

CANADIAN BROADCASTER

TWICE A MONTH

6 No. 8 \$2.00 a Year — \$5.00 for Three Years April 19th, 1947

NEWS in BRIEF

Tickets for the second annual Radio Arts Dinner, to be held at the King Edward Hotel, Toronto, Friday April 18, are obtainable from: George Murray, Alan Savage, Wes McKnight, Jack Dennett, Elwood Glover, Beth Lockerbie or Irene Mahon.

Robert T. Bowman of Ottawa, former Washington correspondent for Southam newspapers, has taken over supervision of CJCH, Halifax. Bowman had been commentator at different times for the EP and CBC.

D. Roach has been appointed Canadian representative by Benton & Bowles, New York, in the opening of a service office in Toronto. Roach has been with Imperial Tobacco's advertising department and McKim Advertising Ltd., Montreal.

Myron Caron has been appointed managing manager of CJBR, Rimouski, following the recent death of J. Lavoie.

Installation is proceeding on a new 250-watt Gaetz transmitter at CFR, Prince Rupert, B.C. Other control room equipment is being added as part of plans to provide improved service in the area, especially since plans were announced by an American company to open a \$15,000,000 celanese plant at Port Edwards, eight miles from Prince Rupert.

Powder, developed by the US Rubber Company, when blown into thin tubes, is claimed to improve radio reception by reducing static electricity caused by friction between tire and roadway.

The Canadian and US Radio Manufacturers Associations directors will meet on April 24 and 25 in Hoboken, N.J., for their Fourth of Industry Conference. Plans under way to discuss industry production and sales problems with an exchange of industry information.

Turntable, which automatically starts the playing of either 78 or 33 1/3 rpm recordings without altering turntable speed, has been invented by two members of RCA, New York's staff. The turntable, which has been patented, is composed of a 12-inch inner table revolving at 78 rpm surrounded by a 16-inch outer ring, raised above the inner table, revolving at 33 1/3 rpm.



At left, Ronnie Matthews, blind pianist, did his farewell program before leaving for the East on CKNW, New Westminster's Children's program, when he received gold cuff-links and tiepin from listeners. At right, a hang-over from the Beavers; the cast of "Un Homme et son Pêché" inspects writer Claude-Henri Grignon's award after the presentation over the French Network. From left to right: Mia Riddez; Lucien Thériault (producer); Jacques Soulières (operator); Estelle Maufette; Claude-Henri Grignon; Dick Lewis; Hector Charland (Seraphin); Alfred Amirault; René Lecavalier; Maurice Gauvin; Francois Bertrand; Claude Sutton (Whitehall Broadcasting).

FM TO REDUCE COSTS---IMPROVE SHOWS

RCA Engineer Addresses Toronto Execs

The advent of FM to Canada will reduce radio advertising costs, according to Ken G. Chisholm, sales engineer of RCA Victor Company Ltd., Toronto, during an address to the April 9 luncheon meeting of the Radio Executives Club of Toronto, held at the King Edward Hotel.

"FM will reduce station operating costs per unit area," said Chisholm, "and because the number of stations in any given area can be increased beyond saturation, station rates will tend to be lower." For this reason, he added, "radio will attract a greater percentage of the advertising dollar away from other media." However, he pointed out, broadcasters would have to put more effort into building FM programs because, with high fidelity transmission, it would be more difficult to camouflage flaws.

More recorded programs will be presented on FM stations than will network shows. This, said the engineer, is "because existing wire lines cannot handle real high fidelity transmission and there is little indication of improvement in this direction. It would seem that most good shows will be on transcriptions."

There are three main advantages of FM broadcasting from the listeners' viewpoint, said Chisholm, first stressing FM's freedom from man-made and natural static and interference with other stations. Members of the REC listened to

an AM/FM receiver installed in the hotel. While tuned to a standard broadcasting station carrying "The Happy Gang", considerable noise was picked up on the speaker, originating within the building itself. Switching to FM, the interference was completely eliminated. "One of the most noticeable things about FM reception," said Chisholm, "is the impression of almost complete silence except for the program material."

Another advantage was that the range of an FM transmitter is constant during both daytime and nighttime hours. Dependable round-the-clock reception is always available.

FM offers true high fidelity transmission and reception, he said. The entire range of audible sounds, 16 to 15,000 cycles, is reproduced with a distortion content less than one per cent and noise level of minus 60 db or less. "This," claimed Chisholm, "will

allow full dynamic volume range with no perceptible distortion of any kind."

"It is hardly likely anyone will ever be refused an FM broadcast station license because no frequency is available", Chisholm said. "100 channels are provided and on none of these is there any interference, one station with another, of any kind much beyond 100 miles. This means that every channel can be used over and over at intervals of not less than about 250 miles," he said.

It will require a less powerful FM plant to cover a given area, he pointed out, than with the use of an AM transmitter, and the investment will be considerably lower. FM ranges are greater per dollar of plant and are also more consistent, day and night, he claimed. Tube operating costs per kilowatt are about half on FM what they are on AM, he said.

OPPOSE SPONSORED PROGRAMS ON GOVT. STATIONS

Australian Chairman Asks Higher Share Of Fees

Recommendations of the Australian Radio Committee to have the Australian Broadcasting Corporation enter the commercial field along similar lines to the current Canadian system (CB April 5) met with strong opposition from the Corporation itself as well as from the Australian private broadcasters.

Appearing before the committee, Mr. R. J. Boyer, ABC chairman, argued emphatically against the suggestion that the ABC should enter the commercial field, and asked for retention of the license fee system as the sole method of financing the national broadcasting service.

SMOOTH IS THE WORD FOR IT!

The new transcribed

BARRY WOOD SHOW

WITH ★ MARGARET WHITING
★ THE MELODY MAIDS ★ HENRY SYLVERN & ORCHESTRA

It's new! It's exciting! Fifteen minutes of the smoothest music ever available. Produced by the F. W. Ziv Company, the Barry Wood Show has had phenomenal success in the U.S.A., taking the high ratings in every market.

Now
available
locally

Ask the
ALL-CANADA PROGRAM MAN
for an audition disc.

★ HENRY SYLVERN leads the smoothest strings you ever heard.

★ MARGARET WHITING
The "It Might As Well Be Spring" girl, new network and recording star.

★ BARRY WOOD
your smooth singing host.

★ THE MELODY MAIDS
Three gorgeous voices blended in smooth harmony.

★ The Smooth Strings
tops in accompaniment — under the direction of Henry Sylvern.

ALL-CANADA PROGRAM DIVISION

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL
A DIVISION OF ALL-CANADA RADIO FACILITIES LIMITED



SOUNDING BOARD

BUSH AND BOW

Toronto: Might I add my sincere congratulations to those you have already received from persons in various walks of life for this splendid job you are doing in connection with the presentation of Beaver Awards for outstanding service to Canadian radio?

As chairman of the Awards Committee of the Association of Canadian Advertisers, I realize only too well how much time, energy and research must be spent in the selection of recipients of awards.

My personal opinion is that you have been selecting your winners for Beaver Awards wisely and discreetly, without fear or favor, and the institution of this practice is making radio in Canada even more beneficial as an advertising medium.

—L. E. Phenner
Chairman, 1947 ACA Advertising Awards Jury
* * *

ACD DROPS

Toronto: Yes I'm an agency man, but first and foremost I'm a Canadian! Not gifted with the type of talent that goes before a mike, I am still vitally interested in the furtherance of my fellow-Canadian as an accepted first flight artist entertainer. So I can drip my drops of acid comment, without prejudice, regarding the type of Canadian-owned station promotion that we see in the press and read in our mail.

Why do these promoters of station excellency harp on the theme that they carry "all the American popular programs"? I see a copy which starts off with a list of all the leading Canadian shows and then A LIST OF AMERICAN SHOWS USING ACTUAL NAMES. Why do we not give our own CANADIAN ORIGINATED AND PRODUCED SHOWS equal billing? Again, upon the opening of a station enlargement a little while ago, we saw a centre-page spread with 14 American shows' stars depicted. This station carries several highly rated and sales-making Canadian shows administered by my employees, but are they even mentioned? No. Why don't CANADIAN shows



"The music was swell, Dad, but isn't the commercial awfully long?"

get equal billing when the stations are promoting radio listening with our public? They certainly want Canadian accounts.

One result of this constant effort to sell the foreign programs is that our clients see the colossal ratings these foreign programs get, and then, instead of creating a CANADIAN manned show they continue to import shows from other sources.

Then we are asked, why do Canadians go across the border. Yes there's more money there, but many of our artists who have gone would have preferred to stay if the Canadian Radio Broadcasting Industry had sold our listening public on our own shows first and thus produced listener buyers for the sponsor's product which in turn pays the artist, station and administrator.

—Vic Dyer

Golfing Mikeman

A. J. "Red" Hopps, assistant manager of CFRN, Edmonton, has been elected to the Board of Governors of the Mayfair Golf and Country Club, Edmonton. Hopps, one of Canadian radio's most active golfers, was publicity director of the 1946 Canadian Amateur Championship Tournament held at the Mayfair Club.

PRODUCERS!

When you're looking for

- Laurence Abbott
- Pat Barry
- Lloyd Bochner
- Roxana Bond
- Marjory Chadwick
- Bernard Braden
- Bernard Cowan
- Joy Davies
- Laddie Dennis
- Russ Gerow
- Barbara Kelly
- Beth Lockerbie
- Howard Milsom
- Dick Nelson
- Mona O'Hearn
- Loy Owens
- Marjorie Purvey
- Maurice Rapkin
- Ruby Ramsay Rouse
- Sandra Scott
- Ruby Wood

Call

RATE

Waverley 1191

BROADCASTERS

**Going to higher power?
Going to F. M.?**

- *A.M. Briefs prepared.
- *F.M. Briefs prepared.
- *Sites selected.
- *Advice on Equipment.
- *Proof of Performance Measurements.

Contact:

G. R. Mounce
Eric Leaver

**ELECTRONIC ASSOCIATES
LIMITED**

2498 Yonge Street
Toronto 12

Consulting Engineers Unaffiliated with any Broadcast Equipment Manufacturers.

ACCORDING to 1946 BBM figures, CFCY now offers advertisers a night audience of 87,560 radio homes in the 3 Maritime provinces and the Gaspé Peninsula —the largest audience of any private station east of Montreal —nearly twice that of any other station in the same area.

CFCY
CHARLOTTETOWN

The MARITIME
Must STATION

ALL-CANADA RADIO FACILITIES LTD.
WEED & CO. IN THE U.S.A.

Our Guest Speaker Is:

C. H. INSULANDER

Manager
Radio Station CFPR, Prince Rupert, B. C.



"Because the secrecy necessary in wartime was more strict and effective in the Northern British Columbia area than elsewhere, Prince Rupert is possibly "Canada's least-known market".

"But in Prince Rupert, as anywhere else, Radio is a most effective advertising medium—and, due to geographical conditions, CFPR is the *only* radio medium to get the advertisers' message into the homes of prospective purchasers, both local and district, in this area while that message is still fresh.

"You who buy radio time well know that local advertisers would not consistently use CFPR unless it got results. McRae Brothers Limited, one of our first accounts, nine years ago, are still on the air with us every day. With carefully chosen messages, placed at the right time McRae's have grown, until today, with their large modern store, they are the leading stationers. William Sheardown, Prince Rupert's largest grocers, give CFPR exclusive credit for the successful opening of their new store and their continued sales.

"We are proud to have been able to add to the success of our clients."

C. H. INSULANDER

HORACE N. STOVIN

& COMPANY

Radio Station Representatives

for these Live Radio Stations

CJCH Halifax	CHOV Pembroke	CKX Brandon
CHSJ Saint John	*CHML Hamilton	CFAR Flin Flon
CKCW Moncton	CFOS Owen Sound	CJNB North Battleford
CJEM Edmundston	CFOR Orillia	CJGX Yorkton
CJBR Rimouski	CJBC Toronto	CKLN Nelson
CKVL Verdun	*CFPL London	CFPR Prince Rupert
CKSF Cornwall	CKLW Windsor	CJIB Vernon
CFJM Brockville	CKY Winnipeg	CJOR Vancouver
CJBC Belleville	CJRL Kenora	ZBM Bermuda

*Represented by us in Montreal only

MONTREAL

TORONTO

WINNIPEG

RADIO GETS YOUR MESSAGE HOME



Besides being a high ranking entertainment feature on the west coast, "Public Opinion", sponsored by the Spencer department store and aired by CKWX, has been giving it to the industry right between the eyes on the subject of listeners' reactions to production trends.

The latest piece of guidance to come from this forum was a 73% opinion, among listeners who took the trouble to vote, that there are too many shows on the air dealing in mystery and murder.

A letter appeared the other day in the "Vancouver Sun", protesting against contests which result in floods of phone calls to busy offices, asking for information.

The complaint stemmed from a competition which asked for the height of Hotel Vancouver, and brought hundreds of calls over a hopelessly overloaded telephone system to an extremely busy hotel switchboard.

The CBC will take a new fling this summer with a series of Sunday concerts in the open air Malkin Memorial bowl in Stanley Park.

Singers and guest artists will be there with a 25-piece orchestra to entertain an audience on the grassy slopes of the bowl, while listeners can hear it from 9 to 10 in the evening.

So far, since there is no charge made for the outdoor concerts, church groups which prevented university students from having Sunday concerts have made no complaints to the city police department or the attorney general.

The Okanagan Valley in south central B.C. has added coverage since CKOK Penticton went on a new and increased broadcasting schedule recently.

Ellen Harris of CBR Vancouver went on the air for her 300th broadcast recently. Her "Morning Visit," which goes three times weekly at 10 a.m. brings her a rush of fan mail from all over the province.

One of her guests on her 300th appearance was Mrs. H. L. Breadon, who wrote Ellen Harris her first fan letter when her program commenced two years ago.

A sailor who took good care to beware dashed up a flight of stairs into the bright lights of CKWX studios the other night to get away from a pair of gunmen who had put the finger on him to drive a car for them.

The gob told his story to Bert Cannings in the news bureau, who got right on the phone to the gendarmerie.

The public relations blokes at a Vancouver station were slightly embarrassed when an angry mother phoned to know what kind of a racket they were running in

connection with box tops for a certain product.

Seems Junior had persuaded her to buy some of the stuff so he could send in the cardboard tops and get a picture album from the sponsor. The station sent on the tops to the sponsor, but Junior heard no more of the premium.

When mama complained to the station, they wrote asking sponsor what the hell. Sponsor replied so sorry please, fresh out of stock but more coming up. Station called to placate mama and Junior.

Which is all handy dandy, the station P.R.O. says, except that if the sponsor had just taken the trouble to write Junior a note in the first place, the station itself would not have lost a small chunk of its hard-built good will.

Wallie Peters, musical director at CJOR, will direct a ten piece orchestra at the city's Happyland amusement park during the summer.

Lloyd Bulmer, who does an early morning stint at CKMO, Vancouver, stepped to the mike the other ayem and calmly announced that "this is CKMO Vancouver. No other radio station in the world can make this statement."

Art Chandler, chief engineer at CJOR, has returned from a six week foray through eastern Canada and the states. Brother George, station manager, leaves on a trip himself shortly.

George Dewey, chief announcer and boss on CKMO's "Teletime", recently found a new twist for the old iceman gag. During the give-away program he called a number asked for the woman listed, but found himself talking to the iceman who had the enterprise to answer the call. Dewey is now advising his listeners to leave the iceman in charge of their affairs if they have to break away from the loudspeaker to do the work.

Ross Mortimer, on his CJOR "Take It Easy" show, was wondering out loud where to take a wife and a six month old daughter for a holiday. With the words hardly out of his mouth, a message landed on his desk from a Vancouver Island listener inviting the family for a two week vacation. "Good for the baby," the listener added.

Production manager Al Reusch at CKMO has a new Friday evening piece titled "Hit Makers" with the music and personal histories of modern composers such as Cole Porter, Richard Rogers, Harry Warren and others.

CJOR has been going full blast on the public relations work lately. Margaret Jestley, director of Women's features, attended three days of P.T.A. convention, covering for the station and discussing radio publicity problems with delegates. A week later she was at the annual meeting of the I.O.D.E.'s B.C. branch, and Dorwin Baird the station's promotion manager was at a B.C. Products Fair in Victoria.

CANADIAN BROADCASTER

TWICE A MONTH

(Authorized as Second Class matter at the Post Office Dept., Ottawa)

Published by

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April 19th, 1947

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Vancouver	Robert Francis
Winnipeg	Erith Smith



Sauce For The Goose

Members of the Toronto Advertising and Sales Club were privileged last week to hear a frank and factual address on the French Canadian market. It must have sent many of the members back to their offices wondering if they had been closing their eyes to the potentialities of a live and spending market of three million people.

Condensed on another page of this issue, the talk was delivered by Roland Beaudry, M.P., whose wide experience in advertising includes both publications and radio. In it he pointed out that due to the language problem, the Quebec market requires individual treatment.

The question of individual treatment of this one market, in terms of merchandising, raises the interesting question of other areas where, though the language may be the same, living and consequently buying habits are just as different as is the French speaking province of Quebec. It raises the question of whether the wise national advertiser is the one who broadcasts his one program from coast to coast, or one who considers the "local" circumstances in let us say the five main areas of Canada, and proceeds to plan his programs individually for B.C., Ontario, Quebec and Maritime listeners.

We are frank to admit that, from a standpoint of national Canadianism, these five "isolations" could be drawn together very effectively, if they were served with the same intelligent diet of programs. This should of course be the function of the CBC. But in the past few days, E. L. Bushnell, CBC Director General of Programs, told the Young Men's Canadian Club of Toronto that the CBC program must be highly specialized into regions; that there have to be five distinct noon-day broadcasts to farmers, because the Ontario farmer will not be interested in the information broadcast to the fruit-growers of the Okanagan Valley; because each province must have its own curriculum of school broadcasts.

Designed to dispense a "national" broadcasting service in this country, which is at one and the same time so vast and so sparsely populated, the CBC is laboriously striving to concentrate on "regional" and "local" broadcasting, while the national advertisers and their agencies are paying the CBC hard cash for the privilege of dispensing the "national" program service which the CBC was created to render.

Last November we had the privilege of addressing the Young Men's Canadian Club of Toronto, and at this time we suggested that the CBC should render a "national" service by synchronizing all its own stations on one or two frequencies. In this speech, we foretold that the CBC would be impossible, on the grounds that its regional broadcasting would be impossible, and this is precisely what happened.

The point is that advertisers are allowing themselves to be made parties to the CBC's indolence in the production of "national" programs because they feel that they need "regional" programming to maintain the little hold they still have on the public. They feel that broadcasting in Canada has to be regional in order that it may succeed. And we respectfully suggest that what is sauce for the CBC is sauce for the advertisers.

Editor

BEHIND THE NAME

(Time — 1 minute 50 seconds)

Two in a series of radio flashes prepared by the Brand Names Foundation Inc., New York, and adapted where necessary for Canada, for use by radio stations and advertising agencies on behalf of all advertisers whose brand names have made modern advertising possible. One of these flashes will be printed in each issue of this paper. If you would like copies of the entire series, write Brand Names, c/o Canadian Broadcaster, 371 Bay Street, Toronto 1.

MORE OF THE SAME

Druggists report that every now and then a customer walks into a drugstore—an empty, unlabeled medicine bottle in his hand—and asks for "more of the same".

Of course, the druggist can't supply "more of the same" when there is no identification on the bottle.

The same principle applies to everything you buy. When you have bought a product you liked and if you want "more of the same"—it's the brand name on that product which makes it possible for you to buy it again and again—simply by calling for it by name. Without the uniformity guaranteed by a brand name, you would be likely to get something different every time you shopped.

Remember that the brand name on nationally-advertized products is your insurance of uniform quality—day after day—because of exacting standards of supervision all along the line of production.

You can buy "more of the same" of a nationally-advertized brand with the assurance that it always will be the same—or better!

GOAT-SKINS TO CELLOPHANE

There's a fascinating history behind the neat, well-packaged rows of products on your kitchen and bathroom shelves. Those bottles and tubes, cans, jars and boxes which are just right for the purpose they serve trace their origins to the earliest times.

A goat skin was probably the first kind of "package". And during the Stone Age woven baskets and crude clay pottery were used for produce of all kinds. It is reported that Egyptian merchants of the 11th century used a kind of paper to wrap their wares. And the use of glass goes back to ancient times. But it wasn't until very modern times that packaging, as we know it, was introduced.

The development of modern packaging grew with the development of modern industry. We went through our "Cracker-barrel days", when most products were sold in bulk from barrels and boxes. But gradually, manufacturers learned that it was more economical in the long run to distribute products already packaged. It was more sanitary—it was more convenient for housewives in their shopping—and it was less wasteful than the

old bulk-buying process. Also, manufacturers found that modern housewives were asking "Who made it?" about the things they bought. And the manufacturer could guarantee that his product would reach the purchaser, untampered and just as it was advertised, only through the use of sealed packages on which the maker placed his identifying brand name—the symbol of his guarantee and responsibility.

Yes, people of ancient times would regard our modern packaging as almost magic. And the benefits we consumers gain from modern packaging are almost countless—benefits which include cleanliness, shopping convenience, guaranteed quality and reliable quantity—and the confidence that the brand name on the container will fulfill the promise of its maker's reputation.

SVP

NBC's Ed "Archie" Gardner is amazed — a Canadian restaurateur has written him for permission to name his new cafe "Duffy's Tavern". It seems that over 50 American restaurants have been named after the Wednesday night comedy show in the last six years—but this is the first time anyone has asked an O.K. from the originator of the name.

Aid Cancer Drive

14 Ontario stations are donating two free announcements for each announcement paid by the Ontario Branch of the Canadian Cancer Society during its current drive for increased membership. This year's campaign has as its objective, "One Member of the Cancer Society in Every Home." Members will receive bulletins and educational material concerning treatment of the disease.

Stations co-operating in the campaign, and which will make two free announcements for each paid spot are: CKPC, CKPR, CHML, CKOC, CKWS, CJKL, CFPL, CKCO, CHEX, CHOK, CJCS, CKGB, CFRB and CKEY.



MESSAGES Poured IN FROM ALL OVER THE COUNTRY ON THE CARTIER BY-ELECTION RESULTS

"Magnificent is the only word I can think of."

"Miles ahead from advance poll to finish."

"Stations referring to B.U.P. bulletins throughout."

"You were miles ahead both with figures and background."

B.U.P.
scored a 20-minute beat on Raymond Boyer jury disagreement

AHEAD
with Bohozuk's acquittal of John Dick's murder

HEAD OFFICE
231 St. James Street
MONTREAL

TRADE WINDS

Edited By Art Benson

McKims Toronto office tells us that Lavoris Chemical Co. (Mouth Washes) has made its debut into Canadian radio by taking a 13 week test campaign of 3 flashes a day over CFRN and CJCA Edmonton.

CKSF, Cornwall reports that Spinelli beverages of Valleyfield has scheduled the live 15 minute 3 a week "Slim and his Golden Bar Rangers" for one year.

Bob Howe at Frontenac Broadcasting tells us that his brain-child "An Orchid To You" has been renewed over CKEY, Toronto by Albert's Hardware for April and May and will be picked up again in the fall. Same agency also reports that Church Motors has taken the 5 minute 6 a week 11 p.m. newscast by Fred Cripps over CKEY for 6 months. The A. J. Siggner Furniture Stores have started a daily 3 p.m. newscast called "Oddities in the News" over CKEY for one year.

The commercial department at CKSB, St. Boniface reports that the Winnipeg office of Massey-Harris has started a 3 month series of spot announcements. Lake of the Woods Milling Co. has scheduled 13 weeks of 2 a week half-hour woman's programs called "Housewives Club". Hurtig Furriers have contracted for a summer and fall spot campaign. Breslauer & Warren, Winnipeg, jewellers have a daily spot campaign under way for one year.

The James Fisher agency tells us that Allied Toiletries Ltd. is piping in Sammy Kaye's "Sunday Serenade" from ABC to the Atlantic and Mid-east regions of the Dominion network plus CKEY, Toronto and CFBC, Saint John. The 26 week series started April 13 advertising Rayve Creme Shampoo and can be heard Sundays at 1.30 p.m.

OVER TO YOU, JUNIOR



Gilbert Milne Photo

Gordon Sinclair, veteran newspaper man and noon newscaster at CFRB, Toronto (Acme Farmers) turned over the mike to Gordon Junior before leaving on a lightning trip to Hollywood on a script chore. We understand that "Old" Gordon has ordered Junior to sandpaper his tongue before each broadcast to make sure he does not get a higher rating than his father.

P.C.'s WANT RADIO COMMISSION

The Progressive-Conservative Party has revealed its plans for a complete probe on the Canadian Broadcasting Corporation this year in the House of Commons. A. L. Smith (Calgary West), said he wanted to find out if the House was in favor of "handing to any corporation complete power of regulation and control over those concerns in opposition to it."

"We did advocate," said Smith, and will continue to "advocate, that some independent body shall stand between the corporation itself and its opposition who are in competition and in the advertising business."

L. W. Skey (PC, Toronto-Trinity), asking whether the CBC had received instructions that no longer would the Labor-Progressive Party have free time on the air, was told by Revenue Minister

McCann that the CBC "does not take instructions from the government" and that it was responsible for its own regulations.

McCann advised that the CBC reviewing the question of political broadcasting, had decided parties with no representation in the House would not be given free time on the national network between elections.

Safety Second

A recent broadcast by Mayor Sam Lawrence over CKOC, Hamilton, was tied in with the theme of the preceding program, "Fibber McGee and Molly". Fibber had been warned by Mayor LaTrivia to behave as it was Wistful Vista Safety Week. Then, in the following period, the Hamilton Mayor discussed Safety Month.

CKCR KITCHENER

BUYING POWER!
The Thriving Kitchener-Waterloo area boasts 202 industrial plants which employ a total of over 15,000 community-minded citizens.

CKCR
"Smack in the middle of Ontario's Richest Market"

See **WILLIAM WRIGHT**
MONTREAL
Medical Arts Bldg.
Fl. 2938

TORONTO
Victory Bldg.
AD. 8481

CKCR CKCR CKCR



Coverage of the Cartier by-election was radio's big job in Montreal this fortnight. They brought listeners more than statistics returns, which were notably early in that they showed a strong bias against Communism in voting once red as a Rose. Listeners also heard the gory boot-totin-shootin details of the strong-arm boys were pl. Elections are serious affairs embouts.

During the week prior to the election, radio station CJAD had broadcast a devastating exposé of Communism, based on the Louis Untz affair in the U.S.A. No number of features could have been broadcast so timely, for they hit airwaves which were still hot from the Pat Sullivan announcement that he had quit his post because of Communist domination of labor unions in Canada.

Listenership to this type of local broadcast was astounding. The station manager and owner Arthur Dupont to comment: "I can use a good deal more realism in radio. We want more programs dealing with what the people are reading and talking about at the present time."

As a step in the right direction, the station this week began a new broadcast called, "Just a few seconds for Canada." It consists of short, factual spots about Canada's many advantages, and urges citizens to be proud they are Canadians. "We're not flag waving for the sake of flag waving," Dupont explains. "We're telling the people what they may be proud of their country. It is time more people should know that our standard of living is the highest in the world, with the possible exception of the United States. We have more cars, more telephones, more freedoms than all the people than most other nations dream of. Why shouldn't we be proud of it?"

Everybody talks about the weather, but none more than Frank Edwards, the Pom Bakery's radio weathercaster. Last week Edwards gave the official forecast, but tossed in a differing opinion of his own. Next day, with a voice of humility, and his neck pulled right back in he told his CFCF listeners that hereafter he'd take the Weather Bureau's word for the things—they'd hit it right on the nose; he'd been too optimistic. Listeners liked both his forecast and his readiness to admit he'd been given a bad steer by his own mortal ball.

Edwards talks weather for 5 minutes every morning, and makes every minute of it interesting. Montrealers bring umbrellas to work or leave them home as he dictates. Car washers feel the time when Edwards sniffs rain in the air; but they do a rushing business when the outlook is

bright. All year round, the Pom people thrive on the goodwill Edwards drums up among the housewives. Any radio station without a good weather show might copy the Edwards format to advantage.

* * *

After about a decade with CBC, Rusty Davis, well-known writer-producer, has quit. Most probable reason is the rumored tendency of CBC to treat its artists as though they were civil servants, which, I suppose, they are. In early CBC days musicians and artists were given all the leeway needed for creative effort, short of money. Apparently, as the machine grows larger and administrative posts are filled by persons from outside the entertainment field, the freedom required by artistic folks is increasingly restricted. Davis' resignation may be the forerunner of many more.

* * *

Radio Station CFCF on Saturday completed a fine public service project for the Junior League of Montreal. A series of 13 broadcasts, "Books Bring Adventure," dramatized highlights of excellent books and urged youngsters to read them and review them, or do a painting inspired by them. Ten awards were given, five for the best reviews, five for the best paintings. For the winning daubers there were five scholarships at the Montreal Art Museum—no mean prize. The series was broadcast free, and was a goodwill effort that paid off. All protestant school boards and all city libraries cooperated in the scheme.

* * *

When a study of early morning listening habits disclosed peak audiences at seven to eight a.m., CFCF immediately decided to play that period for all it's worth. First new feature is "The 600 Special" a live-talent show, with no spot announcements allowed. Featured on the show are organists Buddy Payne and Ray Johnson, with catchy wake-up melodies and no patter.

TCA To Extend Net

TCA's network of eight ultra high frequency transmitters operating between Gander, Nfld., and Toronto, will be extended to the west coast when equipment becomes available. Stations will be located 100 miles apart, operated by remote control along the airline's landlines.

**HALF THE HOMES
IN BRITISH COLUMBIA
WITHIN 15 MILES
of OUR TOWER**

REACH THIS RICH MARKET
through **CKNW**
NEW WESTMINSTER, B.C.

For 25 Years

A POTENT SALES MEDIUM

CFCF CALGARY

10,000 WATTS

The Voice of the Prairies Ltd.

**Report TO THE
BROADCASTING INDUSTRY**

By Walter E. Elliott

4 Fourth in a series of frank talks about Elliott-Haynes and the broadcasting industry.

The Coincidental Telephone Technique

ALL ratings data shown in E-H Reports are assembled by means of the telephone coincidental technique.

This method consists of telephoning a random selection of homes at the time the program is on the air, asking a standard set of questions, pertaining to the respondent's listening behavior.

The coincidental telephone technique has these distinct advantages:

1. It permits measurement of the size of audiences while they are assembled as listeners to specific programs;
2. It is the quickest and most direct contact with the listening audience;
3. It requires the least listener effort;
4. It is the most economical interviewing procedure;
5. By actual experience, it is the most accurate, sensitive and reliable method of measuring radio audiences.

Next issue: "The Interviewer's Questions."



Elliott-Haynes Limited

[Continuous Radio Audience Measurements Since 1940]

Sun Life Building
MONTREAL

515 Broadview Ave.
TORONTO



**MIGHTY
MIKE
SEZ:**

**"I'VE GOT A NEW
SALES MANAGER—
CAPABLE,
'GIL' SEABROOK"**

ASK THE ALL-CANADA MAN
ABOUT

CKCK - REGINA

THE FIRST STATION IN SASKATCHEWAN

**TV Termed
Low Cost At 90 G's**

Acceleration of TV development in small centres is foreseen in a recent announcement made by the DuMont television laboratories. The firm plans marketing a new low cost TV station costing less than \$90,000, 64% lower in cost than most present stations. Plans are also being laid whereby equipment may be purchased on easy payment terms. New developments by DuMont, which eliminate the use of a film projection room, are responsible for the reduction in cost.

Plug Sells Mag

Radio promotion has been credited with increased circulation of LIBERTY MAGAZINE, according to a survey made by John Gillis, the magazine's circulation manager, of areas where no advertising is used, as compared with the Toronto area, where the magazine is promoted by one-minute announcements on CKEY. The January 11th issue was taken as a normal sale, i.e., prior to use of radio. During the ensuing two and a half months, Vancouver and Montreal, where no radio advertising was used, showed sales increases of 7 and 3 per cent, respectively. In Toronto, the January 18 issue of LIBERTY, the first to be advertised by radio, showed a 15% sales increase. Continuing to be advertised by radio, the January 25, February 1 and February 8 issues showed increased sales of 33, 34 and 40.3 per cent, respectively.

Program Promotion

Listeners to CJOC, Lethbridge, obtain a preview of CJOC's feature shows by tuning in "The Show-Case", Monday through Friday. The promotional program, prepared and presented by Andy Thompson, features extracts from musical and dramatic programs to be heard that evening and the next day.

Prescription For Radio

A formula for successful radio advertising has been proposed by William Ballinger, a Chicago advertising man, according to "TIME". He suggests mentioning the name of the product at least seven times every 15 seconds during the commercial; the plug should be repeated as often as possible; the copy should not be changed for at least 26 weeks, preferably 52; and the commercial should be phrased so as to get under a listener's skin. "In short," suggests Ballinger, "give it a distinct nuisance value."

Storm Story

CJKL, Kirkland Lake, was the only source of information to district residents during a recent blizzard. Heavy snowfall delayed trains and milk, bread and mail deliveries were cancelled. Absenteeism among business people was as high as 75% due to impassable roads and streets. In the case of a local newspaper, none of the office staff reported for duty. CJKL was on the job to a man and 3 members of the staff stayed in a hotel near the studios in order to provide uninterrupted service.

Execs Elect Board

A new board of officers was elected at the April 9 luncheon meeting of the Radio Executives Club of Toronto, held at the King Edward Hotel. Spence Caldwell, All-Canada Radio Facilities Ltd., was elected president; Sid Lancaster, Radio Representatives Ltd., vice-president; Ted Rutter, H. N. Stovin & Co., treasurer; and Wally Slatter, Radio Representatives Ltd., secretary.

C. W. "Bill" Wright, founder and first president, was voted a life membership for his work in its organization.

Leadership!

TRANS-CANADA NETWORK

CKY

WINNIPEG
15000 WATTS

DOMINION NETWORK

CKX

BRANDON
1000 WATTS

Exclusive Sales Representative
HORACE N. STOVIN
TORONTO WINNIPEG MONTREAL

• YESTERDAY
• TODAY
• TOMORROW

CKAC
MONTREAL

A *Wright* STATION

80% of Quebec's billion dollar retail sales in 1946 were made in areas where CKAC is listened to regularly

See **WILLIAM WRIGHT**
Victory Bldg.

AD. 8481



**OVER 5 MILLION TOURISTS
PASSED THROUGH THE PORT
OF WINDSOR IN 1946!**

IN 1946, over 5,000,000 Tourists passed through the Port of Windsor, the Most Popular Gateway to Canada from the United States. These Vacationers were on their way to enjoy Canada's unlimited summer thrills, such as camping in pine-scented forests, swimming in crystal-clear lakes, fishing in secluded streams, golfing on entrancing fairways and hazardous courses and exploring the many historical spots for which Canada is famous. On the way, they purchased Canadian food, clothing, medicine, manufactured products and all the things needed to make a summer vacation complete. A lot of this buying was done in Windsor and Western Ontario where these Tourists learned about Canadian manufactured goods through C K L W the "Good Neighbor" Station.

An increase of twenty per cent in the number of Tourists in Canada is expected this year, creating a greater market for Canadian products. The name of your product can be brought to the attention of the Tourist again through C K L W.

C K L W has a tremendous listener audience and buying influence. Both program and station publicity is carefully planned and consistently used to build and hold our audience as well as for our advertisers.

Remember—when making plans for advertising and merchandising in this fertile market, C K L W is the preferred radio station in the Western Ontario area. That's why this important Radio Station should be a MUST on your advertising list.

Canadian Broadcasting Corporation

Mutual Broadcasting System

Members of Canadian Association of Broadcasters

CKLW

J. E. CAMPEAU, *Managing-Director*

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

We Now Announce That

CHRC QUEBEC

is operating with 5,000 Watts

"The Voice of Old Quebec" will now be able to serve a greater number of listeners more effectively, but never with more sincerity than in the past.

For information, please
write — wire — phone

In Canada:

JOS. A. HARDY & CO. LTD., Montreal, Quebec,
Toronto

In United States:

ADAM J. YOUNG JR. Inc., New York and Chicago

There's Big Doings Next Month . . .

We're having an anniversary
(yes sir—25 years of service)
and we're going to 5000 watts
(to be better able to help you
sell the West)



STUDIOS: SOUTHAM BLDG. CALGARY

Representatives:

CANADA: ALL-CANADA • U.S.A.: WEED & CO.

OTTAWA

Letter
by
JIM ALLARD



Motion setting up the so-called "Radio - Committee" passed the House of Commons with virtually no discussion on Wednesday April 2. The motion was on the order-paper in the name of the Minister of National Revenue. Mr. Speaker simply called out the name, Doctor McCann made the customary half-bow to signify he wanted his motion put. The Speaker read the motion. Mr. A. L. Smith (Calgary West) arose, said: "I intend to support the motion and I will only take your time, Mr. Speaker, for a sentence or two. I wish to express the hope that the House at this session will find time, as we did not during the last session, to deal with the report of the radio committee, and particularly to find out whether or not this House of Commons is in favor of handing to any corporation complete power of regulation and control over concerns in opposition to it. We did advocate and will continue to advocate that some independent body shall stand between the corporation itself and its opposition, who are in competition in the advertising business. I wish to express to the minister my appreciation of the setting up of the committee. With that, I hold my peace."

The motion passed. It is worthy of note that this committee is not in any real sense of the word a "radio" committee at all. To quote directly its terms of reference it is "a select committee to be appointed on radio broadcasting to consider the annual report of the Canadian Broadcasting Corporation and to review the policies and aims of the Corporation and its regulations, revenues, expenditures and development, with power to examine and inquire into the matters and things herein referred to and to report from time to time their observations and opinions thereon. . . ."

The committee is, therefore, strictly speaking a sort of "CBC audit group".

Mr. Smith's remarks may indicate that he intends to take the fight for "some independent body" to the floor of the House itself. Reason for this may be indicated by the phrases in the committee's terms of reference reading: ". . . and to report from time to time their observations and opinions thereon. . ."; which would seem to give the Committee no power whatever except to praise or blame CBC for its methods of operations. Last year's final report of the committee was not adopted by the House; insofar as can be ascertained, no final report of any radio committee since 1932 has ever been adopted by the House.

Committee consists of fifteen Liberals, three CCF members, one Social Creditor, six Progressive-Conservatives which were listed in the last issue of this paper.

Only members not on last year's committee are: Langlois; Reid and Winters. Latter is very familiar

with technical radio matters; was on active service with RCEME as Lieutenant-Colonel; worked with Northern Electric and Bell, and New York Telephone.

Three of the Liberal members are "doctors", and they are all, by curious coincidence, doctors of medicine.

It is generally felt that sittings of the committee will be somewhat briefer than last year. No such controversial matter as was the wavelength issue faces the 1947 model. Hill gossip has it that newspaper ownership of broadcasting stations will come in for some comment.

Mr. G. K. Fraser, (P.C., Peterboro' W. Ont.) was curious enough about the "Fine Arts" show to ask: (a) if CBC carried it; (b) cost of each program; (c) if payment was made to artists or their agents for each broadcast and how much; length of each show and what stations carried it. The answer from Dr. McCann said yes, CBC carried the "Fine Arts Quartet", a sustaining programme from the American Broadcasting company; at no cost to CBC. About payment to artists he had no information; the program was a half hour long, and gave the list of stations carrying the show. This includes 7 CBC outlets; nine independents; all located in Ontario, Quebec, and the Maritimes.

Mr. L. W. Skey (P.C. Toronto-Trinity) asked ". . . whether the CBC has now been instructed that the Labor-Progressive party of Canada is no longer entitled to free time on CBC national network".

Answered Dr. McCann: "My answer is that under the Canadian Broadcasting Act the Canadian Broadcasting Corporation is itself responsible for its own broadcasting activities, and in connection with them it does not take instructions from the government. I might interject too that the government does not presume to give instructions to the Canadian Broadcasting Corporation. The corporation last September adopted an amendment to its own white paper on political and controversial broadcasting providing that a party which has no representation in the House of Commons shall not be provided free political time on national CBC networks between election campaigns."

Notice of motion for Monday April 14, standing in the name of Wilfred LaCroix (Liberal, Quebec-Montmorency): "That in the opinion of this House, a Parliamentary Committee should be appointed forthwith to consider a complete revision of the telephone rates throughout the country, and at the same time the breaking up of the exclusive control held by the Bell Telephone Company of Canada over such public service."

Quoted in part from the "Parliament and the People" feature column written by Press Gallery correspondent J. A. Hume: "Mr. Bracken's radio speech contained an interesting party policy statement on radio broadcasting in Canada. 'As a party we favor government broadcasting system . . . but we have objected, and we shall continue to object, to the

government's policy of making it a monopoly. . . so as to drive private stations from the field, thus losing all the advantages of competition', Mr. Bracken declared. Quite properly, Mr. Bracken took full credit to the Conservative party (during the Bennett regime, 1930-35) for having brought into being 'a government-owned broadcasting system.' However, Mr. Bracken seemed to ignore or forget the all-important feature that the Conservative-introduced broadcasting system gave the Canadian Radio Commission (now the Canadian Broadcasting Corporation) full and complete (monopolistic) control over all radio broadcasting in Canada. Perhaps the main criticism to be levelled at the Canadian Radio Commission and its successor. . . is that it has been too slow in past years in taking over all privately-owned radio stations, as was the plain purpose of the original Bennett plan.

The column from which this quote is taken is written exclusively for the Southam newspapers, which have fairly extensive interests in the radio business.

Midnight Hockey

A hockey game which started at 11:30 a.m. was recently broadcast to its conclusion by CFOR, Orillia. The Barrie Colts, scheduled to play the Orillia Narvos at Midland at 8 p.m., were travelling by bus when a storm forced them to abandon the road and board a train. At midnight, the team arrived in Midland and were greeted by sleepy hockey fans who had waited four hours for their arrival. The game ended at 2:47 a.m. with a score of 4 to 2 in favor of Barrie. Joe Sullivan, CFOR's sportscaster, and the Orillia hockey fans, remained home, leaving the special "hockey" train at the Orillia railway station at 6:30 p.m.

Papers Fear Color TV

FCC's decision in favor of black and white TV, rather than color, was the subject of a recent editorial in "EDITOR AND PUBLISHER." "The ruling," it was pointed out, "gives newspapers about five more years, at the most, to learn how to put some color into their printed pages and how to otherwise improve their medium for advertisers." A ruling in favor of color, according to the paper, "would have brought the newspaper business face to face with a competitive giant within a short time."

Radio Probs

Travellers of the Lethbridge, Alberta, district listen to CJOC's "Your Radio Travel Bureau" program for information on road conditions, weather forecasts, temperatures, bus, train and plane schedules. Broadcast Monday through Saturday at 8:15 a.m. by Johnny Russell, the program is designed to catch all travellers of the area, Lethbridge being an air traffic centre and stop-over point for motorists.

TV Equipment Available

A complete television studio equipment is available for early delivery to Canadian broadcasters by the RCA Victor Company, Montreal, according to Harry Dawson, chief engineer and Toronto manager of the Canadian Association of Broadcasters. The total cost of the equipment, including two image orthicon cameras, synchronizing generator, field switch equipment, microwave relay transmitter and receiver and two TV receivers, is about \$57,000.



Jean Baptiste says:-

The first play presented in Canada was Cornelle's "Le Cid", which was staged in 1616 in a storeroom of the Hundred Associates, at Quebec.

There is a large and appreciative audience in Quebec Province for plays well-presented on the Radio, in the French language. French-speaking Canada **DEPENDS** on Quebec radio—there is no United States network competition in French.

CHRC Quebec 5000 Watts	CHNC New Carlisle 5000 Watts	CHLN Trois Rivieres 1000 Watts	CHLT Sherbrooke 1000 Watts	CKRS Jonquiere 250 Watts
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For Information, Rates, etc., telephone, wire, or write to:

JOS. A. HARDY & CO. LTD.

1405, PEEL ST. MONTREAL Tel. HARbour 2515	39, ST. JOHN ST. QUEBEC Tel. 3-6693	80, RICHMOND ST. WEST TORONTO Tel. ADELoid 8482
---	---	---



AFTER 25 YEARS
CJCA
IS MORE THAN EVER
the community service centre
in Northern Alberta
CJCA Edmonton

RED & WHITE STORES
"Mary's Radio Digest"
Five quarter hours weekly.

Selects

630 Kc. CKRC DOMINION NETWORK
WINNIPEG

- and Here's Why!

CKRC is steadily gaining in listener preference and Dollar for Dollar is—
CANADA'S BEST RADIO BUY!

Representatives
CANADA: ALL-CANADA RADIO FACILITIES
U.S.A. ; WEEQ & Co.

THE FRENCH MARKET

Condensed from an address to the advertising & Sales Club of Toronto
BY ROLAND BEAUDRY, M.P.

THE MOST EFFECTIVE AND ECONOMICAL WAY TO SELL SOUTHERN ALBERTA

★ ALL CANADA STATION
GOING TO 5000 WATTS

CJOL

Calbridge, Alberta



A great many English speaking advertisers, either Canadian or American, have yet a great deal to learn about the French market. To some it's a mystery, to others it's a negligible quantity, to others still, it's a market which has proven too expensive to tap and, finally, to a few, it's a market the existence of which they ignore.

To most of those it's a market from which they expect returns but

in which they would invest almost blindfolded, or invest not at all, in the apparent belief that Providence is on their side.

A few conclusions they have come to, as a result of their blind thrusts, are that the French market has no buying power—that it does not purchase brand goods—that there is no point advertising to it—or that it can be reached by so called overflow circulation.

3,000,000 Customers

The first decision a manufacturer must make, when considering the French market, is whether he is interested in a new individual market of over three million consumers. If he is interested, he adds a production potential of about 2% of his present production, if he is already doing national business in Canada and the United States, and a potential of between 30 and 40% if he is only doing business in Canada.

The second step is to ascertain whether this is a normal market of three million people.

An Individual Market

The French market offers over three million consumers in the province of Quebec alone. In Canada it reaches almost four million. In other words to the manufacturer operating in Canada only, the French market is a market in itself approximately half as big as the larger English language market. It is in fact a market in itself, unaffected by the buying habits of the English language market, unaffected by advertising which reaches the English language market, whether it be of Canadian or American origin, a market which buys in its own way, in its own language, according to its tastes.

It is a market which has its own methods of promotion, its own

media, its own standards. It has its own papers to the exclusion of almost all others, it has its own magazines, its own radio. It is reached in French and in French almost exclusively.

A Prolific Market

The reaction of a good many advertisers, or rather prospective advertisers, used to be: Go get yourself a market. And the comparison of motorcar sales between Quebec and Ontario would crop up, with an inevitable conclusion that Ontario had five or ten cars to one in Quebec, that this proved that Quebec did not buy anything beyond bare necessities, that the average Quebecer was a mighty slow man with a dollar, and that in all probability, dollars were awful scarce anyway, in our neck of the woods.

In vain, would I struggle, to point out that there were three million people with mouths to feed, with teeth in their mouths to clean, with lips and nails to paint, with faces and hair to beautify, with bodies to wash and clothe, with homes to keep.

The motor car which impressed the advertisers so much, impressed Quebec very little, for two good reasons. In rural Quebec, there was a lack of roads to parade it on—and no great need for it; and in Metropolitan Quebec, Montreal more particularly — there was no place to store it and, during six months of the year, you could not move it out of the city limits. So, very sensibly, rather than spend on something he couldn't use or could use only half the year, the French buyer did not buy. He used his money for other needs or luxuries and, when he needed transportation, he used rented cars.

Twenty years ago, a great many advertisers were positive that comparison of car ownership between the French market and the English market, was conclusive.

It was about as conclusive as a comparison of the sales of parkas and snowboots in Kirkland Lake and in Victoria.

The manufacturer has to decide whether the market of three million has as much buying power as another market of similar population.

There again climate will show its influence, and the type of goods involved will be affected.

In the main, however, both will brush their teeth, wash their clothes, eat cereals, and sleep on comfortable mattresses, and in the

CKNB CAMPBELLTON N.B.

April 19, 1947

Dear Mr. Timebuyer:

We're fond of telling our local prospects that they're in good company when they advertise over CKNB. To illustrate, we name names they recognize as leaders in the National field; the names of the clients whom YOU represent.

But I think it's equally important to remind YOU that YOU'RE in good company at CKNB... in the company of the leading local firms, many of whom handle the merchandise that our National clients sell.

We'll be glad, any time, to let you have our list of local advertisers.

Yours very truly,

Stau Chapman

CSC/JN STATION MANAGER

AN ALL-CANADA STATION

CHNS BULLETIN BOARD

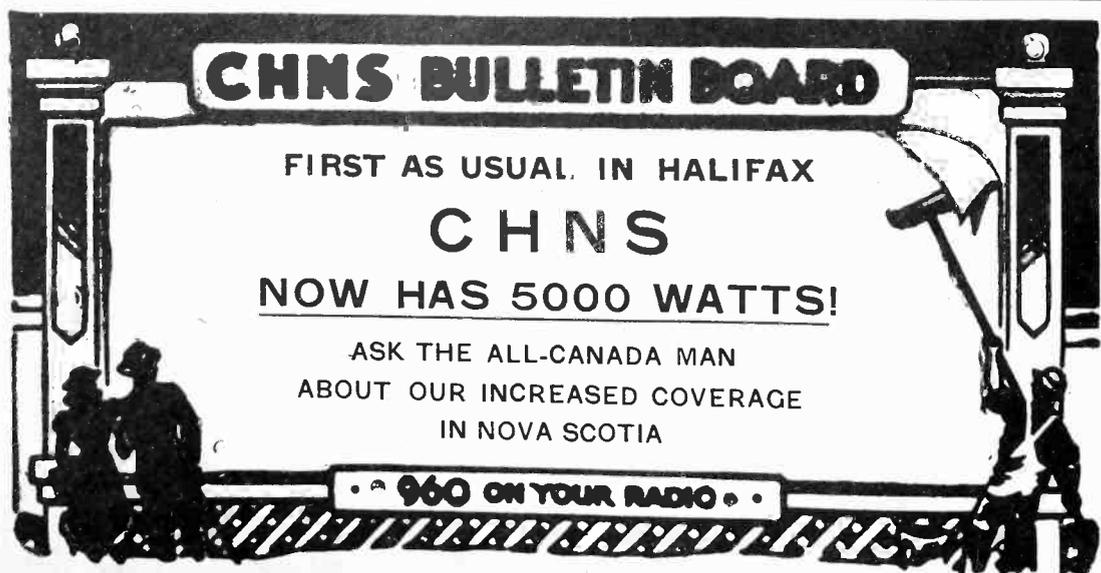
FIRST AS USUAL. IN HALIFAX

CHNS

NOW HAS 5000 WATTS!

ASK THE ALL-CANADA MAN ABOUT OUR INCREASED COVERAGE IN NOVA SCOTIA

• 960 ON YOUR RADIO •



men their wives and daughters will
 space up for guests or boy friends
 will polish their nails, make up
 their lips and wear silk stockings.

True, they won't wear silk stockings
 to milk the cows in St. Luc,
 but they won't either in St.
 Thomas.

The income becomes fairly well
 standardized with the unionization
 and the spread of industry through-
 out the land, and Quebec is be-
 coming industrialized to a very
 great extent. It is an unfortunate
 fact that, for instance, there are
 35,000 farms less in our province
 than there were being tilled 20
 years ago.

A Literary Market

When an advertiser feels inclined
 to tell me that the buyer in the
 French market is not as quick with
 a dollar, as the buyer in another
 market, I have some figures which
 might cause him to think.

For instance, our three million
 people purchase more copies of
 LE SAMEDI, LA REVUE, POPULAIRE
 and LA REVUE MODERNE, at fifty
 cents a copy at the newsstands
 than 8 million in the English
 speaking market purchase CHATE-
 LAINE, CANADIAN HOME JOUR-
 NAL, NATIONAL HOME MONTH-
 LY, MCLEANS and NEW WORLD
 at 10 cents a copy.

Quick With a Dollar

Our Quebec market may not
 appear to be quick with a dollar
 but the Coca Cola Company finds
 Montreal one of its largest if not
 its largest consumer in the world.
 Where it is extremely difficult to
 find a handful of quality restaur-
 ants in Toronto, you find them by
 the core in Montreal and Quebec;
 and I believe it is an accepted fact
 in the food catering industry that
 Toronto will not support much else
 than cafeterias, while Montreal will
 provide for the operation of at
 least 50 establishments where the
 average check will be over two
 dollars per person.

Individual Merchandising

If the advertiser has satisfied
 himself that a market of three
 million people can be remunera-
 tive that this particular market of
 one million is as remunerative as
 the average market of similar size,
 it should follow that he should
 give it the same treatment that he
 accords any other individual
 market.

If manufacturing costs have no
 cash to vary—nor has his manu-
 facturing procedure

If the merchandising cost may be
 higher than it is in another market,
 the pro-rata advertising cost may
 be higher than in another market.
 That is not necessarily a deter-
 rant factor, if his operation is pro-
 fitable nevertheless.

He had already encountered
 different costs in different parts of
 a same market—shipping costs for
 instance.

They Have To Be Shown

The average successful manufac-
 turer or advertiser discovers the
 French market, some time after he
 has established himself in other
 markets usually much larger.

He comes to the French market
 with his background of successful
 endeavour, with the certainty that
 his sales and advertising methods
 have proven sound and true, per-
 haps against fifty different sets of
 local factors in English speaking
 markets. Therefore the fifty-first
 set should be no hardship. His last
 campaign has given extremely good
 results. He brings it to his French
 market. He hands it to a translator
 who does a fine translation job—
 he hands his original art work to
 an engraver and he proceeds to
 supply newspapers and magazines
 with space. The reproduction is
 fine, the printing is impeccable, ad-
 vertising lineage cost is at the
 proper milline rate—but his adver-
 tising costs are soon prohibitive.
 His sales won't warrant the ex-
 penditure especially if he takes in
 to consideration what it costs him
 to advertise in Winnipeg and York
 against the sales he reaches there.

His first reaction is that the
 French market has no money to
 purchase his product, or does not
 use the type of product he sells, or
 that his price isn't right.

He does not generally stop to
 ask himself if the French market
 has been shown that his product
 is, or can become, a semi-necessity.

Need Renewed Efforts

I'll bet that every agency man
 remembers the first copy and the
 first layout and the first art work
 going into advertising for the first
 time.

Where Mr. Jones of Chicago in-
 vested \$30,000 in his first cam-
 paign to sell his product to
 Chicago and vicinity, he pondered
 and labored over every word of his
 ads, and redrew with the artist,
 every line of his illustrations. He
 did it for quite a few years as a
 matter of fact, and his friends and
 his wife's friends came to look like
 guinea pigs.

20 years later he bethinks him-
 self of the French market where he
 may find an extra 2% for his over-
 all American volume. He does not
 think in terms of that market being
 perhaps 300% of his original
 market, nor of the care he took in
 shooting at his original million
 potential customers.

Mr. Jones of Chicago forgets
 that in his first campaign in the
 English speaking market he put in

his own efforts—all of his staff
 were canvassed—his agency practi-
 cally quit on him from overwork
 and his production costs were
 almost 30% of his appropriation.

As long as the advertiser does
 not put the same effort and use
 the same methods and spend the
 same money to approach this new
 market that he did in approaching
 his original market, he should not
 expect the same results. His cost
 should actually be higher because
 he has to have everything translat-
 ed to him—not through the fault
 of the market but through his own
 inability to do his business in the
 language of the people he wishes
 to do business with.

The Business Is There

The French market, gentlemen,
 buys coal and gas and electricity
 and cars, for the same reason that
 it patronizes savings banks. Be-
 cause it is necessary for sound liv-
 ing. If you have anything to sell
 that is useful or necessary to daily
 existence, whether it be a necessity,
 a semi-luxury or a luxury, there are
 over three million people in the
 French market ready to do business
 with you.

May I suggest that you let them
 know that you are ready to do busi-
 ness with them, and let them know
 what you have to offer and why
 it's useful to them. If your point
 is presented so that they can under-
 stand it without too much effort,
 they catch on just about as fast as
 the next fellow.

They Talked
 about
 "The Hucksters."

Now

it's going to be
 "AURORA
 DAWN"
 by Herman Wouk

It's a satire of
 radio, dressed
 up with sex
 and all the
 trimmings.

\$3.00

Book Department
 Canadian Broadcaster
 371 Bay St. Toronto

CKCH
 250 W. 1240 K. C.

**THE FRENCH VOICE
 OF THE OTTAWA VALLEY**

211.246
 FRENCH PEOPLE

IN
CKCH COVERAGE AREA

TORONTO
 4 ALBERT ST.

MONTREAL
 DOMINION Sq. Bldg.

UNITED STATES. HOWARD N. WILSON
 RADIO REPRESENTATIVE LTD.

Stretch
 YOUR PUBLICITY
 BUDGET WHERE
 A DOLLAR
 REACHES
 MORE
 PEOPLE

COOPERATING WITH "LE DROIT"

We Welcome

yet another member to the growing family of stations we are proud to represent:

CJNB North Battleford

250 Watts — 1240 Kilocycles

On the air since January 1947, sixteen hours a day, serving 34,740 radio homes in their primary area — in the most productive part of Saskatchewan.

HORACE N. STOVIN & COMPANY

RADIO STATION REPRESENTATIVES

TORONTO MONTREAL WINNIPEG

Noise-Free FM Eclipses High Fidelity

FM radio's staticless and noise-free reception rather than its high-fidelity 15,000 cycle range should be stressed in educating the public on FM advantages, said Bill Bailey, executive director of the FM Broadcasters Association, who recently spoke at the annual meeting of the Kentucky Broadcasters Association. He referred to a recent survey by COLLIER'S which pointed out that 33% of the people interviewed did not know what FM meant.

Bailey recommended that stations endeavour to provide full day-time FM programming, particularly in cities with more than one FM station. Such stations, he suggested, could cooperate by having one station broadcast during morning hours, another during the afternoon and another night.

Staff Poll

Larry McCance of CJOR Vancouver conducted an experiment recently to seek an answer to critics who complain that listeners are seldom served up what they want by the people who plan radio musical shows.

He used "Famous Voices", a feature at CJOR for the past dozen years, as the vehicle for his experiment. It's a daily half hour recorded show, and McCance during March played programs selected by CJOR staffers.

Each man in the station picked his own favorite popular vocal selections or classical or semi-classical pieces, and at the end of the month McCance checked the programs against the usual requests which come through the mail for the show.

His finding was that selections by station staffers checked almost to a percentage point with public demand.

Alb. Of Familiar Music



Three prizes totalling \$30 were offered to the Hamilton drug trader during Aspirin week, March 7-11 for the best window display high lighting "The Album of Familiar Music." CKOC, which carries the program in Hamilton, had a large response from local drug stores. The three prize winning windows are pictured above: 1st prize, Kohler's Drug Store, 6 Market Square; 2nd prize, H. Gaines & Co. Drugs, 2 York Street; 3rd prize, Wood's Pharmacy, 909 King Street.

CFPL Chorus To Net

CFPL, London, will originate weekly quarter hour program of choral music for the CBC Dominion network. The "CFPL Chorus" featured for some time on CFPL is under the direction of manager Don Wright. While some individual programs have been originated in London for the CBC, this chorus is the first regular weekly program from London to be carried by the CBC.

NOW TWENTY-ONE!

It was just a year ago that CJOR had a twin celebration marking the opening of our new 5000-Watt transmitter and our 20th birthday. And now we're 21! (One of our birthday presents came from Procter and Gamble — a new contract to run "Easy Aces" Mondays through Fridays at 9:30 a.m.).

Represented by: H. N. Stovin (Canada)
Adam Young Jr. (U.S.A.)

OUR 21st YEAR
5000 Watts, 600 K.C.

CJOR
VANCOUVER B.C.
CBC-DOMINION NETWORK

CKCO
OTTAWA

A *Wright* STATION

National advertisers prefer a community station — **CKCO** serves Ottawa

See **WILLIAM WRIGHT**
Victory Bldg.

AD. 8481

ACCENTUATE THE NEGATIVE

by R. G. L.

the spring the young advertising man's fancy lightly turns to thoughts of loaf.

During summer lay-offs for the industry, and it is our opinion that the substitution of inferior programs for the regular high-calibrated ones is nothing but a cordial invitation to listeners to put their radios in storage along with the Missus' fur coat. Some day someone is going to have the impertinence to make a real bid for summer listeners, as, fifteen years ago, daytime broadcasting was suddenly brought to its own.

On this day and age, with radio-capped summer cottages and more people with listening time on their hands during the vacation months, surely there is need for a reversal of the old idea that they don't listen in the summer. If the dairies operated on this principle, they would quit making ice-cream in the winter, if they don't, do they?

It may be reasonable to say that people won't listen to the same programs in their cars or cottages as they tune in by their firesides at home. If this is so, it establishes a need for reshaping the schedules in some cases. However it is hard to find any reason for substituting inferior worth-while programs with superior ones, just because a change has to be made. There may be many people who will subscribe to the thought that Chase and Born were by no means the

losers when they replaced the Bergen Show last year with Alec Templeton's scintillating summer offering; there may be those who felt that his wit was a welcome change from somewhat worn McCarthy effort.

Another use to which these summer dog-days are put—but not sufficiently—is for experimentation in sorely needed new ideas which might help to break the monotony of radio's interminable pattern when the bright days of darkness return.

* * *

An increasing interest has cropped up in the industry concerning this paper's "Book Department." Frankly we have no desire to enter the book business, unless it would be of service to the industry and its clients. We should be most interested to receive opinions on this point, and, if it is thought desirable, would be glad to make arrangements with the various publishers to keep us posted on all new radio and general advertising books published. Deliveries are still slow, as those who have placed orders with us will readily agree, but if it would be of service to our readers to institute such a department, we shall be glad to do everything in our power to operate it as smoothly as possible. May we hear from you?

* * *

Among books which may be of interest is "A Free and Responsible Press" by Robert M. Hutchins (University of Chicago Press). This book is a "general report on Mass Communication: Newspapers, Radio Motion Pictures, Magazines and Books". The commission was

financed by grants of \$200,000 from "Time" and \$15,000 from Encyclopedia Britannica Inc. The results of the enquiry are alarming for the commission came up with the decision that freedom of the press (including the other media) is in danger. This book and its companion "The American Radio" by Llewellyn White who was on the commission staff as assistant director, arrived too late for proper review this issue, but will be dealt with in our next.

Somebody had to do it, and his name is Herman Wouk. He didn't call it "The Hucksters", but the success of that pornographic "expose" of broadcasting just naturally inspired a follow-up. This one is called "Aurora Dawn"

you're good for the three fish, and deals with the soap company of the same name. Having read "The Hucksters" we have no intention of repeating the procedure, but this may be an injustice to Mr. Wouk, of whose work the publisher proclaims enthusiastically on the book jacket "The novel is concerned with radio, but to say that is like describing Tom Jones as a novel about travelling. . . antics of the advertisers. . . striking new characters. . . the love triangle of naive Andrew Reale with the black haired heiress and the luscious golden-haired model." If you like this sort of thing, you'll want to know that it is published for you by Simon & Schuster. We'll be glad to fill your order provided

"VOICE OF THE FRASER VALLEY"

CHWK

CHILLIWACK

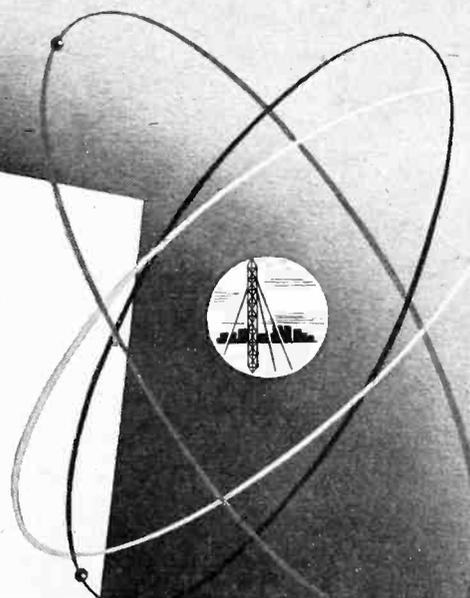
REPRESENTATIVES
ALL-CANADA RADIO FACILITIES • WEED & CO. U.S.A.

Bridges	\$1,335,000.
Roads	100,000.
Arena	200,000.
Fair Buildings	65,000.
Schools	750,000.
Power & Light	500,000.
Sewage	300,000.

SPEECH INPUT EQUIPMENT • MICROPHONES • RACKS

TUBES

HAMMOND ORGANS



Everything for your Broadcasting Station...

Consult Northern Electric for all your requirements from microphone to antenna.

Northern Electric

COMPANY LIMITED

25 BRANCHES ACROSS CANADA



LOUDSPEAKERS

TEST EQUIPMENT • RECORDERS & REPRODUCERS • ENGINEERING & CONSULTING

5 BIG NEW SHOWS!

- "Sincerely Yours, Kenny Baker" 6 a week
- "Frank Parker Show" 6 a week
- "Easy Aces" 6 a week
- "Allen Prescott, The Wife Saver" 6 a week
- "A House in The Country" 1 a week

- five more star attractions now added to the daily round of bright programs for CJRL audiences.
- four of them sponsored by Kenora firms.

CJRL, being the only broadcasting station directly between Fort William and Winnipeg, serves an important market almost exclusively, and enjoys an exceptionally high standard of UNDIVIDED LISTENER ATTENTION.

For further information write the Horace N. Stovin man, Toronto, Montreal or Winnipeg. In the States, it's Adam J. Young, Jr. Inc.



DOMINION NETWORK



NO WONDER LIONEL'S OUT FRONT!

Originality of locally-produced programs and the handling by personnel, is the main reason for CKCW being the front runner of radio stations in these parts.

First places to two CKCW personalities in recent reader polls by a radio magazine, offer further proof of Lionel's personality. Joan Marshall, whose daily commentary over the CBC originates from CKCW, was chosen "First Lady of Maritime Radio" while Berk Brean, sportcaster, received the nod as the "Most Popular Maritime Announcer".

Ask Horace N. Stovin about CKCW shows that will do a selling job.

CKCW
MONCTON • NEW BRUNSWICK
The Hub of the Maritimes
Representatives Stovin & Co., Toronto - Montreal..



More Hope THAN CHARITY

by
Elda Hope

If there is a program on the air that's packed with personality, that program is "Corinne Jordan" for McCormick's Limited.

Miss Jordan plays piano—both solos, and as a background to her readings. The latter covers everything from Aunt Mary's preserves to a baby's neck or the aroma of baking bread. What she says may not be startling but has a cosy quality and her reminiscences are true every-day happenings. Her piano selections are pleasing and appropriate. I often wish this quarter-hour visit would extend itself.

* * *

Who dared to say vaudeville is dead? A half-hour on Dominion network each Tuesday night will soon queer that idea. The broadcast is called "McCready's Mansions" which is a theatrical boarding-house, and there is no telling what the boarders will give out with in the entertainment line. Dixie Dean with his accordion conducts a small musical group. There are two soloists—Tony and Linda, guest artists, announcer Ken Murray, and one of the best in the business—Maurice Bodington.

* * *

It's unpredictable to even guess in what field a radio artist will next appear. I recall Irene Mahon as a soloist on a Sunday musical show, sharing vocal honours with Charles Jordan. Then she appeared as dramatic artist on Whitehall "Stars To Be". Latterly, I heard her as "Hello Girl" on the Household Counsellor's program. Now she has turned up again as vocalist on CBC's "Afternoon Recital." Irene is a mezzo-soprano and has an even greater range than before with particularly rich low notes. What is there this versatile artist has not accomplished?

When I had the opportunity to attend one of the hockey play-offs, I felt very fortunate. A hockey game doesn't come by a rail seat every day in the week. To make a long story short, I saw plenty of action, fights galore (Detroit was here) and the Maple Leafs took a terrific beating.

But I missed "seeing" the game as I usually do through Foster Hewitt's eyes. I'll admit his goal is a definite vantage point, but how Hewitt watches all players and plays as well as accurately describing them is just a bit beyond me. Wes McKnight and the Hot Stove League discuss points interesting to all listeners. In my opinion, they all deserve an orchid.

Winnipeg may well accept Toronto's deep bows, for a clever radio artist, Jean Hinds, has come this far east to broadcast interesting commentaries as well as a daily program resume on CJBC. The station's listeners are actually the ones who benefit by this move, and benefit they do. Recently I heard Miss Hinds talking about having been backstage at the Ballet and what she saw. She has the knack of making small things hold mountains of interest.

Clean Up Comics

A means of preventing network comedians from ad libbing off color remarks will be inaugurated by NBC. Rather than fade a network for 10 seconds, as has been the case in the past, an announcer at another microphone will explain why the program has been interrupted. In this way, the audience will understand the reason for the break, if not already apparent to them, and the performer will hesitate before making questionable remarks which may offend his audience, knowing that the announcer's explanation of the break will amplify the misdeed.

Sixteen daytime serials, now broadcast for four solid hours on NBC, may be reshuffled, offering a musical comedy or other type of program after every third serial.

Covers
**THE RICH
FRUIT BELT**
of
BRITISH COLUMBIA
CBC BASIC ★ 1000 WATTS

CKOV

KELOWNA ★ Okanagan BROADCASTERS LTD.

Buss Meets Truck



Bob Buss, above, manager of CHWK, Medicine Hat, escaped with a compound fracture, a lacerated hand and the loss of several teeth when a car in which he was travelling to Lethbridge crashed into a grain truck. All occupants of the car and two occupants of the truck spent several days in hospital but no one was killed.

SOS

A 55-minute program on CHWK, Medicine Hat, raised \$117 recently, to help in re-establishing six new businesses destroyed by fire in a downtown building. Equipment destroyed, which was not insured, was valued at over \$10,000, partially covered by four veterans. The Canadian Legion, which has started a campaign to raise funds, has donated \$500.

Trustees Claim CBC Partial

Trustees of the Toronto Board of Education have complained to Davidson Dunton, CBC chairman, that CJBC, Toronto *High News Reel* gave only the Malvern High School students' side of the controversy over the recent dismissal of their principal, Lorne Clarke. The weekday broadcast of collegiate activities on the CBC, claimed the Board, presented only the views of the student strike leaders who appealed to maintain a walkout.

"The Board of Education's views were at no time presented," said Trustee Blair Laing, who also revealed the Board considered the program, "*High News Reel*," as unfit for high school listeners, adding it would "possibly have a damaging effect in giving them wrong ideas" about school discipline.

Bob Keston, manager of the CBC station, claims he offered two invitations to the Board to present speakers with their views on the "*High News Reel*" program, but neither was accepted. The Board's official statements to the press had been announced by CJBC in quotes, Keston said.

How They Stand

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

DAYTIME			EVENING		
<i>English</i>			<i>English</i>		
Happy Gang	21.5	+1.8	Charlie McCarthy	42.5	-.6
Ma Perkins	18.8	-1.0	Fibber McGee & Molly	39.3	same
Pepper Young	17.8	-.3	Lux Radio Theatre	39.3	+1.3
Big Sister	17.6	+ .5	Ozzie & Harriet	33.3	+3.3
Lucy Linton	15.6	+1.1	Fred Allen	31.1	-1.5
Claire Wallace*	15.3	+1.5	Amos 'n' Andy	28.8	+ .1
Laura Limited	15.0	-.4	The Hildegard Show	26.0	+5.5
Life Can Be Beautiful	14.7	-.7	Bob Hope	22.9	+1.3
Road of Life	14.3	same	Alb. of Familiar Music	21.6	-.6
Household Counsellor	13.9	-.6	Take It or Leave It	21.2	-1.0
*3 a week (all others 5 a week)			<i>French</i>		
<i>French</i>			Un Homme et Son Pêche		
Jeunesse Dorée	30.3	+1.2		44.8	+ .3
Rue Principale	27.9	+1.3	Ralliment du Rire	41.7	-.1
Joyeux Troubadours	22.7	-.1	Enchantant dans le		
Quelles Nouvelles	19.4	+1.1	Vivoir	40.9	+4.5
Tante Lucie	17.7	-.4	Talents de Chez Nous	36.3	-.6
L'Ami du Consommateur	13.2	-1.2	Juliette Beliveau	35.6	+2.0
Courrier Confidences	13.1	+1.8	Metropole	35.1	-1.8
Madeleine et Pierre	12.5	-1.3	Radio Carabins	33.8	+ .7
Le Quart d'Heure*	12.3	-1.5	Theatre Improvise	33.1	-.3
Le Coin de Disque	11.8	-.1	Café Concert	32.3	+2.2
*2 a week (all others 5 a week)			Qui Suis-je	31.8	+3.2

The Most Powerful Station In Alberta's Largest City*

*Edmonton — attracting world attention as the nation's fastest growing market!

EDMONTON'S DOMINION NETWORK STATION

CFRN
5,000 WATTS



...and **CKOC** HAS THE AUDIENCE TO GIVE IT EXPRESSION:

On Saturday morning, March 26th, during the Eaton Good Deed Radio Club broadcast CKOC 9.45-10.15 a.m., an appeal was made by a crippled boy via transcription, from the Children's ward of the Hamilton General Hospital, for a new radio and record player for his bed mates. CKOC decided to make it a 'radio appeal' and carried on a 'request for funds' broadcast from 10.30 to 11.30 a.m. 800 calls jammed the switchboard during the hour. **Over \$600.00 was donated.**



REPRESENTATIVES:
CANADA — ALL-CANADA RADIO FACILITIES
U.S.A. — WEED AND COMPANY

THESE TWO SHOWS Are now open for local sale

"THE SINGING WEATHERMEN"

49 different one-minute musical weather spots—20 seconds in each spot for your sponsor's message. Extremely successful for Seiberling Rubber Co. On more than 30 American stations. Features "The Debonnaires Quartette".

"THE MUSICAL THERMOMETER"

162 eleven second musical chain breaks, giving the temperature from 40 below to 120 above. Brand new in Canada—features the famous quartette, Hi, Lo, Jack, and a Dame.

One complete set of discs supplied without extra charge to every subscriber.
Very reasonable rates.

ALL-CANADA RADIO FACILITIES LTD.

(PROGRAM DIVISION)

MONTREAL TORONTO WINNIPEG CALGARY VANCOUVER

It Will Soon Be Vacation Time



And It's Time Now To Plan

So now is the time to plan your summer campaign over CFOS to keep the name of your product before the hundreds of thousands of city dwellers who will vacation in the Georgian Bay-Lake Huron area.

The 1,000-watt voice of CFOS serves this great tourist area which extends from the 30,000 Islands and Wasaga Beach to Manitoulin Island on the Georgian Bay, and from Tobermory at the head of Bruce Peninsula to Kincardine on Lake Huron.

Contact Horace N. Stovin for Choice Summer Reservations NOW

CFOS—Owen Sound

NOW WITH 1000 WATT POWER

Scribe Scores Giveaways

Jack Scott, Vancouver Sun columnist, got a little piece off his chest on the subject of giveaway programs. It's a dandy idea, he observes, and column writers should take a lesson.

If people are so hard up that they'll listen all day in the hope of winning a buck, then Scott figures he can get readers the same way.

Here's what he'd do. In each column, somewhere in the type, hide the name of an individual taken from the directory.

"Thus," he reasons, "assured of a guaranteed, subsidized clientele, we wouldn't have to go through the daily torture of trying to better our product."

"Here we are," he says of columnists, "knocking ourselves out every day, trying desperately to make our stuff better on the outdated, old fashioned ideas that merit is the basis of merchandising."

Scott concluded that "there might be a certain hesitation in feeling it was necessary to pay anybody to read (or listen to) your stuff, but that doesn't seem to bother the radio station.

Spare TV Tax

The U.S. Department of Internal Revenue will not impose a 20% amusement tax on restaurants, bars and other business places which have installed TV sets for entertainment of customers. The TV Broadcasters Association had battled a previous decision that TV receivers in public places were classed as cabaret entertainment and would be taxed. The ruling is void if other entertainment is provided or dancing is permitted.

The decision is expected to promote more installations of TV sets in public places, encouraging the public to purchase home receivers.

Heads Recording Co.

Garry J. Carter, managing director of Frontenac Broadcasting Agency, Toronto, and president of Garry J. Carter, Inc.; New York; will head the Canadian Record Processing Corporation which is now being organized in Toronto. The plant, which is expected to commence operation within six months, will process and manufacture pressings of both 78 and 33 1/3 recordings for U.S. recording companies, distribution being made throughout Canada and the British Empire.



CC TO BROADCASTERS

"Fight the good fight
With all thy fright."

* * *

HOBSON'S CHOICE

Toronto Telegram's description of Beavers as CBC awards gives rise to the interesting question as to whether we or the CBC should sue the paper.

* * *

HOOPEROUTING

When the low-rated "Pot Gold" faded from the lanes last Wednesday, the emcee signed off with "Yippee, Mr. Hooper. Goodbye everybody!"

—Radio Daily

* * *

FOR WHAT WE ARE ABOUT TO RECEIVE

Installation of booster equipment at Dryden, Ontario, to improve reception of CBC programs has been approved by the Governors but not yet by the listeners.

* * *

PAN MAIL

Sir: The only thing I know about your column is its title.

—Subscriber

* * *

SIGNS OF SPRING

Sighs, sulphur, molasses and license collectors.

* * *

LOCAL JOKE

Presumably the reason for posting a commissionaire at the exit of that Toronto cocktail lounge is to search departing guests in order to make sure they have no money left.

* * *

WE'D LIKE TO KNOW

If CBC has distributed copies of the Director General of Program's recent address to the Young Men's Canadian Club of Toronto.

* * *

COMPLAINTS DEPT

Then there's the agency who left Thursday on a week-end and complained that he didn't get his Broadcaster until he returned.

* * *

CBC THEME SONG

"Russian Lullaby"



"I Didn't Know It Was Loaded"

The C.A.B. has just distributed a little booklet which merits serious consideration, not only from the news editors to whom it is addressed, but from everyone. It is entitled "I Didn't Know It Was Loaded," and it deals with racial discrimination.

We've all seen newspaper stories headed "VETERAN CHARGED IN BRUTAL HOLDUP." Now, this isn't racial discrimination, but it might be termed class discrimination. In most of these stories, the fact that the man was a veteran hasn't anything to do with the fact that he is a holdup man. But a succession of such headlines tends to make the public feel that somehow or other, veterans are a dangerous lot. This, of course, makes it nice for the veteran, who is turned away from an available suite because the landlord feels he'll probably wreck the joint.

This is sloppy thinking, and if you come down to it, how about yourself? If you get sold a shoddy piece of merchandise by a salesman of another race, do you say, "That salesman is dishonest."—or do you say "That race is dishonest." If you say the latter, think again. Chances are it won't take much thinking to remember a time when you got the same treatment from one of your own race.

Do you distrust a man because he doesn't speak your language? Do you think the citizens of one country are as a whole more criminal or sadistic, than those of another? If you do, better check. Both sentiments mark you as provincial—they aren't smart, and they aren't informed.

General Dwight Eisenhower once called an American colonel of intelligence into his office at SHAEF. There's been an argument between the colonel and a British officer, in which harsh words were passed. "Colonel", said the General, "I don't expect lady-like behavior among my staff officers. You called the Major a S.O.B. Well, that's all right. He can take care of himself. But you also called him an English S.O.B. . . and for that, I'm sending you home."

—:CKRC FEED BACK

Overcome DST Bug

The American Broadcasting Company will place in effect on April 27, its Daylight Saving Time plan of operations which, using special broadcast lines and recordings, maintains all its programs in all time zones at the same time the year round. Using additional lines enables ABC to feed live programs to stations operating on Day-light Saving Time. The programs are recorded in Hollywood and Chicago for rebroadcast one hour later on stations operating on Standard Time.

HUSH-HUSH!

CHUM's special events department has a brand new angle on sports broadcasting. Scheduled for April 30th, from 7 to 8 p.m., the new idea is so precious that an iron curtain has been drawn on advance publicity! The F-M Mobile Transmitter will play a role in the broadcasts. So will Consumer's Tire Company, who bankroll the show.

BACK SEAT DRIVERS

Is your "better half" a back seat driver? If so, send her down to appear on CHUM's Sunday evening quiz program "Back Seat Driver." Three men and three lady drivers compete for "best driver" honors. The quiz is based upon principles of good driving, knowledge of traffic regulations, etc. Patrol Sgt. Verne Page scores the answers with CHUM program director Jack Thompson M.C.'ing the show. Sponsored by Don Avon Marketeria, program was developed as a public service feature more entertaining than "Safety Talks".

STREET CAR CARDS

Outside street car posters pay off when used to publicize radio programs. CHUM's car cards have aroused considerable comment. Space on 250 cars has been contracted for a full year; is used to plug new commercial shows.

More Local Accounts Than Any Station In Toronto!



Representatives:
Canada: J. L. Alexander
United States: Weed & Co.

*Ratings
or
Results?*

How do YOU judge a radio station? By results — or ratings? You can judge Vancouver's CKWX by both.

Results speak for themselves . . . in our long list of particular advertisers . . . our high percentage of renewals . . . and the accounts we've held for five, ten, even fifteen years. Or consider ratings in the eight to ten p.m. period in Vancouver. That's where most of our national program advertisers are—and CKWX gets a big audience for each of them.

Look at Elliott-Haynes evening ratings for March. Which Canadian station collects the highest individual QUIZ program rating? CKWX, with "Public Opinion". How about NEWS? CKWX again, at 8:00 p.m. *Mystery*, then? "Bulldog Drummond"—on CKWX. And we've got the topper among *Western* shows with "The Cisco Kid"!

**Vancouver's
CKWX**

**DIAL 980
5000 WATTS**

The VOICE OF MUTUAL in Vancouver
An "ALL-CANADA" Station

If it's **PROSPECTS**
you want . . .

BBM figures for 1946 confirm what advertisers have always known, that in Ontario you can reach more radio homes through CFRB.

DAYTIME

Radio Homes in Ontario 703,050*
Audience 495,300*

NIGHT-TIME

Radio Homes in Ontario 731,580*
Audience 534,670*

. . . 13% of all night-time radio homes in Ontario.*

. . . 70% of the total daytime audience throughout the Province.*

. . . better than 50% of the night-time audience in thirty-one of the forty-six counties.*

. . . over 80% in nineteen!*

*The Bureau of Broadcast Measurement Station Audience Report, 1946. Complete BBM audience information by counties and measured cities available on request.

That's the picture on coverage . . . more listeners, over eighteen hours of broadcast, than any other Ontario Station . . . proving CFRB the most effective radio medium for reaching Canada's richest market.

REPRESENTATIVES:

UNITED STATES

Adam J. Young Jr. Incorporated

CANADA

All-Canada Radio Facilities Ltd.

CFRB

TORONTO

Looking forward to the next twenty years!