RADIO BOOSTS WORLD TRADE FAIR

Toronto.—Out at the International Trade Fair they tossed round statistics indicating that Canada's initial entry in the ring for world trade was a hopping success.

Of the exhibitors already booking space for next year, 40 percent have ordered larger booths, and the 1948 fair, which filled two of the largest C.N.E. buildings, was sizeable enough to interest postman's bumsions on anyone trying to take in 8 1/2 miles of displays required to house 1,500 exhibitors from 32 countries.

The booth of the Canadian Association of Broadcasters was one of the major attractions in the automotive building, visited by business men from Britain, Switzerland, China, Czechoslovakia, Norway and Malaya.

If the bearded Sikhs and courteous Chinese were mildly surprised, like Canadian Broadcaster, having to thread their way through ten-ton presses and Rolls-Royce engines to reach a radio exhibit, they didn't say so. Most, however, did express surprise and pleasure at the scope and freedom of radio in Canada, as evidenced in the achievements of the 89 independent stations serving Canadian coast to coast.

CFRB, Toronto, and CHML, Saskatoon, took full advantage of CAB facilities to record interviews with interesting visitors. Rex Frost and Bill Valentine of CFB, and Wally Ford, CHML, were at the fair over the two full weeks. They did a valuable job of making friends for the independent stations and educating those from abroad on radio's role in Canada's commercial structure.

Wally and Rex found all their interviewees amazed that they could talk about their products over the air in Canada. Accustomed to broadcasting restrictions in Europe and Asia, where too often radio is simply a medium for government propaganda, they expressed surprise at the high level of entertainment value in Canadian programs, and the commercial flavor possible in their interviews.

Rex interviewed more than 25 visitors—Dutch, French, English, Scottish, Swiss, Czech, even a man from Malaya. The Malayan didn't care when the fair closed. He already had orders to keep his pewterware plant operating at peak production for the next five months. All had good reports of business done at the fair except the English makers of quality women's clothes. It cost them $8,000 to bring their display to Toronto, and they didn't $1,000 in orders. They said that Canadian buyers apparently weren't interested on flocks selling for more than $39.

British exhibitors were keen about the Canadian fair, however. They said it was smaller than Olympia, but better organized.

Rex Frost had an experience with five Czechs which soared him on European-style radio censorship. "They arrived for their interviews with a sort of rude chapman whom I took to be a Communist commissioner," he said. "When I'd ask some question dealing with business practice in Czechoslovakia, he'd say, "No, you can't answer that!" I finally got fed up and called off the interview. I told them that we didn't do business that way in Canada, that we were broadcasting in a free country where people could say what they thought on the air."

Reg. Windsor, a British maker of plastic machinery, would have been satisfied simply to show his wares, but he sold more than $100,000 in two days. He received an offer from a Canadian firm to buy his entire display, and he appointed it his Canadian representative.

Another of Wally's interviews was with Hu Ki Chang of Shanghai, former professor of political economy at the University of China, who spoke fluent French, English, and 14 Chinese dialects, including the Mandarin. Dr. Chang opened the Golden Dragon Rug company, rejoiced in the poetic address, "Bubbling Well Road, Shanghai."

It was his first trip to Canada, and he was greatly impressed with the quality of Canadian broadcasting. There is no radio, as we know it, in China. And until currency conditions become more normal—a Canadian dollar will now buy a million Chinese dollars—he doesn't expect to see many receiving sets installed in Chinese homes.

Representing Canadian radio on the publicity committee for the World Trade week, May 30 to June 5 were T. J. Allard, general manager, CAB, Arthur Evans, secretary-treasurer, CAB, and Charles A. Harris, director of talks and publicity affairs, CBC.

CBC BOARD PONDER AM and FM APPS

Montreal.—Broadcast applications due for consideration at the 60th CBC Board of Governors' meeting, to be held at the Windsor Hotel, Montreal, June 28-29, include requests for 39 new AM stations, two broadcast pick-up licenses, two share transfers, and one change of operational hours.

AM station applications come from the Department of National Defence for a 100 watt station at Norman Wells, N.W.T.; Fernand Levesque for a 250 watt station on 1340 kc at Roberval, Quebec; C. W. Warner, C. B. Warner, J. Pollié, A. Cullen and B. Coy for the establishment of a 250 watt on 1240 kc at Smith's Falls, Ont.

Applications for share transfers are filed by CHAT, Medicine Hat, Alta., for transfer of one share in Monarch Broadcasting Company Limited. Also from CJEM, Edmundston, N.B., for transfer of one share in Edmundston Radio Limited.

A change of operational hours is requested by CHUM, Toronto, who ask that their CHUM-FM hours on day only be switched to unlimited, in order to carry sustaining and commercial programs after local sunset (the present closing time of CHUM-AM).

Other items slated for the meeting are applications which were deferred at the May 19 meeting. These include: an application from A. E. Dobbin, Smith's Falls, Ont., for a new 250 watt on 1240 kc station, which was recommended for deferment for further study of the need and support for a community station in the area. A new FM station application from the Board of Education for the City of Hamilton, to operate on 930 kc, which was deferred for further information to be supplied by the applicant. A request from CJBR, Rimouski, Que., for power increase to 10 kw on 900 kc with directional antenna, deferred to permit further technical study. Complaints by Gordon Henry regarding CJCA, Edmonton, which were deferred for statements by the licensee company will also be discussed by the Board.
JUGGLE TIME to suit your needs with SPOT-BROADCASTING!

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

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

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

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

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

All-Canada in the mid-eastern provinces

HERE'S where the most dollars change hands in Canada! The buying power of the middle-east is almost two-thirds of the Dominion's total. Here are the most people, the most pay-cheques, the biggest retail sales. Mid-eastern Canada spends more than four times as much as any other two provinces! Seven All-Canada stations give you the coverage you want in this rich market!

ALL-CANADA RADIO FACILITIES

Limited

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL
**RESEARCH**

Radio Survey Endorses Price Mentions

Most sponsors, agencies, national reps. and broadcasters favor the relaxation of the price mention regulation, according to returns from a poll of these groups recently conducted by the Canadian Broadcaster and TV Screen. Almost every respondent sees the possibility of abuse of the relaxation, and has offered suggestions for restricting the frequency of the use of price mentions. In all groups, majority opinion is divided between the use of two price mentions per announcement or program commercial and only a few would bar users of two announcements from use. This would discriminate against the smaller advertisers.

A total of 100 respondents answered our questions as follows:

**Question 1—Do you approve price mentions being permitted on the air?**

- Yes: 94
- No: 6

Those answering in the negative were 5 advertising agencies at 1 station.

**Questions 2 and 3—Should they be permitted in programs or announcements (rather than only in programs)?**

- Yes: 84
- No: 18
- No Opinion: 6

Those favoring "mentions" in programs only were 4 sponsors, 3 agencies, 1 rep. and 2 stations.

**Question 4—Should the number of mentions be restricted in each program and/or announcement?**

- Yes: 80
- No: 14
- No Opinion: 12

The 12 respondents who oppose any restrictions were 5 sponsors; 4 agencies; 3 stations.

**Question 5—Should there be a deadline for filing copy which contains price mentions, to avoid fomentation of price wars?**

- Yes: 52
- No: 34
- No Opinion: 14

A breakdown of this rather close poll shows the opinions divided categorically as follows:

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsors: 24</td>
<td>4</td>
</tr>
<tr>
<td>Stations: 9</td>
<td>10</td>
</tr>
<tr>
<td>Agencies: 12</td>
<td>15</td>
</tr>
<tr>
<td>Reps.:</td>
<td></td>
</tr>
</tbody>
</table>

Fourteen respondents offered no opinion.

**Question 6—Should stations charge premium rates to avoid abuse of the privilege?**

- Yes: 8
- No: 82
- No Opinion: 10

Those in favor of a premium rate being charged were 5 stations and 3 agencies.

The above tabulations have been arrived at by an analysis of the 100 replies received, which broke down as follows:

<table>
<thead>
<tr>
<th>Sponsors</th>
<th>Agencies</th>
<th>National Reps.</th>
<th>Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>16</td>
<td>31</td>
<td>7</td>
<td>46</td>
</tr>
</tbody>
</table>

**1949 CAB CONVENTION**

Ottawa. — The CAB announces that the 1949 Annual Meeting will be held June 13, 14, 15, 16-1949, in the Algomaquin Hotel, St.-Andrews-by-the-Sea, New Brunswick.

---

**Continuous Radio Audience Measurements Since 1940**

**Elliott-Haynes Limited**

Sun Life Building
MONTREAL
PLateau 6494

515 Broadview Ave.
TORONTO
GERard 1144

---

**WILLIAM WRIGHT**

serving agencies, stations and advertisers
takes pleasure in welcoming

**CHNO**

SUDBURY, ONT.

into the select circle of

"Wright Stations"

---

**CKCH**

1000 WATTS
970 KC

**THE FRENCH VOICE OF THE OTTAWA VALLEY**

SUNDBURY, ONT.

STUDIOS: 121 NOTRE DAME ST., HULL, QUE.

PROGRAMMING ESPECIALLY FOR THE FRENCH LISTENERS IN THE OTTAWA VALLEY

---

**Canadian Representative**

- Omer Lemand & Cie., 2674 Cote-des-Neiges, Montreal.
- Toronto Office, 33 Scott St., American Representative
- Adam J. Young, Jr., Inc., 11 West 42nd Street, New York 18.

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www.americanradiohistory.com
Did lie awake meditating on the unexpected difficulties which do arise in business in these times, but do devise no way by which a man may learn to expect the unexpected. Take, for instance, George Chandler at CJOR. Even more unexpected than the floods was the fact that nearly all his competent staff are members of the Reserve Army, and so were called out on Emergency Duty. In spite of this, George did manage some mighty fine Public Service Broadcasts on Flood Relief, and deserves plaudits therefore.

Flood has been heavy up to the present time, in Edmundston, N.B., but not of the same kind; since CJEM is said to be up to its ears in the N.B. Elections, in both French and English. Do hear of floods, too, busy S. Staff are members of the Reserve Army, and so were called out on Emergency Duty.

The present reason may be that the payrolls of the Hudson Bay Mining and Smelting Company — for whom one-quarter of all the Flin Flonners work — averages $160.00 per employee per month — a goodly sum. CKVL now active with production plans for the new French Network, of which Verdun will be the key station. This also is on the books for Fall. CKY Winnipeg now going philosophically into the last month of its existence, after which it becomes CBW with 50,000 watts. All advertisers happy over the continuance of spot announcements thereon for another year at least, also that continuing advertisers do receive protection against the forthcoming rate increase. Kindly, though lingering scallions to the scribe who, in “Marketing” of May 22, did misquote — and that grievously — Bello’s delightful lines “When I am dead, I hope it may be said: His sins were scarlet, but his books were read.” A pleasant touch of whimsy which shall serve me in the stead of my prayers tonight, and so to bed.

Unexcelled Opportunity for Radio Advertising

SALES EXECUTIVE

A coast to coast group of Canadian radio stations offers an unusual opportunity for a man who can:

- Sell agencies and advertisers.
- Combine selling with public relations for the stations he represents.
- Address interested groups and conventions.

Applicants should possess at least matriculation education and broad experience in radio. Send complete details, photograph if possible and references to

BOX P

Canadian Broadcaster
371 Bay Street, Toronto

Horace N. Stovin

& Company

MONTREAL TORONTO WINNIPEG VANCOUVER

Representative for

these live Radio Stations

CHJ Saint John
CKCM Moncton
CJHH Edmundston
CJBB Rimouski
CKVL Verdun
CKF Cornwall
CJFM Brackville
CJBG Bellville

CHY Pembroke
CFOC Owen Sound
CFOO Orillia
CFCR Toronto
CKLW Windsor
CRY Winnipeg
CJRL Kenora
CFAR Flin Flon
CHIB North Battleford

CHAB Massaw Neech
CJXJ Yukon
CJKN Nelson
CPRF Prince Rupert
CJBB Vancouver
ZAM Bermuda
TBC Trinidad

More Hope Than Charity

For the past five years “More Hope Than Charity” has been heard to you through these pages. At the end of this period it seems logical to look at the radio industry as it was, is, and may be.

Five years ago, as the midst of a great war, short-wave was of major importance for news and for military reasons. Radio sets combining short-wave were very popular. Regardless of other improvements, there will no doubt always be enthusiastic fans who receive their greatest thrill and enjoyment in tuning in remote and unusual places.

Now, with the removal of most wartime restrictions, the emphasis is on improved AM range and reception and the expanding and building of local stations in the smaller communities. Bringing stations closer to the listener is sure to result in greater interest and more criticism of station activities and policies.

To-day FM is the featured selling point. Although some doubting Thomases may see to it “Fade for the Moment” FM does bring clarity and freedom from interference to improved reception — unfortunately for the poor programs as well as the good one. But costs will affect the sales popularity for the present.

It is a brave person who assesses the role of prophet as to what television may mean, however, I do believe the happy combination of sound and sight may provide one of the most effective forms of advertising yet known. On the other hand this medium will require more research and engineering before it can serve as anything but an easier way of viewing prize fights, other sporting and fashion events than attending them in person.

Why all this speculation if programming does not keep abreast with technical improvements? At the moment it would seem that plagiarism and

CBC

CBC Build Two New Stations

Montreal.—The CBC is planning power increases and new stations in four major Canadian areas according to a statement by Chairman Davidson Dunton.

These include: increase in power of stations CBM, Montreal, and CBR, Vancouver, from 5 to 50 kilowatts; the establishment of a 10 kilowatt station at Windsor, Ont., and the building of a 1 kilowatt station at Sydney, N.S.

The Sydney outlet will go under way this fall while the Windsor station and the power increases will not be completed until the latter part of 1949.

The lack of originality are much too prevalent. If broadcasting is to achieve new heights in scientific effect and public acceptance, the accent must be on originality as well as on talent. Radio history indicates it can achieve these heights.

On June 14th the City of Guelph welcomed its first and only radio station, CJOY, under the joint management of Wally Slatter and Fred Mitchel. To take part in launching this new enterprise many well-known radio artists from Toronto and New York joined with local artists and announcers in airing a program which the citizens of Guelph and district considered one of the bright spots in their radio horizons. With the advent of their own community station, this horizon has become enlarged. The best of luck to CJOY and to other community stations in their endeavors to serve the interests of their communities and of good radio.

Bye now,
Pulling The Promotion Plug

Private radio relinquished its old practice of sitting contemplating its navel, at least for the duration of the International Trade Fair, it is to be hoped that this marks a new era in the medium's history.

As a co-operative venture, the CAB established an industry booth at the Fair, and this move is a departure from the usual procedure, where broadcasters display their wares at their own Conventions, each other what swell guys they are, shed a few tears in each other's beer, and quite effectively keep valuable information from those who are potential buyers of their time.

The International Trade Fair has attracted business people from all over the world, all intent on finding new markets for their products. Private radio's exhibit, right in the middle of this world market, is a gratifying move towards getting radio's story across where it'll do the most good.

It is to be hoped that this progressive step heralds the beginning of a industry-wide selling spree in national as well as international media, and that more and better exhibits will pop up wherever groups of businessmen meet to further their own endeavors. No one who has seen the radio medium will deny its selling power, but too many people have not been sufficiently exposed to the medium to make them make this their first trial in their merchandising programs.

Individually the private stations play prominent parts in fairs and exhibitions in their own communities. Institutionally though the field has remained virtually untouched, and at national conventions of the ABC, grocery and other trades, the microphone is too often consigned by its absence.

A great deal of sound and constructive public relations thinking has gone into the radio exhibit at the International Fair, although an easier start would have made better promotion possible. Could it not be made possible to set up a permanent mobile exhibit, perhaps in the form of a model studio, which could be easily taken to any Convention or other gathering without undue expense. The radio idea could then be suggested to potential sponsors, and those interested in passing information about the medium could be courteously and competently informed.

Besides competition from the other media, which grows daily in intensity, selective radio has to combat the networks which, though ranging in flexibility, in common with national publications, do offer buyers simplicity of purchase.

Selective radio has a story to tell the advertisers and right now it looks as though it may be preparing to tell it.

Radio Gets The Customers

ROUNDUP

LANCASTER HEADS REC

Toronto.—Sid Lancaster, Radio Representatives Ltd. has been elected president of the Radio Executives Club of Toronto. Maurice Rosenfield, MacLaren Advertising Company Limited, is vice-president. James Scott, Radio Representatives Limited, was elected secretary, with Ted Rutter, Horace A. Stevens and Company, re-elected as treasurer.

JWT RADIO CHANGES

Toronto.—Robert M. Campbell, vice-president and director of the J. Walter Thompson Company Limited, assumes control of the company's Toronto radio department. He takes over from Iris Allen, who has left for England to join her husband in radio work. Terry Gillott, previously in charge of radio traffic, will head administration in the department. John Lyons, who has been training in the department, is upped to assistant producer.

WINNIPEG AD CLUB ELECT OFFICERS

Winnipeg.—At the annual meeting held in Fort Garry Hotel, R. C. Haller was elected president of the Sales and Advertising Club of Winnipeg.

Other officers are: past president, Harold A. Plant; vice-president, Sidney J. Bowley; honorary secretary-treasurer, H. A. E. (Pat) Lane; executive secretary, Mrs. M. Emery; director, C. C. Falconer, Gerry Gaetz, W. Neville, Roland F. Page, James Porter, Murray Turner, R. A. W. Vuller, D. S. Woodman. Ex-officio members of the board are Moray Sinclair and Harvey Lemmon.

15th YEAR FOR BREAKFAST CLUB

Chicago.—Recently celebrating its initial bow into video The Breakfast Club, the all-ad-libbed show emceed by Don McNeill and piped into Canada through the Trans-Canada net, will be having another celebration shortly by way of its 15th birthday.

TALENT-FOR TOMORROW

Toronto.—With a view to encouraging talented youngsters, Station CJBC, Toronto, is currently airing a series of plays put up by young people who have been from seven up to seventeen years old. Aired on Saturdays at 12:30 p.m. the plays are directed by actress Beth Lockerbie.

MARITIME PROMOTIONS

Fredericton, N.B.—Austin Moore, program director and local sales supervisor for Station CHNB, has been made sales manager for the station. Jack Frenney, announcer, is upped to Program Director.

FORMER RADIO MAN LEADS ROYAL SOCIETY

Vancouver.—Leo Milhau former supervisor of the Press & Information department for CBC's French network has been appointed president of the French section of the Royal Society.
**PROGRAMS**

**Hands Across The Border For Flood Victim Fund**

Vancouver. — Radio stars in the U.S. helped Canadian flood victims with a Sunday night show from Hollywood which CBC piped into Vancouver from Columbia.

Bob Hope and Phil Baker were joint masters of ceremonies, and the cast included Eddie Cantor, Jack Benny, Joan Davis and other radio celebrities.

Planned originally as an appeal for flood victims in the northwestern states, the program was expanded to take in B.C., and CBC cut in with Canadian appeals when the entertainers paused for comment on the floods in the U.S.

The CBC carried the program on the Pacific Regional network, and at the same time piped it to local independent stations.

Earlier, the first baseball game broadcast on a Sunday here was aired on CKMO by Hal Rodd as ballplayers made their effort for flood relief. Bosses of the local club offered tickets to a regular season game to everyone contributing to flood relief after hearing the broadcast.

Meantime the flood continued to overshadow all else in B.C., news broadcasts. Engineers and salesmen were pressed into service as reporters and commentators as stations tried to cover as many areas as possible with staff men and women.

At CKWX, which aired 19 newcasts and three special events programs daily between 7 a.m. and midnight, news chief Sum Ross figured his men had travelled 2500 miles by car and 1000 miles by air covering the flood.

Engineers Jack Gordon and Charlie Smith at CKWX rushed completion of an emergency stand-by transmitter for normal operation as floods threatened Lush Island where all stations could be used. The emergency set eventually will be automatic.

The CKNW transmitter, only a few hundred feet from one of the most threatened stretches of dyke, has been jacked up eight feet off the ground so that broadcasts could continue for a while even if the dykes broke.

Emergency messages have been broadcast on the station, informing listeners where they could be sheltered in New Westminster and Vancouver, and how they could try to contact lost relatives.

CKBF announcer Dennis Sweeeting was loaned to the flood committee as publicity man, and special events man Bill Herbert acted as communications officer for the navy when he was called up in the reserve.

Others toured flood areas in rotation, with news chief Dick Elson and production manager Don Nixon putting the pieces together in the studio.

**KANTEEK KAPERS**

Winnipeg, — Twenty-five minutes of the teensters’ show, Kanteek Kapers was aired over CJOB, June 4 with Ed Furry at the mike. Each cassette presented a special act during the broadcast. The affair was sponsored by the Coordinating Board of Youth Centres.

**—HOw THEY STAND—**

The following appeared in the current Eilt-Hoyes Reports as the top national programs, based on fifteen key markets. The first figure following the name is the E-H rating; the second is the change from the previous week.

<table>
<thead>
<tr>
<th>English</th>
<th>DAYTIME</th>
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<tbody>
<tr>
<td>Big Sister</td>
<td>17.1</td>
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<tr>
<td>Happy Gang</td>
<td>16.2</td>
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<tr>
<td>Max Perkins</td>
<td>15.4</td>
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<tr>
<td>Proper Young</td>
<td>15.7</td>
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<tr>
<td>Sing Along</td>
<td>13.0</td>
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<tr>
<td>Right To Happiness</td>
<td>12.6</td>
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<tr>
<td>Lucy London</td>
<td>14.4</td>
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<tr>
<td>Road Of Life</td>
<td>14.4</td>
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<tr>
<td>Laura Limited</td>
<td>14.2</td>
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<tr>
<td>Life Can Be Beautiful</td>
<td>13.6</td>
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<thead>
<tr>
<th>French</th>
<th></th>
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<tbody>
<tr>
<td>Rue Principale</td>
<td>29.5</td>
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<tr>
<td>Jeunesse Doree</td>
<td>29.0</td>
</tr>
<tr>
<td>Yvan Lucas</td>
<td>27.4</td>
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<tr>
<td>Le Quart D’Heure</td>
<td>21.3</td>
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<td>Joyeux Troubadours</td>
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<tr>
<td>Grande Sour</td>
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<td>Quilles Nouvelles</td>
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<td>Le Metisr Rancourt</td>
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<td>Franchise Leonard</td>
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<td>Courrier Confidences</td>
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<tr>
<td>Lou Radio Theatre</td>
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<tr>
<td>Charlie McCarthy</td>
<td>30.7</td>
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<tr>
<td>Fred Allen</td>
<td>29.7</td>
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<tr>
<td>Fibber McGee and Molly</td>
<td>28.3</td>
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<tr>
<td>Ames N’ Andy</td>
<td>23.5</td>
</tr>
<tr>
<td>Kraft Music Hall</td>
<td>23.6</td>
</tr>
<tr>
<td>Album of Familiar Music</td>
<td>22.1</td>
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<tr>
<td>Twenty Questions</td>
<td>19.4</td>
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<tr>
<td>Bing Crosby</td>
<td>18.6</td>
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<tr>
<td>Ozzie and Harriet</td>
<td>16.1</td>
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<tr>
<td>Wayne and Shuster</td>
<td>17.2</td>
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<td>Share The Wealth</td>
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<td>Mayor of the Town</td>
<td>17.0</td>
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<tr>
<td>Canadian Cavalcade</td>
<td>16.9</td>
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<tr>
<td>Dennis Day</td>
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<table>
<thead>
<tr>
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<th></th>
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<tbody>
<tr>
<td>La Mine Perdue</td>
<td>41.1</td>
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<tr>
<td>Radio Carabinis</td>
<td>39.7</td>
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<tr>
<td>Matapole</td>
<td>37.5</td>
</tr>
<tr>
<td>Chou qu’aime</td>
<td>30.8</td>
</tr>
<tr>
<td>Rienement du Boe</td>
<td>25.1</td>
</tr>
<tr>
<td>Qui suis-je</td>
<td>27.5</td>
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<tr>
<td>Theatre Ford</td>
<td>25.7</td>
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<tr>
<td>Cafe Concert</td>
<td>20.9</td>
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<tr>
<td>La Mine d’or</td>
<td>20.8</td>
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<tr>
<td>Juliette Beliveau</td>
<td>20.6</td>
</tr>
<tr>
<td>New Awesome</td>
<td>19.9</td>
</tr>
<tr>
<td>Dires-Moi</td>
<td>11.4</td>
</tr>
</tbody>
</table>

**CKRC**

**Mr. Vancouver Timebuyer,**

**Vancouver.**

COULD BE VERSE!

THERE WAS A YOUNG MAN FROM VANCOUVER

WHOSE SMARTEST LIFETIME MANOEUVRE

WAS TO BUY AT LOW FEE

TIME ON CKRC

HE NOW SELLS HIS PRODUCT ALL OVER —

MANITOBA.
Radio Communications

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

LOOK TO

Northern Electric

Canada's largest organization devoted exclusively to research and development in all phases of electrical communication.

Canada Stands for Peace

26 DISTRIBUTING HOUSES ACROSS CANADA
"Links EAST with WEST"

COVERING—
KENORA
DRYDEN
LAKE OF THE WOODS
NORTH WESTERN ONTARIO
NORTH EAST MANITOBA
and NOW — deep into the RICH RED LAKE MINING AREA

NARRATED 
HORACE
Program Library.

success provides

Now, on the World's Sales

IMPERIAL TOBACCO
Sales Co. of Canada Ltd.

* SPONSORS *

The GUY
LOMBARDO
SHOW
NARRATED BY DAVID ROSS

Now, on 47 Canadian stations coast-to-coast, the most popular of all dance orchestras provides a sparkling showcase for the "Player's Please" sales message.

Another standout success from the World's Largest Program Library.

TO ELECTROHOME
Kitchener, Ont. — Ralph Hager has been appointed sales manager of the radio and appliance division of the Dominion Electrohome Industries Ltd., Kitchener. Hager was formerly with the Robert Simpson Company and Frigidaire Products of Canada.

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.

PEOPLE

MICKEY MINDS THE BABY
Toronto. — In a few years, 5-year-old Andrea Ross, daughter of Mr. and Mrs. Alex Ross, 18 Ritchie Street, Toronto, was able to tell her teemage friends that she had Mickey Lester as a baby-sitter.

Mickey's services were enlisted as a result of a letter "Why I think Mickey Lester would make a good Baby-Sitter" contest on his CKEX program. Listeners were asked to send in their reasons, with the writer of best letter receiving a free evening at the Barclay Indigo Room, with a visit to the Royal Alexandra Theatre, compliments of CKEX, thrown in for good measure.

While doing his baby-sitting chores Mickey Lester also originated his 11.05 midnight broadcasts from the Ross home. Special lines were installed to let Mickey chat with the Ross' as they spent the latter part of their "night out" at the Hotel Barclay. Free taxi transportation was provided the lucky couple.

The Ross table at the Indigo Room was the centre of attraction for several minutes as the couple chatted back and forth with Mickey, receiving complete reports on their daughter's welfare, plus a running commentary on the joys and perils of baby-sitting.

Publications own obit
Regina.—Eighty one year old ex-resident Edwin P. St. John of Arcola, Sask., caused quite a stir recently amongst the staff of Station CKCK, when he walked into the station, sat himself in front of a mike, and proceeded to deliver his own funeral oration which was recorded on discs.

St. John states that he wants the discs to be played at his funeral and has a stipulation to this effect in his will.

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CFRN EDMONTON
COVERING CANADA'S FASTEST GROWING MARKET

N. E. APPOINTMENT
Montreal.—The Northern Electric Company announces the appointment of E. H. Woodley to the position of advertising manager. He succeeds late Donald F. Backhart.

Woodley joined Northern Electric telephone systems department in 1932 and was transferred to the technical services section in 1931. After service in the patent and electronic division publishing department he was up to assistant ad manager in 1941.

DOUGLAS H. BASTIN
Vancouver.—A Vancouver cabinet man, Douglas H. Bastin, 29, died in Montreal where he had been doing research in acoustics for the Ltd. Bastin was known in many in ECQ where he graduated with a science degree from University of British Columbia in 1942.

He went on to his master's degree at McGill, specializing in developing testing equipment for loudspeakers as microphones. During the war had been engaged in underwater acoustics work.

NEW MANAGER
Winnipeg.—W. F. Wilson, has been appointed manager of Inland Broadcasting Service. He was formerly assistant in charge of transcription production and representation for Dawson Richardson Publishing Limited.

RMA APPOINTMENTS
Toronto.—F. R. Drakens, president of the R.C.A-Victor Company Limited, was elected president of the Radio Manufacturers Association of Canada at the 19th annual meeting held recently. R. A. Hackbusch, vice president of Stromberg-Carlson Company Limited, was elected vice president, and S. D. Brownlee, executive secretary, was re-appointed.

EXEMPLARY BIG SHOT
Vancouver.—Dick Diespecker, making a recording of a speech for the federal labor minister Humphre Mitchell in the CJOR studios, lost sight of what he says he has often noticed in the past, that the bigger a man is the easier he is to deal with.

"He was a lot more help than hundreds of less important people I've had to deal with," Diespecker said.

"Mr. Mitchell acted perfectly naturally. He took off his coat, sat down in a business like way, and read in three or four lines when I asked him for a voice level."

"Then he read the speech, thanked me for my help, put on his coat and went away. It'd be a big help if people would accept their responsibility and act as naturally."

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Johnny Gillin, president of WOW, Omaha, and annual goodwill ambassador at all CAB Conventions, played host to Canadian guests at the NAB meet in Los Angeles last month, with a cocktail party. A group of Johnny's visitors pictured above. They are, from left to right, seated, Edgar Kobak, (MBS president); Mrs. E. A. Weir; Mrs. Harold Carson; Mrs. Le Tondal; Mrs. Mary Ann Hansen; and a lady nobody has identified for us. Standing, Don Hanson (CIBC); Niles Trammell (NBC president); Austin Weir (CBC); J. J. Gillin; Paul Morency (WTIC, Hartford); Judge Justin Miller (AB president); Harold Carson (All-Canada); George Chandler (CJOR, Vancouver); F. H. Eppich (CRKW, Vancouver); Johnny Gillin; Ted Ampeau (CKLW, Windsor); Guy Herbert (All-Canada); Sig Hansen.

**RECORDINGS**

**BBC Disc Shows On Up**

More than 20 private stations are currently running transcribed BBC programs, distributed in Canada by the Canadian Broadcasting Company in cooperation with the BBC's Toronto office, according to Michael Barkway, CBC's Canadian representative.

A reconstruction of the old-time British musical hall, complete with loudmouthed chairman and uproarious audience, is among top choices of Canadian program directors. The series is under the title Palace of Varieties and consists of 26 half-hours. Music series which have proved popular are given by some of Britain's top musical bands, such as Louis Levy, George Melachrino (well-known to servicemen who listened to the Allied Expeditionary Forces program) and the BBC's own Theatre Orchestra and Chorus which contributes half-hour musical programs with titles such as *Music for Romance, Music from the Movies.*

Many of these feature soloists by Britain's best singers of light music, including Anne Ziegler and Webster Booth (now Rank film stars). Richard Tauber, shortly before his death, recorded six half-hour programs of his own music and music which he had made famous. Ivor Novello, who wrote, composed and starred in so many musical comedies (*"The Dancing Years," "Perchance to Dream," "Glamous Night") also appeared in seven programs of his own music for the BBC transcription service, which is now available in Canada.

The BBC also transcribes a continuous series of plays, ranging from thrillers to adaptations of famous novels. A series adaptation of P. C. Wren's "Beau Geste" has recently started on CJOR, Vancouver.

---

**Why—Is**

**PURENE BLEACH and CLEANING FLUID**

**Outselling**

**ITS NATIONALLY ADVERTISED COMPETITOR**

2 to 1

In the

**NIAGARA PENINSULA?**

Because

**PURENE BLEACH IS USING**

**CHVC**

**NIAGARA FALLS**

which serves the 180,000 listeners of the Niagara Peninsula better than any other station.

* Purene Bleach use 4 time signals a day on CHVC Niagara Falls.

**1000 WATTS STRONG**

J. L. ALEXANDER
Toronto Rep.

B. H. BEDFORD
President
NOVA SCOTIANS
Have been Listening to
CHNS — HALIFAX
for Twenty-two Years

STATIONS
Radio Reports B.C. Floods

New Westminster... "River Stay Away From My Door" is the theme song of radio station engineers in
Vancouver and New Westminster, as well as thousands of
people on Lulth Island, in the Fraser River delta, and other
areas which still may be inundated by later spring flood waters.

It is of particular interest to the engineers because all stations in
the two cities have their transmitters on low lying Lulth Island,
which, at the time of writing, was in imminent danger of flooding.

In the top picture, CKNW announcer Jim Cox records a
piece on the portable wire recorder on the progress in build-
ing up dikes, while chief engineer Bill Collins takes care of the
technical end and worries about his transmitter.

The roadway in the picture is actually the top of the dike, and
the flood waters are creeping up behind Cox at the right.

With the flood crisis putting everything else in the background
for radio people and everybody else on the west coast, the CKNW
commercial department turned over space to army flood control
authorities.

New Westminster, situated about eighty miles from
Fraser River begins to spread out into the delta, is
critical point for men and equipment moving to flooded
and threatened areas.

In the lower picture, routing men and machines for emergency
duty, are, left to right: Lt.-Col. P. C. B. Collins, O.C. West-
minster Regt.; Lt. A. Donald, Capt. Innes, R.C.C.S.; Major A.
Webster, MBE, RCF; and Capt. W. E. Tyler.

LONG DISTANCE FLOOD RELIEF

Hamilton, Ont:—Long distance flood relief was afforded by Station
CHML, Hamilton, when the station recently collected $4,000 alter air-
ing an appeal for a relief fund for victims of the British Columbia floods.

Contacting Station CJOR, Van-
couver, CHML arranged to have
special on-the-spot commentaries made
in the flood area, which were later
flown into Hamilton for re-broadcast.

The discs were aired in a four hour program which was rounded off
with music and comments on the latest flood news.

Contributions soon rolled in from
Hamilton, Toronto, Kitchener, Galt,
Guelph, and border points in the U.S.
The original goal of $5,000.00 was soon
reached and passed, and the money is
now on its way to Station CJOR for
delivery to the Flood Relief Committee.

ARMY HAS FOUR STATIONS
Fort Churchill, Man.—The total
of military broadcasting stations in
the far north has now been boosted to four with
the recent opening of Station CHFC.

Broadcasting eight hours daily, the station will transmit programs
through transcriptions supplied gratis by the army.

HOSPITAL ENTERTAINERS
New Westminster.—The "Rhythm Pals"
from CKNW New Westminster,
made their annual trip to Esquimalt
mental hospital this week to entertain
patients. In Bill Reid’s absence, Phil
Baldwin took charge of the show and
entertained patients for two hours
while they danced on the tennis courts.

STARS INTERVIEW DELEGATES
Vancouver:—Jewellers from all over
the Dominion recently received an
unusual souvenir at the 1948 Canadian
Jewellers Association convention held
here, when radio stars Ozzie and
Harriet and their sponsors the Inter-
national Silver Company of Canada,
with the cooperation of Station CJOR
Vancouver, gave each visitor the op-
portunity of obtaining a personalized
recorded interview with the stars.

Program commitments prevented
Ozzie and Harriet from attending the
convention, but their sponsors arranged
for them to make a master recording in
Hollywood carrying their part of a
three-way talk, leaving blind spots for the
visiting jeweller.

A steady stream of jewellers, start-
ing at 4 p.m. and carrying on until
midnight on each of the three con-
vention days, kept CJOR technicians busy
playing back the master record
and recording the visitors’ comments. Two
hundred and fifty personalized discs were
recorded and distributed.

TRAVELLING TAPE RECORDER
Winnipeg:—Station CJOB put-
ing its new tape recorder de-
tensive use these days. And in
the process the recorder is seeing lots
of the country.

For instance, announcers Dudley
Patterson and George McCloy flew all
the way to British Columbia when the
floods were at their height, recording
their impressions of the disaster, and
returning post haste to Winnipeg. They
were on the job four days.

The boys wandered the trip through the
R.C.A.F. The recording didn’t sound too bad considering the oppos-
ing put up by the planes.

Patterson and McCloy probably wound
up with sore throats trying to make themselves heard.

FIRST POLICE FM

Chilliwack, B.C.—The first FM
radio gear in any B.C. police de-
partment is being installed in police cars
in Chilliwack.

Tests in the district have shown only
two "dead" areas, and engineers say that these may be eliminated when
the regular antenna is erected.

The FM equipment is a three-way affair, allowing communication
between two cars and headquarters simultaneously.

DESCRIBE NORTHSTAR LANDING

Winnipeg:—George Davies hied
down to Stevenson airport with his
JOB microphone when the T.C.A.
North Star passed through Winnipeg
enroute from Montreal to Vancouver
on its pre-inaugural flight. George
described the approach and landing
of the big aircraft and managed to inter-
view several of the important person-
ages who were making the trip.

CFRB POSTPONES SWITCHOVER

Ottawa:—A request from Station
CFRB, Toronto, for an extension of its
860 kc licence term was brought
before the C.B.C. Board of Governors
here, and the Board has requested
the licensing authority that the licence be extended to August 31, 1948.

CFRB is to make a switchover to
50,000 watts on 1510 kc while the
C.C.B. station CJAC, at present oper-
ating on this frequency, will take over the
860 kc during its off season. Later the
1510 kc transmitter. The effective date
for the switch was to have been July
1, but under the new arrangement, both
stations will remain on their own fre-
quencies until the new date.
OPENING GUN FOR CJOY

暑天 during the CJOY opening festivities from the left: Lloyd Dafoe, chief announcer; Gordie Tapp, emcee; Carl Bann, operator; Wally Slater, and Fred Metcalf, sales manager.

CJOY, Guelph, got away to a flying start June 14 with the auspicious opening of Ontario's west station. Co-managers Wally Slater and Fred Metcalf and things pretty well sorted out in a visit to the studios in the afternoon followed by cocktails and buffet supper at the Cutten fields Golf Club.

The evening ceremonies took place at the marquee of the spacious and decorative Odeon Theatre here guests were welcomed by Royal City Pipe Band. Interludes were conducted by CJOY announcers which paved the way for the official opening from the stage by the Reverend Dr. J. E. Todd.

The proceeds from the sales of over one thousand tickets were turned over to the Guelph Rotary Club's Crippled Children's Fund.

Master of Ceremonies Gordie Tapp kept things moving on the stage with a line-up of top drawer radio talent which included Lorrie Green, a 16-piece orchestra under Lou Snider with soloists Bert Niosi and Morris London, Percy Faith who motored up from New York, Jimmy Shields, Don Sims with a portion of "What's Your Beef" program, Eddie Allen and others. Over-all production was handled by Jack Slater.

The Royal City went all out to welcome its new station and turned on all the town lights for the first time since the war.

SPONSORS

Zany Show Pays Off
For Haberdasher

Edmonton—Henry Singer is loudly being kicked upstairs, and CJOA feels that they have added a healthy hand in the proceedings. To reach his present position among Edmonton, and recently Alberta haberdashers, Singer has been taking a lot of abuse. In fact, he has been a man football, literally booting his way through life and hence having that all-too-familiar kick which has placed him among the top ten in the world. Whatever the intro, here's the story of the program, written by the Henry Singer Show on CJOA.

However, Singer has no beef about his program for as well as being a musician he knows the town, his backyards and forwards, and today as one of Western Canada's leading men's wear tailor, he is applying his showmanship experience to his business. Six months ago he decided to sponsor a unique program—one which was regarded by the more conservative-minded as "dangerous" and "risky". Nevertheless Singer took the plunge and the program today more than justifies his confidence.

The show opens with a catchy theme song and what follows is as unpredictable as Edmonton's March winds. The opening may consist of a repeat of the safety jingle on the newcast preceding the program. It may be the mystic voice that introduces "The Shadow," the introduction to John and Judy, or the intro to the Folson show.

Whatever the intro it's there for a purpose. The safety jingle may be about monoxide, "You can't see it; you can't feel it; you can't smell it; but it can kill you." The announcer for the Singer show then chips in: "You can't see it; you can't feel it; you can smell it; it can kill you—it's the Henry Singer Show." 13

The commercials, too, come in for their share of the kick-in-the-pants nature of the script, most of them being just the opposite of any commercial that is usually aired. Screwy though they may be, however, they do command attention and aid in directing people in increasing quantities to Singer's shops.

Radio certainly seems to be selling the goods for Singer, for it is only from starting with one shop and now having three, he has a fourth nearing completion.
BRITISH CERAMICS and CRYSTAL OF CANADA LIMITED

SPONSORS

THE "Music Hall of Fame"

ON SELECTED STATIONS throughout Canada, this distinguished program features foremost artists of the musical world with Walter Preston as master of ceremonies. A quality presentation to match quality product appeal.

Another standout success from the World’s Largest Program Library

ALL-CANADA PROGRAM DIVISION

VANCOUVER - CALGARY - WINNIPEG - TORONTO - MONTREAL

LIONEL . . . best man by far!

It's "June Bride" time around CKCW, again, and another carload of gifts from sponsors to Monton's favourite bride elected through consumer purchases.

The popularity of last year's show so increased sales for sponsors that a stampede resulted for participation in the present series. Nothing unusual though, for local merchants have long since recognized the value of "LIONELIZING"—CKCW's magic formula that guarantees results in dollar volume.

OPINION

Scores License System

Ottawa.—The radio licence system was branded as silly in the House of Commons by Douglas Ross (P.C., Toronto, St. Paul's) who stated the other day that through it people have to pay, through general taxation, the expense of having a special radio tax collected from themselves.

Ross quoted the $751,439.00 spent in order to collect $4,798,000.00 which was then turned over to the CBC, and pointed out that while the cost of collecting general taxes was one per cent these figures for radio licence collection represented an eleven per cent collection charge. Ross suggested that CBC requirements could be met from the treasury through general taxation, thus saving the country collection costs.

Speaker for the defence, Transport Minister Chevrier, upholding the costs as reasonable, though it was a minor fee to pay for the entertainment provided by the CBC.

Television was also discussed at this session, and Lawrence Sky (P.C., Toronto, Trinity) suggested that the government encourage the CBC and private broadcasters to enter the television field. Sky said: "Unless the government takes action with respect to television, we will find our country invaded by the television broadcasters of the United States in one way or another. If we wish to maintain our own institutions and our own independent method of operation we should get moving now."

Mr. Chevrier stated that the CBC board of Governors had been considering plans for television, but had not reported their recommendations to the government.

OUR OWN IRON CURTAIN

(Winnipeg Free Press)

A few miles away from most of the main cities of Canada United States radio stations are beginning the wholesale broadcasting of news and entertainment by television. A few Canadians, living on the border, can pick up these broadcasts and see the moving image of events in their own homes. But most Canadians cannot tune into television programs because they will travel only a short distance along the rough surface of the earth before shooting off into space.

If Canadians are to receive U.S. television programs it is necessary that the programs be first picked up by Canadian radio stations and then re-broadcast. One radio station in Toronto proposed recently to undertake this expensive process, but under the existing law a Canadian station cannot do this without the consent of the Canadian Broadcasting Corporation, which controls the private station, it competitor. When the Toronto station applied for the right to import television the CBC rejected the application. It has ruled that no U.S. television program may be imported into Canada. Not only is the Canadian listener refused the right to see these programs, but he cannot expect to see Canadian programs, since no private station can afford to enter the expensive television field, at present anyway, unless it can use part of its time in broadcasting the rapid-developing U.S. programs.

The CBC, in short, has drawn an iron curtain on television along the United States border.

Thus the principle of protectionism is extended from concrete things to abstract ideas. The Canadian cannot import lumber, for example, because of the dollar crisis. Now he must not import visual ideas because the CBC must protect its own existing radio system from competition.

In the case of protection on the goods of commerce it can be argued (though not soundly) that if foreign imports are prohibited, local producers will make up the deficiency by producing similar goods at home. But in the case of television even this argument cannot be advanced, for the CBC does not propose to provide Canadians with television. Since it cannot do so itself it will not permit anyone else to do so, lest its own stations and programs suffer by comparison with the private enterprise. There must be no chink in the iron curtain of the air.

Still larger possibilities are involved in the protectionism of the CBC. By this control, the CBC not only prohibits its television today but it can control
what is called "facsimile" tomorrow. By facsimile, information can be broadcast from a radio station, picked up on a machine in the home and there printed continually, day and night, on paper. It is too early yet to say that the newspaper printed in the home will take the place of the present newspaper printed on a press, but assuredly facsimile holds possibilities for the future and should be explored by those willing to take the financial risks involved.

If any person wishes to take such a risk in Canada and pioneer a new newspaper technique, he must apply to be CBC. In other words, the CBC can license or refuse to license a new kind of newspaper. Freedom of information thus changes, in this field, into such information as the CBC may permit or not permit. So far as the facsimile of tomorrow is concerned, the CBC is in the same position as a government board would be in if it could decide what newspapers shall be published. Facsimile, even if a private enterpriser were to secure from the CBC the right to broadcast by facsimile, he would be constantly at the mercy of the CBC, which could refuse to renew his annual license or put him out of business by other forms of regulation. There could be no freedom of information under such control.

As the Canadian Daily Newspapers Association said in a brief to the radio committee of Parliament, "We submit that it has now become abundantly clear that radio is, like the press, simply another technique of inter-communication and avenue for the dissemination of human knowledge. As such, it is essential that this means of communication should be free from unwarranted government control, just as it is admitted to be essential that freedom of speech and of the press must at all costs be preserved inviolate from government control and licensing if our democratic way of life is to survive."

By halting the flow of visual information across the border and by controlling the future of facsimile, the CBC is suppressing these essential freedoms.

LEE WINS GOLF TOURNAMENT FOR 2ND TIME

Toronto — CKEN’s Bob Lee won the CBC trophy for the second time at the 2nd annual Ontario Radio Golf Tournament at Lakeview Golf Club last week with a low gross of 77. Herb McKnight from CFRB was a stroke behind to win the CFRB trophy again. Some 90 golfers showed up from various parts of the province to see and hear Bill Baker break 90 for the first time in his life.

Don Fairbairn (CBC) was elected chairman of next year’s tournament, aided by a substantial committee including: Ernie Bushnell, CBC; Wis McQuillin, Cockfield Brown; Waldo Holdes, CFRB; Bob Lee, CKEN; Bill Cranston, CKOC, Hamilton; Lorne Greene, Academy of Radio Arts; Gord Archibald, CHFO, Pembroke, and George Murray.

FRENCH P & I APPOINTMENT

Montreal — Robert Elie former news editor has joined the CBC French P & I department as assistant supervisor.

CKMO VANCOUVER

(NO GIVE-AWAYS)

50% overall increase in daytime ratings since January!

52% overall increase at night-time, according to the latest Elliott-Haynes release!

The one kilowatt station that reaches 80% of B.C. population... in Canada’s third largest market... is forging ahead because listeners like its programs.

THERE ARE NO GIVE-AWAYS ON CKMO.

The only station used regularly by all of Vancouver’s leading department stores.

Want to share our success?

Let CFCY introduce your product to the big Maritime market...

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

CFCY has an advantage of 43% over station "A" with 84,460 radio homes.

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

*latest B.B.M. audience report.

CFCY

630 kc.
5000w.

CHARLOTTETOWN, P.E.I.

Representatives:
Canada: James L. Alexander
U.S.A.: Joseph Horsey
McGillivra Inc.

EXTRA-UGH-DAY

Yes, that’s what makes the economic wheels go round. Indians all across Canada wait eagerly for Treaty Day when each gets a few greenbacks to spend as he chooses. The chop above may be happy—then again, he may be disappointed. We can’t tell. We can tell, however, that disappointed advertisers on CJCA are few and far between. One reason—every account, be it large or small, gets in on CJCA’s bonus promotion and merchandising plan. CJCA advertisers know that extra promotion means extra audience—means extra customers—means extra dough—means extra ouch-day. If in doubt, ask the man who knows—any one of 371 advertisers now using Northern Alberta’s major sales medium.

EXPERIENCED RADIO TIME-BUYER WANTED

Must have thorough knowledge of Canadian radio market coverage, be experienced in national and local network and spot campaigns. Agency experience desirable, but not essential. This is a permanent position with a well-established, progressive advertising agency. Please state age, qualifications and references in replying.

Box Q
CANADIAN BROADCASTER
371 Bay St. - Toronto

Mighty Mike Sez---

53 Rural Merchants now sponsoring programs on CKCK. Proves that their customers are listening to CKCK. Yes! 53 Rural Merchants are getting the most for their advertising dollar on CKCK.

CKCK
REGINA
5000 WATTS

Just to show you. Here’s the type of thinking that is going on in the minds of America’s top-ranking program chiefs. Charles (Bill) Whitfield, vice-president in charge of programs and television at the ABC network, recently said he believes that network programming can get along without entertainment, which in normal cases would be fairly sound reasoning. However, his definition of entertainment is not quite clear since he believes that the quiz portions and the songs halted in the middle for the questions make up good entertainment. He was speaking of a little show known as Step The Music). Mr. Barry is emphatic in his belief that a half-hour show can have an encore giving away prizes would not garner a Hooper! That’s just a little much for your innocent correspondent to swallow.

But other than the above, we think it’s enough to say giveaways when we report that the end isn’t in sight—yet.

Fascimile commercial broadcasting has been given the green light by the FBI and after July 15 it shouldn’t be too long before New York’s station WOR begins transmission of airwaves.

It is understood that WOR is considering the placement of a number of fax recorders in bars and taverns. One station has already set up temporary advertising rates of 35 cents per recorder and still another new medium steps to the front.

National Assn. of Broadcasters 1948 budget has been given a slight boost over last year’s—$796,000 compared with $735,000. Operating expenses are estimated at about $751,000. And, according to NAB officials, the radio association’s budget is only a fraction of the sum spent by other media for their trade groups. Most broadcasters seem to feel that in the past year especially, the NAB has been giving them worthwhile service and representation. Expenditures of our group are far below those offered by some of the more powerful media associations.

On the cuff notes...

Understand the CBS network is plotting a new dramatic series starring Hollywood’s former Dr. Kildare, Lew Ayres. ABC network expected to pick up the coast-to-coast tab for the White Candy Bar’s Whiz Quiz show which is now heard only over New York’s WJZ. NBC network probably will keep the Ford Theatre Hour despite all the rumors to the contrary... MBS network is planning to add still another co-op series starting in August. It’ll be a twice-a-week show entitled Gabriel Heatter’s Mail Bag... Insiders are forecasting that the revived White Bill which would permit definition of entertainment is not long for this world and that MBS network will bow over the NBC network on July 3... Ho hum! Believe it or not, after all the confusion and controversy over the broadcasts, that half-hour show featuring the policies of the past year, a group of small market stations in Alabama just announced that they are still opposed to its provisions. Ho Hum! This is where we come in... that’s the news up to now.
**OVER THE DESK**

Brother, you should see the desk today! All cleaned off down to what turns out to be solid oak inlaid with a mosaic of cigarette burns. We often wondered. That's what comes of going away somehow you feel you have to frighten things up—well, just a bit. Makes the return to work less of a gift. But there'll be paper aplenty piling over the oaken top during the next month, with Art Benson and Tommy Johnson on the receiving end. And another thing. The first time anyone says the issue they get out while I'm away is the best yet—they're tired of both of them.

This trip to England (or did I mention where I was going before?) is going to have an interest beyond the personal angle—as if that was, I mean were, not interesting enough. It's years now since the socialists, who come in a good second in the recent Ontario elections, have held sway over there. I want to find out what they are doing and just how business, which at back over here and let them slither into power, just as it is doing here, is facing the trials of collectivism now it has been brought face to face with them. I want to find out if the old parties over there have shed their Leftist attitude towards publicity, and if so what they are doing about it. I want to find out how they are responding to George Drew's overtures to industry to come on over and settle here, with financial help from the Ontario government. I want—and I am setting myself quite an assignment for a month's trip—to find out how the little guys who put the socialists in feel about them now. All of which seems to be sung to the tune of: "I promise Me." What's this? A lone envelope has escaped our eager optic. It's a circular depicting a desk which looks uncomfortably like mine, complete with harried character going through papers just like he was writing this column. Next to him is the guy with a book. Gone is all the characterful rubbishes from the desk. Instead he is smiling blissfully. And what does it lead up to? Canadian Radio Year Book, 1948, with all its new features etc. etc. While admitting its usefulness, and we do find it so, often, I can't go along with the gag. I have a copy of the book—and had the first one too—"s a fact. And look at my desk. It's just as dishevelled as yours.

Lots of rumors that have yet to materialize onto paper include a change of sponsors for Wayne & Shuster; a mammoth new network affair for an electrical concern besides the usual crop of new quiz programs. I'm afraid. Here's hoping there'll be program folder for this year's Beavers, which we are still waiting to award, come—

In brief... announcer Bunny Cowan is filling in time between programs as Traffic Manager for Overseas Travel Ltd. which was operated by his father before the war, and has just been re-opened. Bunny assures us in a letter which passed recently over the desk that this will in no way interfere with his radio work. Sorry I didn't know before I bought my ticket... CBC's John Fisher is writing a book... Don Maclay, from CJSJ Calgary, has been in town complete with ten gallon hat. Bob Keyserling was also a visitor with Phil Curran who takes over; BUP management shortly, with Bob going into a publishing venture as reported last issue... Another recent visitor was Bob Weir, erstwhile promotion man at CKCK Regina, who has come east to look the field over in this, his home city, after a spell with the Winnipeg Citizen.

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**CANADIAN MARCONI COMPANY**

**RENEWS**

Mr. RONALD COLMAN YOUR HOST ON "Favorite Story"

During the 1948-49 radio season, Marconi will again present the screen's distinguished Academy Award winner in radio's most brilliant dramatic series.

Another standout success from the World's Largest Program Library

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**ALL-CANADA PROGRAM DIVISION**

VANCOUVER - CALGARY - WINNIPEG - TORONTO - MONTREAL

---

**CHEX Offers 8,446 New Customers!***

The City of Peterborough offers every advertiser 8,446 new customers; one-third more prospects for every brand of consumer merchandise.

CHEX, with 61.5% of the listeners (E-H April daytime) is their community station—the right place to tell them about your product. Outside coverage is not enough—if you want to sell these 8,446 new prospects, use CHEX Peterborough

1000 WATTS 1430 KCS

Get the facts from

NATIONAL BROADCAST SALES

Toronto: 2229 Bank of Commerce Bldg. - AD 8895
Montreal: 106 Medical Arts Bldg. - FL 6388

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City of Peterborough: 1948 Municipal Directory 33,796
1941 Census 22,356
Population Increase 11,446

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**Reliable Research**

**Is A Good Investment**

Sound and profitable research depends on well trained and experienced interviewers. Our field staff, strategically located throughout the Dominion, is carefully selected, thoroughly trained and personally supervised by our travelling supervisors.

**INTERNATIONAL SURVEYS LIMITED**

Paul Haynes, 1541 Mackay Street
Montreal. LA 3508

Marjorie Stepan 10 Church St.
Toronto. 8L 5454

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Report 1541

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www.americanradiohistory.com
ABC ISSUES TV CARD

New York.—If parallels may be drawn between current U.S. TV costs and those which will eventually apply in Canada, a part of the dollar and cent question was crystallized by the recent ABC release of the first U.S. TV network rate card.

The card covers ten stations, five being owned and operated by ABC, while the other five are TV affiliates. The schedule points out that the rates are subject to change at any time, and that advertisers purchasing time prior to the effective date of an increase will be given a six months' protection period.

An hour's show, telecast over the ten stations, will cost, for time, $3,850.00, and, rated separately, the cost for any one of the stations ranges from $200.00 up to $750.00 per hour. On top of these charges there are additional fees for studio rehearsals and for the use of mobile units for remote TV pick-ups.

The pick-up fees are quoted because seven out of the ten stations have no cable or radio relay connection, and advertisers will thus have to pay for film re-relay.

Studio rehearsal fees are detailed for the five ABC stations. The minimum charge is for one hour, with excess time scaled at 25% of the hourly rate for 15 minute periods or less. The net's New York station heads the list with $400.00 for an hour's all live program or $75.00 for an all film program. The Los Angeles and San Francisco spots fall with a scale of $150.00 and $60.00 respectively for the two types of program, while Chicago and Detroit both call for $100.00 and $50.00. If film is used on any of the live programs there will be additional studio fees ranging from $60.00 up to $75.00, according to the station scale.

Weekly discount provisions for advertisers using 13 or more consecutive weeks are also made on the card. The schedule for discounts is based on two factors: (1) total amount of time up to one hour, used during the week and (2) the proportion of available ABC stations scheduled. Scales for the network on this basis are as follows: 5 min. - 8%; 10 min. - 1.7%: 15 min. - 2.5%; 20 min. - 3.3%; 25 min. - 4.2%; 30 min. - 5.0%; 35 min. - 5.9%; 40 min. - 6.7%; 45 min. - 7.5%; 50 min. - 8.3%; 55 min. - 9.2%; 60 min. - 10%.

Additional weekly discount is allowed for each week the advertiser uses the net's standard broadcasting facilities. Allowances range from 5% if the weekly gross contracted value on the net's AM stations is less than $6,000.00, to 2½% if the annual gross billings amount to $1,500,000 or more.

In addition to the discounts advertisers will qualify for an annual rebate of 1½% of the gross billings on each station used for the 52 consecutive weeks of the rebate-fiscal year. The rebate is also allowed on the gross billings for stations which are added during the year and are not discontinued prior to the end of the year.

A 15% agency commission is allowed to ad agencies on gross billings less applicable rebates.

Cleveland.—Scenes for the 23 station TV program Television Telescreened, sponsored by The Austin Company, U.S. engineers and builders of television studios and transmitter stations, which started Monday, June 14, were staged at WEWS, the Austin-designed Scripps-Howard television station in Cleveland. Intended to familiarize the video public with what goes on behind the scenes in television, each of five 5-minute programs covers one element in this new art. The first features the studio staging area; the second, the camera; the third, the control room; fourth, the transmitter station; and the fifth, mobile unit operations.

Montreal.—The CBC Board of Governors has announced that TV commercial licences applications for Montreal, filed with the Department of Transport on or before September 15, 1948, will be considered at their first meeting after October 1.

Current applications due for consideration are from the Canadian Marconi Company (CFCP Montreal) and the La Presse Publishing Company Limited (CRAC Montreal).

TWO YEARS FOR 'PEG TV

Winnipeg.—Alex Reid, Canadian general manager of the American Radio Relay League, predicts Winnipeg should have television within two years.

Mr. Reid, whose home is in St. Lambert, Que., visited Winnipeg recently as part of a nation-wide tour which he has undertaken to meet members of the league.

He felt there would be greater strides made in Canadian television within the next two years despite the slow

Produced in sound motion pictures to permit simultaneous telecasts from cities—coast to coast—the program was co-ordinated by Richard F. Reynolds, director of the film department, Fuller, Smith & Ross, Inc., and was directed by Ray Colley of Cinemart Productions, Inc. K. Elmo Lowe and Dorothy Paxton of the Cleveland Play House appear as the leads in the television show, which serves as the background for this look behind the scenes at WEWS.

The movie camera in the left foreground is shooting footage for the television program, while the three television cameras facing the set are actually televising the scene under the direction of WEWS' staff.

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**TEE VEE ACTION**

New York.—Television programing under pretty severe attacks and criticisms many months received a tremendous boost last week when NBC television, the Texas Co, and the other advertising agency combined to launch a new weekly hour-long video featuring old-fashioned vaudeville.

The new program, The Texaco Theatre, starred veteran comedian Bert Parks who introduced a variety act including a bell ringer, a baritone and acrobats. Music was supplied by Russ Case and his orchestra.

The long commercial of the show, the mid-week spot, featured a side-splitter Barker or pitcher who, in his "I'll tell you what I'm going to do" voice, told of the virtues of Texaco products.

Trade and public reaction was immediate and all good. Your New York correspondent attended the opening night festivities and agreed with the critics — all parties involved in the production deserve four stars, four bells which have you.

The TV audience for baseball games in the New York metropolitan area plays like the radio audience by to 1 according to a survey taken Variety by Pulse Inc.

Coco it to the girl's U.S. radio stations now being piped from NBC show station CJBC, Toronto, makes U.S. video bow July 1.

One foot on the bar rail and one on the screen is paying off in New York as a Bell Television Inc. check reveals that N.Y. TV installed karaoke profit increases range from 10% to 50%.

U.S. movie company 20th-Fox has entered the TV film field by establishing a film production unit in New York. The outfit will be handling TV assignments from agencies and advertisers.

Philadelphia.—Although television has enjoyed the promotional benefits of Joe Louis fights, and numerous other sporting events, it is predicted that its most valuable stimulation will be forthcoming starting June 21 when telecasters move here to cover the lack-electric Republican convention and Democratic meeting in July.

An advance contingent of broadcasters began moving into the Quaker City as early as the week of June 14 if it is estimated that more than 400 people will be on hand for the opening session Monday. Those representatives will include the four major network, 125 independent AM and FM stations and 110 networks, five regional chains and the British Broadcasting Corp.

Full-scale coverage of the convention will be done by NHL, CBS, ABC and the New York News radio stations, which only went on the air last December. Tele-stations with no network ties available will be able to cover the meetings by the use of syndicated film rushes from Convention Hall.

In addition to the programs for the week, telecasters will present an on-the-scene report in the next issue.

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**TCollect Market No. 2**

"Here in Sherbrooke it is a beautiful morning — I hope it is with you, too. Sherbrooke people are proud of their city, and speak of it as "The Queen City of the Eastern Townships." The Bell Telephone Company believes in the prosperity and future of Sherbrooke, because they have just started the construction of a new building at a cost of $600,000.00 and the dial system will be shortly in operation there. Sherbrooke's 44,403 population is 89.8 French — you can reach them with your sales message, effectively, over CHLT. Let us discuss it with you."

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**Canadian Broadcasters Page Seventeen**

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**Canadian Broadcaster**
June 26, 1948

Dear Mr. Time-Buyer:

We've just this minute wound up a busy several weeks of broadcasting political talks; and whichever Party wins in our area, we're going to take the credit, since both the Parties contesting the elections here have made fullest use of the broadcasting medium to tell their story, state their platform, and ask for the vote.

People hereabouts are listening to us, as they always have, and it occurs to me that YOU could run a pretty successful campaign over CKNB for your client. Just tell 'em, via CKNB, who the candidate is, the platform on which his product promises results, and why your goods should get the vote. Betcha there's sales to be had around here. Best regards.

Yours very truly,

Stan Chapman

CSC-GD
Station Manager

AN ALL-CANADA STATION

CAMPBELLTON N.B.

June 26, 1948

DESIGN FOR WOMEN

Women in B.C. find out what the rest of the women in the world are doing, or talking about, from Margaret Jesly, the redheaded distaff expert in CJOR Vancouver.

Margaret is liable to come up with almost anything on her piece, Design for Women, and she incorporates the almost original idea of airing nice quiet choir music to calm your run-away nerves between announcement and news notes.

On a normal day she handles all the text herself, with an occasional guest to be interviewed for a change of pace.

Her women guests, running the gamut of teachers, lab technicians, writers, housewives and saleswomen usually come up under her questioning with something most other women wouldn't know.

Her usual routine, however, includes news of women's activities and achievements in the whole world, along with local items on the price of school books, scholarship tours, art shows, women's institutes and club meetings.

One day recently she discussed all those, as well as parades to Europe, Canadian National Exhibition classes for women, the Russians versus Czech women and the new look, the story of a blind girl singer, a missing persons appeal and dope on food for B.C. food refuges and typhoid inoculations.

If you think she missed anything anybody would want to know about women, just let her know and she'll pass it along. Nice calm voice too, without any school-of-education-overemphasis, which is more than you can say for some people with more time on the air than she has.

Yours sincerely,

Francis.

CANADA STARCH CO LTD.

RENEWS

"BOSTON BLACKIE"

Radio's ace adventure-detective story has become the most-listened-to mystery show in Canada during three successive seasons under Canada Starch sponsorship. Naturally it'll be back in the fall.

Another standout success from the World's Largest Program Library

ALL-CANADA PROGRAM DIVISION

Vancouver Calgary Winnipeg

Toronto Montreal

REMARKS

CRUISE SMOOTHLY

Cruising smoothly over NB (or is it NS) at 6,000 feet, enjoying the cloud effects below:

- Bump -

Cruising smoothly over NB (or is it NS) at 3,000 feet, enjoying the cloud effects above:

- Bump -

Any moment now, the lady next to me is going to be sick.

- Bump -

Feeling a bit warm in here. Guess I'll open the air vent.

- Bump -

The lady's complexion has just turned turquoise tinged with green.

- Bump -

Guess it's not so hot after all. I'll close the air vent.

- Bump -

The lady is looking at me in a very way.

- Bump -

The lady rings for the stewardess.

- Bump -

Open the air vent. The lady looks awful.

- Bump -

The stewardess hands me the you-know-what.

- Bump -

I hand it to the lady.

- Bump -

The lady sports and hands it back.

- Bump -

Feeling a lot better now the stewardess has bathed my head.

(Thoughts while flying to England)

AGENCIES

DANCER FITZGERALD SAMPLE (CANADA) LTD.

Toronto—Sterling Drug Products is replacing Big Town with Mystery Theatre beginning June 30 advertising Aspirin and Phillips Milk of Magnesia. The program is piped in from CBS to CFRB, Toronto. CNAC, Montreal and the Dominion network with Joel Alfred handling the cut-ins.

D.F.S.'s local office has taken over the V-8 Juices (Campbell Soup) account and has a spot series under way over CFRB, Montreal, CJAD, Montreal and CKSY, Toronto. V-8 is also being plugged via hick-hikers on the French Show, Jennace Duke.

Procter & Gamble's daily 15 minute Jack Smith Show from CBS to CFRB and Trans-Canada has been renewed for another year, with CBM, Montreal slated for fall.

O'BRIEN ADVERTISING LTD.

Vancouver. — B.C. Electric is moving into its sixth year sponsoring Home Service News heard 3 times weekly over CJOR, Vancouver and GJVI, Victoria. The program features news, household hints and human interest stories with Jean McDowell commentating.

LEWISITE

WEBSTER'S

ADVERTISING

The Webster's advertising campaign for Lewisite is being carried out throughout the Dominion. Advertising is based on the idea of the manufacturer being a responsible producer of the product and not in competition with the government or the army.

The campaign is a medium-size effort, employing both newspapers and radio. The aim is to convince the public that the product is a necessary one and that in its use the public is merely following the lead of the government.

The campaign has been running for several months and has been successful in increasing the public's awareness of Lewisite and its uses.
An estimated forty million dollars was spent by tourists in British Columbia for 1947! This record figure already shows every indication of being surpassed in 1948. Bring your products and service to the attention of this ready-made and ever-growing market by radio!

**YOU'RE NOT SELLING CANADA ... UNTIL YOU COVER BRITISH COLUMBIA BY RADIO**

<table>
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Here's what you get when you invest your radio advertising dollar on CFRB:

1000 potential radio homes after 7 p.m. for 54c.
1000 potential radio homes between 6 and 7 p.m. for 36c.
1000 potential radio homes at other times for 26c.

Compare CFRB's Bureau of Broadcast Measurement standing and Elliott-Haynes ratings with those of other stations in the Toronto area. You will see that CFRB enters more potential radio homes per dollar than any other station in this No. 1 Canadian market.

CFRB advertising gets results, too! Ask any of our advertisers why they continue to use this station year after year. They may phrase their answers in different ways, but it always boils down to one reason:

"big results at low cost."

You too can make your radio dollar pay big dividends when you buy CFRB radio homes. Remember, it's CFRB for market... for coverage... for economy!

Cfrb Toronto
Ontario's Favourite Radio Station

Representatives: United States: Adam J. Young Jr., Incorporated ★ Canada: All-Canada Radio Facilities Limited