CONVENTION ISSUE

25th ANNUAL MEETING

of the

CANADIAN ASSOCIATION of BROADCASTERS

at the

GENERAL BROCK HOTEL — NIAGARA FALLS, ONTARIO

MARCH 27—30, 1950
The facts tell why

one more national advertiser chooses SELECTIVE radio

CANADIAN CANNERS (Aylmer) Limited, have adopted the transcription method of program distribution to—select their vehicle—select their markets—select their stations—select their times—select their adjacencies.

Through their agency the F. H. Hayhurst Company Limited, Canadian Canners have signed for the exclusive national rights to All Canada's program "Janet Williams Chats About Children."

This factual five minutes featuring the eminent child psychologist and nursery school director Janet Williams is another example why more accounts looking for listeners—sales—profits—have learned to:

- Use radio the All-Canada Way... SELECTIVE!

- In radio... ALL-CANADA... means BUSINESS!

Call us today or see us at the C.A.B.

ALL-CANADA RADIO FACILITIES

Limited

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL
Serving...

Stations, Agencies & Advertisers

and representing

CKAC, Montreal  CKCL, Truro  CHNO, Sudbury
CKCR, Kitchener  CKOX, Woodstock  CKMR, Newcastle

WILLIAM WRIGHT

REFORD BLDG., TORONTO  YORK BLDG., MONTREAL
BILL WRIGHT, GEO. ARNOT  BILL TODD

OLD-TIME FIDDLERS

Bonfire—Third annual old-time fiddlers’ contest is now under way at CKSB. Seeker CKSB, to date more than 20 bow-swingers have entered the contest. Each Thursday night five of them exhibit their skills on a half-hour show. Contestants are paid up, and Jimmy Gowler, Pete Coupland and Art McDowell will make up their preferences.

Mr. J.H. Belford,
Radio Station CHVC,
NIAGARA FALLS, ONTARIO.

Dear Mr. Belford:

I understand that the Canadian Association of Broadcasters will be meeting in the City of Niagara Falls from March 15th to 30th, and I hasten to extend a cordial welcome to you and your Association. The Niagara Falls are Falls with the hope that their deliberations will be of benefit to all independent stations which are constantly striving for improvement in conditions and the betterment of service to the municipalities and everyone in which they are located.

I would also like to take this opportunity to extend you, as owner and operator of Radio Station CHVC, appreciation for the service that you are rendering to Niagara Falls and the adjoining area. We are the centre of the greatest concentration of industry and population on the continent and your station, therefore, becomes an instrument worthy relations can be cemented as they could be in no other way. We do appreciate the service and your readiness to co-operate in every way within your power.

Yours sincerely,

W.L. BOWER

NIAGARA FALLS, ONTARIO.

* Where a HALF BILLION DOLLAR Hydro Construction Starts Shortly.
GREETINGS!

...to CAB delegates in convention in Ontario for the first time. We've had a pleasant association with CAB and all forty members of the staff here send along best wishes for a successful and profitable meeting.

from A Station With A Short History

we've been around for less than three years but we've learned fast and progressed far... we've made a lot of friends.

And An Impressive Record...

The quickest way to pass along our success story is to tell it in SPONSORS... at the moment we can boast 150 local advertisers and 80 national accounts... pretty fair, huh? Besides, we're a station

...That Is Daily Adding New Features

For instance, we've just logged the MGM Theatre of the Air... Andy Hardy... Maisie... Crime Does Not Pay... Dr. Kildare and Hollywood, USA... AND ALL ON A SPONSORED BASIS... Adding to a long list of top radio shows

And Making New Friends

by continuing to give one of Canada's richest Valleys the best in entertainment... the tops in public service...

Obviously It's Greetings from

CFRA OTTAWA

THE VOICE OF THE VALLEY - Reps... All-Canada and Weed & Co.
Radio's Last Chance

Next month, when the Canadian As-

situation of Broadcasters presents to

A Royal Commission on the Develop-

ments of the broadcasting industry.

Here is an angle which has not yet

The present situation in radio has

been compared to that of a department store with a

ailment store has a

ailment that has operated

incompetition. Inequities and iniquities of such

situation have been elaborated upon

workable alternative has not been

where there has been a
demand for what is
truly described as an "independent
utility body."

Before the Massey Commission con-

verses its hearings, it is vitally urgent,

has been said in these columns be-

the Commission be given a
case in which the private broadcasters

want, with less emphasis on what they
don't. The results of these delib-

ations must then be presented, by a

authorized spokesman, before the

mission itself.

There is one public utility, which

actions as a private enterprise, profit-

(its common stock currently yields

five per cent), and under ex-

sufficiency of governmental super-

This is the Bell Telephone Com-

pany of Canada.

example of the degree of pro-

tion which is afforded in this in-

side is to be found in the fact that

Bell, which has operated at its

sent rates all through the current

of inflation, has to secure per-

mission from the Board of Railway

missioners before it can raise its

ties. The broadcasting and telephone busi-

have a great deal in common.

are in the "public utility" class;

are monopolies to some extent; in

cases, it is generally believed, the

can be entrusted to protection against

exploitation. "Protection" is afforded the public

benefit of the broadcasting busi-

ness by the outmoded Broadcasting

Act, which regulates private broad-

casters and also competes with them. The

telephone company is just as

severely regulated—but not competed with—by the Board of Railway

missioners.

In its present form, the CBC collects

license fees from the public, revenues from advertisers and frequent capital

grants from the public purse. Yet year

after year it shows a loss. The tele-

phone company, on the other hand, is

owned by those citizens who choose to

vest in its stock, and ends each year with a

profit.

Surely here is a positive pattern, at

least worthy of consideration, not for

the removal of an evil, but for the

establishment of a freely competitive

system for Canadian radio, where the

public is securely armed against the

kind of exploitation the government

feels it should fear—but at no cost to

itself.

Totalitarianism A La Mode

Any time now they'll be appealing to

the CBC to ban church broadcasts from

air.

Only last month, the long-suffering

board of governors of the CBC went

through the emotion of the same name,

while learned counsel pleaded with them to

stop horrid old Radio Bingo keeping

people home from the movies.

We respectfully submit that the only

way for the movies to get people to

turn out for their shows is to offer

pictures which will have wider appeal.

If we are not careful, pretty soon

now we'll have to ban home cooking,

because it hurts the restaurants; dis-
tilleries because they eat into the brew-
ing business; breweries because they

do the same to the distilleries; air-

planes because they spoil shipping;

streetcars to protect the taxis; and

automobile here they play hell with the

manure industry.

This is not so fantastic when you

realize that the Canadian government

denied the use of margarine for years

to protect the butter business.

Now we have a story—in this issue

That Mayor of Vancouver feels

radio is keeping people home from

church, and this is a startling state-

ment.

Surely the job of the churches is to

attract people, not to force attendance.

At the CBC Board's "Bingo Session"

last month, where clerics appeared be-

fore the governors and asked them to

prohibit the broadcasting of the game,

there was quoted an editorial that said

that 90% of churchgoers in many cases

indulge in Bingo or other forms of

gambling.

The clergymen who appeared—and

no one should disrespect the sincerity

of their pleas—felt they were speaking

on behalf of their churches and their

congregations. Yet what kind of re-

presentation was it, when 90% of many

congregations—according to that edi-

trial—must disagree heartily?

In its continued efforts to cater to

groups of the Canadian public, the

CBC board is faced with a problem it

could well be accused of side-stepping.

This problem is to determine whether

when representations are being made
to it, they are presented by spokes-

men who do truly represent the opinions

of the majority of these groups, or

whether they are simply expressing

their own opinions.

There is a growing and we think
deplorable tendency among those who

preside over our publicly-owned cor-

porations, as well as such public service

groups as churches, to take on an ar-

bitrary attitude as to what is or is not

for the good of the public they serve,

without asking the public to express

its own opinions. It is an especially
dangerous attitude because it runs perilously close to one form of totali-

tarianism.
The Four All-Canada Stations give full coverage of Alberta at less cost per listener!

**CFG-P**
Radio homes reported listening to CFGP. (BBM, 1948)

**CJCA**
CJCA's average share of audience, Jan. to June, 1949. (Elliott-Haynes')

**CFAC**
CFAC's average share of audience, Jan. to June, 1949. (Elliott-Haynes')

**CJOC**
CJOC's average share of audience, Oct. 1948 to Mar. 1949. (Elliott-Haynes')

Alberta's top-rating stations

Total Population 803,330 (1946 Census)
Another interesting listener-editor episode took place a couple of days ago. A young boy called breathlessly to report a robbery. Rasky got excited. "Quick, where was it?" he asked, typewriter in hand. "Just a minute. I'm listening to the police broadcast. They haven't given the location yet. CHUM has farm listeners too.

In Stroud, Ontario, there was a heavy snowstorm, which had closed in some of the farms. One of the farmers called Rasky. "Say, fella, I'm listening to your station," he said. "We can't get off the farm because of the weather. There isn't much news around here because the snow is six feet deep. I thought I'd like somebody to speak to."

During the conversation the farmer did give Rasky a story, though. The stranded farmer had seen a groundhog. This particular groundhog, besides being a little out of season, was climbing a tree.

"Thanks very much for calling," said Rasky. "Anytime you get lonely, just give us a ring."

(Note: The above item was contributed by—you've guessed it—Rasky.)

$3.00 a Year
($5.00 for 2 years)
Insures Regular Delivery of the
Canadian Broadcaster & Telescreen
Your sales go up

Music by ROTH...
Allen Roth's orchestra and 16-voice chorus. Everything from barrelhouse to Beethoven...richly arranged.

“Swing and Sway with SAMMY KAYE”...featuring The Kaydets, the Kaye Glee Club, other name artists.

FRAN WARREN sings...
da dramatic voice and personalized style just for you and your listening audience. Allen Roth directs.

The TEX BENEKE Show...exclusive Beneke and Miller arrangements by one of America's top bands!
"CLAUDE THORNHILL presents Win A Holiday"... a famous band plus a local-national contest: listeners name untitled melodies, win trips to New York.

The RAY McKINLEY Show... Ray McKinley, his vocals, his drums and the most versatile band in the land.

Here's JUNE CHRISTY with the Johnny Guarnieri Quintet—a new approach in sophisticated rhythm.

These big names and many more... for top sponsor-appeal, top sales power!

You get more practical help than ever before from the new Thesaurus. More big stars are being added to the Thesaurus family... drawn from the vast fund of recording artists at RCA Victor and other talent sources (just a few are shown on this page). You get comprehensive programming, promotion, publicity... a steady flow of current hit tunes, weekly continuity, special shows. Skilled network writers do your scripting. Lots of production "extras." New THESAURUS can help you to more sponsored programming!
Jack Kent Cooke and Spence Caldwell announce that effective immediately programs belonging to guild radio features Ltd. become the property of S.W. Caldwell Ltd. - all inquiries should be addressed to S.W. Ltd. 80 Richmond St. West Toronto and discs should be sent to the library - 150 Simcoe Street - Toronto - new program listing out soon - it's easy to do business with Caldwell

Over The Desk

Now is the time when we usually reprint "Ten Ways to Kill a Convention," which we adapted from Ad-Sales Events, organ of the Toronto Advertising and Sales Club. Here they are:

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

Would somebody settle a problem once and for all? How do you spell the abbreviations for kilocycle and kilowatt? Is it kw or kw, Kc or ke? Also, do you pluralize them with an "s" or not? We get them all ways.

Radio and its friends are going to hear a lot of speeches in the next few days. So it seems appropriate that attention be given the activities of Cecilia Long, vice-president in charge of Speakers' Service for the Canadian Advertising and Sales Federation.

Cec, who sandwiches her work between her duties at Ronalds Advertising, is issuing a series of special features prepared for the CASP, by C.W. Wright, whose second book on public speaking, "Better Speeches for All Occasions," is currently doing very nicely, thank you.

This first feature deals with "Introducing A Speaker."

Says Bill Wright, in part, that no one is better qualified to do it, for he is doubtless the man introduced man in Canada:

"Don't make it too long. You are not the speaker, so don't take his time. A couple of minutes will suffice in most cases.

"Don't eulogize. Your speaker is still a human being, even if he comes to you particularly we recommended.

"Don't make his speech for him. Don't make any reference to what the speaker may say, even if you have seen his notes. Constrain your remarks exclusively an introduction."

As Bill Wright's "features" are released, we hope to have the on to you in these columns. In the meantime here are my own comments--adequate ones I hope.

There are a lot of things that can be done to make a speaker's life more livable, if there are any rules about why it should be done.

When you get up on your feet to let loose your well-seasoned, homely, dully suitable tibe to fit the occasion, you are aware or at least you should be, but for the next half hour or so, anything can happen and probably will.

I had just finished talking to a Vancouver Service Club, where I was perusing a tosso in my chair, when a clerical gent man rose to his feet, cleared his throat, and told the audience that in spite of everything I had said, he still believed in God.

Another time, I was just getting going with my harangue when I felt my sleeve being tugged. I had just finished talking to a Vancouver Service Club, when I was perusing a tosso in my chair, when a clerical gent man rose to his feet, cleared his throat, and told the audience that in spite of everything I had said, he still believed in God.

Another time, I was just getting going with my harangue when I felt my sleeve being tugged, and then the pleasure of seeing all our old friends and meeting new ones.

WEB BE AT THE CONVENTION!

Fred Metcalfe & Wally Slatter

CJOY
Guelph, Ontario
before one eye towards the inscription, keeping the other (I had two) on the script on the screen before me. I was being used by a waiter, I found, who intended on collecting a buck for my dinner, which was true, but it was not settling in a cement stump just over my abdomen, and I was— thanks he belonged, the word, by a character who spoke glibly, “our speaker,” went into some detail about him, and the speech seemed to have been made up by the knot in my tie. The only thing was that he was the name he referred to was like mine; neither did I mean to purport to be his reflection. I had any bearing on what I had said. It appeared later that he had drawn it on him; he had thought it was the script of the “thank you” ritual” from his pocket, and unwittingly read the one he had used last week, without realising that his material was a dated. Friends still taunted about the soporific effect of the voice on a service-clubber to the brim with breaded cutlet, home fried potatoes a promiscuous mixture of oxtails and peas.

most invariably my introducer was complete, and without engaging a character, the background material with which I summoned, for his use in preparing introductory remarks. The thing you can absolutely on him to miss is what he got on his feet to disclose, that is the title of my talk. Importantly, and it must be on account of some sort of word that is of some form ahead of me, in secret. Stresses and his audience that “the words which are about to be expressed by the speaker will be his own, and should not be interpreted as those of the directors of the...”

Tension was unbearable. Singing for things is always like trying to cloak. And when the “thing” is momentous as this one was, the vocabulary doesn’t concern words. I am over Canada men sat... and waited. When came the nervous, and a bell pulled the heavens except mine quarter, Windsor, where the president of CKLW, Ted Campeau, maybe we should exalt him J. Edward Campeau, Esq., now, received the intelligence that he had been adjudged by no less an authority than the Canadian Men’s Apparel Fair as an “immaculate exponent of good grooming in the radio world.”

Myself, I received the information with stony silence... just glanced in the mirror to see what Ted had had that I hadn’t.

of course at 9:30 a.m. At the C.A.B. Convention, Canadian Broadcasters & Telescreen will conduct a contest for the worst dressed man in Canadian radio.

What is more, to keep everything on the up-and-up, the editor of this paper hereby and heretofore disqualifies himself.

Joe Sedgwick, K.C., just completing his twelfth year as general counsel for the Canadian Association of Broadcasters, has changed his firm name and style to Smith, Rae, Greer, Sedgwick, Watson & Thom. This is one of the oldest legal firms in Canada, having been established in 1843. The move was occasioned by the elevation of J. R. Cartwright, K.C., to the bench of the Supreme Court of Canada, and Joe replaces him as senior partner. The firm is located in the new Bank of Montreal Building on Bay Street, and Joe claims he is still dispensing the same service with a smile.

BBC TRANSCRIPTION CATALOGUE
now available
Be sure to audition these outstanding programs when in Toronto.

DOMINION BROADCASTING COMPANY
4 ALBERT ST. TORONTO

SOLD: A COMPLETE CARLOAD OF PAINT—$4,000 WORTH—THROUGH ONE RADIO PROGRAM. FOR DETAILS, WRITE LIONEL.

DOMINION BROADCASTING COMPANY
4 ALBERT ST. TORONTO

C.B.C. BROADCASTING COMPANY

CAB CONVENTION

From Wheatstalk Willie and Bosine Bill
In the heart of Saskatchewan’s richest land
Our greetings impressive,
Sincerely expressible
Of very best wishes to all on hand.

With the C.B.A. at Niagra Falls
(Place of the arch that betokens goodwill)
May profit and pleasure
Abound in good measure
And “finis” “find radio stronger still.

CJEX
YORKTON, SASK.

Lionel PAINTS THE TOWN

SALE: $10.00 WORTH THROUGH ONE RADIO PROGRAM. DETAILS.

WRITE LIONEL.

Moncton Plumbing and Supply Company, sponsors of “THE FIRESIDE HOUR,” a weekly program over CKCW, considered radio to be useful only for institutional advertising. Consumer goods could only be sold through other media—so they thought. Caught flat-footed with a carload of paint, they were induced to use paint commercials on the “FIRESIDE HOUR” exclusively. Before commercials were written for the second week’s program, the sponsors reported a complete sell-out.

WHETHER IT’S A PROGRAM OR A SPOT ANNOUNCEMENT, CKCW’S BUYING AUDIENCE WILL HEAR YOUR SALES MESSAGE.

www.americanradiohistory.com
1950 ANNUAL MEETING
CANADIAN ASSOCIATION OF BROADCASTERS
General Brock Hotel, Niagara Falls

AGENDA

Sunday, March 26
2.00 p.m.—Directors’ Meeting.

Monday, March 27
10.00 a.m.—Business Meeting (closed).
   Scenic Bus Trip for ladies and guests.
2.30 p.m.—Business Meeting (closed).
   Afternoon Tea for ladies and guests—Junior Chamber of Commerce.
5.30 p.m.—Wire Line Companies Cocktail Party.

Tuesday, March 28
Morning—Committee Meetings.
   BBM Meeting.
   Bus Tour to WBEN-TV—Compliments RCA Victor Co. Ltd.
12.00 noon—Official CAB Luncheon—
   Speaker, Don Henshaw, MacLaren Advertising Co. Ltd.
2.30 p.m.—Business Meeting (closed).
5.30 p.m.—Marconi Cocktail Party.
8.00 p.m.—Annual Dinner—
   Speaker, Dr. Robert Stanforth, UNESCO.

Wednesday, March 29
Morning—Open for Committee Meetings and Unfinished Business.
   Bus Tour to WBEN-TV—Compliments RCA Victor Co. Ltd.
12.00 noon—Official CAB Luncheon—
   Speaker, the Rev. Capt. Norman Rawson.
2.30 p.m.—Television Forum—
   Speaker, Sam Cuff, New York TV Consultant.
   Question Period.
3.30 p.m.—"4-Minute Ideas from Coast to Coast"—
   Chairman, Ken Soble.
4.30 p.m.—"Information Please"—Chairman, Vic George

Thursday, March 30
11.30 a.m.—All-radio film presentation—
   "Lightning That Talks."
2.15 p.m.—Maurice Mitchell, Director of Broadcast Advertising Bureau.

Congratulations
TO THE
CANADIAN ASSOCIATION
OF BROADCASTERS
with best wishes for
a successful convention

Mail
Box 542
OTTAWA

Phone
4-5905

KEITH A. MACKINNON
CONSULTING RADIO ENGINEER
VICTORIA BUILDING
Canadian broadcasters from the Maritimes to the Pacific Coast have long recognized RCA broadcast equipment as the finest there is anywhere. In proof of this tribute to RCA broadcast equipment is the use of that equipment by fifty-six Canadian radio stations.

RCA Victor is proud to be associated with these fifty-six radio stations in their splendid and unceasing service to Canadian radio audiences, in providing the best in radio broadcasting for entertainment and education.

Today RCA Victor offers Canadian broadcasters the services of a special research and engineering group for technical consulting advice...with complete facilities for supply and installation anywhere in Canada. This special service is fully supported by the vast scientific resources of RCA Victor, plus wide experience in radio techniques over long years of development and progress.

FOR AM-FM TODAY... and Television Tomorrow

LOOK TO

RCA VICTOR

RCA VICTOR COMPANY LIMITED

HILIFAX MONTREAL OTTAWA TORONTO WINNIPEG CALGARY VANCOUVER
They Need Their Heads Read
Vancover — Dick Diespecker, erstwhile program director of CJOR, who now conducts a column and various broadcasting activities for the Vancouver Daily Province, has circulated B.C. members of the House with copies of his column, which appeared in the Province March 9. Full text of the column follows:

HERE WE GO ROUND THE MULBERRY BUSH

A dispatch from Ottawa this week says that television and radio are to be investigated by the current session of Parliament. Revenue Minister MacEachen says the dispatch, placed on the Commons’ notice paper, notice for establishment of a 23-man Commons committee on broadcasting to report observations and opinions on the annual reports of the CBC. It reviews the aims of the Corporation and the impact of its regulations, future development, revenues and expenditures. The dispatch also notes that the establishment of the committee is expected to bring a revival of private broadcasting protests against CBC rule and to raise the whole question of television development in Canada.

It should be pointed out here that a similar committee was set up last year, but did not function. The same thing may happen again. If, however, the committee does function, then surely it is long past the time for the men who guide our destinies in this country to have their heads read.

For years now, the Parliamentary Committees on Radio have been nothing but a combination “witch hunt” and waste of time, money and effort. In addition to the members of the House who are committee men, and who spend much of their time in the sessions, these Parliamentary Committees on Radio also involve fantastic expenditures on the part of the CBC and private radio.

Hundreds of employees are turned loose weeks ahead on research. Then comes the long and arduous task of the preparation of briefs. Other organizations not in the radio business but with their own axes to grind also spend time and money on this sort of thing. Then comes the great trek to Ottawa. The amount of money spent by the top brass of radio in Canada for railroad and airline tickets, hotel rooms, food and liquor would make quite a budget on these jaunts.

Year after year, the same old play with the same old cast is presented in the Committee room. Briefs are presented, argued over; members of the CBC and private radio and outside organizations are cross-examined. Sometimes the meetings are boring, sometimes they become acrimonious. Sometimes they become straight political slug-fests. And after it is all over, nothing happens. Absolutely nothing at all.

One Parliamentary Committee on Radio a few years ago recommended that private stations should make out what are known as “promise of performance” forms, in which they promised to devote so many hours to public service, good music and so on.

Dick Diespecker

Then at the end of a year they were to submit “proof of performance” sheets to indicate that they had done what they promised they could have their licenses renewed for another year.

But because it has always been the government policy to hold up the report of the Parliamentary Committee on Radio until the dying days of the session and thus avoid any possible explosion in the House, even this was never formally acted upon by the House.

But the CBC seized the advantage and on its own authority immediately put into effect the system of promise and proof of performance sheets and this system remains to this day. It has never been officially sanctioned by the House of Commons.

This year, the situation will be even worse if the Parliamentary Committee actually does function. For what has the Royal Commission been doing, but inquire into the arts and sciences . . . including radio?

The Royal Commission is due to hold its final sessions in Ottawa starting April 11. Its cost has been enormous. If it result in any action at all, that cost will have been justified. But if it turns out to be just a larger carbon copy of the endless Parliamentary Committees, then we are lost indeed. And if the Parliamentary Committee on Radio and Television, just announced, actually functions and is pigeon-holed like all the rest, then it is about time we as taxpayers had our heads read.
1949 Was Big Year
For CAB Board

It only seems yesterday that
the CAB was holding its 1949
meeting at St. Andrews-by-the-
Sea, N.B., when the board, pic-
tured above, was elected.

From left to right they are:
Bill Guild, CJOC, Lethbridge
(fairman); Ed Rawlinson, CKBI,
Saskatoon; Jack Blick, CJOB,
Winnipeg; Ralph Snelgrove,
KB, Barrie (president); Ken
Allard, CHML, Hamilton; Harry
Bigwood, CPBB, Toronto; Phil
Honde, CKAC, Montreal; Dr.
Cas. Houde, CHNC, New
Carlisle; Malcolm Neill, CPNB, Frederic-
ton; Finlay MacDonald, CJCH,
Halifax. George Chandler was
also elected to the board by the
CAB.

It's been a big year for chair-
man Bill Guild, general manager
Allard and their board, rep-
resenting Canadian radio from
dest to coast.

This year's number 1 assign-
ment for the CAB has been that
getting radio's story across to
the Royal Commission on the De-
velopment of Arts, Letters and
Sciences. Literally hundreds of
briefs have been present-
to the Commission by stations
at others across the country, and
CAB management has been called
asked to assist in their prepara-
tion of also in the distribution
of thousands of copies where their
impact will be felt.

DEPARTMENT OF EDUCATION

The Broadcasting Class
of
The School of Electronics
of
The Ryerson Institute of Technology

has a class of young men and women, about to gradu-
ate as announcers, operators, writers etc.

These students are now completing a one year course,
including actual on-the-air experience on the Institute's
own Station, CJRT-FM.

The Institute welcomes enquiries from stations wishing
to consider any of its students for positions, and will
co-operate by supplying audition discs etc.

Eric Palin, director of the School of Electronics, will be
glad to talk over your employment problems at the
Convention. Or you are cordially invited to call at the
Institute and see the School in operation.

It's Easy
TO DO BUSINESS
WITH CALDWELL
-ROOM 823-

ONTARIO

The RYERSON INSTITUTE of TECHNOLOGY
50 GOULD STREET
TORONTO 2
Canadian-produced radio shows have always played an important part in our sales growth.

This year, we have more reason than ever to be grateful for the friendly co-operation provided by scores of aggressive Canadian Radio Station Managers and their workers in the field.

We offer sincere thanks also to top-ranking Canadian performers—and to the personnel in our four advertising agencies who work behind the scenes to keep our sales booming.

It is a pleasure to work with such a co-operative team of sales-helpers. Thank you for your loyalty over the years.

President.

COLGATE-PALMOLIVE-PEET COMPANY, LIMITED

The Happy Gang

Les Joyeux Troubadours

Bob Giles

Jim Butler

Monty Hall

Abbie Lane
Our List of Stations and Their Managers

W, R. F. Large • CJFX, Ralph J. Ricketts • CHNS, Harry Stephen • CJCH, E. Finlay MacDonald • CJLS, Laurie L. Smith

CKNB, C. S. Chapman • CFNB, D. Malcolm Neill • CKCW, F. A. Lynds • CFBC, Robert T. Bowman • CHSJ, George A. newell • CHAD, CKRN, CKVD, David A. Gourd • CKCH, J. P. Lemire • CKRS, Gaston Voyer • CKBL, Roger Bergeron

B. Gordon F. Keeble • CJAD, J. Art Dupont • CKAC, Phil Lalonde • CHNC, Viateur Bernard • CHRC, Henri Lepage

CJBR, Guy Caron • CJJP, B. Potvin • CHLT, A. Gauthier • CKTS, A. Gauthier • CHLN, Leon Trepapier • CKVL, Corey

Woodill • CJBO, W. H. Stovin • CKPC, Mrs. J. D. Buchanan • CFJM, J. R. Radford • CFCO, John Beardall and P. A. Kirkey

CKSF, Harrison Flint • CKPR, G. D. Jeffrey • CJJOY, Wallace Slatter • CHML, T. Darling and W. P. Whitaker • CKOC, C. Craustom and J. L. Potts • CJRL, G. A. McLean • CKWS, R. W. Hofstetter • CJKL, Harry M. Edgar • CKCR, W. C. Mitchell

CFPL, Murray T. Brown • CHVC, B. H. Bedford • CFCH, Cliff Pickrem • CFRA, Frank Ryan • CKOY, J. Edgar Guest

S, Bill Hawkins • CHOV, W. J. Montaigne • CHEX, Russ Baer • CFPA, Ralph H. Parker • CHOK, Claude R. Irvine

CJIC, J. G. Hyland • CKTB, Cliff Wingrove • CHLO, G. N. Miller • CICS, F. M. Squires • CHNO, Rene Riel • CKSO, J. Woodill • CKGB, H. C. Freeman • CFRL, Lloyd Moore, Waldo Holden • CKEY, H. E. Cooke • CKLW, S. C. Ritchie

WX, J. J. Cruickshank • CKOX, Monty J. Werry • CJOB, J. O. Blick • CKRC, Bruce Pirie • CHAB, Sid Boyling • CJNB, W. Collier • CKBI, E. A. Rawlinson • CKCK, Gil Seabrook • CKRM, D. J. Oaks • CFQ, Vernon Dallin • CJGX, K. S. Parton

CFAC, A. M. Cairns • CFCH, H. G. Love • CFRN, G. R. A. Rice • CICA, Rolfe Barnes • CFGP, A. J. Balfour • CJCQ, G. E. Guild • CHAT, R. J. (Bob) Buss • CHWK, Jack Pilling • CFJC, Ian Clark • CKNW, John W. Loadier • CJOR, G. C. Chandler

WX, John L. Sayers • CJIB, C. H. Pitt • CJVI, M. V. Chesnut • plus CBC stations • CBY • CBG • CBT • CBX • CBN • CBI

CBA • CBJ • CBF • CBM • CBV • CBO • CBL • CKX • CBW • CBK • CBX • CBR • CBH

COLGATE-PALMOLIVE-PEET COMPANY LIMITED

64 Colgate Ave., Toronto 8
MONCTON • QUEBEC • MONTREAL • OTTAWA • WINNIPEG • REGINA • CALGARY • VANCOUVER
**NBS STATIONS**

are all located in rich trading areas; are well liked in their own communities; and have a record of sales results from advertisers.

**NBS SALES EXECUTIVES**

—12 of them—have a record of sales results too. They tell the story of the N.B.S. Stations—early and often, where it counts. They spend their time outside—

Selling these active, sales-producing stations:

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<th>Station</th>
<th>Power in Watts</th>
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*Represented by us in Montreal only.*

**JOHN POLWARTH**

**BBC Representative in Canada**

At least 50 times, on a variety of social occasions, I've been introduced to some Canadian who promptly starts a close interrogation; and the second question is, "Whatever does the BBC do over here?" (The first question is always, "How do you like Canada?")

Question number two isn't really easy to answer briefly. I usually say, "Well, our job is to get the Canadian Broadcasting Corporation, and any of the private stations anything they want from Britain, and to get for the BBC anything it wants from Canada." But this is very much an oversimplification. It doesn't seem to cover a vast number of assorted jobs that are a considerable part of the work of the office. We deal with the Canadian subscriptions to "London Calling" and "The Listener," for one thing; and for another we act as a universal uncle and try to answer all sorts of queries and problems. Today, in my morning mail, there is a letter from a Canadian emigrant who wants to know whether his radio will work in Edinburgh, an invitation from a women's club to give a half-hour lecture on the BBC, an enquiry for "good television photographs" from the art editor of a Canadian magazine; and a letter from a young actor newly arrived from England who wants to know if we can introduce him to a good repertory company. We do our best to help.

Canadians have plenty of opportunities of hearing BBC programs, but very few of them know how much program material about their own country goes on the air in Britain. The variety is astonishing. There are news reports and topical talks for such programs as Radio Newsreel and for inclusion in the Home News bulletins. These are shortwave to Britain by the CBC. We work in very close and friendly cooperation with CBC International Service, and their magnificent transmitter at Sackville is received in the British Isles at much greater strength than that of any other station in North America. And, skipping quickly through the pages of my office diary, I find such programs as a series of 15-minute talks for North America, a special greeting from Welsh children in Toronto to the children of Wales, a Canadian newsletter recorded for Scotland by a Gaelic speaking exile, an eye-witness account of a football match between Belfast Celtic and an Ontario team, a series of recordings of Canadian choirs, and every Canadian contribution to BBC Television—20 paintings by Ontario schoolchildren of Canadian scenery and sports.

Programs of this kind are usually airmailed to Britain, and in them we try very hard to present an up-to-date picture of Canadian life and to correct the popular impression in Britain that Canada consists only of the Rockies, the Prairies, the Mountians, and snow!

*The other side of the picture—the work of supplying BBC programs to Canada—has developed enormously in the past two years and now amounts to hundreds of hours a month. Many Canadians hear the BBC News daily, shortwave the North American Service and broadcast simultaneously by the CBC. There are also news commentaries, farming talks and sets of special programs asked for by Canadian stations. Actual examples of these are: a 15-minute talk, Tribute to Beecham, to be used as a prelude to a Beecham concert; interviews with well-known British film directors; an up-to-the-minute program of the Canadian premieres of their films; commentaries of the Derby and Grand National; a whole evening of music from the Edinburgh Festival, and half-hour feature playing Britain's Health Insurance Scheme and the Nationalization of Steel.*

For the second year in succession we are supplying 25 British School programs for broadcast to Canadian school children, a service that has won high praise from education authorities here.

In addition to these special requests, there is an ever-growing demand for recordings of regular BBC programs. Every month a big shipment of hundreds of disks arrives at the Canadian office. These, with hundreds of disks returned by Canadian stations, involve us in many hours of work—unpacking, checking, de-lining, and filing. Through the BBC Transcription Service, Canadians from coast to coast have been able in the past 12 months to hear concerts by every one of Britain's major orchestras, plays performed by famous British actors, drama serials such as Great Expectations and The Great Adventures of P.C. Allen.
CFCO LEADS
all Western Ontario Stations...
for audience increase according
to BBM. Study No. 3

An Average Day & Night Increase
of 92% over Study No. 2

"Ask Anyone in Western Ontario"

CFCO - 630 Kcs. - Chatham

TOM SLOAN
Assistant BBC Representative
in Canada

British music programs played by Britain's finest orchestras and
military bands.

British music, too. Canadian feet
shuffled to the sophisticated
rhythms of the crack London Free
Barn Dances, in which
singers are unheard, and the
acoustic is unhonored and sun-
ning.

There is no doubt about their
twilight. Repeat broadcasts are
unknown in the Canadian
yet in Toronto alone the
Gilbert and Sullivan series,
popular demand, has been
four times.

Broadcasting in Canada has
its problems to face—the prob-
of two languages, of seven
zones, and vast distances.

The BBC's Canadian office must
deal with these problems too. We sup-
port the use of French, re-
ings of French dramas and
plays, and of music with French
scripts. For national net-
works we provide duplic-
ats of disks, so that Eastern
and Western Canada can
have a program at the times
that suit them best. Distance adds to
the work of liaison with the CBC
stations and the private stations,
thanks to the huge four-engi-
ned planes that make up Can-
da's main airfield, it is easy to
reach Winnipeg, 1,200 miles away,
with afternoon meeting, and yet
be in Toronto the same eve-
ning.

The result of all this liaison
is that in a representative
day, listeners in Montreal hear
45 hours of BBC programs,
in Toronto 50 hours, in
Winnipeg 26, and in Vancouver 35.

There is a good deal to be said
for the statement of a
Canadian publicist that the BBC
is one of the strongest links be-
 tween Canada and Britain and the
ideas of the Commonwealth, and
the opinion of a radio critic that
Canadian listeners are the
best in the world. They have
their own home-produced pro-
grams—drama in particular is
flourishing—they get the pick of
U.S. radio shows, and they
listen to an immense variety of
broadcasts supplied by the
BBC—BBC Year Book, 1950.
NEW YORK'S RADIO ROW

by Richard Young

New York, N. Y.—There are very few new trends making the rounds of Radio Row these days. However, there is one creating a bit of behind-the-scenes talk—and that's the increasing use of special-hour-long documentary programs by national advertisers.

Much to the delight of the broadcasters, several leading advertisers have found it convenient lately to plunk down huge chunks of money to promote everything from a new factory to a company birthday. Others are planning more glamorous presentations of their annual reports over the airwaves.

Chesterfield, you'll recall, took a full hour to dedicate its new Southern plant. Continental Baking did likewise to observe its 25th birthday. And of course there are a number of others who have bank-rolled special shows on various holidays.

Probably the most extensive holiday program sponsor is Hotpoint (ranges) which has already sponsored hour-long shows on Thanksgiving and Christmas. It has been announced that Hotpoint will continue its holiday spree with a special Easter program. But we've learned that the company is also planning a similar show for Mother's Day.

The broadcasts are now very happy that there are so many holidays marked in red on their calendars.

You fellows will soon be getting your first look at the much-publicized radio presentation film, "Lightning That Talks."

We saw the revised version last week but other than a general tightening up, it was difficult to detect any major revisions. The film is still divided into sections—one features a group of local radio operators and the various others listening to the radio at all hours of the day.

In industrial reaction has been mixed—to say the least—ranging from fair notices in New York to excellent for first shows in smaller towns. As a matter of fact, it's our opinion that the film will be of little value to anyone using national advertisers and their agencies—but it should go over with a bang with the local advertiser. Thus the local station operator will no doubt get his money's worth out of it.

The industry deserves two stars for trying—but when they get the bug again (or do the same for television), we'd like to see them put more of the creative work in the hands of the professional commercial film producer. Radio promotion men just ain't script writers or movie makers.

It's snowing outside as we're writing this copy but already thoughts along Madison Avenue have turned to the problem of summer replacements.

Unlike past summers, we hear the major networks are planning to go all-out this year in the testings of a number of house packages. This idea has been bandied about every spring for the past few years but to date the networks have been content to come up with the same old turkeys year after year. As a matter of fact the only new one we've heard of this year is a piece called "Shy Guy." Scheduled to be introduced by CBS. If there are more, we'll pass them along to you.

Anyway, we have heard about a replacement. Rereal, which is dropping the Phil Harris-Alice Faye show on NBC, will slot Dick Powell as private eye Richard Diamond during the summer and may keep it on in the fall at another time. Different Harris and Faye will play the part on the 73D Sunday evening period.

Biggest story in recent weeks has, of course, been the national network Hooperings at the A. C. Nielsen Co. Chicago. Deal was brought about so that Hooper's syndicated radio is on the downward trend and television is moving skyward.

This trend, according to many, makes it impossible to gauge accurate nation-wide listener habits. It's all got to be done market by market, on the local level. Only one of every five or six servers expect Hooper will very shortly adopt the newspaper in industry's popular slogan "All Business Is Local!"

But Hoop is not completely out of the national picture. The Nielsen records are still being used to check the actual broadcasts currently being played. Hoop's reports can be obtained at almost a moment's notice and many national advertisers are always to get these special reports. They will be supplied without advertising by the Nielsen company acting as a consultant. (Hooper, of course, gets his fee.)

Incidentally, the trade is also amusingly awaiting the news of Hooper's newest development—a mechanical brain which will report every single minute of transmission to an audience that can be measured—and with no hands on the handlebars.

Still noting official on NBC efforts to keep comic Bob Hope tied to its own network, CBS's efforts to woo him to the Bill Paley & Co. Reports of the new tussle were started by the gossip that Mr. Hope will make a break with his present sponsor, Lever Bros.

NISC played one of its acts when it spent thousands of dollars to promote Hope's personal appearance stunt at the Paramount in the hopes of luring the comedian to its network. But stones unturned to plug his leading comic in newspapers, on radio and television. CBS is said to have eagerly tried to get next to Mr. H. through his very close friend (and CBS star) Arthur Godfrey.

We predict that Mr. Traum will win the bout. Not as much can be said about NBC's "Duffy's Tavern" show. This is too far in advance of an action to make a forecast.

On the Cuff Notes . . . There are reports that NBC's Fred Allen would rather much rather play "The Cuckoo" in the daytime hours and return to radio than go on television. Thinks the sight-and sound medium might prove to be a great strain. Thus Lever Bros. is said to have originally reported interested in the young comic. Mr. Allen himself is now said to be ready to do both in radio over NBC . . . MB net to air the baseball Game of the Day over more than 250 outlets starting April 18 . . .
Memo to a Business Statesman:

In those "after-hours" when you let your mind speculate on the meaning of what you are doing;... when you try to see whole the functioning of your own business, your industry, and the society of which they are parts;... then is the time we think you might like to read the wise and witty booklet shown above.

It contains an address recently presented to members of the faculty and students at Cornell University, by James Webb Young, Senior Consultant of J. Walter Thompson Company. Some business leaders who have seen it say it is perhaps the most penetrating analysis yet made of the significance of advertising in our high-technology society...

- of what its role is in keeping this society both dynamic and stable...
- of the inescapable new areas of responsibility which business has assumed in sustaining our "Incentive Society"...
- and of the possibilities, under business leadership, of using advertising to help solve some of the pressing problems of mankind.

This is a booklet not of cold facts, but of insight and of foresight. Title: "Some Advertising Responsibilities in a Dynamic Society." May we send you a copy? Write to J. Walter Thompson Company, Limited, Dominion Square Building, Montreal and Victory Building, 80 Richmond St. West, Toronto.
VERBATIM

Who Pays For Advertising

Reprinted from March 3 issue of 
Printers’ Ink, this article is an 
abolation of a chapter in 
“Advertising Procedure,” 4th 
Edition, by Otto Klinepur, re-
cently published by Prentice-
Hall, Inc.

The large amount of money that 
is spent on advertising in-
variably focuses attention on 
the cost of the advertising and raises 
the question, “Who pays for 
the advertising?” The answer is: The 
consumer does. He pays for 
the cost of everything entailed in 
making, selling, financing and 
delivering the product he buys. He 
pays for the raw materials, the 
workmen’s compensation insurance, 
the officers’ salaries, the 
salesmen’s travelling expenses, the 
advertising, the shipping, the 
taxes. But that does not neces-
sarily mean that the consumer 
pays more for the product be-
cause of the advertising. Whether 
he does or not depends upon three 
factors:

1. The Effect of advertising on 
the production costs of a product.

2. The effect of advertising on 
the selling costs of a product.

3. The effect of competitive 
pressure on management, its 
ambitions and judgment. 

Effect of Advertising on 
Production Costs

Each business has a certain op-
timum point of production, rep-
senting the volume it can handle 
at a given time at the least cost 
per unit, based on its existing 
equipment and facilities. Whether 
advertising increases the cost of 
producing a product or decreases 
it must be weighed against these 
optimum points.

For example, assume that there 
is a factory making Zingos. The 
business consists of one room, 
rented, together with a machine, 
likewise rented (and so we know 
its exact cost), and one operator 
who runs the machine as well as 
the business. It is a one-man, 
one-machine, one-room operation. 
His production capacity is 1,000 
units per week; but orders for 
Zingos come in at the rate of only 
500 per week. His total cost for 
rent of room, rent of machine,

raw material and his labor at 
nominal wage is $500 a week, 
with a production of 500 Zingos 
a week, he must sell them at 
price of $1 each. However, if 
he could make another 500 Zingos 
a week for only $100 additional 
for raw material and for power, 
with no extra rental or labor cost, 
1,000 Zingos a week would then 
be sold at $2 each. Yet he does 
not raise the extra 500 units 
so he decides to use advertisers 
his own selling expense) go 
to them. How much can he spent 
on advertising to get orders for 
these 500 additional units a week? 
He has a saving of $200 on what 
he does not need to spend on 
them.

Anyway, "I'll miss you the 
more than you'll miss me. In-
cidentally, you can't miss, 
you won't be disappointed, 
you'll never have cause for 
chagrin when you place that 
certain share of the new 
advertising appropriation on CKNB. 

Yours very truly,

Gene Chapman

GSC/LG

Station Manager

AN ALL-CANADA STATION

Farming PLUS!

CKBI MARKET

1949

FARM INCOME

$251,000,000.00

TIMBER — $5,251,095.00

FISH — $1,282,437.00

FURS — $2,243,867.00

Money from Farming PLUS Fishing, Furs, 
and Forests, provides year-round income. This "3 in 1" combination available only by 

USING

CKBI

PRINCE ALBERT, SASK.

5000 WATTS

SUMMERSIDE—2nd largest in Prince Edward 
Island. Est. population 8,000.

MARKET— Saturation has proven results for 
over 200 local advertisers.

THE VOICE OF CANADA’S GARDEN PROVINCE

CJRW

1K

MONTREAL — TORONTO — WINNIPEG — VANCOUVER

2C

www.americanradiohistory.com
FEDERAL

A TOP NAME
IN COMMUNICATIONS
AVAILABLE IN CANADA

FEDERAL TUBES
with
LONGER LIFE
and
ENDURING PERFORMANCE

In tube manufacture, the smallest det. Is 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.

Federal
FM Antennas

Federal
FM Mobile Radio Units

Federal
Transmission Lines
(Solid)

www.americanradiohistory.com
Easter Seal Show
By All Ontario Radio

Toronto—Much of the talent from Canada’s Radio Row will move into Maple Leaf Gardens Sunday, April 2, to perform in the annual radio show, “The Crippled Children’s All-Star Easter Party,” a gratifying performance in aid of Ontario’s handicapped youngsters.

Program committee men Mart Kenney, Eske Ljung and Cy Mack, charged with the responsibility of rounding out an interesting hour of entertainment, plus an hour-long pre-show for the Gardens’ audience, came out of their huddle with a who’s-who program log, featuring almost every local and network artist.

Handling the chief announcing task will be CFRB newsmen Jack Dennett, with Foster Hewitt doing the program introduction. The major on-coming chore is scheduled to be handled by comics Johnny Wayne and Frank Shuster in addition to a cabaret skit which will also include Wayne & Shuster’s show regulars Herb May, vocalist, Terry Dale, and producer Jackie Rea.

Master speller Roy Ward Dickson will be open for attempts at stumpimg him from the pages of Webster.

Popular music for the show is to be done by Mart Kenney and orchestra, assisted by other Canadian Cavalcaders such as Norma Locke, Wally Koster and the Quartet. Cavalcade producer J. Frank Willis directs this segment, with announcing by Elwood Glover.

Another comedy skit scheduled for the program is to be handled by Stan Francis and Cy Mack, “Share The Wealth,” performers, along with English comedian Eric Christmas.

The sextet from Donizetti’s opera, “Lucia di Lammermoor” will be done by Margaret Kerr, Elizabeth Benson-Guy, Jimmy Shields, George Murray, Jan Rubes and Edmund Hockridge, with musical direction by Terrence Gibbs. Orchestra is handled by Samuel Hersenhoren leading a 45-piece orchestra.

The Ford Theatre’s cast, and producer Alan Savage, will present an original play by George Salverson. Background music for the play is to be composed and conducted by Lucio Agostini, a operatic aria, not yet revealed, will be sung by young coloratura soprano Lois Marshall.

Winding up the all-star show will be the usual complement of talent from General Electric’s “Leslie Bell Singers” program. The all-girl chorus, directed by Dr. Bell and assisted by Howard Cable’s orchestra, will do a couplin’ of numbers. Soloist Solisot Charles Jordan will also be featured. Announcing is by Jack Scott.

Sprinkled throughout the show will be non-commercial commercials, revealing the work and progress for funds of the Ontario Society for Crippled Children, handled by Kate Aitken, Lorne Greene and Andrew Allen.

The show will be aired from 4 to 5 p.m., April 2 over a network of Ontario stations.

A Disc-Jocky
A Tub of Dimes...

Edmonton.—CFRN staff announcer Omar Blondahl was the master of ceremonies when the $15,000, considered to be two new records set were set recently. In the first place, he is probably the only man ever to have piled over $15,000 into his bathtub. Second, the sum of money is said to be the largest amount ever raised in Canada for the “March of Dimes Polio Fund” by one headquarted.

Omar, who jockeys two wake up programs over CFRN, undertook to assist in the appeal of the Canadian March of Dimes as started plugging “Omar’s Polio Fund” over the air in the middle of January. The object was to fill his bathtub with money, or even the bathroom if possible, aid victims of polio through the national agency, The Canadian Foundation For Polio Research.

The first dive came in the same day that Omar’s campaign began and after 21 days, Omar, the CFRN staff and some enthusiastic countants called in for special duty, were counting up figures, and money-bearing men were still arriving.

Groups of employees in Edmonton, in addition to the thousands of individuals who responded, took up collections to boost the fund well over the $10,000 mark. Swi

One of the finest endorsements we can offer is that HORNACE N. STOVIN represents us in Canada, and that Pete McGuirk (and Mary, of course) of WEED COMPANY represents us in the U.S.A.

The fact that these people recommend CHAB in Saskatchewan is our “Success Story” of all time!
Canadian Company filled an oversized bologna casing with 2,000 pounds of meat and sent it to the station, where the boys in the local CNR freight office packed a three-foot length of two-inch pipe with cash. They came a specially made candy pop, with a contribution in kind from Sunland Industries. A hardware store packed a miniature generator with $130.00 in dimes. Station staffers claim, however, that the price tag of the whole lot was a cheque from a Neon company measuring 35 feet long and five wide, but the bank cabled it.

*Aland poet
*

The auction department of stations receivable," a pair of jeans, knit by an elderly local lady from wool she had spun and dyed by hand, brought $175 from the highest bidder. Omar’s bathtub, registered $15,000 and every cent was said to be happy about two months of work that had been helping out in the community. Omar, when it was all over, started in to do some housecleaning, beginning with the tub: "I’d like a bath."

**

A Plea For Less Corn

Corn—A plea to radio not to utilize the large acreages it desires for its transmitters for production of corn—either in ground or on the air—was made by Louis Blake Duff, noted local poet and after-dinner speaker, during the official opening of CKTB’s new transmitter at Welland.

The St. Catharines station has just moved its place on the dial from 1550 Kc. to 620 Kc. Improved reception in the Welland area, and the close proximity of the new site to that city was the reason why the "opening" was held there.

The program, written and produced by CKTB program director Bill Wheeler, was well received by a local audience which packed the auditorium of the Welland Collegiate Institute.

In keeping with the station’s slogan "The Niagara District Station," talent was drawn from all over the Peninsula and included, besides Mr. Duff: Abbie Andrews and the Canadian Ranch Boys, a young singing group from Niagara Falls, the Gamma Sigma Quartet, who gave forth in true barber shop tradition; the extremely able Port Colborne Light Opera Society, directed by Raymond Coughlin, whose "Merry Widow" and "Lord’s Prayer" were especially well received; the Welland Little Theatre Group, which gave Bill Wheeler his first chance to hear one of his own scripts on the air; and drew an unqualified plaudit from the Star’s often acrid Gordon Sinclair: a singing team, nostalgically reminiscent of Frank Crummitt and Julia Sanders; son, Bill Hutchison and Hilda Osborn of the Canadian Army Show; and worthy of special mention, Tommy Morrison, editor of the Welland Tribune, who works with Rex Stimers on CKTB sportscasts, stepped in at the last moment when Stimers was unable to appear.

**

CKAT Refurbishes

Trail, B.C.—Latest British Columbia station to install new equipment is CKAT here, with a $40,000 transmitter opened, topped by a 275-foot transmitter tower. John Hepburn, chief engineer of the station, was in charge of the job.

New technical equipment cost $16,000, manager John Loader announced, with the rest going into groundwork and building costs.

Transmitter operators David Glover and Phillip Hutton handle the new equipment.

The station, a Trans-Canada network basic, serves a community which is the home of Consolidated Mining and Smelting Corporation, one of the province’s biggest industrial enterprises and the largest smelter in the Commonwealth.

It’s Easy

TO DO BUSINESS
WITH CALDWELL
-ROOM 823-

**

CKSB

THE KEY TO THE FRENCH MARKET
IN THE KEYSTONE PROVINCE OF CANADA

A 1000 WATTS OF SELLING
POWER TO AN EXCLUSIVE AUDIENCE

**

WORKING for Radio

Because CB&T reflects a continuous picture of Canadian Radio.

Because CB&T has a forthright and fearless editorial policy.

Because CB&T carries a torch for private enterprise.

Because CB&T is always striving to be of use to the industry through such activities as its gratuitous employment service.

Because CB&T maintains at all times a sense of humour.

NATIONAL ADVERTISERS AND THEIR AGENCIES * REPRESENT 1,241 OF CB&Ts AVERAGE CIRCULATION OF 1791.2 AND RADIO STATIONS USE ITS COLUMNS TO REACH THE ENTIRE NATIONAL MARKET.

*ASK 'EM

CANADIAN BROADCASTER

PUBLISHED BY R. G. LEWIS & COMPANY LTD.
163 ½ CHURCH STREET - TORONTO, ONTARIO
NO Cocktail Bars!

NO Ski Excursions!

NO Broadway!

SO...

There's Nowhere To Go in Medicine Hat
Except To Stay At Home and Listen to CHAT!

WE TRAVEL FOR THEM... ENTERTAIN THEM... REPORT FOR THEM...

SELL THEM!

CHAT

MEDICINE HAT

ONE THOUSAND PERSUASIVE WATTS

AN ALL-CANADA STATION

C.B.C.

CBC Board Agenda

OTTAWA. — The CBC board of governors is this week hearing three applications for new AM stations, one of them deferred from last month, at its 69th meeting, being held here March 24-25.

The board is also hearing, in public session (March 25), "any further representations, either in favor of or in opposition to a restriction on the broadcasting of bingo games."

The agenda also includes various representations for power increases, frequency changes and stock transfers.

The board will hear applications from New-Freedom Enterprises for a license to operate a 5 kw. station on 890 kc. at St. John's. In the same city, VOCM is making a bid for a power boost from 250 watts on 1000 kc. to 1 kw. on 590 kc.

The board will hear applications from new AM stations from Pollock Enterprises Ltd., for 250 watts on 1250 kc. in Kitchehen. Although it is not so stated in the CBC release, it is understood that this applicant is seeking a dawn-dusk operation. This concern now operates station CFCA-FM. in Kitchehen.

Continental Broadcasting Inc. is applying for 5 kw. on 1280 kc. near St. Constant, P.Q.

Power increases are being sought by CKOK, Penticton, from 250 watts on 800 kc. to 1 kw. day and 500 watts night on the same frequency. CHVC, Niagara Falls, wants an increase in daytime power only from 1 kw. to 5 kw. omni-directional on 1600 kc.

Two Edmonton commercial stations are putting in a bid for the 580 kc. frequency which has been occupied by the Alberta Government station CKUA, reported to be about to close. CFRN, according to the CBC release, is asking for the spot on an omni-directional basis, while a request from CJCA is labelled directional antenna—night.

CFHR, Hay River, N.W.T., is asking for a move from 1230 kc. to 1490 kc. This is a Canadian Army station.

The following stations are applying for authority to transfer shares: CJGX, Yorkton (1 share); CKX, Toronto (19,909 shares); CKOC, Hamilton (52% shares); CHLP, Montreal (15,363 shares); CJFX, Anglican (4 shares).

CKY, Winnipeg, wants its license transferred from Bergman-Moffat Broadcasting Co. Ltd., to Broadcasting Station CKY Limited.

CKOC, Hamilton, is asking for a license to operate an emergency transmitter.

Harry Boyle

Boyle's was "one of the most sensible appointments the CBC ever made," Diespecker allowed. "He is a working radio man. He knows his medium. He knows that he is in show business, no matter what name you apply to it. And that is more than you can say for a good many CBC employees and executives."

In his column, entitled "CBC Needs More Boyles," Diespecker described Boyle's background at farm broadcasts, and commented:

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FOR THESE ARTISTS

ARLOW, Herb

COWAN, Bernand

DAVIES, Joy

DENNIS, Laddie

DIAMOND, Maurice

FITZGERALD, Michael

FLETCHER, Susan

FOSTER, Dionne

FOWLER, Dorothy

GARDEN, Mary

GOTT, Herk

HANDLEY, Joe

HARRON, Donald

HUMPHREYS, Peter

LAFLUR, Jay

LOCKEBE, Beth

MILLSOM, Howard

NELSON, Dick

HESBIT, Barry

O'MEARN, Mona

RAPHIN, Maurice

ROWAN, Steve

SCOTT, Sandra

WILLIS, Austin

WOOD, Barry

Day and Night Service at Radio Artists Telephone Exchange
during his recent visit to
answer "pictures showed him
coming in an easy chair with a
sort of
surprised expression on his face.
It's not the kind you, Boyle
nobody of the smartest men CBC
is in its staff. As a matter of
fact they need a lot more like
him of the man's good character.
ices. The Province writer and
editor, said, is that "Harry
Gibson is firebrand. He is outspoken,
when he feels that something
ought to be said he says it, and does
not care who gets hurt.
that is a very good thing for
the CBC. It tends to clear its
headstream, which becomes very
much like times."

THE BEST BUY IN CANADA

U.T.S.
Musical Library

GIVING RADIO STATIONS COAST TO COAST
MORE FOR LESS

- Large Basic Library
- New Monthly Releases
- Weekly Script Service
- Variety of Artists and Groups
- No Duty — No Customs

"Be seeing you at the convention"
Exclusive Radio Features Co. Ltd.
225 MUTUAL ST.
TORONTO

CJAD greets
C.A.B. meets

CJAD calls to Niagara Falls
To greet every delegate there
To hope every one
Will enjoy lots of fun
With never a moment of care.
And while problems abound
May the answers be found
That will bring happy smiles in the hall.
Good luck, C.A.B.—
May Niagara Falls see
The best get-together of all.
Did compose myself at my desk this morning, being a day of rain and overcast, and set to catching up on various journals of the Radio Industry which do truly warrant my attention • • • whereupon my Faithful Secretary did plant this sheet in front of me, showing pictures of the managers of those goodly and progressive stations we represent, and did order one to write therein a message to the C.A.B. Convention • • • The which I now do with right good will, for the sight of these many friendly faces gives me a thought that makes me reach for my newly-mended quill without delay • • • So, for once, to amaze my Faithful Secretary by my promptness.
Radio, meseems, is far more than a voice coming out of a loudspeaker, selling for manufacturers, services, business organizations, both national and local. Rather is Radio vision and planning and proper direction under expert business management. Represented here are men who are leaders in the industry of broadcasting, each one an outstanding figure in the business life of his community, alert to the pulse of the listeners his station serves. These are men who, in the final sense, assure success in every appeal to publick action, whether it be to the buying of goods or services, or the development and promotion of the welfare of this nation. And so to Convention.
ADVICE TO THE MIKELORN
From an address to the Broadcasting Class of the
Kynesron Institute of Technology.
By RICHARD G. LEWIS

Years ago, my father asked me
why I never sought his advice about my problems. I told him
that my reason was he always expected me to take it.
Now I would say: "Get all the
advice you can. Aggravate everyone with your questions. But hav-
ing stored up all the information you can, go ahead and make
up your own mind. Remember there is no disgrace in being
wrong; that doing nothing is the only thing to be ashamed of; and
that it is better to have loved and lost than never to have tried to
get a job in a radio station."

* * *

Everyone remotely connected with radio is forever besieged with hundreds of youngsters all deter-
mined to get into the broadcasting business. Yet, to be truthful about it, not one of them knows
for sure that it is the business he or she is really looking for. How could they know? They've
never been in it. After all, we would never know if we liked oysters unless we tasted them,
and if we do taste them and find we don't like them, then trying to force them down because we
think we ought to is just plain damn stupid. The wise guy says:
"I thought I was going to like them and I was wrong, so make
mine a Swiss cheese on rye." There is no disgrace in being
wrong provided you have the courage to admit it. And an-
other thing, we spend more time working than anything else we
do, so we might as well find some-
thing we like.
Anyone want to quit right now...

Now what is this thing called
radio?
How do you picture yourself in
the crazy pattern of this ama-
bizing business?
Do you envisage yourself step-
ing to the microphone in Car-
negie Hall, immaculately attired
in a suit of white tails? Can you
see yourself standing at the
mike, waiting for a sacred hus-
to fall over that vast audience?
And then can you hear yourself saying: "Ladies and gentlemen,
the voice of this great gathering
stills as Signor Arturo Toscani
steps to the podium; the lights
dim; the maestro holds his
baton imperiously aloft; a tension
hangs in the air..." Is that
the sort of picture you have of
yourself in the radio business?
I'm sorry, but if it is, you are
for a rude awakening.

Unless you want to join the
CBC, which specializes in the art
side of the business (and makes
a very fine job of it too), if you
are hoping to link up with one of
the 128 private stations rather
than with one of the 18 govern-
ment ones, then make up your
mind to one thing. Radio is no
show business. It is part of the
advertising business. And your
success is going to be gauged, not
on the dulcet quality of the dis-
phragnostic tones with which you
introduce the symphony, nor on
the majesty and poise with which
you address your unseen audien-

When CKOC Speaks
— THE PEOPLE ACT!

IN HAMILTON ONTARIO
CKOC SELLS!

Adly Represented in Canada by
ALL-CANADA RADIO FACILITIES
In the United States by
WEED & CO.

To the RADIO INDUSTRY AND FRIENDS AT
THE C.A.B. — 1950 is Advertising’s year. RADIO
IS GOING TO DELIVER THE GOODS AS NEVER BEFORE IN HISTORY.

Welcome to the Niagara Peninsula —
We’ll See You at the General Brock!
You may have heard the expression "in five hundred, when he soars to cerulean heights of stardom, which runs that he does introduce the astro, or read the national

And while some punk like Joe Botolfsky's Shoe Repair, read it as though it were your own business or your father's. Take an interest in your station's sponsors. If you are called upon to read cake flour commercials, get someone to bake a cake with some of it, and think of its sweet lusciousness as you read your lines. This way, you'll have sponsors asking for you, and you'll notice the change in your pay envelope.

One cardinal virtue in radio men, that I am afraid is somewhat conspicuous by its absence, is humility.

When people tell you how good you are, thank them, and to Hell with them. The man to listen to is the man who pays your salary and the man who pays him, his sponsor.

More hats have grown out of heads in this racket than any other, unless it's the theatre.

And that reminds me. Years ago I was an actor—out of a job. I went to see the producer of a stock company and told him of my many and varied accomplishments. He listened patiently, and when I was through, he said: "Brother, you remind me of the Barrymores." I beamed. "You bring to mind Walter Hampden's superb Hamlet; Sara Bernhard's Camille." I could hardly contain myself. "There's only one difference," he added. "Yes," I mouthed eagerly. Turning on his heel, he said: "They're working."

Radio doesn't have hours. It just has split seconds. If you don't love it, stay out of it. If you want to work from nine till five and grow petunias and stuff caterpillars in the evening, get yourself a job in a cheese factory or the Customs House. But if you want to be a radio man more than you want to eat, then go ahead. You'll meet some of the grandest guys in the world. You meet them in every business. And the jerks too. But in radio, you will meet people who are in their chosen callings, which means they are happy people, as happy as I hope you will be—God help you.
PARALLELS DO MEET

“MITCH’S PITCH” will be a highlight of the CAC Convention, because U.S. radio’s ambassador-at-large sets broadcasters back on their heels when he lets loose with one of his off-the-cuff talks. Seen here—Mitch’s parallel number in the CAB, Pat Freeman (left)—is Maurice Mitchell himself, caught in Toronto between planes when he stopped off for a bite en route to Ottawa to sell the government on using U.S. radio for the tourist trade. (He did.)

HOW THEY STAND

The following appeared in the current Elliott-Rogers ratings, as the top talking programs. The first figure following the name is the E-R rating; the second is the change for the previous month.

DAYTIME

<table>
<thead>
<tr>
<th>Language</th>
<th>Program</th>
<th>1950</th>
<th>1951</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td>Big Sister</td>
<td>16.1</td>
<td>16.1</td>
</tr>
<tr>
<td></td>
<td>Miss Perkins</td>
<td>15.7</td>
<td>15.7</td>
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<tr>
<td></td>
<td>Maggie Gung</td>
<td>15.6</td>
<td>15.6</td>
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<tr>
<td></td>
<td>Road of Life</td>
<td>15.6</td>
<td>15.6</td>
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<tr>
<td></td>
<td>Popper Young</td>
<td>15.4</td>
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<tr>
<td></td>
<td>Sight To Happiness</td>
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<tr>
<td></td>
<td>Life Can Be Beautiful</td>
<td>12.9</td>
<td>12.9</td>
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<tr>
<td></td>
<td>Laura Limited</td>
<td>12.2</td>
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<tr>
<td></td>
<td>Rita Martin’s Musical Kitchen</td>
<td>13.1</td>
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<tr>
<td></td>
<td>Aunt Lucy</td>
<td>13.0</td>
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<tr>
<td>French</td>
<td>Jeunesse Dorée</td>
<td>29.5</td>
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<tr>
<td></td>
<td>Rue Principale</td>
<td>28.7</td>
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<tr>
<td></td>
<td>Noman Jeanne</td>
<td>22.9</td>
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<td></td>
<td>Quai d’Ormeau de Détente</td>
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<td></td>
<td>Grand Soir</td>
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<td></td>
<td>Tonle Lucie</td>
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<td></td>
<td>Joyeux Troubadours</td>
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<td>A L’Événement des Fins</td>
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<td>Auteurs</td>
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<tr>
<td></td>
<td>Quelles Nouvelles</td>
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<tr>
<td></td>
<td>Francine Louvain</td>
<td>20.5</td>
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Evening

<table>
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<th>1950</th>
<th>1951</th>
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<tr>
<td>English</td>
<td>Charlie McCarthy</td>
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<tr>
<td></td>
<td>Piper McCue &amp; Molly</td>
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<tr>
<td></td>
<td>Lux Radio Theatre</td>
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<tr>
<td></td>
<td>Our Miss Brooks</td>
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<tr>
<td></td>
<td>Bob Hope</td>
<td>27.0</td>
<td>27.0</td>
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<tr>
<td></td>
<td>Twenty Questions</td>
<td>25.3</td>
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<tr>
<td></td>
<td>My Friend Irma</td>
<td>23.0</td>
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<tr>
<td></td>
<td>Aldrich Family</td>
<td>21.0</td>
<td>21.0</td>
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<tr>
<td></td>
<td>Mystery Theatre</td>
<td>22.2</td>
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<tr>
<td></td>
<td>N.K.L. Hockey</td>
<td>20.9</td>
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<td></td>
<td>Great Gildersleeve</td>
<td>20.9</td>
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<td></td>
<td>Roy Rogers</td>
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<td></td>
<td>Suspense</td>
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<tr>
<td></td>
<td>Boston Blackie</td>
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<td>19.0</td>
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<tr>
<td>French</td>
<td>Un Homme et Son Poéme</td>
<td>39.2</td>
<td>39.2</td>
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<td>Radio Curie</td>
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<td>Metropole</td>
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<td>Balladier du Rire</td>
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<td>En Chantant dans le vivier</td>
<td>25.2</td>
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<td>Talents de Chez Nous</td>
<td>25.0</td>
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<td></td>
<td>Théatre Joual</td>
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<td>Chansons d’Amour</td>
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<td>Fantaisie de la Chanson</td>
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<td></td>
<td>Josée Double</td>
<td>19.8</td>
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<td>Jairote Lyrique</td>
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<td></td>
<td>Quelques</td>
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<td></td>
<td>Variété 57</td>
<td>19.4</td>
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<tr>
<td></td>
<td>Mine d’Or</td>
<td>19.1</td>
<td>19.1</td>
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</tbody>
</table>

“STATION OF THE STARS”

Just a few—Amos ‘n Andy, Charlie McCarthy, Ozzie and Harriet, Our Miss Brooks, Jack Smith, Twenty Questions, Club 15, Fat Man, Breakfast Club, Beulah, Contented Hour.

MIGHTY MIKE sez...

S.O.S.
SELL ON A SOUND BASIS WITH
“THE BUCKLE ON SASKATCHEWAN’S MONEY BELT”

PARALLELS DO MEET

Selling 80% to 90% of all sets turned on during daytime hours, with 385-167 French people in coverage area.
Since 1946 . . .

36% of Canadian Broadcasters purchasing new equipment specified . . .

General Electric Transmitters

New AM and FM Stations and Stations Increasing Power are placing their confidence in these products

There's a reason for this . . .

- Technical Service Coast-to-Coast
- Canadian Manufacture to meet Canadian Requirements
- Quality Products

And now Television . . .

Canada's First Station will be equipped with a General Electric Television Transmitter — made-in-Canada
You, too, can place your confidence in G-E products

Visit us at the CAB Convention

Canadian General Electric Company Limited
HEAD OFFICE: TORONTO — SALES OFFICES FROM COAST TO COAST
WINNIPEG'S CKY
HAS POWER -
5,000 WATTS!
PLUS
PERFORMANCE -
68,544 LETTERS
IN 3 WEEKS! FROM
EVERY POINT ON THE MAP!

FM
Backward Baby Burps
New York. — Completely overshadowed by public and professional interest in the broadcasting industry's television baby, the slightly older FM has been threatening to take a back seat — way back — in the past couple of years, although most observers thought it left the maternity hospital before the war looking very strong. The guesstimaters and trend men hereabouts talked gloomily, as did the owners, when the odd FM-only station decided to close its books and call it quits. The creditors lined up on the left and waited for the sad news — no dough.

However, a recent report on the static-free medium, made by The Pulse, Inc., and publicized by the National Association of Broadcasters, reveals some statistics which show that the 12 FM stations in New York proper, and many others within range, have a potential audience of 2,065,500 listeners as of last January, and indicates that it is still growing.

The survey actually consisted of three surveys, taken in July and October of 1949, and the last during January of this year in a 10-county area of New York City.

Considered the prime revelation of the report by Edward L. Sellers, head of NAB's FM department, is the disclosure that FM ownership continues to increase appreciably. In January, according to the report, the number of FM radio homes in New York stood at a 193-hour all-time high of 512,000, showing an increase of 256,000 or 122,000 in a six-month period.

Using the national average, 3.5 persons per radio home, these set figures were projected to show an increase in potential audiences of more than 427,000 persons.

The second item of significance is the number of hours per day spent listening to FM as compared with AM. In homes having FM, the average number of hours for FM was 16, with very little fluctuation during the period, but 2.6 hours for AM, ranging from a low of 2.4 in July to 3.1 in October. The conclusion is said to be that FM listeners, for some unsupervised reason, are loyal listeners. This fact appears to indicate, according to Sellers, that FM has a real value to the boys running combination stations. It also indicates that FM listeners get more consistent programming.

Apparently, as the survey points out, the notion that only the rich are interested in the newer frequency modulation reception on the bunk. Set ownership, in New York at least, is divided among four income groups as follows: Rich, 10.7%; upper middle-class, 39.8%; lower middle-class, 40.6%; poor, 8.8%.

The researchers were also interested in determining why people had FM in their homes. This led to this a myriad of answers was given. Most respondents said the FM just came with a new TV or AM set, although this 49.2% group was not reported as specifically choosing radios with an FM band 195.7; reported that they changed to FM for reasons characteristic of this medium; i.e., no static, better reception, FM stations' programming.

Of a total of 42 various trade marked FM receivers on the market, RCA sets were found in about 16% of the homes; Philco came second with 12%; Stromberg-Carlson and Zenith follow closely behind.

It was pointed out that, with programming available from at least 12 stations in the area, New York FM listeners hardly form a representative group, especial since a large percentage of programs are designed to hold an appeal to an audience of so-called "longhairs." However, it is all clear that FM can and does manage to hold its own in the face of increasing competition and show marked signs of growth. Competent observers note, incidentally, that 

March 22nd, 1950

Representatives:

H. N. STOVIN & CO. ADAM J. YOUNG JR., INC.
Canada U.S.A.

IN WINNIPEG, MANITOBA it's

CKY
A G E N C I E S

F. H. HAYHURST

Toronto. — Canadian Canners Ltd. has a spot announcement series going to women's feature shows on CKW, Vancouver; CHML, Hamilton; CFRB, Toronto; CKEY, Toronto, and CFCC, Montreal, advertising Aymer Jams and Marmalades.

MacFeeter's Creamery has scheduled a spot announcement series over CHUM, CKEY, Toronto, and CHML, Hamilton, advertising Golden Bar Cheese and Honey Butter.

MacLAREN ADVERTISING

Toronto. — Da-Val Associated Companies Ltd. has started a daily transcribed spot announcement series over a group of Ontario, Quebec and west coast stations, to run through next winter with a summer lay-off, advertising rain gear, sportswear and women's suits and accessories.

MOVES TO MacLAREN'S

Toronto. — Wes McGregor has joined the sales promotion department of MacLaren Advertising here after eight years of account work with Ronalds local office. McGregor is the current president of the Industrial Advertising Association Ontario chapter.

PLANT ADVERTISING

Windsor.—Elder Packing Company has scheduled a spot series on the Toby David Show over CKLW, Windsor, advertising Society Dog Foods.

GARRY J. CARTER

Toronto.—Drayton Motors has started the five-minute five-a-week morning show, Personalities in the News over CFRB, Toronto, featuring Gordon Sinclair. The series will be both transcribed and live and is scheduled for 26 weeks.

C O C K F I E L D B R O W N

Toronto. — Canadian Durex Abrasives Ltd. has a transcribed spot announcement series going to 23 stations coast to coast on a five-a-week basis until the end of the year advertising the various uses of Scotch Brand Cellulose Tape.

Montreal. — Imperial Tobacco Company has added CKNW, New Westminster, to its Saddle Rockin' Rhythm schedule beginning April 4 for 13 weeks and advertising Ogden's Fine Cut.
CALGARY'S

CFAC

WINS

National Research Bureau's "Outstanding Promotion Award"

Another reason why your program over CFAC reaches more people and sells more merchandise.

Effective To

SUNDAY

11:00 a.m.  Good Morning America
12:00 Noon  Canadian Broadcast News
1:00 p.m.  White Coat Beat
2:00 p.m.  Canada Calls
3:00 p.m.  Town and Country
4:00 p.m.  Uncle Lute
5:00 p.m.  Great Canadian Songs
6:00 p.m.  Today's Top Tunes
7:30 p.m.  W洞 the News
8:00 p.m.  Radio Drama
9:00 p.m.  Night Time Stories
10:00 p.m.  Bedtime Stories
11:00 p.m.  Good Night America

EVENINGS

MONDAY

8:00 p.m.  Overland Trails
9:00 p.m.  Live Radio

TUESDAY

6:30 p.m.  Fibber McGee
7:15 p.m.  Songs of Our Time
7:30 p.m.  Gay Lomondo
8:00 p.m.  Bob Hope
8:30 p.m.  Mystery Theater

WEDNESDAY

8:00 p.m.  Hollywood Open House

CFAC's Prize-Winning Promotions
Win for You Calgary's Majority Audience

Elliott-Haynes Surveys and consumer demand for sponsored products consistently prove it.

For Time Availabilities call ALL-CANADA RADIO FACILITIES LTD. Montreal — Toronto — Winnipeg — Vancouver
## RADIO STATIONS AND THEIR REPRESENTATIVES
### Listed Alphabetically by Provinces

### BRITISH COLUMBIA

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[www.americanradiohistory.com](http://www.americanradiohistory.com)
IN VICTORIA IT'S CKDA!

MANAGING DIRECTOR

DAVID M. ARMSTRONG

An original staff member of CFCT in Victoria, this young business executive furthered his broadcasting experience through positions at CAND, Kelowna; CHLO, Vancouver; and CKWX, New Westminster. Dave's desire to add to broadcasting medium which will become an integral part of Victoria life.

ASSISTANT MANAGER

GORDON M. REID

Add up 12 years of broadcasting experience and you have the background of this radio veteran. Commencing his radio career at CFN, Edmonton, Gordon moved to the executive staff of CKMW, New Westminster, in the capacity of Sales Manager. As on-the-air, all-the-air radio salesman par excellence.

SALES MANAGER

DAVID G. HILL

Without a doubt one of the friendliest voices in Canadian radio today Dave can rightly claim some 15 years in the broadcasting business, including important positions at CFEN, Edmonton, and CJOR Vancouver. Announcing or selling, this personable gentleman always finds a ready audience.

PROGRAM DIRECTOR

C. EDWARD FAREY

Victoria-born veteran of 12 years experience, Ed began his broadcasting career at the old CFCT in Kitchener. The years between produced rise to positions at CFXE, Frazer Pylon CFXC, Winnipeg, and CJOR, Winnipeg and also an overseas veteran of the R.C.A.

TOP MEN

SEE RADIO REPS.

NEWS EDITOR

ED DEERMOOT

Thirteen years of broadcasting experience in all phases of radio makes Des a wise choice for this important position. Previous employment includes positions at CAND, Kelowna; CHLO, Vancouver; and CKWX, New Westminster. In addition to his News Editor duties, Des will handle many Special Events.

BLOCK PROGRAMMING

Extensive time and thought has been given to the programming question and it is felt that a well-balanced daily schedule of broadcasting has been the net result. All types of music and program ideas have been employed, with the accent placed on catering to the listeners' preferences. Under the Block System, most programs will be of at least one hour duration, in conjunction with our News on the Hour theme. We have acquired the famous Standard Transcription Service, which guarantees our listeners the finest in music and artists. A proven broadcasting medium, Block Programming will bring to our listeners a new and refreshing type of presentation.

PLUS

Special Events

NEWS ON THE HOUR EVERY HOUR

Pledged to provide the most complete news coverage possible, we have installed one of the most up-to-date newscasts in Canada. Our news schedule provides at least five minutes of the latest news every hour on the hour and, in some cases, a 10-minute resume. In addition, many other comprehensive newscasts have been scheduled to keep our listeners posted on happenings both world and local. To make this coverage possible, we have employed the services of British United Press, which, along with our own local news agency, will result in a complete and comprehensive news-gathering bureau second to none here in Canada.

PLUS

SPORTS

CKDA

Victoria's New Radio Voice

FOR A

TOP SELLING JOB

SEE RADIO REPS.

CONTINUITY EDITOR

ROD D. WALTER

Another talented British Columbian can claim two years of varied experience in radio broadcasting. Past employment has included positions at CKDA, Kelowna; CHLO, St. Thomas, and CFXC, London. An accomplished writer and an excellent announcer, he will be a definite asset to the news staff at CKDA.
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**LETHBRIDGE TAKES PLEASURE IN WELCOMING all the VISITORS and DELEGATES to the CANADIAN ASSOCIATION OF BROADCASTERS CONVENTION NIAGARA FALLS MARCH 27-30, 1950**

CJOC Sells Soap
Oxydol's Ma Perkins pulled an E-H rating of 35.3.

CJOC Sells Soap
Ivory Soap's Right to Happiness pulled an E-H rating of 32.6.

CJOC Sells Shirriff's Products
Shirriff's Fun Parade pulled an E-H rating of 38.8.

CJOC Sells Ford of Canada
Fred Allen pulled an E-H rating of 46.3.

CJOC Sells Wax
Johnson's Wax Fibber McGee and Molly pulled an E-H rating of 47.9.

CJOC Sells Cereals
Quaker Oats Barnyard Jamboree pulled an E-H rating of 30.5.

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ACHIEVEMENT AT BELLEVILLE

All types of fine radios for the home

The HAMMOND ORGAN
Maestro's music glorifies home

For Church and Home

Northern Electric
COMPANY LIMITED

DISTRIBUTING HOUSES THROUGHOUT CANADA
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www.americanradiohistory.com
He Thought He Had "Blanket Coverage" of Quebec Province
...UNTIL HE SAW OUR PICTURE!

These six basic French-language Radio Stations in Quebec Province form a Group* for the purpose of giving Advertisers complete, multi-station penetration of

86.2% of all French-Quebec Radios

In addition, two supplementary stations bring penetration up to

93% of all French-Quebec Radios

You need “The Group” for adequate blanket coverage.

Inquiries, to us, or our Representatives, are invited.

OMER RENAUD & CO.                          HORACE N. STOVIN & CO.
MONTREAL                                      TORONTO

We look forward to welcoming you
at the forthcoming
C.A.B. Convention.

"The Group" means 6 stations, or more, operating together under the subsidiary network rules of C.B.C.—sold as a Group.

LES ASSOCIES DE LA RADIO FRANCAISE LTD

1434 OUEST STE-CATHERINE WEST — SUITE 310
MONTREAL, CANADA
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### RESULTS POSITIVE!

When YOUR sales message is broadcast over these ACTION STATIONS

- **CKPC**: BRANTFORD, Ontario
- **CKFI**: FORT FRANCES, Ontario
- **CHVC**: NIAGARA FALLS, Ontario
- **CKLB**: OSHAWA, Ontario
- **CJIC**: SAULT STE. MARIE, Ontario
- **CHUM**: TORONTO, Ontario
- **CKNX**: WINGHAM, Ontario
- **CHLP**: MONTREAL, Quebec
- **CJNT**: QUEBEC CITY, Quebec
- **CFBC**: SAINT JOHN, New Brunswick
- **CKEN**: KENTVILLE, Nova Scotia
- **CFAB**: WINDSOR, Nova Scotia
- **CJCG**: CALGARY, Alberta

**MEMO TO ADVERTISERS**

**When YOUR sales message is broadcast over these ACTION STATIONS**, **POSITIVE RESULT** will occur.

REPRESENTED BY

**JAMES L. ALEXANDER**

Radio Station Advertising Representative

Concourse Building
100 Adelaide Street West
Toronto, Ontario

Drummond Building
1115 St. Catherine St. West
Montreal, Quebec

Telephone Adelaide 5994
Telephone Harbour 6448
The Canadian Frontier of Opportunity has moved back to the East Coast. Iron, coal, fish, lumber, pulpwood, electric power potential, rich farm land, year round harbours, water and air terminus for European and South American trade are but part of this land of Opportunity.

REPRESENTATIVES:
ALL-CANADA RADIO FACILITIES
WEED & COMPANY
PRESS NEWS SERVES ALL –

Station...

Listener...

Sponsor...

Quality in Station Newscasts
Tops in Listener Appeal
Effective Results for Sponsor

A Straight Parlay...

THE ASSOCIATED PRESS
REUTERS
THE CANADIAN PRESS

...every one a winner
...and all in one package

Welcome to the “New” Canada!

JUNE 24th IS HI-WAY DAY

the day when

Flin Flon's new highway will be opened to link the Continent with the vast, rich North.

and CFAR FLIN FLON IS RIGHT IN THE CENTRE
Canadian Radio and Television Annual
1950

JUST OFF THE PRESS

CANADA'S ONLY COMPLETE RADIO AND TELEVISION GUIDE

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- STATIONS AND NETWORKS
- THE BUSINESS SIDE OF RADIO
- BROADCAST EQUIPMENT AND ENGINEERING
- MUSIC IN RADIO
- TELEVISION
- MASSEY COMMISSION RADIO BRIEFS LISTED
- WHO'S WHO IN RADIO
- LEGISLATION AND REGULATIONS
- RADIO'S FIRST QUARTER CENTURY

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302 BAY ST., TORONTO 1, ONT.

Please send 1, 2, 5, or 25 copies of the 1950 Year Book at $6.00 per copy.

Name

Address

March 22nd,

DRAMA

Radio Stock Company

Toronto. — Howard Milsom, Billboard Award winning "Workshop," nurtured by the Massey Commission, is beginning to attract a new audience — the young, who make this entertainment a regular feature of their daily lives.

Fifty actor-members, with equivalent number on the waiting list (and many a waiting lot of them), have paid the demonstration of a project that's all the rage. The show is "The Massey Commission Radio Annual," and it's being broadcast on CKEY from 7 to 9:30 p.m. Monday through Friday.

No money changes hands between Milsom and the young actor-members, who make their living as free-lance actors and are paid what they consider a "good fee" from CKEY. The show pays for the actors' expenses.

Workshop members are selected without audition. They are gauged solely on the enthusiasm and sincerity they show for radio acting.

On admission they are told that only one per cent become professionals, that 30 per cent by the way when the work wears off, and that the bloom of youth is essential. The show pays for the actors' expenses.

In spite of this, Milsom — not without justification — and his wife, Margaret, have become such "discoveries" as M. Leete, Herb Gott, Peggy J. Irwin, Les Rubie, Pat Barry, and the "Workshop's" first romance, J. Michael and Barry Neshet. These men and women are working professionally.

Qualifications for membership are non-existent. Current members range from a girl of 15 to a lethargically blind lady of 70 years. Occupations range from housewives to office manager, street-car conductor.

No promises of parts are made to members. Weekly play is cast from the complete membership on Monday nights, and they can try their hands at any part they like at any time. Casting is on an entirely non-perstitutional basis.

Milsom takes one compulsory Oshawa and another in Barrie each week. Gradually he is bringing actors and actresses to show Stock Company, "Workshop," entirely of local people in these towns. He is also testing in other stations in the metropolitan area, and plans to extend the "Workshop" to other cities and towns.

Canadian Radio and Television Annual

1950

Mail this coupon today.

Canadian Broadcaster & Telescreen

March 22nd,
STATIONS OF THE CBC NETWORKS

Atlantic Region (Basic)
CFBY Fredericton
CFFX Antigonish
CFCY Charlottetown
CHNS Halifax
CKCW Moncton
CKNB Campbellton
CJLS Yarmouth
CFBC Saint John

Atlantic Region (Supplementary)
CJFC Saint John
CJFB Moncton
CJOY Ottawa

Mid-Eastern Region (Basic)
CJTR Sherbrooke
CJEF Sherbrooke
CJOY Ottawa

Mid-Eastern Region (Supplementary)
CJLN Nelson
CKPG Prince George
CFPR Prince Rupert

French Network
(CBC)
CBF Montreal
CBY Quebec
CBE Chicoutimi

French Network
(Supplementary)
CJIC Hull
CJGB Ste. Anne de la Pocatiere

Dominion Network
Atlantic Region (Basic)
CJIC Sydney
CJFX Antigonish
CFCY Charlottetown
CHNS Halifax
CKCW Moncton
CKNB Campbellton
CJLS Yarmouth
CFBC Saint John

Mid-Eastern Region (Basic)
CJTR Sherbrooke
CJEF Sherbrooke
CJOY Ottawa

Mid-Eastern Region (Supplementary)
CJLN Nelson
CKPG Prince George
CFPR Prince Rupert

Pacific Region (Basic)
CJCI Kemloops
CJOW Kelowna
CJAT Trail
CJBR Vancouver

Pacific Region (Supplementary)
CJKN Prince Rupert

Canadian Broadcasting & Telescreen
2nd, 1950

NOW DAILY FOR SWEET CAP

JACK WELLS
Sports Bureau

* Available - Exclusive broadcast rights to Baseball

WELCOME TO THE NiAGARa DIstrict BROADCASTING COMPANY Limited

Your Niagara District Station

Have a barrel of fun and a successful convention!

And while you're here, give a listen to CKTB's new "620" signal and planned programming, tailored to the tastes of the whole Niagara Peninsula. Learn for yourself, right here on the ground, why CKTB is "The Niagara District Station."

We're sorry you'll not be here to see Niagara Falls and the whole Peninsula swarming with tourists—to see the start of the new $175,000,000 hydro development at Queenston—to see the stream of Welland Canal shipping that feeds the industrial areas of St. Catharines, Thorold, Port Colborne and Welland; to see the bountiful farms around St. Catharines laden with blossom or fruit.

But even at this time of year every bustling industrial plant, every well-kept farm and city home reflects the solid prosperity of this market. Whether you keep awake for business sessions or not, you will readily learn two things: CKTB's Niagara District Market is a mighty prosperous one, and intensive cultivation brings a sure, rich harvest.

Your Niagara District Station

NOW 620
ON YOUR RADIO DIAL

While you're so close why not visit St. Catharines and see our operation? Bill Burno on, Cliff Wiens, or Vince Lecoo will be glad to drive you over.

Minutes left on this page. Let us know if there is anything (legitimate) we can do to make your stay more enjoyable.
It's the most natural thing in the world for parents to be prejudiced about their own. If they weren't, they wouldn't be human. We, at CKLW, pop a button on our vest everytime we think about our 50,000 watt baby. We boost the finest sales outlet for your product in Windsor and Western Ontario... urban and rural. It's no blarney when we make this assertion. Elliot Haynes, in a recent survey, proved CKLW to be the best radio buy in this district. Cash in on this marvellous opportunity for more profitable sales — include hard-hitting CKLW now, in your Windsor and Western Ontario... urban and rural advertising plans.

CKLW
AM-FM
THE GOOD NEIGHBOR STATION
WINDSOR
ONTARIO

Canadian Broadcasting Corporation
Mutual Broadcasting System
Members of Canadian Association of Broadcasters

Representatives: H. N. Stovin, Canada • Adam J. Young Jr., Inc., U.S.
### RADIO ADVERTISING AGENCIES

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

<table>
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U.S. Recognized Agencies Have Automatic CAB Recognition in Canada

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On NOVA SCOTIA'S SOUTH SHORE

170 LOCAL 30 NATIONAL AND TRANS-CANADA NETWORK ADVERTISERS

CHOOSE

CBKW BRIIDGEWATER, N.S.

Represented by RADIO REPRESENTATIVES LTD.

In CANADA

DONALD COOKE INC.

In U.S.A.
The Gates
BC-1F air conditioned transmitter

Specifications BC-1F Transmitter

CARRIER FREQUENCY RANGE—
540 to 1600 Kc. as ordered.
CARRIER FREQUENCY STABILITY—Plus or minus 10 cycles.

CARRIER POWER OUTPUT—1000 watts as rated by D.O.T.

R.F. HARMONICS—Below .05%.

A.C. SUPPLY—220 volts (115/115 volts) single phase. Plate transformer tapped for 210, 220, 230 volts. Fila-

ment and plate voltage controlled rheostats on front of cabinet.

A.C. POWER INPUT—Output; average program watts; 100% modulation.

TUBES USED—One each 813, Two each 6J7, 6J5, 866/866A. Three each 5L16, each 833A.

FEED BACK—Six decibel.

OUTPUT CIRCUIT—Pi Network Tank and T Network. Coupling provides low harmonic radiation. Continuous coil tuning eliminates variable air condensors and post is over.

OUTPUT IMPEDANCE—40 to 300 ohms as ordered (un

POWER INPUT—550-600 ohms at 0 Dm.

DISTORTION—3% or less 50 to 7,500 cycles at 90% modu-

NOISE—60 Db. or better below 100% modulation.

AMPLIFIER—50-600 ohms at 0 Dm.

CARRIER SHIFT—3% or less from 0 to 100% modulation.

SIZE AND COLOR—78” high, 72” wide, 33” deep. Supply gray trimmed in black and chrome.

WEIGHT—Packed, 3,450 lbs.

METERING—Ten 4” meters across top including dual power meters and hours consumed meter. Three smaller meters with intermediate amplifier and 813 grid drive.

COOLING—Forced air.

SA-50 CONSOLE

This is one of the finest speech input equipments ever built. The “programaster” provides the most complete circuit control ever desired from a console type speech input system. The various amplifiers are mounted on a rigid frame attached to the heavy all cast aluminum “tilt back” type cabinet. There is quality plus in the SA-50 design. The famous SA-70 pre-amplifiers with quad shielded input and output transformers, a new design four stage program amplifier plug-in type relays of the telephone type, the use of power components having a maximum temperature rise of 40 degrees centigrade and an assembly and wiring job that reflects skilled workmanship all combine, with a host of other things, to make the SA-50 equipment a truly outstanding instrument. The Gates SA-50 Console was over ten months in engineering. Each part was rigorously checked for not only excellence in performance but ability to perform well in all climates. Cross talk, the budgeco of all dual operations is definitely eliminated in the SA-50. Low noise and distortion is not just a statement but a fact. If it is the finest for your broadcasting station it must be the GATES SA-50 Dual Console.

GATE’S TRANSMITTING EQUIPMENT

This service is available to help you with FM, AM and TV engineering problems. If you are planning to establish a station or extend your present facilities, call or write Marconi.

GATES TRANSMITTING EQUIPMENT

distributed in Canada by

CANADIAN MARCONI COMPANY

Established 1937

Vancouver • Winnipeg • Toronto • Montreal

Halifax • St. John’s

www.americanradiohistory.com
NATIONAL
ALES REPRESENTATIVES

CANADA

J. L. ALEXANDER
into: 100 Adelaide St. W.
real: Drummond Building
J. L. Alexander
Frank Edwards

ANADA RADIO FACILITIES LTD.
into: Victory Building
real: Dominion Square Building
slpge: Childs Building
ery: Taylor, Pearson & Carson Building H. R. Carson
ouver: 198 W. Hastings St.

DCAST REPRESENTATIVES LTD.
slpge: Lindsay Building
A. J. Messner

DIAN BROADCASTING CORPORATION
into: 354 Jarvis St.
treal: 1231 St. Catherine St.
A. Weir
Maurice Valiquette

A. HARDY LTD.
treal: 1015 Dominion Square Bldg.
Jos. A. Hardy
nto: Reford Building
real: Medical Arts Building
erved by William Wright

N. HUNT & ASSOCIATES
ouver: 505 Dunsmuir Street
J. N. Hunt

ND BROADCASTING SERVICE
slpge: 171 McDermot Ave.
A. L. Garside

NIAL BROADCAST SALES
nto: Bank of Commerce Building
real: Medical Arts Building
R. A. Leslie
R. A. Leslie

RENAUD & CO.
treal: 1411 Stanley Street
Omer Renaud
John Fox

REPRESENTATIVES LTD.
nto: 4 Albert Street
real: Dominion Square Building
slpge: Lindsay Building
J. N. Hunt

CE N. STOVIN & CO.
treal: Keefer Building
A. A. McDermott
slpge: 432 Main Street
J. Whitehouse
J. W. Stovin

AM WRIGHT
nto: Reford Building
real: York Building
William Wright
Bill Todd

UNITED STATES

LD COOKE INC.
York: 551 Fifth Avenue
J. Sheppard
Donald Cooke
Fred Jones

Los Angeles: 521 North La Cienega Blvd.
Lee O'Connell
William Ayres

Francesco: 544 Russ Building
Chas. J. Sheppard

hland: 1323 Penobscot Building
Howard McNeehan

DE & COMPANY
York: 19 West 44th Street
Joseph Bloom
Robert Balfour

Los Angeles: 1127 Wilshire Blvd.
L. Krasner
Harold Hoffman

Francisco: 607 Market Street
Dora Dodson

SP HERSHEY McGILLYRA INC.
York: 366 Madison Avenue
J. H. McGillyva

Los Angeles: 155 North Wabash Avenue
Rex S. Gay, Jr.

Angels: 684 S. Lafayette Pk. Place
R. W. Walker

Francisco: 68 Post Street
Roger Parratt

Ontario: Mortgage Guarantee Building

D & CO.
York: 350 Madison Ave.
Joseph J. Weed
Peter A. McGar

Los Angeles: 203 North Wabash Ave.
Cornelius C. Weed

Detroit: Book Building
Bernard Pease

Lincoln P. Simonds

Francisco: 68 Post Street
Lincoln P. Simonds

Ontario: Slater Building
Dana Baird

Ontario: Palmer Boulevard
George Swearingen, Jr.

H. J. YOUNG JR. INC.
York: 22 East 40th Street
Adam J. Young, Jr.

Los Angeles: 55 East Washington Street
Wm. J. Reilly

Francisco: 2978 Wilshire Blvd.
A. O. Dillenbeck, Jr.

Ontario: Mills Building
D. A. Scott

www.americanradiohistory.com
New York. — Television's increasing cost problem had a thorough going-over at the Second National Television Conference in Chicago.

Among the ways suggested to reduce costs was wider use of participating programs by several advertisers sharing the outlay. However, not all of the leading video executives were in agreement. John B. McLaughlin, advertising and sales promotion manager, Kraft Foods Co., called teevie spots a greater irritant than the maintenance of program quality. Pointing out that spot advertisers, by coasting along with large sponsors of regular programs, reap benefits they do not pay for, Mr. McLaughlin urged an equitable code with a sound rate structure.

He also disclosed that his company's one-hour dramatic series on NBC-TV is beginning to pay off and he estimated that Kraft's telecasting cost per set in 1950 will be 15 to 18 cents as compared to $1 in 1948.

Les Waddington, radio-television director, Miles Laboratories, said that national advertisers would be helped into television "if the radio networks would offer a series of rate reductions in the cities in the proportions in which TV is cutting into radio." Mr. Waddington added: "We are looking to the day when radio networks will sell the network minus the basic or TV cities. Then we can really climb on the TV network bandwagon with those funds. That is our challenge to the nets who are looking to our friends for TV support."

Best report on the status of television (and color) was offered by Martin Codel, publisher of the authoritative Television Digest. He pointed out, for instance, that a popular misconception about color television is that all the FCC has to do is issue an order tomorrow—"and, presto, not only color but a flock of new TV stations will spring into being overnight."

"Actually, except for the eight more stations that were authorized pre-freeze and are still under construction, it will take a good 18 months to three years to get any appreciable number of new stations on the air. . . Color likewise will be slow to get under way, regardless how the FCC decides the current proceedings in Washington."

In giving two reasons for the delay, Mr. Codel said that "First, for the reason that almost no one in the deficit-ridden telecasting industry, can really afford to broadcast any color system now on any substantial scale—though those who are plumping for color are making an awful lot of noise about it and confusing an awful lot of people about its immediacy."

"Secondly, even if it were perfected and ready and acceptable, color would come slowly because new sets would have to be purchased, or gadgets attached to existing sets, in order to receive it—quite aside from the new apparatus and new techniques required at the transmitting end."

Toronto.—In a bid for a slice of the American tourist business, British Ceramics & Crystal (Canada) Limited have gone into television advertising with a two-week spot campaign over WHBN-TV, Buffalo, making it one of the first companies here to use the new medium.

The spots for the one-market test campaign are done live in the Buffalo studios and currently feature the Shelley line of imported English fine bone china, with copy directing American visitors here to chinese dealers in Canadian border towns.

In the above picture, Mr. and Seymour, featured in the half-hour participatory "Shopping Guide," go their paces with Shed during one of the British spots.

British Ceramics was importer of English china radio in Canada and sponsor of National "Music Hall of Fame" with stars of opera and stage. Advertising for company is under the direction of F. H. Hayhurst Co., Limited, Toronto.

In addition to these three from the CBC is expected to wave in still higher wave establish direct links from and mobile units to the other. These frequencies, operating in the 2,000-12,000-mc bands, and will be used to form a relay system.
PERTISING'S DYNAMIC OPPORTUNITY

LORNE GREENE

Condensed from an address delivered to the Advertising and Sales Club of Toronto on February 14, 1950, by Lorne Greene, president of the Academy of Radio Arts and radio actor and newscaster.

It is the opinion of experienced people that the combination of properly created television advertisements and good local merchandising in the markets covered will eventually be one of the strongest selling packages ever used. This makes the advertising consultant a very important person in the set-up. The general assistant is the one man in the organization who can say: "Oh, I thought George was doing that." He keeps check on time and production charges, negotiates contracts, keeps a file of all program and talent information, is responsible for meetings and reports, and insures the production and approval of material within the time limits set. All this plus other duties which always crop up.

There is no need, of course, to elaborate on the need of a secretary who is competent and willing to put up with the demands of a TV department. Her advice can also be valuable in the slanting of women's shows of which I know there will be a number in time.

These are, in the light of experience, the requirements, basic requirements, of a TV department. The stress is always and ever upon the knowledge of the medium. In the light of my own experience, I have found that there is a growing demand in the radio industry for trained personnel. At the Academy of Radio Arts we have more requests for trained graduates than we can possibly fill. In that respect we feel that we are delivering a service to the broadcasting industry, and to the advertising industry as well. A number of people whom we've trained have found a place in your business, and their knowledge of the broadcasting medium has been of benefit to you as well as to them.

Now arises the need for trained personnel in television. True, we are not yet using this medium. But we will be shortly. A year or two is such a short time. True, we have no equipment available to us for training purposes, but a great deal can be done without equipment. It is not feasible for those of you who intend to become part of this great new venture to go to England or France or the United States for an extended period of time to study. But a great deal, you have doubtless found, can be done by co-

(Continued on next page)
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3 Channels For CBC

Toronto. — Television channels for the three proposed CBC stations in Toronto and Montreal have been assigned by the Transportation Department. The Corporation’s acting general manager, Donald Manson, announced here last month.

In Toronto, it was reported, channel 9, running from 186 to 192 mcs, will be used by the CBC’s station, currently under construction, which is expected to be in operation in the fall of 1951. Two channels were assigned for Montreal, as the Corporation expects eventually to operate one French outlet, in addition to the English station now being planned. Channel 2, the first on the band and covering from 54 to 60 mcs, and channel 5, from 76 to 82 mcs, have been earmarked for that city.

In addition to these frequencies, the CBC is expected to use waves in still higher and establish direct links for mobile units to other. These frequencies, operating in the 2,000 to 5,000 mcs bands, will be used to form a relay system.
VERTISING'S DYNAMIC OPPORTUNITY

You will not be a fact in at least another 15 years by using the meagre basis. It may not be five years before national advertising agencies and other media for the atmosphere, which is certainly of a much greater character than the United States. But Toronto, New York, and Los Angeles have a much more pronouncedly advanced advertising industry. So it would seem that the shoulders of those who are responsible for our business in this city are of the pioneers in new and novel advertising. And TV provides an interesting new dimension of the advertising represented here today. Investigating this new field, we have found that there are many complex problems, to say the least, as also many dollars and concerns. For there is no mistaking the cost of a high-grade ad program. But also so far as the people TV will need. And their types are many, such as directors, writers, art directors, copywriters, model makers, floor make-up men, costume designers, painters, electricians, property men, and so on. And of course, good experience all. All this is a specialized train-

experience.

feeling that the same for the personnel of sales agencies. They are going to require women with a special training and a special kind of experience. People who understand the meaning of angle shot, bird's-eye perspective, a gobo, a modelling of the camera raking a set, sweep, focusing, on-set montage, and so on.

no doubt in my mind that there are women, as you know, a copywriter's work sheet contains the written sales story and perhaps one or more pictures. But basically the picture and sales appeal are developed by words. It's an advertising problem solved by words. An artist adds the required pictures and arranges the elements of the ad into a pleasing whole to support the copy. The visual writer is a one-man panel of experts. He must understand the limitations of the live television camera and the tremendous flexibility of the motion picture camera. He must have a knowledge of animation, trick effects, and most of all, he must have a good eye.

Now comes the story-board artist. He prepares the final visualization for the client. Of all the media that an advertising agency handles, TV is the toughest to visualize. Not too much imagination is needed to turn a magazine ad when you have the copy and the finished layout. Practically no imagination is required. But TV is a different medium. It is read aloud or recorded on a trial disc. But visualizing a moving, talking picture is something else again. Since it is economically impossible to film a TV commercial in rough and project it, the story-board is the compromise. The story-board artist draws up representative frames that, together with the printed dialogue underneath, will give a fair indication of the action. It would be a simple thing to throw the entire organization creating the TV commercial into the lap of the film producer—he can and does create clever and original film work—but the film man cannot be expected to shoulder the responsibility of planning a campaign that will create maximum sales for the budget available. So the agency must put a professional advertising man in the job of creating TV ads and that man should understand the medium he's working with.

It is the opinion of experienced people that the combination of properly created television advertisements and good local merchandising in the markets covered will eventually be one of the strongest selling packages ever used, which makes the marketing man want a very important person in the set-up. The general assistant is the one man in the advertising man who cannot say "Oh, I thought George was doing that." He keeps check on time and production charges, negotiates contracts, keeps a file of all program and talent information, is responsible for meetings and reports, and insures the production and approval of material within the time limits set. All this, plus a number of other duties which always crop up.

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Grand Prize Winner on Mother Parker's Musical Mysteries, February 11th—Mrs. O. G. Neuman, 833 Colborne Street, London. Seen being interviewed by Bob Reinhart, CFPL listener won a new automobile when her letter was drawn from the mail bag.

Mrs. C. J. Plantz, 454 Horton Street, London, shared $5,440.00 with her grocers who sold her Mother Parker's Tea. Left to right: Mr. Plantz, Mrs. Plantz, Bob Reinhart, CFPL Program Director, Pat and Angus Melnès, the grocers, and Pat Penn, Mother Parker's representative.

Two winners in the same city on the same night for Mother Parker's Musical Mysteries may have been luck... but CFPL's loyal audience is the result of careful and continuous planning and promotion.

PRACTICAL MEASURE OF RESULTS

Mother Parker's Tea—and every advertiser—is interested in response... sales... conclusive proof of action. And here is a dramatic example of CFPL influence in Western Ontario's rich market!

LETTERS FROM NINE COUNTIES IN WESTERN ONTARIO

Mail bags bulged with thousands of letters in the week before "Mother Parker Called London." Station calls stimulated listener interest. Newspaper releases plugged the show.

Everything culminated in a jackpot pay-off for CFPL listeners... a most successful sales promotion for Mother Parker's Tea. Tape recorded, the interviews above were aired as a follow-up the next day.

February Rating... 25.7 (Elliott-Haynes)

Another example why advertisers prefer CFPL... Western Ontario's Most Progressive Radio Station

(Continued from previous operation, if it's an important enough project. And this is an important enough to enlist your concerted effort. Dr. Vladimir Zwarikin, one of the foremost television engineers, has said that television is a powerful tool for changing the lives of our citizens. It will influence our thinking and our lives. Better argument for you. As we need to emphasize as great a knowledge, intimate knowledge, of workings of this medium as possible, its limitations and its

The advertising industry is looking over the shoulder of television in making use of television will need responsible people, responsible people who are craftsmen with good taste, who have a commercial is bad on radio; 10 times as bad on TV. Let's add another sensible to that one and sound. But it is on learning as much as we can, learning that we can avoid pitfalls which can make television a dangerous means of communication. We must not judge growth by lack of understanding of the medium's power and possibilities.

May I suggest then, the television industry to consider... regulations, perhaps through the broadcasting agencies and sales organizations, perhaps through the broadcasting agents, and to form a training institute for television. For training must be made available in the preparation of a program idea, the writing of a script, the problems and the knowledge of television for a program idea. Perhaps this accomplished slowly, first, by inviting competent authority from the top management visiting Toronto to give advice and conduct clinics, to help clear thinking about the TV industry. Then, as equipment and facilities become available, to conduct courses, so that those will be participating actively in the business of telecasting have more than just a passing acquaintance with the tools of the trade.

The time is now for the advertising industry to consider... the most dynamic opportunity that has been presented to it. This is a history which must be done in a dignified, with foresight, with patience. Together, and with the experience of our American cousins, the British must use the tools they have to produce something that we can produce some of the best radio on the North American continent. We can do the... in television, and sooner—perhaps as we start work on it—

IN EDMONTON

$90,000,000
BUILDING
PROGRAM
UNDERWAY!
Success and Congratulations!

From the BCAB

TEAMWORK MEANS GREATER PROGRESS FOR OUR INDUSTRY!

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

BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

CHWK—CHILLIWACK
CJDC—DAWSON CREEK
CFJC—RAMLOOPS
CKY—KELOWNA
CHUB—NAHAIMO
CEIN—NELSON
CXSK—PENTICTON
CJAY—PORT ALBERNI
CKPG—PRINCE GEORGE
CJAT—TRAIL
CJOB—VANCOUVER
CKBX—YANCOUVER
CKSY—YANCOUVER
CJIB—VERNON
CJHI—VICTORIA
CKHS—NEW WESTMINSTER

www.americanradiohistory.com
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 independent station 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 1/6 of Canada's population—are made 1/5 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 1/3 of the buying power of Canada!

CFRB 50,000 watt 1010 kc.

REPRESENTATIVES:
United States: Adam J. Young Jr., Inc.
Canada: All Canada Radio Facilities Limit