NEWS in BRIEF

National Broadcast Sales have been appointed Eastern Sales Representatives for CKMO, Vancouver.

Len Smith is resigning from the CKEY Sales Dept. the end of January. The former staff announcer has rejoined the Toronto station in sales. Des Kearney has left CKSF, Cornwall to join the CKEY announce staff.

Fremantle Overseas Radio Ltd., representing several Canadian stations in Great Britain, has opened New York offices at 660 Madison Avenue.

Bruce Alloway, has left the CFAC, Calgary sales department and is on his way east to take over Vic Staples slot in the All-Canada, Toronto time sales division. Bruce is visiting All-Canada stations en route, and will stop over in Winnipeg to attend the All-Canada managers' meeting at the end of January.

Ray Darby, formerly with CBC in Winnipeg and Toronto, has signed a seven year contract with CBS and is now in New York, where he will write for “CBS Workshop”. Last summer Darby authored the CBC series “Once Upon A Time”.

Brigadier W. D. Whitaker D.S.O., has been appointed commercial manager of CHML, Hamilton.

The second Canadian commercial FM broadcasting license has been issued to CRSO, Sudbury. Engineers are completing plans for erection of the station on the Grand Theatre Building.

Postpone Beavers to March 17

St. Pat Moves Over For Awards Dinner

A combination of circumstances has made it necessary to postpone the presentation of the Beaver Awards for distinguished service to Canadian radio in 1946 until March 17. Prime reason for the postponement is the fact that Simpson’s Arcadian Court will be in a state of being rebuilt during the month of February, and our inability to find another hall for the dinner having the necessary seating capacity and acoustic qualities.

As has been announced in past issues, the presentations will again be made on Borden’s Canadian Cavalcade carried by twenty-eight basic and supplementary stations of the Trans-Canada Network. Production of the program will be in the hands of Ray Purdy; scripts again by Ernie and Kay Edge; Cy Mack master of ceremonies, music by the Cavalcade orchestra conducted and arranged by Howard Cable.

Plans for the dinner are in the making as we go to press, and full particulars should be ready in time for the next issue, including details of how reservations may be made.

For the third successive year the awards will be presented at a dinner of the Radio Executives Club of Toronto which will be presided over by President Jim Knox.

Confirrm 50 KW Plans

Confirmation of the CBC’s plans to erect a new 50kw station at Lacombe, Alberta, was received following a meeting of the Board of Governors in Montreal last week.

Information is not available as to the appropriation of the wavelength of CFEN, Calgary, operating on 1010 kc. However, the Canadian government has notified signatory nations of the North American Regional Broadcasting agreement that a new 50kw station will occupy that frequency.

Radio Discussed On Citizens’ Forum

Tuesday of this week CBC “Citizens’ Forum” aired a discussion on how radio might be improved.

A. Davidson Dunton, CBC chairman, represented the government broadcasting system; Lieutenant Colonel Keith S. Rogers, CAB honorary president, appeared for the private stations; and a Mrs. Olive Hotton appeared for the listeners.

The discussion took an amiable note, with publicity taking the forefront in suggested needs. Mrs. Hotton’s question as to why you always had to listen to commercial announcements on the best programs was not adequately disposed of.

The forum was conducted under the able chairmanship of CBC producer Mayor Moore.

CHAB, MOOSE JAW, SOLD

Announcement has been made subject to the formal issuing of a license to the purchaser, that radio station CHAB, Moose Jaw has been sold to John E. Slaight of that city and William L. Davis of Prince Albert, who have organized a company known as Radio Station CHAB Ltd for the purpose of operating the station.

Sid Boyling, who has been associated with CHAB for a number of years, has been appointed general manager of the new company, who states that “the station will be conducted along the same community lines as heretofore.”

While Mr. Slaight is manager of the MOOSE JAW TIMES HERALD it is pointed out that the station will be operated entirely separately under Boyling’s management.

Last year a proposed sale of this station by its former owners to the Saskatchewan CCF government fell through when the Department of Transport refused to transfer the license to a provincial government.
Pao-Tv

Canadian Broadcaster

January 25th, 1947

BUT SYNDICATION DOES!

G. Russell Hogg,
Vice-President and Managing Director,
Lambert Pharmacal Company (Canada) Ltd.

Says:

"This show has been on the air five years for Listerine with terrific ratings. As the program grew in popularity, we increased our coverage, until today, 'The Green Hornet' is broadcast over twenty-nine Canadian stations. It's done a swell job of advertising."

TOP-FLIGHT talent and production, prepared merchandising and publicity, available to your market through package programming...a made-to-order proposition that is tailored to fit your needs and your budget.

Every show in All-Canada's library, the largest in the world, is a leader in its own field. Whatever your product, wherever your market, there's a syndicated show to fill the bill. Ask the All-Canada Program Man for details and audition discs.

ALL-CANADA PROGRAM DIVISION

VANCOUVER  CALGARY  WINNIPEG  TORONTO  MONTREAL

A DIVISION OF ALL-CANADA RADIO FACILITIES LIMITED

FOR PULLING POWER

...MYSTERY PROGRAMS

PHILO VANCE
Spinetingling dramatizations of S. S. Van Dine's famous detective tales...fifty-two half hours.

THE WEIRD CIRCLE
The most thrilling adventures from the works of the greatest story tellers of all time, played by radio's finest talent. 63 half hours for 1-a-week broadcast.

MERCE McEOD
Intriguing, dramatic tales told by "The Man With The Story"...fifty-two quarter hours.

FIVE-MINUTE MYSTERIES
Here is a small package with a great big entertainment wallop...two hundred and sixty 5-minute episodes.

THE HAUNTING HOUR
Presenting original psychological mysteries, crime crusade themes and "whodunit" thrillers. Each suspense-filled story is complete in itself. 52 half hours for 1-a-week broadcast.

STAND BY FOR ADVENTURE
Unusual adventure is the keynote of this popular show. 78 quarter hours for 2-a-week broadcast.
CKWX Launches 5kw

CKWX Vancouver’s preparations for the 24th of January opening of the new 5000 watt transmitter on Lulu Island, in the mouth of the Fraser River bear fruit while this issue is in the mail.

Keith MacKinnon, Ottawa consulting engineer, was in the city recently to conduct tests, and has filed reports on the new equipment. He is said to have gone through the trials without a single hitch, and found the antenna and transmitter in first class shape.

F. H. ‘Tiny’ Elphicke, manager of CKWX, gives credit for the installation job to his chief engineer, Jack Gordon, who supervised the technical crew who did the job from start to finish.

Promotion manager Don McKim is getting set to blanket the province with a wave of information about the new power setup. Plans are completed for an advertising campaign to include a newspaper supplement, ads in daily weekly papers in the coverage area, billboards, street car ads and layouts in sponsors’ windows.

The special program for opening night will emphasize the history and building of the city and province and the concurrent advance of the radio industry.

Educational Forum

The CKNX “Educational Roundtable,” featuring discussion groups made up of teachers, parents, students and school boards, was heard for the first time last week on CKNX, Wingham. The inaugural broadcast was conducted by a panel from Exeter, Ontario, on the topic of “Recreational Centres.”

Taking part in the discussion were Mr. Albert Watson, Exeter high school teacher; Helen Leslie, Grade VIII pupil of Exeter high school; J. M. Southcott, a parent and editor of the “Exeter Times Advocate”; Elmer Bell, lawyer, and Art Campbell, Physical Training Instructor.

Mobile Study Group Visits CFRB

Fifty members of the Women’s Ad Club of Toronto recently visited CFRB, Toronto to learn the general principles of radio broadcasting. Not only did they accomplish this, but when they left the studios, they carried one pair of nylons each and a fair amount of quiz show cash, as well.

The group, headed by the Club president, Cecilia Long, is known as the Mobile Craft Study Group which each month visits some organization to learn more of the mechanics of advertising.

Following a welcome by Harry Sedgwick, president of CFRB, the group was escorted through the station by Lloyd Moore; manager, Wishart Campbell, musical director, and Jaff Ford, announcer. They witnessed programs by Rex Battle and Jimmy Shields and participated in the “Double or Nothing” program one member winning sixteen dollars.

BBM Out

Station audience reports of the 1946 BBM surveys have been issued and delivered to members. Reports have been compiled on a new basis, showing the total “circulation” of each member station without division of coverages into primary, secondary and tertiary areas. The new sheets have been prepared for insertion in the BBM loose leaf binders supplied with the results of the first survey.

IT’S THE MASTER that Counts!

Duophonic masters are your guaranty of highest quality pressings, and remember—pressings only mirror the quality of the master recording.

Duophonic Transcriptions
Our Guest Speaker Is:

HORACE N. STOVIN

"Fairly extensive travelling across Canada—mostly by air often finds me chatting with Chandler in Vancouver, and hob-nobbing with Hill in Halifax all in the same week. It's a grand way of sizing up trends, of learning at first-hand what people are really thinking and doing. And I'm an optimist about business in 1947—I think things look good.

"Sure, land is up, but Henry Ford is bringing the price of his cars down. Pork is up, but when can you buy pork, anyway? Fuel oil is up, but fur coats now cost less. To be a certified Canadian now costs you one dollar—it cost Mr. King five!

"What has all this to do with business? These are signs of the times. We are beginning to see the end of the seller's market—the start of a buyer's market. The country is ready for it—people are ready for it—how about you?

"To be prepared for the oncoming buyer's market, rebuild consumer acceptance of your products, dealer confidence in your policies, recognition of your willingness and ability to serve. You can do it economically and well by RADIO—using all or any of the live, independent radio stations shown below. Let us help you."

---

Dear Boss: Kind of late, but nice trip? Who did you see? What did you do? Did you run across Matt Halton? He comes from just over the way here, across the Alberta border. Or Gerry Wilmoth? People here still ask about him, if you're just back from Europe.

I guess you stood in Whitehall and heard Big Ben sound off, but without the needle scraping on the disc. And you'll have wandered through Kent and Surrey where the air force radio crew, Don Fairbairn, Charlie Hutchings and Art Boulden and the rest used to search out stories during the war.

Well, here it is January, Next will be February, then March. Three months gone and not a blessed thing accomplished. This note is just to fill you in on anything you may have wondered since you went away (trumpet sobbing in background).

The papers are still slashing and thumping at CBC, and so are the private station boys, particularly when you get round a pot-bellied stove in their back room.

But neither faction pauses often for a quick look at itself, though my teacher used to say this was quite a useful trick, if you could master it.

"In a matter of fact, I made a discreet survey on the subject, asking any number of people on both sides of the radio fence what they suggested, anonymously, could be done to improve the industry's service to the listener.

"Two of them had to rush right down and pay their back income tax. The next fellow had to meet a man in New Westminster, two others had to go on the air, the one after that remembered he wanted to buy a radio license and the third was absolutely certain it was a damn question and gave me the name of another guy who could answer it better. See what I'm up against?

One of the curious things about radio (and there are a lot of curious things about radio,) is that in an industry which boasts all kinds of characters expressing opinions on almost any subject, hardly a soul, relatively speaking, will take the time to practise an hour's introspection.

"Bill Paley of CBS took the time recently, and came out of his reverie with a speech that set some of the trade back on their ears. I guess that will have to serve.

"Well boss, the trade out here in the yeggland west is wondering who is going to land a Beaver when the awards are made. I sent you a top secret memorandum on the big election which should have been in the mail heap when you got home. I trust you will keep it by your bed for constant reading.

"One year I saw an item in the paper in very small type about the ceiling being taken off wages, but perhaps it was just whimsy. Made any resolutions for 1947?

Yours etc., R. F.

B.C. Briefs: At CJOR, people were noting that of six well-known radio voices being used in transmission form to support the Red Cross blood donor campaign, five started their careers at the Dominion network station. They're: Mart Kenney, John Rae, Hugh Bartlett, Bernard Braden and John Drainie.

"University of B. C. Round Table discussions went back on the air January 18 over CKMO after a month's holiday. A number of prominent speakers have been lined up by the U.B.C. Radio Society, which handles the presentation from studios on the campus and plays it to the stations.

"The last of the Diespecker series "March of Progress" was a show titled "Five Star Final", a serious history of newspaper photography. Vancouver papers were informed of the broadcast, but only one made a single-paragraph reference to it.

"Bad weather hit the west coast during the Christmas rush, and ice and fog slaming traffic down, town and in the suburban cooperation with police, CJOR broadcast half-hourly reports on road and fog conditions during the worst period.

"Manager John Hunt at CKMO announced these staff appointments: Eileen Fox, assistant manager; John Standing, advertising manager; Jack Quinn, sales supervisor; Al Reusch, production manager and Jack Kemp, assistant production manager.

Musical Balance

A musician-engineer is employed by Paul Whiteman in the control room to cue the network engineer, thereby providing better music balance on his Wednesday night ABC broadcasts.

Mitton Cassell, who is both a musician and a radio engineer, follows the score and ensures the engineer as to exactly when various instruments and ensembles raise their "voices". Heretofore, the director of the broadcast, whose talents seldom included the ability to read a conductor's score, and was too busy with other program problems anyway, performed this task.

Whiteman has developed other improvements, such as the glass screens which shields vocalists and the string section from being completely overwhelmed by the brass section while at the same time enabling the performers to see the conductor. A microphone inside the screen allows proper picking up. Another development is the use of a mirror for that half of a choir, which, grouped in a circle about a microphone, cannot see the conductor. The mirror installed over their heads permits choir members to follow the conducting as readily as those who face him.

In the course of an appearance tour this month, Whiteman will air his Wednesday Night ABC program from Toronto, January 29.
**Eggs Won't Unscramble**

Economists history is being written in Britain as the Socialist government fulfills the program for nationalization for which it was swept to victory by a war-weary electorate. In Canada men of business shake their heads sadly, but their concern is short-lived. Yet the death blow being dealt to business by the British Socialists is only one step more advanced than the plight of business in Canada, which is heading, less swiftly and dramatically, but just as inevitably, for the same pit.

It is true that Great Britain has a Socialist government while Canada's is Liberal. Nevertheless there is not such a great gap between Liberal and Socialist ideals. An extreme Socialist I was talking to in London not a month ago said: "This is not a Socialist but a Liberal government. Everyone felt the same breath, I may perhaps be permitted to repeat what I have written so often in these columns: "Canada's present government is a Socialist one in Liberal clothing." May I also say, once again: "Canadian radio is the guinea-pig on which the Socialists are experimenting before they tackle banking, insurance, mining and other business."

The Canadian Broadcasting Corporation is patterned almost entirely on the older British system. Here is the first parallel between Canadian and British economies. Both the CBC and the BBC are government operations, and each is uniting in its efforts to convince the public that this is not so, but that it is a "Public Corporation." The fine point of difference between these definitions I am afraid I shall not live long enough to understand.

The fact remains that Socialist Britain and Liberal Canada each operates its broadcasting system on the same bureaucratic principle, each having inherited it from another political party.

The external question of the menace to freedom of speech, occasioned by public ownership of radio, finds expression both sides of the ocean. To date, as far as I know, neither government has succeeded in forcing its will on an actual broadcaster. Obviously, and CBC denials notwithstanding, policy principles for the CBC are determined from cabin level, while the incident of note here is the attempt to prevent the CBC from broadcasting reports of prison riots, but was unsuccessful. This however was attributable to the courage of CBC news chief Dan McArthur. A less sturdy individual would doubtless have succumbed to the demand. In Britain I have no evidence of such interference in radio. Yet the far more extreme last pre-war Labour-Chamberlain in the London parliaments that this Christmas there must be no jobs against the Government.

Undoubtedly publicly owned radio provides the machinery for totalitarian control of speech by air, and whether this machinery is set in motion or not, its existence hinders ill. The success of the CBC in gradually increasing its domination of the air-waves, by continually restricting the power and powers of private radio stations, can only result in a similar assault on press freedom when the time is ripe. This theory, which I have expressed so often, gains credence when we examine the British newspaper business.

British paper shortage is being used by the Socialists as an excuse to stimulate一场s in the press on the without declaring an out and out policy of press control.

In the first place, publishers may only issue four page papers. But this is not all. The government also says non much space in each issue may be sold to advertisers. Now what is the significance of this?

By restricting the number of pages, it curtails the expression of opinion which has been the backbone of the press since time immemorial. It is hardly necessary to say that much of that press opinion in Britain today would be directed against the government if it were permitted. So I think it is not unreasonable to assume that the paper shortage is extremely convenient to Mr. Attlee and his cohorts.

In this advent, surely a breach in the line formalization this National-Socialism has been accomplished. Socialists demand collective control of the public, all men than do the business groups, and, whether it is from Britain or Saskatchewan, the public is going to hear glowing tales of happiness and prosperity, bred of the "New Order."

British Socialists were spared opposition from a free radio. Suddenly they are using the paper shortage alibi to save themselves from an unfettered press, because Socialism cannot survive a truly open forum.

With the support of the free-thinking public, press and radio, operating, editorially, as honest outlets for opinions, and, through their advertising, as ambassadors of better living, can save us from the fate which has stricken Britain. Against such truly free speech Socialism cannot possibly survive. But remember, Socialists are men with a vision of sinlessness of purpose, bound together by simple sincerity. The Battle of Britain and Flying Bombs fought on the side of Britain's Socialists. Fortunately Canadian Socialists do not have that advantage.
**TRADE WINDS**
Edited by Art Benson

McConnell Eastman's Winnipeg office report that Paulin Chambers Ltd. has extended the transcribed Corrine Jordan series to 5 additional stations including CFGW, CHAB, CKBI, CGFG and CKOV making a total of 11 western Canadian stations.

MacLaren Toronto office report that Tuckett Ltd. has taken a portion of CKFV's "Make Believe Ballroom" 3 times a week until March 14.

Cockfield Brown's Toronto office tells us that Socony Vacuum has a year's flash campaign under way over 33 stations coast to coast. Canadian Shredded Wheat started the 5 minute transcribed "Gondola Sidelight" with Foster Hewitt January 13. The 5 a week series advertises "Shreddies" and is going to 13 stations.

CJRS, Cornwall tells us that Lally-Munroe Cool Company has started the 1/4 hour "Hollywood Open House" for one year. The Cornwall Insurance Company is sponsoring the "Cathedral Hour" to run every Sunday for one year. Household Finance Corporation started a year's contract of the weekly 1/4 hour transcribed "Wayne King Show" (All Canada).

L. J. Heagerty reports that Colligate Palmolive Feet has started "Along the Sport's Trail" with Wes McKnight over 8 stations. The 3 a week 5 minute transcribed (Dominion) series is scheduled for 26 weeks and advertises Colgate Shave Cream.

Bill Byles at Spitzer & Mills Toronto office tells us that Quaker Oats has started "Singing Sam" over VOWN and VONF, Newfoundland advertising "Sparkies" and Corn Flakes. The 15 minute 3 a week transcribed (All Canada) is scheduled until June of this year.

**Phoney Gimmick Gag**

Winnipeg residents crowded the streets and caused a traffic jam in front of the Lindsay Building two weeks ago, following an announcement from CJOB that $500 in bills would be thrown out the studio window as a promotion stunt. Chuck Cook, emcee of CJOB's 6 to 9 a.m. "Smile, Darn Yz, Smile," program, was the originator of the scheme. Buses and trucks disgorged passengers, automobiles and break-fasts were abandoned as the money fluttered from the tenth floor window of CJOB's studio.

Housewives, describing themselves as the program's most loyal listeners, bitterly complained over the telephone that advance notice had not been given them of the give-away.

Insurance Companies in the same building participated in the publicity scheme by throwing blotters from their windows, carrying printed ads.

After the last of the money was thrown out the window, Chuck Cook remarked the demonstration proved, once and for all, that you can't win. You see, the $100 was "play" money, borrowed from a monopoly game.

**Rex vs Rex**

A legal battle looms in Montreal between the Department of Transport and the Quebec Hydro Electric Commission, according to reliable sources. Controversy concerns the Hydro Electric Commission's refusal to pay license fees for three transmitters and the removal of 60 vehicles. Since formation of the Commission two and one half years ago, no license fees have been paid.

**Pioneer Passes**

Radio lost one of its earliest pioneers in the death this month in the person of Ralph W. Ashcroft, Toronto manager of Canadian Advertising Agency Ltd.

In the twenties, Mr. Ashcroft was manager of CKXW, Toronto, and waged an untrilling and often lone war against nationalized broadcasting, then being planned.

Born in Cheshire, England, 72 years ago, he crossed the Atlantic in 1900 and became private secretary to the president of the Western New York and Pennsylvania Railroad.

**Mikeman Turns Legit**

Bill Kemp, former Toronto radio announcer who was discharged from the Canadian Army in England last year, is starring in a new Laurence Olivier production, "Born Yesterday." The play is currently running in Scotland and following a tour of the provinces, will be produced in London.

**All year around these B.U.P. Features are regularly appearing in the news service. All of them are available for sponsorship.**

**BRITISH UNITED PRESS**

HEAD OFFICE
231 St. James Street
MONTREAL
Missing Child

Early one afternoon, six-year-old Dianne Powell, was playing in a Toronto Park but at supper time, still had not returned home. A description of the missing child was broadcast on Jim Hunter’s 6.30 p.m. newscast on CFBF, Toronto, and before Jim was off the air, a telephone message was received saying she had been found. It turned Dianne had not lost her way and walked into a strange house. Unable to obtain any clues as to the youngster’s identity, residents of the house waited for Jim Hunter’s newscast and heard of the missing child.

By Actual Survey (?)

A letter received by CFBF, Toronto, during the holiday season, received more than usual attention from the station staff. The letter was from a New York resident who addressed the envelope “Chief Radio Station, Toronto, Canada.”

Manhunt By TV

Television stations in New York, Philadelphia, and Schenectady recently joined the hunt for seven Brooklyn jail breakers. Slides showed pictures of the men while the commentary urged viewers to relay any information to the police.

Jamboree Jams ’Em In

When folks travel from 50 to 100 miles to catch a radio show, the station must be in solid with radio listeners. The CKCW JAMBOREE, a Saturday night stage show and radio broadcast, attracts rural listeners, even from Nova Scotia, who join city folks in two hours of merriment. Originally a one-a-night production, Lionel now stages two performances to accommodate the crowd but still we hang out the S.R.O. sign.

The JAMBOREE offers ample proof of the extensive listening audience enjoyed by CKCW.

Everybody’s Listening to

Russ Titus

Canada’s favourite Male Singer

Management

George Taggart

Organization

Aldeide 8744

Air Check YOUR Vancouer Market

Recordings Guaranteed Complete Facilities

Writ or Wire

Don Wilson studios

813 Birks Building, Vancouver

Know Your City

A series of six broadcasts about the city of Toronto, directed to students in city schools, will be heard over CFBF, Toronto, each Thursday at 11.30 a.m., commencing January 30.

The programs are being prepared at the request of the Toronto Board of Education and will present information about the city’s history, government, school system and citizens. The broadcasts will take the form of dramatizations, actual reports, newscasts and a quiz at the end of the series, based on information contained in earlier programs.
EDISON — RADIO'S GRANDFATHER

Before his death in 1931, Thomas Alva Edison left instructions that his desk was to be locked and not opened until the day of the observation of his one-hundredth birthday, February 11, 1947, when the entire world will pay homage to this great inventor through observance of the Edison Centennial. Unpredictable in a life dedicated to science, the world now awaits what could prove to be either the unveiling of a new miracle, perhaps in prophecy, or perhaps, the fulfillment of an old man's whim.

In spite of the fact that he is generally described as a great American, Canada can claim to have been his projecting ground. Early records show that the Edison forebears lived in England, migrating to Holland, probably because they wished to share in the greater freedom of thought that existed among the Dutch of that period.

The earliest male ancestor of Edison to reach America arrived about 1728, when crossing the Atlantic was still a hazardous adventure. He was John Edison, a boy of three, who, in the company of his mother and a band of Dutch immigrants, landed where Elizabethport, New Jersey, now stands.

John, married to Sarah Odgen in 1765, remained loyal to the British Crown during the Revolutionary War. He was sentenced to death for high treason. After spending many months in jail in New Jersey, the sentence was commuted and he was evacuated at the end of the war to Nova Scotia with a group of other Loyalists. John Edison, his wife and seven children, settled at Digby, Nova Scotia, where, at the age of 25, Samuel Edison, eldest son, married Nancy Simpson. Of this marriage was born Edison, Jr. in 1804, who was to become the father of Thomas Alva.

The entire family left their Nova Scotia homes in 1810 and trekked westward by wagon finally settling in Bayham Township, Ontario, where they helped found the village of Vienna, 30 miles south of Woodstock. In that new settlement, Thomas Edison's father, Samuel grew to manhood and in 1828 married Nancy Elliott, the village schoolteacher. In 1838, Samuel Edison was forced to flee Vienna because of his participation with the forces of William Lyon MacKenzie in the brief Papineau Rebellion against British rule in Canada. While en route to Toronto where he was to join MacKenzie's forces, word was received that the force had been scattered and that the leader had fled after an unsuccessful attempt to capture the seat of government. With the rout of MacKenzie, Samuel Edison became a fugitive. Leaving his family in Vienna, he found refuge in the village of Milan, Ohio, where he set up a saw mill on the canal. There, Nancy Edison joined him in 1839 with their three children. Four more children were born at Milan, of whom Thomas Alva was the youngest.

Even as a boy of pre-school age, Edison was extraordinarily inquisitive. He wanted to find out things for himself. Once he tried, unsuccessfully of course, to fathom the mystery of hatching eggs by sitting on them. Another time, he was given a public spanking in Milan, after he had set fire to his father's barn.

The Edison family moved again when young Thomas was seven. This time to Port Huron, Michigan. Unlike their previous migrations by wagon, the trip was made by railroad and steamer.

Edison frankly admitted his schooling was of short duration and of little value to him. After a few months in school, his mother, a former Vienna, Ontario, schoolteacher, took over his instruction. In spite of his scorn for learning, he was, in later years, to sponsor scholarships for outstanding high school graduates, selected yearly through national contests.

Most of his knowledge was acquired through self-study and training. At the age of eleven, he had his own chemical laboratory in his Port Huron home. When he was twelve, he hired himself out as a newsboy on the Grand Trunk Railway from Port Huron to Detroit, exhibiting a flair for business far exceeding that of the average boy of his years. He established his chemical laboratory in the train's baggage car which also served to house a printing press on which young Edison published The first newspaper ever produced aboard a moving train. He even found time to buy produce from farmers along the route which he sold to Detroit markets.

Edison became a regular telegrapher on the Grand Trunk line at Stratford Junction, Ontario, when only seventeen. His inventiveness, however, caused him to lose his position. A supervisor discovered his ingenious device conceived in nothing but sheer laziness which automatically "reported in" on the wire in code every half hour when actually the inventor was sleeping and made up for time lost in studying.

Edison travelled throughout the Midwestern states studying and experimenting to improve the crude telegraph apparatus, turning to Boston where he began operating for Western Union. While there, he created his first invention to be patented—a machine which electrically recorded votes cast by legislative members. The invention was not used and this taught Edison never again to invent anything un
For six years he was experimenting in a feverish period of endeavor, managing his factory and working on one invention after another. It was at Newark that he produced the "electric pen," forerunner of the mimeograph machine, and made the discovery that electrically generated waves would traverse an open circuit—the principle on which wireless telegraphy and radio are founded. This phenomenon is known as "etheric force."

In 1876, due to his Newark plants demanding too much of his time for production rather than invention, Edison established laboratories at Menlo Park, New Jersey, and devoting management of his factories over to trusted assistants. His most acclaimed invention, the incandescent electric lamp, was developed at Menlo Park. Eleven years later, he transferred operations to West Orange where he perfected a plan of organized research in industry.

The invention of a practical lamp alone was not enough to replace gas as the most-used illuminant. His work, therefore, on the electric light is even more astonishing because in addition to a commercially practical bulb, he also invented a complete distribution system, including dynamos, conductors, fuses, meters, sockets and numerous other devices. Of 1,097 patents granted to Edison, by far the greatest number ever granted to one individual, 356 dealt with electric lighting and power distribution.

The carbon telephone transmitter which made the telephone commercially practical was invented by Edison in 1877 the same year he gave the phonograph to the world. Rights in the invention of the carbon transmitter were sold to Western Union which, in turn reached an agreement with the company headed by Alexander Graham Bell. For many years, telephone instruments carried the names of both Bell and Edison. It was fifty-fifty. He invented the transmitter and Bell the receiver. It was this carbon telephone transmitter which helped to make radio possible in that the same principle was adopted in developing a practical microphone.

The phonograph was his favorite invention, one which developed while experimenting with the automatic telegraph instrument.

In 1883, he discovered the "Edison effect," a previously unknown phenomenon by which an independent wire or plate, placed between the legs of the filament in an electric bulb served as a valve to control the flow of current. With this was pushed aside the veil of darkness behind which were to be found all the wonders of electronics. In the same year, a patent was filed by Edison on an electrical indicator, employing the "Edison effect," its first application in the field of electronics.

Development of the phonograph was one of Edison's first undertakings at his new West Orange laboratory. During his first four years there, he took out more than eighty patents on improvements on the cylinder phonograph and the dictating machine.

At the same time, Edison interested himself in the motion pictures. While multiple cameras had been used to take successive pictures of moving objects, no device had been developed to view the pictures in motion. Edison used a new celluloid film, developed by George Eastman for use in still photography to bring about his proposed motion picture camera.

In 1889, he displayed the first motion picture, synchronized with sound, from a phonograph record. The motion picture camera was patented in 1891, and the first commercial showing of motion pictures was made in 1894, with the opening of a "peep hole" Kenectoscope parlor in New York City. In 1913, Edison introduced sound to pictures, fifteen years before Hollywood adopted that medium of entertainment.

Following the discovery of x-rays in 1895 by Roentgen, Edison turned his attention to the mysteries of these invisible rays. Within a few months, he developed the fluoroscope, which invention he did not patent, choosing to leave it in the public domain because of its universal need in medicine and surgery. In 1896, he applied for a patent on the first fluorescent electric light, an invention which stemmed directly from his experiments with x-rays.

Thomas Edison in 1915 became President of the newly created Naval Consulting Board, forerunner of the American Navy Department's present research facilities. He arranged for leading scientists to serve with him on the Board, and made available to the government the facilities of his laboratory. Much of the Board's efforts were directed against the German submarine menace. Among the many inventions and ideas turned over to the Navy were methods for detecting submarines by sound from moving vessels and for detecting enemy planes, locating gun positions by range sounding, improved torpedoes, a high-speed signalling shutter for searchlights, and underwater searchlights. These and many other devices and formulas of importance came out of the Edison laboratory.

In spite of the fact Edison was seventy years of age when the war ended, he continued to think only in terms of scientific and industrial progress.

At eighty years of age, Edison launched another great experiment. Remembering his country's lack of preparedness for World War I, he attacked the problem of devising a method for domestic production of rubber so that, in the event of another war, the United States would not be dependent upon foreign sources for this vital component of warfare. The experiment was a success. From the goldendust grown in his experimental gardens at Fort Meyers, Florida, Edison was able to produce rubber before his death.

Thomas Alva Edison passed away peacefully in West Orange, New Jersey, on October 18, 1931, at the age of eighty-four. His lifetime embraced four wars in which his country participated. His achievements, more than those of any one man, fulfilled his desire to "do everything within my power to further free the people from drudgery, and create the largest possible measure of happiness and prosperity."

He might well be termed the father of electricity, the phonograph—and of course the radio.

The world was his beneficiary.
S A S

SURE way to reach a large

AUDIENCE and be sure of

LISTENER response at low cost from the

EFFECTIVE use of Spot Broadcasting

SPECIFY

CJAV CKNW CFRN CFCN
CFQC CIQB CKPR CKCH
CISO CKTS CKCV CHGS

I'm a ripsnorting rider that knows and is known in the West

CFAC

Take advantage of the CFAC listening habit!

STUDIOS: SOUTHAM BLDG. CALGARY
Representatives:
CANADA: ALL - CANADA • U.S.A.: WEED & CO.

BCB Charter Approved

Demands for competition in British broadcasting by licensed
government stations operating separate from the BBC or some
form of commercial radio, were
aired in the House of Commons
last month during debate on exten-
sion of the BBC charter for a five-
year period.

BBC's charter was approved by
Commons but not before much
criticism was directed at the Cor-
poration. A Labour MP charged
letters were accepted by BBC em-
ployees in exchange for favors on
the air and blamed BBC manage-
ment for this bribery. The Post-
master General was said to have
the air at this period.

Lord Inner an succeeds Allen
Powell as chairman of the Board
of Governors. He is an author,
head of a publishing firm and head of several hotel firms. His
salary will be $12,000 per year.

Commercial Radio
For South Africa

South Africa is going into com-
mercial broadcasting for the first
time, starting sometime next month.
Numerous experiments are also
being conducted in FM. The radio
changes have evolved under pres-
sure of public opinion.

Radio in South Africa has made
strides since 1936 when an Ameri-
can-owned network was taken over
by the government and put into
expanded operation by the South
Africa Broadcasting Corporation,
under government control, in a
fashion similar to the CBC.

The network consists of 17 sta-
tions, broadcasting two sets of pro-
grams, one in English and the
other in Afrikaans. Some native
languages are also broadcast. Com-
mercial programs will be presented
on a third network.

Commercial broadcasting is ex-
pected to attract higher priced tal-
et than the non-professional talent
now being employed.

COMMERCIALS
BY
G. R. MOUNCE
E. W. LEAVER

A question and answer column conduct-
ed by two radio engineers who invite read-
ers to submit their questions. The author
reserves the right to print any letters submitted, or to refrain from printing them. Personal replies will be sent if a stamped self-addressed envelope is enclosed. Anonymous letters are not acceptable either for publication or for reply. Ad-
dress "Technicoloum," Canadian Broad-
caster, 971 Bay St. Toronto.

By the year 1947 the indica-
tions are that FM will make
great strides in Canada. At this
time it might be well to consider
if the technical advantages of FM
presented to the public are stressed
in a manner which will be to the
ultimate advantage of the radio
industry.

The main technical advantages
over the present AM system
claimed for FM are high fidelity
and noise-free reception. In con-
nection with the high fidelity claim
the public must first be educated
to appreciate this feature and then
have the money, neither of which
seems likely to occur. High quality
is not to be expected from the manu-
factured radios even if they are
FM.

The situation on AM is that only
a very small percentage of the re-
ceivers take advantage of the
quality offered by the present
broadcast stations. Furthermore
the quality of the present AM
stations could be increased to FM
standards if the industry and the
public were prepared to pay the
price. This price would be but a
fraction of the cost that will have
to be paid for FM.

The advantages of noise-free
reception advanced by FM pro-
ponents are not a large degree not
inherent in FM alone. Much of the
superiority of FM in this respect
has disappeared or is disappearing
now that each large centre has a
number of very powerful local
stations. The majority of listeners
are but little troubled by inter-
ference.

In respect to the frequency band
now assigned for FM, it is interest-
ing to note that Major Armstrong,
one of the greatest FM ex-
perats considers the band poor for the
purpose. Certainly certain aspects
are unfavorable in comparison to
the old FM band (50 mc). In this
connection the antennas at the
receivers and the receivers them-
selves are going to present diffi-
culties due to the high frequency
 technique involved which will
mean higher prices to the listener.

It is not intended by these re-
marks to infer that FM is of no
value. It has great advantages
such as constant coverage, day
and night, less co-channel and
adjacent-channel interference. The
foregoing paragraphs were meant
to show that the propaganda
attempting to popularize FM is un-
realistic and will lead to severe-
ly unfavorable public reaction after
FM sets reach the hands of the
public. They will not find Utopian
radios available at present prices.
When FM or no, and it is better to face
this fact now, and to gear advance
publicity accordingly.
Clear Police Signals

The invention of a Vancouver man, Donald L. Hings of Electronic Laboratories of Canada, has enabled B.C.’s Provincial Police to obtain clear reception of radio code signals in the area of the Vancouver court house, one of the noisiest locations in the city.

Though not effective for voice transmission, the device is said to provide reception of code free of static, noise and fading. It was developed at the request of Provincial Police for use on urgent calls on their point-to-point network.

With the aid of the invention, interference from spark gap machinery, defective engines, natural static and diathermy is eliminated.

CBC Studies Coverage

The problem of coverage of existing broadcast stations in Canada is being surveyed by the CBC engineering and commercial departments. Results are expected to provide a basis for study of new broadcast station applications and for establishment of stations to the CBC networks.

The CBC also is surveying network and individual station rate structures.

UK Maestros Organize

Dance orchestra leaders in Britain are organizing in an effort to obtain better terms from the BBC. “We have lots of things to fight about—fees, control and monopolistic tendencies of the BBC,” said Lou Preager, presiding at a recent meeting of band leaders. “Not one band leader in the country can raise any money with the fees he is paid for broadcasting, after paying the appropriate rates to his musicians, he added.

Radio Raises $3000

With donations rolling in at the rate of over $400 an hour, CFOS, Owen Sound, last month raised funds for the relief of distressed counties. A seven-hour pre-Christmas broadcast, staged in the Owen Sound city hall auditorium, featured 100 musicians and resulted in cash donations of $2,500 with a further $400 arriving in the mails later.

Wired Radio

The first carrier frequency wire broadcasting system in Britain has been opened at Rugby. The system gives a selection of six programs. The service will be extended to other British cities to cover approximately two million listeners.

WORLDWIDE RADIO NETWORK

A worldwide radio network to be operated by the United Nations has been recommended to the UN General Assembly by the Advisory Committee on United Nations Telecommunications. The recommendation, to be voted on in September, calls for reallocation of international short-wave frequencies and for acquisition by the UN of bands formerly allocated to the League of Nations.

Estimated cost of such a network, exclusive of buildings and land, would be nearly six million dollars.

Operations would embrace all wave bands in order to assure wide coverage of UN broadcasts.

Recommendations call for six transmitters, three of 2 kw power, two of 100 kw and one of 200 kw.

In Europe, plans recommend establishment of one 2 kw transmitter, one 50 kw, one 100 kw for short-wave, and one 1,000 kw long-wave transmitter.

EVERYTHING for your broadcasting station

FROM MICROPHONE TO ANTENNA

Broadcast Transmitters
Speech Input Equipment
Microphones
Microphone Booms
Reproducers
Vacuum Tubes
Antennae
Transmission Lines
Antenna Phase Units
Antenna Coupling Units

Ground Systems
Test and R.F. Monitoring Equipment
Monitoring Loudspeakers
“World” Library Service
“World” Feature Transcriptions
Engineering and Installation Service
Consulting Service

A NATIONAL ELECTRICAL SERVICE

25 BRANCHES ACROSS CANADA
B C CHRISTMAS FUNDS

A fund of more than $2100 raised by station CKMO in Vancouver over the Christmas season made the holiday brighter for war veterans in Shaughnessy Military Hospital and in three instances made it possible for out of town mothers to visit their sons.

Listeners were still sending nickels and dimes and dollars to the station as New Year went by, manager John Hunt said. The station worked with D.V.A. and the hospital’s auxiliary hostesses in arranging for radio, magazine subscriptions, telegrams to relatives and other presents for patients. One stretcher patient was sent home for the holiday to Victoria, with ambulance and transportation paid for by the Shaughnessy Happiness Fund, which Crosby officials said would be an annual event.

Three surprised patients found their mothers tip-toeing to their bedside on Christmas Day, having learned nothing of the scheme beforehand. They were put up in the Red Cross Lodge at the hospital and spent several days near their sons.

Bill Rea, manager of CKNW New Westminster, organized the station’s Orphans’ Christmas Fund over the top once again, with a total of over $7000 contributed by listeners.

The winter’s contributions brought the fund to a three thousand total of more than $19,000. The year the appeal was made, $5000 was sent in, followed by $6500 the next year and now a further $7000.

On top of aiding the orphans, more than $1000 of the money was spent for Christmas food hampers for old age pensioners.

Nix Crosby Beef

Denial of reports that the Bing Crosby recorded show on ABC was unsatisfactory to the Philco Corporation was aired last week by James Carmine, the firm’s vice-president of merchandising. Philco, according to Carmine, is not dropping the show but said the series will have a thirteen-week summer lay-off.

It is reported that Peggy Lee, featured on the Crosby show, is being considered for a live summer musical program which will replace the recorded show when Crosby’s present 39-week contract expires on July 9.

Urges Public Initiative

There is no reason that we should have an inferiority complex regarding the press,” said Justin Miller, president of the National Association of Broadcasters, to a group of radio men in San Francisco recently. He emphasized the importance to individual broadcasters of state organizations and advocated the NAB’s active participation in public affairs in order that thought leaders everywhere may feel more fully the impact of the radio industry.

The very fact that many of these questions are still in the minds of radio people at this late date would seem to indicate that either subscribers to survey services have been too lenient in making inquiries, or that too little publicity has been given to survey techniques and values.

Visitors to Montreal recently included Bill Byles, of Spitzer and Mills; G. F. Herbert and H. R. Carson, All-Canada; and Freddy Lynds, of Moneton. Ralph Bowden, of Stovin & Co, is in New York. Vic Neilson is house hunting in Montreal, having joined Associated Broadcasting, where he will concentrate his efforts on the use of Muzak by large industrial firms. W. H. C. Gough, getting the large share of new industrial capital these days, wired music should be due for a boom.

Program ideas are a dime a dozen, but maybe some of the others can do something with this one. Run a short series of service broadcasts by some Chartered Accountant to answer vexatious income-tax problems, during the months of March and April. Four fifteen minute broadcasts each week should enable him to deal with the general problem and answer specific questions sent in by listeners. It may rate a large, if unhappy, audience.

Shades of MOUNT ROYAL

by WALTER DALES

Lunch-time Conversation here hinges on future looks of radio ratings. This intense interest in ratings was provoked by the possibility of the Hooper people entering the field in Canada to compete with existing surveys.

Whatever the outcome, a better knowledge of how to use or not to use ratings in striving for business should result from all the discussions. These are some of the questions I hear floating around:

What type of man or woman makes the actual telephone call? Do they do an efficient, thorough job? Are they well supervised? Are the ratings sensitive enough to immediately reflect an improvement in programming? Is it possible for a station to highball the rating but be weak in selling power? Is it possible to see the interviewers’ work sheets when you just can’t understand the differences in ratings between two seemingly similar shows on competing stations at the same hour? Would those work sheets show the peaks and valleys of listener interest through a given half-hour program? How much does the time of day affect ratings? When buying announcements, should you buy the spot immediately before a highly-rated show and immediately after? Are ratings in any sense predictable through a study of the elements which compose the top ranking shows?

....

The Riches Man Cannot Buy for Himself What The Poorest Man Gets Free From His Radio"

* The Finest of all Types of Music!
* The Latest in News!
* Facts!
* Figures!
* Information!
* Community Service!

Brought to half-a-million listeners by CJCA

EDMONTON
and
Short Wave VE9AI

www.americanradiohistory.com
Air Hockey School

CKNX, Wingham, played host to some of the top OHA officials on Thursday, January 9, when "Tory" Gregg, CKNX sports organizer and reporter, and president of the Western Ontario Athletic Association, arranged with the OHA to include Wingham in the one-day school for managers, coaches, referees and would-be referees.

The school was conducted by George Panter, President of the OHA; J. J. "Tiny" McFadden, first vice-president and manager of the Galt "Red Wings"; "Dinty" Moore, past president; and Norme Hynes, former NHL star and now coach to the "Red Wings."

Western Ontario was well represented with over 100 in attendance. In spite of the bad road conditions, this proved that interest in sports throughout the area was high.

Thirty minutes of the school was broadcast over CKNX in order that snow-bound districts were informed of proceedings at the meeting. The OHA officials expressed their gratification for the turn-out and for the way in which the WOAA is fostering the spirit of sportsmanship among Western Ontario young men and boys.

CANADA'S TOP BILLBOARD AWARD WINNER

CKCK welcomes these additions to an ever-growing list of sponsors

J. H. ANDREWS LIMITED
CANADIAN SHREDDED WHEAT COMPANY
CHICAGO VOCATIONAL SCHOOLS
W. CLARK LIMITED
DWIGHT EDWARDS LIMITED
HUDSON'S BAY COMPANY
INTERNATIONAL ASSOCIATED PRODUCTS
THOMAS J. LIPTON LIMITED
RIT PRODUCTS CORPORATION
SOCONY VACUUM OIL COMPANY OF CANADA LTD.

620 kc. **CKCK** 620 kc.

THE FIRST STATION IN SASKATCHEWAN

---

RADIO LIFTS SNOW CURTAIN

Seventy-five miles of fifteen-foot snowdrifts were overcome two weeks ago by CFOS, Owen Sound, to bring their listeners a story of life in snow-bound Tobermory. This fishing village, at the tip of the Bruce Peninsula, became isolated following the heaviest snowfall in two decades. Residents of the village were not unduly alarmed until a food shortage arose and illness demanded medical attention, available only from outside communities.

Unfavorable flying weather prevented delivery of food and medical supplies. No relief was in sight until the Department of Highways announced the dispatch of two snowplows from Toronto to attempt the breakthrough.

On Wednesday morning, January 9, Ralph Snelgrove and Everett Smith of CFOS met the snowplows at the village of Hepworth, riving at a snail's pace as a narrow path was opened. Meanwhile, telephone lineman accompanying the party floundered through the snow to climb telephone poles, disconnecting rural subscribers from the single line to the village, thus insuring an uninterrupted broadcast.

Late in the afternoon, the party finally broke through the snow barrier. At 6 p.m., Snelgrove was able to go on the air over CFOS, seventy-five miles distant, bringing the first news of the plight of the snow-bound village. Later, the broadcast was aired over the CBC News Roundup.

Pictured in the back row is Everett Smith of CFOS, chatting with Mrs. Barney Hopkins, in whose home the broadcast originated. Mrs. William Lavolie, village nurse, looks on as the oldest resident of Tobermory, George Snelgrove is interviewed by Ralph Snelgrove. Barney Snelgrove Jr. looks on in the foreground.

**Sellout**

O. M. Dennison, poultry dealer of Pembroke, Ontario, who contracted for 13 spot announcements on CKCK, was forced to cancel the agreement after the sixth airing. The dealer had received more orders than he could fill during the remainder of the year.
“MORE COPY PLEASE”

Declaring that “the time is now ripe for more copy,” John Fisher, CBC commentator, speaking at a luncheon meeting of the Ad and Sales Club of Toronto in the Royal York Hotel on January 14, stressed that the great task in Canada is to sell our country to Canadians.

“We have felt humble, here in Canada, compared to the United States.” Fisher said. Canadians, in his opinion, play down everything about the country but when they get in the back room at home, with a bottle, they expound all the virtues of this land.

During the last war, said the speaker, Canada, without any great deal of fanfare, showed the world her capabilities. “With two or three tubs at Vancouver and Halifax posing as a navy, Canada came out with the third most powerful fleet in the world,” he said. He referred to the Commonwealth Air Training Plan, the large food contributions to Britain, and the huge amount, one-fifth of all UNRRA supplies, which came from Canada, as proof of the enormous potential of this country.

This wartime production would also indicate, he said, that unity does exist in Canada. He vehemently denounced individuals who talk about lack of national unity. He dwelt at considerable length on the various physical links which keep the country united, such as the Canadian National and Canadian Pacific Railways which have three complete lines running from coast to coast. Trans-Canada Airlines and the Trans-Canadian radio links likewise keep the country united, he said. He compared the layout of these physical “links” to those in the United States. In Canada, they run from east to west while in the United States, the railroads, airlines and radio networks criss-cross in all directions.

There are no language differences in Canada, Fisher pointed out, as compared with the United States. “Except for Quebec, we have the same kind of language from Halifax to Vancouver,” he said, “but not in the United States. A Texan would be greatly insulted if he were told he sounded like a resident of Oklahoma.”

Preservation of items of historical value received particular attention from the speaker. Champlain, who explored Canada’s interior, lost a compass, with which he had charted the earliest maps of Canada, while exploring the Renfrew, Ontario, area. When it was discovered 300 years later, Fisher revealed, “it was sold to a tourist from New Jersey.” Here in Canada, too, one cannot see the tombstones of great Canadians who are buried without pulling back the growth around them.

Speaking of the self-adulation of the American people, Fisher said, “the first thing a person does in the United States, when going into business, is to set up a public relations office—but unfortunately, this is not the case in Canada—it is usually the last thing.”

Though admitting he hated nationalism with all his soul, Fisher urged: “We must be ardent Canadians. We must sell ourselves more and have more pride in our institutions.”

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**PAN MAIL**

Sir: Having read your last issue from cover to cover, my only suggestion is that you go out and commit Lewicide.

---

**VOX POOP**

“Liberty's” masterful taunts at your editor in “Vox Pop” issue of Feb. 1, lost some of their sting when we found out that their author, Bill Cobban, is listed in the city directory as Acting Subscription Manager of that publication.

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**ACTION STATIONS**

Isn’t anyone going to do anything about the statement in an IODE questionnaire issued to its members that “Scientific experts have found that only 63.6% of the radio commercials examined were true?”

---

**SLIPPING**

A complete survey of current radio publications discloses that Frank Chamberlain has written nothing worthy of reporting in this column so far this year. (It’s over to you, Frank).

---

**IS EVERYBODY HAPPY?**

With the BBM reports finally out, we see a distinct affinity between the audience yardstick and the Beaver Awards—no complaints from the winners.

---

**TOUCHE**

Then there’s the note from “Regular Reader” who says: “So you only got one cocktail on your trans-Atlantic flight, and Corregan did it backwards on a sandwich and a cup of coffee without beading.”

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**LOVE ALL**

We don’t feel that a great deal is accomplished when representatives of two sides of a contentious problem lob lovingly over the T-Can net, while the organ sobs “Oh! Promise Me”.

---

**FOR SALE**

Some announcers are expressing concern over the news that the War Assets Corporation is disposing of a large quantity of surplus radio equipment.
BRITISH COLUMBIA - A MAJOR CANADIAN MARKET

BRITISH COLUMBIANS ARE RADIO CONSCIOUS!

Fact No. 5:

British Columbia shows the greatest population gain in Canada, and our basic production shows an increase of $14,000,000 over 1945. The people are here — and have the money to buy.
COVERAGE?
RATINGS?
SALES?
SERVICE?

CHOOSE YOUR OWN YARDSTICK...
CFRB WILL STAND ON THE FACTS!

Do you want to reach a mass audience, over a wide area, at the lowest per-thousand cost? BBM PROVES that CFRB delivers the widest coverage in Canada's richest market!

Do you check popularity? The figures show that CFRB consistently broadcasts most of the shows to which most of the people listen!

Do you watch results? Ask our year-after-year advertisers who know that CFRB makes SALES because it combines coverage and popularity!

But stop, you say... I'm just a listener. What of me? For you, too, we are proud of our past record, alert in our future plans. CFRB is an independent community station. It pays taxes, receives not a penny in license-free subsidies. But CFRB has a community SERVICE record second to none!

We are vitally interested in the problems of both majorities and minorities. We broadcast special news, support charities, rise to civic emergencies, carry expensive services which bring the best in the continent's music and fun and inspiration right into your home... FREE. If only you could see the letters, letters, letters of appreciation in our files!

Yes, choose your own yardstick...
CFRB will stand on the FACTS!

CFRB went on the air in 1926. In radio, twenty years is a lot of experience. We are using it now to plan for 1966!

ONTARIO'S FAVOURITE RADIO STATION!