F YOU CAN SCREAM BETTER THAN THAT"

Rates, PR, Research on CAB Agenda

This year again discussion forums rather than experts' speeches will deal with the problems of broadcasting at the CAB Convention at the Chateau Frontenac, Quebec City, March 8-11.

Rate Structure

Following preliminary formalities, committees' reports and the BBM annual meeting, the Rate Structure Committee will hold the floor under the chairmanship of Bill Wright, with Horace Stovin, Jack Slatter, Jack Davidson and John Tregale, assisted by agency advertisers Mary Cardon (J. Walter Thompson, Montreal) and Ben Pollett (Compton Agency, New York), and station advisors Bert Cairns (CFAC) and Ralph Snegrove (CFOS).

Public Relations

Tuesday morning Jim Allard, CAB Public Service Director, conducts a public relations panel.

Research

The same afternoon the meeting will sit in on the Radio Executives Club of Toronto's presentation, "What New Radio Research Is Needed In Canada -- And How To Get It." The panel will be headed by Spencer Caldwell, REC President, assisted by Gordon Keeble (F. H. Hayhurst), Doug Scott (CAB), and Walter Elliott (Elliot-Haynes Ltd).

Business Meetings

The first morning, progress reports will be read by Doug Scott, CAB Director of Broadcast Advertising; and WAB president Bert Cairns on the Standards of Practice Committee on Giveaways. Harry Sedgwick, CAB chairman, will also report on the Price Mention situation.

Monday afternoon, Arthur Evans will report on Copyright Fees, immediately before Bob Burton's BMI Presentation.

Tuesday afternoon there will be a business session at 3:30 p.m., at which there will be discussed: Matters of Finance, Gross Revenue Fee Proposal, Pension Plan, and Proposed Changes in Constitution.

Wednesday morning has been set aside for election of directors, policy at next summer's NARBA Meeting in Montreal.

Thursday morning will be spent on the appointment of standing committees.

WATSON TO ADDRESS CAB

Guest speaker at the annual dinner of the Canadian Association of Broadcasters this year (March 9) will be Charles S. Watson, Director of Public Relations, Canadian Breweries Ltd., whose subject will be "Public Relations Is Everybody's Business".

Charley Watson, whose repeat appearances at business and service club events across Canada indicate his popularity, will discuss radio's function in relation to its community and its country, which should add an informative and inspirational touch to his well-known sense of humor.

A Canadian Army veteran of World War I, he has devoted the past 25 years to Canadian business, with the Goodyear Tire and Rubber Company of Canada and, currently, with Canadian Breweries Ltd. During the Victory Loan campaigns, he served on the public relations and speakers' committee.

Other guest speakers to be heard during the Convention are: Hugh Felix and John Churchill, of BBM New York, will discuss BBM following Horace Stovin's slide presentation the first morning; Monday, R. A. Hackethal, president of Stromberg Carlo, and a member of the RMA Technical Committee, will address the Monday luncheon on "Canadian FM and Television Problems and Probable Growth."

Social events include a cocktail party given by the Canadian National and Canadian Pacific Telegraph Companies. The following Tuesday night, immediately prior to the Annual Dinner, another cocktail party with the Canadian Marconi Company playing hosts. Wednesday afternoon conventions will proceed to Lac Beauport where they will sit warmly in the Manor Cabin to watch a CAB-sponsored Slalom contest.
FAMILY OF 30 CELEBRATES
A TENTH HAPPY YEAR

Ten years ago a great idea was put into action. The idea was "EXCLUSIVE REPRESENTATION" for Canadian radio stations. Exclusive Representation has made life a lot smoother for radio stations and for time-buyers too.

That's why the big happy "All-Canada" family of 30 stations feel that this tenth anniversary is something to celebrate.

All-Canada Radio Facilities Limited was one of the first to become Exclusive Representatives.

21 radio stations have belonged to the "All-Canada" family right from the beginning of the new system, back in January, 1938.

5 other stations were born and joined us later . . . they also have never belonged to any but the "All-Canada" family.

4 more stations used to have other family ties, but five years or more ago decided to come in with us.

So now a family of 30 is celebrating a tenth happy year of Exclusive Representation.

ALL-CANADA RADIO FACILITIES LIMITED
are proud of their Family
and look forward to
the next 10 years of
happy relationship
under Exclusive Representation
ASSOCIATIONS

Convention Don'ts

From the publication The Monitor come these helpful hints on how to kill my organization. They will be equally useful in killing any organization.

Get sure if you are not appointed on a committee, but if you are, not attend committee meetings.

If you're asked by the chairman to resign, give your opinion regarding the important matters, tell him you have nothing to say. After the meeting, tell everyone how things ought to be.

Do nothing more than is absolutely necessary, but when other members roll up their sleeves willingly, unselfishly, use your ability to help matters along, so that the organization is run as a clique.

Hold back your dyes as long as possible, or don't pay at all.

Don't bother about getting new members. Let the secretary do it.

When a dinner is given, tell everybody money is being wasted "how-outs", which make a big sale and accomplish nothing.

When no dinners are given, the association is dead, and can be tied to.

Don't ask for a dinner ticket if all are sold.

Then swear you've been invited out of yours.

If you are not appointed, resign from the Association.

Don't tell the organization how you can help you; but if it doesn't help you, resign.

If you receive service without paying, don't think of joining.

If the association does not abuse your neighbor's fingers, bow to nothing is done.

If it calls attention to abuses own, resign from the association.

CHAT

WHY are 43 National Advertisers including CHAT in their yearly or seasonal campaigns?

Tune to Page 26

MEDICINE HAT

Keep Your Eye on CANADIAN CAVALCADE

Elliot-Haynes Rating:
Jan. '47—14.1—28th place
Jan. '48—19.6—15th place

Don't Overlook Music With A PERSONAL PLUS In Your Program-Planning

For the finest in Orchestras, Acts and Entertainment—

CONSULT:

THE OFFICE OF MART KENNEY

125 DUPONT STREET
TORONTO, ONTARIO

AUDIO

Our sincere thanks to Canadian Radio for their enthusiastic reception of the Audio-Q® method of cueing transcriptions.

HERE ARE SOME TYPICAL STATION REACTIONS . . .

"Audio-Q is a definite aid in cueing and certainly eliminates back-tracking which is the greatest cause of transcription wear."

"Audio-Q makes cueing the simple and easy operation it should be."

"We are looking forward to the time when ALL discs will be cued in this manner."

"Audio-Q is the greatest advancement made in recording to date."

MEMO TO AGENCIES . . .

For long lasting pressings . . . specify Phosphonic transcriptions with Audio-Q.


DOMINION BROADCASTING COMPANY
4 ALBERT ST. TORONTO
I. S. L.*

I.S.L., besides its Continuing Consumer Panel, undertakes research assignments for advertisers and their agencies in consumer, opinion and media fields. Each assignment is carried through under the closest possible scrutiny.

- Every one of our 150 Field Supervisors from coast to coast has been personally chosen and trained by one of our executives.
- Every completed questionnaire is edited thoroughly before being accepted for tabulation.
- A regular percentage is verified by mail.

*INTERNATIONAL SURVEYS LIMITED

MONTREAL: Paul Haymes, President 742 Mountain Street. TORONTO: Marjorie Stepan, Manager 33 Church Street

EDUCATION

Bringing Up Junior

Toronto. — Shoppers in the radio department of the Robert Simpson Co. Ltd. were surprised one morning recently to see a four year old youngster sit himself determinedly on the floor in front of a radio, and refuse to move until the fifteen minute show was over. At least, some of them were surprised. Many of them, with pre-school age youngsters of their own, could easily understand the little boy's devotion to the program, Kindergarten of the Air, heard five mornings weekly over the midwestern stations of Trans-Canada, and to its young school teacher, Dorothy-Jane Goulding, who writes and directs the show, in addition to which she is the voice behind the mike.

CBC developed the idea in cooperation with the Junior League of Ontario from recordings of a similar show which has proved successful in Australia, and then asked her to take over.

Born in Toronto, Dorothy-Jane was educated in England, Vienna and her home town, where she became an associate of the Toronto Conservatory of Music. She has a teaching certificate from the Toronto Normal School, and is a member of the Royal Academy of Dancing in London, England. Before doing her present series, she wrote, produced and narrated programs of dramatized fairy tales.

Audience Reaction

It is necessary to watch a child listening to the program and reacting to Dorothy-Jane's instructions to appreciate it. When she tells them to hold their arms a certain way and pretend to be a Christmas tree, they pretend to be a Christmas tree, and apparently enjoy thoroughly acting out the stories she tells them, or singing the songs she teaches them. They obey her instructions to the letter, and once, when she told her listeners to lie on the floor and pretend they were asleep, she forgot to tell them to get up at the end of the program. One mother had to bribe her youngsters from their horizontal position with cookies.

When it was suggested that she must get a great deal of amusement from her fan mail, Dorothy-Jane, who herself has a year-old daughter, said, "No. As a matter of fact, I feel very humble." And one look at the fan mail, which comes from all classes of homes, shows what it means. One letter, not the only one of its kind, tells of a boy who was born with a club foot. Now, at the age of four, he is making his first attempts to walk — while listening to the Kindergarten of the Air.

But there are stories in a lighter vein, too. When Dorothy-Jane phoned a prominent Toronto business man, she introduced herself saying, "I'm Dorothy-Jane Goulding, I do the Kindergarten of the Air show. I don't suppose you've ever heard of me, but . . ."

"Heard of you?" the voice interrupted. "I think you're marvelous. You've done something no one else has ever been able to do. You've made my grandson sit still for five minutes at a time!"

BUILDING

AT RECORD PEAK IN CORNWALL!

Building in Cornwall hit an all-time high in 1947 — and the outlook is even better for 1948 as there is continued expansion of major industries and extensive construction of dwellings and business establishments.

Building activity swells the ever-increasing payrolls in this expanding industrial city, where retail business is always good. You can most effectively reach this responsive market through advertising messages on Cornwall's radio station.

See HORACE N. STOVIN & COMPANY

A GROWING MEDIUM IN A GROWING METROPOLIS

From a few bearded trappers to 120,000 energetic citizens: that's the population story of fast-growing EDMONTON. And from 100 watts to its present, far-reaching 5,000 watts is the story of CFRN. Hand in hand the two have planned for a prosperous industrial future.
In The Good Old Summer Time

The presentation to be made at the CAB Convention by Bill Wright's "Standard Rate Structure Committee", as rehearsed before the Radio Executives Club of Toronto last month, indicates that considerable attention is currently being paid to the perennial head-scratcher of summer layoffs.

Incidentally — and parenthetically — the preliminary airing of the findings of the committee gave the Radio Exeexs, at whose meetings we are a regular attendant as guest and reporter, a new usefulness; namely, that of sounding board for institutional industry projects such as this one.

Following closely on the preliminary work on its own project — that of laying the foundations for a What-to-we-want-to-know-about-radio survey — which the Exeexs will lay in the laps of the CAB, President Vincent Caldwell and his board are hereby credited with a bow for their work in bringing the club back to its founder's (also Bill Wright) original plan — to sell more radio time to more people.

Backed by such members of his committee as Jack Tregale (All-Canada), Horace Stovin and Jack Slatter, Bill Wright did a good job of presenting the pros and cons of establishing a new discount discount to encourage the year-round use of radio by sponsors. He pointed out that if formula-can be found, the committee feels unanimously that it must be of definite advantage to the stations, and tabled three forms of discount which could be employed, either singly, or combined. These are (a) A discount on frequency of use, irrespective of the amount of money involved; (2) an additional inducement to sponsors who broadcast more days a week; (3) a discount based on the number of dollars an advertiser spends.

Jack Tregale rose to speak on behalf of the small stations which, he insisted, must not be penalized for the sake of the larger stations.

He indicated, as he will in Quebec, what would be the result of allowing an extra 10% discount for year-round broadcasting (based on the smallest weekly expenditure), both in the case of the small station and the larger one.

Horace Stovin, referring back to Bill Wright's statement that no plan would work unless it was to the definite advantage of the stations involved, pointed out that it would be impractical for stations with established rates to do anything which was, in essence, a rate reduction.

Jack Slatter threw in the thought that if rates were to receive any reduction, the same or similar discounts should be applied to talent.

The members were invited to ask questions following the presentations, but discussion was prohibited.

How this whole project will be received by the CAB membership in Quebec is a matter for conjecture. It is at least to be hoped that in ordering the move from the standpoint of benefiting the stations, thought will also be directed towards the improvement, listener-wise, of schedules which would result from year-round broadcasting.

The main point however, as we see it, is the indication that the radio industry is beginning to think more as a unit than has been the case in our six years of existence. Whether or not necessarily noble plans mate with the move from the standpoint of benefiting the stations, thought will also be directed towards the improvement, listener-wise, of schedules which would result from year-round broadcasting.

Despotism Is In The Air

When the CBC is accused of being "controlled by the government", it gets up on its high horse and angrily proclaims that it is "owned and operated by the people of Canada". Yet when these same people, or those of them located in one specific city, recently expressed, through their elected representatives in their City Council, a desire to have an individual of their choosing granted a license to operate a radio station in their municipality, the CBC's Board of Governors considered it its prerogative and duty to recommend that the license be granted to other, probably equally qualified applicants, but applicants who had not been favored with the endorsement of that City Council.

We deliberately refrain from mentioning names, either of the city or of the individuals involved, because we want to make it absolutely clear that we are in no way casting aspersions at any personality or personalities. We do believe though that a democratic principle has been violated and we deem it our responsibility to ventilate such a situation.

Sooner or later the CBC itself will realize that the extraordinary powers vested in it by the Broadcasting Act, are proving its undoing; that if this power must have a national broadcasting system, it cannot function to the best advantage of its owners, the people of Canada, if it is compelled to operate on its present basis of absolute control over all facets of broadcasting, from programming to recommending the establishment in business of its competitors in private radio.

Last summer, when the 1947 Parliamentary Committee was in session, strong representations were made to that committee by the CAB to recommend to the government the establishment of an independent regulatory body, independent both of the CBC and the CAB, to adjudicate, among other things, upon the granting of licenses. As a sort of compromise, the Committee did recommend that future meetings of the Board be conducted on a public, but the Department of Transport is still the licensing authority, and the Department still issues or denies to issue licenses strictly on the recommendations of the CBC Board.

It is our contention that the CBC's prime province is to give the people of Canada a national broadcasting system. This means programs. We submit that it cannot possibly perform its secondary function, that of regulating the operations of existing stations, and considering applications for new ones, without being prejudiced in favor of its own network. For example, we believe it would not be hard to establish a small station which has been granted or refused in the past, not on the merits of the applicant, but on the CBC's own commercial need for a private station outlet in that area for one of its own chains.

The actions of the CBC's Board of Governors are often far from satisfactory, and the tail of blinding, sub judic和平, which, without any practical experience in broadcasting, and often without any knowledge of the area in which a license is sought, cannot combine complete impartiality with loyalty to the Crown Corporation of which they are unpaid directors.

Not only is there an urgent need for an impartial regulatory body, but appointees of that body must be picked for their knowledge of the common people of Canada, their desire to fulfill the wishes of those people and their close acquaintance with the problems of broadcasting. Furthermore, the appointees on that body must be such that their activities on this commission would be more than a spare-time hobby as they are now. The government and the CBC must see that the setting up of such a body is far overdue.

The unnamed city we cited at the beginning of this article now has the radio station in sight. We are sure that it will be well-served by the men who have been granted the license. The various civic bodies have taken the licences to their bosoms. Yet the people of Canada have been subjected to another example of bureaucratic high-handedness which, while it will have no harmful results in this instance, is still another step towards the kind of despotism which is in the air.

Sympathetic Public

One advantage in public vs. private ownership is that when public ownership falls in its duty to its customers, the howl from the customers is neither so long, nor so loud as if a privately-owned company had failed.

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$3,813,403 IN 1947

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IF Churchill, Stalin, Chiang Kai-Shek are tied up, I’ll stand in. Try me.

DICK NELSON
WAVERLEY 1191

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www.americanradiohistory.com
In The Good Old Summertime

Despotism Is In The Air

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ED-I-T-O-R-I-A-L

Richard Stovin, Editor.

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The management and staff of station CKSB are joined by its owners* in
greetings and best wishes
to all their friends in the
industry for a successful
C. A. B. Convention at
the Chateau Frontenac,
Quebec City.

CKSB
ST-BONIFACE, MANITOBA
1000 Watts 1250 Kilocycles

CKSB is owned and operated by its listeners.

PROMOTION

Aspirin Week

More than 50 Edmonton druggists are taking advantage of
station CJCA's offer given in connection with Aspirin Week,
March 7-15. They will receive "plugs" on five quarter-hour pro-
grams specifically designated by
CJCA as Aspirin Week pro-
grams, in appreciation of their co-
operation in arranging for Bayer
Aspirin window displays during the
week.

This feature is but one portion
of CJCA's participation in observ-
ing Aspirin Week locally. CJCA's
promotion department has supple-
mented the basic display material
supplied each druggist directly
directly from the sponsor. Supplementary
material ties in Bayer Aspirin's Sunday evening program, Album
of Familiar Music.

For the past six Sundays listen-
ers were reminded of Aspirin
Week in Northern Alberta by a
rag-line at the beginning and the
conclusion of each broadcast.
Other promotion includes special
ads and reader material in dailies,
weeklies and other publications.
Special displays have also been
arranged.

Annual Campaign

This local campaign is part of
an annual campaign that covers
most of the drug stores in Canada
and the United States. In CJCA's
listening area about 100 drug
stores are participating — 50 in
Edmonton and 50 in surrounding
communities.

Most of the stores have been
supplied with display material in
proportionate amounts direct
from the sponsors. CJCA's ma-
terial affords an excellent oppor-
tunity for a complete display
lying in Aspirin Week, the sale of Aspirins, and the program that
plays a big part in keeping

Don McKim, CKWX Vancouver
Promotion Director, whose "Promo-
tion Yardsticks," won his station a
major Canadian award from the
U.S. Publication, "Billboard," is mov-
ing to Toronto where he will have
charge of promotion and advertising
for the Program Division of All-
Canada Radio Facilities Limited.

Aspirin sales on a high level all
year round.

The program feature is a new
addition that has stirred up great
enthusiasm among the druggists.
Backed by the Edmonton Retail
Druggists Association, CJCA's
offer will add tremendously to the
over-all success of the campaign.

All druggists in Edmonton
have been invited to participate
merely by arranging as attractive
and complete a display as facilities
will permit. As soon as CJCA is
notified of the display, arrange-
ments are made to give this drug
store a credit line (plus extra in-
formation) on Jazz Time, CJCA's
mid-afternoon talent program. It
is expected that all 50 drug stores
will take advantage of this added
opportunity for publicity.

As a follow-up to the over-all
merchandising effort CJCA will
take photographs of the best dis-
plays to forward to the national
sponsors and others concerned.

Keith A. MacKinnon
CONSULTING RADIO ENGINEER

VICTORIA BUILDING

Mail
Box 542
OTTAWA

Phone
4-5905

Grains . . . vegetables . . . livestock . . . sugar beets . . .
oil . . . distributing and transportation centre. Annual
income in excess of $67,500,000. One station — CJOC
. . . serves this market exclusively. See your local
ALL-CANADA man about CJOC!

NOW 5000 WATTS
LETHBRIDGE ALBERTA ALL-CANADA STATION
THREE LITTLE WORDS

"All In One"

EVERY BROADCASTING STATION strives to capture a larger share of its potential audience. EXPERIENCE proves the importance of selecting your library service with great care . . . if it is to produce the results you want.

- More and more stations have found after careful comparative analysis that Associated is THE basic-plus service—a service which can do a full time programming job . . . broad in scope, skillfully balanced, flexible for programming and strong in commercial utility.

- The Associated family of subscribers has more than tripled in size during the last two years alone!

- Associated produces only one transcribed radio program service . . . no “partial” libraries . . . a complete service for every station budget . . . ALL IN ONE.

- We invite you to write for complete details.

ASSOCIATED
THE BASIC-PLUS RADIO LIBRARY

ASSOCIATED PROGRAM SERVICE . . . A Division of Muzak Corporation . . . 151 WEST 46th STREET, NEW YORK 19, N.Y
BUSINESS

Controls Aren't The Answer

The Bank of Canada's annual report, just issued for 1947, of necessity contains some interesting sidelights on the Canadian economy generally in addition to its charts and tabulations of financial matters.

The current report sheds a little light on some fundamentals of the high-costs-and-prices problem. At one point, for instance, the Bank's report says: "It is clear that the present rate of capital development is straining Canada's manpower and material resources, and is pushing up prices. . . ."

Another interesting sidelight is revealed later, in the statement: "Consumers spent a larger proportion of their income, than in any year since 1939, and this, together with a considerable increase in their income, brought total dollar expenditure on consumers' goods and services about thirteen per cent above the 1946 level."

A third vital factor mentioned in the Bank of Canada report: "The fact that we exported nearly $2,800 millions worth of goods in 1947, that we imported goods on almost as great a scale, and that the prices of these goods are directly and immediately affected by external price movements, shows how difficult it is to prevent Canadian prices from being affected by price changes abroad. Short of substantially appreciating its exchange rate and increasing its taxation, no country could have insulated itself completely from the world-wide rise in prices. Theoretically it might be contended that this could be done by means of direct controls, but these would have to be very much more rigorous and complete than those of wartime, to say the least."

Compare Canada and U.S.

The report also makes some interesting comparisons between living costs and incomes in both the United States and Canada.

Broadly, the report says: "In the intervening year (1947) the gap (between Canadian and United States prices) has narrowed to some extent, but the general level of prices and costs in Canada is still lower than in the United States and most other countries, in relation to any normal base period."

Specifically, the report says of United States conditions: "The general wholesale price index increased by 16% during 1947, and the index of consumer prices by 9%. Average hourly earnings in manufacturing industry rose by almost 11% over the year, and average weekly earnings by nearly 12%.

And of Canada: "The combined effect of upward pressure on our price level from foreign and domestic sources was to increase the general wholesale price index by 28%, and the cost of living index by 15% during 1947. Although the situation with respect to wage rates varied considerably among different groups of wage earners, average hourly earnings of hourly-rated employees in manufacturing industry rose by about 15% over the year, and their average weekly earnings increased by nearly 16%.

Looking to the future, the Bank's report comments: "Prices during 1948 will clearly depend on an important extent on grain crop prospects and harvests in Western Europe and the chief exporting countries. Last year the total tonnage of grain produced in this area as a whole was down about 12% from 1946. Any substantial improvement over the disappointing results for 1947 would have a strong anti-inflationary influence."

—Jim Allard

E. R. P. Means Trade For Canada

The fact of the European Recovery Program, at the instance of the United States House of Representatives is of vital concern to Canadians. As world citizens, we are, of course, interested in the economic recovery of Western Europe and the restoration of some balance to the world economy. But E. R. P. or the Marshall Plan, as it is more generally called, envisages the purchase from Canada of many of the supplies required for the reconstruction of Europe. This fact has led to some misunderstanding on the part of American citizens who think that Canada is not pulling her weight in the team; that she is less willing to do her share in the joint efforts of the ravaged countries to restore the war-ravaged countries.

The truth of the matter is that the mechanics of the Marshall Plan operations will be to the advantage of the United States, as well as to Canada, and purchases made by the United States in this country for the relief of Europe are not a substitute for, but an addition to the independent contributions that Canada has made on her own account to European reconstruction. The underlying purpose of American purchases of Canadian food and materials for Europe is two-fold. The first is to prevent too disastrous a drain of American commodities, with a resulting increase in pressure upon the price structure. The second is to furnish one of the best customers of the United States with American hard money and so preserve the export advantage which the United States now has in the Canadian market.

Restrictions Are Stifling

The famine of United States dollars in Canadian hands has already prompt-
unds to Government has adopted a policy which is inadvisable. Having precipitated a depression on a world-wide scale, the old policy was abandoned and the United States Government has adopted an entirely different point of view. This point of view is less easy for the average citizen to understand and harder to sell to the electorate. But, that which seems obvious is seldom true.

Strange enough, one nation does not take all the money away from another nation in the process of trade. Working to grow food and produce goods for export cannot make that country richer if payment is made in gold which must be burned in furnaces or paper credit which cannot profitably be exercised because of prohibitory tariffs. The new policy is taking note of the need to preserve the United States currency. een dollar currencies by maintaining a reasonable balance of trade, and thus assuring a balance of payments which can be met out of accumulated credits in dollar accounts.

Embargoes Don't Pay

A policy of reprisals in trade matters seldom works. The virtual embargo which the British Government has placed on American films, has nearly killed off the British film industry. This is because, without a high proportion of American films, the vast network of exhibitors throughout the country which show films, cannot sustain themselves. Thus, the British film industry is deprived of important credits, for it gets in its own products and cannot afford to spend the money it would like to on the production of British films.

If United States' manufacturers of all kinds are to enjoy a profitable market in Great Britain, the United States Government must see that Britain has sufficient United States needs to purchase raw materials and that the American consumer is notamura in his desire to purchase fabricated goods from the United Kingdom. Only then can the British Government permit the unrestricted importation of such American luxuries as films and thus re-establish large sections of its own distributive trades.

Money Is Not Tighter

There has been a feeling here at home that money is getting tighter. This is not borne out by the facts. Cheques drawn against individual accounts in the chartered banks show an increase in aggregate value over the same period last year. Since nine-tenths of the circulating medium in this country takes the form of cheques, it is clear that the volume and the rate of circulation of money is not declining. Given some increase in overall production, we may hope for an even greater volume of business at prices which are in better relation to long term, fixed obligations.

It is evident that there is no general deterioration of business in process or in immediate prospect. What is happening is a readjustment of the different parts of the economy to their new and semi-permanent peace-time relationship. This is a necessary and healthy process which must be completed before we can begin that process of expansion which seems to be part of the Canadian destiny. Any process of readjustment will bear more heavily on some types of business than others and will result in local disturbances and temporary unemployment. What unemployment there is can be attributed to the misgrouping of population and the unsuitability or over-ambitiousness of those in need of work. About the kind of work they will undertake.

Recent surveys show that the demand for help is not exceeded by the supply of labor presently idle. The trouble is that the reserve labor force is not distributed over the country in the same way as the vacancies. Housing accommodation is limiting its capacity to redistribute itself. Moreover, the demand for male and female help is not adjusted to the manner in which the unemployed are divided as to sex. Many women who are doing jobs that were formerly done by men, will have to change their occupation. Employers will be compelled to change their rates of pay by occupation, and people seeking job will find it necessary to change their place of abode, as opportunity presents itself. All these processes take time and are part of the readjustment which is taking place. The point is that unemployment has not become a chronic and inevitable condition. What there is of it, is temporary, regional and remediable.

—John Collingwood Bevin

TOO MUCH CONTROL NOW

When CFRA's Frank Ryan was addressing the Ottawa Rotary Club on Friday, February 13, he was interrupted by two female voices before he'd gone half a dozen sentences. However, it turned out to be part of the plot. Prior to the meeting, Frank Ryan had recorded two women's voices discussing highlights from the I.O.D.E. Radio Survey, and the disc was played back from hidden portable equipment.

Highlighted was the report's observation that "92 per cent of those who opposed that the C.B.C. exercises over-much control now and that monopoly would not be in the best interests of the Canadian people nor even in the best interests of radio." Using this gimmick to give emphasis to his remarks, Mr. Ryan discussed the problems facing broadcasting in Canada today; dress tremendous enthusiasm from the Rotary Club meeting.

MEMO TO ADVERTISERS

RESULTS! POSITIVE!

When YOUR sales message is broadcast over these ACTION STATIONS

CKPC  
CKFI  
CHVC  
CKDO  
CHNO  
CHUM  
CKRX  
CHLP  
CJFX  
CFAB  
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BRANTFORD, Ontario.  
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TORONTO, Ontario.  
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WINDSOR, Nova Scotia.  
CALGARY, Alberta.

REPRESENTED BY

JAMES L. ALEXANDER

Radio Station Advertising Representative

Concourse Building  
100 Adelaide Street West  
Toronto, Ontario  
Telephone 3615549

Windsor Building  
1117 Spadina St. West  
Montréal, Quebec  
Telephone 616148

CANADIAN BROADCASTER  
March 6th, 1948
### PROGRAMS

**Happy Gang Programs To Be Picked Up By MBS**

Toronto. — Radio Row's back alley rumors of the *Happy Gang* deal with Mutual Broadcasting System have crystallized with the news that, starting March 15, Canada's top daytimer will be heard on the 400 stations of "the world's largest network".

The deal will not interfere with the Colgate-Palmolive-Peet (Spitzer & Mills) shows, which, with the commercials blanked out, will be piped across the line to Mutual, who will relay them to their 400 outlets. Deal air will take the place of Canadian commerce, these to be filled in by US for their local sponsors.

Winners of a 1944 Beaver Award, the *Happy Gang* package is the property of Bert Pearl, Winnipeg boy who abandoned medical training for radio. He is now in Florida, having been free of the show for over two months, but is hoping to be back in time for the March 15 opening.

Starting 11 years ago next June as a CBC sustainer, the program has been sponsored by Colgate for the past 9 years. Management of the US venture is in the hands of Garry J. Carter, who recently acquired all "foreign rights" and since then has been syndicating the show south of the border.

#### DISC SHOW VARIATIONS

Winnipeg — CKRC is featuring a couple of Saturday afternoon platter shows complete with guests who pick out their favorite discs, point out why and spin 'em.

First off, Jack Scott appears with a prominent Winnipeg musician who goes through the above format. Jack also features a record of the artist, specially taped for the program.

Later AI Lovein takes over with a show more or less aimed at teen-agers. AI's show features records chosen by a senior grade of one of Winnipeg's schools. Each room chosen picks out a representative to appear on the program with AI. The rep thereupon delinates on the favorite records of his or her roommates. Each week a special prize is awarded to one of the pupils.

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**MONTEREAL WRITERS ORGANIZE**

Montreal. — La Société des Auteurs Dramatiques (Dramatic Writers' Society) has been formed in Montreal. It has received its charter and organization details are well under way.

At a general meeting, held last month, at which executives of the French Actors' Union were present, it was agreed that the two bodies would support each other for their mutual benefit.

The following decisions were made, effective March 1:

1. Members of the Lyric and Dramatic Artists' Union will only work in programs written by the Author's Society.
2. Members of the Authors' Society will permit their scripts to be read only by members of the Artists' Union.

An important point which is being studied is the establishment of a minimum scale for writers.

Officers of the new Society are: Louis Marriette, president; Marcel Baill, vice-president; Laurent Joblon, treasurer; Arthur Prevost, secretary. The following have been named directors:

- Oliva Legare, Louis Pellan, Rene O. Boivin, Marcel Gagnon and Lilian Dorsem. Gerald Delage and Marc Aulie have been appointed legal advisers.

#### THE SHOW MUST GO ON

Winnipeg — A bit of an adventure befell a group of Winnipeg travellers who take part in the weekly anti-T.B. broadcast sponsored by the Associated Canadian Travellers and CJOB.

The men were returning to Winnipeg from a Saturday night broadcast at Carman when heavy snow drifted down their bus, marooning them for 10 hours.

When their bus came to a standstill, the travellers attempted to shovel out of the snow. Failing in this, they entered the bus and stayed there. When they noticed a nearby house and tracked through the snow to it, a government snow-plow came to the rescue and the weary party arrived in Winnipeg some 10 hours after being stranded.

Incidentally the amateur hour broadcast at Carman netted the anti-T.B. fund more than $800.

#### MOTHER'S HELP

Edmonton — CFRN’s new program, *Good Habit Airplane*, has attracted mail from many mothers who claim the show lightens their tasks considerably.

The program, which is heard Saturday mornings, offers the kids a ride on an imaginary airliner, but the catch is that they must have their names on the "passenger list", and in order to have their names placed on the list, which is read to the listening audience, the station must receive a good habit report from their mothers.
MACLAREN ADVERTISING CO.
 LTD.

Toronto — MacLaren’s has started the Music Box Melodies over CFBB for Snowflake Ammonia and running 10 minutes a week. Peoples Credit Jewellers has started a five minute daily newscast over CJOH, Winnipeg. Atam Hans is starting a six week singing commercial series on March 22 over CHNS, CFCF, CKOC and CKRC.

COCKFIELD BROWN & CO. LTD.

Montreal-Miles Laboratories start off March 8 with a new series of detective programs for Alka Seltzer.

Entitled Ici La Flamme, the series will run fifteen minutes, 5 a week at 7:30 p.m. over CKAC, Montreal.

Marcel Sylvain, Montreal announcer, actor and freelance producer, has joined the radio production department of Cockfield Brown, here. He will work on this agency’s French programs.

McKIM ADVERTISING LTD.

Montreal — Emile Genest has resigned from the CRG to head the French Department of McKim Advertising. His job will also include the writing and supervision of French radio commercials. He started at McKim’s February 16.

WHITEHALL BROADCASTING LTD.

Montreal — Imperial Tobacco has replaced the 15 minute 5 a week Smoke Rings program with Smoke Rings now heard for 10 minutes twice a week over CFBB for Sweet Caps.

RUTHRAUFF & RYAN INC.

Toronto — Kik-Cola has scheduled the 10 minute twice a week transcribed Three Sons over CFBB until August.

PREVIOUSLY VICE-PRESIDENT AND MANAGER OF THE MONTREAL OFFICE OF SPITZER AND MILLS LTD., C. W. DUNCAN HAS BEEN APPOINTED DIRECTOR OF PLANNING FOR THE HARRY E. FOSTER AGENCIES LTD. A SPECIALIST IN MERCHANDISING AND SALES PROMOTION, MR. DUNCAN WILL BE LOCATED IN THE AGENCY’S HEAD OFFICE IN TORONTO.

IN VANCOUVER

CANADA’S THIRIEST LARGEST MARKET

LEADING LOCAL ADVERTISERS PREFER

CKMO ... THE 1000 WATT STATION

THAT REACHES 80% OF B.C.’S POPULATION.

CKMO, VANCOUVER,
Canada’s fastest growing station

Elliott-Haynes shows
52% increase in evening audience since October.

TOP OF THE DIAL . . . TOPS IN ENTERTAINMENT

FEDERAL FM

BROADCASTING EQUIPMENT

Features of Federal’s FM Broadcast Transmitters

A newly-developed Federal “FREQHAMATIC” FM Modulator attains improved high-quality and noise-free transmission.

All-electronic simple circuits maintain the centre frequency stable to within 1,000 cycles of its assigned frequency, as compared with the present FCC requirement ± 2,000 cycles.

Linear modulation of all audio signals between 50 and 15,000 cycles is maintained even when the transmitter is over-modulated by as much as 200%.

Correct modulator emergency operation with centre frequency control system inoperative.

Power stages are push-pull throughout, with non-critical tuning.

Non-glare meters using fluorescent scales illuminated with ultraviolet light, greatly improve scale visibility.

SEE US AT THE CAB CONVENTION

FEDERAL ELECTRIC
MANUFACTURING COMPANY LTD.
MONTREAL 14, CANADA

L’ECHELLE FRANCAISE DE MONTREAL
gover PARTICULARLY THE MONTREAL FRENCH MARKET

Representatives:
Canada: James L. Alexander
U.S.A.: Joseph Hershey
McGilvra Inc.

CHLP

MONTREAL

FOURTH WINTER SUGAR SUGAR CONTEST

SUGAR I CHIMP & I CHIMP

THE SUGAR-I-CHIMP CONTEST

$100 First Prize

Rules: Borrow a friend and buy three 10 lb. Bags of Molasses for $3.00.

This Contest is sponsored by the American Sugar Refiners Association and has been established to promote the use of molasses as a cooking and baking ingredient.

The Canadian Sugar Refiners Association.

www.americanradiohistory.com
MUSIC

Sleight of Band

Lives have been rechanneled, like rain in an eave-trough, to assure that 38-year-old Western Canadian Mart Kenney, now in his twentieth year as a maestro, is leading a (his PR man insists on "the") leading Canadian orchestra, without impairing his reputation for being a shrewd businessman.

In this latter category, Kenney heads a booking agency, bearing the rather obvious name of "Office of Mart Kenney". But the three main leaders in his percentage-giving string—Art Hallman, Stan Patton and Bobby Gimby—are all former instrumentalists with the Kenney band.

With one trumpet-playing exception, the only current member who joined the Mart Kenney Orchestra before 1944 is a guy named Mart Kenney. The ten men he brought from Vancouver in 1936 drifted away between 1942 and 1944.

His organization thrives on these turnover tactics.

While Canadian Cavalcade, which features him and his band for sixteen of its weekly thirty minutes, has climbed 5.5 points over last year's Elliott-Haynes ratings, to become third-ranking Canadian night time show, the (booking) Office of Mart Kenney has not been going hungry. By-standers have seen such signs of expansion as the establishment of a one-man public relations department (Wally Belfry) and, almost without precedent in Canadian music, intensified advertising stressing the booking agency rather than the individual orchestras.

Only Ninety Per Cent Out

Largely this activity is founded on percentages from those musicians who decided to leave Mart, and then compromised by only getting ninety per cent out. Kenney's former vocalist, Art Hallman, explains his departure by saying that he is now, and always has been, very close to Kenney, but "you can't stand still — you either go up or go down, and Mart has helped me up with a band of my own."

It usually proves profitable to be involved in one of Kenney's sleight-of-hand tricks. After sixteen years behind a bull fiddle in Mart's band, Hec McCallum steered cold into the position of business manager for the booking office. By way of recreation he turns his hand to stage-managing clients' shows. Hec still remembers the days when between bull-fiddle sessions, he used to spend twenty hours a week, putting half a bottle of ink onto paper with a specially built pen-nib, copying music at the rate of fifty legible music notes a minute.

Another instance of re-directed talents within the Kenney organization is arranger Jack Fowler. A former trumpet-player, Fowler married Mart's first vocalist, Eleanor Vartelle, and now travels less and provides better for her in his white-collar job of full-time arranger.

Mart's Marriage Mart

Female vocalists leave the Kenney orchestra for reasons beyond Mart's control. For years

Sure, I'm not at the convention. Spring is early here and I'm busy spreading it under the trees. Best of everything.

NORM HARROD

CJIB

VERNON

These are the Bordenaires, Canadian Cavalcade quartet heard Tuesdays on the Borden Program. From left to right they are Gord Braund, Roy Roberts, Norma Locke and Mart Kenney. At piano is arranger Jack Fowler.
they work in the midst of night-time gaiety without even a night off for their own dates. When they do find spare time, chances are they are studying classical music. But when they decide to get married, it may take them as long as twenty seconds to答应 the charm to their looks, voice and appearance to conquer a mere maie. All five of Mart's feminine vocalists, prior to Nora Locke, are now married.

**Travelling Troubadours**

The number 1 lane of the music business is road tours, and during the war years Kenney's orchestra travelled almost 75,000 miles, both on his own and under the Coca Cola banner, entertaining the troops. The only show of its kind on the Canadian roads. They saw either the Atlantic or Pacific, or both, each year. At one point they went almost two years without a day off.

Even without travelling, most musicians know that theirs is a young man's profession. Few remain active in dance bands after forty. Consequently they start looking early for a living elsewhere while they still have time to learn it.

Besides Mart's booking office, businesses started by his former boys include a venetian blind business, a delicatessen, both in Toronto; an electric shaver repair shop in Winnipeg; a U-Drive in Vancouver and at least two bands — Art Moller in Vancouver and Tony Bradin in Toronto.

**Mart is Smart**

Much of the capital for such ventures comes from a joint savings plan and sick benefit fund instituted by Kenney's Western Gentlemen in 1933. For one, Kenney could see the advantage of being able to pay cash for instruments and other musical equipment with such a fund to borrow from. By placing a few dollars a week in a fund, many of the orchestra boys found they had more than a thousand dollars in the kick when it came time to say "so long".

Believed to be the first such saving scheme adopted by a Canadian band, Kenney says: "It was our ace in the hole — one of the ways we pulled ourselves up by our bootstraps."

Kenney is free of qualms about the future, because his booking agency will always provide activity and income.

In his publicity, Mart takes an institutional tack and says: "Keep your eye on popular music."

With this pennant nailed to his masthead, he is developing a formula for his own music, one of avoiding extremes and serving out the old songs and the new in a way that will appeal equally to the whole family. In the office, he is trying to give musicians an opportunity to work at the thing they do best — music, by relieving them of the thing they notoriously do worst — business, and acting as a liaison between his commercially ingenious artists and the talent buyers and sponsors who are usually inexperienced in buying entertainment.

Father of two boys, 12 and 16, this maestro-executive has to spend more time with the boys in his band than the boys at home, but he knows that a day will come, because he has done everything to insure its coming.

**BMI Adds To Board**

Two new directors from French-Canadian radio have been added to the BMI Canada Ltd. board of directors, Phil Lalonde, manager of CKAC, Montreal and Marcel Quimet, director of the CBC's French network.

BMI Canada Ltd., which, since the last CAB Convention has published over thirty Canadian works, popular and classical, now has ten Canadian publisher affiliates who are also publishing the works of Canadian composers in both French and English.

---

**Welcome to C.A.B. Delegates from Marconi**

Manufacturers of:
- FM and AM Transmitters
- Studio Equipment
- Transmitting Tubes
- Antennae

Distributors of Broadcast Station accessories

SEE THE MARCONI BOOTH

---

**Canadian Marconi Company**

Established 1903

Marconi Building — Montreal

Vancouver  Winnipeg  Toronto  Halifax  St. John's, Nfld.

---

5000 Watts
800 Kilocycles

CHRC

"La Voix du Vieux Québec"

extends
a hearty welcome
to the delegates
of the
Canadian Association of Broadcasters' Convention
C. B. C.

Four New AM Applications

Ottawa—Applications for four new AM stations, one FM and one short-wave will be considered by the CBC Board of Governors, when it meets here March 18 to 20.

AM licenses are being sought by: Louis Rahay for a 1000 watt station on 730 kc at Sydney, N.S.; L. W. Flett has applied 250 watts on 1340 kc at Newcastle, N.B.; R. Allen Heeney wants 250 watts at Geraldton, Ont., on 1240 kc, and the Department of National Defence is asking for 100 watts at Dawson, Y.T.

A new FM station for Chilling- wald, B.C. has been applied for by W. C. Moorehouse, and G. T. Desjardins is asking for a short-wave license for CHGB, Ste Anne de la Pocatiere, Quebec.

License and Stock Transfers

Atlantic Broadcasters Ltd. has applied for share transfers for CHFX, Antigonish, N.S.; Radio Ronyn-Abitibi Ltée has made similar application for its three stations, CHAD, Amos; CKRN, Ronyn; CKVD, Val d'or.

Interior Broadcasters Ltd. has made application for transfer of control of the licensee company, station CJIH, Vernon, B.C.

AM license transfers are sought by the three above mentioned stations of Radio Ronyn-Abitibi Ltée, to Northern Radio—Radio Nord Inc. Emergency transmitter license applicants are: Fleming for CFOS, Owen Sound; Central Broadcasting Company Ltd. for CKBI, Prince Albert; and Laurie L. Smith for CIFS, Yarmouth.

OTTAWA'S FM LAUNCHED

Ottawa—The C.B.C.'s station CHO, FM began operation last week. It is the first FM station to broadcast in this area. It carries the regular programs of CBO, operating daily from noon to midnight on a frequency of 103.3 megacycles.

Unique And Inconsistent

Toronto. Registering his agreement with those who have for some time recommended that the CBC's dual functions of broadcasting and regulating private broadcasting be separated, Joseph Segalwicz said in a speech to the Ad and Sales Club here last week that the power given to CBC by the Broadcasting Act of 1938, is "a unique power, inconsistent with the general scheme of our laws". He added that in his view, "the only sensible solution is the one so long advocated by private broadcasting interests, namely, the divorce of operating from regulating power, and the setting up of some impartial judicial body".

Speaking of the Radio Act of 1938, he said: "I have heard the Act criticized as being an anomalous statute passed in the old days when the sole important use of radio was from ship to shore—and vice versa. Some station owners feel that they should no longer be lumbered, legislatively, 'with those in peril on the sea,' he added.

Never A Libel Suit

Passing on to the laws of libel and slander, he pointed out that slander is spoken defamation while libel is written. Libel has always been the more serious crime, the reason for the distinction being "that the written word had permanence and wide distribution, the spoken word was an ephemeral thing—gone with the wind and known only to the immediate audience. Now, of course, half of that old and once valid difference no longer applies—and as radio programs can and do reach their millions, they can do much more damage to a reputation than, say, a country weekly".

No Canadian court has yet been called upon to determine whether a defamatory statement over the air is libel or slander, he said, so it would be impossible to assess such an act in terms of possible damages.

Community Service Builds Audience for

C J A T

AVERAGE PROGRAM RATING . 39.9
LISTENERS . . . . 96%
610 Kc. VOICE OF THE RICH KOOTENAYS 1000 W.
Ask All-Canada or Weed & Co., U.S.A.
TELEVISION

TV Tells 'Em and Sells 'Em

"From here out on, the future of television lies with the advertising man." That is what Ardien Rodner, president of Television Advertising Productions, had to say about TV in an article appearing in the February issue of Radio Showmanship. The television time salesman no longer has to argue "here is a chance to experiment and achieve publicity value," for he has facts and figures to show potential advertisers that TV is here to stay.

To back up his statement, Rodner pointed out that 30 or 35 US manufacturers of television sets sold over 176,000 sets in 1947, ranging in price from $159 table models to $2,600 de luxe combinations, and that plans now call for the manufacture of 750,000 sets in 1948 and 1,106,000 in 1949. That means the projected 1948 output of television equipment, costing $397,000,000, will be five times the 1947 figure, and in 1949, a dollar production of $472,750,000 is estimated.

Sports Pave TV's Road

Until recently, according to Rodner, programming was the stumbling block on television's path. TV wasn't earning enough money to attract the big wage earners from the other fields, and big business was not going to invest in any second-rate advertising medium. But when TV officials decided to emphasize on-the-spot pickups of major sporting events, the picture changed. In most cases, surveys proved that when such sporting events are available, up to 98% of set owners within range are tuned in. Some of the larger advertisers who were already experienced with the sponsorship of sports in radio, recognized the potentialities of the new medium, and began to invest in television.

By the end of 1947, 159 advertisers were sponsoring shows on 13 commercial stations, and were using 207 time segments in contrast with 30 in January of the same year.

At the end of 1947, there were 20 stations on the air. FCC records show that there will be another 21 by the fall, and 20 more are scheduled to begin operations in the indefinite future. Fifty more have FCC approval, and 45 or 50 have construction permits pending.

Rodner feels that television is the most powerful advertising medium ever developed, because no other "can go directly into millions of living rooms, display the product and its use in full view of potential purchasers, and do it in a breath-taking manner, limited only by the ingenuity of the writer and producer of the show."

Stupendous Results

Dipping once more into an apparently inexhaustible supply of facts and figures, Rodner says that in Chicago, the response to a direct sales pitch over WBKB showed that one out of every 38 home set owners placed an order for a household article retailing at $2.19, a result said to be better than those expected from face-to-face over-the-counter selling.

A weekly two-minute plug for Packard convertibles, over New York station WABD, attracted 32 prospective buyers, who specifically stated that they had seen the car on the program.

The article quotes a Sears-Roebuck advertising man as saying: "The average order from customers reached by television totaled five times as much as the average from all other customers."

OPERA FOR TV

A series of featurettes, based on world-famous operas, will be offered to prospective television sponsors in the near future by the Music Corporation of America.
ST. CATHARINES
has highest per capita
New Capital Investment
in Canada, 1945-1948
(Authority Department of Reconstruction & Supply)

CKTB gives blanket coverage in the
thriving Niagara Peninsula.

Primary coverage in cities of St.
Catharines, Niagara Falls and
Welland.

NO RICHER MARKET IN CANADA

CKTB
1550 Kc.
1000 Watts

INTERNATIONAL

BBC Gets "Either—Or"
London, England.—The BBC has just informed its fifty of
England's top dance band leaders that unless their pay is increased
by 50 per cent they will stop playing for broadcasting on March 1.
The ultimatum was issued after nearly a year of negotiations, ac-
cording to Hardie Ratcliffe, secretary of the Dance Band Direc-
tors' Association. He said nego-
tiations would continue.

"We have been negotiating with BBC since March, 1947, when we submitted
to the corporation a detailed memorandum, including particu-
lar proposals for a substantial in-
crease in fees.

"Our members expressed the keenest dissatisfaction with the long delay in negotiations, for
which they felt the BBC was re-
ponsible. Of course, negotiations are not abandoned, but we are now putting a time limit on them."

A BBC spokesman said the proposed increase was thought to be
excessive but that an answer will be given the band leaders
soon.

GOVERNMENT RADIO
IN ARGENTINE

Montevideo, Uruguay.—The Inter-
American Association of Broadcasters has written a letter of protest, together
with a lengthy report, to J. Horacio Quijano, president of the Congress of
Argentina, charging that private
broadcasting in Argentina is rapidly losing out to complete government
domination.

A recent study made by IAAB
reports that the Argentine Congress is considering a complete reorgani-
ization of radio, turning over "interven-
tion, control and direction of all the
services of broadcasting" to the ge-
neral management of Post-Office and
Telecommunications and the National
Broadcasting Institute.

According to the "Report on the
Argentina Case", many stations were
suspended or closed, and had their licenses cancelled during 1947. The
government practice of suddenly call-
ing all stations and ordering them to
cancel regular schedules immediately
for a broadcast in the government's
interest is also protested in the report.

This is the second time the IAAB
has lodged a complaint against Argen-
tina radio. Last summer, the associa-
tion's board of governors called direct
to Argentinean president, General
Peron.

NAB MEETS IN MAY
Washington, D.C. — The National
Association of Broadcasters has an-
nounced that arrangements have been
completed for the 26th Annual Conven-
tion of the NAB, to be held May
17 to 21, in Los Angeles.

According to the plans now made, May 17 and 18 will be devoted to con-
ferences on the management level.
May 20 and 21 will be taken up by the
engineering conference.

TO AIR OLYMPICS

Wembley, Eng.—In order to broad-
cast the Olympic Games this summer, the BBC is equiping a radio centre consis-
ting of eight studios, twenty-
two recording channels, and a control room.

The control room will be capable of passing thirty-two simultaneous broadcasts to the
European trunk line, to the Post Office, to Radio Terminal, or to BBC's
own transmitters. Wembley will also be the location of BBC's television
headquarters.

Work on these installations, which are being set up in thirty places in and
around London, had to begin early this
year, because once the Olympic Games were last broadcast in 1936, the BBC has added forty-three languages to its
broadcasting services.

PLAN RADIO SUCCESS SURVEY

Working in co-operation with the
National Retail Dry Goods Associa-
tion, the NAB Department of Broad-
cast Advertising will soon be under-
taking a study to show how much
money is spent annually by large retail
stores.

Present NAB "National Average"
figures show small percentages for
radio because they are taken from
data involving stores which use radio
and stores which do not.

The survey will be made by sending
questionnaires to more than a thousand
stores, and when the study is com-
pleted, the NAB expects to have data
which will encourage more retailers
to plan advertising on the basis of
jobs done for given stores.

GREETINGS TO CAB CONVENTIONEERS AT QUEBEC

CKCL
TRURO, NOVA SCOTIA
250 WATTS NON-DIRECTIONAL
1400 KILOCYCLES

Manager:
J. A. MANNING
Representative:
W. W. WRIGHT

HORACE N. STOVIN IN CANADA
ADAM J. YOUNG IN U.S.A.
MOVIE CRITIC

Clyde Gilmour, the CBC's movie critic from Vancouver, told his listeners the other Sunday that he had seen so many movies that his head is growing to a point.

This Vancouver newspaper man, who gave a fair imitation of an actor himself, on the air, showed no signs of growing to a point in any direction the last time this reviewer saw him. However, there was plenty of point to his criticisms of the week's shows.

His weekly effort, which recently went on the trans-Canada network at 4:15 on Sundays, is about the only movie program on the air in these parts which is concerned with the merits and demerits of the shows rather than the fables and peccadilloes of the actors.

Gilmour sticks right to business, which he sees as being the intelligent examination of the shows in towns and a discussion of the acting, directing, theme and plot.

No Passes For Clyde

Since he buys his own way into the shows, Gilmour feels under no obligation to condone any of the trash which is screened in the name of entertainment. As a result he gets credit where credit is due, and lets the actors and everybody else have it right between the eyes when they have it coming.

Since he has a nice turn of humor and is a fair mimic, the piece is easy to take. His deliberateness on the air may be a trifle overdone, but it's such a pleasant change from the silly chatter of people concerned simply with plugging a show, regardless of its worth, that it's a minor point.

In a word, Movie Critic is one of the most useful programs of this nature on the air.

-Francis.

STAGE 48

That much reviewed program, The Sings, as perpetuated Sunday, February 22, was, to this auditor, rather like the little girl with the little curl. The first half hour was devoted to a play, "Maybe in a Thousand Years", which was excellently written by Len Peterson, beautifully presented by the entire cast, and could be summed up as an unusual combination of provocative and thought-provoking drama, and extremely acceptable entertainment. The play dealt with the color question and the problems of a Canadian girl who married a Canadian-born Chinese writer, who found himself perpetually thwarted by his origin, despite his Canadian birth and citizenship.

This play was followed by a comedy, also ably written by Len Peterson, entitled "What Does He Know What He's Getting?" We found it hard to maintain interest right through this frivolous affair after the thought-provoking piece that had preceded it.

Standing on its own feet alone, either of these plays would have been more than acceptable to us. Possibly even, now that they are running full hour programs, a very short comedy curtain-raiser might be used before a more serious play. As it came through, though, the second half of what we have to admit is our favorite program was marred by our inability to adjust ourselves to this schizophrenic quality of the whole hour.

-Levi.
C K C V  
The Voice of French Canada  
extends a cordial Quebec Greeting  
to delegates and  
guests at the . . .  
1 - 9 - 4 - 8  
CAB QUEBEC CONVENTION

NEW YORK'S RADIO ROW
by  
Richard Young

New York, N.Y.—National Association of Broadcasters' standards of prac- 
tice code is once again back in the headlines and it's a safe bet that it  
will stay there at least until the NAB convention at Los Angeles in May  
completes its business. This is the code, you'll remember, which was  
adopted after a series of conferences — by the board of directors of the NAB  
at its meeting in Atlantic City last September. However, the code never went  
into effect because of the opposition of independent station operators.  
The independents' biggest complaint is against the code's limitation on com-  
mercials—more than 30 minutes of commercials for any 15-minute period—and  
they claim they could not hope to survive under such restrictions.  
On the other hand, the NAB officials and  
most of the network affiliate  
members are reportedly in favor of the code,  
because of a fear of governmental con-  
trol if they don't clean house on their  
own. The code is currently being re-  
viewed in the hopes that by the time May  
rolls around it will meet the approval  
of a majority of the NAB membership.  
The code is expected to be submitted to  
the membership this month and then it  
is up for open discussion the opening  
day of the NAB convention May 7.  
Broadcasting magazine started the song  
and dance by publishing a recent survey  
of leading advertising agency executives  
and time buyers which showed that 80  
per cent of those polled are in favor of  
the new code. And what's more impor-  
tant at the moment, 94 per cent of  
said they favored a time limit on com-  
mercials. (Remember — these are the  
boys and gals who do the buying.)  
Don't think the independents haven't  
taken a good long, serious look at that study! However, we have it on good  
authority that the Indies won't be forced into  
accepting a code they don't like and  
we're told to expect plenty of fireworks  
in May. Officials say that one group of  
Indies, claiming that the greatest dan-  
ger to U.S. radio is not from govern-  
ment control but from the power of the  
networks, will promote a break-away  
of the NAB with separate organizations  
formed for various sized stations. And  
now that this whole code business has  
dragged out for so many months, there  
are those along Radio Row who will  
made it certain that come next June  
the broadcasters will still be  
without a code! But one thing sure  
the people of Los Angeles and the  
film folks of Hollywood are really  
going to know it when the broadcasting  
officials arrive in town on the Super  
Chief.

As this edition of the Broadcaster  
went to press, time was drawing near  
for resumption of the networks.  
Petrillo's return was March 1. Although  
some officials are enthusiastic about  
what appears to be the changed attitude  
of Mr. P., others are sure that negoti-  
tiations will not be much more ad-  
vanced than they were some two  
months ago. Most officials this time  
are even refusing to talk or forecast  
the result of the negotiations. They seem  
to have adopted a "keep-your-fingers-crossed"  
strategy and a "well-wishers-see-us-again"  
position. So we'll do the same but wish  
you the best.

N.Y. AM radio in the U.S., in case you  
didn't hear, is deteriorating at an  
alarming pace. At least, that's the  
widely voiced opinion of the  
New York Radio Executives Club  
by Everett L. Dillard, president of the  
Frequency Modulation Assn. and head  
of the East Coast's Continental FM  
Network. Mr. Dillard minced no  
words in telling the assembled broad-  
casting and ad agency executives that  
the rapid and continuous increase in the  
number of AM stations is causing these  
stations to operate under increased  
interference conditions resulting in less  
coverage and service for the advertiser.  
There are 1,169 AM stations on  
the air or constructing. Mr. Dillard  
pointed out, "more than twice the number  
we had on VE Day. Techno-  
ological development cannot keep up  
with this pace." Only escape from this  
situation, according to the FM chief, "is  
the growth of FM broadcasting.

There were 1,063 FM stations author-  
ized by the FCC as of February 11,  
1947 and more than 400 FM transmitters  
in the air today. He is expected  
that 1,000 stations will be on the air  
by the end of this year. Thus, Mr.  

FUN 'N THINGS!

Broadcasting isn't all drudgery.  
Now 'n again we get a real  
breakout of our work. Like the chappie  
above,  

C J C A  
personnel is a community-  
spirited lot of citizens who  
never pass up an opportunity  
to offer public service in some  
form or other. Hospitaiity  
weeks got a kick out of the  
cut-up antics of the chappie  
above. Countless other  
groups and organizations in Alberta  
get a kick out of CJCA's  
public service activities and  
CJCA personnel gets a kick  
out of doing it.
illard concluded, I.FM service closely parallels existing AM service.

U.S. radio, already plagued by countless listenership polls, surveys ratings, of what have you, is now being offered a new service (I.FM) famous for its high on the air. Dr. George Gallup's Audience Research, Inc. Dr. Gallup's organization has just completed a nation-wide study of the American public, which calls the "enthusiasm and support" of 125 radio personalities. According to the ARI poll, Bing Crosby emerges as the year's most popular personality (with Dr. McGeorge and Molly so far at the bottom of the list). Among the new teams, Jack Benny and Eyv Adams showed the most promise. As for single acts, Arthur Treacher and Henry Morgan are listed as above average in appeal. CBS in enthusiasm for itself and enthusiasm for comedy. "Monograms and cartoons," we can add, "are pitching for the shows under contract to NBC."

WORLD NETWORK PLANNED
Washington, D.C.—Canada and the United States will be among the eighteen countries which will be represented at a meeting of the Radio Program Committee to be held in Paris this year. UNESCO plans for international radio, with a Radio Program Committee and a Council for Educational Broadcasting, were revealed here recently at the fourth meeting of the United States Commission for UNESCO. The UN's educational branch has decided to co-operate in the operation of a world radio network if such a network is established by UNESCO. Otherwise UNESCO will "re-examine the possibility of establishing its own world radio network."

New York.—Member companies in the Radio Manufacturers Association reported all records last year in the production of AM, FM and television receivers. Total sales produced: 17,965,677. Since RMA member production accounts for more than 90% of the industry, total output is expected to exceed 18,500,000. Majority of these are said to be table models. Small wonder that the industry has been pushing its campaign for "a radio in every room!"

COMING UP
A Red Or Noir (Johnstone)
A Few More Minutes (Jay-Dee)
Dream Of You (Victoria)
The Girl You Left (Musicama)
I Love You, Yes I Do (Dee)
I'm Looking For A Sweetheart (Musicama)
My Time Is Up (Dee)

It's Easy When You Know How

The rhythm to this hit from Canada is simply sensational.

Rumba Rhumba (Duchess)
Love Is Fun (Entertainers)
My Promis To You (BMI)
Rumba Jubilee (Amigo)
Romancing (Cherry)
Saskatchewan (Old Colony)
Someone Cares (Campbell-Peggie)
Swing Low Sweet Chariot (Stuart)
There Is One (Melin)
Trouble Is A Man (Regent)
Who's Got All The Dough (Deejay)

CANADIAN SONG HITS

ALL DRESSED UP WITH A BROKEN HEART (MARKS)
Peggy Lee—Capital 1922
Bill Houston—MGM 16112
Alan Gordon—MGM, Nat. 7919
Eddie Howard—MGM 1226
Buddy Clark—Columbia 37995
Phil Reed—Dance Tune 175

BARBARA ANN
Lon Snider Trim—Musicama 2

FOOL THAT I AM
Billy Eckstine—MGM 10056
Dinah Washington—MGM 9065
Sammy Kaye—Vic 26-5906
Trudy Hawkins—Vic 26-5910

LAMOUR A LA BOOGIE WOOGIE
Fernand Reboldoux—Victor 55-327

LETS BE SWEETHEARTS AGAIN
CAMPBELL-PORRIGE
Margaret Whiting—Cap 1514
Guy Lombardo—Mildred Lewis
Billy Leach—MGM 1180

LOVE IS SO TERRIFIC
Art Lund—MGM 10126
Helen Carroll & Sattlers—Voc. 29-2172

MISSING
FRENCH "PITIE"
Rud Titus—Musicama 3

PASSING FANCY
Vaughn Monroe—Vic 20-5273
Frances Langford—MGM 6595
Don Derry—Vic 1180

TERRESA (DUCHESS)
Dick Haymes—Andrew Sisters
Dec 34-2328
Jack Smith—Cap 444
Three Blues—Eight Wallflower

LAURA (RCA Victor)
Johnny Desmond—Majority (Dee Jockey—McGregor)

DAVID E TO MARCH
Da, Ray—MGM—Commodore 1904
Ray Rossi—Kap—Cap 30671 (U.S.)
Willingham Gray—Clicks

MELODY HITS

Who Put That Dream in Your Eyes (STUART)
Mark Warfield—Cap 802
Roy Carter—Republic 122

WHY DOES IT HAVE TO RAIN ON SUNDAY (JOHNSON)
Fredric Martin—Vic 20-2551
Beale Street Boys—MGM 10100
Smoky Layton—MGM 922

YOUR GONNA GET MY LETTER IN THE MORNING (LONDON)
Guy Lombardo—Nathan Osborne
Dec 34-2308

NEW UP HITS
CANADIAN SONG HITS

NEW YORK

229 YONGE STREET TORONTO

CANADIAN BROADCASTER

Page Nineteen

www.americanradiohistory.com
STATIONS

Station's Employment Plan
Wins Wide Acclaim

Halifax. — For some time, CCH has been airing a series of programs and spot announcements designed to aid Halifac's unemployed in finding work. The results of this campaign have brought acknowledgment and thanks from the various officials of the Department of Labour, the Department of Veterans Affairs, the Unemployment Commission and from the Premier of Nova Scotia.

In a letter to Finlay MacDonald, station director of CCH, J. K. MacDonald, Supervisor of the Employment Branch of the Unemployment Insurance Commission, said: "As a direct result of the broadcasts, we have received 114 inquiries from employers, resulting in 50 vacancies being reported and 47 applicants placed in employment.

Three-Plan Way

Three approaches are used by the station in the campaign.

In the first, an announcer interrupts a program with a direct appeal to an employer saying that he knows of a man in Halifax who can fill a position of trust. The employer's qualifications are then read by another announcer. If an employer is interested, he can call the station directly.

The second type of program deals more generally with the employment problems of the district. A message is read, designed to be of interest to everyone with the usual financial worries. The station figures out their monthly bills for them and the announcer says "well, how would you feel if you did not have an income? At least you have one to budget around." The program ends by emphasizing the needs of the unemployed in Halifax.

Distant Listeners Protest
Threat to Quit Short Wave

Toronto.—Radio has a forgotten son, which may not be as forgotten as was thought, judging by a letter of letters which now many have written to the Unemployment Commission, which may not be forgotten.

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With the third approach, the actual applicant, whose identity is not disclosed, gives his own qualifications over the air. Because some have good delivery and self-assurance, some listeners are impressed, and often, the applicant is offered a job.

The station works in close cooperation with the local branch of the National Employment Service in order to keep up to date on all unemployment data.

Apparently, the programs have been well-received by the public for applicants who have heard their call read over the air have been, in some cases, swamped with offers that they were forced to telephone the station to ask them, with thanks, to "call off the dogs."

MacDonald has submitted the idea to the Department of Labour for possible use by other independent stations.

Gene Lee

SALES REPRESENTATIVES FOR
A DISTINGUISHED GROUP OF
CANADIAN RADIO STATIONS

"CJAV" Port Alberni...
Says THE DAILY COLONIST

The British Columbia Capital City Newspaper...
in their issue of February 1, 1948...

"MEANS
"STRONG
"HIGH
"TAP

... news, music, special events and the outside world to some 12,000 people in that area."

... enough to adequately cover the north end of the Island."

... mountains around the Alberns make it difficult if not impossible for people there to have superior long-range radio reception.

... this Rich Market.

ACT NOW through "RADIO REPS" Ltd., Montreal, Toronto, Vancouver
Here is the full doozy turning the first snow-laden sod for the new CFRB transmitter from where the Toronto station's signal will go out when the changeover to 50 Kilowatts on 1010 Kc. takes place this summer. The new transmitter, an RCA, type BTA 50-F, will be located at Clarkson, 20 miles west of Toronto just off the Lake Shore Highway.

I may hang it up in the mess hall of this jail for all to see. Thanking you for the favor, we are expecting to remain yours truly. Tweedy has so many requests and dedications that he can only get around to airing ten records every hour.

HELP FIRE VICTIMS
St. Catharines, Ont.—The morning after the fire which completely destroyed the home of Robert Flowers, leaving Flowers, his wife and children homeless, station CKTB went on the air to make an appeal for clothing, bedding and other materials for the family. The response was immediate. The Negro Methodist Church, of which the family are members, arranged to pick up the donated goods, while other service organizations helped with the work. Many cash donations were offered and a fund was set up to rebuild the house. The St. Catharines workman had been building himself a home for a period of years. Within a week, while CKTB continued to publicize the work through spot announcements, over $5,000 was raised to help the stricken family.

STATION LEAVES AIR TO AID POWER CONSERVATION
Orillia.—Station CFOR is leaving the air daily from 10 to 11 a.m. and from 1 to 4:30 p.m. in the hope that this action will prompt local citizens to conserve power, in line with the request of the Orillia Water, Light and Power Commission to save electricity. Twice, in recent weeks, CFOR has turned its facilities over to the power commission and its representatives. One week after the chairman of the Commission, Allen Ralph, announced restrictions, he was back on the air to say that a sufficient saving had been made to warrant easing restrictions.

AIR ARENA OPENING
Welland, Ont.—When the new Welland-Crowland Arena here opened recently, Rev. Stanier, CKTB, St. Catharines sports broadcaster acted as emcee at the official opening ceremonies. Six years and a quarter million dollars after work was begun, the arena, a community project, was finished. Several M.P.'s, civic officials and industrialists took part in the opening, which was broadcast over the St. Catharines station, as was the St. Michael's-St. Kets hockey game which followed the ceremonies.
ONCE AGAIN we take pleasure in introducing the Managers of the Radio Stations we are proud to represent. Each serves his Community by rendering public service, sound programming, and alert merchandising to advertisers. And, between them, they represent over 2 million radio homes—a mighty important segment of Canada's population, and a highly valuable market to national or local advertisers.

* Duplicate coverage deleted.

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<th>Station</th>
<th>Place</th>
<th>Total Radio Homes in Coverage Area</th>
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Representing

*2,207,490 RADIO HOMES*
MIGHTY MIKE SEZ...

IN A RECENT MAIL CAMPAIGN

Letters were received from:

65 Saskatchewan towns.
70 Manitoba towns.
12 Montana towns.
12 North Dakota towns.
1 British Columbia town.

COVER THIS BUYERS' MARKET WITH

G-E Two-Studio Consolette

Welcome to the

GENERAL ELECTRIC

display at the CAB in Quebec City

See what General Electric—first and greatest name in electronics—is offering in advanced studio and station equipment. Discuss your station problems with the C-G-E engineers at our display booth at the Quebec City CAB Convention, March 8-11.

G-E 3kw FM Transmitter

AM, FM, AND TELEVISION EQUIPMENT • ANTENNAS • ELECTRONIC TUBES • RECEIVERS •

CANADIAN GENERAL ELECTRIC CO LTD

HEAD OFFICE — TORONTO

March 6th, 1948

LISTENING is my business, and, I might add, it's a full-time job. It would almost seem, then, that the modern public has grown up to cut my idle time to a minimum. Right now their schedules are full, loud speakers emitting some truly weird and wonderful things.

Frankly, I thoroughly enjoy this listening business. That is, of course, that whenever we have no attack of Hydrophobia. Maybe I should explain the more fortunate, that we have a shortage of Hydro power which is interrupted at any time. I have no such limitation except that it does conflict with programs. If anything genuinely irks me, it is to become interested in a slow tune and bingo!—power.

At long last I've found a way to fill the kilocycles. A program I consider to be good listening is "Corinne Jordan" or McCormick's Limited. It's both natural and down-to-earth. One of the best features is that Miss Jordan does not break into a song while playing piano. She may not be the very best piano player on the air but her selections, coupled with her homespun philosophies, are acceptable. Her show is on CHML at 8 on Fridays and is broadcast on CFRB the same night at 8:15. This means listening to a repeat but it is one of the few shows you can take twice.

It's only a matter of opinion but I think it's my feeling that community stations are all-important to the people in their immediate areas. Whether broadcasting on behalf of community leaders or for appeals to locate lost persons, stray animals or other objects, it is the local station which gives prompt and effective service. Local events and new are, of course, a "must".

Local stations seem to be caught between earning sufficient revenue and complying with a mass of complicated and sometimes discouraging regulations, and, hardiest of all, trying to please most of their listeners all of the time. Operating a radio station may be fun but I doubt it.

Thanks to the sponsors, Imperial Oil and to "Pat" Pasmore, Maclean Advertising, I saw one of last year's hockey games. I enjoyed seeing the teams in action even though they were left out of the game. After listening to this year's games on the air I can only say I prefer to "see" them through the eyes of Foster Hewitt. He is my idea of an ace sportscaster with a clear and colorful delivery and a definite knowledge of the game.

Between periods the Hot Stove League, with Wes McKnight & Co give out with a breezy discussion of the games. The commercials are handled by Courtlyen Bessell of "N.H.L." Broadcasts are carried across Canada on a large network of stations.

Do you see what I mean, when I say listening can make your life a bit more fun? Try it sometime and see.

—Elle
First shuttle of the rubble brings the current issue of the Torontoaren bersa office immediately asks to see the deck. Fame of this dotation of per has spread from coast to coast, we've had it immortalized in a, and in the ensuing column, we are finding out what gives it its hurricane-like character.

First shuttle of the rubble brings the current issue of the Toronto

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First shuttle of the rubble brings the current issue of the Toronto
And so the youth of to-day marches forward... ever aware... ever eager..."—Courtesy Canadian High News.

POSITION WANTED

Have senior matriculation. Hold Certificate of Proficiency in Radio (Second Class), Diplomas in Radio Technology and Communications from Radio College of Canada. 8 years experience.

R. K. POWLEY
MEADOW LAKE - SASKATCHEWAN

EMLOYMENT

SPORTS ANNOUNCER with two and one-half years experience doing running commentaries on football and baseball with army broadcasting unit in Europe wants to locate with radio station anywhere. While experience is limited to sportscasting, is willing to learn and is anxious to make himself useful as general announcer or in any other way. Disc available from Dick Lewis if required. Tony Rossi, 12 Orde Street, Toronto.

ANNOUNCER (ex-Navy), one year's experience on two stations (Ontario), seeks advancement in opportunity and salary, the latter according to merit. He is 23, single, and willing to go anywhere. Disc available through Dick Lewis. Write Box 101, Canadian Broadcaster, 371 Bay Street, Toronto.

IS THERE AN ADVERTISING AGENCY which would be prepared to offer a beginner's job to a recently arrived Englishman, age 24, with senior matric, five and one-half years merchant marine, knowledge of German and Spanish, and an absorbing desire to get into advertising? Prepared to accept bachelor living expenses for three months trial period. Will go anywhere at own expense. Box 102, Canadian Broadcaster, 371 Bay Street, Toronto.

CHAT

(Continued from Page 3)

There's Only ONE WAY to reach this market. It's a matter of distance.

We are THE ONLY STATION WITHIN A RADIUS OF 110 MILES OF MEDICINE HAT.

An All-Canada - Weed Station

MEDICINE HAT

Another CFNB First

550 Pay Parade!

CFNB Pays it's listeners to know sponsors and products. Sponsors identification is a must.

CFNB's 500 Pay Parade is an example of "Complete" selling. CFNB with your program. Your program sells your product.

Mrs. Mary Clarke, St. George, Ont., won $17.00 by knowing the answer to the following question: "Who produces the Aspirin program, "Vigil Tunes" heard at 10:30 Friday evening?"

Answer—Frank Hummer.

CFNB schedules three "spots" in a quarter-hour. Even listeners hate last ear appeal and are "built" on 500 Pay Parade.

Mrs. Gordon Barrett, 60 George St., Fredericton, won $10.00 by answering "What orchestra is featured on the Jack Smith Program for Dudley and Davis?"

Answer—Orchestra in Disarray.

CFNB pays it's listeners to "listen closely." CFNB assures greatest sponsor product and artist appreciation.

Mrs. Thomas J. Hughes, Sr., R. R. No. 6, Fredericton, won $8.00 when she answered "At what time does the Imper- ial Oil Hockey Broadcast start on Saturday night?"

Answer—10:05 P. M. Saturday evening.

Another CFNB First

550 Pay Parade!

CFNB's 550 Pay Parade has gone on the air for six months. Listeners have won more than $250,000 in identifying programs, sponsors, artists, names, products, products, programs, frequency, announcers and origination point. CFNB listeners know "CFNB is winners' station." It pays off in sales for the sponsors. It pays off in good will for CFNB. It pays the listener.

THE DOORWAY TO

NEW BRUNSWICK

FREDERICTON, N.B.

ALL CANADA RADIO FACILITIES

WEED & COMPANY, U.S.A.

March 6th, 1948
### Radios Outnumber Phones

**By Nearly Two-to-One**

Toronto.—Slightly over 90% of Canadian homes are estimated to have radios, while only about 50% have telephones. This surprising information came to light following the release, by the Bureau of Broadcast Measurement, of the official figures for Canadian radio ownership (1948). In releasing the figures for publication in this issue, Horace N. Stovin, technical chairman of the BMM, pointed out that the study, which included the compilation of population, household and radio homes figures, by counties, census divisions and major urban centres in the Dominion has taken three and half months. The work expressed appreciation of the BMM for the co-operation and assistance afforded by the Sampling Unit, the Central Research and Development Division of the Dominion Bureau of Statistics, and the Statistics Department of the Canadian Broadcasting Corporation. He paid special tribute to the work of H. F. Verheugt, of the CBC, who, with the cooperation of G. E. Rutter, H. N. Stovin & Co. statistician, was responsible for the mammoth task tabulating the figures.

### Exhaustive Research

The radio home figures are based on the test available information and are estimated as of January 1948. The data has been compiled by counties, census sub-divisions, cities and towns of 10,000 population or over (1941 census), and all other urban centres having one or more broadcasting stations. The figures have been tabulated for each province.

Population estimates are based on 1941 census figures, ration book counts, natural increases, internal migration, and so forth, which were projected to 1948. The household figures were based on estimates of the number of persons per household for each county and census division, computed from the Dominion Bureau of Statistics Census reports. Figures were adjusted from the August 1947 estimates of households by the Dominion Bureau of Statistics.

Radio homes estimates were made on census data and estimates of radio homes as reported by the Sampling Unit, Central Research and Development Division of the Dominion Bureau of Statistics for August 1947. The 1948 percentage of radio ownership was also tabulated for each place and area reported.

### Starting Statistics

It was found that in Canada as a whole, 93% of urban households and 84% of rural homes are radio equipped. As has been stated, about 90% of Canadian homes are estimated to have radios, while only around 50% have telephones. About 42% of the households have radios but no telephones, while about 48% have both.

### B.M.M. SUBSCRIBER STATIONS

<table>
<thead>
<tr>
<th>B.M.M. SUBSCRIBER STATIONS</th>
<th>PRINCE EDWARD ISLAND</th>
<th>ONTARIO—(Cont'd)</th>
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<td>CAO — Ottawa</td>
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<td>NOVA SCOTIA</td>
<td>CFCM — Ottawa</td>
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<td>CFOS — Owen Sound</td>
<td>CHOV — Pembroke</td>
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<td>CBTV — St. Catharines</td>
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<td>CHNS — Halifax</td>
<td>CKTL — Sydney</td>
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<td>CICH — Halifax</td>
<td>CICS — Toronto</td>
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<td>CFNB — Fredericton</td>
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<td>CKCW — Moncton</td>
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<td>CBA — Saint John</td>
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<td>CHSJ — Saint John</td>
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### SASKATCHEWAN

| CHAD — Amos                 | 6-C                    |
| CBJ — Chicoutimi            | 6-D                    |
| CHERP — Grandby             | 7-A                    |
| CKCH — Hall                 | 7-B                    |
| CRKS — Jonquiere-Kenogami   | 8-A                    |
| CBF — Montreal              | 8-B                    |
| CBM — Montreal              | 8-C                    |
| CFFC — Montreal             | 8-D                    |
| CJOJ — Jonquiere-Keewatin   |                        |
| CKAC — Edmonton             |                        |
| CHNC — New Carlisle         |                        |
| CBV — Quebec                |                        |
| CHRB — Quebec               |                        |
| CKCV — Quebec               |                        |
| CJRB — Rimouski             |                        |
| CKRN — Chaty                |                        |
| CHEL — Sherbrooke           |                        |
| CJSO — Soelo                |                        |
| CHLN — Three Rivers         |                        |
| CKV — Val De'O             |                        |

### Radio Homes Estimates

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### SUMMARY

**B.M.M. RADIO HOMES**

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<th>Province</th>
<th>Households</th>
<th>Per Cent</th>
<th>Radio Homes</th>
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<tr>
<td>Alberta</td>
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<td>283,500</td>
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<td>91.5</td>
<td>294,000</td>
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<td>214,800</td>
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<td>Nova Scotia</td>
<td>1,319,658</td>
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<td>1,694,646</td>
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<td>211,085</td>
<td>93.4</td>
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<tr>
<td>Quebec</td>
<td>736,320</td>
<td>94.9</td>
<td>692,940</td>
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<tr>
<td>Saskatchewan</td>
<td>224,188</td>
<td>88.4</td>
<td>208,320</td>
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</table>

**TOTALS** | 3,163,288 | 92.7 | 2,939,376 |
### Canadian Broadcaster

**March 6th, 1948**

#### Broadcasting Station

**CKOC**
**HAMILTON, ONTARIO**

**EXTENDS A HEARTY WELCOME**

TO THE VISITORS AT THE CAB QUEBEC MEETING

**THE AGENCIES**

**THE ADVERTISERS**

**THE BROADCASTERS**

and friends of the Broadcasting Industry

---

**Get COMPLETE COVERAGE IN SASKATCHEWAN**

**ADD**

**C R B**

Prince Albert, Sask.

**WITH 5,000 WATTS COVERING NORTHERN AND CENTRAL SASKATCHEWAN**

**ASK ANY "ALL-CANADA" MAN**

SUCCESS AND BEST WISHES TO C. A. B. CONVENTION

---

**Representatives:**

CANADA—ALL-CANADA RADIO FACILITIES

U.S.A.—WEED AND COMPANY

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### Census Sub-Division

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<tr>
<th>Census Sub-Division</th>
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<td>83.5</td>
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<td>850</td>
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<td>720</td>
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**www.americanradiohistory.com**

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**Representatives:**

CANADA—ALL-CANADA RADIO FACILITIES

U.S.A.—WEED AND COMPANY

---

**Get COMPLETE COVERAGE IN SASKATCHEWAN**

**ADD**

**C R B**

Prince Albert, Sask.

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CANADA—ALL-CANADA RADIO FACILITIES

U.S.A.—WEED AND COMPANY
Make News Pay

SPONSORS ARE CURRENTLY BUYING EVERY SINGLE NEWSCAST AND FEATURE ON THE B.U.P. RADIO WIRE

Are You Getting Your Share of this sponsor investment?

Here's What B.U.P. Brings everything saleable and SELLING NOW

- 15-minute newscasts
- 5-minute newscasts
- world-wide bulletins
- fast sports results
- news roundups

NEWS

- WOMEN women in the news in the women's world behind the headlines
- NEWS highlights of the week world of tomorrow names in the news
- FEATURES HUMAN INTEREST in your neighborhood time out
- SPORTS speaking of sports
- FARM on the farm front
- BOOKS your book report
- MOVIES in movieland

— and they're all sponsored!

BRIGHT WRITING — FAST ACCURATE NEWS

BRITISH UNITED PRESS

head office — 231 St. James Street, Montreal

The Canadian Opinion Company of Toronto (Gallup affiliate) recently conducted a readership survey for Action Catholique of Quebec. In a region where provincial news interest runs high, the survey showed that first place in reader interest went to foreign news.

NEWS READERSHIP

<table>
<thead>
<tr>
<th>International</th>
<th>Men</th>
<th>Women</th>
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<tr>
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<td>31%</td>
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<tr>
<td>Provincial</td>
<td>10.2%</td>
<td>27%</td>
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<tr>
<td>National</td>
<td>31.7%</td>
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</tr>
<tr>
<td>Local</td>
<td>18.4%</td>
<td>18%</td>
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Norman McLeod's Ottawa dispatches, which brought telegrams of congratulations from newsman all over Canada, rank high among recent B.U.P. domestic spots.

Congratulations were also received during the past year for superior service on Provincial elections, bye-elections, etc.

FIRST AT HOME . . .

. . . FIRST ABROAD
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To sell itself to the listening public, FM needs more than technical excellence... it must add to its higher quality that elusive element known as Showmanship. To FM, the STANDARD LIBRARY offers both Quality and Showmanship... Quality assured by the highest technical* standards of recording, and Showmanship which enhances outstanding "names" with inspired production. This combination has won for the Standard Library its unqualified leadership in the AM field, serving more stations than any other service, and now doing the same outstanding job for FM broadcasters.

*Guaranteed to meet all present and future requirements for FM.
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**March 6th, 1948**

**Canadian Broadcaster**

**Page Thirty-Three**
Canadian broadcasters from the Maritimes to the Pacific Coast have long recognized RCA broadcast equipment as the finest there is anywhere. In proof of this tribute to RCA broadcast equipment is the use by fifty-six Canadian radio stations.

RCA Victor is proud to be associated with these fifty-six radio stations in their splendid and unceasing service to Canadian radio audiences, in providing the best in radio broadcasting for entertainment and education.

Today RCA Victor offers Canadian broadcasters the services of a special research and engineering group for technical consulting advice...with complete facilities for supply and installation anywhere in Canada. This special service is fully supported by the vast scientific resources of RCA Victor, plus wide experience in radio techniques over long years of development and progress.
### Quebec

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<td>Halifax</td>
<td>CBH</td>
<td>CBC</td>
<td>—</td>
<td>W. E. S. Briggs</td>
<td>—</td>
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<tr>
<td>Halifax</td>
<td>CHNS</td>
<td>All-Canada</td>
<td>Weed &amp; Co.</td>
<td>Gerald Redmond</td>
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<td>Halifax</td>
<td>CJCH</td>
<td>H. N. Stovin</td>
<td>J. H. McGilvra</td>
<td>E. F. MacDonald</td>
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<td>Sydney</td>
<td>CJCB</td>
<td>All-Canada</td>
<td>Weed &amp; Co.</td>
<td>N. Nathanson</td>
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<td>Yarmouth</td>
<td>CJLS</td>
<td>All-Canada</td>
<td>Weed &amp; Co.</td>
<td>L. L. Smith</td>
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<td>Yarmouth</td>
<td>CKCL</td>
<td>William Wright</td>
<td>Adam Young</td>
<td>J. A. Mansing</td>
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<td>Yarmouth</td>
<td>CFAB</td>
<td>J. L. Alexander</td>
<td>Adam Young</td>
<td>A. M. Bishop</td>
<td>—</td>
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</tr>
</tbody>
</table>
FROM YOUR SALES MESSAGE ON CALGARY'S MOST POPULAR STATION

CFAC

* AVERAGE PROGRAM RATING (night, January, 1948)

CFAC ... 20.5
STATION 2 ... 13.4
STATION 3 ... 6.3

5000 Watts

* ELLIOT - HAYNES SURVEYS

REPRESENTATIVE ALL-CANADA RADIO FACILITIES LIMITED
### STATIONS OF THE CBC NETWORKS

#### Trans-Canada Network

<table>
<thead>
<tr>
<th>Region</th>
<th>Stations</th>
</tr>
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<tbody>
<tr>
<td>Atlantic (Basic)</td>
<td>CBH, CBM, CKV, CJIB</td>
</tr>
<tr>
<td>Atlantic (Supplementary)</td>
<td>CJC, CJO, CKC, CJK</td>
</tr>
<tr>
<td>Prairie Region (Basic)</td>
<td>CAY, CJO, CJB, CKO</td>
</tr>
<tr>
<td>Prairie Region (Supplementary)</td>
<td>CKC, CJK, CJO, CJO</td>
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<tr>
<td>Pacific Region (Basic)</td>
<td>CKW, CKC, CKR, CKL</td>
</tr>
<tr>
<td>Pacific Region (Supplementary)</td>
<td>CKG, CKB, CKG, CKB</td>
</tr>
<tr>
<td>Mid-Eastern Region (Basic)</td>
<td>CKJ, CKY, CKA, CKC</td>
</tr>
<tr>
<td>Mid-Eastern Region (Supplementary)</td>
<td>CKC, CKK, CKL, CKC</td>
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#### French Network

<table>
<thead>
<tr>
<th>(Basic)</th>
<th>Montreal</th>
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<tbody>
<tr>
<td>CBF</td>
<td>Quebec</td>
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<tr>
<td>CBV</td>
<td>Chicoutimi</td>
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#### Dominion Network

<table>
<thead>
<tr>
<th>Atlantic Region (Basic)</th>
<th>Antigonish</th>
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<tbody>
<tr>
<td>CFX</td>
<td>Charlottetown</td>
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<table>
<thead>
<tr>
<th>Mid-Eastern Region (Basic)</th>
<th>Summerside</th>
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<tr>
<td>CKOS</td>
<td>Sherrbourne</td>
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<thead>
<tr>
<th>Pacific Region (Basic)</th>
<th>Chilliwack</th>
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<tbody>
<tr>
<td>CHWK</td>
<td>Vancouver</td>
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<table>
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<tr>
<th>Pacific Region (Supplementary)</th>
<th>Prince Rupert</th>
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<tbody>
<tr>
<td>CKPR</td>
<td>Prince George</td>
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<tr>
<td>CFBM</td>
<td>Pembroke</td>
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#### Mid-Eastern Region (Supplementary)

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>CKIC</td>
<td>Sault Ste. Marie</td>
</tr>
<tr>
<td>CKIC</td>
<td>Kirkland Lake</td>
</tr>
<tr>
<td>CKIC</td>
<td>Timmins</td>
</tr>
<tr>
<td>CKIC</td>
<td>Sault Ste. Marie</td>
</tr>
<tr>
<td>CKFR</td>
<td>Fort William</td>
</tr>
</tbody>
</table>

### GREETINGS TO C. A. B. DELEGATES

The Northern Electric Company Limited appreciate the privilege of participating in your National Convention.

We extend to you a cordial invitation

* To see the products we produce to meet your broadcasting requirements.
* To meet our representatives whose foremost consideration is:
  * to give you service.
  * to discuss your equipment and technical problems.

**For every application in Radio—For expert engineering installation—For quality and service.**

**LOOK TO... Northern Electric COMPANY LIMITED**
First in 48

and FIRST in Winnipeg with...

Frequency modulation . . . . . . Block
programming . . . . . . News on the hour . .
24 Hours a Day . .

So many FIRSTS that Local and National Advertisers recognize CJOB as a POTENT AGGRESSIVE ADVERTISING FORCE . . . IN JUST TWO SHORT YEARS of SUCCESSFUL OPERATION . . which brings us to our 2nd Anniversary MARCH 11th.

just check our Elliott-Haynes ratings (surprising isn't it?)

RADIO REPRESENTATIVES LTD. CANADA DONALD COOKE INC. U.S.A.

CJOB 1340 AM 103.1 FM
THE SUCCESSFUL INDEPENDENT
NATIONAL SALES REPRESENTATIVES

CANADA

AMES L. ALEXANDER
Toronto: 103 Adelaide St. W. J. L. Alexander
Montreal: Drummond Building Frank Edwards

LL-CANADA RADIO FACILITIES LTD.
Toronto: Victory Building G. F. Herbert
Montreal: Dominion Square Building Burt Hall
Winnipeg: Electric Railway Chambers Percy Gayner
Calgary: Southam Building H. F. Carson
Vancouver: 198 W. Hastings Street J. E. Baldwin

EBCAST REPRESENTATIVES LTD.
Winnipeg: Lindsay Building A. J. Messner

ANADIAN BROADCASTING CORPORATION
Toronto: 351 Jarvis St. E. A. Weir
Montreal: 1231 St. Catherine St. Maurice Valiquette

JOSEPH A. HARDY LTD.
Montreal: 1405 Peel St. Jos. A. Hardy
Quebec: P.O. Box 341 Upper Town Jos. A. Hardy
Toronto: 1401 Victory Building, serviced by C. W. Wright

METROPOLITAN BROADCASTING SYSTEM LTD.
Toronto: 21 Dundas Square Don Wright

ATONAL BROADCAST SALES
Toronto: Bank of Commerce Building Jack Davidson
Montreal: Medical Arts Building R. A. Leslie

ADIO REPRESENTATIVES LTD.
Toronto: 4 Albert Street Jack Slater
Montreal: Dominion Square Building Wilf Dippie
Winnipeg: Keystone Building A. J. Messner
Vancouver: 144 West Hastings St. J. N. Hunt

ADIO SELLING
Vancouver: 144 West Hastings St. J. N. Hunt

ORACE N. STOVIN & CO.
Toronto: Victory Building H. N. Stovin
Montreal: Keefer Building Ralph Judge
Winnipeg: Manitoba Telephone System Bldg. Wilf Carpenter
Vancouver: 3929 West 30th Street J. W. Stovin

WILLIAM WRIGHT
Toronto: 1401 Victory Building William Wright
Montreal: Empire Life Building Walter A. Dale

UNITED STATES

DONALD COOKE INC.
New York: 551 Fifth Avenue Donald Cooke
Chicago: 360 North Michigan Avenue Jerry Campbell
Los Angeles: 3225 Wilshire Blvd. Gene Grant
San Francisco: 681 Market Street Ralph Bidwell

JOE & COMPANY
New York: 19 West 44th Street Joseph Bloom
Chicago: 360 North Michigan Ave. Z. Golobe
Los Angeles: 402 West Eighth Street L. Krasner
San Francisco: Russ Building Chas. Stahl
Philadelphia: Widener Building T. B. Price
Pittsburgh: Hotel Keystone

JOSEPH HERSHEY McGILLVRA INC.
Chicago: 35 East Wacker Dr. Wm. S. Page
Los Angeles: 684 S. Lafayette Pl. Place Roger Parratt
San Francisco: 68 Post Street C. J. Cosse
Salisbury, N.C.: Rowen Building

WEED & CO.
Chicago: 203 North Wabash Ave. C. C. Weed
Detroit: Book Building Bernard Pearse
Hollywood: 6253 Hollywood Blvd. L. P. Simonds
San Francisco: 68 Post Street Burton L. Beggs
Boston: Slater Building Dan Baud
Atlanta: Palmer Building B. W. Randa

ADAM J. YOUNG JR. INC.
New York: 11 West 42nd Street Adam J. Young Jr.
Chicago: 55 East Washington St. R. S. Russell
Los Angeles: 469 South Hill St. A. O. Dillenbeck Jr.
San Francisco: Mills Building D. A. Scott

A Greeting Rhyme For Convention Time!

Come all you jolly Broadcasters
And listen to our song
We're rhyming our good wishes—
We won't detain you long
We hope your get-together
Will be a grand affair
That all the problems fronting you
Will vanish in thin air.

May each and every one of you
Find this annual pow-pow
A mine of information
As to what to do and how
To boost this job of "casting"
In superlative degree
Just that, dear friend, is what
We wish—

Good luck — CJAD!

MONTREAL
A salesman is only human like the rest of us, Mr. Executive. He has two arms, two legs, one tongue and can accomplish just so much in a day.

If you are keenly interested in your sales possibilities in the rich Western Ontario Market, urban and rural, and we know you are, we believe we have a "live-wire" medium to offer you—a Sales Producer that gets you there "fustest-with-the-mostest"—that medium is CKLW. In a little better than fifteen years, CKLW has become acquainted with 95,710 Western Ontario homes during the day, 87,314 homes at night.

Because of its strong audience and buying appeal and thorough coverage of this market, this influential Radio Station should be a MUST in your Sales and Advertising plans.

Remember—in Western Ontario—urban and rural, it's CKLW the "Good Neighbor Station," 800 on the dial.
We are happy to extend our Best Wishes to CAB Members for a Successful Convention

B. U. L. O. V. A
On your wrist as on the Air ... Faithful Forever

Want to share our success?

Let CFCY introduce your product to the big Maritime market

Here is a comparative picture of listening that gives CFCY the lion’s share of the total potential audience of any Maritime commercial station.*

CFCY has an advantage of 42% over station “A” with 84,460 radio homes.

CFCY has an advantage of 48% over station “A” with 87,560 radio homes.

CFCY 630 kc. 5000w.

CHARLOTTETOWN, P.E.I.


INDEX OF ADVERTISERS

Alexander, J. L.
All-Canada Radio Facilities Ltd.
Associated Program Service
British United Press
BMI Canada Ltd.
Bulova Watch Co. Ltd.
Canadian Marconi Co. Ltd.
CAPAC
Canadian General Electric Co. Ltd.
Canadian Pacific Railways
CFAC, Calgary
CFCN, Calgary
CFCO, Chatham
CFCY, Charlottetown
CFNB, Fredericton
CFOS, Orono Sound
CFPL, London
CFTB, Toronto
CFRN, Edmundston
CHAT, Medicine Hat
CHFP, Montreal
CHNS, Halifax
CHRC, Quebec
CHWK, Chatham
CFAD, Montreal
CJAT, Trail
CJAV, Port Alfred
CJCA, Edmonton
CIGN, Yorkton
CHB, Vernon
CJOB, Winnipeg
CJOC, Lethbridge
CJHL, Kenora
CJBL, Prince Albert
CKCH, Hull
CKCK, Regina
CKCL, Truro
CKCV, Quebec
CKCW, Moncton
CKLW, Windsor
CKMO, Vancouver
CKNW, New Westminster
CKXS, Woodburn
CKOC, Hamilton
CKRC, Winnipeg
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CKY, Winnipeg
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Hardy, Joseph A.
International Surveys Ltd.
Kenney, Mann
McKimmons, Keith A.
Murray, Ltd., Jack
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Nelson, Diel
Northern Electric Co. Ltd.
Press News
RATF
RCA Victor Company Ltd.
Radio Representative Ltd.
Standard Radio
Stovin & Co., Horace N.
Wright, Williams

www.americanradiohistory.com
"Out, Damned Spot!"
(The following is an advertisement of Paul H. Rayner Company Inc., in Broadcasting for February 16, 1948)

Lady Macbeth needed more than all the “perfumes of Arabia” to put it out. We, too, should put out Spot as a misleading name for one of the greatest advertising mediums ever known. What kind of radio is Spot Radio? Seven out of ten advertising people don’t know. Moreover, they believe it to be something it isn’t.

Spot Radio is a system of doing business—an advertising medium that compares in size and quality with the greatest in the field—network, newspaper and magazine. For radio stations AM, FM or TV, it offers the greatest potential for new income. Yet its name is lost in a maze of confusion.

The extent of this confusion was established by a recent survey of advertising managers. These men—and there are thousands like them—are the most logical sales prospects for Spot Radio. To buy it and use it they should first be able to name it. To seven out of ten of them Spot Radio business is “spots”—announcements, chainbreaks, jingles, “insurance” advertising, or something that is left over and can be fitted in between “regular” program broadcasting. “Spot Radio” now means “announcement radio” to the advertising world. For all practical purposes “national non-network”—a clumsy, awkward and negative phrase known only to insiders—is just as useless.

Radio stations have here a $100,000,000 a year business. It is their most profitable kind of business and the type of business with the greatest potential for development, and yet it is struggling under an ambiguous, misleading name. Like Topsy, this business has grown to this truly amazing size without direction, promotion or national coordination. But, at least, Topsy had her name. With a little cooperation and a correct name—how much firther and faster might it grow! From the vast field of national and regional advertisers we should have many program advertisers on transcriptions using big name talent with big Hoopla. With this great medium, an advertiser can select his station, select his markets, select his program, select his time. One name, National Selective Radio, or just Selective, has been proposed. It has a dignity worthy of the medium; it is descriptive and appropriate. Can you propose a better one?

Let’s give this business a name.
We asked our advertisers...
"Why do you use CFRB?"

ANN ADAM, director of this popular broadcasting and testing kitchen, tells us:

"In my Cooking School of the Air program, I feature a wide variety of nationally important food products. As each one is mentioned briefly, I must necessarily select a station that provides high listenership—covers a wide area. I have been broadcasting over CFRB three or four times a week since 1930. The hundreds of telephone calls, and the written enquiries that come in from many parts of Ontario, are a good barometer of CFRB's following. The fact that the firms whose products I mention over the air continue to participate in my program is evidence that they are sold on the effectiveness of my cooking broadcasts over CFRB."

Here's a case where there is no room for error: The station used must be right. Ann Adam—and other CFRB advertisers—continue to use CFRB because it has wide coverage—reaches an audience highly receptive to sales messages—gets fast results. Local advertisers have direct checks on their advertising medium. When they report results, national advertisers would be wise to look to the same medium. CFRB buys more for your advertising dollar in Canada's richest market. Consider what it could do for you!

* This is one in a series of CFRB success stories

Representatives: Adam J. Young Jr., Incorporated, New York, Los Angeles, Chicago  -  All Canada Radio Facilities Ltd., Montreal