CB BOARD SEeks
INDUSTRY AMBASSADOR

Toronto.—The dollar volume discount fracas, which was tried
test before the Radio Executives Club of
Toronto in dress rehearsal, and
resulted in the CAB Conven-
tion, was the No. 1 item on
the CAB Board Agenda at their
meeting here last week.

basis of the discount, as pro-
pounded in Quebec, was a percentage
reduction after all frequency dis-
counts, for volume purchase of
sets or programs on a strictly
one-time basis.

Dossed into the lap of the in-
terim board at the Convention,
the directors examined and dis-
tested the project from every
angle, decided that the time at its
 disposal (three days) did not per-
mit a full exploration of all the
manifestations of the problem.

highly affects the income of
every station in Canada, and ap-
pointed a special committee to
study the problem in detail.

This committee, headed by Bill
Wright, CJOH, Lethbridge, and
comprising Ralph Snegrove,
K.O. Owen, Sarnia, and
Small Markets Committee.

George Chandler, CJOR,
Winnipeg, will study the whole
problem and come up with a sim-
plified form of rate card, which
"may make it as easy as possible
for time buyers to buy time".

Its card will be submitted to
other stations, and, presum-
tively, time buyers, for their sugges-
tions. It will then be presented to
the CAB Board for final adoption.

immediate employment was
decided upon a man, virtually
renaming Doug Scott who re-
signed from the CAB staff as
editor of broadcast sales. After
considerable discussion it was de-
decided that the new appointee's
position will be to sell the medium
both national and local adver-
sers, and also to give stations, es-
specially in the smaller areas, as-
sistance with their sales and opera-
tion problems. Background of
the plan is to find a man able to
gather and co-ordinate the best
program, merchandising, sales
and other material from all mem-
ber stations and make it available
for the benefit of all the others.

Market data and other infor-
mation sought after but often not
obtained by the agencies and na-
tional sales reps is just one func-
tion this "industry ambassador"
will be called upon to perform,
according to Jim Allard, CAB
general manager, who reports that
his presentation of this basic idea
met with enthusiastic reception
from the Board. "The operation
of the CAB", he said, "will
be geared to provision of specific
and direct service in sales help,
merchandising, promotion, pro-
gramming and operation to mem-
ber stations."

The price mention presenta-
tion was decided upon, as reported
elsewhere in this issue.

Bill Wright was invited by a
unanimous decision of the Board,
to re-assume chairmanship of the
Standard Rate Structure Commit-
tee, which duty he agreed to
accept.

A pension plan was adopted for
the CAB employees, as in-
structed by the CAB Convention.

Attending the meeting were
G. R. A. Rice, chairman of the
Board, George Chandler, A. A.
Murphy, Win Guild, Harry
Sedgwick, R. A. Sohle, Ralph
Snegrove, Paul LePage, Malcolm
Neill and F. A. Lynds. Phil La-
londe, president, was unable to
attend. CAB management was rep-
resented by Jim Allard, general
manager and Arthur Evans, sec-
retary treasurer.

COMMUNITY RADIO

Winnipeg—An outstanding
community effort was turned in
by CJOB staff members
during the height of the Mani-
toba flood crisis.

With flood waters of the
Red River inundating the
town of Emerson, some 70
miles to the south and the
crest driving on Winnipeg,
CJOB instituted a round-the-
clock bulletin service, keeping
listeners posted on latest flood
developments. A ham unit was
set up in the station, and hams
in the flood area were instruc-
ted to funnel emergency mes-
sages through it. The station
also took some of the load off
the shoulders of harried Red
Cross workers, giving out in-
suctions to householders on
what to do to forestall waters
backing up into their base-
ments.

At the same time, the station
loaned out a walkie-talkie set
to R.C.A.F. to operate in the
Emerson area.

CJOB was also onto the
story angle of the flood. An R.C.A.F. aircraft was com-
mandeered and staff announ-
cer Dudley Patterson gave a
birds-eye picture of conditions
between Winnipeg and Emer-
son.
Radio's Select Company...

These advertisers belong to radio's SELECT company. Nationally, regionally and locally they "write their own ticket" with ALL-CANADA programs and the transcription method of SELECTIVE program distribution.

These advertisers and hundreds of others exercise the complete control that transcription broadcasting alone provides.

They SELECT their programs.
They SELECT their markets.
They SELECT their stations.
They SELECT their times.
They SELECT their adjacencies.

You can put the pin-pointed power of radio's SELECTIVITY behind your sales effort with ALL-CANADA's trouble-free, economical programming service. Use it to reach the audience you want—where and when you want it!

The World's Largest Program Library
ALL-CANADA PROGRAM DIVISION
VANCOUVER CALGARY WINNIPEG TORONTO MONTREAL
A DIVISION OF ALL-CANADA RADIO FACILITIES LIMITED
Music In Our Community

Toronto.—Music In Our Community, a special series of five minute scripts slanted for community radio, has just been prepared by BMI Canada Ltd., and sent to stations across the country.

The series, split up into seven day programs, contains selected rerun music, information on community musical broadcasts, and has time allocation for commercials or promotion plugs.

The scripts outline the planning of musical programs, and give the listener an idea how their musical broadcasts are put together by analysis of their letters, musical surveys, and by tune popularity. They give an insight into the song publishing side of music, and describe how the community station, on payment of all performing fees, is able to provide music free of cost to the listener. They describe the many behind-the-scenes functions of the community radio station, and explain the work of personnel who contribute to bringing the listener the many forms of musical entertainment.

Dwelling on the growth of spiritual appreciation by the use of radio one of the programs says: "While tastes in music vary in one city or another across the country, music in general forms a very important part of our way of life. Until the advent of Community Radio Stations in Canada, during the few decades, music was often neglected in the cultural lives of Community. Since the advent of radio this has been changed and music, in all its forms has assumed a rightful place in our lives and customs."

Explaining its own functions in its connection with community radio, BMI points out that "Although community station membership in the CAB (and the B in the U.S.) the stations have set up their own music publishing organizations. This organization is known in Canada as BMI Canada Ltd. whose purpose is to discover and publish worthwhile music composed by Canadians. Through the activities of the broadcasters in playing and performing the music that is now being published in Canada, Canadian song writers now have an opportunity, as never before, to win recognition for their music. This is one of the Community services that has been made possible by the Community Radio Stations of this continent."

JOHNNY GILLIN REQUESTS

We have been asked to extend a cordial invitation to Canadians attending the NAB Convention in Los Angeles, to attend a cocktail party being given in their honor by Johnny Gillin, president of station WOW, Omaha, Neb., in the Terrace Room of the Town House Hotel, L.A., Monday, May 17 at 5:30 p.m.

Johnny is well known to Canadian radio as a regular attendant and goodwill ambassador at the C.A.B. Convention. His absence from this year's meeting, due to sickness, was regretted by everyone.

FIRST TV APPLICATIONS

Ottawa—First applications for licenses to operate television stations in Canada will be heard by the CBC board at their meeting in Montreal May 18-19.

Applicants are Jack K. Cooke, at present operating station CKZ, Toronto; Kenneth D. Sobel, of CHML, Hamilton; and Al Leary, formerly manager of station CKCL (now CHM), Toronto, who was one of the original licensees of station CHM, Toronto. Leary subsequently relinquished his interest in CHM.

CHAT

Why?

Does a campaign without CHAT

mean NO coverage in

MEDICINE HAT?

(Tune to Page 29)

MEDICINE HAT

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

Ask

RADIO REPRESENTATIVES LTD.

TORONTO

MONTREAL
LONG AGENDA FOR CBC GOVs

Ottawa.—One matter tabulated for public hearing by the CBC Board at their 59th meeting to be held in Montreal, May 18-19, is a complaint against the Edmonton Broadcasting Co. Ltd., owners and operators of station CJCA, Edmonton, which has been lodged by Gordon Henry, for the past seven and a half years manager of that station.

According to the CBC release, Henry will "request a recommendation for cancellation or non-renewal of license to the present license."

Principal stockholder in the Edmonton Broadcasting Co. Ltd. is the Southam Publishing Co. Ltd. which publishes, among other papers, the EDMONTON JOURNAL.

Henry's complaint is essentially against the Southam Company, he told this paper. He stated that his grievance lay in the fact that he was subjected to interference in his operation of the station, by management of the EDMONTON JOURNAL. "I maintain", he said, "that for the good of the industry, it is essential that radio be allowed to operate as freely as the press."

Included in the CBC Board agenda for the coming meeting is the hearing of a request on the part of the CAB for the lifting of the present restrictions under Regulation 10 (H) on the mention of prices on the air by Canadian stations.

The case for the private stations will be presented by Bert Craus of CFAC Calgary and president of the Western Association of Broadcasters. He is supported by a CAB Committee, consisting of F. A. Lynds (CKCW, Moncton); Paul LePage (CKCV, Quebec), Jack Radford (CFVM, Brockville); Ralph Smelgrove (CFO, Owen Sound) and Jim Allard (CAD Manager). A long list of license applications awaits the Board's consideration. Four bids for AM frequencies which were deferred at the last meeting are from: B. A. Allen, Headley, Dohlie, Smith Falls, Ont.; and C. B. Warner, Cullen, Smith Falls, N.B.

Other AM applications, previously heard are from: Societe Radio-LaTuque, La Tuque, Que.; Fernand Levoques, Dubreuil, Que.; Messrs C. W. and L. W. Flett, Newcastle, N.B.

Applicants for FM license are not already holders of AM frequencies are The Southam Publishing Co. Ltd. (Dail, Prince, Vancouver); LePage, Quebec City, Board of Education for the City of Hamilton.

Licensees of existing stations seeking OFM are CKCW, New Westminster and CKLW, Windsor.

Power increases are sought by CJAD, Montreal, who want 50 Kw directional, on 900 Ke; CKNW, who are after 1 Kw directional on 930 Ke; CJHR, Rimouski, who are after 10 Kw, directional, on 900 Ke.

The following application for transfer of licenses will be heard: from B. H. Bedford, Radio Station C1YVC, Ltd. (Nicaragua Falls); from Okanagan Broadcasters Ltd. to CKOK Ltd. (Penticton, B.C.); from W. O. Shetter and F. T. Metcalfe to CJOY Ltd. (Guelph); from W. A. Liddle and G. Mitchell to Kitchener-Waterloo Broadcasting Company.

Emergency transmitters are sought by CHNS, Halifax and CJAT, Trail.

CKNW will seek a 250 watt relay transmitter on 1230 Ke.

C KN WILL SEEK A 250 WATT RELAY TRANSMITTER ON 1230 KE.
No Other Medium Can Make This Claim

When a New York producer did a play on the network in which the planet was supposed to be invaded by the legions from Mars, a whole North American continent was in an uproar. That was because people right by their own firesides. No other medium can make this claim.

During the war, when the government wanted to announce a new slogan, a new regulation, or anything where speed was essential, it had to use radio, for instantaneous release from coast to coast. No other medium can make this claim.

In peace or war, government agencies and charitable organizations know that they can depend on the donated help of the radio stations in excess of any paid time they may be buying. No other medium can make this claim.

Ten years ago, 600,000 of Canada's homes had radios. Today there are 2,000,000, representing 90.7 per cent of all occupied homes, at least one and many of them have two or more receiving sets. No other medium can make this claim.

More people on the North American continent own radios than own the bathtubs or toothbrushes; and in Canada there are nearly twice as many radio homes as telephone homes. No other medium can make this claim.

Before anyone is permitted to set up in the broadcasting business in Canada or in the United States, he has to satisfy a department of government that he is a fit person to occupy a frequency, so potent the medium deemed to be. No other medium can make this claim.

Floods and blizzards, calling for prompt action on the part of towns and other citizens, and split second dissemination of information to prevent further disaster, bring radio onto the scene, to spread interev information is needed to avert further mishaps. No other medium can make this claim.

Because of its power, radio is subjected to more criticism, more regulation, more litigation than any other form of communication. No other medium can make this claim.

An ever increasing number of businessmen engaged in the business, such as radio's keenest competitor, the newspaper business, are seeking licenses which will enable them to operate stations and so keep themselves the advertising revenue which is being diverted into radio. No other medium can make this claim.

Advertisers have learned that through radio they can deliver their messages, not just to one, but to all members of a family, in a fixed state enjoying the music or other entertainment of their choice. No other medium can make this claim.

Educational authorities, eager to improve Canada's cultural complishments, are using radio to an ever increasing degree, in teaching history, literature, current events and a number of other subjects. No other medium can make this claim.

The Canadian Government, realizing that radio is possessed of a prolific power, and fearful lest this power get into what it professes to believe would be the wrong hands, maintains a tight monopoly on national network broadcasting. No other medium can make this claim.

Decentralization Is Essential

Despite the appearance of statement between the Eastern and Western comings and goings about imminent war and its feverish preparation, there is encouraging evidence of international co-operation on a vast scale for constructive and peace purposes. The ERP administration has made an interim allotment to European countries amounting to nearly $125,000,000 for the purpose of purchasing food in Canada. This is only the beginning of a co-operative enterprise which will tend to relieve European food shortage and the Canadian shortage, and to give this continent the protein it needs.

When the larger units were unable to agree on the St. Lawrence deep waterway and power project favored by President Roosevelt, the smaller units comprised within them agreed upon a substitute project. Recently, the Province of Ontario and also the Province of New York have reached a joint agreement on a more modest scheme for developing two million horse power out of the majestic flow of the St. Lawrence. This tendency to seek union amongst smaller groups which can agree is supplementing the more ambitious efforts to secure universal agreement about everything.

The centralization of political power, the commercial policy-making and administrative authority, has taken the fate of nations out of the hands of their peoples. The rise of mass production has weakened the influence of the profesion of the people. When business corporations of international scope find themselves deadlocked with labor unions affiliated on a world-wide basis, whole economies become paralyzed. When a great sprawling mass of nations like the Soviet Union draws all its impulses from a handful of men in Moscow, counsel becomes confused and the popular needs is divorced from the official purpose. So far as can be seen, the tendency of the future, if civilization is to survive, will be toward decentralization of operations in every field of human endeavor. To compensate for this spreading around of administrative functions and responsibilities, there will be an increase in consultation of purpose, expressed by consultation, co-operation and a pooling of information.

Local Governments, smallest commercial enterprises, the growing influence of small nations in regional groupings and thus, a more flexible response of economic factors to personal needs will tend to bind together a bundle of faggots which will be stronger than the Russian cudgel. The clash between east and west will not come in the sudden shock of war but in the endless abrasion of two systems of organization seeking the same end by different means. The common end is the satisfaction of human appetites and the fulfillment of the individual human personality. Already it has been demonstrated that the flexible system which recognizes the value of spontaneous enterprise is infinitely more virile and resourceful than the rigid system under which the state directs all the activities of its citizens.

—John Collingwood Readé

LETTERS

NOT CAB

Dear Dick: A glance at the masthead on page 5 of your paper—not too close a glance I almost—gives the impression that you are linked in some way with the CAB. I know that this is not the case, but it occurs to me that the unexplained cut you may have missed others, and I thought I would bring it to your attention. I know, and you must know also, that someone is always affiliating you with somebody or other, and I am sure that you do not want this way.

Will you then accept this letter as a constructive (I hope) suggestion that you elucidate somehow, perhaps by stating what CCAB means, if you agree. Incidentally, I trust you will regard this below it; or, if it has no particular importance, that you drop it out, perhaps replacing it with a photograph of your quite astonishing features. Well, maybe not quite that.

Thanks for the tip-off, Nasey. CCAB does indeed have a significance. It means that this is a member publication of the Canadian Circulations Audit Board, a non-profit undertaking which gives an independent audit of the distribution of business papers, of the circulation of radio's Bureau of Broadcast Measurement. If you will turn to page 5 of this issue right now, you will find that your advice has been taken promptly and gratefully.

GLAD TO BE OF SERVICE

Dear Sirs:—On behalf of the "Ontario Senior Radio Drama Group", I wish to thank you for your kindly interest in making the appeal for radio scripts.

I would like you to know that, in answer to the appeal, I have already received three scripts from the radio playwright, Athol Stewart, Montreal, which he has permitted us to use in our broadcasts. Mr. Stewart has also offered a number of other scripts for future use.

It has been a source of encouragement to us, as a strictly amateur group, to receive such a generous response to our request, and we are sincerely grateful.

There are some of us, who are watching this radio drama very seriously, and who should go far in radio work.

Madeline Taylor,
R. R. No. 3, Bowmanville,
Mr. Alex Aitken, Commissioner of the Regina Junior Chamber of Commerce, presented Miss Marion Northrop with the CKCK Scholarship. Marion won the $200 Grand Award in the recently concluded 14 week series of broadcast inaugurated by CKCK 4 years ago as a means of stimulating study and spotlighting musical talent. Over 1000 people attended the final broadcast at Regina's Darke Hall, at which five other contestants won $15 each.

RADIO MEN FOR A DAY
Edmonton, Alta. - Unfamiliar voices will be heard over Station CFRN on May 17, when the members of the city Kiwanis Club will take over the programming, announcing and operation of all the shows aired on that day.

Purpose of the change-over will be to tell the story of the Kiwanis Club's community service activities. Full station facilities and co-operation will be afforded to the one day radio men by the station.

CONSULT OUR NATIONAL REPRESENTATIVES:
HORACE N. STOVIN & CO., Toronto, Montreal, Winnipeg
ADAM J. YOUNG Jr. INC., U.S.A.
NAB To Hear Revised Code

Washington, D.C. — A newly revised and restyled draft of the Standards of Practice for American Broadcasters, for discussion by members at the 26th Annual Convention of the National Association of Broadcasters at Los Angeles, May 17-21, has been completed, the NAB has announced.

The document, which had its origins in the 1946 NAB Convention at Chicago, and which has undergone intensive revision for more than a year, has been given its latest rewriting by Justin Miller, NAB president, chairman of the Restyling Committee.

Most of the changes in the Standards are alterations of language and style, but two additions have been made to the text discussed by the Board of Directors of NAB at its February meeting.

The first of the additions is a paragraph appended to the section on "Public Affairs and Issues", to complete that section's treatment of allotment of time for discussion of controversial questions. It reads: "If a person has suffered an unfair attack by a commentator, analyst, or other speaker, a reasonable time for reply should be made available to him."

The second addition to the text occurs at the end of the section on general standards for programs. It suggests that "in cases of programs broadcast over multiple station facilities, the originating station should assume responsibility for conforming to these Standards of Practice."

The major alteration in the Standards occurs in the sections formerly designated "Foreword" and "Creed". These two portions have been combined and condensed into a section now headed "The Broadcasters' Creed."

The section, like the two combined to form it, sets forth the purposes of radio broadcasting, for which the main body of the Standards is to serve as a guide.

The document is scheduled for discussion by NAB members at the Convention on Monday afternoon, May 17, the Convention's first day. Power to put the Standards into effect, however, has already been delegated to the Board of Directors by the membership.

The instrument has been submitted three times to the full membership for suggestions and approval, and several special committees have recommended revisions already incorporated into the Standards.

From the World's Largest Program Library . . .

Another NEW ALL-CANADA PROGRAM . . .

Audition it now!
PULL...

Yes, it takes pull, the yo-ho-ho type, and lots of push too, to keep everybody happy. Of course, mail pull does help, because in its very small way (if the program is designed for it) mail pull tells a sponsor that there are listeners and that a good number of them are active and interested listeners. Yes, mail pull helps. But it takes more pull than that. Every department must pull together, every member in every department must pull together. Neither can the station afford to develop a tug-of-war attitude.

HARMONY is essential for best results.

The writers also suggest that "Selective" is the most descriptive single-word reference to the medium because it permits the advertiser to select his markets, select his stations, select his audiences, select his times and select his adjacencies.

Final paragraph of the letter asks the reader to join in the "spot remover campaign" and adopt the term "Selective Radio!", suggest another new term or advance his reasons for retention of the four-letter word.

To speed up replies, a post card was enclosed with the letter, making it possible for the addressee to reply with a check mark and two or three words.

Response to the initial announcement of the campaign has been encouraging according to reports. Evidently a great majority of those associated with what was today known as "spot" radio, would like nothing better than to see a name that would convey a much better idea of the advantages and stature of the medium.

Info Dept. For Fruit Belt

St. Catharines, Ont.—As the Niagara peninsula’s prosperity depends to a large extent on its farmers and fruit growers, station CKTB airs a daily information farm program.

A great many growers in the Niagara district make daily sales to truckers from the large cities and it is of vital importance to them to know the latest fruit and vegetable quotations. Newspapers are too slow and radio is not.

Arrangements were made with the Press News in Toronto to have PN pick up the early morning quotations and send them to the station on the teletype. Even in the off winter season, the most minute fluctuation is transmitted and these reach the farmers daily before 8 a.m. through the station early morning farm broadcast.

The Plant Pathology Experimental Station at St. Catharines and the Dominion Entomological Laboratory at Vineland, whose experts study everything that will affect crops, pass along their findings to the station for broadcasting along with daily barometric and temperature readings, daily humidity and cloud formations.

With a view to collecting additional data for farmers, C. E. McKnight, the station farm editor and reporter, attends meetings of the various producers’ and growers’ associations. Armed with a tape recorder he interviews the officials at the experimental stations and when one of them has an interesting subject, McKnight catches his views on tape and plays it for his listeners the following morning.

COMMUNITY RADIO

Vancouver—To be broadcast during the week of the united Jewish appeal in May, Dick Diespecker of CJOD Van- couver has written three special broadcasts.

They are built around the Balfour Declaration on a national home for the Jews in Palestine, on the development of the Holy Land as an agricul- tural country, and on the work of the Jewish underground on the European continent.
Radio Communications

- For every application in radio
- For expert engineering and installation
- For service and quality

LOOK TO

Northern Electric
Company Limited

76 DISTRIBUTING HOUSES ACROSS CANADA
TRANSCRIPTIONS

National Accounts

Turn To Wax Webs

The business of producing, selling and broadcasting open-end transcribed programs was a minor activity within the radio industry not so long ago, with a market practically limited to purely local advertisers and broadcasters. Today the transcription method of programming and distribution has developed into a million dollar industry and has spread into the regional and national field to change the characteristics of radio advertising in Canada.

"Crosby Leads Big Name Trend to Transcriptions" and "1945-A Transcription Year" have been appearing among others as headlines with rapidly increasing frequency in American trade journals, the Canadian swing to "packaged" shows has been even more revolutionary. Although the use of transcribed shows by major advertisers has been on a definite upswing in the U.S., producers in the e.t. field south of the border still deal only in local and regional contracts. In Canada, transcriptions have already made depth-penetration into the national field.

One of the chief reasons for the trend of national advertisers to the transcription method of program transmission across the country is the unusually vast separation of important markets in Canada. Coupled with that is the steadily improving quality of the transcription product, technically as well as production-wise.

With the high-caliber audience attractions now available in the transcription market, more and more advertisers are finding that they can cover our widely-spaced markets more effectively, and therefore more economically by scheduling their transcribed vehicle on a "wax network" of their own selection.

Class leader of the quality-first transcription school is the Frederic W. Ziv Company, whose products are distributed exclusively by the Program Division of All-Canada Radio Facilities in Canada and Newfoundland.

Ziv, a smart-as-a-whip business man with production know-how, has set up his operation in such a way that his transcribed programs can be sold to individual advertisers at a low per-market cost, regardless of the initial huge cash outlay. Such is the case with such Ziv packages as Boston Blackie, Ronald Colman's Favorite Story and Guy Lombardo.

Proof of Ziv's wisdom in pouring network-size coin into every production is the fact that each of the programs mentioned above is sponsored nationally by individual advertisers in Canada. And those three examples alone represent an expenditure of approximately a million dollars to cover programs and stations across the country.

Imperial Tobacco picked The Guy Lombardo Show to follow The Smiths of Hollywood, another transcribed show released by All-Canada, for Player's Cigarettes. "Smiths", a surprise entry last fall, racked up top ratings on 47 stations across the country. The outstanding success of that series led Imperial Tobacco to contract for The Guy Lombardo Show on the same number of stations-more outlets than the giant tobacco firm could buy from CBC.

Stepping his way through thirty-odd markets for Canada, Starch, Boston Blackie has outdistanced all network mystery shows and, according to Elliott Haynes, is the most popular crime-chaser on the air.

It's much the same story for the Ronald Colman star, Favorite Story, which flies the Canadian Marconi banner. Both in Canada and the United States the Colman drama has been showered with high praise from both critics and listeners-and the ratings show it. There has been some criticism about the "importation of American talent" by one or two critics who obviously overlook the fact that the great bulk of commercial shows on CBC networks also represent "importation" of talent.

While the Ziv organization has set the pace for the "new era" in the transcription field, the entire open-end market has bounded ahead in a spectacular manner during the past few years. Their increased use on a national scale in Canada has been paralleled with more and bigger sales locally and regionally.

As evidence of the spiraling use of transcriptions, All-Canada's Program Division has increased its business by 62 per cent in less than a year. And the increase ratio has become even greater since the Petrillo Ban went into effect. Spence Caldwell, AC-PD manager who supervises the buying and selling of commercial products in Canada, places little importance on the Petrillo Ban.

"We've just issued a Program Listing which includes more brand new shows than All-Canada has ever been able to offer before", he says. "Ziv, and all the other producers we represent, have enough programs to satisfy the increasing demand for syndicate shows for at least two years".

ASK THE MAN WHO KNOWS!

YES,

over 135 local advertisers have bought time on CKCL. That's a valuable expression of confidence from the men who know. But there's a reason—

CKCL is located in the centre of Nova Scotia. Truro is the rail centre of Nova Scotia—the Textile Capital of the Maritimes—the heart of the Dairy Industry—Truro alone has annual retail sales of $83½ million.

IS your radio advertising reaching listeners in this important area? Follow the lead of the man who knows—the local advertiser. He'll tell you that CKCL is —

YOUR BEST BET!

CKCL

TRURO BROADCASTING COMPANY

J. A. MANNING
Manager

WILLIAM WRIGHT, Representative
Toronto and Montreal
CKLW

IS THE Best WAY
TO REACH

198,130 WESTERN ONTARIO HOMES IN A DAY

"Relaxation and carefree fun under the sun—that's the kind of vacation my family and I dreamed about all winter long. And Western Ontario made it come true. One never has a worry in the world over here. Cordial hospitality, and never-ending sources of enjoyment—what more could a man ask. And to put you completely at ease is CKLW. This "up and at 'em" radio station covers the district extremely well. It reaches 198,130 Western Ontario homes daily with constructive information on goods and services to buy, news and views of the day and the finest in radio entertainment. Ah, yes, truly this district is just what we dreamed of all winter for relaxation and fun under the sun—guess I'll take the family to the beach this afternoon."

Thousands of Tourists will soon be searching for places to visit—for goods to buy, Mr. Executive. Wherever they stop—in Tourist Homes, Motor Courts, Hotels—CKLW will be there to carry your advertising message, forcefully and convincingly. That's why this "live-wire" radio station should be a MUST in your Spring and Summer advertising plans.

Remember—in 198,130 Western Ontario urban and rural homes...it's CKLW the "Good Neighbor Station" 800 on the dial.
THE HAPPIEINESS CAMPAIGN

An outstanding contribution furthering the cause of the Private Canadian Radio Industry.

REPRESENTED BY
C. W. WRIGHT - Toronto and Montreal
INLAND BROADCASTING SERVICE - Winnipeg

The Only Canadian Radio Station Owned
And Operated By Its Listeners

CKSB
St-Boniface

promoters of a most successful community enterprise

PEOPLE

Marconi Reappoints Vic George
Montreal.—The appointment of W. Victor George, president of Whitehall Broadcasting Ltd., as broadcasting manager of the Canadian Marconi Company whom he left in 1935 to start Whitehall Broadcasting is announced by S. M. Finlayson, general manager. Vic George will assume his new position May 15 and will be responsible for all the broadcasting services of the Company, including AM, FM and eventually TV. He will make his headquarters at Station CFCF, Montreal. A veteran of nearly twenty-five years service in Canadian radio, George's experience has covered practically all positions from control operator to station manager as well as agency executive. During World War II he organized and commanded the Canadian Army Show, was Officer-in-Charge — Entertainment of the Canadian Army Overseas and took his discharge in 1945 with the rank of Lieutenant-Colonel commanding the Canadian Army Broadcasting Unit overseas.

Management of Whitehall Broadcasting will be taken over by assistant manager Will Chandland who acted as manager during Vic George's absence overseas.

William Victor George is one of the “old guard” in Canadian broadcasting. Nearly twenty-five years ago, he entered radio as an assistant operator and general handyman at the Canadian National Railway's broadcasting station in Ottawa, his home town. Circumstances forced quick development in those days and he soon doubled on every job in the station — engineer, announcer, continuity writer and finally, assistant manager. The largest station in Canada's Capital City had unusual conditions to combat and Vic George more than once rigged batteries and the alleged “portable” equipment of the times all day and announced and “engineered” the Prime Minister on the air in the evening. He then was transferred to take over the CNR station in Moncton, N.B., being in the unique position of station manager before he attained his majority, a fact he was able to keep a complete secret. Four years of service as manager there was followed by a promotion to Assistant to the Director of Radio of the Canadian National Railways in Montreal on commercial and policy matters as well as new developments. This involved much research which took him far afield on numerous occasions. During this period he was pinch-hitter as regional supervisor at various points and directly in charge of a number of national “events” broadcasts.

In 1931 he left the C.N.R., for private radio, joining the Canadian Marconi Company as manager of CFCF Montreal for four years. Later he created Whitehall Broadcasting Limited which he has directed ever since—now a period of some thirteen years.

YOUR BEST FRENCH SALESMAN
EAST OF MONTREAL

Covers more territory - Serves more people effectively and economically

5000 watts
800 kilocycles
TORONTO WELCOME

The fact that if there isn’t a crisis a Thivierge will manufacture one is borne out by the latest escapade of Jacques Thivierge, general manager of Northern Radio, who arrived in Toronto the other morning and promptly got arrested for stealing his own car.

Shortly after taking delivery of his 1948 Chevrolet in March, it was stolen in Rouyn, and recovered the next day in Val d’Or. Meantime the Quebec police had notified the Ontario force who were keeping an eye peeled for the missing car.

Six weeks later, Jacques managed to get lost on Danforth Ave., Toronto, stopped a passing cruiser to enquire his way, and was promptly conducted to No. 10 police station as the driver of a stolen car. It took Jacques two hours to convince these representatives of “Toronto’s Finest” that he was the owner of his own car and that the Rouyn gendarmerie had simply neglected to advise them of its recovery.

In my opinion, if a show is to duplicate another it should never go below the standard set. To rise above the level of Information Please is a difficult order. Therefore, it would seem almost better if Beat the Clams has been forgotten. There just isn’t another Clifton Fadiman on the air, including Don Fairbairn. This quiz heard on Trans-Canada net Friday nights seems like time wasted to me.

While I listen periodically to Whitehall Pharmacist’s Why’s Your Ret, it seems to me—and others have suggested too—that a more pleasant title might be in order. We hear plenty of complaining in this day and age and it is somewhat like forcing the issue to air a program with that idea in mind.

If Don Sims were to get his interview with Why That Smile? it would at least serve to turn the corners of their mouths up instead of down with the customary grieve. It sounds like a good idea to me and it might be a clever ad for Kolynos.

My vocation in life has never been to title programs, but in my opinion Hospital Party is just about the end of them all—the title I mean. On more than one occasion I have been a patient in a hospital and I feel quite safe in saying not one person would care to be reminded of it, particularly veterans who may find it necessary to make it their home for months or even years on end. If it were only called Platter Party, CJBC might treat willing listeners. It’s only an idea, but may be worthwhile.

Bye now, Elha.

We Belong To Yorkton . . .

... and Yorkton belongs to us, and to the sponsors who use CJGX.

The 336.15 sustaining hours and the 787 spots we donated to Yorkton community projects in 1947 included:

- FARM CLUB FORUMS
- YOUTH ON PARADE
- HEAR UKRAINE SING
- ORPHANAGE FUND
- MUSICAL FESTIVAL
- CHILDREN’S AID
- RED CROSS
- CANCER FUND
- BABY BEEF FUND
- SCOUT JAMBOREE
- FARM YOUTH"
A New Voice

Officially on the air from Friday May 14, CHLO, St. Thomas offers advertisers a thousand selling watts on 680 kc, which, with its specially-beamed pattern, will pump their sales messages into St. Thomas and London, and includes in its intense-signal area the prosperous counties of Elgin, Norfolk, Oxford, Middlesex, Perth, Huron, Lambton, Kent and Essex.

CHLO will be advertising's open sesame to the rich storehouses of Western Ontario—a top "must" on the list of "must" stations.

National Representatives
RADIO REPRESENTATIVES LTD.
Toronto, Montreal, Winnipeg and Vancouver
DONALD COOKE INC.
in the U.S.A.
CAPTIVE AUDIENCE

Philadelphia—A novel FM experiment is being tried out by an American public transport line, which is installing speakers in buses and trackless trolleys. An observer stated that "enlightened programming, with loud-speaker volume, limits commercials to a few seconds with five minutes of music in between". The sets, tuned only to the station making the installation, play constantly, and the happy result—for broadcasters and advertisers, at least—is a 'captive' audience that can't get away.

'TISN'T CRICKET

London, England — The BBC recently murdered a fictional Lord Latymer in a broadcast of its serial thriller The Tipster. On receiving condolences from friends and relatives, the real Lord Latymer wrote to THE TIMES saying that the report was greatly exaggerated, and that he was alive and well. He suggested that the BBC consult Debrett or Burke before using the title of a living peer in a serial thriller.

Ask—

ANYONE IN NORTHERN OR CENTRAL SASKATCHEWAN OR THE "ALL-CANADA" MEN WHAT 5000 WATT STATION OPERATING AT 900 KILOCYCLES IS DOING A BANG-UP COMMUNITY SERVICE JOB

Sign Up Now!

with Canada's fastest growing AIR-FORCE

CHML 900 k.c. — 5000 Watts — DAY and NIGHT

and CHML-FM
HAMILTON, ONTARIO

1000 WATTS SOON!

L'ECHE FRANCAIS DE MONTREAL

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

1000 WATTS SOON!

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NEW YORK'S RADIO ROW
by Richard Young

New York, N.Y.—The local station, sometimes classified as the non-network affiliated outlet or the community station, has come into its own during the years of the post-war period. Most industry authorities here will tell you that the rapid growth of the independent station has been sparked by the good old American free enterprise system and competition. You've read a number of times of course about the ever-increasing number of outlets springing up throughout the U.S. brought on by the rather generous granting of licenses by the Federal Communications Commission. Not forgetting mushrooming FM and TV. Well, its this growth of competition that is prompting better programming, commercials as well as sustaining. Station operators realize that it will only be the best of the lot that will be able to stick it out. Some officials have already predicted that the saturation point has been reached in a number of markets. But so far there hasn't been much evidence to back up these predictions. As a matter of fact, the year end figures (for 1947, that is) showed that most stations racked up new highs in advertising revenue. And well early signs this year indicate that the trend is continuing—even in the over-sized community of New York. Station WOR, for instance, recently announced new revenue gains. The independents have garnered new prestige in many ways. Since last September at the National Assn. of Broadcasters convention, the stations have gained more and more power in their trade organization. It was their challenge, you'll recall, that halted final adoption of the proposed broadcasters' standards of practice code. Not too long ago the NAB brass was allegedly dominated by the few major networks and larger network affiliates. But that doesn't seem to be the case these days. The NAB chiefs listen patiently when the indies speak.

The indies also shine in the sustaining classification which includes public service programming. According to the NAB, all stations devoted 41% of their evening time and 39% of their total time on the air to non-commercial shows during February. This compares with the initial analysis last year which found 34% of the air time given over to such programming. Among the independents, the larger-station average was 41%; the medium-station average, 49%; and the small-station, 48% (which of course should be. Can vanishing down upon the non-affiliates.)

Nearly every day in the week we hear news (and glowing) predictions of the size of the television audience. You'd think that most of the experts are spending their waking hours walking the streets of the few current widely-marketed areas counting on their hands the number of receivers in the homes of the many. Your ordinary reporter wouldn't dare attempt to tell you how many sets there are now. We wouldn't know how to go about selecting the proper figure from the assortment available to you wherever you turn. NBC's research director, Hugh Beville, struck out at these "self-appointed authorities" last week by declaring that the video picture is being clouded by too many people talking about it with little basis in fact. Granted, there is a need for more facts. Mr. Beville pointed out, but there is also a major need for wide dissemination of the facts already known. Mr. Beville anticipates that some day we will depend solely on industry groups such as the Broadcast Measurement Bureau and the Radio Manufacturers Assn. for authentic surveys and figures. It's a slow, hard process but it will be done, he added.

According to figures prepared for Publishers' Ink magazine by Dr. Harry F. D. Ziesel, associate director of research for McCann-Erickson, Inc., total expenditure for national and local radio advertising in the U.S. during 1947 reached $350,000,000, an increase of 7% over 1946. Dr. Ziesel disclosed that radio accounted for 13.5% of the total U.S. advertising volume, or $3,879,800,000. Newspapers ranked first followed by radio and magazines. We understand that the first quarter (1948) figures have surprised some industry officials and are leading to forecasts of an even better '48. The ABC network has revealed its first quarter gross time sales at $111,857,194—up 14% over the same period last year. We're hearing less talk of a recession these days—the figures speak for themselves.

Radio's much-discussed film presentation, which we hear has run through its initial $50,000, has finally figured out in the general schedule on a subscription basis. Subscriptions by stations will be made on the basis of net income using the classifications designed to determine the dues of NAB members. The rates range from $25 for up to $25,000 income up to $1,000 for $2,500,000 and over. Complete details regarding the cost of the film are to be one of the features of the NAB meeting in L.A. this month.

On the cuff notes

There's talk that the ABC network is auditioning a new comedy package developed by Tom's Network Walker. . . . Once again insiders predict fireworks when the proposed broadcasters' standards of practice come up at the NAB meeting. During recent weeks it was believed that the newest revisions would keep to smaller stations happy. But this does not seem to be the case. The NAB's 2nd District (New York and New Jersey) is seeking five changes and the NAB brass has voiced renewed opposition.

We hear the MBS web's Bill Morrison (The Shadow) has a summer show in the works titled "Pen Alley"—a song series, of course.

CBS network and the Los Angeles Times-owned radio station is preparing a new corporation to operate the Times' plans radio-television KTTV. The network has inked Red Heart dog food as kneecapper of a program of stories bearing the title, "Luscious, starting June 5 over the full network. . . . ABC's new program, "Picture Parade," has been renewed for its fourth season by U.S. Steel. . . . It's rather difficult to believe, television seems such a baby but it's a fact—NBC Mutual in TV and video outlet, WBNT, is now in its 101st year of operation. Industry was shocked by the untimely death of Tom Breneman, censor of the ABC network's "Kristian in Hollywood." True is Tom's understanding with the picture business and the network came up with Garry Moore who also does the honors on NBC's "Take It or Leave It." Incidentally NBC has disclosed that the program's network sales hit a record volume in '47 with the clients increasing number of stations.

A number of stations have received their licenses this month.

The program is sponsored by Grand Motors.

COMMUNITY RADIO

Winnipeg—Safety is a de-

ister principle in any community and CJOB is doing its part in bringing it about. With this in mind, a com-

munion location is now airing a weekly 30-minute show known as "Safety Patrol." Program is presented by Norm Williams and narrated by Greg Anderson, the pro-

gram endeavors to educate citizens on the most basic of safety rules in their day-to-day activities.

Co-operation of police has been obtained, and each week drivers who have caught the watchful eyes of the guardians of the streets are called upon to present a

rogram and receive suitable rewards. The program is sponsored by Grand Motors.

CKSF can effectively introduce your messages to thousands and thousands of constant listeners in The

Industrial City of Cornwall and the prosperous agricultural United Counties of Stormont, Dufferin and Glengarry.

97.9% Morning Audience

78.7% Afternoon Audience

67.3% Evening Audience

According to a recent Elliott-Haynes Survey

CKSF is owned and operated by the Freeholder, Limited.

SEE . . . HORACE N. STOVIN AND COMPANY
Time Buyers!

When you buy --
Be sure you get -

CFCY

Naturally, you can't buy all the radio stations unless you have an unlimited budget. It makes sense, then, to take the radio station that reaches the most people. CFCY is first in the Maritimes and the Gaspe Coast, with the largest B.B.M. circulation of any private station east of Montreal—and nearly twice that of any other station in the same area.

ISLAND RADIO BROADCASTING CO. LTD.
CHARLOTTETOWN, P.E.I.

Rep.: Canada: All Canada Radio Facilities
MEMO TO ADVERTISERS -

RESULTS POSITIVE!

When YOUR sales message is broadcast over these COMMUNITY STATIONS

CKPC  BRANTFORD, Ontario.
CKFI  FORT FRANCES, Ontario.
CHVC  NIAGARA FALLS, Ontario.
CKDO  OSHAWA, Ontario.
CJIC  SAULT STE. MARIE, Ontario.
CHNO  SUDBURY, Ontario.
CHUM  TORONTO, Ontario.
CKNX  WINGHAM, Ontario.
CHLP  MONTREAL, Quebec.
CJFX  ANTIQUEISH, Nova Scotia.
CFAB  WINDSOR, Nova Scotia.
CJJC  CALGARY, Alberta.

REPRESENTED BY

JAMES L. ALEXANDER
Radio Station Advertising Representative

Drummond Building
1117 St. Catherine St. West
Montreal, Quebec
Telephone Harbour 6448

Concourse Building
100 Adelaide Street West
Toronto, Ontario
Telephone Adelaide 9594

Canadian Broadcaster
May 15th, 1949

PIONEERED IN FRENCH RADIO

At left, internationally known songstress Alys Robi, 1944 Beaver winner; top centre, Michel Normandin, CKAC sportscaster; below, Fernand Robidoux, singer on "Dow Award" and other CKAC programs; right, His Worship Mayor Camilien Houde presents the Daoust Trophy on CKAC's talent quest program "Enchantant dans le vivor".

Pioneer French-Canadian station serving a vast Quebec audience with programs in their own tongue, as well as many of the top-ranking programs, in English, of the Columbia Broadcasting System, is CKAC, Montreal. Through its quarter of a century on the air, scores of present-day radio celebrities have earned their first plantlets on Montreal's La Press station, which has grown into one of the Dominion's largest radio organizations with well over sixty departments to serve its clients and listeners.

CKAC passed the quarter century mark of its broadcasting activities last September. The Silver Anniversary celebrations lasted through the better part of two weeks with a full week of feature programs and presentations aimed at every type of listener.

Starting in 1922 with a personnel consisting of the manager and two assistants, the Montreal station has enjoyed a steady growth to the point where it now has an organization with over a hundred employees on its staff divided between some sixty different departments essential to everyday broadcasting.

CKAC lays claim to having discovered close to 75 per cent of the best-known present day French-Canadian radio stars. Metropolitan opera star Pierette Alarie heads the list of CKAC discoveries, with other prominent names such as Claire Gagnier, Simone Flibotte and José Fournier following closely in Miss Alarie's footsteps. These four have all won scholarships on York Knitting Mills program Singing Stars of Tomorrow besides Yolande La-

WANTED
Announcer--Operator

Northwestern Ontario station plans increasing staff. Announcer-operating experience essential. Good opportunities for advancement. State salary expected, qualifications along with references. Send audition disc. Men lacking ambition need not apply.

Write Box M
Canadian Broadcaster
371 Bay St. - Toronto
Talent

Hallman Has Hatfull

Toronto—As Art Hallman leads his orchestra through ceremonies opening CHLO, St. Thomas, Ont., on March 14 he will also be celebrating the sixtieth anniversary of his start in radio. He had his own vocal and piano program at age 18 over CJOR, Vancouver, which he describes as “just a kitchen wire station then”.

Art has a movie-story style to tell about that. Just out of his teens, he played piano on a CJOR children’s program, Big Brother Bill, which featured 16-year-old songstress named Iris Hallman. In 1932, Art joined Marjory and her Orchestra as vocalist, arranger and pianist until they helped set him up with a band of his own 13 years later.

Art searched for a satisfactory male vocalist until he heard a girl named Terry Dale singing on CJOR in the Vancouver Jubilee. He immediately wired her an offer to join his group. Her reply wire of acceptance was: “You’ll be surprised, Art, to know that I’m Iris Hatfull.”

Dale, Hallman and his Orchestra is one of the very few typical commercials originating from coast. The Peoples Credit Jewelers and Song broadcast on a provincial hook-up from Toronto’s Sunnyside Beach. Completing their third season of dance-music from Casa Loma, Toronto, with a Dominion network Saturday night spot, the Orchestra has been booked by the Office of Maritime Affairs for every night from May 17 to September 1.

West Coast Workshop

Vancouver—A new “radio workshop of the air” is being organized in Vancouver by a group headed by Mrs. Sally Phillips.

The group plans to seek a sponsor and to broadcast plays introducing new radio talent. The activities of similar groups in the east are being examined for guidance in developing new actors.

Markle Cited

New York—Radio actors heard this week that their former co-actor Fletcher Markle had won new honors with CBS in New York.

The former CBC actor-director received one of the George Foster Peabody awards for “the airwaves superlatives of 1947.”

His latest honor was for his work as director of the CBS series Studio One. The citation said the programs were “distinguished for taste, restraint and radio craftsmanship.”

Markle’s first radio effort was in Vancouver on Sun Ray and he worked later on the Stage series on Sundays from Toronto.

Young Expounds on Humor

Vancouver—Former Vancouver actor Alan Young, who started on CBR’s Snap Party and went from there to the big money, visited the west coast this week and made a round of personal appearances.

Dick Diespecker of CJOR emceed Young’s appearance at the St. John’s Church canteen. Darwin Board interviewed him on his Man in the House program, and he was one of four speakers on Arthur Help’s Town Meeting in Canada. The subject on the forum was: “How can the standard of Canadian humor be improved?”

A Top Name in Communications since 1909

Now Available to Canadian Radio

Federal

Broadcast Equipment

Features of Federal’s

FM Broadcast Transmitter

(Maintaining Accessibility and Simplicity of Tuning)

A newly developed Federal “Frequematic” FM Modulator attains improved high-quality and noise-free transmission. All-electronic, simple circuits maintain the center frequency stable to within 300 cycles of its assigned frequency as compared with the present FCC requirement of ± 2000 cycles.

The transmitter can be modulated to 200%, without the maximum distortion exceeding 1.5% between 50—15,000 cycles.

Correct modulator emergency operation with center frequency control system insensitive.

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

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

Only 9 tubes are required to maintain the operation of the RF portion of the circuit.

Maximum dependability with maximum simplicity of circuit arrangements.

Write Federal for complete information on electronic tubes for your requirements.

—Dept. 200.

Federal Electric Manufacturing Co., Ltd.

9600 St. Lawrence Blvd., Montreal 14, P.Q.
CFPA Reaches the People

Thunder Bay District is a large area. But note that the major part of the population is concentrated around the twinport cities of Port Arthur - Fort William.

These people are within easy reach of, and loyal listeners to CFPA—"Serving the Lakehead".

Check the map, and then check the low cost of reaching the population of Thunder Bay District on CFPA.

CFPA

Port Arthur

250 WATTS

1230 KCS.

Get the facts from

NATIONAL BROADCAST SALES

TORONTO: 3228 Bank of Commerce Bldg. - AD. 8895

MONTREAL: 196 Medical Arts Building - FL 6388

LIONEL HITS A HIGH NOTE

"Outstanding event of the musical season" was the reaction of the community to this year's Moncton Musical Festival staged by CKCW. It's Lionel's Number One Community Service contribution, meeting with the approval of all.

In sponsoring this annual event, CKCW has two thoughts in mind—promotion of Moncton as the Music Centre of the Maritimes and to offer residents an opportunity of hearing their musical talents assessed by competent critics.

Community endeavors of this nature account for CKCW's popularity in these parts enabling us to guarantee a large enthusiastic listening audience when your advertising is "LIONELIZED".

THE FIRST COMMUNITY STATIONS

LIST OF COMMERCIAL LICENSES ISSUED IN CANADA UP TO 1926

May 1 1922—CJCG (Free Press) Winnipeg, closed 1923.

Balance of May—

- CFCA (Herald), Calgary, now a Taylor, Pearson & Carston station.
- CFCA (Star), Toronto, closed 1933.
- CJC (Leader), Regina.
- CJC (Spratt-Shaw), Vancouver, closed 1925.
- CJC (Provinces), Vancouver, closed 1940.
- CJCD (T Eaton), Toronto, closed 1925.
- CJCDD (Marconi), Toronto, closed 1925.
- CJCDF (Marconi), Montreal.
- CJCDE (Marconi), Halifax, closed 1923.
- CJCFF (Marconi), Vancouver, closed 1923.
- CJCFT (Tronbok), Winnipeg, closed 1923.
- CJCGR (Salton), Winnipeg, closed 1923.
- CJBC (Dupuis Frères), Montreal, closed 1923.
- CJCL (McLean Holt), Saint John, closed 1924.
- CJCC (J. R. Booth), Ottawa, closed 1927.
- CJCCQ (Western Radio), Calgary, closed 1924.
- CJCF (J. W. Olliv), Vancouver, closed 1928.
- CKAC (La Presse), Montreal.

*Still in operation.

During the balance of 1922, additional licenses were issued, those still operating being:

- CKOC (Wentworth Radio), Hamilton.
- CFCF (Abbotsford), Iroquois Falls (Now North Bay).
- CFCH, Calgary.
- CPPL (Free Press), London.

Twelve licenses were issued in 1922, the survivors being:
- CKY (Manitoba Telephone), Winnipeg.
- CFQC (A. A. Murphy), Saskatoon.

Thirteen licenses were issued in 1923, those continuing being:
- CKCO, Ottawa.
- CNRO (now CBG), Ottawa.
- CFCT (new CIJJ), Victoria.

Nine licenses were issued in 1923, including the following survivors:
- CKCL (Dominion Battery), Toronto. (Now CKGY).
- CNY (now CBR), Vancouver.
- CFY (now CKY, Calgary.
- CFY (tert AM), Charlottetown.

Twenty-three licenses were issued in 1924, including the following survivors:
- CFBB, Toronto.
- CJOC, Lethbridge.
- CHNS, Halifax.
- CFCG, Kootenays.
- CJRM, Moose Jaw (now CKRM, Regina).
- CKCV, Quebec.

WELCOME HOME

Among the thousands of Winnipegers who turned out to welcome the city's erstwhile "bachelor mayor", Garnet Coulter, on his arrival home with his new bride, Jessica Allard of Montreal, was CJOB's "little man with the microphone", Dudley Patterson.

Dudley described the mayor's arrival: followed him and his bride in their triumphal ride through Winnipeg streets, and ushered them into the Fort Garry Hotel.

TO COVER OLYMPICS

Vancouver—Canadian athletes at the Olympics in London from July 20 to August 14 will be covered by Bill Herbert, special events broadcaster for CBC, International Service at CBC, Vancouver.

Special studios have been built at Wembley Stadium for radio coverage of the track and field events. Herbert will work with London staffers of CBC and with the BBC, which is handling broadcasting arrangements for all countries taking part in the games.

Community Service

Builds Audience for

CJAT

AVERAGE PROGRAM RATING 39.9
LISTENERS 96%

100 local merchants use station consistently.

610 Kc. VOICE OF THE RICH KOOTENAYS 1000 W.
Ask All—Canada or Weed & Co., U.S.A.
Dig the foundation first

A commercial radio program is not a toy—nor an extra—nor something for the sponsor's wife to wear like a spray of orchids.

Its purpose—its real, underlying purpose—is not to entertain, but to produce profitable sales. Otherwise it fails in its object, no matter what its prestige or rating or attractiveness.

A commercial radio program should be built on facts. These facts should pin-point the answers to the following questions.

WHAT are we selling?
TO WHOM are we selling?
WHERE are we selling?
AGAINST WHAT are we selling?

Only when these questions have been answered, and when the market and sales data have been analyzed, is it time to consider what kind of a program is required. And where. And when. And how often. And at what cost.

Then, and not until then, is the time to consider the planning of the program.

It's the hard way to go on the air. But through this apparently laborious, painstaking method, this Company has built the exceptional record of radio success its clients enjoy.

"Dig the foundation first, if the house is to stand against the weather."

Successful radio programs produced by J. Walter Thompson Company Limited, either in conjunction with other offices or entirely through the efforts of its Canadian offices in Montreal and Toronto include:

English
Lux Radio Theatre
Kraft Music Hall
Charlie McCarthy
John and Judy
Laura Limited
Breakfast Club

French
Ceux Qu'On Aime
Café-Concert Kraft
Tourier Confidences
Francine Louvain
Madeline et Pierre
Juliette Beliveau

J. Walter Thompson Company Limited
MONTREAL • TORONTO • LONDON • SYDNEY • MELBOURNE • CAPE TOWN
JOHANNESBURG • BOMBAY • CALCUTTA • NEW YORK • CHICAGO • DETROIT
HOLLYWOOD • LOS ANGELES • SAN FRANCISCO • SEATTLE • BUENOS AIRES
RIO DE JANEIRO • SAO PAULO • SANTIAGO • MEXICO CITY
OPINION

I Want To Be In Radio

(Among the people who come into our office in quest of work in radio is a wide variety of people. One recent visitor was a young man named, Don Bickerdike, who having graduated from the Academy of Radio Arts, stayed to impress us with the ideals he had built up around the broadcasting medium. We asked him how to get these ideals on paper, to state what he liked about the business and what he did not like. His statement (above, ED.)

Today radio is more powerful than any other single medium. Its importance in our lives can be estimated by the amount of critical people hurl its way. Nearly everyone is willing to climb on the bandwagon and tell you what is wrong with radio. But at the same time radio holds these people in awe, and to them radio is the young glanor boy of all media of expression. And many of them, because of this, think, “I’d like to be in radio”.

Yes, I want to be in radio. But to me radio isn’t a young glanor boy. It has its glanor, yes. But to me radio is a very serious business. It has a power of communication so forceful, that if not handled with care, it can be an effective means of leading groups of people to destruction. And this is not idle thought for the war proved radio’s destructive force.

Fortunately, however, it can also bring people together in understanding with an emotional force unequaled by any other medium. By honest communication it can rid people of the prejudices which spring up through lack of knowledge.

We are living in a civilization governed increasingly by speed. Our living has become fast, scheduled, and radio applies symbolizes the high price of time. As we rush to work in faster buses and automobiles, so do we feel that we must be moving quickly through our moments of so-called leisure. Our entertainment has become rushed; we work fast and we play fast; we have lost a great deal of contact with culture—we haven’t the time for it. We won’t take time to enjoy a type of entertainment which stimulates thinking. We would much rather sit down and listen to a sort of juke box clanging in our ears. And when we are asked why we like to listen to this juke box semblance of a quick moving world, we say this is our rightful time for entertainment and this is what entertains us. Consequently radio ratings show that more people listen to jukebox shows and the last ground-out hits, than to any form of program to which they have to lend half a serious ear.

As a result the quality of programs on the North American continent is decreasing. Yet I’d like to be in radio.

People will get used to anything if exposed to it long enough. They acquire a taste for it. In other countries they have proved that a higher standard of entertainment has through time, become what listeners want to hear. People are normally adverse to anything labeled culture, but if the label is taken off and it is presented as entertainment, they are willing at least to accept it with an open mind. There are standards to consider. Good culture is good entertainment. There is no reason why we can’t have the type of entertainment which not only entertains, but also stimulates a certain amount of thinking and in turn creation. In this country we have no national theatre or concert hall. Radio has become both, or perhaps it is safer to say, can become both. Drama and music are the reflection of our living, and in reflecting it, they show us one another. Through such communication springs understanding between peoples.

In commercial radio, the program output is governed largely by ratings, indicating which pro-

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In the Spotlight

CKY WINNIPEG 15000 WATTS

"Silver Anniversary Year"

Exclusive Sales Representative:
HORACE N. STOVIN
TORONTO WINNIPEG MONTREAL

Canadian Broadcaster
May 15th, 1948

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Our Sincere Thanks
To The
BORDEN Company Limited

For A
Most Pleasant Broadcast Series

On
Canadian Cavalcade
The Office of
Mart Kenney
125 Dupont Street
Toronto, Ontario
Most B.C. Merchants Favor Price Mentions

Vancouver.—A survey by the four private stations in Vancouver and New Westminster has shown that the majority of retail merchants probably would favor prices being mentioned on the air, if this were allowed by the CBC.

Both radio advertisers and those who did not use this medium were questioned in the two cities.

Acting on a request from the CAB, sales staffs of the stations posited the question to representatives of wholesale and retail dealers in downtown and suburban areas.

A complete breakdown of the replies has not yet been tabulated, but those who took part in the survey said that there appeared to be a good margin in favor of mentioning prices.

**HOW THEY STAND**

The following appeared in the recent Elitch-Hayes Reports as the top national programs, based on fifteen key markets. The first figure following the name is the 21-39 rating; the second is the change from the previous month.

<table>
<thead>
<tr>
<th>English</th>
<th>DAYTIME</th>
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</thead>
<tbody>
<tr>
<td>Music of the Americas</td>
<td>10.2 + 3</td>
</tr>
<tr>
<td>Big Square</td>
<td>18.3 + 7</td>
</tr>
<tr>
<td>Happy Gang</td>
<td>17.5 + 3</td>
</tr>
<tr>
<td>Pepper Young</td>
<td>19.0 + 6</td>
</tr>
<tr>
<td>reef Of Life</td>
<td>16.8 - 3</td>
</tr>
<tr>
<td>Right To Happiness</td>
<td>18.6 + 6</td>
</tr>
<tr>
<td>Laura Limited</td>
<td>15.9 - 1</td>
</tr>
<tr>
<td>French</td>
<td>32.6 + 3</td>
</tr>
<tr>
<td>Tante Lucie</td>
<td>31.8 + 1.2</td>
</tr>
<tr>
<td>Quebec Nouvelles</td>
<td>21.2 - 1.1</td>
</tr>
<tr>
<td>Joyeux Loudrable</td>
<td>20.2 - 1.7</td>
</tr>
<tr>
<td>Grande Sante</td>
<td>19.7 - 2.2</td>
</tr>
<tr>
<td>Le Quart D'Huere</td>
<td>19.4 - 2.3</td>
</tr>
<tr>
<td>France Libre</td>
<td>17.2 + 0.2</td>
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<tr>
<td>Courier Condensed</td>
<td>12.7 - 0.9</td>
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<tr>
<td>English</td>
<td>EVENING</td>
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<tr>
<td>Law Radio Theatre</td>
<td>35.0 - 5</td>
</tr>
<tr>
<td>Charlie McCarthy</td>
<td>35.1 - 5.1</td>
</tr>
<tr>
<td>Fibber McGee and Molly</td>
<td>35.8 + 2.4</td>
</tr>
<tr>
<td>N. H. L. Hockey</td>
<td>37.1 + 2.5</td>
</tr>
<tr>
<td>Amos N Andy</td>
<td>28.5 - 5.0</td>
</tr>
<tr>
<td>Kraft Music Hall</td>
<td>24.6 - 9.9</td>
</tr>
<tr>
<td>Twenty Questions</td>
<td>22.5 - 1</td>
</tr>
<tr>
<td>Bing Crosby</td>
<td>21.5 - 1.5</td>
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<tr>
<td>Share the Wealth</td>
<td>20.6 - 1.6</td>
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<tr>
<td>Wayne and Shuster</td>
<td>20.1 - 2.5</td>
</tr>
<tr>
<td>Album of Familiar Music</td>
<td>19.5 - 2.4</td>
</tr>
<tr>
<td>Dave and Harriet</td>
<td>19.4 - 1.7</td>
</tr>
<tr>
<td>Mayor of the Town</td>
<td>19.3 - 3</td>
</tr>
<tr>
<td>Dion Day</td>
<td>19.2 - 1.6</td>
</tr>
<tr>
<td>French</td>
<td>42.5 + 0.5</td>
</tr>
<tr>
<td>Un Homme et Son Peche</td>
<td>36.8 + 0.3</td>
</tr>
<tr>
<td>Chanteur dans le Verre</td>
<td>34.2 - 2.4</td>
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<tr>
<td>Ballement du Rire</td>
<td>38.6 - 1.1</td>
</tr>
<tr>
<td>Crois Son Amie</td>
<td>35.2 + 0.5</td>
</tr>
<tr>
<td>Metropolitain</td>
<td>35.9 - 1.6</td>
</tr>
<tr>
<td>Radio Concerts Canadien</td>
<td>30.8 + 1.3</td>
</tr>
<tr>
<td>Theatre Ford</td>
<td>27.9 - 1.6</td>
</tr>
<tr>
<td>Duo Amour</td>
<td>25.4 - 3.3</td>
</tr>
<tr>
<td>Juliette Brelaise</td>
<td>25.5 - 1.4</td>
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<tr>
<td>Le mines d'Oly</td>
<td>24.3 - 1.8</td>
</tr>
<tr>
<td>Sout Gus Pop Concert</td>
<td>23.4 - 1.6</td>
</tr>
<tr>
<td>C.I.L. Concert</td>
<td>18.5 - 0.4</td>
</tr>
</tbody>
</table>

**COMMUNITY JOB EFFICIENTLY MAINTAINED**

Represented by:

CANADA — HORACE N. STOVIN & CO.
U. S. A. — ADAM J. YOUNG JR. INC.

L. O. GUERETTE says:

"Like most merchants in Edmundston, I have been a steady advertiser over CJEM since the station started on the air. Why? Because I am firmly convinced that it is doing a fine job — not only as far as increasing my business is concerned (and it has), but also for the good work it is doing in the city and region. Our local station is an asset to the community. We're glad and proud to encourage it. It works for us, why shouldn't we work for it, and keep up the idea that CJEM stands for a Community Job Efficiently Maintained."
CKMO spells service in community-minded Vancouver

GENERAL ELECTRIC

Audio Equipment

featuring instant accessibility

THE new G-E high-fidelity audio equipment does away with complicated servicing procedures—puts every circuit component within instant reach. It assures you maximum on-the-air reliability, lower cost-per-hour of broadcast service—places your a-f facilities ahead of tomorrow's demands.

G-E audio equipment for FM, AM and TV is designed for high-adaptability— the new wiring duct gives flexibility to meet the widest possible variety of station requirements.

For further information about this attractively finished audio equipment write the C-G-E office nearest you.

Radio Is A Great Industry
(An Editorial)

All over Canada this week is "Community Radio Week", and all through this issue are stories showing how Canada's Community stations pull their weight in their own communities, earning their acceptance by both listeners and advertisers, not by license fees or other forms of public subsidy, but by sheer force of services rendered.

Inclusion of stories in this issue dealing with specific stations should in no sense be understood as being discriminatory on our part in favor of those individual stations. Neither should the omission of any stations' activities be regarded as discriminatory against them.

We have tried, from the material which we have been able to unearth, to give a factual picture of community radio at work, not in the few areas mentioned in this paper, but from the east to the west and the north to the south.

Every Saturday for the past ten years, CHAB has presented a program featuring talent by youngsters between five and fifteen years. Free air time is provided Sunday mornings for religious services, and seven evenings a week is given over to the Miniserv Association for late evening worship. CHAB is currently laying plans with the Moose Jaw Police Athletic Association to co-sponsor a youngsters' boxing match. Currently the station is turning its efforts towards publicizing the Moose Jaw Flood and Disaster Fund. Army and Navy programs are heard every day of the week. Announcements for such campaigns as cancer, Red Cross, for lost and found articles are aired free on the Mailbag program. So regularly are the announcements aired that they total as much as 12,000 service announcements and 3000 "lost and founds" in a single year.

CJGX, Yorkton, which proclaims itself the "Western Canada Farm Station" performs a comparable function in its largely agricultural area, participating in and co-operating with every community enterprise that comes its way.

Down east, in Halifax, station CJCH is currently concentrating on sports casts aimed especially at the boys in DVA's Camp Hill Hospital. A recent Canadian Broadcaster story told of this station's work with National Employment Service in locating jobs. It conducts annual debates amongst Halifax Colleges and Universities.

CKNX, operating its "Ontario Farm Station" from Wingham, Ontario, besides unending activities in matters of interest to the farming community, has built up sports in its area to the point where CKNX has become amateur sports headquarters for three counties.

There isn't any limit to the story of community radio across Canada. A long time ago we wrote, in the first issue of this paper, "Radio is a Great Industry". At this time we were not too fully aware of the industry's strengths, nor did we have a comprehensive picture of its weaknesses. Today, seven years and a hundred and twenty-three issues later, we have a pretty keen appreciation of both, and today we should like to repeat what we said in our groping days of 1942— "Radio is a great industry."
CFNB includes in its local service area the progressive towns of Woodstock, Chatham, Newcastle, Sussex, St. Stephen and Milltown.

Throughout this rich market, CFNB has an average audience never less than 85.2% of the daytime listeners, with never less than 29.6% of the sets in use.

The concentrated heart of the CFNB market has a population of 121,000.

Compare the "per contact" cost with any in Canada. Compare the instantaneous delivered audience.

CFNB is a major market.

† 1947 City of Fredericton estimate plus Canada Year Book and Dominion Census figures in survey area.
This is the story of John Smith, who distinguished himself, quite accidentally, by being born on May 1st, 1922.

It was just at this time that people were in the course of being startled—and in no small measure amused—by the new lad of wireless telephony, which had sprung up in a world which was trying to attain itself, after four and a half years of war, to the humming monotony of peace.

One day—it would have been in 1926, during Johnny's fourth winter—a conversation took place between Mrs. Smith and a neighbor.

"Mrs. Briggs," she said, "this radio has changed my husband. You know what a one he used to be for his card games. Well, now you can't persuade him to go out at night ever. He rushes home from work, has his supper, and then sits down at the radio, puts on those headphones and he's there till bedtime.

"I don't mind telling you, it wasn't much fun for me at first. He'd just sit there listening, and it wouldn't be any use talking to him because he wouldn't hear a word you said, and if he could have heard, if I'd dared interrupt him, I'd have my head blown off for fair.

"Then I got an idea. I was downtown one afternoon, and I saw a new radio set in the window of Saturday's department store. It wasn't so very different from ours, except that instead of one headphone, it had three. When I got home, I got thinking things over. It was nearly Christmas and I had that bond Aunt Emily had left me. It might be the start of a row over extravagance, but it would blow over. Before I'd been a card game widow. Now my husband had started staying home nights, but I'd become a radio widow instead. Besides, little Johnny was growing up, and I wanted him to find out what was going on around here. Eddie was my husband — was always saying that what's wrong with the world was that nobody cared what was going on, and I didn't want Johnny to grow up like that.

"So Mrs. Smith told Aunt Emily her bond and bought the radio with the three headphones, and once Eddie had got the sermon on thrift out of his system life was a lot more interesting at the Smiths. And of course it wasn't long before they cast the phones aside for a loudspeaker—one of the new dynamic ones— that had the neighbors up and down the street simply bursting with jealousy until they could get their own installed.

Johnny grew up like most of his generation, with a knowledge of music, of drama, of affairs international and local—that his parents had never been able to acquire, and the radio played quite a part in the building of his habits—his character even.

At the age of five, Johnny's prime worry was the necessity of going to bed.

This going to bed business, so very vital in the health of a child, presented quite a problem to the Smiths, until one night, when Johnny was going through his usual routine of "just one more minute more, mummy", there suddenly came on the air the voice of The Story Lady. She started in to tell the gripping story of The Three Bears, and from that precise moment Johnny fell ardently and hopefully in love.

He looked at his mother with pleading in his eyes, and she succumbed. "All right," she said, "but as soon as the story's over—off you go."

From that time on, Johnny al-
In the early twenties, Johnny grew up with radio already. Other than CHAT the closest radio stations to Medicine Hat are 110, 185 and 300 miles away from Industrial-rich Medicine Hat!

Ask the All-Canada Man about our

1000 PERSUASIVE WATTS!

A SUPPLEMENTARY DOMINION NETWORK STATION

MEDICINE HAT

TOUR INTERIOR
Vancouver — Kenneth Caple, B.C. regional representative of CBC, visited interior stations in the Okanagan district, and addressed Rotarians at Kamloops and the Kelowna Board of Trade.

An active worker in public life in the west, Caple is a member of the Vancouver Board of Trade, a director of the Symphony Society, a governor of University of B.C. and president of the Central Y.M.C.A.

Ohio Awards
Two private stations and the CBC coped off honors at the Ohio State University's 12th Annual Institute for Education by Radio.

CJON Vancouver came up with an award for the second successive year. This time it went to Arthur R. Help's "Town Meeting in Canada", for the discussion "What has gone wrong with world peace plans?"

CKEY got a nod for a one-shot program called "Safety in Water". It was written and produced by E. Ross McLean.

CBC won four first awards and two honorable mentions. In competition with the American networks, CBC stood second only to Columbia.

Lister Sinclair's radio adaptation of T. S. Eliot's play "Murder in the Cathedral" won the first also did "The Case against Cancer", a documentary by the same author and produced by Esse Ljungbl. The third first went to "Magic Adventures", a series of children's programs written by Katherine Marcuse, produced by John Barnes, and presented from Vancouver. Finally the judges gave the nod to the "Ontario Social Studies" script telling of Ontario affairs, written by Max Braithwaite and produced by Kay Stevenson.

CBC's Stage 48 was commended generally and a special mention was accorded to Harry J. Boyle's play "The Flame of the Spirit," a recent "Stage" production.
Canada's Safeguard...  
An Informed People

PN's fast, accurate news reaches Canadians from coast to coast through these . . .

**77* COMMUNITY STATIONS**

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<thead>
<tr>
<th>MARITIMES</th>
<th>QUEBEC</th>
<th>ONTARIO</th>
<th>PRAIRIES</th>
<th>BRITISH COLUMBIA</th>
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<td>CFX Antigonish</td>
<td>CHNS Halifax</td>
<td>CFA3 Windsor</td>
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<td>CKNW New Westminster</td>
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<tr>
<td>CKBW Bridgewater</td>
<td>CJCH Halifax</td>
<td>CJKL Truro</td>
<td>CKJB Vancouver</td>
<td>CJAV Port Alberni</td>
</tr>
<tr>
<td>CJEM Edmundston</td>
<td>CHSJ Saint John</td>
<td>CJLS Yarmouth</td>
<td>CJKB Vernon</td>
<td>CKV Trail</td>
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<td></td>
<td>CCB Sydney</td>
<td></td>
<td>CKJY Victoria</td>
<td>CKOR Kelowna</td>
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</tbody>
</table>

These stations offer advertisers complete world and domestic coverage of

THE CANADIAN PRESS
REUTERS
THE ASSOCIATED PRESS

*Three Great Services In One*

PRESS NEWS

HEAD OFFICE — TORONTO

* 77 — and more coming.*

---

**DEMOCRACY AT WORK**

Today the Commons will discuss various legislation. The Senate will sit.

—Toronto Citizen.

---

**ADDED CIRCULATION**

It might be a hint of a good idea to wrap your waste paper and traffic it around to the people on your subscription list. It would not be necessary to publish that week.

—Bob Buzz.

---

**HUMOROUS SAYING**

If anyone asks if radio has a trade paper, we are going to tell them the truth.

—Ed.

---

**LABOR PAINS**

After this list of scalps, we are now compelled to write the rest of the column ourselves.

—Ed.

---

**TOO MUCH TO ASK**

We have been asked to deny the rumour that CBC is paying a tribute on the networks to the community stations whose facilities enable it to stretch its lines across Canada.

---

**S. O. S.**

In an issue like this, in which everything about community radio is sweetness and light, will somebody tell us how in hell to fill this column?

---

**RESERVE TIME**

We can't very well even tell the lady who phoned the station (community of course), asked the time, was told it was half past ten, and then requested that the station phone her at noon so that she would know when to take the roast out.

---

**COMMUNITY SERVICE**

We might however be forgiven if we repeat the one about the lady who phoned the station (community of course), asked the time, was told it was half past ten, and then requested that the station phone her at noon so that she would know when to take the roast out.
YEar after year, power tubes developed by RCA set the pace in value and performance for broadcasting service. No tubes offer a better example of engineering excellence coupled with true operating economy.

The ever-increasing demand for these RCA tubes in broadcasting and industrial electronic equipment has made possible improved manufacturing and quality-control techniques—resulting in greater performance, longer life and dependability—all for the same dollar.

Comparison will convince you when renewal tubes are required, you'll gain by specifying RCA.

For technical data on any RCA tube type, write Engineering Products Sales Dept., 1001 Lenoir St., RCA Victor Company Limited, Montreal, P.Q.

For Radio Communication Today and Tomorrow Look to RCA VICTOR

RCA VICTOR COMPANY LIMITED

HALIFAX MONTREAL OTTAWA TORONTO MINNEAPOLIS CALGARY VANCOUVER

www.americanradiohistory.com
It’s Never too Early...

or too Late...

on CFRB!

It’s always good listening on CFRB. Early risers just naturally turn their dials to CFRB first thing in the morning... just as naturally as they listen to CFRB last thing at night before "lights out"!

More sets are tuned to CFRB between 7:30-9 a.m. and 10:30 p.m.-Midnight than to any other Toronto radio station.

That’s why more and more advertisers are realizing the value of early morning and late evening hours for getting their messages into more homes... and to more listeners.

But don’t take our word for it: The most recent Elliott Haynes survey (March, 1948) of early morning and late evening listening trends in Toronto provides the following figures:

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<th>STATIONS</th>
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<th>Late Evening Listening Trend</th>
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<td></td>
<td>7:30-8:00</td>
<td>8:00-8:30</td>
</tr>
<tr>
<td>CFRB</td>
<td>8.8</td>
<td>13.4</td>
</tr>
<tr>
<td>Station 50,000 watts</td>
<td>2.9</td>
<td>5.1</td>
</tr>
<tr>
<td>Station 5,000 watts</td>
<td>1.6</td>
<td>1.9</td>
</tr>
<tr>
<td>Station 5,000 watts (daytime)</td>
<td>8.9</td>
<td>9.8</td>
</tr>
<tr>
<td>Station 1,000 watts (night-time)</td>
<td></td>
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</tbody>
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The listeners’ choice!

* REPRESENTATIVES

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