Vancouver.—A sales presentation with which the B.C. Association of Broadcasters plans to urge the provincial government to make greater use of radio media was a feature discussion at the annual meeting of the BCAB here.

F. H. "Tiny" Elphicke of CKWX, chairman of the association's sales committee, demonstrated the proposed pitch, which he prepared with the help of Bill Rea of CKWV and M. V. Chestnut of CJVI.

The presentation is designed for use, with variations, with various types of clients, but members had the government primarily in mind as they commented on the committee's first draft.

As a basis, Elphicke suggested the association aim at getting government business to the tune of a quarter hour once a week and a daily spot on every station in the province.

An important aspect of the discussion centered round the problem of a valid basis of comparison between newspaper space and air time.

A pitch to the government would have to be argued on the basis of comparison to the value of newspaper space and air time.

It was thought that the comparison, once an hour to one page could not necessarily be made to stick, as it was an arbitrary relationship at best. George Chandler of CJOR suggested that the most valid argument was between the number of effective words obtainable in a quarter hour, say, as compared to a quarter page.

Elphicke said he thought an important part of the pitch was that it would be based on radio homes figures for B.C. alone, with a chart setting out growth from this point of view in the past five years.

Prior to his address, Elphicke was elected president of the BCAB, succeeding George Chandler who had held the office since the association was founded two and one half years ago.

Bill Rea, of CKNW, New Westminster, was named vice-president and Jack Pilling, of CHVK, Chilliwack, new director.

Elphicke emphasized that although for convenience officers of the BCAB usually were from coast stations, the up-country outlets were just as important to the organization's success.

Out-of-town members attending were Jack Pilling, of CHVK, Chilliwack; Jim Brownie and Jim Browne, Jr., of CKVQ, Kelowna; Joan Orr, of CHUB, Nanaimo; Charles Pitt, of CJIB, Vernon; M. V. Chestnut, of CJVI, Victoria; Dave Armstrong and Gordon Reid, of CKDA, Victoria; John Loader, of CJAT, Trail; Walter Harvey, of CKDR, Kamloops; and Chuck Rudd, of CJAV, Port Alberni.

The association voted a grant to the University of B.C. Radio Society for the purchase of tape-recording equipment.

Stations here have consistently supported the activities of the UBC group, and several graduates have moved into radio jobs since leaving university.

Local reps and agency men attended a luncheon given by the association and also a film on TV put on by Canadian General Electric.

CBC Cries Poor

Ottawa.—Because of swollen costs, the Corporation will have to reduce drastically its services and program standards unless its revenue basis is changed, according to the foreword to the Annual Report of the CBC for the fiscal year ended March 31, 1949, which shows a deficit, after depreciation, of approximately $44,000.00.

"Reductions would have to include the cutting down of some program services, dropping of the quality of the programs, less use of Canadian talent and the elimination of more coverage in some areas," the foreword continues.

Turndown Irks

Vancouver.—Civic and industrial leaders in North Vancouver have voiced vehement protests against the turndown by the CBC Board of Governors of Gibson Bros' application for a broadcast licence.

They reject the argument that, as the CBC put it, "the Vancouver area cannot support an additional broadcasting station without adversely affecting the standard of broadcast programming by existing Vancouver stations."

Gibson's station was to be a 250-watt operation on 1230 kilocycles.

The area is already served by five stations, the CBC pointed out in rejecting the application. Several of them, according to the CBC, filed briefs objecting to the proposed new outlet.

The North Vancouver Business Association will ask the CBC how it is going to get around the decision that the area could not support another station. North Vancouver is a Harwood, of CF 100.00 people, across the harbor from the city proper, and has large shipyards and other industries.
AGENCIES

WOODHOUSE & HAWKINS
Toronto. — Paddicoome Motors Ltd. started a 15-minute Sunday afternoon musical show March 5 over CFRB, Toronto, for a run of 26 weeks.

Maker Shoe Stores has added CKBB Barrie, to its Double or Nothing series, making a total of nine Ontario stations.

Same sponsor has also added CKWS, Kingston, to its half hour All Star Western Theatre program for a total of seven Ontario stations.

RUSSELL T. KELLEY
Toronto. — Toronto Motor Car Company returns the 9th Hole to CFRB, Toronto, March 10, for the second season. Dave Price will again conduct the golf forum and will interview prominent players. The 15-minute program is on a once-a-week basis until May when it is upped to two for the summer months.

HAROLD F. STANFIELD
Montreal. — Thomas Supply & Equipment Ltd. has started a 13-week series of spot announcements over a number of stations coast to coast advertising its permanent wave solution, Zotz.

O'BRIEN ADVERTISING
Vancouver.—Jordan Rug Company has a two-month spot announcement series under way over CKNW, New Westminster, advertising Oriental rugs.

THE STORY ABOUT RED DEER

Red Deer is one of the Alberta points to watch.

The city with the interesting past has a very promising future.

Strategically situated midway between Calgary and Edmonton, it is in an ideal location to take advantage of the current trend to decentralize industry.

On many occasions in recent months Red Deer has been cited as an up-and-coming industrial centre and faith in its future has been expressed by the Dominion itself in an announcement from Ottawa that it is going ahead with a $301,000 federal building.

Apart from its location and facilities, Red Deer is well able to take care of continued growth, for it is centre of one of the most lush mixed farming areas in the province.

Then, too, it is hub of a new highway into the Nordegg country of the foothills to the west. Completion of the highway will tap rich natural resources of timber and coal for Red Deer's benefit.

It is expected the highway will continue west from Nordegg into the mountains to join the Banff-Jasper route, and if that happens Red Deer will find itself in a class with Edmonton and Calgary as a jumping off place for the summer mountain tourist trade.

All told, Red Deer is out front as another good place to live in a good province.

—Edmonton Bulletin.
Do You Know

**CENTRAL ONTARIO'S RICHEST MARKET?**

<table>
<thead>
<tr>
<th>CITY A</th>
<th>Population</th>
<th>Payroll</th>
</tr>
</thead>
<tbody>
<tr>
<td>18,885</td>
<td>$5,854,000</td>
<td></td>
</tr>
<tr>
<td>CITY B</td>
<td>23,000</td>
<td>$8,225,830</td>
</tr>
<tr>
<td>CITY C</td>
<td>31,869</td>
<td>$7,751,060</td>
</tr>
<tr>
<td>OSHAWA</td>
<td>28,552</td>
<td>$11,139,600</td>
</tr>
</tbody>
</table>

Would You Like

**TO REACH THIS LUSH MARKET?**

**LOOK AT THESE E-H RATINGS**

12:00-3:00 P.M. MON. THRU SAT.

**TORONTO—NETWORK STN. A—4.7**
**TORONTO—NETWORK STN. B—4.2**
**OSHAWA—KCLB—7.7**

**Ask Jim Alexander**

About the biggest little station in the nation powered by radio know-how.

---

**Lionel TALKS TURKEY**

Twas the week before Christmas the proprietor of the St. George Food Shop was in a dither. 2,000 turkeys ordered for the Christmas trade were so large that customers wouldn't buy. No kidding—they weighed from 18-26 pounds with Monctonians owning only 10-16 pound aves.

Could Lionel of CKCW do anything for him? Lionel could and DID!

A spot campaign announcing an opportunity to buy HALF A TURKEY did the trick. 2,000 turkeys sold in five days; the majority in half-orders.

Ordinarily, Lionel doesn't do things by halves but we made an exception in this case.

**TALKING COLD TURKEY—LIONEL DIDN'T SELL 2,000 BIRDS—HE MADE NEARLY 4,000 SALES IN FIVE DAYS.**

---

**DID YOU KNOW?**

That CKL's audience is a loyal, listening audience. Recently, a single 5½-hour broadcast, with a personal appeal to listeners from CKL, netted over $5,000.00 for the "March of Dimes."

That same listening audience is available for your sales message over CKL. The men who know—over 150 local advertisers—are getting consistently high results from CKL.

---

**CKCL**
**TRURO BROADCASTING CO. LTD.**

J. A. MANNING
Manager

WM. WRIGHT, Representative
Toronto and Montreal

---

**PEOPLE**

**Man With A Purpose**

Arthur Helps

He gave him the key to the city.

He told Arthur Helps that an idea is too long for a radio program and that talks don't go with listeners, so this young man in the B.C. Attorney-General's Department set out to prove them wrong.

This was November 5, 1943 (Caw Futures Day and Helps' 31st birthday), the day when CJOR, Vancouver, aired the first of the weekly "Town Meeting in Canada."

Today, Helps, who titles himself the program's moderator, is 22 private stations carrying his program, with more biting at the time.

"Town Meeting in Canada" is supported as a non-profit educational institution, dedicated to "promotion of tolerance, justice and reason, through an informed public."

Financially it is sustained by the radio stations which subscribe a fraction of their air time for the privilege of carrying the show.

The program runs as a year-round, one hour forum for the discussion of all subjects of national interest. Crediting CJOR for its original belief in the idea, Helps now operates full time with office and two assistants in Vancouver, claims his brainchild now become a national institution, and hopes his programs will eventually be heard everywhere.

In 1948, he won the top award for "programs presenting public issues" of the Institute for Education by Radio at Columbus, Ohio. Owen Sound gave him the key to the city. He claims ratings better than double those stacked up by network forums in areas where his show is heard. Among big names that have debated contentious topics on his program are: Mgr. Henri Levseque (now sitting on the Massey Commission), Senators Gray Turgeon and the late Gerry McGee; B.C. Attorney-General Gordon Wamier (his old boss); John Diefenbaker, M.P.; Tim Buck; John Kylie, president of the Milwaukee Railroad.

---

**POSITION WANTED**

EXPERIENCED TECHNI-ClAN—control room, remote transmitter operating and preventive maintenance. Experience as chief engineer 250 watts. Graduate of Technical School. At present studying Capitul Radio Engineering Course. Young, single, good references.

Box A-45
Canadian Broadcast & Telescreen
1611 Church St., Toronto

---

People
But lately returned from a quick trip eastwards, and do find a note from hard-working Pat Freeman, C.A.B.’s Sales Director, chiding us for counting Radio short in our last column. Therein we did quote an authority who referred to the great growth of Radio, and stated that in 30 years this medium had progressed from $50,000 to $81 million billings. The figure should have been no less than $450 millions! The figures being based on United States figures, but the Canadian picture being comparable... 

PANORAMA

Radio Club Is Active

Winnipeg.—Cal Peppler of the CBC has been elected president of the Radio Broadcasters’ Club of Winnipeg and St. Boniface.

Other officers are: George Seecd, actor, past president; Ken Babb, CKRC, secretary; Dave Darby, CJOE, treasurer; Jack Wells, sports; Ralph Normandieu, CKSB, entertainment. Also elected to the executive were Vaughn Bjerre, CKY and Sam Medson, musicians.

Honorary patrons are: J. O. Bick, R. Couture, L. Garside, J. N. Moggridge and W. A. Speers.

The club was formed three years ago and membership now totals more than 80.

Curling wind-up has been announced for March 15 at the Fort Garry Rink. An official welcome party for radio station CKY will be held during the first week of April.

First annual ball, sponsored by the club, will take place in October of this year. Committees are also working on variety and radio talent shows.

Luncheon meetings are planned once every three weeks and plans call for guest speakers to be present.

Big Build For Comic

Winnipeg.—CJOB has another early morning funnyman on its hands. He is Cliff Gardner.

No expense was spared to publicize Gardner’s debut on local airlines. Teaser ads were run for a week before in daily newspapers. In Tobin, underneath a caricature of Gardner, readers were assured that he was neither the prime minister nor the lieutenant-governor. The final day saw a large splashy ad outlining the wondrous talents of Cliff and what listeners had in store if they twisted their dials in the general direction of CJOB soon after sunrise each morning.

Several days after Cliff took to the air the station cooked up a gag to have a mysterious blast do away with him. Part way through his program an explosion took place and Cliff was heard no more than that morning. The station’s switchboard was flooded with calls wanting to know what had happened. From all this the station decided Cliff had a few listeners.

CHJW Saint John
CHCM Moncton
CJHJ Edmundston
CGBA Rivonda
CKWL Verdun
CKSF Cornwall
CJGQ Belleville
CHOF Pabrooke
CFOS Owen Sound
CJOR Orillia
CJBC Toronto
CJRL Kenora
CXTS Moncton
CJLB Windsor
CFTO Flin Flon
CHAB Moose Jaw
CJOE Thunder Bay
CJNE North Battleford
CFPR Prince Rupert
CJOR Vancouver
CFNB Sudbury
TBBC Thunder Bay
VQCN New Brunswick

Northern Ontario’s Greatest Advertising Medium

CKSO
Northern Ontario’s High-Powered Station

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

British United Press

The world’s best coverage of the world’s biggest news.

HEAD OFFICE
231 St. James Street
MONTREAL

Behind the Scene in Radio

as transcribed by H.N. Stovin

PHOTOGRAPHS C.B. STOVIN

Pepsis
What Do They Want?

On the eve of the CAB Convention, might be—in fact—pertinent to ask back and see what was done when the broadcasters' Association met at Andrews-by-the-Sea last June.

The main resolution passed last year said that a regulatory body, independent of both CBC and CAB, be set up, so that the CBC's commercial activities be brought to an end.

In its presentations to the Massey commission, individual members of the CAB, and the CAB management itself, have put up a strong plea for the establishment of the independent regulatory body. It does not, however, appear to have been deemed expedient to pursue the second part of the resolution which purported to seek an end of the CBC's operation in a commercial field.

We fully realize the prodigious problem faced by the CAB in appearing before Royal Commissions and elsewhere as the voice of the united private broadcasters. We do feel, however, that by recording resolutions and not fully implementing them a situation exists which must be as confusing to the Commission as it is to the broadcasters themselves.

It is to be earnestly hoped, therefore, that out of the 1950 Convention will come a clear statement of what the broadcasters are seeking from the Commission. It is, as we see it, vitally important that they not only continue steadfastly to pursue the quest for the regulatory body, but also that they define, in plain English, exactly what form they want this "body" to assume, and outline what they consider are the duties and functions it should perform.

Through the years during which the CAB has been struggling for freedom it believes is its right there has been one frequent criticism which we consider a just one. That criticism is: "Precisely what do they want?" Can the 1950 Convention supply the answer?

Stop Payment

The plaint contained in the annual report of the CBC to the effect that it cannot balance its budget is one with which, in this day of rising costs and perhaps sometimes diminishing returns, we can most of us sympathize. But the CBC's returns do not appear to be diminishing. Under similar circumstances private businesses meet such situations by cutting budgets and curtailing expenses. But the CBC goes wailing to the government for more public funds with the threat that if it doesn't get them it will have to curtail its services.

Before Parliament makes the CBC any further grants, it should investigate the tremendous and costly machine which it has allowed to grow up to administer the national broadcasting system.

We are not advocating cuts in costs of sustaining programs which are the only justification for the CBC's continued existence. We do, however, believe that the organization is top heavy on the executive and administrative levels and that before consenting to an increase of the taxpayer's burden, the Massey Commission and the forthcoming Parliamentary Committee should make an exhaustive survey along these lines.

There is another kind of spending which we believe is also unnecessary, and this is in advertising.

The CBC is the people of Canada. So we have the peculiar situation where the people are spending their own money urging themselves to listen to their own radio programs.

If such a procedure is necessary to secure an audience—and we do not believe that it is—then the CBC must be failing in accomplishing the fulfilment of the people's cultural needs and desires and should be wound up. Possibly it is necessary for it to keep listeners posted on the broadcast times of its programs and other projects in a purely informational way. But for this purpose it has its own radio stations and access to all the others.

The CBC has been a remittance man too long, and it is time its operation was closely screened before it gets another cheque.

Can Art And Music Find New Patrons?

Last night, as on every Friday night for some time past, listeners to CFAC and CHIX heard a program of fine music, played by the Toronto Symphony Orchestra and carried on the CBC Trans-Canada network under the sponsorship of the Robert Simpson Company, Ltd.

As usual, the quality of the selections and the performance was high. As usual, too, there was very little in the way of commercials; what was said on behalf of the sponsor was brief and in excellent taste.

We do not know to what extent these Toronto "Pops" concerts help the Robert Simpson Company to sell merchandise. What we do know is that they promote the contribution to good music in Canada and a good example of how great corporations can encourage the arts.

It is easy to forget that much of the world's greatest art was produced under the stimulus of support from wealthy patrons. Michaelangelo did his greatest work on behalf of rich Italian citizens or the Vatican. Beethoven was patronized by a number of German princes. Handel owed much to the House of Hanover.

Few private citizens today are wealthy enough to be patrons on a large scale; taxation and the expenses of maintaining high standards do not leave them enough to spare. And while romantics may argue that the greatest symphonies are written in garrets, the facts simply do not support them.

If we are to develop an artistic movement in Canada which is genuinely Canadian, patronage in some form will have to come from somewhere—as the evidence before the Massey Commission has shown clearly enough. We do not believe it can come from the state or, directly, from the CBC, which is an instrument of state. State assistance, in the long run, means state control; and the evidence that a vibrant culture can thrive in the deadening soil of statism.

On the other hand, the Toronto "Pops" series seems to us to supply one of the answers. It is sponsored by a private concern which is still free to do as it pleases with its money, and the question of control does not arise.

The series does two things: it brings good music to Canadian homes and it helps to maintain the only first-class symphony orchestra in Canada. If every city could do something notable for the benefit of our national culture, and as such they deserve praise. It may well be that the great corporations of the twentieth century must inherit the duties of the great patrons of the past.

—Calgary Herald.
Over The Desk

Publicity is quite a thing. With this sage remark, I should like to comment upon the Toronto situation where two daily newspapers have been forced by public opinion, presumably over their own dead bodies, to employ columnists to write for them regularly on the radio topic. The two we have in mind are Bob Keseten of The Telegram and Gordon Sinclair of The Star.

First let it be said that the public is definitely reading these columns, and, by public, I am not referring to the eager beavers of the Airmail, who grab each issue avidly, to see if they have been maligned, and secretly hope they have. I mean John Q. (Forgotten Man) Public, who is at long last being treated to a little of the inside dope on the broadcasting world, information which, I blush to say, radio's own inside dopes have been significantly unable to dispense.

For this reason alone, radio's hat should be off to the columnists and newspapers hereabouts (and elsewhere too for that matter) who, with good grace and good will, are doing radio a service in spite of itself.

But the industry isn't happy. Toronto's talent claims bitterly, and not without unconscious humor, that Keseten has his hat in the ring for any radio assignment that's going. (He is currently scripting “Canadian Cavalcode,” doing a CFRB daily “Lunch Date With Keseten,” his weekly “Sportsmen's Show” on the network, and “Safety Clinic” on CJBC. This is in addition to his columns in The Telegram and New Liberty.) Sinclair's “News At Noon” irks other news men, especially when he blithely admits that there is only one good newscast — his own.

I've even heard it said that these men go out bright and early on a Monday morning to snap for the jobs of the guys they, panned in their Saturday columns. Just what those artists who can read and write would do if word got around that one of the newspapers might be induced to change columnists has not been disclosed.

Prize incident was when CFRB's Gordon Cook retorted to Sinclair's charge that he (Cook) repeated the same items on successive newscasts by dubbing Sinclair “the only newscaster with a built-in press agent.” Aired comments on personal habits and appearance of these critics are vitally, irrelevant and unfunny.

Personally, I feel that out of all radio is getting more and better publicity, while talent is being forced to brace itself against keener competition, all of which is to the good.

Has anyone a spot on the air for another columnist?

A bit of puffery is the best description we can think of for an article on “The Hard Times” Coronet for March, 1950, called “Canada Smiles With The Happy Gang.” By Ann Frier. The astute publisher founded that last month's Maclean's Magazine piece on that “Happy Gang” got a lot of people talking in a rather too kindly manner, so he ups with two pages of sweetness and light with which to lure away Maclean readers who are supposed to be annoyed with the mag because it doesn't half hand out the “liking for heroism, Oh, well!” Mosca's Porcupine will like it anyhow.

Britain's desirable state of re-education, following the state elections of last month conserves the smack of winds of change, with a pinch of a bit of bragging about my oft-repeated prognostications that the Socialists would win, but with a smaller majority. It is a phenomenon, fact, though, and, as, worthy of repeating, that once Socialist governments get a hold, despoothing them is a major operation, even if their adversaries increase their representation from 261 seats at dissolution to 287, with one still to hear from.

What will happen next is a matter for conjecture, although most people foresee another election in the very near future.

One thing that this continent might take cognizance of and act accordingly, is the fact that it is better to put up a fight against the “hamers” and “oligoytes” before they win than after.

Marjorie Chadwick is doing a twice a week daytimer on CFRB called “Knitting School of the Air” in conjunction with Mary Esther (right name N. M. Studly), a "top-flight knitting designer." Writes Marjorie: "We put on our first program February 21, and by Saturday morning (25) we had received nearly 200 letters from every part of Ontario. An flattering fan mail I've ever had, such remarks as 'why hasn't this type of program been on the air long ago.' I feel that the new program has been a success."

The new voice at CHUM, Toronto is that of Chuck Cook, the disc-jock who started Winnipeg and Jack Blick, by announcing that he would throw $500 out of CFRB's studio window, which he did, only it was stage money, and Blick had to save injured feelings by giving an equivalent amount of real money to charity.

Cook left Winnipeg to come east, which he proceeded to...
Throttle - voiced announcers across the country should look to their laurels and larynxes, because the current crop of student announcers will be graduating from the Ryerson School of Broadcasting any time now.

This year's course numbers, 26, at three of the students have been placed already. These are Arnold and Ed Hildebrand, who have gone to CFCH, North Bay, and Jim Kunke, who has joined CHAT, Medicine Hat.

Eric Palin, head of the Ryerson School of Electronics, of which broadcasting is a part, is heading up this department for since the Ryerson Institute of Technology took over the old V.A. (Rehab) School, in which he held the same position. He will be at the CAB Convention at Niagara Falls later in the month, and is always "at home" to broadcasters who wish to look over the school and its station, CJRT-FM.

FM

Let's Be Fair About Bus Radio

Toronto.—Putting its editorial approval on recent proposals in the city to equip public transportation vehicles with radios, Bus & Truck "Transport," a national trade journal for the motor industry, predicted that the recent issue that radio receivers will eventually become standard equipment in most Canadian buses.

Attacking the two most popular arguments against bus radios, that they are an "intrusion upon peace" and that the type of program heard would be "just too awful," the trade journal said that there has been a "lot of loose thinking on this subject."

"The critics are considering radio in its lowest terms instead of remembering its better uses," the editorial said, and pointed out that while some programs are "undoubted stinkers, there is also a quantity of good music which, in moderate volume, would improve the passage of any journey."

"Today, rush hour travel can be a wearisome and jading experience," Bus & Truck claimed. "When passengers are jammed tight in the aisles while buses inch their way through slow-moving traffic, people are apt to get a feeling of frustration which is neither a good beginning nor a happy ending to a day's work. And although music may not banish this mood altogether, at least it can dull its edge."

"Maybe we should be a little more tolerant in our thinking on this subject," it concluded, "remembering, too, that some of the most vigorous critics of bus radio are those who drive to work in their own private cars — radio equipped."

The editorial, headed, "Let's Be Fair About Bus Radio," was said to have been prompted by the recent experiment in Kitchener, Ont., where CFCA-FM and the Public Utilities Commission cooperated to try out a receiver in a trolley coach. The result was that a large majority of the passengers approved the scheme.

"MACO Vee" Says:

"Believe it or not" but — with 2 competitors in the Okanagan Valley Ckov is w-a-y out front!

From EM Reports:

7-8 p.m. 92.4%
12-1 p.m. 96.3%
5-6 p.m. 98.8%

Ask our All-Canada Man

To cover Kelowna and the Okanagan

buy Ckov - KELOWNA

The Valley's No. 1 Station

At CKMO

We Don't BRIBE Listeners — We WIN Friends!

GOOD Music Makes GOOD Listening

At 1410

"PIONEER VOICE OF BRITISH COLUMBIA"

Canadian Representative
Omer Renaud & Cie.,
1411 Stanley Street,
Montreal.

Toronto Office, 53 Tangye St.
American Representative
Joseph Hershey McMillon
Inc., 366 Madison Ave.,
New York 17.

Telephone Murray-Hill 2-8755

Seating 90% to 90% of all sets turned on during daytime hours, with 885,000 people in the coverage area of Ottawa, Hull and all or part of 19 surrounding counties.

PROGRAMMING ESPECIALLY FOR THE FRENCH LISTENERS IN THE OTTAWA VALLEY

"IT'S NOT POWER THAT COUNTS"

Perfection

WINNIPEG CANADA
VERBATIM

Electoral Actuality

A CFBB Broadcast by Jack Dennett On His Return from a Five-Day Trip to London to Cover the British Elections.

Immediately after the British elections, the leaders of the two main parties took to the country for the weekend. Mr. Churchill and his second in command, Anthony Eden, left London for Mr. Churchill's country home at Westerham, Kent, while the Attlees moved from the worries of No. 10 Downing Street to the country home of Chequers.

Both leaders have plenty to think over in the next few days. With such a close decision, it seems likely that Parliament will be called just long enough to bring forth a budget and after a short time, enough for all parties to get their breath and gather election funds. The issues of Labor vs. Conservatives will again be put to the British people. Coalition still seems impossible and the Liberals, who hold the balance of power, have shown no indication of aiding Mr. Attlee in his hopes for a little larger majority.

We had the pleasure of spending the past week in London, to watch closely the election proceedings and to determine the present condition in Britain in this over-extended period of post-war austerity.

The Island residents took the election with a grain of salt, the way they take everything else. Except for the large gatherings in Piccadilly and Trafalgar Square, February 23 went without any great show of excitement, and only when the battle between Labor and Conservatives threatened to become a dead heat about 5 o'clock on Friday afternoon, did the usually calm Britons start to get peppe up with a thrilling finish.

There are few events that we really cause for excitement and displays of interest in Britain. A couple may be a soccer cup game or an appearance of the King and Queen, but apart from taking time out to vote—election day is just another day. The reports in London on Friday said Canada and the States were not interested in the election the British people. The British take their elections seriously and don't consider it a day celebration, even if one party wins. They consider it a day responsibility toward their country as is evidenced by the extremely heavy vote on Thursdays. The ballot was about 85%, a very high percentage.

Britain is still showing the effects of the war. Acres of bomb-out areas can be found, if you want to look for them, mainly the east end around St. Paul's. The Whitechapel near the Tower is close to the actual square-mile of London proper. The people of the old country...
HOW TO MAKE A
WEAK LINK STRONG

Between Toronto and Montreal—and not covered by their stations—is the rich, well-balanced Eastern Ontario market, including the cities and towns of Kingston, Belleville, Brockville, Picton, Perth and Smith's Falls.

Practically all major advertisers use CKWS, Kingston, successfully to reach this market. If you have a weak link between Toronto and Montreal the facts will prove that CKWS can make that link strong. Ask N.B.S.

CKWS - Kingston
5000 WATTS
960 KCS.

Get the facts from
NATIONAL BROADCAST SALES
TORONTO: 2230 Bank of Commerce Bldg. -- AD. 6895
MONTREAL: 106 Medical Arts Building -- FI. 2419

WILD GEESE Follow The Best Route. CFCN is your quickest route to sales in Southern Alberta.

Ask
Radio Representatives, Toronto - Montreal

"THE VOICE OF THE PRAIRIES"

S. O. S.
Has anyone got a spot for a disc jock who got fired off his job for rattling his script during his ad libs?

CONVENTION PLUG
See you in the Falls.

HELP WANTED
What radio needs is more Henry Morgans to forecast that the weather will be Muggy, with Tuggy, Weggly and Thurgy coming up.

MISSING PERSON
We're still looking for the columnist who wanted to give us a scoop by reviewing Toronto programs for us from Vancouver four hours before they were broadcast.

ADMONITION
"Don't use such foul language on the phone. I have my children's pictures in my hip pocket."
—Finlay MacDonald.

DEPT. OF DEFINITIONS
We have to credit Bennett Cerf with the information that the word auditorium is from the Latin audio I hear—taurus, the bull.

MOOT POINT
A correspondent writes asking: "When radio aims its entertainment at the 32-year-old level, is it thinking of the radio audience or itself?"

BUDGET BALM
One way the CBC could cut down its deficit would be to sell its "Stage 50" series as a sponsored program to the CCF.

S. O. S.

CONVENTION PLUG
See you in the Falls.

England is beautiful at this time of year. When I took a stroll through Hyde Park yesterday afternoon children were picking flowers and some of the early trees were in bud. The new gas has already arrived and the parks and countryside were a brilliant green. The election may cause worry, rationing may make life dismal, but when spring comes to Britain, an indescribable something happens to make domestic problems trivial and life fairly worth while.

If your summer trip is incomplete, Britain can well do with American and Canadian dollars if you'll never regret spending some money in a country where courtesy and kindness are freely given. And to our way of thinking, London is still the great and most fascinating city in the world. We can help to put Britain back on her feet by buying her products and taking advantage of her hospitality.

HOW TO MAKE A
WEAK LINK STRONG

Between Toronto and Montreal—and not covered by their stations—is the rich, well-balanced Eastern Ontario market, including the cities and towns of Kingston, Belleville, Brockville, Picton, Perth and Smiths Falls.

Practically all major advertisers use CKWS, Kingston, successfully to reach this market. If you have a weak link between Toronto and Montreal the facts will prove that CKWS can make that link strong. Ask N.B.S.

CKWS - Kingston
5000 WATTS
960 KCS.

Get the facts from
NATIONAL BROADCAST SALES
TORONTO: 2230 Bank of Commerce Bldg. -- AD. 6895
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WILD GEESE Follow The Best Route. CFCN is your quickest route to sales in Southern Alberta.

Ask
Radio Representatives, Toronto - Montreal

"THE VOICE OF THE PRAIRIES"

S. O. S.
Has anyone got a spot for a disc jock who got fired off his job for rattling his script during his ad libs?

CONVENTION PLUG
See you in the Falls.
New York.—TV's first cousin, Facsimile, if the Federal Communications Commission puts its approval on proposed rules for multiplex transmission, will become the next broadcasting medium and attain widespread public use within a year or two,” predicted J. V. L. Hogan at a facsimile conference held here last month.

The Hogan Laboratories president pointed out that facsimile, or FX, had come a long way since its infancy before the war and described the latest development, multiplex, which allows an FM broadcaster to transmit regular programs at the same time that FX is being sent out.

The new medium took a crippling back seat after the war, Hogan said, since AM programs were sent simultaneously over FM during the best listening hours, leaving little or no time at all for FX, consequently the public’s knowledge and acceptance of it was virtually nil, he said.

In 1949, multiplex came out of the laboratories and solved the need for simultaneous transmission of sound and printed picture, he said. Multiplex, he continued, required a revision of FCC rules and a hearing was held last December by the commission, although a definite decision has yet to come.

Hope Guts 40 G's

New York.—Some $40,000 will be handed over to comedian Bob Hope for his scheduled 90-minute appearance on the Frigidaire Easter Day special TV show, it was announced here last week.

The amount being paid to the funny man is said to be nearly four times as much ever shelved out before for a single program, and marks Hope's first commercial appearance on sight-and-sound.

Costs of other talent, time and network facilities are expected to boost the budget for Frigidaire's one-shot close to the $100,000 mark. The show is to be relayed by kinescope recording to non-interconnected stations, and wired to stations on the networks.

Nix TV Home Movies

Chicago. — The authorized 90-day test of Phonevision, a development of Zenith Corporation, whereby owners of specially equipped TV sets can view first-run movies on a reported dollar-per-hour basis, may not even reach the preliminary stage if current difficulties over obtaining films are not solved.

It was reported here last week that the major Hollywood companies would refuse to release new films for showing over Phonevision because they don't consider the system to be economically sound.

Eugene F. McDonald, president of Zenith, claimed that "no film company has refused" to supply pictures for the wired-video system and reported that talks are still going on. The cinema executives declared that they had not given Phonevision a formal refusal since they had not as yet received a definite request for films, but stated that when it does come it will be promptly turned down.

A further reason for shunning the at-home theatre idea, they said, is that regulations of the American Federation of Musicians prohibit the use of new films with music on TV.
"Lightning that Talks"

WHEN BROADCASTERS, Advertisers and their Agencies meet at Niagara Falls, Ontario, March 27-30, accent will be on making Selective Radio do a still better job for its sponsors by the closer co-operation of all concerned.

TO THIS END, we have scheduled for the Thursday morning meeting the Canadian Premier of radio's own film, "Lightning that Talks", the story of selling by radio.

THE AGENDA also includes discussions on the effective use of the medium. Among the many guests will be Maurice Mitchell, director of the Broadcast Advertising Bureau of the National Association of Broadcasters.

HERE IS A CONVENTION YOU CANNOT AFFORD TO MISS. WIRE THE GENERAL BROCK HOTEL, NIAGARA FALLS, ONT. FOR RESERVATIONS NOW, AND RETURN ADVANCE REGISTRATION CARDS TO - - -

CANADIAN ASSOCIATION OF BROADCASTERS

108 SPARKS STREET

OTTAWA, ONTARIO
Within the confines of the map on this page live approximately 2,714,300 people. Without challenging the excellent local coverage of local stations, it is a fact that more people in Ontario listen regularly to CFRB than to any other single independent station.

The most recent evidence is supplied by a telephone check of 3834 completed calls in the 18 centres shown. The median average regular listenership to CFRB was 66% to the next 38%. The lowest regular listenership to CFRB reported in any of these points was 23%... One other 50,000 watt Toronto station had 9%, the other 6%. No other Toronto station showed.

In CFRB's listening area—an area which includes roughly ⅛ of Canada's population—are made ⅓ of all Canada's retail sales!

What does this mean to the advertiser? It means that the homes where CFRB listeners live comprise Canada's richest market!

Do as astute advertisers do. Let the voice of CFRB—the Number One Station in the Number One Market—carry your messages into homes that control ⅓ of the buying power of Canada!

CFRB 50,000 watts 1010 kc.

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Canada: All Canada Radio Facilities Limit