

CANADIAN BROADCASTER

AND TELESCREEN

Vol. 8, No. 12

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June 22nd, 1949



Elected directors of the Canadian Association of Broadcasters at the convention last week are, left to right: William Guild, CJOC, Lethbridge (chairman); E. A. Rawlinson, CKBI, Prince Albert; J. O. Blick, CJOB, Winnipeg; Ralph Snelgrove, CFOS, Owen Sound (honorary president and vice-chairman); K. D. Soble, CHML, Hamilton; Harry Selgick, CFRB, Toronto; Phil Lalonde, CKAC, Montreal; Dr. Charles

Houde, CHNC, New Carlisle; Malcolm Neill, CFNB, Fredericton; Finlay MacDonald, CJCH, Halifax. Absent from the picture is Gordon Love, CFCN, Calgary, who was elected to the board but resigned his seat to make way for a representative from the BCAB, who will be elected at a meeting in Vancouver, July 9.

NEW CHAIRMAN BACKS CAB RESOLUTION

St. Andrews, N.B. — "Private broadcasters have confidence in the people of Canada but they are not getting a fair break at all" was the statement made to the Canadian Press by Bill Guild, of CJOC, Lethbridge, on his appointment as chairman of the board of the CAB, in which he endorsed the CAB's "battle cry" resolution made earlier. "They devote thousands of broadcasting hours to public service programs," he said, "but are asked to take the criticism for imported commercial shows, brought in by the CBC." Pointing out that "private stations want to provide television and better radio, but are being hobbled by arbitrary state control that is contrary to the Canadian way of justice and free enterprise," Guild who, at 38, is the youngest chairman the CAB has ever had, went on to point out that, at one and the same time, they (the private broadcasters) are competing with the CBC and being regulated by the CBC. "This year's annual meeting presents a clear charter to map a progressive course, towards the best radio and television for Canadians," he said, referring to the resolution adopted by the CAB, "regulating that a regulating body, independent of both CBC and CAB be set up, and that the CBC's commercial activities be brought to an end." "Private broadcasters believe



Bill Guild

that both the CBC and themselves should report as equals to a separate regulatory authority with broad powers of appeal; that the CBC should return to its original purpose of providing only non-commercial programming," he said, reaffirming the resolution.

Bill Guild started in radio as continuity writer in 1931, at CKOC, Hamilton, then owned and operated by the late Herbert Slack. It was Bill who wrote the early network commercial "Black-

horse Tavern."

Remaining with CKOC when it was taken over by its present owners, Bill rose to the position of assistant manager, and was later moved to CJOC Lethbridge, which station he still manages.

Currently president of the Western Association of Broadcasters, he is known in the business for his keenness and candor, a combination which has earned him both respect and friendships. He is married and has three sons.

Honorary president and vice-chairman of the board is Ralph Snelgrove, manager of CFOS, Owen Sound, who recently obtained a license to operate his own station in Barrie, Ontario. He will, it is understood, continue his association with CFOS in an advisory capacity. He succeeds Phil Lalonde (CKAC, Montreal) who has retired from the presidency but remains on the board.

READE SUCCEEDS JIM HUNTER

Toronto — John Collingwood Reade, Winnipeg radio commentator and analyst for The Globe and Mail, overseas correspondent for CFRB, and latterly Public Relations Director for the Hydro, will be broadcasting the 8 a.m. and 6.30 p.m. news over CFRB starting June 27.

Although unconfirmed by the

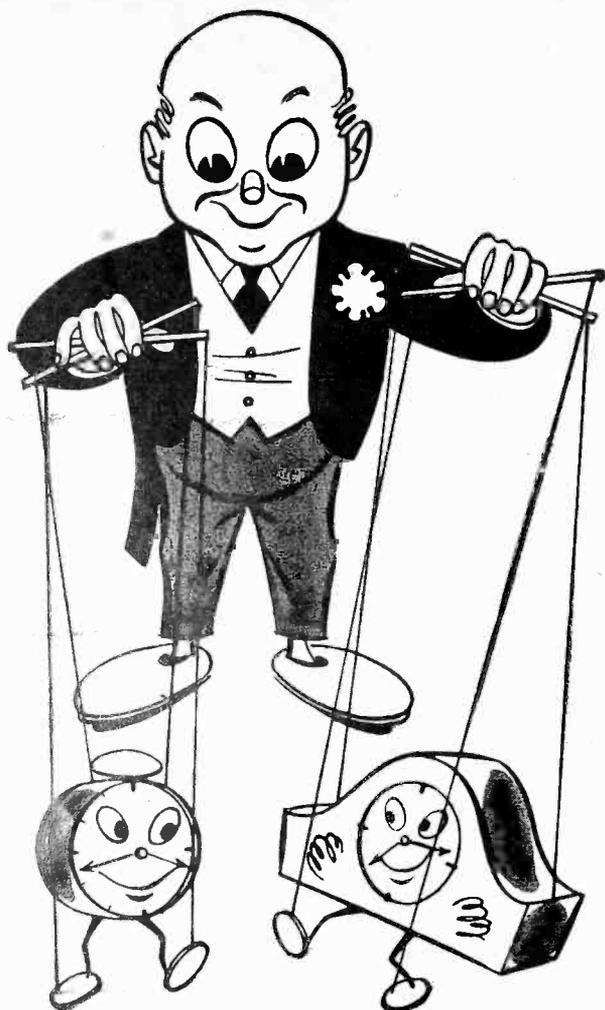
agency, E. W. Reynolds & Co. Ltd., it is assumed that Reade will be sponsored by Mutual Benefit Health and Accident Association, who aired the late Jim Hunter in these same slots until his death earlier this month, and have had Gordon Cook doing the job since then.

Speculation as to who would get the assignment, considered a choice one in talent circles, has been rife. The selection of suavely English Reade to succeed a voice which was famous for its folksy quality, comes as a surprise to many.



John Collingwood Reade

You control local broadcast times with **SELECTIVE RADIO**



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

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

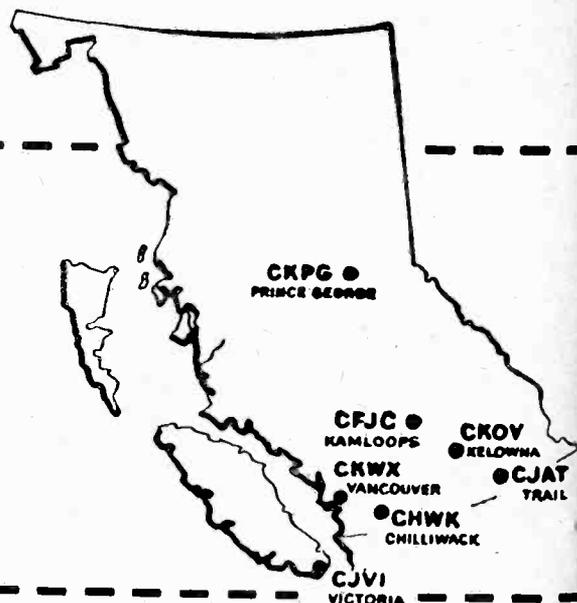
SELECTIVE RADIO is the opposite to buying a fixed group of stations, which broadcast simultaneously without regard for different time zones and different local peak listening times. With **SELECTIVE RADIO**, you treat each station *individually*—you select an effective *local* time on that station's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

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

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

All-Canada in British Columbia

● B.C. is Canada's number one fish-producer. It's number three for mining and lumber . . . and for total production. Seven All-Canada stations are your radio key to this market! Important: it's only dawn in Vancouver when your eight o'clock morning program is on in the East; but by placing your show the **SELECTIVE RADIO** way, you allow for this difference . . . you reach B.C. when it's listening! Call the All-Canada man about your coverage in B.C.



ALL-CANADA RADIO FACILITIES *Limited*

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL



More Hope THAN CHARITY
by Elda Hope

My sympathy goes to those be-
lieving the passing of Jim
Enter. If this hospital is any
criterion, CFRB must have piled
up a terrific listening audience
due to the efforts of this news-
paper. Again, my sincere sym-
phony.

...
To "Musically Yours," its em-
cee, Elwood Glover and its con-
tinguity writer, Len McCaul, I
bow. It isn't every day in the
week I hear one of my favorite
recordings played for me and
there is only one day in the year
when listeners could be asked to
write a shut-in. Glover let neither
opportunity pass with the result
that my mail has been a deluge.

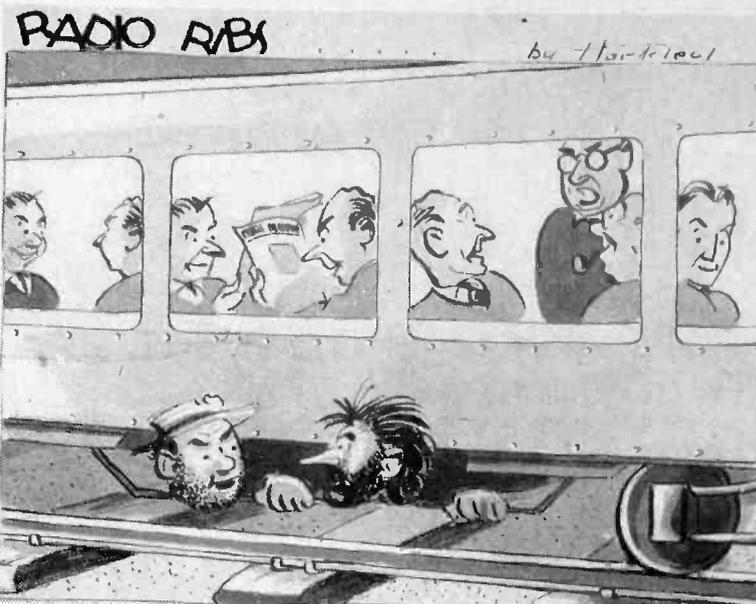
...
It is a fact that I'm not a de-
votee of grand opera although I
enjoy hearing such operas as
Aida, Lohengrin, La Traviata and
Carmen. The CBC Light Opera
Company, directed by Geoffrey
Addington, have broadcast some
splendid shows. The narration of
each is handled by producer Ern-
est Morgan. The group stars
many top-flight vocalists among
them are winsome Jean Haig,
Soprano; the rich contralto voice
of Nellie Smith; tenor William
Arton, who needs no introduc-
tion, together with baritones
Max Maurice and John Harcourt.
These are only a few and Canada
does not need to take a step back
in the vocal direction.

...
This does not mean, however,
I didn't get a bang out of
hearing the Gilbert & Sullivan
operettas on Sunday evenings on
CFBY—I am only sorry they had
to terminate in May.
These operettas, recorded by
the BBC, certainly have proven
very popular—this is the second
time CKEY has run the series.
Last summer CFRB ran them
twelve consecutive Sunday
evenings. I enjoyed each and
every one and, like so many
others, will keep on enjoying
them again and again.

...
To me, one of radio's several
mysteries has always been how an
emcee or an announcer can possi-
bly take a mike in hand at the
height of a rosy flush of dawn and
arouse his listeners.

...
I must admit that, with a bit
of effort, I can, on occasion,
wake the first time I am called,
and with further application and
effort, even stay awake. But by
no means stretch of the imagina-
tion could I ever be entertaining
at that time of day. Apparently
there are those who can.

...
There is something Rip Van
Winkle-ish about his insistence in
referring to this current 1949 of
ours as "1945," but there is much
to be said that is entertaining too about the
entertainment provided by the emcee of
CFB's "Top o' the Morning."
Remembering the roll-call to "Lind-
bergh" he is better known in the
radio world as "Doc."



"Those guys have been practising filling a belly straight for months before the Convention."

CJAD
MONTREAL

Covers
the

QUEBEC ENGLISH MARKET

Greater Montreal,
Laurentians, Eastern Townships,
Lower Ottawa Valley

—providing the ideal combination
of coverage and listenership

**5000 WATTS
800 KC.**

CFRA — The Spot For SPORT



CFRA is Home Plate for
TOM FOLEY'S
"SPORTS AT SIX"

Ottawa's Top Radio Sports Feature

This sports shot gets the sport fans and other listeners too. It's a warm, human and humorous picture of the day in sport . . . prepared by a former sports writer who was no mean athlete in his own right.

In the 1948 - 49 Hockey Season
Foley Broadcast 69 Games!

Foley was heard from Valleyfield, Shawinigan, Quebec, Montreal and Ottawa and Ottawa fans followed him through the Allan Cup Finals. His voice was wired West for the final games. Reginans reported him "tops," "unbiased" and said—come west, young man!

Here's Proof Of Foley's
Place In the Ottawa Area

When Inkerman's famed Rockets travelled to Halifax, the club's supporters dug down and Foley made the trip. He was part of the picture and had to go. They were their own sponsors.

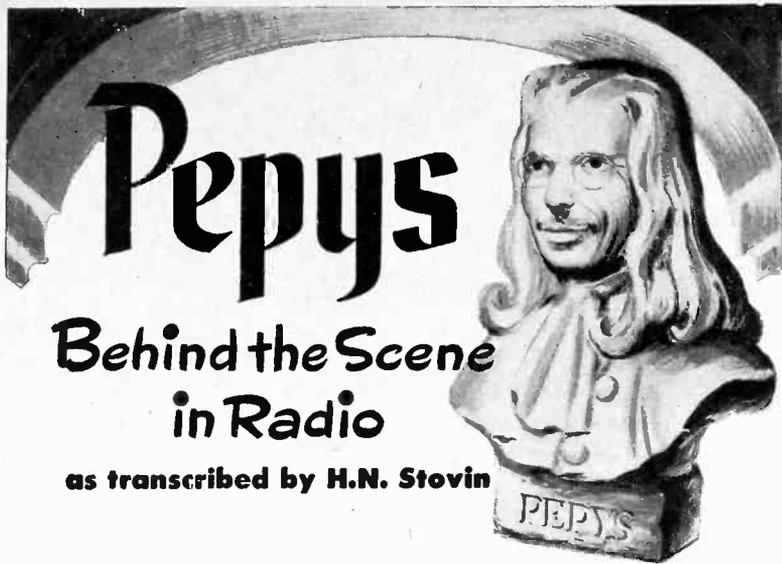
NAME YOUR SPORT . . . In the two years that CFRA has been in operation practically every sport suited to Broadcast has been aired . . . to name a few . . . there's been Baseball, Boxing, Football, Softball, Tennis, Golf, Rowing, Power Boat Racing and Horse Racing . . . that last is the one to note. When facilities were lacking at the Perth Old Home Week Celebration—Foley chased the horses in a Jeep!

For Sports - News - Entertainment - Easy Listening It's . . .

Your Best Bet For Quality . . .

Your Best Bet For Coverage . . .

CFRA



CAB

CAB Membership Declines Fee Drop

St. Andrews, N.B. — What amounted to a unanimous vote of confidence was handed to Jim Allard, who offered CAB members, in his first annual report as executive general manager, a 10% reduction in membership fees, was thanked for his consideration, but told that the membership would rather continue to pay it all, thereby insuring continued good service by the organization.

Opening his address with a plea to his membership to leave its management "free to direct its energies entirely at our opponents rather than being distracted by friction and animosities within," Allard pointed out that the move of the CAB head office from Toronto to Ottawa had contributed greatly to the association's having been able to end 1948 with the previous deficit wiped out and a surplus of income over expenditure for the first quarter of 1949. He then offered the 10% reduction which was gratefully declined.

Outlining the association's activities during the past year, Allard reported that the CAB had been able to get a proposed new scale of transmitter license fees which would have totalled one half million dollars (against the previous \$100,000) cut to \$250,000 immediately. The present rate, with total recovery in the neighborhood of \$150,000, was arrived at in September, he said.

Explaining that negotiations with the Department of Transport began to "drag somewhat" after the first victory, he disclosed that one serious proposal of the department had been that "the best way to handle this matter would be to put all station licenses up to auction to the highest bidder at the end of each three-year period."

Allard listed among the association's recent activities the removal of the price mention ban, which had been initiated by the WAB, which body, he said, had assisted him greatly. The CBC regulation which had prohibited closing commercials on newscasts had been deleted, he continued, so that sponsored newscasts may now be sold just like other programs.

Allard expressed regret that the NARBA conference, which begins its sittings in Montreal in September, "where it will be up to us to defend the interests of the private stations in Canada effectively and efficiently," would synchronize with the sittings of the Royal Commission on Arts. He intimated, however, that neither would be neglected.

NARBA (the North American Regional Broadcasting Agreement), he pointed out, is the conference which recommends to the governments concerned allocations

of frequencies; the power on which frequencies may operate; and similar important "basic technical matters."

The CAB had a hand, Allard said, in setting up the annual Canadian Radio Awards (issue of June 8), first proposed by the Canadian Association for Adult Education, and 40 other organizations, which will now become an annual event.

"It is the feeling of the participating organizations," he said, "that this system of awards will do a great deal to stimulate the development of new program techniques and improve the general standards of programming in Canada."

On the subject of personnel, Allard stated that a series of short courses of instruction for station employees is being considered, to start in 1951.

Misconceptions about radio which come out in the expression of all kinds of opinions, most of them violent, are being corrected as far as possible from public platforms, the meeting learned. CAB management has now covered nearly every region in Canada with such speeches, and has taken in such widely divergent groups as service clubs, Labor Unions, Chambers of Commerce, the Toronto CCF Club, women's clubs and high school and college groups, he said. In addition, critical letters or "letters to the editor" are answered, and copies of speeches are sent to all member stations, so that they can be re-employed with suitable adaptations by station managers in their own towns.

Explaining the function of the CAB's new department of Broadcast Advertising, Allard reported frequent and lengthy conversations with agencies and advertisers.

Claiming that one of the chief complaints is lack of information, Allard pointed out that: "In the newspaper field agencies and advertisers know exactly how much is being spent, product by product and paper by paper." He announced that Elliott-Haynes Ltd. had been interested in publishing information of this type for radio which will parallel the audit lineage surveys it conducts for publications.

Turning to listening habits, Allard went on to say that preliminary surveys conducted in conjunction with the Radio Manufacturers' Association and the survey companies, indicate that the drop in summer listening is nowhere as great as is generally supposed, and that in many areas there may actually be an increase. "Possession of definite information will make it much easier for us to sell radio on the 52-week basis, and to gain more summer seasonal accounts," he said, adding, "Coincidentally this will spark a campaign to sell more car radios and more portable radios, thus helping to keep up and increase the summer listening audience."

Do note many worthy citizens bedizened with such lies as remind me that Father's Day has just past, when Father was respectfully treated on Sunday and the family did return to normal on Monday morning ● ● ● Speaking of family troubles serves to introduce growing pains in the Stovin family of stations, Gordon Smith at CFOR in Orillia finding it difficult to meet original plans to be on the air with 1000 Watts by August 1st. The new date is September 1st, to be noted by national advertisers, since CFOR is a supplementary station to the CBC Dominion Network ● ● ● From VOCM Newfoundland J. L. Butler, their Managing Director, the word that he found a 1000-watt non-directional transmitter would deliver better coverage than the 500-watt directional for which he had applied, so is now busy with the 1-kilo-watter, his troubles being furthered by the nomination of his program director as a Liberal candidate in the federal elections ● ● ● Ted Campeau at CKLW Windsor, whose rates increase on July 15th, is keeping pace thereby with his jump to 50,000 watts power and an audience of nearly 1,000,000 people in Southern Ontario ● ● ● Do find myself intrigued by the news that a fondly-remembered group of call letters, CKY, will be heard again in Winnipeg when Lloyd Moffatt has his new baby some time in the Fall, a 1000-Watter on 1080 k.c. These famous call-letters have been a by-word and a buy-word in Manitoba for nearly 25 years ● ● ● Summer having icumen in, it is a fit comment that local radio advertisers do mostly increase rather than reduce their advertising, especially on those stations which serve summer resort areas. Time National advertisers took a tip from the retailers, who know the value of summer radio by the clink of money in the cash register ● ● ● And so to bed.

HORACE N. STOVIN
& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

*Representative for
these lone Radio Stations*

CHSJ Saint John	CHOV Pembroke	CHAB Moose Jaw
CKCW Moncton	CFOS Owen Sound	CJGX Yorkton
CJEM Edmundston	CFOR Orillia	CKLN Nelson
CJBR Rimouski	CJBC Toronto	CFPR Prince Rupert
CKVL Verdun	CJRL Kenora	CJOR Vancouver
CKSF Cornwall	CBW Winnipeg	ZBM Bermuda
CFJM Brockville	CKLW Windsor	TBC Trinidad
CJBQ Belleville	CFAR Flin Flon	VOCM Newfoundland
	CJNB North Battleford	

CANADIAN BROADCASTER AND TELESCREEN

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The Mills of the Gods Grind Slow

Criticism has been levelled at the CAB in past years—by us and others—for equivocating over its demands to the government for a relaxation of the democratic controls to which it has been subjected since the CBC came to active being. It has been charged with lack of unanimity, born of a fear of saying the wrong thing to the wrong people, which resulted in what was actually said before parliamentary committees and elsewhere amounting to relatively nothing.

This year, the CAB membership gave serious consideration to a two-point resolution, weighed its pros and cons, and then handed its new board of directors a mandate completely lacking in perhaps and peradventures.

The resolution instructed the new board to make a presentation to the Royal Commission on Arts, and, if deemed advisable, to the parliamentary radio committee, urging the setting up of a separate licensing and regulatory body from which there should be broad right of appeal. In its second paragraph, it urged that the CBC should confine its activities to its original purpose of non-commercial public service broadcasting. In other words, it demanded that the business of commercial networks revert to where it belongs—private business.

■ ■ ■

This paper has never ceased advocating such a move, and we may be forgiven perhaps if we indulge in a touch of "we-told-you-so-itis."

As long ago as in our issue of April, 1943, in an editorial called "Thomson's Second Front," we said: "Surely the public, whose servant the CBC is supposed to be, could not countenance, if they knew the circumstances, a second government network, which would only multiply the strangle-hold the government has already applied to the entire broadcasting industry, in this fair democracy of ours."

November 1943: "Through this step (establishment of second CBC net), our present government is creating, on what hopes will be a self-sustaining basis, fantastically perfect medium for the spreading of its own propaganda. This will use in the next general election an assiduous attempt to secure its return to power."

January 1944: "... for radio is the flea-pig which nationalizers are using to carry out the socialism theory before they turn on your business and your's."

August 5, 1944: "Canadian (private) radio needs a network of its own... it needs courageous and fast-thinking leaders who can translate decision into action... it needs a Lochinvar come out of the west."

August 19, 1944: "... praised the forward move by the CBC in forming its new Dominion Network..."

September 9, 1944: "The fault, dear Brutus, is not in our stars, but in ourselves that we are underlings."

■ ■ ■

Since that time, CBC sway has grown until today it operates 17 stations across Canada in the selective or spot broadcasting field, as well as the networks to which it originally promised to confine its operation; it has summarily appropriated the wavelengths of two private stations for its own use in competition with those stations; it has virtually forced one station off the air and refused a commercial license to another, because it disapproves of provincial government ownership it has increased its own commercial revenue from the \$500,000 it said was all it needed to round out its income from license fees, to nearly \$2,000,000.00. It has added to its own list of stations out of the public purse and established them in areas which already had ample radio service; it has increased listener license fees from \$2.00 to \$2.50 and has persuaded the government to meet the collection and administration costs out of the taxpayer's pocket; it has thus far prevented the operation of television by private business, thereby depriving both labor and management of a huge new field of endeavor; it has refused to permit FM transit radio; it has denied private broadcasters the right to bring in American programs under guise of protecting Canadian talent, but has studded its networks with such programs itself.

■ ■ ■

Broadcasters who feel fearful of the responsibility of operating their own chain may remember one thing. The Dominion Network operated—it says here—by the Canadian Broadcasting Corporation, consists of 24 basic stations. 23 of them are private stations. The CBC has one, CJBC, Toronto—and this is the chain's weakest link, by actual survey.

■ ■ ■

Last week the CAB gave its new board a mandate.

Now what?

Gentlemen, Your Directors

If evidence is needed that a new generation of broadcasters is coming up, it is only necessary to turn to the picture of the CAB's newly appointed board, which adorns our front page, and count the "thirties," to say nothing of one director who is still in his twenties.

It must have been encouraging to the old "war horses" to watch this influx of young blood slowly penetrating the board, and thereby showing themselves willing to sacrifice their own interests to give of their time and talents to the good of the industry of which they are a part. It must be satisfying to them also to realize that these are the colts which have trotted, cantered and galloped at their heels through the gruelling years during which radio has grown to adulthood. It must be immeasurably reassuring to the "colts" to know that a goodly quotient of their sires is in the running with them, ready and able to give them the benefit of their years of experience, dating back to the foaling and teething of what they have helped to build into a thriving and valuable industry.

Bill Guild, the president of the board, youthful veteran of 18 years of broadcasting; Ed Rawlinson, newer to radio, but already a power; Jack Blick, whose CJOB, Winnipeg, is a post-war venture; Ralph Snelgrove, who assumes the honorary presidency just as he is about to turn his experience to the operation of his own station; Ken Soble, who, still far from 40, has made his tremendous stride to ownership of one of the most prosperous stations in the country by the very literally hard way; Malcolm Neill, who has grown up to take over the reins of CFNB from his father; Finlay Macdonald, manager of CJCH, Halifax, who assumes his directorship at the age of 26; this is radio's second generation.

Harry Sedgwick, whose baby the CAB really is; Phil Lalonde, who has tirelessly spoken for French Canada through the years; Dr. Chas. Houde, new to the board, but veteran broadcaster; these are the "war horses" who sired these colts. Today it is their privilege to canter with them, as the industry stands on the verge of riding to the greatest victory it has ever won.



FOR THESE ARTISTS

- BOCHNER, Lloyd
- BOND, Roxana
- BROWN, Sydney
- COWAN, Bernard
- DAVIES, Joy
- DENNIS, Laddie
- DIAMOND, Marcia
- FITZGERALD, Michael
- HALMAY, Andrew
- HARRON, Donald
- HOPKINS, Michael
- LOCKERBIE, Beth
- MILSON, Howard
- NELSON, Dick
- NESBITT, Barry
- O'HEARN, Mona
- RAPKIN, Maurice
- ROUSE, Ruby Ramsay
- SCOTT, Sandra
- WADE, Frank
- WALSH, Elizabeth
- WOOD, Barry

Day and Night Service
at
Radio Artists Telephone
Exchange

PROMOTION

**Would Base Franchise
On Agency Billings**

St. Andrews, N.B. — Radio is losing out in many instances to other media because of the sparseness of information made available by the industry to advertisers; because this lack of information about radio "renders the already aggressive promotion of other media that much more effective"; because space representatives, and their "companion champions of the written word . . . render our present sales representation virtually negligible as far as consistency of contact is concerned"; because, with comparatively few exceptions, Canadian advertising agencies, outwardly in complete command of advertising plans, are not radio-minded.

Such were the opinions voiced by Ken Soble (CHML, Hamilton), during his introduction of a discussion panel he headed up on "Selling the Medium" at the CAB Convention here. Sitting with Soble were Ruth Jones, Benton & Bowles, New York; Mary Cardon, J. Walter Thompson Co. Ltd., Montreal; Waldo Holden, CFRB, Toronto; Adam Young, Adam J. Young, Jr., Inc., New York. Maurice Rosenfeld, MacLaren Advertising, and Bill Byles, Young & Rubicam, originally slated for the forum, were unable to attend.

Laying the blame for lack of information made available at the industry's door, Soble deplored the fact that "in spite of our, in some instances, very admirable efforts to persuade them to the contrary, the majority of manufacturers on the national level, and a large number of dealers on the local level, have what amounts to a complete misconception of radio's function and value as an advertising medium."

The speaker continued: "We are forced to look on astounded, as we watch advertisers continually involving themselves, at great expense, in all manner of weird and wonderful advertising schemes in the 'familiar' media, they and their advertising agencies know.

"By passing radio as an "expensive intangible," he continued, "they assign their advertising dollars to media they can see and feel, spread out in front of them and be dazzled by their color, art work and design."

Soble claimed that all too few Canadian advertising agencies have adequate radio departments, and that still fewer have radio men as vice-presidents or members of the plans board. "Most Canadian agency heads have risen to their present eminence through the black - and - white rather than the radio field," he said. "Their attitude towards radio ranges from mere toleration to outright opposition . . . quite naturally agency heads are reluctant to become unnecessarily involved in a medium in which they have very little background.

"You will of course exclude from this criticism that all too rare Canadian advertiser and agency whom experience has made fully



Ken Soble

aware of radio's sales effectiveness," he added.

Claiming that there would be no great difficulty in developing a campaign to sell radio to the Canadian advertiser, Soble emphasized the other difficulties which present themselves.

More adequate sales presentation might lie with accredited sales representatives, he thought, "perhaps a more intensive effort on their part; a wider range of new-business activities; more direct client contact and greater consistency and uniformity in their sales approach; periodic reports to the CAB on their general methods of furthering the acceptance of radio; these and other activities of which they are splendidly capable might prove a mutual benefit," he said.

Turning to the second problem agency attitude — he suggested that perhaps "the franchise would grant the agencies should be revised to bring about a realization that it entails an obligation to include radio as an important factor in media recommendations that radio cannot be overlooked or repeatedly relegated to a position of minor importance; that we expect a greater degree of support from the agency, in its own sales efforts, as well as more thorough advocacy of radio on the part of the agency itself. Perhaps," he added, "we should specify that a certain percentage of radio billing (to vary of course with the extent of the agency's operation) be produced if the agency is to retain the privilege of our franchise."

CJOC Sells BREAD!



The Monday through Friday McGavin's newscast over CJOC enjoys an E-H rating of 37.4. CJOC is the "buy-word" in the prosperous Lethbridge market. Want more details? See your local A-C man!

"YOU CANNA AFFORD TO MISS THE LETHBRIDGE MARKET!"



LETHBRIDGE ALBERTA ALL-CANADA STATION

The Voice of the Eastern Townships

CHLT
(FRENCH) 900 Kc. 1000 Watts

CKTS
(ENGLISH) 1240 Kc. 250 Watts

SHERBROOKE, QUE.

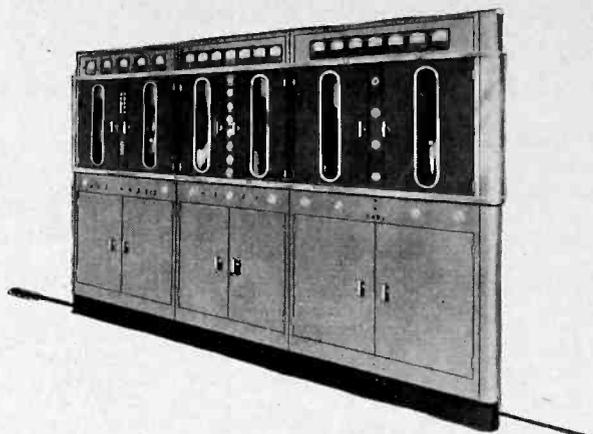
Representatives
JOS. A. HARDY & CO. LTD. — CANADA
ADAM J. YOUNG, JR. INC. — U.S.A.

\$3.00 a Year
(\$5.00 for 2 Years)
insures regular
delivery of the
**CANADIAN
BROADCASTER
and TELESREEN**

CKMO YOU MAKE FRIENDS
in Vancouver when you
Buy neighborly **CKMO**

CKMO 1000 WATTS
1410 on your DIAL

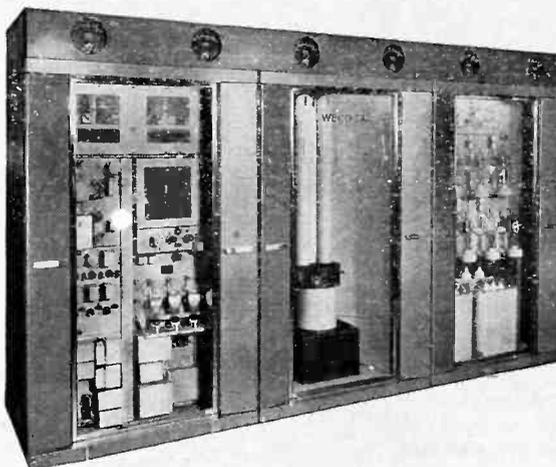
your
best
buy
in.....



Complete line consists of 250 Watt, 1 KW, 5 KW (shown) and 50 KW transmitters—Antenna Coupling-Phasing Equipment and Accessories.

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

your
best
buy
in.....



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

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

Northern Electric

C O M P A N Y L I M I T E D



Joe Hardy Talks ON

QUEBEC MARKET NO. 2

"I never thought I would ever write an advertisement announcing an addition to my family, but one never knows! On May 9th, we welcomed Station CKBL Matane to our group — a fine 1000-watter which covers the entire south shore coast between Rimouski and Gaspé, and the north shore between Anticosti Island and the Saguenay — in fact, the entire Matapedia Valley. Here we have a population of 214,800, and an average of 110,000 regular listeners, in about 30,000 radio homes. Industries in this district are flourishing, its population lives well, and it has long been a tourists' paradise. CKBL is a BBM station, and can compete with any of the larger stations for service, talent and equipment. Remember CKBL in your sales plans; and always, when you need information on Quebec Market No. 2 — 'Ask Jos. Hardy'."

For any information on Quebec Market No. 2 Telephone, Wire or Write to

Jos. A. Hardy & Co. Ltd. MONTREAL QUEBEC TORONTO

CHRC	REPRESENTING	5000
CHNC	QUEBEC	WATTS
CHLN	NEW CARLISLE	5000
CHLT	TROIS RIVIÈRES	WATTS
CKRS	SHERBROOKE	1000
	JONQUIÈRE-KENOGAMI	250
		WATTS



GETTING A PRESS FOR RADIO

By RICHARD G. LEWIS

Getting a press can mean any one of a variety of things.

Maybe you're ringing the bell with your local daily, missing the boat with your weekly, and making the trade papers once in a blue moon because we spend a wet week-end translating your releases into English.

Why are you missing the boat with your daily?

Here is a check chart, and if you can't answer these questions and want a press, you'd better take your publicity man off mopping the office and give him a full-time job, because newspapers, unlike radio, write their material instead of having it like the hives. Now for the check chart.

(1) What do you do for the newspapers that they should do anything for you? (That's a helluva good question, isn't it?)

(2) Can you name the editor of the woman's page, the sports section, the local Winchell? (If you can't, you'd better get in a huddle with yourself.)

(3) Who is the best news reporter in your town? (If you can't answer, you're wet behind your publicity ears.)

Let's go back. What do you do for the newspapers?

You either get free space from them, listing your programs, or you cry eternally into your beer because they ignore you.

Do you invite the local editor to review the week's local news on your station? Do you comment on "Little Abner" and say that he can be found on page 5? Do you offer the local editors

An address by your editor to a meeting of the CAB during their convention last week stirred up a little dissentient comment from the floor because our subtle suggestions did not meet with universal agreement, it being suggested that our personal extermination—undertaken good-naturedly and for the good of the industry, of course—was highly desirable.

We are now presented with a question.

Should we run the talk, we should be accused of immodestly flaunting ourselves in the face of public opinion, and of acting in a manner not in accordance with the dignified tone of this family journal. If, on the other hand, we refrained from running it, we should no doubt be accused of ducking for cover. Accordingly we present this condensed but unpurged version if only for the purpose of annoying more people, but also to satisfy ourselves that we have convictions even though there are those who feel that we should be convicted for them.

Walter Dales' feature, "I See By The Papers"?

I suggest that it is not so much that the press is unwilling to cooperate with you as it is that you sit on your back porches without ever realizing what you could, if you would, do for the press. If you don't believe me, perhaps you can tell me why it is that so many newspapers pay radio the greatest tribute they

could, by using radio time, in perhaps greater volume than you realize, to sell their circulation and their classified advertising. Think that over.

There are innumerable ways that press and radio, which actually have so many more reasons to sleep in the same bed than in different rooms, could work together for the common good of each. By all means, fight it out to the death when there is a contract at stake. But managers of competing stations like Tiny Elphicke and George Chandler, and Vic George and Art Dupont are competitors too. And they even play golf together and break bread, etc., at the same table.

So let's make up our minds that even newspapermen are people, and concentrate on what we like in each other instead of what we abominate.

You may be able to drool words into your microphone to the point where your BBM reaches out into the heart of every chambermaid in your vast listening area. But these chambermaids are just as gaga over others, who do their droolings on paper, and who have been able to seduce them over a period of years that dates back to long before you were glints in your fathers' eyes.

Another point to remember is that whatever material relating to radio does get into print, it is not being put there for your benefit. The paper or other publication is running it simply for its interest value to its readers. That's important, because it throws the onus onto you to do something worth reporting, and then to set it intelligently on paper, and then to get it to the right man—not just any man but the right man.

Even then it may not get in. You see, editors have succeeded in holding onto their right to print what they think their readers would like to read. This strange and archaic system does not, unfortunately, obtain in the modern medium of radio, which submits to regulation by bureaucracy, act of Parliament, order-in-council, George Young and other kinds of edicts which go to make up our quickly crumbling democracy.

The second question in our check chart was: "Can you name the various editors of your local paper?"

People who write for newspapers are human beings, and treating them as such will in no way lessen your chance of getting them to reciprocate. Also, people make news. That's important. Most stories revolve around an individual or a group of individuals. So make your story tell about

The Bright STATIONS

CKAC - CHRC - CKRS

THE BASIC TRANS - QUEBEC RADIO GROUP

Your Greatest Penetration of French Canada

SEE **William Wright** TORONTO

VICTORY BUILDING

se people. "Time Magazine"—
 very good paper too—tells a
 story of a man or woman even
 when it is reporting a strike or
 other impersonal event.
 The third and last question in
 a check chart falls in the same
 category as the second. Make a
 list of the best reporter in town.
 Put him into your circle of
 friends. Tell him what you plan
 to do a little ahead so that he
 can kick in with his idea of a
 twist.

was doing a speech in North
 Bay about a year ago, and I sent
 an advance copy of it to a cer-
 tain white-haired and otherwise
 young newsman. I got to North
 Bay, and received a long distance
 call from this character who said
 I had a good idea in my talk, but
 why didn't I end it like this? Al-
 ways eager to oblige, I took his
 suggestion down word for word.
 All the news wires hummed with
 it. See what I mean?

Magazines are more interested
 in feature articles, along the lines
 of Norman Glen's "Sponsor" in
 the trade field than Jimmy Mon-
 roe's "Broadcasting" which
 stresses the news side. Canadian
 Broadcaster takes a firm stand
 on both sides of it. Two stations
 now have made the grade in
 the field. Some years ago CKNX,
 ingham, got a picture story
 several pages long in the now de-
 part "New World." Quite re-
 cently, CFOS, Owen Sound, got
 treatment in "The Standard."
 The weekly newspapers aren't
 tough.

Those enterprising stations
 which have on their staff at least
 one man who can read and write
 are doing nicely in this regard.
 In Toronto, there is one string of
 neighborhood weeklies which car-
 ries columns of material, released
 if you will pardon the ex-
 pression—the CBC. They even run
 a CBC letter every week too.
 These are run exactly as
 I left the mimeograph. I know,
 because my desk is littered with
 the same—stuff. They carry no
 news of our private stations, and
 an investigation discloses that
 the reason for this is that they
 never receive any.

Trade papers are another field.
 They divide, obviously, into two
 categories. First, the papers that
 serve your own industry, and sec-
 ond, the papers which are pub-
 lished for the various industries
 of your sponsors.

We of your own trade press
 are easy to get along with. We
 have to be. We depend on you
 and your doings for editorial
 material which will interest our
 readers, who are your sponsors
 and their agencies. Quite apart
 from any advertising you may
 buy from us, we are doing a direct
 selling job for you—institutionally
 —with every issue we publish.
 Your meagre output of printable



—Photo by Climo, Saint John.

"Posy and arty publicity shots
 don't stand as good a chance as
 the less formal or candid pic-
 tures," and what could prove the
 point better than this shot, taken
 from a new and different angle,
 of Miss Canada, during the CAB's
 annual dinner. Various sugges-
 tions for a title for this picture
 have come in, and, from them we
 have chosen "I Know The Face
 But I Can't Recall The Name." Miss
 Canada, incidentally, is the
 one who is sitting on the left as
 you look at the picture.

news is regrettable. But we've
 quit shedding tears because the
 loss is in the main yours.

Crashing the grocery and other
 industry trade papers is virgin
 territory for most stations. While
 we are interested in your suc-
 cessful radio campaign as such,
 because we live only to help you
 sell your time and programs, the
 "Canadian Grocer" counts its
 blessings in butter and eggs.
 Enough stress is not laid on the
 value of these papers in getting
 your story over to the group of
 sponsors and potential sponsors

that paper serves, because, while
 the radio trade press reaches the
 advertising agencies and national
 advertisers, this group of papers
 gets into the local advertisers'
 stores and offices.

I am sure that if you could
 keep the public relations depart-
 ment of the CAB supplied with
 the successful programs and
 stunts which you carry through
 for your local sponsors, it would
 carry industry promotion into this
 field with the same ardor with
 which it approaches its other
 activities. I am also quite sure—
 from deep and bitter experience—
 that you will do no such thing.

It is unreasonable to expect one
 story, reamed off your mimeo-
 graph, to do the job for every-
 thing. Three separate stories,
 each slanted at a specific paper,
 will do a better job than two
 hundred copies of one story, helter
 skeltered up and down Publisher's
 Row.

Give a little thought to the
 way you present your stories.
 Don't put seven items on one
 piece of paper. Use a separate
 sheet for each one. And double
 space, leaving margin around.
 There is reason for this. It makes
 it possible to edit without retyp-
 ing.

If you are supplying pictures,
 see that they are sharp, con-
 trasty, glossy prints. 8 x 10 inches
 is the accepted size. Don't make
 them into montages. Let the
 paper use them as it sees fit. And
 I think it's a general rule that
 posy and arty publicity shots don't
 stand as good a chance as the
 less formal or candid pictures.

I hate to say it, but if you are
 looking for a model, CBC oper-
 ates a Press and Information De-
 partment across the country
 which sends the story of its per-
 nicious operations in a steady
 stream to every printing press in
 Canada. It may be said that their
 national scope and access to the
 public purse makes this possible.
 But the CAB is no less national
 than the CBC, and the CAB con-
 sists of you delegates at the CAB
 Convention.

You have plenty of color to
 work on, because radio is still
 the most glamorous business in
 the world to everyone who isn't
 in it. Claire Wallace stands out
 in my mind as the most pub-
 licized individual artist. And the
 reason is that whether Claire is
 flying to England for the Royal
 Wedding or breaking her hip in
 Australia, she is forever doing
 something that makes her an in-
 teresting personality.

Fred Lynds, of KKCW, Mon-
 ton, has built his "Lionel the
 Lobster" into a character that
 lives and breathes, and also pro-
 vides Toronto and Montreal radio
 types with at least one square
 meal a year. Syd Boyling's con-
 tinuing assignment of working
 for the tubercular fund in and
 around Moose Jaw gets station
 CHAB talked about. And every-
 one else can do likewise. Only for
 God's sake don't just copy what
 somebody else does. Think up
 something of your own. The CBC
 has done it; does it every day.
 Their gain is your loss.

I am now ready to be thanked.

DEMAND Complete Coverage



During the 'hot' months, cov-
 erage of the body is unimportant --
 but for the 'soda pop', ice cream
 bathing suit, gasoline, travel
 sports equipment, and similar mer-
 chandiser, coverage of the vacation
 playground market is vital.
 CFNB gives complete coverage
 of the playground heart of New
 Brunswick.

CFNB
 FREDERICTON, N.B.



THE DOORWAY TO NEW BRUNSWICK

**BRUSH UP
 ON the FACTS!**

More People in the
 booming **ALBERTA**
 market Listen to

CFCN
 THE VOICE of the PRAIRIES
 CALGARY

*SEE the 1948 BBM survey report
 OR ASK RADIO REPRESENTATIVES LTD.

CKNB CAMPBELLTON N.B.

June 22, 1949

Dear Mr. Time-Buyer:

National business is falling off as it usually does at this time of year, and network business is also following the usual downward trend, but I'm very happy to report to you that local business, as in previous years, will be as good and in fact this year better than during the spring months.

Local advertisers know that in our territory a bare handful of people desert their all-year-round homes entirely, and, while quite a number do maintain summer cottages, these people continue exactly the same radio listening habits as they have during the other months of the year.

Yours very truly,

Stau Chapman

CSC/LG

Station Manager

AN ALL-CANADA STATION

STATIONS

On With The Show



CKGB, Timmins, was recently faced with the problem of redecorating and broadcasting at the same time. "The show must go on" (above) in the main studio as Rev. E. C. Wood, of the First Baptist Church, conducts the regular morning program, "Gospel Tidings," and painters Don Craig and E. R. Street handle the brushes. Announcer Cecil Linder is at the mike while vocalists Betty Tyrrell, Lillian Hirschfeld, Ellen Johnstone and pianist Edna Pond prepare for the closing him.

Stations Join Press To Air BC Election

Vancouver. — June 15 was D-Day, "Donnybrook Day," for West Coast radio stations and newspapers.

They locked in one of the most intensive news competitions ever witnessed in the province, as British Columbians trooped to the polls in the provincial election.

For the past few years West Coast newspapers have shied away from extensive election coverage by radio, leaving it largely up to the stations themselves to give poll-by-poll accounts.

This year, with newspaper and radio competition seemingly at a new high, a frantic scramble occurred as alliances were formed.

First, The Daily Province in Vancouver linked hands with CKWX to provide a joint election coverage. They laid plans for an evening-long, blow-by-blow election report, broken only by The Vancouver Sun news at 10 p.m.

CJOR next made a deal with

The Province, since it carries The Province news at 10 p.m.

The Sun, top circulation newspaper in Western Canada, and CKMO then joined forces and launched a promotion campaign heralding their joint election coverage, that rocked other stations and newspapers on their heels.

CBR, regional station of the CBC in Vancouver, and The New Herald quickly formed an entente and CKNW in New Westminster joined that team.

Province and News Herald promotion campaigns followed an after the polls closed at 8 p.m. the donnybrook was on.

CKNW proved a valuable ally in that it had "sewn up" Premier Byron Johnson, who was seeking the re-election of his Coalition government. New Westminster CKNW's home city, was the premier's riding and consequently that station, with CBR, had first call on the premier for an interview when the issue was decided.

To catch the premier's all-important statement, Vancouver stations had to put "mikes" in CKNW.

As News Herald columnist Barry Mather quipped: "This newspaper campaign over which newspaper is going to have the best election night service has pushed other campaign news of the front page. It seems that people have stopped betting on the election and are now betting on the newspapers.

"And so it goes," he concluded "Personally, we think the radio stations are winning.

Most observers agreed. Seldom if ever, have local radio stations received such a welter of promotion, much of it front page copy with pictures of their election announcers at microphones. The microphones, of course, carried vivid call letters.

From the newspaper standpoint, it's reported unofficially never again!

SINGING STAR ON CKNW

New Westminster.—CKNW has been playing host recently to noted American recording star Hank Snow.

The singing cowboy, whose presentations are heard on RCA Victor records, is currently appearing daily on 'NW. His son, Jimmy Rogers Snow, aged 13, also is appearing with his father.

Hank, when not touring, is affiliated with station KRLD in Dallas, Texas.



56,210 radio homes by BBM surveys served by 677 wide-awake merchants with an estimated annual turnover of \$234,630,000.

ALL THIS AND LIONELIZING TOO

CKCW

MONCTON NEW BRUNSWICK

The Hub of the Maritimes

REPRESENTATIVES: STOVIN & CO. TORONTO MONTREAL

PROGRAM RATING HISTORY - - - -

Station opened June '48 - - - - -

E-H all-day average program ratings - - - - -

OCTOBER '48 - - - - - 9.9

MAY '49 - - - - - 12.8

Good ratings - - - getting BETTER - - - !

CGOY GUELPH

PROGRAMS

Air Blind Golfer

"The Nineteenth Hole," a fifteen-minute show aired over CFRB, Toronto, on Mondays and Wednesdays at 10.30 p.m., recently featured an interview with a blind Canadian golfer, Lloyd Tomszack. During the program, which is sponsored by Toronto Motor Car Limited, Tomszack told the story of how, after losing his sight in a plane crash two weeks before the end of the war, he became interested in golf last year after being ordered by his doctor to take more exercise.

At the Golf Haven, a year-round indoor golf school managed by Jack Boothe and Gordon McInish, where the program is recorded, Tomszack explained his method of sightless golfing. "My wife lines me up for drives and tells me the distance while I feel the ball's position with my foot. On iron shots I pace off the distance and get the direction from hearing my wife's voice. Putting to me is easiest of all shots because the stroke required isn't strong enough to throw me off balance. I judge these shots from the sound of the pin being rattled in the cup." After a little more instruction one season of instruction Tomszack says his scores are currently about 52 for nine holes and have twice been as low as 45, which he feels may carry him through the August Blind Golf tournament in Philadelphia.

When above at the Golf Haven recording session are, left to



—Al Gray Photo.

right: Gordon Cook, announcer; Lloyd Tomszack; Dave Price, commentator; Harry Wilson, truck division sales manager of Toronto Motor Car Limited; Ray Harrison, CFRB operator.

"The Nineteenth Hole" is produced by Russel T. Kelly Limited

STATIONS PROMOTE CELEBRATIONS

Winnipeg. — Broadcasters hereabouts are in the process of catching their collective breath after being immersed in the week-long celebrations marking Winnipeg's 75th anniversary.

Every time you touched a dial, June 6 to 11th, some personality or other, invited to the party,

was being interviewed. Such people as Barbara Ann Scott, Gladys Swarthout and Alexis Smith appeared before the mike.

A walkie-talkie crew of CJOB relayed a hole-by-hole result of the two-day \$2,000 anniversary golf tournament.

CJOB also had a float entered in the mammoth parade, one of the highlights of the celebrations. It depicted an actual broadcast of a CJOB-Associated Commercial Travellers amateur hour. Guys and girls were sawing away on fiddles and doing a little bit of singing.

All three stations, CKRC, CJOB and CBW kept listeners up-to-date on daily events.



68,215 Letters In 63 Days!

That's the kind of listener response enjoyed by Cousins of Halifax with their fun-packed show "QUESTIONS PLEASE."

Above, two of Cousins staff members are shown with a *small portion* of the entries received daily from all parts of Nova Scotia.

"QUESTIONS PLEASE" is typical of the high-quality live programs produced at CHNS and an example of what The Voice of Halifax can do for a sponsor. Ask the All-Canada Man!

CHNS

Broadcasting House, Halifax
MARITIME BROADCASTING COMPANY LIMITED

Wm. C. Borrett, Managing Director

B.U.P. clients say

" Your election service is tops! "

This is the reaction to a six weeks' period during which B.U.P. subscribers have been receiving a steady stream of live election background material: complete list of candidates, biographies of members and leading contenders, feature-length sketches of party personalities, regional and national analyses of current political situations, histories of each riding and first-hand pointers on critical contests.

As one client put it,

"No Matter What Happens Election Night, We'll Be Ready"

There's A New Deal in Radio for Ottawa . . .

• CKOY is bringing Ottawa listeners a new deal in radio entertainment. Every program, every voice, is new and refreshing to the Ottawa audience; and the "round-the-clock" schedule of programs is rapidly winning their favour.

CKOY New Features . . .

1. Five-minute newscasts every hour on the hour.
2. 24-hour "Round-the-Clock" entertainment.
3. All full-length feature programs broadcast at the same time every day, Monday through Saturday.
4. One of the largest musical libraries in Canada.
5. Programs from one to two hours in length.
6. New, refreshing voices.
7. "Top" direction

CKOY's new programming puts listeners first; and will deliver an established, appreciative audience that serves sponsors better, too. Schedule *your* advertising on the station that pleases the listeners:

CKOY Ottawa

5000 WATTS

1310 KCS.

Get the facts from

NATIONAL BROADCAST SALES

TORONTO: 2320 Bank of Commerce Bldg. - AD. 8895

MONTREAL: 106 Medical Arts Building - FI. 2439

Over The Desk

We enjoyed the CAB Convention, more than any of the previous seven it has been our lot to attend. One thing, it would be hard not to enjoy anything, in the surroundings of the Algonquin Hotel at St. Andrews, and in the delightful weather—unending sunshine but never too hot—bestowed upon us by a bountiful Mother Nature, who thereby proved herself in complete accord with the principles and ideals of private enterprise in general and private radio in particular.

The hotel is a comfortable place, not overly blessed with bathrooms, but filled with a staff of delightful young people, in the dining room especially (hubba-hubba, if we may coin a phrase), who made up for any slight deficiencies in service with the knowledge that they were in the main university students at work for the vacation, and veddy charming at that. We'll trade jobs with Gus any day!

With St. Andrews Bay lapping almost at the feet of the hotel—pretty large feet, but lapping



nevertheless—opportunity was afforded to wet a line and hook onto a cod, haddock, pollock (no relation to CFCA-FM) or flounder. We joined the Sedgwicks, Waldo Holden, Gil Nunn and Carl Hart in two such expeditions, and felt quite required for the unwonted exercise (of climbing into the boat) when we had the rare privilege of seeing Joe Sedgwick bait his hook with the aid of a monocle which he has had made especially for the purpose. We have, at great expense to the management, had a cut made of

this episode—for the benefit of those who did not attend, and posterity.

Also in the out-doors department, we are led to understand that there was a delightful golf course. This we take for granted, as we have not been able to devise a method of playing golf in a sitting posture.

One other form of healthy exercise indulged in was a spot of poker, in which Jack Horler, Finlay MacDonald (Junior G-Man of the new CAB Board), Claude Irvine and Ed Cavanaugh collected their travelling expenses from Tom Malone and your humble servant.

The only criticism we heard of the whole affair was the fact that the glorious weather and counter attractions made it extremely hard for those who attended the convention with the idea of doing some work to resist the call of outdoors. It is discouraging for people who have travelled a long way to co-operate with the broadcasters, to find themselves having to sit while the attendance committee literally herds delegates into the meeting room. Neither does this react too favorably on the seriousness of the industry. Andy McDermott's motion to set up a new format in future years, where they would start off with two days' closed meetings, followed by three days of open ones, was passed by the meeting, and it is to be hoped will receive favorable consideration and action before the 1950 do, which is slated for Hamilton.

While various of Montreal's Messrs. Big learnedly expounded their hopes and fears of instituting transit radio in the Quebec metropolis, one delegate could scarcely hold himself and finally sprang to his feet to say: "We done it, bub."

This was Chuck Rudd, manager of CJAV, Port Alberni, who told us he had received a telegram, advising that he had added overnight three quarters of a million listeners to his station's audience.

This rather picturesque description of the birth of CJAV's most recent brainchild actually adds up to the fact that the Alberni Valley Transit Company's fleet of buses has been equipped with specially built receiving sets and speakers, pre-tuned to the sta-

Acclaimed as
★ **THE BEST
CHILDREN'S PROGRAM!**

"The Story Lady," heard exclusively over this station three-a-week throughout the year, has received the Canadian Radio Award as the **BEST CHILDREN'S PROGRAM ON THE AIR IN 1948**. Topped all similar programs in mail count, and is endorsed by District Home and School Associations, Parents' Organizations and Women's Clubs.

*Available for sponsorship.
Consult our nearest representative:

HORACE N. STOVIN & CO.,
Toronto and Montreal
A. L. GARSIDE, Winnipeg
DONALD COOKE, U.S.A.

CURL
KENORA ONT.
DOMINION NETWORK

DON'T SHOUT—TALK SALES

When you're selling yourself or an idea to a blonde, you don't shout at her from across the room. You get in close where your words are most effective.

If you want to sell your product in the Oshawa market don't stand back and shout from outside the area. Tell your story over CKDO—the station closest to a rich market area of 70,000 people.

Your prospects know CKDO well. They listen more to CKDO than to any other station. Your sales message will be most effective when you're in close.

Get CKDO facts
from:

JAS. L. ALEXANDER
Canada

WEED & COMPANY
U.S.A.

CKDO

OSHAWA, ONT.

his signal, for 17 hours a day. While this innovation does not add to the station's revenue, it adds to the station CJAV an added listenership of the 2,000 people who travel in the buses every day. This Chuck dexterously multiplies into an added three quarters of a million listeners a year. Completion of this deal with the transit company, which has been in a negotiation state over the past five months, gives CJAV the status of pioneer in transit radio advertising in Canada and also makes it the first station on the continent to pipe an AM signal into transit vehicles.

The Annual Dinner had two main attractions — no, three. First there was the presentation to Leo Hutton, founder and president of the Hutton Hat Foundation and liaison officer for CN & P Telegraphs on the side. Leo presented with a red hat, by a mysterious organization composed of BMI and MBS characters whose objective is to wear red hats. Actual deliverer was Carl Haverlin of BMI. Best of honor at the dinner was Miss Canada (nee Ferguson) who delighted us with her singing and personality.

Speaker of the evening was Leo's successor to the late Leacock, Dr. B. K. Sanderson, editor of Saturday Night, who just can't be the loneliest man in the week, piloted as it were, by a man who could perform a succession of vital operations on the business of broadcasting, and keep his papers roaring with laughter without the aid of gas. No report of his speech, titled nostalgically "Once There Were No Radios" could do it justice, but an apt report at such a report will be in the next issue. Its echoes, without credit, will be found throughout the columns of this journal throughout the years to come.

The press turned out for the convention in full swing. In the field, there were: Charlie Leacock of Press News, with Brayley ably and even genially expounding the beat for him; Curran of BUP had Claude Leacock covering the meetings and Coalston rounding up the speakers; the Saint John Telegraph-Journal had Bill Kilfoil, who made the daily story on the convention was so fully and capably reported that it was grabbed avidly by attendants to check over the previous day's proceedings.

On the trade side we borrowed notes and copy paper from veteran Jimmy Montagnes of Broadcasters and Norman Glen from Color Magazine. Working nimbly and co-operating from flower to flower was Ed, new or recently new PR man, Ed "Low-pockets" Morrison, who set a precedent in press releases it will be hard to beat. A complaint heard from the hand news service men, who probably wondered why the pressmen's speech-making did not contain just one message for the day, on which they might hang their stories.

However, press was excellent over the country, except in Holy City of Toronto, whose dailies squeezed us almost

entirely out of the picture, presumably in favor of election news.

One flash-back to the days before the CAB.

Popular music in the true sense is made up of tunes like the numbers from the musical comedies of Victor Herbert, Sigmund Romberg, Rogers and Hammerstein and Irving Berlin. These are the popular tunes because they are liked by the people, and they out-rate the here-today-and-gone-tomorrow smash hits of the "Hit Parade," which are as passing as a young man's fancy in April.

This is the opinion of the young singing team of Bishop and Amory, who were proving their point in Vanity Fair, at the King Edward Hotel here earlier this month, and will be playing the Mount Royal, Montreal, in August they expect. People who pick pieces for programs might find wisdom in their remarks.

We got quite a bang out of these two kids, who have been doing the U.S. concert platforms with quaint folk songs and German lieder, and then shot off on a tangent to see if the night club trade might not go for a little more singing and a little less crooning. It did.

Our merry quip about coming below stairs to see how the other half lives — passed between the second and third at Thorncliffe Race Track—drew a curt "nonsense," because, as they put it, "there is plenty of contemporary music that outdoes quite a lot of the so-called classics, whose main claim to fame is age." Generously they agreed that this does not include Brahms, Bach, Beethoven and their ilk.

Bishop and Amory—in nightie and pyjamas Mr. and Mrs. Bruce Robinson—are carrying a torch for recognition of modern music, only it must be something else besides new. And they don't feel we should have to wait for its composers to die before it gets that recognition as good music.

We've heard them and like them for their fresh approach to the business of singing. We like

their businesslike methods of working to find out what people want to hear and then singing it. We were sorry that the departure of our plane for the CAB Convention cut our acquaintance short. But we'd hate to say what we think of their faculty for picking horses.

While experienced broadcasters were deliberating on the shores of the Atlantic, Art Benson and Tom Briggs of this office hid themselves to CJOY, Guelph, where Art had his "baptism of air," when he presented Wally

Slatter with the plaque CJOY won for Easter Seal promotion. Art came through well, according to reports — from his mother and Tom's prospective father-in-law.

We could go on like this interminably, except that "The Desk" is completely submerged with papers of sundry sizes, all concerning the serious side of the convention, and we are devoting these two days — Saturday and (tck! tck!) Sunday—to translating them into Broadcasterese, to delight you when they emerge as Volume 8 Number 12.

**1000 WATTS
970 KC
CKCH**

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

**PROGRAMMING ESPECIALLY FOR THE
FRENCH LISTENERS IN THE OTTAWA VALLEY**

Selling 80% to 90% of all sets turned on during daytime hours, with 385,167 French people in coverage area.

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(Sessions are from 8:00 a.m. to 1:00 p.m. each day except Sat. & Sun.)

● This Course will include Lectures in the Technical Aspects and Organization of Radio in Canada, Program Planning, Production Techniques, Study of Production Types, and Writing for Radio. There will be tours to other Radio Stations and observation

of professional broadcasts. For those who wish to develop ability in Radio Performing, there will be individual instruction in Announcer Techniques and Control Operating, with fullest opportunity for practice in the . . .

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Toronto, Ontario

NEW YORK'S RADIO ROW

by Richard Young

New York, N.Y. — Well, the nation's broadcasters have been campaigning for the right to editorialize on the air for many, many months, but now that the FCC has relaxed its ban, we're quite sure that the network station boys know what to do with their prize.

Although a few of the big boys in the industry hailed the decision, most broadcasters hesitated to ask how the decision will affect their policies. Actually only the FCC, which had introduced sample editorials via transcriptions during the hearings, seemed to be prepared to take action. William Paley, board chairman, CBS, described the FCC report as a "backward step" and said that Columbia is going to broadcast radio editorials in its name "from time to time."

Justin Miller, NAB prexy, called the decision "the greatest single victory in behalf of freedom of expression in this nation since the Zenger case confirming the editorial freedom of newspapers a century ago." Mr. Miller, who hardly ever misses the opportunity to throw a few darts at the FCC, tossed in another thought when he said:

"I suggest that broadcasters be more and more specific in their editorializing than the Commission has been, in this vague and pondering report . . ."

Like THAT, Commissioners! It is not to get back to the comments (or lack of comments) of other broadcasters. Officials of the three other major networks, ABC, MBS and CBS, declined comment, begging off to "study the text" of the FCC report. Independent stations in this area sought additional time to make the complete decision.

The indie station operator said: "Give me a minute to think it over and I'll call you."

It is a good thing (we think so, anyway) that we haven't held our breath waiting for his return.

According to all the evidence to date, NBC seems to have picked up with a scoop of sorts by signing up the biggest list of advertisers planning to sponsor summer replacement programs. Most of the advertisers on the other chains seem to favor dropping out of radio during the vacation season.

NBC, however, has an impressive line-up with, among others, the Brewing Co. sponsoring the Theatre, Rexall Drugs picking up the tab for Guy Lombardo and his band, U.S. Steel continuing with the NBC Symphony, and Kraft Foods with two new series, Archie Andrews and Nelson Eddy-Dorothy Kirsten, and the Hank Meyers with the Hank Meyers series.

Mes Trammell & Co. also happen to report that new fall business

looks promising. A new program starring songster Perry Como and bank-rolled by Chesterfield cigarettes will start in the fall and Maxwell House coffee will pick up the purse strings as sponsor of another new series, "Father Knows Best," starring screen actor Robert Young. In addition, National has acquired Wildroot's Adventures of Sam Spade show from CBS starting September 25.

Also encouraged by new business is ABC which suffered some serious losses recently to other networks. Among the missing at ABC when the fall season gets under way will be the "Theatre Guild on the Air," Bing Crosby, Groucho Marx, "Houseparty," "Welcome Traveler" and "Break the Bank." This week, however, ABC was expected to announce the signing of new business totaling some \$2,000,000 in time charges.

These new contracts include: Sterling Drug sponsoring the "My True Story" program on Tuesdays and Thursdays; Serutan sponsoring nutrition expert Victor Lindlahr who moves over from MBS for a Monday-Wednesday-Friday series; and Bruner-Ritter, Inc., which will air a new audience participation show. Last two named start in September, the first named almost immediately.

"To be or not to be, that is the question" might easily be the title of this paragraph. During the past few months, because of a little item known as financial difficulties, the fate of the Broadcast Measurement Bureau's second nation-wide audience survey has been as unpredictable as a strapless evening gown.

However, last week, the National Association of Broadcasters, which recently advanced \$75,000 (with reservations) to the BMB, "guaranteed" completion of Study No. 2.

The job now, according to Ken Baker, acting president of BMB, is to figure out BMB's position when work on the second study is but a memory.

One of radio's nice guys has stepped, at least temporarily, out of the broadcasting picture. He is Ken R. Dyke, administrative vice-president of NBC, who quietly but firmly exited Radio City last week.

So far NBC executives have remained mum but it is understood that Thomas McCray, national program director, has taken over Mr. Dyke's activities.

Mr. Dyke's future affiliation is also unknown but most observers expect him to come up with a top executive spot with a leading ad agency or public relations firm. There's little doubt of that.

On the cuff . . . ABC network has signed Kate Smith and Ted Collins as start of a new two-hour Monday evening disc jockey show—which is about as original an idea as you'll get in radio these days. But of course most of the industry's idea men seemed to have switched to television although there's much evidence that their handiwork hasn't reached the video screens as yet . . . Horace Heidt, the ork leader,

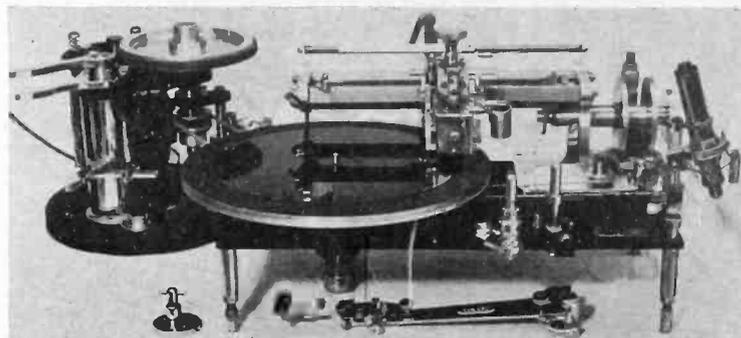
is reportedly switching from NBC to CBS in the fall with his sponsor, Philip Morris cigarettes, also taking the walk to Madison Ave. . . . Burns & Allen and Ozzie and Harriet have a network (CBS) but no sponsors—at this writing . . . Rumbblings of discontent among members of the NAB continue to be heard and some action to soothe the souls of the savage beasts may be taken at the association's board meeting next month. Action aimed at preventing further withdrawals . . . and that's the news till next issue.

WANTED TOP RADIO OR NEWSPAPER SALESMAN

Don't apply unless you can deliver the goods.

Box A-21
Canadian Broadcaster & Telescreen

THE Van Eps PRECISION RECORDING LATHE



The finest recorder made. Cuts 33 1/3 — 78 and 40 or 45 r.p.m., Standard and Micro-groove on discs 7-inch to 17 1/4-inch, from 85 to 272 lines per inch. Every change instantaneous. Motor spring floated. Positively no motor vibration. Cuts centre eccentrics integral with cut. No lifting disc from turntable. Recording engineers are invited to write for technical data and photograph.

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Canada's Most Honoured Radio Station!

Three "Columbus" Awards this year, including one First Award, plus the new Canadian Radio Award and two honorable mentions make CJOR Canada's most honoured radio station again in 1949! Broadcasting award-winning programs is one phase of CJOR's steady service to our listeners. Selling merchandise through strong personality broadcasting is another phase—and none the less important. In Vancouver, CJOR SELLS!

Represented by: H. N. Stovin (Canada)
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OUR 21st YEAR
5000 Watts, 600 K.C.



CJOR

VANCOUVER B.C.
CBC-DOMINION NETWORK

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738 Pages -- 43 Departments -- 44 Experts

"MODERN RADIO Advertising"

with an Analysis of
Television Advertising

by
CHARLES HULL WOLFE

Radio Dept.
Batten, Barton, Dustine Osborn

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Send me my copy of "Modern
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Bill me, plus postage.

Signed

Address

*Delete whichever does not apply.

HOW THEY STAND

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

DAYTIME		
English		
Ma Perkins	16.4	-.6
Pepper Young	15.8	-.6
Happy Gang	14.9	-1.4
Big Sister	14.8	-1.4
Aunt Lucy	14.5	-.5
Right to Happiness	14.4	-1.9
Road of Life	13.4	-1.5
Life Can Be Beautiful	13.4	-1.2
Laura Limited	12.6	-1.3
Singalong	12.6	-1.3
French		
Jeunesse Doree	29.9	+1.2
Rue Principale	27.2	-1.4
Grande Soeur	25.3	+ .4
Joyeux Troubadours	22.0	-1.0
Tante Lucie	22.0	-.2
Quart d'Heure	20.9	+1.7
Quelles Nouvelles	20.2	-1.8
Maman Jeanne	19.8	-1.4
L'Ardent Voyage	18.8	new
Francine Louvain	18.1	-1.8
EVENING		
English		
Lux Radio Theatre	33.3	-3.0
Fibber McGee & Molly	30.3	+1.5
Amos 'n' Andy	24.3	-1.7
Ozzie & Harriet	23.8	-1.7
Bob Hope	23.7	-.2
Fred Allen	22.5	-2.6
Wayne & Shuster	20.6	-1.7
Album of Familiar Music	20.4	same
My Friend Irma	19.8	+ .3
Ford Theatre	19.5	-1.9
Twenty Questions	18.3	-3.4
Aldrich Family	17.9	+ .4
Mystery Theatre	17.8	-1.9
Milton Berle	16.8	-.9
Suspense	16.6	-1.5
French		
Un Homme et Son Peche	41.1	-2.7
Metropole	34.3	+1.4
Radio Carabin	31.9	-3.2
Rollement du Rire	29.6	+9.6
Ceux qu'on aime	28.5	-3.1
Theatre Ford	26.7	-2.4
Rollande et Robert	26.1	+ .7
Qui suis-je?	24.3	-2.6
Y'A du soleil	23.2	+9.3
Peintres de la Chanson	22.9	+ .3
Juliette Beliveau	21.0	-.2
La Mine d'Or	20.2	-1.9
Prix d'Heroisme	20.1	+ .3
Cafe Concert	17.1	-.9
Tambour Battant	16.1	-.8

E.T. COMPANY FORMED

Toronto.—Manufacture and distribution of M-G-M records in Canada by Quality Records Limited, affiliated with Loew's Incorporated, has been announced, and construction of a one-story plant near Toronto is under way.

In addition to the manufacture of domestic records under the M-G-M label, Quality Records is expected to turn out Canadian-produced entertainment for radio stations on transcriptions. All-Canada Radio Facilities Ltd. has already started distribution of M-G-M recordings on a restricted scale.

Top personnel of the new company include: Edward Joseph, formerly with M-G-M at Bloomfield, has been appointed plant manager; Richard Dreazen, general sales manager; Don McKim, in charge of promotion; Bill Stoeckel, sales representative.

It is expected that full production of the new \$500,000 plant will be reached by the end of the year.



EDMONTON

AVERAGE NIGHT RATING.....

22.3

APRIL, 1949
ELLIOTT-HAYNES, LTD.



DEFINITION DEPT.

Broadcasters — the largest
wholesale dealers in talk

PEOPLE'S RADIO

There is no evidence that
God listens to CBM, and
He wouldn't be allowed to
listen to any Canadian sta-
tion unless He paid Him
\$2.50.

OUCH!

You are all sitting on the
edge of a nest in which a
cuckoo of modern science
has laid the portentous
egg of television.

NOSTALGIA

Once there were no radios
Does that sound a little
good old timesey'?

SETS IN USE

I see nothing ahead of the
human race except more
and more radios.

UNDEMOCRATIC

Compulsory listening to
radio in buses is in viola-
tion of the Bill of Rights
of the United Nations.

KICK THIS AROUND

What about radios in com-
fort stations? What an op-
portunity for continuous
and inescapable programs.

THOUGHT CONTROL

Without radios, people
would spend more time
thinking. Nothing could be
more disastrous.

CREDITS

The above were all scalped
from the speech delivered
at the CAB annual dinner
by Dr. B. K. Sandwell, edi-
tor of "Saturday Night,"
who delighted the broad-
casters with his quips which
were so overflowing with
good-natured chicanery.

P.S.

Or were they?

CANADIAN TELESCREEN

ONLY UNRESTRICTED TV WILL SERVE PUBLIC

St. Andrews, N.B.—"Television a new medium, which must be allowed to go unrestricted," according to S. M. Finlayson, managing director of the Canadian Marconi Company, who delivered a thoughtful address to the CAB convention here last week on radio's new art forms, including, besides TV, FM and FX.

"All private or public agencies, with the resources and the desire to provide television service, should be allowed to do so immediately, subject only to reasonable technical limitations," he said. "Only thus will the true public interest be served, and only thus will television play its proper part in the future development of our country."

A condensation of this talk will appear in the "Speech Digest" section of our next issue,

along with other reports of the meeting which we have been forced to hold over.

Besides a demonstration staged by CGE and RCA, and reported on the next page, CAB delegates heard an impromptu word of greeting from Judge Justin Miller, president of the National Association of Broadcasters, Washington, D.C., well-known for his continuing battle for freedom of speech on the air, south of the border.

The development of television showed the pioneering spirit of America, the judge said, adding that television had succeeded in bringing the American family back together again, and will also make the general public more familiar with public events and how they are carried on.

BBC READY WITH COLOR TV

By BOB FRANCIS

London.—Secret experiments on colored TV, credits for visiting stars on the BBC, and TV broadcasts of sports events are subjects currently exciting the British radio scene.

Colored TV is said to be good enough to be put into service, at the cost of replacing the present receivers, which would not work with color, has held the BBC back.

For the present they will continue to work towards making paper black and white receivers and getting TV reception to a larger audience in the country.

The old-time battle of credits, which has kept many artists of international standing off the air, has been resolved for the present. The agreement does not apply to TV and will be continued in an "experimental period" of a year.

Stars under contract will get credit on the air, as well as in the BBC program paper, Radio Times, whenever they appear.

Report promoters have tangled with the BBC on the question of whether TV attracts or keeps away spectators at sporting events. The Football League has ordered TV for next year, and one thing promoter said TV broadcasts would only be possible if the BBC took the responsibility for all vacant ringside seats.

But TV people believe the op-

posite argument is valid. After seeing sports events on TV, they contend, people who never went to the events before turn out for the actual games.

Sir William Haley, director general of the BBC, took TV and radio to task at the 21st birthday convention of the Radio Wholesalers' Federation.

He told them, in effect, not to prejudice their individual effectiveness or waste time in development by internecine feuding.

Loose talk that TV was the death knell of sound broadcasting was nonsense, he said.

"Britain has the largest, most varied and most generally developed broadcasting system in the world. BBC television productions are still more ambitious and diversified than those of any other country."

Sound and TV, he said, are not rivals but partners.

"We are pressing on with improvements and developments in every possible field. Each one should add something, however intangible, to the viewer's pleasure. But they will all have one thing in common. They will come to him without demanding any change in his set.

"We can see our way to developing TV on a national scale without allowing the sound side to suffer."

AM STARS EYE TV

Hollywood.—While the American television networks have been building up new talent ever since TV started, future programs will probably feature "name" actors from AM radio to a great extent, it was revealed in a recent survey of radio stars and top rated shows. The survey showed that featured talent in nearly all the better known shows are thinking in terms of TV and plans that have been made by some are as follows:

Eddie Cantor—Will definitely jump into TV next fall with simultaneous radio and telecast for present sponsor.

Amos 'n' Andy—Working on an unusual idea for television and hope to come up with something in the next few months.

Burns and Allen — Going to New York to discuss a TV deal with William Paley of CBS.

Jack Benny—May do a monthly videocast in the fall; was happy with his debut on the local CBS station.

Bing Crosby—Definitely plans a TV show but may wait another year; will do show on film.

Bob Hope—Making big plans for TV; may start in fall.

Duffy's Tavern—Easily adaptable to TV because of one bar-room set; may wait until fall of 1950.

Truth or Consequences — Did one show here on TV; waiting until kinescoping is better or coast-to-coast telecasting is possible.

Red Skelton — MGM contract

keeps him off TV until December, 1952.

Radio Theatre—Not adaptable because film studios don't permit telecasting of movie stories or stars.

Edger Bergen—Plans a few telecasts next season and will probably be a regular in 1950.

Al Jolson—Laying plans for a minstrel show on TV.

Ozzie and Harriet—Have put their own children into the show, replacing actors who impersonated them; this is the first step toward TV show which may start in fall.

Groucho Marx — Probably not for another year; would be done on film.

Fred Allen—In no hurry; "Let the others pioneer it."

Fibber McGee—Definitely interested; both son and daughter in TV field.

My Friend Irma—All of cast is suitable for TV; waiting for CBS go-ahead.

Spike Jones—Has been experimenting with show but no commitments yet.

Frank Sinatra — Eyeing the field but no plans yet.

OMISSION

One agency was erroneously omitted from the list published in our last issue. This was: Metropolitan Broadcasting Service Ltd., 21 Dundas Square, phone Adelaide 0181 with Don Wright as radio chief.

CKNW
CHNW

THE *Only* STATION THAT COVERS BOTH HALVES OF THE "VANCOUVER AREA"

DANCE TO

MART KENNEY

AND HIS ORCHESTRA

NORMA LOCKE... ROY ROBERTS
and **THE VOCAL QUARTET**

Opening
MART KENNEY'S RANCH
FRIDAY JUNE 24th

Reservations
R.A. 6102

CANADA'S NUMBER ONE DANCE BAND

FEDERAL

A TOP NAME IN COMMUNICATIONS

AVAILABLE IN CANADA

FEDERAL TUBES

with

LONGER LIFE

and

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PERFORMANCE

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

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

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

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TEE VEE ACTION

New York. — Television broadcasters have shown at least some concern about a new survey that shows that AM listening returns to nearly normal after the teevee viewer has owned a set for a number of months.

The survey was handled by Sam Gill, director of research, Sherman & Marquette advertising agency here, who, judging by the results of the study, pointed out that radio will "never become obsolete unless they—the stations—so desire."

Mr. Gill said the study showed that "immediately after the acquisition of a TV set, AM listening sharply declined but that as the TV owners became more discriminating and as the novelty wore off, AM listening increased to a point not far below that originally held."

Mr. Gill's survey has attracted many telecasters because its results contradict nearly every other study made on AM vs. TV listening and viewing. All of the other studies have found that AM listening, even after many months of TV set ownership, suffers substantially from video viewing. For the first time in many months, radio broadcasters have a little something to crow about.

Mr. Gill maintains that: "It's true that TV is a potent entertainment, educational and advertising medium and that it will have a profound effect upon the habits of families owning sets. But these changes in habits will not always have a negative reaction upon other media."

Television has been described as the perfect medium for all advertisers, but most sponsors do not seem to have enough faith in the sight- and -sound medium to continue their present programs through the summer months. As the situation stands now, most of the top Hooperated shows will be missing from the telelanes during the vacation season.

Among the programs taking a summer hiatus are: NBC's "Broadway Revue"; Milton Berle; "Author Meets the Critics"; "Fireside Theatre"; "Lanny Ross"

and "Kukla, Fran and Ollie" the puppet show. CBS will lose the "Ford Theatre," "Tales Scouts," "The Goldbergs," Fred Waring and Mar Kay and Johnny Du Mont also loses the "Broadway Revue" and ABC loses "That's O'Toole."

At least a few sponsors will be on in the summer, including Du Mont Television for the "More Amsterdam Show," and Time Life Magazines for Ike Eisenhower's "Crusade in Europe" film series.

International Silver Co., dropping the Ozzie and Harriet show on CBS radio, will concentrate on television beginning in the fall.

CBS-TV will offer comic K. Murray and his famous "Blackouts" on teevee starting in the fall.

Hints For Telecasters

St. Andrews, N.B.—CAB members, in convention here last week got an inside track on the selection of a TV transmitter site from Charles Roberts, of CGR, who said the three main objectives were (1) to place the TV antenna in the highest possible location, (2) as near as practical to the population centre, (3) where there are no obstacles to reflect the transmitted signal.

Claiming that many factors are the same for TV as AM, he suggested that costs can be kept down by locating transmitter and programming plants together.

Swift advances in the TV arena make it advisable to maintain the maximum degree of flexibility in all building plans, he concluded.

Walter Lawrence, of the RCA Victor Company, Camden, N.J. gave a slide presentation in which he showed equipment specifically designed for the smaller market areas.

To bring the benefits of TV service to a truly nation-wide "visibility," a way must be found for potential telecasters in the smaller cities and towns to get into the business, he said.

NAMES REPT

J. L. Alexander advises that he takes over representation of station CFBC, Saint John, N.B., commencing July 1.

FEDERAL ELECTRIC
MANUFACTURING CO. LTD. MONTREAL 14, CANADA

Export Distributor: International Standard Electric Corporation, 67 Broad St., New York
In U.S.A.: Federal Telephone & Radio Corporation, 100 Kingsland Road, Clifton, N.J.
9600 ST. LAWRENCE BLVD. MONTREAL 14, P.Q.

GO WEST-Young Man

Branch Factory Follows FIRST OF ITS KIND IN CANADA

- English Drilling Equipment Company, which is closely associated with the Vickers Group, the nucleus of English Steel Corporation announces the construction of a steel plant in Edmonton to serve the oil industry.
- CFRN, Canada's fastest growing action station, effectively serves the teeming, rich North-west and Eastern Advertiser alike.

CFRN 1260
EDMONTON - ALBERTA

TO SELL B.C. USE B.C. RADIO

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

BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

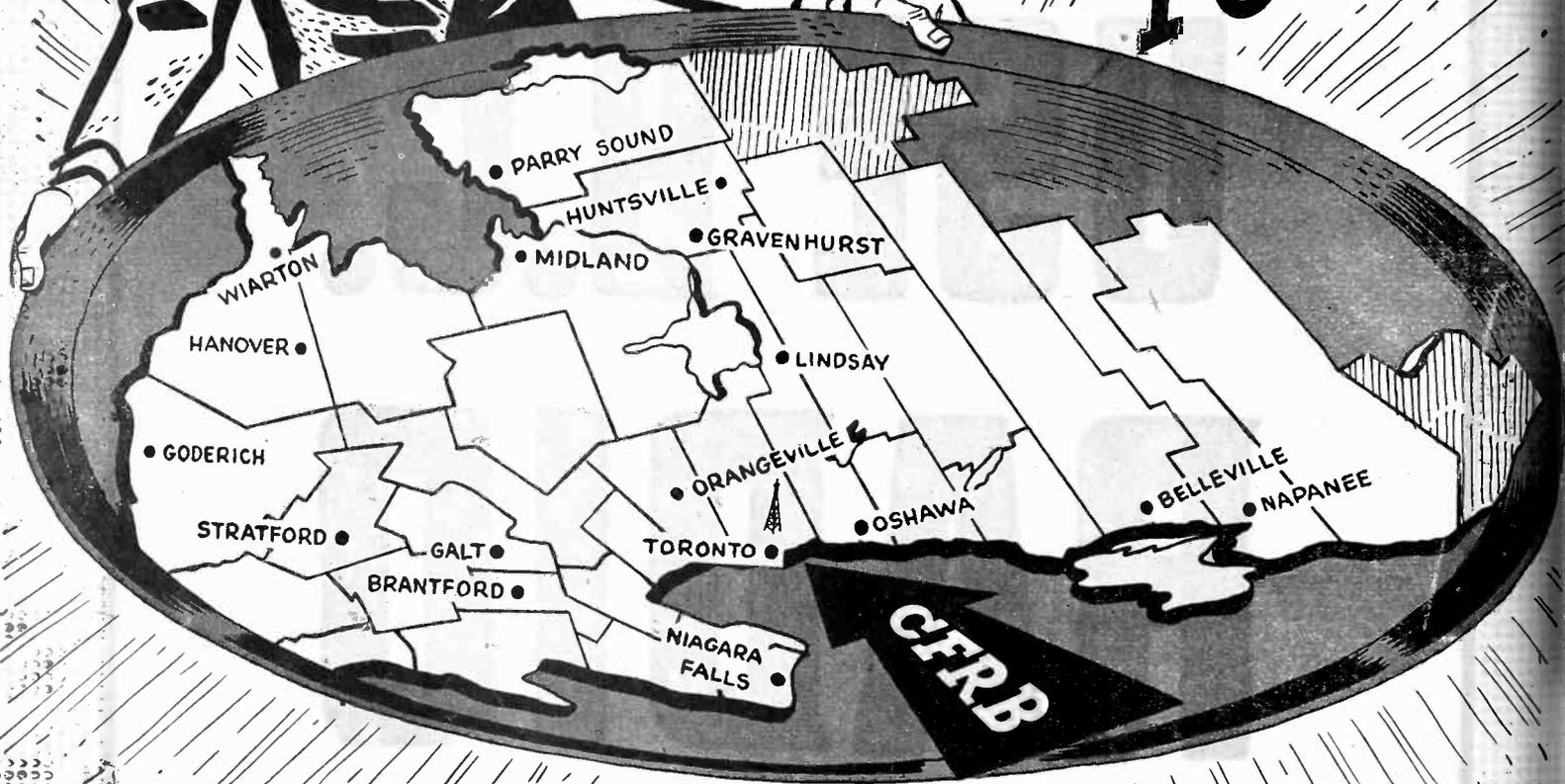


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CFJC KAMLOOPS
CKOV KELOWNA
CJB VERNON
CJDC DAWSON CREEK

CKOK PENTICTON
CJAY PORT ALBERNI
CKPG PRINCE GEORGE
CJAT TRAL
CJOR VANCOUVER

CKMO VANCOUVER
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CJVI VICTORIA
CKNW NEW WESTMINSTER

2,714,300*
PEOPLE—
\$ 3 BILLION
BUYING
POWER.



**... from the number ONE buy
 in the number ONE market!**

32% regular advertisers agree that CFRB gives them the number ONE buy in the number ONE market! Dollar-for-dollar, CFRB delivers them more listeners than any other station. And more careful listeners.

In every place spotted on the map above . . . 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 per cent, to the next independent Toronto station: 13.0 per cent.

Full particulars available at our office or from our representatives.

**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, Ltd.

***CFRB listeners listen carefully!**

A study of a recent Elliott-Haynes survey shows that average Sponsor Identification is 17.76 points higher on CFRB than on the next independent Toronto station.

Something more . . . CFRB's daytime patterns, measured in the same area with those of the next independent Toronto station, reveal that CFRB's average signal strength is 2 1/3 times greater within the corresponding half-millivolt radius.