

CANADIAN BROADCASTER

TWICE A MONTH

Vol. 6, No. 9

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May 3rd, 1947

NEWS in BRIEF

James Alexander now represents CHL Montreal, in the national network both Montreal and Toronto. Previously his representation covered Toronto, only.

High Feltis, president of Broadcast Measurement Bureau, New York, will address the Canadian Association of Broadcasters' convention in Jasper, on June 10.

CJIB, Brockville; CJNB, North Bay, and CJIB, Vernon, have appointed H. N. Stovin and Co., Toronto, as their exclusive representatives. CJIB, owned by Schroter Brothers, will commence operation in 1947, with 1 kw. on 940 kc's.

Paul C. Webber, of Edmonton, has joined RCA Victor Company for the appointment of sales representative for Northern Alberta, following an announcement by W. Radcliffe, Commercial Vice-President.

Paula Bouchard, who twice a week interviews big-wigs on CHL Montreal, is spending four weeks in Europe gathering more material. Her European interviews will be recorded and flown to Montreal for airing on CJAD.

W. J. Cooper has been appointed manager of the Canadian Advertising Agency's main office in Montreal. He was former manager of the Kelowna and Toronto offices of CAA.

W. "Gordon" Archibald, manager of CHOV, Pembroke, has been named president of the station, having purchased controlling interest.

Wedding bells will ring for W. Witton, publicity chief of CHL Toronto, on May 24. The bride is Donna Gardner, of Montreal.

Howard Bedford expects that within a thousand watter, CHVC, Niagara Falls, Ontario, will be ready for June 1, with studios in the new Bridge overlooking the falls. Bedford has appointed Ben Prior, Reeve of Stamford Township (the suburban half of Niagara Falls), as assistant manager. Prior is new to broadcasting.

W. Garside, managing director of CHL, Yorkton, a current visitor to Toronto, has announced the appointment of Kenneth S. Parton to the position of assistant manager in charge of station operations. Parton has become commercial manager, replacing Douglas Parton who goes to a similar position at CJIB, Vernon. Bill Liska has been appointed production manager.



Canada Pictures.

GEORGE DREW HITS CBC ON THE CBC NETWORK

CBC were the unwitting carriers, on their own network, of a biting outburst against government radio operation, when they broadcast Ontario Premier George A. Drew's address to the Association of Canadian Radio Artists on the occasion of the presentation of the Radio World Awards in Toronto last month.

After hearing from five speakers including Davidson Dunton and Harry Sedgwick, respectively, CBC and CAB chairmen, artists and guests were shaken out of their complacency when the Premier expressed himself on the monopolistic control of broadcasting exercised by the Canadian Broadcasting Corporation. (For full text of his speech see page 7).

The effect of his bombshell was the startled awakening of an audience which was only half listening to the polite speeches which had preceded.

drawn to a press report of a statement attributed to CBC officials to the effect that my 2-minute speech to the Annual Radio World Awards dinner last night should have been submitted in advance and cleared by the CBC.

"This merely illustrates the attempted misuse of power towards which my remarks were addressed. The speeches of the other speakers were not submitted and not cleared. They did ask for a copy of my manuscript and were told that it was not my practise to submit any such manuscript in advance.

"I would point out that the hosts at the dinner were Canadian Radio Artists and that neither directly nor indirectly was I the guest of the CBC. I prepared my remarks for the audience I had been asked to address and felt as free to discuss the subject as I would have been before the Empire Club, the Canadian Club or any similar gathering.

"The very fact that any question has been raised about the propriety of my remarks by the CBC, is the best possible evidence of their efforts to curtail freedom of speech where their activities are concerned."

Deny Questioning Propriety

Davidson Dunton, CBC Chairman, said that the CBC had raised no question about the propriety of Mr. Drew's remarks, adding: "It is hard to understand what Premier Drew is complaining about this morning."

"Last night," he said, "he made his address, carried on the National Network, with complete freedom".

He went on to explain that while the broadcast was a commercially sponsored program, the CBC's regular policy of reviewing commercial scripts before their presentation had not been enforced "for reasons which are obvious".

"The CBC has raised no question about the propriety of Mr. Drew's remarks, as he suggests", he reiterated.

HOUSE QUESTIONS RADIO WORLD SPONSORSHIP
John Diefenbaker, Progressive-Conservative member for Lake Centre, Saskatchewan, raised the question in the House last week of the "Radio World" broadcast from Toronto, April 18.

Diefenbaker wanted to know whether the broadcast, in which Premier George Drew, CAB Chairman Harry Sedgwick and CBC Chairman A. D. Dunton spoke, was commercial, and if so, how much was paid for the time and by whom. He also asked whether there have been any previous broadcasts sponsored by "Radio World" over the CBC.

At the time of going to press, answers to the questions had not been released.



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52 Thirty Minutes

Murder at Midnight
52 Thirty Minutes

Five Minute Mysteries
260 Five Minutes

Greatest of These
26 Thirty Minutes

Manhunt
39 Fifteen Minutes

The Haunting Hour
52 Thirty Minutes

● SCARED and SKINNY are words that belong together. ALL-CANADA PROGRAMS and ECONOMICAL PROGRAMMING belong together, too. Ask your All-Canada Program Man for the skeleton plan. This skeleton you'll like!

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People's Choice

Eccentric characters want to broadcast programs about atheism and communism, there are plenty of radio channels, and they could get licenses, Judge Justin Miller, president, told Columbia listeners on an "Opinion Please" broadcast April 25.

Most people say radio is doing a good job, he said, "but there are those who would like to do away with your favorite programs, because they would like to have radio spending its time with speakers quarrelling about controversial subjects. "But," he continued, "I don't know any reason why the millions of other people in the country should have to put up with such stuff just to satisfy a few disturbed malcontents."

Comparing the job done by United States radio with its operation in other countries, he asked listeners if they had heard anyone claiming that radio of any other country is better or as good as American radio.

"They tell you the radio of other countries does not have advertising," he said. "All right, but what does it have? Dull lifeless dithers, compared with our programs; and great doses of government propaganda."

Angler Aids

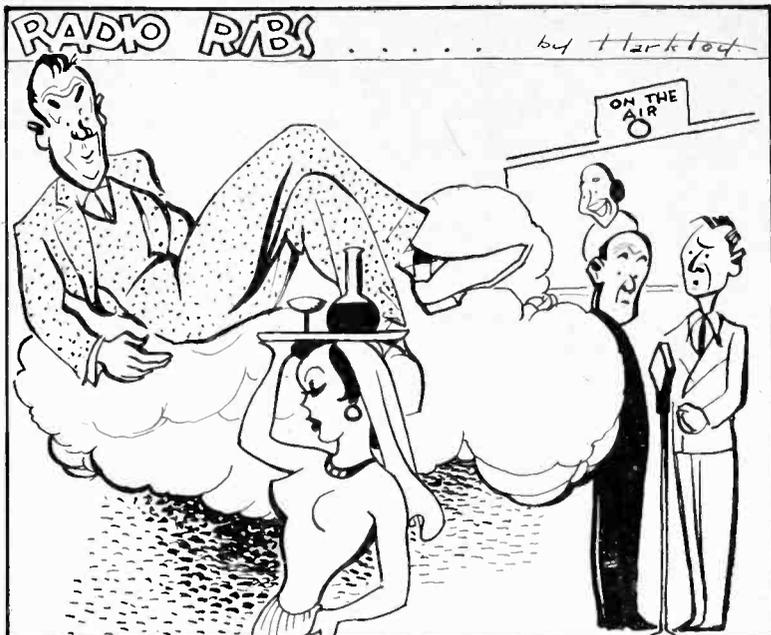
An unusual service to anglers has been proffered by Bill Stovin, manager of CJBQ, Belleville, who has just sent out a mimeographed listing fishing spots in the Quinte district.

The sheet lists lakes, dates when season is open for various kinds of fish, and about everything else except putting the fish on a hook.

The letter, which is signed by Bill Stovin "for Isaak Walton," invites fishermen to write, wire or call the station for information on accommodation, and to make headquarters.

New Disc Company

A new record company has been formed by ten U.S. comedians, according to "Time." Amos and Andy, Jack Benny, Fibber McGee and Molly, Ed Gardner, Burns and Allen, Eddie Cantor and Edgar Bergen, through Audience Records Inc., last month released their first album. The recordings will be banned from broadcasting and jukeboxes.



"He's been acting like this ever since he started producing the Canadian cut-ins for the Dr. Byles' Liver Rinse Program."

Tourist Week

Radio and other publicity media are being asked to lend a hand with Canada's 2nd annual Tourist Service Educational Week, May 1 to 7.

This campaign is designed to focus attention on the value and importance of this country's tourist industry, and also to impress on all Canadians, particularly those engaged in catering to visitors, the importance of offering the best possible service and accommodation to the travelling public.

In 1946, the "Visitor Industry" was worth approximately \$212,000,000 to Canada, according to E. G. Rowebottom, president of the Canadian Association of Tourist Bureaus and Deputy Minister of Trade and Commerce for the Province of British Columbia.

"This is big business," Mr. Rowebottom stated, "and our campaign is designed to emphasize the need for expansion of tourist accommodation and improvement in the quality of all facilities offered. Improved sleeping quarters and better food are urgently needed in all resort areas," he said. "Canada's travel industry can be greatly expanded in years to come, but we must supply the high quality

of accommodation and catering for which our visitors are willing to pay."

General chairman for this year's Tourist Service Educational Week is Tom L. Johnston, assistant director of the Manitoba Government Travel and Publicity Bureau, Winnipeg.

LIONEL IS COMING

Cards have been mailed indicating that Lionel, the CKCW Lobster, will be entertaining some of his friends, chaperoned by Freddie Lynds, at the Royal York Hotel, Toronto, on Tuesday, May 6.

BROADCASTERS

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VANCOUVER B.C.
CBC - DOMINION NETWORK

Our Guest Speaker is:

E. GORDON ARCHIBALD

President and Managing-Director
Radio Station CHOV
Pembroke, Ont.

"Sixteen years in radio — most of it in small markets operation — is enough to create no little pride in the power of the community station. To experience the grateful thanks of thousands of people for the return of lost items, including everything from a beloved child to a horse; to receive the thanks of dozens of organizations for helping in worthy community and national endeavours; yes, and to be invited into community living and activities as a welcome citizen, are all matters of satisfaction. The many smaller and more personal services that such a station can render, create a type of listener loyalty that just cannot be matched by the "Big" station, or network.

"The current trend of National Spot advertisers to tie their products to good local programs is proof that this loyalty to the community station can be transferred to any good product, advertised in this friendly, informal and sincere atmosphere.

"Recently, we have been entrusted with test campaigns for three National products, and we are confident that our listeners will show the same loyalty to these products that they have given to other types of appeal in the past."

E. G. ARCHIBALD

HORACE N. STOVIN

& COMPANY
Radio Station Representatives

for these Live Radio Stations

- | | | |
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| CJCH Halifax | CHOV Pembroke | CKX Brandon |
| CHSJ Saint John | CHML Hamilton | CFAR Flin Flon |
| CKCW Moncton | CFOS Owen Sound | CJNB North Battleford |
| CJEM Edmundston | CFOR Orillia | CJGX Yorkton |
| CJBR Rimouski | CJBC Toronto | CKLN Nelson |
| CKVL Verdun | CFPL London | CFPR Prince Rupert |
| CKSF Cornwall | CKLW Windsor | CJIB Vernon |
| CFJM Brockville | CKY Winnipeg | CJOR Vancouver |
| CJBQ Belleville | CJRL Kenora | ZBM Bermuda |

*Represented by us in Montreal only

MONTREAL

TORONTO

WINNIPEG

RADIO GETS YOUR MESSAGE HOME



One of the most useful ideas the industry has come up with in recent weeks appeared after a skull session of the CKMO Vancouver promotion department.

It's a mailing dodge which ties in with the parking meters recently installed by the city on downtown streets.

The card, with a background reproduction of a meter, says, "Park on us downtown, park on 1410 kc. at home." And what's most important, the station tucks a nickel into the card.

This operative, who didn't have a nickel when he parked the heap to go into see Phil Baldwin, felt the idea was a sound one when he emerged to find himself issued with a ticket by the law.

"This chain letter started in time there's a better premium than mere lucre. Manager F. H. 'Tiny' Elphicke, of CKWX, got one postmarked New York reading like this:

"(This chain letter started in Reno in the hope of bringing relief and happiness to tired business men. Unlike most chain letters, this does not cost any money. Simply send a copy to five equally tired male friends, then bundle up your wife and send her to the fellow at the top of the list.

"When your name comes to the top of the list, you will receive 16,178 women. Have faith! Do not break this chain. One man broke it and got his own wife back."

The letter was signed "Tommy Manville, Errol Flynn, Fala, Charlie Chaplin, Ibn Saud, Leo Durocher, Artie Shaw, Bernarr MacFadden.

Promotion man Dorwin Baird at CJOR gave the Fred Allen affair a moment's thought, then inserted ads in the local papers advising listeners that "You too can fade Fred Allen. Listen to CJOR 5.30 p.m. Sunday."

Sooner or later the industry gets blamed for just about everything, and now it's for perverting school children's pronunciation of everyday words and proper names.

A schoolmarm complains to one of the local papers that a west coast announcer has been mumbly-tu-en, for tune, and Detroit-ot for that place where they make the cars you can't buy. Her students, she says tartly, just don't get the right idea about the English language at all.

She should hear a certain announcer making a stab at Themistokles Sophoulis.

Reo Thompson, CKWX announcer who is one of the country's leading authorities on swing music, has added another to his list of programs. The new one is "Pick the Hits" running a quarter hour from

11.30 Monday to Friday. It's a giveaway, with cash prizes and theatre passes.

Tom Leach, director of farm broadcasts at CBR, Vancouver, was made an honorary member of BC's Junior Farm Clubs recently. He received a copy of the club's insignia from Echo Lidster of the department of agriculture.

Leach's knowledge of farm life is not confined to what he reads, as he is constantly in the interior and the Fraser Valley, where he collects dope for his broadcasts and acts as judge at junior farm shows.

Bill Rea, of CKNW, New Westminster, has added house hunting to widespread activities. Back from a three-week trip through the States he got to work on his daily two-hour roundup program and within 15 minutes had located an apartment for a new arrival in town.

Mayor Gerry McGeer, of Vancouver, who'll make a speech at the drop of a microphone, whirled up the Fraser Valley to Chilliwack to open the local plowing contests with some remarks over CHWK.

But most of his thunder was stolen, for valley listeners, by Announcer Cece Fox. Hobbling to the window of CHWK studios in his first appearance after a bout of illness, Fox grabbed a mike and found himself describing a parade of new farm machines. He gave the parade his best treatment, and managed to let his listeners know when the latest type manure spreader went by, without getting cut off the air.

Jack Sayers, who recently took over the sales manager's desk at CKWX, has left on a six-week business trip to the east.

Bud Keegan, one of the technical wizards at CKWX, Vancouver, is not only an expert with amps and ohms, he's the heart-throb of the airways to boot.

When Johnny Ansell, m.c., of the station's Top O' the Morning show for early wakers who tune in from 6.30 to 7.30, decided to give away a radio to the first listener to identify a certain sound effect, he figured a heartbeat would baffle them.

Shopping around the station, he was horrified to discover that in testing several staffers' hearts they produced nothing but dead silence over a mike.

Finally Ansell wandered into the workshop and tried Keegan, whose heart, according to Ansell, really sounded like a heart. So the thumping of Keegan's pump was broadcast next morning, and fooled six out of ten people. Wrong guesses ranged from the sound of a washing machine, Russian artillery firing over the Behring Strait (Keegan likes this one best) and the two minutes' silence on Armistice Day.

Staffers whom Ansell reported as having no heartbeat at all are taking things very easy.

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THE PEOPLE vs THE CBC

There is a significance to Ontario Premier Drew's stinging condemnation of the CBC, reported in some detail in this issue, which goes much farther than the immediate present. In daring to flaunt the CBC in its own lair, Mr. Drew has earned himself the distinction of being the first person to tell the CBC what he thought of it to its face—on its own network. It is to be fervently hoped that his outspoken address will be an example to other less courageous citizens, who prefer to do their complaining silently.

Those of Mr. Drew's critics who condemn him for taking the CBC unwares, and for using their own network on which to indict them, can be disposed of very easily. The simple answer is this. Under CBC regulations Mr. Drew could not have secured even two minutes of network time, from coast to coast, even had he been prepared to pay for it at card rates. The Radio Artists' Ball provided him with a unique opportunity and he used it well.

Those who heard the program must have been struck with the spontaneous and, from the sound of it, almost unanimous approval his remarks received. They must also have heard the lone protesting cry of "politics—politics!" which came from the CBC Supervisor of Drama. They must have realized that, at the dinner, the crowd was with the Premier. But this feeling against the CBC is not confined to the industry.

From the outside, those who follow the papers must know that anti-CBC feeling is strong. They know, for example, the tremendous stir of indignation that echoed through the press of Canada over such questions as the appropriation of the frequencies of private stations when the Parliamentary Committee was sitting last year.

All in all, the Canadian government, which, however vehemently it may deny it, owns the public broadcasting system, must know that the CBC does not continue to function because the public wishes it to do so. Rather it exists because extreme and vocal minority groups, who want air time for their "isms" and their ideologies, apply pressure on government bodies until they gain a hearing, if only to get rid of them; it exists because those who favor a normal and democratic system of broadcasting lack the intestinal fortitude to pursue the same tactics.

For over five years, this paper has clung steadfastly to the banners of free radio in particular and free enterprise in general. We have hitched our wagon to no one political star, having expressed concern both over the socialistic tendencies of the Liberals and the apathy of the Conservatives. But now our small and circumscribed voice gives place to the nation-wide roar of an extremely prominent man, a man who has risen to political eminence because, in the face of all critics, he has had the courage to stand by his beliefs. And those beliefs favor the well-tryed system of private enterprise.

May we suggest that George Drew has taken the first real step to advise the people of Canada of the socialistic reefs onto which the CBC is piloting our Ship of State? May we suggest that the collective voice of free radio—louder even than that of the Trans-Canada network—should and should continue the task Mr. Drew has begun? May we suggest that it is its duty to see to it, right now, that every Canadian who owns a radio becomes acquainted with the true state of affairs, to the end that the plain expression of the will of the people may not be drowned out by the petulant voices of carping minorities?

Richard G. Lewis

Editor.

BEHIND THE NAME

Third in a series of Radio Flashes prepared by the Brand Names Foundation Inc., New York, and adapted where necessary for Canada, for use by radio stations and advertising agencies on behalf of all advertisers whose brand names have made modern advertising possible. One of these flashes will be printed in each issue of this paper. If you would like copies of the entire series, write Brand Names, c/o Canadian Broadcaster, 371 Bay Street, Toronto 1.

MEAT — THEN and NOW

You know, there is probably no food about which a housewife is more particular than the meat she buys for her family. And there's an interesting comparison between old-time meat buying and the way it's done to-day.

Formerly, villages and towns relied upon local butchers who bought cattle and pigs from local farmers and slaughtered their meat in local slaughter-houses. Once a year the butchers celebrated a "beef-show day" when they put themselves and their meat out for public inspection. One writer has given us the following colorful description of the local butchers, all dressed up for this annual event: "They stood, a noble sight, in spotless white smocks reaching from head to heels, topped off with glittering high silk hats, against a background of an immense beef hung from the meat-rack."

People bought Smith's chops or Brown's beef and trusted it because they respected the honorable position of Mr. Smith or Mr. Brown in the local community.

There's a tremendous difference in the way we buy meat nowadays, but one major and vital point remains the same. People still do not want to buy just beef or chops—they still want to buy meat guaranteed by a name they know.

I think that every wise housewife now — just as in the olden days — wants a name on her meat which she can hold responsible for its quality. And that means the brand name of the packer, which stands for respectability and reliability just as much in the national scene to-day as Mr. Smith's chops and Mr. Brown's beef stood for those things in the local community 100 years ago.

"SHIRT HISTORY"

What is the item of apparel which your husband is most particular? Nine chances out of ten, your answer will be: "His shirts." A man may not be as clothes-conscious as a woman in most respects — but when a fraction of an inch is involved in the tightness of a shirt collar or the length of a shirt-sleeve, a man can be as particular as any woman!

As a matter of fact, men once wore shirts considerably more

fussy than the clothing worn by women nowadays. During the 18th century, men's shirts were adorned with lace and ruffles, embroidery and even ribbons! By the middle of the 19th century, however, the Victorian Era had arrived and the stronger sex began to dress more somberly. The shirt was still of prime importance in a man's dress, but elegance became a matter of fine materials and careful workmanship, rather than ruffles and ribbons.

Tailoring establishments took great pains and pride in the workmanship of their shirts and the name of the maker was embroidered on each garment. If the shirt proved unsatisfactory, the tailor whose name it bore was responsible. Of course, only men with large incomes could afford expensive tailor-made shirts.

The 20th century saw the real revolution in shirts through the introduction of the sewing machine. The new machines sewed faster and better than the tailors could sew by hand and, soon, every man could afford good-looking, well-made shirts. Carrying on the tradition of the earlier tailors, leading shirt manufacturers put their names on their products as identification and as a guarantee of their responsibility. Every shirt you buy with a maker's label means that the maker is responsible to you for its performance.

BACKWARDS and FORWARDS

Recently, I read a statement in which one person commented on the great value of brand names as a guide to the reliable things to buy. A second person commented that he found brand names a good guide for "What Not To Buy." Have you ever stopped to think of how true that is? When you buy a product once and do not like it — how do you make sure that you don't buy it again? The answer, of course, is the brand name. Brand names make freedom of choice between competing goods possible. They stand for identification of both the products you like and do want to buy again — and as identification for the things you don't like and don't want to buy again. Isn't that true?

It's really quite a remarkable service which works both backwards and forwards — and this business of buying brand name is exactly that.

YORK KNIT HONORS SINGERS OF 4 PROVINCES

Will Include Men In 1947-8 "Singing Stars of Tomorrow"

The singing voices of four girls from as many provinces were chosen by the Dominion-wide board of five judges, and awarded scholarships totalling \$2,250 on this season's final performance of York Knitting Mills "Singing Stars of Tomorrow". Featured on the Trans-Canada Network, the final program was presented before a capacity house at Massey Hall, Toronto, Sunday, April 27. Following the show, a reception was held for the finalists at the home of Mr. and Mrs. James D. Woods, Mr. Woods being president of the sponsoring company, York Knitting Mills Ltd.

This year, the program's fourth, nearly 500 applications were received from aspiring young singers from all parts of Canada. Forty-four were chosen to appear, professionally, on the weekly programs by the board of auditioners, which, this year, included Rex Battle, John Adaskin, Alan Savage and Ross MacRae.

First honors were carried off this year by Marie-Jose Forgues, the 21-year-old lyric soprano from Montreal, who placed third last year. This year she received the \$1,000 scholarship.

Final tabulation of the judges' reports gave two contenders even marks for second place, and the sponsors decided to give two \$500 scholarships instead of the one they had intended. These went to Victoria Douglas, Toronto lyric soprano, and Louise Roy, dramatic soprano from St. Boniface, Man.

The third award, a scholarship of \$250, was won by Elizabeth McCaskill from Edmonton, another lyric soprano.

Selection of the winners is made on a point system by five judges who hear programs each Sunday and individually mark each singer. This board consists of Jean Dufresne, Montreal; Dr. Healy Willan and Rex Battle, both of Toronto; A. A. Aldrick, Winnipeg; and Rhynd Jamieson, Vancouver.

The two other semi-finalists, who each received cheques for \$100, were Simone Rainville, Quebec City; and Elizabeth Corrigan, Toronto.

The program, directed and produced by Cockfield Brown and Company Ltd., has definitely been renewed for its fifth season and will return in the



Top left: Marie Jose Forgues (first); Victoria Douglas and Louise Roy (tied for second); Elizabeth McCaskill (third).

fall. As in previous years, auditioners will travel from coast to coast to interview and audition promising young singers.

In past years only girls have been eligible for the programs. Starting next season, however, young men will also be considered.

Starting with the 1947-8 season the following scholarships will be awarded: \$1,000 for the girl or man judged 1st; \$500 each for the next best girl and man; \$250 each for the girl and man in third place.

Since its inception four years ago, nearly 2,000 applications have been received to appear on these programs, representing every part of Canada. This year over 150 new voices were heard by the two audition teams, who are emphatic in the appreciation they express of the co-operation they have received from singing teachers and others interested.

Among artists who have used "Singing Stars" as a springboard to fame are Claire Gagnier, from Three Rivers, Que., first winner, who is now under contract with the "Met", as is Pierette Alarie, the Montreal soprano, who made the semi-finals in the same series.

Evelyn Gould, winner of the second series, is now studying in New York and has been flying to Toronto each week to sing on the coast-to-coast program, "Music for Canadians". Recently she received an offer of an audition from the "Met".

York Knitting Mills Ltd. received one of this paper's first Beaver Awards for their encouragement of Canadian talent.

China Calling

The first daily two-hour English language broadcast from China inaugurated by Roy Dunlop, was beamed by the Chinese National radio to Canada on the 19 and 21 meter bands early last month. Dunlop, formerly of CHAB, Moose Jaw, and latterly with the CBC, last fall accepted a post with the Chinese Broadcasting Administration.

As land lines are not available for linking Chinese stations, the most powerful short-wave transmitter is being used as a central transmitter, broadcasts being picked up by stations throughout the country and aired on the broadcast band.

Paul Louis, of Calgary, a young Canadian-born Chinese, employed by the Chinese system, has been appointed English language program planner.



B. U. P. CLIENTS

received
TOP
COVERAGE
with
exclusive angles on

3

MAJOR
WORLD
STORIES

- Texas Disaster
- Moscow Conference
- Canada Trade Negotiations At Geneva

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

HEAD OFFICE
231 St. James Street
MONTREAL

Artists Handicapped

Text of Speech Delivered at the Radio World Awards Dinner by Ontario Premier George A. Drew.

Chairman, ladies and gentlemen. I am particularly happy for more reasons than one, to be with you here this evening and to participate in the well deserved tribute to the radio artists of Canada. In the name of you I offer my personal congratulations for your excellent work and with all the rest of you, join in special congratulations to those who are receiving awards tonight for outstanding radio performances during the past year.

Now, ladies and gentleman, I would say some very pleasant and true things. I don't think I could be accepting the courtesy of this invitation if I simply did that. Extending my very best wishes for the future success of our radio artists, I would be much less than what if I did not say that all Canadian radio artists entitled to particular commendation because of the unique handicap under which you carry on your very important work. The simple fact is because of our proximity to the United States, the artists of this country are in a peculiar position not parallel to that of any other country in the world. You are not paid on the same level as artists speaking the same language across the border. The reason for that is not to be found entirely in the difference in population or wealth of the two peoples of the two countries. Until we have free competitive commercial

markets in Canada, our artists are not going to be paid on the same level. (Prolonged cheers). Ladies and gentlemen, I sincerely hope that when another offering of this kind makes its way to Canadian radio artists next year, that the shackles of monopolistic control and in that reference is to no individual principle (Cries of "politics-politics!"), I hope that when it comes that the radio artists of this country will have the opportunity of a free and competitive market right across the whole of the continent, because on the other side of the boundary as well as in this country, are people who want good entertainment wherever it is produced. If we operate on the same competitive basis we will have the radio audience of the United States as a potential market for our people and our artists. After all, people are little concerned about the geographical location of the originating station if we in this country produce programs comparable with any others, we will find the people ready to pay the same high prices for the programs that are developed and the artists will get the corresponding salaries.

Now, ladies and gentlemen, I think before, I could have repeated pleasant things and said all is well. I don't believe it is. I believe we need improvements in our system. We need competition. I hope we will have it. I wish you all the best. (Cheers).

Radio Replaces Papers During Strike

Radio advertising increased sales for retail stores in Rochester, N.Y., during the city's recent three-month strike of its two newspapers. According to the U.S. Census Bureau figures, the Rochester holiday sales figure increase over 1945 was greater than that of nearby Buffalo, where there was no strike. January sales were higher than anticipated in Rochester, in spite of the paper strike, and were also better than in Buffalo, where there was no strike.

Rochester's four stations, WHEC, WHAM, WRNY and WSAY, were prepared for action when the papers ceased publication. Participating programs were arranged and station break periods were taken up. A number of retailers who had not used radio before the strike, have continued promotion by radio.

WHEC added two strike-bound newspapers to its list of advertisers, producing two one-half hour "newspapers of the air." One department store used two brief announcements on WHAM and, with no further promotion, disposed of 5,000 five-dollar shirts within two days. WRNY aired a daily 10-minute death notice feature and a social register series, in which notices of meetings and community events were made. Both features are being continued. WSAY's staff worked Sundays and holidays from 8 a.m. to 2 a.m. and each day scheduled 22 news broadcasts, obituary columns and other non-commercial features.

Wired Plugs

The Intercollegiate Broadcasting System, composed of 35 "wired" radio systems, with 32 more being constructed, from coast to coast in the U.S., has signed a contract for Lucky Strike advertising on 24 of its stations. 15-second transcribed singing commercials will be aired three times a day, five days a week, for five weeks, for which the sponsor is paying \$3,750.

Disc Kid

A five-year-old girl has joined the ranks of the disc jockeys, along with one-time lawyers, orchestra leaders, sports announcers and taxi drivers. Last month, Robin Morgan began a regular Saturday morning stint on WOR, New York, chatting between her favorite discs. Robin is a member of the "Juvenile Jury" heard on Sunday afternoons on the Mutual Broadcasting System.

Posthumous Wings

Operational wings have been awarded posthumously to Flying Officer T. S. Lewis, formerly of the technical staff of CKY, Winnipeg. Joining the RCAF in April, 1943, he graduated as navigator in January, 1944, and was reported missing on March 31, 1945.

His parents, Mr. and Mrs. H. E. Lewis, reside at 176 Forest Avenue, West Kildonan, Winnipeg.

TRADE WINDS

Edited by Art Benson

Gordon Keeble at Hayhurst's Toronto office tells us that the Nutrim Company (Baby Foods) has started a 260 spot campaign over eight Canadian stations. Same agency also reports that Rit Dyes have extended their singing commercials (Dinning Sisters) to include ten stations between CJIC, Sault Ste. Marie and CJCA, Edmonton.

Wesco Waterpaints moved over to Walsh Advertising from J. J. Gibbons as of May 1. The original contract called for 52 spots which started March 31. It is understood that the remaining 38 have been switched to Walsh's Montreal office. Same agency's Toronto office also reports that Hart Products Sales Ltd., starts a spot campaign May 5 over six Ontario stations advertising Trend.

Vickers & Benson's Toronto office tells us that Dominion Seven-Up Company has started a series of flash announcements on a number of Canadian stations.

The commercial department at CKY, Toronto, reports that Famous Players has taken a 15-minute morning segment of "Make Believe Ballroom" five times a week.



FOR THESE ARTISTS

- Abbott, Laurence
- Barry, Pat
- Bochner, Lloyd
- Bond, Roxana
- Braden, Bernard
- Chadwick, Marjorie
- Cowan, Bernard
- Davies, Joy
- Dennis, Laddie
- Gerow, Russ
- Kelly, Barbara
- Lockerbie, Beth
- Milsom, Howard
- Nelson, Dick
- O'Hearn, Mona
- Owens, Loy
- Purvey, Marjorie
- Rapkin, Maurice
- Rouse, Ruby Ramsay
- Scott, Sandra
- Wood, Barry

Day and Night Service at Radio Artists Telephone Exchange

Report TO THE BROADCASTING INDUSTRY
By Walter E. Elliott

5 Fifth in a series of frank talks about Elliott-Haynes and the broadcasting industry.

The Interviewer's Questions

THE E-H interviewers in assembling data on all regular monthly surveys, ask the following questions, to a random selection of telephone homes, in each market wherein measurements are being taken:

1. Were you listening to your radio just now? If "Yes"
2. To what program were you listening, please?
3. Over what station is that program coming?
4. What advertiser puts on that program?

From these questions it is possible to determine what percentage of sets are on and the distribution of audience by station and program.

The last question is intended to supply evidence on sponsor identification.

Next issue: "The Respondent's Replies."



Elliott-Haynes Limited

(Continuous Radio Audience Measurements Since 1940)

Sun Life Building MONTREAL

515 Broadview Ave. TORONTO

**“DOMINION”
OUTLET For
SOUTH-
WESTERN
ONTARIO**

CHATHAM *Serving*

The richest farming area in Canada with increased operating hours 7.15 a.m.-11.15 p.m. (16 hours daily).
JOHN BEARDALL
Mgr.-Owner

7 Join CAB

Seven new members were admitted to the Canadian Association of Broadcasters when the board of directors met in Toronto last month. CJIB, Vernon; CFRA, Ottawa; CFAB, Windsor, N.S.; CHVC, Niagara Falls; CFPA, Port Arthur; CJNB, North Battleford; and CJFP, Riviere du Loup, brought the CAB membership to 88 stations.

A. A. Murphy, of CFQC, Saskatoon, was elected to the board of directors following the vacancy created by the resignation of Lloyd Moffatt, former owner of CKBI, Prince Albert.

OTTAWA

Letter
by
JIM ALLARD



1947 model of the Parliamentary Radio Committee is getting away to a very slow start. Unless it meets more often than usual, its deliberations will be at forced draught to conclude by the end of June. It was originally hoped that the House would then be through its current sitting. However, the long debate on control measures has put some degree of doubt into the hope. If the redistribution measure or the budget proves to be more contentious than currently expected, Parliament may again be deliberating in the sweltering Ottawa summer; and radio men testifying to Committee Members sitting in their shirt sleeves.

If Parliament Hill gossip is reasonably accurate (and it's just as frequently wrong as right) the customary proceeding will prevail at this year's Radio Committee sittings. That is, the points and issues regarded as vital by the Canadian Broadcasting Corporation and the independent stations (different issues, of course) will be sidetracked for discussion on points brought up by other interests or committee members themselves.

It seems pretty certain that "group operation" and newspaper ownership—especially the latter—will be brought up and debated. Newspaper ownership has been the subject of discussion at previous committees, but never on the grand scale. Curiously, there is no record of newspapers themselves taking a stand on this issue: either before the committee or elsewhere.

It is reported that some Opposition members are curious to find out more about issuance of broadcast licenses. Their impression apparently is that too many of these have lately been going to people well-known as Liberals, and they want to find out if their suspicions are justified.

For the first time in its history, the Committee has a member with technical knowledge of radio—Colonel R. H. Winters (Liberal) of Queen's-Lunenberg. On the basis of continuing performance and degree of interest, the committee also has five members who should know something about radio generally.

Other rumours, reasonably well-grounded, indicate a large number of presentations to the Committee planned by "outside" interests or groups. The Committee is not too happy about this; in the main representations have a tendency to confuse the issue and start discussions that get bogged down in very petty side-issues. Increasing number of such representations may well become a matter of concern.

Discussion of radio ownership by newspapers may open up the whole broad field of newspaper ownership. Some members of Parliament are following the pro-

ceedings in Britain relative to newspapers with more than casual interest. Some members are also not unaware of the survey concerning "freedom of the press" made recently in the United States. On the desk of one such Member recently, there was a clipping from the OTTAWA CITIZEN editor's column. Theme: newspapers criticize everything under the sun but are not themselves critics nor even constructively examining.

Any discussion of newspapers such could not go very far in radio committee proceedings. However, it could put some pertinent facts on record, and lay the groundwork for future proceedings.

Consumers' league groups are again actively re-organizing, apparently tied-in somehow or other with some women's groups. The new consumers' outfit will have permanent headquarters in Ottawa. Rising cost of living appears to be the main motive present for the resurgence. In the past, consumers' leagues have sometimes been fair and constructive in their attacks upon advertising, advertisers, and manufacturers; sometimes quite unfair, frequently been cats' paw for other interests, although quite unkindly. Chief source of their strength has been the relative disunity existing between advertising men and advertisers on broad points; and the extreme disunity existing amongst the advertising media. Vaguely claiming to represent the "consumer," the group Ottawa office should have had access to the ear of government.

Want Set Tax Off

A hope that the Canadian excise tax would be removed from radio receivers under terms of the new budget expected to be presented next month, was expressed by S. L. Capell, president of the Radio Manufacturers' Association of Canada, at the Fourth Joint Industry Conference of Canadian and U.S. Radio Manufacturers held last month at Absecon, New Jersey.

"Surveys made by our Association clearly indicate that the Canadian public does not class radio purchases as luxuries," said Capell, "and returned veterans, particular, in setting up new homes are placing radio far up in the list of their requirements. Yet, the wartime luxury tax still remains on radio receivers a full two years after its removal from other household appliances."

At the conference, leaders of Canadian and U.S. radio industry exchanged views on mutual problems, reporting production and sales figures which indicated the sands of FM receivers would be in operation this year.

"In spite of strikes and shortages of many important components, the Canadian radio manufacturers produced 20 per cent more radios in 1946 than in the previous year," said Capell during his address. "Radio receivers are presently coming off the production lines at a rate in excess of a million sets per year," he said.

Covers
**THE RICH
FRUIT BELT
of
BRITISH COLUMBIA**

CBC BASIC ★ 1000 WATTS

CKOV

KELOWNA ★ Okanagan BROADCASTERS LTD.

**REACHING A
\$100,000,000.00
MARKET**

940
ON THE DIAL

Dedicated to
**Farm and Community
Service**

Our representative will be glad to furnish B.B.M. figures and full information.

**CJGX
YORKTON**

WESTERN CANADA'S FARM STATION
DOMINION NETWORK

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

They Talked about "The Hucksters." Now it's going to be **"Aurora DAWN"** by Herman Wouk

It's a satire of radio, dressed up with sex and all the trimmings.

\$3.00

Book Department
Canadian Broadcaster
371 Bay St. Toronto

Musical Awards

\$550 in cash prizes were awarded last month to winners of the Musical Awards competition, a 25-week talent contest presented in the form of a weekly broadcast on CJCA, Edmonton. L. S. Nelson, manager of Birks' Edmonton store, made the awards on the final broadcast from the stage of the Garneau Theatre. First prize of \$150 was won by Doreen Stanton, 19-year-old Edmonton pianist. Second and third prizes of \$125 and \$100 were awarded to Ruth Gillis, soprano, and Roy Gilley, baritone, respectively. Six other awards totaling \$175 were made.

A total of 62 contestants appeared on the Birks' series while 40 eligible applicants had to be refused.

A summer series will be presented on CJCA, Edmonton, by the Birks store featuring the three winners.

Broadcast For Donor

Blood donors responded to a single announcement on CFRB, Toronto, recently, to assist a critically ill woman at the Women's College Hospital who required a transfusion within half an hour. The hospital had no suitable plasma on hand and the Red Cross was unable to fill the demand on such short notice. The woman's husband rushed to CFRB and an appeal was broadcast immediately. Within a few minutes, not one, but several donors appeared at the hospital.

NEW "QUEEN" TAKES OVER



Canada Pictures.

Mona O'Hearn, centre, Toronto actress and Radio World's "Miss Radio-1946", hands over her sceptre to the new "Queen", Peggi Loder. In the background, Sandra Scott, Lloyd Bochner and Aline Kamins.

Attention Quizmasters

The Toronto Postal District Director has urged that stations consult Postal Service as to postage required, and that they make the information clear to listeners, when asking for mail in connection with quiz programs. Many letters reach the Dead Letter Office and, although addressed to particular programs and stations, are not delivered due to insufficient postage.

Midget Sets Add Listeners

With the introduction in New York this month of a "vest pocket" type of radio receiver which can be carried on one's person, and priced so low any one can buy, radio stands to gain millions of new listeners in the next few years, making it unquestionably the greatest medium of mass communication and advertising.

Such was the prediction of Andy McDermott, sales manager for Horace N. Stovin & Company, radio station representatives, speaking before the Owen Sound Junior Board of Trade, April 24, on the topic: "What The Richest Man Cannot Buy."

Paraphrasing David Sarnoff's widely-quoted slogan: "The Richest Man Cannot Buy For Himself What The Poorest Man Gets Free From His Radio." McDermott gave his audience a graphic report on the industry to-day and future developments in Frequency Modulation and Television. "Wartime provided the social and educational value of commercial radio," he said, "through proper use of the mass audiences built by good programming. There is no reason why radio should not be able to perform a similar service in making for a truly United Nations."

Russia Gets Swing

A recorded swing program arranged by Benny Goodman is being aired Monday through Saturday to Russia by the "Voice of America" transmitter at New York. Commentaries by Goodman are translated into Russian. The series, which commenced last month under US State Department sponsorship, features "big name" bands of the US.

Radio SOS

The North Bay honeymoon of a Noranda couple was recently interrupted by illness in the groom's family. An urgent message for him to return to Noranda was broadcast by CFCH, North Bay, and relayed to him in half an hour.

The Story of CKNW
As Prepared for Study in British Columbia Schools

"As Prepared FOR STUDY in British Columbia Schools!"

Few radio stations have had such an opportunity . . . to be subject of study by 50,000 pupils. Here is an example of co-operation with Board of Trade and Educational authorities . . . and a Public Relations vehicle which will add thousands of listeners.

CKNW
New Westminster, B.C.

*We will be glad to send you a free copy of this illustrated story of CKNW in actual school format.

Jean Baptiste says:

The first inn-keeper in Quebec Province, Jean Boisson, was a good advertiser! Making a play on his own name, his sign read "J'en bois donc"—"therefore I drink."

To be a good advertiser in French-speaking Canada today, use Radio—which carries your message into the home surely and effectively. And remember, you reach these five stations, because more than half the French people in Quebec Province live in the area so covered.

| | | | | |
|-------------------------------------|---|---|---|---------------------------------------|
| CHRC Quebec 5000 Watts | CHNC New Carlisle 5000 Watts | CHLN Trois Rivières 1000 Watts | CHLT Sherbrooke 1000 Watts | CKRS Jonquière 250 Watts |
|-------------------------------------|---|---|---|---------------------------------------|

JOS. A. HARDY & CO. LTD.

| | | |
|---|---|--|
| 1405, PEEL ST. MONTREAL Tel. HArbour 2515 | 39, ST. JOHN ST. QUEBEC Tel. 3-6693 | 80, RICHMOND ST. WEST TORONTO Tel. ADeLaide 8482 |
|---|---|--|



Friday, April 18, I was among the 500 guests at the Ball where the Radio World's awards were made. To be among some five hundred enthusiastic people responsible for the success of programs certainly has put the idea that Canadian radio is right in there with the best of them. The tremendous audience consisted of a cross-section of station managers, producers, musicians, engineers, artists and advertising executives.

You just can't be included in an affair like this without being keen on radio (as though I weren't anyway). I saw the radio industry at close hand and from where I sat, they seemed like all right people.

Had table appeared quite impressive, seating two winners of special awards namely Harry Sedwick, of CFRB, which recently celebrated its twentieth anniversary, and Ernest Bushnell, CBC executive, who has been in radio forty-five years. The chairman of the occasion was Bernard Bracken, a versatile young artist who came here from Vancouver.

The highlight of the evening was the crowning of Peggi Loder as *Radio of 1947.* Peggi was presented with the sceptre by last year's Queen, Mona O'Hearn. I thought Peggi looked charming in her gown of chalk white crepe, trimmed with white sequins. She carried a pretty nosegay of pink buds. Her first duty was to present awards to other winners. Peggi sparkled, almost bubbling over at times. Narrators were Byng Whitteker and Lorne Grey, whose work was well handled. The dance that followed featured such well-known conductors as Stan Patton, Mart Kenney, Niosi and Cliff McKay.

King Edward's Crystal Ballroom with its gorgeous chandeliers, seemed quite the right setting for a party such as this. Comment regarding the male attire is necessarily limited. Most of the men wore white tie and tails and appeared gallant, indeed. But for the girls it's a bit different. Perhaps the most stunning of these was the CBC's producer, Kay Stevenson. Her gown was black with thin figures, becomingly draped and very stylish upswept hair completed her costume. Our eyes actress, Barbara Kelly, appeared most attractive in black with shimmering red sequin trim. Looking for something truly different was unnecessary to go beyond Edna Slatter, Registrar and Business Manager for Academy of Dramatic Arts. The fact that Edna crosses line in her gowns really pays dividends. J. Walter Thompson, radio director, Iris Alden, in a gown of white satin with Royal blue trim. Her hair ornament was very different. For smartness

I'd vote for Muriel Ball, wearing black crepe with a beautiful brilliant clip. Maybe you recall her as Lucy Linton or as Mary Martin; by any name she looked smart.

I'm all in favor of awards to radio artists. They seem to get little credit for the big job they do.

Fred Hatch Heads Toronto Junior Ad-Club

Fred Hatch, of E. L. Ruddy Co. Ltd., was elected president of the Young Men's Advertising & Sales Club of Toronto, at the club's annual meeting last month. He succeeds John Whitehead.

Other officers appointed included: Richard Canney, Amalgamated Electric Corporation, vice-president; Ralph Morley, also with Amalgamated Electric, secretary; Frank Ross, Toronto Testing Laboratories Ltd., treasurer.

The following directors were elected: Willis Alguire, Berkel Products Ltd.; William Edwards, Stevenson & Scott Ltd.; Milton Patterson, Stanley Manufacturing Ltd.; Cliff Perry, Albert Jarvis Ltd.; Harry Davis, Stevenson & Scott Ltd.

Bob Loney, of Ronalds Advertising Agency Ltd., was presented with the James R. Knox trophy for being the most valuable member during the club year.

New P&G Chief

H. H. Staff, Vice-President and General Manager of the Proctor & Gamble Company of Canada, Limited, is being transferred to the parent company's offices at Cincinnati. He will fill an executive position in the Foreign Department.

W. E. Williams, formerly District Manager of the P&G organization at Detroit, will take over the post vacated by Mr. Staff.

Nylon Give-Away

719 letters were received by CHEX, Peterborough, in answer to spots aired on each of three days preceding a nylon give-away program. Listeners were advised of the participating show and were asked that they mail their names and hosiery sizes to the station.

Edmonton Studio For CBC

The new CBC 50kw station to be erected at Lacombe, Alberta, has been assigned the call letters CBX, according to Dr. A. Frigon, general manager, in CBC's staff magazine, "RADIO." While no decision has been reached as to the location of studios for CBX, Dr. Frigon states "it is most probable that we will have facilities in Edmonton.

Call letters for the new Manitoba station will be CBW, according to the same source.



R. J. BUSS
14 Years in Canadian Radio

**I Came! I Saw!
I Concurred!**

— that —

Here is a market that more than justifies the additional cost.

20,000

RADIO HOMES

enjoying year-round prosperity as a result of the combined wealth from industrial and agricultural activity.

CHAT

Medicine Hat

"Fuels Paradise in Alberta"

IS THE ONLY STATION THAT ADEQUATELY SERVES THIS AREA

1000 Watts Dominion Net.

ALL-CANADA IN CANADA — WEED & CO. IN U.S.A.

Our Week of Celebration, May 4th - 11th

Broadcasting Station CKOC

CULMINATING
 1922 - 1947 **A QUARTER CENTURY OF**
SERVICE
PROGRESS
GROWTH

— IN —

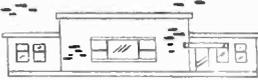
Canada's No. 1 Market

SOUTHERN ONTARIO

with the inauguration of its 5000
 watt service

AFTER TWO MONTHS OPERATION THE
 NEW UNIT IS DELIVERING A PROVEN
 PLUS IN PERFORMANCE, BROADCAST
 QUALITY, and AUDIENCE ACCEPTANCE

DIAL **CKOC** **5000 Watts**
 1150



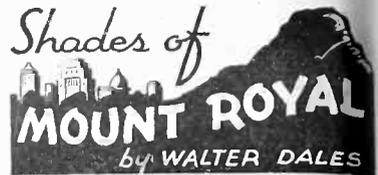
HAMILTON — ONTARIO

Representatives:

CANADA: ALL-CANADA RADIO FACILITIES

U.S.A.: WEED AND COMPANY

Serving at its best Today with **5000 Watts of Power**



Recent surveys showed the shave-and-dress audience worth going after in a big way. Montreal's Dagwoods get the complete radio treatment as they gulp coffee. Gags, tunes, temperature, time and everything in the book.

Newest bid for the early-riser's ear is a woman disc jockey. At CKVL, Beth Manley runs a show filled with hints and gossip for the women. The theory, presumably, is that the harried husband busy with the morning's chores, will listen to whatever station his wife selects. If the wives knew what a dazzler Beth is, they might hesitate to expose their husbands to her chatter.

Speaking of dazzlers, Mary Gerl, receptionist at Walter P. Downs where she does the Hollywood atmosphere no harm whatever, is minus a few of her golden locks these days. The other noon hour as she was leaving church, a purse snatcher slugged her over the head. She fought him off until help arrived. Then she was rushed off to the Western General where they put several stitches in her battered head. She's back on the job, however, chipper and charming as ever.

Newcomer to the Rep business is Terry Fortune. An ex-navy man, Terry started in radio at Prince Rupert. He joined the Montreal office of H. N. Stovin & Company this month.

Visitors to Montreal this week included Mr. and Mrs. H. R. Carlson, of Calgary; Mr. Jack Coakston, CJNB, North Battleford; and Mr. Bill Speers, CKRM, Regina.

Radio Station CHLP, in the Sun Life Building, staged a nice cocktail party this week as a sort of get-acquainted affair for the radio and agency fraternity.

Our morning paper, the Montreal Gazette, carried a story this morning (April 29) about the Drew surprise on Radio World broadcast from the ACRA dinner. Everyone is talking about it. I overheard a couple of Doctors in this building chatting about it at the lunch counter downstairs. They thought it a huge joke on CBC, particularly CBC rules out sponsored opinion. The Doctors were a little puzzled as to how Mr. Dunton got "acceptance" of his speech, because he also expressed an opinion — the opposite of that expressed by the Drew's uncensored speech. Dunton said radio had come of age. That, thought the medicos, was debatable!

"RADIO WORLD" WINNERS



Canada Pictures.

Pearl Loder, Radio World's "Miss Radio—1947", is seen at the artists' ball in Toronto last month, flanked by comedians Johnny Wayne and Frank Shuster, who made the "Honors List" twice. In the background, left to right, are: Frank Perry, Ruth Springford, Don Harron, Sandra Scott, Lloyd Bochner and Aline Kamins.

ACA APPOINTS AWARDS JURY

Advertising executives and management officials of business across Canada are being invited to submit nominations for the 1947 awards of the Association of Canadian Advertisers, it has just been announced by Athol McQuarrie, General Manager of the Association.

The Awards Jury is now being the names of men and women who have made noteworthy contributions to the industrial and commercial development of Canada through advertising activities," McQuarrie says. "Nominations must be accompanied by an outline of qualifications showing how the nominee advanced bettered Canadian advertising.

The gold medal and three silver medals will be presented to the four nominees selected by the Awards Jury at the 33rd annual convention of the Association of Canadian Advertisers to be held in Toronto during the latter part of October.

The Awards Jury represents advertisers, advertising agencies, broadcasters, newspapers, magazine and poster associations, graphic arts and advertisers at large. The 1947 Jury is comprised of Morgan Eastman of the Canadian Association of Advertising Agencies; Douglas Scott of the Canadian Association of Broadcasters; W. J. J. Butler of the Canadian Daily Newspapers Association; George W. James of the Canadian Weekly Newspapers Association; N. Roy Perry of the Periodical Press Association; C. R. Brenchley of the Poster Advertising Association; and L. E. Phenner and Harold E. Stephenson of the Association of Canadian Advertisers. Two additional jurymen, representing graphic arts and advertisers at large, have yet to be appointed.

Nominations for consideration should be filed with Athol McQuarrie, secretary of the Jury, Federal Building, Toronto.

U.S. Churches Poll Family Programs

Ten U.S. radio programs portraying family life will be awarded special citations for the quality of their broadcasts during the inter-faith observance of National Family Week, May 4-11, (C.B. April 5) it was announced today by Miss Pearl Rosser, director of radio education for the International Council of Religious Education, Chicago, and chairman of the radio committee of the Inter-Council Committee on Christian Family Life.

They were winners in a nation-wide poll of church people in which 190 different network and local station programs were nominated, Miss Rosser stated.

Listed in order of number of ballots received, the ten programs are:

- "One Man's Family;" "Fibber McGee and Molly;" the "Aldrich Family;" "Ma Perkins;" "Pepper Young's Family;" "Mayor of the Town;" the "Adventures of Ozzie and Harriet;" "A Date With Judy;" "Life Can Be Beautiful;" and the new program, "The Greatest Story Ever Told."

The Poll was conducted by the Inter-Council Committee on Christian Family Life, which is made up of representatives of

the Commission on Marriage and the Home of the Federal Council of the Churches of Christ in America; the Committee on Adult Work of the International Council of Religious Education; and the United Council of Church Women. These interdenominational agencies represent 90 per cent of Protestantism of the nation.

Programs selected were chosen as a ten-point standard, with a minimum of 7 out of the 10 points required to be eligible for the contest. The standard was:

- (1) Is the family true to life?
- (2) Is the family democratic—recognizing the rights of others?
- (3) Does the family recognize God in its everyday living?
- (4) Is there a high morale tone to the program?
- (5) Is the sponsoring commercial in keeping with the best in family life?
- (6) Does the program make you want to have a better family life?
- (7) Is there a high type of humor?
- (8) Does the family show an interest in the community, the nation and the world?
- (9) Is the home the center of security and strength?
- (10) Does the program portray the family as improving?

CKCR
KITCHENER

A *Wright* STATION

Community-Minded CKCR
is your entry into the
\$21,000,000 Kitchener-
Waterloo Market.

— See —
WILLIAM WRIGHT
Victory Bldg.

AD. 8481

In the Spotlight

- MORE POWER
- GREATER AUDIENCE
- MOST POPULAR
- OUTSTANDING IN MANITOBA

CKY
WINNIPEG
15000 WATTS

TRANS-CANADA NETWORK
Finest and most popular programs

DOMINION NETWORK
1000 WATTS
CKX
BRANDON

Exclusive Sales Representative:
HORACE N. STOVIN
TORONTO WINNIPEG MONTREAL

CANADA'S FASTEST-GROWING STATION

Since CJAD opened in December, 1945, only 17 months ago, the increase in national and local advertisers served has been phenomenal; and CJAD now holds a most important place in Canada's radio picture.

The reason? Listener Interest! Sound ideas, well produced and professionally presented—such as News every-hour-on-the-hour, "Make Believe Ballroom," complete sports coverage, "Club 800," "News Quiz," "Hollywood Radio Theatre," "Playhouse of Favourites," "Haunting Hour," "Concert Hall," and many others—have PROVEN their listener-interest value.

Advertisers in the Quebec English market have found that CJAD's listener-interest and extensive coverage is a combination that brings RESULTS.

Call NBS for market and coverage data

CJAD - MONTREAL

1000 watts 800 kcs.

Representing

CKWS
Kingston, Ont.

CKGB
Timmins, Ont.

CFCH
North Bay, Ont.

CJAD
Montreal, Que.

CKRN
Rouyn, Que.

CHAD
Amos, Que.

CHEX
Peterborough, Ont.

CKEY*
Toronto, Ont.

CJKL
Kirkland Lake, Ont.

CKTB
St. Catharines, Ont.

CFPA
Port Arthur, Ont.

CKVD
Val d'Or, Que.

CHGB
Ste. Anne de la Pocatiere

CKMO
Vancouver, B.C.

CHOK
Sarnia, Ont.

* MONTREAL ONLY

NATIONAL BROADCAST SALES

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

ACCENTUATE the NEGATIVE

One of the most ridiculous exhibitions of self-conscious adolescence perpetrated by radio seems to have been relegated to history by NBC's act of offering Fred Allen an honorary vice-presidency of the network, with indications that similar nominal titles will be bestowed, if they accept them, on Bob Hope and Red Skelton. While Allen is to be a vee-pee of the network, the other two are only to function in the west.

Fred Allen started it all when, on his April 20 show, he refused to cut a gag out of his dialogue which joshed a mythical NBC vee-pee. (As far as can be gathered the gag had to do with an NBC vice-president in charge of collecting overtime on radio programs—Allen had run over the previous week—and when he got two weeks' worth he got a vacation.)

Following NBC's cutting of the program for the 35-second duration of the gag, Hope and Skelton got the same treatment when they tried to gag the gag.

At first NBC stood firm on this shaking event. Then Allen's sponsors indicated they would bill the network for the 35 seconds. Finally some vestige of sense returned to some official of the greatest network in the world, and their embarrassment was covered with offers of the vice-presidency, and the threat against world peace was removed.

The dreadful part of all this is the revelation that the world's greatest network isn't great enough to let itself be laughed at even when it gets well paid for displaying an even slight sense of humor, which, properly defined (by the late Alexander Woolcott I think it was) is an ability to look at oneself and laugh. We expect this sort of thing from a government bureaucracy which has to live by the book, though it should be stated in all fairness that Canadian comics Wayne & Shuster recently took CBC for a ride with impunity—but when the mighty NBC shows itself as thin-skinned as this it is time we took stock of ourselves.

When is business going to learn that, in its publicity, a little of the not-so-good lends credibility and reader interest to the good? When will it discover that while the eye-wash it makes is the most important thing in the world to itself, but that to John Public it is just so much eyewash. People are not interested in reading long laudatory effusions of flattery for the simple reason that they simply are not believed, and, even if they were true, are painfully dull. It must have been in this spirit that the late Henry Ford built up interest in his product by spreading derogatory jokes about it which he paid for in hard cash.

And while we are on the subject of publicity, we have recently noticed a falling-off in the amount of news (not publicity) which has been reaching us from the industry. They still trot out the old alibis about nothing ever happening—nobody to write it—and all the rest, but the fact remains that there is a major radio news story happening somewhere just about every minute of the day, and whether you are a sponsor, an advertising agency or an operator, you need a better recognition for broadcasting, a better informed public to understand the story behind the story. Copies of our pamphlet "Superlatives Aren't News" are still available for anyone interested in our conception of the news formula. They are yours for the asking.

FM and FX Interchangeable

"Facsimile has been called a sleeper in the broadcasting field, largely because the public knows relatively little about it," said John V. L. Hogan, president of WQXR, New York, during an address to the fourth annual convention of the Association of Women Broadcasters, held in New York last month. Even many broadcasters, he said, don't realize that any FM station can substitute for its microphones a Facsimile scanner, and that a Facsimile recorder can be attached to any FM receiver.

A complete edition of four 9½" by 12" pages can be transmitted by facsimile in 15 minutes, Hogan said, adding that the editorial problem at the broadcasting station is simple. No composition or typesetting is necessary as special typewriters are available with type faces of the kind found in magazines, books and newspapers. As only one copy of each page must be made at the transmitter, illustrations and art work may be inserted by ordinary paste-up methods.

FRESH HEIR DEPT.

A seven-pound baby boy, Michael Stuart, was born to Mr. and Mrs. Johnny Wayne, of Toronto, on April 18. Michael has not inherited his father's webbed feet, according to reliable information.

PUT YOUR SALES MESSAGE IN EVERY RURAL AND URBAN HOME in SOUTHERN ALBERTA

CJOL
Lethbridge, Alberta
GOING TO 5000 WATTS

CCF WOULD BAN PROGRAM

CBC Says "Pattern For Prosperity" Not Political

Indications are that the Saskatchewan CCF government is going to come out second best in the dog-fight over the Chamber of Commerce series "Pattern for Prosperity" being broadcast on CKCK, Regina, and other stations.

C. M. Fines, Saskatchewan Provincial Treasurer, wired A. D. Dunton requesting that the Sunday drama series be discontinued or revised to delete what was described as "political material". Title of the program to which the CCF expressed objection is "What Is Business?" Other titles already broadcast are: "Freedom", "Can Management and Labor Get Together?", "Immigration" and "Communism in Canada". Another, "Socialism Versus Capitalism", has been deleted from the series by Hal Crittenden, CKCK manager, because it was felt that it might be considered political.

F. E. Doull, president of the Regina Chamber of Commerce, replied that the six programs which had been broadcast were political in nature, and pointed out that the Regina Chamber of Commerce was a non-political body composed of business and professional men irrespective of political affiliations.

In reply to the telegram from the Provincial Treasurer, which requested that the programs created the Broadcasting Act in that they constituted dramatizations of controversial presentations, A. D. Dunton replied:

... since question raised relates to statutory provisions, we need for our obtaining legal opinion as to whether these broadcasts are dramatized political broadcasts within the meaning of Section 22, sub-section 3, of the Canadian Broadcasting Act...."

Speaking in the House, October 24, Dr. J. J. McCann, minister in charge of the CBC,

stated that following a legal study of the first five of the scripts, Mr. Dunton had announced that they contain nothing of a political nature.

CCF Leader M. J. Coldwell urged Dr. McCann to get a speedy decision "in view of the fact that the broadcasts are practically political broadcasts put on by a non-political organization, and, further, the fact that the next one goes on Sunday."

This drew the retort from Dr. McCann: "If the honorable member is anxious to listen to the broadcasts we will try to let him know in sufficient time."

"I do not wish to listen", Mr. Coldwell snapped back.

New Plans For CAB Convention

Plans were formulated at last month's meeting of the CAB Board for the establishment at the Convention at Jasper Park (June 9-12) of discussion panels on industry problems instead of the usual speeches. These panels will be led by NAB and CAB representatives as well as speakers from Canadian and American stations, the press, especially the trade press, production research and survey companies, representatives and advertising agencies, if present plans materialize.

Two or three people will sit on each subject panel, according to Jim Allard, CAB Public Relations Director. Brief presentations by the panel will be followed by questions from the floor.

Canadian Broadcaster

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Commencing June 1st

SUBSCRIPTION RATES will be

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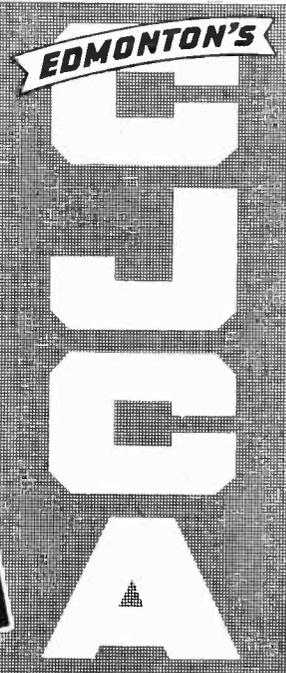
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- ENGINEERING
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- COMMUNITY SERVICE



WANTED

Continuity Writer

Radio advertising agency has opening for continuity writer. Must have flair for general writing. Prefer one with radio station experience. State salary, past history and sample of work if out of town. Box 6010, Canadian Broadcaster, 371 Bay Street, Toronto.

By actual survey—

TORONTO'S MOST LISTENED-TO STATION

DIAL 580

CKEY

TORONTO

RECORD CHATHAM FLOODS



TELE-FLASH NEWS

If it happens in Toronto, you'll hear it first on CHUM Tele-Flash news. With every listener a potential "reporter", news beats flow in an endless stream. Only rarely does CHUM fail to scoop all other news sources on major local news stories.

HOLDUP!

Two armed thugs hold up a restaurant, then dash into a taxi office; at gun's point demand a get-away car. Police arrive on the scene and the bandits flee amid a hail of bullets.

Meanwhile an alert CHUM listener has provided details of the restaurant holdup. Even as this news is being flashed on the air, newschief Ron McAllister ushers two taxi drivers into the studio. Still shaking from the excitement, they give the listeners a first-hand account of the holdup.

As the newscast ends, police are just putting the bracelets on the first captured suspect. Total elapsed time for two holdups and two news flashes: 18-minutes.

SCOOP!

We still have to beat the record of the CHUM listener who 'phoned in news of a fire — then rang in the alarm to the Toronto Fire Department.

More Local Accounts Than Any Station In Toronto!



Representatives:
 Canada: J. L. Alexander
 United States: Weed & Co.

Complete on-the-spot radio coverage of the floods which inundated southwestern Ontario the second week in April was afforded listeners by Frank Fleming, freelance producer of Chatham, Ont.

Utilizing his own portable recorder with storage battery operation, Fleming visited the recordings later aired on CHOK, Sarnia, and the "Kent Wallaceburg, Dresden and Chatham, to make actuality recordings later aired on CHOK, Sarnia, and the "Kent County Family Almanac" program which Fleming produces on CFCO.

Equipped with rubber boots, he waded out into the flooded main street of Dresden to interview evacuees who passed by in row-boats; talked to homeless people in a hastily-organized hostel in Dresden; picked up the sounds of flood waters and high winds and auxiliary pumps; recorded medical advice by Dr. W. H. Johnston, medical health officer of Chatham, from the curb outside the doctor's home.

Recording equipment was transported by car, truck, row-boat and aircraft. It was used for several on-the-spot broadcasts recorded in Chatham and Wallaceburg for the Sarnia station, with CHOK's Bob Reinhart at the microphone. In one case Reinhart waded into a flooded Chatham machine-shop to interview workmen removing supplies in a small punt.

"The situation sounded more desperate over the air and in the newspapers than was actually the case," Fleming said. "Contrary to rumours, Chatham



W. Dolamore

Frank Fleming adjusts his recording machine to pick up the roar of the water.

was at no time isolated; nor was there any real risk in recording our commentaries, except to equipment, which luckily came through with only a few splashes of mud.

"The only ticklish situation was encountered when we did bird's-eye coverage in a small two-seater Aeronca aircraft. The extra weight of recording gear was almost too much, and we had reached the end of the runway before the light plane sluggishly left the ground.

"At an altitude of 3,000 feet, pilot Bill Norton idled the engine and we attempted to record. Motor vibration proved too much for the delicately-balanced recording head, which chewed out chips instead of cutting grooves."

"Can we cut the motor? I asked Bill. He pointed down where there was more land under water than above.

"We'd have no place to land if the carburetor iced up and the motor refused to start again."

"We compromised by climbing to 5,500 feet above the airport, where chances were better for a forced landing. We cut the motor, and we lowered the recording cutter. Even a dead glide, the vibration was almost too much, but we made a useable record. At 3,000 feet we wound up our commentary and Bill put the ship into a dive. We held our breaths, but the motor caught, and we landed under power."

The unique recording, which included an interview with the pilot, was aired on both the Sarnia and Chatham stations.

Special Events

KCOC, Hamilton, has arranged eight hours of special broadcasts since reorganization of special events department under Julian Garson three weeks ago. A Presto portable recorder is being used and will be installed in an automobile for immediate use upon arrival at a new scene. Inside-outside, 33 1/3 RPM 78 discs can be recorded.

Highlights of recent broadcasts include the arrival of the first ship in Hamilton Harbour, interviews with motorists, the day parking meters went into operation, the Woolworth fire, and other human interest events.

A large, stylized graphic for CHNS radio station. The call letters 'CHNS' are in large, bold, white letters on a black background. Below them, the text 'Now On the Air' is written in a smaller font. Underneath that, 'with 5000 Watts' is written in a large, bold font. At the bottom, 'First in Halifax!' is written in a script font. The entire graphic is surrounded by a decorative border of lightning bolts.

Technicolumn by G. R. MOUNCE & E. W. LEAVER

A question and answer column conducted by two radio engineers who invite readers to submit their questions. The editor 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. Address "Technicolumn" Canadian Broadcaster, 371 Bay St., Toronto.

We should like to point out the dangers of advertising FM as the answer to the listener's prayer for perfect radio reception. More and more people are being given the impression that once they buy an FM receiver they will immediately receive high fidelity programs with no interference. Whether or not they will receive high fidelity programs with very low interference levels depends on any factors, some of which depend on the listeners themselves, and some of which depend on the broadcaster.

One of the factors depending on the listener, is the amount of money that he is prepared to spend for an FM receiver. Just because the receiver is FM high fidelity is not assured. Expensive components, such as loud speakers, must be used for high fidelity production. For high quality FM reception, a high quality receiver, and therefore an expensive receiver will most certainly be required. The quality of reception, with respect to noise and interference, will not only depend on the type

of receiver, but also the quality of the antenna system used and the care taken in its installation. It is suggested that the concerns selling FM receivers would prevent undesirable repercussions if they were to sell the receiver installed. That is, have experienced men place a good antenna in the most advantageous location possible, and run reasonable lead-in line from the antenna to the receiver. If this is not done, it is quite possible that the purchasers of FM receivers may be sadly disappointed. In this connection, it is pointed out that the gain in signal to noise of FM reception over AM reception of comparable fidelity, is approximately 7½. This figure is based on the use of an FM receiver of good design and a signal sufficient to operate properly the limiter stages of the receiver. Since it is often difficult to keep the field strength on the FM band of comparable amplitude to that achieved by an AM transmitter of similar power, this factor is not as great an advantage as might be supposed.

The factors depending on the broadcaster are quality of the programs and the uniformity of coverage in the service area. The quality of the programs obviously will be largely controlled by the facilities available in the area in which the station is located. In most areas, full high fidelity network programs will be unavailable for some time. In the manner of uniformity of coverage in the service area, proper attention should be paid to the site selected for the installation of the trans-

mitter and antenna. In this connection, the advice of a competent consulting engineer is indispensable.

Fidelity For FM Net

A possible solution to the problem of linking FM stations with wire lines, brought out by Ken Chisholm at the April 9 luncheon meeting of the Radio Executives Club of Toronto (CB April 19, Page 1) is foreseen resulting from a recent demonstration at the Hotel Ten Eyck, Albany, N.Y. ("Existing wire lines cannot handle real high fidelity transmission," said Chisholm, adding, "most good shows will be on transcription.")

While not arguing Chisholm's thought that transcribed programs will predominate on FM stations, the experiment proved Major Edwin Armstrong's contention that FM network broadcasting is feasible, less costly and more satisfactory in reception than AM chains. The experiment at the Albany Hotel showed FM stations can tune in one another, experiencing no fading or static, while preserving good quality of reproduction. Piano and steel guitar music originating in a Yonkers home was relayed over a ten-watt transmitter to Major Armstrong's FM station, W2XMN, Alpine, rebroadcast 130 miles to WBC, Schenectady, which aired the program for the pick-up at the Albany Hotel.

Hams Flash SOS

The destruction of Texas City by explosions proved the worth of radio amateurs when E. Standley, of Houston, Texas, operator of W5FQQ, entered the damaged city soon after the first explosion. He set up emergency equipment and transmitted messages almost without a break for 36 hours.

First messages appealed for blood donors, gas masks and medical supplies. Then came instructions to Red Cross workers, followed by welfare messages concerning inquiries about individuals in the blast area. Even the second explosion failed to stop the transmissions.

Standley's contacts were other radio amateurs of Texas, Bermuda and Puerto Rico, who received and relayed the messages to their destinations.



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Everything for your Broadcasting Station ...

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**5000 WATTS
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BBM Annual Meet Second Day of CAB

The annual meeting of the Bureau of Broadcast Measurement will take place at Jasper Park the second afternoon of the CAB Convention (June 10), and not the first day as originally intended.

Tenor of the meeting, which will be an open one, will be a slide film presentation of how BBM reports are being used by Canadian advertisers and their agencies. This presentation will be made by Adrian Head, vice-president of J. Walter Thompson Co. Ltd. and also of BBM.

He will be followed by John Churchill, research director of the Broadcast Measurement Bureau, New York, who will discuss refinements in technique now being studied for the 1948 survey.

Many broadcasters, agencies and sponsors are hoping that studies now being made by the Technical Committee of BMB will evolve a formula for the further improvement of listener measurement to the point where it will be more usable by time-buyers as a means of making direct comparison of station audiences with publications' circulations, just as popularity ratings can be set alongside readership surveys. It is felt by many that the continued success of BBM depends upon the ability of those responsible to develop it as a means which may be used as an even more effective answer to the circulation statements of the publishers, when radio comes up against these media in competition.

Following Churchill's presentation, Hugh M. Feltis, president of BMB, will show a motion picture, dramatizing advertisers' application of BMB and BBM reports.

The BBM session will close with the annual business meeting for the passing of reports and election of new directors.

L. E. Phenner, BBM president, will preside at both meetings.

Toronto Execs.

Walter Elliott, president of Elliott-Haynes Limited, will address a luncheon meeting of the Radio Executives Club, of Toronto, on Thursday, May 15, at 12.15 noon at the King Edward Hotel. His speech, "The Public Votes on Radio," will be illustrated with slide films showing public attitude trends based on a three-year study. The meeting will be open to members and their friends.



CREDO

I believe in the CBC like believe in Capital Punishment.

* * *

DREW SLOGAN

He spoke for those who cannot speak for themselves.

* * *

BIRDS AND BEES

"The story of Sex on the Air in Boston" . . . nine programs dealing with sex problems confronting youngsters. . . the way in which the station approached the problem for siring. . .

—Radio Daily

* * *

SOCIALIZED FUNNIES

"Printed Word" suggests what the "funnies" would be like under a socialist government. Dick Tracy's two-way wrist radio, presumably, would operate on a wave-length formerly occupied by a private station.

* * *

SOLID STRUCTURE

"The four (CBC) stations now being built will be self-supporting."
—Dr. A. Frigon in "Radio Holy Smoke! Are they building 'em that close?"

* * *

GONE WITH THE WIND

That Toronto columnist Frank Chamberlain can find things up better than anything we know. Latest exploit he went to Britain on the Queen Elizabeth and landed her straight in a mud-bath.

* * *

EMERGENCY MEASURE

An English publication came out with this: "In view of the fuel and light shortages employers are requested to take advantage of their lists between 12 and 2."

* * *

HAPPY ENDING

Then there's the one which they tell about the English announcer who said: "In its final number, the orchestra will play the 'Bee' of the Frightful Bee."



LIONEL . . . modern town crier

No town crier of olden times was more eagerly awaited by the citizenry than is Lionel with his daily CKCW newscasts.

Three world-wide news features, daily, are supplemented by on-the-hour newscasts presenting sectionalized local news gathered by correspondents throughout the station's coverage area. Compiled by Don Swift, station news chief and former B.U.P. and U.P. newsman, these broadcasts are a boon to those localities served only by a weekly newspaper.

Residents of outlying communities are loud in their praise of CKCW for giving them newscasts of their own on a par with their city cousins.

CKCW
MONCTON • NEW BRUNSWICK
The Hub of the Maritimes
Representatives Stovin & Co., Toronto - Montreal ..

BRITISH COLUMBIA - A MAJOR CANADIAN MARKET

**BRITISH COLUMBIANS ARE
RADIO CONSCIOUS!**

Fact No. 8:

No other province in Canada is as well equipped to enjoy radio as British Columbia. Of its 270,000 households, nearly 230,000 possess one or more sets. That is better than 84% ownership . . . unequalled in the Dominion.

*You're not selling
Canada
unless you cover
British Columbia
by **RADIO***

SPONSORED BY THESE INDEPENDENT STATIONS OF BRITISH COLUMBIA

Chilliwack • Kamloops • Kelowna • Nelson • New Westminster
CHWK CFJC CKOV CKLN CKNW

Prince George • Trail • Vancouver • Victoria
CKPG CJAT CJOR CKMO CKWX CJVI



Of course we're PLEASSED!

Yes, we're very pleased and proud that Radio World has recognized CFRB'S contribution of "twenty years broadcasting in the public interest."

When CFRB first went on the air, there was no established tradition in these matters. We instinctively did what we

could to serve the interests of the community of which we were citizens. Certainly we didn't realize then how this policy of

CFRB
TORONTO

public service would pay off in listener loyalty . . . that it would have a very definite plus value to our advertisers . . . but we adopted it and it has!

LOOKING FORWARD TO THE NEXT TWENTY YEARS!