CLW Gets 50 Kw

French License For Edmonton

Alberta Premier

Montreal, April 3rd, 1948

CLW, when it goes onto its new wattage, will be the third private station to be granted a licence, the others being CFBR, Toronto, and CKAC, Montreal.

Manning Claims

Discrimination

the CBC's approval of the application for the station of Radio Edmonton, which has operated a 5 Kw station on 1,370 m, to operate in the French language, after its refusal to grant a commercial licence for the present station CKUA, was described as "indefensible and discriminatory" by Alberta Premier Manning.

Manning said the CBC had made a statement in rejecting the application for CKUA that it was convinced that another commercial licence for the French language would affect very seriously the financial position of the existing stations (CJCA and CFRN). In recommending the application for the French station, the board said: "In view of the facts that this will be an exclusively French language station, the board does not feel in this case that there will be a detrimental effect on the service of other stations covering the area."

French language stations now operating outside the Province of Quebec are CJEM, Edmonton, Alta.; CHTN, Sudbury, Ont.; CHNF, Saint-Jean, N.B.; and CKX, Winnipe.

According to 1941 census figures, Alacta, with a total population of 796,169, has 31,451 people whose mother tongue is French. Other language groups in the province are Ukranian—7817; German—62,766.

Grant Four New FM's

applications for FM licenses were approved by the Board. These were Peace Publishing Co. Ltd. (Simon Re-Former), Simcoe, Ont.; Kamloops Sentinel Ltd., who also operate station CFJN, Kamloops, B.C.; Southam Co. Ltd. (Edmonton Journal), who own station CJCA, The Hamilton Spectator, a division of the Southam Co. Ltd., Hamilton, Ont. An application from Don Murray for an FM license for Chilliwack, B.C., was refused in favor of station CHWK, who, the Board understands, are making application.

Transfers

Stock transfers were approved for Radio Rowan Ahuntsi Lee to the newly incorporated Northern Radio—Radio Nord. The Board stated that in recommending the transfer of the stock and also of the licenses to operate stations CHAD, Anson; CKVD, Val d'Or; and CKRN, Rowan it understood that control would

remain with D. A. Gourd, J. J. Gourd and R. Charbonneau. Transfer of control of Oshawa Broadcasting Co. Ltd. (CKDO)

SILVER JUBILEE

Celebrating its twenty-fifth anniversary just before passing out of the hands of its founders and owners, the Manitoba Telephone System, is station CKY, Winnipeg, which this summer, on completion of the purchase, is to be taken over by the Canadian Broadcasting Corporation. Pictured above is an early shot of one of CKY's original studios.

RADIO BOOSTS CRIPPLED KIDS

Toronto— Virtually all talent here offered their services to the Ontario Crippled Children's drive in a mammoth Sunday program, staged before an audience of about fifteen thousand in the Maple Leaf Gardens last month.

Time only permitted the use of around twenty people and acts, but AF of M and ACRA granted dispensations permitting anyone to work without fee. CBC gave the lines and time on CJBC, and 33 Ontario independent stations and CFOR, Montreal, donated their time as well.

The formidable list of talent which appeared on the show was head-lined by the Metropolitan star Marjorie Lawrence, herself a polio victim, who flew up from Hot Springs, Ark., to appear on the show. The Honorable Paul Martin, Minister of National Health and Welfare also appeared.

Talent included Lucio Agostini and his Orchestra, Bernie Braden, Greg Clark and Jimmy Frase, The Commodores, Jack Dawson, Georgia Dey, Gordon Smith, Jimmy Braden, Marjorie Lawence, and a host of others.

Organization of the whole venture was in the hands of Len Headley (RCA), who, with his committee worked tirelessly to make it a success.
NEW TRANSCRIPTED SHOWS NOW AVAILABLE!

Some for national sponsors, some regional, some local!
You get top network talent and professional production at reasonable cost! Back your sales message with the best entertainment...
annealed-tested south of the border:

SALUTE TO SONG
Songs that never grow old, and the stories behind these songs! Outstanding orchestra work, vocals, drama... all-star cast. Destined to be a 1948 family favourite! 52 fifteen-minute programs.

MUSIC HALL OF FAME
Stars of Carnegie Hall and the Met, transcribed for the first time! Walter Preston is MC... the musical great in person tell of their careers, perform and sing. A prestige "natural:" 52 quarter-hours.

HOSPITALITY TIME
Snooky Lanson, singer-emcee, heads up a program of great natural charm... the glamour of the deep south and minstrel music. Establishes a warm, friendly mood to carry your message. 156 quarter-hours.

RED RYDER
The cowboy hero of the comics and the movies is now transcribed on the air, available in Canada! Rip-roaring western adventure... the steadiest entertainment appeal ever known. 52 half-hours.

PLANTATION HOUSE PARTY
The Duke of Paducah, radio's best known country-style comic! Simple, easy humour. Nationally famous supporting cast. A great daytime selling job, 3 to 5 times per week. 260 quarter-hours.

FUN AT BREAKFAST
Comedy stars Tom Howard and George Shelton keep 'em laughing! Really good break-fast-time rating assured. 260 comedy five-minutes build a loyal audience. One full minute for your commercial.

... these and other All-Canada shows are syndicated: this means that although they cost plenty to produce, you can buy them economically... trouble-free! Bring your programming problem to the All-Canada man!

ALL-CANADA PROGRAM DIVISION

VANCOUVER CALGARY WINNIPEG TORONTO MONTREAL

A DIVISION OF ALL-CANADA RADIO FACILITIES LIMITED

PICK A PACKAGED SHOW TO FIT YOUR SALES NEEDS AND YOUR BUDGET!
STATIONS

Sweep Winner Turns Sponsor

Winnipeg.—When Vancouver boot-
blond Nick Fiorante won $40,000 in the
Sweep, CKMO had him on the
air him the hour, and as he left the
airport there was a telegraph at his elbow
with a series of spots for his
next show. Soon as word came over the news
 FormControl a man in a taxi to get Fiorante.

When the newspapers had him cornered
outside the CKMO man never got a hand
written. The station then broadcast for Fior-
ante, asking him to visit the station
headquarters for an interview.

Fiorante caught the broadcast and
made his way to the station. Wally
Read took over and interviewed him
up close, and it feels to get up some
feeling fine. "You have won an electric refrigerator, two cocker spaniels and a large
family sized bottle of Dr. Byles Genuine Liver Bine. Now do you want to try for the announcer?"

MR. OCTOBER

Winnipeg.—Latest give-away effort
on local stations is the October Man
Contest being currently plugged over
CJOB. Point of the program is to
From the English film of the same
name which is scheduled to open at the
Odeon Theatre April 9. A promi-
inent Winnipegger has been selected as
"October Man" and clues are aired
each day as to his identity. To the
winner will go merchandise donated
by numerous city firms, valued in the
neighborhood of $700.

The night the film opens, CJOB will
stage a special broadcast directly from
the theatre and hopes to have the win-
ing contestant spot a few words of
wisdom.

AIR FOLK SINGER

Vancouver.—Ed McCurdy, west
coast balladier, has landed in a new
weekly spot on CJOB at 8:45 p.m.
Thursday. It goes on the Dominion
network as far as Winnipeg.

In western Canada McCurdy is noted for
his wide repertoire of North
American ballads, many of which have
not been recorded before. McCurdy
gets many of them by visiting out of
the way places and talking to mariners,
mushers and pioneers who have heard
them passed down from their ancestors.

Recently he learned The Ballad of
Captain Kidd from Capt. Charles
Cates, B.C. tugboat man. Cates heard
it from his father, who founded the
firm, and got it from his father, a
seafaring man on the coast of main.

IN THE LAND OF THE

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IN THE LAND OF THE

FOR THESE ARTISTS

Alberta’s most listened to
Radio Station

(CALGARY, ALBERTA)

Ask
RADIO REPRESENTATIVES LTD.
TORONTO — MONTREAL

10,000 WATTS
Do hear goodly argument in the coffee-houses that stations, through their many crafty money give-away promotions, are actually buying audiences. Whether this is a good thing or otherwise, it is in my mind to try it. Be it known, then, that we do hereby offer the sum of five dollars in lawful coin of the realm to him, or her, who doth first complete the quotation and identify its writer; "Spex, sweet bre'd'. And, if any be curious as to the answer, ask any one of our salesmen Do note that Jack Coalston, CINJ North Battleford, reports well on the selling power of his station, since two department stores have signed one year contracts following campaigns. One store hath sewn up seven newscasts per day, and the other twelve announcements per day, which is a goodly tribute. Do note also that there is but one rate card for both local and national advertisers on CJIN • Am mightily flattered that Ad-Sales Events did recently publish a pleasing reproduction of my most recent portrait, curis and all • • • Fell to missing during an overly long sermon that Canadian advertisers may be passing over a bet in Prince Rupert. A leading article in the Savepost sets forth that Americans do know its importance full well, now that Prince Rupert hath replaced Seattle as the distributing point for Alaska shipping and business, and so hath new spending power • • • Am today much depressed by a new cocktail called "Royal Nuptials"—no doubt intended as a graceful tribute, but actually a drink made of Scotch Whiskey, Navy Rum, and a piece of lemon peel twisted like a British lion's tail • • • Noted with pleasure that Harry Flint of CKSF is now rapidly watching developments of the Courtauld plant expansion in Cornwall, which will provide 1800 new jobs and add to that city's population, which hath already tripled its pre-war numbers • • • Which is a sales-provoking thought on which I shall close—and so to bed.

**RESEARCH**

77% U.S. Furniture Dealers Use Broadcast Medium

Seventy-seven per cent of the respondents to a survey of 2,000 U.S. furniture dealers use the broadcast medium; 37 per cent reported good returns on radio expenditure — 37 per cent reported fair returns.

Length of program seems to be an important factor in its success. Most productive time limit was given as 15 minutes. The length of a spot announcement has little bearing on its effectiveness.

Consistency, evidently, is a major factor in pulling power. Reports show that 82 per cent of retailers were on the air 52 consecutive weeks.

The survey disclosed also that individual days are not important factors in bringing success, but that time of day is most important. Sixty-one per cent of retailers reported satisfactory results between the hours of 9 and 11 a.m., 1 and 5 p.m., and 7 and 9 p.m.

The type of program is just as important as the time of broadcast, the survey disclosed. Straight musical programs and news are top favorites with dealers. Variety shows and quiz programs come somewhat down the list, as do sports and dramatic shows.

**Radio Wins In Survey**

New York, N.Y.—U.S. Radio is currently feeling triumphant over the findings in the second nationwide radio study conducted by the National Opinion Research Centre (NORC) of the University of Chicago.

The survey pointed out that 14 per cent of the 3,529 persons interviewed feel that radio is doing an excellent over-all job; 56 per cent feel it is doing a good job; 18 per cent say fair; 4 per cent say poor and 8 per cent don't know.

It was also uncovered that 76 per cent of the interviewees oppose federal regulation of radio advertising. 65 per cent oppose control of controversial issue programming; 67 per cent are against control of over-all educational programming, 59 per cent oppose government control of accuracy of radio news and 52 per cent are against control of profits of radio stations.

A significant factor brought out by the study is that 72 per cent of the respondents prefer news programs over all other type shows in the daytime, and 74 per cent favor news over all others in the nighttime! Actually this confirms forecasts in our New York correspondent made some weeks ago as to the growing importance of news shows—at a time when others were predicting their decline. International events recent weeks have of course sparked this increasing interest, and the omnipresence of radio allows it to boast without fear of contradiction that it is the only medium able to keep abreast of the rush of events abroad.

It is interesting to note the situation in this survey on commercials. Although 60 per cent of the respondents agreed that commercials spoil the program, interrupting it (36 per cent disagreed), 4 per cent didn't know whether to buy (22 per cent disagreed), 4 per cent didn't know whether to use (25 per cent disagreed per cent didn't know).
BUSINESS

Thanks All The Same
Mr. Luca

The Henry Luca publication, LIFE, which enjoys a wide circulation in Canada, has given this country some editorial consideration.

Noting our shortage of American dollars, and the hedge-podge of irritating expediencies to which the present government has resorted, in an effort to conserve US exchange, LIFE has taken pity on us.

The magazine believes that our situation would be bettered were this country to enter into a customs union with the United States, and integrate its economy with theirs. Toronto, it feels, would then stand in the same relation to the great citadels of American commerce as, let us say, Boston. This surely is a far-fetched conclusion to draw from even a superficial examination of the facts. It trivializes the United States trade with us excessively, but the nature of our dealings with that country is not such that it would be in any way beneficial to either.

The truth is that we produce the same things along both sides of the border. If Canada is an industrial nation at all, it is because we have cultivated our special relationships with other parts of the world, and nurtured our industries through the stimulation of two warring blocks behind protective tariff walls. There was a time in our early history when it might have been said that our economic destiny lay with the United States, and that the natural sides of trade flowed north and south. But the course of our recent development has been directed otherwise, and to change it over now would involve catastrophic dislocations. Even if it matters stand, we are depleting our resources by selling pulpwood to the United States instead of developing our own resources and fabricating it into paper, so that we may sell the finished product and charge both processing cost and profit into the price. This would indeed be a profitable method of swelling the volume of American funds at our disposal.

LIFE, rather coyly admits that political union with the United States would not be acceptable to Canadians nor nor industrial integration to developing the special flavor which distinguishes Canadian civilization, but it says that this matter would not be an issue, although it would be bound to arise sooner or later. This is very true. Economic integration with the United States would very quickly be followed by a drift of industrial and commercial population and a shift in capital so that we would not be able to afford to meet our commitments, which would have to be assumed elsewhere. This would lead to a political merger and large parts of Canada would become like some of the midwestern states, hinterlands where the hedged-in peninsula country would labor to produce prime resources for the great industrial gaol that clusters around Pittsburgh and Philadelphia and might be little to reach as far north as Hamilton.

With the world as it is, the empty spaces of Canada need to be filled as a matter of military security. If we are to rely on American protection, we must resign ourselves to permanent American military occupation. Otherwise aid would come too late. The Australians have had a taste of that American military occupation and are not too anxious to repeat the experience. They are screaming for immigration under their own control — by the millions if possible.

We could not integrate our economy to the United States and preserve our national identity. When we have a wheat surplus, we have a wheat surplus. We produce small fruits in British Columbia. They produce the same in Oregon. And so it goes from coast to coast. We have been looking to mass markets overseas, where we have a preferred standing, to reap up our surpluses, and, if it should be found, when the post war economy is stabilized, that there must be a redistribution of population, we have empty spaces here to be filled, which the Americans have not. In this way, our most favored markets can be brought here under our own control.

As we have great power potential and vast mineral resources, and supply Britain and Europe with a large part of their food anyway, we could use their skills, their labor power and their fighting strength, and do the same thing we benefit by having more shoulders over which to spread the burdens of our integrated transport system, our scattered cities and our miles of deserted roads.

Provided we move forward to fulfill our destiny, with faith in our capabilities and opportunities, we are far better off by ourselves. We can move in harmony and co-operation with the United States without losing our identity in their's. The traditions, tastes, education and background of the US are not ours, and it is only with the greatest difficulty that the United States is rising to the awful responsibility that goes with her new position of world leadership. Our course will be pleasant and more tranquil as a prosperous middle power and not too big to accomplish greatness and preparing for it as we go.

LIFE can save its pity for the Arkansas Hill-billies, the Florida Crackers, and the Southern States. It can save its pity for the California drivers. Canada will manage splendidly as soon as her government becomes a policy maker and ceases to be an auxiliary for syndicates and a pension scheme for parasites.

—John Collihugh Read
PEOPLE

Snapped at the CAB Convention in Quebec City last month two representatives of publicly-owned radio, left, Charles Jennings, CBC General Supervisor of Programs, and right, John Polwarth, BBC assistant Canadian Representative.

FIRST FLING

Ken Haldane has joined the continuing department of CJOB. It is Ken's first fling at radio.

Institutional and International

Toronto—The U.S.A. will get as many Canadian programs as Canada gets American ones as a result of the appointment of Jack Dunlop as supervisor of CBC International Exchange.

Regarding his new appointment, which he will combine with his present post as supervisor of Institutional Broadcasts, Dunlop said: "We plan to concentrate on offering the United States as many programs as we take from them. Our policy will be one of good neighborliness—we'll design some of our broadcasts expressly for U.S. listeners, and may even adapt part of our schedule to suit theirs."

JOINS CBC SHORT WAVE

Toronto—Jack MacKae, who broke into radio at CKCK, Regina, and who, since coming east has been associated with Barry Wood as script-writer on his freelance programs, has joined the International Service at the CBC. He will be located in Montreal and his main duties will be announcing. Jack is an arts graduate of the University of Saskatchewan.

JOINS BROADCASTER

Toronto—Latest to join the Canadian Broadcast staff is Ian "Tommy" Thomson, who, since his arrival in Canada from England at the end of last year, has been engaged in publicity work for the Canadian Red Cross Society, Toronto Branch.

Prior to flying to Canada under the Drew scheme, Tommy was doing exploitation work for the Walt Disney office in London. During the war he served, mainly in the Orient, with the R.A.F.

JOINS CKRC

Winnipeg—A new face has made its appearance in CKRC's afternoon line-up. It belongs to Al Blonda, a Winnipeg lad. Al is a newcomer to radio.
TELEVISION

U.S. TV is Booming

Television is booming in the United States, and indications point to a sharp acceleration in this field in 1948 and 1949 according to an article in Radio Trade Builder for February, 1948. At the end of 1947 regular television broadcasts were being made in 12 American cities over 19 different stations, with approximately 190 advertisers sponsoring programs. In addition there were between 100,000 and 150,000 television receivers in operation throughout the country.

One of the restraining influences on television is the price factor. The receivers in private homes, in most instances, belong to professional men, executives, or those who own their own businesses, the article says. The average worker, however, must do without until the development of a "poor man's" television receiver becomes possible.

It is unlikely that television will invade every corner of the U.S. unless technical developments make long distance reception possible. There are occasional reports of "freak" reception, but consistent reception is only at present possible in cities and suburbs.

Production Centres and Schools

While telecasting is progressing by leaps and bounds, other fields associated with it are rapidly expanding. Production centres for commercial films, especially designed for telecasting, are being formed. Schools are being set up for instruction in writing, acting and production. Radio schools and universities are adding television, in all its phases, to their curricula.

The movies, too, are interested in television. RCA Victor has tied with 20th Century Fox and Warner Brothers in research in theatre television. So far the association has produced a reduced version with a 6-foot by 8-foot screen.

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CANADIAN HIT TUNES — APRIL

ALL DRESSED UP

WITH A BROKEN HEART

Peggy Lee—Capitol 15009

Don Houston—MGM 10112

Dale Evans—MGM 10114

Five Bells—Bullet 1009

Buddy Clark—Col 384

Buddy Clark—Diamond 2780

Phil Reed—Dance-Tune 174

Barbara Ann

Lon Snider Trio—Musicama 2

FOOL THAT I AM

Dinah Shore—Col 956

Billy Eckstine—MGM 16097

Dinah Washington—MGM 15909

Sammy Kaye—Vic 20000

Earlene Hawkins—Vic 20019

Lawrence—WCBS

BROKEN HEART

JOEY

Dinah Shore—Col 956

Stu Phillips—MGM 15801

Buddy Clark—Capitol 10129

Buddy Clark—Capitol 10129

I WOULDN'T BE SURPRISED

Buddy Clark—Cugat—Col 190

Eddie Cantante—Musicama 2

I AM NOT FORGOTTEN

Eddie Cantante—Musicama 2

Harry Coo—MGM 5992

BROKEN HEART

MGM

I AM NOT FORGOTTEN

Merle Travis—MGM 10110

Buddy Clark—Cugat—Col 190

Eddie Cantante—Musicama 2

I AM NOT FORGOTTEN

Billie Holiday—MGM 15801

Buddy Clark—Cugat—Col 190

Eddie Cantante—Musicama 2

I AM NOT FORGOTTEN

Billie Holiday—MGM 15801

Buddy Clark—Cugat—Col 190

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Buddy Clark—Cugat—Col 190
Behind the Scene in Radio as transcribed by H.N. Stovin

Do hear goodly argument in the coffee-houses that stations, through their many crafty money give-away promotions, are actually buying audiences. Whether this is a good thing or otherwise, it is in my mind to try it. Be it known then, that we do hereby offer the sum of five dollars in lawful coin of the realm to him, or her, who doth first complete the quotation and identify its writer; “Spek. sweet bryd!”. And, if any be curious as to the answer, ask any one of our salesmen Do note that Jack Coalston, CJNB North Battleford, reports well on the selling power of his station, since two department stores have signed one year contracts following those campaigns. One store hath sewn up seven newscasts per day, and the other twelve announcements per day, which is a goodly tribute. Do note also that is but one rate card for both local and national advertisers on CJNB Am mightily flattered that Ad-Sales Events did recently publish a pleasing reproduction of my most recent portrait, curls and all. Fell to missing during an overly long sermon that Canadian advertisers may be passing over a bet in Prince Rupert. A leading article in the Satevpost sets forth that Americans do know its importance fully well, now that Prince Rupert hath replaced Seattle as the distributing point for Alaska shipping and business, and so hath new spending power. Am today much depressed by a new cocktail called “Royal Nuptials”—no doubt intended as a graceful tribute, but actually a dastardly mixture of Scotch Whiskey, Navy Rum, and a piece of lemon peel twisted like a British lion’s tail. Noted with pleasure that Happy Flint of CKSF is now rapidly watching developments of the Courtauld plant expansion in Cornwall, which will provide 1800 new jobs and add to that city’s population which hath already tripled its pre-war numbers. Which is a sales-provoking thought on which I shall close—and so to bed.

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It is interesting to note the section in this survey on commercials. Although 60 per cent of the respondents agreed that commercials spoil the program by interrupting it (36 per cent disagreed), 4 per cent didn’t know, 74 per cent said that commercials give useful information about things to buy (22 per cent disagreed, 4 per cent didn’t know) and 65 per cent said that commercials are worth while because they tell who pays for the program (25 per cent disagreed, 9 per cent didn’t know).
The Typewriter Tells The Tale

ot long ago I was chinning with the boys in a radio station when the floor crashed open and in strode—let's call him Salesman Sam.

Introductions rolled off Sam like superlatives off an announcer's tongue. Sam, it seemed, had a deal. “One spot, and if Mr. Grigaby likes it, I'll go for a year's contract.”

writer was summoned to a hasty conference.

this scribe, aged about seventeen, set down his mop and his bucket, and fumbled in his pocket for a pencil.

Sam poured forth a voluble string of words about the importance of the account to the station.

the boy took it all in, silently and dispassionately.

after what must have been ten minutes of non-stop talk, Sam's vision ended.

“What does the guy sell?” the kid wanted to know.

he seemed to have a natural question to Sam, so he told him.

he wrote down—“cleaner.”

“what's he call himself?”

imperial Cleaners.” the boy wrote.

five minutes later the youth came over with a piece of paper with the typing on it.

Sam took it, looked at it long enough to see that he had the name right, and handed it to an announcer.

we chatted for what could not have been more than a minute when it brushed me.

Ladies and gentlemen,” the treaty tones of the announcer were sung through the office speaker, “for better dry cleaning, for cleaning is ideal. . . .”

Mr. Grigaby “enjoyed” the announcement to the point where he signed for his year's contract. What did he care if you could apply it was said about Imperial Cleaners to any other cleaner in town. By mentioned his name, didn't they? and his telephone number—ouch! the fact that long before his contract had run out he would be using the day he had signed it was of no current concern to Sam.

as for the writer, the episode had given him a welcome five minutes break from swabbing the boss's office.

whether they are going to broadcast a sentiment CBC deshahh on spot for Dr. Byes Genuine Liver Rinse or the Imperial Cleaners, it scarcely ever be said that enough preparation goes into the words that are to be spoken. There is scarcely a line read over the which could not be cut by a third or a half without spoiling the use. In commercials especially, there is scarcely an announcement which is not laden with trite cliches which are regarded as poison in any other form of writing.

Although words in radio are like floor to the haker, seed to the flower and cloth to the tailor, there is scarcely a scribe in Canadian who is recognized with anything approaching a real craftsman's art, and consequently most young men and women with an urge for words are attracted to the field, and radio and its listeners become the losers.

Richard McK. Levis.

EDITOR.

BUSINESS

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The Henry Luce publication, LIFE, which enjoys a wide circulation in Canada, has given this country some editorial coverage. Noting our shortage of American dollars, and the hodge-podge of irritating expedients to which the Dominion government has resorted, in an effort to conserve US exchange, Luce has taken pity on us.

The magazine believes that our situation would be bettered were this country to enter into a customs union with the United States and integrate its economy with that of the US. It feels, would then stand in the same relation to the great citadels of American capitalism as, let us say, Canada.

This surely is a far-fetched conclusion to draw from even a very superficial examination of the facts. It is true that the United States trades with us extensively, but the nature of our dealings with that country is not such that it contributes to the stability of either. The truth is that we produce the same things along both sides of the border. If Canada is an industrial nation at all, it is because we have cultivated our special relationships with other parts of the world, and our industries and industries have flowed through the stimulus of two warring behind protective tariff walls. There was a time in our early history when it might have been said with some reason that our economic destiny lay with the United States, and that the natural tide of trade flowed north and south. But the course of our recent development has been directed otherwise, and to change it over now would involve catastrophic dislocations. Even in matters of conduct, we are depleting our resources by selling pulpwood to the United States instead of developing our power resources and fabricating into them, so that we may sell the finished product and charge both processing cost and profit into the price. This would indeed be a peculiar method of swelling the volume of American funds at our disposal.

LIFE, rather coyly admits that political union with the United States would not be acceptable to Canadians nor advantageous to developing the special flavor which distinguishes Canadian civilization: but it says that this matter would not be an issue, although it would cease to be a factor sooner or later. This is very true. Economic integration with the United States would very quickly be followed by a drift of industrial and commercial capital and a shift in capital so that we would not be able to afford to meet our commitments, which would have to be assumed elsewhere. This would lead to a political merger and large parts of Canada would become like some of the midwestern states; hinterlands where the bedraggled peasantry would labor to produce prime resources for the great industrial ganglion that clusters around Pittsburgh and Philadelphia and might be induced to reach even to the North itself.

With the world as it is, the empty spaces of Canada need to be filled as a matter of military security. If we are to rely on American protection, we must resign ourselves to permanent American military occupation and harsh terms of trade and would come too late. The Australians have had a taste of that American military occupation and are not too anxious to repeat the experience. They are screaming for immigration under their own control—by the millions if possible.

We could not integrate our economy to the United States and preserve our national identity. When we have a wheat surplus, they have a wheat surplus. We produce small fruits in British Columbia. They produce the same in Oregon. And so it goes. From coast to coast. We have been looking to mass markets overseas, where we have a preferred standing, to mop up our surpluses, and, if it should be found, when the post war economy is stabilized, that there must be a redistribution of population, we have empty spaces here to be filled, which the Americans have not. In this way, our most faithful workers can be brought here under our own control.

As we have great power potential and vast mineral resources, and supply Britain and Europe with a large part of their food anyway, we could use their skills, their labor power and their fighting strength. We should also benefit by having more shoulders over which to spread the burden of our attenuated transport system, our scattered school system and our miles of deserted roads.

Provided we move forward to fulfill the instructions on which faith in our capacities and opportunities, we are far better off by ourselves. We can move in harmony and co-operation with the United States without merging our identity in theirs. The traditions, tastes, education and background of US people are such that it is only with the greatest difficulty that the United States is rising to the awful responsibility that goes with her new position. We have here the answer to which is easy.

LIFE can save its pity for the Appalachian hills-billies, the Florida Crackers, the Southern Sharps and the California drifters; Canada will manage splendidly as soon as her government becomes a policy maker and ceases to be an army for settlers and a pension scheme for parasites.

John Collingwood Reide
Do hear gladly argument in the coffee-houses that stations, through their many crafty money give-away promotions, are actually buying audiences. Whether this is a good thing or otherwise, it is in my mind to try it. Be it known, then, that we do hereby offer the sum of five dollars in lawful coin of the realm to him, or her, who doth first complete the quotation and identify its writer: "Spek, sweet bryd!" And, if any be curious as to the answer, ask any one of our salesmen. Do note that Jack Coalston, CJNB North Battleford, reports well on the selling power of his station, since two department stores have signed one year contracts following test campaigns. One store hath sewn up seven newcasts per day, and the other twelve announcements per day, which is a goodly tribute. Do note also that there is but one rate card for both local and national advertisers on CJNB. Am mightily flattered that Ad-Sales Events did recently publish a pleasing reproduction of my most recent portrait, curls and all. Fell to musing during an overly long sermon that Canadian advertisers may be passing over a bet in Prince Rupert. A leading article in the Satevepost sets forth that Americans do know its importance full well, now that Prince Rupert hath replaced Seattle as the distributing point for Alaska shipping and business, and so hath new spending power. Am today much depressed by a new cocktail called "Royal Nuptials"—no doubt intended as a graceful tribute, but actually a dastardly mixture of Scotch Whiskey, Navy Rum, and a piece of lemon peel twisted like a British lion's tail. Noted with pleasure that Harry Flint of CKSF is now rapidly watching developments of the Courtauld plant expansion in Cornwall, which will provide 1800 new jobs and add to that city's population, which hath already tripled its pre-war numbers. Which is a sales-provoking thought on which I shall close—and so to bed.

**RESEARCH**

77% U.S. Furniture Dealers Use Broadcast Medium

Seventy-seven per cent of the respondents to a survey of 2,000 U.S. furniture dealers use the broadcast medium; 37 per cent reported good returns on radio expenditure—37 per cent reported fair returns.

Length of program seems to be an important factor in its success. Most productive time limit was given as 15 minutes. The length of news and announcements had little bearing on its effectiveness.

Consistency, evidently, is a major factor in pulling power. Reports show that 82 per cent of retailers were on the air 52 consecutive weeks.

The survey disclosed also that individual days are not important factors in assuring success, but that time of day is most important. Sixty-one per cent of retailers reported satisfactory results between the hours of 9 and 11 a.m., and 7 and 9 p.m., and 52 per cent of the type of program is as important as the time of broadcast, the survey disclosed. Straight musical programs and news are top favorites with dealers. Variety shows and quiz programs come somewhere down the list, as do sports and dramatic shows.

Radio Wins In Survey

New York, N. Y.—U. S. Radio is currently feeling triumphant over the findings in the second nationwide radio study conducted by the National Opinion Research Center (NORC) of the University of Chicago.

The survey pointed out that 14 per cent of the 3,529 persons interviewed felt that radio is doing an excellent over-all job, 56 per cent feel it is doing a good job, 18 per cent say fair, 4 per cent say poor and 8 per cent don't know.

It was also uncovered that 76 per cent of the interviewees oppose federal regulation of radio advertising, 65 per cent oppose control of controversial issue programming, 67 per cent are against control of over-all educational programming, 59 per cent oppose government control of accuracy of radio news and 52 per cent are against control of profits of radio stations.

A significant factor brought out by the study is that 72 per cent of the respondents prefer news programs over all other type shows in the daytime, and 74 per cent favor news over all others in the night time! Actually this continuous forecasts our New York correspondent made some weeks ago as to the growing importance of news shows—at a time when others were predicting their decline. International events of recent weeks have of course sparked this increasing interest and the inaccessibility of radio allows it to boost without fear of contradiction that it is the only medium able to keep abreast of the rapid march of events abroad.

It is interesting to note the section in this survey on commercials. Although 60 per cent of the respondents agreed that commercials spoil the program by interrupting it (36 per cent disagreed, 4 per cent didn't know), 74 per cent said that commercials give useful information about things to buy (22 per cent disagreed, 4 per cent didn't know), and 65 per cent said that commercials are worth while because they tell who pays for the program (25 per cent disagreed, 9 per cent didn't know).

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**Please Note!**

**CHANGE OF ADDRESS**

**Jack Murray Limited**

**NOW**

727A BAYVIEW AVENUE
TORONTO

Telephone
Hyland 0497
The Typewriter Tells The Tale

Not long ago I was chewing with the boys in a radio station when a door crashed open and in strode—let's call him Salesman Sam. Introductions rolled off Sam like superlatives off an announcer's tongue. Sam, it seemed, had a deal. "One spot, and if Mr. Grisby sees it, he'll go for a year's contract."

A writer was summoned to a hasty conference. This scribe, aged about seventeen, set down his mop and his ticket, and huddled in his pocket for a pencil.

Sam poured forth a voluble string of words about the importance the account to the station.

The boy took it all in, silently and dispassionately.

After what must have been ten minutes of non-stop talk, Sam's fusion ended.

"What does the guy sell?" the kid wanted to know.

This seemed a natural question to Sam, so he told him.

The kid wrote down—"cleaner".

"What's he call himself?"

"Imperial Cleaners." The boy wrote.

Five minutes later the youth came over with a piece of paper with me typing on it.

Sam took it, looked at it long enough to see that he had the name right, and handed it to an announcer.

We chatted for what couldn't have been more than a minute when a0fashions me.

"Ladies and gentlemen," the treacly tones of the announcer were lying through the office speaker, "for better dry cleaning, for cleaning that's ideal."

Mr. Grisby "enjoyed" the announcement to the point where he good for his year's contract. What did he care if you could apply that was said about Imperial Cleaners to any other cleaner in town.

hen named his name, didn't they? and his telephone number—nice! The fact that long before his contract had run out he would be raising the day he had signed was no current concern to Sam. And as for the writer, the episode had given him a welcome five minutes break from swabbing the boss's office.

Whether they are going to broadcast a sentiment of CB draught or have Dr. Byles' Genine Linelicher the Imperial Cleaners, can scarcely ever be said that enough preparation goes into the words that are to be spoken. There is scarcely a line read over the which could not be cut by a third or a half without spoiling the case. In commercials especially, there is scarcely an announcement which is not laden with trite cliches which are regarded as poison in my other form of writing.

Although words in radio are like flour to the baker, seed to the farmer and cloth to the tailor, there is scarcely a scribe in Canadian radio who is recognized with anything approaching a real craftsman's salary, and consequently most young men and women with an urge and a desire for words are attracted to other fields, and radio and its stenographers become the losers.

Richard R. Lewis

EDITOR.

BUSINESS

Thanks All The Same To Luce

The Henry Luce publication, Life, which enjoys a wide circulation in Canada, has given this country some editorial consideration.

Noting our shortage of American dollars, and the hodge-podge of irritating expedients to which Canadian government has resorted, in its effort to conserve US exchange, Life has taken pity on us.

The magazine believes that our situation would be bettered were this country to enter into a customs union with the United States and integrate its economy with theirs. Toronto, it feels, would then stand in the same relation to the great citadels of American commerce as, let us say, Boston. This surely is a far-fetched conclusion to draw from even a very superficial examination of the facts. It is true the United States trades with us extensively, but the nature of our dealings with that country is not such that it could seriously affect the stability of ours.

The truth is that we produce the same things along both sides of the border. If Canada is an industrial nation, it is because we have cultivated our special relationships with other parts of the world, and nurtured our industries through the stimulus of two wars behind protective tariff walls.

There was a time in our early history when it might have been said that some reason that our economic destiny lay with the United States, and that the natural sides of trade flowed north and south. But the course of our recent development has been directed otherwise, and to change it over now would involve catastrophic dislocations. Even as matters stand, we are depleting our resources by selling pulpwood to the United States instead of developing our power resources and fabricating it into paper, so that we may sell the finished product and charge both processing cost and profit into the price. This would indeed be a probable method of swelling the volume of American funds at our disposal.

Life rather coyly admits that political union with the United States would not be acceptable to Canadians on the grounds that to do so would be to abandon the special flavor which distinguishes Canadian civilization; but it says that this matter would not be an issue, although it would be found to arise sooner or later. This is very true. Economic integration with the United States would very quickly be followed by the drift of industrial and commercial population and a shift in capital so that we would not be able to afford to meet our commitments, which would have to be assumed elsewhere. This would lead to a political merger and large parts of Canada would become like some of the midwestern states, hinterlands wherein the bedraggled peasantry would labor to produce prime resources for the great industrial ganglia that clusters around Pittsburgh and Philadelphia and might be more likely to become as far north as Hamilton.

With the world as it is, the empty spaces of Canada remained filled as a matter of military security. If we are to rely on American protection, we must resign ourselves to permanent American military occupation, however illogical it would come too late. The Australians have had a taste of that American military occupation and are not too anxious to repeat the experience. They are screaming for immigration under their own control by the millions if possible.

We could not integrate our economy to the United States and preserve our national identity. When we have a wheat surplus, they have a wheat surplus. They produce small fruits in British Columbia. They produce the same in Oregon. And so it goes from coast to coast. We have been looking to mass markets overseas, where we have preferred shipping, to mop up our surpluses, and, if it should be found, that the post war economy is stabilized, that there must be a redistribution of population, we have empty spaces here to be filled, which the Americans have not. In this way, our most urgent problem will be to control this without any sort of compulsory methods.

As we have great power potential and vast mineral resources, and supply Britain and Europe with a large part of their food anyway, we could use their skills, their labor power and their fighting strength. We should also benefit by having more shoulders over which to spread the burden of our attenuated transport system, our scattered school system and our miles of deserted roads.

Provided we move forward to fulfill our destiny, on an advance with faith in our capacities and opportunities, we are far better off by ourselves. We can move in harmony and co-operation with the United States without merging our identity in theirs. The traditions, tastes, education and background of US people are such that it is only with the greatest difficulty that the United States is rising to the awful responsibility that goes with its new position of world leadership. Our course will be pleasanter and more tranquil as a prosperous middle power on its way to greatness and preparing for it as we go.

Life can save its pithy for the Arkan- sas Hill-billies, the Florida Crackers, the Southern Slaves, the California drifters. Canada will manage splendidly as soon as her government becomes a policy maker and ceases to be an asylum for exponents and a pension scheme for parasites.

—John Collingwood Reade
For Twenty-Two Years The Voice Of Halifax!

For Twenty-Two Years The Voice Of Halifax!

For Twenty-Two Years The Voice Of Halifax!

Institutional and International

Toronto — The U.S.A. will get as many Canadian programs as Canada gets American ones as a result of the appointment of Jack Dunlop as supervisor of CBC International Exchange.

Regarding his new appointment, which he will combine with his present post as supervisor of Institutional Broadcasts, Dunlop said: "We plan to concentrate on offering the United States as many programs as we take from them. Our policy will be one of good neighborliness — we'll design some of our broadcasts expressly for U.S. listeners, and may even adapt part of our schedule to suit theirs!"

JOINS CBC SHORT WAVE

Toronto — Jack MacRae, who broke into radio at CKCN, Regina, and who, since coming east has been associated with Barry Wood as script writer on his freelance programs, has joined the International Service of the CBC. He will be located in Montreal and his main duties will be announcing. Jack is an arts graduate of the University of Saskatchewan.

First Flung

Ken Hallman has joined the continuity department of CJOB. It is Ken's first fling at radio.
TELEVISION

U.S. TV Is Booming

Television is booming in the United States, and indications point to a sharp acceleration in this field in 1948 and 1949. According to an article in Radio Trade Builder for February, 1948. At the end of 1947 regular television broadcasts were being made in 12 American cities over 19 different stations, with approximately 190 advertisers sponsoring programs. In addition there were between 100,000 and 150,000 television receivers in operation throughout the country.

One of the restraining influences on television is the price factor. The receivers in private homes, in most instances, belong to professional men, executives, or those who own their own businesses, the article says. The average worker, however, must do without until the development of a "poor man's" television receiver.

It is unlikely that television will invade every corner of the U.S. unless technical developments make long distance reception possible. There are occasional reports of "freak" reception, but consistent reception is only possible at present in cities and suburbs.

Production Centres and Schools

While telecasting is progressing by leaps and bounds, other fields associated with it are rapidly expanding. Production centres for commercial films, especially designed for telecasting, are being formed. Schools are being organized for instruction in writing, acting and production. Radio and schools are adding television, in all its phases, to their curricula.

The movies, too, are interested in television. RCA Victor has tied in with 20th Century Fox and Warner Brothers for research in theatre television. So far the association has produced a receiver with a 6-foot by 8-foot screen.

The End
"Sherbrooke, served by CHLT, in Quebec's Eastern Townships, is a highly desirable market. The trend in industrial employment is upward. Manufacturing and construction are both busier. Weekly payrolls are up, and the general indices of employment and payrolls show increases of 6.2% and 18.4%, respectively. Tell Sherbrooke's prosperous citizens about the goods and services you have to offer. Tell them by Radio—in French—over Station CHLT."

For any information on Quebec Market No. 2, telephone Wire or Write to Jos. A. HARDY & CO., Ltd. MONTREAL QUEBEC TORONTO

REPS

Stovin Stations Sit And Take It

Toronto—Radio station management must be prepared to give fuller, more complete information not only on their ability to deliver audience, but on what business they are carrying for whom, and how much, if they expect advertising agencies to promote greater use of the broadcast medium in Canada.

That, in effect, was the contention of several speakers, including two leading Toronto advertising agency men, speaking to 25 managers and sales personnel of the stations represented by Horace N. Stovin & Company, at the second annual "Stovin Sales Clinic" held in Toronto last month, at which Horace Stovin presided.

Speakers heard at the sessions included: Robert N. Campbell, vice-president, J. Walter Thompson Co. Ltd., Toronto; W. McQuillin, radio director, Cockfield Brown & Company Ltd., Toronto; Walter Elliott, Elliott-Haynes Limited, Toronto; W. N. Hawkins, commercial manager, CFOS Owen Sound, Ontario; Fred Lyons, managing director, CKNW, Montreal; N. B. Sid Boyling, manager, CHAB, Moose Jaw, Sask.; Ted Rutter, research director, H. N. Stovin & Company, Toronto; James Montague, Toronto representative of Broadcasting Magazine; Richard G. Lewis, publisher of the Canadian Broadcasting, and Horace N. Stovin, who read a talk prepared by Miss Lee Hart, assistant director of broadcast advertising, NAB, Washington, who was unable to attend.

Information Please

Major proponent of an "account report service" as an aid to advertising agencies in selling more of their clients on proper use of the radio broadcast medium was W. McQuillin. He pointed out that radio stations, for some reason known only to themselves, refuse to offer agencies account information which is readily available to any agency or advertiser making use of the printed or other media.

If agencies and advertisers were aware what their competitors were doing in radio, he felt sure, it would enable them to meet the challenge with a radio campaign of their own; thus increasing the use of the broadcast medium.

More Work. Less Profit

"The smart advertiser and the smart agency are looking at radio with a somewhat jaundiced eye," Robert N. Campbell, of J. Walter Thompson said. "The reliability, confidence of private radio in Canada today has got to the point where nothing short of surgery will put the sick patient back on his feet."

"I mean that radio costs have reached the critical stage at which the price paid by the advertiser has become a challenge to competitive media in terms of profit reached per dollar," he said. He emphasized that stations have multiplied without, seemingly, adding new listeners to radio, and therefore have increased the cost per listener; talent charges have spiralled; "feather bedding" tactics of Mr. Petrillo and his musicians' unions have increased costs, and station time has increased too. "Private radio must deliver sufficiently more sales per dollar spent than other media can offer", he said, "if it is to regain its old preferred position."

"Better programming is needed, and a firmer resolution on the part of station operators not to grab at the passing dollar at the expense of the fare they provide listeners," he said. "Better merchandising is needed. The local

CHECK ALL THE ADVANTAGES

- Dominates the Manitoba Market
- Most Power
- Greater Audience

TRANS-CANADA NETWORK

- Finest and most popular programs

Leadership since 1923

Exclusive Sales Representative

Horace N. Stovin

TORONTO - MONTREAL - BRANDON

DAY AND NIGHT

CFRN
5000 WATTS

GOING AHEAD WITH EDMONTON

CANADA'S FASTEST GROWING CITY

www.americanradiohistory.com
The Value of BBM

Campbell then gave suggestions on how to sell the medium, deeming one of the most important weapons is BBM.

So tell people about BBM" he urged. "Make them listen. Make them understand. Pretty BBM to work in terms of the sales force in merchandising planning and sales efforts to get more out of your stations. It will increase the value of your stations.

Keep agencies informed about "the market" he urged. "Study promotion pieces of the successful newspapers and magazines and do likewise to the extent of your budget. Agencies will tell you what the facts are. Go out there and get the facts yourself. Give them all the facts you can. Never assume an agency man knows anything. Too many of them don't and the ones that do make assumptions to know more. They have a lot of facts and a lot of opinions and they are bashed by trying to remember too much of everything. The facts they are most likely to latch onto are the ones they hear most frequently and the ones that are best presented," he said.

"Don't waste an agency man's time, he thinks it's valuable. If you don't have to see the representative on an account, or the manager of the office, don't see him. If you do have to see the man himself, make an appointment. He'll clear time.

"Spend some time finding out what the basic plan is on a particular account--what media are being used--what markets are being covered--what constitutes the seasonal pattern if any. And listen to the programs being used and read the publication advertisements on the product. Anyone likes to talk about his own problems and the more you know about them the more the customer will be to listen to you. There is no one right way to advertise anything. But there are many wrong ones. The more you know the less you'll irritate and the more you'll sell!"

"Finally, get and keep the habit of selling on the basis of facts rather than depending on friendship or entertainment", Campbell concluded.

Please Most of the People

Fred Lynds of CKCW, Monet- on, dealt with station promotion, explaining that a key to his listener and sales success is that: "we rely on living with people, as much as surveys, to tell us what the listeners want from their radio station. That, and the ideas at our staff meetings, have produced some of the darnedest shows and promotions that you've ever seen! We try to keep ourselves talking about 365 days a year; try to keep our program ideas local, lively and interesting, aimed at pleasing most of the people most of the time."

ONLY CFCH COVERS
The NORTH BAY Area

Listeners in the North Bay area—behind the "wall"—listen to CFCH almost exclusively.

- Average % of listeners - 97.6%.

And they listen more than people in other Canadian centres.

- Sets-in-use figure is almost double the Canadian average.*

You can get results in the rich North Bay market by using the only station that covers the area—

CFCH North Bay
1000 WATTS

CFCH - FM

Get the facts from

NATIONAL BROADCAST SALES

TORONTO: 2220 Bank of Commerce Bldg. - AD. 8835
MONTREAL: 106 Medical Arts Building - FI. 6388

* See Elliott-Haynes February 1948 daytime report.
NEW YORK’S RADIO ROW
by Richard Young

New York, N. Y. — Long-delayed television boom has at last arrived and it’s currently the leading topic of conversation among most executives along Radio Row. Sparked by the recent signing of a new three-year contract between the broadcasters and the American Federation of Musicians, equipment and receiver manufacturers (as well as the broadcasters) are apparently in complete agreement on the forecast that Mr. Petriello has filled the last barrier in the growth of the just-out-of-short-points stage medium.

Already representatives of the major networks are out on the road looking over the field for prospective video network affiliates. NBC network signed the first, station KSTP-TV, St. Paul, which is scheduled to begin commercial operations April 27, and the ABC network signed the second, station WWL-TV, Philadelphia. NBC disclosed that it expects to sign 30 of these same shows without affiliations before the end of the year. Similar announcements are expected from the other webs before too long. And these new stations won’t be plagued by a dearth of musical programs or even the same shows currently heard over the major radio networks now that Mr. P. has finally seen the light of day.

(Or, in this particular case we refer to stations up or soon-to-be-served by television networks.) Approximately 25 hours after the official signature of the contract, NBC radio network telecast the Philadelphia Symphony Orchestra and a couple of hours later NBC screened the famous NBC Symphony directed by Arturo Toscanini. And we’ve been told on good authority that we’ll soon hear the same network programs doubling on the video screen. Amos ’n Andy, for instance, are said to be plotting their television debut.

As for the receiver manufacturers, it didn’t take them long to latch onto a tie-in with the musician’s settlement. Receiver ads shouted the good word that all is now sugar and cream and that now is the time to buy. That the public agrees is best proven by the fact that most set makers cannot keep up with the demand. And the prices of receivers are still going up.

We haven’t said too much so far about the AFM standard radio settlement — but basically we’ve just been caught in the whirlpool of excitement prompted by the section of the contract which provides live music on video. Believe us, it’s everywhere. However, getting back to reality for a moment, we must report on the other terms which provide (1) that current contracts between the AFM and the webs are renewed for three years with no change in wage scales or in the number of musicians hired by the sets or their owned and operated stations; (2) that networks may duplicate programs on AM and FM; and (3) musicians may be used on co-op and local participation shows without extra fees. Thus you can see why there is currently a peace-at-long-last attitude wherever radio sets gather. But there was one fly in the ointment. The radio industry’s trade magazine couldn’t believe that Mr. Petriello had failed to name John Hancock as a contract. In an attempt to find a reason for the union’s “unexpected” signing, the magazine said that “Jenny either has seen the light, or has listened to public relations counsel.” However, such suspicion failed to dampen the spirits of either the radio or video broadcasters. They were all too concerned with extensive plans for the future (including those mentioned above).

A top-ranking radio official noted that he was going to blow his top the other evening. While watching Mr. Petriello, he concluded that NBC television network news, as is often your young daughter sat before the receiver entranced—then turned on and said defiantly: “I don’t care, Daddu says, I like him!”

This is the season for what is apparently habit-forming reports of wholesale cancellations of radio jobs by higher-jointed sportswriters. It was last year at this time, the year before that, and this year is no exception. To be sure, a number of programs are being dropped, for a variety of reasons. However, the most widespread report seems to have the time to point out that these same shows have earlier optimists many times in the past but nearly always somehow or other advertisers willing to fly in the hails. Many of this season’s reports have turned out to be phony. On magazine, for instance, recently published an elaborate chart which pairs a pretty “grim” picture for the future of the MBS network. Among other things, the story forecast that MBS would probably lose Philip Morris cigarettes as bankrailer of the Quo for a Day and Heart’s Desire series. Approximately 48 hours after the story hit the stands, Philip Morris renewed both programs! In addition, as the edition of the BROADCASTER went to press, we learned that CBS is expected to land the Johns-Manville morning newscast (currently on CBS) which probably means more than

ART HALLMAN
A Household Name As A Top-Flight Leader Versatile Vocalist Outstanding Arranger

CONSULT:
THE OFFICE
WART KREN
125 DUPONT STREET
TORONTO, ONTARIO

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

CJOC

NOW 5000 WATTS
LETHBRIDGE ALBERTA ALL-CANADA STATION

"You can no afford to miss the Lethbridge Market!"

Mon... it has everything!

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!

NEW CANADA

Covers the QUEBEC

ENGLISH MARKET

1000 Watts - 800 Kilowatts

Offices and Studio

1191 Mountain St., Montreal

Represented in Montréal and Toronto by National Broadcast Sales, in U. S. A. by Adam J. Young Jr., Inc.

5000 WATTS

800 KILOCYCLES

"LA VOIX DU VIEUX QUEBEC"

REPRESENTATIVES

U.S.A.

JOE A. HARDY & CO.

ADAM J. YOUNG, JR., INC.

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ROUNDUP

Boosting Canada's Ego

Vancouver. The CBC is making progress towards destroying Canadians' traditional inferiority complex about the nation's artistic talent, according to CBC board chairman Davidson Dunton. On a visit to the West Coast, Mr. Dunton said there had long been a tendency in Canada for people to say that because something was bad it could not be very good.

"But gradually," he said, "Canadians are waking up to the fact that we have in this country many first-rate writers, poets, musicians, composers, dramatists and thinkers."

Reaction to the CBC's Wednesday Night series of programs has been very good, he said. He also praised the work of the International Service (short wave) of the CBC, which he said now draws 4000 letters monthly from all over the globe.

"The idea in the International Service," he explained, "is to provide interesting programs which tell the story of Canada in a simple, unglamorous, unpretentious way."

OPPOSE RADIO EDITORIALS

Washington—U.S. radio's battle to voice its own editorial opinions, now being fought before the Federal Communications Commission, has run into opposition from powerful union interests.

The AFRF made a stand beside James F. Fly, former FCC chairman, in support of the "op-ed" rule which applies at present.

A Union spokesman said the AFRF is ready to tell the FCC hearing that radio is "big business, dependent on advertising." If broadcasters were allowed to take sides, he contended, they would reflect a commercial viewpoint.

FRENCH TO SELL MENTIONS

Paris, France—State-operated Radio Diffusion Francaise (French Broadcasting Corporation) announces that radio advertising "without musical jingles, slogans and publicity background," will be necessary to balance the Corporation's budget.

Pierre Abelin, Secretary of State, attached to the Prime Minister's office, stated that such advertising would "conform strictly to a sponsor's program."

A spokesman added that publicity will be continued to naming sponsor in conjunction with broadcast concerts.

BBC INTERVIEWS CANADIAN GRADS

London, England—Four of the eight students, tutors and graduates of the University of New Brunswick who are visiting Britain on scholarships given by Lord Beaverbrook, Chancellor of the University, took part in a discussion with Antinny McDonald of the BBC about their reactions to what they had seen in Britain.

The show was recorded in London and shipped to CFBF Fredericton, CKCV Moncton and CHSJ Saint John for broadcast.

NO, YOU'RE WRONG

This isn't a 19th century mail robbery. Nor is it a strip out of a wild-western reel. It's a prerecorded scene of contrast, depicting mail carriers of the gay nineties in contrast with the modern airline mail carriers (not shown). In any event the scene was "covered" by

CJCA'S SPECIAL EVENTS DEPARTMENT

adding another on-the-spot broadcast to our tremendous list accumulated over 26 years of public service broadcasting.

Yes, you were probably wrong on first glance at the cut—but a dollar to a donut you won't go wrong if you place your radio advertising with CJCA, Edmonton's All-Canada station generally recognized as Northern Alberta's most powerful sales medium.

CKNW

THE ONLY STATION THAT COVERS BOTH HALVES OF THE "VANCOUVER AREA"

CKCK

REGINA

5000 WATTS

Mighty Mike Sez---

W O W !

Regina's cheque debits hit an all time high—higher than any other Prairie city.

1941—$201,000,000.

1945—$1,111,000,000.

The payment on past wheat crops still to come for 1948.

The Regina District Is A Market That CANNOT Be Overlooked

Buy
**CAB**

**PR Needs Firm Foundation**

Quebec.—In his presentation to the CAB Convention last month Jim Allard, as director of public service, told the broadcasters that no program of public relations can have any effect for the good, unless it is built on a firm foundation of sound station operation.

In his final presentation before his appointment by the CAB board to the general management, this thirty-four-year-old who has worked his way up from switchboard operator at CJCA, Edmonton, through announcing, news editing, continuity writing, public relations and promotion, to executive head of the broadcasters association, submitted for the convention's approval a six-point public relations plan.

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**CKMO**

- FASTEST GROWING RADIO STATION IN CANADA'S THIRD MARKET.
- ELLIOTT-HAYNES RATINGS SHOW A 50% INCREASE IN AUDIENCE SINCE OCTOBER.
- CKMO'S ONE KILOWATT SIGNAL.
- On clear-channel 1410, can be heard by 80% of B.C.’s population.
- THE HUDSON’S BAY COMPANY USES CKMO EXCLUSIVELY IN RADIO.
- CKMO COVERS THE MARKET AT LESS COST PER LISTENER.

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**Vancouver**

TOP OF THE DIAL TOPS IN ENTERTAINMENT

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**940 CJGX-TRA DOMINION NETWORK**

**YORKTON, SASK. VOL 4**

$44,831,000.00 was paid out to farmers in this rich agricultural district, from August 1st to January 31st.

FOR GRAIN ALONE

This is $9,000,000.00 higher than last year, exceeds the next highest crop district by $2,000,000.00, and is twice as high as nearly all other crop districts in Western Canada.

To reach this wealthy, responsive market use the facilities of

---

**CJGX YORKTON**

WESTERN CANADA'S FARM STATION

Representatives:

HORACE N. STOVIN & CO., Toronto, Montreal, Winnipeg
ADAM J. YOUNG JR. INC., U. S. A.
GREETINGS FROM LABOR

THE CANADIAN STATIONS

The 1946 CAB Convention was a significant event for the Canadian broadcasting industry. The CAB, or Canadian Broadcasting Corporation, played a crucial role in co-operating stations across the country, particularly in Saskatchewan, Alberta, and Manitoba. The success of the convention was marked by the enthusiastic participation of stations like CJGX, CKTB, and CKYX, which were described as "in a joint newspaper-Talbott" arrangement.

MORNING MARKETS WANT NAME

GLORIA SNEALGROVE

Glen Sound, Ont. — One of the first steps to be taken by the new manned committee, within the CAB, of stations operating in smaller markets, will be to give the group a title, according to Ralph Snellgrove, manager of station CFOS, who sat on the CAB board last year as an Ontario director and went back this year as representative of this group's stations.

Several proposed names have been suggested since the idea was discussed. Les Gardeaux (CJGX, Yarnton) and Snellgrove at the 1946 CAB Convention, after listening to Bob Mason (WMRN, Marion, Ohio) outline how such a committee was organized in the States by NAB.

Hosted around from the Quebec to the Harrison Hot Springs meeting, and then to Jasper Park and Montreal and then back to Quebec, Gardeaux declined that a poll of eligible stations had inspired enthusiastic response from 36 across the country, Snellgrove says.

Assisting the small markets director is the committee which, as we mentioned in our last issue, consists of Les Gardeaux (chairman); Art Manning, CKCL, Truro; Jacques Thivierge, CKNK, Rouyn; Bill Burgoyne, KCTB, St. Catharines; F. H. Filippie, CKPG, Prince George.

Most Stations and Most Listeners

Among names which have been proposed for the group, which under the original plan will consist of stations operating in cities or towns of 25,000 population or less, though no final definition has been determined as yet, are "Community Stations," "Non-Metropolitan Markets," "Local Market Stations" and "Provincial Market Stations."

Operation of the group will be governed by Snellgrove, Snellgrove says, in helping the stations allied with it to get a greater share of the national advertiser's dollar. This end can only be attained, he points out, by the assembling for the benefit of time buyers, of information about these stations, both individually and collectively, which will indicate clearly the much closer relationship such stations bear to their listening audiences, than do the larger outlets, which, due to their size and the scope of their coverage, cannot gain the same intimacy with the public.

Speaking of the importance of the choice of a suitable name for the group, Snellgrove said: "We shall have to make sure that we do not dub ourselves as being small in terms of importance, because our group will be comprised of a majority of the Canadian stations."

Greetings From Labor

Quebec City — Bearing greetings to the private broadcasters in Convention here from the Trades and Labor Congress of Canada, Secretary-Treasurer John Buckley said that he regarded radio as one of the greatest civilizing influences ever devised, and expressed the hope that it would help build a new social order of peace, brotherhood and good government, in which Canada would play a vital and dynamic part.

Speaking forcefully in true labor union style, this septuagenarian ambassador of speech thanked the private stations for their donations of time for the CAB current "Voice of Labor," now being dispensed by the Radio Bureau in Ottawa and broadcast on more than forty independent stations. Mr. Buckley said that his organization would take advantage of this contribution by using it to inform and instruct the Congress members on vital public issues.

Mr. Buckley emphasized that any social order is built primarily on its workers and that they are the chief consumers of goods and constitute far and away the largest part of the radio audience.

His address was received with prolonged applause, following which he invited any broadcasters who wished to attend the next T.I.C. Convention, which will probably take place in Hamilton next fall.

LIONEL SCORES WITH FANS

Lionel's listeners take their hockey seriously so come play-off time we try to accommodate them. Thanks to our clients who graciously co-operate by relinquishing time, we manage nicely.

The fans appreciate the gesture, too, for every mail brings letters of praise for the sponsors who gave up time.

This faithful and enthusiastic consumer market is awaiting your sales message, for over the years "Lionelizing" has made CKCW the "most listened to" station in these parts. Take advantage of this ready made market—have your advertising "Lionelized" today!

CKCW

MONCTON - NEW BRUNSWICK

The Hub of the Maritimes

Representatives: Stavin & Co., Toronto - Montreal...
AGENCIES

BENTON & BOWLES INC.
Toronto. — Procter & Gamble is introducing its new washday miracle product, Tide, with a series of 10 minute newscasts over CFRB, Toronto, taking the 9:00 a.m. timeslot 6 days a week and featuring Wally Conter. The campaign gets under way on April 5 and runs through April 2, 1949. Tide is currently being advertised on the daytimer, Big Sister, and sometime in May will take off sponsorship of Right To Happiness on the central and prairie regions of the T. Canada, P. & C. also has an extensive spot campaign going to a wide list of Ontario stations in markets of 10,000 and over and hope to move into other parts of the country when production permits.

RUTHRAFF & YVAN INC.
Toronto. — Lever Brothers has started two 52 week series of half-hour transmissions, Mr. W. C. G., and "Playhouse of Favourites" (All-Canada) over 26 Ontario and western stations for Ontario's Five Cents.

WHITEHALL BROADCASTING LIMITED
Imperial Tobacco Company has started the 15 minute a week transmission Mr. W. C. G. and "Playhouse of Favourites" (All-Canada) over 26 Ontario stations for Ontario's Five Cents.

O'BRIEN ADVERTISING LTD.
Standard Oil Co. of British Columbia has started a 13 week series of daily one minute musical spots over 7 B.C. stations with a possibility of an extension coming up.

J. J. GIBBONS LIMITED
Toronto. — J. J. Schneider (Heroes) has started Thursday night feature "Don Hadley's" going 15 minutes weekly to CFRB, Toronto for one year.

SPITZER & MILLS LTD.
Toronto. — Monarch General Manufacturing Co. Ltd. is breaking into radio with an extensive Spring and Fall spot campaign going to 2 western stations including CKPR, Fort William; CKC, Winnipeg; CHAB, Moose Jaw; CPAG, Saskatoon; CFC, Calgary; CIC, Edmonton; and CKNW, New Westminster. The new series advertisers Babyalls, Skippy Play Tags and Pacific Trail Cough.

NEW LOOK DEPT.
"I dislike being photographed in profile," said the actor, "It gives me such a tense intellectual look.

ONE NIGHT STAND
"... speaker on 'Nation's Business'. John Bracken, leader of the CCF party (this occasion only)."

CBC Midweek Corrections.

DIAGNOSIS
Maybe it isn't so much the average IQ of the public that is the 12-year-old, but rather the radio sinks its own IQ average.

OFF THE RECORD
Report of the most recent CBC Board meeting omits to state whether the governors recommended the transfer of CKW, Winnipeg's license to the CBC.

PAN MAIL
Sir: I have been reading your Literary column for over five years. You now have thirty-three teeth. Would you like to try for sixteen?

—Subscriber

MORE PAN MAIL
Sir: Wouldn't it be funny if a bunch of your readers sent in letters telling you just what they think of you and your column.

—Joker

We don't know, Joker, But we can assure you that if it was funny we'd certainly use it.

WATCHEP POT
In reply to the correspondent who wants to know when we are going to present another batch of Beaver Awards for distin-

guished service to Canadian Radio, right now we are waiting for some of those distinguished services to be rendered.

JUSTICE
Then there's the greedy statesman who complained that he couldn't have all the work and ended up getting all he deserved.

TAINT FUNNY McGEE
"I never could understand why a person speaking only English should think it funny to hear broken English spoken by a man who could speak for other languages."—Gracie Allen in Toronto
AN INVITATION TO BUSINESSMEN

We invite you to the

CANADIAN INTERNATIONAL TRADE FAIR

MAY 31 TO JUNE 12, 1948 - TORONTO, ONTARIO

... and we think you'll profit by coming

This will be the first International Trade Fair ever to be held in North America. It is sponsored by the Government of Canada.

It will be devoted entirely to business. The general public will not be admitted except on Saturdays. Every exhibit has been accepted on the condition that the goods displayed are for sale and can be delivered within a reasonable time. Transactions can be completed on the spot.

The products of more than 25 countries will be on display, and buyers will come from every quarter of the globe. For the period of this fair Toronto will be a world market-place—the sample room of the world on your doorstep—within a convenient day’s journey from any city in Canada.

Canada will be the host—but the Fair will belong to the traders and businessmen of all the nations. There will be interpreters—special cable and communications services—private restaurants and meeting rooms—all the facilities you need to do business with all the world, comfortably and conveniently.

Official invitations, which are required for admission, may be obtained on application to the Canadian International Trade Fair, Canadian National Exhibition Grounds, Toronto, Canada.

DEPARTMENT OF TRADE AND COMMERCE
OTTAWA, CANADA
We asked our advertisers... "Why do you use CFRB?"

The station actively helped us PLAN, says Templetons Limited*

GILBERT TEMPLETON, president of Templetons Limited, makers of proprietary medicines, writes as follows:

"For a long time now we at Templetons have had a very kindly feeling toward CFRB because of the help given us by that station when we were inexperienced in radio advertising. Had it not been for the encouragement and help we got from CFRB back in 1935, in trying out the technique of using radio which happened to suit our particular business, it is very likely that we would have stopped trying to use this medium...

"In CFRB we had a dominant station and a personnel co-operative with an inexperienced radio advertiser. All our broadcasting activity really got its start because CFRB combines a dominant position in Ontario radio with a spirit of sincere co-operation toward a new, small advertiser."

Local advertisers, in a position to check results from day to day, continue to benefit substantially from CFRB co-operation... continue to use CFRB because it dominates radio coverage in Canada's richest and most important market... because it obtains results quickly!

More and more national advertisers are benefitting from the experience of local concerns and looking to CFRB as a resultful advertising medium. Why not consider whether CFRB belongs in your national radio planning?

*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

www.americanradiohistory.com