At left, are the six British models, who last month started on an extended tour of Canada publicizing British fashions, being entertained by the staff pianist, “Hammie” MacDonald, of CJBJ, Belleville. Left to right: Jane Lynch, Morra Howard, Margaret Allworthy, Mary Valerie and Georgie Clifford. At right, Jimmy Sharkey, a patient in Shaughnessy Military Hospital, Vancouver, is interviewed by Erskine Allan of CKMO during a Christmas Day broadcast. During the show, gifts purchased with proceeds of the CKMO Happiness Fund were presented to patients.

At the annual meeting of Canadian Advertisers, the awards will be made over Borden’s Canadian Cavalcade at 8 pm EST that evening, the program being presented, as in previous years, immediately following the dinner.

Tickets for the dinner and program are available from the Broadcasters office or Sid Lancaster at Radio Reps Ltd at $2.00 each. Tables for eight or twelve are available in limited numbers, but those desiring them are urged to get in their reservations as early as possible. To avoid unnecessary bookkeeping please send in your cheque with your request for reservations.
For Young and Old Alike
All-Canada Program Division presents . . .

STRAIGHT from early pioneer days come entertaining and instructive tales from "The Deerslayer" and "The Last of the Mohicans." This educational feature, produced by NBC, hits the all-time high as a sales program for any sponsor catering to the young fry and their parents.

ENDORSED BY PARENTS AND TEACHERS
These stories are classics, selected for supplementary reading in schools across Canada. They combine stirring adventure with historical authenticity . . . not only highly entertaining but informative and educational, as well. For this reason, the radio series has the approval of parents, teachers, principals and school boards and the sponsors gain added prestige, with corresponding promotional possibilities.

There are 156 fifteen-minute episodes available now for national or regional broadcast.

ALL-CANADA RADIO FACILITIES Limited
VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL

Leaders in syndicated programs . . . bigger audiences . . . better service
**40th Anniversary**

1947 marks the 40th anniversary of the invention of the radio vacuum tube by Dr. Lee de Forest, now in his 73rd year. While de Forest developed other tubes prior to 1907, these did not contain the all-important grid. His application for patent of this tube is dated January 29, 1907.

The invention is said to mark the birth of modern radio. It also opened the door to electronics, talking motion pictures, TV, guided radio weapons, klystrons and cyclotrons that have made possible fusion and atomic energy.

**Import UK Dubs**

Radio shows produced by Towers of London, Ltd., will be distributed in the U.S. by Radio Feature of America.

First of the programs to be introduced will be "Secrets of Scotland Yard", featuring Clive Brook British stage and screen actor, with crime stories from Scotland Yard files. Program scripts are being edited in the U.S. and recorded in London.

**Disc Mr. Big**

Peter W. Gordon, O.B.E., was named Hamilton's "Man of the Year" at a recent Citizenship Award Dinner of the Hamilton Advertising and Sales Club. A gold embossed and printed album containing three double-sided twelve inch recordings of the presentation speech and Mr. Gordon's reply, aired by CKOC. Hamilton, was presented to him in commemoration of the occasion. The recordings were made by CKOC.

**Bonspiel**

CKNC, Winnipeg, recently stayed on the air three hours past normal sign-off in order to bring listeners the final results of a bonspiel at Nipawin, Saskatchewan, in which Howard Wood of Winnipeg, competed.

Reports were aired by Jack Wells, CKNC's director of sports and special events, who not only announced and operated, but also arranged for his wife to come to the station to assist in the selection of transcribed music.

At 3 a.m., Wells reported Wood as the winner.
Comment from Beverley Baxter, British Conservative M.P., speaking to the Women's Canadian Club of Ottawa: "...When I listen to the radio on this side of the Atlantic I am glad of it" (BBC non-commercials policy) "...I don't know how you people stand it. It used to be that broadcasters interrupted the entertainment for a little advertising; now they interrupt the advertising for a little entertainment." Mr. Baxter also does a daily writing for magazines. The magazines accept advertising.

In various Ottawa addresses, Mr. Baxter pointed out in his view: (a) the Socialist Government in Britain is a bad thing, doomed to early failure; (b) the Socialist Government in Britain was a logical and inevitable development of conditions in that country, and the experiment will lead to a "better life" in all the world; (c) the way for the Conservative party to get back into power is to adopt principles of "Enlightened Capitalism." Ottawa Journal of Thursday, January 30, carried a strong editorial attacking "continuity" policy of CBC's ten o'clock national news bulletin. It is unlikely that any nervous breakdowns will be reported from CBC newsroom; the Ottawa "Journal" is hardly in the pro-radio class, or even the "constructive criticism" class, either. Hardly likely many taxpayers will wade through the text of the speech from the throne. But it's a safe bet most of them have seized that bit about "substantial and gratifying reductions in public expenditure." The economy mood is definitely gaining ground in Ottawa. Especially since the arrival of Mr.'s, fresh from their constituencies, reporting that one of the chief topics of conversation back home is taxation and how to lower it. Admittedly, any economy drive is going to run into some tough going; partly because of salary increases to curtail certain non-permanent activities of government just yet; partly because of salary increases in the Civil Service (mainly long overdue) and mostly tending toward the cautious; partly because of the reluctance of some departments to trim staffs. Thorpe speech made it clear that "controls" will in part at least continue for another year. Mainly, price controls will be concentrated in the "essentials" field: but this is no indication, either, that certain upward adjustments will not be permitted. Government is not seeking blanket renewal of emergency powers, but will deal with these by individual departments and phases. In so doing, it will rob the opposition of much of its effective fire. Also, the previous action of this type would pave the way for certain powers or controls now in the "emergency" class to become permanent features of the Canadian economy.

The Alberta Government never stops trying—but has for a third time been turned down in its application for a commercial license to operate CKUA. This station, formerly operated by the University of Alberta, is now under charge of Alberta Government Telephones. Turned down on this application came from Cabinet level.

Article by former Air Minister C. G. Power in Maclean's Magazine was far from being ignored by the organizers and campaign workers in the shadow of Parliament Hill. In fact, national network address of Agriculture Minister Gardiner last week in January is generally considered to be reply, in part at least, to some of Mr. Power's remarks. The one-time minister of national defence for air is an admittedly able and extremely articulate exponent of classical, "statist" liberalism. To some extent, his article reflected the concern felt at the state of political flux and swirl existing in his own province; to the larger extent, it was a reflection of his concern over the principles of classical liberalism. Mr. Gardiner's later remarks were centred around the theme—hammering at the philosophy of his party as a middle-of-the-road group interested in definite but well-planned reform; and trying to jump the two major opposition groups as standpoints of present and past. Actually, both men were addressing the same group of people—those voters who do not rigidly stick by one party at every election, but make their choice according to issues of the moment.

That choice is usually conditioned by economic and related circumstances. It is generally felt that the "floating" group of voters—which is the group that really counts in elections—is now in a sort of moderate reform mood; seeking a certain degree of stability coupled with a desire for definite reforms, if in a somewhat cautious fashion.

Hope Please Note
Clocks which work backwards are in use at WNEW, New York. With clock face calibrated counter-clockwise, it is possible to tell at a glance how much time remains in a quarter-hour period.
Non, Non, Monsieur Ouimet

Tuesday evening of this week, J. A. Ouimet, assistant chief engineer of the Canadian Broadcasting Corporation, gave a truly brilliant demonstration of Frequency Modulation and "Stereo" to a packed and appreciative audience of more than 500 engineers.

Addressing the Institute of Radio Engineers in the CBC Toronto Concert Studio, Mr. Ouimet displayed an intimate knowledge of his craft and a remarkable aptitude at holding and interesting his audience.

Then Mr. Ouimet stepped from his role of engineer and assumed the guise of an economist.

While considering Mr. Ouimet's fantastic statements about broadcasting costs, it should be borne in mind that the CBC endorsed his view by making mimeographed copies of his speech available to the press. He said:

"In Canada the set-owner pays about $10.00 for his program service, $2.50 directly in license fee, and $7.50 indirectly in advertising."

He also said: "... television would cost from $30 to $100 a year more or less. A little more; if you pay it in small instalments every time you wash your teeth or your underwear; a little less; if you pay it all in one shot for a license fee."

Is Canadian business going to sit back and accept this mis-statement on the part of a department of its government, which says, in effect, that the cost of advertising increases the cost of advertisers' merchandise to the public? Is it going to turn the other cheek to the statement that, besides the $2.50 license fee it is forced to contribute, the public is paying at the rate of $7.50 per set-owner for the commercial programs the CBC has to carry in order to attract listeners to its own productions; that it has to bear this expense in the form of increased prices of advertised goods? Are the publishers, the poster people, the printers and the advertising agencies going to let go unchallenged this misleading statement of, as it pleases to call itself, the "people's broadcasting system." Are the national advertisers, through the skill of whose advertising experts the public gets the financial benefit of mass production, prepared to suffer a department of government which, displaying itself as socialistic in its every act, tells the public that, because national advertisers buy three or four million dollars worth of radio time from the government-owned networks each year, this sum is added to the cost of food, clothing, drugs and other necessities of life? And presumably this must apply to newspaper, magazine and other forms of advertising as well.

Every thinking Canadian knows that advertising has been the greatest force towards reducing the cost of everything we buy, that Mr. Ouimet's utterly false statement against those who, on his own admission, pay seventy-five per cent of his salary, is simply ammunition for the socialists' guns. But then Mr. Ouimet is a representative of the Canadian Broadcasting Corporation, and, as we have so frequently said, the CBC is the guinea-pig on which the socialists are experimenting before they assail the press and other businesses as well.

DO YOUR PRESS RELATIONS "CLICK" OR "CLUCK"?

Condensed from speech given to ACA by Dr. B. K. Sandwell, Editor, Saturday Night.

Press relations have to do with getting something into the public's keeping things out! Keeping unfavorable news out is as important, in fact, on occasion, more important.

Editors are really the greatest friends that a publicity man has, because he so thoroughly understands his job is to get into his paper that which will interest his readers.

The publicity agent may think it his interest to get into the papers everything that refers to the corporation or client for which he is acting: a startling impression. It is totally useless to get things into newspapers about the corporation or the client unless the readers will be interested. If they are not interested in it they will not read it.

Most publicity agents know something about their art. They know what is good copy to get into the papers. Unfortunately, they are not always able to convince their employers, their corporations, that certain material is unsuitable as publicity even if it did get into the papers—or that it would be much easier to get other copy into the papers since the CBC is not paying good advertising and would be better publicity.

Some employers seem to think it is a good thing to get into the papers every year a portrait of the president of the company when the company holds its annual banquet or on some other occasion. If it is a good picture—one that people will look at—it is good publicity. If it is uninteresting the public will not look at it and it might as well not be there.

The camera is the best tool the publicity agent has, but it must be used by a craftsman. A picture must have some human interest to give it warmth. A bare picture without human contact may be very interesting to the man at the head of the business, but it does not reach the public in that way because they do not understand it.

The first task of the publicity agent is to teach his employer to produce the real raw material of good publicity. He must teach him that the corporation, the client, must do something interesting.

No public prints anything like the whole of any periodical it gets, and the selection of things that will be read depends upon instantaneous impression. That is the whole object of headlines— instantaneous impression created by heading, or by line, of a picture that accompanies the story.

The task of the editor is to help you in this respect. He wants your paper—and interesting material—keeping things out! Keeping unfavourable news out is as important.

There is such a thing as anti-interest. There is public reaction which is hostile to the subject that is put before the reader—a factor which is little understood but which is ever present to the mind of any competent editor. Any publicity that is too obviously publicity, having the sole aim of design to serve the interests of some client, is not good publicity and creates a hostile reaction against the paper and against the publisher—not the advertiser—but the person that puts it in.

How CBC Sells Socialism

(Reprinted from Quebec Chronicle-Telegraph)

We listened, in the other evening to a broadcast by Andrew Cowan, a staff commentator of the CBC in London, England, and while we admired it as an interesting, well-presented effort, we could not do other than deplore it as a piece of socialist propaganda—to which the CBC is contributing every year, and that was all the more insidious because it was so cleverly done.

The sound of the broadcast of the coming into force of the nationalization of the British coal mines. ... Had he dealt with the event objectively as a simple news reporter, his broadcast would have been quite in order, as well as timely. But it would have been hard for anyone of intelligence who listened to him to avoid the conclusion that the commentator's personal sympathies were actively engaged on the side of this revolutionary undertaking. And the effect of his comments, even if not so intended, was certainly calculated to promote the spread of socialist ideas in Canada.

If the people of Canada desire to adopt this system that is as much their right as it is the right of the British people. But to steal away their democratic liberties under the guise of a front, agitation is a crime no less grave and far more detestable on the part of a party in power than on that of any group or individual. Do not Canadians delude themselves, selve what has happened in Europe can happen here! All that is required is continued negligence or indifference on their part and they will wake up some morning to find themselves helpless pawns of the State without personal rights of any kind.
At the end of almost 24 years of broadcasting, CKWX, Vancouver, owned and operated by the Western Broadcasting Company, went on the air on the night of January 24th with a new 5000 watt transmitter.

A special program built around the growth of B.C. and Vancouver was broadcast to mark the second power jump since 1940, when the station went from 100 watts to 1000.

Arthur Sparks' Holstead, who started the station as CFWC Nanaimo in 1923, and manager F. H. Tiny Elphicke, were hosts at a reception in Hotel Vancouver before the new transmitter officially went on the air.

A six page section in the Vancouver Daily Province told the story of the station's growth and included pictures of the new equipment and Holstead seated at his first transmitter.

On Lulu Island, in the Fraser River delta, south of the city, engineers erected two 260 foot steel towers to send out the 5000 watt signal. More than 26 miles of wire were used in setting up the new transmitter, which is housed in a solid concrete building of modern design.

With the new power, station officials say that reception will be improved particularly for Victoria and Vancouver Island listeners, northern B.C. and the eastern end of the Fraser Valley.

But even in the city, engineers point out, dials will find improved quality because of completely new and modern equipment.

Elphicke summed up the policy of CKWX in this statement:

"Our facilities are at the disposal of public bodies and groups working for the city," he said. "Then the news and special events section, under Sam Jess, is designed to lead the public in accurately informing the public about current events. Thirdly, our staff specializes in entertainment of interest to the whole family, while still giving close attention to the needs of particular groups of listeners."

Members of Winnipeg's large radio family gathered early last month to bid a peremptory farewell to one of its most prominent and active individuals—Waldo Holden, who, as quoted in the Brandon Sun, aston. Smith's last issue, has left CKRC for Toronto, where he joins CKEY as commercial manager.

Waldo will be missed in Winnipeg—and by many more than his fellow-workers at the studio. He has put into personal practice his belief that a radio station should be of service to the community, and many organizations and individuals have come to know and appreciate his ability.

Since joining CKRC as a salesman back in 1940, he has been active in the Winnipeg Lions Club, in the Salvage Corps, in the Community Chest, and in the Sales and Advertising Club—to name some.

At a joint meeting of Winnipeg and St. Boniface radio men and Sales and Advertising Club directors, as well as officials of the Community Chest and members of the Carlton Club, Waldo was presented with a hickory bowl featuring the Manitoba bison, and made of Manitoba marble. Beri Longstaffe, president of the Carlton Club, made the presentation.

Missed by many who knew him when on the airwaves, CKRC's Bill Valentine is broadcasting again. The Hudson's Bay Company's "Jamboree" brought Bill back to the "mike" as M.C. and singer. This show is aimed primarily at men in the fur trade in Canada's northland, but many listeners are glad to hear it and hear Bill once more.

More regularly a salesman of the studio staff, Bill has been in show business practically all of his life. During the war he was with the Canadian Army show.

Day and Night

CKNW. New Westminster, last month commenced operating on a 24-hour schedule. The all night program will be an extension of "Long Distance Request," formerly a midnight to 1 a.m. show.
FOR SALE

1 Share Canadian Broadcasting Corporation

According to various CBC announcers and in fact, to the chairman of CBC himself, I, the undersigned, in my capacity as a citizen of Canada, am "a shareholder in the CBC."

In the past ten years of its existence this Corporation has to my mind failed on two major scores:

(1) It has not provided the best possible merchandise in the way of radio programs.

(2) It has adopted and acted on policies which I cannot personally approve.

In consequence I wish to disassociate myself with this corporation and withdraw from any responsibility in connection with its actions. My one share in Canadian Broadcasting Corporation is therefore offered for immediate sale. No reasonable offer refused.

Apply to:

RICHARD G. LEWIS,
Publisher
Canadian Broadcaster
UNIONS WANT MORE CO-OPERATION

A plea for co-operation between radio producers and agencies and the musicians' union was made by Walter M. Murdock, International Representative of the American Federation of Musicians and President of the Toronto Musical Protective Association (Local 149, A. F. of M.), to the January meeting of the Toronto Radio Executives Club. "Our product is an essential product in your business," he said, "whether it be an agency or radio station." Alan King, Secretary of the Association of Canadian Radio Artists (ACR), also addressed the meeting.

Murdock, who took the stand first, outlined the growth of the Toronto Musical Protective Association, recalling its formation 65 years ago in the Claxton Music Shop on Yonge Street. Justifying protection for the musicians, today more than ever, because of increased prices, Murdock explained that the musical profession is just like the medical and legal professions. Musicians spend many years in study and have continuous rehearsals and they should be rewarded with reasonable remuneration and fair treatment, he said. "Costs are increasing in our business as well as yours," he went on, pointing out that a $400 tuba now costs $1200.

"Private enterprise is not doing a good job in radio," the speaker declared. He said stations can go much further in promoting local talent and in encouraging improvement on the part of musicians. This, he suggested, could be done if stations appropriated five per cent of their gross profits for the encouragement of talent in their areas.

"Some stations are trying to do a good job," the union head admitted, "while others are not." One Alberta station, he claimed, paid a musician a salary of twenty dollars a week for three hours work, five days a week, consisting of rehearsals of two hours daily and a one hour broadcast. Another case was that of a musician being paid five dollars a week for the preparation of transcriptions which turned out to be syndicated throughout the West.

ACRA Secretary Alan King then took up the cudgels on behalf of the radio artists and outlined the history of the organization since its inception three years ago. King said it was "formed for protection—like any other union."

"Years ago," he related, "there were no daytime rehearsals. Everyone worked at other occupations during the day. Then radio began to grow up and a greater premium was put on skill. The idea grew that radio acting could become a profession," he said.

Explaining transcription production of past years, King said that in the early days of Canadian radio, artists were paid for transcriptions without consideration for time spent rehearsing, cutting and recutting. He cited one instance of a disc that still not successfully completed even though the artists had worked from 6.30 pm until 12.15 the following morning without extra remuneration.

"The artist today," said King, "is more accomplished than he was ten years ago. He has brought his craft to a higher degree of efficiency."

Following organization of the artists' association, it has become possible for producers to budget their programs more precisely, King pointed out. "We have improved your efficiency," he claimed, "by also giving you a wider choice of artists to call upon."

Describing the producer and artist as two inextricable parts, King urged that some method be found for producers to keep pace with the progress of performers. Our standard of programs would be better if we had a director who knew more than the rest of us," he explained. Too often the producer knows less than his cast, he claimed.

A question period followed the addresses by Murdock and King. Spence Caldwell queried the point of a producer hiring a vocal quartet, members of the union, and an announcer who was a non-union member. Alan King replied that unless the non-union announcer was on the staff of a radio station, union singers could not work with him.

Walter Murdock threw out Andy McDermott's suggestion that a scale of standards be set up for talent as a "hard thing to do."

Using Bert Pearl as an example, he pointed out that, in Winnipeg, he was employed at $15 per week, but following his arrival in Toronto he became one of the top-salaried entertainers in Canadian radio.

Replying to the claim that many communities are not populated by musicians worthy of presentation over local stations, Murdock said, "I don't know of one centre in Canada where a radio station could not get professional talent in keeping with their station."

Gilbert Harding, of the Toronto office of the BBC, spoke of the difficulty his office had experienced in arranging broadcasts of Canadian programs in Britain. Programs transmitted by short-wave, he explained, resulted in a poor broadcast over BBC, thus not giving British listeners a good impression of Canadian music. If it were possible to record the programs and ship the discs to the UK, they could be aired over BBC with a good audience guaranteed. An import permit had been secured by the BBC to enable them to bring in discs of these programs, he said, but the prohibitive charges made by musicians for the recordings made the whole project impossible and precluded the airing of these Canadian programs in England.

Harding asked Murdock if there was any way of getting around paying the excessive charges for recordings, as the programs are heard only once in the UK. Murdock's reply was brief and sympathetic. "If a transcription is being made, then pay for it as a transcription."

Talesmen

Among the talesmen called for jury hearing of a breach-of-prom- ise case in current sessions of the Supreme Court of Ontario sitting in Toronto, were two radio advertising men, Horace N. Stovin, and Harry O'Connor.
Sunday is gloomy, with shadows spend it all, as my uncle Ned often reminded me. But I can't stay here's the wireless. It's when we catch some of those afternoon shows that my heart and I decide to end it all. But let's not compound a felony by spreading the word about that stuff. It's Sunday we had a mind, and the point that struck me was that a tough racket it must be running a local station all day Sunday when the networks ave their high price help at work. Let's take a look down the old programs for a sample Sunday.

Starting at a reasonable hour, my noon, there's the New York Symphony on CKWX, and there's three or four American stations within easy reach. My Uncle Ned doesn't listen to that, but then the alternatives aren't great. So back to bed till 2 o'clock when you can hear the NBC symphony, which you have to tune in on to WMV because simulcast there's "The Shadow" on CKWX which comes at you 500 watts of steam since just before "The Family Hour" on KNX Hollywood.

The fare is not too nourishing; until 4, except for "Ozzie and Harriet" on CBR. By that time from then on practically without a stop you have Benny, McCarthy, Allen, Funn-ta-ta-ta Merry-go-Round, Sings Along with Ameneh, Burns, Symphony again, Strange as it seems and one of the best of its kind, The Pacific Story.

As some clever fellow once said, when it becomes inevitable, relax and enjoy it. To a great extent many local stations follow that advice. And well they may, for anybody who gives a talk on low worms when McCarthy has his air is just beating his gams. With his on network affiliations, of course, have a better pulling card, sometimes. There's Gabriel gettal on CKWX, and CJOY is not far behind with Allen, Hildebrand and Eddie Bracken all in a row.

Besides picking up McCarthy, CBR has other big drawing cards available in Music for Canadians, taget 47 and the widely heard BC news. Between that and the American nets, it's a very rough equivalent for local competition.

A voice with a Yorkshire ring familiar to any he who has the Dickie Lewis hadn't stayed at the Savoy London and then written back to Canada that there was no food shortage in England.

When a political faction turns down an offer of free time on the air, radio men knit their brows and rush out for black coffee.

Recently Ross Mortimer of CJOR called on the new managers, George McGeer, at city hall. In line with their public service policy, Mortimer explained, CJOR was offering a quarter hour of time each week for the Mayor or someone delegated by him to tell the people what was going on at civic headquarters.

The mayor, according to Mortimer, showed interest and said he would get in touch with him later. A spell in hospital and the rush of civic duties in the new year kept his time packed in subsequent days, and CJOR figured they'd hear when the mayor whittled his work down a shade.

They heard. A letter from deputy mayor George Millar explained that civic authorities were not interested, thanks all the same.

A debate at University of B.C.'s Parliamentary Forum brought strong support for public ownership of the CBC despite debate among people who contended the CBC was grossly inefficient, which he called a "characteristic of public corporations."

On top of the University of B.C. Radio Society, another group has been formed in the Amateur Radio Club, headed by Ralph Gordon, the founder. Most of the members are war veterans who are studying in the faculty of science and interested in amateur radio building and transmitting.

A staffer at CKMO telephoned in and asked for master control the other morning, to be told by the new girl that there was no one by that name there. The story was too much for manager John Hunt, who packed his grip and headed east.

CKKW New Westminster called a Mrs. W. G. Campbell at B.C. during the "Are You Listening" feature one morning. "No, I'm not listening," she said, "my house is on fire." Which seemed like a legitimate reason not to be listening, so she got the $5 in the kitty anyway.

There's a piece on CKMO, "Hits of a Decade," which makes you feel about that much older by reminding you how long ago it was those tunes were played. The songs are taken from Hit Parade lists.

Al Goodwin of CKMO has a piece all his own entitled "C.B. Boy Club," which goes on weekday mornings from 7 to 8:45. Listeners leave requests for music. Same numbers, which at plays for them after waking them by phone at the hour they indicate. Only reason this is called that is that nobody in the club gets up early enough to wake him.

FM Web

The first network composed of FM stations is expected to get under way in the US early this year. While complete details have not been worked out yet, it is understood a number of eastern stations will be on the hook-up.

Model Station

Last month, Washington's new $100,000 station, WQW, financed by 125 residents of the capital, commenced operation. Broadcasters include businessmen, doctors, government employees and housewives who, according to "True," are "slick and tried of conventional radio."

Features of the new station's program policy include: no editorializing during its daily 75 minutes of news; no crime programs for children; no soap operas; no patent medicine advertising unless OK'd by the station's medical advisory committee; no singing commercials; only four one-minute plugs per hour; a chapter from a current best seller is read daily; and on Sunday mornings there are religious talks by Washington clergymen.

Edward Brecher, FCC analyst who manages the station, is confident advertisers will finance the operation. "If we get the listenership we expect," he said, "they'll be glad to."

Within its second day of operation, five hundred pieces of mail and countless telephone calls proved an enthusiastic audience.

To assist in re-establishing men and women returning in civilian life from the armed forces overseas, the Canadian Broadcaster offers a free want-ad service for such men and women who, having been honourably discharged from active service wish to enter or re-enter the broadcasting or advertising business.

File CB 59: RCAF veteran, age 22, single, seeks position as broadcast technician or studio operator. Graduate of one year course in broadcast operating and maintenance course at School of Electronics, Toronto. Employed four months in metropolitan station as studio operator. Free to travel anywhere in Canada. Box CB 59, Canadian Broadcaster, 371 Bay Street, Toronto.

EVERYBODY'S LISTENING
to
RUSS TITUS
Canada's Favourite Male Singer
Management
GEORGE TAGGART
ORGANISATION
Adelaide 8784

A PLANE! A BIRD! NO IT'S LIONEL!

Lionel's interest in accounts doesn't end with contract signings. That's just the starting point. Promotion of the daily SUPERMAN show is an example.

Sound trucks and an aeroplane bombarded citizens from land and air with warm-up plugs. Display material and promotion plans were sent to grocers. A CKCW SUPERMAN club was organized with hundreds of young fans enrolling.

Theatre parties with prize contests are held weekly for members.

Increased sales of sponsor's product in this area proves that: WE DON'T SELL TIME—WE SELL RESULTS.
DRUG HOUSE 100% AIRWISE
Whitehall Pharmacal All-Out For Canadian Radio

Women make over 80% of the purchases in Canadian drugstores. Who, then, would be the object of your advertising affections if you were in the drug business? When would you go, a-wooing? What technique or medium would you use?

The correct answers, as proved by a year's successful courtship by Whitehall Pharmacal (Canada) Ltd., are:

Who? Mrs. Housewife
When? In the daytime when the old man isn’t around to interfere.

It took three men guiding the destinies of the young, up-and-coming Whitehall drug firm a year to solve the problem. Once they had the answers, it didn't take them long to start applying them.

Today one of Whitehall products, Anacin Tablets proudly proclaims itself to be the greatest radio advertiser in the Canadian drug industry. Whitehall is also the only drug firm using radio advertising almost exclusively.

Except for a small outlay for trade publications, Whitehall doesn’t spend a red cent on “paper” advertising. Management is sold on radio.

The advertising budget has been increased 3 1/2 times over the pre-radio era. And that’s only the beginning. Today the virtues of Klynos toothpaste and Anacin Tablets are being extolled on two daytime shows, “Stars-to-Be” and the Canadian-written five-a-week serial “George’s Wife”.

Whitehall won’t be happy until another English show has been added, and until French-Canadians take the advice of the announcer on a proposed French-language soap opera and hurry out to buy Whitehall products.

The Whitehall decision to put all its advertising eggs into the radio basket was reached little more than a year ago. At that time the Whitehall name was just a year old; it’s still the baby of the drug business as age goes.

It happened shortly after G. E. Halfpenny packed his army uniform with its crown and pips of a lieutenant colonel and the badges of the Royal Canadian Army Medical Corps away in moth balls, and became Whitehall’s General Manager.

Halfpenny who looks and talks like he’d be the kind of an O.C. a lowly private wouldn’t mind serving under, had hardly got his feet under the desk when in came the advertising manager, A. M. "Sandy" Sanderson and the sales manager, James W. Wilson, an ex-semi-pro ball player.

Their problem was advertising.

The firm was using all media—a little here and a little there, but not enough anywhere to make an impression. The Whitehall name was new. It needed to be brought before the public.

That’s when someone remembered the survey which showed the women does the drug store buying. O.K. let’s aim the advertising at the women. But how? Not news papers. One hundred lines plugging Klynos or Anacin would get about as much attention as a sale of last year’s hats.

Magazines? Too expensive for these types of products; too much competition from other ads and from non-advertising reading matter. What they wanted was some medium that would be theirs exclusively without interference of competition. Also it had to be presented without disturbing madly’s routine too much; something she could take in while dusting or baking or getting ready for an afternoon snooze.

Only one medium met these requirements—radio.

There and then the decision was made to concentrate on radio advertising to the exclusion of virtually everything else. The decision was that of Halfpenny. Sanderson and Wilson although it was submitted to the parent company in the United States for approval.

If the proposal jarred anyone across the line, there was no sign of it in Windsor where the firm’s laboratories are located and the business office, too, before the latter was moved to Toronto last May.

The parent firm is not new to radio although the idea of concentrating on radio was somewhat unique. Some of its U.S. programs are: Bob Burns, comedy; Ellen Keene and Mr. Keen, tracer of Los Personals, Front Page Farrell; Who dunits; Romance of Helen Trent Our Gal Sunday and Gus, Flat Bill, soapers; Real Stories from Real Life; The Housewife, excluding news paper and magazine advertising cost in the neighbourhood of $65,000 millions annually.

Whitehall of Canada could have pipped any of these shows into Canada and saved itself a hatful of dough but Halfpenny and his colleagues wanted something distinctly Canadian. The first thing the name up with was “Stars-to-Be” brand new radio idea which promised would-be radio performers a chance to strut their histrionic
stuff before a Trans-Canada net
work audience.

Originally it was tied up with
the Academy of Radio Arts. A dis-
advantage was that anyone who
was considered suitable for the
show had to join the Academy
first. Now any promising young
actor or actress, whether in or out
of the Academy, is eligible.

Whitehall is mum about the
cost of "Stars-to-Be", but it is
generally agreed that a 15-minute
show of this type running twice a
week, would set anyone back about
$75,000 a year.

Next addition was Ernie and
Kay Edge's "Solder's Wife," which
they renamed "George's Wife" for
commercial sponsorship. They also
gave the leading character, Carry
Murdock, a new deal. When she
was doing her bit for Wartime
Prices and Trade Board, she had
to be handled with kid gloves.
Morale of the Troops, you know.

Carry couldn't be short of
money. There could be no major
breakdowns in the family circle.
That might upset the boys over
there, was the excuse. And last
but not least, nobody must make a
pass at our Carry, never ever.

So much for the soldier's wife.
The first time Carry appeared as
George's wife for Whitehall, four
guys made passes at her. Since then
she's mixed up in marital goings-
on that Ernie Edge wouldn't have
tolerated for a minute when Carry
was waiting for her soldier hus-
bond.

"George's Wife" is the only
English language "soaper" in
Canada written by Canadians. It
goes on five times a week and cost
in the neighbourhood of $125,000
a year.

Why anyone listens to soap
operas has been the subject of
considerable research and discus-
sion. The conclusions have been
varied and have had little or no
restraining effort. Men generally
shrink when they hear one. Hal-
penny, Sanderson and Wilson are
no exceptions.

Why then, do they pay the shot
for something they — as more
men—don't like? Because soapers
pay dividends. Women do listen
to the portrayals of the stirring
stories of Susie Slightle, the Sloggirl,
and, what's of utmost importance to
the guy footing the bill, they go
out and buy his product.

Whitehall doesn't have to be
told that. The proof is increasing
sales despite a radical change in
sales policy which, but for the lift
resulting from radio advertising,
might have reflected in a reverse
sales trend.

All in all, radio has done right
by Whitehall. What started as an
exercise quickly proved to be no
more of a gamble than buying
Canadian Savings Bonds. Today
the eyes of the entire drug indus-
try are on Whitehall. What they
are seeing is an advertising pro-
gram created by three men who
knew something was wrong with the
old way and weren't afraid to
try something new.

Commanding officer of the
Whitehall unit is Halpenay. A
graduate of the Ontario College of
Pharmacy (1925) he got his first
practical drug experience in
Musgrove's at the corner of Bank
and Nepean St., Ottawa. The store is
still there. He graduated to Parke
Davis, then became sales manager
of the Whitehall affiliate, John
Wyeth and Brother (Canada) Ltd.,
later transferring to the United
States, then moving back to be
general manager.

Sanderson, the youngest of a
youthful trio, and a native of
Marmora, Ont., has direct charge
of advertising. He came up the
hard way, working after school as
a drug apprentice. He went on the
road selling, then became a pro-
fessional services representative in
Western Canada for John Wyeth.

Sales manager Wilson heads a
staff of 11 men on the road. A
1915 graduate, he played semi-
professional football for Sarnia,
Windsor and Port
Huron and got started in the drug
business because he used to like
Latin. His teacher liked Wilson
because Wilson liked Latin and
introduced him to his friend the
druggist when the latter was look-
ing for a helper.

**Joins Alexander**

Frank Edwards, well known to
the advertising and broadcasting
industry in Montreal, now heads
the Montreal office of James L.
Alexander, station representative.

**CJAV**

*Voice of the Alberni Valley*

CJAV, on 1240 KC serves
the rich industrial north-
ern half of Vancouver
Island, tapping an area
of ever increasing popula-
tion and development, in
timber, fishing, canning
and mining.

Within its listening
radius are great timber
mills and logging camps
with their allied settle-
ments — an area of un-
bounded wealth. CJAV
is the only radio medium
in this territory.

**CKMO - VANCOUR**

1000 WATTS
1410 KCS.
Vancouver's fastest-growing station.

**Announcing the appointment of**

**NATIONAL BROADCAST SALES**

**TORONTO AND MONTREAL**

**EASTERN SALES REPRESENTATIVES**

**Effectuve from January 1st, 1947**

**CKMO - VANCOUVER**

**THE FAMILY FAIR MAN**

Monday thru Friday
(1/4 hour daily)

**Selects**

630 Kc.

**CKRC**

**WINNIPEG**

and Here's Why!

**CKRC is steadily gaining in listener preference and**

**Dollar for Dollar is . . .**

**CANADA'S BEST RADIO BUY**

**Representatives**

**CANADA: ALL-CANADA RADIO FACILITIES**

**U.S.A.: WEED & CO.**
Happy Ending
Aftermath of CJOB's phone money stunt last month, when Chuck Cook, emcee of the Winnipeg station's early morning pro-
gram, tossed $500 in "play" money out of the studio window, was criticism in local papers, including ir-
fraction of a city by-law in that it was an offence to throw objects out of buildings.

Tying in with the promotion stunt, CJOB's president, Jack Blick, announced that another $500—
real money this time—would be donated to the University students' building fund.

Wind Blitzes X-mitter
A 73-mile-per-hour gale which swept Southern Alberta recently tore off the outer roof of the newly
completed transmitter building of CJOC, Lethbridge. The structure was lashed to transmission lines, putting the transmitter off the air for twenty minutes, and finally coming to rest one hundred feet away in an open field. Two large cables were thrown over the main transmitter building and lashed to ground stakes to prevent further damage.

The new building is being erected to house a new 5 kw Marconi transmitter following recent authorization for power increase.

Group Transmitters
Numerous advantages are seen in the locating of five new FM outlets in New York. Four competitive stations and one trans-
mmitter serving government highway and mobile equipment, are being erected on a common location near Syracuse. Transmitters and antennas will be only a few hundred feet apart.

The combined type of operation will provide economical use of power and telephone line facilities. Construction by the same contractor will lower initial erection costs. Concentration of transmitting towers in one area will create less hazard to flying.

On the west coast prospective station builders have a similar plan. Fourteen radio stations and newspapers have purchased land for television sites atop California's 6,000-foot Mount Wilson, and sixteen other potential investors have investigated the location. Transmitters on the mountain will have a line-of-sight range of 100 miles in all directions.

Top Rating
President Truman's address to the joint session of the 80th Congress, January 6, was heard by over ten million listeners, according to a Hooper survey. The rating for the address was 20.4.

Collapses At Show
A veteran Vancouver radio actor and producer Reed Chapman, made sure that the show would go on before he walked off the stage during a broadcast at the Vogue Theatre and collapsed in the wings.

During the CKWX feature, "Public Opinion," Chapman found himself becoming ill about ten minutes before the end of the piece.

Motioning casually to announce, "Cal George to take over the mike," Chapman told the audience he had a slight tickle in the throat and would take a rest. He walked off stage and collapsed.

Dr. J. W. Lang, whose wife had just appeared in the show as a contestant, had Chapman taken to hospital, where he was reportedly improving.

Cliff Wingrove has been ap-
pointed assistant manager of CKTB, St. Catharines, according to an announce-
ment by W. B. C. Burgoyne, president and manager of Niagara District Broadcasting Company Limited.

Previously associated with Northern Broadcasting and Publishing Limited and National Broadcast Sales, Toronto office, he takes to his new position a broad radio experience.
NOW IT'S 3rd DIMENSION IN SOUND
CBC Engineers Demonstrate Stereophonic Reproduction

Stereophonic reproduction was demonstrated last week to a group of Toronto radio men in the CBC Concert Studios on McGill Street. Purpose of the display, staged by CBC engineers, was to show the scope which still remains in the progress toward true reproduction of music, particularly that of large orchestras. Howard Hilliard, CBC supervising engineer for the Toronto area and H. E. Hamilton, CBC technical liaison officer, conducted the demonstration.

It was explained that the common forms of reproduction—sound motion pictures, phonograph and radio—employ a single channel which gives a listener a limited illusion of perspective of sound, particularly in the case of orchestral reproduction. Stereophonic reproduction, however, employs two complete and separate channels of transmission. For the purpose of the demonstration, two microphones, twenty feet apart, were used to pick up the Toronto Symphony Orchestra playing in Massey Hall. The sound was fed over two separate high-quality circuits into two loudspeakers in the Concert Studio.

Using ordinary broadcasting methods, a listener hears a range with an upper limit somewhat less than 5,000 cycles while the frequency response of the two channels used for the stereophonic demonstration was 15,000 cycles. The volume range of the channels was the actual volume range existing in Massey Hall and was not compressed in any manner, as is the case in present-day broadcasting.

The listener in the Concert Studio was able to listen alternatively to the stereophonic and ordinary methods of reproduction, in the latter case, the pickup being made from microphones in the customary centre position of the stage at Massey Hall. This enabled the listener to make a comparison between stereophonic reproduction and that normally heard in his own home. It was not difficult to distinguish the superiority of the stereophonic system. It was possible to sense the spatial relationship which existed between the various instruments at Massey Hall. For example, when the violins took prominence, the sound appeared to come from the left hand side of the stage and when the cellos came to the fore, the sound appeared to come from the right hand side. Woodwinds appeared to be located in the centre of the stage and percussion instruments being obviously placed near the rear of the stage. It was pointed out by the engineers that such localization is impossible when employing a single channel, regardless of that channel's quality.

One of the earliest experiments with stereophonic reproduction, or auditory perspective as it is sometimes termed, was conducted by Bell Telephone engineers in the U.S. about fifteen years ago. The system was also used in the film, "Fantasia," which was shown in specially-equipped theatres in the U.S. In this case, two soundtracks, rather than the usual one, were imprinted upon the film.

While this system of reproduction is superior to the method employed in present-day broadcasts, no means has yet been devised to make it practicable. Its adoption in Canada would entail, at considerable cost, duplication of present broadcasting facilities, such as receivers, land lines, transmitters, and the already overcrowded channels in the broadcast band. However, the demonstration proved that much still remains to be done to obtain faithful reproduction of orchestral music.

FREDDIE SCATIONAL, well known in radio circles, tells us he is leaving the radio field to enter the export-import business. Scational was for many years station manager in Western Canada. About three years ago he joined All-Canada Radio Facilities at Montreal.
AIR CHECK

THE VANCOUVER MARKET

RECORDINGS GUARANTEED COMPLETE FACILITIES

Write or Wire

DON WILSON STUDIOS

813 Birks Building, Vancouver

Jean Baptiste says:

The famous Chien d'Or building was once
a law firm, at which Caroline—afterwards
Admiral—Nelson stayed in 1782. It fell so
fortuitously in love with a chambermaid that
he decided to abandon his naval career and
settle ashore. His sailors changed the course
of history by forcibly carrying their
amorous captain aboard ship!

You can enjoy your summer—peacefully but just as effectively
into Canada's French-speaking homes by means of FRENCH RADIO.

CHRC

QUEBEC

5600 Watts

CHLN

TROIS RIVIERES

SHERBROOKE

1000 Watts

JOS. A. HARDY & CO. LTD.

1405, Peel St.

MONTREAL

39, ST. JOHN ST.

QUEBEC

80, RICHMOND ST. W.

TORONTO

Tel. 3-6490

Tel. Adelaide 8482

By actual survey—

TORONTO'S MOST LISTENED-TO STATION

DIAL 580

CKEY

TORONTO

URGES 3-WAY SUBURBAN POLICE RADIO

Criticism of inadequate radio facilities for suburban police forces and a proposal that three-way radio be installed were voiced in an editorial entitled "Tongue-Tied Policeman" in the VANCOUVER DAILY PROVINCE.

The paper cited recent instances of a manhunt and a search for a lost woman in communities lying adjacent to the city's boundaries. Authority of the city police department, which has modern radio equipment, ends at the boundary.

Police forces in North Vancouver and Burnaby have only a few patrol cars between them but neither department has a transmitter. In a pinch their headquarters telephone orders to Vancouver police who broadcast to the patrol cars of the suburban forces.

The editorial continued: "Three-way radio, with which police cars can be called from headquarters and reply immediately, or talk to other cars, is standard equipment in modern police forces. Why some of our smaller but important suburban departments are obliged to do without such equipment is a mystery. It is certainly depressing for police to work under such great difficulties.

Unless they expect policemen to institute a system of jungle drums to transmit their messages, responsible authorities should put three-way radio police radio on their urgent shopping list. Or organize a metropolitan police force with central radio facilities."

I'm getting sick to death of people who steal the Borden slogan and keep on bleating: "If it's an American program, it's got to be good." Maybe they think it means it or maybe it's just effect. They don't infer this idea, they're not subtle, they just hurl off and say it. I often wonder if Americans give this impression about our programs. If we don't stick by our programs who on earth will? Is there any doubt that artists, whether they be vocalists, musicians or dramatists, are doing a big job?

It may surprise you but I'm here to explode this idea of other shows being so superior. I'll admit it was quite by accident that I caught a show from CBS entitled "Once Upon a Tune." I fully expected it may be an old revival or a dramatization of some composer's and his compositions. It was neither. On the contrary it was what we once knew as "Once Upon a Time" dressed up in a new manner.

It seems the writer, Ray Darby, and the musical director, Morris Surdin, are both in New York at these shows. In fact, the programs lack little but clever production and sparkling dramatic artists. They don't compare favorably with the series we heard last summer on the CBC. As a matter of fact about the only time fantasy was allowed to creep was via Surdin's music.

When "Once Upon a Time" series was broadcast from Toronto, I was privileged to see one show. And I use the word 'privileged' correctly. I like the little ditty sung by Pauline Rennie at the opening of the show. I thought the artists and narrator were very good. And the musical accompaniment was certainly timely. Truly, I thoroughly enjoyed the entire show which was produced by Esse Lough. Here was a man who individually produced and acted the dialogue of the dramatic artists, each phrase of music and each word of the narrator and the announcer. To my thinking Lough was just about as near perfection as you'll find.

In the American series it seems to me this kind of productions are conspicuous by its absence. Or could it be that top-flight artists bring this out in a producer? In any case, the Canadian show rang my bell louder and longer.

It's always been my belief that credit with credit must be given. I can't overlook the very successful work of Mauricie Rapkin, pinch-hitting as announcer for Hugh Bartlett's "Happy Gang" programs. It can't be just the easiest thing to read a commercial script following an announcer who has done it for years and give it just the right amount of punch. Rapkin did it.

This burst is mostly due to the fact that Canadian dial-twisters don't value our programs nor their own talent. American broadcasters lose no chance of telling listeners how good they are, and the listeners believe them. Maybe a little of the same for Canadian radio.

"Bye now ELLA."

Peaceetime Promotion

Hundreds of five-pound boxes of assorted candies were mailed recently by Ed Craney, president of the Z-Bar Network (four Montana stations), to inform advertisers that the Pacific Northwest had recon-

verted to a peacetime role. Enclos-

ed were personal messages on cop-

per foil from Pacific Northwest broadcasters who read: "The war is over so here is a piece of copper again. In addition, we have found a little sugar from some of our many best farms and factories. We hope you will enjoy this box of Gamers Candy, another Montana product."

TV First

For the first time in the history of television, an original script, first produced on television, has been purchased by a motion picture concern for future film production. The Radio Cinema Theatres Corporation of California has purchased the motion picture rights to "Mr. Mergenthwirker's Lobbies," by Nelson Bond and David Kent, which was presented by NBC Tele-

vision over WJZ in New York.

TV Sales

Almost one and one-quarter million dollars worth of RCA Victor television receiving sets have been sold to New York entertainers since the sets went on sale last fall. The table set models are priced at $350 and installation costs $50.
I have said before, we can’t promise to praise them all, but we’ll be honest. Fair enough?

Station managers in Canada will have no doubt be interested in the current series of articles in the New York’s profile section. Subject of the current profile is Frank Stanton, President of CBS. The article totes in an occasional reference to radio in general and to the show of listener reaction. Considerable warmth is devoted to the Program Analyst, invented by Stanton. Prior to its advent the radio listener was “trapped like a rat. Once he twisted the knob, there was nothing he could do but listen to the corn down the foot path.” This series is recommended reading for all those cynical souls who reject every new program idea on the grounds that “we have to somewhere to please all people at all times.”

Another publication, “Writers’ Digest,” recently published a piece called, “Who Will Bell The Cat?” This piece was about a month before our Walter B. White’s article in recommending something that comes very close to Indexed Programming. The “Writers’ Digest” article was outside specific in its recommendation—and magazine trends for many years have followed closely on the heels of recommendations made in the Digest.

SAYS CBC STALLING TV

Present policies of the CBC are holding up development of television in Canada, according to R. Wilton of the Radio Institute of Canada, in a recent address to the Kiwanis Club of Sarnia. Television is financially and practically feasible, he said, and should be introduced on a full-scale basis.

“Wartime research advanced the knowledge of television measurably,” said Wilton, “and, in addition, equipment necessary to television is now available at a much more reasonable price.” Illustrating the reductions in prices, the speaker said the cathode ray tube has decreased from $175 to $28 while the projecting lens has slumped from $165 to 55 cents.

Upwards of 37 million people are within the range of existing television broadcasting stations in the U.S., Wilton revealed. On the other hand, there are only four TV receivers in Canada. Pointing to the large amounts collected annually by the CBC in license fees, he suggested that provision be made for development of TV.

“But there is no likelihood unless there is a change in the current policy,” Wilton stated. CBC officials have stated that television is secondary at the present time and have indicated that the matter may take form, from a practical point of view, within 10 or 15 years. The main hurdle in the future lies in the independent broadcasters, but they have their hands tied at the present time.”

CROSBY COMES TO CFRN

To the people of Eastern Canada, and the U.S., Wednesday is indeed “Bingey Day” in Northern Alberta. Everyone will tell you the Philco Crosby Show is on Thurs. day, over CFRN. It’s a listening habit already well established, and indicates not only the increasing preference for CFRN among national advertisers, but shows how quickly your show, and your product can become established in this wonder-rich market.

EDMONTON'S DOMINION NETWORK STATION

SOON—5,000 W

EXPERIENCE COUNTS

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

Represented by: H. N. Stavin (Canada)
Adam Young Jr. (U.S.A.)
OUR 20TH YEAR
5000 Watts, 500 K.C.
NAB URGES ELIMINATING LOCAL RATES

Four recommendations toward standardization of rate practices throughout the broadcasting industry were adopted by the Sales Managers Executive Committee of the National Association of Broadcasters at last month's three-day meeting held in Washington.

The following are the recommendations: (a) A single rate card on which prices are applicable to all advertisers, regardless of classification or geography. (b) Where it is not immediately practical to administer the single rate for all advertisers, a division of classifications into only "general" and "retail" rates is recommended. (c) Retail advertising and the retail rate shall apply only to the individual advertiser who sells at retail and direct to the consuming commodity or service through one or more retail outlets within the single local community under the same name, which outlet or outlets are owned and/or controlled by such advertisers and whose signposts and addresses alone appear in the advertising; and (d) all advertising, "general" or "retail", be commissioned to a recognized advertising agency operating independently of the advertiser's business when and if such advertising agency has had a part in the creation, production and service of the advertising.

ADVERTISERS!

If your market includes radio stations, talent, producers, radio-minded advertisers, advertising agencies...

Then reach them through the show-rate of Canadian Radio

1947-1948 CANADIAN RADIO YEAR BOOK 1947-1948
109 Laird Dr. S.
Toronto, Ont.

For information on rates—Call JACK BOOTHE: MO. 9719

RED CROSS RADIO QUIZ

A Series of Quiz Questions suitable for use during the Red Cross Campaign March 3 to 9

1. Q. A great international organization as its aim—"The improvement of health, the prevention of disease, the mitigation of suffering throughout the world." Name the organization.
   A. The Red Cross.

2. Q. During the war citizens of many countries gave large sums of money to fulfill this Red Cross aim. Do you know what people were most generous in their contributions?
   A. The Canadian People. Canadians donated more than $800,000,000 for Red Cross work, the largest contribution per capita of any nation in the world.

3. Q. One Red Cross service which saved many lives on the battlefield is now being developed in Canada for civilian use. In this civilian service Canada leads the world. What service is this?
   A. The Canadian Red Cross Blood Transfusion Service, which will supply free blood transfusion for all Canadians in need.

4. Q. Settlers of our lovely north become friends of another Canadian Red Cross Service which is unique. Can you name it?
   A. The Red Cross Outpost Hospital Service, which brings medical aid and comfort to isolated regions of the Dominion. No other Red Cross organization in the world offers such a service.

5. Q. What is the objective of the Canadian Red Cross Society in its March, 1947, appeal for funds?
   A. $5,000,000.

6. Q. We have mentioned two important services upon which this money will be spent. Can you name two more?
A. Veterans Work; Junior Red Cross; Disaster relief; First Aid; Swimming and Water Safety; Nutrition and Home Nursing Instruction.

7. Q. The Canadian Red Cross Society is composed of 2,499 Branches, 9 Divisions and one National Office. The cost of maintaining and operating these for six busy war years was only 2.88 cents on every dollar expended. What made this possible?
A. Canadian Volunteer effort. Executives, business men and women, housewives, school children, gave their leisure and crowded their working time to make available Red Cross supplies and effect their distribution.

8. Q. Who in the Red Cross is particularly interested in crippled children?
A. Junior Red Cross members, who have financed treatment for 25,000 young Canadians.

9. Q. Junior Red Cross is said to be the largest youth movement in the world. Canadian Junior Red Cross has—9,000,000; 900,000; 90,000 members in Canadian School Rooms. Which is correct?
A. Approximately 900,000.

10. Q. During the war more Canadians lost their lives through preventable accidents at home than on the battlefield. What does the Red Cross offer you for the safeguarding of your own life and home of your family?
A. Instruction in First Aid, Swimming and Water Safety, Home Nursing and Nutrition.

11. Q. What two services of the Red Cross are of particular interest to housewives?
A. Nutrition and Home Nursing (instruction).

12. Q. In recent years Canada has suffered a number of disasters. At times of disaster the Canadian Red Cross is ready at hand with ambulances, personnel, comforts and equipment. Can you name one important disaster where the Red Cross brought assistance?
A. The Halifax Dock Explosion; The Windsor Tornado; The Peterboro fire (veterans hospital); Forest Fires in N.B. and B.C. Two ships aground off N.S. and B.C.

13. Q. Across Canada more than 13,000 veterans are still in hospital. Can you name three Red Cross services which benefit hospitalized veterans?
A. Red Cross Lodges (7) attached to all large veterans hospitals across Canada. There are also four more in construction. Handcraft instruction; Film Service and other entertainments; Hospital Visiting (visitors supply comforts, do countless small services; Transportation—to theatres, sports events, parties, home on leave, to school or church; Library facilities; Summer convalescent hospital.

14. Q. For veterans other than hospitalized what does the Red Cross provide?
A. A residence club for disabled pensioners; Dental aid; Surgical supplies; Clothing and other aid— for needy veterans and their families.

15. Q. To what group of civilians is the new Red Cross Blood Transfusion Service of greatest importance?
A. Victims of Accident; Victims of illness and disease; Mothers in childbirth; New born babies; Those suffering from shock.

16. Q. The Red Cross is recognized as the largest voluntary organization in the world. In Canada a certain proportion of Red Cross work is made possible by volunteers. Which of the following given percentages is correct? 10 per cent, 50 per cent, 95 per cent? A. 95 per cent.

17. Q. Is the Canadian Red Cross still assisting the victims of war in other countries?
A. Yes. The small surplus remaining from Red Cross war funds is being devoted to relief work abroad. Under the Canadian War Charities Act this money cannot be spent in any other way.

18. Q. The Red Cross is seeking $5,000,000 in this March campaign. Who stands to benefit if these services upon which this money will be spent?
A. "Why, you do. You and every Canadian cannot help but benefit from the increased health and improved welfare of all Canada."
from the point where one station has a two to one signal ratio with respect to the other, to where this situation is reversed. By proper choice of station sites and careful phasing of carrier frequency, the "mush" area can be narrowed and caused to lie in a less populous portion of the service area. Alternatively, another station, already broadcasting on its own frequency, could be tied in to service the "mush" area with the same programs.

Inspect TV

A group of twelve CBC and government officials visited New York January 13 and 16 inspecting the television facilities of Du Mont, NBC and CBS, according to a report from New York.

Included in the party were: A. Davidson Dunton, chairman of the CBC board of governors; Dr. Augustine Frigon, CBC general manager; C. W. Brown, controller of radio; and Dr. James J. McCann, Canadian Minister of National Revenue.

Superman Promotion

Loudspeakers attached to the wings of an aeroplane were recently used in promoting a new series of "Superman" programs over CKW, Moncton. The plane flew throughout CKW's coverage area while Bob Reid, announcer, plugged the program from the cabin.

Bad weather, grounding the plane at Amherst, Nova Scotia, provided an opportunity for CKW to conduct a letter contest among Amherst youngsters who had to locate the landing point of the plane and obtain the name of the pilot.

Strictly Hockey Survey

The friendly competition of two Regina radio stations took a new form recently when male staff members of CKX and CKR turned to hockey. The "Wolves" of CKX defeated the "Bruins" of CKR by a six-to-five score, in a game played at the Arena rink at Regina.

Waldo Holden who has recently resigned from CKW, Winnipeg to take over direction of sales at CKW got a "bon voyage" with all the trimmings from The Winnipeg Advertising and Sales Club last month, when President Les Garside (left) presented the returning executive with a handsome brief case on behalf of the club of which Waldo was co-treasurer and founder.

Executives of Community Chest, National War Finance, Red Cross and other community and service organizations with which he has been affiliated presented him with a replica of a Manitoba bison made of Manitoba bronze and marble, made into a desk set.

A year's subscription to the first reader who explains this heading.
**GOLD**

**IS WHERE YOU FIND IT...**

GOLD in Northwestern Quebec has made this area a prosperous, profitable market. For instance, the population of one city, Val D'Or, increased from 5 persons in 1934 to 8,808 in 1941—with 25,000 forecast in 5 years time.

GOLD means exceptionally high purchasing power. The average miner earns $2500 annually—a much-better-than-average prospective buyer.

Pure GOLD to advertisers is the coverage provided by CKRN, CKVD, and CHAD. An unusual mineral formation makes it impossible to hear outside radio stations during many hours of the day—and radio is the only medium that thoroughly covers this prosperous market.

Cash in on this GOLDEN market by using:

**CKRN Rouyn CHAD Amos**

Programs broadcast simultaneously on these three stations to assure intense coverage. Only one contract required. Sold in block only. Phone or write NBS for further information and market data.

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**No General Upswing Follows Set Decontrol**

Government action in decontrolling radio set prices has not resulted in any general upward surge of prices to the consumer. This indication came from members of the Radio Manufacturers Association of Canada who met last week in Montreal.

"The Canadian radio manufacturers are making every effort to hold the line on prices," stated S L Capell, President of the Association. "However, sharply increased costs of production and components since the 1941 basic period may necessitate upward revisions in some models."  

Other points under discussion included the necessity of building up the export market for Canadian-made radio receivers and the supply of FM receivers in keeping with FM transmitter installations in larger centres.

A sub-committee was set up to study the problems of radio equipment for schools with the object of recommending basic standards to authorities to insure maximum benefits for this aid to educational progress.

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**A Radio In Every Room**

The National Association of Broadcasters is co-operating with the U.S. Radio Manufacturers Association in promoting the sale of extra radio sets designed ultimately to lead to "a radio in every home" will be asked to co-operate in the campaign when it commences in the late spring.

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**Knee Action Needle**

A new phonograph needle that reduces surface noises which mar recordings, is being produced by the Webster Corporation, Chicago. Principle of the needle is that a nylon knee "gives knee action between the aluminum shaft and sapphire point."

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**GROUND FLOOR OPPORTUNITY**

We want a man who can sell syndicated radio programs and radio production. The right man will have had selling experience with a radio station or advertising agency.

Our staff knows of this advertisement.

Box 325

Canadian Broadcaster

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**S O S.**

Some of the vets promise to practise and offer a skit or vocal on the programs which are now augmented by the sinking of a local choir.

—Saint John Telegraph-Journal

**READER RESPONSE**

Dear Dick: I should like you to know that I thoroughly enjoyed your trip to England.

—C. W. McQ

**SUGGESTION BOX**

In this era of socialization, and in the face of CBC claims that they are not government-owned, maybe Ottawa should nationalize that organization and see what happens.

**HEAR HEAR!**

Radio could be improved if certain commentators, singers, speakers and comedians were given the air.

---

**CONTRIBUTED**

Dick Lewis should be happy to know a gramophone needle has been developed with a nylon point which will play 15,000 recordings without changing. This will enable him to listen to his latest transcribed speech for almost a week.

---

**REVOLUTIONARY**

"We believe that a listener is entitled to a program after every commercial!"

—POW, Washington

**HOPEFUL**

"Free time on the air has been demanded from the CBC by the Ontario Property Owners' Association in order to reply to Donald Gordon's recent broadcast on 'rent control. Tush! Tush! What do they think this is—a democracy!'"

—Post Erie Times-Register

**MISERERE**

"Copywriters are such unhappy people."

—American Broadcasting Co

**TREND**

"Socialism is competition without prizes, boredom without hope, war without victory, and statistics without end."

—(London) Sunday Times
DOMINATE
23 COUNTIES
in the
MARITIMES
and Gaspe County, Quebec
Now 275,000 Ready Buyers

According to the 1946 BBM report, CFCY, Charlottetown, delivers a night time audience of 87,560 radio homes in the three Maritime provinces and the Gaspe Peninsula—an increase of 8,529 homes over the 1945 BBM report.

CFCY now offers advertisers the largest audience of any private station east of Montreal, nearly twice that of any other station in the same area.

Dominion Network
5,000 WATTS DAY
1,000 WATTS NIGHT
“The Friendly Voice of the Maritimes”

ISLAND RADIO BROADCASTING COMPANY LIMITED
Reps. CANADA—All-Canada Radio Facilities, Toronto
BEST COVERAGE
IN
CANADA’S BEST MARKET

Ontario has 40.9% of Canada’s retail sales

CFRB’s share of the Ontario radio audience

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<thead>
<tr>
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<th>Daytime</th>
<th>Night-time</th>
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<tbody>
<tr>
<td>BBM Report 1944</td>
<td>491,004</td>
<td>515,683</td>
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<tr>
<td>BBM Report 1946</td>
<td>496,400</td>
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And Still Growing!

Since beginning operation in 1926, CFRB’s share of the Ontario radio audience has increased steadily. Today, this station reaches an even greater number of radio homes than ever before. These latest figures published by the Bureau of Broadcast Measurement prove this conclusively . . . prove that CFRB delivers more listeners than any other Toronto station.

This factual evidence of growing coverage is your guarantee that CFRB offers the best radio advertising buy in this area . . . Canada’s richest market . . . reaching the highest percentage of Ontario radio homes. And this record is one the station is pledged to maintain. Watch its progress in the next twenty years!

CFRB
ONTARIO’S FAVOURITE RADIO STATION!

TORONTO