MEN OF THE C.A.B.

Dick Rice
Chairman of the Board

Phil Lalonde
Honorary President

Jim Allard
General Manager

Art Evans
Secretary-Treasurer

Pat Freeman
Director of Services

BROADCASTERS ARE TOO MODEST
BMI Canada Has Tapped Canadian Talent

Toronto... "Broadcasters are too modest..." says the plaint of Wm. Harold Moon, who spent nineteen years on the musical scene in Canada. He pointed out in a recent CBC broadcast that Canadian composers are being recognized by BMI Canada, which has turned the spotlight on Canadian talent. Many Canadian composers have been recognized with BMI awards, including Snider, Louie Clarke, and Lois Olgivie.

Moon: Stan Patton’s “Castle On The Hill,” dedicated to Toronto’s Casa Loma.

Moon; “Slowly but surely,” he adds, “we’re finding Canadian equivalents of such U.S. hits as Chillingly, Ohio...”

JUDGES STYMIED IN PROMOTION CONTEST
Toronto... A panel of four judges was unable to single out three Ontario stations to receive plaques for their promotion of the Easter Seal and Jackpot draw campaigns for the Toronto Star.

Finally, the deadlock was broken when the panel decided to put up a fourth plaque between themselves. The four winning stations were: CJBC, Toronto; CKOC, Hamilton; CJKY, Guelph; CKWS, Kingston.

W.M. Harold Moon

and sales of this number are now building very rapidly. It has been chosen as the official theme song for the next campaign of the U.S. "March of Dimes.”

On the classical or "serious" side, are such compositions as Healey Willan’s "Piano Concerto In C Minor"; also "Royce Hall Suite" for symphony band; Harry Somers’ "cherzo For Strings”; Barbara Pentland’s "Studies In Line" which was known in a dozen countries but unpublished until BMI Canada stepped into the picture.

In an attempt to bring recognition to the music produced in French-speaking Canada, BMI maintains a French-speaking office in Montreal. French lyrics have been specially written for most of the English language songs so far released, and "Ah! C’est le printemps" by Ottawa’s Lois Olgivie is to be one of BMI’s next plug tunes. Moon says we can look to Quebec for music on the serious side.

“Everybody knows Canadian songs are becoming famous, except the Canadian broadcasters who are responsible,” Moon complains. “American and British performers and publishers are interested,” he claims. “The press has applauded. Time Magazine has pointed out that BMI Canada has tapped Canadian talent. Canadian songs are being sung, but the efforts of the broadcasters who have made this possible are unsung. It is important now, in these days of inquiry into Canada’s cultural life, that the broadcasters speak up.”

WM. HAROLD MOON

for Convention Agenda
Please Turn to Page 12

Jim Hunter, CFRB newscaster, died suddenly Monday, June 6, following an operation. Known to Ontario listeners for his down-to-earth reporting of the news, Hunter started in radio in Hamilton in 1930. He passed the 10,000 broadcast mark last year.
THE NEWEST in a great parade of suspense-filled mystery shows, released for local sponsorship by All-Canada’s Program Division.

Brett Halliday’s MICHAEL SHAYNE, detective-hero of many best-seller novels and successful motion pictures, has been brought to radio in a tightly-knit, thrill-packed series of half hour shows.

26 programs in all... combining the showmanship of Hollywood’s top-flight dramatic talent with the audience appeal of one of the most famous names in crime fiction.

CALL YOUR ALL-CANADA PROGRAM MAN FOR AN AUDITION DISC AND THE FULL STORY OF MICHAEL SHAYNE’S SMASHING SUCCESS ON AMERICAN STATIONS.

ALL-CANADA PROGRAM DIVISION
VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL
A DIVISION OF ALL-CANADA RADIO FACILITIES LIMITED
**CAPAC**

- - - makes available to Canadian radio stations the copyright music, both of its own Canadian members and of more than 60,000 composers, authors and publishers representing practically all nationalities in the world. This constitutes most of the music that is broadcast in Canada.

- - - is a non-profit association. All the fees collected by CAPAC, less only the administration expense, are distributed among composers, authors and publishers in proportion to the extent their music is performed.

**COMPOSERS AUTHORS AND PUBLISHERS ASSOCIATION**

of Canada Limited

132 ST. GEORGE STREET, TORONTO 5

---

**People**

**Hank God for Elections**

Vancouver. — Commentator Jack Diespecker of CJOR is saving plaudits these days for recent broadcast on the responsibilities of the Canadian voter.

Excerpts from his "radio talk" were picked up and published on the editorial page of The Vancouver Province. The story ran three columns.

"Maybe you get sick of hearing so many political speeches during an election campaign," declared Diespecker in part. "Every radio station in Canada is picked with them.

"Don't get sick of them. Thank God for them," admonished the CJOR commentator. "The battle freedom has taken over 10 centuries to win."

- - -

**B.U.P. Appointment**

Montreal. — Hayden Lennard, formerly news editor at CKY, Montreal, has been appointed radio editor for British United Press, the central newsroom here.

R. Curran, B.U.P. general manager, has announced.

Lennard was war correspondent for the Australian Broadcasting Corporation during the arm campaign in World War II.

His appointment fills the vacancy left with the appointment of Don MacKay as B.U.P. news manager in Winnipeg.

- - -

**Wscaster Joins Search for Missing Flyers**

Vancouver. — Spreading scope of radio news coverage was vividly displayed here during the extensive publicized search for a missing flyer in the B.C. wilderness.

Like Giraud of the CKWX Vice, room flew with the RCAF three days, covering 25,000 miles, during the search for the missing couple, Bill Grant and Hila Cure. Radio reporter Giraud kept the "WX" news room informed of developments by short wave from the RCAF aircraft.

When the couple were located and returned to Vancouver, they were interviewed at Vancouver International Airport by another WX news man, Bert Canning. His interview was on the air within an hour of the couple's arrival in Vancouver.

---

**Some Call It Programming**

**At CFRA It's "Progrooming"!**

Yes, we've coined a word, but it's a good one. It describes the treatment your air time gets when you buy it on CFRA. Your program is "GROOMED" to do the job for you. Your needs are STUDIED. Your program is shaped with an eye to the maximum LISTENING QUALITY. Behind the "mike" are men who know their job. For instance...

Meet

**FRED DAVIS**

Programme Director

---

Music and Dramatic presentation have been part of Fred Davis' background since boyhood. He conducted the first teen-age orchestra emanating from Toronto stations. During his army service he performed with Captain Bob Farnon in the Broadcast Unit of the Army Show and did dramatic roles on the BBC. He's performed with leading Canadian bands such as Art Hallman's. He's been two years with CFRA and is one of the most versatile members of the organization. He has a strong background for programming and he's one of the big reasons why your program is well-groomed when you buy time on CFRA.

---

**The Station That Made Ottawa "Radio Conscious"**

Covering The Rich Ottawa Valley...

Getting The Most For Your Ad Dollar

---

This page is a scanned image and not a plain text representation. It contains text elements that are partially legible due to the quality of the scan. The text is from an old issue of a radio broadcasting magazine. The content includes announcements, editorial commentary, and advertisements related to radio programming and music. There are also sections that appear to be advertisements for radio stations, including CFRA and other stations operating in the Canadian provinces.
PREPROMOTION

Help Wanted

An advertiser in the "Help Wanted" columns of a Toronto newspaper received a unique reply. The text of the letter is below, and follows in full:

"Dear Sir: Your advertising interest is very much. Your mention that there is a job for an aggressive salesman and that he requires 'salesmen of ability and good reputation' were the lines that convinced me on my part.

"For, you see, I know of a young, aggressive salesman - he's barely 23 years old now, who could do a tremendous sales job for your company and your products. He is the most aggressive salesman I know. He really gets around, yet has a superb reputation for being able to influence people to buy. When he starts his sales story, people just have to listen to him and, as a result, he has more success stories than just about anybody else in the selling business.

"Like a good salesman, too, he is always progressing; learning something new; reaching out and getting to know more and more people. And it doesn't matter whether the people he is talking to are children or businessmen or housewives or old folks - he just keeps right on selling and charming them. Practically everybody thinks he is, using today's idiom, 'just terrific.'

"One of the most interesting things about him, especially those days when labor thinks a 'living wage' is squeezing the employer for the most money for the least amount of work, is the fact that he is inexpensive.

"In fact, I am personally acquainted with managers of various companies who swear that he is the major reason why their sales have reached heights beyond anything they thought possible; that practically the entire success of their companies, not alone with the dealers and wholesale sales and distributors, but mainly with the buying public, was due to his influence and his ability to put their sales message across effectively, dynamically, and at a reasonable cost.

"By now you have probably decided this one. I speak of a paragon, a genius who must have a dozen tongues, seven league boots and some unusual skill for getting the ear of the people you want to sell products to. Frankly, he is a paragon. That is why I recommended him to you.

"His name is Radio. He has done all the things I have mentioned and he can do an equally good selling job for you handled properly and given a fair chance. When you hire a salesman for your company, you give him a course of training in your products; you tell him something about your company's reputation and how best to approach people. Then you give him a trial period of a few months and annually watch to see how he is revealing. If the approach is wrong, you correct it; you do not fire him. And when he has a chance to show that he really can deliver.

"That is the way you should consider handling Radio Advertising. Give him a chance to show what he can do, and do it. And do it more effectively, at less cost, and with greater sales impact than any other sale medium you can use.

"Have you considered that less than 10,000 you can place Radio to work for you in twenty-five cities of Canada from coast to coast, hammering away on the value of your product, for just one day, but every day - for nearly three months? Or, if you did not want to work him hard, you could extend in working days. The data enclosed in the envelope will give you more of the story. No doubt you will have some questions. I would appreciate the opportunity of answering them, and discussing this super salesman with you. My telephone number is ADelea 9184.

Yours sincerely

A. McDermott
Sales Manager,
Horace N. Stovin & Co.

$3.00 a Year
($5.00 for 2 Years)

Insures regular delivery of the
CANADIAN BROADCASTER
and TELESCREEN

1000 WATT
1380 KCS.

MEANS

The Voice of the Telephone City
BRANTFORD - ONTARIO

Who serve their community and advertisers faithfully.

Represented by

JAMES L. ALEXANDER

June 8th, 1919

Results?

Ask The Local Advertiser
He'll Tell You --

Auto Dealer - Ten used cars and trucks sold in less than two weeks. Only media used was CKCL.

Radio Store - Eight record-players (at $5.00 each) sold as a result of just seven spots on CKCL.

Clothing Store - Sales doubled in less than three months. Only media used was CKCL.

Furrier - Fur storage business tripled over last year, directly attributed to CKCL.

Over 150 local advertisers have found CKCL the LOGICAL means of tapping one of the Maritime's richest markets.

CKCL
Truro, Nova Scotia
Representative - Wm. Wright, Toronto and Montreal

CKPC
The Voice of the Telephone City
BRANTFORD - ONTARIO

Who serve their community and advertisers faithfully.

Represented by

JAMES L. ALEXANDER

June 8th, 1919

Results?

Ask The Local Advertiser
He'll Tell You --

Auto Dealer - Ten used cars and trucks sold in less than two weeks. Only media used was CKCL.

Radio Store - Eight record-players (at $5.00 each) sold as a result of just seven spots on CKCL.

Clothing Store - Sales doubled in less than three months. Only media used was CKCL.

Furrier - Fur storage business tripled over last year, directly attributed to CKCL.

Over 150 local advertisers have found CKCL the LOGICAL means of tapping one of the Maritime's richest markets.

CKCL
Truro, Nova Scotia
Representative - Wm. Wright, Toronto and Montreal

CKPC
The Voice of the Telephone City
BRANTFORD - ONTARIO

Who serve their community and advertisers faithfully.

Represented by

JAMES L. ALEXANDER

June 8th, 1919
Let's Talk Business

On another page of this issue there is an article entitled "Profits Are They Large Or Small?"

This article, reprinted by special permission, from the May issue of National Home Monthly, tells the profits in a different light and in a different form. It is not amusing, and definitely in an informative way. This is a story which needs to be told.

The general public, uninformed on matters of finance, does not read the news meaning out of conventional financial statements. It reads vast sums of money, and whether these signify capital or stock issues, profit or loss, only says "Wow! Look at that dough!"

This article deals with the actual figures, yet presents them interestingly, and shows that these fabulous profits add up as pennies, after costs have been deducted, and often only fractions of emmis.

Without in any sense disparaging the work of the author of this article, for is a fine piece of writing, we subscribe to our own belief in an even better way to tell such stories as this, or of shedding a little light into the many mysteries that surround business. We believe that this story requires an intimate and personal touch, and we believe that no medium of expression can apply these qualities like radio.

We believe—immoderately perhaps—that we have accomplished this end in one of our own broadcasts in the "No Holds Barred" series, which also appears in this issue under the title "It's Time To Advertise."

In this talk we have tried to explode the fallacious idea that the cost of advertising increases the cost of merchandise. Here too, we have tried to talk in the language of the listeners by showing how a pie-baking housewife can bake twenty-four pies in a little more time that it would take her to bake twelve. We then tried to complete the analogy, by showing that the manufacturer employs the same principle when he builds production by advertising in order to cut down his cost per item.

The point of this editorial is to suggest that industry is trying, with every means in its power, to tell its story to the public. It uses space in the newspapers and other printed media to put this story across. It is also getting editorial support from the publication in the form of articles, such as the one we have reprinted from National Home Monthly.

It is our belief that radio comes so much closer to the people, due to its intimate nature, and that by not using the air for this purpose to any great extent, it is passing up an opportunity of familiarizing the public with its story, which needs so drastically to be told. We are inclined to think also that the industry could, if it would expend the effort, create for itself a new source of revenue by promoting that type of program among advertisers.

If this is interpreted as an attempt to promote our own efforts along the lines of our "No Holds Barred" series, we shall have to plead guilty, in a sense. We believe that this kind of program performs a useful function to business as a whole as well as to each individual industry. If we can contribute our own efforts to the cause, we are quite prepared to talk business.

Selling The Industry

Of prime importance on the agenda for the CAB Convention, is the panel discussion slated for Wednesday afternoon, entitled "Selling the Industry."

It is to be hoped that this panel will not only discuss research and those other devices which need to be improved if radio is to be able to present itself in comparable competition with the other media.

In our efforts to report past regional and other meetings of the CAB, we have invariably found that the theme song is always "serving the industry" rather than the more positive approach which might say in effect "increasing radio's usefulness" or "making radio easier to buy."

It may be said that we are picking an issue out of a point of terminology. Actually, though, there is a psychological difference which might be made to militate in the industry's favor, if thinking could be adjusted accordingly.

Selling radio consists largely, as we see it, in giving advertisers and their agencies accurate and authentic statistics on which to base their time purchases. These figures must include, first, the potential audience in a definite area; second, the earning are buying habits of that audience; and third, the correlation of listening and market statistics into the radio market.

This paper has been investigating the possibility, through the Dominion Bureau of Statistics, of showing as a projection of the "BBM Radio Homes by Counties" figures, county-by-county breakdowns of retail sales. BBM replies that such figures are not available by counties except the out-dated 1941 census figures.

Accordingly we are currently conferring with a statistician who is endeavoring to devise a formula by which 1941 retail expenditures may be extended into estimated expenditures for last year. We believe that these figures, if they can be arrived at with any degree of accuracy, broken down into counties, should prove of value to buyers of radio time, and so to the industry.

Ten Ways to Kill An Association

1. Don't come to the meetings.
2. If you do, come late.
3. If weather doesn't suit you, don't think of coming.
4. If you do not attend a meeting, find fault with the officers and members.
5. Never accept an office, as it is easier to criticize than do things.
6. Nevertheless, get annoyed if you are not appointed to a committee. If you are appointed, don't attend the committee meetings.
7. If asked by the Chairman to give your opinion regarding some important matter, tell him you have nothing to say. After the meeting, tell everyone how things should have been done.
8. Do nothing more than is absolutely necessary. When other members roll up their sleeves and uns selfishly use their ability to help things along, howl that the Association is run by a "Clique."
9. Hold back your dues as long as possible—better still, don't pay at all.
10. Don't bother about getting new members, but if you do, be sure they are grouchies like yourself.
**NEW YORK'S RADIO ROW**

by Richard Young

New York.—The long-smoldering unrest within the membership of the National Association of Broadcasters has broken out into the open once again with the resignations of several of its station members.

Actually, the feeding got under way almost two years ago at the NAB convention in Atlantic City, where the controversial "Standards of Practice Code" was originally formulated.

Today, however, the biggest gripe on the part of the members seems to be the play being given to television by the association brass. The ironic part of it is that we recall that not too long ago a segment of the membership was crying for a greater expansion of the group's television activities. Well, the NAB obliged and the entire membership still isn't satisfied. But as the newest version of an old proverb has it—a broadcaster has a right to change his mind, ain't he?

One station operator, who recently sent in his resignation, claimed that the industry has grown too big for one trade association and that the various elements—AM, FM, TV and Facsimile—should each have such an organization. In addition, he feels that the situation is further complicated by the various groups within each broadcast medium—network affiliates, non-network affiliates, independents, clear channel stations, etc.

The operator is Edward C. Obrist, general manager, station WPEN, Philadelphia. Mr. Obrist told the NAB officials that "FM and TV have their own conventions. They should stay there and do their own business in their own way. If they decide to set up research and promotion bureaus, excellent! Let them do so and pay the bill. TV is especially separate and distinct. It's selling hard against radio. Why mother her murderer? The National Association of Broadcasters should revert to its type, an association of AM broadcasters for the over-all advancement of the AM industry and the sole benefit of all individual AM stations in it."

Mr. Obrist said it seems that "AM broadcasters have problems that can best be solved by separate meetings or conventions. The Network affiliates should have their annual conclave; the Independents theirs, where the big fellows and the little ones in each class will have ample time in which to air their problems; sympathetic minds and interested ears to help them. These groups will elect their own representatives who will go to a smaller annual association business convention for the purpose of pleading causes that have been agreed to in advance, and returning with evidence of concrete progress."

Mr. Obrist said that this might be Utopia—and that's what he prefers to wait for—on the outside looking in.

Well, there's really not much use in commenting on the situation since most of the thinking behind the controversy is fairly obvious. Television, which isn't even out of the knee pants stage, has everyone unable to make the expensive plunge grasping at straws to find ways of meeting the challenge of sight-and-sound. Didn't the experts have predicted that AM radio—in some form—is here to stay, so the current flux seems to be a bit premature as well as kind of silly. But then when you hear of the advertisers dropping radio for television—Ford being the latest to announce that it will concentrate on TV—you can't blame the boys for getting a bit flustered.

However, the constant bickering within the industry doesn't help the broadcasters any in the eyes of advertisers.

**The current crop of unemployed radio stars reads like a regular Who's Who of show business. Yes, things are getting tough all over. The day of the $15,000, $20,000 radio programs seems to be about ready to commit Har Kari.**

But of course all this is also being caused by the increasing competitive market which has mentioned a couple of paragraphs ago. The big advertisers are beginning to wonder if it isn't possible to sell just as much cough toothpaste and hand lotion with a $7,000 a week program (at a moderate rating) as it is with an $18,000 show (and a high rating). Next season they mayn't get the answer.

Anyway, here's a few of the stars now looking for a niche as sponsor with an equally big-sized pocketbook: Fred Allen, Al Jolson, Eddie Cantor, Burns and Allen, Frank Sinatra, Fannie Brice, Joan Davis, Dick Haymes, Ozzie and Harriet and many others. Only one forecast is sure—If they come back on the air next season, salary cut will be the order of the day.

We find it rather difficult to display too much concern over the slash in salary of say from $15,000 to $8,000 a week for acts such as Mr. Cantor or Mr. Allen...

**On the cuff notes...**

Paul Beer, who couldn't come to an agreement with Eddie Cantor, will bankroll "The Life of Riley" on NBC AM and TV. And here's a smart (?) move. Bill Bendi will continue as star of the AM show while an entirely different cast will take over on the TV series. (There should be a law to prevent some of the decision made in this business!) ABC network may move over to NBC.

Incidentally, NBC's intensive pilots for CBS's "Lux Radio Theatre" didn't pay off (for NBC). And the bankroller has decided to stay on with Mr. Paley when the new season starts in the fall. MBS network's new partner, Fran White, is an awful nice guy, I case you're interested. I don't see he'll be a nice guy, and cut that thing off here until next issue. Consider it cut.

---

**NAR-6 SALUTES ALL THE CONFERENCE AT THE CAB CONVENTION AND SENDING THE GREETINGS OF \*

---

**CAB Convention H.Q.**

"The Goodwill English Station of French Quebec"
Come Hell or High Water

CKCK Regina FIRST AGAIN!

Presenting

THE LARGEST RURAL RADIO COINCIDENTAL SURVEY EVER ATTEMPTED IN CANADA

Conducted by

ELLIOTT-HAYNES LTD, TORONTO

15,494 COMPLETED CALLS
OVER 85 RURAL EXCHANGES IN

16 BBM DISTRICTS

AREA COVERS 39.7% of total sets in province.

CKCK LEADS IN 11 DISTRICTS
representing 28.1% sets in province.

CBK LEADS IN 2 DISTRICTS
representing 5.7% sets in province.

STATION A LEADS IN 3 DISTRICTS
representing 8.9% sets in province.

See the Book ACRES or LISTENERS to be released soon.

CKCK Regina "The Buckle on Saskatchewan's Money Belt"
Aug. '47-March '48 ... for the eight-month period, cash receipts for Saskatchewan Farmers from grain, livestock and butterfat alone are estimated to total $335,070,000 as compared with $287,580,000 for the corresponding eight months of the previous year, an increase of $47,-
490,000.

Saskatchewan
FARMERS CASH RECEIPTS
$335,070,000.

B.M.I.
Music For Canada

B.M.I. means "Music for Canada." It also means that music by Canadians will at last attain a prominent place among the world's musical literature.

For it is through the combined resources of B.M.I. CANADA LIMITED and BROADCAST MUSIC, INC. that the broadcasters of Canada today, for the first time, possess an international repertoire of music which is, in effect, Canada's own music.

The broadcasters of Canada are united 100 per cent behind the organization and operation of B.M.I. CANADA LIMITED. Through the splendid team-work of both the Canadian Association of Broadcasters and the Canadian Broadcasting Corporation, B.M.I. CANADA LIMITED is fully prepared to serve the entire music needs of the nation.

Not only does B.M.I. provide broadcasters with a vast source of performable music and give aid and services in the programming of music, but now for the first time Canada has an organization expressly designed to publish and develop the creative efforts of the nation's musical talent.

And because the management of B.M.I. CANADA LIMITED is directed and guided by a board of directors consisting of representatives of the Canadian broadcasting industry, its activities and its objectives are those of the broadcasters themselves.

"Music for Canada and by Canada" is the golden rule of B.M.I. CANADA LIMITED

"WHEN IT'S B.M.I. CANADA, IT'S YOURS!"

B.M.I. CANADA LIMITED

229 Yonge St.,
Toronto 1, Ont.
1502 St. Catherine St. W.
Montreal 25, P.Q.

BUSINESS

Profits. Aren't They
Bigger Than That?

Reprint of an article which appeared in "National Home Monthly" for May, 1949, by John Paterson.

How much profit does the average big business firm make? A recent survey by Elliott-Haynes Ltd. showed that the public thinks that the manufacturer is making 32 cents on the sales dollar. For every three dollars of goods that the manufacturer sells he is able, so the public mistakenly believes, to put one in his pocket. The cost of living, plus the published profits of big corporations, has left the wrong impression with the consumers that big firms are living the life of Reilly, free from all worries and cares.

The public obviously thinks that this is too much: because the next question the survey asked was, what profit the public thought the manufacturer should make on the sales dollar, and the answer was 16 cents. Or, exactly half of what they thought was made. It was granted that a manufacturer should be allowed to make a profit, but it was felt that he should make about half of what people thought he was making at the moment.

Now, if the take-home pay of the average firm was 16 cents on the dollar, the board of directors would certainly get a gold watch, and ringside seats at the hockey games.

One of the main reasons for the public's lack of information is due to the way in which the annual statement of the firm is issued to the press. If the wage-earner is drawing down $30 per week, any amount running into five figures seems enormous. And yet, time after time, figures are released suggesting that the total sales volume represents the actual income of the company. Headlines read "Sales Jump to $50,000,000," and to the average reader this suggests that the firm made $50,000,000 last year.

Again, a new expansion is planned for a plant, suggesting that the firm has money to burn. The truth often is that by efficiency and economy, and by ploughing back into the business some of the hard-earned money the firm is able to expand, make more money and employ more labor. But the sight of a plant, or a new store window suggests that people are in the money. The actual fact is that this expense is charged off on a number of years. A man impresses his neighbors with its expensive car which he has bought; but he has either saved his money over the years, or spread the payments over year or two. A business fact acts in the same way.

Another reason for the public's lack of knowledge is old-fashioned thinking on the part of some boards of directors. Go to public relations starting at the top and the wise managers make their business to let their employees know what they are doing now, and are proposing to do in the future. Good management regard every employee as part of a team, and realize that even one will pull his weight better if he knows something of the overall plan, and is not left in the dark to do an apparently unrelated job. But some employers still believe that it is he to tell their staff nothing.

Perhaps ignorance is born of a sort of fantastic notions of prejudice. Crack-brained that are find a ready soil to cultivate if the ground work has been prepared by a fuddy-duddy box of directors. And since the pay of an employee is just as good as theirs at the ballot box, the are effectively cutting their own throats. If the big and big firms will tell their employees the facts as they are, they will find their employees reasonable enough to understand them.

But the real way to do this is by publishing the facts in the company's magazine so that everyone is aware that the welfare of the firm is inseparably linked to the growth of the firm.

Now let us look at some of the firms of Canada and in the United States. All one of the Canadian grpy firms, Dominion Stores, find out where all the money of dollars was made.

In the first place the directors didn't make the goods they ploughed back into this article...
When your sales message is broadcast over these action stations...

**MEMO TO ADVERTISERS**

**RESULTS POSITIVE!**

When **YOUR** sales message is broadcast over these **ACTION STATIONS**

- **CKPC**
  - **BRANTFORD**, Ontario.
- **CKFI**
  - **FORT FRANCES**, Ontario.
- **CHVC**
  - **NIAGARA FALLS**, Ontario.
- **CKDO**
  - **OSHAWA**, Ontario.
- **CJIC**
  - **SAULT STE. MARIE**, Ontario.
- **CHUM**
  - **TORONTO**, Ontario.
- **CKNX**
  - **WINHAM**, Ontario.
- **CHLP**
  - **MONTREAL**, Quebec.
- **CKEN**
  - **KENTVILLE**, Nova Scotia.
- **CFAB**
  - **WINDSOR**, Nova Scotia.
- **CJCJ**
  - **CALGARY**, Alberta.

**REPRESENTED BY**

**JAMES L. ALEXANDER**

Radio Station Advertising Representative

Concourse Building
100 Adelaide Street West
Toronto, Ontario

Drummond Building
1112 St. Clarence St. West
Montreal, Quebec

Telephone AD 9594
Telephone HAbour 6448

---

When the weather is foul, you seek extra coverage. When business horizons are overcast with threat of a summer slump, get extra coverage with advertising.

CFNB gives full coverage of central New Brunswick’s summer playground. The CFNB to tell while listeners are in the spending holiday mood.

**Demand COMPLETE COVERAGE!**
(Continued from previous page) a little money, and who want to make more money than they can by leaving it in the bank. So, they look around for some firm which promises them a good return on the investment, and they do not expect 30% or 16%. They would be glad to get it, although of course, they have to pay income tax on it again later on. So practically half of the profits are given back to the investors—8.1% or $450,384. This leaves finally .81% or $450,384, which is kept by the company.

Then what does the company do with that? They charge it against the future, and put it in the bank so that they can add extensions to their plants, as we might plan a sun porch, or decide to replace a coal burner with oil. Or perhaps business will not be so good next year, and provision has to be made for a rainy day, just as any careful householder has to hedge against the future.

Firms, like men, do not succeed automatically. They have to work hard and plan for the future. So that in the event of an unforeseen emergency they have a little cash to tide them over the difficult times. And, as anyone knows, difficult times are always with us. There are the accidents to look after, the furnace on the brink, and the roof that was blown off by the hurricane.

Just as everyone likes keeping up with the Jones, so each business has to keep up to date by installing new lighting fixtures, new machines, new methods. Otherwise the competition will certainly beat them to the draw, and then the business will face losses or bankruptcy. Last year was a good year for most businesses, and more people had jobs than ever before, but only a fool would believe that this unlimited prosperity will last forever; so the smart operator puts a little aside when he feels the wind blowing a little colder. Well, was it worth the effort? The answer is obviously yes. These firms provided thousands of jobs for people so that they could get married, and raise a family in a country enjoying the second highest standard of living in the world. With much of the world in communicative or socialistic hands, we in Canada were better off than practically any other nation in the world.

Under this system, thousands of employees made more money this year than in the preceding ones. Men were promoted, and took on more responsibilities not because they went to this school or that, but on the basis of knowing their job, doing the work well and thereby earning their pay.

The size of the firms enables them to turn out mass-produced articles cheaper so that the benefits was a bar of soap or an automobile. The consumer benefited.

The small profits were paid back to the thrifty investors, that they in turn could spend their money on goods which keep the factory wheels turning. The other part was earmarked for improvements and expansion and to enable the firms to have a little cash in the pocket to pay bills as they come along.

So, Pete Profit, in spite of taxes, the attacks of communists, socialists, and the specter of bankruptcy which is always around the corner for any firm which fails to keep up with times, and remain efficient and prudent, goes his energetic way. He builds up the firms which build up the nation. He puts food in our mouths and coal in the furnace. He gives shelter and the promise of a better future. Through Pete Profit we can hope that the boy gets a college, that our kids will be better off than we are, that provision will be made for our old age.

Instead of having to play ba with the commissar for a job, man can have some dignity, as know that by hard work and efficiency, and taking thought tomorrow he will have time to only work, but to be able to buy the piano—radio—the washing machine—for his wife so that she and the family can enjoy the years ahead.

Under this system we guaranteed the freedoms that we fought for. Under the Communsists we would have no freedom and would be working for the state. When profits go, our way of life goes—and the drive, and energy that made a country out of a wilderness in a hundred years will go. We will then run by secret police, concentra tion camps, told that we go grow on the farms, and what are to do for a living. Under Communism, your house will not be your house, and your wife will do an 8-hour job as well as run the house and you argue you will disappear on night and no one will ask where.

This state of affairs comes about by accident, but because people are sold down the river by phony propaganda. Profits have built this content. Communistic Europe. Let's see that it does not happen here.

---

**CKMO**

**YOU MAKE FRIENDS**

in Vancouver when you

**Buy neighborly CKMO**

1000 WATS
1410 on your DIAL

---

**Vancouver's CKWX**

**MUTUAL**

CONSULT ALL-CANADA OR WOOD & COMPANY
This 250-watt AM transmitter can be stepped up to 1 KW

Simply

From 250 watts to 1 KW in one easy step

Use the BTA-250L as your 250-watt Transmitter now...

Type BTA-250L includes all the latest developments in low-power AM broadcast transmitters. It provides economical, reliable, high-fidelity operation and is completely self-contained. The BTA-250L includes a harmonic filter and antenna matching circuit built right into the final stage. No trouble here with dust in the tuning circuits—because this transmitter uses no air capacitors.

... add on this 1-kw Power Amplifier type BTA-1L for high power later

Completely self-contained, this business-like r-f power amplifier makes it practical to go to 500 or 1000 watts—using a BTA-250L as the driver. The center section houses the power equipment. The right section houses the modulator and r-f power amplifier. Ample space makes it easy to reach all components. Type BTA-1L features fewer r-f stages and simpler operations—your assurance of maximum on-air time.

With this 250-watt AM transmitter you can go to 500 or 1000 watts... simply by adding on an RCA 1-kw r-f power amplifier. Your BTA-250L then becomes your driver. Not a penny of your original transmitter investment is lost... because in this conversion there are no power tubes to discard or obsolete equipment left on your hands.

How quick and easy is it to convert? You can make the change to higher power between "sign-off" and "sign-on"!

This is one reason why the BTA-250L is a "natural" for stations planning a future power increase... or replacement of old equipment.

And there are other reasons, too. All controls and switches are grouped within handy reach; all meters are located conveniently at eye level. And precision-type vernier tuning indicators provide an accurate means for logging.

For complete information about the BTA-250L... and how you can add an RCA 1-kw power amplifier to it inexpensively... call your RCA Victor Sales Engineer. Or write Engineering Products Sales Department, 1001 Lenoir Street, Montreal.
SH-H-H-H!

**Strictly Off the Record . . .**

There's something new cookin' in Programming Service

CAB Delegates

Don't tell a soul I told you in Room 742.

**Broadcasting Station**

**CKOC**

**FIRST** in Hamilton Ont.

Extends a Hearty Welcome

To the Visitors at the CAB Meeting

* The Agencies
* The Advertisers
* The Broadcasters

and friends of the Broadcasting Industry

Representatives

Canada—All-Canada Radio Facilities

U.S.A.—Weed and Company

---

**AGENDA**

**Canadian Association of Broadcasters**

1949 Convention

Algonquin Hotel, St. Andrews, N.B.

**Sunday, June 12**

Advance Registration

The Lobby 3:00 p.m.

Car Board Meeting

Monday, June 13

Open Meeting

The Casino 9:30 a.m.

1. ADDRESS OF WELCOME—Chairman G. R. A. Rice.
2. GENERAL REMARKS—General Manager T. J. Allard.
3. APPOINTMENT OF SECRETARY FOR MEETING.
4. APPOINTMENT OF CONVENTION COMMITTEES.
5. DISCUSSION PANEL—"TV—Its Development and Possibilities," lead by representatives of CGE and RCA.
7. ANNUAL MEETING—BBM. Election of Directors and other business.

Adjourn at 12:15 p.m.

Open Meeting

The Casino 2:30 p.m.

2. TALK AND DISCUSSION—"Publicity for Radio," by Richard G. Lewis, Canadian Broadcaster & Teleseacen, and Walter A. Dales, Dalescripts Ltd.

Adjourn at 5:15 p.m.

Cocktail Party

Music Room and Lounge

Hosts: CP and CN Telegraphs. 5:30 p.m.

**Tuesday, June 14**

Closed Meeting

The Casino 9:30 a.m.

2. Sales & Service Director's Report.
4. Minutes of last Meeting.
6. Appointment of Trustees.

Open Meeting

The Lounge 9:30 a.m.

"Facts About Canada"—Slide presentation by reps—Andy McDermott, chairman.

Adjourn at 12:15 p.m.

Open Meeting

The Casino 2:30 p.m.

Slide Presentation and Discussion—"Report on Surveys," Walter Elliott, Elliott-Haynes Ltd.

TALK AND DISCUSSION—"New Forms of the Broadcasting Art," Stewart Finlayson, general manager, Canadian Marconi Co. Ltd.

Adjourn at 5:15 p.m.

Cocktail Party

Music Room and Lounge

Hosts: Canadian Marconi Co. 5:30 p.m.

Annual Banquet

Main Dining Room 8:00 p.m.

Chairman—Phil Lalonde

Guest Speaker—B. K. Sandwell, editor, "Saturday Night." Subject—"Once there were no Radios."

I'm up at RB

For the summer.

If I can be of service

Please call me at

Midway 3515

Doc Lindsey

RE 5243
Wednesday, June 15

CLOSED MEETING The Casino 9:30 a.m.

PEN MEETING The Casino 10:30 a.m.
(1) PANEL DISCUSSION—"Selling the Industry" Panel: Maurice Rosentfeld (MacLaren Adv.); W. D. Byles (Young & Rubicam); Waldo Holden (CFMT, Toronto); Guy Herbert (All-Canada).
(2) PANEL DISCUSSION—"Keeping Posted" Panel: Andy McDermott (H. N. Stovin); Ralph Hart (Spitzer & Mills); Gordon Keeble (CFCF, Montreal).
Adjourn at 12:15 p.m.

PEN MEETING The Casino 2:00 p.m.
(1) Report of Sales Advisory Committee.
(2) PANEL DISCUSSION—"How to Emphasize Selective Radio" Panel: Jack Horler (Baker Advertising Agency Ltd.); William Wright; Jack Slatter (Radio Representatives Ltd.).
(3) PANEL DISCUSSION—"Programs Are Merchandise." Panel: Pat Freeman (CAB); Wm. Speers (CKRC, Winnipeg); Miss Lee Hart (NAB, Washington).
Adjourn at 4:00 p.m.

THURSDAY, JUNE 16

CLOSED MEETING The Casino 9:30 a.m.
DISCUSSION OF CAB POLICY ON:
(1) Royal Commission on National Development in the Arts and Sciences.
(2) Parliamentary Committee on Radio Broadcasting.
Adjourn at 12:15 p.m.

CLOSED MEETING The Casino 2:00 p.m.
(1) Performing Right Fees.
(2) Amendments to Constitution and By-laws.
(3) Election of Directors.
(4) Unfinished Business.
Adjournment of Annual Meeting

LEW ROSKIN
MANAGER OF CJDJ, DAWSON CREEK, B.C.
— says —
"Sorry Fellows!
"We were looking forward to seeing you at the Convention. But two elections in less than two weeks, and an 84% increase in business the last three months make it imperative for us to remain here. It's a great experience too, being able to cover and serve both B.C. and Alberta as well as reside in a community on Mile Zero of the Alaska Highway. CJDJ is a "Bonus Station" in the truest sense. We'll tell you more in a few weeks' time.
ENJOY YOURSELVES
AND HAVE A SUCCESSFUL CONVENTION.''

CFCY
BEST OUT OF 3+
BEST OUT OF 18+
+ Yes After 3 Successive BBM Surveys CFCY Still Predominately LEADS In Listener Circulation The 18 Private Stations In The Crowded Maritime Field.

IF YOU FIND IT HARD TO PICK A WINNER USE
CFCY "THE STATION THAT REACHES THE MOST PEOPLE IN THE MARITIMES."

IN CANADA: ALL-CANADA “IN SERVICE 25 YEARS”

IN U.S.A.: WEED & CO.
IT SAVES TO ADVERTISE

From "No Holds Barred," a series of commentaries being broadcast from coast to coast.

By RICHARD G. LEWIS

Not long ago, I had the privilege of addressing a meeting on the subject of advertising. It was a particularly interesting occasion for me, because instead of the usual stodgy business men, my audience consisted entirely of women.

After my talk, one of them rose to ask me a question. She wanted to know if it was true that in Great Britain, the BBC doesn't have advertising on its programs. I told her that it was true, and she gave me quite a surprise when she said: "I wouldn't like that, because I wouldn't know what sort of breakfast food to buy."

Here is a funny thing about advertising.

Even people who assure you they never read or listen to the ads actually do so, without realizing it. Don't make any mistake about it. You do both hear and read the advertisements, whether you think you do or not. And it is a very good thing for yourselves that you do.

The product you buy in the stores come in two classes. One is the "branded" goods, sold under a trade name. And the other group is unnamed merchandise.

Taking them in reverse order, when you buy "unnamed goods" you just get some cheese, butter, soap, soup or whatever it is you are after. You look at it, taste it, feel it, stretch it or smell it; hope it is as good as it appears; and take it home. Actually it won't matter very much whether you like it or not, because it is unlikely that you will ever get the same line again, largely because it hasn't any name to call it by.

In the case of branded goods, the shoe is on the other foot. Branded goods are easily identified by their names. And what is more, you can probably buy them anywhere in the country, and often in other countries too.

When a manufacturer stamp a product with his name, it is like the hallmark on a piece of silver. It is the same thing as him signing his name to a guarantee. He stakes his reputation on the goods behind the name. He has hundreds of thousands, perhaps even millions of dollars tied up in his factories and equipment. He employs thousands of men and women. And he—and they—can only keep on working and earning if you, his customers, approve of his product and buy it. If business drops off, the government doesn't hand him a cheque and say "Here are a few thousand to tide you over," while he goes on turning out inferior stuff. He has to be sure, first, that his product is good; secondly, that it maintains its style, flavor, quality, depending on what it may be; and third, that it is properly priced.

One reason why manufacturers "brand" or name their goods is this way is to enable them to tell you about them in their advertising. This starts with the label on the package or article and goes on through all the kinds of advertising you know so well.

Obviously the reason why people want to advertise their goods is to make people buy more of them. I didn't really have to tell you that, did I? But let's look into it a little further.

I just gave you three things a manufacturer has to do to keep you from his competitors and to give you for a customer for himself.

First, the product not only has to be good, but it must be consistently good. With food and practically all other lines, insuring the consistent quality of what is offered for sale is carried behind the scenes, but is probably given more time and energy than money and any other part of the proceedings. Companies employ whole staffs of chemists, dietitians or other practitioners depending on the nature of the product, to do nothing but experiment and test whatever it is they are making. Only when these experts are completely satisfied that all standards of quality have been met, does the factory go into production. If not, then does the advertising manager and his staff meet with the advertising agency, which prepares its advertising, to present the plain facts about the product.
What I have just said sounds etty idealistic, doesn't it? Actually, it is nothing but good business, and I can show you why.

Reputable firms which invite you to buy their goods by advertising know that the claims they make have to be true. Not only is this in accordance with the laws of the land, and also the best way to meet competition, but advertising is the show window of business. It is the one means that you, its customers have of finding out what goes on in its shops and offices. And it is only by putting out advertising which informs you honestly about the facts of the product, instead of deluging you with a lot of meaningless superlatives, that it can win your trust and confidence.

My third point was that, in order to induce you to use it, the product has to be properly priced, and advertising plays a major part in keeping the cost of things down.

Look at it this way. Mrs. Jones has to bake the pies for the family to eat over the weekend. She has a large family; it is a holiday weekend; she likes pie. So Friday, she gets to work and bakes 24 pies. Let us say that this gives Mrs. Jones four hours of work. Is she a bachelor, so you must give me if my figures are a little erratic. (Incidentally, I am fond of pie, too.)

Valuing Mrs. Jones' work—and sticking my neck out I know at 75 cents an hour, we find the cost of labor for those 24 pies was three dollars, the cost for 24 was only 33.75. That meant that while 12 pies cost 25 cents apiece in working time, 24 cost only a shade over 15 cents, showing a labor saving of 10 cents per pie.

Are you still with me?

Like Mrs. Smith and Mrs. Jones, the manufacturer knows that the more articles he makes, the less he will cost. So he thinks up ways and means of doing the baking for more and more Mrs. Smits and Mrs. Joneses. And the means he uses to get more customers—I think you've guessed it—is advertising.

So we have the healthy situation where Mr. Manufacturer is in a perpetual race with his competitors to make the best goods at the lowest prices, and so win you and me for customers.

Competition and advertising—they are one and the same thing—are the secrets, not only of prosperity, but of keeping prices down, too.

The Socialists, and their fellow travellers, would like to control everything we do—what we earn, what we spend, what we buy, what we sell. They would take from us this whole system of competition, where business can only prosper by forever striving to be more useful to the public. And the public gets the benefit.

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
146 Main Street
Winnipeg, Manitoba.

JUNE-

MONTH OF BRIDES
THE C.A.B. CONVENTION
and
OUR FIRST BIRTHDAY

can't go to St. Andrews — gotta stay at home 'n' celebrate our first anniversary — surprising how we've grown — just ask the 276 and more satisfied local advertisers — got national business too! — Come up 'n' see us sometime.

OJOY
GUELPH, ONT.

CFBC
"Your Friendly Host on the Fundy Coast"

Welcomes
C.A.B. DELEGATES
to the MARITIMES

During your visit to St. Andrews try to spend at least a few hours in Saint John. You'll be given a warm welcome at CFBC — the most modern station in the Maritimes where programs and promotion come first.

Bob Bowman
Manager
5000 WATTS
930 KC.

Safer than money!

When you carry money on your travels, you may lose it or have it stolen. But if you carry Canadian Pacific Express Travellers Cheques—and they are lost or stolen before being countersigned—their full value will be refunded to you. Use these Cheques just like money — cash them almost anywhere —your signature is your identification.

Obtainable through all Canadian Pacific agents and most banks.

ALWAYS CARRY
Canadian Pacific Express
TRAVELLERS CHEQUES
Over The Desk

There's a sort of tension in the air and it isn't the spring. It's a form of tension which comes every year, but the time of it varies. The occasion is the annual meeting of the Canadian Association of Broadcasters, and it seems it can and at any time between February and June. This year it's June 13-16, and it bodes fair to being an unqualified success, because, as manager Jim Allard puts it (in so many words), advance registrations equal approximately 1¼ reservations per available bed. We wonder who will do the vivisection.

We are also told that the Atlantic breeze is given to blowing not too balmly this season of the year. So we are taking a sweater. In fact, as this issue will be too late to warn people about doing the same thing, we shall bring two sweaters. Don't bank on us, though. It may be cold enough to warrant our form, now divested of 27 lbs. of upholstery, doming the both of them.

Definitely we shall not fly in the Maritimes on any red lines. We tried that at Minaki, and the plane was so overladden with the other two passengers, that we had to alight. We mention this to forestall the chicanery to which we are irrevocably subjected whenever two or three are gathered together at a convention, and the company on hand includes the individual we would rather be tearing apart. For some reason we are peculiar in this respect. People feel they can rend us asunder whether we are there or not.

Top story on the plate is the annual meeting. This issue comes from CKNW, New Westminster. It all happened at a staff dinner, May 25, when Bill Rea distributed dividend cheques to his boys and gals, based on a percentage of the profits. (We're planning the same soon.) The only thing is it may prove a little embarrassing if we ever come out of the red.

Guest of honor at the dinner was Wm. Rea, Senior (we often wondered where Bill got that Junior stuff) who is a well-known Edmonton lawyer, labelled M.A. and K.C., and, as you may have divined, is Bill Junior's pop. Pop turned it on for the boys and did a couple of Bobby Burns parodies. One spies inform us there were two requests. The first Bill-Junior, the other requested the boys to request the recitations, and then the boys...without ever knowing about those bonus cheques (it says here) requested that Mr. Rea perform.

Being a learned gent (see M.A. above) and a master of five languages (for Master and A few five languages), Mr. R. ended his speech with a Latin tag on his tongue and a twinkle in his eye. Hector MacKay, or the continuity department, replied to Mr. Rea, tendering him the staff thanks in Japanese. And his only has his senior matric.

On behalf of the newsman covering the convention, we are hoping that speakers will arm themselves with copies of what they say. These, duly distributed to the gentlemen (if I may use the word in its broadest sense) of the press, will enable them to report all deathless utterances made to the convention with reasonable accuracy, and without interruption to critique games, libations, gossipping butterflies or other diversions in which reporters have been known to indulge. They will also keep us up on more or less to the subjects they are supposed to be discussing. And finally they will provide speakers with tangible evidence (for posterity and their wives) that they did actually attend the meetings.

For the benefit of orators who unintentionally lose the point, we shall be in constant attendance for the purpose of committing to

---

CJAV... PORT ALBERNI May 14, 1949

Here Are Some

FACTS ABOUT CJAV & THE GREAT ALBERNIS

- PORT ALBERNI—is the 2nd largest city on Vancouver Island and 3rd largest exporter of lumber in B.C.
- CJAV—enjoys saturation coverage due to mountainous terrain.
- CJAV—has 67.2% to 83.1% of the audience.

DIAL 1250

(Elliott-Haynes)
A newspaper reports of what they intended to say, which we shall be prepared to print in this incomparable journal for three times or regular space rates.

Canadian Radio Year Book appears in the news again with the announcement that control as been acquired by T. J. Heeler and Allan B. Moore. The 50th edition will, says the press release, be ready early in December. The former owners, Robert Booth and Malcolm Mallory, will continue to serve on the board. Wheeler notes a newspaper feature syndicate bearing his name and Moore is managing director of the Printers' Guild, Pickering.

There is a fundamental difference between press and radio, or, as a bit of both, feel qualified to hold forth on the subject.

The press, with its objective news reporting through its news columns, and its forthright expression of opinion on its editorial pages, has built up a faithful respect for itself in government circles, and, in the war period excepted—has never had to suffer the regulations and limitations to which its younger brother is constantly subjected both Canada and the United States.

Could it be that radio is forever under the bureaucratic gun—no other reason than its hesitancy to have a mind of its own to speak profound public issues and express them at mind? In these election periods, is there any valid reason why a radio station should not be as vocally Conservative, Liberal, or—if you'll pardon the expression—CCF, as The Montreal Gazette, The Winnipeg Free Press or the Canadian Forum?

Obviously radio's policy of presenting all sides of every question is partly a desire to perform its duties in the meaning of the term, but is also predicated in the thought that a fellow can't have many friends. Yet are the thousands of friends, made by ting love and human kindness in all directions, as worthwhile as the few hundreds to be gained by espousing a cause we believe in and fighting for it against all aggressors? We don't think a "yes" radio is any more effective or valuable than a "yes" press, and we are picking up a thought handed us by the British Prime Minister and former Minister of Information, Brendan Bracken, who said this way when he recently spoke to the Newspaper Press and Film in London:

"Dictators, such as Napoleon and Hitler, demanded a 'yes' press. Hitler got a 'yes' press, as a result, Germany lost control over her affairs and, if it is even worse, one of the best wars of history was thrust upon us. A dictator who is not subject to some form of criticism, whether parliamentary or by the press, can always be trusted to bring his country to bankruptcy."

Claire Wallace, whose picture appeared more frequently in these columns than anyone's, with the exception of the guy in the gas mask atop the Lewiston column, has landed herself a new sponsor. Her "They Tell Me," featured formerly by Robin Hood Flour, hit the ether again June 6 for Rayve Home Permanents, a J. Walter Thompson account. Claire will be heard on Trans-Canada, Mondays Wednesdays and Fridays, at 4:30 p.m., EDT, and her return is greeted with sighs of relief in our editorial department which was beginning to wonder who would be flying the Atlantic, interviewing volcanoes and becoming an Indian Princess in her place.

Since Toronto let the restauranteurs dispense the cup that cheers, things have been happening to local beaneries. For one thing, you can now get a decent meal if you are in the excess profits class. The other thing concerns soup. With a moderate dollar dinner, you'll get a goodly bowl of it. For a dollar and a half, you get the same bowl filled two thirds of the way up. For two bucks you get a tea-cup full.

We are now saving up to see what happens when you spring (or someone else springs) for a three or four-dollar repast. Quick, Watson, the eye-dropper!

KEITH A. MACKINNON
CONSULTING RADIO ENGINEER

VICTORIA BUILDING

Mail Box 542
OTTAWA

Phone 4-5805

ANOTHER PHENOMENAL CKVL SUCCESS STORY!!

Sales....

over Three quarters of a Million dollars!

Cost....

less than 1/2 of one percent on

DONALD COOKE INC.

551 Fifth Avenue
New York City, N.Y.

HORACE N. STOVIN

Victory Building
Toronto, Ont.
Prone Albert, Sask.
WITH 5,000 WATTS
COVERING NORTHERN AND CENTRAL SASKATCHEWAN
ASK ANY "ALL-CANADA" MAN
SUCCESS AND BEST WISHES TO
C.A.B. CONVENTION

You Can’t
Aford to Ignore —
"Doctors Orders"

"I always felt that this show was ideal for the client’s (Starkman Chemists) purpose and this has certainly been borne out by the reaction from professional men in the city. I would say this programme is establishing a measure of good-will that would be very difficult to obtain in any other way."

— S. C. Young, General Manager, Toronto Office, Stevenson & Scott Ltd.

Be sure to ask your All-Canada Program Men about local rates and availabilities.

26 QUARTER-HOURS NOW READY—MORE IN PRODUCTION

ALL-CANADA PROGRAM DIVISION

Vancouver — Calgary — Winnipeg — Toronto — Montreal

Get
COMPLETE COVERAGE
IN
SASKATCHEWAN
ADD
CKBI

PROGRAGMS
First Annual Awards
Toronto—in the first annual competition for Canadian Radio Awards, 22 programs and program-series broadcast in Canada during 1948 received awards or honorable mentions. It was announced by the sponsor of the Awards, the Canadian Association for Adult Education, which represents 44 national organizations.

The awards have been instituted in order that "significant creative effort in Canadian radio" might be recognized.

Of the eight categories in which the competition was organized—music, drama, variety, actuality and documentary, children's, social and public issues, community service, and special—drama drew the most entries with the award going to CBC Wednesday Night's production of Henrik Ibsen's "Ghosts," adapted by Lister Sinclair and produced by Esse Ljungqvist.

... Double-award winner in the competition was Dick Despoecier, production manager of CJOR, Vancouver, who took an honorable mention in the community drama section for his adaptation and production of "Antigone" in CJOR's "Great Dramas," series of five hours in the community service section for the production of "The Battle of the Fraser."

In children's program section the award went to Mrs. E. L. Holmes for her program, "The Story Lady," produced by Murray Cooke and Ernest Murter and heard over CJRL Kenora.

... Four more dramas were cited for honorable mention, three in the "open" field and one in "community," and they were: "The Dybbuk," CBC Wednesday Night, adapted by Max Shaub and produced by Rupert Caplan; "Mr. Arcularis," CBC Stage 48, adapted by Gerald Nuxon and produced by Andrew Allan; "The Concert," CBC Stage 48, written by Joseph Schull and produced by Andrew Allan; "Salute to School," CBC's "The Varsity Story" series, written by Oscar Halina and produced by Ross McLean.

Other winners included:
Variety: "Wayne and Shuster Show," written and presented by Johnny Wayne and Frank Shuster with production by Jack Rae.

Music: "La Boheme," performed by the CBC Opera Company and conducted by Nicholas Goldschmidt. Honourable mention went to "A Layman's History of Music," written by Dr. Leslie Bej and narrated by Ernest Morgan and "Choral Series," a Christmas program of the University of British Columbia Choir on CJOR, Vancouver.


Special awards: "About Pirates" in the CBC series "The World's Great Ballads;" "Singing Stars of Tomorrow;" Imperia Oil Hockey Broadcasts; "On the Other Side of the Language" in the series "In Search of Citizens."

Special honorable mentions: Monica Muggan's series "Listen Ladies," broadcast over CHML Hamilton; "Yukon Memories" of the CBC International Service.

The prizes were Canadian paintings and were awarded by a committee of judges composed of: T. J. Allard, general manager of the Canadian Association of Broadcasters; Winston McQuilkin of Cockfield Brown & Co. Ltd., Mayor Moore (chairman) of the Association of Canadian Radio Artists; N. M. Morrison of the CBC; and Dr. J. R. Kidd acting as committee secretary.

... Rotary Round Table
Winnipeg—A series of weekly round-table discussions on international goodwill is being conducted by the Winnipeg Rotary Club over CHML.

The club's international committee present a program every Sunday afternoon.


A Good Heavyweight Packs a Wallop!
So Do Radio Shows Styled By
Woodhouse & Hawkins
1115 BAY ST.
TORONTO, ONT.

Photo Kl. 4864

ALL THE BEST TO THE CAB CONVENTIONEERS
"THE GROUP"* HAS THE PLEASURE TO

WELCOME

"Y'A DU SOLEIL"

A HALF HOUR PROGRAMME
Sponsored by W. M. WRIGLEY, JR. CO. LTD.

A PRODUCTION OF

RADIO PROGRAMME PRODUCERS

AN AGENCY ACCOUNT OF

THE JAMES FISHER CO. LTD.

FRENCH RADIO ASSOCIATES LTD.

Owned and Operated Co-operatively by

CKVL - CKCV - CHLT - CHLN - CJSO - CHEF

VERDUN - MONTREAL - QUEBEC - SHERBROOKE - TROIS-RIVIÈRES - SOREL - GRANBY

*The GROUP means six stations operating together under the subsidiary network rules of the CBC — sold as a GROUP.
FM

What's What in FM

New York — Too many people in radio and advertising fail to look beyond their immediate horizon and fail to face the facts of the advantages of "FM," said Edgar Kobak, former president of MBS, in an address to an audience of broadcasters, advertisers and agency people attending a one-day meeting here on "What's What in FM Radio."

Kobak declared that much of FM's strength lay in AM weaknesses and cited FM's greater range over average local AM stations at all times and its greater freedom from interference. He pointed out that as better FM receivers become available, this difference will be still more in FM's favor.

Stressing that FM is not a distinct medium and that FM broadcasters should not try to sell it as a medium itself, Kobak urged AM'ers to stop battling AM'ers and instead to "join them and move in and take over part of broadcasting's responsibility."

"Millions of people still get poor reception," Kobak declared, "and FM is the only means available to give every person good reception. In many sections we must replace AM if we are to give all people equal results. Now is the time to sell FM in those sections where reception is poor: Stop arguing and start constructive selling. Radio belongs to the people and they must have the best — good, clear, continuous reception night and day."

At the same time, William E. Ware, president of the Frequency Modulation Association, said that we are now clearly entering "the FM era" in American sound broadcasting. He pointed out that in the U.S., 721 FM stations now cover 100 million people who live in 150 of the nation's principal market areas, and that FM receiver set production was mounting in the face of a sharp drop-off in AM set production as the end of the seller's market forces distress selling of obsolete AM sets.

Everett L. Dillard, president of the Continental FM Network, brought the audience up-to-date during the morning session by reporting latest trends in FM development. In his analysis of manufacturers' figures, Dillard showed that AM receiver production last year dropped more than 25% from its 1947 level and by the end of the year was down to 66%. Meanwhile, the production of FM sets increased by 35% over 1947. He pointed out that the number of AM sets no longer offered to the home listening audience is scarcely adequate to offset sets going out of use through obsolescence, while the adding of FM receiver units to the latest television sets is an added factor helping to build the FM audience.

Apart from receiver production trends, Dillard also said that the more than 100% growth in FM stations in the past year to a present total of 721, plus the increased range and reliability of FM signals, was adding significantly both to the actual and potential radio audience in the United States.

Ted Leitze1, of Zenith Radio Corporation, in addressing the meeting, declared: "There are already ready areas in these United States where FM stations with alert management represent a better buy for advertisers, and will do a better job for them, than AM stations in the same cities.

"Any advertiser," he continued, "who buys network time without valuing above AM the FM offerings that he gets for little or nothing is just as crazy as a silversmith who throws away the by-products of gold and platinum."

Dr. Millard C. Faught addressed the meeting on the genesis of radio advertising from the point of view of an economist and said that, even though radio is probably the most vital communication medium of the present day, it has never become a "community communication service." He pointed out that at present less than 1% of America's four million enterprising radio advertisers are buying radio advertising and that only one out of 20,000 is a network sponsor. If radio would do the same kind of advertising job a local business that has enabled 10,000 local newspapers to prosper in this country, he said, radio could increase its advertising revenue by millions of dollars.

Dr. Faught said that "if under
they're space salesmen, selling paid ads to people we give time to free."

These circumstances the industry does not turn to exploiting the potentialities of FM. I submit it will be one of the miracles of American economic history. Once the industry does turn its full production and merchandising cents in this direction, any criticism about the size and value the FM audience to advertisers will become academic in a matter of months."

On hand at the meeting to discuss the growth of FM broadcasting was its inventor, Major H. Armstrong, and he conged the many low-priced table receivers on exhibit from more than a dozen manufacturers with one of his first experimental examples, a huge contraption of wires, tubes and gadgets which cost thousands of dollars. Major Armstrong also gave a demonstration of demonstration broadcasts on typical New York AM and FM stations, which showed the fidelity and greater coverage of FM signals.

ONLY TAXIS GET FM

Ottawa. — The Transport Department has not made any provision for setting aside FM or short-wave frequencies for industrial or commercial communications and doesn't intend to in future, officials of that department said here recently.

They said most firms needing radio communications with other stations used radio telephones rented from a public carrier, such as a telephone company. An exception had been made for taxi companies because of the large volume of radio traffic they handled and the small revenue they received for each call.

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.
To my perruikers this day, to have my long and curling locks set in order, this business of convention being somewhat new to me, and anxious to look my best. Do find myself in goodly company, being surrounded by the managers of those independent and progressive stations whom we do represent. Do hope to see many of them at this Convention, where they will be greeted by Andy McDermott and Ralph Judge. Greetings in especial to the Maritimes, for that this is the first time CAB’s Convention hath taken place in their area; and also to our tenth province, whose one and only independent station, VOCM, we are proud to represent. And a welcome, too, to the big delegation visiting us from the U.S.A.

Do wish good progress and good health to all those now in session, for determined strides and planning are needed to keep radio where it belongs — in the forefront of all competing media.

G. CARON,
CJBR, Rimouski, P.Q.
Do find myself intrigued by survey reports which show too large a percentage of Canadians as yet undetermined as to how they will vote in the approaching Federal elections, and believe this is a time for radio to show how important a factor it is in moulding public opinion. More congratulations to Dick Diespecker and CJOR Vancouver. Before the ink had more than dried on reports of their First and Honor Mention awards from Columbus, Ohio, there comes announcement of recognition in the first of the Canadian Radio Awards. Speaking of awards, two Maritimes stations of ours get the Pepys approval for their unstinted support of musical festivals, since CRCW itself underwrites the cost of the Moncton festival, and CHSJ broadcast no less than 29 hours of the New Brunswick Music Festival — just about the entire musical portion of the week's event. Being all for this time, and so to bed — if any do go to bed during Convention!
When you hire
Announcers- Producers or Technicians
LOOK TO THE . . .

Ryerson Institute of Technology
School of Electronics

- All Ryerson graduates are selected students
  fully trained in all the practical aspects of
  broadcasting.

Ryerson is proud of the satisfaction its graduates have given employers throughout Canada.

In line with serving the broadcasting industry, we announce the inauguration of

Canada's First Educational F.M. Station
designed to give our students actual "on the air" experience.

Audition records supplied on request.

Courses in broadcasting operate under the direction of an Advisory Committee from the broadcasting industry.

GLAMOR DEPT.
With RCA setting up a
miniature TV studio at the
CAB Convention, radio
personality boys had bet-
ter show up with panchro-
matic make-up kits, just
in case.

EMPLOYEE RELATIONS
"It isn't that I'm such
nice guy to work for, it
just that I'm away half
my time."
-Frank Ryan.

TCK, TCK, TCK!
"A fly was walking down
the street with his mackin-
za." -Censored from
Wayne & Shuster script.

DEPT. OF DEFINITIONS
If Socialists are "Liberal
in-a-hurry," doesn't that
make Liberals "Socialists
with time-to-kill?"

FIRST NIGHT
A suitable opening shot for
the CBC's studios in the
Ford Hotel, Montreal
would be a broadcast of the
well-known comedy, "Por-
lor, Bedroom and Bath."

POETS' CORNER
A man went down to the
sea,
To see what he could see.
He only saw what other
people saw.
And that was the CAB.

POWER OF RADIO
All these political broa-
casts at election time might
even persuade some people
to vote.

PRO BONO PUBLICO
"We (Canadians) have
considered ourselves as pioneers
in television."
-Dr. A. Frank
in "Radio."

SERIOUSLY
Ramsay Lees wishes he
could be at the CAB Con-
vention, but he's in the
Hamilton Sun (Evel Bul-
ning) instead. Says to be
hello for him. Strong
suspect he'd like you to
say hello for you.
## British Columbia

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Coquitlam</td>
<td>CKOK</td>
<td>All-Canada</td>
<td>Weed &amp; Co.</td>
<td>Jack Filling</td>
<td>W. G. Teetzell</td>
<td>UTS</td>
<td>-</td>
</tr>
<tr>
<td>New Westminster</td>
<td>CKBN</td>
<td>All-Canada</td>
<td>Weed &amp; Co.</td>
<td>Ian Clarke</td>
<td>Eric Frost</td>
<td>UTS</td>
<td>PN</td>
</tr>
<tr>
<td>New Westminster</td>
<td>CKC1</td>
<td>H. N. Stovin</td>
<td>Adam Young</td>
<td>Mrs. K. Haryett</td>
<td>-</td>
<td>World</td>
<td>PN</td>
</tr>
<tr>
<td>Red Deer</td>
<td>CKOK</td>
<td>William Wright</td>
<td>Harry O. Watts</td>
<td>Jean Griffiths</td>
<td>Standard</td>
<td>PN</td>
<td></td>
</tr>
<tr>
<td>Red Deer</td>
<td>CKOK</td>
<td>William Wright</td>
<td>Harry O. Watts</td>
<td>Jean Griffiths</td>
<td>Standard</td>
<td>PN</td>
<td></td>
</tr>
<tr>
<td>St. John's</td>
<td>CKIS</td>
<td>Radio Reps.</td>
<td>-</td>
<td>Chas. Rudolph</td>
<td>Chas. Patrick</td>
<td>Cole</td>
<td>PN</td>
</tr>
<tr>
<td>Vancouver</td>
<td>CKPD</td>
<td>All-Canada</td>
<td>Weed &amp; Co.</td>
<td>Carol Eppichke</td>
<td>Jack Boates</td>
<td>UTS</td>
<td>-</td>
</tr>
<tr>
<td>Vancouver</td>
<td>CKPR</td>
<td>All-Canada</td>
<td>Weed &amp; Co.</td>
<td>C. H. Innsulander</td>
<td>S. J. Anderson</td>
<td>UTS</td>
<td>-</td>
</tr>
<tr>
<td>Vancouver</td>
<td>CKAT</td>
<td>All-Canada</td>
<td>Weed &amp; Co.</td>
<td>John Loder</td>
<td>-</td>
<td>NBC</td>
<td>-</td>
</tr>
<tr>
<td>Vancouver</td>
<td>CBP</td>
<td>CBC</td>
<td>Ken Cople</td>
<td>Harold Pavison</td>
<td>-</td>
<td>CP</td>
<td>BUP</td>
</tr>
<tr>
<td>Vancouver</td>
<td>CBQ</td>
<td>H. N. Stovin</td>
<td>Adam Young</td>
<td>G. C. Chandler</td>
<td>D. E. Laws</td>
<td>NBC</td>
<td>UTS</td>
</tr>
<tr>
<td>Vancouver</td>
<td>CKMO</td>
<td>Notl Broadcast Sales</td>
<td>Donald Cooke, Inc.</td>
<td>Mrs. K. H. Willis</td>
<td>Tom Starnerry</td>
<td>Sesac</td>
<td>Associated</td>
</tr>
<tr>
<td>Victoria</td>
<td>CKWX</td>
<td>All-Canada</td>
<td>Weed &amp; Co.</td>
<td>F. H. Eppichke</td>
<td>Jack Sayers</td>
<td>Long-Worth</td>
<td>World</td>
</tr>
<tr>
<td>Victoria</td>
<td>CJVI</td>
<td>All-Canada</td>
<td>Weed &amp; Co.</td>
<td>M. V. Cheevers</td>
<td>Lee Hallberg</td>
<td>NBC</td>
<td>World</td>
</tr>
</tbody>
</table>

## Alberta

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Calgary</td>
<td>CFAC</td>
<td>All-Canada</td>
<td>Weed &amp; Co.</td>
<td>A. M. Cairns</td>
<td>F. R. Shaw</td>
<td>Associated</td>
<td>BUP</td>
</tr>
<tr>
<td>Edmonton</td>
<td>CBX</td>
<td>CBC</td>
<td>CBC</td>
<td>Dan Cameron</td>
<td>-</td>
<td>CP</td>
<td>BUP</td>
</tr>
<tr>
<td>Edmonton</td>
<td>CHFA</td>
<td>All-Canada</td>
<td>Weed &amp; Co.</td>
<td>Romaine Leclair</td>
<td>-</td>
<td>BUP</td>
<td>PN</td>
</tr>
<tr>
<td>Edmonton</td>
<td>CJCA</td>
<td>All-Canada</td>
<td>Weed &amp; Co.</td>
<td>Gerry Goetz</td>
<td>Rolfe Barnes</td>
<td>NBC</td>
<td>Standard</td>
</tr>
<tr>
<td>Grande Prairie</td>
<td>CKUA</td>
<td>Non-commercial</td>
<td>-</td>
<td>Walker Blake</td>
<td>-</td>
<td>Associated</td>
<td>PN</td>
</tr>
<tr>
<td>Grande Prairie</td>
<td>CGFP</td>
<td>All-Canada</td>
<td>Weed &amp; Co.</td>
<td>Arthur Bonfour</td>
<td>-</td>
<td>NBC</td>
<td>Sesac</td>
</tr>
<tr>
<td>Grande Prairie</td>
<td>CJOC</td>
<td>All-Canada</td>
<td>Weed &amp; Co.</td>
<td>Wm. Guild</td>
<td>C. A. Perry</td>
<td>Long-Worth</td>
<td>NBC</td>
</tr>
<tr>
<td>Medicine Hat</td>
<td>CHAT</td>
<td>All-Canada</td>
<td>Weed &amp; Co.</td>
<td>R. J. Buzz</td>
<td>-</td>
<td>Standard</td>
<td>BUP</td>
</tr>
</tbody>
</table>

## Saskatchewan

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Assiniboia</td>
<td>CHAB</td>
<td>H. N. Stovin</td>
<td>Weed &amp; Co.</td>
<td>Sid Boyling</td>
<td>Lloyd Crittenden</td>
<td>Cole</td>
<td>BUP</td>
</tr>
<tr>
<td>Assiniboia</td>
<td>CJNB</td>
<td>H. N. Stovin</td>
<td>-</td>
<td>W. E. Collier</td>
<td>-</td>
<td>Long-Worth</td>
<td>World</td>
</tr>
<tr>
<td>Moose Jaw</td>
<td>CKBI</td>
<td>All-Canada</td>
<td>Weed &amp; Co.</td>
<td>E. Rawlinson</td>
<td>G. Prest</td>
<td>NBC</td>
<td>PN</td>
</tr>
<tr>
<td>Moose Jaw</td>
<td>CKCK</td>
<td>All-Canada</td>
<td>Weed &amp; Co.</td>
<td>N. Crittenden</td>
<td>G. L. Seabrook</td>
<td>NBC</td>
<td>PN</td>
</tr>
</tbody>
</table>
Standard's Sensational "Extra Value"

THE New
STANDARD RADIO
STAR SHOWS
An Integral Part of the
Standard Program Library
"THE LIBRARY WITH THE COMMERCIAL TOUCH"

Standard Radio does it again... tops its long-standing record of showmanship with a group of brilliantly written and professionally produced programs which take their musical content from the massive Standard Program Library itself... and are available for immediate and continuous sponsorship! Come in and hear the special audition discs... see the impressive literature which we have created to describe these shows... and let us tell you how these and other selling aids can help you make the most of "the library with the commercial touch!"

Standard Radio
TRANSCRIPTION SERVICES, INC.
HOLLYWOOD - CHICAGO
NEW YORK

Alex Sherwood
HOTEL ALGONQUIN
CAB CONVENTION
JUNE 12-16
### MANITOBA

<table>
<thead>
<tr>
<th>Station</th>
<th>Call</th>
<th>Manager</th>
<th>U.S. Mgr.</th>
<th>News</th>
</tr>
</thead>
<tbody>
<tr>
<td>CKX</td>
<td>Radio Reps. (A. J. Main in Winnipeg)</td>
<td>Donald Cooke, Inc.</td>
<td>John Craig</td>
<td>NBC World</td>
</tr>
<tr>
<td>CKFA</td>
<td>M. N. Stover</td>
<td>Adam Young</td>
<td>John Craig</td>
<td>CBC World</td>
</tr>
<tr>
<td>CBW</td>
<td>M. N. Stover</td>
<td>M. N. Stover</td>
<td>J. N. Moggridge</td>
<td>W. G. Carpentier</td>
</tr>
<tr>
<td>CKRC</td>
<td>All-Canada</td>
<td>Weed &amp; Co.</td>
<td>William Spears</td>
<td>Bruce Pine</td>
</tr>
</tbody>
</table>

### ONTARIO

<table>
<thead>
<tr>
<th>Station</th>
<th>Call</th>
<th>Manager</th>
<th>U.S. Mgr.</th>
<th>News</th>
</tr>
</thead>
<tbody>
<tr>
<td>CJSO</td>
<td>H. N. Stover</td>
<td>Adam Young</td>
<td>W. H. Stover</td>
<td>J. H. Macdonald</td>
</tr>
<tr>
<td>CKPC</td>
<td>J. L. Alexander</td>
<td>---</td>
<td>Mrs. J. D. Buchanan</td>
<td>---</td>
</tr>
<tr>
<td>CFJS</td>
<td>H. N. Stover</td>
<td>Adam Young</td>
<td>J. R. Radford</td>
<td>---</td>
</tr>
<tr>
<td>CKSF</td>
<td>J. L. Alexander</td>
<td>Donald Cooke, Inc.</td>
<td>J. G. McLean</td>
<td>R. S. McLean</td>
</tr>
<tr>
<td>CKBR</td>
<td>Radio Reps. (H. N. Stover in Winnipeg)</td>
<td>Adam Young</td>
<td>Hector DaRrell</td>
<td>G. D. Jefferay</td>
</tr>
<tr>
<td>CJYJ</td>
<td>Radio Reps.</td>
<td>Donald Cooke, Inc.</td>
<td>Wallace Slatter</td>
<td>Fred Metcalfe</td>
</tr>
<tr>
<td>CJFL</td>
<td>Nat'l Broadcast Sales in Montreal (John N. Hunt in Vancouver)</td>
<td>Adam Young</td>
<td>Don Darling</td>
<td>Dave Whitaker</td>
</tr>
<tr>
<td>CHML</td>
<td>Nat'l Broadcast Sales in Montreal (John N. Hunt in Vancouver)</td>
<td>Adam Young</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>CKCO</td>
<td>All-Canada</td>
<td>Weed &amp; Co.</td>
<td>W. T. Crenshaw</td>
<td>Lloyd Westmoreland</td>
</tr>
<tr>
<td>CHJ</td>
<td>H. N. Stover</td>
<td>Donald Cooke, Inc.</td>
<td>Ged McLean</td>
<td>Tom Livers</td>
</tr>
<tr>
<td>CWLO</td>
<td>Nat'l Broadcast Sales (John N. Hunt in Vancouver)</td>
<td>Donald Cooke, Inc.</td>
<td>Ray Hofstetter</td>
<td>Gordon Sweetman</td>
</tr>
<tr>
<td>CKLS</td>
<td>Nat'l Broadcast Sales (John N. Hunt in Vancouver)</td>
<td>Donald Cooke, Inc.</td>
<td>Harry Edgar</td>
<td>Don Lowrie</td>
</tr>
<tr>
<td>CFCF</td>
<td>---</td>
<td>---</td>
<td>Frank Pollock</td>
<td>Miss Chris Forsley</td>
</tr>
<tr>
<td>CKCR</td>
<td>William Wright</td>
<td>---</td>
<td>W. C. Mitchell</td>
<td>G. Liddle</td>
</tr>
<tr>
<td>CKFL</td>
<td>All-Canada</td>
<td>Weed &amp; Co.</td>
<td>Murray Brown</td>
<td>---</td>
</tr>
<tr>
<td>CHVC</td>
<td>J. L. Alexander</td>
<td>---</td>
<td>J. F. McKinnon &amp; Son</td>
<td>---</td>
</tr>
<tr>
<td>CFCH</td>
<td>Nat'l Broadcast Sales</td>
<td>Donald Cooke, Inc.</td>
<td>C. Pekrum</td>
<td>R. Fokker</td>
</tr>
<tr>
<td>CPFU</td>
<td>H. N. Stover</td>
<td>Adam Young</td>
<td>G. B. Smith</td>
<td>---</td>
</tr>
<tr>
<td>CKDO</td>
<td>J. L. Alexander</td>
<td>Weed &amp; Co.</td>
<td>Russ Revlend</td>
<td>---</td>
</tr>
<tr>
<td>CBO</td>
<td>CBC</td>
<td>CBC</td>
<td>Russ, P. Wright</td>
<td>---</td>
</tr>
<tr>
<td>CKSV</td>
<td>Nat'l Broadcast Sales</td>
<td>Donald Cooke, Inc.</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>CFRP</td>
<td>All-Canada</td>
<td>Weed &amp; Co.</td>
<td>Frank Ryan</td>
<td>George Gallow</td>
</tr>
<tr>
<td>CFCY</td>
<td>Nat'l Broadcast Sales (John N. Hunt in Vancouver)</td>
<td>Donald Cooke, Inc.</td>
<td>Russ Boer</td>
<td>E. L. Innes</td>
</tr>
</tbody>
</table>

---

**Note:** The table lists Canadian broadcasters and their associates, along with their respective managers and news organizations. The entries are organized by province (Manitoba and Ontario). The table includes information about radio stations, their managers, U.S. managers, and news organizations associated with them.
A HEARTY WELCOME to the CANADIAN ASSOCIATION of BROADCASTERS from the NUMBER ONE STATION in the Maritimes' NUMBER ONE MARKET

FINLAY MacDONALD

CLAIR CHAMBERS

5000 WATTS - 920 ON THE DIAL

CJCH HALIFAX NOVA SCOTIA YOUR GOOD NEIGHBOUR STATION
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>CFPA</td>
<td>Nat'l Broadcast Sales (A. J. Messier in Winnipeg)</td>
<td>Weed &amp; Co</td>
<td>R. M. Parker</td>
<td>Long-Worth Standard</td>
<td>PN</td>
<td></td>
</tr>
<tr>
<td>CHOK</td>
<td>Nat'l Broadcast Sales (John N. Hunt in Vancouver)</td>
<td>Donald Cooke, Inc.</td>
<td>Claude R Irvine</td>
<td>Gerald Hall</td>
<td>Long-Worth Standard</td>
<td>PN</td>
</tr>
<tr>
<td>CKTB</td>
<td>Nat'l Broadcast Sales (John N. Hunt in Vancouver)</td>
<td>J. H. McGillivray</td>
<td>W. Burgayne</td>
<td>C. Wingrove</td>
<td>UTS NBC</td>
<td>PN</td>
</tr>
<tr>
<td>CHNO</td>
<td>William Wright</td>
<td>Adam Young</td>
<td>William Bramah</td>
<td>Rene Riel</td>
<td>Associated</td>
<td>PN</td>
</tr>
<tr>
<td>CKSO</td>
<td>All-Canadian</td>
<td>Weed &amp; Co.</td>
<td>Will Woodill</td>
<td>NBC</td>
<td>World</td>
<td>PN</td>
</tr>
<tr>
<td>CKGB</td>
<td>Nat'l Broadcast Sales (John N. Hunt in Vancouver)</td>
<td>Donald Cooke, Inc.</td>
<td>H. C. Freeman</td>
<td>Ed. Bowser</td>
<td>Long-Worth Standard</td>
<td>PN</td>
</tr>
<tr>
<td>CB</td>
<td>CBC</td>
<td>CBC</td>
<td>H. J. Boyle</td>
<td>E. A. Weir</td>
<td>Associated</td>
<td>PN</td>
</tr>
<tr>
<td>CFB</td>
<td>All-Canada in Montreal</td>
<td>Adam Young</td>
<td>E. L. Moore</td>
<td>Waido Holden</td>
<td>Standard</td>
<td>PN</td>
</tr>
<tr>
<td>CHUM</td>
<td>J. L. Alexander</td>
<td>R. Ford</td>
<td>——</td>
<td>——</td>
<td>——</td>
<td>——</td>
</tr>
<tr>
<td>CJRC</td>
<td>H. N. Stavin</td>
<td>H. N. Stavin</td>
<td>H. G. Walker</td>
<td>——</td>
<td>Long-Worth Standard</td>
<td>CP</td>
</tr>
<tr>
<td>CKEX</td>
<td>Nat'l Broadcast Sales (John N. Hunt in Vancouver)</td>
<td>Donald Cooke, Inc.</td>
<td>Hal Cooke</td>
<td>Bob Lee</td>
<td>Long-Worth Associated</td>
<td>PN</td>
</tr>
<tr>
<td>CKLO</td>
<td>H. N. Stavin</td>
<td>Adam Young</td>
<td>J. E. Campeau</td>
<td>E. W. Wardell</td>
<td>Standard</td>
<td>INS</td>
</tr>
<tr>
<td>CKNX</td>
<td>J. L. Alexander</td>
<td>——</td>
<td>——</td>
<td>——</td>
<td>——</td>
<td>——</td>
</tr>
<tr>
<td>CKFO</td>
<td>William Wright</td>
<td>M. J. Werry</td>
<td>Stanley Smith</td>
<td>Long-Worth World</td>
<td>PN</td>
<td></td>
</tr>
</tbody>
</table>

**Quebec**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>CHAD</td>
<td>Nat'l Broadcast Sales (John N. Hunt in Vancouver)</td>
<td>Weed &amp; Co</td>
<td>D. A. Gourde</td>
<td>——</td>
<td>——</td>
<td>——</td>
</tr>
<tr>
<td>CJ</td>
<td>CBC</td>
<td>CBC</td>
<td>Vilmont Fortin</td>
<td>——</td>
<td>——</td>
<td>——</td>
</tr>
<tr>
<td>CK</td>
<td>Omer Renaud &amp; Co. (John N. Hunt in Vancouver)</td>
<td>Donald Cooke, Inc.</td>
<td>G. Laliberté</td>
<td>——</td>
<td>——</td>
<td>——</td>
</tr>
<tr>
<td>CKCH</td>
<td>Omer Renaud &amp; Co. (John N. Hunt in Vancouver)</td>
<td>Adam Young</td>
<td>J. P. Leniere</td>
<td>——</td>
<td>——</td>
<td>——</td>
</tr>
<tr>
<td>CKRR</td>
<td>Omer Renaud &amp; Co. (John N. Hunt in Winnipeg)</td>
<td>Adam Young</td>
<td>Gostion Voyer</td>
<td>——</td>
<td>——</td>
<td>——</td>
</tr>
<tr>
<td>CB</td>
<td>CBC</td>
<td>CBC</td>
<td>Marcel Guimard</td>
<td>M. Valiquette</td>
<td>——</td>
<td>——</td>
</tr>
<tr>
<td>CBM</td>
<td>CBC</td>
<td>CBC</td>
<td>W. J. O'Reilly</td>
<td>M. Valiquette</td>
<td>——</td>
<td>——</td>
</tr>
<tr>
<td>CFCC</td>
<td>All-Canada in Toronto</td>
<td>Weed &amp; Co.</td>
<td>Gordon Keeble</td>
<td>Tom Quigley</td>
<td>NBC</td>
<td>BUP</td>
</tr>
<tr>
<td>CHLP</td>
<td>J. L. Alexander</td>
<td>J. H. McGillivray</td>
<td>C. A. Berthouame</td>
<td>F. Bergeron</td>
<td>Associated</td>
<td>PN</td>
</tr>
<tr>
<td>CJAD</td>
<td>Nat'l Broadcast Sales (John N. Hunt in Vancouver)</td>
<td>Adam Young</td>
<td>J. A. Duport</td>
<td>——</td>
<td>——</td>
<td>——</td>
</tr>
<tr>
<td>CKAC</td>
<td>William Wright</td>
<td>Adam Young</td>
<td>Phil Lalonde</td>
<td>George Bourassa</td>
<td>Long-Worth World</td>
<td>PN</td>
</tr>
<tr>
<td>CHMC</td>
<td>Jos. A. Hardy</td>
<td>Adam Young</td>
<td>Dr. Chas. Haudc</td>
<td>Viateur Bernard</td>
<td>——</td>
<td>——</td>
</tr>
<tr>
<td>CBC</td>
<td>CBC</td>
<td>CBC</td>
<td>Guy Dumais</td>
<td>M. Valiquette</td>
<td>——</td>
<td>——</td>
</tr>
<tr>
<td>CHRC</td>
<td>Jos. A. Hardy</td>
<td>Adam Young</td>
<td>Henri LePage</td>
<td>Aurele Palster</td>
<td>Long-Worth</td>
<td>BUP</td>
</tr>
<tr>
<td>CJNT</td>
<td>——</td>
<td>——</td>
<td>J. N. Thivierge</td>
<td>——</td>
<td>——</td>
<td>——</td>
</tr>
<tr>
<td>CJBR</td>
<td>H. N. Stavin</td>
<td>Adam Young</td>
<td>Guy Coran</td>
<td>——</td>
<td>UTS Standard</td>
<td>PN</td>
</tr>
<tr>
<td>CKBF</td>
<td>Omer Renaud &amp; Co. (John N. Hunt in Vancouver)</td>
<td>Adam Young</td>
<td>Adam Potvin</td>
<td>——</td>
<td>NBC</td>
<td>——</td>
</tr>
<tr>
<td>CKRN</td>
<td>Nat'l Broadcast Sales (John N. Hunt in Vancouver)</td>
<td>Weed &amp; Co.</td>
<td>D. A. Gourde</td>
<td>——</td>
<td>World</td>
<td>PN</td>
</tr>
<tr>
<td>CHGB</td>
<td>Omer. Renaud &amp; Co. (John N. Hunt in Vancouver)</td>
<td>Adam Young</td>
<td>G. T. Desjardins</td>
<td>——</td>
<td>——</td>
<td>——</td>
</tr>
<tr>
<td>CHLT</td>
<td>Jos. A. Hardy</td>
<td>Adam Young</td>
<td>A. Gauthier</td>
<td>——</td>
<td>NBC World</td>
<td>UTS</td>
</tr>
<tr>
<td>CKTS</td>
<td>Jos. A. Hardy</td>
<td>Adam Young</td>
<td>A. Gauthier</td>
<td>——</td>
<td>——</td>
<td>——</td>
</tr>
<tr>
<td>--------------</td>
<td>-------</td>
<td>-----------------------------------------------------</td>
<td>---------------------------------------------------</td>
<td>---------------------------</td>
<td>-----------</td>
<td>-----------</td>
</tr>
<tr>
<td>Sorel</td>
<td>CJSO</td>
<td>Omer Renaud &amp; Co. (John N. Hunt in Vancouver)</td>
<td>Donald Cooke, Inc.</td>
<td>G. Boulay</td>
<td></td>
<td>World</td>
</tr>
<tr>
<td>Three Rivers</td>
<td>CHEN</td>
<td>Jas. A. Hardy</td>
<td>Adam Young</td>
<td>Leon Trepanier</td>
<td></td>
<td>UTS</td>
</tr>
<tr>
<td>Val D’Or</td>
<td>CKVD</td>
<td>Nat'l Broadcast Sales (John N. Hunt in Vancouver)</td>
<td>Weed &amp; Co.</td>
<td>D. A. Gourd</td>
<td></td>
<td>UTS</td>
</tr>
<tr>
<td>Verdun</td>
<td>CKVL</td>
<td>H. N. Stovin</td>
<td>Donald Cooke, Inc.</td>
<td>Jack Tielman</td>
<td></td>
<td>Long-Worth UTS</td>
</tr>
</tbody>
</table>

**NEW BRUNSWICK**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Campbellton</td>
<td>CKNB</td>
<td>All-Canada</td>
<td>Weed &amp; Co.</td>
<td>C. S. Chapman</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Edmundston</td>
<td>CJEA</td>
<td>H. N. Stovin</td>
<td>Adam Young</td>
<td>Maurice Lecocse</td>
<td></td>
<td>World</td>
<td>BUP</td>
</tr>
<tr>
<td>Fredericton</td>
<td>CFNB</td>
<td>All-Canada</td>
<td>Weed &amp; Co.</td>
<td>Malcolm Neill</td>
<td></td>
<td>NBC Standard Cole</td>
<td>BUP</td>
</tr>
<tr>
<td>Moncton</td>
<td>CKCW</td>
<td>H. N. Stovin</td>
<td>J. H. McGillivra</td>
<td>F. A. Lynds</td>
<td></td>
<td>UTS</td>
<td>BUP</td>
</tr>
<tr>
<td>Newcastle</td>
<td>CKMR</td>
<td>William Wright</td>
<td>Arthur Martin</td>
<td>J. L. Gourde</td>
<td></td>
<td>Standard</td>
<td>PN</td>
</tr>
<tr>
<td>Saint John</td>
<td>CHSJ</td>
<td>H. N. Stovin</td>
<td>Adam Young</td>
<td>Geo. Cromwell</td>
<td></td>
<td>Associated Long-Worth UTS</td>
<td>PN</td>
</tr>
<tr>
<td>Sackville</td>
<td>CBA</td>
<td>CBC</td>
<td>BC</td>
<td>W. E. S. Briggs</td>
<td></td>
<td>World</td>
<td>CP BUP</td>
</tr>
</tbody>
</table>

**PRINCE EDWARD ISLAND**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Charlottetown</td>
<td>CFY</td>
<td>All-Canada</td>
<td>Weed &amp; Co.</td>
<td>Col. Keith Rogers</td>
<td></td>
<td>Associated Long-Worth Standard</td>
<td>PN</td>
</tr>
<tr>
<td>Summerside</td>
<td>CJW</td>
<td>Radio Reps.</td>
<td></td>
<td>A. G. Rogers</td>
<td></td>
<td>World</td>
<td>BUP</td>
</tr>
</tbody>
</table>

**NOVA SCOTIA**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Antigonish</td>
<td>CJFX</td>
<td>Nat'l Broadcast Sales (John N. Hunt in Vancouver)</td>
<td>Adam Young</td>
<td>J. C. Nunn</td>
<td></td>
<td>Long-Worth UTS</td>
<td>PN</td>
</tr>
<tr>
<td>Bridgewater</td>
<td>CKBW</td>
<td>Radio Reps.</td>
<td>Donald Cooke, Inc.</td>
<td>Ken Dougan</td>
<td></td>
<td>Associated</td>
<td>PN</td>
</tr>
<tr>
<td>Halifax</td>
<td>CBH</td>
<td>CBC</td>
<td>CBC</td>
<td>S. R. Kennedy</td>
<td></td>
<td>CBC</td>
<td>CP BUP</td>
</tr>
<tr>
<td>Halifax</td>
<td>CHNS</td>
<td>All-Canada</td>
<td>Weed &amp; Co.</td>
<td>Gerald Redmond</td>
<td></td>
<td>Long-Worth NBC UTS &amp; World</td>
<td>PN</td>
</tr>
<tr>
<td>Halifax</td>
<td>CICH</td>
<td>Nat'l Broadcast Sales (John N. Hunt in Vancouver)</td>
<td>Donald Cooke, Inc.</td>
<td>E. F. MacDonald</td>
<td></td>
<td>Standard World</td>
<td>PN</td>
</tr>
<tr>
<td>Kentville</td>
<td>CKKN</td>
<td>J. L. Alexander</td>
<td>Adam Young</td>
<td>J. P. La Roque</td>
<td></td>
<td>Cole UTS</td>
<td>PN</td>
</tr>
<tr>
<td>Sydney</td>
<td>CBI</td>
<td>CBC</td>
<td>Barry MacDonald</td>
<td></td>
<td></td>
<td>CBC UTS</td>
<td>CP BUP</td>
</tr>
<tr>
<td>Sydney</td>
<td>CJCB</td>
<td>All-Canada</td>
<td>Weed &amp; Co.</td>
<td>N. Nathanson</td>
<td></td>
<td>CBC UTS Long-Worth</td>
<td>PN</td>
</tr>
<tr>
<td>Truro</td>
<td>CKCL</td>
<td>William Wright</td>
<td></td>
<td></td>
<td></td>
<td>World</td>
<td>PN</td>
</tr>
<tr>
<td>Windsor</td>
<td>CFA</td>
<td>J. L. Alexander (John N. Hunt in Vancouver)</td>
<td>Adam Young</td>
<td>J. A. Manning</td>
<td></td>
<td>World</td>
<td>PN</td>
</tr>
<tr>
<td>Yarmouth</td>
<td>CJLS</td>
<td>All-Canada</td>
<td>Weed &amp; Co.</td>
<td>L. L. Smith</td>
<td></td>
<td>UTS</td>
<td>PN</td>
</tr>
</tbody>
</table>

**NEWFOUNDLAND**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Cornerbrook</td>
<td>CBY</td>
<td>CBC</td>
<td>CBC</td>
<td>C. V. Hirsth</td>
<td></td>
<td>Standard</td>
<td>CP BUP</td>
</tr>
<tr>
<td>Gander</td>
<td>CBG</td>
<td>CBC</td>
<td>CBC</td>
<td>A. Barrett</td>
<td></td>
<td>CP BUP</td>
<td></td>
</tr>
<tr>
<td>Grand Falls</td>
<td>CBT</td>
<td>CBC</td>
<td>CBC</td>
<td>(under construction)</td>
<td></td>
<td>CP BUP</td>
<td></td>
</tr>
<tr>
<td>St. John’s</td>
<td>CBN</td>
<td>CBC</td>
<td>CBC</td>
<td>W. F. Golgary</td>
<td></td>
<td>CP BUP</td>
<td></td>
</tr>
<tr>
<td>St. John’s</td>
<td>VGCA</td>
<td>H. N. Stovin</td>
<td>H. N. Stovin</td>
<td>J. L. Bulter</td>
<td></td>
<td>NBC World</td>
<td>PN</td>
</tr>
</tbody>
</table>
side by side

... Canadian Broadcasters and NBC THESAURUS enjoy
a happy association built on mutual respect and understanding.

side after side

... NBC THESAURUS releases are dedicated to the presentation
of purposeful, practical programming
with an eye to audience-building and sponsorship.

NBC THESAURUS comprises more than 40 artist groups plus soloists,
each with a specific function in subscriber requirements—
and a choice in selections based upon the most varied tastes in music.

side for side

... NBC THESAURUS is America's No. 1 Musical Program Service—
and to Canadian Broadcasters, a symbol of quality and friendly co-operation.

Radio-Recording Division
RCA Building, Radio City, New York • Chicago • Hollywood
THE MOST OUTSTANDING VALUE IN PRIVATE RADIO TODAY!

THE TRANS QUEBEC RADIO GROUP, INC.

Jos. A. Hardy, Pres.

BASIC STATIONS

CKAC MONTREAL 10,000 watts

CHRC QUEBEC 5,000 watts

CKRS JONQUIERE 250 watts

SUPPLEMENTARY STATIONS

CHNC NEW CARLISLE 5,000 watts

CKBL MATANE 1,000 watts

CJFP RIVIERE DU LOUP 250 watts

$213.75 buys ½ hour Class “A” on basic group (26 time rate).
Potential audience: 199,320 radio homes (minimum) 43c per thousand potential radio homes.

INCLUDES STATION TIME AND LINES.

$308.75 buys ½ hour Class “A” on basic plus supplementary stations (26 time rate).
Potential audience: 510,680 radio homes (minimum) 60c per thousand potential radio homes.

INCLUDES STATION TIME, LINES, OR TRANSCRIPTIONS

This unbeatable combination of stations gives you no less than 80% coverage of the entire Quebec market - - urban, rural, and farm.

JOS. A. HARDY MONTREAL

WM. WRIGHT TORONTO

ADAM J. YOUNG, Jr. NEW YORK & CHICAGO
### STATION FREQUENCIES AND POWER

<table>
<thead>
<tr>
<th>Station</th>
<th>Frequency (kHz)</th>
<th>Power (W)</th>
<th>Mode</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chetwynd</td>
<td>1340</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Williams Lake</td>
<td>1320</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Ashcroft</td>
<td>1310</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Prince George</td>
<td>1300</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Castlegar</td>
<td>1290</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Cranbrook</td>
<td>1280</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Kamloops</td>
<td>1270</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Trail</td>
<td>1260</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Revelstoke</td>
<td>1250</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Nelson</td>
<td>1240</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Castlegar</td>
<td>1230</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Nelson</td>
<td>1220</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Castlegar</td>
<td>1210</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Nelson</td>
<td>1200</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Castlegar</td>
<td>1190</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Nelson</td>
<td>1180</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Castlegar</td>
<td>1170</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Nelson</td>
<td>1160</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Castlegar</td>
<td>1150</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Nelson</td>
<td>1140</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Castlegar</td>
<td>1130</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Nelson</td>
<td>1120</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Castlegar</td>
<td>1110</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Nelson</td>
<td>1100</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Castlegar</td>
<td>1090</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Nelson</td>
<td>1080</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Castlegar</td>
<td>1070</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Nelson</td>
<td>1060</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Castlegar</td>
<td>1050</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Nelson</td>
<td>1040</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Castlegar</td>
<td>1030</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Nelson</td>
<td>1020</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Castlegar</td>
<td>1010</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Nelson</td>
<td>1000</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Castlegar</td>
<td>990</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Nelson</td>
<td>980</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Castlegar</td>
<td>970</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Nelson</td>
<td>960</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Castlegar</td>
<td>950</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Nelson</td>
<td>940</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Castlegar</td>
<td>930</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Nelson</td>
<td>920</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Castlegar</td>
<td>910</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Nelson</td>
<td>900</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Castlegar</td>
<td>890</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Nelson</td>
<td>880</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Castlegar</td>
<td>870</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Nelson</td>
<td>860</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Castlegar</td>
<td>850</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Nelson</td>
<td>840</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Castlegar</td>
<td>830</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Nelson</td>
<td>820</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Castlegar</td>
<td>810</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Nelson</td>
<td>800</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Castlegar</td>
<td>790</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Nelson</td>
<td>780</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Castlegar</td>
<td>770</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Nelson</td>
<td>760</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Castlegar</td>
<td>750</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Nelson</td>
<td>740</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Castlegar</td>
<td>730</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Nelson</td>
<td>720</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Castlegar</td>
<td>710</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Nelson</td>
<td>700</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Castlegar</td>
<td>690</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Nelson</td>
<td>680</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Castlegar</td>
<td>670</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Nelson</td>
<td>660</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Castlegar</td>
<td>650</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Nelson</td>
<td>640</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Castlegar</td>
<td>630</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Nelson</td>
<td>620</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Castlegar</td>
<td>610</td>
<td>1,000</td>
<td>DA</td>
</tr>
<tr>
<td>Nelson</td>
<td>600</td>
<td>1,000</td>
<td>DA</td>
</tr>
</tbody>
</table>

**PN**

for Radio News

24-Hour Teletype Service

24 News Summaries Daily

Special Regional Coverage

14 Feature Programs Daily

NEWS FOR 87* PRIVATE STATIONS FROM:

THE ASSOCIATED PRESS

REUTERS

THE CANADIAN PRESS

Three Great Services in One

PRESS NEWS

55 University Ave. - Toronto

*87 — and more coming.
Ballad for Broadcasters

Let all voices raise in a song of praise
For the sessions of C.A.B.
May the skies be fair when you gather there
At St. Andrews-by-the-Sea.

For problems that vex you and sometimes perplex you
May answers forthcoming be
May the talk be keen when you all convene
At St. Andrews-by-the-Sea.

But one wish supreme right on the beam
Is this wish of CJAD:
May you have a good time in that N.B. home
At St. Andrews-by-the-Sea!

CJAD
MONTREAL

THE 1950 EDITION OF THE CANADIAN RADIO YEARBOOK WILL BE OFF THE PRESS EARLY IN DECEMBER. IT WILL BE A COMPLETE AND VALUABLE INDEX TO THE BROADCASTING INDUSTRY. FOR SPACE RESERVATIONS AND EDITORIAL COPY, PLEASE NOTE OUR NEW ADDRESS.
## STATIONS OF THE CBC NETWORKS

### Trans-Canada Network

<table>
<thead>
<tr>
<th>Region</th>
<th>Station</th>
<th>City</th>
<th>Province</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlantic Region (Basic)</td>
<td>CBN</td>
<td>St. John's</td>
<td>Newfoundland &amp; Labrador</td>
</tr>
<tr>
<td></td>
<td>CKW</td>
<td>Cornerbrook</td>
<td>New Brunswick</td>
</tr>
<tr>
<td></td>
<td>CBY</td>
<td>Grand Falls</td>
<td>British Columbia</td>
</tr>
<tr>
<td></td>
<td>CHB</td>
<td>Sydney</td>
<td>Quebec</td>
</tr>
<tr>
<td></td>
<td>CFNB</td>
<td>Hallowax</td>
<td>Nova Scotia</td>
</tr>
<tr>
<td></td>
<td>CHA</td>
<td>Sackville</td>
<td>New Brunswick</td>
</tr>
<tr>
<td></td>
<td>CHSJ</td>
<td>Saint John</td>
<td>Yukon</td>
</tr>
<tr>
<td>Mid-Eastern Region (Basic)</td>
<td>CJCH</td>
<td>Halifax</td>
<td>Ontario</td>
</tr>
<tr>
<td></td>
<td>CKBW</td>
<td>Bridgewater</td>
<td>Ontario</td>
</tr>
<tr>
<td></td>
<td>CBM</td>
<td>Montreal</td>
<td>Quebec</td>
</tr>
<tr>
<td></td>
<td>CBO</td>
<td>Ottawa</td>
<td>Ontario</td>
</tr>
<tr>
<td></td>
<td>CKWS</td>
<td>Kingston</td>
<td>Ontario</td>
</tr>
<tr>
<td></td>
<td>CBL</td>
<td>Toronto</td>
<td>Ontario</td>
</tr>
<tr>
<td></td>
<td>CKSO</td>
<td>Sudbury</td>
<td>Ontario</td>
</tr>
<tr>
<td></td>
<td>CKKL</td>
<td>Kirkland Lake</td>
<td>Ontario</td>
</tr>
<tr>
<td></td>
<td>CKIC</td>
<td>Sault Ste. Marie</td>
<td>New Brunswick</td>
</tr>
<tr>
<td></td>
<td>CKPR</td>
<td>Fort William</td>
<td>Ontario</td>
</tr>
<tr>
<td>Prairie Region (Basic)</td>
<td>CHK</td>
<td>Sarnia</td>
<td>Saskatchewan</td>
</tr>
<tr>
<td></td>
<td>CKV</td>
<td>Quebec</td>
<td>Quebec</td>
</tr>
<tr>
<td></td>
<td>CKO</td>
<td>Hamilton</td>
<td>Ontario</td>
</tr>
<tr>
<td></td>
<td>CHLO</td>
<td>St. Thomas</td>
<td>Ontario</td>
</tr>
<tr>
<td>Prairie Region (Supplementary)</td>
<td>CBW</td>
<td>Winnipeg</td>
<td>Manitoba</td>
</tr>
<tr>
<td></td>
<td>CBK</td>
<td>Watrous</td>
<td>Saskatchewan</td>
</tr>
<tr>
<td></td>
<td>CHB</td>
<td>Edmonton</td>
<td>Alberta</td>
</tr>
<tr>
<td></td>
<td>CHOC</td>
<td>Lethbridge</td>
<td>Ontario</td>
</tr>
<tr>
<td>French Network</td>
<td>CKC</td>
<td>Montreal</td>
<td>Quebec</td>
</tr>
<tr>
<td></td>
<td>CBV</td>
<td>Quebec</td>
<td>Quebec</td>
</tr>
<tr>
<td></td>
<td>CBJ</td>
<td>Chieutimini</td>
<td>Quebec</td>
</tr>
<tr>
<td></td>
<td>CKCH</td>
<td>Ste. Anne de la Pocatiere</td>
<td>Quebec</td>
</tr>
<tr>
<td></td>
<td>CKGB</td>
<td>Val d'Or</td>
<td>Quebec</td>
</tr>
<tr>
<td></td>
<td>CKBR</td>
<td>Rimouski</td>
<td>Quebec</td>
</tr>
<tr>
<td></td>
<td>CKNC</td>
<td>New Carlisle</td>
<td>New Brunswick</td>
</tr>
<tr>
<td></td>
<td><strong>CKRN</strong></td>
<td>Rouyn</td>
<td>Quebec</td>
</tr>
<tr>
<td></td>
<td><strong>CKVD</strong></td>
<td>Val d'Or</td>
<td>Quebec</td>
</tr>
<tr>
<td></td>
<td><strong>CHAD</strong></td>
<td>Amos</td>
<td>Quebec</td>
</tr>
<tr>
<td></td>
<td>CHLT</td>
<td>Sherbrooke</td>
<td>Quebec</td>
</tr>
<tr>
<td></td>
<td>CJEM</td>
<td>Edmundston</td>
<td>Ontario</td>
</tr>
<tr>
<td></td>
<td>CJFP</td>
<td>Riviere du Loup</td>
<td>Quebec</td>
</tr>
</tbody>
</table>

### Atlantic Region (Basic)

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>CICB</td>
<td>Sydney</td>
</tr>
<tr>
<td>CICF</td>
<td>Antigonish</td>
</tr>
<tr>
<td>CICY</td>
<td>Charlottetown</td>
</tr>
<tr>
<td>CICW</td>
<td>Moncton</td>
</tr>
<tr>
<td>CICWB</td>
<td>Campbellton</td>
</tr>
<tr>
<td>CICWS</td>
<td>Yarmouth</td>
</tr>
</tbody>
</table>

### Mid-Eastern Region (Basic)

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>CICR</td>
<td>Sherbrooke</td>
</tr>
<tr>
<td>CICF</td>
<td>Montreal</td>
</tr>
<tr>
<td>CICD</td>
<td>Ottawa</td>
</tr>
</tbody>
</table>

### French Network (Supplementary)

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>CKTC</td>
<td>Kinders</td>
</tr>
<tr>
<td>CKRC</td>
<td>Winipeg</td>
</tr>
<tr>
<td>CKIX</td>
<td>Yorkton</td>
</tr>
<tr>
<td>CKX</td>
<td>Brandon</td>
</tr>
<tr>
<td>CKRM</td>
<td>Regina</td>
</tr>
<tr>
<td>CKHB</td>
<td>Moose Jaw</td>
</tr>
<tr>
<td>CKH</td>
<td>Saskatoon</td>
</tr>
<tr>
<td>CKF</td>
<td>Prince Albert</td>
</tr>
<tr>
<td>CKFR</td>
<td>Edmonton</td>
</tr>
</tbody>
</table>

### Prairie Region (Basic)

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHAT</td>
<td>Medicine Hat</td>
</tr>
<tr>
<td>CIWR</td>
<td>Chilliwack</td>
</tr>
<tr>
<td>CIOR</td>
<td>Vernon</td>
</tr>
</tbody>
</table>

### Prairie Region (Supplementary)

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>CJB</td>
<td>Vernon</td>
</tr>
</tbody>
</table>

**These three stations sold as a group.**

---

**CHIEFTAINS ALL!**

---

**FOR THESE ARTISTS**

- BOCHNER, Lloyd
- BOND, Rex
- BROWN, Sydney
- COVAN, Bernard
- DAVIES, Roy
- DENNIS, Laddie
- DIAMOND, Marela
- FITZGERALD, Michael
- HALMAY, Andrew
- HARROW, Donald
- HOPKINS, Michael
- LOCKERBIE, Beth
- MALDON, Howard
- MILCH, Barry
- NELSON, Dick
- NESBITT, Barry
- O'HEARN, Mona
- RAPIN, Maurice
- ROUSE, Ruby Ramsay
- SCOT, Sandra
- WADE, Frank
- WALSH, Elizabeth
- WOOD, Barry

---

Day and Night Service

at

Radio Artists Telephone Exchange

---

From Sunwapta — Story Indian name for "radiating wares" at Jasper—to CAB delegates at Algonquin — "place of spearing fish" — Greetings!

Issued by Chief Dick Rice, chairman of CAB Board and president of Sunwapta Broadcasting Company. Above, Indian motif design of CFRO's new to Edmonton, a city endowed with traditions of fur trader and trapper, Indian and pioneer, a city endowed by nature with unequalled advantages and resources.
Here it is...
in a Nutshell

The Finest FM Equipment is supplied by MARCONI

... not only will Marconi supply, but install, test, adjust and guarantee every piece of FM equipment or service required to complete your station.

This is not a broad statement either. Marconi is in a position to supply IMMEDIATELY microphones, monitor speaker and receiver, studio amplifier, transcription turntables, recorders, coaxial line and associated fittings, antenna and support towers.

Enquire today... our FM sales engineers are ready to discuss FM at your convenience. Remember when you think FM think FIRST MARCONI.

MARCONI ENGINEERING CONSULTING SERVICE is available to assist you with your radio engineering problems, whether it be in establishing an FM, AM or TV station, or extending your present radio facilities.

CANADIAN MARCONI COMPANY
MARCONI BUILDING • MONTREAL
VANCOUVER • WINNIPEG • TORONTO • HALIFAX • ST. JOHN'S

MARCONI — The Greatest Name In Radio
RADIO ADVERTISING AGENCIES

A list of Advertising Agencies Enfranchised by the Canadian Association of Broadcasters, together with their addresses and radio officers.

U.S. Recognized Agencies Have Automatic CAB Recognition in Canada
Over 10,000 bids sell...

Wallpapering — haircut — automobile!

It's another CFPL success story

Reminiscent of a war-time command control room, CFPL's studios echoed to the ring of a battery of telephones and the continuous chant of masculine voices calling figures and prices... the Y-Mac radio auction was on the air!

Over 650 items were offered for sale... articles ranging from a $1,500 car to a $15.00 wallpapering job — from a hair-cut and shave to a trillite lamp. And CFPL's Western Ontario audience made a huge success of this auction, the proceeds of which are used by the club members for charitable work in the district.

Bids from Nine Counties in Western Ontario

In CFPL's studio "A" telephone operators, working in shifts, took and recorded bids at a rate of more than 1,500 an hour. In studio "B" the Y-Mac radio auctioneers, also working in shifts, quoted goods, prices, closed sales.

All told, the Y-Mac Club raised over $7,000, realizing more than 85% of the retail value of goods sold. And that's really big news! It demonstrates CFPL listener interest... CFPL influence on purchases in a lush market.

It's another dramatic reason why listeners prefer CFPL Western Ontario's Most Progressive Radio Station

980 CFPL
London
5000 watts - day and night

Unless my memory is failing me, which I don't anticipate about the time this publication reaches your desk and you are reading it (I hope!) this column the management and staff of CJOY, Guelph, will be celebrating the first anniversary of their station.

I realize that CJOY is only one of several radio stations which came into being after war-time restrictions were lifted making again issued. I mention CJOY in particular simply because I am better acquainted with its personnel than with the captain and crew of any other station.

So, CJOY, Guelph, and several other stations will very soon be passing their first milestone. The young age of one year may not seem very hoary, but the station and its counterparts must have cleared plenty of hurdles in that twelve-month period.

When recently reading a column of the Guelph Review, I was most pleased to note that "CJOY is a thriving industry." An article continued to give several reasons as to why the writer considered the station so enterprising. Not the least of these is the station's manager, Wal-Blatter; another equally good reason is Sales Manager Fred McTaff, who is also a very likable character.

In those smaller centres where there is a radio station, the station becomes a vital part of the daily lives of the citizens and an important part of the local economy. Its success depends upon the degree which it recognizes its obligation to the community it serves, an this degree of recognition necessary in direct proportion to the wakefulness and watchfulness of its audience and administrative officers.

The acceptance by the community of its local radio "voice" is the badge of merit worn without pardonable pride by these stations. Surely they are the backbone of the radio industry. Surely they are worthy of their place. May the time be not too distant when their true value is properly recognized by those who control the all-important wires strings which in turn control the advertiser's dollar.

Best wishes and all kinds of continuing success to all the community stations which, with CJOY, light that single candle on the birthday cake this year.

One final word... it's addressed to the men who will be gathering at St. Andrews-by-the-Sea... a little less golf, fellows, more work. You're facing a critical period in your existence.

Bye now,

ELDA
NATIONAL SALES REPRESENTATIVES

CANADA

AMES L. ALEXANDER
Toronto: 100 Adelaide St. W. John Tregale
Montreal: Drummond Building J. L. Alexander

Ill-Canadian Radio Facilities Ltd.
Toronto: Dominion Square Building John Tregale
Montreal: Dominion Square Building Burt Hall
Winnipeg: Childs Building

CAPI:ary: Taylor, Pearson & Carson Building Hamilton

Vancouver: 198 W. Hastings St. John Tregale

Broadcast Representatives Ltd.
Winnipeg: Lindsay Building A. J. Messner

Canadian Broadcasting Corporation
Toronto: 334 Jarvis St. E. A. Weir
Montreal: 1231 St. Catherine St. Maurice Valiquette

L. Garise
Winnipeg: Childs Building A. L. Garside

S. A. Hardys Ltd.
Montreal: 1145 Peel St. Lou. A. Hardy
Toronto: 1004 Victory Bldg., serviced by William Wright

J. N. Hunt & Associates
Vancouver: 505 Dunsmuir Street J. N. Hunt

National Broadcast Sales
Toronto: Bank of Commerce Building Jack Davidson
Montreal: Medical Arts Building R. A. Leslie

MER Renaud & Co.
Montreal: 1411 Stanley Street Omer Renaud
Toronto: 53 Yonge Street John Fox

Audio Representatives Ltd.
Toronto: 4 Albert Street Jack Slater
Montreal: Dominion Square Building Wilf Dipple
Winnipeg: Lindsay Building A. J. Messner

Grace N. Stovin & Co.
Toronto: Victory Building H. N. Stovin
Montreal: Keefer Building Ralph Judge
Winnipeg: Manitoba Telephone System Bldg. J. Whitehouse

Vancouver: 864 Howe Street J. W. Stovin

Illiam Wright
Toronto: 1004 Victory Building William Wright
Montreal: Empire Life Building Walter A. Daless

United States

Donald Cooke Inc.
New York: 531 Fifth Avenue Donald Cooke
Chicago: 360 North Michigan Avenue Jerry Campbell
Los Angeles: 5225 Wilshire Blvd. Gene Grant
San Francisco: 681 Market Street Les Meek
Detroit: 2472 Penobscot Building Chas. J. Sheppard

Orjoe & Company
New York: 19 West 44th Street Joseph Bloom
Chicago: 380 North Michigan Avenue J. R. Connor
Los Angeles: 1509 Wilshire Blvd. L. Kramer
San Francisco: 607 Market Street Harold Hoffman
Philadelphia: Widener Building Fred Bernstein
St. Paul: Paul Brown Building Leslie Ware
Whitston: 1000 Connectic Street Ben Strouse

Joseph Hershey McGillivra Inc.
New York: 366 Madison Avenue J. H. McGillivra
Chicago: 185 North Wabash Avenue William Lee
Los Angeles: 684 S. Lafayette Pl. Place R. W. Walker
San Francisco: 68 Post Street Roger Parratt
Atlanta: Triangle Building Dora Dodson

Red & Co.
Chicago: 263 North Wabash Ave. Peter A. McGurk
Detroit: 200 Building Cornelius C. Weed
San Francisco: 68 Post Street Lincoln P. Simonds
Boston: Statler Building Dana Baird
Atlanta: Palmer Boulevard George Swearengen, Jr.

Sam J. Young Jr. Inc.
New York: 22 East 44th Street Adam J. Young, Jr.
Chicago: 55 East Washington Street Wm. J. Reilly
Los Angeles: 2978 Wilshire Blvd. A. O. Dillenbeck, Jr.
San Francisco: Mills Building D. A. Scott

Sesac Transcribed Library Service

The Greatest Value Ever Offered

A Full-Size Library of 3000 Matchless Selections.

Gilt-Edged In Quality And Presentation

Hundreds of superb new recordings on our release schedule. A top-notch continuity script service for all subscribers . . . free

Transcribed Music of Lasting Value in 7 categories

Latin American Rhythms . . . Hawaiian Melodies . . .

Band Selections . . . Novelties . . .

Lowest rates

Payable in Canadian Funds to

Gordon V. Thompson, Ltd.
902 Yonge Street
Toronto, Ontario

Sesac Inc., 475 Fifth Avenue
New York 17, N.Y.
START TV IN CANADA IN 3 MONTHS

Toronto.—The first actual televising in Canada should begin within three or four months if all proceeds according to plans made by Famous Players Canadian Corporation, Canadian subsidiary of Paramount Pictures, Inc., whose application for a TV license was recently deferred by the CBC Board of Governors.

The actual televising, as planned by this theatre corporation which controls some 557 theatres in Canada, will be part of the regular program of the Imperial Theatre, Toronto, which plans showing special events on a "closed circuit" to its theatre audiences. The Imperial is Canada's largest movie house with a capacity of 3,373.

This plan will be the only actual televising in the country until the CBC gets off its high horse and starts granting licenses. Operations are being closely watched by others interested in entering the television field.

Following the plan as put into effect in the Paramount Theatre,

New York, the Imperial, located in downtown Toronto will present on its screen, within 30 seconds of the actual happening, events which are taking place within the effective distance of 15 miles, transmitted from a mobile transmitter on a "circuit" of 7,000 megacycles. Pick-up will only be possible in the theatre.

The mobile unit will be sent to the screen and set up for telecasting the event. As soon as the action starts, the unit will transmit to the receiver at the theatre. There a camera will be recording the events from a receiver, and, as the film goes through, it will be quickly developed by a high-speed process, then fed through a chute to a regular motion-picture projector, which will throw the telecast onto the theatre screen.

Should Famous Players desire to send the film around the country, it will take off as many prints as desired and ship them to their various outlets.

The system is known as "the

50 mm. film transcription rapid processing equipment."

The company's mobile unit, which was designed under supervision of George Cuthbert, TV chief for FPCC, is equipped with a specially constructed body. On its top will be set the two RCA cameras which will be raised via an automatic platform. The cameras' cables will be plugged into base plugs on the roof-top unit, connecting to the mixer's booth inside the truck, also RCA equipped. The mixer's booth is built for portability so as to facilitate its moving in and out for interior shooting, such as the televising of fashion shows, hockey games, dramatic shows and similar functions.

Also on the top will be a four-foot parabola or "dish" which will be pointed to the theatre's receiver. Another feature of the truck is its two entrances to the control booth, in addition to the regular cab entrances. Its cable will be carried on cable reels which will avoid the continuous lugging around of heavy cable.

Leased wires will be used to carry audio portion of the telecasts, and Mr. Cuthbert's current problem is the locating of key points from which to have the wires run to the theatre.

Famous Players now have in hand a two-camera chain and very shortly expect to be experimenting with it. Delivery has also been made of a specially constructed trailer on which is mounted a 60 cycle power unit capable of generating 10 kilowatts.

At present they have two men working under Mr. Cuthbert studying television as it affects Canadian audiences. They have a workroom in the Victoria Theatre, Toronto, in which they are constantly studying new developments as they are brought about south of the border.

Bmi Canada Limited
229 Yonge St.,
Toronto 1, Ont.

1902 5th Catherine Street West,
Montreal 25, P.Q.

Affiliated with

Broadcast Music Inc.
New York - Chicago - Hollywood

FORD GOES TV

New York.—The Ford Motor Company has announced that "Ford Theatre" (CBS, Friday 9 p.m.) will not be renewed after 4 AM after it leaves the air July 16th but will concentrate on the TV version. "Ford Theatre" is currently being telecast once a month over CBS and in October will be stepped up to twice a month. Tentative plans call for a weekly operation scheduled to start in January, 1950.

This picture of RCA's Ken Cuthbert, snapped at Fred Lyn-Lobster Party, insinuates him into the TV section because aren't sure whether he's celebrating for Lionel or for his resale of a TV mobile unit to Famous Players Canadian Corporation.

INTERNATIONAL TV

London, England.—The British Broadcasting Corporation has determined to do all it can to foster the exchange of television programs between different countries; it was revealed recently by the BBC director general, William Haley, during an address to the Radio Wholesale Federation.

He said that this would at first be done by means of films of television recordings, and later there would be possibilities for television programs being relayed from one country to another.

FIND A WAY TO TV
U.S.'s 67th television outlet, station WPTM-TV, Indianapolis, was scheduled to launch commercial operations on Memorial Day, May 30. Station will carry programs of ABC, CBS and Du Mont networks.

NBC network is said to be considering the separation of its radio and television sales staffs. According to reports, the technique of using a combined sales staff has not worked out to the satisfaction of all concerned.

NBC executive also added some of the critics of TV are being emphasized by emphasizing the group's stake in television. He said half of the association's income comes from members who sell television as well as AM-FM interests.

Commenting on the increased competitive situation among media, Maurice B. Mitchell, chief of the association's newly formed Broadcast Advertising Section, said the REC that his firm will "use every trick in the book to do a selling job radio that will stand as a mark in selling history."

We detailed breakdowns of division production by national manufacturers were made at the silver anniversary session of the Radio Manufacturers' Association in Chicago. Last week. But division executive director will collect and distribute statistical information early on the shipment of receivers by manufacturer according to television broadcasting areas. TV set shipments, January 1, 1949, will be shown in table 39 television and it is expected that figures will give video-rating authorities authoritative data distribution of sets in each broadcasting area.

A. A. Cosgrove, executive vice-president, A. A. Manufacturing Co., Cincinnati, was elected president of the RMA.

Don't miss this Convention Display

To serve you, the station owner and engineer, G-E presents this mock-up of a complete television station. Here in miniature and to scale is assembled all the equipment required for a modern TV station. When you visit us, make use of these models to assist you in your planning.

TELEVISION SERVICE

G-E Television goes even further than "Everything from Camera to Receiver." It means a complete coast-to-coast network of offices, warehouses, and technicians to give your television problem prompt and competent attention.

And G-E Television is a capable group of specialists to assist you in the preparation of technical briefs, and to provide assistance in planning and engineering problems. Many Canadian applicants for television station licenses used this service—a majority vote of confidence in the "plus service" of G-E Television.

Contact your nearest C-G-E office for further information.

Leader in Radio, Television and Electronics

CANADIAN GENERAL ELECTRIC COMPANY LIMITED
HEAD OFFICE: TORONTO—Sales offices from Coast to Coast
NBS
6 years of Progress

1943: 8 stations 2 sales executives
1946: 12 stations 6 sales executives
1949: 19 stations 10 sales executives

5000% increase in Sales

- As the NBS station list grows, so grows its sales staff. Ten sales executives in Toronto and Montreal mean individual effort for each station. These experienced men offer factual, complete market data and service to radio time buyers.

NBS stations are leaders. They have a story of sales results for advertisers — and NBS sales executives tell it.

Representing

ONTARIO

CHML-HAMILTON 5000 Watts 900 Kcs.
CKWS-KINGSTON 5000 Watts 900 Kcs.
CJKL-KIRKLAND LAKE 5000 Watts 560 Kcs.
CFCH-NORTH BAY 1000 Watts 600 Kcs.
CKY-OTTAWA 5000 Watts 1310 Kcs.
CHEX-ST. CATHARINES 1000 Watts 1430 Kcs.
CFPA-PORT ARTHUR 250 Watts 1230 Kcs.
CKTB-ST. CATHARINES 1000 Watts 1550 Kcs.
CHOK-SARNIA 5000 Watts 1070 Kcs.

CKGB-TIMMINS 5000 Watts 680 Kcs.
CKEY-TORONTO 5000 Watts 580 Kcs.
QUEBEC

CJAD-MONTREAL 5000 Watts 800 Kcs.
CHAD-AMOS 250 Watts 1340 Kcs.
CRKN-ROUYN 250 Watts 1400 Kcs.
CKVD-VANCOUVER 100 Watts 1200 Kcs.
MARITIMES

CJCH-HALIFAX 5000 Watts 920 Kcs.
CTFF-ANTIGNISH 5000 Watts 580 Kcs.

BRITISH COLUMBIA

CMO-VANCOUVER 1000 Watts 1410 Kcs.

BRITISH GUIANA

ZYF-GEORGETOWN

*Represented in Montreal only.

Sales for Stations
Sales and Service for Accounts

National Broadcast Sales

TORONTO: 2230 Bank of Commerce Bldg. - AD. 8089
MONTREAL: 106 Medical Arts Building - FL. 2429

REHEARSAL CAMERA COSTS $150

Omaha, Neb.—Development of a Television Rehearsal Camera, which will perform nearly all the necessary functions of an electronic TV camera for rehearsals, and which may be produced for around $150.00, has been announced by Creighton University here.

The camera, invented by Father R. C. Williams, co-ordinator of television at the university, is designed for the planning and testing of basic camera shots for a television production without the use of an electronic television camera. Through a series of direct view-finding lenses, arranged in the tunnel, giving size and proportion of the images on the aperture closely resembling those on real cameras, the Rehearsal Camera enables the producer and director to test basic picturization and to mark a script for final rehearsals and production. Also, through a mirror arrangement, the producer and director can view the images from more than one camera simultaneously from a distance.

The cameras are mounted on tripods and dollies and are operated by cameramen, each supplied with headphones and a microphone, enabling them to hear the producer’s instructions and the actors and music of the production, and through the mikes, to ask questions. With the new cameras ready, the producer will go through the script, planning camera position and choice of lens for each scene, as well as testing positions and lens ready planned. Pilot lights the Creighton University cameras are provided so that the producer can switch them off or on, and indicate which camera is to be used for the telecasting of a scene. Since each of the lenses through which the Rehearsal Cameras are equipped corresponds in relative focal length with that of electronic television cameras and further adjusting may be made on the moving sets of the cameras, the producer can see the focus on each camera and monitor images at all times.

The university points out that through the use of its Rehearsal Camera, it will be possible for groups to experiment and become familiar with the fundamentals of television production and to prepare programs for potential telecasting without incurring the expense of complete camera and expert personnel to maintain them.

It is said that the cost of the cameras will be about $150 each. Father Williams reports the plans at the university are going ahead whereby blueprints can be made available to those who will make good use of them.

Serving Lower St. Lawrence, the North Shore and Matapedia Valley.
A 1000-watt French-speaking station.
Started operations September 1st, 1948.

CKBL
Matane, Que.

1000 WATTS

Canadian Sales Representatives
MONCTON AND TORONTO-JOS. A. HARDY & CO. LTD.
Things* are really happening at B.U.P.

So far this year British United Press has

* Extended its Canadian wire coast to coast

* Tripled its regional news coverage

* Added 2000 miles to its vast leased network

* Opened three new bureaus

* Increased its client strength by ten percent

Today's NEWS in news is B.U.P!
2,714,300 * PEOPLE—$3 BILLION BUYING POWER...

ON A SILVER PLATTER!

In the area of 26,780 square miles shown above—live 21.6% of Canada’s people and 26.2% of the Dominion’s buying power.

CFRB is listened to regularly by from 20.0% to 93.0% of the people.

That is a simple statement of fact, as 327 regular advertisers on CFRB well know... they have found that in the cold, hard light of cost per sale, CFRB is the number ONE buy in the number ONE market.

Put your dollars where the dollars are!

CFRB 50,000 watts—1010 kc.

Representatives:
United States: Adam J. Young, Jr., Inc.
Canada: All Canada Radio Facilities Limited

* 2,714,300 people represent the populations of Brant, Bruce, Dufferin, Durham, Elgin, Grey, Haldimand, Haliburton, Halton, Hastings, Huron, Lincoln, Middlesex, Muskoka, Norfolk, Northumberland, Ontario, Oxford, Peel, Perth, Peterborough, Simcoe, Victoria, Waterloo, Welland, Wellington, Wentworth, York—counties...

In every place on this map, an independent research organization checked a random sample as to the extent Toronto stations are listened to regularly.

The median average listenership to CFRB was 61.0% to the next independent Toronto station 13.0%. Full figures available at our office or from our representatives.