

CANADIAN BROADCASTER

TWICE A MONTH

Vol. 6, No. 10 (100th Issue)

\$2.00 a Year — \$5.00 for Three Years

May 17th, 1947

NEWS in BRIEF

May 18-25 has been declared by the CAB to be "Community Radio Station Week". Special train breaks and other material are in the hands of the stations, and further details are still being worked out.

Ralph Maybank (L. Winnipeg South Centre) and Rene Beaudouin (Vaudreuil - Boulanges) have been re-elected chairman and vice chairman respectively of the Commons Radio Committee. Revenue Minister McCann stated in the House last week that CBC officials will testify fully on the networks' operations when the C annual report comes before the committee.

H. Hayhurst Co., Toronto, announced the appointment of S. Morrison as manager of its Montreal office. Prior to his appointment with the Canadian Navy, Morrison was associated with advertising agencies in Toronto and Montreal. He succeeds R. H. Hoffmann who is moving to California.

Henry LeMoigne has been appointed manager of CKLN, Nelson, B. C. He replaces Joan Orr, who has joined the sales staff at CHUM, Toronto.

Leary, formerly managing director of stations CHUM and CKLN, Toronto, has recently joined the Toronto firm of Writings Services, as Public Relations Counsel.

HOV Pembroke's "Mothers' Program", featuring the Pembroke Collegiate All-Girl Glee Club, directed by John Nix, was broadcast on the Dominion Network last Sunday. CHOV thus becomes the 250-watter to get network status for a full-length production.

erry Stovin, formerly of CFOR, has joined CKCW, Moncton, as announcer-writer. He is a former announcer of Horace N. Stovin, station representative. Bernadette Stovin, formerly with the RRA in Europe, has also joined CKCW—in the News Department.

The Broadcaster office returned to normal at 8.31 p.m. Saturday, May 10, 3½ hours before Mothers' Day, when Peggy Benson presented her husband, Art, with a half pound daughter, second, at the Western Hotel, Toronto. First words of the arrival were: "I made the 100th issue of the CB, didn't



At left in our Picture Headlines, Barbara Ann Scott, world champion figure skater, is interviewed by Art Laing (right) of CKGB, Timmins, and Henry Kelneck (left) of the Timmins Kinsmen Club, during Miss Scott's appearance on a benefit broadcast which raised over \$1,000 for the Club. At right, Milton Reynolds (left) is interviewed by Hal Yerxa of CJCA, Edmonton, when the pen manufacturer stopped off at the Edmonton Airport towards the end of his round-the-world flight last month.

Open Meets Stud CAB Agenda

From Atlantic to Pacific all radio is preparing for the trek to Jasper Park for the CAB Convention, June 9 to 12, when for four days, the industry will sit around the conference tables and debate on measures to better Canadian radio.

With that buyers' market slowly coming still nearer, accent this year will be on the practical rather than the institutional role of the medium. Presentations will be more from the floor than the speaker's podium, and all meetings are to be "open".

Proceedings will commence with the usual preliminaries at 10 a.m., June 9. These will be followed by a luncheon, under the chairmanship of Harry Dawson, at which the guest speaker will be Richard P. Doherty, who will speak on "Sound Employee Relations".

Among the "practical" topics to be discussed, largely by panels, are (June 9) Press Relations, and "Radio for Retailers", the latter taking the form of the showing of three films by Doug Scott.

Highlights of the second day

(June 10) will be a morning address by Doug Scott—"Why Radio Sells", followed by a panel for which the chosen topic is "Post War Selling". A luncheon address will be delivered by Jim Allard on "Public Relations".

The afternoon will be devoted to the Annual Meeting of the Bureau of Broadcast Measurement, with Lou Phenner in the chair, a BBM presentation by Adrian Head, and reports on the U.S. BMB operation by Hugh Feltis, John Churchill and Sam Barton. These four will preside over a panel on listener measurement which will follow their presentation. The session will close with the Bureau's business meeting for the appointment of officers.

On the same evening the Canadian Marconi Company is giving a cocktail party, following which delegates and their guests will gather for the annual dinner, under the chairmanship of Harry Sedgwick.

Guest speaker at the dinner will be Judge Justin Miller, president of the National Association of Broadcasters,

Washington. Judge Miller has a reputation for outspoken candor, and his plea for editorializing on the air, together with some straight-from-the-shoulder stuff on government control of program content should prove both provocative and interesting.

Frequency Modulation and Radio Research are the topics for the third morning (June 11), the chair being occupied by George Chandler and Ken Sobie respectively.

Carl Haverling and R. J. Burton will jointly make a presentation on Broadcast Music Incorporated, at the luncheon at which Dick Rice will preside.

The afternoon will be devoted to the annual CAB golf tournament, followed by a cocktail party.

The agenda for the final morning (June 12) calls for "Open Session for discussion of CAB and Industry problems", including music committee report, discussions of a projected "wax network", and consideration of plans for appearing before the Radio House Committee.



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SONGS OF GOOD CHEER—117 episodes of 15-MINUTES

Edges out Fanny Brice, Fred Allen, Quiz Kids, Hour of Charm, Double or Nothing, Theatre Guild, Radio Hall of Fame in Richmond, Va., with a rating of 11.1. In Columbus, O., it outrates Nick Carter, NBC Symphony, Charlotte Greenwood. Canadian successes include 117 episodes on 10 maritime stations for a tea and coffee firm; 117 episodes for a cereal company on both Newfoundland stations; in Toronto, Hamilton, and Ottawa for a cough medicine company; in Toronto, Montreal, Ottawa, Timmins, North Bay for a paint company; and on more than 20 stations for a wide variety of local sponsors.

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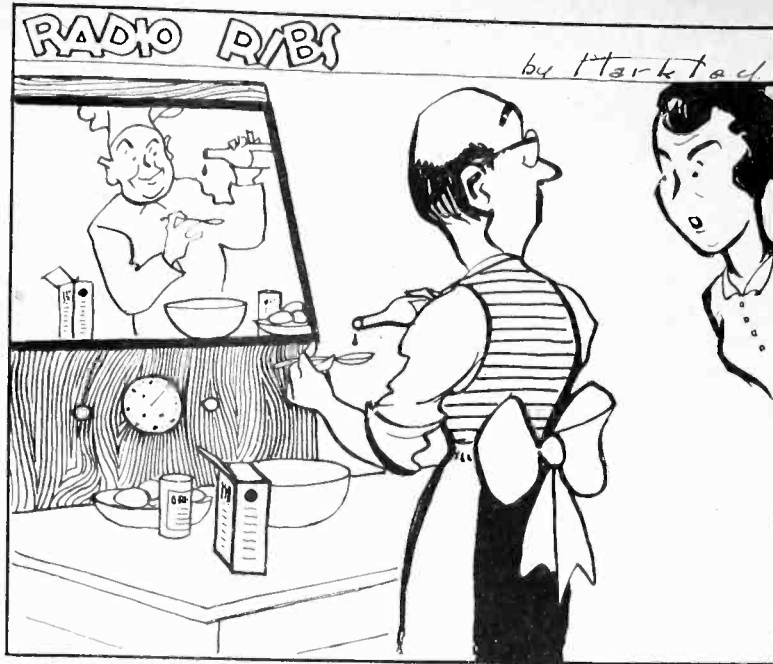


Radio Advertising A Community Service

One of the greatest community services a private station gives is the sale of radio time for advertising purposes, said Ken Parton, assistant manager of CJGX, Yorkton, during a recent address to the Yorkton Rotary Club. "I say 'community service' because advertising, the great business stimulant, helps keep money turning over, and when money turns over quickly, prosperity conditions exist," he went on. "As well as being a business stimulant, advertising revenue represents to us our 'lifeflood', for indeed, it is the only source of revenue for the private station," he declared.

In this connection, Parton said his station goes beyond servicing merely the community. "We do not confine ourselves entirely to Yorkton," he said, "but go further afield to the larger centres within our coverage, where, through Board of Trade advertising, we have made it possible for the 'small' merchant—the country general store operator, to take advantage of the benefits of radio advertising."

Parton also reviewed the history of his station since its inception in 1927, the solution of problems which beset it in its growth, and the service it has given to the urban and farm listeners within its coverage area. He concluded with a description of the behind-the-scenes work of each department of the station, the output of which is "funneled smoothly into the day's broadcasting schedule."



"Just a moment, darling. The Chef-On-Air is telecasting something really radical in angel cakes."

Free Radio Creates Better Programs

Private radio stations can be "put out of business for good" on the whim of a government official, warned Don Henshaw, of MacLaren Advertising Co. Ltd., Toronto, during an address at the Macdonald Hotel, Edmonton, to a gathering commemorating the 25th anniversary and increase of power of radio station CJCA. Henshaw reviewed the history of radio from the crystal set era, pointing out that it was free enterprise which had created radio and free competition which has led to better service to the community through better programs. He said he felt sorry for listeners, not for the radio industry, when people urged a government monopoly.

A tribute to CJCA's staff was made at the outset of the banquet by Premier Ernest Manning of Alberta.

Head table guests introduced by Gordon S. Henry, manager of CJCA, were: Chief Justice Horace Harvey; Mrs. Ernest Manning; Deputy Mayor J.

Munro and Mrs. Munro; Mrs. Don Henshaw; Lt.-Cmdr. R. Pike, Commanding Officer, HM CS Nonsuch; Lt.-Col. W. Lockhart and Mrs. Lockhart; Air Cmdr. J. Hurley, Northwest Air Command, RCAF; Charles Garnett, president, Edmonton Chamber of Commerce, and Mrs. Garnett; Mr. and Mrs. H. E. Pearson; Mr. and Mrs. J. Dixon Craig.

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Our Guest Speaker is:

W. A. DUFFIELD

Manager, Radio Station CKY,
Winnipeg, Manitoba.

"When you can prove to the sponsor that he is getting results you have a satisfied client who will stick through thick and thin.

"To exemplify: More than twenty years ago, one of the oldest and largest shoe stores in Winnipeg decided to try advertising on CKY. They were so pleased with the results that they are still on the air and will continue indefinitely. During the war years, when leather goods were in short supply, this advertiser continued on the air with public service announcements in order to keep his name before the listeners. We are proud to quote this sponsor who says,

"... We have found radio advertising the finest medium to educate people to the need and uses of our product and to keep alive the interest in our merchandise. . . . We have also found through twenty years of radio advertising that not only have we enjoyed yearly increases in sales, but also that consumer demand has radiated beyond our merchandising area. In the past the printed word was accepted as truth. . . . It is now becoming clearer that HEARING is playing a much greater part in our lives. . . ."

"That was the voice of a satisfied sponsor."

W. A. DUFFIELD

HORACE N. STOVIN & COMPANY

Radio Station Representatives

for these Live Radio Stations

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

*Represented by us in Montreal only

MONTREAL

TORONTO

WINNIPEG

RADIO GETS YOUR MESSAGE HOME

In the first tour of its kind for a regular Canadian network show, CJOR's Burns Chuckwagon will tour the west from Vancouver for three weeks commencing July 5. A cast of between 25 and 30 will travel with the show through Calgary, Regina, Brandon, Winnipeg, Yorkton, Saskatoon, Prince Albert and Edmonton.

Eight performances and three broadcasts, the latter in the normal Tuesday night spot on the Dominion net, are scheduled for the tour, which will travel by special Greyhound bus while on the prairies.

The cast includes Harry Sowell and the Burns Chorus and Orchestra, the Saddle Lads, Al and Mike, Judy Mack, Doug Allen and CJOR Announcer Dave Hill. Local acts and features will be included in the show at the various centers visited.

Fred McDowell, Stewart-Lovick and MacPherson Radio head, will guide the contingent round the circuit.

Sharp at 12 noon, the time when a farmer reaches for his lunch bucket and sets down for a gossip with the hired hand, "Prairie News" comes on with a prairie news roundup on Monday through Saturday.

Colin Fitzgerald, the early

morning madman who gets pulled out of bed in the name of... recently became the proprietor of a two-seater aircraft. When a T.C.A. airliner disappeared without trace near Vancouver recently, he was one of the many prattlers who took part in the search.

The sports experts are lining up their tonsils and getting out their check shirts as the summer season approaches. According to Short, CJOR's turf expert, Al Duke McLeod and Leo Nicholson will handle baseball and lacrosse for CKMO, are standing by for somebody to throw out the first body.

Script Writer David Savag has dramatized the problems of 100,000 four main agriculture divisions: dairying, cattle raising, fruit growing and poultry farming in a series for "Summer Fair" heard locally over CBR, Vancouver.

You can't holler 'fire' and get away with it. CJOR Announcer Dave Hill testified. Hill was on the air with the disc jockey show "Big C" the other morning when Mrs. Hill telephoned that the chimney was on fire. "Let it burn," Hill advised the missus, "I've been meaning to clean it for some time." He got up and went back to the show.

A search for potential talent which radio can certainly use is under way among teen-agers by CKMO, Vancouver. The kids get a chance to show their stuff in a junior amateur show, sponsored by a storage firm.

Private Radio and CBC Honored At Ohio Institute

Five awards were made to Canadian radio by the Eleventh American Exhibition of Educational Programs, sponsored by the Seventeenth Institute for Education by Radio, meeting at the Ohio State University, Columbus, early this month.

Dick Diespecker, of CJOR, Vancouver, 1946 Beaver Award winner, received the first award for cultural programs in the local station class for writing and producing his "surgical programs" on the series, "March of Progress." The citation reads: "For fostering better understanding of surgery through instructive and dramatic episodes with great listener appeal."

Three other "firsts" were awarded to the CBC for the following: "The Way of the Spirit," a series of religious programs written by the Rev. Canon J. E. Ward and produced by Rupert Caplan; a one-time program, "The Patient and the Visitor," written by Len Pet-

erson and produced by J. F. Willis; and "the over-all excellence of its children's programs, particularly 'Adventure in Magic' and 'Cuckoo Clock House'."

A "special citation" was made for CBC's national school broadcast series, "Animals and Birds of Canada" which is scripted by Orlo Miller and produced by Kay Stevenson.

Three honorable mentions were made of CBC programs: "Stage 47," produced by Andrew Allan; "Story Period for Juniors," a school broadcast series for primary grades scripted by Fern Rahmel and produced by Esse Ljungh and "Adventures in Speech," produced by Dan Cameron and written by Gertrude McCauley.

The Institute for Education by Radio, established in 1919 at the Ohio State University, provides an annual meeting for joint discussion of educational broadcasting by broadcast educators and civic leaders.

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May 17th, 1947

The Merchants Of Main Street

As the Battle of Broadcasting moves into its newest phase, advance skirmishing indicates a forthcoming major engagement before the parliamentary committee. It is to be hoped that those entrusted with the generalship of these manoeuvres will appreciate that this is not a peace conference, but an extremely vital encounter.

One fact which may not have been sufficiently emphasized is that the battle we are fighting is not really the "Battle of Broadcasting." It is, in effect, the "Battle of Business."

Broadcasting is not by any means the only issue at stake, and it might be truthfully stated that it is the major issue only to those, directly affected by government invasion of this particular field.

In exactly the same way, Trans-Canada Airlines present a direct threat to Canadian Pacific Air Lines and every other independent line which is still permitted to send up its planes. The National Film Board is the nemesis of every commercial photographer in Canada, because it is stealthily trespassing farther and farther into their preserves. The insurance business is worried because of invasion by the socialist government of Saskatchewan, which has also set up in many other lines of business. The press is concerned over unfair competition in advertising presented by the network operations of the tax-free CBC. Ottawa's dollar dealings are presenting a headache to banks, trust companies and other financial institutions. All business is under the gun, because there is no industry which does not wonder when the tentacles of government ownership are going to wind around its own neck.

The sooner business gets itself organized to protect whatever industry is currently being assailed, and to fight for the common cause of individual ownership, the sooner will the years-old Battle of Business be fought and won. And until it is fought it cannot be won.

And what is business?

Is it the mammoth industries, the automobile manufacturers, the flour mills, the financiers of Bay and St. James Streets? Not entirely.

The "Battle of Business" is really the battle of the most neglected phase of business. It is the "Battle of the Merchants of Main Street." These are the businesses, the community enterprises, on which Bay Street depends to sell its wares. It is the Merchants of Main Street who keep the wheels of industry revolving and the people of Canada working to supply their customers with their wants, and without whom the manufacturers could sell no cheese, no cars, no razor blades, and the radio stations and newspapers could sell no advertising.

Isn't it time that Big Business paid some attention to the Merchants of Main Street, and urged them to join their resources in the Battle of Business?

If we won't look beyond immediate personal horizons; if we don't all of us, realize that any problem that is Canada's is our own personal problem, then we might just as well get ready to stand up and be counted, because Canadian business, whether it is on Bay Street or Main, is closer than we can possibly realize to complete socialization.

Editor.

REVIEW

Father and mother think about the days when they were young, Maggy, when they hear "Leicester Square to Old Broadway" over CBR, Vancouver and T-Can. on Tuesday evenings. With Eric Vale in the leading character of The Old Stager, the program is a pleasant change from the routine offerings of run-of-the-mike disc jockeys.

Harry Price manages the rare feat of making his orchestra sound like an old-time music hall band, rather than a modern swing band trying to gag up the old stuff.

The piece recalls the days of the Gibson Girls and the gay 90's, the great musical era of pre-1914, and some of the better features of the mad 20's.

Soloist Isobel McEwan alone is worth the price of your radio license.

The old songs bring nostalgia to veterans who remember Leicester Square with some sentiment, now that they're no longer there. Many of the songs which Eric Vale introduces, however, in his throaty, music hall voice, were current when the fathers of the latest crop of veterans were seeing the same places.

"Who's Sorry Now?" was the first number on a recent show, along with such other old timers as "Winter Garden Rag," "Boy of Mine" and "Roll the Smoke Away."

Ray Mackness, himself a veteran, introduces the show in a way that makes you think he wishes he was there again.

Air Hi-Music

CKPC, Brantford, two weeks ago commenced a series of half-hour programs which consisted of classical music selected by, and dedicated to, students studying under Miss Marjorie Laidman of the Brantford Collegiate and Vocational School.

Throughout the year, the pupils have been taught principles of music, study of composition and the history of composers. Parents of students listen at home while pupils listen in class, the plan being to bring to parents and children, a relationship of what is taught in secondary schools. The broadcasts are heard Wednesdays, 10.45 to 11 a.m., and will continue until summer vacation time.

The project has the endorsement of the Brantford Collegiate, and the station has received a letter from Principal W. S. Turner expressing the hope that it will be continued.

"Quotes"

"There is the greatest danger inherent in the CBC demand for complete power and control over the air, the means of national minute-by-minute communication, and there is still greater danger of so entrenching for life the chairman of the CBC in office, that removal could only be effected by impeachment. If the country is prepared to create such super-authority, then the shield and safeguard of Parliament itself may as well be abolished."

—St. Catharines Standard

"As long as the national system (CBC) has any connection with the Government, directly or indirectly, it remains a potential threat . . . to freedom of speech."

—Brantford Expositor

"Possibly the saving factor as far as the CBC is concerned is that the greater part of Canada's population is so situated as to be able to tune in on dozens of large US and Canadian stations, which undoubtedly cuts the CBC listenership appreciably, but also reduces the criticism. The CBC would be much better off if it quit aping its big brothers and made up its mind where it wants to go."

—Woodstock Sentinel Review

The nationally owned (radio) system is distinctly out of place in the editorial field. In dealing with news, it should confine itself strictly to the recital of factual reports. Though nominally free of political control, it does come under the sway of the Dominion Government. It is thus in a position to perpetrate abuses when it gives the slightest hint of taking sides on public issues."

—Windsor Star

"The public will follow with keen interest the deliberations of the House of Commons (Radio) Committee in the hope that the evidence adduced will be so strong that the Government will be forced to take some action to reform the whole administration despite the usefulness which the present set-up provides to their propaganda machine."

—Sherbrooke Record



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AND
First In The News**

**Headline News
Not News After
It's Headlines**

**News With
Largest
Commercial
Sponsorship**

**Sponsors Prefer
B.U.P. News
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Proved Itself**

**The World's
Best Coverage
of the World's
Biggest News**

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231 St. James Street
MONTREAL**

LUX OVER-RIDES MARSHALL ON COLUMBIA NET

When the U. S. Department of State told Columbia Broadcasting System that it would carry an address by Secretary of State George C. Marshall at 9.30 p.m., Monday, April 28, or else, Columbia chose the latter alternative rather than disturb the second half of the popular "Lux Radio Theatre."

In a statement to Broadcasting, CBS president Frank Stanton said: "We were told by the State Department that it would have to be 9.30 or else. At other times, even for the White House, the networks were usually consulted and asked to suggest the time that would be most suitable and cause the least inconvenience."

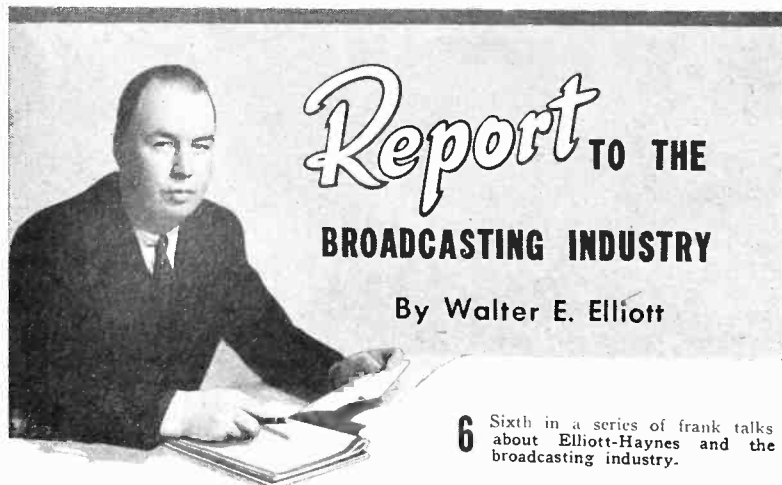
"We offered Sunday at 10 p.m. or Monday at 10.30 p.m., but were told it had to be 9.30 or nothing. We simply had to decline to carry Mr. Marshall. We take the position that this is a free country and that they cannot commandeer networks in time of peace for a speech by the Secretary of State."

John P. Howe, special assistant to the Assistant Secre-

tary of State for Public Affairs (William Benton), said CBS "was completely within its rights" for refusing to carry the broadcast. The Department had picked the time it wanted for Mr. Marshall's speech on the basis of Hooperatings for the best time, he said, and then told the networks what time the speech would be made. He added that the Department always had "a lot of trouble" in getting networks to agree on a time.

Trick Buildup

Fifty thousand posters were recently showered on Toronto from a plane, publicizing the "Henry Morgan Show" on CKEY, Toronto. Large posters with the words, "Warning! This Man Is After Sandy!" were prepared with a photograph of Morgan, under which were the words, "It is known he follows Keith Sandy every night. Get to know his voice and characteristics." The explanation followed, suggesting that readers listen to the Morgan show at the conclusion of Keith Sandy's "Make Believe Ballroom" at 8 p.m., Friday, on CKEY.



6 Sixth in a series of frank talks about Elliott-Haynes and the broadcasting industry.

The Respondents' Replies

ELLIOTT-HAYNES keeps a detailed record of the interviewer's experience on each call made. The following is a list of the seven possible classifications into which a call may be placed:

- 1.—No Answer
- 2.—Busy Number
- 3.—Information Refused
- 4.—Home Without Radio
- 5.—Home With Radio
- 6.—Radio Off
- 7.—Radio On.

Any respondent who answers the telephone, is willing to give information, and has a radio on, is further asked as to what station and program is being heard, and the name of the sponsor, if any.

In the next issue, we discuss how these classifications are handled in the statistical processing of ratings data.



Elliott-Haynes Limited

(Continuous Radio Audience Measurements Since 1940)

Sun Life Building
MONTREAL

515 Broadview Ave.
TORONTO



Radio is a weird and wonderful business, indeed. A comedian practically knocks himself out trying to bring his listeners a joyable fare. What happens? If he's lucky, half these people like his show; the other half show no hesitation in airing their view to the contrary. Then all of a sudden, because he mentions his previous program running at the same time, the bill of fare listeners received was dead air.

As you probably heard, it constituted a recent "Fred Allen Show." When Bob Hope made reference to this, he, too, was talking to a minus air audience. Although I didn't hear Red Skelton, I am told his fate was similar. And there may have been others. You just never know!

Comedian Allen has tried for years to create laughs, operating though the program has always been when he got yanked off the air for less than half a minute, twice as many people talked about it. I repeat, radio is weird and wonderful.

Speaking of years of work, it won't be long before Colgate's "Happy Gang" have passed their tenth year of broadcasting. In any language, a decade is a long time; in facing microphone it would seem an eternity to me. One outstanding factor about his show is that Bert Pearl has been with each of its members a clever artist and a definite personality.

Scads of people criticize the "Happy Gang" which may attract good publicity. For every criticism, there are probably dozens of ardent fans. You can't please all the people all the time. In the matter of fact, the "Joke 'n' Stories" rub me the wrong way. Maybe that's because I feel an all-musical show would surpass the attempt at variety. But I will listen and do feel Bert Pearl to be congratulated.

Whoever is responsible for the name, "Curtain Time" certainly picked a winner. This show, sponsored by Tuckett Limited, here it is the time for the curtain to rise and the presentation to begin. In these shows, now approaching the conclusion of their third year, are heard many of Canada's outstanding dramatic artists.

One of the recent presentations, titled "He Got What He Asked For," proved the choice of superior artists as well as the clever writing adaptation by Alan Rogers. Roxana Bond made a clever, though talkative wife.

Little needs to be said of the artistry of Roxana Bond, star of the show, for she is a star in her own right, and she played the part as only a star would. Her secretary, Dick Nelson, proved a fine dramatic ability to be one of his assets.

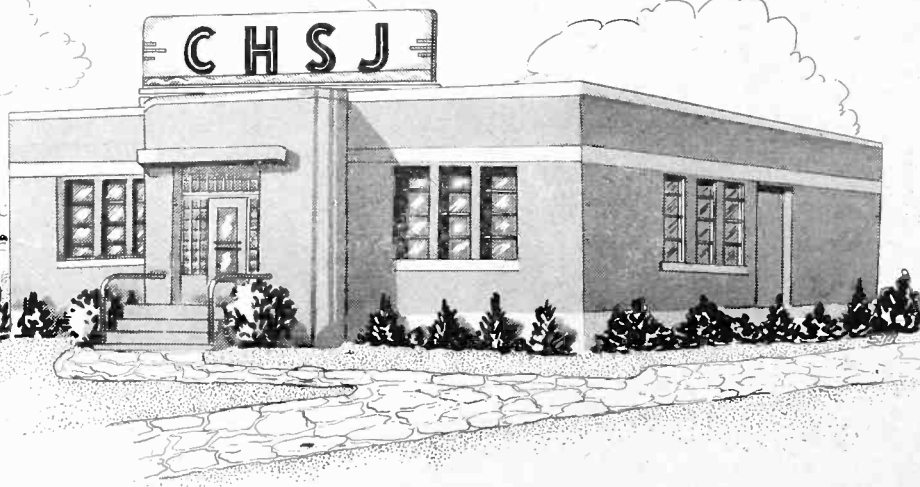
NOW 5,000 WATTS

RADIO STATION

CHSJ

Serving the most prized market in New Brunswick and Western Nova Scotia, CHSJ with its 5000 Watts, day and night, with non-directional day-time signal, now provides aggressive advertisers with a greater coverage in the Province's most wealthy and densely populated area. For coverage with influence and results, wise advertisers are cashing in on this long established radio station's wide popularity. One of Canada's most modernly equipped stations.

Studios and Business Offices
 14 Church Street - Saint John
 New Brunswick - Canada



Shown here are CHSJ's new transmitter building and towers—414 feet and 225 feet—at Coldbrook, N.B.

Radio Station CHSJ is under the same management as The Telegraph-Journal, The Evening Times-Globe and The Maritime Farmer.

SAINT JOHN, — NEW BRUNSWICK

SINGING STARS BESIEGED



Too late for the last issue, our picture shows last month's "Singing Stars of Tomorrow" finalists, besieged by autograph hunters following the last broadcast of this year's York Knitting Mills special. Completely surrounded on the stage at Massey Hall, Toronto, as they do a production-line job of signing the programs, they are—left to right—Victoria Douglas, who tied for second prize; Marie-Josée Fortin, 1st; Elizabeth McCaskill, 3rd; and Louise Roy, tied for second prize.

Union Sponsors Daily

A series of dramatic programs, titled "Pursuit of Happiness," sponsored by the Entertainment Unions Committee in co-operation with the American Federation of Labor, commenced last week in the States on ABC, 3.45 to 4 p.m. E.D.T., Monday through Friday.

Plans are also being laid for the Committee to sponsor two evening shows on ABC 15-minute talks, Tuesday nights, and a half-hour variety program, Thursday evenings.

2 Breakfast Hours

Two separate breakfast-hour programs are broadcast daily on CFGP, Grand Prairie, Alberta. Reason for this is that the station serves two time zones. The Peace River district of Alberta is on Mountain time while the British Columbia area is on Pacific time.

CFGP also has a two-hour noon hour program.

Pinch-Hitting Gas Man

George Dewey, of CKMO, Vancouver, recently phoned a Vancouver home to ask the correct time, during the course of his "Teletime" giveaway feature. A man answered, explaining that the lady of the house was absent. Dewey asked the man to tell him the time. Receiving the correct answer, Dewey told the man he had won that day's "Teletime" money prize. The man then requested that the prize be mailed to the lady as he was merely the gas man who came to read the meter.

Wide Radio Activities Reported By Marconi

The first micro-wave radio relay communication circuit to be established in Canada is expected to be operating by June, according to A. H. Ginman, president of the Canadian Marconi Company. The circuit will connect Marconi's central telegraph office in Montreal with the beam transmitting and receiving stations at Drummondville and Yamachiche, respectively, providing increased communication facilities and avoiding interruptions of service from land-line failures.

CFCF, the Marconi-owned station in Montreal, is installing a new 5 kw transmitter while a 3 kw FM transmitter, CFCM, is being readied in the Sun Life Building.

Marconi also reports the installation of a seven-channel radio broadcast system in the

Mount Royal Hotel, Montreal. It will enable occupants of the hotel's 800 bedrooms and suites to hear all Montreal broadcasts and the "house broadcasts" between 8 a.m. and midnight daily, by adjusting one dial on the individual radio located in each room. Telephone lines from Montreal's broadcast stations will pipe program to the master control room on the mezzanine floor.

In the promotion field, Marconi is supplying customer prospective purchasers of Marconi FM transmitters with new type Ground Range Calculator. The instrument provides station owners information to coverage they may expect depending on antenna radiation system, transmitter power and other governing factors.

THE PIONEER 5,000 WATTER IN ALBERTA'S LARGEST CITY ★

*Edmonton — whose population has increased by over 24,000 people since 1941, and whose retail trading population is over 400,000.

EDMONTON'S DOMINION
NETWORK STATION

CFRN

5000 W — 1260 Kc.

CKCH
250 W. 1240 K. C.

**THE FRENCH VOICE
OF THE OTTAWA VALLEY**

211.246
FRENCH PEOPLE
IN
CKCH COVERAGE AREA

TORONTO
4 ALBERT ST.

MONTREAL
DOMINION Sq. Bldg.

RADIO REPRESENTATIVE LTD.
UNITED STATES. HOWARD N. WILSON

Stretch
YOUR PUBLICITY
BUDGET WHERE
A DOLLAR
REACHES
MORE
PEOPLE

COOPERATING WITH "LE DROIT"

**VOICE OF THE
CHWK
CHILLIWACK**

FRASER VALLEY

**CHWK
SELLS
THE FRASER
VALLEY**

One of the fastest developing areas in booming British Columbia

(A CBC Dominion Basic Station)

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



Here's an idea you are free to copy, with the compliments of CKAC. It is doing a grand job from two angles: audience interest and station promotion. It is called "The Man of the Hour" and it works this way:

CKAC reporters gather data on outstanding community leaders. They may be industrialists, executives, clergymen — anyone who, through his or her individual efforts, has improved Canada in general and Montreal in particular. Then, each night, one of these personalities is featured as "Man of the Hour."

To add suspense, the complete build-up, all the man's attributes and virtues, are given before the name is revealed. This denouement, usually preceded by a fanfare, reads something like this: "And now, station CKAC — your private radio station — salutes private enterprise, and one of its foremost exponents, Mr. ———."

The show is recorded as aired. It is then labelled suitably and presented to the honored personality to play on his home record player for admiring friends.

The other night CKAC reporters surprised their boss, Station Manager Phil Lalonde, by naming him "Man of the Hour," and a leading trail blazer in the field of private radio in Canada. Phil, in spite of umpteen years in show business, discovered he was not too inured to such publicity to get a real heart throb out of it. "If it can shake an old hand like me," he said, "imagine the thrill it must give to men who do most of their good works without benefit of any public recognition."

If any station operator has read this far and failed to see a dozen possibilities in this idea, I've failed to tell it right. Any such should write Phil Lalonde, CKAC, and get the details. They'll find this show really has something. It identifies a station more closely with its community. It helps the station make clear its proud position as an independent operation, not sponsored by government. Try it on your wavelength — even if you have to run it sustaining! That's how good it is!

The fan magazine, RADIO WORLD, published in Montreal, probably spends more money on radio advertising than any other Canadian publication with the exception of the MONTREAL STANDARD. Currently, the large slice of this money goes to CBC owned stations, although affiliated independents garnered a share of the \$1,378.20 paid to CBC by RADIO WORLD for the broadcast on which Mr. Drew said his piece.

This information came forth when the fiery prog.-Con., J. G. Diefenbaker, from Lake Centre, Saskatchewan, asked if the Radio

World broadcast was sponsored. Mr. McCann, in answering, pointed out that RADIO WORLD has been sponsoring regular broadcasts on CBC at regular rates since December, 1945.

(Editor's Note: The question which was not asked by either Mr. Diefenbaker or Mr. Dales was whether this advertising bill is met in cash or time.

By the time this column appears in print, I'll be moved to a new and somewhat larger cell. Hereafter the address is 319, Empire Life Building, 1434 St. Catherine Street West, slightly closer to the throbbing, pulsing, huckstering (ah, that's the word I was feeling for) heart of things.

Revive Festival

The Moncton Music Festival, being revived by CKCW after five years' lapse, will be held May 19-22. Originally scheduled for three days, it was extended to four due to the number of entries. Over 1600 people comprise the 351 entries. Dr. Charles Peaker, F.R.C.O., Toronto, will be adjudicator.

CFQC Warns Of Ice Break-Up

The CFQC Saskatchewan's coverage of the ice break-up on the South Saskatchewan River has been credited with saving many dollars for people living along the river bank.

George Campbell, of Fir Ridge, Sask., a ferry operator, wrote the station, explaining that abnormally heavy snowfall had indicated flood damage would be great and, when ice began to break up, it became necessary to move his ferry to safety. While workmen were clearing the deep snowdrifts which almost covered the ferry, the operator's wife listened to CFQC and relayed information to them as to where the break-up was occurring and how fast it was moving down the river, enabling movement of the craft to safety.

CFQC's Godfrey Hudson, director of news and sports, chartered a plane, flying over the flooded area, and airing reports of the progress of the flood. River residents were contacted by long distance phone for additional information. One family phoned the station appealing for help when the rising waters completely isolated their home. Their location was reported to RCMP and the Royal Canadian Navy station, who effected a rescue.

This Month's Availability!

Experienced Radio Man.
Commercial - copywriting - advertising. Married.
Interview can be arranged.
Box 3051, Canadian Broadcaster, 371 Bay St., Toronto.

Now!

5000 WATTS of SELLING POWER

IN

Canada's 4th-MARKET

WINNIPEG

WINNIPEG'S CKRC

DOMINION NETWORK

630 on your dial

REPRESENTATIVES:

CANADA: ALL-CANADA RADIO FACILITIES

U.S.A: WEED & CO.

TRADE WINDS

Edited by Art Benson

Canada Nut Company has started the transcribed "Blackstone the Magic Detective" (all Canada) over CKWX, Vancouver, advertising Squirrel Brand Peanut Butter. Strictly a children's feature the 15-minute 5 a weeker is handled through Stewart-Lovick's Vancouver office. Same station also reports that Proctor & Gamble has picked up the 10-minute 5 a week "Take It Easy" for Drefit with Dancer - Fitzgerald-Sample directing. Another Drefit campaign also got under way with the 15-minute 5 a week transcribed "Pick the Hits" going for a year.

Procter & Gamble has taken up the sponsorship of "Grande Soeur" over the CBC French network according to the CBC commercial department. The 15-minute 5 a week series started May 5 and advertises Drefit.

The commercial department at CKSB, St. Boniface, reports some new business and a number of renewals. Fashion Shop has contracted for 130 15-minute transcribed programs. Jamieson Farm Equipment plans a summer series of transcribed music. Manitoba Bearing Works has scheduled a number of 10-minute shows of hill-billy music. Thomson & Pope have renewed their time signals for another six months.

Gordon Keeble, of Hayhurst's Toronto office, reports that Canadian Cannery (Aylmer Products) has picked up the erstwhile "Green Hornet" slot (April 27) at 6.30 Sunday evenings over CFRB, Toronto. The new program is called "Aylmer Playhouse" and presents a series of dramatic sketches produced and transcribed in Hollywood featuring top-drawer movie names.

The commercial department at CJOR, Vancouver, reports that Procter & Gamble has "Easy Aces" (All-Canada) under way 15-minutes 5 a week advertising Drefit. In addition same sponsor has contracted for a daily spot campaign. "Ma Perkins" has been renewed for P & G for another year. Watkins-Winram Fuels have scheduled the transcribed 5 a week "Five Minute Mysteries" (All-Canada).

According to the commercial department at CKRC, Winnipeg, the City Hydro-Electric System has started the half-hour dramatic "Looking for Stars" for 13 weeks featuring members of the Student Drama Lab directed by Maurice Desourdy.

Bob Howe at Frontenac Broadcasting tells us that the new Golden Dragon Chop Suey House is starting a weekly 25-minute disc show (Sunday at 12.05 a.m.) beginning middle of May over CKEY, Toronto. The series is scheduled for 13 weeks.

"PUBLIC OPINION" RATES HIGH

"Public Opinion," sponsored by the David Spencer department store and aired Tuesday nights over CKWX, Vancouver, has produced such interesting results in the field of mass expression of opinion that even the three Vancouver daily papers, none too keen to promote radio, have reported results of the program regularly.

Questions discussed by ballot and on the air have ranged over a wide field including "Is women's place in the home?" "Life terms for armed robbery." "Pay raises for teachers." "Should gram be used for alcohol?" "Should employees share profits?" "Should the American type tavern replace B.C.'s beer parlors?"

A great deal of pre-program work goes into the show, which recently ended a two-year run in the Vogue theatre and moved to the CKWX Playhouse in the station's studios. The move was partly for technical reasons and partly because a quiz program in which there is a limited amount of action is more suitable for a smaller studio audience.

Ballots, run in the daily papers, are tabulated and are in the hands of Announcer Wally Garrett on the program the following week.

Then Emcee Cal George selects five contestants from the audience, to appear on the show. They are asked about their opinions on the night's questions, and if an answer conforms to the majority ballot opinion, the contestant gets \$5.

If he disagrees with balloted



Wally Garrett with his raised, and m.c. Cal George conduct Public Opinion show in CKWX Playhouse.

opinion, the money goes to Red Cross.

During the program the ballots are on stage in a mixer, and cash prizes go to the person whose ballot is picked. If he's in the audience at the time, he may win as high as \$25.

Started in June 1941, the program now is drawing in the neighborhood of 12,000 listeners monthly, according to the station's statisticians.

Elliott-Haynes rates "Public Opinion" at 12.1 which leaves behind only Charlie McCann and Fibber McGee in local popularity.

• S P E E C H I N P U T E Q U I P M E N T • M I C R O P H O N E S • R A C K S

TUBES
VACUUM
TUBES
TRANSmitters

Everything
for your
Broadcasting
Station ...

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

Northern Electric
COMPANY LIMITED

25 BRANCHES ACROSS CANADA

• T E S T E Q U I P M E N T • R E C O R D E R S & R E P R O D U C E R S • E N G I N E E R I N G & C O N S U L T I N G

Drew Says Controlled Radio First Step To Dictatorship

Free time given to political parties by the CBC are only "rationed bits of freedom," declared Premier George A. Drew in an address last week to the Ottawa Young Progressive Conservative Association. Canadians of the highest rank must confine themselves to 15 minutes, "or some such arbitrary time," in keeping with CBC orders, no matter how important their messages may be, he said. "Even Henry Wallace can get time on the American radio to talk his nonsense," he said, continuing: "That is only right; that is freedom of speech. Moreover it gives the compet-

ing networks an opportunity to broadcast other talks and show his speech for the nonsense it is."

Premier Drew advocated a broadcasting system for Canada on lines similar to that of the U.S. where a government body writes broad rules and privately owned networks compete for listeners. Radio in Canada cannot be free when a corporation which is government controlled, not only controls but also prepares programs of its own. This control of radio, said Mr. Drew, "is one of the first means used by any dictatorship to prevent free speech."

Synchronized Dials For AM & FM Tuning

The American Broadcasting Company has advanced a suggestion to the FCC that FM stations affiliated with AM stations in the same area, be assigned FM channels which correspond, on receiver dials, as nearly as practicable with the position on the dial of the respective AM station. If adopted, this suggestion, it is believed, would facilitate the comparison between AM and FM broadcasting and provide easier tuning of receivers for listeners. The proposal is based on a survey made by ABC of combination AM-FM receivers manufactured by eight well known concerns. In each case, it was shown that tuning dials are so calibrated that both the FM channel numbers (frequencies) and the AM frequencies ascend in the same direction on the dials.

CHUM Building Nears Completion

CHUM, Toronto, will move into its new quarters at 225 Mutual Street during the latter part of May, according to Rolly Ford, manager. The new one-story building has a frontage of 102 feet and depth of 89 feet, with a basement and provision for a second floor. The main entrance leads into an auditorium which has a capacity for over 150 people. Control booths are located on both sides of the stage. Offices, a recording room and three large studios are grouped on either side of the auditorium.

Sees Wide Market For Scotch Recording Tape

The Minnesota Mining & Mfg. Co., of St. Paul, manufacturers of Scotch tapes, are now marketing Scotch Sound Recording Tape. The iron oxide coated tape will sell for approximately \$2.50 per 1,200 foot roll, and recordings on it may be erased at will.

Anticipation as to the adoption of tape recorders is indicated in a recent statement made by W. L. McKnight, president of the firm. "The manufacture of sound recording tape gives us a product that may have more general acceptance than any we have ever made," he said. "The market seems to be unlimited."

Movies Want TV Frequencies

Within two or three years, a system of inter-city radio relays for projecting films to theatres would be in readiness if the FCC were to grant 75 TV allocations in the 1000 and 1300 mcs bands to the film industry. This claim was made by Paul Larsen, chairman of the Society of Motion Picture Engineers, speaking to the organization which met in Chicago last month. Larsen said that fear of the FCC granting all desirable bands to radio-owned or controlled TV applicants, has promoted the film industry to press for the allocations.

OPENING JUNE 1

1. The greatest tourist season in Canada's history.
2. C H V C, with studios in the famous Rainbow Bridge.



NIAGARA FALLS

1000 Watts — 24 Hours

Representatives:

JAMES L. ALEXANDER

Toronto

Montreal

Phone AD. 9594

Phone HA. 6448

Mercury Gimmicks

A grand prize of \$150 and weekly awards of Mercury watches, and Reynolds pens are being given to winners on Frontenac Packers' amateur contest on CKWS, Kingston. Broadcasts are aired from the Grand Theatre, emceed by Russ Baer and announced by Jesse French. Last month, a live pig was given away to a lady who herself carried the animal off the stage and down the aisle.

SELLING POWER in a PROSPEROUS MARKET
ALL CANADA STATION

CJOC
Lethbridge, Alberta
GOING TO 5000 WATTS

Popular Throughout The Year!

1947-JULY-1947
1947-JUNE-1947
1947-APRIL-1947
1947-FEBRUARY-1947
1947-JANUARY-1947

TRANS-CANADA NETWORK

CKY

WINNIPEG
15,000 WATTS

DOMINION NETWORK
1000 WATTS
CKX
BRANDON

Exclusive Sales Representative:
HORACE N. STOVIN
TORONTO WINNIPEG MONTREAL



**MIGHTY
MIKE**
says . . .

B B M

shows our total audience, where index per cent is 50 or over, to be

- 76,260 (Day-time)

63,840 (Night-time)

Ask the "All-Canada Man" about

CKCK
REGINA

Radio A Guide-Post For Tourists

8,000 Ottawans Hear Mayor Lewis Extol Radio At CFRA Opening

Radio is often the deciding factor in determining the holiday destination of tourists, Mayor Stanley Lewis told an audience of 8,000 which had gathered in the Ottawa Auditorium to witness the opening of Frank Ryan's station CFRA, May 3rd.

"It is always gratifying to learn of progress", Mayor Lewis said, "and especially so when it concerns one's own city or town. For some time past now", he continued, the number of radio stations in any city or the standard of service or entertainment delivered to its audiences by those outlets, has come to be regarded as a fairly accurate barometer as to the size and accommodation, the standards of living and the social and cultural aspects of that particular city.

Guests on the opening show, which got Trans-Canada airing, were Percy Faith, Dorothy Ault, Dave Davies, Gord Sinclair, King Clancy, "Tommy" Gorman, and Dr. Fred Howes, Associate professor of Electronics at McGill University, who is the stations technical adviser.

Frank Ryan, veteran radio man who put in the war with the Government, has behind him such personnel as Brian Hodgkinson (program director), Michael Hopkins, Terry Kiely, Kathleen Whitton, Erroll McKinnon, and Fred Davis.

Technical staff, besides Dr. Howes, includes Chester Beachell (chief), Frank Lehman, Jack Simonsen, Perce Simkins, Harold Horsey, and Court Broad.

Studios are said to be the last word in acoustical perfection, with no parallel walls and wavy ceilings.

The station will operate on an entirely local basis, and among programs already scheduled are: "Breakfast Jamboree", with Fred Davis; "What's Going About Town", a vox-pop show with Erroll McKinnon; a women's program, "The Beer Half", with Kathleen Whitton; "Teen Time" and "For Safer's Sake", with Terry Kiely; "Sports at Six", with Tom Foley; "Rainbow Ballroom", with Mike Hopkins; "The Cup Shop", with Brian Hodgkinson; and "Farmers' Note Book", with Frank Ryan.

New Radio Plant

A manufacturing plant will be opened in Toronto by the Admiral Corporation of Chicago, manufacturers of radios, television receivers and other electrical equipment, according to the Toronto Industrial Commission. The subsidiary, Canadian Admiral Corporation, Ltd., has rented 100,000 square feet of space in a government-owned plant on Lake Shore Road, at one time used in the manufacture of small arms.

Local News Reel

CFOS, Owen Sound, has inaugurated the "CFOS Newsreel", a quarter-hour Sunday afternoon program of recorded events of the week. A narrator ties together the five most interesting portions of transcribed interviews, talks and on-the-spot broadcasts, each being chosen by a different member of the staff.

A recent broadcast included the following: (1) Grey County cultural representative discussing the effect of floods on next year's crops; (2) Agnes MacPhail, I.P., speaking of a petition for increased old age pensions; (3) discussion on retail coal price increases by the President of the Coal Sellers' Association; (4) story of a local boy who made good in sports.

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

CFCY
CHARLOTTETOWN

The MARITIME
Must STATION

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

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

CKOV

KELOWNA ★ Okanagan BROADCASTERS LTD.



The political world is becoming more conscious of radio. The constant interest in broadcasting recently developed by the House of Commons continues — and of course, there are signs of more an passing interest outside the federal sphere.

Sometimes the two become interlinked. On April 30, Mr. John Diefenbaker, Progressive - Conservative member for Lake Centre, Saskatchewan, asked this in the House of Commons:

1. Was the RADIO WORLD broadcast from Toronto on April 18, at which Premier Drew, Mr. Dunton and others spoke a commercial broadcast? If so, how much was paid therefor and by whom?

2. Have there been previous broadcasts sponsored by RADIO WORLD over the CBC? If so, when, and how much was paid for each?

3. Have the private stations, whose facilities were used been paid in respect of such broadcasts?

Reply by Dr. J. J. McCann, Minister of National Revenue:

1. Yes. The total charge to the sponsor, RADIO WORLD magazine, was \$1,378.20.

2. Yes. Since December 1945, programs sponsored by RADIO WORLD have been broadcast on private stations regularly each Monday until April 1, 1946, and since then on alternate Mondays. These have been charged for at the regular published card rates of private stations.

3. No facilities of private stations have been used in connection with the broadcast referred to in (2). In connections with the broadcast referred to in (1), private stations are paid at the usual rates.

Apart from this, the Drew incident was the subject of lively correspondence and "extra-curricular" conversation. There is growing belief that the affair indicates interest on the part of the Ontario government in possible provincial radio rights. Should this theory be correct, it would bring an interesting development of parties. The CCF are interested in getting a provincially-operated station in Saskatchewan.

The Social Credit group is interested in getting a commercial license and higher power for the station already owned by the Alberta Government. Neither group is firmly committed itself to the principle of "provincial ownership"; but to carry their case forward would require doing just what. If they were then joined by at least the Ontario branch of the Progressive-Conservative organization, and possibly the full might of that party federally, it would line up all three Opposition groups solidly on that contentious issue.

That development would put the government in a tight spot. It is two potential sources of serious embarrassment. First and most obvious: ownership of two stations, both commercial, by the Manitoba government. Second,

and not so generally recognized: possibility of Quebec members lining up with the Opposition on the question of provincial rights. The Quebec legislature has already passed a bill which, if put into effect, would put that province into the radio business on a scale sufficiently large to threaten elimination of both CBC and the independents. Moreover, Quebec has always strongly contested the issue of "provincial rights" in relation to radio; is keeping an eye on the possibility of "intra-provincial emanation" in respect to FM.

Were this issue to be strongly pushed, the government might easily find itself arrayed against four provinces, all three Opposition groups, and a section of its own membership.

The Progressive-Conservative organization has issued a mimeographed sheet suggesting that Liberal interests are as part of a deliberate plan, buying up independent stations. This argument could be used to support the "provincial rights" case.

On April 30, Mr. Diefenbaker also asked: "Who is the holder of the licence to operate CKVL, Verdun, Quebec? Who owns and operates the said station? When was the application by such owner or operator to operate said station granted? Have there been applications since 1944 to operate radio stations in Verdun, other than the one granted? If so, who were such applicants and what reasons were given for refusing each of such applicants a licence?"

This time, the answer came from Mr. George McIlraith, member for Ottawa West, and Parliamentary Assistant to the Right Honorable the Minister of Reconstruction and Supply. (C. D. Howe). The answers: T. Tietolman. The licensee. Issue of the licence was authorized by order in council PC491 of February 15, 1946, and the licence was issued on May 13, 1946. Yes, Messrs. Albert Rolland, Rene Hebert and Rodolphe E. Mackay, jointly. The Board of Governors of the Canadian Broadcasting Corporation recommended rejection of the application on the grounds that: "the Board has already recommended that a licence be granted to Mr. J. Tietolman for a daytime station in Verdun, and it is the opinion of the board that two stations could not operate successfully in this area as service is also given by all Montreal stations.

On May 1, a lengthy question was asked by Mr. Stanley Knowles, CCF member for Winnipeg North Centre. Mr. Knowles asked: "How many radio broadcasts have been given over the CBC by or on behalf of the Unemployment Insurance Commission since January 1, 1945? How many of these broadcasts have been given by commissioners of the Unemployment Insurance Commission? How many of these broadcasts have been given by persons other than the said commissioners? What are the names of persons other than the commissioners who have given such broadcasts, and how many in each case? What is the reason for a person or persons

other than the commissioners giving these broadcasts?"

Answers came from the Honorable Humphrey Mitchell, Minister of Labor: Twelve. Three. Nine. See list below. Heads of divisions were used other than commissioners or the directors because of their intimate knowledge of the specific subject being discussed. (There followed a list of the broadcasts, with names, dates, and subjects).

Same day saw a query from Donald M. Fleming (P.C., Toronto-Eglinton): "On April 2 the House appointed a select committee to review radio broadcasting and the reports of the Canadian Broadcasting Corporation. When is it the intention to call this committee together? It was appointed a month ago."

Answer from Dr. McCann: "The motion setting up the committee was passed prior to the Easter recess. Until to-day there has been no request by anyone to have the committee sit, but it is ready to be set up at any time."

Farm Face-Lift

In co-operation with CJGX, Yorkton, the first Farm Home Garden and Fruit Club in Saskatchewan has been formed in Yorkton. Aim of the club's sponsors, major farmers in the area, is to make the farm home more attractive and thus stem the flow of farm youth to the city.

CJGX is enlisting sponsorship of seed firms in garden contests, arranging for the donation of trophies, and will sponsor a plaque, itself.



FOR THESE ARTISTS

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

Day and Night Service at Radio Artists Telephone Exchange



LIONEL'S RIGHT IN THERE!

Lionel's popularity doesn't stem from the mere fact that he offers free time for worthy charity or community endeavors. No, sir! It's the tangible projects undertaken that puts CKCW in solid with the citizens.

Take the Moncton Music Festival. Revival of this event after five years has given Moncton an annual musical attraction that will provide an outlet for local artists as well as focusing attention on the city. Proof of the value of this project was the entry list of 351 embracing over 1600 persons and necessitating a four day event instead of three days as originally planned.

It's community work like this that puts Lionel "right in there" with Maritime folk.

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

U.S. Film Industry Doubled Radio In 1946

A 100% increase in the use of radio advertising in 1946 by the U.S. film industry, compared with 1945, is shown in a report published in the Film Daily Year Book. Although radio received only 3.04 per cent of the total advertising appropriation, it showed the greatest increase of other media. Increases were indicated in all but the newspaper field, which broke even, despite newsprint shortages and strikes.

The following table illustrates a breakdown of the estimated film advertising budget:

| | 1945 | 1946 | Increase | |
|-----------------------------|---------------------|---------------------|---------------------|-------------|
| Radio | \$ 1,000,000 | \$ 2,000,000 | \$ 1,000,000 | 100% |
| Newspapers | 52,000,000 | 52,000,000 | NIL | NIL |
| Direct Mail and Accessories | 4,500,000 | 5,000,000 | 500,000 | 11.1% |
| Magazines | 4,000,000 | 5,000,000 | 1,000,000 | 25% |
| Outdoor | 1,500,000 | 1,700,000 | 200,000 | 13.3% |
| TOTALS | \$63,000,000 | \$65,700,000 | \$ 2,700,000 | 4.2% |

31 U.S. Stations Carry "Happy Gang"

Carter Turns Big Gamble Into Success Story



Bruno

Most people thought Garry Carter, young Toronto chief of Frontenac Broadcasting Agency, was off his rocker when he took the big gamble and signed the "Happy Gang" for a series of transcribed shows for syndication in the States. Today, a year later, the "Gang's" escapades and cavortions are getting heard in 15 of the 48 states of the Union, on 31 stations, with more nibbling. Carter is currently dickering with a national account which may take the "Happy Gang" on a coast to coast network this fall.

Private surveys made for sponsors have given the program such ratings as 30.4% of the audience over WPDJ, Jacksonville; 36.8 over WSUN, St. Petersburg, Fla.; 40.9 over WSGN, Birmingham, Ala.; 82.3 at WMFJ, Daytona Beach, Fla.

Recently requests have come in for quotations from Hono-

lulu, Australia and New Zealand. Discs have recently been purchased for broadcast in Newfoundland by Colgate-Palmolive-Peet, Canadian sponsors of the show.

Carter is operating in the States as Garry J. Carter Inc. at 67 West 44th Street, New York. He is also maintaining the Frontenac office in Toronto. He is currently incorporating Canadian Record Processing Corporation, where he expects to process and manufacture pressings for use in Canada, a number of American recording companies.

G.E. Offers Cheap FM For U.S. Colleges

The General Electric Company has submitted to the U.S. Office of Education a plan whereby colleges may be provided with transmitters at less than 25 per cent of the cost of previous equipment. Only 40 of the 400 schools which have radio workshops, are operating stations on only six colleges are using the FM channels allocated for purpose, according to W. David, GE's broadcast equipment sales manager at Syracuse. The plan is that the modulator section of a large GE FM transmitter could be used as a transmitter with two and a half watts of output, enabling colleges to equip stations at low cost, thus giving students actual broadcast experience before graduation.

Scores Film Board

The National Film Board has a real white elephant that eats more than you ever saw," declares K. Fraser, (PC, Peterborough West), before the Commons last week during a budget debate when it became known the Board was asking \$815,000 more than its appropriation last year. Fraser agreed that the Board was doing "some good" in providing schools with films but he believed the method of processing film was too costly to warrant production.

CKCO
OTTAWA

A *Wright* STATION

Direct your Sales Message to the Nation's Capital through **CKCO Ottawa**
"The Community Station"

— See —
WILLIAM WRIGHT
Victory Bldg.

AD. 8481



R. J. BUSS

14 years old (in Radio Experience)

Only
6 Months Old
but
WHAT
A
RECORD!*

Mail Response — 11,552 Letters!

First Three Months of 1947

Rural Visitors — 5,400

to CHAT'S Studios

Local Advertisers — 104

National Advertisers — 31

*There's a reason. Only one station serves the area.

CHAT

1000 WATTS
Medicine Hat
Alberta

ALL-CANADA IN CANADA — WEED & CO. IN U.S.A.

Jean Baptiste says

Champlain, the illustrious founder of Quebec, died on Christmas Day, 1635. The place of his burial is still unknown, though his influence will be long remembered throughout the Province.

To make sure YOUR name, YOUR products, and YOUR services are remembered in French-speaking Canada, carry your message into French Canadian homes by using all or any of these French Radio Stations.

| | | | | |
|-------------------------------------|---|---|---|---------------------------------------|
| CHRC Quebec 5000 Watts | CHNC New Carlisle 5000 Watts | CHLN Trois Rivières 1000 Watts | CHLT Sherbrooke 1000 Watts | CKRS Jonquière 250 Watts |
|-------------------------------------|---|---|---|---------------------------------------|

For Information, Rates, etc., telephone, wire or write to:

JOS. A. HARDY & CO. LTD.

| | | |
|---|---|--|
| 1405, PEEL ST. MONTREAL Tel. HArbour 2515 | 39, ST. JOHN ST. QUEBEC Tel. 3-6693 | 80, RICHMOND ST. WEST TORONTO Tel. ADeloide 8482 |
|---|---|--|

ACCENTUATE the NEGATIVE

Time went back about seven-
 tn years in my mind Wednes-
 dr, May 7, when I listened to a
 onified and exceedingly pleasant
 hr of music on station CKOC
 nilton. The occasion was a
 dl one, because it commemorat-
 e CKOC's power boost to 5,000
 wts, and, at the same time, the
 station was celebrating its 25th
 anniversary.

was a nostalgic feeling, be-
 case it was at CKOC that I was
 confronted with a microphone
 whose distant days of 1930, to
 such programs as "Archie Van
 Dn", "Danny and His Dad",
 "s. Hunter's Husband", "Love
 on Lumbago" which I modestly
 acit I used to sell, write, and
 n appear in most of the parts,
 ing sound effects with the oth-
 arland. Fortunately there were
 ne-H ratings in those days, and,
 arrow, we were talking about
 OC's anniversary, not min.

CKOC has grown up consider-
 since the days when we used
 old forth from that bedroom
 the Royal Connaught Hotel,
 the transmitter lodged in
 t had been the bathroom. It
 t have been quite a night for
 f Engineer Les Horton, who
 heads up the technical staff
 e 5 kilowatter, just as he did
 it was one hundredth of that
 r. To Werner Bartmann and
 LeSueur, to more CKOC'ers
 away back, it must have
 a great day too. And of
 se for Bill Cranston, who oc-
 es the managerial chair where
 on Anderson sat in my day, it
 the culmination of months
 ork, and so a red-letter day
 is career. And so, to my
 her-station", in this, the
 one hundredth issue, I should
 to wish many happy returns

of its twenty-fifth birthday, and
 more power to its antenna through
 the years to come.

It was an interesting experi-
 ence taking Les Garside, manager
 of Western Canada's Farm Station
 CJGX, Yorkton, to visit Doc
 Cruickshank, and his Ontario
 Farm Station at Wingham. Each
 privately admitted to me—by in-
 ference at least—that the other's
 station ran a good second to his
 own, but the interesting thing to
 me was that each also assured
 me that the encounter had result-
 ed in an exchange of ideas which
 would prove valuable both ways.
 This gives rise to the thought that
 this year's operation of the CAB
 Convention, where long harangues
 are to give place to panel discus-
 sions, should provide opportuni-
 ties for similar exchange of ideas
 which should work out to the
 advantage of everyone, if dele-
 gates will bring their beefs into
 the meeting room, instead of con-
 fining them to bedrooms and cor-
 ridors.

Still on the CAB Convention, it
 is gratifying to learn that past
 experience of "freedom of speech
 being discussed behind locked
 doors" is history now, and that
 we of the press are to be privi-
 leged to hear the background of
 the discussions, on an honor sys-
 tem. We are also most gratified
 to see from the agenda that a
 long needed panel on press rela-
 tions is to be conducted, and are
 honored by our invitation to sit on
 the panel. If this forum can re-
 sult in a better press for radio, it
 will be a long stride towards part
 of what we are fighting for: in
 fact all that will be left for us to
 do is to beat the CBC, and then I
 can turn the Broadcaster over to
 that body, and climb to the peak
 of some rocky crag and write my
 memoirs!

CJCA's Promotion MOTTO

EVERY ACCOUNT....
 REGARDLESS OF SIZE,
 RECEIVES
Personalized Service

CJCA

Edmonton

323,290
LETTERS
*in the first 5 months
 of operation*

for SALES IMPACT
BUY THE STATION
with LISTENER IMPACT!

CKVL
VERDUN
990 KC 1000 WATTS
SERVING GREATER MONTREAL
REP. HORACE N. STOVIN & COMPANY.

Canadian Broadcaster

\$2.00 a Year — \$5.00 for 3 Years

Announces
 that

Commencing June 1st

SUBSCRIPTION RATES
 will be

\$3.00 a Year

\$5.00 for 2 Years

Single Copies — 25c

B.C. Station Makes Recorder

A prediction that every office will find a magnetic recorder indispensable was made by Lt.-Col. Edward Schroter, of Vernon, B.C., during a recent address to a luncheon meeting of the Vernon Rotary Club. Col. Schroter and his brother, B. H. Schroter, are undertaking the manufacture of magnetic recorders besides operating their station, CJIB, in Vernon.

"Sound recording plays an important part in our lives," said Col. Schroter, giving as examples, phonograph records, talking pictures and transcribed radio programs. "In the near future, sound recordings will play an even more important part in your daily lives," he continued. "Good quality recording is emerging from the laboratories and studios and going into the hands of anyone who can use a camera or operate a home movie," he added. "You will be able to take your recorder and record the gurgling sounds of your first-born or the sing-song at the piano during a party."

Col. Schroter described early types of recorders and pointed out their disadvantages. Forms of recording which employ mechanically vibrating parts, he said, are objectionable for many reasons. Partial improvement over that method was obtained when the photographic recorder was invented, the speaker stated.

The Colonel claimed that magnetic recorders "would eventually displace, except in a few special cases, all other systems, even in the film industry." He demonstrated the magnetic recorder which will be manufactured by his firm in Vernon. Switching on the machine, he spoke a few words into a micro-

phone, turned another switch and his words were reproduced clearly and distinctly. A five-inch spool of tape, the speaker pointed out, would give approximately twenty minutes of continuous recording. "The wear on the tape is negligible," said Col. Schroter, explaining that it can be used over and over again, "up to two million times." Words can be removed or inserted by cutting the tape.

Merchants Bankrupt Hockey Playoffs

Hockey Fans in and around Calgary were treated to pay-by-play broadcasts of the periods of the Allan Cup finals over CJCL, through the ears and the lungs of station manager Don Mackay.

When it was decided by the CBC not to give national air to the play-offs between the Calgary Stampeders and the Montreal Royals, Don Mackay approached a group of Calgary businessmen, with the result that he came east to do the job while they defrayed the expenses.

Merchants and others made the project possible with the Hudson's Bay Company, the Calgary Gas Company, the Calgary Ginger Ale, Calgary Exhibition Board (sponsors of the Stampeders), Jenkins Gas, Detroit Auto Industries, Sprung-Clindinning Cleaners, Calgary Typewriter Co., and Standard Furniture.

Broadcasts were handled by Don Mackay, who is an Alderman of the City of Calgary and who is running for president of the Junior Chamber of Commerce of Canada this year.

BIG FOUR



Practically every housewife in Canada's Third Market buys her bread and cake from one of four large bakeries — AND ALL FOUR ARE CONSISTENT CKWX ADVERTISERS

Significant, isn't it?

- ● ● CANADIAN BAKERIES sponsors "Sincerely, Kenny Baker" five times weekly.
- ● ● GENERAL BAKERIES puts the selling punch of "Captain Midnight" behind Purity Bread on a Monday through Friday schedule.
- ● ● WESTON'S makes sales while "Allen Prescott — The Wife Saver" entertains, three times a week.
- ● ● McGAVIN'S has just completed a concentrated CKWX campaign using four flashes per day.

And it's much the same story for every kind of product. . . Whether it's bread or beans, CKWX is the advertiser's choice voice in Vancouver . . . because "WX" sells—SELLS —SELLS!

Vancouver's
CKWX

**DIAL 980
5000 WATTS**

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

CHNS

Now On the Air
with **5000 Watts**
First in Halifax!

LIONEL AT-HOME



Photos by Al Gray

parties for Lionel, the CKCW, Lobster, and Freddie came in pairs this year as well. Starting in Toronto, Tuesday, May 6, sponsors, agency and men rubbed claws with the available denizens of the deep in the Tudor Room at the Royal York. The function was repeated in Montreal Monday of this week. In the top picture, at right, Alan Cockfield Brown helps himself to the chicken croquettes prepared especially, with show-up for the only man connected with radio who does not like the

succulent fish. Others in the picture, from left to right, sporting specially designed CKCW bibs, are Tom Quigley (Foster Agencies), Mike Haight (Tandy Advertising), Jim Knox (formerly H. N. Stovin), George Bertram (Swift Canadian), and Mark Napier (J. Walter Thompson).

Below, Freddie Lynds holds Lionel while he shakes claws with Fay Morrison (centre), from MacLaren Advertising, and Alberta Todd, who accompanied her husband, Bill, from the Stovin sales department.

Show Business Knows No Nationalities

"Loose talk" which has been circulating in New York regarding Canadian actors, writers and others employed by CBS, has been termed "un-American" by "Variety." "Show business knows as a familiar fact that talent is always global in origin," says the magazine. "In the circus, the roster of acts is recruited from Germany, France, Spain, England, Australia and China. Hollywood knows well British actors, Hungarian playwrights, French directors, Irish comedians, and so on. The concert and music worlds have the same experience. It would be sheer idiocy to dream of limiting talent to citizens of any one nation, and most of all to our own."

The controversy evidently reached its height when CBS hired Toronto's Fletcher Markle to direct the net work's hour-long Tuesday night dramatic show, "Studio One." The rumors also had it that CBS was being invaded by Canadians. CBS has shrugged off the idle chatter as "nonsensical and unworthy of dignifying." The network's view appears to be that quality of entertainment, rather than its source of nationality, is what it is interested in.

SALESMAN WANTED

Top-notch man for our Toronto office preferably with radio station or newspaper sales experience. Must be self-starter. Give full details in first letter.

HORACE N. STOVIN & CO.
Victory Building
TORONTO



Gremlins

At any radio station, the day's fanmail usually produces an odd assortment of letters. Nothing, however, could be quite as weird and wonderful as letters we have been receiving from a little gremlin, who signs himself "Chubby." This little chap seems to have difficulty with the shift-key of the typewriter he uses. The result is distinctive, if nothing else. For example:

may 17 1947

dear chum

i have dusted off the old television screen to keep an eye on chum 1050 on the dial

i see larry mann announcing larry's music shop every morning at ten the most incredible people appear on this program herkimer fuddle the postman who brings in the fanmail rodney the janitor a sinsiter character who heckles larry by banging the heating pipes and blames it on gremlins but we are innocent

horace staccato the educated rube who loves classics and lord cecil moregraft is the syncopated swingfan with the oxford accent.

this is really a clever show if you have a sense of humor make a date every morning at ten o'clock for larry's music shop chum 1050 on the dial

yours truly
chubby
the gremlin

We like Chubby's letters so much that we are running them in the radio columns of the Toronto Telegram every Wednesday and Saturday, as well as in Radio World and Radio Vision fan magazines. If we can get enough gremlins interested, our Elliott-Haynes will skyrocket for sure.



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

CKCR

ATCHENER

POTENTIAL COVERAGE
Primary Area - - - 168,917
Secondary Area - - - 149,380
Total Coverage - - - 318,297

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

— See —
WILLIAM WRIGHT
MONTREAL
Empire Life Bldg.
H.A. 7240
TORONTO
Victory Bldg.
AD. 8481

CKCR

CKCR CKCR CKC

HOW THEY STAND

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

| DAYTIME | | | EVENING | | |
|-----------------------|------|------|--------------------------|------|------|
| English | | | English | | |
| Happy Gang | 21.1 | -.4 | Charlie McCarthy | 39.1 | -3.4 |
| Ma Perkins | 19.1 | +.3 | Lux Radio Theatre | 39.0 | -.3 |
| Lucy Linton | 17.5 | +1.9 | Fibber McGee and Molly | 30.2 | -9.1 |
| Big Sister | 17.3 | -.3 | N.H.L. Hockey | 29.7 | +8.6 |
| Pepper Young | 17.2 | -.6 | Fred Allen | 29.6 | -1.5 |
| Life Can Be Beautiful | 16.0 | +7. | Ozzie and Harriet | 29.5 | -3.8 |
| Laura Limited | 16.3 | +1.3 | Amos 'N' Andy | 22.2 | -6.6 |
| Claire Wallace | 14.0 | -1.3 | Corliss Archer | 21.9 | -4.1 |
| George's Wife | 13.6 | +7. | Bob Hope | 20.3 | -2.6 |
| Road of Life | 13.4 | -.9 | Alb. of Familiar Mus. | 20.1 | -1.5 |
| French | | | French | | |
| Rue Principale | 29.2 | +1.3 | Un Homme et son Peche | 44.7 | -.1 |
| Jeunesse Doree | 28.3 | -2.0 | Metropole | 34.8 | -.3 |
| Joyeux Troubadours | 21.5 | -1.2 | Talents de chez nous | 34.7 | -1.6 |
| Tante Lucie | 19.4 | +1.7 | Radio Carabins | 34.0 | +.2 |
| Quelles Nouvelles | 18.4 | -1.0 | Enchant. dans le vivotir | 33.9 | -7.0 |
| Le Quart d'Heure | 13.9 | +1.6 | Nazaire et Barnabe | 33.4 | +2.7 |
| Courrier Confidences | 13.2 | +1. | Jouliette Beliveau | 33.1 | -2.5 |
| Madeleine et Pierre | 10.9 | -1.6 | Cafe Concert | 30.4 | -1.9 |
| The Platter Corner | 10.4 | new | Tourbillon de la Gaïete | 29.8 | -1.9 |
| | | | Theatre de chex nous | 29.1 | -.4 |

CHOK Sarnia

is now a Trans-Canada Network supplementary station. Trans-Canada Network advertisers may now add coverage of Western Ontario with a very small addition to their expenditure. Call NBS for rates and details.

CHOK SARNIA

5000 Watts Day 1000 Watts Night
1070 Kilocycles

Represented by:

NATIONAL BROADCAST SALES

Toronto:—2320 Bank of Commerce Bldg. Ad. 8895
Montreal:—106 Medical Arts Bldg. FI. 6388

State Enterprise Communistic

Socialist legislation introduced by the Ottawa government marks a definite trend under which leftist parties are encouraged to continue propaganda to influence public opinion in favor of setting up a Canadian government system which would abolish freedom and democracy, according to a recent address on CHEX, Peterborough, by Charles Stephenson, M.P., Durham County, Ont.

A dictatorial complex was brought about as a result of wartime government by Order In Council, said Stephenson, and the ministry now appears reluctant to return to parliament those powers taken from it during the war emergency. As an example, the speaker referred to radio in Canada. Original legislation called for a free Canadian system, he pointed out, but today's government is making it almost a state monopoly while the CBC is used as a government propaganda machine.

One difference between state and private enterprise can be seen in the government's housing projects. Houses built under the V.L.A. are faultily constructed at a cost of roughly \$7,000 which normally should cost from \$3,500 to \$4,000.

Stephenson concluded his address with a warning to beware of the Communist menace. Communism, he said, in the final analysis is only socialism in a hurry. "I appeal to all Canadians," he said, "who believe in freedom to exert themselves in order that we may get back on the straight road to democracy and free enterprise, for which principles Canada has fought two wars in our generation and for which so many young Canadians laid down their lives."



BOB BUSS SAYS:

"Do you suppose Dick Lewis is any relative to John L., the eyebrow man? He should be and then only one family will be speed."

LICENSE FLEECE

We have been wondering whether the CBC's spending on "press and information," which last year tallied \$145,183.75, will this year include the cost of outdoor and street-car vending, match folders, free cigarette lighters, and other mis-spending of public funds to attract advertisers and advertisers to "by actual survey Toronto least listened to station."

ENGLISH HUMOR

"During the recent shortage in Great Britain a great many programs were prepared but not broadcast. This will be up for the large number of programs which were presented with the process."

LESS GARSIDE

Les Garside explained that the King Edward gave him room 530 for a 5.30 party May 9, special dispensation for dispensation.

QUICK WATSON —!

To John L. Watson's comment in SATURDAY NIGHT that CBC is not perfect, such other indispensable institutions as marriage, the Ontario government," we might say John L. Watson and SATURDAY NIGHT.

OLE MAN VOLGA

Is the CBC to let singer Paul Robeson win on his last visit to Canada? He told the network that "I say that you do not like socialism is to say that you do not like Britain, and or Sweden," offer some other political opinion when he goes on the radio."

TIME MARCHES ON

It is understood that the CAB's "Compendium Radio Week in Canada" called for May 18-22 will definitely be completed by May 26.

MOVE OVER, BARNUM!

This, in case you are interested, writes "thirty" the one hundredth issue of Canadian Broadcaster which only goes to show you can fool some people -- (oh hell, you wish it; we're going to a drink!)

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

REACH THIS RICH MARKET

through **CKNW**
NEW WESTMINSTER, B.C.

BRITISH COLUMBIA - A MAJOR CANADIAN MARKET

**BRITISH COLUMBIANS ARE
RADIO CONSCIOUS!**

Fact No. 9:

Better than six points above the national average! That's the radio ownership story in this great Pacific Coast Province . . . a story that bears out the fact that British Columbians are radio conscious. To sell your product or your service, use the medium that truly reaches the majority of the people all of the time. Radio does the job!

*You're not selling
Canada
unless you cover
British Columbia
by **RADIO***

SPONSORED BY THESE INDEPENDENT STATIONS OF BRITISH COLUMBIA

Chilliwack • Kamloops • Kelowna • Nelson • New Westminster
CHWK CFJC CKOV CKLN CKNW

Prince George • Trail • Vancouver • Victoria
CKPG CJAT CJOR CKMO CKWX CJVI



What is

A DOLLAR'S WORTH OF LISTENERS?

$$\frac{\text{Possible Audience}}{\text{Time Cost}} = \frac{\text{Listeners}}{\text{per Dollar}}$$

ON CFRB THE ANSWER IS...

- 2,795 radio homes after 7 p.m.
- 3,475 " " between 6-7 p.m.
- 5,195 " " at other times
- ... for every dollar!

You get your dollar's worth on CFRB . . . and more! Figures apart, the advertisers who, year after year, have *stayed* with CFRB give you the final answer . . . they stay because they get results!

That's the picture: on CFRB, you reach *more* radio homes . . . *more* prospects for your product . . . than on any other Toronto station.

CFRB

TORONTO

REPRESENTATIVES:

UNITED STATES

Adam J. Young, Jr. Incorporated

CANADA

All-Canada Radio Facilities Limited

Has the Ear of Ontario!