast stations are owned by private concerns and generally speaking the overall results of this system have given Mexico a progressive Broadcasting picture. There is no tax levied on receiving sets and sales of new 1946 receivers indicate an increasing interest by the Mexican people in radio.

Members of the Canadian delegation to the Inter-American conference held in Mexico City were greatly impressed with the progress of broadcasting, and amazed at the tremendous interest shown by the Mexican people in television.

Today, in Mexico City alone, there are thirty broadcasting stations operating on the standard channels, and ranging in output powers from 100 to 100,000 watts, with plans for at least one transmitter of 500,000 to 1,000,000 watts power.

The plans for this station are already well under way, and delegates were invited to visit this plant. The plans call for an ultimate power of one million watts output, employing a directional array of six towers, each tower being 500 feet in height. The station will be XEX and will operate on 730 Kc and by a unique method of directional array antennas the entire signal can be beamed to the North or the South. The coverage plan is to throw the entire signal strength either to cover the United States and Canada, or to completely cover South America.

The work on this station was well under way, four of the main towers were already in place, and the other two well under construction. Of interest to us was the fact that the towers were designed, engineered and fabricated in Mexico City by their own engineers.

A complete model of the coverage pattern was shown to the delegates, with a mechanical model showing the way that the beam was created.

The transmitting equipment building already housed the first stages of the new transmitter, and work was progressing on the final amplifiers. One interesting idea was the antenna tuning house, which in itself was around 350 feet by 75 feet. This building housed the antenna tuning coils and condensers, the latter being of original design, and manufactured by the station engineers. One other interesting development in Mexico is the use of short wave transmitters, twelve of these units operate in connection with twelve Broadcasting outlets in Mexico City.

The power of these transmitters varies from 250 watts to 10,000 watts, and in the daily broadcasting operation great attention is given to the programming of these short wave stations.

Most of these units are well constructed and extreme care has been given to antenna designs, as in most cases the short wave circuits are employed to cover districts where standard wave signals are

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*Posing for the broadcasters during the Charras Fiesta staged in their honor during the convention, are (left to right) CAB chairman Harry Underwood, and the extreme Sedgwick (CFRB, Toronto).*
limited through reception difficulties.

As is true of all the transmitting equipment we saw, the entire apparatus is of composite design, and very interesting designs have been worked out and employed.

To any engineer a trip through XEX is well worth the cost of a visit to Mexico City, and if you are fortunate enough to be shown through the various plants by either of the Buchanan brothers, reading Mexican radio engineers you will come away with a great appreciation of Mexican engineering.

The two 100,000 watt transmitters, XEB and XEW, are good examples of sound composite design. Of great interest to us was the transmitter, designed to operate at 50,000 watts, but built to go 1,000,000 watts should permission be given for such an increase.

This transmitter is designed from the driver unit to the final power stages to employ resistance and capacity coupling, and in operation is giving exceptional results. It has a low distortion and an extremely high stability performance.

In studio design, the Mexican engineers are well up in front, and it is a visitor it is surprising to find modern ideas in acoustical design freely used. One other point that impresses us was the location of radio blocks, which are usually found in the factory districts. The idea behind this seems to be that the studio is looked upon as a workshop, and to some extent you find the same thought as is behind motion picture sound stages. While the treatment of the interior of studios is artistic and well engineered, the location is chosen with the idea of providing large areas of sound space which no doubt assists the staff when working on productions.

The thought behind this plan, considering the cost of floor space in a down-town building in Canada, is one that we could investigate in future studio allocations.

There is no doubt that Mexico is marching ahead in broadcasting, and, with the present plans for television, no one can help acknowledge that the engineers in that country are abreast of the times. Any doubt as to the progress of radio in Mexico was swept away by the thousands who daily crowded the television display in the La Prada Hotel, where actual televised scenes from the main thoroughfare in Mexico City were brought to the screens in the building.

For an idea of what private enterprise has done in radio broadcasting, it would pay you to visit "X Marks the Spot!"

Verse Wins Coat

A Moncton housewife is wearing a fur coat today for submission of the winning entry to a contest conducted over CKCWX. Moncton, by Brunswick Furriers, sponsors of "In Town Tonight." The coat was offered as prize for a letter which best outlined the reason, "Why I should have that fur coat."

Here's the winning entry.

"Hobby in service, baby and me; Two room apartment, for forty and three. War bonds for safety, food for we three, Leaves little to spend on fur coat for me."

Junior Santa

A sixteen-year old boy has been portraying Santa Claus on a daily sponsored program over CKGO, Owen Sound, Ontario. Candidates for the role were from 40 to 70 years of age but auditions proved them to be unsuitable. By chance the boy was heard and proved to be a natural. The youthful Santa Claus is John Gould, son of the Canadian poetess, Mona Gould.

Power Boost

CKWS, Kingston, boosted its power on November 30 from 1 to 5 kw. A dedication broadcast originating in Kingston was broadcast over the Trans-Canada Network.

A serious food shortage at Fairbanks, Alaska, was averted last month by broadcast appeals for assistance over CJECA and the CBC. The Edmonton station contributed two and one-half minutes to the CBC News Roundup program, during which the gravity of the situation was brought home to listeners by Hal Yersa, CJECA's newsman, Mayor Ainaly of Edmonton, speaking from Edmonton, and Herb Hilscher of the Fairbanks Chamber of Commerce. Hilscher spoke from KFAR, Fairbanks, from where his voice was carried by direct line to CJECA, Edmonton. As a result of the broadcast, some 94,000 pounds of flour, 35,000 of meat and other supplies were shipped to Fairbanks within several days of the appeal.

Monitor Service

A complete log of nine New York City radio stations will be provided by Radio Reports, Inc., to broadcasters and agencies. The log will cover broadcasts from 7 a.m. to 11 p.m. daily and will show every program, sponsor, participation, station break, spot and other program detail.

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PLUNK IN THE CENTRE!

"Hub Station of the Maritimes" is not just a catch phrase that Lionel dreamed up for CKCW. Maritime maps will show that we're strategically located to serve all three East Coast Provinces. We do, too, for CKCW is the only station down this way operating on 5kw. day and night. The Maritime buying public embraces the farmer, lumberman, miner, railroad worker and fisherman. What greater diversified consumer market could you ask? Horace N. will tell you more.

**CKCW**

**MONCTON NEW BRUNSWICK**

The Hub of the Maritimes

Representative Stovin & Co., Toronto - Montreal...

5000 Watts in Vancouver!

That's a lot of coverage out on the B.C. coast, coverage that takes in the more than 55,000 people of the Vancouver and Lower Fraser Valley market area PLUS the more than 175,000 people of the Vancouver Island market area. CJOR is the station with the influence in this rich trading area, in fact CJOR's area of influence includes seven-eighths of B.C.'s population.

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

OUR 20th YEAR

3000 Watts, 600 K.C.

**Pacific Prattle**

by ROBERT FRANCIS

Swaroled at a table with our man Grigsby in a leading Toronto bennery, waiting for somebody to bring up a pair of sidecars. We stopped the Jukebox with a bent nickel and got to wondering what 1947 would bring for the industry.

Grigsby summed it up in a series of resolutions, which is a thing I am against normally, as nobody keeps them beyond the fourth of January anyway. However, Grigsby has pasted the document in his hat, which will keep some of the snow out even if it is not adopted as radio's Pacific Charter.

You can get copies for your Thursday night discussion group by sending a stamped, addressed envelope to Art Benson care of this journal. He probably doesn't read this space, so he won't know what you mean.

First of all, Grigsby says, we should have the six remaining semi circle round the telephone, and wait. Sooner or later, it may not be in 1947, somebody will call and say they're listening to your program. You will be, and you'll win a buck.

Next, before it's too late, send Dick Lewis a memo asking him to get some information about the BBC's Third Program. It's having its troubles, according to the latest London reports to reach here, but it's the type of thing Canadian radio should examine carefully.

Then we have to write our members about these mouthmuffs who handle some of the more offensive type of advertisements on the air. Apart from being in bad taste throughout, they lose what effect they might have had by being endlessly repeated. Frankly, Grigsby says, he does not have to be plugged out of the head with a sack of fertilizer.

Fourthly, plug CJOR at Vancouver for starting a long vision program in their Radio Workshop. Twenty women and girls from Vancouver schools, picked from among 300 starters, will get instruction from announcers, producers, special events men and others right along the line, each discussing their specialty. It's the kind of effort, Grigsby remarks, that will turn up a lot of hidden talent which radio can ill afford to overlook.

Apart from these, and one or two minor chores like renewing his subscription to the Broadcaster and throwing the sheriff off the scent when he comes for the ice box, Grigsby concluded he would wait and see and the hell with resolutions.

There are various things he is looking for however like television (he says Hampstead will have to shave before they attend the big opening), FM power increases all over the map, better radio plays, love and affection between CBC and the independents and in a word, anything you'd wish for yourself. It's going to be the year of the big wind, all right, Grigsby says.

B.C. Briefs: Don McKim, promotion manager of CKWX, has found a new variation of the "I walked into a door" routine. He explained away a big shiner and a gash over the eye with the statement that his 80-month-old daughter slammed him and an ornamental iron elephant while he listened to a 1946 program. The station put out a release which made one of the wire services. Oh well, it was a slow week.

Dick Dieterich has started a new 10 p.m. newscast for the Vancouver Daily Province, which has been without a radio personality since the death last year of Earle "Good Evening" Kelly.

Jack Boates, traffic manager for CKOV Kelowna, has moved on to CKPG Prince George as commercial manager.

Reo Thompson, the swing music expert at CKWX, has invented a sandwich which looks like a cross between a Dagwood Bumstead nightmare and the garbanzo behind the Helux factory. So many WX staffers ordered it at local ten cent shoppe that the public caught on and now there's a boom in the allkiki pill business.

Sales manager Tom Slattery at CKMG has gone up the scale to the position of station advertising manager. salesman Jack Quinn becomes sales supervisor.

The Radio Theatre at CJOR holds about 200 people, so staffs nearly called out the gendarmarie when they found a lineup outside the door reaching the length of a city block and disappearing round the corner. However, the queue turned out to be leading to a chocolate store. The commodity is harder to get in the west than a hotel room in Toronto.

Station engineer Fred Webber of CKOK Kelowna has been covering a lot of ground between home and Penticton getting the new outlet CKOK ready for operations.

**Present Saddle**

The patients of Toronto's Sick Children's hospital were recently presented with a western saddle by Bill MacEachern and his "cowhands" of CFRB's "Home on the Range" program. The saddle was presented to the patients to ride their pony rather than drawn in a cart as previously, than to be drawn in a cart as previously. The saddle was clipped by each shellacked for preservation.

**AIR CHECK**

**YOUR VANCOUVER MARKET**

• RECORDINGS GUARANTEED
• COMPLETE FACILITIES

Write or Wire

DON WILSON STUDIOS
813 Birks Building, Vancouver
Keep your market eye on this new 5000-Watt Station in Saint John, N.B., now on the air. A preferred position on the dial – 930 KC. The most up-to-date equipment. A keen, aggressive staff who know how to lure listenership. A Directional Array to guide your message. The Dominion Network outlet in the “must market” of the Maritimes.

Represented by All-Canada and Weed & Co.
Civic Improvement

Working in co-operation with the Edmonton Chamber of Commerce Civic Betterment Committee, CJCA is selling Edmontonians on civic pride. The primary objective of the Committee for several years has been the improvement of the city's street paving. CJCA is currently in the midst of a 30-day drive, consisting of five daily announcements, urging citizens to organize campaigns in their own communities to send petitions to the City Hall to bring about the desired improvements. Last year's petitions totalled $42,000 worth of paving and this year's total up to the end of November, is more than $92,000.

Free Spots For Vets

New business ventures by veterans are being given free spot announcements over CKMO, Vancouver. Running for a month, the announcements are serviced like regular commercials, spotted to reach every type of audience.

5 Kw Ready To Go

CKOC, Hamilton's new 5000 watt transmitter will be on the air January 1. The new transmitter is complete and Les Horton, Chief Engineer, is currently installing the new Marconi equipment.

Open Artists Bureau

Bob Shuttleworth, featured regularly with his orchestra at the Royal Canadian Yacht Club, Toronto, has opened a talent agency at 83 Bloor Street West, Toronto. Operating under the name of Bob Shuttleworth Artists' Bureau, his office is currently handling two young singers, Ginelle LaPleche and Tony Stecheson, both of whom are heard currently on Trans-Canada.

New Station For B.C.

Vernon, British Columbia, will have its own broadcasting station early in 1947. License has been issued to Edward and Bernard Schroter of Vernon, The station, CJB, will operate with 1,000 watts on a frequency of 940 kcs.

Edwards and Bernard Schroter, brothers, are radio and electrical engineers. Edward Schroter is a member of the Institute of Electrical Engineers of Great Britain and an associate member of the Institute of Radio Engineers of America. He held the rank of Lieutenant Colonel in the British army, where he headed the radio department of a war research establishment. On behalf of SHEAF, he headed a party of experts sent to Germany after VE day to investigate German research in radio communication. Bernard Schroter served during the war as Squadron Leader in the RCAF and is a member of the Engineering Institute of Canada and the Automotive Engineers and Institute of Aeronautical Sciences.

In addition to establishment of broadcasting station in Vernon, the Schroter brothers plan to manufacture magnetic tape recorders and other equipment.

Farmers Hear Facts

Rural listeners in the Belleville district are encouraged to think constructively about their agricultural problems. "The Quinte District Farmers Talk It Over," a fifteen minute program heard Saturdays at 12:45 p.m. over CJBQ, features each week a talk on local farm questions with news of interest to rural listeners and local farm forum findings. Speakers to date have included Horace Palmer, past president of the British Empire Dairy Show; A. N. Butuis of the Ontario Department of Agriculture; Wm. Nicholson, Farm Forum Organizer for Ontario; S. L. Joss of the Ontario Cheese Producers' Assn.; R. Vanderwater, Hastings County Agricultural Committee; and W. E. Tummon, of the Ontario Hog Producers' Marketing Board.

Lakehead Reps

CFPA, Port Arthur, Ontario, has appointed Broadcast Representatives Limited as their exclusive Winnipeg representatives.

Broadcast Representatives Limited is a new firm established by Tony Messenger in the Lindsay Building, Winnipeg.

CFPA has also announced appointment of Freemantle Overseas Radio Limited as their representatives in the British Isles.

National Broadcast Sales and Weed and Co. continue to represent CFPA in Eastern Canada and the U.S., respectively.
A good habit is fully as hard to break as a bad one. For almost a quarter of a century Maritime Province radio listeners have been developing the good habit of listening constantly to CFCY, "THE FRIENDLY VOICE OF THE MARITIMES." This is a habit which Bureau of Broadcast Measurement proves it is hard to alter.

CFCY, according to EB figures, has more listeners than ANY TWO other private stations in the Maritimes. Thousands of appreciative listeners write every month to CFCY, thanking us for an enjoyable and well balanced programme. Presented on a strong and efficient transmitter, you sales message will cost less and produce more sales per dollar on CFCY, Charlottetown.

K. S. Rogers
President & Managing Director
CFCY
Charlottetown
P. E. I.
SOCIALISTS SLAP SPONSORED RADIO
By Denis J. Olorenshaw

The advent of Britain's new socialist government has caused little if any change in the standard of radio programs aired by the BBC. Unlike the United States and Canada, Britain has no commercial network. Being free from competition through Royal Charter, the BBC pursues a cultural policy without the popularity-seeking encumbrance of commercial sponsors. Political changes in the government and national economy have only strengthened this policy and there is a wide feeling that the public's taste in radio entertainment receives little attention.

European Commercials Earned Listeners
It is interesting to look back over the war years to 1938—to the time of Neville Chamberlain and Munich when sponsored radio programs broadcast to Britain from the continent were attracting listeners to French and Luxembourg stations selling airtime to British advertisers. At this time the BBC reached its lowest ever popularity. Then, continental stations, Normandy, Luxembourg and Lyons, were broadcasting sponsored programs in English every evening, Monday through Saturday, and all day Sunday. These programs were recorded in various London studios on discs or sound track film for presentation about two weeks later over the continental stations. Commercial were limited by the station to 13% of time purchased; peak listening hours were proportionately more expensive than less popular airtime, just as on this continent.

The advertising agencies producing these programs used the contemporary American style of presentation and brought to the listening public stage and screen stars like Bebe Daniels, Ben Lyon, Bob Hope, Laurence Olivier and Vivien Leigh, who were rarely, if ever, heard on the BBC at that time. Around these stars were built weekly quarter, half and even one hour shows. Reception on these commercial wavelengths was good in London and the southern part of Great Britain and tolerable in most other thickly populated areas. About this time another commercial radio station opened in Dublin, Eire, but clear reception in Britain was unreliable and survey reports unsatisfactory. One of the factors contributing to the success of commercial broadcasting at this time was the BBC's Sunday program schedule. Only serious music was broadcast on this day, mostly string quartettes, brass bands and singers.

Best part of the remaining Sunday time was filled with church services, talks and newscasts. On weekdays the top BBC shows were straight vaudeville programs and outside broadcasts of shows from legitimate theatres and sporting events, or one hour radio plays cast from the "exclusive" BBC Repertory Company. The acceptance of offers to broadcast on the BBC by popular entertainment artists was for the prestige value, as fees were relatively low. Consequently, popular artists preferred recording for commercial broadcasts which paid considerably higher fees offered better press and were usually cut in the mornings without loss of profitable time to the artists.

Radio had then reached a position high on the list of advertising media and appropriations up to $100,000 a year and more were being set aside by national advertisers. At least two companies were selling continental airtime; programs were recorded in regular transcription studios or picked up by mobile equipment at theatres and sports events. Agencies built up large radio production departments. The London office of the J. Walter Thompson Company had a fully equipped studio with a direct hook-up to the Scala and Fortune Theatres where star-studded shows were recorded before an invited audience of a thousand or so. In all, each sponsored radio had come to Britain just as in the Americas, save in one respect. Airtime was only available outside of the country.

War Improved BBC Programs
At the outbreak of war, the Chamberlain Government stopped sponsored continental programs for reasons of wartime security. Advertising budgets for radio were switched into other channels, like short advertising movies which at this time were being shown in motion picture theatres across Britain. Around this time too, the BBC's weekend programs had begun to improve to compete with the sponsored continental programs. The ban on Sunday jazz on the BBC had been lifted and star shows were into London and the BBC stations were broadcasting from controlled airwaves. Before sponsored radio stopped, the BBC was employing many of the production techniques of commercial radio. Through the war, under a seemingly closer government control than usual, the BBC did a signal job in preparing for air raid and invasion emergencies. Methods were changed and programs pepped up to cope with the increasing demand for radio entertainment by munitions workers and troops. BBC newscasts are known the world over for their impersonal, interesting and informative presentation of the news.

In 1944, when the invasion of Europe began, there was already operating the Armed Forces Radio Service which supplied special entertainment to the troops of the British Empire and the U.S. When the war in Europe ended, several German radio stations were taken over by the allied armies of occupation for the entertainment of troops. These stations were operated by technicians, ex-announcers and artists in uniform. Sponsored U. S. programs and special shows like "Command Performance" were recorded and shipped to Europe for presentation over the air. These programs drew a huge, young listening audience in Great Britain. Programs originating from Munich, where many top U. S. radio personnel were located, had a considerable British audience. This station began its broadcast with a deluge of requests from Britain to play U.S. jive box favorites over the air, which were unobtainable in the U.K.

Many Support Sponsored Radio
Since the Socialist Party came into power in Britain, the BBC's
regard to commercials he asked, "Who would enjoy the 'Hit Parade' without the chant of the tobacco salesman?" But this brief report should not be concluded without the comment of the magazine editor. "We have asked," he wrote, "four people of diverse rank, trade, age and background for their opinions on a subject much discussed by Britons while on the North American continent, namely 'Do you prefer Commercial or State controlled broadcasting?' The selection of authors was a matter of chance, of this we can assure you, because being most strongly pro-State control we are not a little embarrassed to find ourselves seemingly almost outvoted."

During and since the war, the BBC's Overseas Service has grown considerably. In becoming Britain's only ambassador of the airwaves, operation costs have gone up. This coupled with the increased fees which must now be paid to radio artists, and the television programs which are again being transmitted, have increased the need for additional revenue. There are people who feel that part time sponsored programs might have been a better solution to the problem than increased radio licenses and the continued drain on public money.

There have been rumors too, of ships to be built equipped to broadcast sponsored programs to the British public from outside the three mile shore limit. The Luxembourg broadcasting station is meanwhile attempting to draw a regular listening public in Britain with a view to commencing commercial radio programs once more, but the Socialist Government has declared its intention of preventing the revival of sponsored programs from Britain or any other country. Although many companies with continental interests could doubtless circumvent the measures taken, big business currently feels it would be unwise to offend the government at a time when whole industries are being marked down for nationalization.

Dear Sirs:

This letter is to thank you for your splendid coverage of the University of B.C.—College of Puget Sound game, held at Tacoma, Wash., to-day.

We cannot express enough appreciation for the grand job that you people did to help us cover the "away" game.

I understand there was no telephone communication between the Tacoma Stadium and the press bureaus, and I stand in awe at the complete coverage you gave us.

Repeating my thanks for the excellent coverage, I remain,

Yours sincerely,

Lloyd Bumur,

Football Sportscaster

CKMO

Canadian Broadcaster

Page Thirteen

December 21st, 1946
Club Uses Radio

Midways, games of chance and other such means of raising funds for their activities, have been abolished by the Trenton Rotary Club. Their projects are now financed by silver collections taken at the Trent and Century theatres in Trenton, Ontario, where on Sunday evenings, a two hour program, featuring local talent, is staged and broadcast over CJBS, Belleville. The broadcasts entail no financial outlay to the club for they are sponsored by various Trenton business firms.

The first broadcast of the series, heard in September, so impressed Police Chief William Bain of Trenton, that he requested an opportunity be given to the Trenton Police Department to sponsor one of the programs.

"I think it's a splendid idea to provide such clean, wholesome entertainment for the old and young alike on Sunday evenings," said Chief Bain, who promised co-operation of his force in the venture.

Everybody's Listening

After six weeks' airing, a daily sponsored Telephone Quiz over CHSJ, Saint John, N.B., has yet to meet with a busy signal or a party not listening to the program. As is usual with such programs, the emcee enquires if the party is listening to the broadcast. To date, there have been no negative replies.

CBC Option

The CBC has taken a 6-month option on 40 acres of land four miles southwest of Lacombe, Alberta, it has been reported. Owner of the property stated he had 'no idea' what purpose the land would serve the CBC. While Red Deer was the site announced for a new Alberta station, no further action has been taken by the CBC.

Lacombe is 80 miles south of Edmonton and 112 miles north of Calgary.

JOINS RCA

R. G. Powers has been appointed Sales and Service Engineer for Engineering Products Sales Department of RCA Victor Company Limited. He served four years with the RCAF as a radar technician and latterly was an instructor in Microwave radar at the RCAF Radar School at Clinton, Ontario. Mr. Powers will be located in Halifax.

Aid Fire Victims

Following a recent fire in St. Boniface, Manitoba, radio stations in the Winnipeg area, at the request of civic authorities, made an appeal for relief of 70 homeless.

Shortly after the fire broke out, CKSB St. Boniface broadcast a message for accommodation of the fire victims and within a half hour, 27 phone calls with offers of lodging were received.

On the day following the fire, CKSB appealed for donations of clothing, furniture and financial assistance. One truckload of furniture and two carloads of clothing were collected within two days. Money and clothing were mailed in while other supplies were brought directly to the station by donors. On the first day of the campaign, $20 was received which, with subsequent donations, was turned over to the fund headquarters in the city hall.
Basie Recorded From Bus

Probably the first recorded interview to take place in Canada on a moving bus was made recently by CKNW, New Westminster, B.C., Bill Duncan, accompanied by Jim Cox and Ross MacIntyre of CKNW, proceeded to Blaine on the International Border where they boarded the bus in which Count Basie and his Band were travelling to Vancouver for a dance engagement. The fifteen minute interview by Bill Duncan, was recorded on CKNW's wire recorder, during which period the bus travelled eleven miles. Count Basie and members of his orchestra were surprised that an interview could be recorded on a moving bus and even more pleasantly surprised when the interview was played back immediately for them to hear.

With Christmas on our doorsteps and New Years around the corner, naturally think back over the past year and its activities in the broadcasting field. I've listened to and attended a great many shows at that time.

There is no doubt in my mind that the radio industry is a terrific one and which makes me mightily proud to be a member. I am sure his enterprise was power was only recently wearing three-cornered capes but I am equally certain that has graduated to the long-pant stage.

Radio in Canada has improved in leaps and bounds which does not mean there are any breaks on bigger and better shows, but right now we get a pretty fair smattering of entertainment, news and education. Artists seem to be giving their ultimate in performances and should be heartily congratulated for work well done.

Two shows appeared sufficiently good enough to go back for a second engagement - upon invitation of course - and they were "Share the Wealth" and "Happy Gang". Both shows are half-hour in length. Different in that one is a quiz while the other is musical variety, but both boast the same sponsor - Colgate-Palmolive.

The very fact that these programs have been on the air so long proves their success and, believe me, they're both listenable and very enjoyable. I'd say they are both winners for the banner of Colgate. The dynamic emcee of "Share the Wealth" Stan Francis, keeps the show bubbling aided and abetted by announcer, Cy Mack.

If Bert Pearl's "Happy Gang" needs any introduction, I'm amazed. Rolling up over two thousand broadcasts does not make for being unknown and fan mail such as the Gang receives proves their popularity. This is truly a personality show with each artist showing considerable accomplishment. Maybe a listener likes the duetting of Blain Methie and Kathleen Stokes, or maybe it's Eddie Allen's ballad singing or Cliff McKay's hot clarinet and jive vocalizing.

Production is necessary to every show and I think of only the time heard and saw "Once Upon a Time" produced by Esse Ljung. It was a masterpiece with Ljung directing all branches of a complicated cast in clever shows.

If I had to choose one broadcast out of all the shows, I'd mark my ballot "Music for Canadians" because it has everything. Not only was this show the exceptional music of Samuel Hershenoren's forty-piece orchestra, the vocal artistry of Evelyn Gould who is destined to go places in my book, but also the narration of Frank Vills which is always good for my money, and the announcements of Bernard Cowan. The whole package is neatly put together by producer Eddie Gould.

The very best of everything in 1947 to everybody.
MALE VS. FEMALE IQ

The Bristol-Myers’ program, “Break the Bank”, heard on the ABC network, offers some insight into the relative brain power of men and women from statistics compiled by the producers of this show.

To date, 51 contestants have appeared on the show, none winning less than $10 and one getting $5220. Women have proved themselves $110.80 smarter than men, nine girls averaging $363.33 and $1,000 or more having broken the bank.

Joins Agency
Neville York, formerly with CJO, Calgary, and recently discharged from the RCAF, has joined the Calgary office of Stewart-Lovick, Vancouver agency.

Radio Teletype Circuit
Vancouver, Ottawa, Halifax and London, England, are now linked by means of a new radio teletype circuit, recently installed by the RCAF. The system, using frequency shift teletype equipment, spans a total distance of 5,300 miles in transmission of messages from Vancouver to London.

Beams French to West
CBC’s short-wave service, beaming French Language programs from Montreal to western Canada, has been increased. An eighth frequency, 15.09 mc., has been added. The new transmitter, CBLX, is powered at 7500 watts.

RETAILERS GET FM PREVIEW

A preview of FM was given to citizens of Peoria, Ill., by WMBD last month. Having applied for a FM license, and wishing to interest the public in this form of transmission, WMBD constructed two miniature transmitters, powered at one watt each. One was FM; the other AM. Both transmitters were installed in different stores each day and the same musical program was fed into each by telephone lines. Salesmen demonstrated the same program on both FM and AM receivers on display. Interference was created by static generated by a Ford coil, demonstrating that FM eliminated such interference while AM was badly distorted.

Promotion of the demonstrations was aired and carried in newspaper advertising by WMBD. Retail stores also publicized the exhibition.

Retailers were enthusiastic about the demonstration as it was their first opportunity to demonstrate FM radio.

UWC Gives Awards

Awards have been given to three radio commentators for their radio work in connection with the recent campaign of Toronto’s United Welfare Chest. First prize went to John Fisher, CBC, for a quarter hour talk on the work of the Chest. Monty Hall of CHTW, Toronto, was recipient of second prize for his contribution to an actuality broadcast of an ancient vehicle parade. A human interest broadcast on the Red Feather agencies by Byng Whitaker, CBC, netted him third prize.

The awards were made by the radio committee of the United Welfare Chest.

A NATIONAL ELECTRICAL SERVICE

NORTHERN ELECTRIC

25 BRANCHES ACROSS CANADA
of 1907, you seem to be in a most enviable position.

"As Minister of Reconstruction, it has been my job to explore our economic position and to recom-
mend steps that will keep it on an even keel. If there are grounds for cynicism and pessimism in the
current situation, I should be the leading cynic and pessimist. I can assure you that I am neither. It
seems to me that, provided there can be reasonable co-operation be-
tween all elements of our society, Canada must stand first among all
the countries of the world in ability to provide opportunity and happi-
ness for its young men."

Mr. Howe has taken this same stand many times within the House
of Commons itself.

Not alone. In his viewpoint, he is however the most able and
articulate of that minority group which thinks courage and confi-
dence a better state of mind than fear and gloom. Summed up, their
attitude seems to warn: If we do get a depression, it will not be be-
cause of circumstance, but because we've talked and worried ourselves
right into it in spite of favorable circumstances.

500 Kws For Russ

Powerful enough to cover most of Europe, a new broadcasting sta-
tion is nearing completion by the Russians. Designed to operate on
582.9 kc, power output is expected to be 500 kw. The new station is
located in Latvia.

TRADE WINDS
Edited By Art Benson

Harold F. Stanfield's Toronto office tells us that Cities Service
are starting January 1 "Blackstone the Magic" (All-Canada), 15
minutes a week over CFRB, Toronto for 39 weeks.

The commercial department of CFRB, Toronto reports that John
Northway & Son have started 15 minutes of carol singing 6 a week
until Christmas. The Phone-Vision Distributing Co. has commenced
the 5 minute 6 a week transcribed "Record Rendezvous" running
through until March 7 and placed by Frontenac Broadcasting.

Harry E. Foster's Toronto office have just completed a transcribed
spot series for Blue Ribbon Tea & Coffee over 25 Eastern Canadian
stations.

According to CKEY's commercial department Abel Photo Finishers
has started a year's 10 minute 6 a week newscast featuring Fred
Cripps. St. Clair-Oiler Motors of Toronto has taken the wire re-
ported Sunday hockey games for 16 weeks handled by Crysdale and
Kelly.

MacLaren's Toronto office tells us that Buckingham's "Curtain Time"
has switched over to Dominion from Trans-Canada same time slot
as of December 18.

1000 RADIO PROGRAMS

WILL BE RECORDED THIS SEASON

BY RCA VICTOR

The Only Complete
TRANSCRIPTION SERVICE
in Canada

* EXPERIENCED PLANNING
* ACCURATE TRANSLATING
* EXPERT RECORDING
* EFFICIENT FACTORY PROCESSING

RCA VICTOR TRANSCRIPTION STUDIOS
TORONTO - Royal York Hotel - Adelaide 3091 MONTREAL - Lucassie Street - Wellington 3671

www.americanradiohistory.com
BROADCASTERS PLAY HIDE 'N SEEK WITH LISTENERS

by WALTER DALES

“Index Programming” Can Raise Standard of Canadian Broadcasting

Every person connected with radio dreams of what he would do if he had a little station of his own. After some twelve years in the business, I go and pick up a brand new dream from a stranger in an airplane between Montreal and Halifax! This idea, however, seems so sound—to me, at any rate—that some station manager might want to try it.

I warn you, it is as different from block programming as day is from night. It bears faint resemblance to any program schedule published. But I’ll wager, nevertheless, that a radio operator who gave it a fair trial would collect listeners and shakers in greater abundance than any competitor.

This idea is not copyrighted. Any operator is free to grab it and grow rich. Given a radio station with a good market, a reasonable amount of capital, and the ideas about to be expounded here free for nothing, he may completely change the present-day pattern of radio programming and grow wealthy in the process!

The idea came to me through a conversation with a tired business man. We reached a stage of camaraderie in a snowstorm above New Brunswick. Things were bouncy. I looked across at him with the sickly grin I affect when I want to say, “I’m not really nervous—it’s just a week stomach.” He grinned back, slightly green— and that started things. We talked.

He learned that I am mixed up in radio (not difficult to learn from radio people) and promptly told me, “Oh, I never listen to radio, except news.” I wanted to know why. He told me, and how:

“The only thing permanent about radio,” he said, “is the news and the ‘Happy Gang.’” He went on to say that he knew when the morning paper landed on his doorstep he could turn to page 28 and get market reports; the weather would be on page one, and Major Hoople on page 12.

“When I turn on the radio,” he continued, “it’s like playing grab-bag, and I tired of that game when I was eleven. Radio schedules published in newspapers tell you nearly nothing; and anyhow, they are forever changing things around.”

A few hours later, I was in Laurie Smith’s office at CJL, Yarmouth, and I told him about the conversation. He agreed that radio could use a Major Hoople, or a Dagwood, or a Doc Brady or Dorothy Dix—who could be counted on to appear at a given time daily.

The next week, driving to Windsor, I wanted to listen to CFAB. First, I asked the driver, “What could we get on the radio now?”

“I dunno,” he said, “let’s try it.”

Get me.

Sooo . . . if I had a little station of my own, I should be tempted to try the newspaper technique. I would call this “Indexed Programming.”

At a set time daily, I should have cartoons—word cartoons, short and catchy, like the Happy Gang “Joe Pot.” I would have brief health talks, by an expert. My station would be crammed with features paralleling the newspaper features so familiar to us all—from crossword puzzles to “Your Baby.” The most important, these proven features would be broadcast at the same time every day.

Having built a schedule on this principle, I would then distribute my radio index, far and wide, by every modern means of distribution. My index, except when special seasonal and emergency events intervened, would be permanent. Most every feature, except the week-end, holiday, comic and book section, would be daily. My listeners would know that on their station, the weather forecast would be heard, always, at a specific time; likewise the cartoons, the health talks, and every other feature, musical, dramatic, or just straight talk.

Given this “layout and proper distribution of my program index, I would then go after perfection if each feature. After all, they would be proven features, tested over the years. If the rating was low, I would make the feature better—don’t dump it out in order to try a new band or drama. Of course, if in the face of persistent efforts a show flopped, it would be thrown out.

Would this “Indexed Programming” work? Ask the Siftons or the Southams, the Hearsts or the McCormicks! Anyhow, for my money, it would be worth a try.

Naturally, no such plan need be hidebound. What I complain about is this persistent change, this everlasting kicking about of features, scrambling the schedule to the point where “nothing fits no place.”

Some operators may be saying, “Oh, but we already have all those features you’ve talked about.” Maybe—but how can the listener find them? Sure you have talks on gardening. But where, and when? Jokes . . . yes, but peppered holus-bolus through the day. Looking for one’s tastes in radio is like looking for a needle in a haystack. Only the idle man or the imprisoned housewife can take that sort of treatment. Busy men—let’s face it—busy men just do not listen to the radio, except for news . . . the one feature on the average station fairly well indexed. Without newscasts on the air, with their location well publicized, I venture to say that the sets-in-use figures would be even lower than the present unsatisfactory figure. Busy people cannot fish for what they want. Our sponsors rarely listen to anything but their own shows.

All that could be quickly changed by Indexed Programming. Let us look for features as sure-fire as L’il Abner or Doc Brady—and then give them a break by letting listeners know where to find them today, tomorrow, and next year.

Let us learn from newspapers.
en though they've been slow to listen to us. Let's look at our favorite magazine—and learn a trick or two about layout! You don't find wise publishers playing hide-and-seek with readers. But broadcasters do with listeners!

The operator courageous enough to adopt Indexed Programming has realized that his station cannot be something to all people at all times. It will acknowledge readily that when his book section is on the air, he will lose the attention of some listeners. People who like spot in the back ground as they wash dishes may tune out at times.

What? Do you want listeners all time—with no sales effect; or specific listeners to specific programs, who are listening with interest and affected by your message?

Indexed Programming would rid one of a good deal of bitter criticism. Mrs. Brown of the D.E. would not be forever tuned in, by accident, on Superman missing your inspirational show. Or the jive fan would not, by accident, go with a talk and the diffusion of light through a butterfly wing. Radio listeners would know what they wanted and where to get it, on your station.

Your spot on the dial would be extra weight. It would have personality. Over the years, it would take on a flavor of its own. In Macleans, or Harper's, or Liberty Magazine. No competitive spots would dare to copy it to the extent that radio now plays copy. I've heard two stations broadcasting in this manner. One ran a show called “Music For You.” The other ran a program called “Songs Adventurous.” The latter was more muscular—than, and no more! You can play that way with year-in, year-out features on which you base your whole success. “Index Programming” would raise the standard of broadcasting in Canada considerably.

Perhaps you're on a network, and can't adopt Indexed Programming throughout. That is no reason to ignore its value in those parts of the day where you are able to use it. It is good in the whole, there are values in the parts.

Anyway—take a good look at your daily paper when you go to bed tonight. Then try to tell your listeners what you are broadcasting on your station and when. The difference in your knowledge of the layout in your paper and on your own station will give you a dim idea of how confused is the average listener—and non-listener!
The Baby

This newest addition to the NBS family is really husky and healthy. He serves over 3½ million listeners in the Sarnia-Pontiac area—and doing a swell job. (198 local advertisers already!)

AND HOW THESE HAVE GROWN!

Yes, no less than 4 NBS stations have increased their power this year. And that means more listeners, better service to the community and a better job for advertisers.

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AND HOW THESE HAVE GROWN!

Yes, no less than 4 NBS stations have increased their power this year. And that means more listeners, better service to the community and a better job for advertisers.

CJL Kirkland Lake 1000 watts to 5000 watts
CKWS Kingston 1000 watts to 5000 watts
CGB Timmins 1000 watts to 5000 watts
CFCH North Bay 100 watts to 1000 watts

and CJAD, in its 2nd year, is the dominant English station in Montreal.

The rest of the family are doing well too—giving advertisers the kind of service and coverage that pays off in sales.

Yes, we're proud of our NBS family of stations—and sure that they'll continue to do a good job for advertisers in 1947.

Phone, wire or write for information and market data.

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NATIONAL BROADCAST SALES

Bank of Commerce Bldg., TORONTO, AD 8895
University Tower Bldg., MONTREAL, HA 3051

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YOU'RE PROUD OF OUR FAMILY!

Yes, 1946 has been a swell year for the NBS family of stations. And they're equipped to do an even better job in 1947 for the community—and advertisers—they serve.

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ACCENTED NEGATIVE

GUESTED BY TOM HOLUB

Two weeks ago, when the editor headed for the Britain-bound American Airlines DC-4, he roared by my desk, stuck out his big lower lip and growled, "Take care of the column for me.

Looking back to February of this year, when the writer himself returned from Britain, after a hitch of almost five years in the Army, I grabbed a bunch of old Broadcasters, purchased a set of new batteries for my portable radio and decided to see what was happening to the radio picture.

With the chimes of Big Ben, the starched collar presentations of news, talk, and forums of the BBC still ringing in my ears, it was a bit of a change to listen to the commercial programs being given out. Almost everyone who has returned from the other side will tell you it was a pleasure to hear Canadian programs with their Canadian announcers, actresses and other entertainers, even though those shows were saturated with singing commercials and breaks.

It was a reassuring thought to know that former associates in the Army Show had re-established themselves on Radio Row; Johnny Wayne and Frank Shuster with their "Johnny Home" program which brought them to their Beach— and now—their popular RCA Show; Jimmy Shields' voice sounded even better as it came to me over the Canadian airwaves at a lovelier speaker than it did from the Nissen Hut stages overseas; Frank Rockwood of London was back with Russ Gerow; Joe Duffy and Carole KCKO, Ottawa and Wally Crouter mikes at CHER, Peterboro; Bill Valentine was back in WINS beg as was Tom Johnson, whom I must thank for a dig in "Radio World," and so on down the line. I feel certain that these and others who have put khaki and blue in mothballs will blossom and prove themselves to be bright young men whose whereabouts Gordon Sinclair has been questioning.

Toronto Topics: BBC's Canadian representative, Michael Barkway, is in the hinterland of Labrador where he is recording a series of talks for BBC. He is expected back in Toronto before Christmas when he should have some interesting copy for the VD.

John Venable of the Thomas A. Edison Centennial Committee New York, was in town last week seeking the cooperation of the radio industry in observance of the Edison Centennial Commemoration which climaxes on February 11, the inventor's birthday. Mr. Venable plans supplying all station owners with data and Information early in January and is soliciting participation in observance of the centenary of the man whose inventions and scientific discoveries played such an important part in the development of radio.

How about it, station operators?

Has it occurred to you that radio people sometimes cross their bridges before they come to them? Musical bridges were not employed as effectively as they might on Buckingham's "Curtain Time" two weeks ago. At one point during "Way to the Heart," the closing words of the narrator's introduction to a new scene were lost to obliteration by an insanitive continuation of the drama. And is sentimental lacking in marriage? The blowoff on this program which left more, was in such a manner of fact manner that the mother, played by Evelyn Love, was arranging the acquisition of a husband with about as much feeling in her voice as when purchasing a package of cigarettes. All in all, though, the acting was top drawer stuff and kept away from "Mr. District Attorney."

SUGGEST CBC SYNCHRONIZE

(Reprinted from "Sadbury Star")

One of the most practical suggestions for the solution of the wavelength problem came up at a convention in Toronto. Richard Lewis who has had experience as editor of radio journals suggested the CBC synchronize their high-powered stations.

This would enable the CBC to broadcast from as many points in the Dominion as they wished, all on the one wavelength.

If the wavelengths, for instance, of 900 kilocycles was selected, all CBC stations would be operating on this frequency and their signals synchronized so they could not interfere.

In this way, the CBC could re-serve for themselves three channels and be assured of complete coverage throughout Canada for three networks. This system was used very extensively during the war throughout Great Britain and in European countries.

It was brought about through necessity of conserving air channels so that whenever an air raid warning was issued, the stations did not have to sign off.

Under the British system, planes which would pick up the London broadcast station would find it fading out and one in Scotland replacing it immediately and consequently were unable to use British Broadcast signals in directing them to the vicinity of their targets.

Synchronized systems of broadcasting have been tried in the United States and found lacking in places where the station does not get a good coverage a satellite station is set up and synchronized with the master.

As the synchronized radio setup for Canada is entirely feasible from a technical and certainly from a practical angle, it would place the CBC in the position where it could give listeners the choice of two or three programs in any part of the Dominion by tuning to the frequency assigned. The only possible objection to the system that would use the CBC coverage would be the "hue and cry" about inefficient frequencies forcing private stations to remain on low power.

While the CBC has not replied to this suggestion, it would seem to be worthy of consideration for it would solve all their transmission problems.

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STARS TO BE OR NOT TO BE

A one-woman jam session develops after the broadcast as Doris Veale goes out for the cast of Whitehall "Stars to Be." Left to right: Doris, producer Dick Fonger, Dennis Murphy, Patricia Miles and John Drainie.

More than 30 radio aspiring actors have been given that sought-after "break" on Whitehall Pharmacal's "Stars to Be," a dramatic program originating in Toronto to the Trans-Canada network and now heading into its third 12-week series. The youthful performers write in for auditions and are then featured in 15-minute radio programs, written, produced and directed by Canadian artists.

The letter book lists which of the performers in the series will be given a trip to New York and auditions at Columbia Broadcasting System. The winners also get a movie test at Arthur Rank's Coronation Studios in Toronto.

The young men and women of "Stars to Be" hail from every province and their backgrounds are as varied as the dramas in which they appear. Stenographers, lab assistants, dancers, singers and war veterans all have had the chance to show what they can do.

Typical is the star of a recent broadcast, Patricia Miles of Cobalt, Ontario. Patricia sang with an orchestra but had her eye on a radio career. An audition gave her a chance of two appearances with Whitehall "Stars to Be," and encouraged by her success, she has decided to devote her full time to radio acting.

Though the newcomers are the stars of the program, they are given the support of such veteran actors as John Drainie and Dennis Murphy. Dick Fonger, Rai Purdy Productions, is the producer; Don Sims, announcer and Lorre Greene acts as narrator. Incidental music on piano and organ is provided by Doris Veale.

CHUM Appointments

Hyde Ford, commercial manager of CHUM, Toronto, has been appointed manager of that station. He entered the radio field in 1938 at CJY, Calgary and has been with the VANCOUVER SUN, and CBC, Toronto. In 1942, he joined the RCAF and in 1944 joined the National Film Board. Early this year, he joined the sales staff of CHUM, was promoted to commercial manager, and will continue to hold that post with that of station manager.

Harry Sayers, former news editor of MARKETING, Toronto, has been appointed Public Relations Director of CHUM. Sayers joined the editorial staff of the TORONTO STAR in 1939. He served as Radar Operator and Instructor with the RCAF from 1941 to 1945, at which time he joined the news department of MARKETING.

ATTENTION STATIONS AND AGENCIES

Young man, 26, with 10 years broadcasting background including announcing, publicity, scripting, sports and production, seeks opening with station or agency. Top references. Married. Available immediately. Box 575 Canadian Broadcaster, 371 Bay St., Toronto.

CAB Travellers

Harry Davison, manager, and Jim Allard, director of public relations, of the Canadian Association of Broadcasters, observed operations at the NAB headquarters office in Washington early this month. They conferred with Justin Miller, President, and A. D. Willard, Jr., Executive Vice President, and others.

THE T. EATON CO. LIMITED

9.00 - 9.30 a.m. daily

Selecto CKRC WINNIPEG

and Here's Why!

More coverage, audience and sales at less cost

Representatives

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Yes—
Once Again
It's The
Universal
Time of the
Season

The time when the entire staff of Exclusive Radio Features and the gals and fellas of the U. T. S. Library join in their annual good wishes to each and everyone of our friends and associates and what is more we are not even going to try to be original in our greetings because those familiar words you hear every year around this month of December sum up the sincere feelings of very one of us here at the office.

So

MERRY CHRISTMAS EVERYONE AND A HAPPY AND SUCCESSFUL NEW YEAR

U. T. S. PROGRAM LIBRARY

EXCLUSIVE RADIO FEATURES CO. LTD.
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Merry Christmas everyone and a happy and successful New Year!

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Merry Christmas everyone and a happy and successful New Year!
What do you mean by

First?

Do you mean "earliest"

... or "of highest repute"

Whichever way you take it, CFRB is the best radio buy in Canada's richest market!

THE FIRST TWENTY YEARS:
Since 1926, this station has pioneered! Today, it still pioneers, spending more money, working towards an even more successful future. As one small example, CFRB has been broadcasting Frequency Modulation for six years. Because this station serves Ontario listeners best, it pays you best as an advertiser!

PUBLIC SERVICE:
In Ontario CFRB is first for entertainment, first for information, first for inspiration, community efforts for its broadcast news and sounds the public service pattern with excellent planning programs. By contract a balanced program and holds a loyal, responsive audience.

SALES RESULT:
This station is the leading advertising buy in Ontario. The proof is simple: (1) widest coverage, (2) largest listener loyalty programs, (3) greatest productive and you have the station. An investment in a CFRB audience is a solid investment!

It supports every important community effort for its broadcast news and sounds the public service pattern with excellent planning programs. By contract a balanced program and holds a loyal, responsive audience.

CFRB
PLANNING NOW FOR THE NEXT TWENTY YEARS!
BRITISH COLUMBIANS ARE RADIO CONSCIOUS!

Fact No. 4:

They can't help but be! Radio has an 84 per cent saturation record in this vast province and radio out here has done the job giving a million people a day-by-day contact with their neighbours, their nation and the world.

Sponsored by These Independent Stations of British Columbia

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CHWK CFJC CKOV CKLN CKNW
Prince George - Trail - Vancouver - Victoria
CKPG CJAT CJOR CKMO CKWX CJVI

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