CBC ABSORBS SOME CKY'ERS

Winnipeg.—Twenty-five years of broadcasting ended for the Manitoba Government Station CKY July 1. On that date the station became the property of the CBC — some $200,000 changing hands in the process.

The CBC’s Prairie Region headquarters is now located in Winnipeg. The staff will run both the station and region’s network, which includes CBK, the 50,000-watt transmitter in Saskatchewan.

Tied in with the shuffle is the CBC announcement that official openings of Stations CBW, Manitoba, and CBX, Alberta, have been postponed. Opening ceremonies will now take place Sept. 3 and 8 respectively. Original dates were July 5 and 7.

William Duffield was fourth and last manager of CKY. He will remain with the Manitoba Telephone System.

D.R.P. Coats, who first managed the station way back in 1923 for four years, will also remain with the M.T.S. as publicity manager and director.

Herb Roberts, 16 years with CKY, latterly as program director, moves into the CBC organization as supervisor of program clearance with CBC.

Chief Engineer George Henderson has been transferred to the M.T.S.

Most of CKY’s operation staff moves into the CBC scheme of things. They are Gordon Thompson, Douglas Moon, Harry Saunders, Pete Burgess, Don Robertson, George Ritchie, John Gibson, Nelson Gardiner, chief of control room staff, and Ed Dusang.

Production Supervisor Wilf Davidson has been appointed chief announcer by the CBC.

Announcer Kerr Wilson has joined the advertising staff of the M.T.S.

Tom Benson resigned his announcer’s post with CKY in February to join the CBC. He is stationed in Winnipeg.

Announcer Jack Whitehouse will free lance.

SIX FRENCH STATIONS OFFER GROUP RATE

Montreal.— Plans of a group of six Quebec radio stations for operating on a co-operative basis as a second French language network have had to be curtailed, but are offering advertisers their facilities on a group basis.

Originally the group planned to operate daily from 8.00 p.m. to 10.00 p.m., each station providing programs on a “best available” basis. However, further investigation showed wire line charges would make costs excessive. In the meantime, the group has actively campaigned for commercial business through local salesmen and their station representatives. They claim Thursday night from 8.30 p.m. to 10.00 p.m. is now solidly booked on a tentative basis by three Montreal agencies, and a Toronto agency has optioned a half-hour for a quiz show.

While the CBC has disclaimed knowledge of any
second French network as such, and has pointed out that application to use the stations must be made in the ordinary way of arranging a subsidiary hookup, Marcel Provost, Montreal secretary of the six-station group, points out that the group is the first to offer a co-operative sales plan involving so many stations.

The linking of stations on a subsidiary basis to promote business is not new, especially in Quebec, since CKAC Montreal and CHRC Quebec have operated for years in this manner. The new group includes: CKVL Verdun, CKCV Quebec, CHLN Three Rivers, CHLT Sherbrooke, CJSO Sorel and CHEF Granby.

WESTERN MANAGER SWITCH

Gerry Gaetz has been named manager of station CJCA, Edmonton, succeeding Gordon Henry. Gaetz has been manager of CKRC, Winnipeg, since 1942.

Bill Speers, who has presided over CKRM, Regina, since 1944, goes to CKRC, Winnipeg, in place of Gaetz.

Stuart MacKay, who has been at CKWX, Vancouver, since 1941, and was named assistant manager of that station last year, follows Speers at Regina.

These three men, who total nearly half a century of service in this 25-year-old industry, all came up through the ranks. Gaetz, who is 46, broke in in 1929 as an announcer at CJOC, Lethbridge; Speers, who is the same age, started as an announcer at CHWC, Regina, in 1931; MacKay is 39, and started as an announcer-operator at CJCA, Edmonton, in 1938.
JUGGLE TIME to suit your needs with SELECTIVE RADIO!

'Selective Radio' means complete control of your broadcast advertising at desirable times over individual stations...

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

By means of Selective Radio, you are 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 position your program favourably on each station's program schedule with Selective Radio. 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 Selective Radio! 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 Prairies

Perhaps you should tell it twice in the Prairies! There are two time zones here—you can reach both at peak listening-time the All-Canada way!...
The three prairie provinces account for half Canada's agricultural production. Population, over two million. Reach this spread-out audience via their nine ALL-CANADA STATIONS! Ask the All-Canada man for Selective Radio details.

ALL-CANADA RADIO FACILITIES Limited

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL
TALENT

CAA Sponsors Workshop

Vancouver — A new radio workshop group in Vancouver has been meeting during the summer and its members plan to write, produce and act on their own shows on local stations during the winter.

Founded by a group of members of the Canadian Authors' Association who were particularly interested in radio writing, the workshop has expanded to include "active" and "inactive" members. An "active" member is one who sells two or more scripts on any subject to radio stations during a month.

Active members are called on three times a year to bring original scripts of their own to workshop meetings, where the work is read and criticised by other members.

The fall program, now being arranged, calls for producers from local stations, radio heads of advertising agencies and others interested in radio scripts to lecture the group on their needs and buying habits.

Kitty Marcuse, Sally Phillips and Pamela Stephen are officers of the club.

Judging from information they have obtained from some other cities, they believe the workshop may be the only one of its kind in the country, but they are anxious to contact similar groups interested in radio writing.

BEST SMALL STATION COMIC

Vancouver. — Bud Smalley, an R.C.A.F. veteran who runs a Saturday evening quarter hour of comedy on CKMO Vancouver, has been named by Billboard as the best comedian in North America on a station of not more than 1,000 watts.

The honor came after the station submitted a disc of one of Smalley's shows to the magazine several weeks ago.

Smalley, who has been with CKMO only since last October, calls his piece "the smallest show in the world."

He actually joined the station as a continuity writer, and still follows that line of work, writing and airing his show as an extra. It goes at 7:45 p.m. on Saturday, usually with Smalley's voice alone, but occasionally introducing a guest.

In the picture, Helen Forrest, recording and night club star, chats with Smalley on his program.

During the war the young comedian took part in a number of shows on R.C.A.F. stations in this country.

COUGAR

Continuous Radio Audience Measurements Since 1940 . . . .

Elliott-Haynes Limited

Sun Life Building MONTREAL
Plateau 6494

515 Brodieview Ave.
TORONTO
GERard 1144

NBS . . . handing active stations in these important markets:

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHAD</td>
<td>AMOS</td>
<td>1240 Ks.</td>
</tr>
<tr>
<td>CFX</td>
<td>ANTIGONISH</td>
<td>580 Ks.</td>
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<tr>
<td>CJC</td>
<td>HALIFAX</td>
<td>920 Ks.</td>
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<td>CHML</td>
<td>HAMILTON</td>
<td>900 Ks.</td>
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<tr>
<td>CKWS</td>
<td>KINGSTON</td>
<td>800 Ks.</td>
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<tr>
<td>CJKL</td>
<td>KIRKLAND LAKE</td>
<td>560 Ks.</td>
</tr>
<tr>
<td>CJAD</td>
<td>MONTREAL</td>
<td>800 Ks. (or 5900 watts)</td>
</tr>
<tr>
<td>CFCH</td>
<td>NORTH BAY</td>
<td>600 Ks.</td>
</tr>
</tbody>
</table>

Sales for Stations — Service for Accounts

National Broadcast Sales

TORONTO: 220 Bank of Commerce Bldg. - AD 8895
MONTREAL: 106 Medical Arts Building - FL 2429

"GREAT TO SEE YOU, CHUM!"

Lionel hits the highway every day during the tourist season to officially greet visitors on behalf of merchants promoting Moncton's uptown shopping district.

The "Tourist Talks", a daily CKCW feature, obtains tourist views and reactions regarding their Maritime holiday, offers information on tourist attractions and presents those interviewed with souvenirs. "Tourist Talks" is a "LIONELIZED" show, combining commercial and public service features, selling both consumer product and Maritime beauty.
will be happy to supply you with all information as to rates, availabilities, market data, etc., on these live Radio Stations:

CHSJ Saint John
CKCW Moncton
CJEM Edmundston
CJBR Rimouski
CKVL Verdun
CKSF Cornwall
CFJM Brockville
CJBQ Belleville

CHOV Pembroke
CFOS Owen Sound
CFOR Orillia
CJBC Toronto
CKLW Windsor
CKY Winnipeg
CJRL Kenora
CFAR Flin Flon
CJNB North Battleford

CHAB Moose Jaw
CJGX Yorkton
CKLN Nelson
CFPR Prince Rupert
CJIB Vernon
CJOR Vancouver
ZBM Bermuda
TBC Trinidad

REVIEWs

Story Time

Story Time, a refreshing treatment of historical incidents in B.C., has developed in a few months into one of the interesting afternoon programs on the air in Vancouver. Sponsored by the Parent-Teacher Federation, the scripts are prepared and read by Pamela Stephen, sister-in-law of the Canadian poet and anthologist, A. M. Stephen. It goes on CKMO for a quarter hour from 2 p.m. Wednesdays. The piece tries to help listeners realize the great drama and interest inherent in the history of the opening of the west. Mrs. Stephen has a good, colorful yarn-spinner's voice, and the saga and feeling of the days she describes are brought home forcefully.

Her programs are based on such characters as Alexander Mackenzie, Simpson and Simon Fraser and the Indians with whom they fought and traded. She tells the stories against an effective background of fur trading and exploring in 18th century Canada.

Some of the most gripping yarns are based on lesser known incidents such as that of the white man who was slave to an Indian chief, or the Indian woman of the Nootka tribe who paddled out to meet Captain Cook, the British explorer.

This program is an attempt to encourage further reading of Canadian history among those who are familiar with it, and to interest those who have given it little attention.

Many listeners in their 30's, who remember the dry-as-dust Canadian history texts which spoiled a really fascinating subject in their school days, welcome Story Time as a pointer to renew their interest in a wide and varied historical subject. Even if you want to pursue the subject no further, the piece is a thundering good quarter hour's entertainment.

—Francis

$3.00 a Year
($3.00 for 2 Years)
insures regular delivery of the
Canadian Broadcaster
and TELESCREEN

SELL YOUR MARKET
by knowing it!

Research means "let's find out". It's the job of highly trained fact-finders—men and women able to get the facts about advertising and selling. It's the sharpest tool of common-sense marketing. We can help you know more about your product, market or advertising with a complete marketing research service:

- Radio Surveys
- Consumer Panel of Canada
- Opinion Surveys
- Product Testing
- Copy Testing
- Trade Surveys

Absolutely reliable research makes your advertising dollar go further. Write or telephone:

International Surveys
LIMITED
TORONTO:
1541 Yonge Street
EL. 2554
MONTRÉAL:
1541 Mont Royal Bldg.
LA. 4200

It's a Steel and Paper Country
Reach 14,000 Radio Homes
All Within 7 Miles of Our Transmitter

ANNUAL PAYROLL
$24,000,000 OVER

See J. L. Alexander
Toronto Montreal
McGillivray USA
Now is the Hour . . .

One of the most surprising aspects of post-war Britain, if you overlook the amazing ramifications of the Socialist government, is the way the Tories have finally come into the open and are getting their story across to the public by every ingenious means they can devise. It is a tragic thought that they let the war-stunned people of the United Kingdom elect a Socialist government by failing to present a positive program of their own in 1945. As far as we in Canada are concerned, it would be equally tragic if those of us who believe in competitive business let our `local brand of socialists attain power simply because we had let our Conservative party — or Progressive Conservative as they are called — continue to shilly shally with hit and miss "propaganda" with the accent on the last syllable.

Earlier this month, it was our privilege to visit the head-quarters of the British Conservatives in London, and to converse with their virile young publicity chief, Mr. Colin Mann.

Instead of a few minutes polite conversation with a stranger from Canada who could not be of any earthly use either to him or to his cause, Mr. Mann went through dozens of pieces of literature, which he allowed us to take away with us, and placed us on his mailing list for further material. We left his office convinced that the Conservatives are in the fight to win.

Sitting in this office we could not help remembering how, a few weeks previously, immediately before the Ontario election, we had enquired about joining the Conservative Association for the district in which we live. The official we addressed expressed mild pleasure at the idea. He was not quite sure whom we should approach, but felt that it really was not urgent since "our Associations are not very active between elections, Mr. Lewis."

There is need here and now for a permanent establishment of efficiently run Conservative offices across Canada, pursuing an unending and relentless publicity program, backed by hard-working local associations which will help in the dissemination of the success story of Canadian business in the largest and the smallest communities in the country.

The future existence of radio, press and everyone who buys or sells anything is vitally affected by the threat of Socialism. We have seen Socialism at work, so we know that its tide can only be stemmed before it sweeps over the shore.

If we, as a paper or an individual, can lend our aid in the establishment of a permanent publicity plan, our services are available. It must be remembered, however, that the story has to be carried right into the enemy's camp. Talking to ourselves isn't worth a damn.
STATIONS

Price Mention Formula

Kelowna, B.C. — A proposed plan for the introduction of price mention on the air commencing Sept. 1 was worked out at a meeting of the British Columbia Association of Broadcasters at Kelowna.

The action was the first official move taken by the B.C. group since its formation last spring.

The move came on a resolution by J. W. B. Browne of CKOV, who was host to the B.C. station managers. Forwarded to the CAB, the resolution recommended that price mention should be limited to "one price mention, or range of prices, per commercial."

This is qualified, however, with the suggestion that the price might be repeated during each reading, something like this: "Zilech's tooth powder costs only 96 cents, that's 96 cents."

On this basis, the price of a product actually would be mentioned six times during three commercials on a half hour show.

The B.C. group felt that their proposal was the most straightforward so far heard, and better than other more involved formulations which have been suggested to deal with the introduction of prices while staying within the bounds of good taste.

Other resolutions asked additional representation for B.C. on the CAB Board of Directors; and a co-ordinated campaign to further the cause of broadcasting in B.C. by the appointment of a committee on promotion.

The conference was the first annual meeting of the B.C. Association, and those attending were George Chandler, CJOR Vancouver, president; F. H. Elphicke, CKWX; R. T. Bowman, CKMO; M. V. Chestnut, CJVI; Bill Res, CKNW; Jack Pilling, CHWK; J. W. B. Browne and J. Browne, Jr., CKOV; Ian Clark, CFJC; Eric Aylen, CJAT; Charles Pitt, CJIB, and Reg Beattie, CKOK.

To Visit U.S. Small Market Stations

Owen Sound, Ont.—Thirteen out of a total of thirty-two stations responding to a questionnaire which asked them to name the tentatively titled Small Markets group, stated that they were in favor of the name Community Markets. Three were in favor of Local Markets, three asked for Non-Metropolitan Markets, one suggested Small Markets, and three original suggestions for Rural Markets, Hometown Markets and Secondary Markets were also put forward. Nine respondents offered no suggestion.

Ralph Snelgrove of Station CFOS, Owen Sound, director of the newly named group, who was responsible for circulating the questionnaire, will shortly be going on a trip to the U.S.A., where he will visit a number of small markets stations to obtain a local-level impression of the NAB's set-up in this direction. He will also confer with J. Allan Brown of Washington, who will pass on information gathered by the NAB.

Snelgrove will submit a report of his findings to the CAB directors at their September meet.

A circular aimed at gathering information on the size of sales staff, method of compensation and approximate volume of business handled by each salesman will also be sent out to each member station. The results of this survey will be condensed and distributed to the Community Market member.
Radio Communications

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

LOOK TO

Northern Electric
COMPANY LIMITED

26 DISTRIBUTING HOUSES ACROSS CANADA
RADIO MASTS and ANTENNAE OF ALL TYPES

Now in Use from Alaska to Newfoundland

Structures available in both welded and bolted construction, fully galvanized. Our plant is specially equipped to design and fabricate all equipment of this nature.

The CANADIAN BRIDGE COMPANY LIMITED
WALKERVILLE, ONT.

the gang’s all here for a half-hour of sizzling comedy!

STARRING

arthur TREACHER, brenda MARSHALL
jan FORD, harry VON ZELL

IT’S TESTED! IT’S PROVEN! IT’S TERRIFIC!

$10,000 worth of top comedy talent at
LOW, LOCAL RATES!

Here’s a TOP BUY for your sponsor . . . a star-studded audience-builder for your station. Audition it now for October commencement!

ALL-CANADA PROGRAM DIVISION
VANCOUVER CALGARY WINNIPEG TORONTO MONTREAL

HONORARY DEGREE FOR BILL MURRAY

Florida—A citation conferring the Honorary Degree of Doctor of Laws on W. E. Gladstone Murray, formerly general manager of the CBC, was recently given here by the Florida Southern College.

Honoring his records in war and his association with the League of Nations, as well as his early interest in fields of radio and aeronautics, the citation states that he “brought his international mind to the Broadcasting Company of Canada with the result that it became a model for the industry on a world-wide scale.”

P & G UPS AUGER

Toronto.—The Procter & Gamble Co. of Canada Ltd. announces the appointment of F. S. Auger, formerly manager of the advertising department, to the position of director of advertising. Auger will be responsible for the advertising of all the company’s major brands of soaps, shortening and shampoos.

TO FREELANCE IN EAST

Winnipeg.—George Salverse, one-time CKRB continuity writer and latterly penner of Eaton’s Home Service League chatter, is moving east on a free lance basis. He will probably make his headquarters in Toronto.

TO COVER OLYMPICS

Vancouver.—Bill Herbert, CBC special events man at Vancouver, will leave shortly for Britain where he will cover the Olympic Games for the CBC and also act as correspondent for the Vancouver Sun.
OPINION

Airing Politics

For our subject today we will consider the possibilities of broadcasting the sessions of the provincial legislative assembly, a proposal which pops up from time to time and is obviously such a splendid, democratic idea that nothing whatever is done about it.

I am resurrecting the suggestion at this point because of some lessons to be learned from the continuous broadcasting of the Republican Party's nominating convention.

Opinion on those broadcasts has been sharply divided. Some pundits profess to believe that they revealed the delegates and speakers as good-hearted, enthusiastic, spectacular Americans. Others (including this department) felt that the broadcast served to show up a crowd of provincial windbags and the seamy side of American politics.

These extreme differences of opinion, democratically healthy in themselves, are possible only because the proceedings of that Philadelphia circus were exposed to the open microphone.

None of the newspaper or magazine stories came as near to capturing the atmosphere or the tensions or the spirit of that congregation as did the naked sound.

Senator Bricker's speech, for example, could be read in a newspaper with no more result than a yawn or a shrug. Heard on the air it would either fill you with an emotional fervor or (as in my case) prompt sleep.

The broadcasts reinforced my opinion that a microphone can be a powerful medium in educating the people, yet if used often, select their representatives to Victoria or Ottawa, and forget all about them until the next election rolls around.

Let's consider this proposal purely from the standpoint of broadcasting the daily sessions in Victoria.

To begin with, that is a fascinating and absorbing performance, a place of lively and important debate every bit as compelling as any open forum or round table program on the air.

You would not realize this unless you've occupied a seat in the spectator's gallery. There is a fine clash of personalities and ideas. The issues themselves, even those rating a paragraph or two in the prints, are rarely dull.

Most important of all, the spectator can weigh the merits and sincerity of the members who compose this personal continuing observation. There are certain gents in that august chamber, for example, who are so intellectual and ill-equipped for their task that they would obviously get the royal heave-ho if any large numbers of their constituents could observe them in action.

The placing of microphones within range of those voices would be the next best thing to a ringside seat.

There are several ways in which this eavesdropping could be produced. In Saskatchewan, where the first North American experiment in this kind of thing was carried out, time was allotted to the various political groups by a radio committee. The allotment was on the basis of representation in the House or the same kind of policy that the CBC had in its free time for politicians. It seems to me this system has grave weaknesses. It means that only a certain portion of the proceedings broadcast and that, within that time limit, the members will obviously be "mike-conscious" and very aware that they are being listened outside.

A better plan would be to transcribe the entire proceedings of the day to be "edited" later into an hour's program, designed to give not merely the important debate, but the most interesting and entertaining. With that material, any competent radio man could produce a stimulating show. The "Hooper" rating in Saskatchewan topped every program at its time.

The real pioneering in this kind of political education was done in New Zealand which began broadcasting the proceedings in its House of Commons in 1936 (to combat a hostile daily press) and in Australia, which broadcast parliament on the air a couple of years ago.

Some of the results of the Australian experiment are reported by Albert Norman in a recent issue of the Christian Science Monitor. He writes that taxi drivers, elevator men, bank officials and a general cross-section of the population have surprised him by profacing a remark with: "I was listening to parliament last night..."

Richard J. F. Boyer, chairman of the Australian Broadcasting Commission, is authority for the statement that the program has been no mere novelty, but that the broadcast is continuing to increase its number of listeners.

"In Australian experience," Norman writes, "the broadcasting of parliament is paying rich dividends in citizenship which are increasing in value as more and more people come to appreciate the great central institution of their freedom. At a time when ready access to public information is recognized as a condition of freedom, unquestionably this service becomes a bulwark of that freedom."

Sounds reasonable to me. Of course, there may be governments who'd rather not risk any needless exposure.

—Jack Scott, Vancouver Sun

WATCH FOR IT!

The Office of MART KENNEY is developing a P.R. practice which would further Radio's Community Relations and spotlight Radio as a medium of Public Service.

Watch For The News-Break.

THE OFFICE OF
MART KENNEY
125 DUPONT STREET
TORONTO, ONTARIO

ARE THEY HAPPY?

The other day CJCA broadcast announcements directed to all Indians resident in reservations in Northern Alberta. They were being called to their annual rally—BY RADIO. It's a far cry from the days of smoke signals and tom-toms. Who knows... the "first Americans" shown above may be sprucing up a bit for that very event.

This just goes to show that the modern way of life is reaching into the most unexpected places.

Same thing radio. More and more businesses—you, even the most unexpected businesses—are turning to that most modern way of advertising—RADIO.

Many of the 271 advertisers now using CJCA are using radio for the first time. Are they happy? Ask them!

EDMONTON

COULD BE VERSE!

THERE WAS A YOUNG MAN FROM ONTARIO
WHO THOUGHT THIS INFORMATION QUITE RARE-YOU-KNOW
BUT OUT HERE IN THE WEST
EVERYONE KNOWS THE BEST
BUY IN MANITOBA IS CKRC — 6-3-OH!

Mr. Ontario Timebuyer,
Toronto.
A Summer Schedule
Boosts Summer Sales . . .

A vast summer audience of well-to-do listeners, in holiday mood, awaits you here. Erase that seasonal dip in the sales chart for this territory. For rates and availabilities consult our nearest National Representative — Horace N. Stovin & Co., Toronto and Montreal; A. L. Garside, Winnipeg; Donald Cooke Inc., U.S.A.

PROGRAMS

Letter From Home
Vancouver. — The Western Canada woods are so full of English and Scottish people, to say nothing of the Irish and the Welsh, according to manager Bob Bowman of CKMO Vancouver, that he has started a special dodge to keep them in touch with home.

Bob scratched a note to the London News Chronicle to say that if anyone had relatives or friends on the Pacific Coast and wanted to send them a message he’d be happy to oblige.

The note ran in the paper on Wednesday, June 16. The following Monday there were 30 letters from U.K. on Bowman’s desk, and they’ve been piling in ever since.

He handles most of the requests on Open House, which runs through a good part of the evening on CKMO, some on the British Empire Program and some on the Children’s Hour.

Wally Garrett will handle the stuff regularly, and if the flood of mail continues, Bowman is really going to start a program called Letter From Home.

He’ll likely get plenty more stuff like the note which said the writer had a brother on Spadina Avenue, Toronto, and would he play something for him.

The station sends a card to the people the messages are aimed at, to make sure they listen, and then sends another back to U.K. to assure the writer his commission has been carried out.

HOW THEY STAND

The following appeared in the current Elliott-Haynes Reports as the top national programs, based on fifteen key markets. The first figure following the same is the E-H rating; the second is the change from the previous month.

<table>
<thead>
<tr>
<th>DAYTIME</th>
<th>English</th>
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<tbody>
<tr>
<td>Big Sister</td>
<td>17.4</td>
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<tr>
<td>Ma Perkins</td>
<td>13.6</td>
</tr>
<tr>
<td>Pep Boys Young</td>
<td>14.9</td>
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<tr>
<td>Read Of Life</td>
<td>14.4</td>
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<tr>
<td>Lucy Limited</td>
<td>14.4</td>
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<tr>
<td>Right To Happiness</td>
<td>14.3</td>
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<tr>
<td>Life Can Be Beautiful</td>
<td>13.4</td>
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<tr>
<td>What’s Your Beef?</td>
<td>11.4</td>
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<tr>
<td>French</td>
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<tr>
<td>Jeanneau D’or</td>
<td>22.9</td>
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<tr>
<td>Rue Principale</td>
<td>23.2</td>
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<tr>
<td>Le Quart D’heure</td>
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<td>Le Magasin Rancourt</td>
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<td>Francis L’ouvrière</td>
<td>16.3</td>
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<tr>
<td>Concert Chorale</td>
<td>17.9</td>
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<tr>
<td>The Platter Corner</td>
<td>6.6</td>
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<tr>
<td>EVENING</td>
<td>English</td>
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<td>Lux Radio Theatre</td>
<td>36.9</td>
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<tr>
<td>Charlie McCarthy</td>
<td>26.9</td>
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<tr>
<td>Fibber McGee and Molly</td>
<td>24.1</td>
</tr>
<tr>
<td>Fred Allen</td>
<td>18.6</td>
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<tr>
<td>Album of Familiar Music</td>
<td>18.6</td>
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<tr>
<td>Kraft Music Hall</td>
<td>17.3</td>
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<tr>
<td>Twenty Questions</td>
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<td>Share Your Wealth</td>
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<td>Warner and Shuster</td>
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<td>Meet The Town</td>
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<td>Metropolitan</td>
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<td>C’est Quoi? Ami</td>
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CHUCKWAGON CITED

Vancouver.—The Advertising Association of the West, which is made up of a group of ad agencies from Mexico to Alaska, recently gave a special award of recognition for originality and significance to the Burns Chuckwagon program at their convention held in Sacramento.

Sponsored by Burns & Co., Calgary, Alberta, the show is produced by Fred McDowell, radio director of James Lovick & Co. Ltd., Vancouver, with musical direction by Harry Oswe.

MERCHANDISING

CJR’s merchandising department has no competition in Vancouver. Along with the large staff of producers, writers, announcers and technicians, the new CJR merchandising department is on its toes... ready to introduce you to our “bonus advertising”. Call our Reps and see for yourself samples of work being done continually for other accounts.

Represented by: H. N. Stovin (Canada)
Adam Young Jr. (U.S.A.)

OUR 21st YEAR
5000 Watts, 600 K.C.

CHUCKWAGON CITING

Vancouver.—The Advertising Association of the West, which is made up of a group of ad agencies from Mexico to Alaska, recently gave a special award of recognition for originality and significance to the Burns Chuckwagon program at their convention held in Sacramento.

Sponsored by Burns & Co., Calgary, Alberta, the show is produced by Fred McDowell, radio director of James Lovick & Co. Ltd., Vancouver, with musical direction by Harry Oswe.

THE ONLY STATION THAT COVERS BOTH HALVES OF THE "Vancouver Area"

DAY AND NIGHT

GOING AHEAD WITH EDMONTON

CANADA’S FASTEST GROWING CITY

5000 WATTS

www.americanradiohistory.com
Vancouver. — More than 100,000 letters from all over the northwest section of the continent have poured in to the "Remember When" contest staged by Billy Browne of CJOR Vancouver for Dueck-Chevrolet Oldsmobile Ltd.

The winning letter was pulled from the big tub on the day of the opening of new showrooms, and the ceremony was performed by Leo Swee-ney (caught bending), the man who keeps hollering on behalf of the B.C. tourist industry that it never rains there. No, sir.

First prize was a Chevrolet Fleet-line sedan, and others ran through a Bendix washer, electric range, phonograph, set of silver, year's supply of gas, and so on.

Billy Browne, who is seen at the mike (open collar) with son Billy Jr., runs a "Remember When" contest each week. He plays an old tune from his vast personal collection of old records, and the first letter opened with the right title is the week's winner.

For this big special contest, one letter per week per person was allowed, and they've been piling up for weeks for the opening of the new showrooms.

For this one, contestants didn't even have to guess. They just had to hope Swee-ney grabbed their letter.

AGENCY RADIO EXECUTIVE AVAILABLE

Nine years agency radio experience-writing, production, supervision. Besides radio department routine and writing has highly specialized knowledge covering sportscasts, quiz, drama and musical programs. Also years of successful selling.

Presently employed but seeking greater scope for development. Available two to three weeks.

Box S
CANADIAN BROADCASTER, 371 Bay Street, Toronto

Between You and Me!

THE MAJORITY OF HALIFAX MERCHANTS ADVERTISE --- OVER

CJCH

5000 WATTS
of selling power

Ask RADIO REPRESENTATIVES LTD.
TORONTO MONTREAL

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

CFCN

The Voice of the Prairies Ltd.
CALGARY, ALBERTA
10,000 WATTS
Coverage to "wrap up" a community!

CFCY

5000 WATTS
630 KILOCYCLES

Reps.
All-Canada Radio Facilities
Weed & Co. in the States

CAN DO YOUR ADVERTISING JOB... CAN OFFER ADVERTISERS AT ONE LOW COST...

1. CONCENTRATED COVERAGE in twenty-three counties... 
2. LISTENER LOYALTIES — built by twenty-four years service to the public in an area with a population of over half a million...
3. LARGEST RETAIL SALES MARKET in our 50 to 100% B.B.M. area...
OVER THE DESK

The next time I fly to England, I'm travelling LSMFT. First it was American Air Lines. That was way back in 1958. Two cocktails on each trip, that's what they promised me. And did I get them? Not a thimble full. One going over and none on the way back. That was my score. Last month it was TCA. They didn't promise any drinks. No sir. It might prove dicey for the WCTU against the Liberal government if they did that. But money is a different matter. So outside the three mile limit they open the bar, and let you quench your thirst at reasonable prices. If the government air line shows a smaller deficit this year, you still promise me the saving to the taxpayer.

But TCA did let me down when they promised me a ride each way in a pressurized plane. It wasn't pressurized. Neither of them was. I haven't the slightest idea what advantage would be, because, like drinking champagne for breakfast, I've never tried it. So the answer is -- What are you baying about, when you don't know whether you would have liked travelling in the astronomical equivalent of a pressure cooker?

It is a fair commentary. But that isn't my beef. What I am griping over is that you get in the plane, realize you have grounds for complaint, start mentally composing a letter to the president or whatever he is called, work yourself into a perfectly delectable fury over the misrepresentations of the government arch line. You invent at least seven new adjectives you are bent on using as soon as you get around to it. Then TCA displays its sinister and evil guile. Just when the thermometer on your internal pressure cooker is registering boiling and you're ready to turn out a letter that, in terms of acrid venom, will make the Lewsile column read like a love song, the most angelically musical voice you ever heard, twitches in your ear: "Are you quite comfortable, Mr. Lewis?" As if this didn't make an attempt to soothe my diabolical savagery, which she must have divined, was not enough, she made her voice sound so sincere that any less precious than I would have been quite sure she meant it.

I started twisting my bulk around to let her have it with both lungs. I'd show her I couldn't be swindled first and then cajoled by feminine wiles. I'd tell her what I thought about nationalized business in general and nationalized aviation in particular, I'd tell her.

And then an amazing thing happened. I turned to let my tongue do its damnedest, and instead of all the vitriol I had stored up for this moment, I heard a voice that sounded miraculously like mine cooing with a pleasant tone that could only be described as odious in its sweetness: "Everything is just w-o-o-d-e-r-f-u-l!"

There's the trouble with nationalized business. The government is so damn smart. They man their aircraft with such charming people, you just can't say what you want to say. It's totalitarian. That's what it is. But you just wait. I'll find a way to get on it.

* * *

As you may have judged, I'm back. So recent is my return, I have not had time to get the desk back to its usual glorious state of disarray.

HITS BIG TIME

New York--Harry W. Junkin is directing NBC's new drama series, Radio City Playhouse, from New York.

Born in Calgary, he received his education in Winnipeg, attending University of Manitoba. During the war he served for a short time with the R.C.A.F. at Rivers, Manitoba. In recent years he was employed with Cockfield Brown, both in Toronto and Montreal. Before going to New York, he was with the H. N. Stovin office in Montreal.

As well as producing the new NBC series, Junkin will write the majority of the scripts.

LATEST COUNT!

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

C H W K
"Voice of the Fraser Valley"

The constant demand for music by the Waltz King has made the WAYNE KING SHOW one of the most successful programs ever packaged for local sale.

AUDITION IT NOW!
NEW YORK'S RADIO ROW
by Richard Young

New York, N.Y.—Actually, few people will deny that Selective Broadcasting, as the medium, has too much of a hold on the industry as well as the public. It's interesting to note that many of these persons in the industry against a name change are included among those who do not know what type of broadcasting is described by the word Spot. In a recent informal survey of agency personnel, some 34 time buyers were asked what type of broadcasting comes to mind when the term Spot Radio is mentioned. Exactly 11 gave the right answer while 23 were wrong! Most of the time buyers said that Spot consisted of "musical programs or announcements of 1 minute or less." Another agency buyer stated: "I believe most people think of Spot Broadcasting as being the use of announcements rather than programs, although professional time buyers doubtless know that the term covers local broadcasts as distinguished from network." (Every man to his own opinion.)

Paul H. Raymer, head of the Paul H. Raymer station rep company, was the first (and just about the only) rep to officially adopt the name Selective. We've since learned that Mr. Raymer believes that Selective should be used as the name for the medium but that it should be broken down into two distinct classifications. Mr. Raymer says these two subdivisions should be (1) Programs and (2) Spot (there's that word again) announcements.

The campaign certainly hasn't failed because of a lack of suggested names. Among the many suggested are: Flexident, High Spot (you just can't get away from it!), Radio, Unit Radio, Market Broadcasting, Radio Sellines, Impact and—here's a honey—Interlude! But, there may still be a spark left only since last week a leading official of the National Assn. of Broadcasters told your reporter that the NAB would be happy to sit down with the reps or any other group to discuss a new name. We'll just have to wait that one out.

... 

The latter part of this month, NAB president Justin Miller will launch a two-and-a-half month coast-to-coast tour of the various NAB districts in a campaign designed to aid the broadcasting stations in operating under the much publicized Standards of Practice code. As reported in this space last issue, the code has yet to show any effect whatsoever on U.S. radio, but NAB executives assure us any changes will be gradual. As for the major networks, all four have announced that they will be operating under the new standards by Jan. 1.

However, there have been reports that some stations have run into some difficulty in interpreting the language of some of the code's provisions. An obvious puzzler, and one we've dwelled on to some great length in earlier issues, is the section opposing programs that "buy" the audience instead of relying on entertainment. This is of course is also a major stickler for the networks who right now are wallowing in giveaways—much to the delight of the greedy humans but to the disgust of radio's more permanent and faithfull listeners.

This, then, is one of the problems Mr. Miller no doubt hopes to solve during his swing around the country. This correspondent holds deep respect for Mr. Miller, but we fear he really has his job cut out for him trying to change the thinking of radio's program executives. Most observers agree that these gentlemen are doing more to put television over than are video's own publicity hawks. At any rate—we'll all behind you, Mr. Miller.

... 

Not too long ago in this column, at a time when other publications were practically burying radio because of a number of cancellations by sponsors, the only news item in the line up was set (which isn't to date), the gloom boys would be forced to sing a different tune. This is just by way of reporting that early trends point to confirmation of the fact.

Two of the networks, for example, are telling of new advertising successes. NBC, we're told, during the first six months of 1948 racked up an 8% gain in volume over the same period last year. Also, CBS reports that on the basis of business on the books, the Network will show a boost of 3% for the first nine months of this year over last. This doesn't seem to be the type of evidence that prompts crying the blues—and all indications point to a fairly successful fall season.

The listener participation gimmick of calling the home-audience by telephone is given most of the credit (7%) for the success of the giveaways. Now the ABC network has hopped on with another bright idea which it hopes will spark the interest in its programs. What's Mr. Raymer to believe it or not—instead of the program's emcee, Arlene Francis, calling the listeners, the listeners will be invited to call her with the answers to the jackpot question! From any place in the U.S., but call collective, of course. This, my friends, is IT!!

on the cuff notes...

Understand Canada's own Fletcher Markle will be the director of the Ford Theatre program when it moves from NBC to CBS in October. Markle's current popular dramatic series, Studio One, will probably have been dropped from the CBS schedule before this reaching the printed page. 

Red Button Test-

Mighty Mike Sez... Actual survey in combined audience surveys in nine Saskatchewan cities both day and night CKCK received 31.5% average of their combined listening audience on 20 network features.

The Buckle of Saskatchewan's Money Belt

CKCR
REGINA
5000 WATTS

www.americanradiohistory.com
CCAB—
AN IMPORTANT SYMBOL IN BUSINESS PAPER ADVERTISING

People who read a business paper published under the CCAB insignia know they do not receive it because theirs happen to be the handiest mailboxes. They know that they have been chosen, with great care and at no small expense, as people to whom the articles and information published in that paper are aimed. They know that the publisher has chosen them, and then has sat down and addressed himself to them, because he knows that their interest will attract attention to his advertising messages, which will earn him advertising support.

CCAB Audits supply the publisher, and his advertisers with three analyses of readers: (1) quantitative (how many), (2) qualitative (who they are) and (3) location (where they live).

CCAB Audits add to the effectiveness of advertising in CCAB publications, because they supply authentic circulation information to advertisers and their agencies which enables them to direct their sales messages to a specific market.

This Publication is a Member of the Canadian Circulations Audit Board.

This advertisement is the first in a series, designed to familiarize business paper advertisers and their agencies with the added value to them of placing their advertising in CCAB member publications.
Washington.—Discussions between the FCC and the Department of Transport reaching as far back as December, 1947, blossomed forth with the issuing, by the FCC, of tentative Canada-U.S. TV channel allocations.

The report states that these allocations are necessary to prevent undue interference through both countries using the 54 to 69 mc and 174 to 216 mc frequencies for TV broadcasting. It is also recognized that directional antennas may be used advantageously in certain instances to reduce interference, and it is expected that assignments will be made on the basis of omnidirectional antennas.

Assignments which are more than 250 miles from the nearest Canada-U.S. border point need not, according to the report, be specified as they have no international significance. The only exception to the rule would be in the case of unusual power or antenna height.

The following allocations are thus specified for points within 250 miles of the border, and are based on an effective radiated power of 30 kw with an antenna 500 feet above average terrain, except where otherwise noted:

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<tr>
<th>Location</th>
<th>Channel No.</th>
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<td>Nova Scotia</td>
<td>Antigonish 6</td>
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<td>Yarmouth    2</td>
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<td>Windsor     11</td>
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<td>Bridgewater 13*</td>
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<td></td>
<td>Truro       13*</td>
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<td>Prince Edward Island</td>
<td>Charlottetown 2.4</td>
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<td></td>
<td>Summerside 12</td>
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<td>New Brunswick</td>
<td>Sackville   8</td>
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<td>Fredericton 2</td>
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<td>Rimouski    2</td>
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<td>Riviere de Loup 8</td>
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<td>St. Hyacinthe de La Pocatiere 12*</td>
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<td>Hull        2</td>
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<td>Ontario</td>
<td>Cornwall    12*</td>
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<td>Ottawa      5, 8, 10</td>
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<td>Brockville 13*</td>
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<td>Belleville 4*</td>
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<td>Chatham     12*</td>
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<td>Windsor     9</td>
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<td>St. Thomas  8*</td>
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<td>Sarnia      12*</td>
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<td>Sault Ste. Marie 2</td>
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<td>Fort William 3</td>
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<td>St. Boniface 10</td>
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<td>Watrous     3</td>
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<td></td>
<td>Saskatoon   6, 8</td>
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</tbody>
</table>

FOR THESE ARTISTS
- Bond, Roxana
- Cowan, Bernard
- Dennis, Laddie
- Elwood, Johnny
- Fitzgerald, Michael
- Hamilton, Lee
- Lockerbie, Beth
- McCance, Larry
- Nelson, Dick
- O'Hearn, Mona
- Rapkin, Maurice
- Russo, Ruby Ramsay
- Scott, Sandra
- Wood, Barry

Day and Night Service at Radio Artists Telephone Exchange

BCC ISSUES TENTATIVE CANADA-U.S. CHANNELS

London, England.—British TV presentations are going to make swift progress, according to an article in the summer edition of the British periodical TELEVISION, once the green light is given. The red lights to such an advance are, at present, lack of finance and studio space and the inability to develop production experience owing to both these limitations.

The BBC, operators of Britain's TV service, are unable to divert too much extra revenue from its coffers to the new medium as viewers only contribute in licence fees an approximate $240,000 of the $48,000,000 collected from listeners. The article points out that, with a proportion of four hundred listeners to one viewer, the viewer has little complaint as to the amount allocated for his entertainment, also that he is at present getting far more value in the way of entertainment than his $8.00 yearly licence fee will pay for.

Studio space is very restricted at Alexandra Palace, transmitting H.Q. of the organization, and advancement in production and technical methods is therefore limited. Rehearsals for programs are hit particularly hard by the lack of space and shows are unable to hold a full dress rehearsal in the studios until the day of the program, the pre-dress rehearsals being held in a room devoid of sets or cameras. This deficiency has already been pointed out to the BBC bigs, and TELEVISION in a recent article asked why the BBC mushroomed its many broadcasting activities in buildings all over London, and yet was apparently content to leave TV its postage stamp allocation of space.

The four hundred odd TV staff are, nevertheless, putting out a very high standard of programming, and Producer George More O’Ferrall was a recent recipient of the British TV Society’s Silver Medal. Programs in the main are similar to those in the U.S. with the exception of the absence of advertising in British TV. British viewers have sports, dramatics, quiz, musicals, household hints, special events and children’s shows as their day-to-day entertainment.

British viewers were recently given a little relief from the high purchase tax on TV sets when Chancellor of the Exchequer Sir Stafford Cripps, after representations from the Radio Industry Council, reduced the tax by half to its pre-budget level. A $280.00 set previously carrying a $128.00 tax now retails for $344.00. This step, coupled with the opening in a few months of the BBC’s second TV outlet in Birmingham, with a projected third transmitter to operate from the Midlands, should boost the 30,000 viewer total considerably.

TV ON VIEW
Toronto.—The public got a glimpse of TV in action here recently when Danforth Radio Co. Ltd., co-operating with Stewart-Warner, turned over its main store to an evening preview of programs beamed from WBEN-TV, Buffalo. Static reared its ugly head for the first thirty minutes of the preview, but reception after this was remarkably good especially considering that the set was situated on a busy city street, and that Toronto is at the extreme limit of WBEN’s TV pattern. The TV station presented highlights of the Democratic convention in Philadelphia, which was broadcast live by NBC-Life using the kinescopic transmitted film process, with latest news flashes and visual commercials interspersed.

FOR MORE INFORMATION CONTACT:
American Radio History, Inc.
430 Fort Street, N.W.
Washington, D.C. 20001
(202) 546-3226
www.americanradiohistory.com
Teevee Action

New York.—The American Broadcasting Co. will spend approximately $1,600,000 to remodel its newly acquired building here which will serve as the network’s television headquarters.

The new studios, in the former New York Riding Club arena, occupy a six-story city block between 66th and 67th Streets just off Central Park West. The Arena will provide ABC’s tele-network (and its Manhattan's WJZ-TV) with 2,000,000 cubic feet of working space. The main studio will measure 200 feet in length, 190 feet in width with a 45-foot ceiling.

NBC Television Network is reportedly conducting an extensive survey of the nation’s television habits.

The Radio Manufacturers Ass’n reported that transmitter equipment sales for the first three months of 1948 amounted to $1,682,815.

New TV markets scheduled to open up shortly are Atlanta, Ga., Miami, Fla., and Albuquerque, New Mexico. Atlanta’s station WSB-TV expects to start on-the-air tests Aug. 15. Miami’s WTVJ due on the air any day; and Albuquerque’s KOBY-TV hopes to debut sometime in August.

CBS network’s key station in New York, WCBJ-TV, has purchased a new five-kilowatt transmitter and switchboard designed to give its viewers better pictures because of the signal’s higher quality and less interference because of higher signal intensity. New equipment is expected to be installed before the end of the year.

Tele-film producer Jerry Fairbanks, Hollywood, will film a new 26-program situation comedy series for the NBC network at the Chuburucano Studios in Mexico City.

ABC Television will televise the popular radio series, America’s Town Meeting, over stations WJZ-TV, New York, WJZ-AM, Philadelphia, WMAL-TV, Washington, WAAM, Baltimore, and WNAC-TV, Boston. The series will be sold as a co-op to local advertisers.

Payment on a royalty basis for actors doing TV film work, was suggested by Ronald Reagan, actor, and president of the S.U.S. Screen Actors Guild, speaking to the Hollywood Ad Club.

Keeping its TV wheels turning, Chevrolet has allocated $450,000 for TV advertising up to the end of the year.

Five o’clock shadow which was a headache for telecasters at the GOP convention, was part cured at the Democratic convention in Philadelphia by stations and nets calling in tappings and make-up pictures.

The change of U.S. TV stations paying their way for the next couple of years are remote, according to DuMont TV network director Lawrence Phillips, who predicts that it will be at least 1959 before the scales are balanced.

$1,840,929 was the outlay for the major radio and TV nets for covering the GOP and Democratic conventions. This includes cancellation costs for commercial TV and AM programs.

Don’t take a Chance

in your BUSINESS life when you advertise over CHNS. The station is popular with most people on the mainland of Nova Scotia, ensuring a big audience and an attentive audience. When you advertise over CHNS is BOUND to sell.

Plant YOUR advertising dollar in productive soil—it will multiply by using the facilities of CHNS.

CHNS

Broadcasting House, Halifax, Nova Scotia

FEDERAL FIELD INTENSITY METER

Orable, carried easily, unit weighs only 29 pounds.

Compact, over-all measurements are: Length 15”; Height 11”; Depth 9”.

It is unpacked, set up and in service in a matter of seconds.

A single control tunes the loop, and the two oscillators, in one operation. Vernier tuning is provided for fine accuracy.

Built-in coils span entire frequency range—no plug-in coils are used.

The loop is electrostatically shielded to insure a high degree of accuracy.

Calibrating circuit employs vacuum tube volt meter in place of thermocouple instrument to obtain rapid indications.

Automatic amplitude control circuit is incorporated in the calibration oscillator to maintain output substantially constant over each tuning range.

Sensitivity range: 29 Microvolts to 10 Volts per meter.

A jack is provided to connect with a recorder for continuous reading of field intensities. A switch changes scale readings from linear to logarithmic.

Measurements may be taken from automobile while it is in motion.

The meter may be employed to measure radiation patterns of directional antennas.

Write Federal for complete information on electronic tubes for your requirements—Dept. 106.
Thanks ... to
T. Milburn Co. (BURDOCK BLOOD BITTERS)
and their agency
Atherton & Currier, Inc.
who renewed
CHVC after 9 weeks test

IN THE NIAGARA PENINSULA
because CHVC Niagara Falls
... serves the
180,000 listeners of the Niagara Peninsula better than any other radio station.

* 1000 WATTS STRONG
J. L. ALEXANDER
Toronto Rep.

B. H. BEDFORD
President

TECHNICAL

RCA Develops Miniature Mike

A new miniature velocity microphone which is smaller than a pack of cigarettes and has the sensitivity of the finest broadcasting microphones is now in production and will be available shortly, it has been announced by RCA Victor Company.

One of the smallest broadcast microphones yet developed, the low-cost RCA “Bantam” velocity microphone (Type KB-2C) is designed for use in radio studios, at remote broadcasts, at conventions, and in clubs. The unit is so small that it will not hide the faces of singers, speakers, and others using it. It fits comfortably in the palm of the hand and weighs only 12 ounces, making it ideal for use at remote pickups.

The diminutive size of the RCA KB-2C is made possible by designing the magnetic structure as a part of the case. New highly efficient magnetic materials employed in the unit have also contributed to the reduction in size, while retaining an output level comparable to the larger, conventional types of microphones.

The built-in swivel which is part of the case allows the microphone to be tilted forward or backward through an angle of approximately 30 degrees. A switch located under the swivel pivot makes it possible to select bass response for voice or music. The voice position is useful for performers who must work close to the microphone, or in studios with long reverberation periods at the low frequencies.

The bi-directional characteristics of the KB-2C provide uniform frequency response between 80 and 8,000 cycles within a symmetrical figure-eight pattern. The RCA microphone is shock-mounted and has low hum pickup as a result of special transformer design. Its effective output level is –56 DBM. The three output impedances of the unit, in accordance with RMA standards, are 30, 150, and 250 ohms.

ONE-ARMED OPERATOR
Winnipeg. — Pete Taylor, CJOB operator, caught himself a big chunk of bad luck recently when he toppled down a flight of stairs and broke his arm. Pete is not expected to take his place at the panel for a couple of months.

BACK TO WORK
And now the staff won’t believe me when I say they should take over the column as they did while I was away.

INFORMATION PLEASE
What did the CBC’s 23 men who worked the Canadian Amateur Golf at Ancaster two weeks ago accomplish that a couple of independent broadcasters did not achieve with three men apiece?

OUT OF THE FRYING PAN
We found the BBC programs dull. Then we returned to Canada to listen to the summer replacements.

ONE MAN’S MEAT
Seeing that British listeners are gaga about Stewart MacPherson’s version of “Twenty Questions”, we are wondering whether they might not even go that way over the Canadian Broadcaster.

SALES PROMOTION
The people of Canada spend more time listening to the radio than anything else they do except working, sleeping and waiting for the elevator in our office building.

BUSINESS BAROMETER
The competitive spirit must be returning to business where that coffee shop across from the office starts putting the sugar on the table instead of doing it out parsimoniously lump by lump.

TRADE SECRETS
Paper is used in radio sound effects to imitate storms and thunder. The sound of real thunder, on the other hand indicates that paper is being taken out of envelopes.

POETS’ CORNER
“My gags are swiped,” the comic moans. “It makes me good and sore.” We quite agree with Mr. Bones. We’ve heard ’em all before.

REVELATION
The Dominion Bureau of Statistics has announced that the cost of living in Canada has risen.
Let's look at the facts! Sale of farm products in British Columbia in 1940 totalled cash income to the value of 29 million dollars. In 1945 that figure rose to 75 million dollars and in 1947 — 93 million dollars! Reach this rich market by radio!

B.C. — A Growing Province!

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

Chilliwack CHWK Kamloops CFJC Kelowna C Kov Nelson CKLN New Westminster CKNW Vernon CJIB Prince George CKPG Trail CJAT Vancouver CJOR CKMO CKWX Victoria CJVI Port Alberni CJAV
Yes, only 54 cents buys you 1000 potential radio homes... in the best listening hours... in Canada's richest market!

Plenty of advertisers have proved these "potential" CFRB homes are really there, too! Local advertisers... who are in a position to check day to day results from their radio advertising... report solid success with CFRB. So do national advertisers!

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 on CFRB you reach more homes for every dollar you spend.

A breakdown of latest figures shows that on CFRB after 7 p.m., you buy 1000 potential radio homes for 54c.

Between 6 and 7 p.m. you buy 1000 potential homes on CFRB for 36c.

At other times on CFRB you buy 1000 potential homes for 28c.

Make your radio dollar work hard for you—on CFRB! You'll reach more potential radio homes for less money... and you'll get results!