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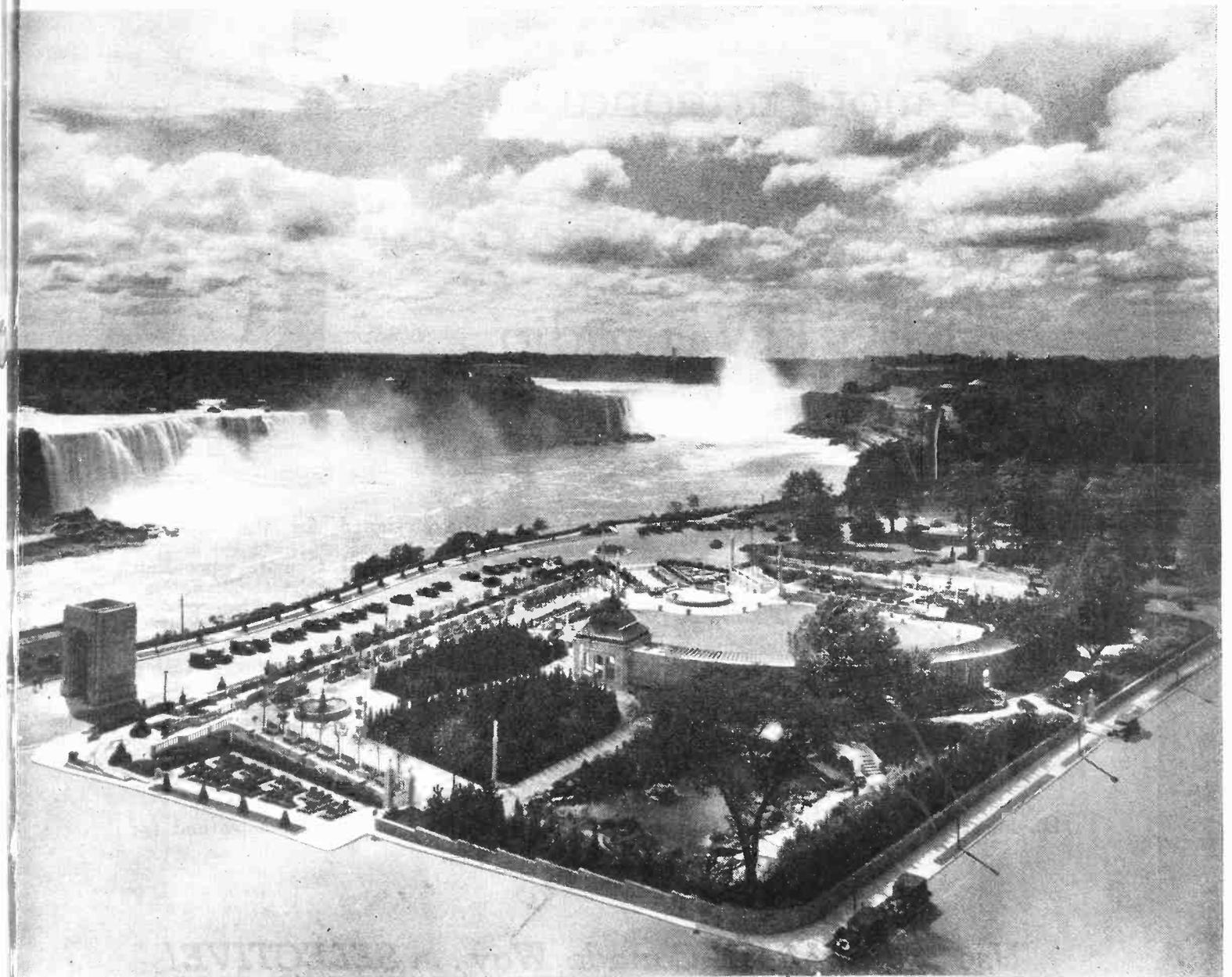
CANADIAN BROADCASTER

AND TELESCREEN

Vol. 9, No. 6.

TORONTO, ONTARIO

March 22nd, 1950



CONVENTION ISSUE

25th ANNUAL MEETING

of the

CANADIAN ASSOCIATION of BROADCASTERS

at the

GENERAL BROCK HOTEL — NIAGARA FALLS, ONTARIO

MARCH 27 — 30, 1950

The facts tell why

one more national
advertiser chooses
SELECTIVE radio



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

Through their agency the F. H. Hayhurst Company Limited, Canadian

Canners have signed for the *exclusive national* rights to All Canada's program "Janet Williams Chats About Children."

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

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

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

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

ALL-CANADA RADIO FACILITIES *Limited*

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL

PANORAMA

Hoochless Reception



Toronto.—On the eve of Ontario's current Easter Seal Campaign, the Crippled Children Variety Village received a year's supply of frozen orange juice concentrate from Birds Eye Foods (Canada) Ltd., as part of the company's introductory campaign for the product in Canada.

The presentation was made at the Village following what was a non-alcoholic "reception" to introduce a new product.

Representatives of all five Toronto stations, as well as of the Hamilton stations, were present, along with 50 others, at a breakfast given by Birds Eye at the Royal York Hotel. Gallons of orange juice replaced the gallons of the usual you-know-what. As the talk place before the sun went down, even the newspaperman's firm, no one seemed to be disappointed.

Seven interviews, six taped and five, were made at the event. Wally's Wally Crouter covered the actual presentation at Variety Village.

Press beat radio in what was a separately rigged event when The Post & Mail's columnist Frank McEane mixed a pitcher of orange juice concentrate (cut) before CJBC's June 1949, who was doing it the old-fashioned way, could slice and dice more than three or four times.

♦ ♦ ♦

OLD-TIME FIDDLERS

St. Boniface.—Third annual old-time fiddlers' contest is now under way over CKSB. To date more than 20 bow-swingers have entered the contest. Each Thursday five of them exhibit their talents on a half-hour show. When contestants are used up, Les Jimmy Gowler, Pete Courty and Art McEwing will make up on their preferences.

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

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CKCR, Kitchener CKOX, Woodstock CKMR, Newcastle

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WELCOME



MAYOR'S OFFICE

Niagara Falls, Canada

4 March, 1950.

Mr. B.H. Bedford,
Radio Station CHVC,
NIAGARA FALLS, Ontario.

Dear Mr. Bedford:

I understand that the Canadian Association of Broadcasters will be meeting in the City of Niagara Falls from March 27th to 30th, and I hasten to extend a cordial welcome to them on behalf of the Council and citizens of the City of Niagara Falls with the hope that their deliberations will be of benefit to all independent stations who are constantly striving for improvement in conditions and the betterment of services to the municipalities and environs in which they are located.

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

Yours sincerely,

W.L. BOUCK
Mayor

to
Niagara
Falls*

MEER

from **CHVC**

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• • • is a non-profit association. All the fees collected by CAPAC, less only the administration expense, are distributed among composers, authors and publishers in proportion to the extent their music is performed.

COMPOSERS AUTHORS AND PUBLISHERS ASSOCIATION of Canada Limited

132 ST. GEORGE STREET, TORONTO 5

Greetings!

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

from A Station With A Short History

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

And An Impressive Record . . .

The quickest way to pass along our success story is to tell it in SPONSORS . . . at the moment we can boast 130 local advertisers and 80 national accounts . . . pretty fair, huh? Besides, we're a station

... That Is Daily Adding New Features

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

And Making New Friends

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

Obviously It's Greetings from

CFRA OTTAWA

THE VOICE OF THE VALLEY - Reprs... All-Canada and Weed & Co.

PANORAMA

Confer on Church Radio

Toronto.—A three-day institute on Religious Broadcasting, the first of its kind ever held in Canada, was opened here March 21 in Metropolitan United Church under the auspices of the United Church of Canada, with representatives of Anglican, Presbyterian and Baptist Churches attending.

Principally designed to discuss methods of improving and extending religious broadcasting in Canada, the institute's speakers included: Ernest L. Bushnell, director general of programs for the CBC; Ralph Snelgrove, CAB president; W. H. Brodie, CBC's broadcast language supervisor; Canon J. E. Ward, pioneer broadcaster of church services in Canada; and Carson Buchanan, former manager of Moose Jaw's CHAB.

Three speakers from the United States with experience in the church broadcast field, are also among the speakers. They are Everett Parker, director of the Protestant Radio Commission, formerly with NBC; Albert Crews, PRC's program director; and Charles Schmitz, director of radio for the Syracuse Council of Churches.

The program for the three-day meeting will include writing and speaking for radio, broadcasting for the local community, radio production and discussion subjects.

RADIO DISCOURAGES CHURCH-GOING

Vancouver.—Radio is one of the features of modern life which is hurting church attendance, Mayor Charles Thompson said when he spoke as guest from the pulpit at the Canadian Memorial Church.

"Our standard of living has increased in past years," he said "and there are now too many attractions. One of them is radio, which brings church services and entertainment programs into our homes."

He said ministers had tried various ways of combatting falling attendance, by preaching sermons of a startling nature or getting into discussion of politics.

This was not the way to do it, he said. The church must recapture the feeling of devotion amongst its members.

QUARTER CENTURY CLUB

Montreal.—Thirteen new members were admitted to the RCA Victor Quarter Century Club during the fifth annual meeting of the club held here this month at the Mount Royal Hotel.

Ten of the new 25-year members were from the RCA Victor office here and include: Usher, the company's advertising manager; M. Damato; W. Gratton; S. N. Gardner; W. Neron; G. Herron; F. A. St. H. DeLuca; L. Silverson; G. Rochers.

John C. Brown of RCA's Vancouver sales office was present at the meeting for induction into membership, as were C. F. Kenhorn and W. Wilson of the company's Owen Sound call plant.

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March 22nd, 1950

Radio's Last Chance

Next month, when the Canadian Association of Broadcasters presents to the Royal Commission on the Development of Arts, Letters and Sciences its final blue-print for Canadian radio, there is an angle which has not yet been considered—at least aloud.

The present situation in radio has often been compared to one where one department store has been given regulatory control over another, and is still permitted to operate in competition. The inequities and injustices of such a situation have been elaborated upon. A workable alternative has not been offered, except that there has been a succession of demands for what is usually described as an "independent regulatory body."

■ ■ ■

Before the Massey Commission concludes its hearings, it is vitally urgent, it has been said in these columns because, that the Commission be given a detailed statement of what private radio really wants.

Doubtless the matter will be discussed, in all its details, at the CAB convention next week. During these discussions, it is to be hoped that thought will be concentrated a little more on what the private broadcasters want, with less emphasis on what they don't. The results of these deliberations must then be presented, by a duly authorized spokesman, before the Commission itself.

■ ■ ■

There is one public utility, which functions as a private enterprise, profitable (its common stock currently yields about five per cent), and under extremely efficient governmental supervision. This is the Bell Telephone Company of Canada.

An example of the degree of protection which is afforded in this instance is to be found in the fact that Bell, which has operated at its present rates all through the current period of inflation, has to secure permission from the Board of Railway Commissioners before it can raise its rates.

The broadcasting and telephone businesses have a great deal in common. They are in the "public utility" class; they are monopolies to some extent; in such cases, it is generally believed, the public is entitled to protection against unfair exploitation.

Protection is afforded the public in the case of the broadcasting busi-



"Will we stop at the General Brock and meet all the radio top brass, or sleep under the bridge and eat?"

ness by the outmoded Broadcasting Act, which regulates private broadcasters and also competes with them. The telephone business is just as severely regulated—but not competed with—by the Board of Railway Commissioners.

■ ■ ■

In its present form, the CBC collects license fees from the public, revenues from advertisers and frequent capital grants from the public purse. Yet year after year it shows a loss. The telephone company, on the other hand, is owned by those citizens who choose to invest in its stock, and ends each year with a profit.

Surely here is a positive pattern, at least worthy of consideration, not for the removal of an evil, but for the establishment of a freely competitive system for Canadian radio, where the public is securely armed against the kind of exploitation the government feels it should fear—but at no cost to itself.

■ ■ ■

Totalitarianism A La Mode

Any time now they'll be appealing to the CBC to ban church broadcasts from the air.

Only last month, the long-suffering board of governors of the CBC went through the emotion of the same name, while learned counsel pleaded with them to stop horrid old Radio Bingo keeping people home from the movies.

We respectfully submit that the only way for the movies to get people to turn out for their shows is to offer pictures which will have wider appeal.

If we are not careful, pretty soon now we'll have to ban home cooking, because it hurts the restaurants; distilleries because they cut into the brewing business; breweries because they do the same to the distilleries; airplanes because they spoil shipping; streetcars to protect the taxis; and automobiles because they play hell with the manure industry.

This is not so fantastic when you realize that the Canadian public was denied the use of margarine for years to protect the butter business.

■ ■ ■

Now we have a story—in this issue—that the Mayor of Vancouver feels that radio is keeping people home from church, and this is a startling statement.

Surely the job of the churches is to attract people, not to force attendance.

■ ■ ■

At the CBC Board's "Bingo Session" last month, where clerics appeared before the governors and urged them to prohibit the broadcasting of the game, there was quoted an editorial that said that 90% of churchgoers in many cases indulge in Bingo or other forms of gambling.

The clergymen who appeared—and no one should disrespect the sincerity of their pleas—felt they were speaking on behalf of their churches and their congregations. Yet what kind of representation was it, when 90% of many congregations—according to that editorial—must disagree heartily?

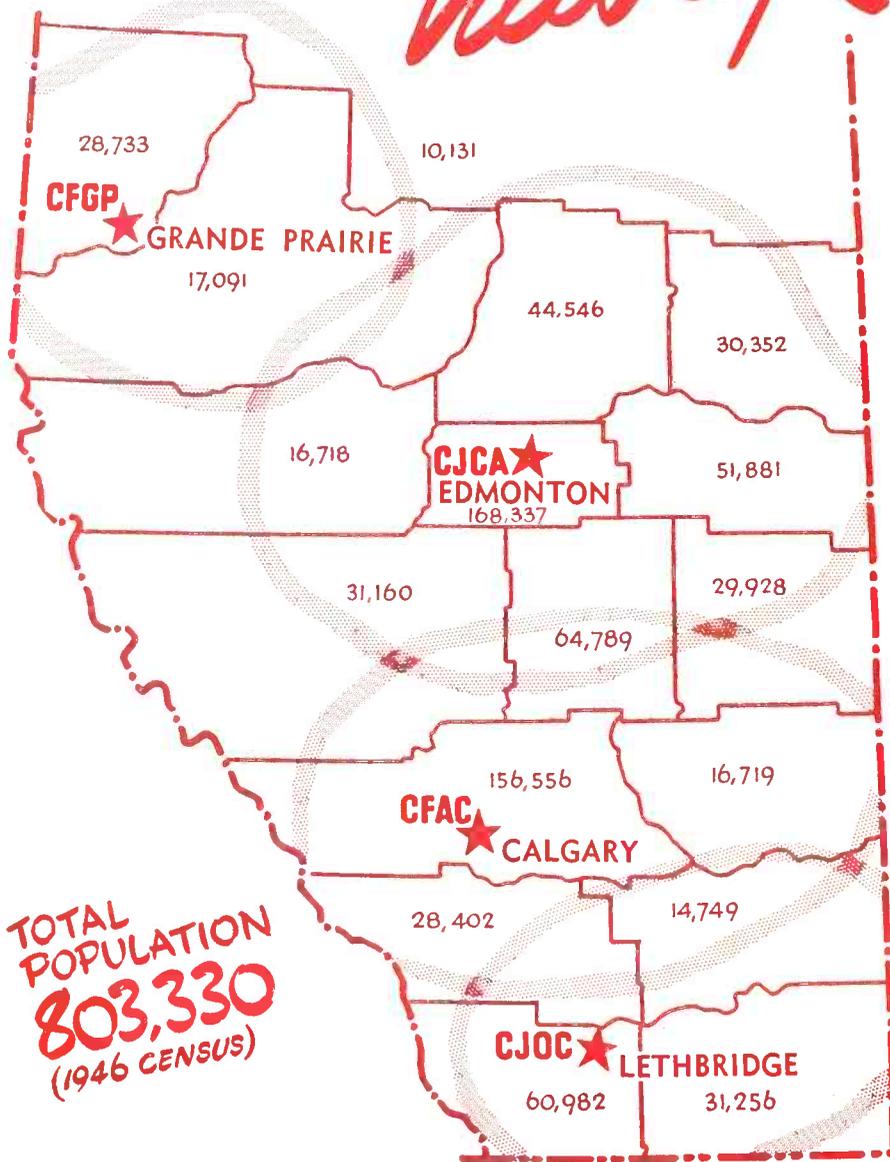
■ ■ ■

In its continued efforts to cater to all groups of the Canadian public, the CBC board is faced with a problem it could well be accused of side-stepping. This problem is to determine whether when representations are being made to it, they are presented by spokesmen who do truly represent the opinion of the majority of these groups, or whether they are simply expressing their own opinions.

■ ■ ■

There is a growing and we think deplorable tendency among those who preside over our publicly-owned corporations, as well as such public service groups as churches, to take on an arbitrary attitude as to what is or is not for the good of the public they serve, without asking the public to express its own opinions. It is an especially dangerous attitude, because it runs perilously close to one form of totalitarianism.

91.5% ALBERTA HOMES have Radios!



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

CFGP 84.5
Radio homes reported listening to CFGP. (BBM, 1948)

CJCA 61.9
CJCA's average share of audience. Jan. to June, 1949. (Elliott-Haynes')

CFAC 57.5
CFAC's average share of audience. Jan. to June, 1949. (Elliott-Haynes')

CJOC 86.5
CJOC's average share of audience. Oct. 1948 to Mar. 1949. (Elliott-Haynes')

*** CFGR * GRANDE PRAIRIE * CJCA * EDMONTON * CFAC * CALGARY * CJOC * LETHBRIDGE ***

* Alberta's top-rating stations

* Alberta's All-Canada stations

NEWS

Listeners Are Funny

radio men would listen to listeners more often, they would find that they are strange people with unusual stories.



News editor of CHUM, Harry Rasky, gets the opportunity to talk in the listeners through CHUM's "Teleflash News," a set-which has listeners call in news in exchange for money.

Last week a woman called and only reported an accident on Hurst Street in Toronto. Here the telephone conversation:

Lady Listener: "I want to report an accident. A car was stuck by a huge transport and wrapped around a telephone pole."

Rasky: "When did that happen?"

L.L.: "About ten minutes ago." The woman then told Rasky the name of the driver. When he asked her name so that he could send her cheque, she said it was the same as that of the driver as the injured driver was her husband.

"Oh, I'm sorry," said Rasky. "Was he hurt badly?"

"I don't know," said the potential widow. "I thought I'd call you, and then check the hospital."

"Teleflash News" has aided the station in scoring several news items in Toronto. CHUM claims to have been first on the scene both the Noronic and the garment industry fires.

Another interesting listener-editor episode took place a couple of days ago. A young boy called breathlessly to report a robbery. Rasky got excited. "Quick, where was it?" he asked, typewriter in hand.

"Just a minute. I'm listening to the police broadcast. They haven't given the location yet."

CHUM has farm listeners too. In Stroud, Ontario, there was a heavy snowstorm, which had closed in some of the farms. One of the farmers called Rasky.

"Say, fella'. I'm listening to your station," he said. "We can't get off the farm because of the weather. There isn't much news around here because the snow is six feet deep. I thought I'd like somebody to speak to."

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

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

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

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



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CHLT
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CKTS
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DON LOUGHNANE

LISTEN !

★ NEWS ON 920



BAZ RUSSELL

LISTEN !

★ DRAMA ON 920



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CJCH
HALIFAX, N. S.

"DAWN TO DAWN"
The Maritimes No. 1 Independent

Your sales go **up**



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



The TEX BENEKE Show . . .
exclusive Beneke and Miller
arrangements by one of
America's top bands!



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



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



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

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



with the new era

in *Thesaurus*

**"CLAUDE THORNHILL presents
Win A Holiday"**... a famous
band plus a local-national contest:
listeners name untitled melodies,
win trips to New York.

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

You get more practical help than ever before from
the **new** Thesaurus. More big stars are being
added to the Thesaurus family . . . drawn from the
vast fund of recording artists at RCA Victor and
other talent sources (just a few are shown on this
page). You get comprehensive programming,
promotion, publicity . . . a steady flow of **current**
hit tunes, weekly continuity, special shows. Skilled
network writers do your scripting. Lots of production
"extras." New THESAURUS can help you to
more sponsored programming!



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120 East 23rd Street, New York 10, N. Y.
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Chicago 11, Ill.
Whitehall 4-2900
1016 No. Sycamore Ave.
Hollywood 38, Cal.
Hillside 5171

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 effective immediately pro-
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 radio features ltd. become the
 property of s. w. caldwell
 ltd. - - - all inquires
 should be addressed to s.w.c.
 ltd. 80 richmond st. west
 toronto and discs should
 be sent to the library -
 150 simcoe street - toronto
 --new program listing out
 soon - - - it's easy to do
 business with caldwell

Over The Desk

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

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

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

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

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



nicely, thank you. This first feature deals with "Introducing A Speaker."

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

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

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

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

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

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

When you get up on your feet to let loose your well-seasoned homily, duly and suitably titled to fit the occasion, you are aware or at least you should be, that for the next half hour or so, any thing can happen and probably will.

I had just finished talking at a Vancouver Service Club, and lowered my perspiring torso into my chair, when a clerical gentleman rose to his feet, cleared his throat, and told the audience that in spite of everything I had said, he still believed in God.

Another time, I was just getting going with my harangue when I felt my sleeve being tugged

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BROADCAST MUSIC INC.
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BUSINESS FIRST; and then the pleasure of seeing all our old friends and meeting new ones.

WE'LL BE AT THE CONVENTION!

Fred Metcalf & Wally Slatter

CFGY

GUELPH, ONTARIO

red from behind. I performed a feat of optical gymnastics when I turned one eye towards the interruption, keeping the other (I may say two) on the script on the lectern before me. I was being nudged by a waiter, I found, who was intent on collecting a buck for my dinner, which was then settling in a cement-like lump just over my abdomen.

Once I was—thanked is I believe the word, by a character who spoke glibly of "our speaker," I went into some detail about the speech seemed to have less with. The only thing was, the name he referred to was nothing like mine; neither did he purported to be his reflection on my talk have any bearing on what I had said. It developed later that he had drawn what he had thought to be the prepared script of the "thank-you ritual" from his pocket, and unwittingly read the one he had used last week, without realizing that his material was a little dated. Friends still taunt me about the soporific effect of my voice on a service-clubber, full to the brim with breaded egg cutlet, home fried potatoes and a promiscuous mixture of carrots and peas.

■ ■ ■
Almost invariably my introducer sees completely, and without changing a character, the background material with which I supply him, for his use in preparing his introductory remarks. The only thing you can absolutely count on him to miss is what he has got on his feet to disclose, and that is the title of my talk. Inevitably, and it must be on account of some sort of word that I let out ahead of me, in secret, reassures his audience that "the things which are about to be expressed by the speaker will be his own, and should not be interpreted in the hose of the directors of the..."

■ ■ ■
The tension was unbearable. Waiting for things is always like this. And when the "thing" is as momentous as this one was, the vocabulary doesn't contain the words...
I'll over Canada men sat...
I... waited.
When came the news, and a...
I... palled the heavens except...
In one quarter, Windsor, where

the president of CKLW, Ted Campeau — or maybe we should call him J. Edward Campeau, Esq. now — received the intelligence that he had been adjudged by no less an authority than the Canadian Men's Apparel Fair as an "immaculate exponent of good grooming in the radio world."

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

It was a beautiful morning, but suddenly the sun, streaming in across my breakfast table, seemed a blazing inferno.

Ah us! (No, that's for the editorial page. I mean, ah me!)

The first thing that caught my eye on arrival at the office was a wall plaque someone had sent which read something about "No matter if you won or lost..."

I pulled myself together and scribbled a wire to Ted.

It read: "Deeply chagrined my Beau Brummelesque exterior overlooked, due doubtless to political intrigue. But in best sporting tradition offer reluctant congratulations."

The day progressed with two tunes ringing in my ears: "The Stately Homes of England" and "You Can't Break a British Square."

■ ■ ■
At the CAB Convention, Canadian Broadcaster & Telescreen will conduct a contest for the worst dressed man in Canadian radio.

And what is more, to keep everything on the up-and-up, the editor of this paper hereby and herewith disqualifies himself.

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



**TO THE
C.A.B.
CONVENTION**

*From Wheatstalk Willie and Bovine Bill
In the heart of Saskatchewan's richest land
Our greetings impressive,
Sincerely expressive
Of very best wishes to all on hand.*

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

CJGX
YORKTON, SASK.



Lionel
PAINTS THE TOWN

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

Moncton Plumbing and Supply Company, sponsors of "THE FIRESIDE HOUR," a weekly program over CKCW, considered radio to be useful only for institutional advertising. Consumer goods could only be sold through other media—so they thought. Caught flat-footed with a carload of paint, they were induced to use paint commercials on the "FIRESIDE HOUR," exclusively. Before commercials could be written for the second week's program, the sponsors reported a complete sell-out. **WHETHER IT'S A PROGRAM OR A SPOT ANNOUNCEMENT, CKCW'S BUYING AUDIENCE WILL HEAR YOUR SALES MESSAGE.**

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

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

**DOMINION BROADCASTING
COMPANY**
4 ALBERT ST. TORONTO

AVAILABLE FOR LOCAL SPONSORSHIP

A NATIONAL PRESTIGE PROGRAM

FOR PRIVATE STATIONS

"TOWN MEETING IN CANADA"

On the air since 1943, already heard on over 20 private stations from Port Alberni, B.C. to St. John's, Nfld.

An unrehearsed weekly one-hour program originating in various Canadian cities, which won an Ohio Award and is tops in its class with listeners.

Available in some areas at a fraction of hour rate.

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1950 ANNUAL MEETING CANADIAN ASSOCIATION OF BROADCASTERS

General Brock Hotel, Niagara Falls

AGENDA

Sunday, March 26

2.00 p.m.—Directors' Meeting.

Monday, March 27

10.00 a.m.—Business Meeting (closed).
Scenic Bus Trip for ladies and guests.

2.30 p.m.—Business Meeting (closed).
Afternoon Tea for ladies and guests—
Junior Chamber of Commerce.

5.30 p.m.—Wire Line Companies Cocktail Party.

Tuesday, March 28

Morning—Committee Meetings.
BBM Meeting.
Bus Tour to WBEN-TV—
Compliments RCA Victor Co. Ltd.

12.00 noon—Official CAB Luncheon—
Speaker, Don Henshaw, MacLaren Advertising
Co. Ltd.

2.30 p.m.—Business Meeting (closed).

5.30 p.m.—Marconi Cocktail Party.

8.00 p.m.—Annual Dinner—
Speaker, Dr. Robert Stanforth, UNESCO.

Wednesday, March 29

Morning—Open for Committee Meetings and Unfinished
Business.
Bus Tour to WBEN-TV—
Compliments RCA Victor Co. Ltd.

12.00 noon—Official CAB Luncheon—
Speaker, the Rev. Captain Norman Rawson.

2.30 p.m.—Television Forum—
Speaker, Sam Cuff, New York TV Consultant.
Question Period.

3.30 p.m.—"4-Minute Ideas from Coast to Coast"—
Chairman, Ken Soble.

4.30 p.m.—"Information Please"—Chairman, Vic George

Thursday, March 30

11.30 a.m.—All-radio film presentation—
"Lightning That Talks."

2.15 p.m.—Maurice Mitchell, Director of Broadcast
Advertising Bureau.

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DOMINION NETWORK

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... and Standard of Dependability

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

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

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

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AM

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| CJVI VICTORIA | CFOS OWEN SOUND |
| CKWX VANCOUVER | CFPL LONDON |
| CKMO VANCOUVER | CKOX WOODSTOCK |
| CKNW NEW WESTMINSTER | CJOY GUELPH |
| CHWK CHILLIWACK | CKTB ST. CATHARINES |
| CJAT TRAIL | CHVC NIAGARA FALLS |
| CJIB VERNON | CKNX WINGHAM |
| CKLN NELSON | CHML HAMILTON |
| CFAC CALGARY | CKCR KITCHENER |
| CFCN CALGARY | CFRB TORONTO |
| CJCI CALGARY | CKDO OSHAWA |
| CFRN EDMONTON | CHEX PETERBOROUGH |
| CKUA EDMONTON | CKWS KINGSTON |
| CHAT MEDICINE HAT | CKCO OTTAWA |
| CKCX REGINA | CFRA OTTAWA |
| CKRM REGINA | CHOV PEMBROKE |
| CBK WATROUS | CBM MONTREAL |
| CKRC WINNIPEG | CKAC MONTREAL |
| CFAR FLIN FLON | CBFX MONTREAL |
| CKPR FORT WILLIAM | CJFP RIVIERE DU LOUP |
| CFPA PORT ARTHUR | CBJ CHICOUTIMI |
| CFCH NORTH BAY | CKEX SACKVILLE |
| CHNO SUDBURY | CHTA SACKVILLE |
| CJKL KIRKLAND LAKE | CBA SACKVILLE |
| CKGB TIMMINS | CKCW MONCTON |
| CHOK SARNIA | CFBC ST. JOHN |
| CKLW WINDSOR | CKBW BRIDGEWATER |
| | CKLD THETFORD MINES |

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| CBM "FM" MONTREAL |
| CFRA "FM" OTTAWA |
| CKWS "FM" KINGSTON |
| CBL "FM" TORONTO |
| CFRB "FM" TORONTO |
| CHML "FM" HAMILTON |
| CKOX "FM" WOODSTOCK |
| CKCR "FM" KITCHENER |
| CHOK "FM" SARNIA |
| CFCH "FM" NORTH BAY |
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OPINION

They Need Their Heads Read

Vancouver. — Dick Diespecker, erstwhile program director of CJOR, who now conducts a column and various broadcasting activities for the Vancouver Daily Province, has circularized B.C. members of the House with copies of his column, which appeared in the Province March 9. Full text of the column follows:

HERE WE GO ROUND THE MULBERRY BUSH

A dispatch from Ottawa this week says that television and radio are to be investigated by the current session of Parliament. Revenue Minister McCann, says the dispatch, placed on the Commons' notice paper, notice for establishment of a 25-man Commons committee on broadcasting . . . to report observations and opinions on the annual reports of the CBC . . . review the aims of the Corporation and the impact of

its regulations . . . future developments . . . revenues and expenditures. The dispatch also notes that the establishment of the committee is expected to bring a revival of private broadcasting protests against CBC rule and to raise the whole question of television development in Canada.

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

■ ■ ■

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

■ ■ ■

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

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

■ ■ ■

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



Dick Diespecker

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

But because it has always been government policy to hold up the report of the Parliamentary Committee on Radio until the dying days of the session and thus avoid any possible explosion in the House, even this was never formally acted upon by the House. But the CBC seized the advantage and on its own authority immediately put into effect the system of promise and proof of performance sheets and this system remains to this day. It has never been officially sanctioned by the House of Commons.

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

■ ■ ■

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

THERE'S A PARTY EVERY DAY

AT

CKSF - CORNWALL



When CKSF's "Studio Party" goes on the air each Monday to Friday, 4.30-5.00 p.m., the S.R.O. sign goes on the door. Announcers Charlie Doering (with mike) and Bill Roberts, who are joint m.c.'s of the program, fill CKSF's big main studio for every show.

"Studio Party" is one of many programs prepared by a well-trained and alert staff for CKSF's air audience comprising 14,790 radio homes (latest B.B.M. figures).

National and local radio advertisers like CKSF, because they know their messages are heard by a large and responsive audience. Already booked for April, 1950, are 21 Dominion Network commercial programs weekly, in addition to 39 other national accounts and 211 local clients.

CKSF is the sure and economical way to get your sales message to the people of the industrial City of Cornwall and the rich agricultural St. Lawrence Valley in Eastern Ontario.

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CKSF

CORNWALL, ONTARIO

All programs synchronized on CKSF-FM.

EVERYBODY SING!

- C is for their grand Co-operaton,
It's Complete and Cheerful, you'll agree.
 - A is for Assisting independents,
Going to bat when e're the need might be.
 - B stands for the Bulwark they've established,
In the cause of private industry,
- So here's good luck to C . . . A . . . B . . .

WOODHOUSE & HAWKINS

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**1949 Was Big Year
For CAB Board**

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

From left to right they are: Bill Guild, CJOC, Lethbridge (Chairman); Ed Rawlinson, CKBI, Prince Albert; Jack Blick, CJOB, Winnipeg; Ralph Snelgrove, CBB, Barrie (president); Ken Spole, CHML, Hamilton; Harry Sagwick, CFRB, Toronto; Phil Bloude, CKAC, Montreal; Dr. Cas. Houde, CHNC, New Carlisle; Malcolm Neill, CFNB, Frederton; Finlay MacDonald, CJCH, Halifax. George Chandler was later elected to the board by the CAB.

It's been a big year for chairman Bill Guild, general manager Len Allard and their board, representing Canadian radio from coast to coast.

This year's number 1 assignment for the CAB has been that of getting radio's story across to the Royal Commission on the Development of Arts, Letters and Sciences. Literally hundreds of pages of briefs have been presented to the Commission by stations and others across the country, and CAB management has been called upon to assist in their preparation and also in the distribution of thousands of copies where their impact will be felt.



DEPARTMENT OF EDUCATION

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

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

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

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

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

The **RYERSON INSTITUTE** *of* **TECHNOLOGY**
50 GOULD STREET TORONTO 2

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

Thanks Everybody!

Canadian-produced radio shows have always played an important part in our sales growth.

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

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

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

Chas. Peet *President.*

COLGATE-PALMOLIVE-PEET COMPANY, LIMITED



The Happy Gang



Les Joyeux Troubadours



Bob Giles



Jim Butler



Monty Hall



Abbie Lane



Share the Wealth—starring Stan Francis and Cy Mack



La Mine d'Or—starring Roger Baulu and Louis Belanger



Barry and Betty



Loy Owens



Wes McKnight

Our List of Stations and Their Managers

- CFY, R. F. Large • CJFX, Ralph J. Ricketts • CHNS, Harry Stephen • CJCH, E. Finlay MacDonald • CJLS, Laurie L. Smith
- CKNB, C. S. Chapman • CFNB, D. Malcolm Neill • CKCW, F. A. Lynds • CFBC, Robert T. Bowman • CHSJ, George A. Maxwell
- CHAD, CKRN, CKVD, David A. Gourd • CKCH, J. P. Lemire • CKRS, Gaston Voyer • CKBL, Roger Bergeron • CF, Gordon F. Keeble
- CJAD, J. Art Dupont • CKAC, Phil Lalonde • CHNC, Viateur Bernard • CHRC, Henri Lepage
- CJBR, Guy Caron • CJFP, B. Potvin • CHLT, A. Gauthier • CKTS, A. Gauthier • CHLN, Leon Trepanier • CKVL, Corey Emson
- CJBQ, W. H. Stovin • CKPC, Mrs. J. D. Buchanan • CFJM, J. R. Radford • CFCO, John Beardall and P. A. Kirkey
- CKSF, Harrison Flint • CKPR, G. D. Jeffrey • CJOY, Wallace Slatter • CHML, T. Darling and W. P. Whitaker • CKOC, F. Cranston and J. L. Potts
- CJRL, G. A. McLean • CKWS, R. W. Hofstetter • CJKL, Harry M. Edgar • CKCR, W. C. Mitchell
- CFPL, Murray T. Brown • CHVC, B. H. Bedford • CFCH, Cliff Pickrem • CFRA, Frank Ryan • CKOY, J. Edgar Guest
- CS, Bill Hawkins • CHOV, W. J. Montaigne • CHEX, Russ Baer • CFPA, Ralph H. Parker • CHOK, Claude R. Irvine
- CJIC, J. G. Hyland • CKTB, Cliff Wingrove • CHLO, G. N. Miller • CJCS, F. M. Squires • CHNO, Rene Riel • CKSO, V. J. Woodill
- CKGB, H. C. Freeman • CFRB, Lloyd Moore, Waldo Holden • CKEY, H. E. Cooke • CKLW, S. C. Ritchie • CKMX, J. J. Cruickshank
- CKOX, Monty J. Werry • CJOB, J. O. Blick • CKRC, Bruce Pirie • CHAB, Sid Boyling • CJNB, V. Collier
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- CHAT, R. J. (Bob) Buss • CHWK, Jack Pilling • CFJC, Ian Clark • CKOV, J. W. B. Browne • CKNW, David M. Armstrong
- CJAV, Charles J. Rudd • CKPG, Jack E. Carbutt • CJAT, John W. Loader • CJOR, G. C. Chandler • CKWX, John L. Sayers
- CJIB, C. H. Pitt • CJVI, M. V. Chesnut • plus CBC stations CBY • CBG • CBT • CBN • CBI • CBA • CBJ • CBF • CBM • CBV • CBO • CBL • CKX • CBW • CBK • CBX • CBR • CBH •

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

NBS SALES EXECUTIVES

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

Selling these active,
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| ONTARIO | Station | Power in Watts |
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| Barrie | CKBB | 250 |
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| Kirkland Lake | CJKL | 5000 |
| North Bay | CFCH | 1000 |
| Ottawa | CKOY | 5000 |
| Peterborough | CHEX | 1000 |
| Port Arthur | CFPA | 250 |
| St. Catharines | CKTB | 1000 |
| Sarnia | CHOK | 5000 |
| Timmins | CKGB | 5000 |
| *Toronto | CKEY | 5000 |
| QUEBEC | | |
| Montreal | CJAD | 5000 |
| MARITIMES | | |
| Halifax | CJCH | 5000 |
| Antigonish | CJFX | 5000 |
| BRITISH COLUMBIA | | |
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TORONTO: 2320 Bank of Commerce Bldg., AD 8895
MONTREAL: 106 Medical Arts Bldg., FI. 2439

BBC

Universal Uncles By



JOHN POLWARTH
BBC Representative in Canada

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

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

Canadians have plenty of opportunities of hearing BBC programs, but very few of them know how much program material about their own country goes on the air in Britain. The variety is astonishing. There are news reports and topical talks for such programs as Radio Newsreel and for inclusion in the Home News bulletins. These are shortwaved to Britain by the CBC. We work in very close and friendly co-operation with CBC International Service, and their magnificent transmitter at Sackville is received in the British Isles at much greater strength than that of any other station in North America. And,

skipping quickly through the pages of my office diary, I find such programs as a series of 15-minute talks for North Region, a special greeting from Welsh children in Toronto to the children of Wales, a Canadian news-letter recorded for Scotland by a Gaelic-speaking exile, an eye-witness account of a football match between Belfast Celtic and an Ontario team, a series of recordings of Canadian choirs, and even a Canadian contribution to BBC Television—20 paintings by Ontario schoolchildren of Canadian scenery and sports.

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

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

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

In addition to these special requests, there is an ever-growing demand for recordings of regular BBC programs. Every month a big shipment of hundreds of disks arrives at the Canadian office. These, with hundreds of used disks returned by Canadian stations, involve us in many hours of work—unpacking, checking, indexing, and filing. Through the BBC Transcription Service, Canadians from coast to coast have been able in the past 12 months to hear concerts by every one of Britain's major orchestras, great plays performed by famous British actors, drama serials such as Great Expectations and The Adventures of P.C. 49, and scores

It's Easy

**TO DO BUSINESS
WITH CALDWELL
-ROOM 823-**



TOM SLOAN

Assistant BBC Representative in Canada

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

Dance music, too. Canadian feet may be tapped to the sophisticated arrangements of the crack London dance bands and to the more homely melodies of the Northumbrian Barn Dances, in which the fiddle and the harp are unheard, and the saxophone is unhonored and sun-dried.

There is no doubt about their popularity. Repeat broadcasts are almost unknown on the Canadian air, yet in Toronto alone the BBC's Gilbert and Sullivan series, by popular demand, has been repeated four times.

Broadcasting in Canada has many problems to face—the problem of two languages, of seven time-zones, and vast distances. The BBC's Canadian office must solve these problems too. We supply topical talks in French, recordings of French dramas and operas, and of music with French lyrics. For national net-works broadcasts we provide duplicate sets of disks, so that Eastern Canada and Western Canada can hear a program at the times that suit them best. Distance adds to the work of liaison with the CBC stations and the private stations, but thanks to the huge four-engine transport planes that make up Canada's main airfleet, it is easy to fly to Winnipeg, 1,200 miles away, for an afternoon meeting, and yet to be home in Toronto the same evening.

The result of all this liaison work is that in a representative way, listeners in Montreal hear about 45 hours of BBC programs, listeners in Toronto 50 hours, in Winnipeg 26, and in Vancouver 35. There is a good deal to be said in favor of the statement of a Canadian publicist that the BBC is one of the strongest links between Canada and Britain and the rest of the Commonwealth, and in the opinion of a radio critic that Canadian listeners are the luckiest in the world. They have their own home-produced programs — drama in particular is outstanding—they get the pick of the U.S. radio shows, and they can listen to an immense variety of broadcasts supplied by the BBC.—BBC Year Book, 1950.

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all Western Ontario Stations...
for audience increase according
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An Average Day & Night Increase
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"Ask Anyone in Western Ontario"

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1000 WATTS 710 KC
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QUEBEC

*The Most
Powerful
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**REACHING
125,000 French Canadians**



JOS. HARDY

talks

ON QUEBEC MARKET No. 2

"Good morning—Jos. Hardy calling again, this time with a story about Sherbrooke, and its steady growth. Its population today is 53,000, and it is one of the important manufacturing centres in Quebec Market No. 2. Its textile and heavy machinery industries are long established, and from here silk stockings, gloves, cotton and rayon goods go out all over the world. In 1939, the value of its building permits was \$1,171,550. In 1949 these had grown to \$4,923,850—nearly 4½ times greater. Here is a big, prosperous market for your goods and services. You can reach it thoroughly by using Station CKTS. Radio is not only the least expensive medium in Quebec Market No. 2, but it is the most resultful. If you want more results for your dollar, ask Jos. Hardy!"

For any information on QUEBEC MARKET No. 2

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

JOS. A. HARDY & CO. LTD.

Montreal — Quebec — Toronto Representing

- CHRC Quebec 5,000 w.
- CHNC New Carlisle 5,000 w.
- CHLN Trois Rivieres 1,000 w.
- CHLT Sherbrooke 1,000 w. (French)
- CKTS Sherbrooke 250 w. (English)
- CKRS Jonquiere-Kenogami 250 w.
- CKBL Matane 1,000 w.
- CKLD Thetford Mines 250 w.

NEW YORK'S RADIO ROW

by Richard Young

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

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

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

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

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

You fellows will soon be getting your first look at the much-

publicized radio presentation film, "Lightning That Talks."

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

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

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

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

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

by CBS. If there are more, we'll pass them along to you.

Anyway, we have heard about one replacement. Rexall, which is dropping the Phil Harris-Alice Faye show on NBC, will slot Dick Powell as private eye Richard Diamond during the summer and may keep it on in the fall at a different time. Harris and Faye will remain in the 7.30 Sunday evening period.

Biggest story in recent weeks has, of course, been the sale of national network Hooperatings to the A. C. Nielsen and Co., Chicago. Deal was brought about because of Hooper's feeling that radio is on the downward trek and television is moving skyward.

This trend, according to Hoop, makes it impossible to gauge accurate nation-wide listener habits. It's all got to be done market by market, on the local level. Observers expect Hooper will very shortly adopt the newspaper industry's popular slogan "All Business Is Local."

But Hoop is not completely out of the national picture. The Nielsen reports are several weeks behind the actual broadcasts surveyed. Hoop's reports can be obtained at almost a moment's notice and many national advertisers are always to get these special reports. They will be supplied by Hoop on request—but with the Nielsen company acting as cashier. (Hooper, of course, gets his fee.)

Incidentally, the trade is anxiously awaiting the news of Hooper's newest development—a mechanical brain which will reportedly measure just about any type of an audience that can be measured—and with no hands on the handlebars.

Still nothing official on NBC's efforts to keep comic Bob Hope tied to its apron strings and CBS's attempts to woo him to Bill Paley & Co. Reports of the new tussle were started by the gossip that Mr. Hope will soon break with his present sponsor Lever Bros.

NBC played one of its ace when it spent thousands of dollars to promote Hope's personal appearance stint at the Paramount Theatre here. Network left few stones unturned to plug its leading comic in newspapers, on radio and television. CBS has reportedly tried to get next to Mr. Hope through his very close friend (and CBS star) Arthur Godfrey.

We predict that Mr. Trammel will win the bout.

Not as much can be said about NBC's "Duffy's Tavern" show. This is too far in advance of an action to make a forecast.

On the Cuff Notes . . . There are reports that comic Fred Allen doctor would much rather he returned to radio than go on television. Thinks the sight-and-sound medium might prove to be a great strain. Thus Lever Bros originally reported interested in sponsoring Mr. A.'s video debut is now said to be ready to do likewise in radio over NBC . . . MB net set to air the baseball Game of the Day over more than 35 outlets starting April 18 . . .

THE Only STATION THAT COVERS BOTH HALVES OF THE "VANCOUVER AREA"

CKCR KITCHENER

WIDE AWAKE PROGRESSIVE LIVE-WIRE — ENTERPRISING

STILL NOT ENOUGH SYNONYMS TO PROPERLY EXPLAIN KITCHENER-WATERLOO'S SOLID PROSPERITY . . .

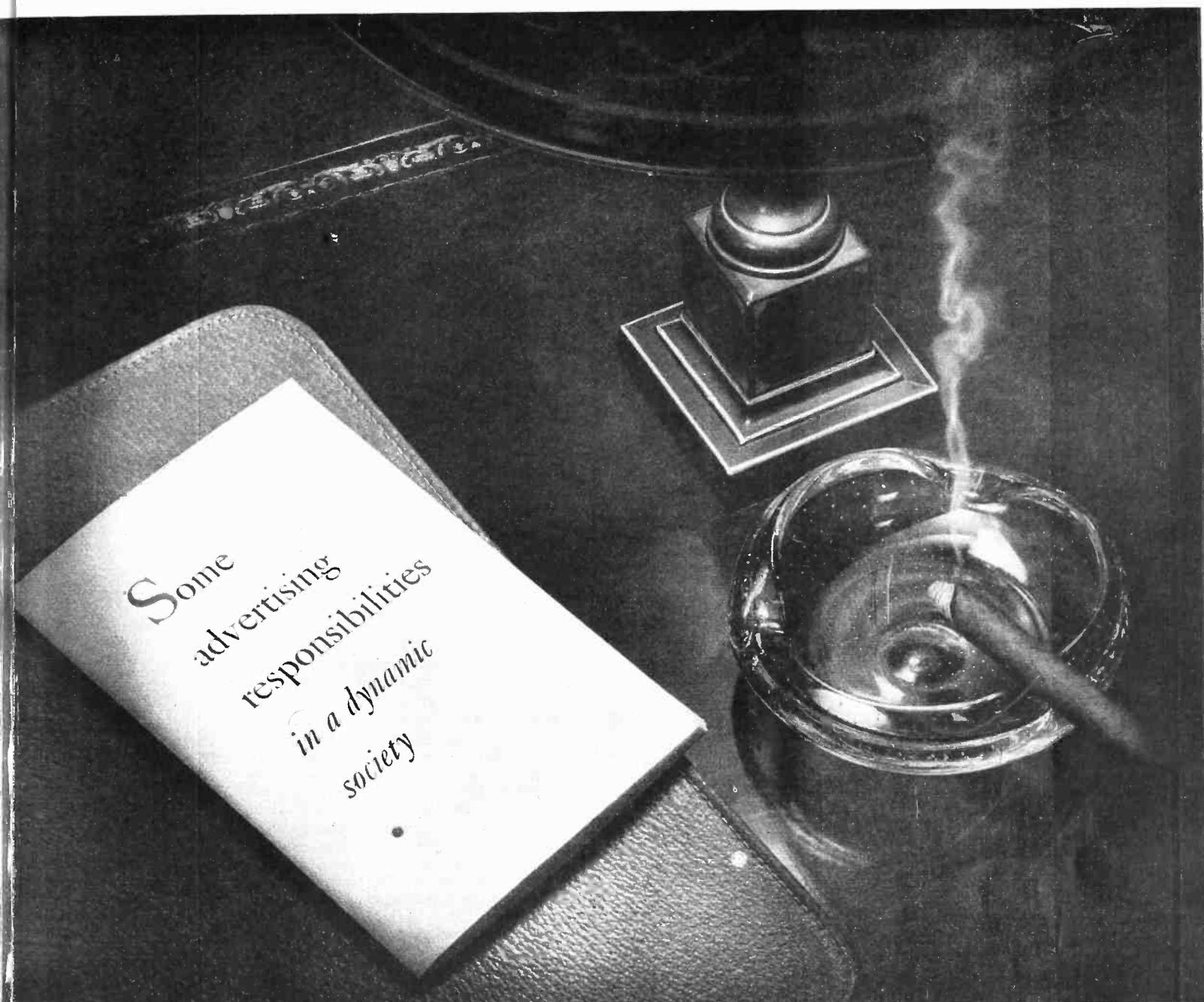
INVESTIGATE **CKCR CKCR-FM**

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

SEE **WILLIAM WRIGHT** MONTREAL YORK BLDG.

TORONTO REFORM BLDG. ADAM J. YOUNG, JR. — New York - Chicago

CKCR CKCR CKC



Memo to a Business Statesman:

In those "after-hours" when you let your mind speculate on the *meaning* of what you are doing;

... when you try to see *whole* the functioning of your own business, your industry, and the society of which they are parts;

... then is the time we think you might like to read the wise and witty booklet shown above.

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

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

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

CKNB CAMPBELLTON N.B.

March 22, 1950

Dear Mr. Time-Buyer:

Sorry I can't be with you at the C.A.B. shindig, but that's the way it is. Anyway, like Abe Lincoln said, "I have been too familiar with disappointments to be very much chagrined".

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

Yours very truly,

Stau Chapman

CSC/LG

Station Manager

AN ALL-CANADA STATION

Farming PLUS!

CKBI MARKET

| | | | |
|----|------------------|----------------|------------------|
| 1 | 1949 FARM INCOME | | \$251,000,000.00 |
| +2 | TIMBER - | \$5,251,095.00 | |
| +3 | FISH - | \$1,282,437.00 | |
| +4 | FURS - | \$2,243,867.00 | |



Money from Farming PLUS Fishing, Furs, and Forests, provides year-round income. This "4 in 1" combination available only by

USING

CKBI

PRINCE ALBERT, SASK.

5000 WATTS

SEE THE "ALL-CANADA" MAN

VERBATIM

Who Pays For Advertising

Reprinted from March 3 issue of *Printers' Ink*, this article is an elaboration of a chapter in "Advertising Procedure," 4th Edition, by Otto Kleppner, recently published by Prentice-Hall, Inc.

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

- (1) The effect of advertising on the production costs of a product.
- (2) The effect of advertising on the selling costs of a product.
- (3) The effect of competitive pressure on management, its ambitions and judgment.

Effect of Advertising on Production Costs

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

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

raw material and his labor at a nominal wage is \$500 a week, with a production of 500 Zingos a week. He must sell them at a price of \$1 each. However, he could make another 500 Zingos a week for only \$100 additional for raw material and for power, with no extra rental or labor costs. 1,000 Zingos a week would therefore cost not twice \$500, or \$1,000, but only \$500 plus \$100, or \$600, making a saving of \$400. But he doesn't have the extra 500 orders so he decides to use advertising (his only selling expense) to get them. How much can he spend on advertising to get orders for those 500 extra units a week? He has a saving of \$400 with which to work. If the cost of selling 500 additional Zingos a week is less than \$400 a week, the advertising contributes to current profits; if the cost is more than \$400 per week, the part in excess of \$400 is either an investment in future profits, or an extra burden. Therefore:

If the advertising cost less than \$400 per week and the advertiser passed on to the buyer any difference, then the buyer would be paying less because of the advertising.

If the advertising cost more than \$400 and the advertiser were to add that cost to the price of the product, then the buyer would be paying more for the product because of the advertising.

If the advertiser were to spend more than \$400 a week but considered the excess sum his own investment in his future profits, then the buyer would pay neither more nor less because of the advertising.

At various stages in the life of a business, the owner expands his space, takes on additional equipment and adds to its staff. He sees new sights for it or establishes new optimum production points. But the process of reducing cost per unit product by increasing production is not endless, and a point may be reached where the unit cost of making the product stays virtually the same, even if more units are made. In fact, the costs may even go up as the business gets larger, because of looser management or because of the poorer level of skill of the additional workers who have to be hired. Thus it does not automatically follow that increased advertising results in lower price

- SUMMERSIDE—2nd largest in Prince Edward Island. Est. population 8,000.
- MARKET— Saturation has proven results for over 200 local advertisers.

W
2 A
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CJRW

1 K
2 C
4 S
0 S

THE VOICE OF CANADA'S GARDEN PROVINCE
RADIO REPRESENTATIVES LTD.

MONTREAL — TORONTO — WINNIPEG — VANCOUVER

duction costs, but the goal of the entire sales effort, including that of advertising, is to provide the volume and continuity of sales that permit the most efficient production and the lowest production costs.

■ ■ ■

Effect of Advertising on Selling Costs

What is the effect of advertising on the cost of selling trade-marked goods? It takes telling, time and effort to inform a man about the values of a product and to persuade him to buy it. The cost of this task of selling to a large number of people is less per person via advertising than by means of house-to-house salesmen, store demonstrators or other personal selling methods alone, and it is far faster. That advertising in the consumer field can be the least expensive salesman of trade-marked products is the common experience of those who use it.

The fact that advertising can be the least expensive salesman of a trade-marked consumer item does not necessarily mean that it always is. Whether it is so in any specific instance depends upon the competence of management in that instance. You can make as many costly mistakes in advertising as in any other form of business investment. But the goal of those who use advertising is to use it as efficiently as possible to increase sales at the lowest possible cost.

Assume, however, that management has been effective in reducing production costs with the use of advertising; assume that it has also reduced selling costs with the use of advertising. Does that mean that all the saving is passed on to the consumer in the form of lower prices? Not necessarily. There are other ways in which management may decide to use that extra income. It may wish to invest money in new equipment to pay off some loans. It may pay it out to the workers as higher wages. It may pay it out to stockholders as more dividends. It may invest in the future of the business through its product research department. It may pay it out to customers in the form of lower prices or an improved product. These decisions are among the most important a man has to make in business. In making these decisions, he will be influenced by the intensity of the external pressure of competition, as well as by his own ambition and his judgment about what proportion of these savings he wishes to pass on to the consumer and in what form.

■ ■ ■

The Intensity of the Competition

If a man has the exclusive rights to render a service or deliver a product in a certain territory—as might a bus operator or an electric or gas company—his rates are usually subject to regulation, and his job is to satisfy the regulatory body that he is rendering a satisfactory service at what they consider a fair rate. When a man has a patent, he too enjoys a degree of monopoly. He may be the only one to make that particular kind of product, and

he is under less pressure to pass on the savings of production and selling efficiency than if he had to sell his product in the open market indirect comparison with other similar products. Of course, he may have to spend a greater portion of his money in doing more pioneering advertising for the product. But even so, he may deem it well to pass on those savings either in lower prices or as a better product in order to enlarge the market for the product, or to assure him leadership in the field and provide a possible springboard for launching other products, which may enjoy the trademark but not the patent of the first product. Here is where ambition and judgment enter.

Ambition and judgment enter even more when a firm is in direct competition with other products in its field; and that is the situation in the greatest number of instances. The great pressure of direct competition forces a man's hand so that he has to give a better value than is being offered by other products so that his may be selected.

There are many ways in which a man can offer a better value in a product; low price is only one of them. (This fact is frequently overlooked.) Some people seek the best quality available in a product, regardless of price, with all the assurance and social symbolism attached to the product, as in the case of Steinway pianos or the Cadillac car, or "the costliest perfume in the world." In other fields, people place great importance to style; in still other fields low upkeep cost is important—as in the case of automobiles in the same price class.

■ ■ ■

In Conclusion

It is a mistake to think that the goal of every business and of all advertising is to offer the cheapest product regardless of quality.

Every business decides for itself what form of values in a product it considers most important to produce. Advertising is used to help create those values and to convey them to as many people as possible. The cost to the consumer of that advertising must be measured by the degree to which it does so.

We do not know as yet how to give each department of a business its fair share of credit for its contribution in creating and in providing the values represented by the finished product. We do not know how much is due directly and indirectly to good production methods, to ingenuity in developing the formula or in creating the style, to sound financial policies, to alert purchasing methods, to an effective sales force, to advertising.

Nevertheless we can still judge the end result of the entire activity by comparing the variety and value of advertised products today with those of 10 or 20 years ago. The difference reflects the creative impact of the competitive system whose products we enjoy, and in which advertising plays a major role.

FEDERAL

A TOP NAME IN COMMUNICATIONS

AVAILABLE IN CANADA

FEDERAL TUBES

with

LONGER LIFE

and

ENDURING

PERFORMANCE

In tube manufacture, the smallest details are a big factor in lasting performance.

That's why every Federal tube is subjected to the most rigid quality control and test procedure all along the line. For example, every tube gets X-ray tests to assure accuracy of internal construction details not otherwise visible. These and other exacting test procedures are the result of Federal's 37 years of experience in designing and building better tubes.

Write Federal for complete information on electronic tubes for your requirements — Dept. 800.

Federal
TV
FM & AM
Transmitters

Federal
Transmitter
Tubes

Federal
FM Antennas

Federal
FM Mobile
Radio Units

Federal
Transmission
Lines
(Solid)


FEDERAL ELECTRIC
MANUFACTURING CO. LTD. MONTREAL 14, CANADA
Export Distribution: International Standard Electric Corporation, 67 Broad St., New York
In U.S.A. Federal Telephone & Radio Corporation, 100 Kingsland Road, London, E.C. 2
9600 ST. LAWRENCE BLVD. MONTREAL 14, P.Q.

PROOF POSITIVE
OF THE
HIGH LISTENER ACCEPTANCE

OF
CKBB
BARRIE

209 ADVERTISERS IN
27 COMMUNITIES★

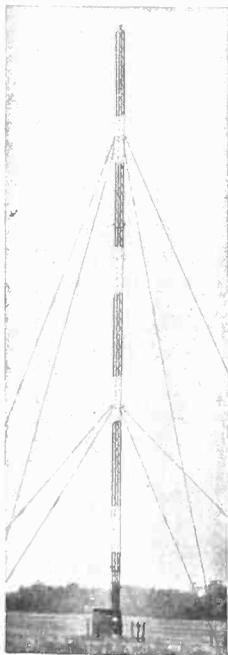
ADVERTISE OVER CKBB REGULARLY...

CKBB REACHES A HUNDRED THOUSAND LISTENERS,
INCLUDING THE ARMED FORCES AT CAMP BORDEN

See

NATIONAL BROADCAST SALES

*Barrie, Allandale, Keswick, Newmarket, Aurora, Sutton, Pefferlaw, Stroud, Painswick, Collingwood, Cookstown, Thornton, Queensville, Port Bolster, Bond Head, Kettleby, Bradford, Beeton, Bladwin, Elmvale, Hillsdale, Staynor, Creemore and Beaverton.



Sixty-five of Canada's Private
Stations have chosen
AJAX VERTICAL RADIATORS
OR
ANTENNA SUPPORTING TOWERS
AJAX ENGINEERS
Limited

328 DUPONT STREET

TORONTO

STATIONS

Easter Seal Show By All Ontario Radio

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

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

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

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

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

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

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

The Ford Theatre's cast, and producer Alan Savage, will pre-

sent an original play by George Salverson. Background music for the play is to be composed and conducted by Lucio Agostini. An operatic aria, not yet revealed, will be sung by young coloratura soprano Lois Marshall.

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

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

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

A Disc-Jock A Tub of Dimes...

Edmonton. — CFRN staff announcer Omar Blondahl was the prominent figure where what is considered to be two new records were set here recently. In the first place, he is probably the only man ever to have piled over \$15,000 into his bathtub. Secondly, the sum of money is said to be the largest amount ever raised in Canada for the "March of Dimes" Polio Fund by one headquarters.

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

The first dime came in the same day that Omar's campaign began and after 21 days, Omar, the CFRN staff and some extra accountants called in for special duty, were counting up into five figures, and money-bearing mailmen were still arriving.

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

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

The fact that these people recommend CHAB in Saskatchewan is our "Success Story" of all time!

Canadian Company filled an oversized bologna casing with 2,000 dimes and sent it to the station, where the boys in the local CNR freight office packed a three-foot length of two-inch pipe with cash. Then came a specially made candy pop, with a contribution inside from Sunland Industries. A hardware store packed a miniature refrigerator with \$130.00 in dimes. Station staffers claim, however, that the prize gag of the whole event was a cheque from a Neon sign company measuring 25 feet long and five wide, but the bank ignored it.

In the auction department of "donations receivable," a pair of mittens, knit by an elderly local lady from wool she had spun and dyed by hand, brought \$175 from the highest bidder. Omar's bath-tub registered \$15,000 and everyone was said to be happy about the two months of work that had been spent helping out in the drive.

celandic Omar, when it was all over, started in to do some house-cleaning, beginning with the tub. She said: "I'd like a bath."

A Plea For Less Corn

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

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

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

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

CJAT Refurbishes

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

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

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

The station, a Trans-Canada

network basic, serves a community which is the home of the Consolidated Mining and Smelting Company, one of the province's biggest industrial enterprises and the largest smelter in the Commonwealth.

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

CKSB
 THE KEY TO THE FRENCH MARKET
 IN THE KEYSTONE PROVINCE OF CANADA
 A 1000 WATTS OF SELLING
 POWER TO AN EXCLUSIVE AUDIENCE

WORKING for Radio



Left to Right it's Art Editor Grey Harkley; Editorial Assistant Tom Briggs; Business Manager Art Benson; and Editor Dick Lewis.

(Picture by CHUM Manager Rolly Ford)

- Because* CB&T reflects a continuous picture of Canadian Radio.
- Because* CB&T has a forthright and fearless editorial policy.
- Because* CB&T carries a torch for private enterprise.
- Because* CB&T is always striving to be of use to the industry through such activities as its gratuitous employment service.
- Because* CB&T maintains at all times a sense of humour.

NATIONAL ADVERTISERS AND THEIR AGENCIES * REPRESENT 1,241 OF CB&T'S AVERAGE CIRCULATION OF 1791, AND RADIO STATIONS USE ITS COLUMNS TO REACH THE ENTIRE NATIONAL MARKET.

*ASK 'EM

CANADIAN BROADCASTER AND TELESCREEN

PUBLISHED BY R. G. LEWIS & COMPANY LTD. 163 1/2 CHURCH STREET - TORONTO, ONTARIO

TAILORED TO YOUR NEEDS

Custom-built programs and commercial announcements—tailored to your needs by your advertising agency—provide the greatest sales value for each advertising dollar spent.

When the label on your transcription record reads:

★ **RECORDED AND MANUFACTURED**

By

RCA VICTOR COMPANY LIMITED

You are assured that your sales message reaches your prospects and customers in the way that your advertising agency designed it.

RCA Studios are located at

TORONTO
Royal York Hotel
Adelaide 3091



MONTREAL
1050 Lacasse Street
Wellington 7551

The only complete recording and record manufacturing service in Canada.

C.B.C.

CBC Board Agenda

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

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

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

Held over from the February meeting is the application of Newfoundland Enterprises for a license to operate a 5 kw. station on 930 kc. at St. John's. In the same city, VOXM is making a bid for a power boost from 250 watts on 1000 kc. to 1 kw. on 590 kc.

The board will hear applications for new AM stations from Pollock Enterprises Ltd., for 250 watts on 1290 kc. in Kitchener. Although it is not so stated in the CBC release, it is understood that this applicant is seeking a dawn-till-dusk operation. This concern now operates station CFCA-FM, also in Kitchener.

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

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

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

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

The following stations are applying for authority to transfer shares: CJGX, Yorkton (1 share); CKEY, Toronto (19,909 shares); CKOC, Hamilton (525 shares); CHLP, Montreal ((15,363 shares); CJFX, Antigonish (4 shares).

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

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

CBC Needs More Boyles

Vancouver. — The way to get better radio in Canada is to have more people like Harry Boyle, program director of CBC's Trans-Canada network, Dick Diespecker, radio columnist of The Daily Province, said in a rare burst of praise for the corporation.



Harry Boyle

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

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

NO Cocktail Bars!
NO Ski Excursions!
NO Broadway!
SO...

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

WE TRAVEL FOR THEM... ENTERTAIN
THEM... REPORT FOR THEM..
SELL THEM!

CHAT
MEDICINE HAT

ONE THOUSAND PERSUASIVE WATTS

AN ALL-CANADA STATION



FOR THESE ARTISTS

- ARLOW, Herb
- COWAN, Bernard
- DAVIES, Joy
- DENNIS, Laddie
- DIAMOND, Marcia
- FITZGERALD, Michael
- FLETCHER, Susan
- FOSTER, Dionne
- FOWLER, Dorothy
- GARDEN, Mary
- GOTT, Herb
- HANDLEY, Joe
- HARRON, Donald
- HUMPHREYS, Peter
- LAFLEUR, Joy
- LOCKERBIE, Beth
- MILSOM, Howard
- NELSON, Dick
- NESBITT, Barry
- O'HEARN, Mona
- RAPKIN, Maurice
- ROWAN, Steve
- SCOTT, Sandra
- WILLIS, Austin
- WOOD, Barry

Day and Night Service
at
Radio Artists Telephone
Exchange

... during his recent visit to Vancouver "pictures showed him sitting in an easy chair with a pipe in his mouth and a sort of owlike expression on his face. Do not let this fool you. Boyle is one of the smartest men CBC has on its staff. As a matter of fact they need a lot more like him." ... of the man's good characteristics. The Province writer and broadcaster said, is that "Harry is a firebrand. He is outspoken, and when he feels that something must be said he says it, and does not care who gets hurt. That is a very good thing for the CBC. It tends to clear its blood stream, which becomes very lurid at times."



"Tiny" Elphicke

of the province is up to. Elphicke has long been a tireless operator in getting the big fair moving, and the rodeo scheme is one of the ideas for the big entertainment attraction which is the feature of the exhibition.

Somebody at one of the early meetings recalled that the city radio stations usually install booths at the exhibition, and suggested Elphicke might be planning to stage a rodeo in the CKWX cubbyhole.

The station officially denied that Sam Ross and Bert Cannings would engage in a bareback wrestling act.

PEOPLE

SURE-THING BLICK

Winnipeg. — Radio personalities seem to be trying hard these days to make "the funniest people" title grow from their brainier — if unpaid — brethren in the newspaper reporting dodge.

Take the latest escapade of the CJOB staffers. Accepting a 25 bet made by Bossman Jack Blick, Gregg Anderson, Jim Gibson and caddy Cliff Gardner, set out to play nine holes of golf in 90-minute zero weather.

The boys called it quits after completing three holes. In the process they lost 12 balls and were up with frozen feet. Only one player was Blick. He modestly accepted the \$50. How can he win on that type of bets?

ELPHICKE RIDES AGAIN

Vancouver. — F. H. "Tiny" Elphicke, manager of CKWX, and as busy a radio and community affairs man as you'll find in a hat, has got himself into a bit of a fix being currently billed as the world championship western rodeo.

Somebody is quite sure yet what is going to turn out to be, in fact it may not even have anything to do with radio. It's part of the plans for the Pacific National Exhibition, the big annual fair that brings farmers and motorists to town, and gets city people out to see what the rest

OPENS HAMILTON OFFICE

Hamilton. — Eddie Stock has opened his own advertising agency here, Edward S. Stock & Co., to be located at 510 Imperial Bldg., he announced earlier this month.

Stock was with station CHML, Hamilton, for five years as publicity and promotion director, and latterly as assistant manager of the station.

JOIN ALL-CANADA TIME DEPT.

Toronto. — Bill Mitchell, formerly with All-Canada Program Division and Clare Copland, former CJA salesman, have joined the Toronto office of the Station Time Division of All-Canada Radio Facilities Ltd.

What Makes Joe Blow?

JOE is mighty busy these days. Who's Joe? He's MARVEN'S representative in Edmundston. And he's going crazy trying to supply the demand for Marven's soda biscuits ever since "Marven's Appelle Madame" took the air in January. Wholesalers report a 200% increase in sales since January 16th.

MARVEN'S and CJEM are very popular in the "Republic of Madawaska."

Ask the Stovin people.

CJEM

EDMUNDSTON, N.B.

"The Only Bilingual Station in the Maritimes"

The Best Buy in Canada

U.T.S.

Musical Library

GIVING RADIO STATIONS COAST TO COAST

MORE FOR LESS

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

"Be seeing you at the convention"

Exclusive Radio Features Co. Ltd.

225 MUTUAL ST.

TORONTO

CJAD

greet's

C.A.B.

meets



CJAD calls to Niagara Falls
To greet every delegate there
To hope every one
Will enjoy lots of fun
With never a moment of care.
And while problems abound
May the answers be found
That will bring happy smiles in the hall
Good luck, C.A.B.—
May Niagara Falls see
The best get-together of all.

CJAD

MONTREAL



C. H. INSULANDER,
CFPR Prince Rupert B.C.



G. C. CHANDLER,
CJOR, Vancouver, B.C.



Substituting for
C. H. WITNEY,
CFAR, Flin Flon, Man.

Did compose myself at my desk this morning, being a day of rain and overcast, and set to catching up on various journals of the Radio Industry which do truly warrant my attention ● ● ● whereupon my Faithful Secretary did plant this sheet in front of me, showing pictures of the managers of those goodly and progressive stations we represent, and did order one to write therein a message to the C.A.B. Convention ● ● ● The which I now do with right good will, for the sight of these many friendly faces gives me a thought that makes me reach for my newly-mended quill without delay ● ● ● So, for once, to amaze my Faithful Secretary by my promptness.



J. S. BOYLING,
CHAB, Moose Jaw, Sask.



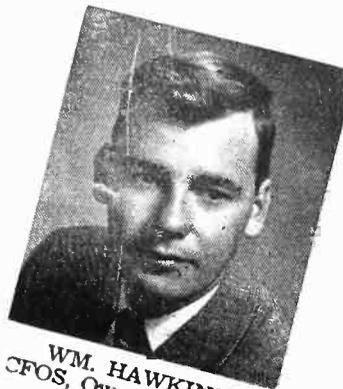
COREY THOMSON,
CKVL, Verdun, P.Q.



G. CARON,
CJBR, Rimouski, P.Q.



MAURICE LACASSE,
CJEM, Edmundston, N.B.



WM. HAWKINS,
CFOS, Owen Sound, Ont.



G. E. SMITH,
CFOR, Orillia, Ont.



E. G. CHOV.

HORAC

Radio
MONTREAL ● TO



J. E. CAMPEAU,
CKLW, Windsor, Ont.



LLOYD MOFFATT,
CKY, Winnipeg, Man.



HUME A. LETHBRIDGE
CJNB, North Battleford.

Radio, meseems, is far more than a voice coming out of a loud-speaker, selling for manufacturers, services, business organizations, both national and local ● ● ● Rather is Radio vision and planning and proper direction under expert business management ● ● ● Represented here are men who are leaders in the industry of broadcasting, each one an outstanding figure in the business life of his community, alert to the pulse of the listeners his station serves ● ● ● These are men who, in the final sense, assure success in every appeal to publick action, whether it be to the buying of goods or services, or the development and promotion of the welfare of this nation ● ● ● And so to Convention.



KEN PARTON,
CJGX, Yorkton, Sask.



G. A. McLEAN,
CJRL, Kenora, Ont.

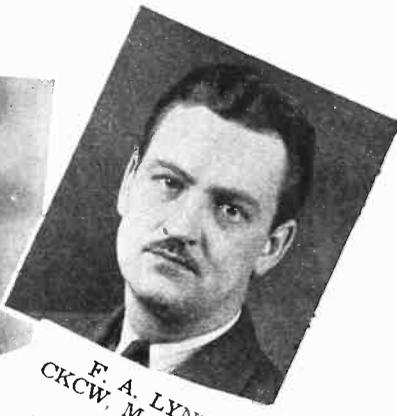
TS

TOVIN

atives
TOEG ● VANCOUVER



G. A. CROMWELL,
CHSJ, Saint John, N.B.



F. A. LYNDS,
CKCW, Moncton, N.B.



H. H. FLINT,
CKSF, Cornwall, Ont



J. R. RADFORD,
CFJM, Brockville, Ont.



BOB MCGALL,
CJBC, Toronto, Ont.



J. E. BUTLER,
VOCM, St. John's, Nfld.

TWO RECENT CKOC HEADLINES!!

1. GO TO YOUR LOCAL RADIO STATION - THEY'LL DO IT FOR YOU!

2. RADIO SELLS CARS!

1. When the Hydro load reached a dangerous peak late last fall, CKOC was urgently asked to get their listeners' co-operation in cutting down. Result: In less than half an hour, the load had been reduced 600,000 watts — well below the danger point!

2. From Jan. 11th to Jan. 24th of this year, on CKOC's "Late Look at Sport," McManus Motors advertised one car special per night—12 in all. Of these NINE WERE SOLD!

When CKOC Speaks — THE PEOPLE ACT! IN HAMILTON ONTARIO CKOC SELLS!

Able Represented in Canada by
ALL-CANADA RADIO FACILITIES

In the United States by
WEED & CO.

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

Welcome to the Niagara Peninsula —
We'll See You at the General Brock!

ADVICE TO THE MIKELORN

From an address to the Broadcasting Class of the Ryerson Institute of Technology.

By RICHARD G. LEWIS

Years ago, my father asked me why I never sought his advice about my problems. I told him that my reason was he always expected me to take it.

Now I would say: "Get all the advice you can. Aggravate everyone with your questions. But having stored up all the information you can get, go ahead and make up your own mind. Remember there is no disgrace in being wrong; that doing nothing is the only thing to be ashamed of; and that it is better to have loved and lost than never to have tried to get a job in a radio station."

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

thing we like. Anyone want to quit right now?

Now what is this thing called radio?

How do you picture yourself in the crazy pattern of this amazing business?

Do you envisage yourself stepping to the microphone in Carnegie Hall, immaculately attired in a suit of white tails? Can you see yourself standing at the mike, waiting for a sacred hush to fall over that vast audience? And then can you hear yourself saying: "Ladies and gentlemen, the voice of this great gathering stills as Signor Arturo Toscanini steps to the podium; the house lights dim; the maestro holds his baton imperiously aloft; a tension hangs in the air . . ." Is that the sort of picture you have of yourself in the radio business? I'm sorry, but if it is, you are in for a rude awakening.

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

RADIO COVERAGE
FROM COAST TO COAST

**SALES REPRESENTATIVES FOR
A DISTINGUISHED GROUP OF
CANADIAN RADIO STATIONS**

Radio Representatives Limited

MONTREAL **TORONTO** **WINNIPEG**
VANCOUVER

So, while the entertainment part of broadcasting is as important as are the funnies, the sport-page and the hot news stories to the newspaper, radio success depends to a very great extent of the realism with which you can scare people into running—on walking—to their nearest drugstore to buy a large family size bottle of Dr. Byle's Genuine Hair Rinse. It is money that makes the wheels go round, and pays for the marvellous programs to which radio treats its listeners. It is good old Doc Byles who has had over that money. So don't imagine yourselves swaying vast audiences with the magic of your golden throats, because you are likely to be called upon to give hearts than bowels.

How does anyone want to quit? Any way of consolation, I might say this. The day comes in the life of one announcer in five hundred, when he soars to cerulean heights of stardom, which means that he *does* introduce the maestro, or read the national news. And while some punk like you reads the commercial, he stands disdainfully by, making it he isn't there. That's one in five hundred, don't forget. And remember this. If you should attain these starry heights, which you probably won't, you have to get it while the getting's good, because the life of a top announcer, so fickle is the dear listening public, is about ten years at the most.

Most youngsters who make the grade find jobs in small places at something like \$30 a week, with a review of salary after the first six months. If you can't get yourself a boost to \$35 then, you'd better go back to the grease pit at the gas station.

If you go banging on Joe Kilo's door and ask him if he wants an announcer, he'll say "Thanks, I have an announcer." "What do you have to do? You want to be an announcer who can twiddle the dials. But lots of announcers can operate. Maybe you can double in sports, ham, or a typewriter, or sell. It has to be something that sets you apart from the regular run. Otherwise you'll have to depend on the law of averages, which usually works out somehow, before you are wasted away to the shadow of a shadow.

Suppose you are feeling that this is a pretty grim picture. But it is not so. There is no line of business which gleams as brightly within as it does from without. But it's a good thing to look at the grey side once in a while. It's the only way we can avoid

the pitfalls which are bound to appear in our paths.

I think the main pitfall is the most over-used word in the English language. It is the one letter word "I". Wherever you land, don't work for yourself. Work for your station. Don't play it for the goals you score yourself. Play it for the team.

I don't care what business you go into, your success is gauged not on what you get out of it, but on your degree of usefulness to the people you serve. Concentrate on being useful and the revenue will take care of itself. When you read a commercial for Joe Botolfsky's Shoe Repair, read it as though it were your own business or your father's. Take an interest in your station's sponsors. If you are called upon to read cake flour commercials, get someone to bake a cake with some of it, and think of its sweet lusciousness as you read your lines. This way, you'll have sponsors asking for you, and you'll notice the change in your pay envelope.

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

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

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

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

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

Listeners

BUY

Products

Good Programs

BRING

Listeners

In Manitoba

"THEIR FAVORITE PROGRAMS ARE ON"

CKRC

630 on the dial — Winnipeg



At CKMO

We Don't BRIBE Listeners —

We WIN Friends!

GOOD Music Makes GOOD Listening

At 1410

"PIONEER VOICE OF BRITISH COLUMBIA"

1000 WATTS
970 KC

CKCH

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

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

Toronto Office, 53 Yonge St.

American Representative
● Joseph Hershey McGillvra
Inc., 366 Madison Ave.,
New York 17.

Telephone Murray-Hill 2-8755

STUDIOS
121 NOTRE DAME ST., HULL, QUE.



PARALLELS DO MEET

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

PROGRAMMING ESPECIALLY FOR THE FRENCH LISTENERS IN THE OTTAWA VALLEY

CANADA'S FIRST STATION

"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

HOW THEY STAND

The following appeared in the current Elliott-Haynes Reports as the top 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 | |
|--------------------------------|------|
| English | |
| Big Sister | 16.1 |
| Ma Perkins | 15.7 |
| Happy Gang | 15.6 |
| Road of Life | 15.6 |
| Pepper Young | 15.5 |
| Right To Happiness | 15.4 |
| Life Can Be Beautiful | 14.0 |
| Laura Limited | 13.9 |
| Rita Martin's Musical Kitchen | 13.1 |
| Aunt Lucy | 13.0 |
| French | |
| Jeunesse Doree | 29.5 |
| Rue Principale | 28.7 |
| Maman Jeanne | 23.0 |
| Quart d'Heure de Detente | 22.9 |
| Grand Soeur | 22.6 |
| Tante Lucie | 22.5 |
| Joyeux Troubadours | 22.4 |
| A L'Enseigne des Fins Gourmets | 21.8 |
| Quelles Nouvelles | 20.9 |
| Froncine Louvain | 20.5 |
| EVENING | |
| English | |
| Charlie McCarthy | 36.0 |
| Fibber McGee & Molly | 34.1 |
| Lux Radio Theatre | 33.8 |
| Amos 'n' Andy | 33.8 |
| Our Miss Brooks | 28.2 |
| Bob Hope | 27.0 |
| Twenty Questions | 25.3 |
| My Friend Irma | 25.2 |
| Aldrich Family | 23.8 |
| Mystery Theatre | 22.2 |
| N.H.L. Hockey | 20.9 |
| Great Gildersleeve | 20.6 |
| Roy Rogers | 20.4 |
| Suspense | 20.1 |
| Boston Blackie | 19.8 |
| French | |
| Un Homme et Son Peche | 39.2 |
| Radio Carabin | 34.9 |
| Metropole | 31.9 |
| Ralliemont du Rire | 27.6 |
| En Chantant dans le vivotir | 25.2 |
| Talents de Chez Nous | 25.0 |
| Theatre Ford | 23.7 |
| Ceux qu'on aime | 23.1 |
| Peintres de la Chanson | 22.1 |
| Joeuz Double | 21.1 |
| Juliette Beliveau | 19.8 |
| Theatre Lyrique | 19.7 |
| Qui suis-je? | 19.5 |
| Varietes 57 | 19.4 |
| Mine d'Or | 19.1 |

MIGHTY MIKE *Sez...*

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

CKCK REGINA

YOUR 5000 watt TOP NETWORK STATION

DIAL 620

Since 1946 . . .

**36% OF CANADIAN BROADCASTERS
PURCHASING NEW EQUIPMENT**

Specified . . .

**GENERAL  ELECTRIC
TRANSMITTERS**

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

There's a Reason for this . . .

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

And Now Television . . .

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

Visit us at the CAB Convention

**CANADIAN GENERAL ELECTRIC COMPANY
LIMITED**

HEAD OFFICE: TORONTO — SALES OFFICES FROM COAST TO COAST

It's Easy

**TO DO BUSINESS
WITH CALDWELL**

-ROOM 823-

F M

Backward Baby Burps

New York. — Completely overshadowed by public and professional interest in the broadcasting industry's television baby, the slightly older FM has been threatening to take a back seat—way,

way back—in the past couple of years, although most observers thought it left the maternity hospital before the war looking very strong. The guesstimaters and trend-men hereabouts talked gloomily, as did the owners, when the odd FM-only station decided to close its books and call it quits. The creditors lined up on the left and waited for the sad news—no dough.

However, a recent report on the static-free medium, made by The Pulse, Inc., and publicized by the National Association of Broadcasters, reveals some statistics which show that the 12 FM stations in New York proper, and many others within range, have a potential audience of 2,005,500 listeners as of last January, and indicates that it is still growing.

The survey actually consisted of three surveys, taken in July and October of 1949, and the last during January of this year in a 10-county area of New York City. Considered the prime revelation of the report by Edward L. Sell-

ers, head of NAB's FM department, is the disclosure that set ownership continues to increase appreciably. In January, according to the report, the number of FM radio homes in New York stood at an all-time high of 573,000, showing an increase of 3.9% or 122,000 in a six-month period. Using the national average of 3.5 persons per radio home, the set figures were projected to show an increase in potential audience of more than 427,000 persons.



The Office of
MART KENNEY
FOR THE FINEST IN ORCHESTRAS,
ACTS, AND ENTERTAINMENT ...
125 DUPONT ST. TORONTO, ONTARIO • PHONE KI.3147

WINNIPEG'S CKY



**HAS POWER—
5,000 WATTS!**

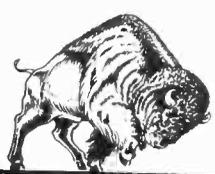
**PLUS
PERFORMANCE—**

68,544 LETTERS

**IN 3 WEEKS! FROM
EVERY POINT ON THE MAP!**

POWER
*Where you
want it!*

Half of Winnipeg's retail trade comes from "beyond metropolitan" Manitoba . . . to guide this vast rural audience to your product you need three tower **directional** coverage.



IN WINNIPEG and MANITOBA IT'S

CKY

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

The second item of significance is the number of hours per day spent listening to FM as compared with AM. In homes having both types of reception available, 37% of the family's total radio listening time was spent on FM during the July-January period. The average number of hours for FM was 1.6, with very little fluctuation during the period, but was 2.66 hours for AM, ranging from a low of 2.4 in July to 3.1 in October. The conclusion is said to be that FM listeners, for some unreported reason, are loyal listeners. This fact appears to indicate, according to Sellers, that FM is of real value to the boys running combination stations. It also indicates that FM listeners get more consistent programming.

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

The researchers were also interested in determining why people had FM in their homes, and to this a myriad of answers was given. Most respondents said that FM just came with a new TV or AM set, although this 49.2% group was not reported as specifically choosing radios with an FM band. 19.3% reported that they chose FM for reasons characteristic of this medium; i.e., no static, better reception, FM stations' programming.

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

It was pointed out that, with programming available from at least 12 stations in the area, New York FM listeners hardly form a representative group, especially since a large percentage of programs are designed to hold appeal to an audience of so-called "longhairs." However, it is also clear that FM can and does manage to hold its own in the face of increasing competition and even show marked signs of growth. Competent observers are now expecting, or hoping, that, faced with declining AM markets, manufacturers will start pushing FM only sets. This, along with increased sales in the FM-TV set department could be quite a shot in the arm for broadcasting's almost forgotten baby.



AGENCIES

F. H. HAYHURST

Toronto. — Canadian Cannery Ltd. has a spot announcement series going to women's feature shows on CKWX, Vancouver; CHML, Hamilton; CFRB, Toronto; CKEY, Toronto, and CFCF, Montreal, advertising Aylmer Jams and Marmalades.

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

McKIM ADVERTISING

Winnipeg.—Marshall Wells Ltd. has scheduled a spring series of transcribed spot announcements over a number of western stations running through May 30, advertising its paints.

MacLAREN ADVERTISING

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

MOVES TO MacLAREN'S

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

PLANT ADVERTISING

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

GARRY J. CARTER

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

COCKFIELD BROWN

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

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

TIME MARCHES ON

October 5, 1946: Radio comes to Oshawa.

December 31, 1949: 27 local advertisers are using local radio.

January 2, 1950: CKLB OPENS.

March 12, 1950: 89 local advertisers are finding that it pays to spend their advertising dollars with

"The Biggest Little Station in the Nation"

IN

"Central Canada's Richest Market"

SEE JIM ALEXANDER
ABOUT



AL COLLINS
President

MICHAEL HOPKINS
Manager

5 BEAUTIES 95

This issue is dedicated to all our advertisers, especially the ones who sent in copy before we went to press.

VEVE FORECAST

Radio is a wonderful thing, wasn't it?

—Scalped.

CONVENTION PREVIEW

Let us hope that the 1950 CAB Convention will go down in history for its sins of commission rather than omission.

CRIMINATION

We aren't anti anyone—except the people we don't like.

THE RECORD

Closed meetings may be all right if it is doors, not mouths, that are closed.

WHICH IS WHICH

Will it be a case of over the Falls in a barrel, or over a barrel at the Falls?

TESTIMONIAL

Since CB & T stopped publishing room numbers at conventions, I am now reduced to reading the editorial and news columns. I prefer the room numbers.

—Roy Avery.

FOR SALE

Newsworthy remarks for convention speakers to include in addresses.

EX VS. POP

In honor of our guests, we propose a toast to the CAB's most faithful followers—the representatives of the CBC.

VEDICTORY

All's well that ends.



ANN ADAM HOMECRAFTERS'

Cooking School of the Air
PARTICIPATING PROGRAMME

Continuously

SINCE 1930

BY REMOTE CONTROL
OVER CFRB

10.15 A.M. Daily From Our Own Kitchens

NATIONAL ACCOUNTS ONLY

TORONTO 12

MOHAWK 2379

CALGARY'S

CFAC

Announces
NEW
PROGRAM TIMES



At midnight tonight, Saturday, April 23rd, most of Canada switches to Daylight Saving Time and C.B.C. Network Broadcasts follow suit. Because Alberta remains on Standard Time, your favorite programs are re-scheduled as listed below.

Please save this panel for reference.

| Now Time | PROGRAM | Mon. | Tues. | Wed. | Thurs. | Fri. | Sat. |
|-----------|---------------------------|------|-------|------|--------|------|------|
| 9:00 a.m. | Morning Melodies | M | | W | | F | |
| 9:00 | Music From the Swiss Alps | | T | | | | |
| 9:15 | Lucy Linton | M | T | W | T | F | |
| 9:30 | Laura Limited | M | T | W | T | F | |
| 9:45 | Betty and Bob | M | T | W | T | F | |
| 10:15 | Nappy Gang | M | T | W | T | F | |
| 10:45 | They Tell Me | M | | W | | F | |
| 10:30 | Singalong | | T | | T | | |
| 11:00 | Buy Shopping Hostless | M | T | W | T | F | |
| 11:00 | Sat-Teen Session | | | | | | |
| 11:30 | Road of Life | M | T | W | T | | |
| 11:45 | Big Sister | M | T | W | T | | |
| 3:00 p.m. | Brave Voyage | M | T | W | T | | |
| 4:15 | Jack Smith | M | T | W | T | | |
| 7:00 | T. H. Peacock News | M | T | W | T | | |

EVENINGS

| | |
|--------------------------------|-------------|
| MONDAY | THUR |
| 8:00 p.m. Overland Trails | 6:30 p.m. V |
| 9:00 Lux Radio Theatre | 8:00 |
| | 9:00 |
| TUESDAY | |
| 6:30 p.m. Fibber McGee | |
| 7:15 p.m. Songs of Our Time | 9:00 p.m. |
| 7:30 Guy Lombardo | |
| 8:00 Bob Hope | |
| 8:30 Mystery Theatre | |
| | 5:00 |
| WEDNESDAY | 8:30 |
| 8:00 p.m. Hollywood Open House | |

SUNDA
Effective To

| |
|------------------------|
| 5:00 p.m. Fred Allen |
| 5:30 Comrades In Arms |
| 6:00 Rainbow of Melody |

CFAC

CFAC WINS

**National Research Bureau's
"Outstanding Promotion Award"**

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

THE NATIONAL RESEARCH BUREAU, INC.
NATIONAL RESEARCH BUILDING
415 NORTH DEARBORN STREET
CHICAGO 10, ILL.
January 26, 1950

PLEASE DIRECT REPLY TO
Elaine Stratner
NRB Building
Burlington, Iowa

Radio Station CFAC
Calgary, Alberta
Canada

Gentlemen:

Your promotion in your local newspaper has been selected as one of the outstanding station promotions of the month and has been included in the Station Managers' section of NRB's all-purpose Radio Campaigns and Sales Kit.

We wish to commend you for the fine promotion job you are doing and are enclosing a copy of the Station Managers' section with our compliments. Your station has been mentioned as one doing an outstanding job in a news release sent to "Broadcasting" for future publication.

Sincerely,

Elaine Stratner
Elaine Stratner
Sales Kit Editor
Radio Division

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

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

For Time Availabilities call ALL-CANADA RADIO FACILITIES LTD. Montreal — Toronto — Winnipeg — Vancouver

RADIO STATIONS AND THEIR REPRESENTATIVES

Listed Alphabetically by Provinces

| City | Call | Canadian Reprs. | U.S. Reprs. | Manager | Comm. Mgr. | Libraries | News |
|-------------------------|------|---|-------------------|-------------------|----------------|----------------------------------|------------|
| BRITISH COLUMBIA | | | | | | | |
| Victoria | CHWK | All-Canada | Weed & Co. | Jack Pilling | — | Cole | — |
| West Creek | CJDC | Radio Reprs. | — | Lew Roskin | — | Associated | PN |
| Victoria | CFJC | All-Canada | Weed & Co. | Ian Clark | Walter Harwood | UTS | PN |
| Victoria | CKOY | All-Canada | Weed & Co. | J. W. B. Browne | — | Lang-Worth Thesaurus World | PN |
| Victoria | CHUB | Nat'l. Broadcast Sales (John N. Hunt in Vancouver) | Donald Cooke Inc. | Joan Orr | — | World | PN |
| Victoria | CKLN | H. N. Stovin (John N. Hunt in Vancouver) | Adam Young | A. R. Ramsden | — | — | PN |
| Westminster | CKNW | Radio Reprs. | Forjoe & Co. | William Rea, Jr. | Don Macleod | Associated Cole World | PN |
| Victoria | CKOK | Radio Reprs. (Inland in Winnipeg) | Donald Cooke Inc. | Harry O. Watts | Jean Griffiths | Standard | PN |
| Victoria | CJAV | Radio Reprs. | — | Chas. Rudd | — | Cole | PN |
| Victoria | CKPG | All-Canada | Weed & Co. | Cecil Elphicke | Jack Boates | — | — |
| Victoria | CFPR | H. N. Stovin | — | C. H. Insulander | S. J. Anderson | — | — |
| Victoria | CJAT | All-Canada | Weed & Co. | John Loader | — | — | PN |
| Victoria | CBR | CBC | CBC | Ken Caple | Harold Paulson | — | {CP BUP |
| Victoria | CJOR | H. N. Stovin | Adam Young | G. C. Chandler | D. E. Laws | Thesaurus UTS | {BUP PN |
| Victoria | CKMO | Nat'l. Broadcast Sales (A. J. Messner in Winnipeg) | Donald Cooke Inc. | Mrs. K. M. Willis | Tom Slattery | Sesac Standard Associated | {PN BUP |
| Victoria | CKWX | All-Canada | Weed & Co. | F. H. Elphicke | Jack Sayers | Lang-Worth World | {BUP PN |
| Victoria | CJIB | Radio Reprs. | Donald Cooke Inc. | Sid Lancaster | — | Associated Cole | PN |
| Victoria | CJVI | All-Canada | Weed & Co. | M. V. Chesnut | Lee Hallberg | Thesaurus World | PN |
| Victoria | CKDA | Radio Reprs. (A. J. Messner in Winnipeg, John N. Hunt in Vancouver) | Forjoe & Co. | D. A. Armstrong | Dave Hill | Standard | BUP |

ALBERTA

| | | | | | | | |
|----------------|------|---|-----------------|----------------|-----------------|----------------------------------|------------|
| Calgary | CFAC | All-Canada | Weed & Co. | A. M. Cairns | A. R. MacKenzie | Associated Thesaurus World | {BUP PN |
| Calgary | CFCN | Radio Reprs. | Adam Young | H. G. Love | E. H. McGuire | Lang-Worth Standard | {BUP PN |
| Calgary | CJCJ | J. L. Alexander (Inland in Winnipeg) | J. H. McGillvra | Fred Shaw | — | — | BUP |
| Edmonton | CBX | CBC | CBC | Don Cameron | — | — | {CP BUP |
| Edmonton | CFRN | Radio Reprs. | Adam Young | G. R. A. Rice | A. J. Hopps | Lang-Worth Standard UTS | {BUP PN |
| Edmonton | CHFA | Omer Renaud & Co. (Inland in Winnipeg) | — | T. A. Gareau | — | — | — |
| Edmonton | CJCA | All-Canada | Weed & Co. | Gerry Gaetz | Rolfe Barnes | Thesaurus Standard World | {PN BUP |
| Edmonton | CKUA | Non-commercial | — | Walker Blake | — | Associated | PN |
| Grande Prairie | CFGF | All-Canada | Weed & Co. | Arthur Balfour | Jack Soars | Thesaurus Cole Sesac | PN |
| Edmonton | CJOC | All-Canada | Weed & Co. | Wm. Guild | C. A. Perry | Lang-Worth Thesaurus | {PN BUP |
| Edmonton | CHAT | All-Canada | Weed & Co. | R. J. Buss | — | Standard | BUP |
| Edmonton | CKRD | Radio Reprs. | Adam Young | G. S. Henry | Hal Yerxa | Standard | {BUP PN |

SASKATCHEWAN

| | | | | | | | |
|--------|------|--------------|------------|-----------------|------------------|------------|------------|
| Regina | CHAB | H. N. Stovin | Weed & Co. | Sid Boyling | Lloyd Crittenden | Cole | BUP |
| Regina | CJNB | H. N. Stovin | — | Hume Lethbridge | — | World | BUP |
| Regina | CKBI | All-Canada | Weed & Co. | E. Rawlinson | G. Prest | Thesaurus | PN |
| Regina | CKCK | All-Canada | Weed & Co. | H. Crittenden | G. L. Seabrook | World | {PN BUP |
| Regina | CKRM | All-Canada | Weed & Co. | Norm Botterill | Don Oaks | Lang-Worth | {PN BUP |

IN VICTORIA IT'S CKDA!

MANAGING DIRECTOR



DAVID M. ARMSTRONG

An original staff member of CFCT in Victoria, this young business executive furthered his broadcasting experience at CKBI, Prince Albert; CKMO, Vancouver, and CKNW, New Westminster. Dave's desire is to provide a broadcasting medium which will become an integral part of Victoria life.

ASSISTANT MANAGER



GORDON M. REID

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

SALES MANAGER



DAVID G. HILL

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

PROGRAM DIRECTOR



C. EDWARD FAREY

Victoria-born veteran of 12 years experience, Ed began his broadcasting career at the old CFCT in Victoria. The years between produced executive positions at CFAR, Flin Flon; CKW, Winnipeg, and CJOB, Winnipeg. Ed is also an overseas veteran of the R.C.A.F.

TOP MEN

SEE RADIO REPS.

BLOCK PROGRAMMING

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

FOR A TOP SELLING JOB

SEE RADIO REPS.

NEWS EDITOR



DES McDERMOT

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

PLUS

Special Events

NEWS ON THE HOUR EVERY HOUR

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

PLUS

SPORTS CKDA

Victoria's New Radio Voice

CONTINUITY EDITOR



ROD D. WALTER

Another talented British Columbian, Rod can claim two years of varied experience in radio broadcasting. Previous employment has included positions at CKOV, Kelowna; CHLO, St. Thomas; and CFPL, London. An accomplished writer and an excellent announcer, Rod will be a definite asset to the versatile staff at CKDA.

| | Call | Canadian Reprs. | U.S. Reprs. | Manager | Comm. Mgr. | Libraries | News |
|--|------|--------------------------------------|-------------|-----------------|------------------|---------------------------------|------------|
| | CFQC | Radio Reprs. | Adam Young | A. A. Murphy | V. Dallin | {Lang-Worth Cole Standard | BUP PN |
| | C8K | CBC | CBC | J. N. Moggridge | W. G. Carpentier | — | {CP BUP |
| | CJGX | H. N. Stovin (Inland in Winnipeg) | Adam Young | Ken Parton | — | World | PN |

MANITOBA

| | | | | | | | |
|--|------|--|--------------------|-----------------|------------------|---|------------|
| | CKX | Radio Reprs. (A. J. Messner in Winnipeg) | Donald Cooke, Inc. | John Craig | E. Holland | {Thesaurus World | PN |
| | CFAR | H. N. Stovin | Adam Young | C. H. Witney | — | Lang-Worth | PN |
| | CKSB | Omer Renaud & Co. (John N. Hunt in Vancouver) | J. H. McGillvra | Roland Couture | — | {Associated World | BUP |
| | CBW | CBC | CBC | J. N. Moggridge | W. G. Carpentier | — | {CP BUP |
| | CJOB | Radio Reprs. (A. J. Messner in Winnipeg) | Donald Cooke, Inc. | J. O. Blick | A. J. Messner | {Associated Thesaurus Standard World | {BUP PN |
| | CKRC | All-Canada | Weed & Co. | William Speers | Bruce Pirie | {Lang-Worth Standard | {BUP PN |
| | CKY | H. N. Stovin | Adam Young | Lloyd Moffat | Jack Shortreed | {Capital Sesac | BUP |

ONTARIO

| | | | | | | | |
|--|---------|--|--------------------|---------------------|----------------------|--------------------------------------|------------|
| | CKBB | Nat'l Broadcast Sales | — | Ralph Snelgrove | — | — | PN |
| | CJBQ | H. N. Stovin | Adam Young | W. H. Stovin | J. H. MacDonald | {Thesaurus World | PN |
| | CKPC | J. L. Alexander | — | Mrs. J. D. Buchanan | — | {UTS World | BUP |
| | CFJM | H. N. Stovin | Adam Young | J. R. Radford | — | — | BUP |
| | CFCO | — | — | J. Beardall | P. A. Kirkey | Cole | BUP |
| | CKSF | H. N. Stovin | J. H. McGillvra | H. H. Flint | — | World | PN |
| | CKFI | J. L. Alexander (A. J. Messner in Winnipeg, John N. Hunt in Vancouver) | Donald Cooke, Inc. | J. G. McLaren | R. S. Mitchner | — | PN |
| | CKPR | Radio Reprs. (H. N. Stovin in Winnipeg) | Adam Young | Hector Dougall | G. D. Jaffray | {Thesaurus UTS | PN |
| | CJOY | Radio Reprs. | Donald Cooke, Inc. | Wallace Slatter | Fred Metcalf | {Cole Lang-Worth | PN |
| | CHML | Nat'l Broadcast Sales in Montreal John N. Hunt in Vancouver | Adam Young | Tom Darling | Denny Whitaker | {Associated Standard | BUP |
| | CJSH-FM | — | — | D. I. Ker | — | — | PN |
| | CKOC | All-Canada | Weed & Co. | W. T. Cranston | Lloyd Westmoreland | {Thesaurus World | PN |
| | CJRL | H. N. Stovin (Inland in Winnipeg) | Donald Cooke, Inc. | Geo. McLean | Tom Lavers | — | PN |
| | CKWS | Nat'l Broadcast Sales (John N. Hunt in Vancouver) | Donald Cooke, Inc. | Roy Hofstetter | Karl Monk | {Lang-Worth World | PN |
| | CJKL | Nat'l Broadcast Sales (John N. Hunt in Vancouver) | Donald Cooke, Inc. | Harry Edgar | Don Lawrie | {Lang-Worth Thesaurus Standard | PN |
| | CFCA-FM | — | — | Carl Pollock | (Miss) Chris Fairley | {Cole Lang-Worth World | PN |
| | CKCR | William Wright | Adam Young | W. C. Mitchell | G. Liddle | {Associated UTS | PN |
| | CFPL | All-Canada | Weed & Co. | Murray Brown | Keith Chase | {Lang-Worth Standard World | PN |
| | CHVC | J. L. Alexander (John N. Hunt in Vancouver) | Donald Cooke, Inc. | B. H. Bedford | — | World | BUP |
| | CFCH | Nat'l Broadcast Sales (John N. Hunt in Vancouver) | Donald Cooke, Inc. | C. Pickrem | K. Packer | {Lang-Worth Standard | PN |
| | CFOR | H. N. Stovin | Adam Young | G. E. Smith | Russ Waters | Cole | BUP |
| | CKLB | J. L. Alexander | Weed & Co. | Michael Hopkins | Jack Thompson | {UTS World | PN |
| | CBO | CBC | CBC | Chas. P. Wright | — | — | {CP BUP |
| | CKOY | Nat'l Broadcast Sales (John N. Hunt in Vancouver) | Donald Cooke, Inc. | Edgar Guest | Dan Carr | {Associated Lang-Worth | {PN BUP |
| | CFRA | All-Canada | Weed & Co. | Frank Ryan | George Gowling | {Standard World Cole | BUP |
| | CFOS | H. N. Stovin | Adam Young | W. N. Hawkins | — | World | PN |
| | CHOV | H. N. Stovin | Adam Young | E. G. Archibald | Ramsey Garrow | {Thesaurus Sesac | BUP |



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NIAGARA FALLS**

MARCH 27 - 30, 1950



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



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



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



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



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



CJOC Sells Cereals
Quaker Oats Barn-
yard Jamboree pull-
ed an E-H rating
of 30.5.

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| through | CHEX | Nat'l Broadcast Sales (John N. Hunt in Vancouver) | Donald Cooke, Inc. | Russ Baer | Ed. Bowser | {Lang-Worth World | PN |
| thru | CFPA | Nat'l Broadcast Sales (A. J. Messner in Winnipeg, John N. Hunt in Vancouver) | Weed & Co. | R. H. Parker | — | {Lang-Worth Standard | — |
| via | CHOK | Nat'l Broadcast Sales (John N. Hunt in Vancouver) | Donald Cooke, Inc. | Claude R. Irvine | Gerald Hall | {Lang-Worth Standard | PN |
| Charities | CKTB | Nat'l Broadcast Sales (John N. Hunt in Vancouver) | J. H. McGillvra | W. Burgoyne | C. Wingrove | {UTS Thesaurus | PN |
| Times | CHLO | Radio Reprs. | Donald Cooke, Inc. | J. F. Peterson | George Miller | {Associated Lang-Worth | PN |
| St. Marie | CJIC | J. L. Alexander | J. H. McGillvra | J. G. Hyland | Basil Scully | World | PN |
| Ind | CJCS | All-Canada | Weed & Co. | Frank Squires | Stan Tapley | World | BUP |
| bu | CHNO | William Wright (John N. Hunt in Vancouver) | Adam Young | Rene Riel | — | Associated | PN |
| bu | CKSO | All-Canada | Weed & Co. | Wilf Woodill | — | {Thesaurus World | PN |
| mi | CKGB | Nat'l Broadcast Sales (John N. Hunt in Vancouver) | Donald Cooke, Inc. | H. C. Freeman | Gord Burnett | {Lang-Worth Standard | PN |
| pr | CBL | CBC | CBC | H. J. Boyle | E. A. Weir | — | {CP BUP |
| pr | CFRB | All-Canada in Montreal | Adam Young | E. L. Moore | Waldo Holden | {Associated Thesaurus World | {BUP PN |
| pr | CHUM | J. L. Alexander | J. H. McGillvra | R. Ford | Bob Lee (Nat'l) | {Standard UTS | BUP |
| pr | CJBC | H. N. Stovin | H. N. Stovin | Bob McGall | — | {Lang-Worth Standard | {CP BUP |
| pr | CKEY | Nat'l Broadcast Sales (John N. Hunt in Vancouver) | Donald Cooke, Inc. | Hal Cooke | Jack Turrell | {Lang-Worth Associated Standard World | {BUP PN |
| pr | CKLW | H. N. Stovin | Adam Young | J. E. Campeau | E. W. Wardell | {Standard World | {INS BUP |
| pr | CKNX | J. L. Alexander (John N. Hunt in Vancouver) | Adam Young | W. T. Cruickshank | John Cruickshank | {Cole Lang-Worth World | BUP |
| pr | CKOX | William Wright | — | M. J. Werry | Stanley Smith | {Lang-Worth World | BUP |

QUEBEC

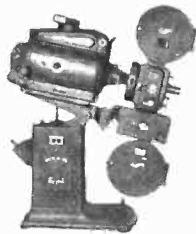
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|------------------|------|--|--------------------|------------------|-------------------|------------------------------------|------------|
| | CHAD | Omer Renaud & Co. (John N. Hunt in Vancouver) | Weed & Co. | J. Duguay | — | — | BUP |
| mi | CBJ | CBC | CBC | Vilmont Fortin | — | — | {CP BUP |
| il | CHEF | Omer Renaud & Co. (John N. Hunt in Vancouver) | Donald Cooke, Inc. | G. Laliberte | — | — | PN |
| | CKCH | Omer Renaud & Co. (John N. Hunt in Vancouver) | J. H. McGillvra | J. P. Lemire | — | — | PN |
| Que-Kenogami | CKRS | Jos. A. Hardy | Adam Young | Tom Burham | — | World | PN |
| | CKBL | Jos. A. Hardy | — | Roger Bergeron | Rene La Pointe | World | PN |
| id | CBF | CBC | CBC | Marcel Ouimet | M. Valiquette | — | {CP BUP |
| il | CBM | CBC | CBC | W. J. O'Reilly | (Through Toronto) | — | {CP BUP |
| il | CFCF | All-Canada in Toronto | Weed & Co. | Gordon Keeble | Tom Quigley | Standard | BUP |
| il | CHLP | J. L. Alexander (John N. Hunt in Vancouver) | J. H. McGillvra | C. A. Berthiaume | F. Bergevin | Associated | PN |
| il | CJAD | Nat'l Broadcast Sales (John N. Hunt in Vancouver) | Adam Young | J. A. Dupont | — | {Associated Lang-Worth World | {BUP PN |
| il | CKAC | William Wright | Adam Young | Phil Lalonde | Georges Bourassa | {Associated Lang-Worth World | {BUP PN |
| irlisle | CHNC | Jos. A. Hardy | Adam Young | Dr. Chas. Houde | Viateur Bernard | — | — |
| be | CBV | CBC | CBC | Guy Dumais | M. Valiquette | — | {CP BUP |
| be | CHRC | Jos. A. Hardy | Adam Young | Henri LePage | Aurele Pelletier | {Lang-Worth Thesaurus | {BUP PN |
| be | CJNT | J. L. Alexander | — | J. N. Thivierge | — | Sesac | — |
| be | CKCV | Omer Renaud & Co. (John N. Hunt in Vancouver) | Weed & Co. | Paul LePage | St. Georges Cote | {UTS World | PN |
| cu | CJRR | H. N. Stovin | Adam Young | Guy Caron | — | {UTS Standard | PN |
| du-Loup | CJFP | Omer Renaud & Co. | Adam Young | Armand Belle | — | — | — |
| erl | CHRL | Omer Renaud & Co. | — | L. Morin | — | — | PN |
| ye | CKRN | Omer Renaud & Co. (John N. Hunt in Vancouver) | Weed & Co. | L. Duchesnay | — | World | BUP |
| As de la afne | CHGB | Omer Renaud & Co. (John N. Hunt in Vancouver) | J. H. McGillvra | G. T. Desjardins | — | Sesac | PN |
| rboko | CHLT | Jos. A. Hardy | Adam Young | A. Gauthier | — | {Thesaurus World UTS | — |
| rboko | CKTS | Jos. A. Hardy | Adam Young | A. Gauthier | — | — | — |

ACHIEVEMENT AT BELLEVILLE

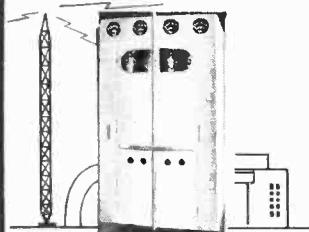


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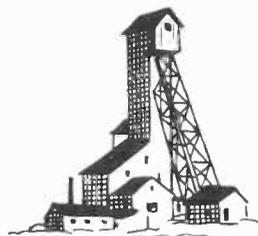
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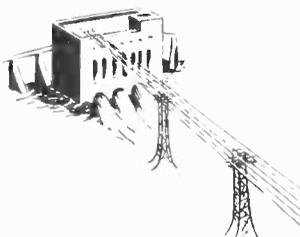
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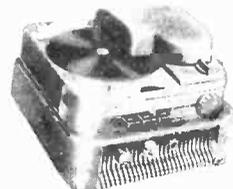
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| el | CJSO | Omer Renaud & Co. (John N. Hunt in Vancouver) | Donald Cooke, Inc. | M. Boulianne | — | — | PN |
| for Mines | CKLD | Jos. A. Hardy | — | H. Lagueux | — | UTS | — |
| is Rieres | CHLN | Jos. A. Hardy | Adam Young | Leon Trepanier | Chas. Couture | UTS | PN |
| D | CKVD | Omer Renaud & Co. (John N. Hunt in Vancouver) | Weed & Co. | L. Hiller | — | — | BUP |
| dun | CKVL | H. N. Stovin | Donald Cooke, Inc. | Jack Tietolman | Corey Thomson | {Lang-Worth UTS | {BUP PN |
| e hrie | CKVM | Jos. A. Hardy | — | Jacques Demers | — | UTS | PN |

NEW BRUNSWICK

| | | | | | | | |
|---------|------|--|-----------------|-----------------|------------------|---|------------|
| mpilton | CKNB | All-Canada | Weed & Co. | C. S. Chapman | — | — | — |
| mumton | CJEM | H. N. Stovin | Adam Young | Maurice Lacasse | Georges Guerette | World | — |
| edenton | CFNB | All-Canada | Weed & Co. | Malcolm Neill | Austin Moore | {Thesaurus Standard Cole | BUP |
| onca | CKCW | H. N. Stovin | J. H. McGillvra | F. A. Lynds | Al Bestall | {UTS World | BUP |
| v dle | CKMR | William Wright | — | Jack Coalston | — | Standard | BUP |
| intohn | CFBC | J. L. Alexander (John N. Hunt in Vancouver) | Weed & Co. | Bob Bowman | — | Standard | BUP |
| intohn | CHSJ | H. N. Stovin | Adam Young | Geo. Cromwell | — | {Associated Lang-Worth UTS World | PN |
| ckve | CBA | CBC | CBC | W. E. S. Briggs | — | — | {CP BUP |

PRINCE EDWARD ISLAND

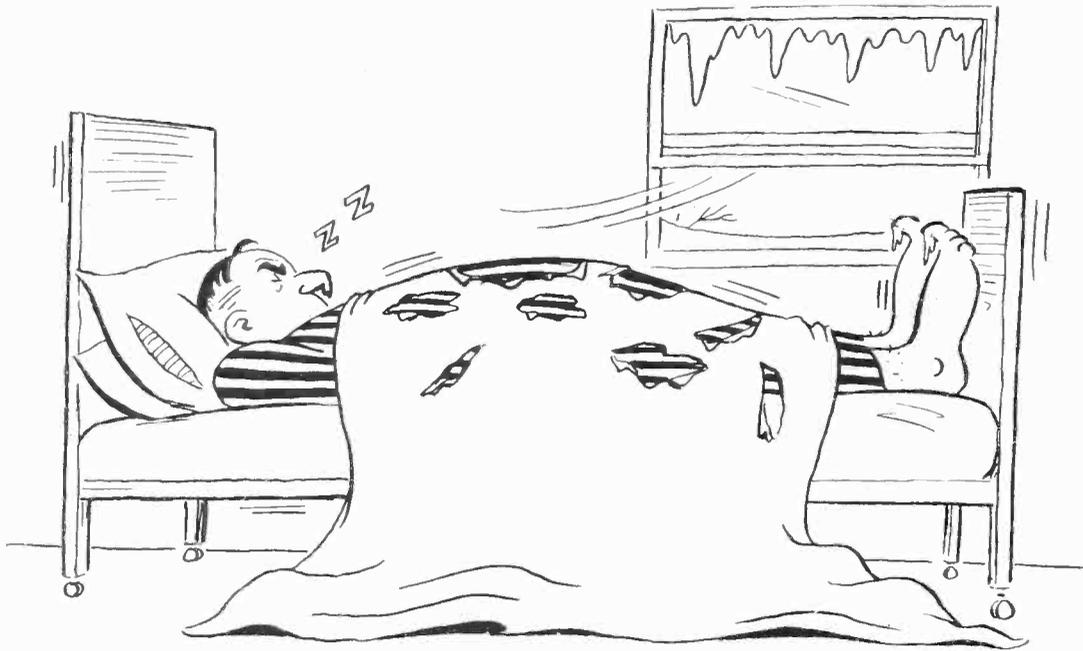
| | | | | | | | |
|-----------|------|--------------|------------|-------------------|-----------|------------|-----|
| harletown | CFCY | All-Canada | Weed & Co. | Col. Keith Rogers | Bob Large | Associated | PN |
| nnside | CJRW | Radio Reprs. | — | A. G. Rogers | — | World | BUP |

NOVA SCOTIA

| | | | | | | | |
|--------|------|--|--------------------|-----------------|----------------|--|------------|
| igish | CJFX | Nat'l Broadcast Sales | Adam Young | J. C. Nunn | — | Lang-Worth | PN |
| dgater | CKBW | Radio Reprs. | Donald Cooke, Inc. | John Hirtle | Lester Rogers | Associated | PN |
| li | CBH | CBC | CBC | S. R. Kennedy | — | — | {CP BUP |
| l fu | CHNS | All-Canada | Weed & Co. | Gerald Redmond | — | {Lang-Worth Thesaurus World | {BUP PN |
| lifa | CJCH | Nat'l Broadcast Sales (John N. Hunt in Vancouver) | Donald Cooke, Inc. | E. F. MacDonald | Clair Chambers | Standard | PN |
| ntvs | CKEN | J. L. Alexander | Adam Young | J. A. C. Lewis | — | {Cole UTS | PN |
| dre | CBI | CBC | CBC | Barry MacDonald | — | — | {CP BUP |
| dnet | CJCB | All-Canada | Weed & Co. | N. Nathanson | — | {Thesaurus UTS Lang-Worth World | PN |
| ro | CKCL | William Wright | — | J. A. Manning | Alex Thomson | Associated | BUP |
| ndst | CFAB | J. L. Alexander (John N. Hunt in Vancouver) | Adam Young | J. A. C. Lewis | — | {Cole UTS | PN |
| rmoh | CJLS | All-Canada | Weed & Co. | Don Smith | — | UTS | PN |

NEWFOUNDLAND

| | | | | | | | |
|----------|------|--------------|--------------|----------------|---|-------------------------|------------|
| rnebrook | CBY | CBC | CBC | C. V. Hierlihy | — | Standard | {CP BUP |
| nda | CBG | CBC | CBC | A. Barrett | — | — | {CP BUP |
| andalls | CBT | CBC | CBC | John J. Grace | — | — | {CP BUP |
| Jed's | CBN | CBC | CBC | W. F. Galgay | — | {Standard Associated | {CP BUP |
| Jed's | VOCM | H. N. Stovin | H. N. Stovin | J. L. Butler | — | {Thesaurus World | PN |



He Thought He Had "Blanket Coverage" of Quebec Province ...UNTIL HE SAW OUR PICTURE!

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

86.2% of all French-Quebec Radios

In addition, two supplementary stations bring penetration up to

93% of all French-Quebec Radios

You need "The Group" for adequate blanket coverage.

BASIC STATIONS
 KCKV—Quebec
 CKVL—Verdun
 CHLT—Sherbrooke
 CHEF—Granby
 CJSO—Sorel
 CHLN—Three Rivers

SUPPLEMENTARY STATIONS
 CHRL—Roberval
 CHGB—St. Anne de la Pocatiere

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

OMER RENAUD & CO.
 MONTREAL

HORACE N. STOVIN & CO.
 TORONTO

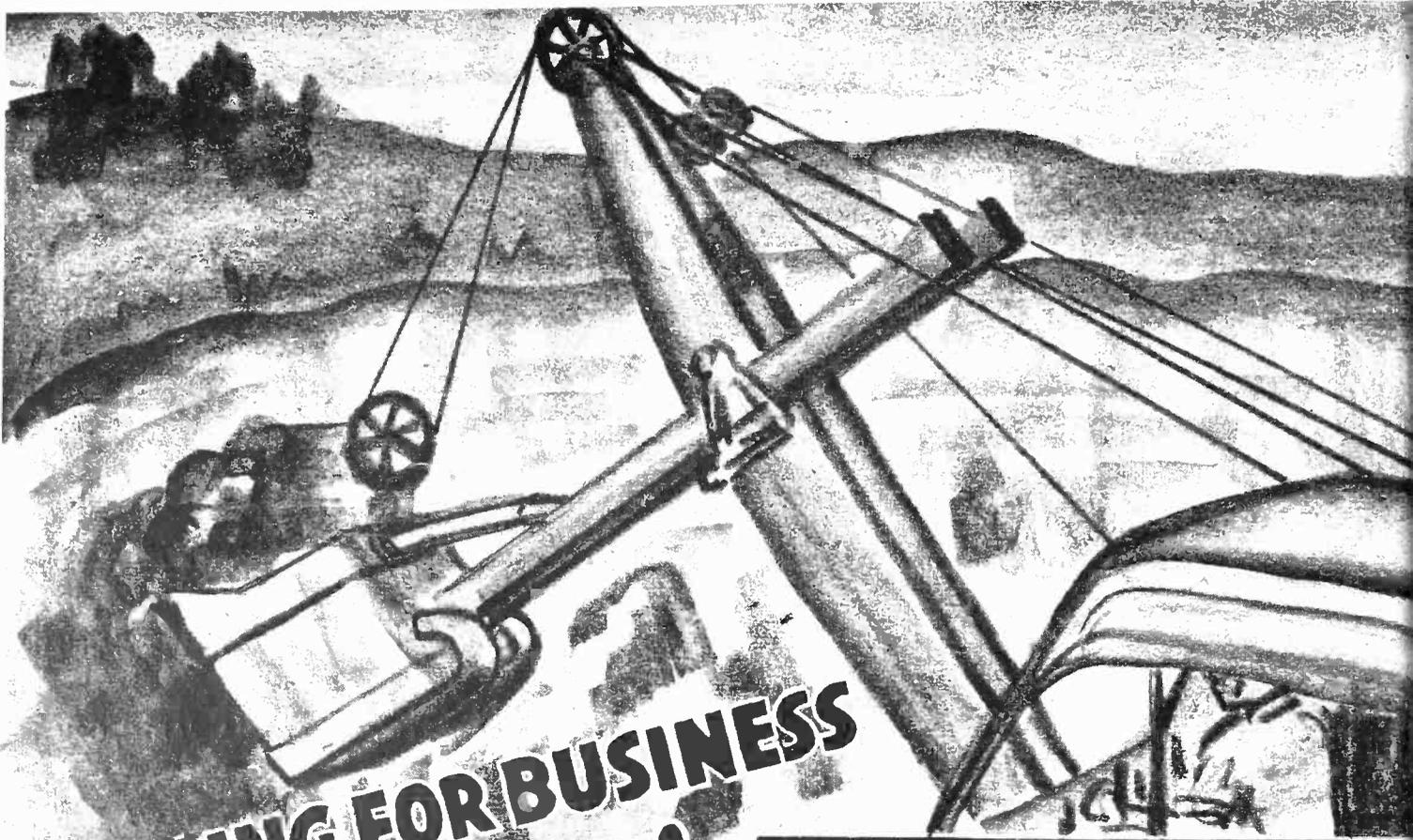
We look forward to welcoming you at the forthcoming C.A.B. Convention.



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

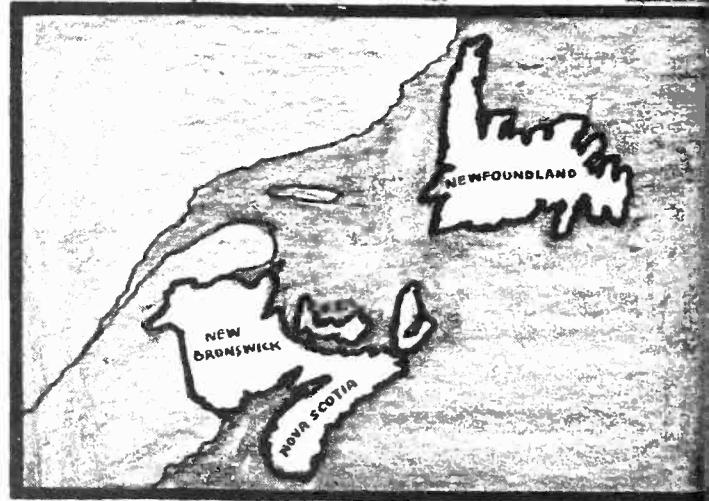
FRENCH RADIO ASSOCIATES LTD.
 LES ASSOCIÉS DE LA RADIO FRANÇAISE LTÉE
FRENCH RADIO ASSOCIATES LTD.

1434 OUEST STE-CATHERINE WEST — SUITE 310
 MONTREAL, CANADA



**DIGGING FOR BUSINESS
FOR YOU!**

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



LOOK TO THE EAST!

CFNB

FREDERICTON, NEW BRUNSWICK
5000 WATTS - 550 KCS.

REPRESENTATIVES:
ALL-CANADA RADIO FACILITIES
WEED & COMPANY

| | | | |
|-------|-------|-------|------------|
| | CBR | 1130 | 5,000 |
| | CJOR | 600 | 5,000 DA |
| | CKMO | 1410 | 1,000 |
| | CKWX | 980 | 5,000 DA |
| | CKYL | 980 | 1,000 DA |
| | CJIB | 940 | 1,000 |
| | CJVI | 900 | 1,000 D |
| | | | 250 N |
| | CKDA | 1340 | 250 |
| | CKVM | 710 | 1,000 D |
| | | | 1,000 DA-N |
| N.S. | CBK | 540 | 50,000 |
| Ont. | CFAB | 1450 | 250 |
| | CKLW | 800 | 50,000 DA |
| | CKNX | 920 | 1,000 DA-N |
| | CBW | 990 | 50,000 |
| | CJOB | 1340 | 250 |
| | CKRC | 630 | 5,000 DA-N |
| | CKY | 1080 | 5,000 |
| | CKOX | 1340 | 250 |
| | CJLS | 1340 | 250 |
| | CJGX | 940 | 1,000 |

FREQUENCY MODULATION STATIONS

| Station | Mcs. | E.R.P. |
|----------|-------|--------|
| *CKPC-FM | 94.7 | 250 |
| *CKSF-FM | 104.5 | 522 |
| CFRN-FM | 100.3 | 279 |
| *CJCA-FM | 99.5 | 281 |
| *CKUA-FM | 98.1 | 352 |
| *CKPR-FM | 94.3 | 250 |
| *CHNS-FM | 96.1 | 250 |
| *CHML-FM | 94.1 | 400 |
| CJFM-FM | 91.3 | 390 |
| *CJSH-FM | 102.9 | 9,200 |
| CKRS-FM | 95.7 | 456 |
| CFJC-FM | 98.3 | 250 |
| *CKWS-FM | 96.3 | 350 |
| *CJKL-FM | 93.7 | 250 |
| *CFCA-FM | 106.1 | 10,000 |
| *CKCR-FM | 96.7 | 350 |
| *CFPL-FM | 95.9 | 4,440 |
| *CKCW-FM | 95.9 | 250 |
| *CBF-FM | 95.1 | 4,200 |
| *CBM-FM | 100.7 | 3,000 |
| *CFCF-FM | 106.5 | 7,700 |
| CJAD-FM | 94.3 | 6,020 |
| CKAC-FM | 99.3 | 2,380 |
| CHAB-FM | 95.7 | 280 |
| CKNW-FM | 101.1 | 250 |
| *CFCH-FM | 106.3 | 250 |
| *CBO-FM | 103.3 | 250 |
| *CFRA-FM | 93.9 | 383 |
| CFOS-FM | 92.3 | 340 |
| *CHEX-FM | 101.5 | 250 |
| CFPA-FM | 102.7 | 250 |
| CKBI-FM | 100.7 | 455 |
| *CHRC-FM | 98.1 | 250 |
| CKGV-FM | 101.1 | 595 |
| *CJBR-FM | 101.5 | 570 |
| *CKTB-FM | 97.7 | 250 |
| *CHSJ-FM | 100.5 | 325 |
| *CHOK-FM | 97.5 | 250 |
| CFQC-FM | 99.1 | 375 |
| *CJIC-FM | 100.5 | 250 |
| CJRS-FM | 93.1 | 367 |
| CJCS-FM | 98.3 | 2,176 |
| *CJCB-FM | 94.9 | 630 |
| *CKGB-FM | 94.5 | 425 |
| *CBL-FM | 99.1 | 5,580 |
| *CFRB-FM | 99.9 | 600 |
| CHUM-FM | 100.7 | 3,200 |
| *CJRT-FM | 88.3 | 9,900 |
| CKEY-FM | 98.1 | 557 |
| *CBR-FM | 105.7 | 1,400 |
| CKWX-FM | 99.3 | 324 |
| CKYL-FM | 96.9 | 7,200 |
| *CKLW-FM | 93.9 | 250 |
| *CJOB-FM | 103.1 | 250 |
| *CKOX-FM | 106.9 | 262 |

STATIONS NOT YET IN OPERATION

| Station | Kcs. | Watts |
|---------|------|----------|
| | 1230 | 250 |
| | 1470 | 1,000 DA |
| | 1380 | 1,000 |
| | 810 | 250 |

Directional Antennae
Directional Antennae Night
operation.

PRESS NEWS SERVES ALL —

Station...

Listener...

Sponsor...

Quality In Station Newscasts

Tops In Listener Appeal

Effective Results For Sponsor

*A
Straight
Parlay...*

THE ASSOCIATED PRESS

REUTERS

THE CANADIAN PRESS

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

**PRESS
NEWS**

Welcome

to the "New" Canada!

JUNE 24th IS HI-WAY DAY

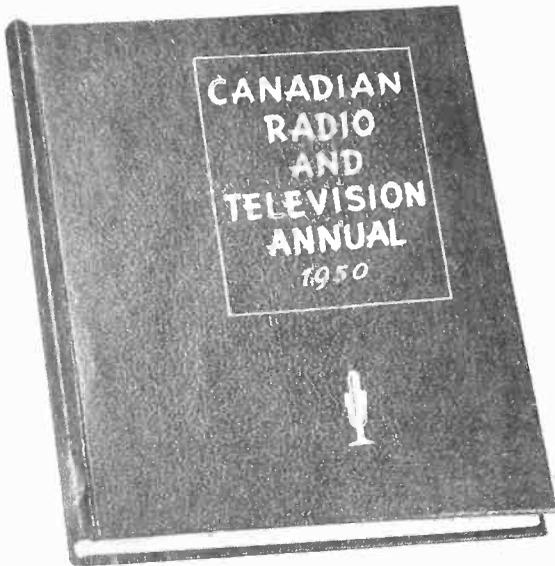
the day when

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

**and CFAR FLIN FLON
IS RIGHT IN THE CENTRE**

DRAMA

Canadian Radio and Television Annual 1950



JUST OFF THE PRESS

CANADA'S ONLY
COMPLETE RADIO
AND TELEVISION
GUIDE

GENERAL CONTENTS

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

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Look over this general table of contents. The detailed index covers six pages. You have an idea of the mass of valuable information about radio and television which this handbook stores for your use.

Think of the answers you have sought in the past . . . answers this book gives you anytime, whether it is to plan . . . to check . . . to learn about others . . . to obtain guidance . . . or simply for friendly discussion.

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CANADIAN RADIO AND TELEVISION ANNUAL
302 BAY ST., TORONTO 1, ONT.

Please send . . . copy/copies of the
1950 Year Book at \$6.00 per copy.

Name

Address

Radio Stock Company

Toronto. — Howard Mil
Billboard Award winning "
Workshop," nurtured by C
since humble beginnings in
fall of 1945, is beginning to
room out of Toronto, with s
shooting up in Oshawa and
rie, and other stations displ
interest.

Fifty actor-members, wi
equivalent number on the
ing list (and nary a beard
lot of them), have paid the
— demonstration of a des
act, that's all. The show go
CKEY Thursdays at 10 p.m.
counterparts on CKLB, O
(5.30 p.m. Sundays) and C
Barrie (9.30 p.m. Tuesdays).

No money changes han
tween Milsom and the mem
Milsom, who makes his livi
a free-lance actor and anno
collects what he terms "a
good fee" from CKEY. C
stations pay nominally—to
expenses.

Workshop members are
ted without audition. The
gauged solely on the enth
and sincerity they show to
radio acting.

On admission they are tol
only one per cent become
professionals; that 30 per ce
by the way when the m
wears off; and that comp
kills most of the rest.
pounded into them that, as
the "Workshop" is conce
they must regard it first
means of getting self-conf
and otherwise as a hobby.

In spite of this, Milsom
— not without justification
such "discoveries" as Ma
Leete, Herb Gott, Peggi B
Iris Cooper, Les Rubie, Ed
son, Pat Barry, and the "s
shop's" first romance, Jear
michael and Barry Nesbitt
these are now working p
sionally.

Qualifications for mem
seem non-existent. Curren
range from a girl of 15 to
tically blind lady of 70
young. Occupationally the
clude housewives and steno
ers, an office manager
street-car conductor.

No promises of parts are
to members. Weekly play
cast from the complete me
ship on Monday nights. A
them can try their hands
parts they think they can
Casting is on an en'rely
petitive basis.

Milsom takes one comp
Oshawa and another to
each week. Gradually lo
piring actors and actress
showing interest. Soon he
to recruit branch "Works
entirely of local people in
these towns. He is also
ested in any others, within
cial range of Toronto, wh
tions express a desire fo
show.

STATIONS OF THE CBC NETWORKS

Trans-Canada Network

Atlantic Region (Basic)
 CI Sydney
 CH Halifax
 CNB Fredericton
 CA Sackville
 CSJ Saint John

Atlantic Region (Supplementary)
 CN St. John's
 CY Cornerbrook
 CG Gander
 CT Grand Falls
 CCH Halifax
 CBW Bridgewater

Eastern Region (Basic)
 CM Montreal
 CO Ottawa
 KWS Kingston
 CL Toronto
 CSO Sudbury
 CCH North Bay
 CKL Kirkland Lake
 CGB Timmins
 CIC Sault Ste. Marie
 KPR Fort William

Eastern Region (Supplementary)
 GOK Sarnia
 CNT Quebec
 KOC Hamilton
 GLO St. Thomas
 KLW Windsor

Pacific Region (Basic)
 BW Winnipeg
 BK Watrous
 BX Edmonton
 COC Lethbridge

Pacific Region (Supplementary)
 CK Regina
 CAR Flin Flon
 GGP Grand Prairie
 CA Edmonton
 FAC Calgary

Pacific Region (Basic)
 CFJC Kamloops
 CKOV Kelowna
 CJAT Trail
 CBR Vancouver

Pacific Region (Supplementary)
 CKLN Nelson
 CKPG Prince George
 CFPR Prince Rupert

French Network

(Basic)
 CBF Montreal
 CBV Quebec
 CBJ Chicoutimi

(Supplementary)
 CKCH Hull
 CHGB Ste. Anne de la Pocatiere
 CJBR Rimouski
 CHNC New Carlisle
 **CKRN Rouyn
 **CKVD Val d'Or
 **CHAD Amos
 CHLT Sherbrooke
 CJEM Edmundston
 CJFP Riviere du Loup

Dominion Network

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

Mid-Eastern Region (Basic)
 CKTS Sherbrooke
 CFCF Montreal
 CKOY Ottawa

CHOV Pembroke
CFJM Brockville
CJBC Toronto
CHEX Peterborough
CFPL London
CFCO Chatham
CFPA Port Arthur

Mid-Eastern Region (Supplementary)
 CKTB St. Catharines
 CHML Hamilton
 CKPC Brantford
 CKCR Kitchener
 CKNX Wingham
 CJCS Stratford
 CFOS Owen Sound
 KFSF Cornwall
 CJBQ Belleville
 CFOR Orillia
 CKFI Fort Frances
 CHNO Sudbury

Prairie Region (Basic)
 CJRL Kenora
 CKRC Winnipeg
 CJGX Yorkton
 CKX Brandon
 CKRM Regina
 CHAB Moose Jaw
 CFQC Saskatoon
 CKBI Prince Albert
 CFCN Calgary
 CFRN Edmonton

Prairie Region (Supplementary)
 CHAT Medicine Hat
 CKRD Red Deer

Pacific Region (Basic)
 CHWK Chilliwack
 CJOR Vancouver
 CJVI Victoria

Pacific Region (Supplementary)
 CJIB Vernon

****These three stations sold as a group.**

NOW DAILY FOR SWEET CAP



JACK WELLS Sports Bureau

AMPHITHEATRE RINK-WINNIPEG

** Available - Exclusive broadcast rights to Baseball*

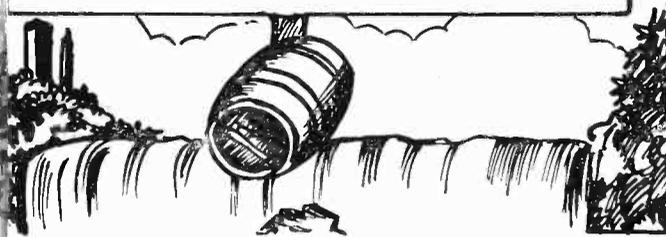
Your Niagara District Station

CKTB

NOW

620

ON YOUR RADIO DIAL



Have a barrel of fun and a successful convention!

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

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

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

While you're so close why not visit St. Catharines and see our operation? Bill Burgoyne, Cliff Wingrove, or Vince Lococo will be glad to drive you over. It's just 12 miles. Let us know if there is anything (legitimate) we can do to make your stay more enjoyable.

The Niagara District Broadcasting Company Limited



REPS.: N.B.S. and JOS. MCGILLVRA



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



CKLW

AM-FM

**THE GOOD NEIGHBOR STATION
WINDSOR ONTARIO**

CANADIAN BROADCASTING
CORPORATION

MUTUAL BROADCASTING
SYSTEM

MEMBERS OF CANADIAN
ASSOCIATION
OF BROADCASTERS

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

RADIO ADVERTISING AGENCIES

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

| | | | |
|--------------------------------|--|----------|---------------------|
| Cracken Ltd. | 2 Toronto St., Toronto | PL. 6286 | Clark Wright |
| Advertising Agency Ltd. | 4 Lawton Blvd., Toronto | MA. 6541 | S. P. Westaway |
| | 37 James St. South, Hamilton | 7-9284 | M. R. Raymond |
| Broadcasting Co. Limited | 1139 Bay St., Toronto | PR. 1111 | |
| Carrier Inc. | 100 Adelaide St. W., Toronto | AD. 5418 | Jack Horler |
| Advertising Agency Ltd. | 1375 Yonge St., Toronto | PR. 2101 | Gabriel Langlais |
| | 1557 Mackay St., Montreal | HA. 9247 | W. H. Fleischman |
| Howles Inc. | 91 Yonge St., Toronto | AD. 8222 | Don Copeland |
| Advertising Co. | 442 Sherbourne St., Toronto | MI. 3889 | Spence Caldwell |
| Howell Ltd. | 80 Richmond St. W., Toronto | EL. 6586 | Andre Sauve |
| Advertising Agency Ltd. | Sun Life Bldg., Montreal | PL. 8046 | Irvin Teitel |
| | 69 Yonge St., Toronto | AD. 3051 | R. M. Dagg |
| | Dominion Bldg., Vancouver | TA. 1938 | Bob Howe |
| Quarter of Canada Ltd. | 59 Avenue Rd., Toronto | PR. 2505 | R. W. Harwood |
| Brown & Co. Ltd. | Canada Cement Bldg., Montreal | HA. 4171 | C. W. McQuillin |
| | Metropolitan Bldg., Toronto | EL. 9201 | J. Burke-Gaffney |
| | Electric Railway Chambers, Winnipeg | 923538 | Milt Tisdale |
| Advertising Co. Ltd. | Royal Bank Bldg., Vancouver | PA. 7557 | Keith Crombie |
| | 474 St. Alexis St., Montreal | LA. 2139 | (Through Montreal) |
| | 24 King St. W., Toronto | EL. 7204 | Gilbert Nunns |
| Herald Sample (Canada) Ltd. | Royal Bank Bldg., Toronto | AD. 2851 | C. F. Goodman |
| Advertising Agency | 90 Broadview Ave., Toronto | CL. 7591 | Miss L. Ryan |
| De & Co. Ltd. | 90 King St. W., Toronto | EL. 3444 | H. B. Williams |
| Broadcasting Co. | 4 Albert St., Toronto | AD. 3383 | W. A. B. May |
| Advertising Co. | 96 King St. W., Toronto | WA. 9902 | W. B. Butler |
| Hett (Canada) Ltd. | 53 Yonge St., Toronto | WA. 6982 | E. H. Smith |
| City of Canada Ltd. | 1121 St. Catherine St. W., Montreal | PL. 9146 | Bea McCullough |
| | 1170 Bay St., Toronto | RA. 5187 | E. B. Heaven |
| Advertising Service | 63 Duke St., Hamilton | 3-1116 | David Fenn |
| Co. Ltd. | 204 Richmond St. W., Toronto | WA. 8091 | G. Humphrey |
| | 679 Belmont St., Montreal | LA. 1205 | R. Wakeley |
| Master Advertising Ltd. | King Edward Hotel, Toronto | PL. 4661 | J. C. Nicholls |
| | 128 Sun Life Bldg., Montreal | BE. 1984 | L. Webster |
| | 119 West Pender St., Vancouver | TA. 1172 | E. Murray |
| | 612 Barrington St., Halifax | 3-7301 | Don Bassett |
| sons Ltd. | 200 Bay St., Toronto | EL. 2111 | C. W. McGibbon |
| | Dominion Square Bldg., Montreal | HA. 8251 | A. B. Johnston |
| | 272 Scott Bldg., Winnipeg | 927373 | G. Rowntree |
| | Province Bldg., Vancouver | PA. 0157 | M. M. Biner |
| | Renfrew Bldg., Calgary | M. 5437 | (Through Calgary) |
| | McDougal Court, Edmonton | 27512 | Helen Gordon |
| | Leader Bldg., Regina | 6141 | Miss Olive Jennings |
| Advertising of Canada Ltd. | 103 Church St., Toronto | AD. 3396 | R. F. Griffiths |
| Whits Advertising Service | 822 Royal Bank Bldg., Winnipeg | 9-5655 | Robt. Amos |
| First Co. Ltd. | 38 King St. W., Toronto | EL. 9263 | (Through Toronto) |
| | 1405 Peel St., Montreal | MA. 2212 | L. J. Heagerty |
| Querty & Associates | 19 Melinda St., Toronto | AD. 1186 | A. Audet |
| E. Huot | 353 St. Nicholas St., Montreal | PL. 4131 | W. Engwer |
| Advertising Co. of Canada Ltd. | 1244 Dufferin St., Toronto | KE. 2737 | E. S. Murray |
| Advertising Ltd. | 71 George St., Halifax | 3-9373 | Albert Jarvis |
| His Ltd. | 73 Adelaide St. W., Toronto | AD. 2438 | H. P. Kelley |
| Walley Ltd. | 447 Main St. E., Hamilton | 2-1155 | Wm. Scarlett |
| | 86 Adelaide St. E., Toronto | PL. 2516 | Volney Irons |
| | Royal Bank Bldg., Vancouver | | E. W. Desbarats |
| | 480 Lagacheferie W., Montreal | PL. 4621 | Gord Lowen |
| | New Hargreaves Bldg., Winnipeg | | (Through Hamilton) |
| | 70 King St. E., St. Catharines | | P. H. Boulton |
| Eckhardt | 304 Bay St., Toronto | AD. 8314 | E. Johnston |
| son & Co. Ltd. | Harbor Commission Bldg., Toronto | EL. 6271 | Fred McDowell |
| ck & Co. Ltd. | 535 Homer St., Vancouver | TA. 3371 | R. A. Barford |
| | 21 Dundas Sq., Toronto | AD. 8203 | M. Rosenfeld |
| Advertising Co. Ltd. | 372 Bay St., Toronto | EL. 0321 | Mary Moran |
| | Dominion Square Bldg., Montreal | PL. 9556 | P. Thomson |
| | Electric Railway Chambers, Winnipeg | 926321 | W. D. M. Patterson |
| | Province Bldg., Vancouver | MA. 6268 | W. F. Harris |
| ited Advertisers Agency Ltd. | 111 Sparks St., Ottawa | 5-4301 | Alan Waters |
| Eastman & Co. Ltd. | 225 Mutual St., Toronto | AD. 5112 | Bob Armstrong |
| | 147 University Ave., Toronto | AD. 7004 | (Through Toronto) |
| | Huron & Erie Bldg., London | ME. 544 | (Through Toronto) |
| | Dominion Square Bldg., Montreal | PL. 1146 | (Through Toronto) |
| | Confederation Life Bldg., Winnipeg | 9-3317 | (Through Toronto) |
| Advertising Ltd. | Stock Exchange Bldg., Vancouver | MA. 2161 | (Through Toronto) |
| Advertising Ltd. | Bank of Commerce Bldg., Windsor | 2-7297 | J. P. Walsh |
| | Dominion Square Bldg., Montreal | LA. 5192 | T. C. McGuire |
| | 47 Fraser Ave., Toronto | KE. 3561 | Frank Flint |
| | Paris Bldg., Winnipeg | 9-3491 | A. A. Brown |
| | Province Bldg., Vancouver | MA. 3284 | W. J. Sanstrom |
| by Broadcast Sales | 21 Dundas Sq., Toronto | AD. 0181 | Don Wright |
| ly Ltd. | 727A Bayview Ave., Toronto | HY. 0497 | Mrs. Muriel Murray |
| mer, Frankfurter & Gould Ltd. | 137 Wellington St. W., Toronto | WA. 3438 | G. M. Frankfurter |
| Advertising Ltd. | 928 West Pender St., Vancouver | PA. 9174 | M. J. O'Brien |
| y Company | 156 Yonge St., Toronto | AD. 4331 | Wm. Orr |
| ant Co. | 303 Bartlett Bldg., Windsor | 4-1159 | E. M. Plant |
| Poyntz Advertising Ltd. | 95 King St. E., Toronto | AD. 8716 | A. R. Poyntz |
| urkis Ltd. | 330 Bay St., Toronto | AD. 3762 | Miss G. Race |
| | 1262 Sherbrooke St. W., Montreal | MA. 5947 | T. Marchant |
| Advertising Service Ltd. | 1502 St. Catherine St. W., Montreal | | Arthur Burns |
| roids & Co. Ltd. | 145 Yonge St., Toronto | WA. 6157 | C. W. Reynolds |
| | Marine Bldg., Montreal | LA. 3745 | Alan Morrison |
| Advertising Agency Ltd. | Keefer Bldg., Montreal | PL. 4803 | Frank Starr |
| | 137 Wellington St. W., Toronto | AD. 0237 | Ray Avery |
| | 2 Toronto St., Toronto (H.O. New York) | PL. 1515 | R. Lees |
| Ryan Inc. | 1426 Bishop St., Montreal | MA. 8024 | N. Cardon |
| Cardon Ltd. | 80 King St. W., Toronto | EL. 9396 | G. A. Phare |
| son & Son Ltd. | 1516 Mountain St., Montreal | | Ralph Hart |
| Mills Ltd. | 50 King St. W., Toronto | PL. 2811 | P. Corbeil |
| | Dominion Square Bldg., Montreal | HA. 9147 | Ted Vatcher |
| | Royal Bank Bldg., Vancouver | PA. 2102 | R. H. Geary |
| Stanfield Ltd. | Dominion Square Bldg., Montreal | PL. 9777 | J. R. Hodson |
| | 67 Richmond St. W., Toronto | PL. 5454 | Lou Leprohon |
| Scott Ltd. | University Tower Bldg., Montreal | HA. 4131 | S. Young |
| | 100 Adelaide St. W., Toronto | AD. 1166 | R. A. Hunter |
| | 402 West Pender St., Vancouver | PA. 5824 | Hubert Watson |
| ck & MacPherson Ltd. | Province Bldg., Vancouver | PA. 3531 | R. McNicol |
| | 337 West 8th Ave., Calgary | M. 1432 | W. Kerr |
| | Birks Bldg., Edmonton | 25107 | J. M. Bowman |
| | 86 Richmond St. W., Toronto | WA. 8648 | E. MacPherson |
| | 294 Portage Ave., Winnipeg | 924346 | Ben Superman |
| ran Ltd. | 430 King St. W., Toronto | PL. 2924 | A. C. Haight |
| Advertising Agency Ltd. | 66 Portland St., Toronto | AD. 6362 | Miss M. Cardon |
| Thompson Co. Ltd. | Dominion Square Bldg., Montreal | MA. 7794 | Miss P. Sivell |
| Benson Ltd. | 80 Richmond St. W., Toronto | WA. 2646 | Miss J. Berube |
| | Keefer Bldg., Montreal | PL. 5051 | H. Caine |
| Advertising Ltd. | 380 Victoria St., Toronto | EL. 6301 | F. R. Wallace |
| Advertising Co. Ltd. | 135 Roy Bldg., Halifax | 3-7557 | Ross Mason |
| | Guaranty Trust Bldg., Windsor | 2-7224 | Yves Bourassa |
| | 508 University Tower, Montreal | BE. 8431 | E. Palmer |
| | 100 Adelaide St. W., Toronto | AD. 3055 | Stan Wavt |
| | 2829 Angus Ave., Regina | | W. Charland |
| Broadcasting Ltd. | Dominion Square Bldg., Montreal | LA. 6500 | A. McGregor |
| & Hawkins | 1175 Bay St., Toronto | KI. 4864 | Jean F. Pelletier |
| Publicam Ltd. | University Tower Bldg., Montreal | PL. 4691 | W. D. Byles |
| | 80 King St. W., Toronto | AD. 5035 | |

On NOVA SCOTIA'S SOUTH SHORE



In the Heart of the
"BLUENOSE"
COUNTRY

170 LOCAL
30 NATIONAL
AND
TRANS-CANADA
NETWORK
ADVERTISERS

CHOOSE

CKBW

BRIDGEWATER, N.S.

Represented by

RADIO REPRESENTATIVES
LTD.

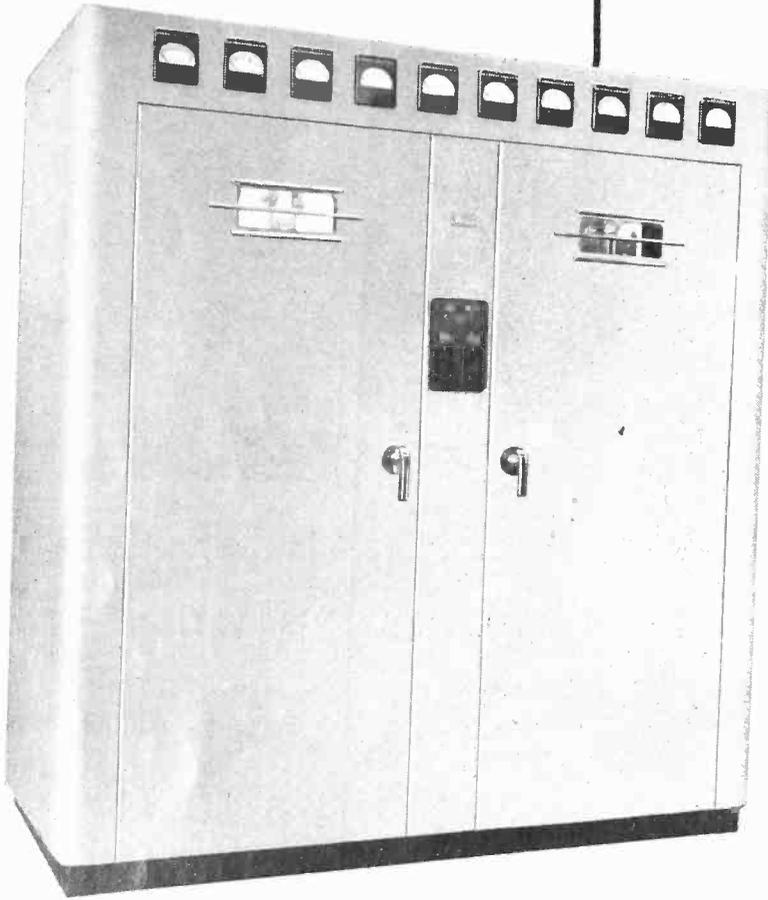
In
CANADA

DONALD COOKE INC.

In
U.S.A.

U.S. Recognized Agencies Have Automatic CAB Recognition in Canada

The Gates BC-1F air conditioned transmitter



Specifications BC-1F Transmitter

CARRIER FREQUENCY RANGE—540 to 1600 Kc. as ordered.

CARRIER FREQUENCY STABILITY—Plus or minus 10 cycles.

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

R.F. HARMONICS—Below .05%.

A.C. SUPPLY—230 volts (115/115 volts) single phase. Plate transformer tapped for 210, 220, 230 volts. Filament and plate voltage controlled by rheostats on front of cabinet.

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

TUBES USED—One each 813. Two each 6J7, 6J5, 866/866A. Three each 5U4 each 833A.

FEED BACK—Six decibels.

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

OUTPUT IMPEDANCE—40 to 300 ohms as ordered (unloaded).

FREQUENCY RESPONSE—Plus or minus 1 Db. 30-1,000 cycles.

DISTORTION—3% or less 50 to 7,500 cycles at 90% modulation.

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

AUDIO INPUT—500/600 ohms at 0 Dbm.

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

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

WEIGHT—Packed, 3,450 lbs.

METERING—Ten 4" meters across top including dual channel meters and hours consumed meter. Three smaller meters for intermediate amplifier and 813 grid drive.

COOLING—Forced air.



*Tested and proved under
Canadian conditions!*

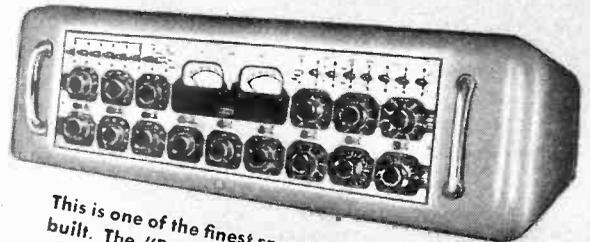
MARCONI ENGINEERING CONSULTING SERVICE

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

GATES TRANSMITTING EQUIPMENT is distributed in Canada by **CANADIAN MARCONI COMPANY** Established 1903

Vancouver • Winnipeg • Toronto • Montreal
Halifax • St. John's

SA-50 CONSOLE with "PROGRAMASTER" DUAL CHANNEL CONTROL



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

Call for information and literature on this Gates equipment.

NATIONAL SALES REPRESENTATIVES

CANADA

L. ALEXANDER
 Toronto: 100 Adelaide St. W. J. L. Alexander
 Montreal: Drummond Building Frank Edwards

CANADA RADIO FACILITIES LTD.
 Toronto: Victory Building John Tregale
 Montreal: Dominion Square Building Burt Hall
 Winnipeg: Childs Building Percy Gayner
 Calgary: Taylor, Pearson & Carson Building H. R. Carson
 Vancouver: 198 W. Hastings St. J. E. Baldwin

BROADCAST REPRESENTATIVES LTD.
 Winnipeg: Lindsay Building A. J. Messner

DIAN BROADCASTING CORPORATION
 Toronto: 354 Jarvis St. E. A. Weir
 Montreal: 1231 St. Catherine St. Maurice Valiquette

A. HARDY LTD.
 Montreal: 1015 Dominion Square Bldg. Jos. A. Hardy
 Toronto: Reford Building Serviced by William Wright

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

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

IONAL BROADCAST SALES
 Toronto: Bank of Commerce Building R. A. Leslie
 Montreal: Medical Arts Building R. A. Leslie

RENAUD & CO.
 Montreal: 1411 Stanley Street Omer Renaud
 Toronto: 53 Yonge Street John Fox

REPRESENTATIVES LTD.
 Toronto: 4 Albert Street Jack Slatter
 Montreal: Dominion Square Building Wilf Dippie
 Winnipeg: Lindsay Building A. J. Messner
 Vancouver: 505 Dunsmuir Street J. N. Hunt

CE N. STOVIN & CO.
 Toronto: Victory Building H. N. Stovin
 A. A. McDermott
 Montreal: Keefer Building Ralph Judge
 Winnipeg: 432 Main Street J. Whitehouse
 Vancouver: 846 Howe Street J. W. Stovin

AM WRIGHT
 Toronto: Reford Building William Wright
 Montreal: York Building Bill Todd

UNITED STATES

LD COOKE INC.
 New York: 551 Fifth Avenue Donald Cooke
 Chicago: 228 North La Salle Street Fred Jones
 Los Angeles: 521 North La Cienga Blvd. Lee O'Connell
 San Francisco: 544 Russ Building William Ayres
 Detroit: 1323 Penobscot Building Chas. J. Sheppard
 Cleveland: 402 Swetland Building Howard McClenahan

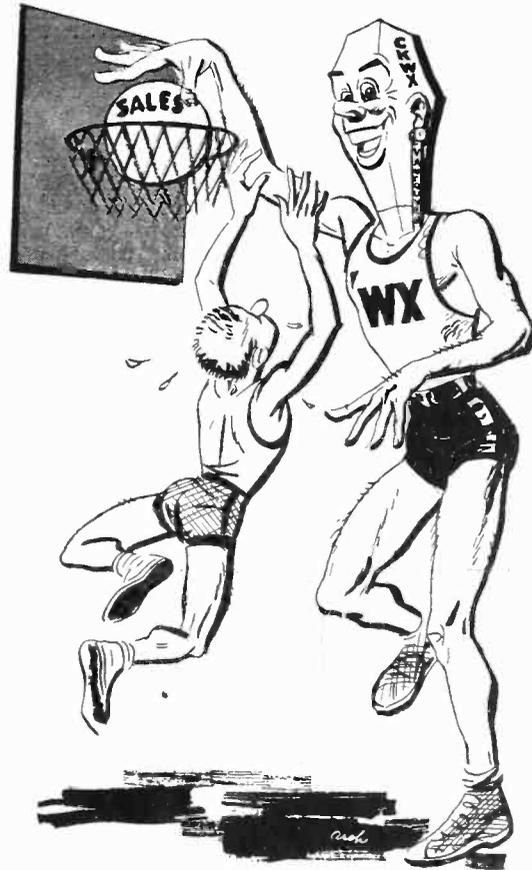
HOE & COMPANY
 New York: 19 West 44th Street Joseph Bloom
 Chicago: 228 North La Salle Street Robert Balfour
 Los Angeles: 1127 Wilshire Blvd. L. Krasner
 San Francisco: 607 Market Street Harold Hoffman
 Philadelphia: Widener Building Robert Dome

PH HERSHEY MCGILLVRA INC.
 New York: 366 Madison Avenue J. H. McGillvra
 Chicago: 185 North Wabash Avenue Rex S. Gay, Jr.
 Los Angeles: 684 S. Lafayette Pk. Place R. W. Walker
 San Francisco: 68 Post Street Roger Parratt
 Atlanta: Mortgage Guarantee Building Dora Dodson

D & CO.
 New York: 350 Madison Ave. Joseph J. Weed
 Peter A. McGurk
 Chicago: 203 North Wabash Ave. Cornelius C. Weed
 Detroit: Book Building Bernard Pearse
 Hollywood: 6253 Hollywood Blvd. Lincoln P. Simonds
 San Francisco: 68 Post Street Lincoln P. Simonds
 Boston: Statler Building Dana Baird
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M. J. YOUNG JR. INC.
 New York: 22 East 40th Street Adam J. Young, Jr.
 Chicago: 55 East Washington Street Wm. J. Reilly
 Los Angeles: 2978 Wilshire Blvd. A. O. Dillenbeck, Jr.
 San Francisco: Mills Building D. A. Scott

It's easy to score (IF YOU'RE BIG ENOUGH)



... and with 'WX on YOUR TEAM... it's easy to SCORE SALES SUCCESSES in the rich greater Vancouver market*... because 'WX is Big Enough—a sure shot with sparkling enthusiasm. 'WX can assure its advertisers winning scores ... BECAUSE

VANCOUVER'S CKWX IS:

★ **1st** with BBM

★ **1st** with Elliott-Haynes

★ **1st** with the vast listening and buying audience in Vancouver and surrounding districts.

* Vancouver, North and West Vancouver, New Westminster, Burnaby, and also the rich Fraser Valley and Vancouver Island.

Vancouver's CKWX MUTUAL

CONSULT ALL-CANADA OR WEED & COMPANY

CANADIAN TELESCREE

Vol. 3, No. 6.

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IT'S NOT POWER THAT COUNTS

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CANADA



MB-4

ADVERTISING'S DYNAMIC OPPORTUNITY

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feeling that the same for the personnel of and sales agencies. are going to require women with a special hining and a special kind ce. People who under- e meaning of angle shot, e bird's-eye perspective, e, a gobo, a modelling e, raking a set, scoop, e, guing, videomontage, a e woof.

no doubt in my mind ome of you people are aking plans to enter, n the future, this new on of advertising. I herefore, that it might est to you to hear what has already experienced up a television depart-

found that the burden eation falls upon that e the agency who handles t's call him Smith. He e building a television file e characterizing himself with e time-buying practices. e of even one cam- e going to occupy a good



LORNE GREENE

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

slice of his working week. Smith hires a good visual writer. Preferably one with the knowledge of film technique. Then he will need a story-board artist. He also should have some film experience. Perhaps he can be an agency layout man and work part-time in the TV department, but this is a time-consuming job and somewhat of a specialty. Next arises the need for a merchandising expert, a general assistant and a darned competent secretary. New television advertisers are extremely budget-conscious and that means innumerable reports. That's Mr. Smith's job.

As for the visual writer, well, as you know, a copywriter's work sheet contains the written sales story and perhaps one or more pictures. But basically the story and sales appeal are developed by words. It's an advertising problem solved by words. An artist adds the required pictures and arranges the elements of the ad into a pleasing whole to support the copy. The visual writer is a one-man panel of experts. He must understand the limitations of the live television camera and the tremendous flexibility of the motion picture camera. He must have a knowledge of animation, trick effects, and most of all, he must have originality.

Now comes the story-board artist. He prepares the final visualization for the client. Of all the media that an advertising agency handles, TV is the toughest to visualize. Not too much imagination is needed to picture a magazine ad when you have the copy and the finished layout. Practically no imagination is required when a radio commercial is read aloud or recorded on a trial disc. But visualizing a moving, talking picture is something else again. Since it is economically impossible to film a TV commercial in rough and project it, the story-board is the compromise. The story-board artist draws

up representative frames that, together with the printed dialogue underneath, will give a fair indication of the action. It would be a simple thing to throw the entire problem of creating the TV commercial into the lap of the film producer—he can and does create clever and original film work—but the film man cannot be expected to shoulder the responsibility of planning a campaign that will create maximum sales for the budget available. So the agency must put a professional advertising man in the job of creating TV ads and that man should understand the medium he's working with.

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

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

These are, in the light of expe-

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

• • •

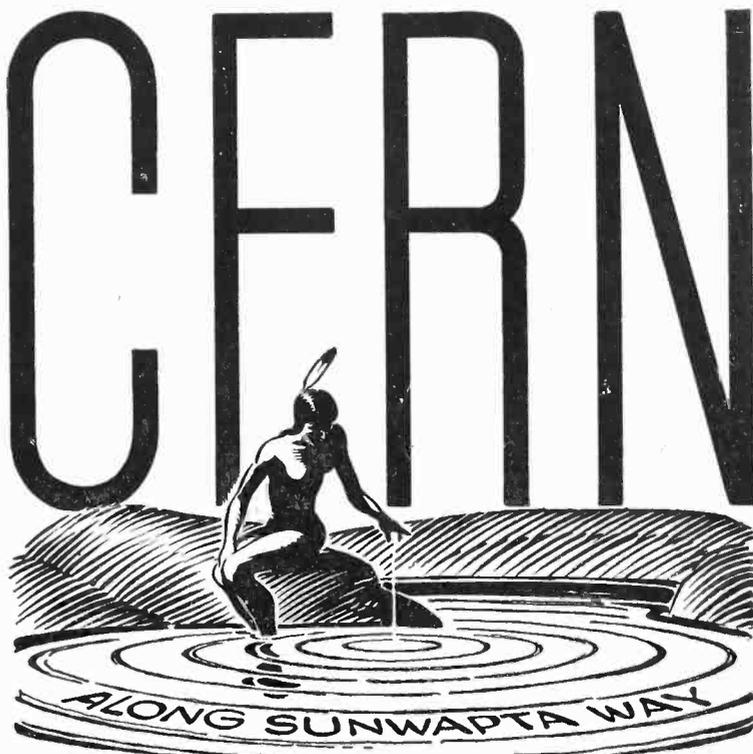
Now arises the need for trained personnel in television. True, we are not yet using this medium. But we will be shortly. A year or two is such a short time. True, we have no equipment available to us for training purposes, but a great deal can be done without equipment. It is not feasible for those of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

(Continued on next page)

It's Easy

TO DO BUSINESS WITH CALDWELL

-ROOM 823-



EDMONTON — CANADA

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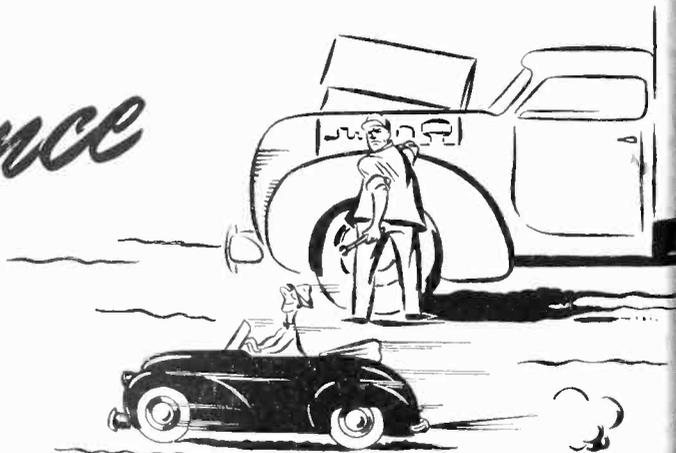
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 ... the shoulders of those
 ... do our business in this
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 ... And TV provides an
 ... w medium to invest-
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 ... are doing I am as yet
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 ... ncers, cameramen, floor
 ... make-up men, costum-
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 ... are going to require
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 ... nce. People who under-
 ... meaning of angle shot,
 ... bird's-eye perspective,
 ... ie, a gobo, a modelling
 ... ing, raking a set, scoop,
 ... guing, videomontage, a
 ... a woof.

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... It is the opinion of experienced
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 ... chandising in the markets covered
 ... will eventually be one of the
 ... strongest selling packages ever
 ... used, which makes the merchan-
 ... dising consultant a very import-
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 ... responsible for meetings and re-
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 ... trained graduates than we can
 ... possibly fill. In that respect we
 ... feel that we are delivering a ser-
 ... vice to the broadcasting industry,
 ... and to the advertising industry as
 ... well. A number of people whom
 ... we've trained have found a place
 ... in your business, and their know-
 ... ledge of the broadcasting medium
 ... has been of benefit to you as well
 ... as to them.

• • •

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

(Continued on next page)

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



EDMONTON — CANADA

... no doubt in my mind
 ... some of you people are
 ... making plans to enter,
 ... in the future, this new
 ... ion of advertising. I
 ... therefore, that it might
 ... best to you to hear what
 ... has already experienced
 ... up a television depart-

... found that the burden
 ... ation falls upon that
 ... the agency who handles
 ... t's call him Smith. He
 ... building a television file
 ... familiarizing himself with
 ... time-buying practices.
 ... ning of even one cam-
 ... oing to occupy a good

Action . . .

(Continued from previous page)
 operation, if it's an important enough project. And television is an important enough project to enlist your concerted efforts. Dr. Vladimir Zworikin, one of the foremost television engineers in North America, has gone so far as to say that television was the means of changing the lives of our citizens. It will influence our thinking and our lives. A better argument do we need to emphasize as great a knowledge, intimate knowledge, of the workings of this medium as possible, its limitations and its possibilities?

The advertising industry is shouldering a great responsibility in making use of television. We will need responsible people, responsible people who are craftsmen with good taste. The commercial is bad on radio, 10 times as bad on TV. Let's add another sense to that of sight and sound. But it is only by learning as much as we can about television that we can avoid the pitfalls which can make television a dangerous means of communication. We must not injure the growth by lack of understanding of the medium's power and potentialities.

■ ■ ■
 May I suggest that the advertising agencies and sales organizations, perhaps through this club, pool resources and efforts to form a training institute for television. For training must be made available in the preparation of a program idea, the writing of a script, the problems and actualities in producing this idea in a studio, in the problems of lighting, set-dressery, make-up. Perhaps this can be accomplished slowly, first, by inviting competent authorities to visit Toronto to give advice, to conduct clinics, to help clarify thinking about the TV industry. Then, as equipment and studios become available, to conduct similar courses, so that those who will be participating actively in the business of telecasting will have more than just a passing acquaintance with the tools of the trade.

The time is now for the advertising industry to embrace the most dynamic opportunity that has been presented to it in history! It must be done intelligently, with foresight, desire, and patience. Together, and with the experience of our American and British cousins to guide us, we can accomplish in a short time what others have taken years to do. We have proved in Canada that we can produce some of the best radio on the North American continent. We can do the same in television, and sooner—providing we start work on it—now.

IN EDMONTON **CJC**
 \$90,000,000 BUILDING PROGRAM UNDERWAY!



Grand Prize Winner on Mother Parker's Musical Mysteries, February 11th—Mrs. O. G. Newmaster, 863 Colborne Street, London. Seen being interviewed by Bob Reinhart, this CFPL listener won a new automobile when her letter was drawn from the mail bag.



Mrs. C. J. Planz, 454 Horton Street, London, shared \$2,440.00 with her grocers who sold her Mother Parker's Tea. Left to right: Mr. Planz, Mrs. Planz, Bob Reinhart, CFPL Program Director; Pat and Angus Melnes, the grocers, and Pat Penn, Mother Parker's representative.

for Advertisers

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

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

PRACTICAL MEASURE OF RESULTS

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

February Rating . . . 25.7 (Elliott-Haynes)

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

LETTERS FROM NINE COUNTIES IN WESTERN ONTARIO

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



REPRESENTATIVES: CANADA—All-Canada Radio Facilities Limited — U.S.A.—Weed & Company

Success and Congratulations!



From
the...



TEAMWORK MEANS
GREATER PROGRESS
FOR OUR
INDUSTRY!

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

BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS



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

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

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



*From Sudbury to Kingston and Peterborough to Strathroy more people listen regularly to **CFRB** than to any other single independent station!*

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

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

IN CFRB's listening area—an area which includes roughly 1/6 of Canada's population—are made 1/3 of all Canada's retail sales!

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

Do as astute advertisers do. Let the voice of CFRB—the Number One Station in the Number One Market—carry your messages into homes that control 1/3 of the buying power of Canada!

CFRB 50,000 watt
1010 kc.

REPRESENTATIVES:

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