

CANADIAN BROADCASTER

AND TELESCREEN

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June 28th, 1950

CBC MAY GET FUNDS NONE KNOW WHERE

By Tom Briggs

Ottawa. — The report of the special parliamentary committee on radio broadcasting, which may be delivered before this issue comes out, is expected by observers here to contain a recommendation to Parliament that additional revenue be found to allow the CBC to carry on its present services and such projected expansion and improvements as are necessary.

The CBC's financial picture, revealed in statements tabled during sessions of the committee here this month, has reached a desperate point, with a deficit of \$262,000 showing for the year ending March 31, 1950, and an estimated \$22,000 in the red for the present year. It was pointed out by CBC Chairman A. D. Dunton that the Corporation now cannot pay for its bills and that "something basic must take place either in the revenue or the expenditure side." He said that it is not for the CBC, but the government, to decide on ways and means of solving the problem.

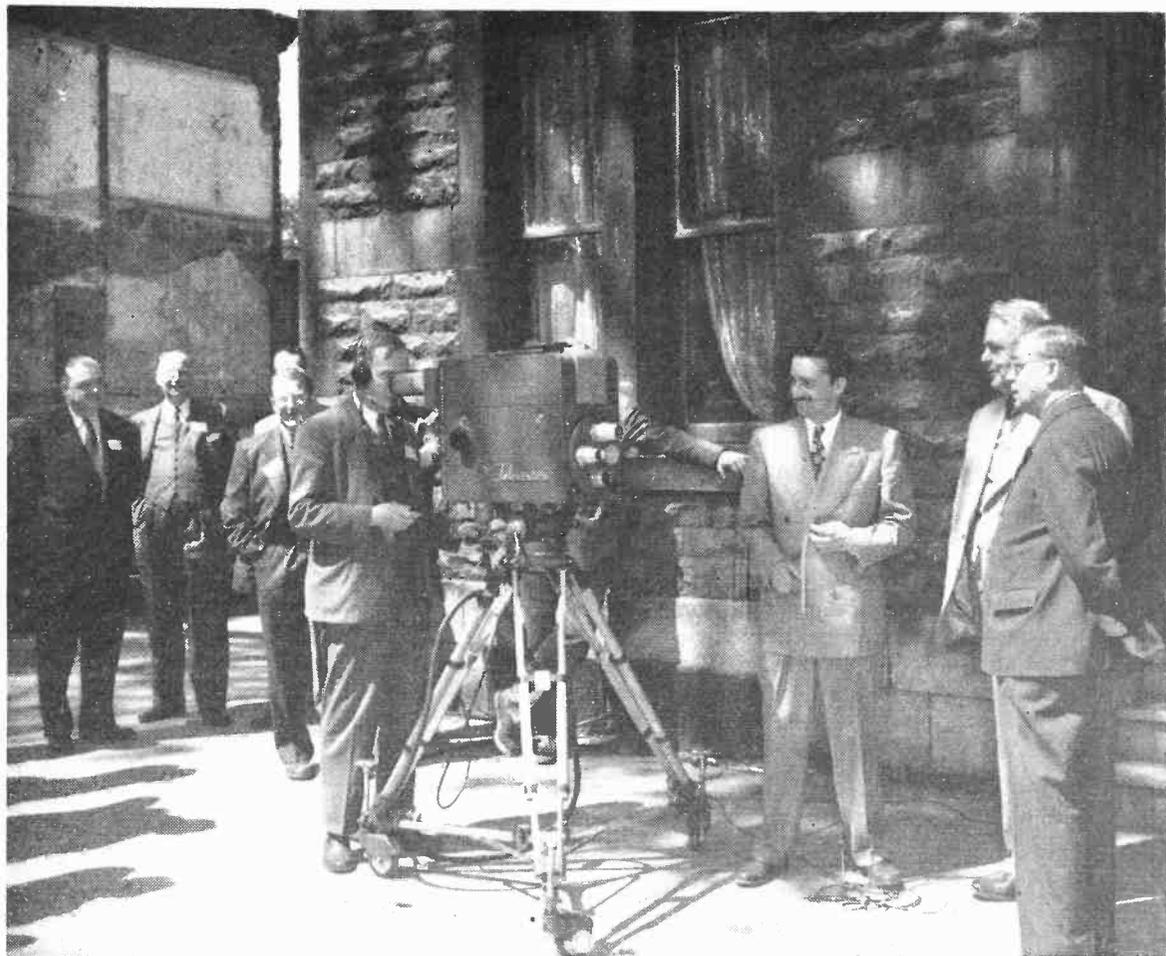
"As we see it," Dunton said, "the system is to maintain the present standard there has to be a change in the basis of public revenue," as it is "unlikely that the government should be able to get much more out of commercial revenues."

The committee went into the question of reducing CBC expenditures to a point where they would meet income, or lopping \$4,000,000 off an expected \$9,000,000 outlay for this year. Committee Chairman Ralph Maybank said that the suggested retrenchment was "more for the record" than serious consideration. He then proceeded to guide the committee while the "suit was cut according to the cloth."

The first item to come up for consideration was a budget of \$7,000,000 for artists' fees. Programming would be sliced, but CBC Director General of Programs Ernest Bushnell said, this would have to be done in chunks. Page 50 would be the first one to go, with a saving of \$75,000, and the program *Startime* would be another possible cut.

CBC commentaries, although quite a cheap form of program, would be cut, said Bushnell, saving some \$85,000, but in all cases cutting out programs the problem of filling the vacant space would cost some money; even records run about \$5,000 a year, he said. The "commentaries" include such programs as: *Citizen's Forum*, *Cross Section*, *In Search of Citizens* and *In Search of Ourselves*.

The *CBC Wednesday Night* programs could be cut off com-



TELEVISION HISTORY WAS MADE on the occasion of the recent visit of members of the special parliamentary committee on radio broadcasting to the new CBC Radio-Canada centre in downtown Montreal. An RCA Victor Mobile Television Unit broadcast the first sidewalk interviews in Canadian video annals. Above, Ralph Maybank, chairman of the parliamentary committee, is shown at the RCA camera with (left to right): J. L. McMurray, of RCA Victor; A. B. Hunt, of Northern Electric; W. A. Nicholls, CBC chief plant engineer; K. R. Patrick, of RCA Victor; George M. Murray, M.P. for Cariboo, B.C.; and Dr. Augustin Frigon, general manager of the CBC.

pletely, by filling the time with American shows if available, thus making the Corporation another \$150,000 better off.

After making these cuts the remainder would have to be made up by firing staff, according to the CBC chairman, because the CBC board feels that salaries in the Corporation are at a minimum now. The staffs handling farm programs, news, and school broadcasts, would have to go, and live broadcasts from regional points could be cut out, he said.

Dropping the Dominion network completely would register a saving of from \$200,000 to \$300,000, Dunton said, but claimed that the public would be deprived "of what I think is now a pretty interesting, entertaining and often very useful evening service right across the country. I think that the savings would be very small in relation to the service provided."

Returning to the question of increasing the CBC's revenue, A.

Stewart, member for Winnipeg North, brought up the suggestion that the license fee be abolished and supplanted by a one dollar per head of population grant. This would bring in about \$14,000,000 instead of the present \$7,000,000 from licenses. "I think the impression left by that suggestion was somewhat misleading," Stewart said, "because I do not know of any other way in which you can get the money you need than through the suggestion of doubling the present license fee and making it \$5, and increasing . . . commercial revenue."

Most of the committee members and CBC witnesses seemed unwilling to admit that the \$5 license and increased commercial revenues were possibilities. Dunton, who pointed out repeatedly that the Government and Parliament, not the CBC, was responsible for making changes in the financial set-up, took pains to make it clear that the CBC required a sum equal to a \$5 license fee to carry

on, and that he did not necessarily advocate an increase in the license fee. Informed sources here said that although the committee's report would probably recommend increased revenue for the national radio system, it is not likely to include a suggestion how the money is to be raised.

It was explained that such suggestions would be in the policy-making sphere and should not be put forward until the Royal Commission makes recommendations for a permanent radio policy, including finances.

GUY HERBERT OVERSEAS

Guy Herbert, general manager of All-Canada Radio Facilities Ltd., is in England and will visit Paris.

The purpose of his trip is to explore the possibilities of interesting British and other overseas business in using Canadian radio to spark the sale of goods exported to this country.

He will return about the middle of July after a six-weeks' tour of industrial centres.

A SALUTE TO A JOB WELL DONE . . .



Out of the scores of reports, headlines, messages and writeups which have literally poured out of Winnipeg and Southern Manitoba when the Red River and its turbulent tributaries went on the rampage, the story has eked out on the prominent part played by Canadian Radio.

All-Canada Radio Facilities is proud to represent CKRC, Winnipeg and the All-Canada Family of Stations who each and every one have demonstrated a spirit of enthusiasm and cooperation of the highest order.

A SALUTE to the staff of CKRC

In the early stages of the flood, many of the staff were necessarily absent from duty, fighting to save their homes or to get their families out of danger. In some cases the homes were under water, others were in danger areas and had to be evacuated. Personal worries were put aside in the hours of crisis, and with the exception of a few who had to leave town with their families, the entire staff were soon back to work and going as hard as they could.

A SALUTE for COOPERATION

A dramatic battle ensued to save CKRC's transmitter at St. Norbert and many outside stations answered the call for assistance. CKRM, Regina supplied a transmitter and operators Bill McDonald and Len Cozine . . . CKCK, Regina sent Bill Coult of their transmitter staff and prepared to send another transmitter. CKOC, Hamilton sent Les Horton, Chief Engineer of CKOC. Bert Cairns of CFAC, Calgary supplied a power supply for a thousand watt.

A SALUTE to resourcefulness and

adaptability—As the flood situation worsened, and the evacuations began CKRC was flooded with thousands of requests to locate missing persons, and then the staff really went to work.

A complete "Flood Crisis Staff" was set up operating twenty-four hours a day—three eight-hour shifts of ten people. Part of this staff looked after the telephones and the other looked after the News Room. By this means the entire flood picture was put together and super-imposed right over the regular schedule. It really did a job. Thousands of "Personal Messages" were broadcast to people who had evacuated to some place or other and couldn't be found by their relatives, thus saving utter confusion in Winnipeg and Southern Manitoba.

A SALUTE to confidence in the future

Reconstruction plans are now well under way and it is a fact that many millions of dollars damage has been done. But it is also a fact that many millions of dollars will be spent here this summer to repair the damage. A great deal of these necessary dollars, as well as the urgent and vital necessities have already been contributed by cities, towns, and hamlets from all parts of Canada as well as England and the United States—a tribute to true democracy.

In the Words of the Manager and Staff of CKRC . . . "Don't ever forget that WINNIPEG is still Canada's fourth largest city and CKRC, Canada's best radio buy . . . and we've got plans—boy have we got plans."

WELL DONE WINNIPEG • WELL DONE CANADA • WELL DONE CKRC

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STATIONS

A Crick In The Neck

Winnipeg.—Seems people in the innipeg area are more than willing to give a helping hand to their fellow man.

Gene (Porky) Charbonneau, as gag, told a yarn about a transmitter employee coming up with a crick in his neck after getting into an argument with a stubborn door.

Porky said his fellow employee CKRC was really being bothered by the stiff neck and wanted to know if his listeners had any suggestions for a cure.

The response flooded the station switchboard and an extra operator had to be rushed in to handle the calls.

Some people suggested their favorite remedies. Others gave the names of doctors they thought could fix things. Porky sifted through the tips and came up with the lady's favorite rub for stiff necks. It worked in jig time on the transmitter man.

Everyone was happy except Porky. The nervous strain was early too much, and now he fervently hopes his fellow workers keep on the healthy side.

■ ■ ■

The same station has wrapped up a bright musical show for 30 minutes of Saturday afternoon listening. It features Paul Grosby and his quintet in the day's popular tunes. Vocalists are Maxine Ware and Arch McDonnell. More and more listeners are catching this popular feature.

■ ■ ■

"Wendy Warren" and her program, "Over the Back Fence," is providing interesting listening to women who dial CKY each morning between 9.30 and 10 o'clock.

Wendy covers countless topics of interest to women, ranging from beauty to budgets, menus to medicine, clothing to careers, personalities to poetry.

Recently she toured various Manitoba towns and gave innumerable speeches to a variety of organizations. She was lauded in many country papers for her work in addressing women's organizations and furnishing features of timely interest and helpful information on her program.

■ ■ ■

City community clubs' activities are being given featured space in CJOB's program schedule. Once a week a roundup is aired of the functions being staged by the various clubs. Crowning of a queen at a recent massed jamoree of all clubs in the Winnipeg Auditorium was broadcast over the station.

Cliff Gardner had the winner on his early morning show and, amid wolf howls and kindred goings-on, conducted an interview with her. The girl also appeared on the regular weekly show.

■ ■ ■

Don Fawcett has decided to give radio another fling, joining the staff of CJOB. A few years

back, Don, after graduation from high school, entered radio work at Kenora. Later he spent some time at CKRC. Last year he entered the banking business, but quit a short time ago in favor of an announcing and promotion spot at CJOB.

■ ■ ■

Early risers among Manitoba's farm population are on the receiving end of some good advice, Monday through Saturday, from Lionel Moore, CKY's farm director.

Lionel, a well-known personality throughout rural areas of the province for many years and a man who is well acquainted with agricultural problems, is heard every morning except Sunday between 6 and 7 o'clock.

Lionel has an extensive farm background. Prior to moving to his present 10-acre suburban home, he operated a quarter-section of mixed farming. Then he served three years at the Union Stock Yards in St. Boniface. His broadcasting career got under way in 1947 when he was named to conduct market programs from the stock yards.

Aside from his broadcasts, Lionel now finds time to raise 200 hens and tend a large fruit and vegetable garden at his suburban residence. He says: "A man should know everything about his business and the best way for a farm director to speak with authority is to practice what he preaches."

■ ■ ■

Let's Talk Canadian

Canadians who don't talk like Canadians got the back of the hand from Esse W. Ljungh, CBC producer and director.

"A phony mid-Atlantic accent," was what the Swedish-born CBC man complained about.

According to Ljungh, the accent becomes especially apparent when a Canadian appears in public or on the radio. He didn't name any names, so presumably the whole industry was being indicted.

"I appreciate that people in different parts of the country have the peculiar accents of their region," he allowed.

"Many do speak with an accent that is peculiarly Canadian," he said, "except those who whenever they appear in public use this mid-Atlantic thing. It is neither English nor Canadian and does not give the person talking the appearance of culture as he so fondly thinks."

■ ■ ■

Ljungh himself learned English (or is it Canadian?) in the 1920's when he worked on a Saskatchewan farm and on a Swedish language paper in Winnipeg.

Offering advice to young people eager for a radio career, he said they should get small station experience, combined with a good educational background.

"Canadian radio is the country's national stage," he said, "its national forum and national concert hall. It demands a high degree of professional competence."

NORTHERN ONTARIO'S

Greatest

**ADVERTISING
MEDIUM**

CKSO

NORTHERN ONTARIO'S
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STATION

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YEAR ROUND ADVERTISERS
REAP BEST RESULTS

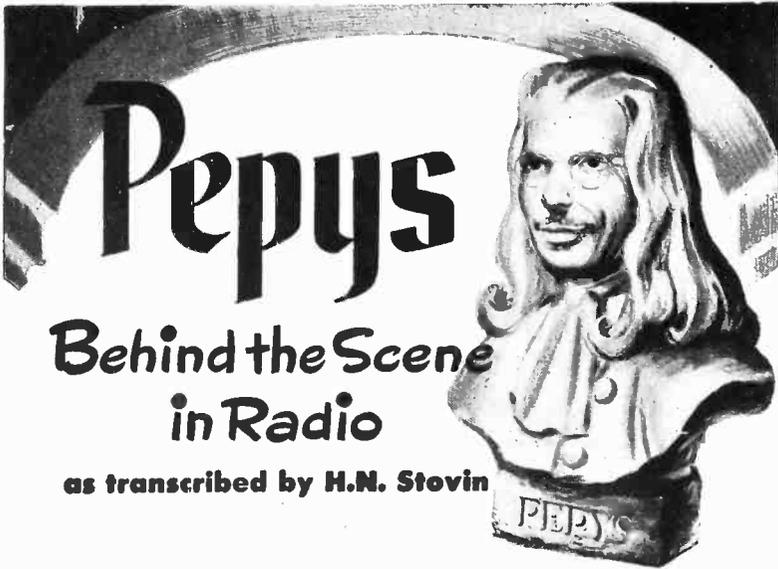
Household Finance Corporation reports Lionel's "LOOKING AT SPORTS" has swamped local office with client requests. States there will be **NO HIATUS** in radio advertising — they still have to live.



There's **NO HIATUS** either, in listening habits, promotion of programs or results achieved at CKCW.

**BUY YEAR
ROUND FOR
BEST RESULTS**

CKCW
MONCTON NEW BRUNSWICK
The Hub of the Maritimes
REPS: STOVIN IN CANADA; MCGILLVRA IN U.S.A.



“Do, upon turning to the calendar, find that Dominion Day is upon us again, and do feel a warm patriotic glow over the same. On reflection, am perhaps old-fashioned in my liking for the name, since the word Dominion is hereafter to have no part in Canada’s consciousness of nationhood! When reading the lesson for the day will hereafter whisper the stately words which inspired that title, “He shall have dominion from sea to sea”? ● ● ● While thinking of Canada’s greatness, do reflect also that the Stovin family of stations does also extend from sea to sea, from Vancouver to Newfoundland. And am thereby reminded that VPCM — the only independent station operating in Canada’s tenth province—will shortly move up to 1000 watts, and be heard on the choice 590 spot on the dial, thereby extending its voice over most of the island province ● ● ● Others, too, of the Stovin family grow stronger of voice. CKY Winnipeg also moves to 590 kilocycles, which will make it the most powerful independent voice heard in Manitoba. CFOR Orillia has moved to new studios in preparation for its jump to 1000 watts. And the next will be CJGX in Yorkton, speaking out with 5000 watts to that rich agricultural area of the province ● ● ● New Brunswick people have now had a month’s trial of their new sales tax, and it pleased me mightily to see that, just prior to the impost, every car dealer in Saint John took to the airwaves to shout his wares — some taking as many as six announcements daily, and all using CHSJ exclusively, to SELL ● ● ● Do note happily that Jack Radford’s “verse” has brought CFJM Brockville before the wide readership of “Tide” magazine wherein Radford’s monthly doggerel is courageously referred to as “poetry”. We reflect on Bill Stovin’s story of the young bridegroom who, on receiving congratulations, said ‘Sometimes I think I could have done better,’ and we echo the thought.”

“A STOVIN STATION IS A PROVEN STATION”

HORACE N. STOVIN
& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

Representative for these live Radio Stations

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

STATIONS

Musical Festival Hits New High

Moncton. — The 1950 Musical Festival here, an annual event sponsored by radio station CKCW, drew a larger competitors' list and greater audiences than in any previous year. This year's festival saw 959 separate entries, embracing over 4,000 individuals performing before four adjudicators, and ran for a full week of morning, afternoon and evening sessions in two halls.

The number of competitors entering the festival this year is an increase over 1947, CKCW's first year of sponsorship, when 1,500 contestants performed, and attests to the growth and popularity of the Moncton Festivals.

Adjudicators for the competitions were Filmer Hubble of Winnipeg, and John Lee, a former Nova Scotian from Los Angeles and well known to radio audiences in the West and the Maritimes.

The yearly festivals are organized and operated by Hubert Button and Alf Parkes of the CKCW staff, and the station, in underwriting the event, guarantees to pay all accounts not covered by entry fees or door admissions. The station also assists groups financially who may require transportation from outside points, and top-ranking adjudicators are hired each year.

Through arrangements made by CKCW, competitors in the 1950 Festival became eligible for 23 scholarships awarded by business firms, service organizations and individuals. Further awards consisted of four cash prizes given by the Frederick Harris Music Company of Oakville, Ontario, for best performances of the works of Canadian composers. This was a special competition introduced to the 1950 Festival for the first time to bring the works of Canadians before a wider public. Ballet dancing classes took part for the first time.

Two Musicals And An Ice Campaign

Vancouver. — Two new musical programs, one local and one originated by the station for the Dominion network, are being produced on CJOR by Wallie Peters, musical director of the station. *Rhythm Range*, an all-Western,

HOW THEY STAND

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

DAYTIME	
English	
Big Sister	15.4
Ma Perkins	14.1
Road of Life	14.0
Pepper Young	13.9
Happy Gang	13.1
Right to Happiness	13.1
Life Can Be Beautiful	12.2
Kate Aitken	11.7
Laura Limited	11.4
Aunt Lucy	10.5
French	
Rue Principale	27.5
Jeunesse Doree	26.7
Grande Soeur	21.9
Maman Jeanne	20.9
Tante Lucie	20.2
Joyeux Troubadours	19.7
Quart d'Heure de detente	19.5
Quelles Nouvelles	19.3
L'Arden Voyage	18.4
Francine Louvain	17.9
EVENING	
English	
Charlie McCarthy	30.5
Amos n' Andy	28.7
Lux Radio Theatre	28.6
Our Miss Brooks	27.4
Fibber McGee & Molly	26.7
Bob Hope	26.6
My Friend Irma	26.2
Twenty Questions	26.2
My Favorite Husband	19.2
Great Gildersleeve	18.1
Aldrich Family	18.0
Arthur Godfrey	17.4
Treasure Trail	16.5
Suspense	16.4
Roy Rogers	16.2
French	
Un Homme et Son Peche	39.2
Radio Carabin	29.2
Metropole	28.7
Ceux qu'on aime	24.3
Jouez Double	23.5
Cafe Concert	19.8
Theatre Ford	19.3
Qui suis-je?	19.2
Ralliement du Rire	18.7
Peintres de la Chanson	17.6
Tentez votre Chance	17.4
La Route Enchantee	17.2
Juliette Beliveau	15.8
Mine d'Or	15.4
Rigolade	14.6

goes at 9 Monday evening with Vic Waters as emcee, and a variety of singing and musical talent including Ernie Blunt, Frank McPhelan, Gerry Fuller, Art Muller and Pat Trudell.

The network piece, *Bea Party*, goes on Thursday, at 8 p.m. in the West. The performers include songstress Juliette, the Barbershop Quartet and a week guest.

Ice men took to the air for short campaign on CKWX this summer, designed to sell ice contracts. There was a brief mention that ice refrigerators could be bought on the same time payment system as the ice, causing such a rush that one dealer disposed of more than 200, and the dealers involved got rid of their entire stock.

The campaign was run by J. Gibbons for the Vancouver Ice Dealers' Association.

900 Kc. 1000 Watts

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The Voice of the Eastern Townships

Quebec

1240 Kc. 250 Watts

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ADAM J. YOUNG, JR. INC. — U. S. A.

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There Is No Radio Problem

In the theatrical business, in publishing, in private radio, the requisite for success is public acceptance. If the people like it—whatever it may be—they come and buy. If the people dislike it, they stay away. And that means curtains.

With government radio, it must be different.

For the past weeks, CBC top brass has been singing its Miserere to the Parliamentary Committee on Radio Broadcasting, and indications are that they have successfully invoked the old slightly twisted jingle: "If at first you don't succeed, cry, cry, cry again."

The CBC pleads pathetically that it showed a deficit of \$262,000 last year and looks as though the figure will soar to something close to a million dollars by March, 1951.

The CBC must have more money. Otherwise it will have to cut its services. Let us examine this a moment.

Cutting the "Wednesday Night" programs would save about \$150,000. It so happens that we are among those who listen pretty steadfastly to this offering. But is the folding of a radio program found acceptable to only an extremely limited segment of the people a national calamity? In fact is there any justification for making the entire country bear the not inconsiderable cost of this evening of culture, when far and away most of the people would be happier with less costly fare? Frankly, we hope there is, but we doubt it.

As the Radio Committee is handling it, it seems to be a foregone conclusion that the money will have to be found, whether by statutory grant, doubled license fees or what have you. No consideration seems to be being given the question of whether the CBC, operating on a current revenue of \$7,000,000, is justifying its existence in straight terms of usefulness. The whole issue seems to be just how the income is to be raised to double that sum.

The CBC tells the committee that the abolition of the Dominion network—the second network which the private stations were quite capable of handling—would occasion a saving of from \$200,000 to \$300,000. But the CBC chairman feels that this would deprive the public "of what I think is now a pretty interesting, entertaining and often very useful evening service right across the country."

There was no reason why the private



"Now we'll hear a few words from the 'man under the street.'" (If you want this explained phone the artist.)

stations should not have been permitted to start their own network when a second one was felt to be needed back in 1943. Neither is there any reason why the CBC should not make it over to the private stations now.

The fact for the committee to face is that the CBC, fashioned by the outmoded Broadcasting Act, is not serving a useful function in its present form.

The Massey Commission heard intelligent proposals made by representatives of the private broadcasters, under which the CBC would continue to function with one cultural network, subsidized by statutory grant, while the independent stations would be permitted to run the second network, commercially, without grant or subsidy.

There is the answer to the whole problem. There are those Canadians who want the opportunity of hearing Canadian programs of the culturally better type. This network would give it to them. There are others—and they are far and away in the majority—who want the popular kind of programs, which the sponsors and their advertising agencies are so adept at producing. Under this plan, everyone would be satisfied—everyone, that is, except perhaps the CBC.

Long-Hair Can Have Listeners

News of the purchase, by Canadian Industries Ltd., of the network program "Singing Stars of Tomorrow" (CB&T, June 14) is heartening indeed to those who believe that the level of Canadian radio can be most effectively

raised by commercial organizations, with the knack of merchandising their shows, than by an agency of government. It should encourage those radio men who still cling to the view that radio that sells must necessarily be adolescent in its approach.

"Singing Stars of Tomorrow," founded, fostered and broadcast by York Knitting Mills Ltd. and their advertising agency, Cockfield Brown & Co. Ltd., has, during its seven years on the air, uncovered and given radio opportunities to Canadian talent from every province of the country, far beyond the twenty-odd artists who have been honored with cheques to help them further their studies and the still larger group that has taken part in the annual contests.

It has given unsuccessful contenders for spots on the program a target at which they may aim their future efforts; it has given voice teachers an incentive, in the form of a Canadian goal for their pupils beyond anything that existed before; it has given lovers of music a weekly treat through the winter months and a sense of national pride in a Canadian achievement.

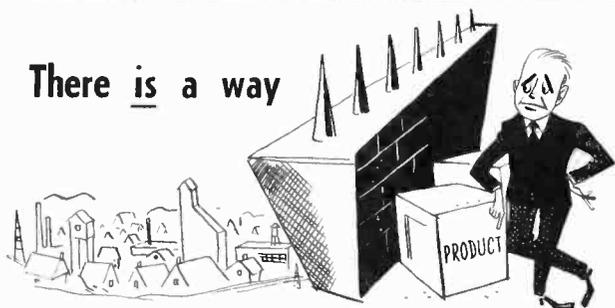
In taking over this program from its previous sponsor, Canadian Industries Ltd. are to be congratulated and commended, both for the wisdom of their move, from an advertising standpoint, and also for their decision to keep alive this important contribution to Canadian culture.

Credit must be given also to the original sponsor, York Knitting Mills Ltd., whose courage in starting what was, at the time, a revolutionary idea, by all advertising standards, and developing it into the national institution it has become, has enriched Canadian radio immeasurably.

Extract From A Wall Street Broker's Petty Cash Book

April 1	Advertisement for pretty secretary	\$ 1.60
" 3	Violets75
" 4	Candy	1.25
" 8	Secretary's salary	30.00
" 10	Flowers	3.00
" 11	Candy for wife	7.50
" 15	Secretary's salary	40.00
" 18	Hand-bag	12.50
" 19	Candy for wife	3.00
" 22	Gloria's salary	60.00
" 24	Theatre and dinner, Gloria and self	55.00
" 25	Chocolates for wife90
" 28	Fur coat for wife	1,800.00
" 29	Advertisement for male secretary	1.60

There is a way



to get distribution in Northern Ontario:

Use

- CFCH North Bay ● CJKL Kirkland Lake ● CKGB Timmins

Check these facts:

- Radio is the dominant force in "the North" for entertainment and information. (Sets-in-use almost double the Canadian average.)
- Due to the mineral "wall" it is almost impossible to tune in outside stations. (CFCH, CKGB, CJKL always earn 94% of audience or better.)

If you solicit business anywhere in Northern Ontario, from Sundridge to Hearst, get in with

CFCH North Bay ● CKGB Timmins

1000 Watts 600 Kcs. 5000 Watts 680 Kcs.

CJKL Kirkland Lake

5000 Watts 560 Kcs.

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MONTREAL: 106 Medical Arts Building — FI. 2439



Imperial Tobacco's Guy Lombardo show pulled an E-H rating of 33.4 in January over CJOC. And that's just a sample! Get all the facts on CJOC's amazing success in Southern Alberta's richest market NOW!

YOU CANNA AFFORD TO MISS THE LETHBRIDGE MARKET!



Ask your local All-Canada man!

LETHBRIDGE ALBERTA ALL-CANADA STATION

PANORAMA

The Flood Is Not Over

By Keith McConnell

Chief Operator, CKRC, Winnipeg

The radio announcer now informed me that the Red River was back within its banks, and the flood was officially over. For some time now Winnipeggers, whose homes were in danger, knew that the fight had been won and were loud in their praise for the men and women who had engaged in the battle.

Winnipeg is back in business. It was never out of it. Now that they can assess the havoc they are beginning to buy as they never bought before.

So the flood is over. But is it?

I've been to one of the hard-hit suburbs, and, Mister, I can tell you, the flood is not over. They probably won't let you in to have a look for yourself, but take it from me, it's pretty awful.

My first observations were of a semi-technical nature; the high watermark on the houses; the wonderment of garages able to float through a maze of trees and land on high ground hundreds of feet from their foundations; the ghost town appearance of the whole area. Then I took a closer look.

There's a sodden heap of rubbish on the ground behind most of the houses, and although hardly recognizable, I realized that only a month ago that black mound was a chintz-covered chesterfield and chair with drapes to match—the pride and joy of a young wife's home. I was struck by the similarity of fire-ravaged and flood-ravaged furniture. The simile goes further than that, because the insides of the houses look, for all the world, like a fire-gutted building. The stove and refrigerator could be burned. They're black

with slimy mud.

I'm almost an expert at demolishing a flooded home. Here's my recipe. You take a spade or crow bar and rip up the floor and tear up the slimy tarpaper underneath. You try not to remember that the floor is hardwood and hours of cleaning and polishing have been spent on it by its proud owner before the water heaved it up and left its dirty mark. I try to console myself with the thought that it's an ill flood that doesn't give the flooring people a lot of new business. So the flood is over

I walked over to a friend's home and took a glance at the typical heap of furnishings at his back door. Two prized possessions, noticed in particular — a high polished, laminated, hand-made holder for poker chips. (You know what water does to laminated wood?) The other article was a train track for an electric train and you must know how water rusts steel.

Insurance? Government assistance? Flood Fund? They'll certainly help, but it takes more than money to replace a home.

Then I remembered the people themselves, and, believe it or not, their morale is still high. They are cheerfully working hard to replace what they've lost. There's still the wonderful community spirit, with neighbor helping neighbor; and plenty of work for everybody; you can be sure of that.

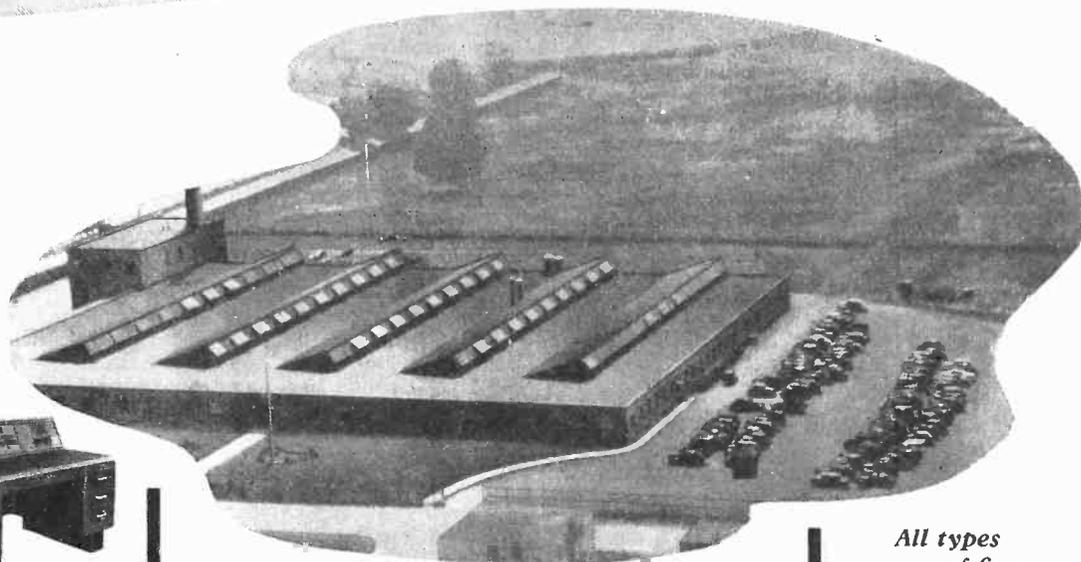
Soon the clean-up will be completed and the rebuilding will start and I think then that things will seem better. I'll warrant that the lawns and flower beds will be blooming again and people will be sitting on the grass, enjoying their homes and gardens. But it won't be this year for thousands of Winnipeggers, who realize that although the water is gone, the flood definitely is not over for them.

COWBOY CROONER



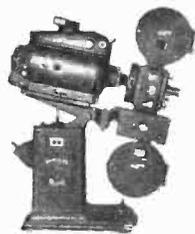
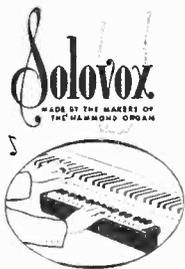
WILF CARTER, internationally-known Canadian-born cowboy singer now on tour in the Maritimes and proceeding west, signs autographs after a recent appearance in Ottawa.

ACHIEVEMENT AT BELLEVILLE

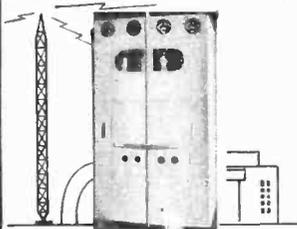


Completely modern Sound Systems for sports arenas, industrial plants, schools, hotels, institutions.

All types of fine radios for the home



Motion picture Sound Systems for theatres of all sizes.



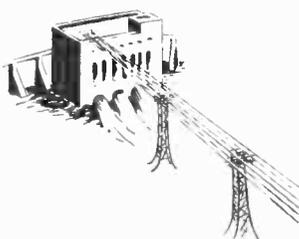
AM or FM Broadcasting Stations including Speech Input Equipment . . . A complete Broadcasting Station service from Telephone Line to antenna.



THE HAMMOND ORGAN
Music's most glorious voice
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For Church and Home



Mine Signalling Equipment . . . for voice or signal communication between cage and surface. Designed for rigorous use in Canadian hard-rock mining.



Power Line Carrier Systems for voice-communication, generation control, or remote tele-metering . . . Specifically engineered for the Canadian Central Station industry.



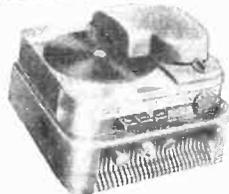
Fire Alarm equipment and systems for buildings or municipalities.



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The latest Mobile Services Equipment, including complete fixed station systems, for Municipal, Provincial and Federal Police, forest conservation, hydro systems, surveyors and prospectors.



Electronic Soundwriters . . . Dictating machines of distinction for Canadian business men, executives, travellers, teachers, stock supervisors, investigators . . .

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

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HEAD OFFICE
 231 St. James Street
MONTREAL



FREDDIE SCORES A STRIKE

A radio commentary from the series, "No Holds Barred"

By
RICHARD G. LEWIS

Freddie, aged 15, and the son of a friend of mine, decided to take his girl out bowling.

It didn't take long before Freddie was broke.

He and his girl sat in a corner discussing what to do now.

The girl friend cracked through with her lone dime, and they deliberated over a couple of bottles of pop.

Then Freddie had an idea.

Instructing the girl friend to sit tight, he went off to find the manager of the bowling alley.

After a short discussion, Freddie peeled off his coat, and took up his stand as pin boy.

For an hour he set up pins. Then he went to the boss to collect his pay, which he took in credits. There was enough for him and his girl to bowl several more games, and at closing time, the kids went happily home, after a highly successful evening.

Next day Freddie told his Dad what had happened.

"Why didn't you tell me you needed another dollar?" Dad wanted to know. "I'm usually good for a touch."

"You have to pay loans back," was the prompt reply, "and what I got was all mine."

Freddie wasn't exactly a hero. But Freddie had found out, very early in life, that when you want something, the best, in fact the only way to get it, is to go out and work for it.

■ ■ ■

If you look into the story behind the men and women of the world who have made a success of their lives, you find out that they employed the same principle as Freddie.

Men like the late Henry Ford have built up industrial empires starting off from scratch. Years ago, two men started making farm implements in a shed. One of their names was Massey, and the other was Harris. The proprietor of a small Toronto dry-goods store used to walk up and down in front of his shop, bedecked in a morning coat. His name was Timothy Eaton.

If all of us who work for industrial concerns, from mammoth factories to small businesses, would take the trouble to peer behind the scenes, we would find stories of hardship and sacrifice. Today almost every one of us has a job, because these men suffered.

And it isn't just in the past—this story of progress. It is happening today, and will continue to happen tomorrow and all the tomorrows—I hope. The radio station that is broadcasting my talk, the receiver through which you are listening to me, the vacuum cleaners, the washing machines, the telephones, the automobiles and all the other devices that add to our pleasure and comfort—these were all given us by men with ideas and the guts to work them out.

All these men, whose efforts have given us our enviable standards, have been actuated by two things. One is the joy of achievement, and the other, the profit incentive, or the desire to use the money they make improving the lot of their fellow-Canadians, provide better living for their own families.

All of them work on the same principle as young Freddie, which as I said just now, found out the bowling alley that the best way to get what you want is to roll up your sleeves and work for it.

Among all the luxuries which Canadians enjoy, there is one which we have so far been denied. This lack is not attributable to any unwillingness on the part of the industry to gamble the necessary time, energy and money to develop it. It isn't because of a lack of personnel, because there are in my knowledge hundreds of men and women, with the necessary qualifications, who are willing to take lower salaries in return for the privilege of getting in on the ground floor of a new and tremendously exciting industry.

The reason why we are denied it, is that the government has steadfastly refused to let private industry develop it, because it wants to develop it for itself.

The industry to which I refer is the fascinating business which has, on a completely free enterprise basis, literally swept the United States of America. I mean, of course—television.

■ ■ ■

Years ago, the government decided that men experienced in various skills, men, many of them who had devoted years of their lives to its development, were not fitting people to dispense radio entertainment and information. So they formed what we now know as the Canadian Broadcasting Corporation. The CBC has developed to the point where it now not only controls what may be said on

In Central Saskatchewan and Western Manitoba

"The Trend" is to CJGX

Write us, or our nearest National Representative, for complete analysis of a full week's survey (by Elliott-Haynes Ltd.) of thirteen cities and towns which are key centres in the area served by this station.



Wheatstalk Willie



Bovine Bill

Consult our nearest National Representative.

CJGX
YORKTON

DOMINION NETWORK

Representatives:
 HORACE N. STOVIN & CO. — Toronto, Montreal
 INLAND BROADCASTING SERVICE — Winnipeg
 ADAM J. YOUNG, JR., INC. — U.S.A.



At CKMO

We Don't BRIBE Listeners —

We WIN Friends!

GOOD Music Makes GOOD Listening

At 1410

"PIONEER VOICE OF BRITISH COLUMBIA"

the air, and—perhaps more important—what may not be said, but is right in the business of selling soap and pills, and all the other commodities that are advertised over the air, in competition with the private stations, like the one I am speaking over right now.

Governments have found radio to be a tremendously powerful weapon for spreading their propaganda. Through the money they collect in license fees, all of which goes to the CBC, plus what they garner in from national advertisers, they have been able to run their national radio system quite successfully, except in one respect. While the private stations have, with very few exceptions, been able to operate their businesses profitably, the government, or as they prefer to call it the publicly-owned system, invariably shows a deficit at the end of each year. And this deficit has to come out of the public purse, and that means your purse and mine.

And now television is raising its head.

Across the country, experienced broadcasters are willing to risk thousands—no, millions—of their own dollars to get television operating, as it is operating in the United States. This would entail license fees to be paid by listeners, or viewers. It would require no grants made by the government out of the public purse. These men, skilled in the older radio craft, and more qualified than anyone to go to work on its

younger brother, television, are prepared to risk this money on their own. Yet the CBC is unwilling to recommend to the government that it grant operating licenses to these men. So there are no television sets in our living rooms, unless we live close enough to the American border to look in on their programs. When it does come, we shall be treated to the television fare which is deemed fitting for our eyes to see and ears to hear by the same program advisors who will give us the same high calibre programs, accenting culture rather than popular appeal, as they now give us over the radio.

Freddie offered the bowling alley manager something he wanted—and got paid for it. That is the system on which private business operates. If private business fails to please, it doesn't eat.

If the CBC, and other government enterprises don't please, they take their sob-stories to Parliament, and get a loan, just as Freddie might have borrowed a dollar from his father. As soon as they do this, their urge to please the public becomes non-existent, because if they can get one dollar they can always get a second or third.

My friends, let's not shut our eyes to the dangers of government or, if you wish, publicly-owned business. Let's rather take a lesson from Freddie, and encourage people to set up business to please us or else shut up shop.

AGENCIES

SPITZER & MILLS

Toronto. — Colgate-Palmolive Peet has started a series of 26 transcribed spot announcements over each of CFRB, Toronto; CHEX, Peterborough; CFOR, Orillia; CKWS, Kingston, advertising its new sun tan lotion, Sunbrella.

WALSH ADVERTISING

Windsor. — Eastern Canada Greyhound Lines has a spot announcement campaign going to a group of Ontario and Quebec stations through July.

JAMES LOVICK

Vancouver.—Canada Rice Mills Ltd. has a transcribed spot announcement series under way over CKNW, New Westminster, until August, advertising Delta Cooked Rice.

MacLAREN ADVERTISING

Toronto.—The H. J. Heinz Company of Canada Ltd. is replacing *Ozzie and Harriet* with the *Adventures of the Thin Man* over CJBC, Toronto (Wed., 8 p.m. EDT) and CFCF, Montreal (Thurs., 9 p.m. EDT), delayed from ABC and advertising Heinz products.

J. WALTER THOMPSON

Toronto. — Wm. Wrigley, Jr., Company Ltd. has replaced *Life with Luigi* with *Romance* over CJAD, Montreal (from CBS) for the summer months advertising Spearmint Gum. July 1, the thriller *Pursuit* relieves *Gene Autry* until July 22 over CFRB, Toronto (from CBS), also advertising Spearmint.

CJAD montreal
covers QUEBEC'S ENGLISH MARKET
... providing the perfect combination of coverage and listenership.
5,000 watts 800 kc.
AFFILIATED WITH CBS

One Pickup

PLAYS ALL DISKS

NEW!

New Fairchild Turret - Head 3-Way Transcription Arm Plays Standard Laterals, Microgrooves, and Verticals Without Plug-ins . . .



WHAT IT IS . . .

A revolutionary new pickup with provision for 3 separate cartridges — All in ONE arm.

WHAT IT DOES . . .

Obsoletes plug-in cartridges. Eliminates extra pickups on turntable. Performs functions of 3 separate pickups.

RESULTS

- Lateral, Vertical, Microgroove in 1 Arm.
- Any combination of cartridges in 1 Arm.
- Simply turn knob to select cartridge.
- Pressure changes automatically.
- Optimum performance — separate cartridge for each function.
- No Arm resonance — new viscous damping.
- Fits all transcription turntables.

Write for Illustrated Details

THE AHEARN and SOPER CO., LTD.

OTTAWA



ONTARIO

EST.

1881

EDMONTON **CJCA**
 SERVING
 A
 POPULATION OF
467,740
 (1949-BBM)

**WHAT'S
 YOUR BEEF?
 HERE'S OURS
 BUT
 IT'S ON THE HOOF!**

Sales at the Prince
 Albert Annual Fat
 Stock and Bull Sale,
 June 2nd and 3rd,
 totalled \$162,222.00.

A small but signifi-
 cant reason by our
 rural listeners con-
 stantly go "BUY
 BUY!"

Add this expanding
 Market to your next
 campaign.

CKBI
 PRINCE ALBERT
 5000 WATTS

Over The Desk

Although normal eyes will not be harmed, television viewing "represents a relatively exacting visual task and consequently eyes not functioning normally will give rise to discomfort to the TV viewer." So said Dr. H. Hofstetter, Dean of the Los Angeles College of Optometry, to a post-graduate course of optometrists at the Ontario College of Optometry here. All we need in Canada to prove the good doctor's point is television.

And while we're on TV, there's a quote on The Desk from John H. Otten, president of Phillips Industries Ltd., Toronto, the Canadian offshoot of the great Phillips concern at Eindhoven, Holland, which operates plants in almost every country in the world except Russia.

He told a Vancouver gathering of radio dealers that "we'd be farther ahead with TV now if the whole thing had been thrown open to private enterprise at the start." Blaming the "backward policy of the CBC" for the absence of TV in this country, he said: "I don't like to argue whether CBC policy is right or wrong, but, speaking as a manufacturer, their policy has definitely held back the growth of TV."

The trouble is that people have been agreeing with Mr. Otten for a couple of years now, but it doesn't seem to make any difference.

While we're out West, Sam Ross, assistant manager of Vancouver's CKWX, but a passable character notwithstanding,

thought he'd seen or at least heard about everything that can happen to a radio man. He hadn't, until he found himself chairman in charge of the goofiest event of the BC year — the Christmas luncheon in June, put on by the Ad & Sales Bureau of the Vancouver Board of Trade. So far, Ross reports, all he has got out of it is a charleyhorse in his arm from picking up the phone to assure clients that Christmas doesn't come in June.

Back in this holy city, I lunched last week with Dr. J. R. (Roby to you) Kidd, 34-year-old associate director of the Canadian Association for Adult Education which sponsors the Canadian Radio Awards to which we have been not too kind in these columns.

In fairness to the sincere efforts of this group, and in no way taking back what we said in last issue's editorial — "Long-Hair Lacks Listeners," there is a purpose that is a worthy one behind the association's efforts, even if they do sometimes make like they were satellites of the CBC.

Objectives of the CAEE radio activities are threefold, according to Roby: (1) recognition of Canadian talent; (2) familiarizing Canadians with their own talent; (3) raising the cultural standards of radio programs.

The first two seem to paraphrase one another. The third rings a familiar note.

The desire to raise cultural levels is not a rarity. Most people in the business would be happy if it was felt that radio could get out of some of its juvenile habits. I don't think it's true myself, but it is generally felt that radio is only good for low-brow stuff. I see

evidence to the contrary in such efforts as "Singing Stars of Tomorrow," mentioned elsewhere in this issue, and symphony concert and the "Stage" series, which may not pull as prolific audiences as the "down-to-earth" shows, but which make up for numerical weakness with the enthusiasm of the listeners they are able to attract.

Anyway, Roby Kidd and his association are trying to introduce or get introduced into both film and radio programs, more that "worth-while." If this can be accomplished with the finesse with which Walt Disney attracted people to his Fantasia (remember? with Mickey Mouse and then serenade them home humming the classic) all will be well. But forceful feeding tactics just won't work with people who want listeners for their programs, which seems the prime point of difference between commercial programs and CBC sustainers.

There'll be quite a story next issue about CHML, Hamilton "Dream Home" project for the Manitoba Relief Fund, which sounds, from a telephone conversation, as though it will rank high among all the things that have been done for the flooded province. But particulars won't be with us in time for this.

Reporting all that is being done in this connection by radio stations right across the country is impossible. For this reason we have been hesitant to single out individual ones. One day, when things are normal again, it will be possible to compile and print the whole story, and it will be the best radio success story we ever had, because it is overflowing with the kind of human interest that can be described as man's humanity to man.

Spence Caldwell, of the program company of the same (or practically the same) name is, on his own admission—and not without cause — thumping his chest with pride over the 30-page catalogue of open-end transcribed programs he has just published.

Nearly 100 American, Australian and United Kingdom programs are broken down into half hour, quarter-hour and five-minute shows (the largest library of five-minute shows in Canada, I trumpets, never imagining it would get into the column). A synopsis of program content follows each title, presumably to enable people to know what kind of program they are running, although Spence's "Release Immediately" does not include this information.

A standardized price system adopted by all leading distributors is a feature of the catalogue, and an article on "housekeeping" suggests how better care may be taken of discs.

There's probably more information Spence would like us to run not excluding reprinting the entire book, but we have to leave something for next time we want to sell him an ad, so, since this clears us off to the oak top — we'll be seeing you.

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

The Wright STATIONS
CURB SERVICE
 They don't sell hot dogs, but all Sudbury listens to CHNO's nightly participating "Curb Service."
 In one week, 294 cars drove up to the station and their drivers were interviewed on the show.
 Hook onto this live vehicle on Sudbury's bi-lingual CHNO
 SEE **William Wright** York Bldg. MONTREAL
 Reford Bldg. TORONTO

More features per dollar



An economical, high-quality installation for studio control, built around the new G-E Portable Amplifier, in use by a Canadian advertising agency.

with the ...

GENERAL ELECTRIC

AM-FM-TV

PORTABLE AMPLIFIER



You can have the benefits of a second studio control, plus the features of this new Portable Amplifier. Take care of these two requirements—Studio Control . . . Portable Amplifier—and save money by ordering the BA-6-A to-day.

Four pre-amplifiers with high-level mixing—self-contained batteries—a-c power supply—spare tubes and fuses—all contained in one compact lightweight case. Low operating and maintenance costs.

Write to-day for bulletin on G-E Portable Amplifier, Type BA-6-A.

CANADIAN GENERAL ELECTRIC COMPANY LIMITED

HEAD OFFICE: TORONTO—Sales Offices from Coast to Coast

50-RT-3



JOS. HARDY

talks

ON QUEBEC MARKET No 2

"Good day again—here is Jos. Hardy with three quick, sound reasons why Radio is the TOP advertising 'buy' in Quebec Market No. 2:

- "(1) There are 31% more listeners in Quebec, proportionately, than in the rest of Canada; and the number of radio homes is 78% while the rest of Canada is 71%.
- "(2) The French-speaking Radio Stations in Quebec Market No. 2 **penetrate** their markets—in some areas Radio is the **only** medium to penetrate at all!
- "(3) French-speaking listeners are intensely **loyal** to their own stations, which are free from the outside competition of American stations.

"Of course, the **whole** story is longer than this—interesting, too. Ask Jos. Hardy."

For any information on **QUEBEC MARKET No. 2**

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

JOS. A. HARDY & CO. LTD.
MONTREAL QUEBEC TORONTO

REPRESENTING

CHRC	QUEBEC	5000 WATTS
CHNC	NEW CARLISLE	5000 WATTS
CHLN	TROIS RIVIERES	1000 WATTS
CHLT	SHERBROOKE (French)	1000 WATTS
CKTS	SHERBROOKE (English)	250 WATTS
CKVM	VILLE-MARIE	1000 WATTS
CKRS	Jonquiere-Kenogami	250 WATTS
CKBL	MATANE	1000 WATTS
CKLD	THETFORD MINES	250 WATTS

VERBATIM

Radio Reaches 'Em All

From an address to the Women's Advertising Club of Toronto, by William M. Guild, chairman of the Canadian Association of Broadcasters, and manager of station CJOC, Lethbridge, Alta.

One of the biggest advantages of radio is that you don't have to deliver it physically. You don't have to go out and take it individually to each consumer and he doesn't have to come and get it from you. From the receiver's point of view, it is virtually effortless.

If you are building a power line, you may decide not to go down the fourth concession road because it has only six houses in 40 miles and it would be economically unsound. If you are running a railroad, you may decide your trains can service a specific area only once a week, because there aren't enough passengers to provide more frequent service.

But radio reaches them all. And it's the homes in the remote areas where folks are most indebted to radio because at many times it is their only contact with the outside world.

Coaldale is a small town of a few hundred population about 18 miles directly east of Lethbridge, Alberta. Approximately 10 miles south east of Coaldale is a small farm operated by Mr. and Mrs. Bronson.

The Bronson's have three children, two boys of school age, and a little girl of five. This particular day is the fifth birthday of the little girl.

It is a mid-winter day in January and temperatures have been very low. In spite of that there are many farm chores to be done, and household activity commences about six o'clock in the morning. It is still dark outside so that it is hard to tell what the day is going to bring in the way of weather, and weather is very im-

portant to these people.

So one of the first things they do is to tune in the radio station. Besides, Eddie Conville's early morning show is on and with no neighbors for three or four miles in any direction, these people have come to look upon Conville as virtually their regular breakfast guest. They like his cheerful banter, his wry comments about the severe winter weather and the little digs he takes from time to time at the folks in town who don't have to leave their beds for another two hours.

It's a few minutes past six and they've missed that first summary of the over-night news, but they know that there will be another one at six-thirty. They also know that Ed will give them the correct time after one musical number and the temperature after the next. He'll keep this up until nine o'clock when all the city youngsters will have reached school.

The military band recording comes to an end and they learn that it is 35 below zero. That means extra warm clothing for the boys when they go to school and for dad when he goes to the barn. Breakfast is on the table at six-thirty when the next news summary is on, and the whole family listens, because, at the end of the news, Ed begins to announce which schools in the district are closed because the school bus can't get through the snow-bound roads. On this particular day they learn their road is open and the bus will go past their farm at about eight-ten.

That draws a groan from the two boys who are quickly shushed while Mr. Bronson listens to the announcement that the Medicine Hat train is three hours late this morning while the train from Bellevue is on time.

There is more to this train time business than appears on the surface. The postmaster at Grassy Lake wrote in asking the radio station to make those announcements. The postmaster in that little town has to meet the train



BILL GUILD

from Medicine Hat every morning to pick up the mail. It goes through Grassy Lake about ten minutes to seven, if it is on time and there is no one on duty in the depot at that time and no heat in the waiting room. Without the help of the radio station he has no way of knowing if the train is late, or how much, and he would have to wait in the unheated station.

At 6.45 Dad Bronson is listening to *Farm Fair* because it's a program that brings him bulletins from the Experimental Farm at Lethbridge and this particular morning they're telling him how to treat seed grain before planting to avoid fungus growths. He hears the commercial announcement at the end, describing a new beet cultivator that has been developed to save him a lot of work in the many acres he has devoted to sugar beets. There's news again at seven, and, when the *Breakfast Club* comes on at 7.15, the children march around the table with Don McNeill and his gang just as enthusiastically as if they were in Chicago with him.

The boys are off to school with their lunch pails, dad has gone to the barn, the five-year-old has been put to work with a coloring book, and Mrs. Bronson's first job is bread.

The severe weather has made it impossible for her to get in town but on their visits to Lethbridge they stock up heavily on provisions for just such emergencies as this. Bread she makes herself, for you don't get daily bread deliveries at remote farms on the Prairies.

While she's preparing the bread Kate Aitken's program is on and she makes a note of a short-cake recipe. At 11.15 the radio brings them that familiar "knock knock, who's there?" and, before the Gang has a chance, the five-year-old sings out: "It's the Happy Gang."

At noon the Alberta Livestock Company brings them the late news of the Farm Co-operative. At one o'clock, it's the soap opera. Mrs. Bronson listens to them at a great many hard-working women on the farm who live miles from a theatre or a movie house.

Take a letter, Miss McDougall!

June 13, 1950.

Mr. R. J. Buss,
Manager,
Broadcasting Station CHAT,
Medicine Hat, Alberta.

Dear Bob:

As the Medicine Hat Aid-to-Manitoba Fund roars into the final stretch, it becomes my most pleasant duty to comment upon the amazing results produced by your Radio Station. Of the total of just over \$20,000.00 raised by our committee, our records show that CHAT raised \$13,000.00 directly, and by offering free publicity to all organizations who staged events in aid of the fund, contributed immeasurably to the success of the people who raised the other \$7,000.00.

It may interest you to know that the total raised thus far, is more than TWICE THE TOTAL of ANY previous benevolent fund raised in this district in the past. The potency of your medium is well known in this district, and your station's record in getting solidly behind every activity of this city and district is a credit to the station that in four short years, has become the OFFICIAL VOICE of MEDICINE HAT.

Yours very truly,

R. J. Buss,

Chairman, Medicine Hat Aid-to-Manitoba Fund.

RJB:CM

P.S.—Little wonder that you're always boasting about CHAT's one thousand persuasive watts!

and who can find little time to read good books do find release from the confining nature of their lives in these serials.

A storm has developed. It's blowing hard and the wind is howling and the announcer has just said: "Stand by for a special announcement."

"Here is a special message to residents of the Coaldale area. Since twelve o'clock today blizzard conditions have prevailed in this area and all roads are blocked. Snow plows have been making attempts to clear the roads, but without success. The school authorities of Coaldale have asked this broadcasting station to broadcast this appeal for sleeping accommodation for three hundred children, as school vans will be unable to make the trip home tonight. Parents are asked not to worry, as all children will be properly looked after. Townspeople, who are able to take care of one or two children for tonight, are asked to contact the Coaldale Consolidated School immediately."

There is a moment of anxiety for Mrs. Bronson and there is a frustrating knowledge that, being 30 miles away, with snow-blocked roads, there isn't anything she can do. And she reflects for a moment that it will be impossible to secure mail or the daily newspaper.

Fifteen minutes later there is another announcement:

"The Coaldale School announces that accommodation has been secured for all of the three hundred children. No further help is needed."

During the musical programs throughout the rest of the afternoon, as Mrs. Bronson goes about her chores, she hears, interspersed with commercial announcements, the fact that the Women's Institute Meeting at Broxburn has been cancelled because of weather, and a dozen other similar announcements.

Then the Birthday Carnival is on, and all activity stops while the announcer sends greetings to the five-year-old as a result of a letter the mother wrote a couple of weeks ago. She hears too that her close friend, Mrs. Jensen, three or four miles down the road, is celebrating a wedding anniversary. She had forgotten about that, but goes to the phone to express her congratulations.

It's the same throughout the balance of the day. The rural weather report at five to six that tells them just what temperatures and weather conditions exist all round them, the day's news at 15. They hear the national news from Toronto at 8.00 o'clock and George Brown singing songs at 13.0. They have never met him, but he's been on that station for years, and they refer to him as George. They seem to know him so well. They listen to Take A Chance and match wits with the contestants, commiserating with them when they pull the wrong curtain.

Mr. Bronson never gets to a hockey game, but he knows the players on all the teams in the National League by name, and he

follows their activities by listening to the sportscast every night. On Saturday nights he's right in Maple Leaf Gardens, and he's cheering and groaning just as loudly as any fan in the Blues.

All these things are happening every day, not just in Lethbridge, but everywhere throughout Canada; not just on the farms — in cities too, in other ways.

To these people, radio is not a plaything, but a vital part of their daily lives. Mrs. Bronson buys Ogilvie Flour because Kate Aitken plays an important role in her life. She buys Adam's Gum for the youngsters, because she remembers Roy Ward Dickson and Take A Chance. When she is buying gift jewelry, she buys it from the jewelry store that sponsors George Brown's program, because she likes his singing.

Advertisers are aware of this power of radio to the extent that they spent \$20,000,000 on Canadian radio stations last year. That may not be a large percentage of total advertising dollars spent in Canada, but I can tell you that it's a whole lot more than was spent in radio 10 years ago, and it's almost double what was spent four years ago.

There is a town in Alberta named Lacombe, lying about halfway between Calgary and Edmonton, and, at Lacombe, is the transmitter of CBX, the CBC's 50,000 watt radio station, designed to serve the Province of Alberta.

That radio station couldn't possibly let the postmaster in Grassy Lake know how much the train from Medicine Hat is late. That radio station could not solve the problem of billeting the school children in Coaldale. CBX could not give the Bronsons an hour-by-hour check on their local temperature. The 50,000 watt power must serve in a general way and, as a consequence, it can never become as much a part of the daily lives of these people as their own radio station.

As a consequence, the operators

of the free-enterprise stations feel that they should have the freedom to serve their listeners according to needs and requirements that are far more familiar to the local operator than they ever will be to a national government-owned organization.

They feel too that it should be possible to make George Brown's program, if it is good enough, available to more listeners, by network, without his having to

become an employee of the CBC.

We are proud of our service to our listeners and to our advertisers.

If we succeed in our request for proper recognition for free-enterprise broadcasters, I can safely predict for you that radio in Canada will become an even greater force than it is today, and that we shall give you, in addition to radio, the new medium of television.

CKNB CAMPBELLTON N.B.

June 28, 1950

Dear Mr. Time-Buyer:

CKNB will carry its heaviest schedule of summer advertising in the history of our station. Believing that the national advertiser has a warm respect for the local merchants' assessment of his 'on the spot' advertising facilities, I thought that you would like to know how the local picture shapes up for the immediate future.

Yours very truly,

Stau Chapman
Station Manager

CSC/LG

AN ALL-CANADA STATION

MIGHTY MIKE *Sez...*

- THE HISTORY OF SASKATCHEWAN...
- THE PEOPLE OF SASKATCHEWAN...

SAY WE'RE STILL

SASKATCHEWAN'S **FIRST STATION!**

CKCK REGINA

YOUR 5000 watt TOP NETWORK STATION

DIAL 620



QUOTES

Home Town Radio

The Canadian Broadcasting Corporation, giving a national service, has found it hard to ensure adequate opportunity for local artistic talent to be heard in broadcasts. A recent survey made for the Massey Commission showed that less than 10 per cent of broadcast time is given to local singers, musicians and dramatic societies; there is no doubt these artists and organizations would like to be heard but it is hardly

the business of the CBC to force them on individual stations with other program ideas.

This question is receiving attention in the United Kingdom, a small place indeed compared with Canada when the coverage of a modern radio station is considered. But even there communities feel they are given insufficient opportunity for expression over the air.

From a research group of the Fabien Society has come a suggestion that the British Broadcasting Corporation should be replaced by a series of smaller corporations with responsibility for the promotion of various types of programs, including those produc-

ed by local talent for local consumption. The society argues that a network of frequency-modulation transmitters, inexpensive and suited to ownership by local authorities could be created. This arrangement would overcome the wave length shortage and bring radio back into more intimate touch with community life.

It does not in the least follow that what is good for British broadcasting is good also for Canada, but if more Canadians were radio participants, as well as listeners, the CBC and local stations surely would gain more than they would lose, especially in goodwill.

—Ottawa Journal.

monopoly in radio.

They may feel more sympathetic toward independent radio if they get a sample of the kind of subsidized competition the latter has been up against.

—Station Break.

■ ■ ■

The Television Tangle

Back around the hazy years of 1893 in Baltimore there was a move on the part of the ball club to keep baseball writers out of the park. The idea was that people had to come to the park to find out who won.

This suggestion was quickly thrown out. Later on, radio was to wreck baseball. Who would go to a ball game when he could sit at home and hear every play for no cost? Larry MacPhail was one of the first to prove this theory incorrect. Radio was a big baseball boost. Now television comes under heavy fire. When you are able both to see and hear the game it is something different.

I have never heard as many different opinions expressed on one subject. The grouping is about as follows:

No. 1—Television will wreck baseball, starting with the minor leagues.

No. 2—Television will hurt the weaker clubs. It won't affect the stronger clubs.

No. 3—Television will make little difference one way or the other after good weather and better baseball arrive.

No. 4—Television will help baseball in the long run. It brings the games to thousands of new home educating a new crop of fans. There will be even more help than radio was in this respect.

As MacPhail was the first to give radio a real trial, I asked the former Yankee part-owner how he felt about it.

"I don't think it will make much difference," Larry said. "Baseball doesn't televise well. I'd rather hear a game called over the radio. But I'll tell you what will wreck baseball before too long—too many night games. Night baseball was set up as an innovation—a change. To make practically every game a night game is a big mistake that will cost heavily in time. Just wait and see."

A close check made last fall proved that football television cost Pennsylvania, Yale, Southern California, Stanford and U.C.L. an average of 11,000 spectators per game. On the other side, cost Michigan and Notre Dame nothing. It also failed to affect the Army-Navy battle or the league bowl games.

Television won't hurt big entertainment, but most entertainment isn't big. At present the evidence seems to be against television in connection with gate receipts. What the future will show is still a guess. The worse the attraction, the rougher beating it will take from the televised invasion.

—Victoria Colonist.

Are YOU Selling ALL of the Ottawa-Hull Market?

CKCH IS USED BY 76 NATIONAL AND 83 LOCAL ADVERTISERS TO SELL THE 385,167 FRENCH-SPEAKING CANADIANS IN OTTAWA, HULL AND SURROUNDING COUNTIES.

CKCH

Studios—121 Notre Dame St., Hull, Que.
Canadian Representative: Omer Renaud & Cie.
Montreal—1411 Stanley St. • Toronto—53 Yonge St.
U.S. Representative: Joseph Hershey McGillvra, Inc.
366 Madison Ave., New York 17, Phone Murray-Hill 2-8755

FREDERICTON is the "service centre" for rural New Brunswick

Building permits issued to date indicate a record shattering expansion of the city's service facilities, during 1950

You can only sell the producing and consuming rural New Brunswicker through CFNB.

ASK THE "ALL-CANADA MAN"





INTERNATIONAL

White Shorts And 15c Whiskey

By Bob Francis

Suva, Fiji Islands.—Radio was never like this. The staff of station ZJV, Suva, come to work in white shirts and shorts, and do their labor in a studio looking through wide-open doors across green lagoon waters to South Pacific breakers smashing on the coral reef.

They go on the air from noon to 2 and from 5.30 to 10 in the evening, and they out-talk any bilingual station you ever heard by broadcasting regularly in three languages, English, Fijian and Hindustani.

The latter is for the large Indian population of the Islands, which outnumber the native Fijians.

Announcers of each nationality read the news for their own listeners, some recordings are sent from India, and Fijians occasionally broadcast some of their own music and folk tales.

Discs of BBC talks, dramatic programs and musical shows form a great part of ZJV's programs.

Some listeners in the Islands pick up west coast American stations, but no one ever seemed to have managed to bring in Canada.

The Fiji station operates on a half kilowatt at 930 kc., with a staff of four. With a gentle Pacific breeze coming in the doors and coconut palms waving on the edge of the lagoon outside, it seemed like the kind of place where a man could stand to work.

It has nothing to do with radio, but Scotch is 15 cents anywhere in town.

The station runs local commercials, and 10 per cent. of their time is the limit for plugs. They are pretty circumspect about it, too, and just read it off deadpan.

"We have no bells ringing or whistles blowing or people hissing out smoke in the commercials," one staffer said. "Our listeners just wouldn't stand for it."

The U.S. Army had about 50,000 men in the Islands during the war and the local residents got a sample—some called it a bellyful—of North American radio, which to them means jive, on the Armed Forces Network.

Out in the hinterland the Fijians in remote villages do not have too many radios, but according to H. R. Huntley and David Major, who run the station for Amalgamated Wireless of Australasia Ltd., it's nothing exceptional for a Fijian to lope 15 or 20 miles through the bush to take in a program in his own language.

YOU TELL ME

What will they do if the reports of the Massey Commission and the Parliamentary Committee concur?

■ ■ ■

DEPT. OF DEFINITIONS

A station manager is a man who goes around with a worried look on his assistant's face.

—Contributed.

■ ■ ■

MEMO TO CBC

"Annual income twenty pounds, annual expenditure twenty pounds ought and six, result misery.

—Mr. Micawber.

■ ■ ■

LEADER REACTION

I read Lewisite first, because it reminds me pleasantly of many a forgotten quip. I usually read the rest of it in the faint hope I may have been quoted.

—Alec Phare,

R. C. Smith & Son Ltd.

■ ■ ■

FUNNY (HA-HA)

Don't blame the poor account executive who spends his summers at the lake fishing. The poor guy has to eat.

■ ■ ■

FUNNY (SO-SO)

The rejection slip which read: "My dear Mr. Jones, I have read your play. Oh, my dear Mr. Jones."

■ ■ ■

MAN MAIL

Sir: Gordon Sinclair is right. You are such an egotist, I'll bet you work crossword puzzles with a fountain pen.

—Violet.

■ ■ ■

IN PRAISE

The man on the street gave such a good interview, the interviewer got so hoarse he couldn't speak a word.

■ ■ ■

TRACK SLOW

Horse sense is the thing a horse has that keeps him from betting on people.

Announcing TWO NEW SERVICES FOR RADIO & ITS CLIENTS

1. PROFESSIONAL & SERVICE GUIDE, offering talent, engineers and others an opportunity to keep their names before potential buyers of their services at nominal cost. Starts next issue.

2. CANADIAN RETAIL SALES INDEX, listing 1949 Estimates of Radio Homes and Retail Sales by Counties and Census Subdivisions. Out in August.

CANADIAN BROADCASTER
AND TELESCREEN

163 1/2 CHURCH ST.
TORONTO

WE PULLED TWO OF 'EM OUT OF PRINT GOT 'EM ON THE AIR.

Mr. Flour Salesman's product, not too well known, is to-day giving healthy, fighting competition. His budget gets a substantial increase.

Mr. Tea Salesman revived a familiar name. Right to-day his brand is number 2 in many outlets.

THAT'S SOME OF THE WHY OF

CJCH

HALIFAX

Local Acceptance. And Local Acceptance for that reason means CJCH is your Best Buy.

\$3.00 a Year

(\$5.00 for 2 years)

Insures Regular Delivery
of the

**Canadian Broadcaster
& Telescreen**

CANADIAN TELESCREEN

Vol. 3, No. 12.

TV and Screen Supplement

June 28th, 1950

VERICON - COMMUNICATION OF TO-MORROW

By George Ade

Ever been caught in the bathtub when the telephone rang? Today, at least, you have the security of knowing you'll be heard, and not seen, as you splash your way to answer. Not so a few years from now, if some of our television research prophets are right—for they're predicting both video and audio two-way communication in every home that has a phone.

Television telephone is really not too wild a dream. Recently, a new wired television system called Vericon was announced in the U.S. It differs from commercial television in that its images are transmitted by coaxial cable, instead of broadcast through the air. The system is being used right now in fields like medical training, jet motor manufacture, and by the U.S. Army for the defusing of live bombs.

■ ■ ■

Take a look at a few applications now in operation. The Medical School of the University of Kansas has installed Vericon as a regular surgical training technique which permits dozens of students sitting in an auditorium hundreds of feet away from the operating room to observe delicate operations. U.S. Army Ordnance Engineers have found this wired television system invaluable in the work of defusing live bombs and projectiles.

For several years they have been using a remote control wrench for this delicate operation,



THE VERICON INSTALLATION, shown above, at the University of Kansas Medical School, enables a great many students to get a "larger-than-life" picture of an operation taking place in the surgery hundreds of feet away.

while a Vericon camera sends a picture of what is happening over a cable into a bomb-proof shelter. By watching the television screen they can operate the remote control mechanism—thus eliminating a hazardous task that could mean death even for experts.

A spectacular example of wired television in use recently took place in a west coast jet and rocket manufacturer's plant. This company had developed a new jet motor at a cost that ran into six

figures. In preparing for its first ground test, engineers calculated that there was a definite explosion hazard. To protect themselves, and still see what was happening, they devised a concrete wall and a system of mirrors that would permit them to watch the motor from the other side of the barrier. They also installed Vericon, in addition to the mirrors, on an experimental basis. Thirty seconds before the initial blast of the motor, all employees were ordered to stand behind the wall. Almost at the instant that the jet was to fire, the man at the television screen noticed a fuel leak in one of the valves. The detail was too small to be detected in the mirrored image. The test was instantly halted and repairs were made—saving almost certain destruction of the expensive jet prototype.

■ ■ ■

What can we expect tomorrow from wired television? One scientist, William Norvell, foresees the

probability that a housewife will be able to phone her favorite department store and examine merchandise as it appears—in color on her telephone's viewing screen. He also conceives of a student in California who will be able to study archives of the Smithsonian Institute in Washington, D.C., simply by dialing "long distance." One of the world's greatest department stores is thinking of installing Vericon cameras around its floors to watch for shoplifters. Another researcher suggests the possibility of an arrangement with your local movie house where you'll be able to dial them and watch the evening show in the comfort of your own living room.

■ ■ ■

Dick Tracy wasn't the first policeman to think of television as a weapon against crime. The warden of a big western prison is considering a Vericon installation. His idea is to have a camera scan the room where inmates and their visitors meet, in order to prevent smuggling of contraband articles. Along the same lines, he feels it might be possible to have a single guard monitor several Vericon screens, connected to cameras along the prison walls.

Other uses? Mr. Norvell reports that hundreds of suggestions have been received for new uses for wired television. He says they include ideas like monitoring tunnels and on bridges, and signature identification in bars or retail stores. His prize suggestion came from a woman who wanted to know how much it would cost to have two-way television between her husband's office and their home. Hubby is the owner of a model agency.

■ ■ ■

TV Would Hypo Radio Industry

Vancouver.—An annual payroll of \$100,000,000 and employment directly and indirectly for 50,000 persons was envisioned here as the possibilities for the TV industry inside five years, if the government would let private enterprise take a chance.

A local manufacturer of TV receivers, Ed Chisholm, of Chisholm Industries Ltd., said that CBC's refusal to let private business get TV rolling was an ample of government throttling attempts by private enterprise to put people to work in the face of rising unemployment.

Chisholm was speaking on *Television Meeting in Canada* on CJOR and said that what was needed was "wide-open development of television."

The topic which prompted his remarks was: "What should business and government do about unemployment?"

CANADIAN RADIO & TELEVISION ANNUAL — 1950

A Comprehensive Directory of every branch of the Broadcasting Industry.

per copy **\$6.00**

We pay postage if cheque accompanies order.

BOOK DEPT.

Canadian Broadcaster & Telescreen
163½ Church St., Toronto



"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.

MARCONI

CFCF

MONTREAL

Ear and Eye

SPECIALISTS

to Canadian broadcasters

AM, FM and TV — it's Marconi for all three. You'll be first with the latest equipment, first in performance, first to receive the benefit of the latest technical advances, because Marconi are specialists in broadcasting equipment.

Marconi Engineering Consulting Service can help you with engineering problems, plans, surveys and submissions to broadcasting authorities. If you're planning to establish a station or enlarge your present equipment, call or write us.

We are also distributors of measuring equipment manufactured by General Radio Company and Marconi Instruments Limited.

CANADIAN MARCONI COMPANY

Established 1903

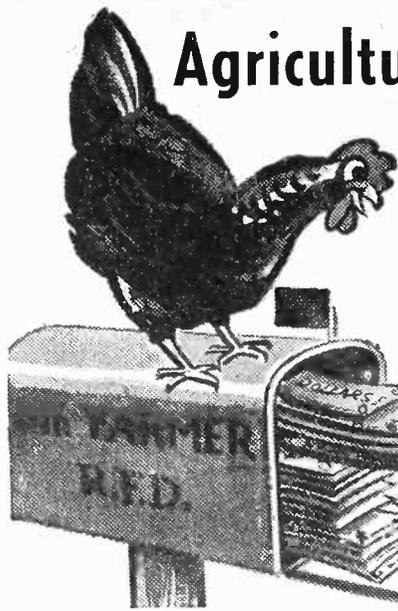
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MARCONI — THE GREATEST NAME IN RADIO and Television!

Agricultural Growth

Means more Farm Dollars

Farm income for all Alberta indicates new prosperity. In 1949 a whopping \$460,218,000 was realized. This amount reflects prosperity in every locality, including the great Southern Alberta Market.



Ask Radio Reps. Toronto - Montreal

CFCN'S KNOWLEDGE OF THE RURAL MARKET OPENS IT WIDE TO YOU!



★
"THE VOICE OF THE PRAIRIES"
★
Calgary

Wise time-buyers have used CFCN to sell the Southern Alberta Market for over 28 years.

Private Broadcasters Want Whack At TV

Vancouver. — F. H. Elphicke, manager of CKWX and president of the British Columbia Association of Broadcasters, snapped back at reports from Ottawa that A. D. Dunton, CBC chairman, suggested private TV might go ahead if stations made joint applications.

"There is no hope in Canada," Dunton was reported as saying, "for a Canadian TV network operating on a commercial basis. Private groups can do some of the programs, but the body of the TV programs must come from outside the country."

"The suggestion of Mr. Dunton," Elphicke said in a statement, "for a group of independent radio stations to make joint application and to share a TV wave length has been made in the past. Private stations and the Canadian Association of Broadcasters examined the proposal and found it unsatisfactory."

"A similar practice was started in the early days of radio broadcasting, and it had to be abandoned."

"Mr. Dunton's proposal would be just the same as suggesting a group of competing retail stores become established under the same roof. It would be impossible for the T. Eaton Co., Hudson's Bay Co., Woodwards, Kresge's and Woolworths to operate jointly in the same store."

"It would be just as impossible for radio stations to operate TV in the same way."

"Private stations are seeking their own TV license so they can operate their own units as they do in radio broadcasting."

"This request has been placed before the Royal Commission on Arts, Letters and Sciences and the private broadcasters are hopeful they will obtain the right to establish their own TV stations."

"There are a lot of restrictions on the use of TV now that will have to be removed to permit private TV stations to operate successfully and in full service to viewers."

"CKWX itself notified the Department of Transport as long ago as May 8, 1944, that it was prepared to enter the field, but so far the gates have been kept locked against any such step by any private station in Canada."

Demand TV For B.C.

Vancouver.—Demand for a TV station on Grouse Mountain, immediately north of Vancouver, was made by the B.C. division of the Conference of Radio and Appliance Dealers.

The group wanted the CBC to establish a transmitter immediately, or make it possible for private enterprise to get into the business.

Tests had proved, it was said, that a Grouse Mountain transmitter would cover not only Greater Vancouver, but also Victoria, Chilliwack, Nanaimo and even other parts of the east coast of Vancouver Island.

Builders Put TV In Modern Homes

Vancouver.—Television already is affecting the designing of homes according to an architect, Elmer Gylleck, quoted in The Vancouver Daily Province.

Already some builders are including built-in TV sets in the price quotations.

The new home entertainment medium is not only changing living habits and social life, but the actual layout of the modern home as well. Architects are keeping a sharp eye on developments to try to anticipate what TV viewers are likely to want.

One principle followed is to have the TV set where the fireplace would be in the traditional design of a living room. This would normally be the spot with the best viewing range from all parts of the room.

Gylleck believes TV will "bring families closer together, and keep children off the streets. It may even change our educational system."

He said he even knew of fathers who previously had spent little time at home and now could hardly be persuaded from the living room.

Housewives, he said, have suggested the need for TV which can be viewed in the kitchen because so many interesting programs come on at a time in the evening when they are liable to be in the kitchen.



FOR THESE ARTISTS

- ARLOW, Herb
- DAVIES, Joy
- DENNIS, Laddie
- EWING, Diane
- FOWLER, Dorothy
- GOTT, Herb
- HARRON, Donald
- HULME, Doreen
- KLIGHMAN, Paul
- LAFLEUR, Joy
- LOCKERBIE, Beth
- LYONS, John
- MacBAIN, Margaret
- MILSOM, Howard
- MORTSON, Verla
- NELSON, Dick
- NESBITT, Barry
- O'HEARN, Mona
- RAPKIN, Maurice
- ROWAN, Steve
- SCOTT, Sandra
- WOOD, Barry

Day and Night Service at

Radio Artists Telephone Exchange

Boost Summer Sales!

Every year tourists, campers, vacationists bring additional purchasing power running into millions of dollars to Lake of the Woods, one of Canada's most popular summer playgrounds. This audience is wealthy, receptive, and in spending mood. And your message will linger — they will carry it home with them.

Use CJRL's practically exclusive coverage to reach this bonus market—and for profitable year 'round selling as well.

HORACE N. STOVIN & CO., Toronto and Montreal INLAND BROADCASTING AND RECORDING SERVICE, Winnipeg DONALD COOKE, U.S.A.

KENORA-KEEWATIN
96% DAY
92% NIGHT
B.B.M.

CJRL

KENORA ONT.
DOMINION NETWORK

This is the BCAB



Elphicke, CKPG, Prince George



G. Chandler, CJOR, Vancouver



J. Browne, CKOV, Kelowna



I. Clarke, CFJC, Kamloops



J. Pilling, CHWK, Chilliwack



L. Roskin, CJDC, Dawson Creek



J. Orr, CHUB, Nanaimo



M. Chesnut, CJVI, Victoria



J. Loader, CJAT, Trail



C. Rudd, CJAV, Port Alberni



W. Ree, CKNW, New Westminster



S. Lancaster, CJIB, Vernon



F. Elphicke, CKWX, Vancouver



K. Haryett, CKLN, Nelson



H. Watts, CKOK, Penticton



K. Willis, CKMO, Vancouver

★ GOOD MANAGEMENT
MEANS GOOD RADIO



BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

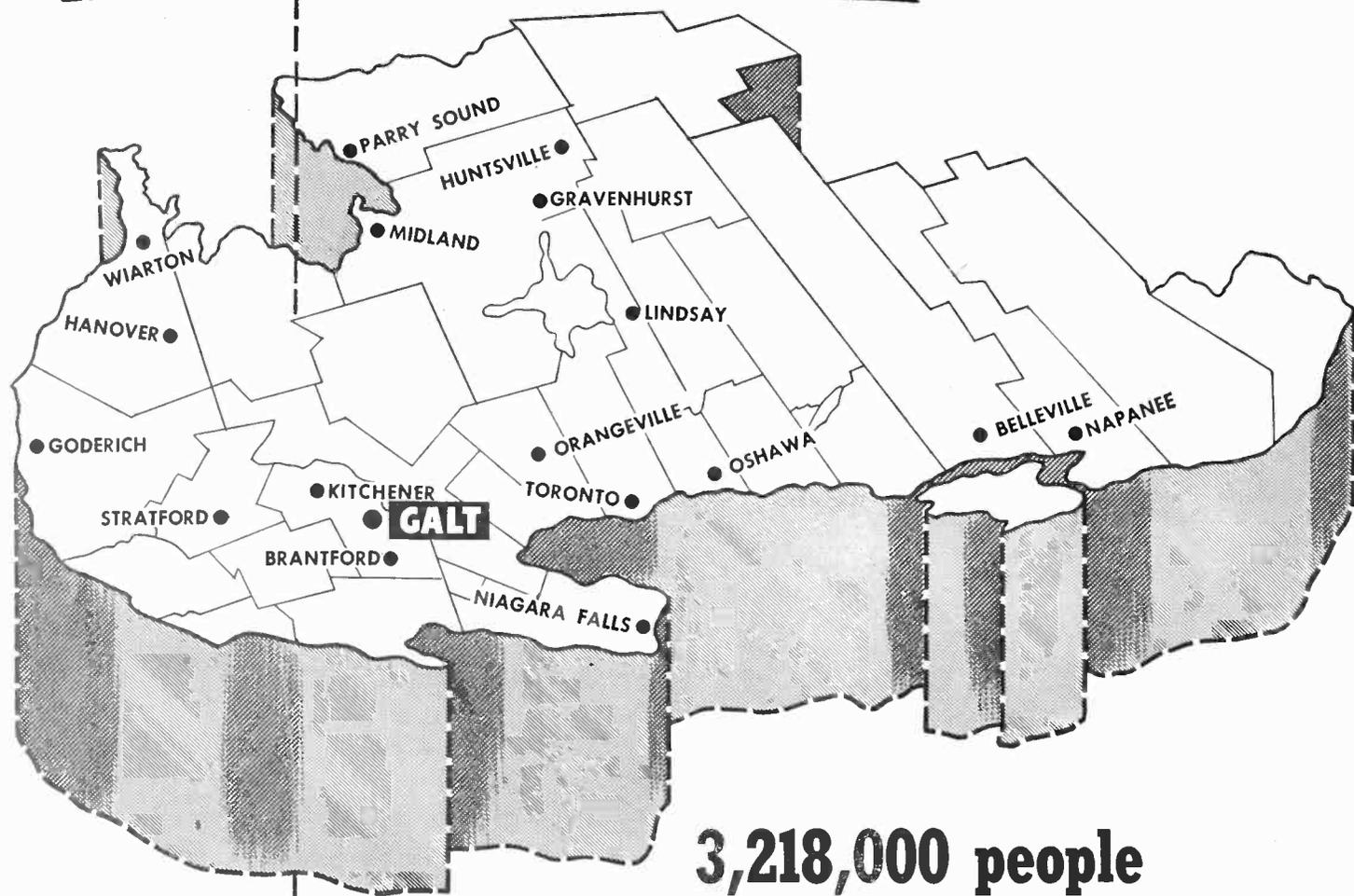
CHWK—CHILLIWACK
CJDC—DAWSON CREEK
CFJC—KAMLOOPS
CKOV—KELOWNA
CHUB—NANAIMO

CKLN—NELSON
CKOK—PENTICTON
CJAV—PORT ALBERNI
CKPG—PRINCE GEORGE
CJAT—TRAIL
CJOR—VANCOUVER

CKMO—VANCOUVER
CKWX—VANCOUVER
CJIB—VERNON
CJVI—VICTORIA
CKNW—NEW WESTMINSTER

**MARKET
VOLUME
EQUALS AREA
X DEPTH**

**TAKE GALT
FOR INSTANCE**



**3,218,000 people
is BROAD Coverage and
CFRB Penetrates it DEEPLY**

THE GALT MARKET

- 18,000 population in 1949; 5,400 families each have an average effective buying power of \$3,883.
- Retail trade over \$17,000,000 annually, including food sales of \$4,800,000; general merchandise sales of close to \$1,300,000.
- Industrial production: approximately \$30,000,000; annual payroll: approximately \$10,000,000.

THE ONTARIO MARKET

- CFRB effectively covers a 64,550 square mile area—36 Ontario counties which hold 24.5% of Canada's buying power.
- Elliott-Haynes surveys of 38 centres in this Ontario market showed that CFRB is listened to regularly (several times a week) by a median average 60% of people in these centres; the next independent Toronto station was heard regularly by 24.0%.

BROAD Coverage in the Number One market—more than 3 million people with over \$3 billion buying power—it's yours on CFRB! But more than that, look at the depth or quality of this coverage. For proof of CFRB's deep penetration, let's take a look at Galt, for example.

Galt's industries have an annual payroll of about \$10,000,000 and Galt stores do an aggregate retail trade of

more than \$17,000,000 a year. In this industrial city, Elliott-Haynes report that 65.7 per cent of listeners hear CFRB regularly (several times a week); 29.8 per cent listen regularly to the next independent Toronto station.

And remember, Galt is just one of the many important centres in this rich Ontario market. For complete data on CFRB's market write our office, or our representatives.

**Put your
dollars where
dollars are!**

CFRB

**50,000
Watts
1010 KC**

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