LONDON BEATS YORKTON IN EGGFEST

Challenges and counter-challenges have been rife during Canada's unofficial egg-eating contests and for a short time it appeared that the crown would go to Derek Everard, announcer on the CJGX, Yorkton, staff. Everard, after hearing reports of the egg-eating exploits of would-be champions from points as far away as Vancouver and Sudbury, decided to try his hand and arm, at gorging hen fruit during a half-hour remote broadcast from the Corner House restaurant in Yorkton. He proceeded to break 35 Grade "A" large eggs into milk shake cans, stirred them slightly with some sugar and at the end of 25 minutes nothing remained but the empty shells.

After the feast and between surps he was heard to say that he "felt quite full" and wouldn't recommend a stunt like this. Everard's fame was short-lived, however, for out of London, Ont., came word that CFPL had discovered a local poultryman, Fred Wilson, who was clocked at 29 minutes while swallowing 40 eggs before a cheering audience of more than 800 women. The stunt was performed during CFPL's afternoon quiz, "The Elba Show."

In the above picture, Derek Everard is shown after his performance before a tray of eggshells, with the Coffee Club emcee Norman Runtz on the right. In the inset is Fred Wilson, London champion.

YES VICTORIAVILLE, NAYS N. VAN.

Toronto—A licence to establish a station in Victoriaville, Que., was recommended for approval by the board of governors of the CBC in a meeting held here this month, it has been announced. The licence was applied for by Pierre Brison, and carries an authorization for a 1000 watt station on 1380 AM. The board also ruled in favor of increasing power for CISH-FM, Hamilton, from its present 765 Watts E.R.P. to 9200 watts on the same frequency.

In denying a licence to Gillson Brothers Limited of North Vancouver, who made application during this meeting, the board pointed out that the area is now served by five Canadian stations and cannot support an additional one without adversely affecting the standard of programming.

DR. FRIGON IS ILL

Dr. Augustine Frigon, CBC general manager, has been ill with a circulatory ailment since before Christmas, at which time it is understood that an operation was performed successfully on one leg.

CBC is making no official statement, but assistant general manager Don Manson is performing the doctor's duties during his absence.

Dr. Frigon is at his home in Montreal. It is hoped that he will be able to return to work in a few weeks.
BROADCASTERS, FROM COAST TO COAST - PROVE - M-G-M SHOWS BUILD SALES AND AUDIENCE

"Have you asked about these shows for your market?"

MARKETS SERVED BY M-G-M SHOWS
(at press time)

Victoria
Vancouver
Calgary
Edmonton
Regina
Winnipeg
Toronto
Hamilton
Oshawa
Ottawa
Belleville
St. Catharines
Moncton
Halifax
St. John

EIGHT HIGH-RATING SHOWS AVAILABLE FOR LOCAL SPONSORSHIP

½ HOUR
1. Judge Hardy's Family—Mickey Rooney, Lewis Stone, Fay Holden
2. Adventures of Dr. Kildare—Lew Ayres, Lionel Barrymore
3. Maisie—Ann Sothern
4. Crime Does Not Pay—Documentary Academy Award Winner

¾ HOUR
5. At Home With Lionel Barrymore—3 per week
7. George Murphy, Good News—3 per week

AND 1 FULL HOUR

HAVE YOU ASKED ABOUT THESE SHOWS FOR YOUR MARKET

✓ CHECK THE RATINGS ✓ CHECK THE RATE—THEN—✓ ✓ DOUBLE CHECK WITH YOUR ALL-CANADA PROGRAM MAN!
CAPAC Ups Fees

OTTAWA — Fees charged the CBC and private radio stations by the owners, Authors and Publishers Association of Canada are to be reduced from $1,747,747 to $1,47,747 effective from the new ruling this year, while the private stations as a group will hand over $144,971.

In the past, the fees charged here were fixed at the rate of 21.1 cents per licensed receiving set in Canada, with each of the radio stations paying equal amounts. Last year, the CBC and private stations each paid $136,082.

The Appeal Board which approached the Appeal Board for a reduction in the fees, will pay CAPAC $147,747 now the ruling will stand, while the private stations as a group will hand over $144,971.

The increase in CBC charges was paid by privately-owned stations as a group, results from special assessment basis for Newfoundland, where CBC operated all three of the four broadcast stations. The Appeal Board raised the CBC four-fifths of the fees increase for licensed sets in that province and five-fifths was levied against the rates.

**DISC JOCK CONTEST**

Vancouver — A contest on OR sponsored by State Express Cigarettes is designed to find some of the disc jockey talent that is supposed to be running wild in the city. All Aboard the State Express, quarter hour show, will run on weekdays at 6:15, with emcee McArthur calling on aspirants to help him call the tunes.

The winner will be picked after eliminations by listeners' votes, and he'll get a four-week engagement on the program and a professional course in the business.

**WESTINGHOUSE PRESENTS**

Hamilton — The new Dominion Network feature "Canadian Westinghouse Presents" held its premiere here last Sunday, originating out of local CHML, with John "Mr. Canada" Fisher and the Don Wright Chorus starring over a 21-station national hookup.

The internationally-known 14-voice Don Wright Chorus, heard for the past years over the Trans-Canada network and fed to the United States by CBS, rendered the old favorite songs brought up to date through the arrangements of the chorus' conductor.

Fisher brings to the new show stories of the Canadian scene and new twists to events and personality of past years. He was on hand at CHML for the first broadcast, dropping in from Edmonton where he was on a speaking tour. In the following weeks, special arrangements will be made to bring roving reporter Fisher's voice to the program.

**NEW BROADCASTERS**

Lionel's made friends with every boy in and around Moncton, since he started inviting two of them to watch the hockey game with him from the broadcast booth each week.

If you don't believe this has started something, ask CKCW's mailman.

**AN ALL-CANADA STATION**

**HE'S OVER THE BLUE LINE!**

Lionel's makes friends with every boy in and around Moncton, since he started inviting two of them to watch the hockey game with him from the broadcast booth each week.

If you don't believe this has started something, ask CKCW's mailman.

**CAR CONVENTION ISSUE**

Closing date for advertising in our annual CAB Data issue is March 1st. Early reservations are requested.
NEW YORK'S RADIO ROW
by Richard Young

New York, N.Y.—The Broadcast Measurement Bureau has a successor.

There's nothing definite as yet but it's a good bet that something will be set up along the lines of a plan approved at last week's meeting of the directors of the National Association of Broadcasters. The recommendation was made to the board of the BMB which is scheduled to discuss the plan at a meeting in March.

In short, here's the plan. As you all know, the BMB is scheduled to fold up at the end of June. Well, the new plan would set up a new stock corporation with 1,000,000 authorized capital. Incorporators will include advertisers, agencies and broadcasters. You'll recall that the BMB is a tripartite organization made up of these same groups.

Whether the new corporation will take over the activities, assets and liabilities of the BMB depends on a number of factors, including the acceptance of the Bureau's recently released Study No. 2, extent of the financing of the new outlet and whatever action the BMB board takes at its next meeting.

But as we predicted many columns ago, a new organization will be set up to take over the Bureau. Advertisers and agencies have urged continuation of this type of audience measurement. Few broadcasters are inclined to ignore the wishes of their pocketbooks.

Amidst other important actions of the NAB board: a general manager will be appointed to assist proxy Justin Miller at a maximum salary of $25,000, and a budget of $200,000 was approved for the Broadcast Advertising Bureau.

The Bureau had originally asked for a $250,000 budget but is probably just as happy to get what it did considering the way most media associations are being forced to economize at every step. Well, say the BMB deserves all it can get judging by the reaction of many of our broadcaster friends. Organized only a few months ago, the Bureau has been doing a top selling job for broadcasting and should improve even more as time goes by.

There seems to be an increasing emphasis along Radio Row on short-term contracts. Back of this move, of course, is the fight for the ad dollars which waxes hotter by the minute.

So far this new system hasn't brought much success but after all, it does take time for the news to get around—especially to an advertiser. It got a pretty fair test earlier this year when Ford went out and started everyone by buying a number of sustaining shows on both radio and television for two and three-week periods in a special campaign for its 1956 models. At last report the client, agency and network were all happy about the idea.

As things stand now, there are a few broadcasters that would be more than happy to accept contracts calling for periods longer than the usual 13 weeks (or more).

On the Cuff Notes... There talk that Lilli Palmer and Rex Harrison may star in a new dramatic series probably over NBC.

Incidentally, NBC's New York outlets, WNBC and WNBC (TV) have been split up into two groups (radio and teeevee) a la the network... If the new increases in postal rates which passed the House are approved by the Senate, we can expect a reduction in the direct mail promotion sent out by stations and networks. No doubt that they will try to offset the higher costs by cutting down on the size and paper weights of the mailing... and that's the news till next issue.

$3.00 a year
($5.00 for 2 years)
Insures Regular Delivery of
the
Canadian Broadcaster
& Tele
sic

B.U.P
"COVERS THE WORLD"
BRITISH UNITED PRESS

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

HEAD OFFICE
231 St. James Street
MONTREAL

Horace N. Stovin
& COMPANY
Representative for
their five Radio Stations

CHSJ Saint John
CHMW Moncton
CJBC Edmundston
CJBR Bathurst
CJVL Fredericton
CRSP Cornwall
CFPM Bathurst
CJBQ Belleville

CHOV Pembroke
CFGQ Owen Sound
CJDE Penetang
CJBC Toronto
CJRL Kenora
CJYF Minden
CKLW Windsor
CFAR Fife, P.E.I.

CMB Moose Jaw
CJOS Yorkton
CJNB North Battleford
CFPR Prince Rupert
CJVR Vancouver
CJBN Brandon
CBM Edmonton

445 New York's Radio Row
CBC Board Is Under The B.
The Board of Governors of the Canadian Broadcasting Corporation appears to be over the barrel on the question of permitting the broadcasting of Canada's third national sport, Bingo.

At its Toronto meeting this month it was subjected to sincere presentations from the various Protestant churches who expressed the view that CBC was making itself an accessory transforming Canadian homes into gambling kindergartens by allowing these games to be broadcast. The sweet smell of charity is defiled, stated one voice, when it is contaminated by such odors of chance.

No less ardent were the pleas of a number of representatives of service clubs, who pointed out that their community work was only made possible by the funds raised by these radio bingo games.

Plum in the middle of these two factions, both with the interests of the opele heart, came the motion picture industry, represented by learned ussel, in the person of Mr. Joseph Binger, K.C., whose prime objection to the airing of Bingo games was the fact that Bingo nights kept people at home instead of going to the movies, thereby sing profil for the theaters.

* * *

The decision of the Board to defer a ruling on this puzzling question pending further consideration did not surprise us. It owes its existence, of course, to the theory that the airwaves are the property of the people of Canada, and that what is permitted to broadcast should be for their benefit.

The whole question is whether the obvious desire of the people to listen and participate in radio Bingo, as evidenced by the alarm of the motion picture industry at the large numbers who stay home on these occasions, or the estimable desire of the clergy not to allow anything to encourage gambling, should influence the Board.

* * *

During the deliberations, chairman Davidson Dunton stated not once, but many times, that the Board had no intention of adjudicating on the legality of the game. Obviously it could not do this, because the playing of Bingo is not restricted to radio, and whatever extraordinary powers the Board may exercise, its authority certainly does not extend into the halls and other places of gathering where Bingo is also played.

Should it not then be quite apparent to the Board, that however much it deplores the growth of popularity of this game, it has to sit back until the Department of Justice makes some definite pronouncement on its legality for the whole country and in whatever guise it is played? Or, if Ottawa pursues its usual equivocal policy regarding such contentious problems, of passing the buck to the provinces, should it not rule that games of chance, or games bordering on chance, shall be admissible as radio programs only so long as they are legal in the province in which they are to be broadcast?

This was the manner in which the Board side-stepped the beer advertising bogey, so what is good for the beer is surely good for the Bingo.

* * *

Long Results From Short Wave
When a Danish farmer walked into the CBC's International Services studios in Montreal, and said: "You told us about Canada. Now we've come here to live," CBC officials were not surprised, according to an article in The Standard for February 18.

"Immigrants from dozens of countries often visit or write 'The Voice of Canada,'" the article continues, "when they first arrive in the Dominion, and their opening statements don't vary a great deal."

This piece also tells how the International staff was a little put out when it got 25 cancellations from Holland for its regular program schedules, 250,000 of which are mailed abroad. Injured feelings soon healed though, when it was found that of the 25, two listeners had died, one moved and left no address, and the other 22 had emigrated to Canada.

Is not such work as this, undertaking the much-neglected task of telling people of other countries in their own languages about Canada and our way of life a more appropriate undertaking for a government broadcasting service than using government air lanes for the promotion of the sale of tooth pastes and nostrums?

* * *

The CBC Camel

When the Canadian Broadcasting Corporation plan was first introduced, its sponsors spoke of a nation-wide radio system to supplement, not supplant, private stations.

It was realized, and generally agreed, that there were some fields in which privately-owned and operated stations could not afford to serve.

But the CBC is, like the proverbial camel, taking over the whole tent.

Erection of a new station in the Windsor area, for example, is most difficult to justify. Between the existing Canadian and U.S. stations in the district, each of the major U.S. networks is represented. Profitable operation of this new CBC outlet is therefore highly problematical. Sole justification for it on service grounds, so far offered by CBC officials, is the fact that no station in the Windsor community carries the national farm broadcasts and has therefore, as a result, a number of letters of complaint.

Heavens to betsy! Those Windsor farm broadcasts come high!

Before the CBC starts using our money for ventures like this, they might consider, if they must, buying a bit of time on already established stations for their programs. It is a little less expensive.

And while we're on that subject, what justification is there for the use of public funds to supply countless hours of alleged 'public service' programs, virtually without cost, to private radio stations? It is the equivalent of an offer by the federal government to pay a portion of the cost of preparing news and feature material for this or any other newspaper.

It is about time the people of Canada reviewed the policies of their own radio set-up.
JOS. HARDY

ON QUEBEC MARKET NO 2

"Good morning--here is Jos. Hardy again. I have had a number of new comments about our new blower, and especially about the map on it. Some buyers have said they never realized before how large this Quebec Market No. 2 is, or how thoroughly our seven French-speaking Radio Stations covered it. That is just what the map is intended to tell you! If your merchandising plans need the sales and the money this large, prosperous, busy market can offer you, then you also need some or all of these stations. Why? Because radio not only offers you more for your dollar in Quebec Market No. 2 than in any other medium, but also in some parts of it radio is the only medium that can bring you results! Ask Jos. Hardy.

For any information on QUEBEC MARKET No. 2

"TRANS-QUEBEC" Radio Group
Telephone, Wire or Write to:

JOSEPH A. HARDY & CO. LTD.
Montreal -- Toronto -- Representing

CHRC
Quebec 5,000 w.

CHNC
New Carlisle 5,000 w.

CHLN
Trois Rivieres 1,000 w.

CHLT
Sherbrooke
(Presto) 1,000 w.

CHTJS
Sherbrooke
(Range) 250 w.

CHJNS
Jonquiere-Kenogami 250 w.

CKBL
Matane 1,000 w.

OVER THE DESK

I've had a letter, following sundry articles on my recent English trip, which suggests that all the verbiage I've turned out on the subject of 'Socialism in the Old Sod' has still not given a succinct report of what my jaundiced eye saw.

So here it is:

I found a country--my country from which I emigrated to Canada a little over 27 years ago--groaning under the thongs of Slavism.

I saw people working for State-owned railroads, mines and docks, three enterprises which have been nationalized and whose employees are not faced with any alternative jobs should they be dissatisfied, because socialization has eliminated competition.

I saw all kinds of businesses--allegedly privately operated--struggling for existence under the most fantastic government controls.

I saw housewives trying to cater to their families on 22½ cents worth of meat a week.

I saw business stripped of the initiative that spells prosperity.

I saw black markets flourishing, as they always do when unenforceable regulations are applied.

I saw hard-working people, taxed to the gills to pay for the government's so-called free hospitals, doctors, dentists, opticians and pensions.

I saw the expression on the face of a 27-year-old mother when the optician told her he would have her new glasses ready for her in six to nine months. That I was able to fix, by bringing the prescription back to Canada with me and airmailing her finished job four days later.

Other things cannot be fixed--never will be.

I saw a country reduced to such a state of complete dependency on its government, that the thought of cutting the thongs is too much for a cripple to walk without his crutches. And that is why, rightly or wrongly and we'll all know which by the time this appears in print--I forecast victory for the Socialists on February 23, the day after this issue goes in the mail.

Went up to the St. Regis Hotel on Sherbourne Street to have a final lunch with Jack Dennett last Thursday, before he took off from Malton, Sunday, to get himself an eye-witness account of the British elections. There I found most of Toronto radio hard at work (at the bar) discussing next summer's radio golf tourney. Does their work never end?

Dennett is steamed up about his trip, which he hopes will embellish his Salada newscasts, with tape recordings, etc., on his return from Blighty, which should be a few days after this issue emerges.

Our Number 1 carrier pigeon just brought in a communiqué regarding the golf meeting referred to above, which discloses that this will be the 4th Annual Radio Golf Tournament, and that it will be held early in June, 1950, probably at the Islington Golf Club--nice and handy for Gordon Sinclair.

Officers were named as follows: chairman, Mike Haight, Tandy Advertising; secretary, Stu MacKay, All-Canada; treasurer, Jim Crawford, CBC; publicity, Phil Stone, CHUM, prizes, Jack Dawson, CFRB, tickets, Jim Crawford, CBC.

And that reminds me...

Last year someone put the bug in my ear to cough up a prize for the winners, and we were glad to comply. We'll even do so again this year but it would have been more than the so-and-so who won our gold balls had given us a call if only to tell us they weren't up to the usual quality of radio!

SOMEBODY ought to issue a handbook, on just what a reaction from the CBC Board of Governors when you're after their approval for new radio stations is likely to be.

I'm thinking of the application of the Gibson Brothers for license to operate in North Vancouver, which the governors heard at their meeting to disperse some month, and subsequently turned down, notwithstanding the eloquent presentation of Mr. R. Howard, a solicitor, who appeared for the applicants, and appeared and appeared and appeared.

Mr. Howard addressed the governors for two hours. He described North Vancouver exhaustively, foot by foot. He discussed the people of North Vancouver as a nation by person, and would not have been sparing the fame of her sons, daughter, etc. The chairman, Dave Dunton kindly and firmly suggested that he was wandering, just the teniest bit, from the subject.

I neither have nor will subscribe to the system under which this, whether or not applicants for licenses are suitable competition for the broadcasting system they are appointed to direct. But on this occasion, my great heart welled over with pity for the long-suffering unpaid public nuns; and for myself too, after I ran out of paper on which to continue my naughts and crosses game of the Gentlemen who was sitting beside me at the press table.

I wonder if the Gons assessed the programming potentials of the proposed station on the presentation that was proffered them and decided accordingly. Could...

George Arnot, of the William Wright offices, is in the Western Hospital, Toronto, and is just about due out with this issue, following the removal of his left eye. George is reported progressing favorably. Ron Rowlands, formerly manager of CKDO (now CKLL), Oshawa, has returned to Monday's CKGW program director, where he will formerly located. Chuck Cob, WEBS, Buffalo, has returned to the CBC, and prior to that at CJOB, Winnipeg, has signed with CHUM, where he starts at the end of Feb... At the same station a guy by the name of Harry Rasky, a disreputable chatter who has been known to haunt these offices, has been mentioned by the daily noon commentary as having a hopeful streak of originality in treatment; the same station is currently blowing about the imminent acquisition of "Club Crosby" from CFRB and Bob L. (national sales representative) from CKYV.

And that brings us down to oaks for a top for this issue.

CKNW

S.O.S.

THE ONLY STATION THAT COVERS BOTH HALVES OF THE VANCOUVER AREA

CKWN REGINA

MIGHTY MIKE SEZ...

S.O.S.
SELL ON A SOUND BASIS WITH
"THE BUCKLE ON SASKATCHEWAN'S MONEY BELT"

DIAL 620

MIGHTY MIKE SEZ...

S.O.S.
SELL ON A SOUND BASIS WITH
"THE BUCKLE ON SASKATCHEWAN'S MONEY BELT"

YOUR 5000 WATT TOP NETWORK STATION

Feb 22nd, 1950

Canadian Broadcaster & Telecencen

www.americanradiohistory.com
February 22nd, 1950

Canadian Broadcaster & Telescreen

Page Seven

THE ANSWER TO MANY A MAIDEN’S PRAYER...

... and men, too. This assertion was backed up by 80.6% of Windsor's domestic radio users during the week of December 5th, 1949, when polled by Elliott Haynes. With 33.1% of radio sets in use, 80.6% of the listeners approached answered, "Uhuh, Toby David". Yes, Toby's really TOPS in audience acceptance and TOPS in radio sales in Windsor and Western Ontario... urban and rural. THIS SURVEY MAKES IT QUITE OBVIOUS. He brings the housewife many helpful household hints and tells the men where to make a good purchase. This year investigate the merits of each advertising medium before you place it on your schedule. To be sure of your sales results in Windsor and Western Ontario... urban and rural, don't overlook CKLW and the Toby David Show. 80.6% of the listeners can't be wrong.

CANADIAN BROADCASTING CORPORATION

MUTUAL BROADCASTING SYSTEM

MEMBERS OF CANADIAN ASSOCIATION OF BROADCASTERS

CKLW
AM-FM
THE GOOD NEIGHBOR STATION
WINDSOR
ONTARIO

REPRESENTATIVES: H. N. STOVIN, CANADA • ADAM J. YOUNG JR. INC., U.S.A.
STATIONS

Station For Sale

Edmonton. — Equipment from the Alberta Government's radio station, CKUA, will be offered for public sale shortly, Hon. D. B. MacMillan, minister of public works for the province, said in a recent announcement.

It is reported unofficially that between 15 and 17 companies and individuals from Toronto to Vancouver are interested in obtaining the equipment, reportedly valued at about $50,000.

The station, formerly run by the University of Alberta, has been operated on a non-commercial basis by the provincial government since April, 1945.

Reasons for the sale have not been revealed, but it is known that the net operating cost for the station last year, as shown in the public accounts, amounted to $58,150.00. It is also reported that the transmitter, located three miles south of Edmonton, may have to be moved to make way for a proposed four-lane highway into Edmonton from Leduc.

Walker Blake, CKUA's manager, said he had no comment to make on the reported sale, but Provincial Premier Manning said he would issue a statement within a few days regarding the station.

A news item in The Edmonton Bulletin said "It is understood that a stipulation of the prospective sale will be the new owner's ability to obtain a commercial license." Several applications for a commercial broadcasting license by the present owners have been refused by the CBC.

Get Set For Easter Seals

Toronto.—March 13 is kick-off day for the Easter Seal campaign in aid of the Ontario Society for Crippled Children, which Ontario radio adopted in 1948, with results indicated by an official total of $386,000 raised last year.

This year's radio committee, numbering over 40 workers, is headed by an executive committee consisting of Mart Kenney, chairman; Foster Hewitt, vice-chairman; Len Headley and Waldo Holden.

An advisory committee has been named consisting of Len Headley (chairman), Controller John Innis and Bill Scarlet.

Committee chairmen are: Sta-
CJRL dominates the field!

KENORA KEENATIN
DAY NIGHT
96% 92%
B.B.M.

Arrange for this practically exclusive coverage by consulting your nearest National Representative.
Northern Ontario's Greatest Advertising Medium

Ask ALL-CANADA in Canada
WEED & CO. in the U.S.A.

Oxydol's Ma Perkins pulled an E-H rating of 35.5 in September over CJOIC. And that's just a sample!
Get all the facts on CJOIC's amazing success in Southern Alberta's richest market!

YOU CAN'T AFFORD TO MISS THE LETHBRIDGE MARKET!

Now 5000 Watts
Ask your local All-Canada man!
Several private companies in this country have requested permission to establish television stations, but these requests have been turned down by the CBC. You may remember that in an interview with the governor general last week, Mr. Dunton said the government adhered to its policy of retaining control of television in Canada. But the government announced this week that it would consider the applications for two television stations in the Toronto area. The government policy on television is well-known, and the Board of Governors of the CBC is responsible for the operation of the national system.

Another item on your price tag is the question of whether or not the CBC is a monopoly. There are some 3,000 people employed in privately-operated radio stations in this country. Many of these people have anywhere from 15 to 20 years of experience in broadcasting, and this wealth of broadcasting ability is denied to the national service because it is fettered and controlled by regulations that give the CBC a monopoly in serving the nation.

Let us add to the price tag a price-fixing agreement on certain radio expenditures by the CBC. If two or more private stations wish to combine their facilities by land lines and operate for the benefit of the CBC, the private stations must buy the lines from the CBC.

The type of partnership does not involve the operation of a station. Many partners must therefore invest $500,000 in a television station with a prospect of making another $500,000 in income, will the television operate as a dual or group station? Or is it a little ridiculous to expect private industry to invest a million dollars to operate a radio station without telling the rules under which it will be operated?

The line companies involved in an agreement with the CBC are not even permitted to quote the private broadcaster the cost of the lines, and yet one radio station in Montreal has told the Royal Commission that while a CBC client pays $24.00 in line charges between Montreal, Quebec and Chicago, the CBC charged this particular radio station $44.10 for exactly the same service. This, I would think, is price fixing—a sort of one-way application of the price-fixing technique.

The CBC technique which requires private-operated stations affiliated with their networks to carry certain specified periods of sustaining programs is really regimentation of listening. As an example, the Farm Forum program is a program that you must carry if you are affiliated with the Trans-Canada network, whether or not your station serves a farm area. Isn't it true that any regulation which tells the private broadcaster what he will or will not broadcast is, in effect, telling the listener what he will or will not hear?

Here, then, is the price tag on CBC listening.

For detailed information concerning The Canadian International Trade Fair, please write to:

THE ADMINISTRATOR

CANADIAN INTERNATIONAL TRADE FAIR

Exhibition Park, Toronto, Ontario

Canadian International Trade Fair

MAY 29-JUNE 9, 1950

TORONTO, ONTARIO

DEDICATED TO THE PROMOTION OF INTERNATIONAL TRADE BY THE GOVERNMENT OF CANADA

COMPARE THE WORLD'S new products new prices
How much is a bathtubful?  
WHEN IT'S DIMES OR DOLLARS FOR THE MARCH OF DIMES it's over $13,000

One cold mid-January morning, disc jockey Omar Blondahl said to his listeners, "Let's fill a bathtub with dimes and dollars to fight Polio!"

And fill it they did with over $13,000 in less than two weeks.

Just another indication of the power of friendship, and the friendliest station in the west is

CFRN
EDMONTON - CANADA

** AGENCIES **

Appointed Radio Director

MacLAREN ADVERTISING

Toronto. — Standard Chemicals Ltd. (Javex) has extended its 15-minute five-a-week live Javex Joll to CKBI, Prince Albert and CJNB, North Battleford. A spot series is also under way over a number of B.C. and Alberta stations until the middle of April.

Helena Kubinsteii Salon has a spring spot series going to Toronto stations advertising its beauty classes in make-up and skin care held at the Toronto salon.

Canadian General Electric has extended the Leslie Bell Singers another four weeks to run through until April 23. The program is heard Sundays at 830 p.m. (E) over 48 stations of the Dominion network.

BAKER ADVERTISING

Toronto. — Eversharp Inc. has renewed Canadian Sports Album, featuring Ron McAllister, over CJBC, Toronto. C.J. Strange handles the commercials on Ever-sharp-Schick Injector Razor and Eversharp 525 Pen & Pencil Set.

General Foods Ltd. has an extensive spot announcement campaign going to a wide list of stations coast to coast in various flights until the end of the year advertising Swan's Down Instant Cake Mix and Minute Rice.

The Murine Company Ltd. has a spot series going coast to coast over a wide list of stations advertising its eye-drops.

MCKIM ADVERTISING

Vancouver. — British American Paint Company has a spot series going to CKNW, New Westminster; starting February 28, running through November, and advertising Bapco paint.

OBRIEN ADVERTISING

Vancouver. — The Vancouver Daily Province has a five-a-minute spot campaign going to CKNW, New Westminster, until the middle of April.

Bottled Gas Limited has a spot announcement campaign going to CKNW, New Westminster, advertising Rock Gas.

WESTERN ADVERTISING

Los Angeles. — The Ontario-Quebec Conference of Seventh-day Adventists has started the transcribed Sunday morning Voice of Prophecy over CFRB, Toronto.

J. J. GIBBONS LTD.

Calgary. — Canadian Wester Natural Gas & Northwestern Utilities Ltd. have started the half hour once-a-week The Alberta Story featuring Frank Fleming over four Alberta stations including CJCA, Edmonton CFCF, Calgary; CKRD, Red Deer and CJOC, Lethbridge, for a run of 13 weeks.

YOUNG & RUBICAM

Toronto. — World Brands Ltd. has scheduled a number of commercial feature programs over 21 stations coast to coast. The shows vary from five to 15 minutes, include newscasts and musical programs and advertise Lipton Tea and Lipton Chicken Noodle Soup.

CFCY FOR OVER 25 YEARS "THE FRIENDLY VOICE OF THE MARITIMES"

CFCY: THE PRIVATE STATION WITH THE GREATEST AUDIENCE CIRCULATION EAST OF MONTREAL

BBM: DAY 127,020 RADIO HOMES  NITE 122,130 " "

"REMEMBER IF YOU HAVE A LIMITED BUDGET WE TALK TO MORE PEOPLE"

NOW NEW PROOF OF AUDIENCE LOYALTY!

UP TO FEB. 15 CFCY RECEIVED FROM LISTENERS OVER $9,600.00 FOR "MARCH OF DIMES" POLIO FUND. THIS APPEAL WAS MADE THROUGH CFCY MICROPHONES ONLY AND WAS NOT FORCED UP WITH PROMOTION TRICKS — OUR ANNOUNCERS ALONE SOLD LISTENERS IN NOVA SCOTIA, NEW BRUNSWICK, P.E.I., GASPE, QUE., MAGDALEN ISLANDS, WEST & SOUTH Nfld., ON MERIT OF APPEAL.

EXTRA

5,000 WATTS  SEE: ALL-CANADA OR WEED & CO.  630 KC.

February 22nd, 1957

www.americanradiohistory.com
INTERNATIONAL

Hoist By Own Ban
Sydney, Australia. — The New South Wales Labor Government's press and radio election restrictions, enforced earlier this month for the first time, have misfired, according to a story by The Canadian Press, dated February 12.

The State government, which lost ground heavily in three recent by-elections, had imposed a 70-hour pre-election ban on the dissemination of election news and "circulation of any electoral matter" by either press or radio.

A prominent member of the Labor Party termed the ban "a hideous mistake" and the news story inferred that the setback received by Labor shocked the party, indicating as it did its probable fate at the coming State general election.

Speaking of the ban, a member is quoted as saying: "It reacted badly against us and unless it is wiped out or drastically amended, we cannot hope to be returned as the government. Labor members," he said, "especially in the country, depend a lot upon the press and the ban is stupid."

Another member pointed out on the air that the people apparently felt that the ban was an infringement of their democratic rights and therefore voted against the government that imposed it.

The Sydney Morning Herald said in an editorial: "The Premier ruefully admits that his press gag and virtual abolition of postal voting have boomeranged. The way he puts it is that these changes—one designed to suppress criticism and the other to disenfranchise potential opposition supporters—may not have been fully appreciated by the electors.

"That is a grotesque understatement. These shabby, insidious meddlings with popular rights and freedoms were detested and have recouled on their authors."

FOR TV LIBRARIES

"Television Primer of Production and Direction"
By Louis Sposa
$4.25

"Television Production Problems"
By John Royal
$3.25

C & B T
BOOK DEPARTMENT
YEAR AFTER YEAR, power tubes developed by RCA set the pace in value and performance for broadcasting service. No tubes offer a better example of engineering excellence coupled with true operating economy.

The ever-increasing demand for these RCA tubes in broadcasting and industrial electronic equipment has made possible improved manufacturing and quality-control techniques—resulting in greater performance, longer life and dependability—all for the same dollar.

Comparison will convince you when renewal tubes are required, you'll gain by specifying RCA.

For technical data on any RCA tube type, write Engineering Products Sales Dept., 1001 Lenoir St., RCA Victor Company Limited, Montreal, P.Q.
Panorama

Time To Raise Hell

Vancouver.—The CBC's lack of
in AM radio some years ago
is snaring up Vancouver's
Canada's chances of getting
down AM development
earlier days, Dick Diespecker,
Provincial radio columnist,
progress in his column "Around Your

said TV receiver manufactur-
ners were running spots on sta-
here pointing out that re-
ion from the U.S. is good on
southern slope of the city.

This is fine," he went on, "but
not tragic that because
CBC policy on TV. Vancouver
set owners will for many
years to come be able to view
American programs?"

Then TV finally does get here,
said, it will then take years
mean away viewers from the
stations.

The CBC did exactly the
same thing in AM radio some years ago
but refused to allow private
stations to increase power above
9 watts. When it finally did
the lid, U.S. stations
plastered so thick over the
that the Canadian stations
could install directional anten

because of our radio corpor-
na's lack of vision, the Ameri-
cans had grabbed all the good
ands we had to be con-
the crumbs. And that
exactly what will happen in
the field.

Diespecker, a former private
man with CJOR, noted that
Davidson Dunton, CBC boss,
"the CBC will consider
ice applications from groups
ations.

Can you imagine," Diespecker
said, "a group made up of
JW, CJOR and CKNW, for
ample, applying for a licence
working together to develop
radio?" It's ludicrous, and
Dunton knows it.

In the opinion of this writer,
BC policy on TV in Canada
shocking disgrace. It is about
the men we send to repre-
us in the House of Commons
ed to their feet in that

Ubiquitous News Man

Vancouver.—Bert Canning,
news chief of CKWX, started off
right in character when he left
to cover Sweet Briar, the Cana-
dian-U.S. maneuvers in the
North.

Only a few hours out of Van-
couver, his train became
stuck at North Bend, and he was
able to give the station personal
coverage on the traffic jam there.

This sort of thing has been
happening to Canning for years.
He starts off to cover one event,
and falls in on a lot of others
that need covering en route.

In 1948 he started off to do
stories on the oil scheme
and bogged down in the floods at
Revelstoke. Last fall he went
with a party of officials to the
opening of a new power project
up the coast, and the ship ran
aground.

Canning is one of 11 reporters
from Canada and the U.S., and
he represents CKWX and the

When he returns from
Sweetbriar,—unless he runs into
something more newsworthy on the
way,—Cannings will go to Victoria
for the opening of the Legisla-
ture. Nobody expects the ship
to sink getting him across to the
capital—but reporters planning to
go over the same day have been
seen checking their life rafts.

Third Pantry Poll

Toronto.—The third annual
national "Pantry Poll" of Elliott-
Haynes Limited, a survey that
probes into the domestic buying
habits of Canadians, will be con-
ducted during the latter half of
March. Myles Leckie, vice-presi-
dent of this research organization,
announced last week.

The "Pantry Poll" is run on a
national basis and interviewers
visit some 20,000 homes, gathering
data on the use, or non-use of,v
products in 40 fields, covering
almost everything from tooth-
pastes to floor polishers.

Leckie explains that a 20,000
sample is more than adequate to
determine the national average
purchase preferences of Canadian
housewives. He points out that
in each of 25 major cities, 450
interviews are held, while in Van-
couver, Winnipeg, Toronto, Mon-
treal-English and Montreal-French
areas about 500 questionnaires
are tabulated. For the first time,
the survey will also report on
Canada's five regional rural zones
from samples of 1,500 interviews
each.

In 13 of the larger cities, ex-
ccept Toronto, radio stations and
ewspapers sponsor the survey in
their markets, and 30 national
advertisers bankroll local, re-
gional and national reports.

Leckie points out that before par-
icipating in "Pantry Poll" very
few of these were users of organ-
ized research.

Reports of the survey will be
published at least by the middle
of June, Leckie says.
When Planning Radio for Calgary

Get the bonus audiences

**CFAC** offers its sponsors during MARCH, APRIL, MAY and JUNE

Here are the EXTRA Listeners CFAC's Spring Daytime Sponsors Get
(1st April and June Average based on Elliott-Haynes Survey)

<table>
<thead>
<tr>
<th>% of Listeners</th>
<th>% of Listeners</th>
</tr>
</thead>
<tbody>
<tr>
<td>CFAC</td>
<td>51.15%</td>
</tr>
<tr>
<td>Station #2</td>
<td>29.66%</td>
</tr>
<tr>
<td>CFAC's Extra</td>
<td>21.49%</td>
</tr>
<tr>
<td>Listeners</td>
<td>51.15%</td>
</tr>
<tr>
<td>Station #3</td>
<td>15.61%</td>
</tr>
</tbody>
</table>

Here are the EXTRA Listeners CFAC's Spring Evening Sponsors Get
(1st March and May Average based on Elliott-Haynes Survey)

<table>
<thead>
<tr>
<th>% of Listeners</th>
<th>% of Listeners</th>
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</thead>
<tbody>
<tr>
<td>CFAC</td>
<td>51.34%</td>
</tr>
<tr>
<td>Station #2</td>
<td>28.75%</td>
</tr>
<tr>
<td>CFAC's Extra</td>
<td>22.77%</td>
</tr>
<tr>
<td>Listeners</td>
<td>51.34%</td>
</tr>
<tr>
<td>Station #3</td>
<td>12.53%</td>
</tr>
</tbody>
</table>

And Right Through the Year
CFAC Continues to Give its Sponsors Bonus Audience

**CFAC** NO. 2 NO. 3

<table>
<thead>
<tr>
<th>NOV. Evening</th>
<th>45.30%</th>
<th>28.60%</th>
<th>16.30%</th>
</tr>
</thead>
<tbody>
<tr>
<td>DEC. Daytime</td>
<td>50.04%</td>
<td>31.12%</td>
<td>12.40%</td>
</tr>
</tbody>
</table>

Elliott-Haynes Surveys Nov. and Dec., 1949

You Can't Do a Selling Job in Calgary until CFAC's audience does the buying

For Available Times Contact

All-Canada Radio Facilities Ltd.

MONREAL — TORONTO — WINNIPEG — VANCOUVER

---

**REVIEWS**

A Man And His Music

Vancouver—If disc jockeys listened to one another's programs, which they undoubtedly do not, they could get a free lesson by sampling Bill Bellman's "A Man and His Music," at noon over CBR and the Pacific network.

Bill works mostly with classics and pops material, and talks about his music so pleasantly that he could make it palatable even to a confirmed jazz addict who would not normally touch anything except Spike Jones with a 10-foot antenna.

What he proves—and this is where a lot of jockeys could listen closely—is that it's possible to intersperse the records with a little comment and explanation without making yourself the centre of the program and a pain in the ear.

Whatever talking Bellman does is likely to be useful, and he keeps to the point and avoids laughing at little private jokes which always leave the listener mystified. In a word, the man is in the background and the music in the spotlight.

His selections run the gamut of the classics, pops, some excellent children's records and anything else Bellman runs across which he thinks might interest someone with fairly good musical taste.

He admits he's trying to develop that taste, which may be another reason he sounds a little different from run-of-the-studio jockeys.

In an hour he's liable to come up with pieces from Carmen, a Heifetz selection, "Mr. Froggy Went a-Courtin'" and some unusual item he has discovered in the library.

"A Man and his Music" has been going since last October, and looks like running through a lot of Octobers yet. Bellman himself was with the CBC in Toronto and Ottawa before he reached here a year ago.

R.I.P.

We're mourning the passing of the gag writer who jumped off the cliff a ten years spent trying to squeeze in his quips between commercials.

SHAKE WELL BEFORE USING

"Red Skelton," writes Cerf, "has discovered the longest word in English language. It's one that follows the announcement 'And now a word from our sponsor'...

RATINGGITS

Then there's the quiz duver who found he had a 505 rating — of the sponsor audience.

X MARKS THE SPOT

Last year the lion was not real. This year, being held in TOWER...
Henshaw, speaking before 200 casmen at a luncheon ar- d by CICA manager Gerry said: "We cannot compre- why the CRC should refuse to enterpise the opportunity velop television in the Do- n, particularly when about 2,000 of the people’s money ling for investigation.”

ann that Canada must telev ion because the people it and will demand it, Hen- pointed out that the "per- yest consider television as a for advertising the products sellers."

speaker forecast a "com- change in Canadian homes television reaches them" and the whole mode of living will changed. "Television with its and sound institutes a death- ness in any home," he said. vires in the home must stop people listen to and watch appenings over a television.

Henshaw said he could not con- ceive of any decrease in advertis- ing because of television, but ad- vertisers must be prepared to meet a greater outlay of money. "An amazing amount of money has been found in the United States for the new advertising medium, and the same will occur in Canada," he stated.

Earlier, Gerry Gaetz, manager of CICA here, when introducing Henshaw, said the CRC had re- fused to grant television licenses to private broadcasters and that the CRC investigations were be- ing conducted "behind closed doors." Gaetz stated that public hearings had been sought by Canadian broadcasters with the right of appeal on such matters presented "to the courts of the land.

Winnipeg. — Development of television should be left to ade- quately financed private enter- prise, Don Henshaw told a meeting here of the Sales and Adver- tising Club.

"If the Massey report is honest it will inevitably have to recom- mend that private enterprise be given a hand in developing television."

Pointing to the rapid expansion of television, Mr. Henshaw said the CRC may have saved Cana- dian money by delaying its de- velopment in this country.

He said Toronto a year ago had only about 50 television sets. Now there are approximately 100 more and are being put in every day. In the United States there are more than 3,000,000 sets. "Television is costly," said Mr. Henshaw. "A Winnipeg station would have to pay $500,000 to provide the service if granted per- mission to do so. The talent and equipment is expensive."

He predicted the disappearance of radio as it is now known with- in 25 years, and its replacement by a blend of radio and television techniques.

The “Celebrity Time” program, sponsored by B. F. Goodrich, will switch from ABC-TV to CBS-TV on April 2.

FOR THESE ARTISTS

- ARLOW, Herb
- COWAN, Bernard
- DAVIES, Joy
- DENNIS, Laddie
- DIAMON, Marcel
- FITZGERALD, Michael
- FLETCHER, Susan
- FOSTER, Bruce
- FOWLER, Dorothy
- GARDEN, Mary
- GOTT, Herb
- HANLEY, Joe
- HARRON, Donald
- HUMPHREYS, Peter
- LAFLEUR, Joy
- LOCKHERER, Ruth
- MILSOM, Howard
- NELSON, Dick
- NISBET, Barry
- O’HEARN, Mona
- RAPIN, Maurice
- ROWAN, Steve
- SCOTT, Sandra
- WILLIS, Austin
- WOOD, E. R.

Day and Night Service at Radio Artists Telephone Exchange
Announcement

Spence Caldwell announces the addition of another outstanding Canadian Radio Programme

"Canadian Westinghouse Presents" featuring

THE DON WRIGHT CHORUS and

JOHN FISHER

Dominion Network and selected supplementary stations
SUNDAY NIGHTS under the distinguished sponsorship of

The Canadian Westinghouse Co. Ltd.

"Another Caldwell Exclusive"

S.W.

Caldwell

LIMITED

RADIO & TELEVISION ADVERTISING
30 RICHMOND ST. W. - TORONTO

"Yes, Doris, CJKL gives Rouyn-Noranda plus"

"Elliott-Haynes made a survey of listening habits of the English-speaking people in the Rouyn-Noranda area—and CJKL earns 70.7% of the listeners."

"Why, CJKL earns as high as 90.5% of the English audience in the 3:00 to 6:00 p.m. period."

"That's right, Doris—the Rouyn-Noranda coverage is in addition to complete coverage of the Kirkland Lake, New Liskeard, Cobalt and Haileybury territory."

"Ask NRS for your copy... and for the facts on CJKL - KIRKLAND LAKE 5000 WATTS

CJKL - FM

Get the facts from NATIONAL BROADCAST SALES

TORONTO: 2230 Bank of Commerce Bldg. — A.D. 8895
MONTREAL: 106 Medical Arts Building — Fl. 2439

Cable TV REPORTS

Toronto.—In a progress report on television, CBC acting general manager Donald Manson said here last week that preliminary plans for CBC-TV buildings in Toronto were being studied, with construction expected to start within a few months.

Studio and transmitter buildings, topped by a 500-foot tower and antennas, will be built on CBC property at 355 Jarvis St., Toronto. The transmitter building will house a 5 kW transmitter which has been ordered from Canadian General Electric, the only piece of equipment ordered to date. Extensive equipment required for the studio building has not yet been ordered.

Buildings to house the Toronto facilities will be designed by the CBC engineering division and these designs, in the preliminary stage, are currently being studied. The studio building will house television studios, control rooms, laboratories, offices, shops for building scenery, a photographic dark room, projection room and film results. The studio building will be joined at one end by a television and FM transmitter building. Heavily reinforced corner posts of this structure will support a 450-foot transmitter tower topped by a 500-foot television antenna. In balconies on this tower, parabolic reflectors will pick up directional beams from television programs being shot on location.

Manson reported that a second 5 kW transmitter for Montreal has been ordered from RCA, although several points in connection with the transmitter site have yet to be settled.

The CBC also announced the transfer to key television posts of six of its officials currently in sound broadcasting. In Toronto, S.W. Griffiths has been named program director with Reginald Floros as technical director. In Montreal, Florent Forget has been appointed program director and Charles Giffette, technical director. They will work under the direction of Fergus Murtrie and Aurele Seguin, directors of television for Toronto and Montreal, respectfully. André Oulmèt, Montreal, has been named assistant to Mr. Seguin and Charles Harris, Toronto, assistant to Mr. Murtrie.

TV SETS IN CANADA

Toronto.—Up to the end of the year there were over 8,212 television sets in operation in Canada, according to a release by the Canadian Association of Broadcasters. A great majority (95 per cent) of the sets were confined to the larger cities in Ontario, the rest being scattered with the following breakdown: Windsor, 616; Toronto—Hamilton, 3,285; Niagara, 1,232 sets; while areas accounted for the remainder of about 410 sets. It is forecast that by the end of 1950 there will be over 35,000 television receivers in Canada, the lease stated.

Time Buyers

Ask your clients' reps in Alberta and B.C. about CJCJ's outstanding programming.*

• News on the Hour
• Public Service
• Selective Broadcasting

CJCJ DAWSON CREEK

The Inter-provincial Station

EXTRAORDINARY SALES AND SERVICE

Ask Radio Reps.

• Patterned after WNEW.
This is the BCAB

C. Elphicke, CKPG, Prince George
G. Condé, CJOR, Vancouver
J. Browne, CKOV, Kelowna
L. Clarke, CFJC, Kamloops
C. Rudd, CJAV, Port Alberni
L. Baskin, CJDC, Dawson Creek
J. Orr, CHUB, Nanaimo
M. Chenuit, CJVI, Victoria
W. Rea, CKCW, New Westminster
S. Lancaster, CJIB, Vernon
F. Elphicke, CKWX, Vancouver
K. Harvett, CKLM, Nelson

GOOD MANAGEMENT MEANS GOOD RADIO

BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

CHWK—CHILLIWACK
CJDC—DAWSON CREEK
CFJC—KAMLOOPS
CROV—KELOWNA
CHUS—NANAIMO

KEHK—NELSON
CROK—PENTICTON
CJAY—PORT ALBERNI
CPKG—PRINCE GEORGE
CJAT—TRAIL
CJOR—VANCOUVER

CRMO—VANCOUVER
CKWN—VANCOUVER
CJIB—VICTORIA
CJVI—VICTORIA
CKNW—NEW WESTMINSTER
Helping deserving causes is the privilege and the responsibility of all privately owned radio stations. The worth of such efforts, however, would be liable to remain obscure were it not for enthusiastic endorsement in the mail. We here at CFRB are proud of the thousands of unsolicited letters that tell us of the benefits, not only to the causes aided, but also to our sponsors who reap the rewards in ever-increasing CFRB listenership and goodwill.