An average of 20,000 victims of Toronto's Sabbath turn out Sunday evenings to hear People's Credit Jewellers' Community Sing-Song broadcast from Sunnyside Park over CFRB, Toronto, CHML, Hamilton, and CKCO, Ottawa. Sunday evenings, 8:30 to 9:00. Art Hallman's orchestra is the feature attraction, with Vancever's Terry Dale as singing charmer. CFRB's Michael FitzGerald as announcer and All Best-all, a newcomer to Toronto from Calgary, as encore. Production is by Maurice Rapkin with MacLaren Advertising Agency in charge.

NOW YOU SEE IT—NOW YOU DON'T
Howe Admits Radio Act Outmoded!

Considerable influence may have been brought to bear in the radio committee's flat turn-down of the proposed independent regulatory board by that part of an unsigned brief presented on Department of Transport stationery which reads as follows:

"The Canadian Association of Broadcasters' brief represents the Radio Act to be out of date, having been originally devised as a Mariner's aid intended to govern ship communications. This is entirely ridiculous. The Radio Act was passed in 1938 subsequent to the Cairo Conference. It repealed the original Radio Telegraph Act of 1912, whose provisions did include the control of ship radio communications."

This statement was read to the Radio Committee on Thursday, June 26, 1947.

Twelve days later, on July 8, 1947, Hansen quotes the following discussion on the floor of the House between the Right Honorable C. D. Howe, Minister of Reconstruction, and Donald M. Fleming (P.C., Toronto-Eglinton).

"It is worthy of note that Mr. Howe, as Minister of Transport, later as Minister of Munitions and Supply, and currently as Minister of Reconstruction, has been the Minister responsible for radio for many years."

"Mr. Howe: I have been over the ground before in the Radio Committee in three years, and in the House. First, the Radio Act; the honorable member speaks about 1938. The Radio Act is about as old as Confederation.

"Mr. Fleming: The Radio Act was passed in 1938.

"Mr. Howe: Amendments to the Radio Act.

"Mr. Fleming: The present act is the Radio Act 1938.

"Mr. Howe: The Radio Act was passed in 1902. If my honorable friend will go back into the records of the Department of Marine, one of the predecessors of the Department of Transport, he will find the Radio Act very much as it is today."

"Mr. Fleming: If the Minister will permit me; if he will look up the statutes of 1938, he will find that it is not very much different.

"Mr. Howe: If my honorable friend will read the act of 1902, he will find that it is not very much different..."

It was contended by the Canadian Association of Broadcasters, both in their brief to the Parliamentary Committee and in the series of advertisements run by its member stations across Canada that radio legislation is outmoded.

STICKS AND STONES

Indiscriminate use of the word "Communism" in relation to people who disagree with our political thinking is dangerous and in no way helpful to the cause of freedom unless such charges are supported by definite evidence.

Such unsubstantiated charges were laid by Norman Jaques, Social Credit member for Wetaskiwin, in the House of Commons, July 13.

Men named by Jaques as being Communists were commentators Elmore Philpott and Matthew Halton, whom he charged with doing "their level best to wear away the loyalty of the Canadian people." Richard Stanton Lambert, of the CBC, he alleged "Always supported lifting the ban on the Communist party." Raymond Arthur Davies to whom, he stated, the CBC refers as "Canadian correspondent in the Soviet Union and CBC Correspondent", is prominent in Communist activities in Canada as "popular leader of the Young Communist League."

Having laid these charges, it is incumbent on Mr. Jaques to back them up with evidence. If they are false, it is to be assumed that the men in question will hasten to deny them publicly.
JUST LOOK AT THESE SHOWS...

★ BOSTON BLACKIE ★ GREATEST OF THESE ★ GREEN HORNET
★ HAUNTING HOUR ★ PHILO VANCE ★ PLAYHOUSE OF FAVORITES
★ FAMOUS PLAYERS ★ WAYNE KING ★ HOUSE IN THE COUNTRY
★ SINGING WEATHERMAN ★ KORN KOBBLERS ★ MURDER AT MIDNIGHT
★ MOVIE TOWN THEATRE ★ MUSICAL THERMOMETER
★ BARRY WOOD ★ CALLING ALL GIRLS ★ EASY ACES
★ FRANK PARKER ★ HAPPY THE HUMBUG ★ KENNY BAKER
★ MAGIC CHRISTMAS WINDOW ★ MAN WITH THE STORY
★ PARENTS' MAGAZINE ON THE AIR ★ REFLECTIONS ★ SUPERMAN
★ THREE SUNS AND A STARLET ★ WIFE SAVER ★ TIME TO SING
★ HOLLYWOOD OPEN HOUSE ★ LIGHTNIN' JIM ★ WEIRD CIRCLE
★ BARBERSHOP HARMONIES ★ COME AND GET IT ★ CATHEDRAL HOUR
★ DANGER, DEATH AT WORK ★ DESTINY TRAILS ★ MANHUNT
★ NAME YOU WILL REMEMBER ★ LONE RANGER ★ BETTY AND BOB
★ MODERN ROMANCES ★ PLEASURE PARADE ★ SONGS OF GOOD CHEER
★ STAND BY FOR ADVENTURE ★ THROUGH THE SPORTS GLASS ★ TIME OUT
★ VAN DAMME QUINTET ★ FACT OR FANTASY ★ FIVE MINUTE MYSTERIES
★ IN HIS STEPS ★ SHADOW ★ BLACKSTONE

... the best in packaged entertainment offered by the top Canadian distributor.

Through All-Canada you have access to the finest talent and production... shows suitable for every time, every purpose... at reasonable cost.

Write or phone the All-Canada Program Man today for brochures, audition programs, availabilities and prices.

ALL-CANADA PROGRAM DIVISION

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL
A DIVISION OF ALL-CANADA RADIO FACILITIES LIMITED
new writers, possessed of pride and craft, would permit a manuscript to be committed to paper, or print, in the same condition as it goes regularly on the air. This is a broad statement which will probably burn the ears of any accomplished radio writers, but in my view it is more a charge against radio and advertising as a whole than the writing craft, because radio places more stress on the delivery of its words than on the sound of them.

This charge is not aimed so much at writers of dramas as it is at the run-of-the-mill hacking that goes into every spot announcement and every recorded program across the country, millions of words must be written and spoken every day, and all too often would appear that they are spoken together by whoever happens to be handy, relying on the ability of the announcer or narrator to make the best of them. One of the mike is open. Yet is it a fact that no “speaker” can ever rise above the quality of the words he is called upon to deliver? Obviously the spotlight of publicity falls on the speaker of the words, because it is he or she who lives in its rays, but recognition of encouragement of writers is needed, if the words that are spoken are to earn continued attention, whether it is listeners for a program or “results” for a plug.

There are many cases of men, both agencies and radio stations who have marked ability yet writing lines. Yet in too many cases, these skilled craftsmen, who write well because they are used to write, are using every device they know to get transferred to other activities, to which they are less suited and less inclined, in which they will make more money.

May I suggest that what the writing department needs is in every radio station is some room at the top? In the course of a year, more than a hundred young men come to this office to get advice on how they may “get into radio.” A limited number of these — and I feel that the number is limited — show definite signs of commercial writing ability, which could be brought out, given proper training and supervision. But where?

Many of today’s top newspaper writers had their first taste of ink as copy boy. When they showed the right inclination, they started doing minor assignments, and thence up the ladder. They did not emerge as writers of deathless prose and immortal sonnets. Neither, though, did they labor under the delusion, all too common in radio, that its adjutant activities, that the way to write copy is to bang the be-Jackson out of it, a hundred and fifty a minute, and then pretty it up with an overdose of superlatives.

Radio, it will be said, does not call for polished writing. For success it requires a spontaneous effect which will give it a conversational tone. Agreed. The best example of a man who was able to carry this spontaneity to the microphone was the late President Roosevelt. Will anyone suggest that his “ Fireside Talks” were not written and rewritten until they reached the listeners with that natural quality literally polished into them?

It might pay to study carefully the phrasing of a spot announcement, especially if it happens to be in dialogue. See if the words used could possibly emerge from a real life character similar to the one who is speaking. If they do, then they are well-written.

My comparison of radio writing with newspaper writing should not be taken literally. The technique is quite different. But both have one thing in common. They are supposed to be good.

WANTED A GOOD MAN

For program director duties in Eastern Station. Bilingual, experienced, able to take over assignment periodically. If you’re aiming for the top start here. Write, in French, to Box 3056, Canadian Broadcaster, 371 Bay St., Toronto.

Ozzie Et Harriet

“The Adventures of Ozzie and Harriet” are to be heard in a literal translation, played by French-Canadian actors, on the French network. Information received states that permission has been asked and received to do this French version of the popular Sunday serial from Young and Rubicam, Inc., New York, agency for International Silver, who sponsor the English version.

Call Rate

Waverley 1191

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
- Rapkin, Maurice
- Rouse, Ruby Ramsay
- Scott Sandra
- Wood, Barry

Day and Night Service at Radio Artists Telephone Exchange
Our Guest Speaker is:
HENRY J. LeMOIGNE
Manager, Radio Station CKLN
Nelson, B.C.

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Headley can and does blow some thousands of different glass objects, ranging from a large piece of apparatus with an overall length of ten feet used for the distillation of petroleum, down to tiny tubes for precise scientific experiments. What looks like a string of outsize beads on the left of the picture is in reality the first stage of a gas; the hammer shaped article below are parts of stop cocks, while the piece of glass he is shaping is a trap tube for use in the laboratory.

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Editor. R. G. LEWIS & COMPANY, LTD., 371 Bay Street, Toronto 1, Canada Vol. 6, No. 14 $3.00 a Year — $1.00 for Two Years

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By HECTOR CHEVIGNY

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HORACE N. STOVIN
Radio Station Representatives

for these Live Radio Stations

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Corroborating the Canadian office's interest in delving into program content is the statement in Variety's story which says: "... the 'live or die' method of rating will be superseded (in the U.S.) by a table of figures to show how effective a program is against its cost, instead of listenership. There was some talk," the story continues, "that Gallup would come out with a radar device for his reports (not ratings), but there's still a lot of work to be done, and experiments failed to measure up."

Gallup will issue his report which will be based on telephone, personal interview and the "Televote Machine," once a month and make it available to sponsors, networks and agencies, Variety continues, adding: "Four times a year he will issue an audit on the popularity of stars as against the program acceptance, to test their individual appeal. Operations are expected to begin next month."

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Oppose Regulatory Board Now

Committee Proposes Extended License Term But Tighter Scrutiny

Broadcasters experienced mild but pleasant surprise at several of the recommendations of the Radio Committee tabled in the House of Commons Tuesday, July 8.

While the plea for an independent regulatory body to replace the Regulations Department of the CBC was definitely denied, it is felt that the phrasing of the denial in the committee's report left the door open for future appeals. Also three recommendations were made which were along the lines of what was sought in the CAB brief. These were CBC board meetings to be held in public when dealing with regulations and licenses; raising of the 5 kw. power ceiling under certain circumstances; and extension of the licensing period of the stations from one to three years, with, however, closer scrutiny by the CBC of applicants' merits before renewals are granted.

The committee also recommended a modification of the present multiple-ownership regulation.

On the other side of the ledger, the committee recommended that the Department of Transport consider increasing the license fees now paid to that department by broadcasters; it urged the CBC governors to give consideration to "measures and recommendations" encouraging the use of Canadian talent instead of recordings. It also proposed that the Radio Committee he made a standing committee to sit annually, and examine the operation of the CBC.

Hardest to take was the open threat expressed in the report, by the recommendation that the CBC and the Department of Transport should take into consideration the refusal of some stations to supply information required in "promise of performance" questionnaires when considering license renewals.

The committee also recommended that newspapers be treated the same as other applicants for broadcasting licenses.

Give CBC Collection Costs

In an interim report, tabled Friday, July 4, the committee recommended that the CBC be given full revenue from the $2.50 annual license fee. The CBC, which told the committee it needed more revenue to carry on its existing services, now pays collection and administration costs and nets about $2.15 a license. (The estimated gain to the CBC is an annual revenue of around $550,000).

Refuse New Body

Referring to the CAB and CDNRA requests for a new body independent from the CBC to license and regulate radio in Canada, the report stated: "your committee has given very careful consideration to the proposals for a separate regulatory board, and has also received numerous arguments from other bodies, such as trade unions, agricultural organizations, co-operative societies, and the like, in opposition to those proposals, to which also the committee has given careful consideration..."

"The committee recalls that it stated in its report to Parliament last year that the functions of the two types of radio service are different; one, the private stations, being designed to serve community interest and the other, the Canadian Broadcasting Corporation, designed to serve the whole of Canada by chain broadcasting and that these two types of radio service should be complimentary to each other. The area of competition is small and your committee believes that private stations are not in danger from Canadian Broadcasting Corporation regulation..."

Board Meetings in Public

Presenting its recommendations that the CBC board of governors hold public sessions "when hearing representation on matters of licenses or regulations, the brief continued to outline that: "among other advantages, the procedure should make more clear to the public and to private stations the respective functions of the board of governors and the management of the CBC. Such procedure would necessarily involve the publishing of CB recommendations to the licensing authority on licensing matters."

"Your committee also believes that after hearing such representations, the board of governors should give statements of its decisions and the reasons for them."

Would Up Broadcasters’ Licenses

The committee advised the Licensing Authority (now of Transport) that "consideration be given to a revision of license fees presently being charged", because "private broadcasters may not be paying a large enough fee for the privilege of having a monopoly in broadcasting which is granted to them."

"From a revenue point of view", read the brief, "the private stations would seem to be in a not unhappy position. As the whole, your committee is impressed with the fact that radio broadcasting is in..."
cases a quite lucrative form of private business. Some stations may not have made a profit, but in the main, the private stations have substantial surpluses.”

**Extend License Term**

The committee viewed sympathetically the old plaint of the private stations that their licenses are only granted for periods of one year. “Your committee believes that there is much to be said in favor of a longer license period,” the report said, “and believes it would be better to grant licenses for say three years”.

A rider was put on this concession by the statement that it should be understood that the committee is not recommending, in case a greater security of tenure is given, that a longer license period would in any way prevent the revocation of a license for use.

Renewal of licenses should be made, said the report, only after the Transport Department and the CBC have examined most carefully, and certainly more carefully than hitherto, the manner in which the licensed broadcaster has been serving the public over the air channel which had been granted in to use.”

**Threats of Suspension**

The report supported the position of the CBC board of governors in warning some independent stations that their refusal to supply information required in “promise of performance” questionnaires would be taken into consideration when renewal of licenses is being discussed.

“Your committee”, the report added, “is of the opinion that, considering the activities of private stations in carrying out their duties as trustees of radio frequencies, particular attention should be paid to the amount of broadcasting devoted to community activities; to talks and discussions of public affairs; to provision for the expression of different viewpoints, to the use of local talent; and to the success of over-commercialism.”

“Your committee is of the opinion that man’s local stations should and could do more than they are doing to foster the development and maintenance of Canadian talent.

“Your committee believes there has been an increasing tendency for private stations to rely too greatly on imported recordings and transcriptions. It believes that the board of governors should give more consideration than it has been giving to measures and recommendations encouraging the use of Canadian talent by private stations.”

**Newspaper and Multiple Ownership**

In saying that newspapers should be treated as other applicants for broadcasting licenses, the committee said it was not in favor of “absolute prohibition of the ownership of newspapers”, individually or collectively. The report continued: “Nevertheless, the committee would not advise going so far as to prohibit what is called multiple ownership.”

**Encourage Experimentation**

The committee supported the view of the CBC that public monies should not be spent on experimental television work here pending further developments in other countries.

“Your committee favors every opportunity being given to private experiments provided always that the interests of the listening and viewing public are carefully kept in mind”, said the report.

“People should not be allowed to obtain television or any broadcasting rights merely with a view to holding them against the time when it may become profitable to put them to use”, it added.

**Report Not Unanimous**

When the final report was tabled in the House of Commons last week, Donald Fleming (P.C., Toronto-Eglinton) rose on a question of privilege and said that he wanted to state that the report was not unanimous. It was a majority report and no Progressive-Conservative member of the committee had voted for it. Thomas Reid (L., New Westminster) said he had not voted for it either.

**High Cost Of TV**

One of the reasons why broadcasting television programs is more costly than airing AM programs was pointed out by Paul Mowrey, TV director of the CBC, at a recent television meeting in Washington.

To produce AM programs, the basic requirements are a staff of four: an engineer, a producer, a director, and a sound effects man.

The identical program produced for television would require 34: a producer, director, floor manager, six camera men, five audio engineers, sound effects man, art director, scenic director, six stage hands, control room supervisor, switcher, editor, technical director, maintenance engineer, lighting director, two telecine directors, animation导演 and two film camera men.

**The Sets-In-Use Index**

The Sets-In-Use Index represents that percentage of the radio homes of a given area whose sets are tuned to any and all radio programs at a given time.

Thus, in an area wherein there are 10,000 radio homes, if the Sets-In-Use Index at a particular interval is 31.5, it can be presumed that, within the limits of statistical variation, 3,150 of these 10,000 radio homes have their sets on.

**Elliott-Hayes Limited**

515 Broadway Ave. Toronto

Sun Life Building Montreal

(Continuous Radio Audience Measurements Since 1940)
The Canadian Broadcasting Corporation, which is currently taking over frequencies occupied by CFCN, Calgary; CKY, Winnipeg; and CFBF, Toronto; may itself be forced to give up the 540 kcs. channel occupied by CRK, Warnous, Saskatchewan.

This possibility loomed at last week’s meeting of the International Telecommunications Conference at Atlantic City when delegates agreed to widen the broadcast band to include 540 kcs. for broadcast purposes. England, India and France proposed widening the band to include 530 kcs. while France suggested that 520 kcs. be used only at interior locations. The U.S. delegates believed that the use of 530 kcs may interfere with the International Distress Frequency of 500 kcs. It was finally agreed that European countries and India would use 530 kcs. while France would also be permitted to employ 520 kcs where it would cause no interference.

Use of the 540 kcs. channel may be discussed at the North American Regional Engineering meeting to be held in Havana in November, while a definite ruling will be reached early in 1948. The agreement in force, covering CKB’s operation, provides that "when, as and if a substitute broadcast channel acceptable to the Canadian Government is made available for this station, Canada agrees to discontinue the use of 540 kcs. for this purpose." Proposals have been presented to use 540 kcs. for a group of 25 low-powered stations.

**Cowboy Contest Winner Aired on Moncton Station**

Vic Dovine, of Moncton, recently won $500 on an amateur contest for western-type singers, conducted by CKCW, Moncton. Backed by a four-piece instrumental group, Dovine is now featured on a daily sustaining program of his own on the station. The group, known as "Vic Dovine and His Rhythm Boys," also makes personal appearances in the Moncton area.

CKCW, Moncton’s "Westmoreland Singers," a 15-girl choral group directed by Margaret Crossby, Moncton contralto and music teacher, are now sponsored by the Finlay-Wood Lumber Sales. The contract is for 13 weeks with renewal option.

**Mobile Telephone Is Here**

The Bell Telephone Company has announced mobile telephone service is now available in Montreal and Toronto. To date, only business firms, such as newspapers, radio stations and the telegraph and telephone firm, have made application for the service.

Minimum charge for two-way service is $7 monthly, permitting subscribers to make 20 three-minute local calls, with additional calls at 30 cents each. A dispatching and signaling service is available at lower rates. The dispatching service provides two-way communication between one or more designated vehicles and one office, all operated by the same subscriber, but does not permit calls to other subscribers. The signaling service gives one-way communication between an office and one or more vehicles operated by the subscriber. This will be used by firms to convey instructions to drivers who are not required to respond.

Mobile telephone service within Montreal or Toronto is considered as local service, while calls to outgoing areas beyond the metropolitan area, changes and long distance bookings increase the charges.

**Radio Referee**

Art Henderson, CKDR, Moose Jaw’s sports and special events announcer, recently received a long distance call from Colgate, Saskatchewan, for a ruling on a problem which had arisen during the station’s sports day ball tournament. An argument arose when one of the team captains strongly disagreed with a decision of the umpire. No settlement could be reached and the play was held up. Henderson’s decision was taken as final and the game continued.

**Radio Want Ads**

After only ten announcements had been aired on CFRN, Edmonton, last month, the sponsors, National Employment Service, cancelled the remainder of the schedule. The announcements were appeals for female farm workers to assist in British Columbia’s berry crop fields and canneries. More than the required number of workers responded to the appeals on Alberta stations, 415 of them being hired.

**Station Serves Swappers and Airmen**

Two new programs have recently been inaugurated on CKYQ, Belleville. The station has a half-hour "Operation Air Force" each Friday night, directed at personnel of the Trenton Air Force Station. Aired at 8:30 p.m., the program is composed of musical selections requested by the airmen, interspersed with news of the RCAF Depot.

The Goodyear Rubber Co.’s "Goodyear Radio Market," a half-hour Monday and Thursday evening presentation, originally designed for rural listeners’ advertising of articles they wish to buy, swap or sell, has been extended to include urban listeners. Plans are being made to lengthen the program to one hour because of the increased Bureau of requests for this form of advertising.

**Sunspots Lengthen FM Range**

Sunspot activity is the reason given by the U.S. Bureau of Standards for the unusually long range FM reception which has been reported from various parts of Canada and the United States.

One of these reports has it the U.S. FM broadcast stations have been heard as far away as Australia. The Bureau explains that eruptions of the sun cause ionization of the upper reaches of the earth’s atmosphere, causing FM signals, which ordinarily would penetrate through the ionosphere into outer space, to be confined to the earth. The sun’s outbursts of cur in regular 11-year cycles. If current one, it is claimed, will culminate until November, December and January. Its maximum activity was recorded on May 25, 1947.

**Eagle Eye**

Now functioning on its new assigned power of 5 kws, CFJ, Halifax, has been placed on 940 dial just 40 kcs. from its Halifax competitor, CHER, frequencies being 920 and 960.

Bob Bowman, of CJCH, and a recent visitor at the Broadcasters office, says that the advantage this arrangement is that each station is enabled to keep an eye on the other.
Different people enjoy different programs for different reasons. A man may seem to insist on newscasts with sporting events thrown in for good measure. His wife, if in the matron class, may prefer symphonies and operas. As she says, "the better music." If she belongs to a younger set, her taste may be soap operas, quantities of them. Maybe her daughter thrills to jazz and perhaps listens to Sinatra or her brother, slightly older, dismisses her whole idea as nonsense, eagerly awaiting any good murder or adventure story.

That takes care of that family of a good many shows as well. Another family may enjoy shows a quite different type. There is a sure way of telling just who may be listening or what the reaction may be. Personally, a show which I have become quite attached to is "Manoir Gisèle." What's all about? In short, it offers extraordinary entertainment by artists who are very skilled.

The versatile Gisèle La Fleche primarily a vocalist with a terrific range and a very rich voice, or accompaniments are by an orchestra conducted by Geoffrey Addington. The combination has success. On top of that, Gisèle features a guest artist. On at least two occasions her guests have been the "Deep River Boys." They can sing for me any time. Sometimes to date have been John and Edwood Glover who carry a gay repartee with the star. All this is cleverly put together and produced by Jackie To. Give a listen to Trans-Canada Tuesday nights and see if your ideal in entertainment agrees with mine.

Discussing talent reminds me of a very definite boost given to Canadian artists on Danforth Roads "Radio Show" each noon-time on CJBC. This quarter-hour feature Don Gordon at the organ and piano with an announcer introducing some guest artist. This program is entertaining and certainly commensurate to my thinking. It strikes me that Gordon is an artist at the eighty-eighth and a show succeeds in publicizing his brilliant talent.

Compositions don't just happen. Arrangements are not accidents either. One of Percy Faith's tunes, broadcast on "Contended Soul," has long remained in my memory as one of the very best. It was his special arrangement of "Beyond the Blue Horizon." The other day I heard that number, played by Frank Black on International Harvester's "Harvest of Stars." Canadians should feel very proud of this young conductor, Percy Faith, whose arrangements are definitely in the top class.

I wouldn't go out on a limb and say that Don Haskett is the very best male vocalist on our air today, but I will say CJBC's "Don Haskett Sings" is very entertaining and pleasing to the ear. An organ and a piano are his accompaniment and they all contribute to a thoroughly enjoyable Sunday evening by your radio.

'Bye now,
ELDA.

Joins US Station

Radio Fire Alarm
A dance planned for the evening of July 4, to wind up the annual sports day of Sturgis, Saskatchewan, was cancelled when the town's power plant exploded, starting a fire which burned the entire plant and equipment. The CJX mobile unit in Sturgis covering the sports events, phoned the station in Yorkton when the fire broke out and volunteer fire brigades of Stenen and Preeceville, near Sturgis, heeding broadcast appeals, arrived in the town in time to prevent the flames from spreading to other buildings.
Dear Mr. Timebuyer:

A fellow can be a world-traveler and have a lot of fun. He can expend his energies, a little here and a little there, and do a lot of good.

Or a fellow can be the stay-at-home type, concentrating all his efforts on the people around him; doing the same amount of good, bringing the same amount of pleasure to his neighbours, but expending all his energies among fewer people, and thus giving MORE to EACH.

Our copy of the BBM Study No. 2, Area Audience Report, confirms to us the service that we are giving to the folks in our own back-yard. We're very happy about it.

Yours very truly,

Stac Chapman

CSC/GD

STATION MANAGER

AN ALL-CANADA STATION

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TRADE WINDS
Edited by Art Benson

Ken Marsden at CHW, Toronto, tells us that Campbell Soups is piping in "Club 15" featuring Bob Crosby from Columbia. The 15-minute 5 a week series starts July 11th. So Black will also return through the Ward Wheelock Agency, New York.

Cockfield Brown's Toronto office reports that Nestle's Milk Products (Nestec) has a series of spots and flashes going throughout the summer over 29 coast-to-coast stations.

CJOB, Winnipeg, tells us that the Vick Chemical Company is starting a daily newscast campaign in September.

Vickers & Benson's Toronto office reports that Grove Laboratories is starting an extensive spot campaign in October going to a number of coast-to-coast stations advertising cold tablets. Same agency reveals that Blue Coal is returning "The Shadow" over a group of Ontario stations last week of September.

The commercial department at CKSB, St. Boniface, say that Robin Hood Flour Mills has contracted for a three-month series of newscasts while Swift Canadian is taking spots for three months.

Come To The Fair

A $900 local package which multiplied the net receipts of the Danforth (Toronto) Lions Club annual fair by five is reported by Toronto's dawn-to-dusk station, CHUM.

For the three days preceding the fair, and the three days of the fair, CHUM's FM mobile unit did six daily interviews with 60 merchants in the community shopping area, bringing to the microphone the merchant himself, members of his staff, and customers who happened to be in the store at the time. Interviews took the line of promoting the area as a shopping district.

This fair has been an annual event for a good many years, but this is the first time radio has been used so CHUM management feels the project was responsible for the large increase.

Consumer Survey

Consumers show a considerable lack of understanding of the structure and functions of the distribution system, but they have definite attitudes toward marketing institutions and practices, according to a recent survey conducted by the Committee on Consumer Relations, New York.

Buying by brands and as a result of experience are considered satisfactory buying aids, the survey reveals, but there is some difference of opinion as to whether the consumer gains more in purchasing a private or distributor's brand or a nationally advertised brand.

Copies of the survey are obtainable for $10 from Committee Headquarters, 420 Lexington Avenue, New York 17.

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Station Promotion

Radio stations in the United States allocate one-third of their selling expenses to advertising, promotion and publicity according to the NAB.

The study, conducted jointly by the Research Department and Sales Management Committee on Promotion reveals that the stations' total selling expense is 10.6% of net revenue. Salaries, wages and commissions account for 5.8%, advertising, promotion and publicity 3.5%, and other selling expense, 1.2%.

A breakdown of the various data indicates:

1. In general, radio stations tend to spend about one-third of their advertising appropriation in efforts to bring their stations to the attention of the listeners.

2. The practice of spending a large proportion of advertising funds on time-buyer promotion is relatively more common in larger stations than in regional or local stations.

3. Small stations are relatively more inclined to spend large portions of their advertising money on audience promotion than are the regional and large stations.

4. There seems to be no significant or consistent change from 1915 to 1946 in the allocation of advertising funds. Slight increases in certain classes of stations are offset equally by small decreases in others.

Although the number of networked and part-time stations reporting was small, the study would seem to be little effect in these two factors on the above trends. What effect there seems to be in the direction, the study increasing the proportion of advertising appropriation efforts to promote the stations' time-buyers.

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CHNO Opening

CHNO, Sudbury, new UHF 1 kW station on 1440 kc, officially opened on June 21st with an inaugural broadcast at 8 p.m. It is made from the balcony of the Nickel Range Hotel, conducted by Senator J. R. Hurtubise, Ottawa, president. The major address was delivered by Senator Gustave Morin, of Windsor. J. L. Gauthier, M.P., for Nipissing, delivered Senator Mason, president of CKSO, Sudbury, also spoke.

CHNO has been RCA-equipped throughout. The transmitter is located on the Burwash Road, 600 feet from the transmitter site.

CHNO, under the management of A. J. "Alex" Robinson, is represented nationally by James L. Exendor.
Announcers Note

Lieutenant Philip Mountbatten, who will be in the news continuously due to his engagement to Princess Elizabeth, is getting his rank kicked around. He is a Lieutenant in the British Navy. This is neither pronounced Lieutenant (Army) nor Lieutenant (US Services). The correct pronunciation of a Naval Lieutenant is Lieutenant.

The word for "intended", whether male or female, is pronounced ‘ah-nas-ay. (Submitted respectfully and without charge.)

Manitoba Round Up
by Dave Adams

Four thousand members and growing - broadcasts total 400. This is the record of CKX's "1540 Club", a daily activity program specially designed to suit the ear of Winnipeg's teen market. This popular program is heard by Ed Perry. According to club members, each day the show provides 75 letters to him each day. Ed asks and receives suggestions and criticisms in these letters. Each day the club features a contest in which a question is asked and popular music or musicians. If a club was recently polled on its preferences in the male and female vocal field. The kids voted Perry as their favorite male singer, Frank Sinatra close behind. Leah Shore took honors in the female category.

To keep up interest in the club, quiz drives and theatre passes are given out on each program. Pity this apparent success, Ed says from satisfied. He'd like to see special theatre nights for the shows. "Then our membership pass would be of some use to us," he says. He also encourages requests to club members for personal appearances in Winnipeg of the princely cause of Jazzland. He asks for requests and hopes that club promoters take heed.

When St. Boniface unveiled a memorial to its former citizens who died in World War II, the honky was broadcast over the CKY station. Announcers set out a description of the air force, French and English. Included were Mayor George C. Lean, of St. Boniface, Hon. C. des Smith, minister of Labour, and speaker on behalf of the province of Manitoba, Judge L. P. Roy. The citizens of St. Boniface, Mayor A. M. Pratt, president of the Norwood - St. Boniface branch of the Canadian Legion, representative of veterans of both First and Second World War, prominent in the community made their contribution. St. Boniface is filling a large gap in community life of St. Boniface.

In order to update the community's knowledge of the club, it was announced that when it got behind some of the fine work sponsored by the St. Boniface Recreation Association to play for activities, expansion was made. The local curling rink is closed for the season.

WINDING IT UP: Poor health has forced Claude Snider to leave his post of equipment supervisor at CKX. Claude expects to locate himself in British Columbia. CKX's chief announcer, Ron Deacon, has been broadcasting to become a travelling salesman. Cliff Gardiner has joined Brandon station's announcing staff. Latest CKX acquisition is Ken Ellis, who has taken up announcing duties. Dick Schou- ten, librarian, and Ralph Haywood, engineer, have also joined CKX.
CKWX-TRA, published monthly, is designed to win follow-through for our clients at point-of-sale by keeping retailers and wholesalers informed about CKWX adv. campaigns. CKWX-TRA is another plus service—

The ALL-CANADA man will be glad to tell you more about CKWX-TRA and all the other bonus services incorporated in PROMOTION YARDSTICK.

Vancouver's CKWX

DIAL 980
5000 WATTS

The VOICE OF MUTUAL in Vancouver
An "ALL-CANADA" Station

SHIRLEY LERNAR  JUDSON JOHNSON  RODNEY CONEYBEAR

OPPORTUNITY KNOCKS
— A Review —

Iff John Adaskin's "Opportunity Knocks" maintains the standard set in the initial broadcast (July 2), Dominion Network listeners are in for an entertaining series (Wednesdays, 8:30 p.m. EDT), and unkind talent is going to emerge from the woodwork, and be given an opportunity on the network. Johnny is to be congratulated on the novel presentation of an old idea, though I hope he will develop a little more bass in his profound as the series runs, and the CBC is to be commended for being the sponsors to the punch by carrying it on the network for an initial 13-week run. The first program was definitely listenable, and — all too rare in major network shows — it performs a function of usefulness which is not limited to those who get paid to appear on it.

In this country, which we are frequently informed is devoid of talent, Johnny was able to dig up one Bernard Johnson, 26-year-old veteran of the army, who is looking for a job, but took time out to do a rendition of "Figaro" (with "The Dusty Road") as an encore in truly professional network style. 10-year-old Pat's Parr not only demonstrated her perfect pitch by naming every note and combination of notes played on the piano by Lou Snider, as well as playing a difficult Viennese Waltz. She also played a composition of her own (she did it when she was 8) called "The Brownies' Welcome". Quiz programs got a just-going-over by Rodney Coneybear, a comedian of many voices, who distinguished himself for these ear-drums by being funny without trotting out a single one of the well-worn gags without which no "orthodox" comedian seems to be able to speak for three minutes on end. Watch this kid. He writes his own stuff. The program was opened with a popular number by Shirley Lernar, which must have appealed to the large number of listeners who just live to moan "Across the Alley from Alamo", which quite candidly don't.

Talent appearing on this program gets paid union rates. Each week listeners select a performer for a $50 prize. At the close of the 13-weeks of the grand prize winner of the entire series wins a contract for the network for his or her show.

An added feature is the appearance on each program of an amateur announcer who are assessed by announcers Lorne Greene, Herb McByng Whittaker and Alan Sec. The one tallying the highest score in the series gets a substantial cash prize. The regular ACRA rates — R.

5th Season For Safety Club

The Crime Safety Club of Air, one of the oldest public service radio shows on the west coast, has completed its fifth season over CKWX, Vancouver and begins its annual tour of playgrounds.

Sponsored by the Crime Safety Company and aimed at entertainment and education in traffic safety of school age young, the show has been going since February, 1942.

Sergeant Jack Dunn, veteran of the city police traffic department, is the organizer of the club, has seen thousands of children part in its activities.

Through the winter months the club meets the CKWX Playhouse for School broadcasts, with Dunn, program host, Ken Hughes and Alford V. Garrett.

During the summer the club tours city playgrounds in place of the weekly broadcasts. Children are instructed on traffic control and safety rules.

The final broadcast in June carried from the auditorium of the school with the best safety record. The Crime Safety Club Cup, which is given to the school's Safety Patrol, each member receives a from the Police Benevolent Council.

The final broadcast in June carried from the auditorium of the school with the best safety record. The Crime Safety Club Cup, which is given to the school's Safety Patrol, each member receives a from the Police Benevolent Council.
The days are always right on schedule in the radio industry. I'm sure after the long day of the year. All that surplus daylight around the end of June enables people to see the true beauty winter through, and more of them can end, at all once.

So the trend is to relax and let momentum carry you through the first snowfall, or alternatively until somebody spawns an original idea.

In London, and across the nation, there is a movement for local stations to show off in the Okanagan Valley.

Susan Fletcher, Vancouver actress, returned from Hollywood and has a piece on the Dominion network from CJOB Monday night. It's a review of show business doing, plus a discussion of movies opening locally.

John Fisher, Canada's national storyteller, put down his grips at CJOB, Kelowna, for a few days recently while he collected some data on the Okanagan industry with its $25 million fruit and vegetable industry.

Dick Diezpecker, whose drama series have been a feature of CJOB for some years now, has a new one under his belt for the fall. So far he's been typing with his back to the wall, but he allows that it's something new in the radio drama field.

Air True Flood Story

CJGX, Yorkton, this month cooperated with the Town Council of Dauphin, Manitoba, in a campaign to arrest exaggerated rumors of damage caused by recent heavy rain.

The rain had covered thousands of acres of crop land and destroyed the town's water supply system, but rumors of greater havoc tended to turn trade away from the Dauphin area when the town's facilities were actually capable of handling it.

The CJGX mobile unit, equipped with portable recorders, was one of the first automobiles to enter the town. Jack Shortreed, of the Yorkton Station, interviewed William Bullmore, Dauphin's mayor, William Cruse, Reeve of the Rural Municipality of Dauphin; and other community leaders, who spoke of conditions.

CJGX broadcast daily bulletins during the emergency, urging residents to sterilize water; warnings as to the advance of the flood; and surveys of roads in the district. The broadcasts also appealed to nearby towns for equipment and material with which to stem the flood.

WILL YOUR FM STATION BE EXPANDABLE?

SAVE MONEY
REACH MORE LISTENERS
by block-building with

GENERAL ELECTRIC
BROADCAST EQUIPMENT

Look ahead when you buy your FM broadcast transmitters. Plan your station so you can expand from watts to kilowatts at minimum expense and small space requirements.

Start with the 250 watt General Electric transmitter and have a reliable, top-performing driver for the power amplifier you will add later to obtain more solid coverage—more listeners. Well over a hundred of these transmitters now in use have proven their dependability.

Dependable operation of all your station equipment results from your choice of General Electric—the first and greatest name in Electronics.
Caution and compromise were the keystones of the Parliamentary Radio Committee's 1947 report. This very fact represents a substantial gain in the position of the independent broadcasters, for it indicates death of the day when the radio committee could, and did, dismiss independent station representations along with the "also-heards."

The independent stations failed to obtain the impartial licensing and regulatory body for which they had asked the Committee. Nevertheless, this request was turned down in the most carefully-phrased legal wording: "In the result, your Committee is not prepared to establish a regulatory body now." The wording is extremely cautious, and certainly leaves the door wide open, as witness the phrases: "at the present time," and "... do not feel justified... now."

Other recommendations of the Radio Committee represent substantial gains for the independent broadcasters, although some of these are of a nature that may cause a little suspicion as to their real intent. Still other recommendations will have the effect of making the ultimate goal of the independent a completely impartial Regulatory body—a little more difficult of achievement.

The Committee recommended, for instance, public hearings of CBC's Board of Governors when matters of licenses and regulations are under discussion. This is, to a very large extent, a public advantage and a long step forward for the independent. It may be, of course, that this move is designed to be a sop to the independent group, prevent further action on their part for a regulatory body. It will also make difficult certain aspects of the struggle for such a body, removing the ammunition hitherto provided by secret meetings and decisions.

Move certain to be favored by majority if not all of the independents is the Committee's recommendation that the CBC give consideration to the raising of the 5 kilowatt ceiling for private stations, particularly where some future potential coverage by Canadian stations might be affected. The Committee's only proviso in this case: "... renewals... after such a period... upon the character of the service given by the licensee before a license is renewed..."

...before a license is renewed the Department of Transport and can should examine most carefully and certainly more carefully than hitherto, the manner in which the licensed broadcaster has been serving the public over the channel... such longer license period would in no way prevent the revocation of a license for cause." Few will find any point of disagreement therefore with the Committee, and few blank checks will be issued for the future.

The Committee's report indicated that experimental license for TV and other new phases of broadcasting should be granted to independents; and that FM licenses should be granted to "qualified applicants."

Position of independent broadcasters also improved slightly in the regard to "performance pay." Though recommending continuation of these, the report said: "... Your committee fully understands that circumstances vary in different areas and for different stations and believes that the variations should be taken into account by the Board of Governors."

Though admitting at one point that "The Canadian Daily Newspapers Association..." the Committee rejected the submission of a amendment for impartial regulatory body, being pretty well as a complete shambles, and dealt with it on its basis.

With the Committee's report, published a statement showing "surplus" figures of groups of stations. No individual figures were given. One of the most curious arguments used against any addition to the number of radio stations was that stations made large profits. These statements were always difficult to dispute, the public statements will permit such reply for the first time. Figures showed substantially less than those made from time to time when the matter was under discussion, in print and in private.

The Committee recommended that the "licensing area" (as specified) consider revising independent station license fees. This move comes to most of us as not surprising.

The Committee also said that we do not think newspapers should be treated in any different manner than other applicants for radio broadcasting licenses, but they probably more in the same manner that newspapers are treated on the surface. It is true that Cdn association has also carried a tremendous amount of weight. The power of the radio being what it is, has carefully divorced the turn to regulatory body from considerations. It may be the hope that the Committee, in any manner, will not bring into any agreement. One private MP is not in agreement with the majority of the Committee, and turn over the regulatory
it this reporter that such a body could never come until the press
take up to the fact that freedom 
expression cannot continue half-
vale, half-free; that so long as 
who remained chained, encroach-
ments upon the press will slowly 
roll. Some sections of the press 
are already aware of this; others 
are still live in the dark. 
Extremely surprising is the 
stance "Nevertheless, the Com-
mittee would not advise going so 
as to prohibit what is called 
ultiple ownership." This is 
eal and totally unexpected 
good news. Such a precedent 
stands on its own. Long-range effect of this 
recommendation is difficult 
for the Committee; it is difficult even to 
the reasons that led up to the 
recommendation being made. 
Cer-
ply no public representations to 
end were made before the 
committee. 
However, the Committee's re-
port does not change fundamentals 
any way. It attempts to im-
prove present practice, but that is 
as far as it goes. 
The report itself will put vari-
ations in a nice spot (us-
the word in its correct or 
ical sense). The report may 
not be concurred in by 
Parliament. No previous radio 
mittee report has been con-
ered in since 1932; and they 
are, therefore, according to 
constitutional authorities, any 
ity or standing at all. In spite 
that recommendations made in 
were accepted and enforced 
authorities concerned; a 
precedent now confronts it in 
relation to three-year lic-
, lifting of power freeze, and 
points. 
No factors do not show at all 
be report. One: the biggest 
made by the independent 
ductors; two, what is prob-
e real reason for rejection of 
their request for an independent 
datory board. 
biggest gain made this year 
individuals was the wide-
interest in radio aroused 
press, public, and Parlia-
ment. 
There is a larger body of 
med and interested opinion 
ever before. 
was obvious that some mem-
the Committee still had the 
"studio fear" in the back of 
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its effect. The argu-
that because stations made 
ly, they shouldn't get any at-
to any request they make 
unique one. Yet it is the fun-
amental argument usually ad-
ed by two or three newspaper 
nons (who papers are 
flable and vigorous supporters 
ivate enterprise) and by 
bthers who have a curious 
ron; radio; there are 
only independent radio. 

Sir: Has Canadian talent so low 
an estimate of its own value, that 
it wants to be protected by a tar-
iff wall on recorded programs, and 
stand-in orchestras, paid to do 
nothing, while Canadian stations 
carry a few American programs? 

This seems to me to be the tenor 
of the requests made to the Par-
liamentary Committee by the 
itor of the radio fan-magazine 
"R.U.D.O World." 

It is inconceivable to me that 
anyone engaged in any branch of 
the entertainment field could see 
anything but the degradation of 
the talent it is designed to pro-
ect, if such a plan were put into 
execution.

Alternatively, top-ranking Amer-
ican talent gains great audience ac-
ceptance in Canada than less skilled 
Canadian offerings. But does 
mean that people are to be de-
roved of the pleasure they gain 
in listening to the Metropolitan 
Opera, Tommy Dorsey or Orson 
Welles because this "top" enter-
tainment originates in the States. 

It would be better, I think, to 
concentrate on developing our own 
talent to the point where our own 
people want to hear it, than to put 
into effect a "protection" scheme 
which would only serve to rob 
an artistically-starved Canadian 
pub-
entertainment of its 

doe. 

—Joyce Pedman
Radio Church Services

First in a Series of Articles on Church Broadcasting by the Rector of St. Stephen's Church, Toronto, Whose Services Are Heard Regularly Over CFRB

By CANON J. E. WARD
(Condensed from "Canadian Churchman")

Increasingly the Church is being drawn into the radio field. Her ministers are being asked to do various studio duties and the Services of the Church itself are finding their way onto the air. Thys worship by radio is of two kinds—the broadcasting of Services from the Church with a congregation worshipping at the same time, and of Services from a studio with only the broadcasting choir and minister present. Let us consider the first of these.—

At the outset of the broadcasting of Sunday worship we must face the fact that our Services were never intended to be broadcast. They are too long for the time allowed. They contain a considerable amount of matter which will not go over the air acceptably. Often they are too narrowly circumscribed by denominational interests.

In any broadcast, by far the largest area of influence is among those who are from the radio congregation. Even on the smallest station the listening audience will be many times greater than the church attendance. In a broadcast service, one would appeal at the outset for a recognition of broadcasting considerations as having first place. This should be both in the arrangement of the service and in the matter of its message. The greatest time allowed is usually an hour. The hour should contain a complete service. The broadcast should be based on some part of the Church service—Benediction, prayers, etc., or perhaps an element from an ordinary service. It should be based on a theme of the week, say, of the Rector's mind. The hour should be a balanced hour, with a fair division of time between music and speech.

The Flying Minutes

In this question of time-consideration we must clearly realize that every minute is valuable and that the inclusion or exclusion of a verse in a hymn or two or three verses of Scripture may make or mar a gracefully finished service at the end of the hour. It may mean, for example, that the Benediction is broadcast or lost to a great body of listeners who are waiting for it.

It is not often possible for an ordinary service to be properly timed as any studio broadcast is timed, minute by minute, through the hour. It is wise, however, to know how the end of the service is coming out. It is helpful to time back from the end, through the closing hymn, Benediction, prayers, etc., say, from the end of the sermon on and any necessary adjustment should be made by curtailment before these last closing minutes come. Nothing gives a worse impression than hearing a minister speed up through prayers and a benediction in order to avoid being cut off.

The Communion Service

The Communion Service is not suitable for broadcasting and for the most part opinion is against this use in the way. There is something to be said for an occasional broadcast of the Communion Service for folk who have loved the service and are now house-bound, but the nature of the service is such that it mars the mind of it coming out, mixed up, with advertising matter in a city restaurant, or indeed under many home conditions. Also, there are very few priests who can celebrate Holy Communion with a right approach when they have to consider a near microphone and the time element demanded of a broadcast program.

However, in taking her place along with other denominations in a series of broadcasts, it is not always possible to avoid dates that fall on the first Sunday in a month or on some other Communion Sunday.

Attitudes

Whatever is done, let study the people we are trying to reach. A radio audience is always a complete picture of the general public. We develop in it one of two attitudes of mind. Either it is going to be a public that is listening in or a small group who quite satisfied with themselves in their own little coteries; worship or it will be a group made up of individals or little groups in some thousands of households who made to feel that they have part in the worship and hold within the circle of its scope. Obviously it should be our desire to make them feel this way. They will not feel it unless pay attention to certain necessary considerations of the broadcasting element in midst.

Religious Program

Religious groups applying air time at ccca, Edmonton, divided into two categories Catholic and non-Catholic.

The station provides 39 minutes each Sunday for Catholic broadcasts and 70 minutes for various Protestant churches. Other religious broadcasts and Sunday school programs are one which can be described as strictly non-denominational.

In this third group, the Edmonton station has set aside, also the 9 to 9:30 a.m. period Sunday for the “Christian Faith” broadcast, and has also arranged the Edmonton General Minchin Association for daily broadcast (Monday through Friday 4:15 p.m.) entitled “Daily Devotions.” Both these series are non-denominational, and urge listeners to extend their own churches.
The Coward Show

Although the "character of the same name" best suited to selling luxury cars, any time now we're liable to have Noel Coward coming to us on open end transcription, with the courtesy of Slingaby's Auto Wash.

The 47-year-old one-time song and dance man, who has invaded every phase of show-business except advertising, such monies actively sponsor the programs on the station. Counter-counter, of course, this the station is not spend-the advertisers' money but after the station's own profit. Nevertheless, any such profit so apt ceases to be a profit, and it comes from the same pocket any-

ever event, the Montreal indepen-

The activities of the special committee on radio broadcasting, of course, the subject of all close counter-debate hereabouts. Some such debate I heard an in-

Gentlemen operators here are treated like royalty, James C. Petrillo before the Sub-Committee of the House of Representatives. Perhaps this time next year, stations no longer be able to use either tangible or intangibles on the alms. It is unlikely that the M. W. will sign contracts at all near the same rate as continued. And if the anti-trust law is as lenient to radio stations as expected. Next is likely to be a hectic one for program departments on all stations who lean heavily on material.

Ridin' the Range

Announcer Dave Hill, of CJOR, Vancouver, who is on tour of the prairies during July with Burns "Chuckwagon", acts as announcer and master of ceremonies for the show, which stops at Calgary, Moose Jaw, Regina, Winnipeg, Brandon, Yorkton, Saskatoon, Prince Albert and Edmonton. The "Chuckwagon" opened its tour with a one-night stand at Chilliwack, near Vancouver, before heading for the prairies.

Invent Static-Free AM Radio

Two invalid brothers from Baltimore, who have been receiving radio for a living, say they have perverted a receiving set which eliminates the biggest bug of modern broadcasting — static.

C. Baker Story and Robert Story developed the receiver in their repair shop, while Ab by doing most of the "inventing."

"We regard this as the most important development in radio science since 1925," Baker Story told Associated Press.

If their set can do all the brothers claim, it might conceivably revolutionize the radio markets.

Their receiver is for amplitude modulation broadcasts, the prevailing type at present if practicable, it would match the principal advantage of the developing frequency modulation system — absence of static — while retaining long-range reception.

The Storys claim their set can be produced for less than those now on the market.

TV Is Here

There are 50,000 TV receiving operators in the United States, according to latest estimates, with 32,000 in the New York area.

Two to three thousand are in taverns and bars where customers watch sports events while they imbibe.

The office for the Coward Show, which is on the main lobby, caught up in the overhead smoke through the rear entrance. All main entrances were locked up for the week, and firemen had to enter the stair through the upper story. smoke damage was estimated between two and three grand.

Promotion

As a Supplementary Station of the Dominion Network your program gets a bigger break on CKCR.

Ask to see "The Whistles" or our promotion presentation on "Smack in the middle of Ontario's Richest Market!"
The following appeared in the current Elliott-Haynes Reports as the top ten national programs, based on fifteen key markets. The first figure following the name is the E-H Rating; the second is the change from the previous month.

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Ira Dilworth, whose move from CBR, Vancouver, to supervisor of the CBC’s International Service in Montreal was announced in Toronto, has long been a leader in cultural activities in the west, particularly in B.C.

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BRITISH COLUMBIANS ARE RADIO CONSCIOUS!

Fact No. 11:

The Dominion of ours now has a population of over 12,000,000, an increase, since 1941, of 7.3 per cent. Canada's great Pacific Coast Province is miles ahead of the Canadian average. We are proud to report that our increase is 23 per cent—by far the nation's highest*. What is more important, these welcome newcomers are arriving well-equipped to hear your sales message. Our radio ownership rating is over 84 per cent—again the nation's highest.

* Quebec next with 9.6:
Ontario third with 8.7

SPONSORED BY THESE INDEPENDENT STATIONS OF BRITISH COLUMBIA

CHWK CFJC CKOV CKLN CKNW

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CKPG CJAT CJOR CKMO CKWX CJVI

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MORE LISTENERS PER DOLLAR

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3,475 potential radio homes between 6-7 p.m.
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Yes, on CFRB your advertising dollar buys a dollar's worth of listeners and more!
Ask the advertisers who use this station ... who keep on using it year after year. Ask them why!

Here's the answer! They stay with CFRB because they can reach an audience that's been growing in size and loyalty for twenty years ... that will continue to grow for the next twenty years. They keep on advertising over CFRB because, and only because, they get results!

CFRB

Looking forward to the next twenty years!