High Fells, president of Broad- measurement Bureau. New will address the Canadian tion of Broadcasters' combi- in Jasper, on June 10.

Brookeville; CHB, North Bat- ed, and CHJ, Vernon, have applied to the Broadcasting Board of Canada, to operate as their exclusive representa- CHJ, owned by Schroter brothers, will commence operation of CJIB, with 1 kW. on 940 kHz.

C. G. Webber, of Edmonton, joined RCA Victor Company in an appointment to sales repre- sentative for Northern Alberta, to an announcement by Radcliffe, Commercial Vice- President.

Le Bouchard, who twice interviewed big wigs on Montreal, is spending four days in Europe gathering material. Her European interviews will be recorded and flown to Toronto for airing on CJIB.

Tae J. Cooper has been ap- pointed manager of the Canadian Broadcasting Agency's main office in Ottawa. He was former man- ager of the Kelowna and Toronto offices of CAA.

"Gordon" Archibald, man-ager of CWN, Pembroke, has been named as president of the station, which was purchased controlling in- terests by Bell.

Many bells will ring for the Wilton, publicity chief of the CBC. At the World Awards dinner on May 24, The wife of Mr. Gardner, of Wan- ton.

Heard Bedford expects that the thousand watt CHV, Nip- Falls, Ontario, will be ready for use on June 1, with studios in the new building overlooking the St. Lawrence river. The station is due to begin operations in the near future.

Vernon, Bill Liska is to be the manager of the station.

**NEWS in BRIEF**

**GEORGE DREW HITS CBC ON THE CBC NETWORK**

CBC were the unwitting car- riers, on their own network, of a biting on-air attack that was intended to be a criticism of government radio operation, as 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 shocked 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 8.)

The effect of his bombshell was the startled awakening of an audience which was only half listening to the polite speeches which had preceded. When the full import of what he was saying struck home, roars of approval drowned out the dissoners, and the speech was delayed until the uproar had died down.

The Ontario Premier warned that Canadian artists would never have a chance to compete with artists across the line until "the shackles of monopolistic radio control" were broken, and he expressed the hope that, before another similar gathering next year, the radio artists "will have the opportunity of a free and competitive deal."

**Question Premier's Propriety**

In a statement given the next day, Premier Drew said: "My attention has been 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 are concerned that, if a copy of my manuscript were to be submitted, that I would not be permitted 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, denied that the CBC had raised no question of 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 sug- gests", he reiterated.

**HOUSE QUESTIONS RADIO WORLD SPONSORSHIP**

John Diefenbaker, Progressive-Conservative member for Lake Cen- tre, Saskatchewan, rose to ask 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, CBC Chairman Harry Sedgwick and BBC 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 had 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. 
LOVING spine-chilling mystery thrillers is something few adults can dispute. It’s a thrilling pastime to listen to hair-raising dramas . . . especially when they’re well-written, well-produced, and well-presented. That’s the kind of mystery shows All-Canada Program Division has—ready-made for your market, with proven performance and ratings. Crime never pays in our dramas. What pays are the results in ratings and in sales.

Guaranteed to scare you skinny and make you love it:

Mercer McLeod 52 Fifteen Minutes
The Wierd Circle 63 Thirty Minutes
Philo Vance 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!
People's Choice

Suspicious characters want to broadcast programs about atheism and communism, there are plenty of radio channels, and they could license, Judge Justin Miller, president, told Columbia listeners on an "Opinion Please" broadcast, April 23.

But 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's time with speaking about controversial subjects. But," he continued, "I don't know any reason why the idea of 'other' people in the country should have to put up with stuff just to satisfy a few dissatisfied malcontents.

Angler Aids

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

A sheet lists lakes, dates when season is open for various kinds of fishing, and about everything else except putting the fish on the hook, which is signed by Stovin "for Isaac Walton," including to write, wire or call the station for information on accommodation, and to make reservations.

New Disc Company

New record company has been formed by ten U.S. comedians, according to "Time" magazine. Amos and Andy, Jack Benny, Fibber McGee and Molly, Ed Gardner, Burns and Allen, and Eddie Cantor and Edgar Bergen, through Audience Record Inc., last month released their first album. The recordings are all taken from broadcasting in neighborhoods.

"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 tourists, 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, according to 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 CKW Lobster, will be entertaining some of his friends, chaperoned by Freddie Lynds, at the Royal York Hotel, Toronto, on Tuesday, May 6.

PRODUCTION-MINDED

Whether its a half-hour drama or a fifteen-second spot announcement, you'll find it second hour of getting the "right" treatment at CJOR-the production-minded station in Vancouver.

An experienced, capable staff is ready to give your message the treatment you want for it, each and every time it is broadcast.

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

OUR 21st YEAR

5000 Watts, 600 K.C.

www.americanradiohistory.com
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."

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

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

The card, with a background reproduction of a meter, says, "Park on our downtown, park on 1140 kc. at hourly, 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 pay, 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 lure. Manager F. H. 'Tiny' Elphick, 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 18,178 women. Have faith! Do not break this chain. One man broke it and got his own wife back."

The letter was signed "Tommy Manville, Enro, Flynn, Fala, Charlie Chaplin, Ibn Soud, Leo Durocher, Artie Shaw, Bernann MacPadden.

Promotion man Dorwin Baird at CJOW 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 CJOW 5.30 p.m. Sunday."

Sooner or later the industry gets blinded 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 mumbling too, for tune, and Detroit for that place where they make the cars you can't buy here. 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 Themi-stoleskiel's Soupsallia.

Reo Thompson, CKWX's 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 far broadcasts at CCK, Vancouver, was made an honorary member of the Junior Farm Clubs recently. He received a copy of the res- signia from Echo Listner 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 Ree, of CKRW, New Westminister, has added his Imperial 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, will make a speeching the drop of a microphone, whoop up the Fraser Valley to Chilliwack to open the local clown contest, with some remarks over CKW.

But most of his thunder was stolen, for valley listeners, by announcer Oce Fox. Hobbling to the window of CKW's studios for his first appearance after a bout of illness, Fox grabbed a mike and found himself describing installation of new farm machines. He ran the parade his best treatment, as managed to let his listeners know when the latest type man spreader went by, without getting cut off the air.

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

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 airway 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 go away a radio to the first listener to identify a certain sound effect, he figured a heartbeat would be the best.

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

Finally Ansell wandered into a workshop and tried Keegan, who heart, according to Ansell, really sounded like a heart. So the thumping of Keegan's pump was broken to the morning, to fooled as out of ten people. Wrong guess ranged from the sound of a wash machine, Russian artillery shoot- ing over the Behring Strait (Ke- gan likes this one best) and the two minutes' silence on America Day.

Staffers whom Ansell reports as having no heartbeats at all are taking things very easy.
THE PEOPLE VS THE CBC

There is a significance to Ontario Premier Drew's stingling con-
nunciation of the CBC, reported in some detail in this issue, which goes
much farther than the immediate present. In daring to flaut the CBC
into 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
work. It is to be fervently hoped that his outspoken address will
serve to inspire other courageous citizens, who prefer to do their
thing silently.

Those of Mr. Drew's critics who condemn him for taking the CBC
waves, and for using their own network on which to indict them, be
of disposed of very easily. The simple answer is this. Under CBC
relations Mr. Drew could not have secured even two minutes of net-
time, from coast to coast, even had he been prepared to pay for
it's 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
intense and, from the sound of it, almost unanimous approval his
marks received. They must also have heard the lone protesting cry
"Politics—Politics!" which came from the CBC Supervisor of Drama.
You must have realized that, at the dinner, the crowd was with the
miner. But this feeling against the CBC is not confined to the in-
ustry.

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

All in all, the Canadian government, which, however vehemently
may deny it, owns the public broadcasting system, must know that
the CBC does not continue to function because the public wishes it to.
Rather it exists because extreme and vocal minority groups
worry too much about their "isms" and their ideals, apply pressure
government bodies until they gain a hearing, if only to get rid of
it. But it exists because those who favor a normal and democratic system
broadcasting lack the intestinal fortitude to pursue the same tactics.

For over five years, this paper has clung steadfastly to the banners
free radio in particular and free enterprise in general. We have
hoped our wagon to no one political star, having expressed concern
with the upwardly mobile the Liberals and the apathy of
Conservatives. But now our small and circumscribed voice gives
rise 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,
has had the courage to stand by his beliefs. And those beliefs favor
well-tested system of private enterprise.

May we suggest that George Drew has taken the first real step to
arouse the people of Canada of the socialist reefs onto which the
BC 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—
could 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
end that the plain expression of the will of the people may not be
bewildered by the petulant voices of earmarked minorities?

BEHIND THE NAME

Third in a series of Radio Names prepared by the Brand Names
Foundation Inc., New York, and adapted where necessary for Canada,
for use by radio stations and advertising agencies on the mere
mention of those brand names has made advertising pos-
sible. 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,
10 Canadian Broadcasters, 371 Bay Street, Toronto 1, Canada.

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 re-
lied on 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
enjoyment. One writer has
given us the following colorful de-
scription of the local butchers,
dressed up for this annual event:
"They were, a noble sight, in spot-
less white smocks reaching from
head to heels, topped of with
blistering hides, 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 be-
cause they respected the horne-
able 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 re-
mains the same. People still do
not want to buy just beef or
chops—they still want to buy meat
guaranteed, a name they know.

I think that every wise house-
wife 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 re-
liaibility just as much in the nation-
all scene to-day as Mr. Smith's
chops and Mr. Brown's beef stood
for those things in the local com-
unity 100 years ago.

"SHIRT HISTORY"

What is the item of apparel
which your husband is most par-
ticular? Nine chances out of ten,
your answer will be: "This shirt."
And he need not be as clothes-
conscious as a woman in most re-
spects—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
lushy than the clothing worn by
women nowadays. During the 18th
century, men's shirts were adorn-
ed with lace and ruffles, embroidered
from top to bottom. As the mi-
dle of the 19th century, however,
the Victorian Era had arrived and the style began to become less
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 work-
manship of their shirts and the name of the maker was embroidered
on each garment. But the improved 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 ma-
ine. The new machines sewed
taster 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 a guarantee of
their worth if you buy a tailor's label
means that the maker is respon-
sible 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 buying public to
buy. A second person commented
that he found brand names a good
guide for "What Not to Buy." Have you every thought of how
true that is? When you buy a
product once and do not like it,
how do you know that you don't
like and don't want to buy again?
Isn't that true of many a mark-
etable 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 totaling $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. Alldrick, Winnipeg; and Rhyned 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 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 their appreciation of them. They express 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 Pierrette 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 living to Toronto each week to appear 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 Broadcasting Corporation to Canada on the 19.4-meter band early last month by Roy Dunlop, formerly of CHAB, Montreal, and latterly with the CBC, has been 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 center. Broadcasts are 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.
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, WHEM, WNYR and WRAV 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.

WHEM added two strike-bound newspaper papers to its list of advertisers, producing two one-half hour “newspapers of the air.” One department store used two brief announcements on WNYR advising that no further promotion, disposed of 5,000 five-dollar shirts within two days. WNYR 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 continuing. WRAV’s staff worked Sundays and holidays from 8 a.m. to 2 a.m. and each day scheduled 22 news broadcasts, obtained columns and other non-commercial features.

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.

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 of which this agency also reports that Rky Dyes have extended their singing commercials (Dinning Sisters) to include ten stations between CBC, Sault Ste. Marie and CIGA, Edmonton.

Wesco Waterparks moved over to Walsh Advertising from J. G. 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 CKAY, Toronto, reports that Famous Players has taken a 15-minute morning segment of “Make Believe Ballroom” five times a week.

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 $7,500.

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 WNY, 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 HCAF 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.

FOR THESE ARTISTS

Abbott, Laurence
Barry, Pat
Boehner, Lloyd
Bond, Roxana
Braden, Bernard
Chadwick, Marjorie
Cowan, Bernard
Davies, Joy
Dennis, Laddie
Gerow, Russ
Kelly, Barbara
Kocher, Beth
Milson, 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

5

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?
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 the total percentage of people who are on and the distribution of audience by station and program. The last question is intended to supply evidence on sponsor identification.


Radio Artists Handicapped


A Chairman, ladies and gentlemen, I am particularly happy to introduce you to a speech which is very much more than one, to be heard this evening and to depart in the well deserved tribute to the radio artists of Canada.

I offer you my personal congratulations to your excellent work and with all of the rest, you in special congratulations to those who are receiving awards tonight for outstanding radio performances during the past year.

ladies and gentlemen, I say some very pleasant and all things. I don’t think I can be accepting the courtesy of invention if I simply did that. I wish you all the very best wishes for your future success of our radio stations. I would be much less than I do not say that all Canadian radio stations entitled particular commendation but the unique handicap under which we are working is not parallel to that of any country in the world. You are paid on that, and offering the same i.e. across the border. The reason is not to be found entirely in the difference in population wealth of the two peoples of our countries. Until we five competitive commercial markets in Canada, our artists are going to be paid on the level. (Prolonged cheers.)

I hope that when another ring of this kind makes its way to the Canadian radio artists of tomorrow by that the shackles of political control and in that reference is to no individual a principle of political control and in that reference is to no individual a principle of “political control” I hope that when it passes that the radio artists in Canada will have the opportunity of a free and competitive right across the whole of this country on the other side of it as well as in this country, are people who want good entertainment wherever it is provided. If we operate on the same principles as we have had the radio audience of the United States as a potential market for people and our artists. After all, the people who are little concerned about the geographical location of originating station if in a country produce programs, the people in mind are the people ready to pay high prices for the products that are on the air. The people living the air will get the corresponding satisfaction.

ladies and gentlemen, I know, I could have repeated this reasoning and I have here, but I believe it is I believe we improvements in our system are needed. I am not, however, I wish you all the best luck. (Cheers.)
DOMINION OUTLET For SOUTH-WESTERN ONTARIO

CHATHAM

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

OTTAWA Letter
by JIM ALLARD

1947 model of the Parliamentary Radio Committee is getting away to a very slow start. Unless it meets more than the 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 with its current sitting. However, the long debate on control measures has put some degree of doubt into the hope. If the re-distribution 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 licences. Their impressions 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 there 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 proceedings in Britain related to freedom of the press. Apparently, the British Broadcasting Corporation has been requested to prepare a report on the media. A new British newspaper is to be launched in the near future. British government is interested in the outcome of the inquiry on the media and will take over at the end of the year. The survey is to be conducted in the media, but are not throughly satisfactory nor even constructively examined.

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

Consumers' league groups have again actively re-organized, particularly tied-in someway or other with some women's groups. The new consumers' groups have permanent headquarters in Ottawa. Rising cost of living pleads to be the main motif present for the resurgence. The past, consumers' leagues sometimes have been fair and constructive in their attacks on advertising.这也 is being done sometimes; and more frequently it has been a cats' paw for some interests, although quite unimportantly. Chief source of irritation is the relative disunity of the advertising media. vaguely claiming to represent the "consumer," the govt. Ottawa office should be able to give access to the ear of government.

Want Set Tax Off

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

"Surveys made by our Association clearly indicate that the Canadian public does not claim radio purchases as luxuries," Mr. Capell, "and returned veteran, particular, in setting up new house prices are placing radio far up in the list of their requirements. The wartime luxury tax still rests on radio receivers a full two years after its removal from household appliances." At the conference, leaders of the Canadian and U.S. radio industries exchanged views on mutual aspects, reporting prohibitive sales figures which indicated that some of FM receivers would be produced in operation this year.

"In spite of strikes and aggravations of many imported components, the Canadian radio manufacturers produced 20 per cent more radios in 1946 than in previous year," said Mr. Capell in his address. "Radio receivers presently coming off the production lines at a rate in excess of 34 million sets per year, is the
In 1946, over 5,000,000 tourists passed through the port of Windsor. This figure is higher than any other Canadian port of entry.

Next summer, an increase of 20 per cent in American tourist travel is expected at the International border . . . on their way to visit Canada's picturesque lakes, scenic playgrounds and busy cities. Everyone is a potential customer for Canadian products during his stay.

On entering Canada, they will learn much about Canadian merchandise and summer resorts through the medium of CKLW the "Good Neighbor" Station, Windsor, Ontario. CKLW's popularity is proverbial at the Windsor border. That's why you should remember this powerful radio station when making plans for your product in this sales-productive market.
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

$850 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 CAC, 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 Gilkey, 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 CAC, Edmonton, by the Birks store featuring the three winners.

Broadcast For Donor

Blood donors responded to a single announcement on CFHR, 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 CFHR and an appeal was broadcast immediately. Within a few minutes, not one, but several donors appeared at the hospital.

Attention Quizmasters

The Toronto Postal District Director has urged that stations consult Postal Service as to posture 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 posture.

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 CFORS, North Bay, and relayed to him in half an hour.

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 of the industry to-day and future developments in Frequency Modulation and Television. “Wartime proved 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.”

NEW “QUEEN” TAKES OVER

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 Alaine Kamis.
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 CKX, 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 home addresses to the station.

Edmonton Studio For CBC

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

Call letters for the new Manitoba station will be CIW, according to the same source.
Our Week of Celebration, May 4th - 11th

Broadcasting Station CKOC

CULMINATING
A QUARTER CENTURY OF SERVICE
PROGRESS GROWTH

1922 - 1947

— 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

Representatives:

CANADA: ALL-CANADA RADIO FACILITIES
U.S.A.: WEED AND COMPANY

www.americanradiohistory.com
"RADIO WORLD" WINNERS

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

ACA APPOINTS AWARDS JURY

Advertising executives and management officials of newspapers 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 asked for nominations for those who have made noteworthy contributions to the in-trial and commercial development of Canada through advertising activities. McQuarrie says, "Nominations must be accompanied by an answer to each juryman's questions, which were sent out a week ago."

The gold medal and three silver medals will be presented to 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 last part of October.

The Awards Jury represents advertisers, advertising agencies, broadcasters, newspapers, magazines 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 Association of Broadcasters; C. R. Brenchley of the Post-Morning Press Association; George W. James of the Canadian Weekly Newspapers Association; N. Roy Perry of the Periodical Press Association; and L. E. Phener and Harold E. Stephenson of the Association of Canadian Advertisers.

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 possible 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 moral 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 live a better family life? (7) Is there a high type of humor? (8) Does the show make you think about the community, the nation and the world? (9) Is the show the center of security and strength? (10) Does the program portray the family as improving?

Canada Pictures.

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 Ross, 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 national-wide poll of church people in which 190 different network and local station programs were nominated. Miss Ross stated.


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(6) Does the program make you want to have a better family life?
(7) Is there a high type of humor?
(8) Does the program show an interest in the community, the nation and the world?
(9) Is the program the center of security and strength?
(10) Does the program portray the family as improving?
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 Belledune," complete in local extensive coverage Advertisers 17,000 CIAD produced and professionally Advertisers 1800," RESULTS.

News every-hour Kingston, Timmins, Ont. NBS CKGB Montreal, Que. C1AD Kirkland St. Port Arthur, Ont. C1KL Bldg., TORONTO, Ont.

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 every. 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 Station WNYC & WHKZ recently took CBS 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 eye-wash. People are not interested in reading long laudatory effusions or 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 almost every minute of the day, and whether you are a sponsor, an advertising agency or an operator, you need a better reason for not broadcasting, a better informed public to understand the story behind the story. Copies of "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 national broadcasters, he said, don't realize that any FM station can substitute for its microphones a Facsimile scanner, and that a Facsimile scanner can be attached to any FM receiver.

A complete edition of four 9½ by 12½ pages can be transmitted by facsimile in 25 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 typefaces of the kind found in magazines, books and newspapers. No proof-reading of each page may be made at the transmitter, illustrations and art work may be asserted 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 3, Michael has not inherited his father's webbed feet according to reliable information.

NEWSPAPER AD

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

Lethbridge, Alberta GOING TO 5000 WATTS

National Broadcast Sales
Bank of Commerce Bldg., TORONTO, ONTARIO
University Tower Bldg., MONTREAL, QUE

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 national titles will be bestowed, if they accept them, on Bob Hope and Red Skelton. While Allen is to be a vest-p-poo 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 featured a mythical NBC vice-president. (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 every. 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.

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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 CKCCK, Regina, and other stations.

C. M. Fines, Saskatchewan provincial Treasurer, wired A. 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 objections is "What Is Business?" other titles already broadcast: "Freedom", "Can Management and Labor Get Together?", "Immigration", and "Communism in Canada". Another, "Socialism Versus Capitalism", has been deleted from series by Hal Crittenden, CKC manager, because it was felt that it might be considered political.

E. Doull, president of the Regina Chamber of Commerce, said that the six programs which had been broadcast were perfectly 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 Provincial Treasurer, which stated that the programs violated the Broadcasting Act as that they constituted dramatizations of controversial presentations, A. Dunton replied:

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

Speaking in the House, October 24, Dr. J. J. McCann, Manager 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.

WANTED

Continuity Writer

Radio advertising agency is 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 possible. Box 6010, Canadian Broadcaster, 371 Bay Street, Toronto.

25 YEARS OF PROGRESS

in

• ENGINEERING
• ENTERTAINMENT
• COMMUNITY SERVICE

New 5000 WATTS

EDMONTON'S

TOUCH TADAUW..r.

DIAL 580

TORONTO'S MOST LISTENED-TO STATION

Canadian Broadcaster

$2.00 a Year — $5.00 for 3 Years
Announces that

Commencing June 1st

SUBSCRIPTION RATES
will be

$3.00 a Year
$5.00 for 2 Years

Single Copies — 25c
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!

CHUM Says...

by Rolly Ford

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 CHOK, Sarnia, and the "Kent Wallaceburg, Dresden and Chatham, to make actuality recordings later aired on CHOK, Sarnia, and the "Kent County Family Amanac" 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 Rein- hart 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 was not 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 Aerocopa 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 lay if the carburetor iced up and a motor refused to start again."

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

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

Special Events

CKOC, Hamilton, has air eight hours of special broadcasts since reorganization of special events department under Julian Garson three weeks ago. A Presto portable recorder being used and will be installed in an automobile for immediate use upon arrival at a news scene. Inside-outside, 33 1/2 78 discs can be recorded.

Highlights of recent broadcasts include the arrival of first ship in Hamilton Harbor, interviews with motorists, reports of day parking meters into operation, the Woolworth fire, and other human interest events.
A question and answer column conducted by two radio engineers who invite readers to submit their questions. The editors reserve the right to print any letters submitted, or to refrain from printing them. Editorial replies will be sent in stamped, addressed envelopes. Anonymous letters are not acceptable either for publication or for reply. Address "Technicolumn" Canadian Broadcaster, 535 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 and for all 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 depends upon many factors, some of which can be expected to affect the listeners themselves and some of which depend on the equipment.

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 a receiver is FM high fidelity does not assure the quality of the programs. Expensive equipment, such as Lorenz speakers, must be used for high fidelity reproduction. For high quality FM reception, a high quality receiver will most certainly be required. The quality of equipment, with respect to noise and interference, will not only depend on the type of receiver, but also the quality of the antenna used. Care taken in installation is important. It is suggested that the concerned FM receivers would prevent undesirable reverberations if they were sold to the receiver installed. That is, have experienced men place a good antenna in the most advantageous location, 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 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 71/2. 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, this factor is not as significant an advantage as might be supposed.

The factors depending on the equipment are 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 transmitter and antenna. In this connection, the advice of competent consulting engineers 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 (in 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 point that transmitted programs will predominate on FM stations, the experiment proved Major Edwin Armstrong's contention that FM network transmission is feasible, less costly and more satisfactory in reception than AM chains. The experiment at the Albany Hotel showed FM stations can be run in one another, experiencing no fading or static, while preserving high 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, W2AMN. Alpine, retransmitted 130 miles to WBC, Schenectady, which aired the program for the pick-up at the Albany Hotel.
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 BBM 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. Felts, president of BBM, will show a motion picture, dramatizing advertisers' application of BBM and BBM reports.

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

L. E. Fehner, 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 I believe in Capital Punishment.

DREW SLOGAN
He spoke for those who can't speak for themselves.

BIRDS AND BEES
"The story of Sex on Air in Boston"... nine programs dealing with problems confronting youth... the way in which the station approached the problem for airing...

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 wave-lengths formerly occupied by a private station.

SOLID STRUCTURE
"The four (CBC) stations now being built will be so supporting."
—Dr. A. Prigson in "Radio Holy Smoke! Are the buildings 'em that close?"

GONE WITH THE WIND

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

EMERGENCY MEASURE

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

HAPPY ENDING

Then there's one they tell about the English announcer who said, "If its final number, the orchestra will play the 'Bhe of the Frighful Bee.'"
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.

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 PLEASED!

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 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!