FRENCH NET COMING SOON

The story of the second French network which they have been booting up and down the Aisle of the Quebec metropolis is taking like it is about to materialize into concrete fact.

recommened by last year’s cab committee, the idea was before the CBC management as private stations’ co-operative venture, with never a very good chance that it would materialize in that form. However, as the story now goes, it will be brought about as a CBC channel, but not in CBC stations, as none are available, in a very short time.

The CKMO, Vancouver, “Happiness Fund”, which operates throughout the year bringing gifts to military hospital patients, and frequently enables relatives from out of town to visit men and women in hospital. recently visited Shaugnessy Military Hospital in Vancouver.

Here, Miss M. Russell of Vancouver, an ex-Wren who spent two years in the navy and four in hospital, receives gifts bought through the fund. At her left is Mrs. G. M. Field and wheeling the trolley Mrs. A. Bryant, a former nurse at Shaughnessy.

REORGANIZE FOLLOWING SPLIT

Vancouver. — Announcement of a reorganization of the Stewart-Lovick and Macpherson Ltd. advertising agency follows the recent story of the split between V. L. “Pinky” Stewart and Jim Lovick.

Named to the new board besides Stewart are E. Blake Hallenby, R. Bruce Buckingham, K. A. McLennan, E. F. Riddle and Hubert S. Watson.

Branch office managers are Hubert S. Watson, Vancouver (Head Office); Robert McNicol, Calgary; Walter Kerr, Edmonton, Ewart G. Macpherson, Winnipeg, Robert R. Threlfall, Toronto, Y. Bourassa, Montreal.

There will be no change in the lineup of accounts in Winnipeg, it is understood, and a third partner, replacing Lovick, will be named shortly.

The Stewart-Lovick and Macpherson lineup of accounts includes Consolidated Mining and Smelting Co., B.C. Electric, Western Match Co., Perfax, Bloedel Stewart and Welsh.

Lovick Organizes Own Agency

A new agency has been organized by Jim Lovick with head office at 535 Homer Street, Vancouver. Branches include Calgary, under the management of L. C. Duncaule and Toronto, under A. R. Hackett.

Lovick took with him all six major radio accounts his office announced. These include B.A. Oil, Kelly Douglas, Nabob Foods, Burns & Co., Canada Nut Co., and B.C. Sugar.

With Lovick, besides his office managers are, Fred McDowell, Doug Craig, Jack Weston, Howard Newitt and Bill Ellis.

STORK MARKET

Winnipeg.—Two local radio announcers, and another now located in Toronto are just out of the cigar-passing stage.

George McCloy of CJOB and Maurice Desordy of CKRC had baby boys presented to them, while Jack Scott, formerly of CKRC, is eagerly waiting in Toronto to catch a glimpse of his new baby daughter which arrived recently in Winnipeg.

IBS APPOINTMENTS

CBC International Service announces the appointment of two new supervisors, John Wickham Barnes and Hugh Whitney Morrison. Barnes, ex-CBR Vancouver, is appointed production supervisor at Montreal. Morrison, previously with public relations firm of John Nash & Associates, is appointed supervisor of the Latin American Section.

POLLON LEAVES

Bill Woodfield has replaced Gordon Pollon as accountant at CKRC. Pollon having accepted a new position out of radio. Woodfield’s position as continuity editor is being filled by Keith Murray.

JOINS HAYHURST

Toronto.—Robert D. Amos, former production chief at CKOC, Hamilton has been appointed assistant radio director of P. H. Hayhurst Co. Ltd. and will be located in the Toronto office.

TO ATTEND NAB

Vancouver.—W. H. “Tiny” Elphick, manager of CKWX Vancouver, will attend the NAB convention in California in May.

FALSE ALARM

Vancouver.—Bob Bowman, manager of CKMO Vancouver, got on the air just fast enough to break the story on a “manhunt” story that he didn’t find out until later just who was the object of the search.

Stepping out of the station the way to lunch, Bowman saw plainclothesmen circling a court house across the street. Two of them had rifles and there was a man on the porch in an open window.

Knowing there was a newsflash on the air, he dashed back to the station, knocked out a telegram and handed it to the announcer: “We interrupt the newscast to tell you that there seems to be some excitement at the court house across the street. Plainclothesmen are circling the building with rifles. There’s a man on the porch. We’ll have more details a few moments.”

Bowman, back to the court house, asked the nearest police officer what went on.

“Shooting pigeons,” the officer replied, “too many of them around here.”

Bowman spent the rest of the day avoiding the announcer.

PEOPLE

Alex Thomson, formerly radio director for Lever Bros. in Sydney, Australia, has accepted an executive position with CKCL, Truro, N.S.
JUGGLE TIME to suit your needs ... with SPOT-BROADCASTING!

'Spot-Broadcasting' simply means putting on your radio show at desirable times over individual stations...

SPOT-BROADCASTING is the opposite to buying stations 'holus-bolus' (either regionally or nationally), without regard for different time zones or different listening habits.

WHEN YOU spot-broadcast, you are really building your own network ... tailor-made to suit your time, coverage and budget needs. You select the stations that cover your markets, choosing from thirty All-Canada stations across the country. You select the peak local times you want for best effect, unhampered by time-zone troubles.

YOU SPOT your program favourably on each station's program schedule when you spot-broadcast. You command a ready-made local audience, sympathetic and loyal.

WHATEVER the nature of your radio problem: timing, coverage, budget or all of these—ask the ALL-CANADA man to help you with spot-broadcasting! It's the dollar-wise way to select the audience you want to hear your message! In these days of generally higher costs, you owe it to yourself to get full information on economical radio planning.

All-Canada in the Maritimes

In a ten-year period, Maritime retail sales increased more than in any other section of the country! That’s why sales curves for these three provinces are being watched. It will pay you to make the most of this growing market. You get complete coverage of the Maritimes over seven All-Canada stations. Call the All-Canada man about spot-broadcasting in this region.

ALL-CANADA RADIO FACILITIES

ALL-CANADA RADIO FACILITIES

Limited

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL
Canadian Broadcaster Page Three

**OTER THE DESK**

Between the Convention and then another trip to Montreal you should put your desk! Something has to be done about it. So - go to it.

Right on top of the pile is a clipping from Claude Hamerton's column in the Ottawa Citizen. Claude does some of the plaudits and some of the comments for the job. Running in telling his public what has happened. As ready with his convictions as he is with his expression of praise, Claude Hamerton says in the Ottawa Citizen is contributing to Canada's culture by radio. As ready with his convictions as he is with his expression of praise, Claude Hamerton says.

Friday Feature, booked for a like period by La Salle Hotel.

Here is a note from the Toronto Men's Press Club whose By-line hall brought newspaper and radio rascally together April 10 at the Royal York Radio, being so used to giving away free time for various causes, stayed right in character, it seems, in coverage and pre-buildup for the do, which is co-sponsored by the TMC and the Canadian Women's Press Club. Radio stations across Canada covered the event in their newscasts. CKWX, Vancouver, covered the arrival of Anna Matilda, the Kangaroo "bride" for the ball's famed Bluey. CKEY, CHUM and CJBC carried pre-Ball interviews with Press Club stalwarts.

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CIBC presented its Beat the Champs (Trans-Canada) shows from the Toronto Men's Press Club prior to the ball. CBC (Dominion), CKEY and CHUM picked up and broadcast quarter hour shows from the Ball itself. Radio arrangements were handled by Andy McDermott. Entertainment at the Ball was in the hands of Alan Savage of Cockfield Brown. The English Done Award Program was held in the Ballroom.

There's a program which bears listening to on CHUM. Toronto, if anyone is on the lookout for a truly children's program. Sundays at 6 p.m. Called CHUM Workshop it is currently presenting an all-children cast in a serialized version of "Alice in Wonderland." Production is by Dorothy and Spud Brown (Spud formerly of the CBC that is), and all parts are played by pupils of the Browns who are conducting classes in radio dramatics.

Digging way down into the sheaves of paper on the desk, we unearthed Bill Wright's George Arnot, having a quiet forty winks. George came up with ... CKOX, Woodstock, carried a special presentation of Singing Stars of Tomorrow, which was staged and aired for the special benefit of employees of York Knitting Mills Ltd., who sponsor "The Stars" and one of whose plants is located in the Oxford County capital. Clyde "Mitzi" Mitchell of CKP-R, Kitchener, is back at his desk after several weeks in hospital ... CKAC, Montreal, hopes to be operating on 10 k at the end of May, prior to their move to 50 k in the late fall.

That cleans us off down to the oak top for now, so thanks for listening.

**EXPERIENCED BROADCASTER**

required by Southern Ontario broadcasting station in major market. Must be good newscaster, commercial announcer, capable of accepting supervisory responsibility. Forward application with full radio employment history, references and audition disc prepaid to:

Box J
Canadian Broadcaster
371 Bay St. - Toronto

**STAN PATON**

Leader of a danceable show-band of adjustable size, and brilliant m.c., experienced in radio. Consult:

**MART KENNEY**
125 DUNDON STREET
TORONTO, ONTARIO

---

**Chat**

What western Canadian city originated more diversified freight than any other city in Alberta or Saskatchewan?

(Turn to Page 15)

**Alberta's most listened to Radio Station (LATEST B.B.M.)**

**CFCN**

The Voice of the Prairies Ltd.
CALGARY, ALBERTA

Ask
RADIO REPRESENTATIVES LTD.
TORONTO - MONTREAL

---

**Don't Overlook Music with a PERSONAL PLUS In Your Program-Planning**

---

**Medicine Hat**
Up betimes and fell to musing on Spring and that it is plaguey slow in coming—which my secretary smartly tells me is a sign of my own advancing years, but which I myself do attribute to my deep love of Nature as she contributes to the Royal and Ancient Game of Golf. Found my morning reflections brightened by one of Bob Kenest's new-comers to CJBC, Mike Wood, who is in charge of their early morning feature. His music sitteth softly on an empty stomach. His personality, entertaining discourse and service brighten the most dreary "morning after", and do make even the least inviting tasks move along with a pleasant lift.

"As far as our office is concerned, our information on Canadian stations is quite complete", he said, "and is as accurate as possible, with the facts that are available. However," he continued, "when a new station is making a presentation, it invariably neglects to supply any data except its power and frequency and its anticipated audience.

Among further information this buye-er would like to receive is a list of advertisers using the station; figures on retail sales, especially foods and drugs; a program schedule; cost per thousand listeners.

Needs Market Characteristics

The characteristics of a market are important", he went on. "We should be informed about leading industries in the area, showing, for example, that the main industry in the area under consideration is mining, followed by mixed farming in second place, then manufacturing with emphasis on heavy machinery and so forth. This information", he added, "might well be implemented by listing payrolls in dollars."

He produced a presentation on one Canadian station, and pointed out the information it contained. This consisted of (1) coverage area; (2) population of coverage area; (3) households in coverage area; (4) radio homes in coverage area; (5) power; (6) frequency; (7) circulation of various newspapers. "This information is valuable all of it", he said, "but it does not go far enough.

AGENCIES

**HOW THEY STAND**

The following appeared in the current Elliott-Haynes Reports as the top national programs, based on listenership in markets. The first figure following the name is the E-H rating, the second is the change from the previous week.

<table>
<thead>
<tr>
<th>Network</th>
<th>Program</th>
<th>E-H Rating</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>Life Is Beautiful</td>
<td>17.2</td>
<td>-1.6</td>
</tr>
<tr>
<td>CBS</td>
<td>Night Shift</td>
<td>18.5</td>
<td>+1.3</td>
</tr>
<tr>
<td>NBC</td>
<td>The Bachelor</td>
<td>17.8</td>
<td>+1.0</td>
</tr>
<tr>
<td>ABC</td>
<td>Dragnet</td>
<td>17.1</td>
<td>-1.2</td>
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<tr>
<td>NBC</td>
<td>The Green Hornet</td>
<td>16.9</td>
<td>+1.1</td>
</tr>
<tr>
<td>CBS</td>
<td>The Man From U.N.C.L.E.</td>
<td>17.5</td>
<td>+1.0</td>
</tr>
<tr>
<td>ABC</td>
<td>The Millionaire</td>
<td>17.3</td>
<td>+1.1</td>
</tr>
<tr>
<td>NBC</td>
<td>The New Breed</td>
<td>17.1</td>
<td>-1.0</td>
</tr>
<tr>
<td>CBS</td>
<td>The Man From U.N.C.L.E.</td>
<td>17.5</td>
<td>+1.0</td>
</tr>
<tr>
<td>ABC</td>
<td>The Millionaire</td>
<td>17.3</td>
<td>+1.1</td>
</tr>
<tr>
<td>NBC</td>
<td>The New Breed</td>
<td>17.1</td>
<td>-1.0</td>
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**DAYTIME**

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<th>Network</th>
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<tbody>
<tr>
<td>ABC</td>
<td>Ma Perkins</td>
<td>19.2</td>
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<tr>
<td>CBS</td>
<td>Happy Days</td>
<td>18.8</td>
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</tr>
<tr>
<td>NBC</td>
<td>Pepper Young</td>
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<tr>
<td>ABC</td>
<td>Big Bonet</td>
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<tr>
<td>CBS</td>
<td>Life Can Be Beautiful</td>
<td>17.3</td>
<td>-1.2</td>
</tr>
<tr>
<td>NBC</td>
<td>Road Of Life</td>
<td>16.9</td>
<td>-1.1</td>
</tr>
<tr>
<td>ABC</td>
<td>Sing Along</td>
<td>16.4</td>
<td>+1.1</td>
</tr>
<tr>
<td>CBS</td>
<td>Lucky Loman</td>
<td>16.0</td>
<td>+1.2</td>
</tr>
<tr>
<td>NBC</td>
<td>Leave Wallace</td>
<td>15.7</td>
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**FRENCH**

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<th>Network</th>
<th>Program</th>
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<tr>
<td>RCN</td>
<td>Rue Principale</td>
<td>32.2</td>
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<tr>
<td>CFQ</td>
<td>Jeunes Dames</td>
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<tr>
<td>CJO</td>
<td>Taite Lucie</td>
<td>23.3</td>
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<tr>
<td>CFGM</td>
<td>Joyeux Troubadours</td>
<td>21.9</td>
<td>-1.1</td>
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<tr>
<td>CJAM</td>
<td>Le Quart d'Heure</td>
<td>21.7</td>
<td>-1.1</td>
</tr>
<tr>
<td>CHIN</td>
<td>Grand Soeur</td>
<td>21.3</td>
<td>-1.1</td>
</tr>
<tr>
<td>CKCB</td>
<td>Questes Nouvelles</td>
<td>20.1</td>
<td>+1.1</td>
</tr>
<tr>
<td>CFCG</td>
<td>Francine Louvain</td>
<td>16.0</td>
<td>+1.1</td>
</tr>
<tr>
<td>CJO</td>
<td>Courrier Confidentiel</td>
<td>11.8</td>
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</tr>
<tr>
<td>CKBF</td>
<td>Madeleine et Pierre</td>
<td>10.6</td>
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**ENGLISH**

<table>
<thead>
<tr>
<th>Network</th>
<th>Program</th>
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<tr>
<td>CHBC</td>
<td>Charlie McCarthy</td>
<td>38.3</td>
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<tr>
<td>CHCL</td>
<td>Fred Allen</td>
<td>37.5</td>
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</tr>
<tr>
<td>CKCM</td>
<td>Lou Radio Theatre</td>
<td>36.0</td>
<td>+1.0</td>
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<tr>
<td>CFCO</td>
<td>Fibber McGee and Molly</td>
<td>35.9</td>
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<tr>
<td>CKWT</td>
<td>Amos &quot;N Andy</td>
<td>34.4</td>
<td>-1.1</td>
</tr>
<tr>
<td>CKRN</td>
<td>Kraft Music Hall</td>
<td>29.6</td>
<td>-1.1</td>
</tr>
<tr>
<td>CKIT</td>
<td>N H L Hockey</td>
<td>24.1</td>
<td>+1.0</td>
</tr>
<tr>
<td>CFGM</td>
<td>Wayne &amp; Shunter</td>
<td>23.5</td>
<td>+1.0</td>
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<tr>
<td>CFCJ</td>
<td>Twenty-Four Hours</td>
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<td>CKXL</td>
<td>Album of Famous Music</td>
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<td>-1.1</td>
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<tr>
<td>CKGB</td>
<td>Big Family</td>
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<td>CFCG</td>
<td>Ozie &amp; Harriet</td>
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<tr>
<td>CKST</td>
<td>Bob Hope</td>
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<tr>
<td>CKQC</td>
<td>Boston Blackie</td>
<td>20.0</td>
<td>+1.0</td>
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</table>

**Railroad**

<table>
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<th>Program</th>
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</thead>
<tbody>
<tr>
<td>CKSS</td>
<td>Un Homme et Son Peche</td>
<td>42.5</td>
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</tr>
<tr>
<td>CKSV</td>
<td>Ruechant dans la nuit</td>
<td>38.5</td>
<td>-1.1</td>
</tr>
<tr>
<td>CKTN</td>
<td>Railroader du Rire</td>
<td>37.9</td>
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<tr>
<td>CKXW</td>
<td>Mergosoupe</td>
<td>36.0</td>
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<tr>
<td>CKML</td>
<td>Theatre Ford</td>
<td>36.0</td>
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<tr>
<td>CKSJ</td>
<td>Come qu'on aime</td>
<td>33.8</td>
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<tr>
<td>CKMR</td>
<td>Triumphateurs du Quebec</td>
<td>30.1</td>
<td>-1.1</td>
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<tr>
<td>CKSS</td>
<td>Qui suit-jo</td>
<td>29.5</td>
<td>-1.1</td>
</tr>
<tr>
<td>CKSW</td>
<td>Taflets de chez nous</td>
<td>25.9</td>
<td>-1.1</td>
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<tr>
<td>CKAV</td>
<td>Radio Concerts Canadiens</td>
<td>29.3</td>
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<tr>
<td>CKSD</td>
<td>Can-Can</td>
<td>28.7</td>
<td>-1.1</td>
</tr>
<tr>
<td>CKSN</td>
<td>La Mine d'Or</td>
<td>27.7</td>
<td>-1.1</td>
</tr>
<tr>
<td>CKSX</td>
<td>Juliette Bellevue</td>
<td>25.9</td>
<td>-1.1</td>
</tr>
<tr>
<td>CKPN</td>
<td>Au Coin du Feu</td>
<td>24.7</td>
<td>-1.1</td>
</tr>
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CFCF

**NOW 5000 WATTS...**

...INCREASED POWER

...WIDER COVERAGE

...CLEARER RECEPTION

**600 KILOCYCLES FIRST ON THE DIAL**

CFCF

**Here's the News!**
Plea For Self-Censorship

The likelihood that when the CIBC Board of Governors meets at Windsor Hotel in Montreal May 17-19, the question of price限制 will receive a sympathetic hearing, bids fair to being the central radio's most forward step since the dynamic speaker. However, it also gives rise to the thought, if we were permitted to do so, to delve into an internal and institutional problem, unless the industry comes to formulate a code of its own to precede abuse.

Expressing views on the subject which are purely our own, it is our opinion that this relaxation of the regulations is overdue for a number of reasons. In the first place, it is generally admitted that the devising part of a program, provided the copy is written informatively, still has a valuable service to the public, and the public would be still further informed if it were possible to quote prices in connection with commercials. In the second place, there is a certain inequality, where radio is prevented from mentioning prices as the printed media can do so without any restrictions. Further, the stations' produce and stock market prices have always been considered as a public service, so the idea is by no means new.

Here is however a certain danger, on the other side of the ledger, that broadcasters might well foresee, and, if possible, prevent.

Radio men will surely not want their air-lanes cluttered with the after phrase along the lines of "Regular $3.50, special today—". Advertisers and agencies will start taking advantage of it, and a definite code is established, price mentions are liable to creep into price kids, as competing sponsors vie with one another to have their advertising money mentioned.

This constitutes no threat, in our opinion, to the sanctity of the regulations provided that the industry takes an objective view of it in a relaxed atmosphere. Authoritative information we have received makes it quite clear that this will be the Board's fear when considering the passage of the amendment to the regulations.

The possibility is that the Board might incorporate certain restrictions and limitations into the amendment. Such further regulating parts of the government body would, we believe, be highly desirable. An alternative might be for the broadcasters themselves to formulate their own restrictions, as a sort of voluntary code, keeping price mentions down to reasonable limits. This, if it were carefully prepared, would surely react to the advantage of all the listeners but of the stations and their sponsors as well.

The CBC might consider making the regulations in the same form as the Board of Governors. If so, it could be formulated on the basis of a year's trial, in order that a test of the problem could be based on experience instead of theory. It could then be reviewed again and adjusted as past experience suggests.

Those who stand to lose the most through abuse of any price privilege which may be accorded are the stations, because listeners would mean only lost advertising revenue. So it is essential to assume that the stations would be not only willing but anxious to make the plan work to the best advantage of all concerned.

Therefore our hope is that the industry will stand behind a move to price mentions more valuable to listeners, sponsors and stations alike, by proceeding cautiously when the price mention privilege is accorded.

This article in no way purports to express the views of the industry but is simply put forward as the suggestion of this paper.

Richard E. Lewis

Editor.

LETTERS

GUILTY AS CHARGED

Owen Sound, Ont.

Dear Dick—A few days ago a man came into my office—not a very important man in this age of great decisions, but every important man to us for we might classify him as "Mr. Average Listener". He had a charge to lay against radio, a charge of which we may often all he guilty. Will you stay with me?

He accepted my offer of a Sweet Cap, stretched out his legs, and commenced the conversation this way:

"You guys are a pretty good bunch of fellers, and the Missus and I feel that the Radio Committee was all wet last year and should have given you fellows what you wanted. But there is one thing I can't understand.

"Last Christmas, CFSO put on a dandy show for the kids of Europe and raised over $4,000. Apart from listing the names of the artists, and the folks who gave the money, you said nothing about what a great outfit you were. But last Sunday you fellows broadcast a show from Maple Leaf Gardens for the crippled kids and it was a right smart show too."

"Now the reason I come in to see you is this. Not to complain about the show, because it was all right. But why the hell did you have to do so much bragging? All them announcements that went over your station before Sunday. All them fellows tellin' us that they was don't it free. Foster Hewitt—" a great guy—"told us over and over that Maple Leaf Gardens was free. So what? Ain't it usually empty on Sundays? One of the musicians lep' sayin' that he was workin' for nothing because the union let him work free. The actors and the radio stations and everyone else was all behind the cripped children and all workin' free. Now tell me, Mr. Snelgrove, who ain't behind the crippled kids?"

"Now I like CFSO and I'd miss the other stations if they quit broadcastin', but we just can't understand why all you radio fellows had to do all that braggin' over that Sunday broadcast."

At this point a voice on my intercom announced that the ice in the harbor was breaking up. I left my visitor in the office and, with tape recorder under one arm, hurried down to do a "special event". Dick, he's coming back soon. What shall I tell him? Ralph Snelgrove

CONTINUITY HITS BACK

Dear Dick—Maybe all you said in your last editorial, "The Typewriter Tells The Tale", is true. Maybe nobody in radio can write worth a damn. Maybe if they could write—and read too—you wouldn't be able to make a living with that rag of yours. I wouldn't know. I'm in radio.

I do know this though. Most of the radio copy which is snipped at by the critics as being bad taste, bad grammar, bad selling copy and just bad, comes from a station to the advertising agencies. So why not turn your guns on the agencies? I know what you'll say. You'll say that we shouldn't take advertising if we think it is bad. But how are we going to meet our payrolls that way? Do newspapers turn down copy they don't like? I'll say they don't. That's why the papers are full of laxesatives, body odor and hallucitions.

If you print this letter you can't use my name. I have to do business with these guys. But you won't dare print it anyhow, so what's the difference?

-Ralph, Continuity Dept.
Bitter About Butter

I must confess that I have become quite bitter about butter. It is now being used to lubricate the already too free-running cogs of our bureaucratic machinery. If an honest merchant—or a reasonably honest merchant—wants to give away fifty-six hundred pounds of butter to purchasers of diamond rings, stick pins and other articles of personal adornment, that would seem to be his business.

But no! Messrs. Gauthier et Pelchat are not to be allowed to savor the full bouquet of their glorious idea. Butter is as sacred as is its author the cow in a Hindu temple. If Messrs. Gauthier et Pelchat wish to emulate the example of the neighborhood picture exhibitor and give a pound of butter with a diamond ring or a Siamese gem stone, as their exemplars might give a little spurious spode with a two dimension view of Lauren Bacall’s fascinating equipment, they have a right to consider it legal. But not at all! Spurious spode is on the exempt list. It is available by the ton. Butter on the other hand, can hardly be got by the pat, let alone by the pound. And Mr. Gardner has made a deal with the dairy industry which might be expressed by the phrase: “You put our backs, we’ll pound your drum”.

And so it comes about that Messrs. Gauthier et Pelchat are visited by the agents of the Dominion Government (Prices Board Branch). Their wrists are slapped; they are stood up in a corner and told to stick to their Siamese gem stones and stop monkeying with butter. They were practically called hoarders, only they didn’t hoard. They bought the butter quite openly from Monsieur Bernier at 69 cents a pound. And instead of being stood in a corner they should have been sent to psychiatric hospital, because Monsieur Bernier is a wholesaler with lots of butter in his bank, which might have got him a wonderful time at the Mount Royal Hotel, if he had been a little coy about it. Sixty-nine cents a pound, wholesale, is too much to pay for butter to give away with rings and stickpins.

In any case, it is entirely absurd that butter should be a protected commodity. A careful investigation might show that, in a normal economy, uninhibited by Mackenzie King, our wives and sweet hearts should blaze with jewellery by Messrs. Gauthier et Pelchat for buying five pounds of butter instead of three. Somewhere, there are pounds of butter in a city. Piled up in refrigerated warehouses awaiting that happy day when the price tags will bear the legend “on dollar per pound”.

The Consumer Is Duped

The Canadian consumer should beware of the way his elected representatives enter this unwise conspiracy to extract a dollar bill from his pocket in a fifty cent pound of butter. He should require why he may not purchase Danish margarine at thirty-nine cents a pound, but he would perhaps be put off with a lecture about the importance of the dairy industry to the Canadian economy. If he should ask why, a country like Denmark, which has been entirely on the dairy industry and the fattening of bacon hogs, manufacturing margarine, he will be met with stony silence.

On the other hand, if the free born and estranged Canadian citizen becomes insistent enough, he may get his margarine. In which case, he will see pounds of butter coming out of hiding to be offered for sale at a reasonable price. What is more, there will be no shortage of butter and it is undermining of the dairy industry. That industry has never been able to satisfy the domestic demand for butter and will, therefore, never lack for customers who are willing to pay a reasonable premium for butter instead of margarine.

The ring which controls the African diamond output is an obvious reason not known to the Diamond Ring. Nevertheless, it maintains the price of diamonds by restricting the number released to the market. This is not only to protect itself, but to protect previous purchasers of diamonds who have come to regard those stones as assets, the value of which will not be affected by the vicissitudes of the economic cycle. But butter, once in the hands of the householder, cannot be regarded as imperishable. In fact, it goes rapidly rancid and rotten. The present shenanigans, therefore, cannot be regarded as devised in the consumer’s interests but as a conspiracy to protect the inviolability of the vested interests. In other words, the poor cow has become a bum steer!

—John Collinswood Reade
Complete line consists of 250 Watt, 1 KW, 5 KW (shown) and 50 KW transmitters—Antenna Coupling-Phasing Equipment and Accessories.

**YOUR BEST BUY IN AM!** All Northern Electric AM transmitters offer stabilized feedback, maximum accessibility through central chassis design, attractive appearance and unusually low power consumption. These features, plus the Doherty High Efficiency Amplifier Circuit used in the higher powered units, have given hundreds of broadcasters years of dependable, economical operation.

Complete line consists of 250 Watt, 1 KW, 3 KW, 10 KW (shown) and 50 KW transmitters—Clover-Leaf Antenna and Accessories.

**YOUR BEST BUY IN FM!** Only Northern Electric transmitters give you the striking appearance and full visibility of TRANSVIEW design, plus the protection of the Frequency Watchman to keep your station on frequency, the Arc-Back Indicator to utilize full life of rectifier tubes, the new RF Wattmeter that gives constant direct reading of output power—and a new high in performance characteristics.

Northern Electric

26 DISTRIBUTING HOUSES ACROSS CANADA
**NEW Management. Programs . . . . Policy . . . . . Reps . . . . .

**CKX BRANDON**

The “buckle” of the Wheat Belt

In CANADA . Radio Representatives
In U.S.A . . . Donald Cooke . . .
See “TONY” MESSNER in WINNIPEG

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**STATIONS**

**Radio Critic Ignores Challenge**

Vancouver — Bob Bowman, manager of CKMO Vancouver, has issued a challenge to VANCOUVER SUN columnist Jack Scott to take over his office and run the station for a week.

The challenge came when Scott, a vociferous critic of private radio, ran the first of a series of three columns which called the offerings of independent stations, in a word, “an appalling amount of trash”.

Scott took an average day and spent nine hours beside his receiver, and summed up the experience as “a long, barren day”.

His principal objection was to transcriptions, which he called “a jumble of second hand sound with only one obvious purpose: to fill the time between sponsored announcements”.

He wished that the CBC would “do a little police work and insist on the terms of the license being carried out”.

Although he did not name the station which had led to his three columns of comment, CKWX appeared to assume they were “it” and staff members of that station were taking it as such.

The official line, however, was “no comment”.

Bowman, however, sent Scott a telegram, offering him the opportunity to take over his task for a week, so far as terms of the station’s contracts permitted.

So far, Bowman said, he had received no reply.

**CFCF Launches 5-KW**

Established in 1919, CFCF: Montreal outlet for the American Broadcasting Company and the Dominion Networks, put into operation on April 12th its new 5-kw transmitter plant, located at Steenville, about 10 air-miles from the centre of the city.

Built at a cost of more than a quarter-million dollars the facilities include a concrete block and steel building with attractive red brick facing, and copper in similar design for the engineering staff.

Two 300 foot AJAX masts bear the signal from a Marconi Type 31 transmitter to cover the Eastern Townships and the Laurentian foothills. The speech input equipment feeding the transmitter comprises Marconi High-Fidelity Type Allis, with solettes equipped with associated equipment to meet FM quality standards.

Following a visit to the new plant, Steenville, the press, agency and clients were entertained at a social party in the Fair Court of the Mont Royal Hotel, Montreal.

Station CFCF is owned and operated by the Canadian Marconi Company.

**New Control for CHNO**

Sudbury, Ont.—Application has been made to the CRTC Board for consideration of a transfer of control of Sudbury Broadcasting Company Ltd. (CHNO) from George M. Miller, K.C., to Baxter Reid, hardware merchant, also of Sudbury.

CHNO, Sudbury's 11,000-watt station which started in business June 1, 1942, will continue to operate on the same basis.

The new officers when approved will consist of Baxter Reid, president, and general manager; Senator Jean Hurtubise, vice-president; J. H. Cooper, K.C., secretary; Arthur Donelan, treasurer. Directors, besides those above, are Leo Gauthier, M.P., and Jonsson.

**EDUCATING THE ARCTIC**

Aklavik, N.W.T.—Indian and Eskimo children above the Arctic Circle have the same opportunity of exposure to school programs and taking part in radio lessons as children in the rest of Canada. This is made possible by a Canadian Army radio station CHNA Aklavik, which at the request of the Department of Mines and Resources broadcasting CBC school programs to children in the Mackenzie District and Northwest Territories.

Programs are transmitted by air express to Aklavik early in the school season. The recordings include well-known Canadian legends, dramatized programs in Canadian history, adventure tales, and provincial school radio series such as "Adventures in Speech, Health and Physical Education," and Children of the Land.

CHCA, Canada's most northern radio station, is operated by military personnel on the same volunteer basis as the Army station CF103 in Whitehorse, Yukon.

---

**GENERAL MANAGER**

General Manager and Program Director wanted for new FM station in Central Ontario.

The man we are looking for has broad experience in all phases of radio, and is anxious to get in on FM on the ground floor.

Write stating full particulars in first letter to

Box G

CANADIAN BROADCASTER - 371 Bay St., Toronto
BARREL DERBY

Winnipeg.—CKRC has made extensive plans to cover the first “running” of the Red River Barrel Derby. The derby, sponsored by a local service organization, is going to be worth a considerable bit of the loot green to the person who correctly guesses the time it will take for the barrel to cover the 60 odd miles from Emerson, where it will be dropped into the river, to Winnipeg.

The derby is slated to start off April 17 providing the river is free of ice. It will take the barrel an estimated three days to cover the distance. A special train is being run to Emerson for the occasion, and CKRC expects to have a troupe of entertainers aboard. Also during the three-day period of the derby, the station will broadcast hourly bulletins on the barrel’s progress down the Red. When the apple-container bobs into Winnipeg a CKRC microphone will be on hand to describe the scene. The station also hopes to air the winner’s comments if he is anywhere in the vicinity of the finishing line.

DISC JOCKEY CONTEST

The B.C. disc jockey contest being run by CKWX Vancouver will be judged in the final round by Fred Robbins, a top New York jock who is heard on Columbia Record Shop and other programs in the States.

Three discs of the contestants who get into the finals, will be mailed to Robbins. He will pick the winner, cut a disc with his opinions on the three and mail it back.

Preliminary rounds, for which there have been hundreds of entries, are being judged by the teen-age contestants themselves.

“They’re the consumers, so they must know best what makes a good jockey,” is the station’s reasoning.

Entrants are coming to Vancouver from the Fraser Valley and Vancouver Island, after winning local eliminations.

CJKL BARS COMMIES

Kirkland Lake, Ont.—CJKL announces that organizers of the International Union of Mine, Mill and Smelter Workers (CCL-CIO), with suspected communist sympathies, will be barred from using the station’s facilities. This applies to all Union organizers “named actually or by implication on the government list of U.S. citizens whose visas will not be renewed by reason of their close affiliation with the Communist Party in the U.S.”

The Union has been airing a daily program over this station called a News Cast—the contract for which expired March 20.

BEAUTY KITS FOR LISTENERS

Winnipeg.—CJOB is currently featuring a five-minute spot sponsored by Toni Permanent on Club 1346. Each day five guests, four of them club members, are invited to appear on the program.

The four vie for prizes in a special contest. The winner picks up a couple of discs and a Toni Kit. The fifth guest, a proud possessor of a Toni perm, tells the radio audience how satisfied she is with it, picking up a special beauty kit in the process.
CKCO
OTTAWA
"The Community Voice of Canada's Capital"
5000 WATS DAY - 1000 WATS NIGHT
1310 KC
NATIONAL REPRESENTATIVES
WILLIAM WRIGHT
Toronto
JOSEPH HERSHEY McGILLVRA
New York

Industrial Facts And Figures
for your information, concerning the territory served by

CJRL
KENORA ONT.

Kenora is the industrial hub of Northwestern Ontario and the distributing and shopping centre for many important industries:

- PULP AND PAPER
- MINING
- FLOUR MILLING
- FISHING
- RAILWAY SHOPS
- TOURISTS

Monthly payrolls from these industries exceed $1,500,000.00.
Annual revenue from the tourist industry is estimated at $1,600,000.00.

Continuous Radio Audience Measurements Since 1940

Elliott-Haynes Limited
Sun Life Building
MONTREAL
Plateau 6494
515 Broadview Ave.
TORONTO
Gerryard 1144
IS THE **BEST WAY** TO REACH

**CKLW**

**CANADIAN BROADCASTING CORPORATION**
**MUTUAL BROADCASTING SYSTEM**
**MEMBERS OF CANADIAN ASSOCIATION OF BROADCASTERS**

**198,130 WESTERN ONTARIO HOMES IN A DAY**

"There's no need for more grey hair and worries. I've got the answer to our sales and advertising problems in the Western Ontario district, Mr. President. It's CKLW. It's the BEST way our Company can reach 198,130 Western Ontario homes in a day, efficiently and economically. CKLW is a real sales producer in this rich and fertile market. Because of its strong audience, its buying appeal and its thorough coverage of the Western Ontario urban and rural areas, this influential radio station should be a MUST in our sales and advertising plans. I know because I work that territory."

Yes, Mr. President—for a quick, efficient and economical delivery of your sales and advertising message in Western Ontario, urban and rural, it's CKLW the "Good Neighbor Station," 800 on the dial.
IN 1948
MORE PEOPLE LISTEN TO
CKRM
THAN EVER BEFORE

1946  1948
Daytime Programs over 10 Rating*  14  41
Nighttime Programs over 20 Rating*  6  19

"Elliott-Haynes"

COVER SOUTHERN SASKATCHEWAN
MARKET WITH

CKRM
"THE SASKATCHEWAN
FARMER STATION"

TRANS-
CANADA NETWORK

TELEVISION

RMA Sees TV Ahead

Toronto — Television in Canada will become a reality, at least from a technical standpoint, "in a reasonable length of time", according to a report published by the member companies of the Radio Manufacturers' Association of Canada.

The Association states that the future plans of companies prepared to manufacture TV equipment are based on questions now under investigation by all branches of the radio industry.

The report points out that the medium is technically ready and is operating successfully in Great Britain, France and the United States, and continues with an analysis of facts and figures covering current TV activities in the United States.

Turning to the technicalities involved in TV, the report states that telecasting being line of sight, is limited by the distance of the horizon from the top of the transmitting antenna. In actual practice, however, wide coverage is possible by means of networks of coaxial cable and microwave radio relay links. Either of these methods can be used alone or in combination, and both are already in use in the United States. It is planned, the report says, to have, within a few years, a coast to coast network south of the border. It is hoped that some Canadian cities may be tied in with these networks, the report continues a little ruefully.

The report stresses the important part that advertising will play in the financing, growth and development of this new industry. Figures show that today, 18 of the United States' largest advertisers are sponsoring TV programs over one network alone. Some 200 advertisers are currently sponsoring programs over 19 individual stations.

300 KW FM SIGNALS

Montreal — Transmission of 300-kw FM signals, the strongest ever radiated on this continent, is an achievement claimed by RCA Victor's experimental station W25XR at Camden, N.J.

Using an RCA Victor 50 kw transmitter in conjunction with an RCA four-section Pylon Antenna, the transmitter actually fed 60 kilowatts of power into the antenna, producing a radiated signal with an effective power of 360 kilowatts. This combination, used on an elevated site, would give an area coverage of up to 200 miles, which could be extended even further by using the transmitter with an eight-section antenna, RCA engineers claim.

TO REACH THE LARGEST AUDIENCE IN HALIFAX—

Use the Station That Most People Listen to Most!

See Programme Ratings and Consult the All-Canada Man

MARITIME BROADCASTING COMPANY, LIMITED

Broadcasting House
Halifax, N.S.

WM. C. BORRETT
Managing Director
AIR CHECKS
IN THE
PACIFIC
NORTH WEST
GUARANTEED
RELIABLE

WRITE, WIRE OR PHONE

ARAGON RECORDINGS
615 W. Hastings Street
VANCOUVER, CANADA
MArine 5010

CFCY MAKES MORE CALLS IN THE
MARITIMES!

...TAKES YOU INTO MORE HOMES!

Making calls — plenty of them — is the first essential of successful business. With its superior facilities and equipment, CFCY can cover more territory, make more calls in the Maritimes than any other commercial station... So successful is CFCY that the latest Bureau of Broadcast Measurement report shows CFCY's weekly circulation to be 84,460 radio homes in the daytime and 87,560 in the evening. A comparison of these B.B.M. figures with the figures of other Canadian radio stations is evidence that CFCY is consistently out in front.

CHIEF ENGINEER WANTED

Chef engineer required for 10 watt Ontario station. Position calls for maintenance of Northern Electric transmitter, phasing equipment and a transmitter. Studio duties include equipment maintenance, ten remote weekly, cycle recording, and short control room operating stint. This is a splendid opportunity for a capable technician.

Box H

Canadian Broadcaster

630 ON YOUR DIAL


“The friendly voice of the Maritimes”
At last!

True FM response

... with the new

**RCA LC-1A**

**Duo-Cone Speaker**

The RCA LC-1A speaker is expressly designed for monitoring FM programs and high-fidelity recordings in broadcast stations. Its response is exceptionally free from distortion — over the full FM range. Read these highlights:

**UNIFORM RESPONSE, 50 to 15,000 CYCLES.** Audio measurements prove RCA’s new speaker free from resonant peaks, harmonic and transient distortion...at all usable volume levels.

**120 DEGREES RADIATION AT 15,000 CYCLES!** The LC-1A is unique in its ability to project a wide cone of radiation through a constant angle of 120 degrees. And frequency response is uniform throughout! Advantages: It eliminates the familiar sharp peak of high-frequency response usually present in other systems. And exact location of the LC-1A in control or listening rooms is not critical.

**REMARKABLY SMOOTH CROSS-OVER-RESPONSE.** Both cones are mounted on the same axis and have the same flare angle to place their surfaces in line. Thus the possibility of undesirable interference between H-F and L-F units over the crossover range is eliminated.

**CONTROLLED “ROLL-OFF” AT 5 and 10 kc.** Because of the LC-1A’s exceptional high-frequency response, the surface noise and high-frequency distortion present in many recordings is accentuated. Therefore, a panel-mounted switch is provided to control and restrict the LC-1A’s high-frequency range for this type of program material (see response curve).

Two fine bass-reflex cabinets (optional) are designed to match the LC-1A speaker. One is finished in the familiar RCA two-tone gray for control room use. The other...in bleached walnut, is suitable for executive offices and modern surroundings.

For prices and further details on the LC-1A speaker write your nearest RCA Victor Sales Engineer or write Engineering Products Sales Dept., 1001 Lenoir St., Montreal, P.Q.

For Radio Communication

**Today and Tomorrow**

Look to **RCA VICTOR**

**RCA VICTOR COMPANY LIMITED**

**HALIFAX MONTREAL OTTAWA TORONTO WINNIPEG CALGARY VANCOUVER**
ASSOCIATIONS

To Re-Present NAB Code

Wilmington. — Standards of practice covering all phases of

broadcasting and advertising in

American radio have been submitted to the board of directors to

enforce new regulations. The bulletin, which

appears under the title "Fair Without

Bias," points out that reports should

be "factual, fair and without bias." It suggests that good

programming should be the first consideration in the selection of news, and

"factual, sensational or

moralistic" content, not essential to

report, especially in connection with crime or sex stories, should be avoided.

In broadcasting, the bulletin

recommends that broadcasters exercise due care in the selection of news, commentary, and

presentation; that broadcasters avoid

unethical practices; and that all broadcasting

be in keeping with the principles of the American

Broadcasting Industry.

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The bulletin contains a para-

graph on sound effects, and notes

that sound effects and expres-
sions characterized as associated

with news broadcasts (i.e. "Bulletin" "Flash", etc.) should be re-
served for announcement of news,

and that the use of deceptive de-

give devices in connection with fictional

events and non-news programs should be unacceptable.

Ad Copy Within The Law

Advertising, according to the

bulletin, is the life blood of the free competitive

American system of broadcasting. It makes

possible the presentation to all

the American people of the finest

programs of entertainment, information

and culture.

It is suggested that discretion

should be exercised to determine

that copy offered for broadcasting complies with the federal, state and local laws. Acceptance of ad-

vertising should be predicated upon such considerations as the

integrity of the advertiser, quality

of product, value of service, and

the validity of claims made.

Advertising copy should con-

tain no claims intended to disparage competitors, competing products, or other industries, pro-

fessions or institutions.

Good taste should always

be a consideration in the content, placement and presentation of announce-

ments. Disturbing or annoying

sound effects and devices, blatant

announcing and over-repetition

should be avoided.

A small creed at the end of the

report states that the members

pledge themselves to observe these

standards, and thus to bring to their audiences programs which

will perpetuate America's tradi-

tional leadership in the broad-

casting art.

CAB BOARD

Toronto.—The Board of Directors of the

CAB will meet here May 3, 4, 5, and 6 at the Royal York Hotel. The

agenda will include all matters referred to the new Board by the Annual

Meeting.

CHAT

(Continued from Page 3)

No! NOT CALGARY, EDMONTON,

REGINA OR SASKATOON!

THE ANSWER IS MEDICINE HAT,

INDUSTRIAL CITY OF THE WEST.

FIFTY CARLOADS OF FREIGHT LEAVE

MEDICINE HAT'S FACTORIES DAILY!

An All-Canada - Weed Station

MEDICINE HAT
New York, N.Y.—March, 1948, will go down in advertising history as the month that gave birth to the Story of the Year—the resignation of the American Tobacco Co account (Lucky Strike, Pall Mall and Kentia cigarettes) by the Foote, Cone & Belding advertising agency. As this is being authored, nearly two weeks after the official announcement, FC & B's unprecedented action is still the leading conversational buzz along Madison and Park Avenues, as well as in Manhattan's antiquated subways.

Just to put us on the record—you've probably read most of the details by now—the Lucky Strike account went to Batten, Barton, Durstine & Osborn and the Pall Mall account was coped by Sullivan, Stauffer, Colvell and Bayles. As a result, BBDO & O resigned its Brown & Williams account for Kool cigarettes just as that company was set to introduce a new cigarette, Life, in New York on April 14. No new agency for B & W had been announced as this edition went to press. But to get back to the FC & B resignation, we thought you might be interested in a few highlights from the history-making press conference held on "that day" by Emerson Foote, president of FC & B.

The first question asked of Mr. Foote was: "Why are you dropping the account?" Said Mr. Foote: "...it is simply that I feel, as an advertising practitioner, that you have to be able to do the kind of advertising you believe in. If you can't, after making a reasonable effort to do it, I think you ought to stop taking commissions for it... I should add that the decision, while it is a very grave one indeed, I wouldn't want to kid you about that—has not been taken in anger or rancor. The personal relationships with the executives of the company—all of them—are as good as they could be."

That was about as far as the reporters got on the subject of a reason for the resignation although they tried to pry other answers for an hour. However, Mr. Foote, chain-smoking Lucky Strikes, ran the newspapermen a merry little dance by leaning heavily on the statement, "I am trying to live up to what I think is the proper relationship between client and advertising firm."

When asked if he knew of any previous cases in which agencies resigned accounts the size of American Tobacco—with its estimated $12,000,000 billings—Mr. Foote replied: "I think I have set some kind of long distance record in account resigning. To the best of my knowledge and belief, no agency ever resigned an account of anything like this size except under threat of losing it or in an attempt to beat the client to the draw. That is something, by the way, which I wouldn't do. We do get tired by clients from time to time—however, if I thought I was on the brink of something like that, I would let it happen. I think it is a rather cowardly thing to try to beat somebody to the draw."

Mr. Foote also revealed that before making his decision to resign the account, he told his partners, Cone and Fielding, that he would resign from the agency leaving them the LSMFT account if they wished. However, he added, this idea was given the brushoff and resulted in the resignation of the account.

Some months ago, you'll remember, a former FC & B employee, Fred Walteman, penned his advertising career memoirs in a novel that turned the profession topsy-turvy. The Hucksters. The agency in the novel was allegedly FC & B and of course, there was a reference to the book at the press conference. Here it is:

"Interpreters—The picture generally pointed to the public of the relationship between an advertising firm and the client is a picture of the client generally being subservient to the wishes of an advertising firm. In fiction, this has..."

Mr. Foote (Interjecting)—"What book have you been reading?"

"Interpreters—"In this one, I say."

Mr. Foote—"I read the other kind. I never heard that before."

"Interpreters—"Thank you."

Another Interpreter—"What book are you referring to?"

Mr. Foote—"No comment."

(Laughter)

Rapidly-increasing interest in television continues without letup. CBS network, which recently jumped into the swim with a big splash by announcing it will build the world's largest video studios in the world in Manhattan's Grand Central Terminal Building, conducted a one-day tele clinic here which drew some 250 owners and operators of affiliated stations. Very significant is the fact that not one discontented voice was heard at the meeting. During the afternoon, CBS Vice-president Jack Batten lifted the eyebrows of many a broadcaster by disclosing that a leading advertising executive was "sounding the alarm vocally that he's getting more pressure impression from video than out of any other medium. One man of warning is being sounded about TV channels in major markets of the U.S. (and in some small markets, too) are rapidly diminishing. Potential telecasters are being told to step on the gas—or else.

On the cuff notes...A number of radio stations—an increasing number we should say—are reportedly on auction block as a result of overcrowding of stations in many markets. Only a short time ago the FCC warned, just such conditions in a special network—Station WPXK-FM, Alexandria, Virginia, is said to be the first operating FM station in the U.S. to go into network productions of television films, we're told, are getting top Hollywood names to appear in their pictures at vastly reduced rates (quoted at $5 a day.) Of course the answer is that the stars want to get in on the inside of video techniques. Since there has been no broadcast of this type film, understand the MBS network's The Falcon (Les Tremayne) has signed with Corcoran Productions of New York for a new film series. NBC network will offer advanced professional training in major phases of broadcasting this summer between its affiliated and California Universities...

FM receivers in transportation vehicles expected to be as popular as auto radios within the next two years.

There's talk that Jeff (General Foods) will be the first bankroller for the C:

Willie.
In this rich area, wage-earners draw higher pay and enjoy a shorter work-week than workers in any other part of Canada.

... and CKWX carries your sales message to a 44%* larger share of this purchase-powerful audience than the next most-listened-to station!

In this rich area, sales of new radio sets have set the pace for all Canada. According to Bureau of Broadcast Measurement’s 1944 survey, percentage of homes radio-equipped is Canada’s highest.

... and CKWX, according to B.B.M., provides advertisers with consistent entry into more homes than any other independent station heard in Vancouver!

In this rich area, the increase in the volume of retail and wholesale business has out-distanced the rest of the Dominion since 1939.

... and CKWX, by actual Canadian Facts Survey, received 52% more preference votes than station No. 2 from druggists and grocers in the Vancouver area!

By every accepted measurement of Sales-Effectiveness, Vancouver’s CKWX is the DOMINANT Station in this Rich Pacific Coast Area... Your DIRECT Route to Canada’s Most Prosperous Buy-Way!

*Elliott-Haynes Distribution of Audience Reports covering a six-month period (August, 1947, to January 1948). CKWX averages a 44% greater audience than Station No. 2... leads ALL stations ALL day—morning, afternoon and evening!
ROUNDUP

SEEK NEW LICENSES

Two applications for new AM stations will be heard by the CBC Board of Governors at their meeting scheduled for May 17-19 in Montreal. These are an application by J. R. Beattie for 1,000 watts on 1500 kc in Port credit, and one in the name of La Societe Radio-La Tape, 250 watts on 1340 kc at La Tappe, Quebec.

AM license seekers seeking licenses for FM include CKNY, New Westminster, and CKLW, Windsor, Ont. The Southern Co. Ltd., Vancouver, (Vancouver Daily Province) is also asking for an FM license for Vancouver.

Applications for consideration at this meeting have to reach the Department of Reconstruction and Simply before April 27.

LOST AND FOUND

Peterborough, Ont. — There were no reply results to a recent CHEX missing persons broadcast. After a seven hour wait for her mother to return from a shopping trip that should have taken fifteen minutes, Mrs. W. J. Smoothly notified the station, and an appeal was broadcast.

A receiver in an auto on Highway 28 heard the message, and almost at the same time, the driver noticed an elderly woman walking along the highway in front of him. He picked her up and returned her home.

A police call informed the station that the woman had been found, eleven minutes after the broadcast.

TO CURB INTERFERENCE

Word has reached Vancouver that the federal government has decided to enforce a seven year old order-in-council compelling operators of X-ray machines to "screen" them so that they will not interfere with radio reception. Vancouver hospitals and most laboratories reported that their equipment was set up according to the law.

A few minor labs might have machines that could cause static; they said, and the new decision will force them to "screen" their equipment like the rest.

1000 WATTS SOON!

TOUCHÉ

Vancouver Sun's Jack Scott, who is beginning in August of this periodical outburst, this time against daytime radio, is rather like a man standing in judgment of the woman's page of a newspaper. Daytime radio never was and never will be designed for the male ear.

UNKINDEST CUT

Nearest approach to Canadian radio getting something near is for someone to copy something from American radio which no one has thought of copying before.

CAREER TIP

Before you arrive as a performer, you have to be a Bohemian. After you've arrived, it doesn't matter.

GIFT SUPREME

The appreciation felt by our French Canadian friends when we try to speak, their language is indicated by the gracefulness we received from one Jean Baptiste to whom we had written in French. He sent us a beautifully bound French Grammar.

CONFESSIONAL

When people heard that Wayt and Shuster were not going to be on the air, they were disappointed, and here are two people who were disappointed—Jim Wayne and Frank Shuster.

—Herb May

OPPOSING VIEWS

In keeping with some interpretations of freedom of speech, the churches should be compelled to present the views of all denominations and creeds from their pulpits.

HARSH WORDS

Let's not make Community Radio Week a festival of superlatives, but rather a week for greater usefulness to the communities we serve.

—Contributed

BY ACTUAL SURVEY

The CBC is the only commercial non-profit organization on Jarvis Street.

—Wayne & Shuster at Toronto Ad Club

IT'S MUTINY

If this column bears any resemblance to Jim Tettel's storm rinos weekly "Two Cents Worth" in Radio Vision, it is attributable to the fact the Pirate Tettel invariably sticks into this office just as we are assembling our deathless column.

LIONEL...Maritime Pied Piper

When it comes to a following, the Pied Piper of old was a piker. A publicity stunt for an Anti-Mosquito Drive in a CKCW coverage area got out of hand when Lionel's listeners became over enthusiastic about a local mosquito hunt. CKCW inadvertently reported the event as a MARITIME contest. Result... an harassed Town Council swamped with thousands of the little stingers from all over the Maritimes issuing a pleading S.O.S. calling off outside contributions.

But that's CKCW for you! Whether spot or program, you are assured of an enthusiastic audience ready to react to your sales message... a following built up through our "LIONELIZING" process.
13 of Canada's 89 independent stations
Alert...Progressive...And Doing THE Job
In A Major Canadian Market

B.C. - A Growing Province!
The fastest growing province in Canada—that's British Columbia!
For one example: Building permits in 1939 ran $11,786,304. In 1945 — $35,808,286 and in 1946 — $63,499,040.
Sell this wealthy market by radio!

You're not selling Canada...Until you cover British Columbia by radio

Chilliwack
CHWK
Kamloops
CFJC
Kelowna
CKOV
Nelson
CKLN
New Westminster
CKNW
Vernon
CJIB
Prince George
CKPG
Trail
CJAT
Vancouver
CJOR CKMO CKWX
Victoria
CJVI
Port Alberni
CJAV
www.americanradiohistory.com
HOW TO MAKE ONE DOLLAR WORK HARD IN RADIO

WHAT CHECK have you on the results your advertising dollar gets for you in radio? A good way of measuring sales effectiveness is to ask local advertisers their experience with a given station. Here's what some of CFRB's local advertisers say (Complete statements upon request.)

"CFRB has brought customers into my stores from Orillia, Cobourg, Collingwood, and even farther afield to buy clothes for themselves and their families." Jack Fraser, President of Jack Fraser Stores Ltd.

"We have found that our CFRB advertising brings us new customers for coal, oil burners and other heating equipment. It keeps our old customers coming back year after year." Elias Rogers Coal Co. Ltd.

"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 are a good barometer of CFRB following." Ann Adam—Ann Adam Homercrafters.

CFRB offers you more listener per dollar than on any other station in the Toronto area. Compare our Bureau of Broadcasting Measurement standing and our Elliott-Haynes ratings with those of other stations.

A breakdown of latest figures shows that ONE DOLLAR buys on CFRB:

1,864 potential radio homes after 7 p.m. (54c per 1000 potential homes).
2,795 potential radio homes between 6 and 7 p.m. (36c per 1000 potential homes).
3,525 potential radio homes at other times (28c per 1000 potential homes).

All these radio homes are in Canada's richest market. The listeners in these homes do hear and act upon CFRB sales messages. Make your advertising dollar work harder—on CFRB!

CFRB

TORONTO

Ontario's Favourite Radio Station