

CANADIAN BROADCASTER

TWICE A MONTH

Vol. 7, No. 8

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May 1st, 1948

YORK KNIT AGAIN GIVES AWARDS SEE RADIO WELL USED IN ONTARIO ELECTION



After the final program of "Singing Stars of Tomorrow", the camera caught, left to right, J. D. Woods, president of the sponsoring company, York Knitting Mills Ltd.; Elizabeth Benson Guy, 1st award winner (girls); Ernest Adams, 2nd award winner (men); Rex Battle, musical director; Gilles Lamontagne, grand award winner; John Adaskin, producer; Hugh Lawson, vice president, York Knitting Mills Ltd. Missing from the picture—Yolande LaGrenade, 2nd award winner (girls).

Toronto.—For the first time in their five years on the air York Knitting Mills' music scholarships were awarded to young men as well as young women, when cheques totalling \$2,000 were presented to winners on the final performance of this season's airing of the 1944 Beaver-winning program, *Singing Stars of Tomorrow*, at Massey Hall here, April 18.

Winners, who came from as far west as Bridgewater, N.S., and as far east as Vancouver, B.C., were selected by the judges as follows. The Grand Award, a \$500.00 scholarship for the highest overall marks in both classes went to Gilles Lamontagne, who also won the first men's award of \$500.00. Top in the girls' class was the 22-year-old soprano, Elizabeth Benson Guy of Bridgewater, N.S., who also became the richer by \$500.00. The second girls' award of \$250.00 went to Yolande La-

Grenade, 24 year old Montreal soprano, whose appearance on the final program was prevented by sickness. Placing second in the men's class, and carrying off another \$250.00 cheque, was baritone Ernest Adams, from Vancouver, who got into the program despite his 27 years, the limit being 26, because special consideration was given to men with war service.

Selected Coast to Coast

As in past years, candidates were selected by two audition teams which travelled from coast to coast searching for promising young Canadian talent, and assessing their abilities for possible inclusion in the group of forty-four candidates who are chosen to appear, at professional fees with expenses paid, on the Trans-Canada network program, and to vie with one another for the scholarships. Auditions continue

throughout the series. This year over five hundred tried out, twenty-five men and nineteen girls actually appearing on the programs. Direction for York Knitting Mills was again in the hands of Cockfield Brown & Co. Ltd., production was by John Adaskin, with musical direction by Rex Battle. Raymond Summers announced the programs. There were over 7,000 requests this year for the 2,700 seats available in Massey Hall for the final broadcast and presentation.

Receiving honorable mentions and cheques for \$100 each were Louise Roy, St. Boniface, Man., who placed second last year; Marie-Germaine LeBlanc, Moncton, N.B.; Simone Rainville, Quebec City; Glen Gardiner, Merlin, Ontario; and Morely Margolis, Winnipeg, Man.

Board of Adjudicators
Members of the Board of

SEE RADIO WELL USED IN ONTARIO ELECTION

Toronto.—The forthcoming Ontario Provincial election has Toronto agencies and representatives working feverishly as all parties plan extensive use of the medium in their campaigns.

The Progressive Conservatives appear to be heading the list with a preliminary appropriation for flashes, spots and 5, 15 and 30 minute programs guesstimated at \$65,000.00, with a likelihood of more to come. Placement of P. C. radio is through McKim Advertising Ltd.

Information about the Liberals, whose destinies are in the hands of R. C. Smith & Son Ltd., is somewhat spare. At press time we were unable to gain any information from the agency, but we can say that enquiries have gone out for 26 spots and a like number of 5 minute programs. Our "usually reliable source" indicates that that amount is only the beginning.

No agency has been appointed to succeed William Orr & Co., who, it would appear, are no longer handling the CCF account. A CCF official told us, however, that radio, beyond CBC free time, would be bought locally by each candidate.

Labor Progressive plans are cloaked in complete mystery.

Adjudicators, who listen to each program at their own radios, and marked each singer individually without consulting one another, were Jean Dufresne, music critic of LA PRESSE, Montreal; Dr. Healey Willan, musician and composer, Toronto; A. A. Aldrick, music critic, WINNIPEG FREE PRESS; Rhynd Jamieson, music critic, VANCOUVER DAILY PROVINCE. Rex Battle, who conducted the programs, also acted as an adjudicator.

Presentations were made on the program by Hugh Lawson, vice-president of York Knitting Mills Ltd., who announced that a similar opportunity will be given young Canadian men and women to sing on the network and compete for the scholarships next year.

AN INVITATION TO BUSINESSMEN *on behalf of producers
of the world's goods,
from*

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.

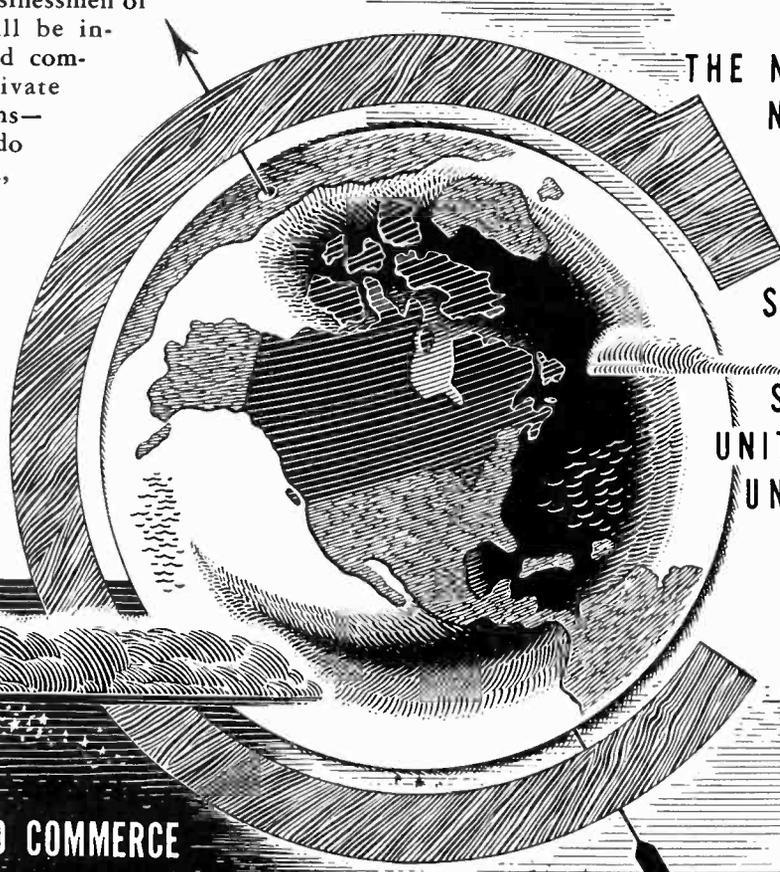
It will be devoted entirely to business. The general public will not be admitted except on Saturdays. Every exhibit has been accepted on the condition that the goods displayed are for sale and can be delivered within a reasonable time. Transactions can be completed on the spot.

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.

- ALGERIA
- AUSTRALIA
- BAHAMAS
- BRAZIL
- CANADA
- CENTRAL AMERICA
- CHINA
- COLOMBIA
- CYPRUS
- CZECHOSLOVAKIA
- FRANCE
- GREECE
- INDIA
- ITALY
- JAVA
- MALAYA
- MEXICO
- THE NETHERLANDS
- NEW ZEALAND
- NORWAY
- PALESTINE
- PORTUGAL
- SOUTH AFRICA
- SWEDEN
- SWITZERLAND
- UNITED KINGDOM
- UNITED STATES



DEPARTMENT OF TRADE AND COMMERCE
OTTAWA CANADA

LETTERS

JUDGMENT APPEALED

*The People**

vs.

The Radio Committee, Crippled Children's Campaign

Dear Dick:

Mr. I. one of the defendants, be one of the first to congratulate our mutually good friend, Ralph Snelgrove, on a fine bit of script writing for the Prosecution in your issue April 17). May I also congratulate the "Judge" on the probititude with which he rendered his decision "Guilty as Charged." Probably this was what Ralph referred to when he mentioned "in this age of great decisions"—the age when it is popular for the verdict to be reached before the charge is laid, or the evidence heard.

Seriously though, Dick, the radio committee did deliberately toss some bonnets out to radio people—particularly radio stations—for the really fine cooperation they extended, but we never thought that we were committing a particularly heinous crime. Actually, only two of the sixty odd pieces of recorded and scripted broadcast material contained any such reference. So if Ralph's "Mr. Average Listener" complaint was justified, it makes one wonder if Ralph himself liked these particular pieces so much that he played them over and over on his span?

Incidentally, I loved the neat way Ralph brought out the fact that CFOS had \$4,000 last Christmas for European kids, in the same letter in which he panned us for giving publicity to his, and other radio stations, for the help they gave to Canadian crippled kids.

Len Headley,
Radio Committee Chairman.

Don't you mean "The Crown" instead of "The People?"

THANKS RADIO

Radio Society For Crippled Children Incorporated
112 College St., Toronto 2

I would like to convey to the broadcasting industry through the medium of your paper the thanks of the Ontario Society for Crippled Children.

We originally asked one or two of our radio friends if they felt that radio would be willing to extend a helping hand to the crippled children of Ontario. Out of this suggestion there developed spontaneous enthusiasm at a

meeting of radio people called for that purpose.

A volunteer committee was formed and from this point the principle of the idea continued to mushroom and the radio activity which followed spread into every corner in Ontario.

Spot announcements and programs were broadcast throughout the campaign by practically every radio station in Ontario, if not, in fact, every radio station.

All all-star one hour program was broadcast on Sunday afternoon, March 21, and I understand that 33 independent radio stations and one CBC station carried the broadcast.

These radio stations did not receive any payment either directly or indirectly for these great services. This to us was a magnificent gesture. Then we understand there was the army of writers, actors, announcers, singers, musicians, executives and other helpers whose names for the great part we shall unfortunately not know but all of whom worked without charge of any kind.

Moreover, we are given to understand that the Radio Committee committed themselves from the start to a policy of no publicity either for individuals or companies represented and this policy was followed throughout.

It seems to us, that all of these things set this project in a class by itself. We know the individuals and companies did not desire any publicity and we agree that the principle of altruism might be spoiled if any were given.

We do feel, however, that radio as a medium should publicize its own effective work.

We believe that basically the feeling among all the aforementioned writers, actors, executives, etc. was that the money saved by no paid advertising could be more effectively used by the Society for the direct aid to the crippled children themselves.

R. W. Hopper,
Executive Director.

SCRIPTS WANTED

Sir: In Oshawa, under the leadership of the "Canadian Recreational Association" we have formed a radio drama group.

Station CKDO, Oshawa, has given us a half-hour a week to broadcast some plays. We will have no sponsor, so there will be no sponsor in connection with our programs.

Our difficulty is, however, to secure suitable scripts without having to pay royalties. Can you tell me where I can possibly procure them?

(Miss) Madeline Tooley,
R.R. 3, Boremanville, Ont.

SMALLER MARKETS

Dear Dick: The question of the establishment of a small markets committee of the CAB (which is not to be called a small markets committee of the CAB) is far more important than the name it goes under. It is a move which should be of tremendous importance to radio, especially to the smaller stations in the smaller markets.

Market information is our life blood in the agencies, and more and more we are directing our clients' business to those stations which tell us what we want to know. But this information is not the same for Toronto and Montreal as it is for, let us say, Yorkton and Owen Sound. In the same way our space buyers require an entirely different set of data for the newspapers.

It doesn't matter very much to me what the new group is called. The main thing to me is that it get going.

I think the importance of it to the smaller stations, or whatever you want to call them, is this. There is a temptation to simplify time buying by picking the big station in each area, and saying: "that's that". Actually we know that the personalized service of the smaller station (and the smaller it is, the more personal it becomes) is of inestimable value to advertisers. But if the detailed information we need is not forthcoming, there isn't much we can do about it. If this new group could be set up as an information bureau, I, for one, can say that the benefits reaped by its members will be considerable.

Maurice Rosenfeld,
Director of Radio Programs,
MacLaren Advertising Co. Ltd.



FOR THESE ARTISTS

- Bochner, Lloyd
- Bond, Roxana
- Cowan, Bernard
- Dennis, Laddie
- Diamond, Marcia
- Elwood, Johnny
- Fitzgerald, Michael
- Gerow, Russ
- Grove, Vic
- Hamilton, Lee
- Lockerbie, Beth
- McCance, Larry
- Nelson, Dick
- O'Hearn, Mona
- Rapkin, Maurice
- Rouse, Ruby Ramsay
- Scott, Sandra
- Willis, Austin
- Wood, Barry

Day and Night Service
at
Radio Artists Telephone
Exchange

CHAT

How Come?

On Tuesday, April 13th, CHAT commenced carrying "THE BURNS CHUCKWAGON", presented by Burns and Co. There's a good reason for it. . . .

(Tune to Page 13)

MEDICINE HAT

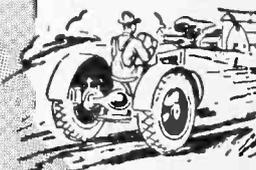
940 K.C. **CJGX-TRA** DOMINION NETWORK
NO. 3 YORKTON, SASK. VOL. 4

Retail Sales Up 114%

In the Yorkton Market

December, 1947, figures exceeded those of December, 1946, by more than one-eighth. More money is earned in the Yorkton area than in any other district in Western Canada—yes, and these retail figures show that more money is spent there, too.

Use the facilities of CJGX to reach this market of fast and profitable sales.

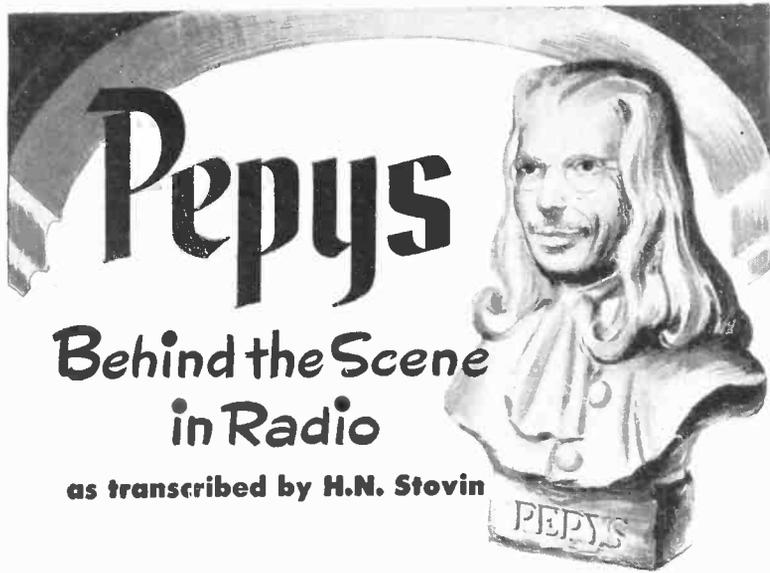


CJGX YORKTON

WESTERN CANADA'S FARM STATION

Representatives:

HORACE N. STOVIN & CO., Toronto, Montreal, Winnipeg
ADAM J. YOUNG Jr. Inc., U.S.A.



as transcribed by H.N. Stovin

Am today mightily pleased with a quip overheard at the Admiralty (Island Ferries) of the U.S. Immigration Official who did bark at a Canadian and his wife when crossing the border "Where're you from?", and on receiving the reply "Moose Jaw, Saskatchewan" did enquire, puzzled, "Don't either of you talk English?" ● ● ● Do learn that snow on April 24th did block the road to the transmitter at CHAB Moose Jaw—but that it taketh more than a snowfall to interfere with CHAB's broadcasting service to its wide audience. Moreover that there are pleasant smiles to be seen in the prospect of ample moisture to start off another successful crop year, for it is an old saying that "What is one man's wheat is another man's moisten" ● ● ● For two years, since its increase in power, CJBR Rimouski hath extended its old rate to advertisers. A small rate increase is now announced for July 1st, and Manager Guy Caron hath addressed a letter to advertisers and agencies setting out the additional values CJBR hath built in this interval ● ● ● Gordon Archibald of CHOV Pembroke now much occupied with plans for a gala inauguration of his station on higher power, since CHOV's new one kilowatt transmitter will officially take the air on Saturday May 1st. No rate increase until the new market proved ● ● ● Do whimsically suggest that some alert radio station might indulge in special anti-spring-fever promotion by sending gift packages to advertisers and their agencies of the old and desirable remedy, treacle and brimstone — doubtless in the proportion of 15 and 2 ● ● ● George Chandler, CJOR Vancouver, carries a pleasant look as he reviews B.C. statistics for the benefit of advertisers, for that Production Value has increased 99% in the four main industries of Forestry, Agriculture, Mining and Fishing — from 254 million in 1939 to 506 million in 1947. Moreover, Retail Sales have in the same period risen 147% and Wholesale Sales 215%, and the population hath increased 244 thousand in those eight years. Which is a mightily good record with which to close ● ● ● And so to bed.

RADIO RIBS

by Harkled



"Give it the works, Reverend. CBC's got their 'Morning Devotions' talent scout out front."

Commencement Exercises

Toronto, Ont. — Presentations of Diplomas to graduates of the Academy of Radio Arts were made by Lorne Green, Director of the Academy, at the Third Commencement Exercises held at CKEY's Radio Theatre, April 15. Guest speakers of the evening were Michael Barkway, BBC Canadian representative, Joseph Sedgwick K.C., representing the CAB, and Ernest Bushnell, CBC Director General of Programs.

Awarding scholarships for acting, announcing, radio production and sound technique, Green stated that two new \$500 scholarships sponsored by Jack Cooke, President of CKEY, and Bernard Braden, freelance writer-actor-producer, would be granted yearly to two young Canadians who showed promise in the radio medium, but who were unable to finance a course at the Academy.

The presentations and speeches were followed by a show given by the students. The meeting then adjourned to the Academy where a reception was given in honor of the students.

CJOB SEEKS FM FIRST

Winnipeg.—By May 1, CJOB hopes to be the first station between Toronto and Vancouver to be broadcasting frequency modulation programs.

The FM transmitter, 110 feet high has been installed atop of the Lindsa Building in which CJOB is located and station engineers are clearing up the last few 'bugs' preparatory to taking the air.

The transmitter will have a radius of 32 miles. It will operate on a wavelength of 103.1 megacycles.

U.S. PICK-UP

Vancouver.—Town Meeting in Canada, a weekly feature on CJOB Vancouver, moderated by Arthur Helps, went on a U.S. station for the first time when KJR Seattle re-broadcast the discussion on "Should there be a customs union between Canada and the U.S.?"

HORACE N. STOVIN
 & COMPANY
 MONTREAL · TORONTO WINNIPEG VANCOUVER
Representative for these live Radio Stations

CHSJ Saint John	CHOV Pembroke	CFAR Flin Flon
CKCW Moncton	CFOS Owen Sound	CJNB North Battleford
CJEM Edmundston	CFOR Orillia	CHAB Moose Jaw
CJBR Rimouski	CJBC Toronto	CJGX Yorkton
CKVL Verdun	CFPL London	CKLN Nelson
CKSF Cornwall	CKLW Windsor	CFPR Prince Rupert
CFJM Brackville	CKY Winnipeg	CJIB Vernon
CJBQ Belleville	CJRL Kenora	CJOR Vancouver
		ZBM Bermuda

business is good
at **CKMO**

Another exclusive for CKMO VANCOUVER . . .

Canada's fastest growing station has been engaged by MacLaren Advertising Company to broadcast the baseball games this summer.

There's good reason for the choice of CKMO: its one kilowatt clear channel signal can be heard by 80 percent of the population of B.C.

CKMO covers the area at less cost per listener. CKMO is used daily by leading local advertisers, including the HUDSON'S BAY COMPANY, STANDARD OIL COMPANY, ARMY AND NAVY STORES.

CANADIAN BROADCASTER

TWICE A MONTH

(Authorized as Second Class matter at the Post Office Dept., Ottawa)

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60

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Winnipeg	- - - Dave Adams
Vancouver	- - - Robert Francis
New York	- - - Richard Young



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May 1st, 1948

What'll We Do If We Win?

May 3-5, the CAB Board will be holding its first meeting since it was elected last March in Quebec City.

Besides the large number of measures which were referred to the Board at the Convention, there will no doubt be considerable discussion concerning the 1948 campaign towards the establishment of an independent regulatory commission to interpret the regulations, both for the CAB stations and the CBC.

If Parliament is to prorogue in June, it seems unlikely, unless the Radio Committee has been appointed by the time this paper reaches its readers, that it will sit this year. But whether it sits or not, the CAB membership has given its directors a unanimous mandate to pursue their goal by all legitimate means.

Last year, a series of large-space advertisements in the daily papers set forth the grievances of the private stations. Whether, as some believe, the impact of these ads had a boomeranging effect, the fact remains that they did not work—at least last year. Would it not be worth the Board's while to try and determine whether these outspoken attacks on the CBC may have missed fire, because they gave no evidence that the act of stripping the CBC of some of its authoritarian powers would result in the private stations giving Canada a better radio service? Insuring this is at least the nominal reason for the Broadcasting Act, and there are those who see in the attempt to establish the Commission a further step towards the desirable goal of a private network, and ask themselves: "What will the private stations do if they win?"

Is it not time that the CAB Board came up with a constructive plan showing, first, that its member stations are able to and do in actual fact work for the good of their listeners, and secondly that here is a specific modus operandi which the stations would pledge themselves to adopt were the restricting and constricting thongs of government control relaxed. They claim, with very good reason, that it is impossible to take a long view on their broadcasting operations when the CBC is empowered to strip them of their licenses and their wave-lengths, when it suits its convenience. They ask that some of these restrictions be removed, in order that planning may be made feasible but they do not say precisely what will be done when and if their requests are granted.

Definitely there are those sitting high up in CBC management who would go to great lengths rather than lose the sway they now exercise over the national broadcasting machine. They enjoy the confidence of the cabinet, and this confidence will have to be shaken before a change can be brought about. But this cannot be accomplished by the simple process of casting calumny at the present administration of the CBC, unless there is pretty clear evidence, factually presented, that the last state will not be worse than the first. It is true that a remarkable public service report was given to the Committee in 1946, but this was regarded by the government as simply a report of the "good stations".

The CBC is ready to retort that it is worried about the encouragement of Canadian talent; it can express fear over the possibility of American programs outweighing Canadian ones on a private network;

BUSINESS

Commies, ERP and Labor

A number of events have taken place in various countries of the world which will have an effect on the volume and value of trade. The Communist defeat in Italy has brought forty-five million people into the camp of the Western Democracies and made Italy eligible, not only for a share of ERP benefits but a partnership in that group of western nations under the leadership of Britain, France and the Benelux Countries which have banded together for mutual trade and economic rehabilitation. Recently, Western Germany has been added to the partnership. Thus, the value of ERP as an agency for the restoration of Western Europe on a self-sustained economic footing is far better assured. The goods and services obtained from this hemisphere with ERP funds will thus be sifted about amongst the various countries participating, until they find the channel of greatest economic advantage.

Canada's participation in the ERP program is still far from clear, either as to nature or extent. However, preliminary arrangements have been made between Mr. Hoffman, Chief of the ERP, and Mr. Howe, the Canadian Minister of Reconstruction. Apparently, the part to be played by the Dominion is an important one and Mr. Hoffman is postponing the meeting until he feels able to give Mr. Howe a good deal of his time. From the point of view of our success in the cold war, it is essential that the benefits of ERP be made available as rapidly as possible and to this end, it is important to see that large scale industrial disturbances be held down to the irreducible minimum.

The action of the United States Government in bringing John L. Lewis to trial for contempt of court and imposing heavy fines upon him resulted from the refusal of the mine

leader to obey court injunctions issued under provisions of the Taft-Hartley Act. This Act is designed to protect the public interest from damage by long protracted work stoppages in basically important industries. The function of the Trades Union is to secure the best possible wages and working conditions for the employees from management by collective bargaining. But, the demands must be economically feasible or profitable employment disappears. There is a tendency for unions to usurp the function of management and government by deciding on their own account questions of social service and the direction of economic progress.

By banding together in federations which in the case of corporations, are called cartels, they have succeeded in being able to hold, not only the directors of industry, but the rulers of the state, to ransom by the threat of causing national calamities. Obviously, steps have to be taken to see that no part of the nation can be allowed to dominate the whole. The Sherman Anti-Trust Law was passed to prevent conspiracies of capital in restraint of trade and to break up amalgamations and cartels which threatened ordinary trade processes. It is only fair, then, that the same principle should apply to the other partner in industry . . . labor.

The tendency of Labor Leaders has been to wander from the path of collective bargaining with employers and engage in tests of strength with the state, which is really an irrelevant factor in the dealings between capital and labor. Unfortunately, for its own preservation, the state is apt to say, "A plague on both your houses", and use its legislative powers to confine the activities of both parties in dispute. Especially is this true now that the United States Government must assume the burden of interim supply for the war-ravished western world and thus build up anew the ramparts of democracy.

—John Collingwood Reade.

it can tremble a little over the quantity and quality of advertising content of programs.

But try as they may, the CBC bigs would find it mighty difficult to put up a case for continuance of the system in its present form if their alleged fears could be allayed before they were expressed in words. So far though we are unable to see where adequate steps have been taken by the CAB in this direction.

EDITOR.



**First In The Field
AND
First In The News**

**Headline News
Not News After
It's Headlines**

**News With
Largest
Commercial
Sponsorship**

**Sponsors Prefer
B.U.P. News
Because It Has
Proved Itself**

**The World's
Best Coverage
of the World's
Biggest News**

**HEAD OFFICE:
231 St. James Street
MONTREAL**

STATIONS

St. Thomas Is Set For CHLO Opening

Radio will spark a community drive for \$250,000 to build a Memorial Arena in St. Thomas, Ont., with the inauguration of station CHLO May 14.

A civic holiday has been declared and schools have been granted a half-holiday for the opening ceremonies, which are underwritten by the mayor, City Council, Chamber of Commerce, service clubs and every other organized body in the city.

Four major programs are scheduled for the opening day, beginning with an afternoon talent show featuring school choral groups and local individual talent. In the evening, the Chamber of Commerce will welcome CHLO to the air with a civic dinner which will be attended by industrial leaders from all over Canada and the U.S.A.

The City has taken over St. Thomas' largest theatre for an evening concert to be attended by outstanding radio personalities, and ceremonies will close with a dance in Port Stanley Ballroom, said to be Canada's largest, featuring Art Hallman and his Orchestra. The dance is sponsored by every organized group in the City. Each of the four phases of the entertainment will ask paid admission with all proceeds going to the erection of the Arena, honoring the dead of World War II.

CHLO is owned and will be operated by Major John Frederick Peterson, D.S.O., who has

spent two years getting the station built and authorized. Prior to the war he was on the staff of the PETERBOROUGH EXAMINER. General Manager will be Tom Warner, former commercial manager of CJKL, Kirkland Lake.

The station, on the dial at 680 kc., will occupy a new building in the centre of St. Thomas. All studios float on cork and are entirely divorced from surrounding walls. Glass panelling permits every operation from the control room and announcers' booths to the studios themselves to be viewed from the streets.

CHLO will be second in Canada to go on the air with four towers. Each is 241 feet high and spaced nearly 1,300 feet apart, spreading the station's ground system over 175 acres and requiring more than 44 miles of copper wire. Conduit runs and co-axial cable are said to be most extensive in North America. Preliminary proof of pattern and proof of performance are now in their final stages under supervision of Colonel B. Bayly.

Seek New Names For National and Local

Toronto.—Replacement of the current use of the words "national and "local" rates with the more correct terms "general" and "retail" rates, was unanimously approved at the April meeting of the Radio Executives Club of Toronto in the King Edward Hotel, April 14. Spence Caldwell presided.

Maurice Rosenfeld, radio director of MacLaren Advertising Company Limited, moved the

resolution to more properly label the two classes of rates, following a lively discussion on "The Problem of Local and National Rates" introduced by Ralph McKeown, Radio Director of the A. J. Denn Agency. How to establish a basis of what should be considered national and what local was important, McKeown pointed out especially when a recent study he made had shown that out of 9 independent stations in Canada checked, 72 offered local rates that were from 12½ per cent to 65 per cent below the rate charged national advertisers. Only 16 stations had one rate for both two offered local rates only for spot announcement business.

Several speakers emphasized that this condition made it a natural thing, for many large advertisers to try and place the business through local firms and outlets in order to accomplish savings on rates. It was up to the radio stations to clean their own house, it was suggested.

Agencies Act For Clients

"As a radio time buyer, I am obliged to make the best possible deal for my client, the advertiser declared Rosenfeld. "It's up to the reps and the stations to set the rates properly, and narrow the spread, not up to us in the agencies".

R. E. Day, president of Bulova Watch Company, speaking as an advertiser, demanded to know why the national advertiser should be penalized with a higher rate than the local advertiser. He felt that by his advertising, the national advertiser built up a national which the local retailer was on

CKVL SETS THE PACE

in GREATER MONTREAL!



See **ELLIOT HAYNES RATINGS**
and be convinced!

CKVL · VERDUN ·

SERVING GREATER MONTREAL 24 HOURS DAILY

TORONTO: H.N. STOVIN & Co.

NEW YORK: DONALD COOKE & Co.

proud to be associated with, if he used that national name in his local advertising, stations attempted to obtain a higher rate. Waldo Holden, sales manager of CFRB, pointed out that the two major Winnipeg newspapers actually charge local merchants a higher casual rate than they do national advertisers, contending it costs them much more to handle the make-up and preparation of each advertising.

After further discussion, it was left to the executive to appoint a committee to bring in a resolution regarding the rate questions, which could be discussed at a future meeting.

Look-See To Cost \$30,000.00

Gordon Keeble, radio director of the F. H. Hayhurst Company, chairman of the committee now engaged in preparing for a nationwide survey intended to promote increased use of the radio medium, and two sub-committee chairmen, Waldo Holden of CFRB and Andy McDermott of H. N. Stovin Company, reported progress. Holden announced the estimated cost would be \$30,000 to be raised principally from radio stations.

CKX Revamped

Brandon, Man. — Ownership and management of station CKX, Brandon, Man. has been taken over by Western Manitoba broadcasters, who purchased the business from the Manitoba Telephone System and have been operating it since April 1st.

John B. Craig, the managing director, is now installed in his new office in the CKX studios, and he is managing the station, with Ernest D. Holland occupying the position of commercial manager.

The station is represented across Canada by Radio Representatives Ltd. except in Winni-

peg, where it is in the hands of A. J. Messner. U.S. reps. are Donald Cooke Inc.

The station has Press News service and Thesaurus and World libraries. At night time it will continue to be a basic outlet for the Dominion Network. Daytime programming has been revamped.

BARREL DERBY DELAYED

Winnipeg.—Old man winter has put a crimp into the well-laid plans of the service organization sponsoring the Red River Barrel Derby. The barrel was supposed to be plunked into the Red at Emerson, but lo and behold when April 17, the starting date rolled around, ice still had a firm hold on the river. So the starting date has been set back to May 1. CKRC microphones will be on hand to do the honors in connection with the event.

But if the present flooding conditions hold in the area between Winnipeg and Emerson, officials in charge don't necessarily have to depend on the river—they'll be able to float the barrel right down the highway.

RAISE HOSPITAL FUNDS

Truro, N.S.—In an effort to raise hospital funds, Station CKCL aired a round-table discussion on the subject of whether it should be a new hospital or an extension to the old one. Interviewing the hospital matron who was backed up by an eminent local medical man, the program drove home to its listeners the need for their co-operation in furnishing half of the \$300,000 required for the big job.

Results of the program were apparent at the next meeting of the local ratepayers, when they voted 10 to 1 in favor of the hospital.

CALLING NORTHERN MANITOBA

The short-wave station, CH8E, operated in the northern part of the province by the Manitoba Government air service, is rapidly becoming a symbol of security and reassurance for those who need help or rescue.

Ray Mackey, operator of the station which is located at Grace Lake, 2½ miles from The Pas, makes like a

doctor daily, prescribing for various ills in the north.

Whenever illness strikes, CH8E gets a call giving a rough diagnosis of the case. Operator Mackey telephones the

doctor concerned. The doctor then compiles a prescription and treatment which is relayed through the operator back to the settlement where the patient is located.

BMI Pin-up Sheet

CANADIAN HIT TUNES — MAY

★ **A BED OF ROSES** (JOHNSTONE-MONTEI)
Sammy Kaye—Victor 20-2601 Denny Dennis—London 142
(Langworth-NBC Thesaurus)

★ **A FEW MORE KISSES** (FATMAR)
Dennis Day—Vic. 20-2737 (Standard)

ALL DRESSED UP WITH A BROKEN HEART (MARKS)

Peggy Lee—Capitol 15022	John Laurenz—Merc. 5093
Bob Houston—MGM 10112	Gloria Van & Vanguards—
Alan Gerard—Nat. 7019	Univ. 34
Five Bars—Bullet 1009	Bill Johnson—Vic* 20-2749
Eddie Howard—Maj. 1236	Russ Morgan—Decca 24522
Buddy Clark—Col. 986	Jack Owens—Musicana 9002
Jerry Cooper—Diamond 2090	Alan Dale—Signature 15174
Phil Reed—Dance-Tone 176	(Langworth-NBC Thesaurus-World-Standard)

‡ **BARBARA ANN** (ADANAC)
Lou Snider Trio—Musicana 2 (Disc Jockey—Skatin' Toons)

FOOL THAT I AM (HILL & RANGE)
Dinah Shore—Col. 956 Gladys Palmer—Miracle 104
Billy Eckstine—MGM 10097 Georgia Gibbs—Maj. 12013
Dinah Washington—Merc. 8050 Brooks Brothers—Dec. 48049
Sammy Kaye—Vic. 20-2601 The Ravens—Nat. 9040
Erskine Hawkins—Vic. 20-2470 (Langworth-NBC Thesaurus-Standard)

IT'S EASY WHEN YOU KNOW HOW (PEMORA)
Buddy Clark—Xavier Cugat— Col. 1049 John Paris—Vic. 26-9027
Eddie Ballantine—Musicana* Joan Edwards—Vita 932
Blue Barron—MGM* (Langworth-World)

★ **I WANT TO CRY** (EXCELSIOR)
Savanah Churchill— Criss Cross—Sterling 4004
Manor 1129 Dinah Washington—Mercury*

I WOULDN'T BE SURPRISED (REPUBLIC)
Harry Cool—Mercury 5080 Sammy Kaye—Vic. 20-2761
(NBC Thesaurus)

‡ **L'AMOUR A LA BOOGIE WOOGIE** (ADANAC)
Fernand Robidoux— Max Chamitov—Musicana-R104
Victor 55-5279 (Disc Jockey)

★ **LONG AFTER TO-NIGHT** (BMI)
Russ Titus—Musicana 14 Betty Rhodes—Vic. 20-2735
Kate Smith—MGM 10157 Snooky Lanson—Merc. 5095
Andy Russell—Cap. 15055 Yvette—Vita*

LOVE IS SO TERRIFIC (MELLIN)
Art Lund—MGM 10126 Les Brown—Col. 1018
Helen Carroll & Satisfiers Vic. 20-2672 Vic Damone—Mercury 5104
Ernie Felice Quartet—Cap. 486
(NBC Thesaurus-World)

★ **SOMEONE CARES** (CAMPBELL-PORGIE)
Vaughn Monroe—Vic. 20-2671 Art Lund—MGM 10170
Mills Bros.—Decca 24409 Frankie Carle—Col. 1046
(NBC Thesaurus)

TERESA (DUCHESS)
Dick Haymes—Andrew Sisters Kay Kyser—Col. 38067 (U.S.)
—Dec. 24320 Wilhelmina Gray—Click*
Jack Smith—Cap. 484 Joe Loss—Vic. 20-2819
Three Blazers—Exclusive* Jan Garber—Musicana*
Do-Ray-Me—Commodore 7504 Vic Damone—Merc. 5092
(Langworth-NBC Thesaurus-Standard-World)

★ **TROUBLE IS A MAN** (REGENT)
Hall Sisters—Vic. 20-2386 Peggy Lee—Cap.*
Sarah Vaughan—Musicana* Mary Ann McCall—Col.*
Martha Davis—Dec. 24383 Ginny Powell—Maj.*

YOU'RE GONNA GET MY LETTER IN THE MORNING (LONDON)
Mary Osborne—Dec. 24308 Adrian Rollini—Bullet*
Guy Lombardo—Dec.* (NBC Thesaurus-World)

★ NEW PIN UP HITS
‡ CANADIAN SONG HITS

* Soon to be released

COMING UP

- Chickawa, Chickawa Shilakee (Commercial)
- Gilly Gilly, Wish Wash (Marks)
- ‡Hemline Below The Knees (Old Colony)
- Love Is Fun (Encore)
- My Girl Friend, Julayda (Mellin)
- ‡Putting In Time (BMI Canada)
- Rhumba Jubilee (Amigo)
- Rosalinda (Cherio)
- ‡Saskatchewan (Old Colony)
- Serenade (Duchess)
- Swing Low Sweet Clarinet (Stuart)
- There I Go (Mellin)
- Who's Got All The Dough? (Alvin)

‡ CANADIAN SONG HITS



CJAD
MONTREAL
Covers the
QUEBEC
ENGLISH MARKET
1000 WATTS - 800 KILOCYCLES
Offices and Studio
1191 Mountain St., Montreal
Represented in Montreal and Toronto by National Broadcast Sales; in U.S.A. by Adam J. Young Jr., Inc.

BMI CANADA LIMITED
229 YONGE STREET TORONTO

NEW YORK
MONTREAL · HOLLYWOOD

INLAND BROADCASTING SERVICE

is pleased to announce that it has been appointed

EXCLUSIVE SALES REPRESENTATIVE

in

GREATER WINNIPEG

for

STATION CKSB

St. Boniface - Manitoba

For Information on Rates, Availabilities and Market Data —

See

C. W. Wright

Toronto - Montreal

Inland Broadcasting Service

171 McDermot Avenue East, Winnipeg

CFCN

The Voice of the Prairies Ltd.

CALGARY, ALBERTA

10,000 WATTS



TALKS TO MORE PEOPLE
IN ALBERTA EVERY DAY
THAN ANY OTHER STATION

Ask
RADIO REPRESENTATIVES LTD.
TORONTO MONTREAL

AGENCIES

HONOR AGENCY MAN

Winnipeg. — McKim Advertising Ltd., took time out April 9 to pay tribute to its Winnipeg manager, Andy Brown, who has been with the company 25 years. The firm took out a double column and in the Winnipeg dailies congratulating Mr. Brown.

In 1923, Mr. Brown began as an office boy in the Winnipeg branch and since has risen to the position of manager of the office.

Born in Perth, Scotland, he came to Winnipeg in 1912. He has worked in no other business since that time. Mr. Brown is married and has two daughters.

ALBERT JARVIS LTD.

Toronto.—J. Lyons & Co. Canada Ltd. (Tea) is starting the transcribed 5 minute 3 a week *The Doctor Speaks* over CFRB, Toronto and CJAD, Montreal beginning May 3. An extension is planned in October to go 5 a week over 10 Ontario and Quebec stations. John Adaskin handles the production with Bunny Cowan doing the commercials. A Blue Cross (Hospitalization Plan) membership for one year will be given away on each broadcast to a lucky listener.

SPITZER & MILLS LTD.

Toronto.—Toni Home Permanents plan piping in the 15 minutes 5 a week *Nora Drake* from CBS to CFRB, Toronto beginning May 10. The new day-timer adds another program to Toni's Canadian radio set-up which include *Sing Along* (T-Can); *Dites-Moi* (CKAC) and CHRC; and daily participating *Club* shows on CJAD, Montreal, CKEY, Toronto and CJOB, Winnipeg.

Colgate-Palmolive-Peet is delaying its T-Can feature *Share the Wealth* and re-broadcasting it for an 8 week test on CFRB, Toronto where it will be heard Sundays at 9 p.m. beginning May 2 plugging Halo Shampoo and Palmolive Shave Cream. This is in addition to the regular Saturday night network airing.

TANDY ADVERTISING AGENCY LTD.

Toronto.—The Midland Chamber of Commerce has started a 6 week series of the half-hour transcribed *Midland Melodcers* featuring the Cote Glee Club over CFRB, Toronto. The program is heard Tuesdays at 9 p.m. with Art Boulden handling the commercials which are directed at the tourist trade.

In addition, a spot series is under way over a number of southern Ontario stations.

F. H. HAYHURST CO. LTD.

Toronto.—British Ceramics & Crystal (Canada) Ltd. has extended the 15 minute one a week *Music Hall of Fame* (All-Canada), now heard over 10 stations between Halifax and Vancouver, to 3 new markets—CFBC, Saint John, CKCW, Moncton and CKCV, Quebec.

RUTHRAUFF & RYAN INC.

Toronto.—Electric-Autolite Co. Ltd. is lining up Robert Montgomery's *Suspense* as a summer replacement for the *Dick Haymes Show* now being piped in from CBS to CFRB, Toronto, CKAC, Montreal and the Dominion net.



Jos. Hardy Talks
ON

QUEBEC MARKET NO. 2

"Good morning — here is your friend Jos. Hardy again, talking to you from the Saguenay. You think of it as a vacation district, and — it is, but it is a business area and a market, too. Arvida—pronounced Ar-Vye-Da, not Ar-Vee-Da—is the "Aluminum City", with the world's greatest aluminum plant and the greatest concentration of electric power in the world. A few miles further along is the Shipshaw Power Development, whose turbines can produce 1½ million H.P. At Kenogami is a 700-ton paper mill—one of the largest in Canada, and in Jonquière are the big railway shops of the C.N.R. All this industry means people—families with good money to spend. Reach them through CKRS."

For any information on Quebec Market No. 2 Telephone, Wire or Write to

JOS. A. HARDY & CO. LTD.
MONTREAL QUEBEC TORONTO

STATION	REPRESENTING	WATTS
CHRC	QUEBEC	5000
CHNC	NEW CARLISLE	5000
CHLN	TROIS RIVIÈRES	1000
CHLT	SHERBROOKE	1000
CKRS	JONQUIÈRE	250

"VOICE OF THE FRASER VALLEY"

CHWK

CHILLIWACK

REPRESENTATIVES
ALL-CANADA RADIO FACILITIES • WEED & CO. USA

LATEST COUNT!

In 18 months more than 25,000 new residents in the Fraser Valley.

CHWK
"Voice of the Fraser Valley"

NEW YORK'S RADIO ROW

by Richard Young

New York, N.Y.—Radio sponsors are losing valuable sales assistance and increased listenership in failing to back their broadcast advertising with proper and extensive merchandising of their programs. At least, that's what one of the industry's leading advertising and promotion executives confided to your reporter last week.

According to the exec: "Too many advertisers feel that after they plunk down \$14,000 a week for a radio show they have to do is sit back and watch the sales chart climb up, up and up. They just can't see any wisdom in making up their radio campaign with Emerson tours, dealer tie-ins, and other forms of local promotion". However, the official does not put all the blame on the advertiser. He pointed out that the many headaches involved in external merchandising—the setting up of road tours, hiring of advance men, etc.—do not make the ad agencies so anxious to recommend such extra activities to their clients. Despite the headaches, it has been proven many times that such merchandising as coast-to-coast tours of radio shows has stimulated sales of a sponsor's product as well as causing substantial increases in the program's hooperating, the executive added. Although not many advertisers do set up additional funds for such promotion, there are a few outstanding examples of good external merchandising on the air today. One is the NBC network's *Horace Heidt* and the ABC network's *Professor Quiz* program. Both shows make personal appearances in local theatres throughout the country — with their sponsors' name and product always in view of all audiences.

... summer replacement time along Radio Row and as usual, it's a dull season for news. If you'll recall, several columns back we reported that the network executives were discussing the possibility of filling the summer layoff schedule with co-op programs. This idea seems to have gone with the wind and currently the top major webs are in the process of lining up their vacation skeds with the usual summer replacements. Already lined up are: Jinx Falkenberg and Tex McCrary to sub for Duffy's Tavern; Nelson Eddy to warble for Al (the newer grows old) Jolson; the Robert Shaw chorale group to replace Edgar Bergen and Charlie McCarthy. Although unannounced, we hear that Dick Benny will slot one of his own packages in his Sunday evening spot on Lucky Strikes. Also, we're told that NBC has been talking—only waiting at the moment—of spotting a few solid hours of dance music on Saturday evenings. Not exactly new for a local station but quite an innovation for a major network.

... We're not sure just how significant the item is so we'll let you draw your own conclusions (there's nothing like reading audience participation in a radio column — maybe we've got a "hit" here!). Anyway, some traders are attaching quite a bit of double meaning to the fact that at the recent American Advertising Agencies

Assn. meeting at Virginia Beach, television was one of the most important topics of discussion, while at the Assn. of National Advertisers confab in Chicago—video was slighted by nary a mention! (Of course, that doesn't include the smoke-filled room, closed door sessions.

In a recent column we reported that several newspapers in various sections of the country have revised their policy and are now charging radio stations for program listings. We said at the time that we were not sure whether the switchover could be classified as a trend. Today we are almost positive that it is. As this is being written we've just returned from covering the opening sessions of the 62nd annual convention of the American Newspaper Publishers Assn. at the Waldorf-Astoria Hotel. During the opening session, the policy of running radio listings free of charge as a public service was one of the first topics up for discussion. According to the publishers, their concern has been prompted by the increasing number of AM, FM and video stations during the past year. "With the addition of these stations our listings of course grow larger, eating up extra newsprint at a time when there is no extra paper available", one publisher commented.

On the cuff notes . . . Membership of the National Assn. of Broadcasters will shortly receive a booklet outlining the industry-wide film promotion presentation currently in the creative stage. The film, scheduled to present a broad picture of radio, will attempt to show advertisers that radio should be used even when premium time, programs or facilities are unavailable. Details of the work will be unveiled at the NAB meet next month . . . Understand that out of approximately 66 television stations expected to be on the air before the end of the year, about 32 of them will be NBC affiliates . . . CBS will introduce a new sports series, *Red Barber's Club House*, on May 8 . . . ABC net insiders are happy as all get out at the Hooperatings scored by its new hour-long quizzer, *Stop the Music*, bucking veterans Charlie McCarthy and Fred Allen on Sunday nights. On one recent Sunday,

shows on all three of the other major networks during that particular hour showed a minus in the ratings. *Stop the Music* was the only program on the air at the time that recorded a plus! . . . Recent survey in the New York area by tele-station WPIX found that three out of every four television receivers are in the homes of families in the modest-income brackets — not in the upper brackets as originally supposed . . . Paramount Pictures sneak previewed theatre-size television at the Paramount Theatre here the other day and the results were "sensash". We hear that we'll soon be hearing more about theatre-screen video from two other movie studios, Warner Bros. and 20th Century-Fox . . . Have it on good authority that the NAB is currently researching an extensive survey of television in the U.S. . . . Some traders are worried about the increasing number of free plugs for various national magazines by many radio shows that are the subjects of articles in the mags. They don't like the "I'll write-about-you-if-you'll-plug-me" implications.



COMPLICATED?

Yes, this business of broadcasting is a complicated business, particularly in the technical end. Yet, actually commercial broadcasting is basically very simple. In a nutshell—if the programming isn't right, people won't listen; if people don't listen sponsors don't buy, if sponsors don't buy, programming suffers, if programming suffers, people won't listen. Simple isn't it—right back to where we started.

Well,

CJCA's

audience has remained constant for years—and way up there too, because for years CJCA's program policy has evolved around the simple theory that if the programming . . . Must we go through this again.



EDMONTON

AIR CHECKS

IN THE
PACIFIC
NORTH WEST

GUARANTEED
RELIABLE

WRITE, WIRE OR PHONE

ARAGON RECORDINGS

615 W. Hastings Street
VANCOUVER, CANADA
MARine 5010

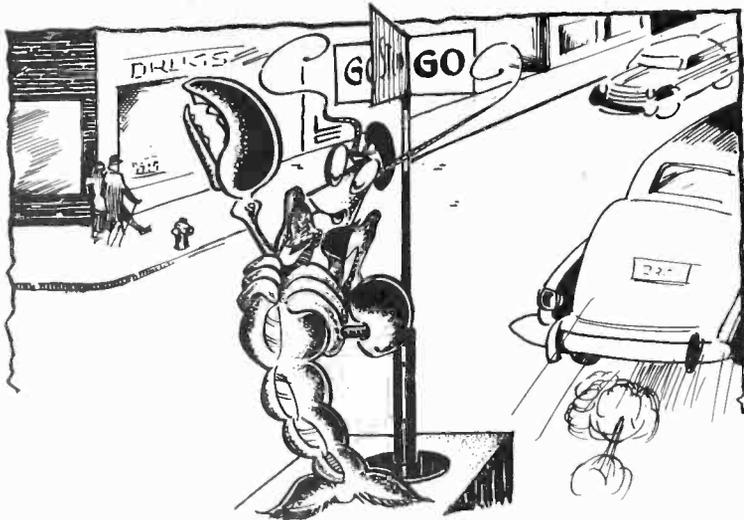


Mighty Mike Sez---

44 Rural Merchants now sponsoring programs on CKCK. Proves that their customers are listening to CKCK. Yes! 44 Rural Merchants are getting the most for their advertising dollar on CKCK.

Buy

CKCK REGINA 5000 WATTS



Officer Lionel Cops The Listener . .

Lionel's dispensing traffic safety hints these days, in an effort to to minimize traffic snarls, motoring offences and street accidents—thereby saving citizens the headaches of folded fenders, buckled bumpers and crushed chassis.

Co-operating with the chief and members of the Moncton Police Force in this campaign is but another phase of CKCW's community service work. Community service has earned CKCW a vast listening audience . . . a ready made audience for your sales presentation.

You can reach this enthusiastic consumer market by having your advertising "Lionelized"—CKCW's formula that guarantees upward trends on sales charts.

CKCW

MONCTON NEW BRUNSWICK

The Hub of the Maritimes

Representatives **Stovin & Co.,** Toronto - Montreal . .

TELEVISION

TV Progresses In U.K.

London, England. — Although its current editorial suggests that the BBC Board of Governors is letting radio overshadow Britain's TV, the British quarterly Television gives some interesting facts on production and technical and research developments of the new medium. Articles in the magazine deal with the BBC's Alexandra Palace, Britain's TV headquarters, which is telecasting four hours of programs daily.

The schedule of programming can be split into two main categories, (1) studio programs. (2) outside programs. The direct programs originate from the studios and cover classical and modern music, drama, educational and topical talks, and demonstrations such as cookery and household hints. Outside programs cover sports events such as football, cricket, tennis and athletic meetings. This section also covers special events, one of the most recent and memorable being the Royal Wedding. Another program section which cannot be classed as studio or outside is the transmission of shows direct from theatre or concert hall.

Preparation and production of these programs calls for intensive research as to the suitability of the "live" performers who will go before the TV cameras, for TV transmission has peculiarities of its own, which are uncommon to the movies or radio. This problem and many others are handled by the BBC's central television casting office in London, which has been quoted as being Britain's busiest casting bureau, as it is responsible for the engagement of all the people who appear on TV. Qualifications for the movies and radio are not neces-



Here, before the BBC's television camera, is Margaret Lockwood, famed British actress, as she speaks the shocking but immortal line in Bernard Shaw's *Pygmalion* — "Not bloody likely".

sarily qualifications for TV, as the confined space of a TV studio, lack of audience reaction, continuity and length of programs, and many other technical requirements are factors not always met or experienced by movie or radio actors and actresses. It is estimated by the bureau that they accept only 15 per cent of those auditioned.

Scenery plays an important part in the success of a production, and the BBC's TV Design department has a big responsibility in furnishing scenery and props for all productions, which at present number about 60 a month. The department creates any new scenery that may be called for, and has on hand a selection of stock scenery including scenic flats, with interchangeable doors, arches, windows, and fireplaces. Thus by different arranging and repainting, scenes can be made to order. As color has a habit of playing tricks with the TV camera, the department has by trial and error, produced a color scheme which is acceptable to the camera; this scheme aims at a checkerboard effect which breaks the picture up into a series of blacks and whites when viewed on the screen. The department i



CKCH
250 W. 1240 K. C.

THE FRENCH VOICE OF THE OTTAWA VALLEY

211.246

FRENCH PEOPLE IN CKCH COVERAGE AREA

TORONTO 4 ALBERT ST. MONTREAL DOMINION Sq. Bldg.

RADIO REPRESENTATIVE LTD.

COOPERATING WITH "LE DROIT"

Stretch YOUR PUBLICITY BUDGET WHERE A DOLLAR REACHES MORE PEOPLE

A GROWING MEDIUM IN A GROWING METROPOLIS

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

CFRN EDMONTON
COVERING CANADA'S FASTEST GROWING MARKET

Also responsible for special effects, and by the use of false perspective models and special lighting it is possible to create effects which could not normally be reproduced in the studio.

Technically British TV has a very high standard, and the viewer has a clear cut picture before him. Research experiments to obtain better vision have given good results, the latest development being a new camera called the CPF emitron. This camera can do its work by ordinary studio and stage lighting, and can also transmit clear pictures of dimly illuminated subjects.

The main beef from viewers seems to be about electrical interference, which causes distortion of sight and sound. According to experts these interferences can be caused by the hundred and one electrical appliances that are in everyday use. However, investigations by various technical bodies show that the main source of interference is caused by autos passing close to a TV aerial. A campaign to eliminate this nuisance is being conducted by the British Radio Industry Council, who suggest the cure is the installation of a 10,000 to 15,000 ohm resistor in the high tension lead between the auto's ignition coil and distributor.

—Ian Thomson.

FRANCE AND U.S. EXCHANGE TV

New York.—An exchange of TV films between Radio-diffusion Francaise and the American Broadcasting Company has been agreed upon by Wladimir Porche, general director, French Broadcasting System, and Thomas Velotta, vice-president in charge of news and special events for ABC. Under the agreement half hourly programs of cultural, educational and economic life in both countries will be exchanged.

Velotta, who has just returned from a two weeks' trip to France, said that there are only 2,000 receiving sets in the country, 1,900 of which are in the hands of government officials. He pointed out that although the French have good equipment and know how to handle television efficiently, they are handicapped by the lack of sufficient financial backing to expand successfully.

TV IN UK

London, England. — Television is being extended in Britain with the BBC's acquisition of a site at Sutton Coldfield, near Birmingham. Plans include installation of a 35 kw vision and 12kw sound transmitter, which will serve the industrial centres in the English Midlands. Range of the new station is expected to be fifty miles, serving a population of approximately six millions.

The station will transmit the same program as that radiated from London (about 130 miles distant). The program will be relayed to the new station by special cable or radio link.

RINGSIDE TV

New York. — Paramount Pictures recently sprang a surprise on the audience of a New York movie house when it gave a live telecast on the theatre's screen. The telecast, which showed amateur boxing contests from a nearby arena, was televised and re-transmitted by coaxial cable to the theatre's projection booth. The images were then transposed (within 66 seconds) onto film for direct screening.

Mr. Advertiser



Is

THE SPOT
For YOUR Spots
In
Nova Scotia

Our commercial department will be glad to suggest times suitable for your type of business.

CHNS
5000 WATTS

BROADCASTING HOUSE
HALIFAX - N. S.

CFCO - Chatham

now covers "Southwestern" Ontario like a blanket with the 1 Kw. Northern Electric day and night all-Canadian coverage directive array. Ask anyone.

JOHN BEARDALL,
Manager-Owner.

Now Members of

ELLIOTT-HAYNES
B. B. M.

Look for the facts about radio in Northwestern Quebec's GOLDEN market in forthcoming Elliott-Haynes and B.B.M. Reports.

G O L D in Northwestern Quebec means:
phenomenal market growth
exceptionally high purchasing power

An unusual mineral formation makes outside station reception almost impossible for many hours of the day—and radio is the *only* medium that gives thorough market coverage. Cash in on this GOLDEN market by using

CKRN	CKVD	CHAD
Rouyn	Val d'Or	Amos
250 WATTS	100 WATTS	250 WATTS
1400 KCS	1230 KCS	1340 KCS

Sold as a unit for complete penetration

Get the facts from

NATIONAL BROADCAST SALES

TORONTO: 2320 Bank of Commerce Bldg. - AD. 8895
MONTREAL: 106 Medical Arts Building - FI. 6388

CKRC
DOMINION NETWORK
WINNIPEG - CANADA



Mr. Western Timebuyer,
Vancouver.

COULD BE VERSE!
THERE WAS A YOUNG MAN FROM THE WEST
WHO ALWAYS PURCHASED THE BEST
WANTING MAXIMUM COVERAGE
FOR HIS RADIO VERBIAGE
CHOSE CKRC OVER THE REST — NATURALLY!

IMPORTANT

RADIO STATION

CKX

BRANDON 1000 WATTS

MANITOBA 1150 KILOCYCLES

UNDER

- NEW OWNERSHIP
- NEW MANAGEMENT
- NEW REPRESENTATION

AS OF 1 APRIL, 1948

OWNED BY

WESTERN MANITOBA BROADCASTERS LTD.

MANAGED BY

JOHN B. CRAIG

REPRESENTED BY

RADIO REPRESENTATIVES LTD.

TORONTO MONTREAL WINNIPEG VANCOUVER

"You canna 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!

CJOC

NOW 5000 WATTS LETHBRIDGE ALBERTA ALL-CANADA STATION

OVER THE DESK

We've had two letters. Both are anonymous. Each conflicts with the other. Says Fan No. 1, " . . . your column, Over the Desk, brings back some of that Lewis poisonality we've been missing from the CB for some time past. "Leave it in". But Fan No. 2 differs: "Back on the Lewis c—p, huh? Cut it out". What's to do? Now —to "The Desk"

This guy Irvin Teitel, who is currently being allowed to practice his writing in a price-inflated column called "Two Cents Worth" for Radio Vision has devoted half this week's straining to cracks about escaped convicts being found—you know where—is beginning to chuck his two ounces around. Who does he think he is? Frank Chamberlain? Careful Irvy, or we'll smash your yo-yo. (Note to Jack Walker: If you're paying him a cent more than two cents for his "Two Cents Worth", you're being gypped, Jack.)

Scribbled while listening to John Collingwood Reade's I See By The Papers, which he does from the GLOBE AND MAIL office over CFRB, is a note reminding ourselves that John has struck a new approach on this program. It always amuses us that newspapers find radio such an amazing hypo for their circulation depts. But John's show isn't quite that, or rather it goes a little further. There's a nice subtle bit of readership building on "what you will read in tomorrow morning's GLOBE AND MAIL which should delight G & M Advertisers' souls if they can distinguish it, and also if they have any. Somehow when we grab Toronto's only AM paper the morning after a broadcast, we remember some snide remark of John's about what McAree or Coleman would be saying, or a dispatch from Ottawa which sheds a new light on Billy King. It transforms the rather aimless process of ambling through the paper until a "stopper" hits your eye, into the purposeful assignment of finding out "just what did he say". Reading, like listening, comes in various degrees of intensity. If publishers (and broadcasters) can intensify the quality of reading (or listening) they automatically intensify the quality of advertising. We have spoken.

People are still congratulating Vern Dallin of CFQC, Saskatoon, on the recent arrival of twins (both boys), and A. A. Murphy is hooking in on his share of the orchids. Murph is the grandpop in the case. . . . CJOC, Guelph is said to be progressing with installations and such to the point



where they may be going by June 15, although July 1 is still the zero hour according to Wally Slatter.

John Fox, from Montreal, has arrived in Toronto, and will take care of the interests here of Omer Renaud & Co., the new Montreal rep office, which has expanded and is now representing a number of French-language stations. Renaud, it will be remembered, was one time commercial manager of the CBC French network. Fox has been with Radio Rouyn Abitibi (CKRN, CKVD and CHAD) which recently reorganized as Northern Radio—Radio Nord Inc.

The Northern Staff sheet, "Static", comes up with the gen that Harold Burley, manager of CHEN, Peterborough has left to become business manager of the SARNIA OBSERVER. Russ Baer succeeds Burley as CHEN manager. He started in radio in Kitchener, and has worked on CKGB, Timmins, CJKL, Kirkland Lake and CFCH, North Bay. After 3 years service with the RCAF as a pilot, he returned to CKWS, Kingston as P.D. and 20 months ago was made commercial manager.

CKCV, Québec, aired a recent program, *L'ère la Galeté* directly from the Veterans' Hospital with such success that plans are on foot to continue it. . . . Also from CKCV, we learn that haritone Guy Lepage, who broke into radio via this Quebec City station just carried off second prize at the semi-finals of the Rotary Festival at the Palais Montcalm, and is favored for the grand prize come the finals.

CAB Member Stations have been mail-canvassed by the CAB first to get those desirous of doing so to line up with the small markets group, and second to try and arrive at an acceptable name for the group. Names suggested on the CAB circular are "Local Markets", "Non-Metropolitan", "Small Markets", "Community Markets" and "Second City".

And that cleans off the desk for now.

DID YOU KNOW?

That Truro is in the heart of a trading area with annual retail sales of \$8½ millions? Over 135 local advertisers use CKCL as the logical means of tapping this important market.

CKCL

TRURO BROADCASTING COMPANY

J. A. MANNING Manager

WILLIAM WRIGHT, Representative Toronto and Montreal



More Hope THAN CHARITY by Elda Hope

Saturday night is the loneliest night in the week, or is it? It can be quite the reverse, depending on your choice of entertainment. While numbers of people lean toward frivolity in light spots, I have tried staying at home and twisting that dial.

In the past, along with many thousands of sport fans, I've listened intently to Imperial Oil's Hockey Night in Canada. Many times I've shouted the merits of Foster Hewitt's narration, and that still goes. Of late, he has called himself and certainly I'd say Hewitt has marked ability in his field.

With the Stanley Cup series bowed safely away for another season, I searched for other programs. One that caught my ear was Mother Partridge's Musical Mysteries, a musical quiz out of CHML, Hamilton, also heard on CFRB, Toronto. This show is exciting, though loaded with commercials. I'd heard pianist Roy Milne's numbers all have a certain similarity. Maybe the idea is to make the selections sound like the beaten-track; if so, this half-hour is a whiz-bang of a success.

There was a time when Wishart Campbell Presents occupied a half-hour slot on CFRB Saturday nights, but now the show is off the air. One of its features was the male quartet, The Toppers, who, I understand, are making further laurels on the American stage. It will be ironical if the same fate befalls the talented trio called The Dream Girls. They comprise the vocal ensemble on that restful program Castle of Dreams.

If you're keen on quiz, I'd suggest the Auctioneer sponsored by Brylcreem. In the thirty some weeks this show has been aired, auctioneer Monty Hall and announcer Bernard Cowan have hit a high in entertainment. It is different from the usual run of the mill, with unusual commercials that add a touch. Some of the gags are so thoroughly enjoyed by the studio audience that they roar with laughter which, unfortunately only looks funny on television, fails to listen at all. Nevertheless, I think producer George Halman, together with Hall and Cowan, have wrapped up a good show. Gisele LaFleche vocalizes to her

own piano accompaniment on her Trans-Canada show called Meet Gisele, and she's good listening to me. I've heard and seen her play a violin with much feeling. Who would say that she isn't gifted? Unfortunately the continuity read by Byng Whitteker is rather soupy, but it may bring out Gisele's unusual ability.

Twenty Questions is an American production but is piped into Canada via the Dominion net and can be heard locally on CJBC and CKEY, Saturdays at 8 p.m. It rates pretty high with most listeners. Personally I find it hard to believe that these experts can't get the right answers to so many tough questions. Perhaps they are remarkably clever and I cannot refrain from pointing out that very often a girl comes up with the correct answer ahead of the men. All in all, though, it is a bright, stimulating half-hour.

PROGRAMS

TRUTH IS STRANGER

Vancouver. — Dorwin Baird, who addresses Man in the House to listeners at 11 o'clock each morning, on CJOR Vancouver, has discovered that the best way to get reaction is to borrow a script from the man nearest you rather than write your own.

With a staff meeting scheduled for 11 on Friday morning, Baird wondered about what to do about his program. "Record it", somebody said.

Baird didn't have a script written anyway, and turned to Dick Diespecker, who knocks off fiction in his spare time and inquired, "Got any of your broken down stories lying around?"

Diespecker loaned him a piece called "The Professor", and Baird read the story onto a disc.

By the time the staff meeting ended the telephone operator was able to tell Baird his program had pulled greater listener reaction than ever before.

"I guess nobody thinks Diespecker can write fiction", Baird summed up. "They must have thought it was true".

PRIZES FOR DISC JOCKS

Vancouver.—Final rounds of the disc jockey contest organized by CKWX Vancouver are being run off at Youth Centres on the west coast, with winners to be announced May 15.

One thousand dollars worth of prizes, including records, piano lessons, record players, clothes and cash, will be divided between the three winners.

Disc jockey Frank Robbins in New York, assisted by Frank Sinatra and

Claude Thornhill, will judge the final entries.

B.C. PRODUCTS FAIR

Eight special broadcasts by CJOR Vancouver marked the week of the B.C. Products Fair, sponsored by the city's Board of Trade B.C. Products Bureau and staged at Woodward's department store.

The program, handled each day by a different member of the station staff, consisted of interviews with visitors to the fair, plus questions about the event which led to cash prizes.

1000 WATTS SOON!

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

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



BOBBY GIMBY

Happy Gang trumpeter and personable leader of danceable group of adjustable size.

CONSULT:

THE OFFICE OF
MART KENNEY
125 DUPONT STREET
TORONTO, ONTARIO

CHAT

(Continued from Page 3)

The reason is a very logical one . . . Like Ford of Canada, Imperial Tobacco Co., Tuckett Tobacco Co., and other progressive advertisers, Burns and Co. realize that A CAMPAIGN WITHOUT CHAT means NO COVERAGE IN MEDICINE HAT!

Other than supplementary CHAT, the closest Dominion network station to Medicine Hat's market is 185 miles away!

An All-Canada - Weed Station

MEDICINE HAT

Popular Throughout The Year!

TRANS-CANADA NETWORK

CKY WINNIPEG 15,000 WATTS

"Silver Anniversary Year"

Exclusive Sales Representative:
HORACE N. STOVIN
TORONTO WINNIPEG MONTREAL



THERE IS NOTHING RETICENT ABOUT MURRAY BUILT Shows

They speak for Themselves

"ASK OUR SPONSORS"

JACK MURRAY LIMITED

727 A BAYVIEW AVE. TORONTO

PEOPLE

Back To The Corral

Toronto. — Back into the Toronto radio scene comes a radio pioneer whose program days date



back to 1928, and the TORONTO DAILY STAR's station CFCA of blessed memory, in the person of Arthur D. "Cowboy" Kean.

"The Cowboy", who quit radio eight years ago to get into a war plant, is now back banging the doors on Radio Row, discovering innovations which have cropped up in his absence like ACRA, CANADIAN BROADCASTER and singing spots.

Back in the dear dead days

when Kean, an expert on natural history, used to do dramatized programs of outdoor adventure, he remembers doing his broadcasts squatting in front of the mike on the biffy in the men's washroom on the 21st floor of the Star Building.

Brown's Bread sponsored his Rainbow Ranch; CBC had his Sales and Saddles and Horse Heaven Days. Now he hopes to find a door which will open to enable him to bring back to the air his healthy dramas of Canada's out of doors.

GUEST BOOK

Nearing the end of his sojourn in the east is Bill Speers, manager of CKRM, Regina, and was a welcome visitor at the Canadian Broadcaster office last week.

CKRC PERSONNEL

Winnipeg.—Norman Harrod formerly of CJAT Trail and latterly manager of station CJIB, Vernon, has joined CKRC's sales staff. CKRC has also signed on Cliff Cox to take charge of the library. He replaced Mel Christie who has switched to the operating personnel.

COMING EAST

Vancouver. — Jack Sayers, sales manager of CKWX Vancouver, will visit agencies in eastern Canada and Chicago and New York in May.

JOINS CFAR

Doug McBride joins the staff of CFAR, Flin Flon, Man., as Program Director and Sales Co-Ordinator. He was formerly with CJGX, Yorkton, Sask., and CKOV, Kelowna, B.C.



WASHDAY BLUES

... incorrectly listed one of the compositions as 'Shirt Overture'...."

—NBC Press Release

HELP WANTED

Station wants announcer. Appropriate hair-do and wardrobe essential. Ability to enunciate preferred.

PAN MAIL

Sir: We're growing a little tired of your unending tirades about what private enterprise has done for Canada. Didn't it ever occur to you how much Canada has done for private enterprise?

—Yoir.

UNFINISHED SYMPHONY

And now the Right Honorable William Lyon Mackenzie King, by actual survey the Commonwealth's most...

THE TIME HAS COME

Somebody ought to cook up some sort of an award for Bob Keston for his service to private enterprise in managing the CBC's station CJBC.

MORAL TURPITUDE

According to the official government publication, "Canada 1948" there are in this country 2,363,528 married males and 2,292,478 married females not counting widowed, divorced and permanently separated.

FLUFF OF THE MONTH

CKWS announcer Rod Dewar, while announcing a movie, entertained fond parents to bring their kidneys to the matinee performance.

THE PRESS SPEAKS

Chuckling the praise of sneeze-free soap must have certain limitations for talent.

—Jack Scott, Vancouver Sun.

MOVING

RADIOTIME listing for CJBC—"Bowels and Sertell".

COMPLEX DEPT.

The smaller market stations, touchy about the diminutive implications of the epithet, should paraphrase the cliché into: "The best stations come in the smallest markets".

CKNW CHNW THE Only STATION THAT COVERS BOTH HALVES OF THE "VANCOUVER AREA"

The Wright STATIONS Serving Agencies — Stations — Advertisers WILLIAM WRIGHT Representing CKCO Ottawa CKCR Kitchener CKOX Woodstock CKAC Montreal CKSB St. Boniface CKCL Truro TORONTO Victory Building AD. 8481 MONTREAL Empire Life Bldg. HA. 7240

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 Homecrafters.*

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

REPRESENTATIVES:

UNITED STATES

Adam J. Young Jr. Incorporated

CANADA

All-Canada Radio Facilities Limited

Ontario's Favourite Radio Station