DOLLARS ROLL IN FOR BLUE BABY

Women's Editor Cited

Edmonton.—Special honorable mention in the Fifth Annual "Erma Proetz Award" competition, sponsored by the Women's Advertising Club of St. Louis, Missouri, has been received by Helen Kent of station CFRN, Edmonton.

Helen Kent, in private life Mrs. Eve Henderson, received the award for outstanding work in the field of public service in the organization of "The Friendship Club of Edmonton" through the daily quarter-hour program, "In the Woman's World," sponsored by the C. Woodward Ltd., Department Stores.

Helen Kent's accomplishments in the broadcasting field include the winning of a Beaver Award in 1946 and a Billboard Award in 1949.

To Advise CKCO

Toronto.—Jack K. Cooke, president of CKEY, Toronto, has been retained as "consultant" of CKCO, Ottawa, starting May 30, according to an announcement by CKCO Ltd.

According to the statement, Cooke will "advise the owners on programs, sales and technical problems." Application has been made to the Department of Transport to change the call letters to CKOY.

Heads CBC, Newfoundland

Ottawa.—William F. Galgay, formerly general manager of the Newfoundland Broadcasting Corporation, was re-elected CBC Regional Representative in Canada's newest province, it has been announced by Dr. A. Frigon, CBC General Manager.

Galgay became program director and announcer of station VOCM, St. John's, while teaching school there in 1925. In 1930 he joined RCA Victor, in St. John's, and later moved to the sound-picture division of the Northern Electric Company.

After serving as manager of Newfoundland's Dominion Broadcasting Company from 1932 to 1939, he was named general manager of the Broadcasting Corporation of Newfoundland, which operated stations at St. John's, Gander and Corner Brook until the recent transfer to the CBC.

CAB Travel Schedule

Ottawa.—The CAB has issued the following transportation information for the benefit of people attending the CAB Convention at the Algonquin Hotel, St. Andrews-by-the-Sea, N.B., June 13-16. Times stated are for Ontario, Quebec and U.S.A., AST, for the Maritime Provinces.

Flight 30, TCA.—Leave Toronto 9:30 a.m.; arrive Pennfield 11:55 a.m.

Flight 24, TCA.—Leave Montreal 12:15 p.m.; arrive Pennfield 3:20 p.m.

Train 42, CPR.—Leave Montreal 7:40 p.m.; arrive St. Andrews 10:20 a.m.

Flight 632, Eastern Airlines.—Leave New York 6:45 a.m.; arrive Boston 9:30 a.m.; leave Boston 9 a.m. (TCA Flight 301); arrive Pennfield 12:30 p.m.

Flight 344, American Airlines.—Leave New York 10:15 a.m.;

FEEMAN HAS SECRET WEAPON FOR CAB

M. Freeman, C.B.C. Director of Sales and Station Services, who presides at present such a plan to have his members in convention at St. Andrews-by-the-Sea June 13-16, maintains that "while OTO's programs are being checked and rated on their individual merits, the newspapers are pounding out their daily circulation pieces, secure in the knowledge that readership of the individual illustrations is not being wasted. Radio's country-wide circulation yardstick," he points out, "is his mother to Toronto. A total of $1,300 was collected.

In addition, Mr. and Mrs. Pear- son, neighbors of the Andersons, after hearing about Johnny, wrote to their parents in Toronto and arranged for Mrs. Anderson to stay with them while Johnny is being treated in hospital. And Don Mackay contacted Controller Innes of Toronto and asked that he give special attention to the welfare of the two Canadians whose journey his station had made possible.

In the above photo, Norm Pringle, production manager of CJCJ, takes pledges over the phone; Mackay acknowledges the names over the air.

Bor Iman Don Mackay, manager of station CJCF, Calgary, one of little 10 months old Penny Anderson, a “blue baby,” at the hope there was for him medical attention could be ob- tained in Toronto. So for five years CJCF devoted its entire program schedule to obtaining easy to send little Johnny and

www.americanradiohistory.com
Only with SELECTIVE RADIO can you control local timing!

... and you select only the stations that pinpoint your most profitable markets!

It's harder nowadays for the advertiser to stretch his dollar—harder to show profitable sales results on a limited advertising budget. That's why so many radio advertisers are turning to SELECTIVE RADIO for economical selling!

SELECTIVE RADIO is the opposite to buying a fixed group of stations, which broadcast simultaneously without regard for different time zones and different local peak listening times. With SELECTIVE RADIO, you treat each station individually—you select an effective local time on that station's program schedule—unhampered by time-zone difficulties.

With SELECTIVE RADIO, you cut waste also by selecting only those stations that cover your profitable markets—choosing from thirty ALL-CANADA stations across the country.

Let SELECTIVE RADIO help you pinpoint your audience—when they're listening! Call the ALL-CANADA man for full information.

All-Canada in the Maritimes

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

All-Canada Radio Facilities Limited

Vancouver • Calgary • Winnipeg • Toronto • Montreal
It would be interesting to know what Dean Hughes' reaction would have been if he had been asked in 1939 to write scripts for "The Craigs" to run ten years. It may have been one of a slow grins ending in almost a smirk inferring you can't fool script writer." Or it may have been one of his famous beams when his eyes practically dance muttering "you're kidding, of course."

Having launched this show on an eleventh year, it could happen just that way. "The Craigs," you probably know, is the dramatic portion of the CBC Farm broadcast. Frank Peddie and face Webster, as Mr. and Mrs. Craig, with George Murray and Joe Hill, as their son and daughter, make a perfect set-up.

There is no doubt that these two actors deserve much credit if you can avoid the fact that script-writer Hughes has made show very down-to-earth and realistic.

To start any day tuned to CFRB is good and the other day, along other things, I heard Stanuncs doing a short spot of news that sounded as though it might have been his own thoughts. While it is only a five-minute spot, it sounds almost rehearsed, or maybe it was the anxiety to crowd the information. Ruth Springfield carried the banner for the sponsor, Griffis Limited, and there was a very clever gal.

Having given you the facts on the CFRB, Ye Litor burst out of my speaker as confusing with "No Holds Barred." (There is no truth to the rumor that a printed publication spelled the word "bared.""

I'm stating that I will not be accused of apple-polishing. I want, sincerely, to go on record as being of the opinion that Dick's style and delivery are something new and most acceptable in the way of "talk" broadcasts, and listening (by Dominion, I hear) was so smooth, easy to listen to. use of his informal, apparently unhearsed, conversational style is the subject matter of this series, at least to date. with promise of continuing as in the future, is of paramount importance to every thinking person in Canada, for that matter, in all freedom-loving countries today. May I recommend "No Holds Barred" to your listening attention? (No other man would make this claim.)

J. M. JANSKY, Jr...
Top U.S. Radio Consultant Told The Federal Communications Commission...

"1000 Watts on
550 Kc.
EQUALS
75,000 Watts on
1,500 Kc."

With a 500 Kc. frequency and 150 acres of ground area CFRB gets Amazing Coverage.

Mr. Frank Ryan, Radio Station CFRA, Auditorium, Ottawa, Ontario.

Dear Mr. Ryan:

Early last October I was one of a party of six hunters who went to James Bay for a vacation and also to shoot some geese.

For this trip our party charters a small freighter and takes a cruise several hundred miles north on the east coast.

During the evenings we were anxious to hear the news from the outside world and had a small portable battery radio on board.

As an advertising man, I was interested in the Canadian radio stations we could hear and was very impressed with the clear and strong signal from CFRA. It became a regular part of our radio routine and I want to congratulate you on such an extensive coverage.

Sincerely yours,

R. G. SMITH & SON LIMITED

Adam P. Smith, President.

Don't take our word for it... read what ADAM F. SMITH says. He listened to CFRA at JAMES BAY! It wasn't any freak. Mr. Smith says... "it became a regular part of our radio routine." Take the word of an advertising man that CFRA has AMAZING COVERAGE! To make your advertising pay... INCLUDE CFRA... it blankets the rich Ottawa Valley from Pembroke to Montreal!

THE STATION THAT MADE OTTAWA RADIO CONSCIOUS.....

CFRA
Do compose myself in mellow mood today, noting that my faithful secretary has placed a newly-mended quill in its place, no doubt as a hint that this message is overly late in reaching the long-suffering news-sheets which do print it ⋅ ⋅ ⋅ Do feel mightily encouraged, in looking over the radio scene, to observe that many private-enterprise stations are truly realizing their opportunity to build themselves in the affections of local listeners by truly serving the community in a way no other stations can do, no matter their size. For those stations did one and all get loyal behind Army Week, and give it full and valuable support. Do believe that Community Radio Week is one which should be encouraged, in that it gives stations the opportunity to tell listeners what they freely do for them all fifty-two weeks of the year ⋅ ⋅ ⋅ For example CFJM Brockville does feature what they call a "store-opening service," wherein they take listeners on a tour, by radio, of a merchant's place of business, and have already in this year so made known no less than forty-five store openings ⋅ ⋅ ⋅ A bow to CJOR and Vancouver's Dick Diespecker, who received first prize and also honorable mention from the Institute for Education by Radio, an affiliation of Ohio State University at Columbus ⋅ ⋅ ⋅ Do rejoice at yet another indication that the gentry of advertising are a good-hearted crew, Ramsay Lees (Ruthrauff and Ryan) being regrettably faced with a one year stay in a Sun., decided while there to improve his mastery of the French tongue, hearing which, A. J. Denne and R. O. McKeown did rummage through their vault and come up with some Linguaphone discs, and in this thoughtfulness present them as an aid to study ⋅ ⋅ ⋅ ⋅ ⋅ ⋅ As evidence of the pulling power of CHSJ Saint John do note that their ten-minute daily program "Who's Talking," sponsored by a local laundry, has drawn over twelve hundred letters in a single day ⋅ ⋅ ⋅ Which remindeth us, too, that the highest percentage of sets turned on in all Canada is found in the Maritimes; and therein, the highest percentage city is Saint John ⋅ ⋅ ⋅ Being all for tonight, and so to bed.

**AGENCIES**

**McKim Advertising Ltd.**
Toronto. — The Progressive-Conservative Party has an extensive radio campaign including series of transcribed one-minute, five-minute and fifteen-minute spot programs going to all English-speaking stations except Quebec and beginning May 10.
The Ontario Fruit & Growers' Association starts May 30 over CFRB, Toronto, the five-minute five-week "Mary Garden's Market Basket" which runs through until the end of the year.

**R. C. Smith & Son Ltd.**
Toronto. — The National Liberal Party has scheduled a series of transcribed dramatized spot announcements over all Ontario stations. The campaign started at a cross-section of the listening audience and spotlighted at various times of the day, runs through until June 24.

**William Orr & Company**
Toronto. — The Canadian Congress of Labour has scheduled a series of transcribed spot announcements to commence over 20 stations coast to coast and running through until June 24.

**Walsh Advertising Co. Ltd.**
Toronto. — The Department of Trade and Commerce has scheduled a flash announcement campaign over all Toronto and Hamilton stations and CKDO, Oshawa, to commence May 27, advertising public days at the International Trade Fair to be held in Toronto May 30-June 10.

**McConnell Eastman & Co. Ltd.**
Toronto. — Suchard Canada Ltd. (Chocolate Bara) has a flash announcement campaign going to CKEY, Toronto, along with a transcribed series over CKEY, Toronto, until June 10.

**Harry E. Foster Advertising Ltd.**
Toronto. — The Globe & Mail is sponsoring the running of the King's Plate from Woodbine Park on May 28. The running commentary, handled by Foster Buck Dryden, will be heard over a wide network of Ontario stations, originating from CFRB, Toronto.

**Spitzer & Mills Ltd.**
Toronto. — Quaker Oats has started a series of transcribed spots over 11 stations coast to coast until June 20.

**Russell T. Kelley**
Toronto. — Toronto Motor Car Ltd. has started the 15-minute "The 19th Hole," a golf show featuring sportscaster Dave Peat and heard Tuesdays and Thursdays over CFRB, Toronto. Prominent golfers are guested on each program and answer questions sent in by listeners. Gordon MacIvor takes care of the commercial.

**J. Walter Thompson Co. Ltd.**
Toronto. — The Shell Oil Company of Canada has started campaign of 54 transcribed spots over each of eight British Columbia stations.

**WANTED**

MANAGER for Station CFAR, Flin Flon, Manitoba. Must have sound practical experience in Commercial Radio and be capable of handling administration and directing operations of newly equipped 1000 watt Station. Married man preferred. Please give in first letter full details of experience, qualifications, salary required, references, etc.

**Arctic Radio Corporation Limited**
436 Main Street, Winnipeg, Manitoba.

**Horace N. Stovin & Company**

**Canadian Broadcasters & Telescreen**

Magiz, May 25th, 19
Why Can't Capital Organize?

The time is ripe for "Business" to have a look at what is going on around him and do something about it. Socialists, called by our Prime Minister—our present Prime Minister—"liberals-in-a-hurry," "work in organized bodies to destroy our economy, which we should like to term our "Main Street" economy. They work endlessly and together to achieve their end. Labor is working in organized bodies, led trade unions, to get the last possible cent out of the people who employ their services.

Government, as it has been constituted in Ottawa over the past decades, is an object and has contributed to gain for self more and more bureaucratic power at the expense of those who once its operations through fantastic taxation, and we mean employers and employees in business.

And what will you find on the other side? You will find this. You will find the bankers getting their heads together to save the banks of business. Similarly you will find broadcasters conferring with broadcasters; newspapermen with newspapermen; insurance men with insurance men; manufacturers with manufacturers; merchants with merchants.

Let us ask the banker who worries for the predicament of the publisher, the manufacturer who loses sleep for the plight of the merchant, or vice versa.

Until that happens—until business as a whole comes out of its countermovements, forgets its personal and individual problems, and takes a broader view of the entire structure of the system, the path before it will be a stony one indeed, no matter what political party holds sway in Ottawa.

Let's steal a plank from the platform of the Socialists, and organize. Let's take a leaf from the book of the unions and organize. And let's do it. That this organization of ours is designed for further survival—though continued usefulness—not just the shoe store or steel foundry, the newspaper or radio station in our own city, and in which we happen to be personally interested. Let us rather be strong enough to bury our petty personal prejudices, even if it means standing up and doing battle for our closest and keenest competitor. Let us show the organized forces that are arrayed against us that we are organized too. Let us show them that the purpose of this organization is not our own personal gain at the expense of our clients, our customers and our employees, but rather a studied effort to make the tried and proven "Main Street System" flourish, because of the benefits it bestows on owners, employees, customers and everyone.

And how about a name for this organization? Let's not hide behind a high-sounding meaningless name. Let's call it what it is—"The Canadian Congress of Capital."

Every man and woman in Canada owes his or her living directly or indirectly to the tried and proven system under which we have grown to great nation's true functionaries. We, as business, are capitalists, be those businesses mammoth factories or some corner store. Every one of us who is employed in a business, derives his or her living from the capitalistic system. Every one of us who has a bank account or an insurance policy, or who has made a down payment on a house or car, is a capitalist. Capitalism is something to which we owe everything we own, whether as a nation or as individuals. Let's make capitalism continue to work by being proud of it.

The Parable of the Talents

The phenomenal success enjoyed by the CBC, in the recent Ohio Institute for Education by Radio, should bring forth the unqualified approbation of every Canadian writer, artist, and producer. They have shown themselves able to hold their heads high, when the submissions made to the Institute by the CBC on their behalf, succeeded in beating the four American networks in the number of awards they carried off.

Does this not indicate wherein the CBC's true function lies? Does it not show that the CBC possesses an amazing aptitude for production of the cultural type of radio, and that in its efforts to utilize the public's air time to sell soap and nostrums, it is depriving the public of the function it was designed and is paid to perform?

It has long been the contention of this paper that there is a very real need for the CBC to fill. And this is developing a national culture for Canada by radio. Its recent successes in just this field indicate beyond any question that it is fully qualified to do much more than an adequate job in this field.

When, as and if the Royal Commission on broadcasting and the other arts sits, it should be brought most forcefully to its attention that Canada has this able organization, splendidly equipped to perform this important task. It should be pointed out that this tremendous ability is being prostituted abominably when it is compelled to play street corner vendor to make ends meet. It should be urged to recommend that the CBC be given an adequate grant, like a school, a university, or any other educational body, to operate a cultural network. And as for the commercial side of broadcasting, this should revert to where it belongs, to the business firms and their advertising agencies and to the private stations, who have shown themselves able, without imposing any burden at all on the public purse, to cater to the likes of that part of the citizenry that prefers a rather more mundane type of entertainment to the cultural broadcasts of the CBC.

The Quality of Mercy

The CAB is trying to find a point somewhere between radio's policy of helping all worthwhile charitable organizations and being a complete sucker.

When CKWX, Vancouver, found it was giving away time in promotion spots and other devices out of proportion to revenue, they introduced Don McKinnon's "Promotion Yardstick," which mathematically gauges the amount of free time to which an advertiser is entitled, based on the amount of money he is spending.

Worth-while appeals, lacking promotion funds, will always have radio's whole-hearted support. But for those organizations which accept free time and spend some of its fruits on other media, some system comparable to the "Promotion Yardstick" could and should be applied.
"There are a lot of spenders in this world. In fact, spending money is one thing a lot of people are more good at than anything. The game is still more interesting when one can spend the other fellow's money, and that is the basis of these few thoughts.

Radio advertising is an interesting and important business. Unfortunately, radio has never grown up.

The lordly newspaper sets a pattern which radio might well note and learn from. Let us imagine a scene in a large metropolitan newspaper office. The manager of the advertising department has a caller, a Mr. J. Cadwallader Squiggle. Mr. Squiggle has never spent a bean with the newspaper in his life. He, however, has spent a lot of money in radio advertising, but he thinks that maybe newspaper space can do a little something for him. The advertising department manager is busy, but a new customer is still a new customer and he can spare a couple of moments to give him the glad hand and the friendly heave-ho.

Mr. Squiggle speaks: "Mr. Hxmnf, I'm happy to make your acquaintance. You know, of course, why I'm here. I'm seriously contemplating trying your medium for the promotion of a new product of our company. Of course, we've always used radio and, if I do say so myself, under my personal direction and constant supervision, I've made radio advertisements a job for my products." (Mr. Hxmnf cogitates with fishy look in his eye.)

"Now, Mr. Hxmnf. I have drawn up my idea of a little campaign—nothing elaborate to start with, you know—but I think I'll experiment with a thousand line contract—of course, I shall probably use ten thousand to start with. I'm sure we shall figure this initial contract at the ten thousand discount rate to save retroactive discount allow again later.

(Mr. Hxmnf eases back in his chair and takes a firmer grip on the arms.)

"Now, here's what I have in mind, Mr. Hxmnf. We'll run eight pieces of advertising, then you can take a telephone survey to see just how we're pulling—er—oh, and by the way you'll run a dozen mentions of our billboards around town on your newspapers appearing in your page and a couple of times a week. Of course, the pre-appearance running shall be called it, of a dozen or twenty smaller copy ads. One column will do for a start, or perhaps a couple of dozen inch ads spread through your want ads, may be a gimmick that would do a good selling job—er—"

(Mr. Hxmnf cleared his throat choked with emotion, no doubt. "All this space is additional to your thousand line contract, of course. The rates are different on want-ads space than they are on display space. And this billboard business you'll have to take that up through your agent with a posting advertising company. We don't sell poster advertising.

Mr. Squiggle looked nonplussed.

"In addition to the contract—take up with poster advertising company?

"And," continued Mr. Hxmnf, "some survey business—what that is?"

"Why, a telephone survey nothing elaborate, of course.

Don H. Copeland has been linked to the radio advertising and recording industry for a quarter of a century. Perhaps he has more claim to inclusion in the "Quarter Century Club" than any man in the business in Canada, for he has never, during that time, been in any other line of business. He is an advertising realist, believing that, in the final analysis, "bunk" has no place in advertising, and that a clear statement of honest claims will get more and keep more customers than all the superlatives and blown-up statements on flimsy foundations in the world. You may not agree with what he says in this article, but if you differ, and have a good argument, these columns are open to everything except personal abuse.

For any information on Quebec Market No. 2
Telephone: WIRE or WRITE to
Jos. A. HARDY & CO., Ltd.
On Market No. 2
Telephone: WIRE or WRITE to
Jos. A. HARDY & CO., Ltd.
MONTREAL QUEBEC TORONTO
CHRC QUEBEC 5000 WATTS
CHNC NEW CARLISLE 5000 WATTS
CHLN TROIS RIVIERES 1000 WATTS
CHLT SHERBROOKE 15 WATTS
CKRS JONQUIERE 250 KWENOGAMI WATTS

"Spend your money—sell my goods"

by

DON, H. COPELAND

"Spend your money—sell my goods"

by

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"Spend your money—sell my goods"

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"Spend your money—sell my goods"

by

DON, H. COPELAND

"Spend your money—sell my goods"

by

DON, H. COPELAND
A TIP ON TACTICS —

No political candidate can successfully conduct a campaign from outside the riding he hopes to represent. At election time he’s meeting as many people, shaking as many hands as he can in surroundings familiar to the electorate.

Are you seeking votes for your product from far-away places? Take the politician’s tip and shake hands where it will do the most good. Meet the folks who cast the dollar ballots in the Oshawa market through CKDO, the station they listen to more than twice as much as any other.

Get CKDO facts from:

JAS. L. ALEXANDER
Canada

WEED & COMPANY
U.S.A.

CKDO
OSHAWA, ONT.

More People in the booming ALBERTA market Listen to

CFCN
THE VOICE of the PRAIRIES
CALGARY

*See the 1949 BBM survey report OR ASK RADIO REPRESENTATIVES LTD.
New York — There’s a new craze sweeping the U.S. and like the Black Bottom of years ago everybody’s doin’ it! The current fad of all concerned with the broadcasting and advertising professions is the forecasting of the date when radio will be pushed into the background by television.

Some of the alleged experts (and the size of their salaries should make them experts, anyway) say it’ll take video two years. Others say five years; others ten and so on. However, the latest and from all counts the most authoritative forecasters seem to agree on five years.

For instance, Wayne Coy, chairman of the Federal Communications Commission, speaking at the 19th Institute for Education by Radio at Columbus, Ohio, on May 5, said that “five years from today most Americans will be getting most of their broadcast information, education and entertainment from television.” At that time, Mr. Coy predicted that 40 to 50% of the homes will have television sets.

The FCC chairman pointed out that this would mean considerable loss of revenue for AM radio. “Radio broadcasting faces not only the loss of some of its revenue to television, but it may face a more serious consequence as a result of television,” Mr. Coy continued. “There will be a very considerable readjustment of night time radio programming within the next five years and a more drastic revision of it in the following years.

However, despite all the hullabaloo over sight-and-sound, Mr. Coy does not foresee AM broadcasters giving up the ship at an early date.

Meanwhile the distinguished advertising agency, Batten, Barton, Durstine & Osborn, Inc. released a study this week which found that the opinion of most experts is that it will be another five years before video passes radio in importance.

The study disclosed that 65% of those queried feel that television will move in front of radio by the end of 1954 and 77% feel that it will be more important than radio by the end of 1957. 87% said that radio will not die off as the silent movies did and 10% said that it will.

These changes, the study found, might include fewer networks, greater use of regional and rural and local stations and a definite future for radio as a daytime medium. In addition, the executives suggested that radio will be useful both to small advertisers and to those wishing to supplement their television coverage.

Actually, our feeling (and the feeling of many others) is that we’re not too sure of the benefits of the many predictions we’re being fed these days—but there they are.

David Sarnoff, chairman of the board, Radio Corp. of America, took Radio Row by surprise last week when he shed his high-office cloak of dignity and offered his comments on the CBS talent raids on NBC.

Mr. Sarnoff, in addressing the annual RCA stockholders’ meeting, said that “we could have matched the millions involved in such skyrocket bidding had we been indifferent to the interests of our stockholders, artists and clients.” Mr. Sarnoff declared that “time will show there is no profit to the network, the sponsor or the artists in the purchase of over-priced talent packages.”

The RCA chairman continued: “Commercial program costs must be measured by what radio is able to deliver to advertising sponsors. According to recent trade reports, some of the so-called assets purchased in these talent raids already are dwindling.”

Mr. Sarnoff was no doubt referring to Jack Benny whose rating on CBS, after hitting new highs in the early weeks, has continued to dip—probably to the surprise of no one except some CBS officials. You may recall that several columns ago we said incidentally, to get back to the stockholders’ meeting, Mr. Sarnoff announced that RCA’s profits in the first quarter of this year exceeded the same period the previous year. Consolidated gross income for the first quarter ’49 was $92,327,827 compared with $88,035,272 in ’48. Despite this bright outlook, Mr. Sarnoff warned that the entire year will be a more difficult year than 1948.

Few media executives will disagree with Mr. Sarnoff on that point.

On the cuff notes... Their talk that the CBS net’s Ozzie and Harriet may concentrate their television now that the domesti comedy team has called it quits with its present sponsor, International Sterling... Seals may drop the Dottie Loom show on NBC... And CBS planning to ditch Mr. Ace a Jane after the broadcast on M. 24... Ed Gardner, star of NBC’s Duffy’s Tavern, has asked for and received release from a contract with Bristol-Myers. I may make the jump to Columbia... ABC network’s Lone Ranger and Betty Crocker Magazine the Air have been renewed... General Mills for another 5 week swing... The Goldbergs a big hit on television, return to the airlines September 2 on CBS and bank-rolled by Sani-Coffee. Sponsor has dropped it... Jack Carson show... Finance’s requirements to complete 6 Broadcast Measurement Bureau Study No. 2 are 85% assured according to acting prexy K. Baker... and that’s the ne’t till next issue.

There is only one BEST way to cover the most industrialized French-speaking counties of QUEBEC...+... by the multi station penetration of “THE GROUP”+... FRENCH RADIO ASSOCIATES LTD. Owned and Operated Co-operatively by CKVL - CKCV - CHLT - CHLN - CJSO - CHEF VERDUN - MONTREAL QUEBEC SHERBROOKE TROIS-RIVIERES SOREL GRANBY

Paul LePape, President Alphée Gauchier, Treasurer Marcel Provost, Secretary

*The GROUP means six stations operating together under the subsidiary network rules of the CHC — sold as a GROUP.
Complete line consists of 250 Watt, 1 KW, 5 KW (shown) and 50 KW transmitters—Antenna Coupling-Phasing Equipment and Accessories.

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

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

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

Northern Electric
COMPANY LIMITED
CKWS is a Better Buy!

Each time segment on CKWS was a good buy in 1946:

- a better buy in 1947;
- and an even better buy in 1948.

In 1949 it's the best buy yet!

Listening Audience Reaches a New High—

Daytime Average 91.4%*
Evening Average 89.9%

Use Better-Buy CKWS to sell the rich, well-balanced Kingston market.

CKWS Kingston
5000 WATTS 960 KCS.
CKWS - FM

Get the facts from
NATIONAL BROADCAST SALES
TORONTO: 5320 Bank of Commerce Bldg. - AD. 8805
MONTREAL: 106 Medical Arts Building - FL. 2139

*Elliott-Raynes—Daytime December 1948—Evening March 1949

AWARDS

CBC Heads Awards

Toronto.— Five programs of the CBC have carried off top honors at the thirteenth annual exhibition of education programs at Ohio State University, Columbus, Ohio. With four American networks and the CBC competing for awards, the exhibition featured the radio programs of an educational nature considered the finest to be produced this year on the North American Continent.

Besides the five first awards the CBC took a special award and three honorable mentions and the runner-up, the National Broadcasting Company, qualified for four firsts.

"Wednesday Night," the CBC Trans-Canada network program, now in its second year, received the special award "for the inauguration of a weekly block of programs for a mature audience."

The citation continued: "The series, which included the arts of literature and music in various broadcasting formats, is intelligently conceived and skillfully produced. This venture, new to American and Canadian audiences, is deserving of the highest praise."

... Other Canadian programs winning awards were: "Way of the Spirit," written by Canon J. E. Ward and Earle Grey, and produced by Rupert Caplan; "Stage 42," produced by Andrew Allan; "We Build a Nation," a National School Broadcast series written by Orlo Miller and produced by Kay Stevenson; "Canadians At Work," written and produced by J. Frank Willis for National School Broadcasts, "Exploring the Backshelf," planned and produced by P. J. Kilty of the British Columbia Department of Education, with script by Ellen Harrington, and narration by Dick MacDonald; "Ecoutez," written by Miss S. Boyles and produced by Peter McDonald for the B.C. Department of Education broadcast.

Another winning program was "Stories of Today and Yesterday," a feature of the International Service of the CBC and prepared for broadcast to Australian listeners. This program was prepared by Frank Edwards and produced by Neville Friend.

The four-day sessions at Columbus included radio officials from the United States, Canada, England, and France, and observers from many other countries... CJOR Honored Twice

Vancouver.— Only private station to be cited by the Ohio Institute was CJOR, Vancouver, which copped a first and an honorable mention at the recent affair. Dick Diespecker, CJOR production manager, Beaver Award winner for 1948, won the station a "first" for his documentary series, "Destination Palestine and his citation read: "For Furthering International Understanding." The program was aired by the station as a contribution to the United Jewish Appeal.

"This Week in History" was an honorable mention in the "News Interpretation Section." It was written by Diespecker, who also produced it with the assistance of Dorain Baird, CJO promotion manager.

This is the third year in succession that CJOR program have won "firsts" at the Institute. In 1947 Diespecker's "March Progress" was singled out and in 1948, "Town Meeting in Canada," produced by Arthur Helft and now heard on stations from coast to coast, was the winner.

This year 761 programs were entered, and 201 of these were from the networks. CJOR was therefore competing with 56 private stations.

Dick Diespecker

"FIRST IN THE MARITIMES"

"Check Our BBM Circulation and Find Out That We Reach More Radio Homes Than Any Other Private Station East of Montreal."

CFCY CHARLOTTETOWN, P.E.I.
5000 WATTS 630 KILOCYCLES

In Canada: All-Canada Radio
In U.S.: Weed & Company
Over The Desk

skipping this column last week as done something to us. Bards receiving countless letters from our grateful readers, "The Desk" is now overflowing its limits, and will be out into the Hall. This week, Benson, "The Desk" is in, else...

All Radio Row and then some reversed on Private Dining room in the Royal York Hotel last week, thanks to a lucky old Friday, May 13, for (CKCW) Lyons' annual appearance, with two kinds of food, and beer, of the inimitable nite. The Lobster.

Radio men, agency men and persons gathered themselves until there was a succulent sea-grasshoppers fest from their ears, following which a number of them proded to the ball game, while our scribbler was forcibly taken to an office and relieved of their backs in a not entirely game of five and ten.

Fred Lyons comes in for an special orchid this year because his appearance in Toronto followed closely - too closely - on a whole of a spell in bed. As usual he stood in the wings and watched us gorge ourselves, because, as he once so neatly put it: "he hates the damn things."

Bob Bowman, now settled in as manager of station CFBC, Saint John, reports that his station in a minia of margarine in the Province of New Brunswick. A matter of hours before procured to a bill regulating the sale of margarine, someone on the station's news staff noticed at clause 4 in the bill provided that margarine sold in the province must not contain any soy product. Since one of the items is skimmed milk, this provision would have outlawed a butter substitute entirely.

Bowman, still presumably a at heart, broke the story on the air, with result that the government was flooded with telephone calls and letters. Action on the bill was delayed two weeks as result of the broadcast.

Back on the air some time now after its re-issuance of its license, JDC, Dawson Creek, B.C. mannered by former CFRN-site Lew Roskin, recently contrived the escape of three youths who stole two jeeps from the United Gasoline Company. Spots re-

available

Hear ye! hear ye! Radio engineer, 27, single, Bachelor of Science degree, 4 years as RCAF signals officer, extensive studio and transmitter experience. Presently employed with Maritime station. Desires change offering greater challenge and opportunity to develop ideas.

Box A-18
Canadian Broadcaster & Telescreen

American tracks through the till-dusker is now broadcasting racing results from all North American tracks. In addition, the Toronto dawn-facilities of Daily Turf & Sporting News.

CKMO YOU MAKE FRIENDS in Vancouver when you Buy neighborly CKMO

CKMO 1000 WATTS 1410 on your DIAL

CKCH 1000 WATTS - 970 KC. RATINGS FROM 20.9 to 42.8 Representing between 80% to a high of 90% of all sets turned on during daytime hours. 385,167 French people in CKCH's coverage area - Ottawa, Hull and all or part of 19 surrounding counties. CKCH French programs outdraw nationally known programs.

CKCH Studios 121 Notre Dame St., Hull, Que.
Canadian Representative, Omer Remond & Co., Montreal, 1415 Stanley St. Toronto 51 Yonge St.
U.S. Representative: Adam J. Young, Jr., Inc.

The Wright STATIONS

CKAC - CHRC - CKRS THE BASIC TRANS. QUEBEC RADIO GROUP Your Greatest Penetration of French Canada

William Wright VICTORY BUILDING TORONTO

Available

Hear ye! hear ye! Radio engineer, 27, single, Bachelor of Science degree, 4 years as RCAF signals officer, extensive studio and transmitter experience. Presently employed with Maritime station. Desires change offering greater challenge and opportunity to develop ideas.

Box A-18
Canadian Broadcaster & Telescreen
NOT "JUST AS LARGE"
NOT TWICE AS LARGE
but
4 TIMES AS LARGE!

Yes—CJRL’s audience in Kenora-Kewatin and the Lake of the Woods is four times as large, and the power of your message is increased four times, in summer, when camps and cottages are open and vacationsists throng the beauty spots of the Lake of the Woods. 98% of the local merchants reach this huge bonus audience through the facilities of this station; CJRL is a must on YOUR summer schedule too.

Consult our nearest National Representative:
HORACE N. STOYIN & CO.
Toronto and Montreal
A. L. GARSIDE, Winnipeg
DONALD COOKE, U.S.A.

SPEECH DIGEST

Paging The Press

Condensed from an Address to the American Society of Newspaper Editors.

By JUSTIN MILLER
President of the National Association of Broadcasters, Washington, D.C.

It seems incongruous, not to say fantastic, that some representatives of the press are carrying on a last-ditch, bitter battle against any form of government encouragement, control or over the content, the gathering or the distribution of information, and, at the same time, giving no urging — the propriety of government control with respect to other information in the very process of news gathering and news distribution. It is time to remember that many of the toughest issues of history have arisen through the actions of men who in their day were not socialists. The criticism of one went long unremedied. The fact that radio broadcasting may seem to some of you a harsh upset, highly competitive, should not excuse the writing of editorials, upon constitutional questions, by your bureau of business officers.

Some base their arguments upon a fantastic distinction between entertainment, opinion, information and education. Surely, no one from the editorial side of the press could ladder such a proposition. Is drama entertainment? It is subject of education in all schools and colleges. Is fiction or poetry, entertainment? In the days when men were asked to criticize government, openly, in prose, non-fiction, as well as in description of Utopias, remote from the king and country whose government required criticism, was art entertainment? Then what of the proverb, “One picture is worth a thousand words”? What of the sales work for national and community causes which is done in comic strips and by radio performers? Must education, opinion and information be dull and lacking in qualities of entertainment? In order to be educational, God forbid! A little study in semantics will reveal the very close relationship between these various forms of communication.

Shall we allow the clever, strong government boys to divide us on such an issue or give them editorial ammunition with which to fight? The proposition reduces itself to absurdity when we remember that a trade journal may concern itself not solely with “entertainment,” motion pictures, then radio broadcasting and still be conceded the privilege of a free press, while the very subject upon which it lives—radio broadcasting or motion picture—can be stifled by government through the approval of some editorial writers.

Some undiscriminating editors rely upon the contention that because government exercised the control of the First Amendment does not apply to them. Have they forgotten that the press was licensed for a hundred years in England, and controlled by stamp taxes for another hundred years? Have they forgotten the causative factors leading to the adoption of the First Amendment? Who was the government exercised over the press in England and America through administrative licensing and taxing? Do they doubt business resourcefulness, strong government boys can find reasons for licensing you under the authority of the Commerce Clause and the Post Office Clause. A current air dispatch from Argentina suggests how easily it can be done under the government’s power to prevent monopolies, delegated by the Commerce Clause of the Constitution. The government seized 3,412 tons of newspaper from Buenos Aires’ two big independent newspapers today. The papers—La Prensa and La Nacion—were permitted to keep only enough to operate for one week. Henceforth, the government will dole out the supplies in small portions to Argentine newspapers. La Prensa and La Nacion, neither of which has been friendly to Juan D. Peron’s administration, were told they too would be given paper by the week. If licensing in order to prevent a power of engineering of broadcasting, warrants assertion of governmental power to prevent interference with and to control program content of radio stations, licensing to control distribution of newpaper to properly qualified stations, the public interest can accommodate the same end with respect to radio.

Some persons rely upon the contention that broadcasters enjoy a subsidy from government; that it is not to the government’s part, the news broadcast. It editors support this contention, then they are definitely digging a grave for the free news. Broadcasters enjoy no subsidy. They have licenses to transport in interstate commerce over channels which, legally speaking, resemble the channels of navigable streams. But the Supreme Court has said that the press enjoyed a real subsidy and a second-class mail privilege. Whether you agree or not, the point is that if are “helping” with the interest of strong government boys move in on you, they can cite chapter and verse from Supreme Court de
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IN COMMUNICATIONS
AVAILABLE IN CANADA

FEDERAL TUBES
with
LONGER LIFE
and
ENDURING
PERFORMANCE

In tube manufacture, the smallest details are a big factor in lasting performance.

That's why every Federal tube is subjected to the most rigid quality control and test procedure all along the line. For example, every tube gets X-ray tests to assure accuracy of internal construction details not otherwise visible. These and other exacting test procedures are the result of Federal's 37 years of experience in designing and building better tubes.

Write Federal for complete information on electronic tubes for your requirements — Dept. 800.

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MANUFACTURING CO. LTD., MONTREAL, QUE., CANADA

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9600 ST. LAWRENCE BLVD.
MONTREAL 14, P.Q.
B.B.C.  
Heads BBC in Canada

Toronto. — John Polwarth, recently appointed BBC Canadian representative, succeeding Michael Barkway, who resigned to join the editorial staff of The Financial Post, would never have got into radio if he hadn't dis-located his spine during a tennis game. John, now pushing forty, started out as an accountant, and had become principal of the Gregg School in London, before his accident sent him to hospital for three years. There, instead of languishing in bed, he wrote a lot of short stories and several times reached that goal of political writers, Punch.

BBC talent scouts were attracted by his writing, and when he emerged from the hospital, a voice test was arranged, and he found himself on the staff, as announcer-narrator-writer, specializing in the documentary type of features. Several of his scripts were used in the "Transatlantic Call" series, which were heard in the States over Columbia on an exchange basis. He also produced Grace Moore's last broadcast before she was killed in a plane accident.

After five years in charge of programs for N. E. England in his native Newcastle, where he met, in a BBC studio, his wife, Mary, who was then music organizer for the county of Northumberland under the Carnegie Scheme he came to Canada, as assistant to the BBC representative, replacing Gilbert Harding, who had been recalled.

A great deal of the BBC's work here, and in other countries of the Commonwealth, is livening up representative programs, interpreting the life and culture of the country, for broadcast in Great Britain.

Currently the drawings and paintings of children in East York township public schools are on their way over the Atlantic to be shown on television, while the artists' fellow pupils' letters of commentary are read into the microphone. Regular Canadian news letters, talks and other features are heard in the United Kingdom on such BBC programs as "News Reel." During next month's International Trade Fair in Toronto, no fewer than fifteen programs will be relayed to the British Isles.

During an Empire Day schools broadcast on "Royal Tours," British children heard a representation of the commentary by Pat Freeman, now with the CBC, on the occasion of the 1931 Royal Visit to an Indian village near Calgary. Pat, it will be remembered, accompanied the Royal party on their tour. It was then production manager, CFAC, Calgary, and was chosen by audition to go on the tour as commentator.

"The Yukon Trail," written by Michael Barkway and produced by John Polwarth, with a cast of Toronto actors, was broadcast in Britain last Boxing Day, and was received with such enthusiasm that it was rebroadcast all over the British Isles. It was then beamed by short-wave to the other Commonwealth countries, and is now available over the world through the BBC Transcription Service.

ANOTHER 1ST FOR THE VOICE OF HALIFAX

Since Feb. 7, 1949, Station CHNS has been broadcasting regular programs on both AM and FM.

So once again Nova Scotia's favorite station pioneers in the field of greater public service in Halifax.

MARITIME BROADCASTING COMPANY LIMITED

Win. C. Borrett, Managing Director

MIKE DEMONSTRATION

London, Eng. — John Snagge, who is in charge of Home Service Program Operations for the BBC, here demonstrates a collection of microphones used by the BBC since broadcasting started November 14, 1922.

Snagge is seen holding the latest type of lip microphone, which is sensitive for only a few inches and is used mainly for sporting commentaries.

Other mikes shown from left to right are: Marconi-ribbon microphone; moving coil microphone on a hand grip used now for outside broadcasts and street interviews; old type condenser microphone, shaped like a small bomb; the first really sensitive and easily portable microphone the Reiss carbon; the con-shaped Peel Connor, the earliest type of mike. Seen on the stool is the first moving coil microphone, the Round Sykes magnetophone which follows the Peel Connor. The Sykes was cumbersome and had to be housed in a case, the whole unit weighing about 12 pounds.

It was noted in the demonstration that, compared with late microphones, the Peel Connor lost all character and tone voice reproduction.

MIGHTY MIKE See...

The Greatest RURAL SURVEY EVER TAKEN IS ON THE WAY

SASKATCHEWAN'S TOP STATION

CKCK REGINA

Your 5000 Watt Top Network Station
Dear Mr. Time-Buyer:

Somewhat confused, betimes, by the various articles, speeches, releases and brochures on "What a Time-buyer Wants To Know," we are aging desperately to the belief that, primarily, advertising is designed to sell a product or service.

On that premise, we like to remind you, occasionally that the CKNB coverage has no daily newspaper of its own, no streetcar or tramway advertising, virtually no billboards. The emphasis is on radio. For audience and listening figures, see B.B.M.

Yours very truly,

[Signature]

CSC/FR
Station Manager

AN ALL-CANADA STATION

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**HOW THEY STAND**

**DAYTIME**

<table>
<thead>
<tr>
<th>Language</th>
<th>Show Name</th>
<th>Audience</th>
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<td>English</td>
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<tr>
<td></td>
<td>Peper Young</td>
<td>16.4</td>
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<tr>
<td></td>
<td>Happy Gang</td>
<td>16.2</td>
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<td></td>
<td>Right to Happiness</td>
<td>16.3</td>
</tr>
<tr>
<td></td>
<td>Big Sister</td>
<td>16.3</td>
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<td></td>
<td>Aunt Lucy</td>
<td>15.0</td>
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<tr>
<td></td>
<td>Read of Life</td>
<td>14.9</td>
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<tr>
<td></td>
<td>Life Can Be Beautiful</td>
<td>14.6</td>
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**EVENING**

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<td>Bas Principale</td>
<td>29.4</td>
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<td>Grande Soiree</td>
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<td>A l'Ecarte</td>
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<td>Joyeux Rococo</td>
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<td>Meteole Bancourt</td>
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</tr>
<tr>
<td></td>
<td>Frangaise Leveir</td>
<td>19.9</td>
</tr>
</tbody>
</table>

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**B.U.R. COVERS THE WORLD**

**BRITISH UNITED PRESS**

"The world's best coverage of the world's biggest news"

**HEAD OFFICE**

301 St. James Street

MONTREAL

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**CKNB CAMPBELLTON N.B.**

May 25, 1949

Dear Mr. Time-Buyer:

...
Montreal.—Canada is ready for television on a commercial basis, said F. R. Deakins, president of RCA Victor Co. Ltd., speaking at the annual meeting of the Radio Manufacturers' Association of Canada, where he was re-elected president.

Deakins said that television in Canada had developed to the point where "there can be no vestige of a doubt" that it is ready for commercial application. This would result in increased employment and the development of an entirely new phase of the radio industry, he said.

In pointing out the possibilities of new employment that television can make possible, Deakins said that the visual medium would utilize large quantities of raw materials. "Just to mention one. It has been estimated that within five years after television has been given the go-ahead the manufacturers alone will require over 1,100 tons of copper annually," he said.

Toronto.—What private radio stations spend on equipment for television is not so much a source of worry as what they spend on programs, said E. L. Bushnell, director-general of CBC programs recently.

In his address to a Lions Club meeting, Bushnell emphasized that he was only expressing his personal opinion and not necessarily that of the CBC, and said that in the U.S. television programs now cost sponsors $30,000 to $40,000 an hour. "And," he said, "nobody in Canada has that kind of money to spend.

Television is certain to come to Montreal, Toronto, Winnipeg and Vancouver during the next few years, Bushnell said, and it is equally certain that no matter how it comes "it is going to cost listeners money and somebody will have to pay for it." Bushnell went on to say that development of TV in Canada differs greatly from that of the U.S. because, among other circumstances, part of the cost of coaxial cables is paid by other commercial users. In Canada, where there are no coaxial cables and no micro-waves, prophecies that sound radio will displace TV does not apply as it does in the U.S., and sound broadcasting as it now exists is likely to continue for a long time with possible dependence on motion pictures shipped between stations for some part of developing television programs, he said.

Ottawa.—T. Jim Allard, general manager of the Canadian Association of Broadcasters, voiced objection to statements made by Ernest Bushnell, director-general of programs for the CBC, about costs of television in Canada.

Allard said that, if Bushnell was quoted correctly, "he was talking nonsense," adding: "he knows or should know that television does not cost $30,000 to $40,000 an hour, as he's quoted as saying.

"The CBC has stalled television completely, so why does its director-general of programs try to frighten off sponsors?" Mr. Bushnell is credited with saying there are no sponsors in Canada who can afford television. The independent stations know of many," Allard observed.

"Mr. Bushnell said more than he apparently intended. For if there were no Canadian sponsors, how would the CBC pay for television — by importing American productions which, it always says, are so bad, or by taxing the life out of its listeners?"

"Apparenty the latter, for Mr. Bushnell is quoted as saying the listener will always have to pay for television. The listener doesn't pay a nickel in the United States and shouldn't have to here.

"Independent stations," the CAB general manager pointed out, "applied to the CBC for a go-ahead signal on television without taxation. The CBC stalled. The offer still stands."

Organize TV Before TV Comes

Toronto.—Canada's television technicians and engineers are to be under the jurisdiction of the International Association of Technicians and Sound Engineers, stated William P. Covert, vice-president of the association and chief Canadian organizer, recently.

Covert said that Toronto and Montreal will have both CBC and private production and projection centres ahead of the rest of the country and the IATSE, the strongest entertainment union in both cities.

Ready For TV

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The TOMS are beating out the News...

ART HALLMAN
AND HIS ORCHESTRA
Are Headling For
Lake of Bays, Ont.
FOR JULY AND AUGUST
Under Exclusive Management of
THE OFFICE OF
MART KENNEY
125 DUPONT STREET
TORONTO, ONTARIO

GO WEST Young Man
and
STATISTICIAN Too!
But leave last year's facts and figures at home because now 1949 production records are in the making!
In its huge task of filling the needs of a fast developing inland empire, Edmonton is posting significant gains in population, industry, building and freightings DAILY!

Advertise on Canada's fastest growing active station for real results.

Day and Night Service
at
Radio Artists Telephone Exchange
about too many dealers as well as much price-cutting on the part of the dealers. Price-cutting has been particularly widespread in the New York-New Jersey area.

Meanwhile, the leading manufacturers continue to announce price reductions (or cheaper models) of their own. On May 9, for instance, RCA Victor will unveil its first under-$300 table model. The new set, a 10-inch model, will sell for $299.50. Last week Bendix reduced one 10-inch table model from $349.95 to $99.95. Bendix said it felt a 10-inch table model selling for more than $300 was too high for the mass market.

The nation's 63rd video outlet, station KFMB-TV, San Diego, made its commercial debut on May 16. Owner-manager Jack Ross said that 50% of the time 24 hours per week has already been sold.

First TV Network Coordinators will begin publication on June 23 with coverage of viewing in 29 cities. The monthly reports will be based on random sampling of all telephone homes (radio and tele).

Within nine months to one year, Hollywood will be the world center of television, according to Bert E. Kintner, executive vice-president, ABC network. Mr. Kintner said that New York will second because of the tremen dous wealth of talent and studio properties accessible in Hollywood. He also disclosed that $6,250,000 will have been spent by ABC on its five owned-and-operated television stations when KECA, Los Angeles, goes on the air August 1.

CBS-TV denied that it is planning to install a new color transfer in New York.

[BC-TV] received FCC's okay to establish video's first UHF (ultra-high frequency) station at Bridgeport, Conn. Station will pick up and re-broadcast programs from the NBC flagship, WNBT, in New York.

This year will see newer and finer things in Television...this year will see Marconi in the foreground of the Television picture.
**STATIONS**

**Premier Opens CHUB**

Nanaimo, B.C.—Premier Byron Johnson, other cabinet officials and Mayor L. Boro officiated at the opening of CHUB, the city's new radio station, on May 25.

Manager of CHUB is L. Boro, formerly manager of radio station CKLN, Nelson. Other staff members include Mrs. Dorothy Plant, publisher of The Vancouver Sun and George Randall, of Malaspina Hotel Ltd.

President of the new station is Donald C. Cruize, publisher of The Sun. Mr. Randall is managing director, and directors include L. Beevor-Potts, John M. Loecky and Herbert F. Gates. Secretary-treasurer is A. L. Pickard.

The station's news room will be serviced by The Vancouver Sun and a Canadian Press wire.

---

**Regulate Free Time Donation**

Ottawa.—Applicants for free time for charitable and other purposes will be required to fill in a form stating that no expenditures are being made in other media, under a policy recently adopted by the CAB.

The CAB will not endorse any free-time campaign unless assurance is provided that no expenditures are being made by the applicant in any other media, including printing, except for stationery. If money is being spent by the applicant in any medium, a reasonable portion of the total must be spent on radio before any free time may be granted.

The CAB recommends that stations have a form filled out before answering a free-time request and, after time has been granted, that a bill be rendered to the organization concerned, marked "complimentary," showing value of time donated.

It is pointed out that with completed forms in the hands of the CAB, the Association will then be backed by full information about any campaign.

---

**BREAD BAKING CONTEST**

Winnipeg.—A couple of months ago Winnipeg housewives turned themselves mixed up in a bread-strike. Most of them came out of with an added talent—that of baking their own bread. Russ Richardson of CJOB ised to find out just how many housewives turned to their own baking, and just what the products were like. He staged bread-baking contest.

He plugged the contest for several weeks over his early morning show, and it finally came pass on May 13.

Into the melee stormed 480 women with their pre-conceived ideas about the work of their arms.

A single judge, who had been line up to pick out the winners, took a look at the mob and promptly called in two women to assist her.

After some four hours of judg- ing, two winners were selected and awarded $50 and $25 respec- tively.

When it was all over, the prize was given to Salvation Army officials.

---

**WANTED**

By Maritime station, a competent enthusiastic an- nouncer specializing in news and sports. This is an exceptional opportunity for right man.

Box A-19

Canadian Broadcaster & Telescreen

---

**A Reference Library In One Volume**

738 Pages :: 43 Departments :: 44 Experts

**“MODERN RADIO Advertising”**

with an Analysis of Television Advertising

by CHARLES HULL WOLFE

Radio Dept. Batten, Barton, Durstine, Osborn

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**How To PLAN IT — BUY IT — WRITE IT — TEST IT**

In Seven Parts
5. Commercial Announcements.
7. Opportunities in Radio.

**$9.00**

Post Free if cheque enclosed with order.

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**USE THE HANDY COUPON NOW!**

Send me my copy of "Modern Radio Advertising."

*Cheque for $9.00 enclosed. Bill me, plus postage.*

Signed

Address

*Delete whichever does not apply.*
SMART PROGRAMMING

AGGRESSIVE MERCHANDISING

THAT'S B.C. RADIO

You're Not Selling Canada....Until
You Cover British Columbia By Radio

BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

CHWK CHILLIWACK
CPJC KAMLOOPS
CKOV KELOWNA
CJB VERNON
CJDC DAWSON CREEK
CKOX PENTICTON
CJAY PORT ALBERNI
CKPG PRINCE GEORGE
CJAT TRAIL
CJOR VANCOUVER
CKMO VANCOUVER
CKWX VANCOUVER
CJVI VICTORIA
CKNW NEW WESTMINSTER
* A survey by an independent research organization showed that the median average REGULAR listenership to CFRB in the area where these people live is 61 per cent.

This is not surprising, when you consider that CFRB's average signal strength—within the corresponding half-millivolt radius is 2½ times greater than those of the next independent Toronto station. Daytime patterns of both stations, measured in the same areas show that CFRB's signal strength is at least 50 per cent greater in many localities to 17 times as strong in others.

2,714,300 People...
$3 Billion Buying Power!

Help yourself to a lion's share of Canada's richest market! More than 21 per cent of Canada's population lives in that 27 thousand square mile area shown above. That represents better than 26 per cent of the Dominion's buying power!

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