

For Distinguished Service
TO CANADIAN RADIO
1044
Beaver Award
February 1st 1945

Introducing THE WINNERS

- 1.—York Knitting Mills Ltd. (Sponsorship). Left to right, Rex Battle, J. D. Woods, Claire Gagnier, Jane Harkness, Evelyn Gould, Hugh H. Lawson, John Adaskin.
 - 2.—Alys Robi (Singing)
 - 3.—Alex McKee (Acting)
 - 4.—C. M. Pasmore (Agency Production)
 - 5.—Ernie and Kay Edge (Writing)
 - 6.—Andrew Allan, producer of "Stage 44", now "Stage 45" (Talent Opportunities)
 - 7.—Paul L'Anglais (Production)
 - 8.—Mart Kenney & His Western Gentlemen (Popular Music)
 - 9.—Grace Matthews (Acting)
 - 10.—Foster Hewitt (Sports Broadcasting)
 - 11.—Stan Francis (Master of Ceremonies)
 - 12.—W. T. Cruikshank, station CKNX, Wingham. (Community Service)
 - 13.—Jack Fuller (Announcing)
 - 14.—Wells Ritchie (Public Relations)
 - 15.—Jean Penny and Ralph Kuyle (Initiative)
 - 16.—"The Happy Gang" (Programs)
- Full Citations on Page Five



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SO! You Know Your Radio Terms?

Alright — What's A Delayed Broadcast?

A program recorded off the line during actual broadcast, and played at a later hour when station schedule permits.

A Transcribed Program?

An original program recorded for broadcast at some later date.

A Wax Network?

A group of stations carrying the same transcribed material simultaneously.

A Recorded Feature?

A series of radio programs prepared in advance, recorded, and sold as a unit in various markets for the exclusive use of an individual sponsor in each market.

All-Canada RECORDED FEATURES

*deliver your message...sell your product
in any market...at any time*

For over nine years All-Canada Recorded Features have been giving service to National, Regional and Local Advertisers. Here are just a few of our most successful programs:

The Green Hornet
The Lone Ranger
Superman
In His Steps

Blackstone The Magician
Sam Adams
Songs of Good Cheer
Calling All Cars

House of Dreams
Modern Romances
Academy Award

Liberty Short Short Stories
It Takes a Woman
The Cavalcade of Drama

Get in touch with All-Canada! No matter what your product our All-Canada repertoire of Recorded Features will provide a suitable tie-up—designed to send your sales soaring. Our Dominion-wide experience in producing successful sales campaigns is at your service.



ALL-CANADA RADIO FACILITIES *Limited*

MONTREAL

TORONTO

WINNIPEG

CALGARY

VANCOUVER

EDITORIAL

"We Stand On Guard For Thee"

There are many people in Canada who earnestly believe that our country should have its own flag. Personally we subscribe whole-heartedly to this view, but suggest that the first requisite is the establishment of a national Canadian identity and individuality over which this flag could be unfurled.

We can hear the snorts of rage against this Englishman which these words will inspire. But we respectfully submit that a person born in the British Isles, who has established Canadian citizenship, may easily be as great a Canadian patriot as a "native son" who is a Canadian because of the fact that he was born here, a circumstance over which he will surely admit he had no control.

Culture is measured in terms of the arts, and native Canadian art — at least in the English language — is conspicuous by its absence with one exception. While generally speaking we defy you to name any one truly Canadian thing which we can look at, listen to, or read, it is a fact that Canadian radio has produced over the past decade or two a goodly handful of "artists" in various fields who have created something Canadian. Unfortunately Canada lacked the discernment or the enterprise to recognize what she had, until these "artists", feeling they had reached the ultimate in their own country, sought new fields to conquer south of the friendly border.

Repetition is monotonous, but at times effective. We have pointed out before that there are several radio people who one Friday were received in Canada with mediocre enthusiasm, and the next Tuesday were headliners in the United States.

No argument can be presented which can convince anyone that the act of crossing the border improved these "artists" talents. It is apparent beyond dispute that these people needed only the power of publicity to put them over the top, and they would have been foolish had they passed up the opportunities that were presented to them.

With Canadian radio operating partly under a government system, which makes it evident that it is contrary to its policy to risk having a performer eclipse the broadcasting system in importance, and the other half so ham-strung by the government system that it scarcely dare open its mouth, there seems little hope that Canadian radio will ever contribute any more to the establishment of a Canadian identity on the air than it has done in the past, unless these same "artists" shake themselves out of their current state of manpower-shortage-inspired lethargy.

Talent is not going to find a CBC eager to encourage them in their efforts to publicize themselves. An enormous amount of energy and ingenuity will have to be expended by the artists, before they can force talent employers to use their services in response to genuine public demand. But when they have attained this enviable position, they will have in their hands a weapon to insure their future earnings which will be so much more effective than the current "gun-at-your-head" tactics of the talent unions, that they will wonder what wakened them.

By the establishment of its annual "Beaver Awards for Distinguished Service to Canadian Radio", this paper has demonstrated its eagerness to help Canadian talent develop itself for the good of Canadian radio and Canada in general. That's all ladies and gentlemen. Faites vos jeux!

Richard S. Lewis

Editor

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Hamilton Market

Represented by
CHML

900 REC.

Sounding Board

Frank Chamberlain's Radio Column in the Robert Simpson Company's advertisement in the Globe & Mail for February 2nd had this to say about the Canadian Broadcaster Beaver Awards:

"Dick Lewis may have gone away out on a limb in taking personal responsibility for naming 17 radio personalities deserving of a "Beaver Award" for 1944 services to radio, but none will disagree that Lewis deserves credit for attempting to bring recognition to Canadian radio artists.

"There are much better methods of making awards, however. In the first place the only people really qualified to judge the performance of radio artists are the listeners. But if awards are to be given sponsors and others behind the scenes of radio, a panel of adjudicators would be better qualified to judge.

"Without detracting from the merits of those winners of the Beaver Awards for 1944, we don't see how these talented artists (and many others) can be ignored: Bert Niosi, Horace Lapp, Elwood Glover, Lorne Greene, Gabrielle, Nancy Douglas, J. Frank Willis, Grace Webster, Babs Hitchman, Budd Knapp, John Drainie, Fletcher Markle, Bernhard Braden, Frank Peddie, Allan Savage, Cecelia Long (for publicity on the Victory Loan) Samuel Hersenhoren, Ernest Seitz, Howard Cable, Claire Wallace, Joan Baird, Earl Cameron, Paul Sherman, Jack Dennett—where are you going to stop?

"How can you ignore the fact that "Treasure Trail" has held the highest audience rating for several years . . . and how can you leave out Kate Aitken, one of the most popular broadcasters in Toronto? Certainly "Musie for Canadians" has been one of the outstanding programs of 1944."

Greetings

To all who attend the CAB Convention at Quebec City.

CJIC

Sault Ste. Marie
Ontario

Representative

J. L. ALEXANDER

Toronto

Montreal

Recognition!



"The best evidence of merit is a cordial recognition of it, whenever and wherever it may be found"

THANKS A MILLION

Duophonic Recordings

DOMINION BROADCASTING COMPANY
4 ALBERT ST. TORONTO

Ever hear of Jean Lalonde?



...He's the "Bing Crosby" of
3,000,000 French Canadians

French radio—like French Canada—is a world unto itself. In Quebec it's the golden voice of JEAN LALONDE, CKAC star, that unlocks the hearts of sentimental gals and grown-ups . . .

And just as surely does CKAC unlock this great \$600,000,000 market for advertisers. Radio is the French-Canadian national recreation. All-time listenership records have been hung up by CKAC evening programs. Here's where you really get family coverage!

Plan your approach to the highly individualistic French-Canadian market through CKAC. There's a mine of native talent to build a program tailored to your needs and budget. Latest information gladly supplied.

CKAC

COLUMBIA
BROADCASTING SYSTEM
MONTREAL

Representatives

Canada: C. W. Wright, Victory Building, Toronto, Ontario.

United States: Adam J. Young Jr. Inc.

Post War Television Provides New Employment

With a prediction that television may offer more employment in the post-war period than sound broadcasting did after the last war, Niles Trammell, president of NBC, says that it is the most effective means of mass communication ever created.

Mr. Trammell asserted in a recent talk that the new medium is the most significant of the new industries that will be ready to be launched after the war.

"Once it is introduced in the United States on a national scale, television will provide employment for many thousands of men and women and for many millions of dollars of capital," he said. "Both as a service to the public and as an avenue of employment, the significance of television is enhanced by the fact that it does not displace or replace older services or jobs. It is unique and different from anything else in existence.

"The victory of the Allied nations and the return of peace will not find radio broadcasters settling back into the comfortable position of picking up their old pre-war routine and carrying on right where they left off when the war began," Mr. Trammell said. "There are on the horizon for broadcasters in the post-war period new and revolutionary tasks and opportunities, created by the continuous forward progress of radio science."

Bienvenue

A greeting to

The people who

Are here on work

or pleasure bent,

To hear of rates

And open dates,

And also Broadcast

Measurement!

That every one

Have lots of fun,

And wake up like a daisy,

And when you're tired

Return inspired,

Is wished by CKAC.

CKAC

COLUMBIA BROADCASTING SYSTEM
MONTREAL

Representatives—Canada

C. W. Wright, Victory Building, Toronto, Ont.

United States:

Adam J. Young Jr., Inc.



Praeludium: Thanks for the wonderful way our column was accepted — got a few letters. One pointed out that Bert Niosi was at the Palais Royale rather than other place mentioned — sorry, please. The editor is satisfied too—he's very seriously considering repaying us for street-car tickets used . . .

Con Fuoco: Quite often, radio producers take it upon themselves to address musicians and express their personal dissatisfactions upon the general comportment of the orchestra. It is about time that the musician did something about it. A radio station claims no influence upon the producer as to what conductor he will appoint to wield the baton and the producer, once he has made his choice, should rely upon that conductor for the choice of musicians and for the result of the program. The capable conductor gets respect from his musicians but not when he allows the producer to pour his venom on them. By doing so, the producer shows utter disregard for the leader's ability and the musicians cannot but feel that they are being disdained. As we have pointed out, it takes at least ten years for the average musician to venture into radio. Many producers have done it by kangaroo leaps.

Scherzo: While playing chess with Lew Lewis (ace tenorist) the other day, we remarked that his face would never win a beauty contest; to which he quipped: "A Beauty Contest? Why, Salvador Dali is trying to persuade me to ditch my sax and spend all my time posing for him".

Sinfonietta: Arthur Fiedler, scheduled to conduct Pop Toronto Simf Concert on March 9th; Jesus Maria san Roma to play Grieg Concerto on same . . . Jack Norton, ex-Torontonian, now busiest concertmaster in Montreal . . . Cameron Howard and Paul Hebert both conducting their own programs in Ottawa; played many shows with them both when in Montreal . . . Frank Ciccone's spaghetti joint-de-luxe, where all the Toronto boys hang out, is now also open for lunch. (Make mine with meat balls) . . . Gilbert D'Arise to be host to CAB convention in Quebec City this month. He's the band leader in Jacques Cartier room of famous Chateau Frontenac.

Si Pao? What's happened to the score for that Frederic March picture which Lou Applebaum, of the National Film Board, went to Hollywood to write? . . . Is it true the musical director of that new radio station owned by Arthur Dupont, formerly head of commercial department of CBM in Montreal, will be Andre Durioux?

Marziale: John Wayne, Frank Shuster, Jimmy Shields, Jim Cooke, Vic Duerro of the Canadian Army Show, Overseas unit, are home. We'll bet they're happy.

Suite: Don Miguel — maestro of CJBC's Latin-American Serenade fines all his musicians for the first mistake of the program (if any) — cokes for all. Of all people, Bert Niosi was the first offender . . . Roy Locksley, ex-musical director of CFRB, is now conducting in Winnipeg over CKY . . . Stan Wilson, great guitarist, is badly hit by the flu . . . Howard Higgins, comico-musico-clarinetist on *The Little Revue*, (8.30 — Wednesdays — CJBC) is also maestro of Nabob's five-a-week happy quintet from Montreal.

Coda: We're still blushing at Andrew Allan's introductory remarks on the new Purity Flour Show (*This Is Our Canada*) when he said: "The music will be composed and conducted by Lucio Agostini, which is the same as marking 'Sterling' on silver."

Note to Dick Lewis: "Maybe you'd better cut this.—L. A."

Note to Lucio Agostini: "We have to fill out the column somehow.—D. L."

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Editor: RICHARD G. LEWIS

Art Editor: GREY HARKLEY

Production Manager: ARTHUR C. BENSON

For Distinguished Service To Canadian Radio

Popular Music

● **MART KENNEY & HIS WESTERN GENTLEMEN** "This band has travelled over 50,000 miles back and forth across Canada with 'Victory Parade', sponsored by the Coca-Cola Company of Canada Ltd., to play, for Canadian listeners, from camps of the Canadian armed forces. This all-Canadian band has won itself fame for its individual and distinctive stylings in the popular music field."

Writing

● **ERNIE & KAY EDGE** "They have carried the partnership of marriage into their daily work, and combine to furnish Canadian actors with Canadian material for Canadian programs. They create human manuscripts with a nationally Canadian flavor, and their top-rating day-time program "Soldier's Wife", as well as Borden's "Canadian Cavalcade" testify to their skill and craftsmanship in this least heard-of field—writing."

Acting

● **GRACE MATTHEWS** "Leading Lady of Canadian Radio, she has probably starred in more dramatic programs than any other Canadian actress, and has earned a warm spot in the hearts of both listeners and producers for her ability to understand the characterizations she is called upon to make, and her intense sincerity in their portrayal."

Announcing

● **JACK FULLER** "He has given radio his effervescent personality and his great ability to transmit his announcements over the air with enthusiasm and sincerity, which makes him a valuable component of Canadian radio."

Sponsorship

● **YORK KNITTING MILLS LTD.** "Sponsors of the program "Singing Stars of To-morrow", this company, in co-operation with their advertising agency, Cockfield Brown & Co. Ltd., and their producers, John Adaskin Productions, has been responsible for the discovery of talented girls the length and breadth of the Dominion. They are given the opportunity to sing on a national program, and, when they are judged to excel, they are furnished with scholarships to enable them to pursue their vocal studies still further."

The following are the citations for the Canadian Broadcaster's Beaver Awards, presented at a dinner of the Radio Executives' Club of Toronto over Borden's Canadian Cavalcade, Thursday, February 1st. Awards, which will be made annually, are for distinguished service to Canadian radio during the past year, winners to be selected from Canadians who are still professionally engaged in Canadian radio at the time the awards are made.

Agency Promotion

● **C. M. PASMORE** "Countless brother advertising men, in their early days, find a patient, generous and understanding counsellor in this executive of the MacLaren Advertising Co. Ltd. His years of experience, his craftsmanship and his tireless energy in the service of his sponsor, Imperial Oil Ltd., are largely responsible for the international popularity of "Hockey Night in Canada". A special mention is made in connection with the arduous task of condensing and recording each broadcast for transmission overseas the following morning, for the benefit of Canadian and American members of the armed forces the world over."

Initiative

● **JEAN PENNY** "Through her initiative, in co-operation with Ralph Kuyle, 16 year old CBC copy clerk, this junior editor at the Toronto studios of the CBC, faced the elements in order to get to work during the storm emergency of December 12th, 1944, and helped keep listeners informed during the emergency. She and Ralph Kuyle are selected for citation as being representative of those who were on the job to help keep radio on the air when it was most needed."

Initiative

● **RALPH KUYLE** "Through his initiative, in co-operation with Jean Penny, CBC Junior News Editor, this 16-year-old copy Clerk at the Toronto studios of the CBC, faced the elements in order to get to work during the storm emergency of December 12th, 1944, and helped keep listeners informed during the emergency. He and Jean Penny are selected for citation as being representative of those who were on the job to help keep radio on the air when it was most needed."

Programs

● **"THE HAPPY GANG"** "For nearly 8 years 'The Happy Gang' has shone out as a noontime program, cheery and tuneful, to brighten the daytime hours of those who are working at home, or confined to home or hospital through sickness, with the companionship of laughter on a pleasing background of music. This program, and its sponsor, Colgate-Palmolive Peet Co., Ltd., are helping materially in the cause of Victory with their continued broadcasting of palatable publicity for the various war agencies."

Talent Opportunities

● **"STAGE 44"** "This CBC sustaining program came into being to give Canadian radio a vehicle for experimental drama and under the direction of Andrew Allan, both as 'Stage 44' and 'Stage 45', it affords Canadian writers, Canadian actors and Canadian musicians an opportunity for the development of new techniques in broadcasting."

Production

● **PAUL L'ANGLAIS** "As the producer of the French 'Lux Radio Theatre' and many other leading French language commercial programs, with his profound knowledge of the radio craft and his deep understanding of his fellow 'Canadiens', he has, without the guide-posts of established tradition, helped materially to build up a nationally Canadian radio in the French language."

Public Relations

● **G. WELLS RITCHIE** "As supervisor of press and information for the Canadian Broadcasting Corporation, he is charged with the difficult task of keeping Canada informed as the CBC's 'Information Window'. His willingness to co-operate in supplying information, whatever its nature, wins friends for radio and friends for Ritchie."

Community Service

● **STATION CKNX, WINGHAM** "Authorized as a commercial station in April 1936, CKNX (formerly 10BP) has successfully made itself "The Ontario Farm Station" to all in reach of its 1000 watt signal. As long ago as 1928, W. T. Cruikshank had lines installed in all Wingham churches, in the Town Hall and the Arena, and was bringing talent as far as 50 miles to entertain over his amateur station. Today, wartime activities, community functions such as fairs, etc., and above all local talent, are "must material" on his station, and recently he signed a 5-year lease on the Wingham Arena, to keep local interest alive in sport while those who were once active leaders in this field are serving in the armed forces."

Master of Ceremonies

● **STAN FRANCIS** "Radio's One-Man Variety Program, he contradicts the hackneyed cliché that Canada has no comedians, by his untiring devotion to his chosen career in the serious business of being funny."

Singing

● **ALYS ROBI** "Her laughing voice is the embodiment of happiness, and her gaiety endears her to her audiences, whether she is singing to Canadian radio listeners or to members of the armed forces. Whatever she sings, she enjoys singing it, and makes others enjoy it with her."

Acting

● **ALEX MCKEE** "Without him the cast for a play is seldom considered complete, though his identity is usually cloaked behind the countless characters he portrays; he is Canada's most useful radio actor. He brought to radio his years of experience on the legitimate stage, and to these he has now added countless performances from octogenarians to teen-aged boys, Frenchmen, Germans, Chinamen; he is perhaps best known for his characterization of Adolf Hitler."

Sports Broadcasting

● **FOSTER HEWITT** "Through his Imperial Oil broadcasts, professional hockey has gained its international popularity; his voice of dynamite keeps radio interest alive in Canada, in the United States, and in all the theatres of war, in Canada's national sport."

There are DEFINITE REASONS Why

122 National Advertisers*

used the facilities of

CFNB

Fredericton

during

1944

RESULTS

determine the success of any advertising campaign, and national advertisers are assured both *satisfaction* and *results* when they use the facilities of New Brunswick's foremost and up-to-date Radio Station.

CFNB
Fredericton

**Detailed List with our
National Representatives.*

CFNB
FREDERICTON N.B.

**ASK THE ALL-CANADA MAN
OR WEED & CO. — U.S.A.**

"quotes"

It is vital that regulations for political broadcasting over the national networks should be absolutely fair and impartial. Otherwise freedom of speech as represented by the radio disappears. The governors of the CBC have drafted rules and regulations which on principle are just to all parties. These were approved by the last House of Commons Radio Committee which represents all parties. If Col. Drew had a complaint it should not be made to Dr. Frigon, but should be made to the CBC board of governors and, if desired, to the House of Commons Committee which in its last report recommended that the plan for political broadcasting be given a trial and that "if after a year's trial it proves to be unsatisfactory it be further revised."

—London Free Press

"30"

If a sufficient number of people feel that a Sunday religious broadcast is desirable they should make their opinion known to the CBC, which could arrange regional services. In some ways this might be better than a broadcast of a church service. There are very few programs of any kind which are able to command the attention of a listening audience for a full hour, and few churches are successful in this respect. A well-arranged half-hour program of choral singing, prayers, readings and a brief address might be much more effective.

—Peterboro Examiner

"30"

It is not unreasonable to suggest that this question of "horror" broadcasts should long ago have been dealt with by the CBC. But so long as no fuss was made, nothing drastic was done. There are other phases of broadcasting in Canada that could do with study and decisive action.

—Ottawa Citizen

"30"

The Canadian Broadcasting Corporation beset by sundry womens and other organization, is to take action soon on mystery and horror programs. A lot of people will be pleased to know that the matter is being considered. Any way you look at it, these thrillers are of doubtful educational value, and aren't doing any good to our children — who, it must be admitted — just love to hear them. So do a lot of adults. The point is, we think, that there is enough horror coming over the air waves these days with resultant affection of nervous systems. The war news, good, bad or indifferent is hard enough on young and adult alike, without having blood pressure shot up by illustrating "ten easy lessons in murder."

—Swift Current Sun

"30"

Dealing with the request of the Canadian Broadcasting Corporation to privately-owned radio station that the latter discontinue "horror" dramas, this newspaper ventured the comment that weird thrillers were welcomed by many listeners and, at any rate, were not as objectionable as some other program features. It was also remarked that the simplest remedy in the hands of those disliking hair-raising playlets would be to switch to some other station.

—Brantford Expositor

"30"

This censorship of speeches of public men by a bureaucrat in Ottawa is not only intolerable in a country where free speech is supposed to prevail, but it is open to the gravest partisan abuse. . . . Free speech is not a possession to be choked or nourished at the whim of a CBC bureaucrat who whenever challenged, takes refuge behind a regulation of the Board of Governors. It is their responsibility to put an end to the practice by discarding the restriction entirely.

—Toronto Evening Telegram

Equipment Freeze Halts New Stations

Several new stations which were about to go on the air, and 39 existing stations, authorized to make power increases, have had their progress brought temporarily to a halt by the freeze order imposed on the building of new stations and the purchase of new broadcasting equipment by the Department of Munitions and Supply, because of the shortage of certain materials needed for the prosecution of the war.

The opening of one station, CHUM, Toronto, was halted when its transmitter was all packed, ready for shipment, by Western Electric.

"It is not the policy of the Construction Control", one official said, "to permit the building of new radio stations at the present time. This also applies to such constructions as theatres and opera houses"

Any equipment the supply houses have in stock is frozen, and the halt in radio station construction in the United States has been a contributing factor though not directly related to the halt in Canada. Any custom-built American radio station equipment for Canada must be brought into this country under a priority, and priorities are only granted by the Munitions & Supply Department under "unusual circumstances".

CKNW LEADS

All the Way!

(according to E.H.)

MORNING

8 a.m.-1 p.m.

CKNW New Westminister **44%**

Station "A" Vancouver.....17%

Station "B" Vancouver19%

Station "C" Vancouver 2%

AFTERNOON

1 p.m.-6 p.m.

CKNW New Westminister **32%**

Station "A" Vancouver21%

Station "B" Vancouver 9%

Station "C" Vancouver 8%

EVENING

6 p.m.-10 p.m.

CKNW New Westminister **27%**

Station "A" Vancouver14%

Station "B" Vancouver10%

Station "C" Vancouver14%

CKNW

NEW WESTMINSTER, B. C.

B.C.'s Third Largest City

The More We Are Together

by Richard G. Lewis

(Reprinted from Canadian Radio Data Book, 1944)

"Jack Spratt could eat no fat; his wife could eat no lean . . ." Remember? The old nursery rhyme seems to form the basis for an ideal — no, ideals are impractical, so let's say an idea — for the betterment of broadcasting and all its adherent industries. Further, it would even benefit radio's forgotten man, the listener!

Whatever the station owners and the set manufacturers think of one another, it is a simple mathematical fact that the best programs would be just talking to themselves without the engineering perfection of the receiving sets, which enable them to be heard by the listening public. Conversely, the most elaborate and technically perfect receiver can be, at best, but an ornamental piece of furniture without the programs it is designed to bring into listeners' homes.

All this is completely obvious, but the radio (manufacturing) industry has something else in common with the radio (broadcasting) industry, or at least the greater part of it, for 78 of Canada's 90 broadcasting stations, including only those actually broadcasting, operate as spokes in the wheel of private enterprise, as do the great institutions that first pioneered, and today continue to render yeoman service in the manufacturing field for the growth of the world's number one medium of communication, information and entertainment, the radio.

Frequency Modulation and television are looming up as immediate prospects, but the Canadian Broadcasting Corporation is unwilling or unable to grant commercial licenses. In a recent statement, Dr. Augustin Frigon, general manager of the CBC, is quoted as saying that the CBC has received applications for sixty commercial fre-

quency modulation stations, but that the authority for licensing the station rests with the government, with the CBC acting only in an advisory capacity. In the same interview he also said, speaking of television, ". . . we don't want to stampede or be stampeded into the field."

The story of radio, an industry that has grown to man's estate in a little over twenty-two years, is a tribute to free business, operating in a healthy atmosphere of competition.

In so far as the manufacturing end of the business is concerned, this statement needs no amplification, for the public has benefited from all the new developments in the business of set building, by simple virtue of the fact that it has been necessary for every manufacturer to keep up with the improvements introduced by his competitors, or fold his tents.

The broadcasting picture is a little different.

Way back in May, 1922, the "Calgary Herald" opened station CJCG. While this station lived only one year, its beginning was the start of a series of adventures, and adventures they certainly were, in which commercial individuals and organizations started along the long road of experimentation which has led radio to its high place in the roster of industry.

It was in 1931 that the government's system of nationalized or quasi-nationalized radio came into the picture, and it has to be admitted that coming into being as it did, after the initial struggle was over, or at least well under way, it has derived considerably more benefit from the early struggles of the "pioneers" than it has contributed to their continued well-being.

The result of the government's control over all broadcasting is that the two major developments of frequency modulation and television, in so far as either the broadcasting or the manufacturing segments of the radio business are concerned, are wallowing in the mire of bureaucracy, while all the engineering resources of the United States, and all the American broadcasters, welded together with the indissoluble link of business competition, are racing to get a head start on each other in these developments which are going to revolutionize radio from all angles.

This article should in no sense be interpreted as an attack on the CBC which, by virtue of its relationship to government cannot step out with the aggression which is the life-blood of competitive business, and is even shackled to the point where, on the general manager's own admission, it cannot even grant private broadcasters the right to do so. It is intended rather as a spur to the radio industry proper, both the sending and receiving ends, to combine their resources and their intelligence.

SHOW BUSINESS by Geo. A. Taggart

"WHO is Helen O'Connor?"

THAT direct question from an agency man last week sort of made my eyes pop.

HERE I'd been calmly assuming that most of the leading men in radio knew that "O'Connor" is one of the brightest gals in Canadian radio today . . . and that she works for me.

YOU see I'd been sitting around talking shop with some of the boys over a cup of coffee . . . and I guess I must have got to boasting a bit about the grand people who make up our staff down at 165 Yonge Street . . . when this agency man's question stopped me short.

OF course, a lot of you know "O'Connor" already . . . but to those of you who don't, just let me say that she is pleasant, efficient and knows her job. She has had a broad agency and general business training. She knows how to deal with people . . . and how to handle talent . . . which is just one of the reasons why we feel we get more dollar per dollar value for our clients.

SO, make a note of the name.

HELEN O'CONNOR knows radio . . . knows show business . . . knows how to "get things done" . . . something we pride ourselves in down at our place.

P.S.—No use offering her a job, fellas. Says she won't work anywhere else. She likes it here.

165 Yonge Street, Toronto
ADelaide 8784

Without too deep a knowledge of the business to be transacted, this "free-lancer" hopes the 1945 CAB Convention will mark another milestone in the progress of our great industry

STU KENNEY
TORONTO
HUDSON 2253

CKCO
OTTAWA

A *Wright* STATION

A Successful Radio Campaign requires:

1. A good market
2. A Radio minded population
3. A station that will deliver the audience.

Ottawa is a good market—has an exceptionally high percentage of sets turned on—and CKCO will reach them for you.

WILLIAM WRIGHT
Victory Bldg.

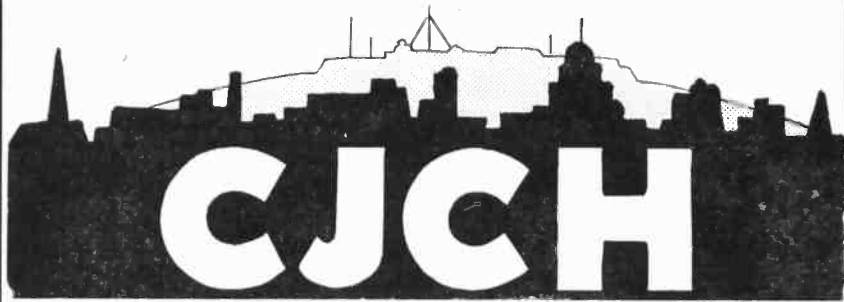
AD. 8481

A Word to the Wise!

THE Canadian Association of Broadcasters' Convention, held this year at the Chateau Frontenac, in colorful Quebec, the scene of world-famous, history-making conferences, will again iron out many problems in the broadcasting industry.

New problems arise from day to day to be met and overcome. If the Halifax-Dartmouth area is your problem, let us help you cope with it, help you change it from a problem to a profit.

100 watts today 1320 on the dial 1000 watts tomorrow



"The Friendly Voice of Halifax"

Representatives: NATIONAL BROADCAST SALES, TORONTO, MONTREAL
JOSEPH HERSHEY MCGILLVRA, NEW YORK CITY, U.S.A.

audiodiscs the Perfect Recording Blank

PURITY OF COATING: No surface or concealed dirt, grit, mottling, lint, streaks, whorls, "orange peel" scratches, oiliness, ripples, wrinkles or unpleasant odor.

PROPERTIES OF COATING: Absolutely smooth uniform density and thickness, without pits which pop and click; soft enough to cut; hard enough to retain good tonal values; and does not deteriorate with age.

GROOVES are glossy, which means playbacks without surface noise. **THREAD** curls in one piece and is static free. **PLAYBACK**, whether at once, next month, or next year, is 100%. **PROCESSING** gives fine results whether silvered or sputtered.

DISTRIBUTED BY **RCA Victor**  Symbol of Quality since 1898

RCA VICTOR COMPANY LIMITED
Halifax Montreal Ottawa Toronto
Winnipeg Calgary Vancouver

The Only National Distributor of Audioclips in Canada

BBM Presents Finished Reports

Presentations of finished BBM (Bureau of Broadcast Measurement) reports were made to Bureau members from radio stations, agencies, advertisers and radio representatives last week, at well attended luncheons in Toronto and Montreal.

In his introductory remarks, L. E. Phenner, BBM president, pointed out that the BBM has been conceived by the radio station people themselves, and was not "a baby of time-buyers and agencies."

The BBM, Phenner emphasized, is a method of coverage measurement which is definitely comparative, affording time-buyers an opportunity of comparing the coverage claims of stations *on the same basis*, which should be regarded as fair to everyone.

Membership to date, he told his audience, includes 49 radio stations, being 50% of all stations or 65% of total hourly rate, 42 advertising agencies, 37 national advertisers and 7 radio representatives.

"The agencies feel that the radio honey-moon is over", said Adrian Head, agency representative on the BBM Board. "In the past," he continued there have been too many guessing games as compared with the statistical information forthcoming from competing media".

He suggested that the past hit-and-miss days of coverage *estimation* have been too speculative for the smaller advertisers, who have had no way of correlating radio facts with other selling data.

"Stations have been spending a great deal of money on research, individually", he continued, "but the research that has been done in the past has been station promotion in research clothing, and, because it has been undertaken by individual stations, it has afforded time buyers no chance of making comparisons between competing stations, or with competing media, using a common yardstick".

Pointing out that station owners, advertisers and their agencies are all equally concerned with the results, the speaker listed the six

prime "high-spots" of the BBM principle, as follows:

- (1) *Impartiality*. Data must be above suspicion on the part of the time-buyer.
- (2) *Standardization* to make time buyer's job easier.
- (3) *Simplicity* as an encouragement to radio users.
- (4) *Correlation* to other marketing facts relating to other media.
- (5) *Flexibility* to facilitate practical application of statistics.
- (6) *Accuracy* to the highest possible degree.

Walter Elliott, president of Elliott-Haynes Ltd., retained by the BBM as research counsel, described the mechanics of the mail survey system employed in gathering BBM information from 216 counties and census divisions from coast to coast.

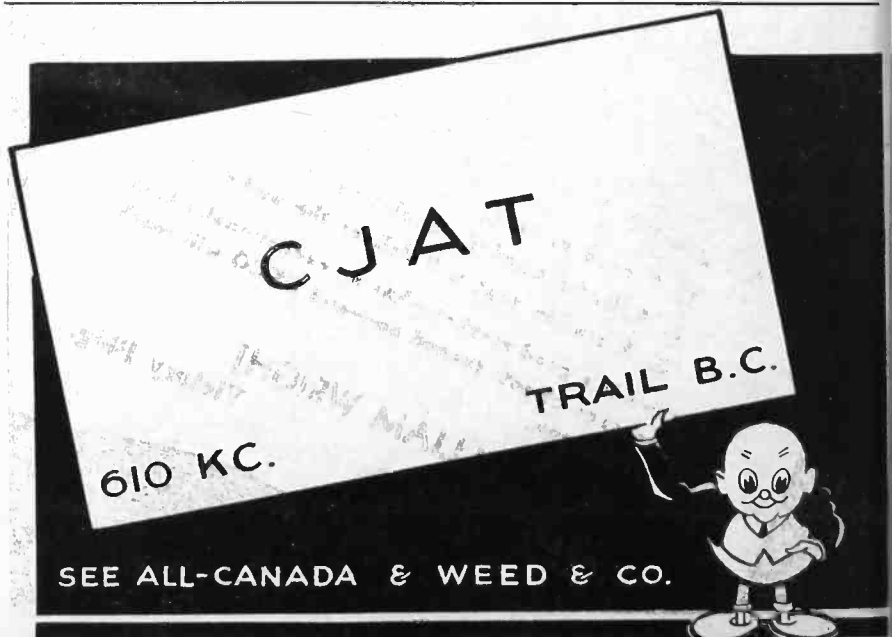
Discussing the series of mailing pieces used to accumulate the information, he told the meetings that they bring in replies from 73 to 75% of the original mailing list, starting with 50 to 55% from the first two mailings. It is necessary to continue mailing to the same list, he explained, since if the information was based on the initial letter, the opinions of enthusiastic fans and cranks would have too much bearing on the final results.

"BBM figures", he said "represent the station's 'coverage penetration', being the percentage of radio homes which potentially can be reached effectively by a given radio broadcasting stations".

Time has been set aside at the CAB Convention on the afternoon of February 12th for an open meeting to discuss the activities of the BBM, and this will be followed by a closed meeting for the election of officers and other business of the Bureau.

Next Issue February 24

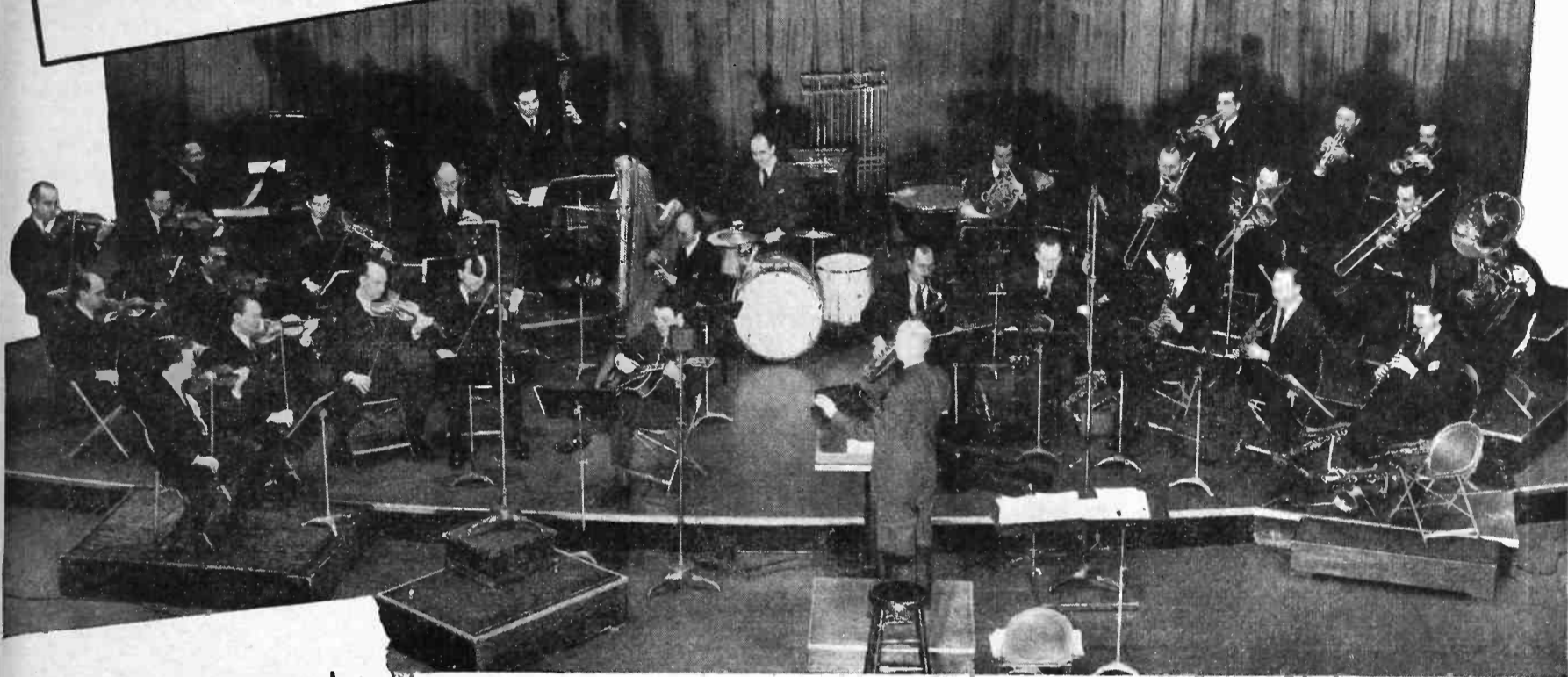
(ADVERTISING COPY DUE)



CJAT
610 KC.
TRAIL B.C.

SEE ALL-CANADA & WEED & CO.

The Music of Manhattan



The Music of Manhattan and other NBC Thesaurus features are available for local sponsorship through these subscriber stations:

- CKX..... Brandon, Manitoba
- CFAC..... Calgary, Alberta
- CJCA..... Edmonton, Alberta
- CKPR..... Fort William, Ontario
- CFNB..... Fredericton, N. B.
- CHNS..... Halifax, Nova Scotia
- CKOC..... Hamilton, Ontario
- CKCH..... Hull, Quebec
- CKOV..... Kelowna, B. C.
- CKWS..... Kingston, Ontario
- CJKL..... Kirkland Lake, Ontario
- CJOC..... Lethbridge, Alberta
- CFPL..... London, Ontario
- CFCF..... Montreal, Quebec
- CFCH..... North Bay, Ontario
- CHOV..... Pembroke, Ontario
- CHEX..... Peterborough, Ontario
- CKBI..... Prince Albert, Sask.
- CKCK..... Regina, Sask.
- CKRN..... Rouyn, Quebec
- CFQC..... Saskatoon, Sask.
- CJIC..... Sault Ste. Marie, Ontario
- CHLT..... Sherbrooke, Quebec
- CKSO..... Sudbury, Ontario
- CJCB..... Sydney, Nova Scotia
- CKGB..... Timmins, Ontario
- CFRB..... Toronto, Ontario
- CJAT..... Trail, B. C.
- CJOR..... Vancouver, B. C.
- CJVI..... Victoria, B. C.
- CKLW..... Windsor, Ontario
- CKNX..... Wingham, Ontario
- CKY..... Winnipeg, Manitoba

NBC *Thesaurus* subscribers offer Canadian advertisers first of series of brilliant new programs

NBC THESAURUS asked 1,000 experts . . . men who build, sell, produce and manage radio . . . for their ideas of ideal recorded programs.

The men we asked wanted a service especially designed for radio with short instrumental selections and separate vocals . . . music exclusive to their stations . . . music not available on phonograph records . . . enough selections by every performer to make the program worth-while . . . all this plus "network quality" arrangements, musicians and vocalists.

And now here's the first exciting blend of their answers: *The Music of Manhattan*—a program built by the finest production, arranging talent and facilities available, and featuring the 28-piece Music of Manhattan orchestra made up of finest musicians from top network commercial shows.

A distinctive THESAURUS script weaves these brilliant elements into a scintillating program pattern equal to any comparable show on the networks today, yet allows all the programming flexibility long typical of NBC THESAURUS.

In addition to the all-star orchestra, the program includes popular vocalists, rhythm groups, gifted instrumentalists and novelty combinations . . . memorable, living music which will identify your station or program with outstanding and exclusive material.

If your station is not now a subscriber, ask about this and other programs featured in the new NBC THESAURUS, programs that are built for local sponsorship. Representatives at the CAB Convention, Quebec, February 12-14, will be glad to answer your questions—or write us direct.



A Service of Radio Corporation of America

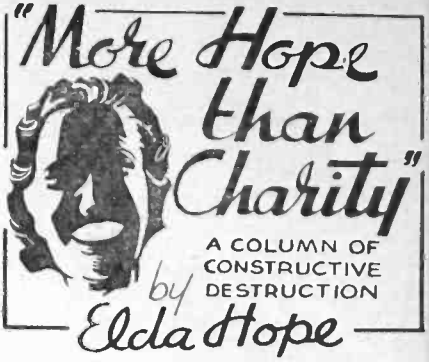
NBC

RADIO-RECORDING DIVISION
AMERICA'S NUMBER ONE SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, New York, N. Y. . . . Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D. C. . . . Sunset and Vine, Hollywood, Calif.

The RADIO STATIONS

We REPRESENT



One morning recently I stepped onto a downtown elevator to find only one other passenger. She was a young girl, about fifteen, who appeared the quiet and demure type. I noticed she was a student of North Toronto Collegiate because she wore streamers of red and gray on her lapel. At the second floor stop two other collegiate-goers joined us, greeting her with "Hiya Barb, how's your latest hunk o' heart beat"? The quick reply was "Not bad, Peg, he's so *manly*—not like the other ickies we know." The eyes of the elevator operator held mine for a few seconds. We both wondered. But it turned out these young moderns who were "droolin' with schoolin'" were on their way to hear Simpson's "What's the Answer?" which they call "simply terrif".

My business made me the first to leave the cheery group, but I decided to look into this slanguage of the younger set very soon. I did. Who should I sit with at the same luncheon table but these same hep cats. I gathered even more knowledge about present day radio here. I learned that Cliff McKay of "Happy Gang" sings 'em solid (pronounced sawlid — second syllable emphasized). Cliff, I am told, really "cooks with every burner" when he does 'One Meat Ball' and 'Don't Fence Me In'.

Barbara (Barb for brevity) was very happy that her father had given her a portable radio set for Christmas. It meant that she could listen to "Penny's Diary" without any intrusion by her family. It seems her mother (called the "curfew keeper") has a definite preference for "Music for Canadians".

Upon my arrival home I took my nephew, Jimmie, into my confidence to find out how schooling had affected his vocabulary, also about his favorite shows. He talks in a normal manner but has changed his listening habits. "The Lone Ranger" and "Squashshooters" used to be on his preferred list but "I'm getting too old for those kid plays", he says. It's amazing the knowledge one can absorb in less than nine years! Now he likes "L for Lanky" (his dad's in the R. C. A. F.), "The Martins" (for some laughs) and the "N.H.L. Broadcasts" (he aims at being a second Schriner).

One can be perennially up to the minute or inexorably old-fashioned. In either case you're dated. Apart from my "school" of thought I, too, have listened to some programs. I enjoy the music of Mart Kenney and his Western Gentlemen on Coca-Cola's new "Music Club".

With no intention of being prudish I cannot refrain from mentioning the unnecessary profanity used on 'Not for Myself Alone' on "Stage 45" recently. This was a particularly good script, the lead-role being played realistically by Bernard Braden. I was thoroughly enjoying it until a four-lettered word was used in place of, possibly, 'intestinal fortitude'. (This little word is my first hate). Then came the oath, clearly spoken, with no chance of mistaking it. Who takes the credit for this loose talk? Unfortunately the show is scheduled at a time when it may be heard by all ages.

While you're brushing up on your "slangabulary" have your jive juniors round up some magazines and books for their big brothers overseas. Spare time is well spent if reading material is plentiful.

'Bye now,

—ELDA.

CKCR KITCHENER
We "Exchanged References"
Result?
They approved our "10 point plan"

WSOO SAULT STE MARIE MICH.
An International
"Exchange of References"
Result?
A SALE the first month!

CKCO OTTAWA
6 years representation
Results?
Ask Dr. Geldert!

CKAC MONTREAL
6 years representation
Results?
Ask Phil Lalonde!

National representation, like marriage, is the merging of two interests to the mutual advantage of each.

We are not proposing marriage, Mr. Station Operator, but we sincerely believe that there is a means of getting together—your office and ours—to the benefit of all concerned.

Frankly we do not believe ourselves the only possible reps for all and sundry. By the same token, neither do we want to hamper our efforts with an unbalanced or top-heavy list.

We do maintain, however, that our individually specialized service as your "National Sales Manager" could prove mutually advantageous.

We invite you to talk it over on a strictly "References Exchanged" basis.

"NOT HOW MANY, BUT HOW WELL"

William Wright
RADIO STATION REPRESENTATIVES

1404 VICTORY BUILDING
TORONTO ONT.
Adelaide 8481

Reserved for You

CAB CONVENTION

Agenda

MONDAY, FEBRUARY 12th
8.00 a.m. to 9.30 a.m. Registration — The Library.

9.30 a.m. *Open Session*—
Jacques Cartier Room.

Address of Welcome — Chairman of the Board.

Motion appointing Secretary of Meeting.

Appointment of Committees:
(a) Credentials Committee
(b) Resolutions Committee
(c) Nominating Committee
(d) Attendance Committee
(e) Press Committee

Introduction of Members and Associate Members.

The President's Annual Address

The Legal Counsel's Annual Report.

Report of Joint Committee on Commercial Continuities presented by Mr. Robert Jones, chairman.

Announcements
Adjournment for Luncheon.

2.30 p.m. *Open Session*—
Jacques Cartier Room.

Meeting turned over to the President of the Bureau of Broadcast Measurement for holding of Annual Meeting.

4.00 p.m. *Closed Session*
Jacques Cartier Room (BBM Members).

Election of Directors (BBM) and Official Business.
Adjournment — 5.00 p.m.

TUESDAY, FEBRUARY 13th

9.30 a.m. *Open Session*—
Jacques Cartier Room.

Mr. R. M. Brophy, President, reports on the Canadian Radio Technical Planning Board.

The CAB Code of Ethics
Freedom of News Reporting.
Report of Program Committee.
Report of Public Relations Committee

Public Service Activities
Adjournment for Luncheon.

2.30 p.m. *Closed Session*—
Jacques Cartier Room.

Business from Previous Annual Meeting.

Financial Report by Secretary-Treasurer Trust Fund.

Election of Trustee.

Report of Nominating Committee and Election of Directors.
Report of Resolutions Committee.

Adjournment at 5.00 p.m.

7.00 p.m. *Annual Dinner* — Ball Room.

Guest Speaker—PETER STURBERG, CBC Overseas Correspondent.

Subject: "Gathering News of Battle".

WEDNESDAY, FEBRUARY 14th

9.30 a.m. *Open Session*—
Jacques Cartier Room.

Performing Right Fees.
Report of Committee on Standardization of Rate Structures.

Review of Parliamentary Committee of Enquiry.

Report of Music Committee.
Adjournment for Luncheon.

2.30 p.m. *Open Session*—
Jacques Cartier Room.

Appointment of Standing Committees.
(a) Code Committee.
(b) Program Committee
(c) Standardization Committee.
(d) Public Relations Committee.

General Business.
ADJOURNMENT OF ANNUAL MEETING.

Talks Radio To Rotary

Interesting aspects of radio broadcasting were dealt with by Ian Clark, manager of CFJC, in a recent address before the Kamloops, B.C., Rotary Club.

Broadcasters, he said, are often asked why radio reception is better at night than in the daytime.

The reason for this phenomenon is that radio station transmitters emit two waves—one that follows the ground and one which travels skyward. The ground wave is always constant—the same at night as it is during the day. During daylight hours radio reception is dependent entirely upon the ground wave, as the second wave—the sky wave—passes out into infinity.

With the setting of the sun, however, an ionized layer called the "Kennley Heavy Side Layer" forms some two hundred miles in the stratosphere which prevents the sky wave from escaping into space and thereby reflects it to the earth. Hence it is possible to pick up waves which emanate from a transmitting station a great distance away from the receiving point. Because this ionized layer moves upward and downward in the stratosphere, fading is a result. Sometimes this layer is not as concentrated as at other times, which accounts for periods of poor radio reception.

B.U.P. LEADS!

Big Stories At Home!

Big Stories Abroad!

A parade of Domestic Leats climaxed by the Ottawa Bureau's 3-hour scoop on Canada's biggest story of the year

OVERSEAS CONSCRIPTION

Here's what the Ottawa Journal said:

"THE POLITICAL HISTORY OF OTTAWA DOES NOT RECORD ANOTHER SUCH NEWS SCOOP."

That's why B.U.P. News Service is a great audience builder and pays dividends to sponsors.

Here is one of many recent testimonials. A letter to William "Bill" Rea, CKNW, New Westminster, B.C., from Gregory Price Ltd., a newscast sponsor; said:

"You may be interested to know about the fine results we are getting from our United Press Newscast. Here are the approximate figures on the items we advertised by radio over CKNW for September and October."

Month	1943 Sales	1944 Sales (with CKNW)
Sept.	\$881	\$2,560
Oct.	\$820	\$2,367

British United Press
231 St. James St.
MONTREAL

The Good Cheer
LEADER
in N. E. SASKATCHEWAN

YORKTON!!

Western Canada's Farm Station
IT'S 1460 ON YOUR DIAL
A DOMINION NETWORK OUTLET
Represented by H.N. STOVIN & CO.



Best Wishes

to all attending the
CAB Convention
from

CFCO

CHATHAM
630 kcs

JOHN BEARDALL
Mgr.-Owner

OUT OF THE WEST

CJOR is the only Canadian private station maintaining a volume of network originations.

Grand Old Songs

Originated by CJOR for Union Oil Co. of Canada Ltd. (Stewart-Lovick)

Dominion Pacific and Mountain Network

Operetta Time

Originated by CJOR for McGavin Bakeries Ltd. (Cockfield Brown)

Dominion Western Network

Now It Can Be Told

Originated by CJOR for B. C. Electric Railway Co. Ltd. (Stewart-Lovick)

Dominion Pacific Network

The Cavaliers

Originated by CJOR (Sustaining) CBC Dominion National Network

ALL FROM CJOR'S DOMINION NETWORK PLAYHOUSE

CJOR has the staff and experience to handle these shows—a "know how" that extends to every type of radio job. CJOR has always maintained the position of producing more live talent shows than any other station in western Canada.

CJOR VANCOUVER

600 K.C	CBC	1000
"Best Spot On The Dial"	DOMINION NETWORK	Watts
		5000 Building

REPRESENTATIVES:

Horace N. Stovin—Toronto, Montreal, Winnipeg

"Variety" Goads CAB into Action Against Totalitarian Gov't Interference

In its issue of January 17th, "Variety", bible of American show business, prints the following article by C. W. Lane, under a Montreal date line:

"When the Canadian Association of Broadcasters meets under the presidency of Glen Bannerman in February at the Chateau Frontenac, Quebec City, it will have a pretty knot to unravel as to what is happening to Canadian Radio under the current set-up.

"Totalitarian government interference with the private stations of Canada has made giant strides in the past year and, at the present rate of progress these stations will be merely the docile stooges of the Canadian Broadcasting Corporation by this time next year, picking up the crumbs that fall from the rich man's table.

"It is, of course, a one-man set-up that is exercising almost unlimited powers. Hardly a month passes but what the axe falls on some lucrative private station source of income that is declared unnecessary and duly squelched. The one court of appeal—the Board of Governors—is of no account; all, with one or two exceptions, men unknown to the general public and sitting only four times a year, their chairman a part time official who leaves everything to the manager and knows next-to-nothing of his subject.

"Political action through Parliament is out of the question. The whole CBC lay-out is governmental and the government has other fish to fry than to investigate complaints by disgruntled private station owners.

"The method does not vary. The private stations are informed that the CBC does not like thrillers, soap operas and the like, and would like to see them taken off the air. Its added that, if this isn't done within a reasonable time, the CBC will ban them. Thus, programs very lucrative for the private operators will be cut

out of receipts, although there is a large and vocal demand for them. Similarly, the five-minute programs are out and will be entirely cut from the private stations in a short while.

"An instance will point the moral of the situation. Just before Christmas Day all private stations affiliated with the CBC networks (and that means a very large proportion of them throughout Canada) were told to cut out all commercials on Christmas Day, substituting CBC programs. There was no appeal possible. Once the whip had cracked down, the station obeyed—or else.

"Once professing itself above all such sordid matters as commercial sales, the CBC has gone for advertising on a scale never dreamed of when it was first set up. In addition to collecting a \$2.50 fee from every radio owner in Canada, the web is making millions yearly from straight advertising plugs aired.

"There will be plenty to do when CAB meets at Quebec, but it is not too likely that they will do it, many observers opine."

New Montreal Producers

Peak Radio Productions Ltd., is the name of a new "bilingual" production studio which has been opened in Montreal.

Principals in the new concern are Alan McIver, musical director and arranger; Lawrence Thor, English-speaking dramatic producer; Marcel Sylvain, French language producer; and Frank Lewis, account executive. Studios are located at 1405 Bishop Street, Montreal.

Fresh Heir

Jim Knox, sales manager of the Horace N. Stovin & Co. organization, became the father of his second son in the early hours of Sunday, February 4th. Everyone doing nicely, Jim says.

WSOO
SAULT STE. MARIE
MICH.

A *Wright* STATION

Congratulations to
TIP TOP TAILORS
on opening their new store

WILLIAM WRIGHT
Victory Bldg.

AD. 8481

FEMININE TOUCH



Photo by John Steele, Toronto

Maestro Mart Kenney and His Western Gentlemen prophesy a great future for Norma Locke, featured singer with the band on the Coca-Cola Music Club. Hailing from Ottawa, Norma is twenty, and has been singing ever since a CBC announcer happened to listen in on the broadcast of a High School Concert at which she was singing. She came to Toronto to study, and sandwiched in enough radio and danceband work to take care of the inner woman, and now has her feet firmly planted on the well-known ladder.

Appoints Music Editor

The CANADIAN BROADCASTER announces the appointment of Lucio Agostini as its music editor. His column "Notes by Agostini"

will continue to be a regular feature of the paper, and his services have now become available to us in an advisory capacity insofar as musical matters are concerned.

**The
Ottawa
Valley
Market
is over
40%
FRENCH**

CKCH joins in welcoming the delegates of the radio industry to the convention and wishes you success in solving your problems.

We need hardly remind you that when the problem is that of selling the French families of the Ottawa Valley the most satisfactory solution is to use CKCH.

CKCH

85 Champlain Ave., HULL, Quebec
Promotion - D. L. BOUFFORD, 112 Yonge St., Toronto

Serves the Ottawa Valley French Market

RADIO REPRESENTATIVES LIMITED
Montreal Toronto
HOWARD H. WILSON COMPANY
New York, Chicago, Etc.

COOPERATING WITH LE DROIT

GREETINGS TO THE DELEGATES AT THE C. A. B. CONVENTION

QUEBEC CITY

FEBRUARY, 1945



DOMINION NETWORK

WINNIPEG, MANITOBA



This massive building was erected about 1705 by Claude de Ramezay, Governor of Montreal. Here were drafted the first laws for Canada.

PLANNING A RADIO PROGRAMME calls for Experience and Understanding

A high or a low E-H rating on your radio program is no mystery. In plain English, it simply means that listeners either like, or dislike, your program!

The work of planning a radio program into a smooth "listenable" production that brings goodwill and increased sales, is the work of radio specialists. That is our business, and our long record with leading National advertisers and their advertising agencies proves that we can and do plan "radio with results."

Whether your market and audience is English or French, whether your sales effort is to be in Quebec Province or elsewhere in Canada or the United States, our specialized experience and facilities will be of value to you when planning your radio advertising.



**RADIO PROGRAMME
PRODUCERS**
MONTREAL QUEBEC



IN LESS THAN FOUR MONTHS . . .

In less than four months CKEY has climbed into first place in Toronto.

Elliott-Haynes Listening Index for December (daytime) provides convincing, in fact conclusive evidence of CKEY's superiority.

	Stn.—Stn. CKEY	Stn. B	Stn. C	Stn. D
9.00 a.m. — 12.00 noon	29.5	19.7	22.5	9.4
12.00 noon — 3.00 p.m.	23.6	32.1	24.2	6.3
3.00 p.m. — 6.00 p.m.	34.8	19.7	20.8	5.2
TOTAL DAY				
9.00 a.m. — 6.00 p.m.	29.3	23.8	22.5	7.0

As further proof that CKEY is going places we list the "number of programs first in popularity" as shown in the December survey:

CKEY 20
Station B 13
Station C 13
Station D 0

See what we mean about CKEY going places? The foregoing evidence of outstanding progress is causing widespread comment. Thousands of people are talking about CKEY . . .

Leading magazines are giving us the best kind of publicity. BUSINESS WEEK (December 16) . . . TIDE (January 1) . . . BROADCASTING (January 1) . . . TIME (January 29)

AND, in addition to all this, ON JANUARY 14th, AT 1.00 P.M. CKEY BECAME ONE OF THE MOST POWERFUL PRIVATE RADIO STATIONS IN CANADA—5000 WATTS.

There's the story gentlemen, of CKEY's rising value in the radio market—and the cost remains the same. Remember, when you're buying radio time, CKEY has more daytime listeners than any other Toronto station. And on 5000 watts the station's signal reaches many more thousands of listeners.

DIAL 580

CKEY

DEBUNKING THE HORROR BUGABOO

JOE SEDGWICK Presents
CAB Brief to CBC Board

Considerable comment has arisen over recent explosive outbursts from various sources, connected with the broadcasting of so-called "horror" or "thriller" programs.

On January 29th, Joseph Sedgwick, K.C., general counsel for the Canadian Association of Broadcasters appeared before the Board of Governors of the Canadian Broadcasting Corporation to present the case of the private stations in connection with the accusation that these programs contribute to juvenile delinquency.

In his brief, Mr. Sedgwick quoted several eminent authorities:

Dr. W. E. Blatz (who has devoted his whole career to child psychology) and who said that in his opinion it is utter rot to state that programs of this kind have anything to do with juvenile delinquency. He says that this is an excuse given by parents to explain their own lack of care in bringing up the child properly.

Judge H. S. Mott (who has for over a quarter century been judge of the Juvenile Court in Toronto) and who stated that he knew of no specific instances where juvenile delinquency could be traced to programs of this kind, although he thought emotionally unstable children in their early 'teens probably should not be allowed to listen to such programs. He too thought it was a matter for parental control.

Leo Kamen (Director of the Children's Psychiatric Service at Johns Hopkins Hospital, Baltimore, since 1930, writing in the *American Mercury* for January, 1945): "Billy's mother had read about children's sensitive souls. You must keep all unpleasantness away from them. You must supervise their reading. You must let them see only motion pictures which you have previewed and found innocuous. Billy, thus pro-



tected, was haunted by horrible night terrors in which ghosts and kidnapers put Frankenstein and the Gestapo to shame. Billy was afraid of the dark. A flash of lightning drove him into a panic. His mother had always been loftily critical of Tommy's parents who let their son read Dick Tracy and enjoy his dorsal shivers at the climax of a movie thriller. Tommy slept like a log and knew no fear other than that which expresses itself as prudent realization and avoidance of real danger."

In his concluding remarks Sedgwick asked the board of governors—"What is all the shooting about? In the matter of children's programs, as with all programs, radio stations aim to please. No program which is harmful can be good radio business, because people will not listen to, and will not permit their children to listen to harmful programs, and such programs would cease to command audience and would therefore cease to be heard. But radio cannot be juvenile always. It is, like all art forms, continually questing and testing.

(Continued on next page)

Payments for the Okanagan
apple crops are rolling in!
Your client can 'sell this
market through one single
medium —

CKOV

CKOV spells C(K)OVERage in one
of B.C.'s best markets.

CKOV

KELOWNA

B.C.

The VOICE OF THE OKANAGAN

Horror Bugaboo

(Continued from previous page)

Programs are designed which it is thought will have wide appeal; they are put on the air, and if they do not, they are taken off. The suspense, or mystery, or thriller program, is merely radio's attempt to meet a current taste. Every tobacco shop, drug store and lending library is full of detective novels — which are merely the written form of some of the programs mentioned above, and it is common knowledge that these novels have tremendous circulation. Every year a number of thriller movies are produced — indeed one, producer, Alfred Hitchcock, has built up a deserved and great reputation almost entirely in this field. And is not the element of suspense, of horror, the "thrill", a part of the drama, and has it not been so always; what are Othello, MacBeth, Hamlet, if they are not "thrillers". Radio cannot, by its own efforts, create or control public taste. Generally speaking, it must cater to the taste of the time if it is to retain audience, and as there is a demand for this kind of entertainment, radio must in its field meet that demand. But most of these programs are not *intended* for children, and radio stations cannot be expected to eliminate these otherwise unobjectionable programs merely because a few neurotic

children listen to them and are possibly affected thereby.

It is not without significance that of thirty-nine stations which have thus far reported on the problem, none have had any complaints from parents, or from those having the actual care of children. Also, the resolutions of the Canadian Medical Association and the Toronto Board of Education are both general in character, and do not name specific programs or make specific complaints though they have been asked to do so. Too much attention should not be paid to resolutions of this kind, as it is well known that they are often passed without any great thought merely because someone proposes such a resolution and most of those present who concur do so because they have no interest in, and no knowledge of, the matter, but are inclined, humanly, to agree in order to save discussion.

But for the recent press release which I have quoted, I should have been inclined to think that there was no need to bother the Board about this matter. As it would now seem that the question is to be raised, then I do urge the CBC to stand with us by taking the position that radio is doing the best it can, and that if there are causes of complaint they should be specific — that is as to named programs, and that we should then jointly investigate such programs and if they are in fact harmful, no

station would want to carry them. It is ridiculous, on what little is known, to suggest anything in the nature of a general banning of this type, or anything in the nature of a general censorship. The bodies making the complaints should be invited to come out in the open. Tell us which programs they mean — and give us examples of the harm they are doing. Then, if there is to be any action taken it should be only as to such programs as are found guilty of the charges made.

Manpower Shortage

Iris Alden, assistant director in the J. Walter Thompson Toronto office, recently received 14 telephone calls at her apartment from strangers and nary a date.

Somebody had pencilled Iris' home phone number* on the corner of the draft of an appeal for dental assistants for the "Wrens". The copy went to a CBC stenog., and was retyped and circulated by "traffic". Finally it went out over CJBC on Wib Perry's "It's About Time".

At 9.10 a.m. the calls started and Iris reports that before she left for the studio she had been teleprodding dental molars. "What a all eager to serve their country by prodding dental molars. "What a war!" Iris reflected.

* *Kenwood 0365*

The Elliott-Haynes Calgary Rating for 13 National Evening Programs over

CFAC

IS

**55.68%
HIGHER**

than the National Rating



... another proof of the CFAC listening habit ...

Take advantage of it!

STUDIOS:
SOUTHAM BLDG.
CALGARY

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

Note: When planning your radio campaign do not overlook these Action Stations

CKPC, Brantford, Ontario

CJIC, Sault Ste Marie, Ontario

CKNX, Wingham, Ontario

CHLP, Montreal, Quebec

CJFX, Antigonish, Nova Scotia

Stations that assure A-1 results to both listeners and sponsors by:—

- (1) Programming in the interest of their listeners
- (2) Giving value for the advertising dollar of their sponsors
- (3) Rendering service at all times to both Listeners and Advertisers

Represented by

JAMES L. ALEXANDER

Radio Station Advertising Representative

Drummond Building
1117 St. Catherine St. West
Montreal, Quebec
Telephone HARbour 6448

Concourse Building
100 Adelaide St. West
Toronto, Ontario
Telephone ADElaide 9594

Horace N. Stovin TAKES MANAGERS OF THE S



L. C. RUDOLF
Manager
CHSJ, Saint John, N.B.



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



J. D. BOUDREAU
Manager
CJEM, Edmundston, N.B.



G. A. LAVOIE
Manager
CJBR, Rimouski, P.Q.



WM. N. HAWKINS
Acting Manager
CFOS, Owen Sound, Ont.



GORDON E. SMITH
Manager
CHPS, Parry Sound, Ont.



PHILIP H. MORRIS
Commercial Manager
CFPL, London, Ont.



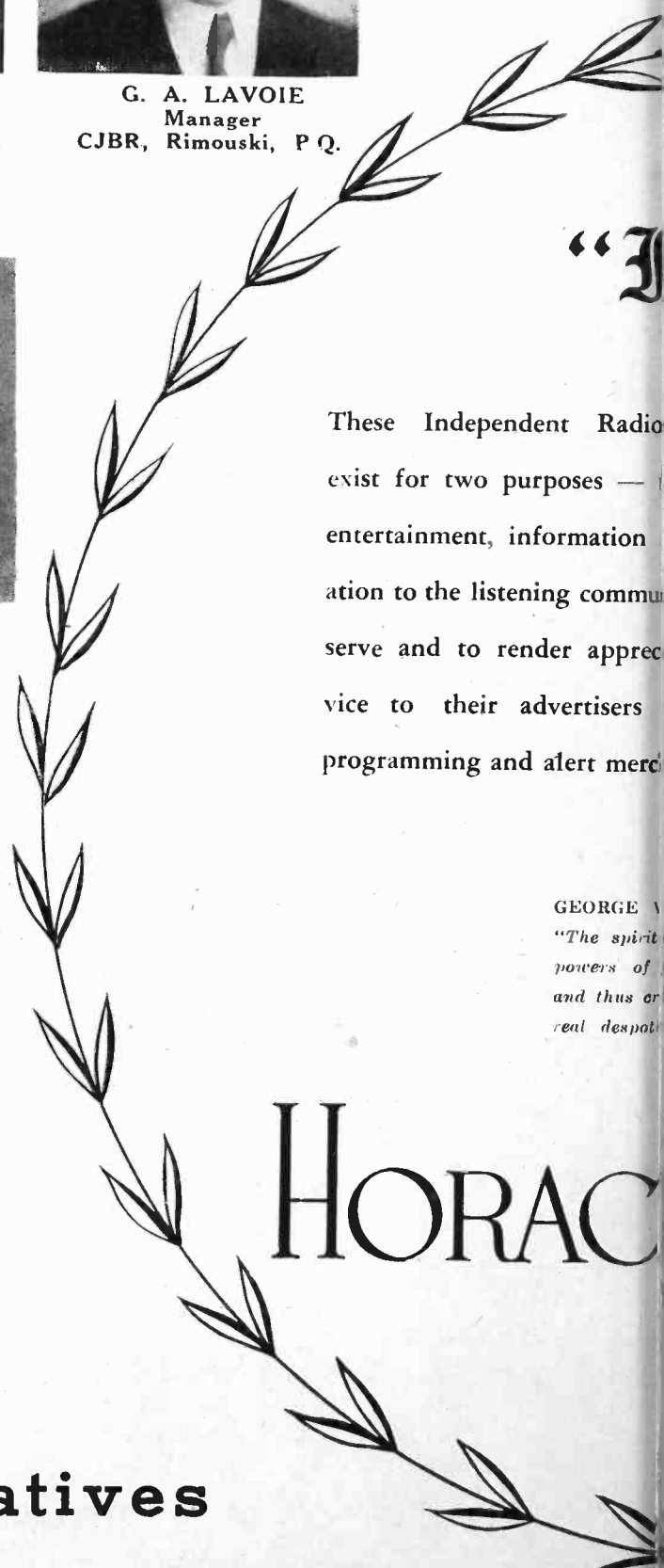
W. F. SELLER,
Manager
CKX, Brandon, Man.



W. GRIGG
Commercial Manager
CKX, Brandon, Man.



G. B. QUINNEY
Manager
CFAR, Flin Flon, Man.



These Independent Radio
exist for two purposes —
entertainment, information
ation to the listening commu
serve and to render apprec
vice to their advertisers
programming and alert merc

“I

GEORGE V
“The spirit
powers of
and thus or
real despot

HORAC

Radio Station Representatives



URE IN PRESENTING THE SONS HE REPRESENTS...



J. C. WHITBY
Owner & Manager
CFBR, Brockville, Ont.



H. H. FLINT
Manager
CKSF, Cornwall, Ont.



E. C. ARCHIBALD
Managing Director
CHOV, Pembroke, Ont.



CLAUDE CAIN
Station Director
CHML, Hamilton, Ont.



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



H. G. CLARK
Manager
CJRL, Kenora, Ont.



A. J. MESSNER
Com. Sales Manager
CKY, Winnipeg, Man.



R. J. PRIESTLY
Assistant Manager
CJGX, Yorkton, Sask.



JOHN B. STARK
Manager
CKLN, Nelson, B.C.



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

MONTREAL • TORONTO • WINNIPEG

n”

are proud to represent these
through our three offices, and
appreciate the opportunity to
radio with any advertiser who
increased recognition of his
product, or to build post-war
in tomorrow's market.

consolidate the
into one,
government, a

STOVIN



The burden is ours
once your cast is
on the Registry.

"YOU CALL 'EM
WE FIND 'EM"

**RADIO
ARTISTS
REGISTRY**

**WA. 1191
TORONTO**

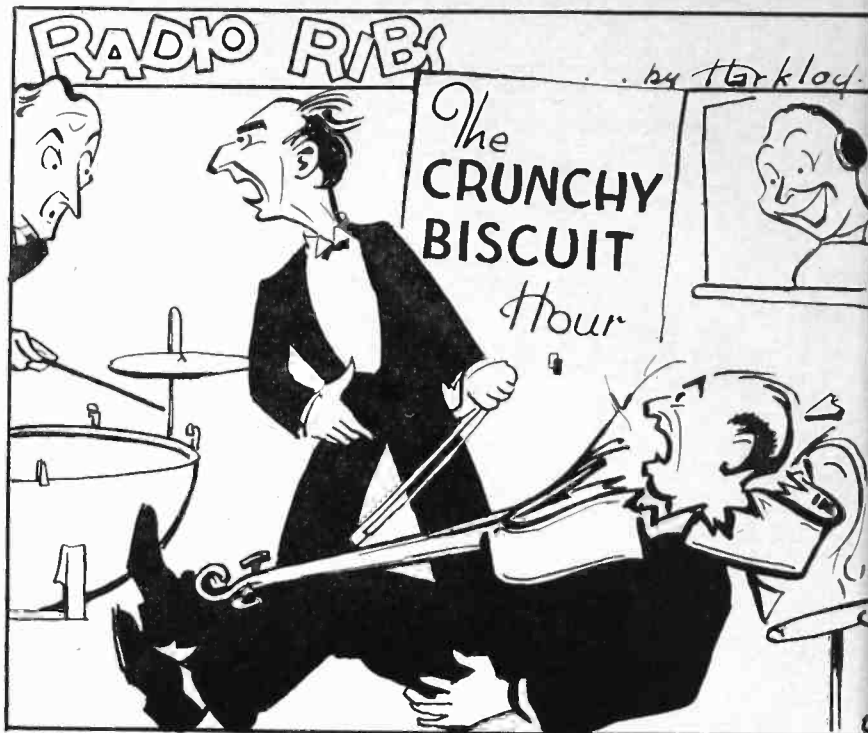
Personelly Speaking

Ken Ardill, formerly of CKSO, has joined the announcing staff of CHML, Hamilton. Dave Lillwall from CJIC, Sault Ste. Marie has been added to the announcing staff of CKSO, Sudbury. Harry B. Witton, program and production manager of CKSO has resigned from the Sudbury station. D. Woods, former control operator at CKY, is now with the Canadian Army overseas. Arthur Holmes has returned from the CBC Overseas Unit to take charge of the CJBC Toronto transmitter.

Opposes Private Networks

Interviewed at Owen Sound during the North Grey by-election, M. J. Coldwell, national leader of the CCF assured Bill Hawkins of CFOS, that a federal CCF government would not in any manner restrict freedom of speech. "Private radio stations", Coldwell said, "should become more interested in and more a part of the communities which they serve, and must remain strictly community stations. As for the CBC" he continued, "it must fulfil the purpose for which it was originally intended."

The CCF leader expressed the view that there should not be private network of Canadian stations, because of the possibility of such a network being controlled by a small group of men.



"He said we were selling cough syrup, Joe, and I told the dope it was soap chips."

Stork Market

Latest customers at the Stork Market are Mary Beattie (née Royle) and Husband Reg, who became the proud parents of a baby daughter, as yet unnamed, January 25th, in Toronto. The new arrival weighed in at 7½ pounds, and she and her mother are doing well.

Walking Encyclopaedia

Bob Amos, CKOC, Hamilton, continuity editor, is the richer by \$20 in U.S. War Stamps and two Encyclopaedia Britannica atlases, because two of his sport questions were used last month on "Information Please".

While recuperating from a sickness Amos started devising questions as a paying hobby and in the past few years has collected prizes of over a thousand dollars.

Next Issue February 24

WINSTON, FRANKLIN and JOSEF

may not be at Quebec Feb. 12-13-14th

BUT WE WILL!



Jack Slatter

Wilf Dippie

PRODUCER, PRODUCER...

Therefore Art Thou Ulcerous

by Dick Diespecker

All right, just pay attention please,
 We'll go through sound and music now.
 The opening stinks, you'll have to change it;
 Sam, the music stands as is . . .
 I want a socko cue in here,
 And keep the strings B.G. in here, and make them sweet,
 Make 'em sing like angels, Sam,
 This is the place we jerk the tears.

D.K., now sound, are you all set?
 A door . . . a door? Why must there always be a door?
 We've never seen a script that didn't have a goddam door . . .

MUSIC FADE . . . SOUND . . . DOOR OPENS . . . DOOR CLOSSES . . .

Why in hell don't you write just one without a door?
 Now what? Seagulls and surf? My God, again?
 All right, I know it's got to be in there.
 What else? Yes, auto horn and train . . . that's all.
 Let's break it up . . . cast at one and dress at three . . .
 Come on, let's eat.

Go Peterson, for heaven's sake, you're making love,
 Stop calling hogs.
 Now read that line again . . . and take it off the paper please.
 Miss Felton will you give the guy some help . . .
 That's better . . . now it's coming . . . **VOICES OFF . . .**
 Where are they? What? Outside?
 We'll get them in the studio,
 What do they think they're being paid for?
 Play that scene faster . . .
 Now play it slower . . .
 Don't eat the mike . . .
 Move closer in . . .
 Don't sing your lines . . .
 Sorry, the word is "ab".
 That's what you said?
 Beg your pardon, I thought you belched.
 All right for now . . . let's break it up,
 We'll take the dress at three-o-five.

K, shut up that racket. Off the top
 Thirty seconds . . . twenty . . . fifteen . . . five . . . now:
 Lift his level; fade the band;
 Sound upcoming; take it out:
 Give me more music; fade the band;
 Cross-fade coming; kill that mike . . .
 How's the time, Kay?)
 Oh my God, he's missed his cue;
 Lift that music; final cue . . .
 What's the timing? Thirty-one?
 Thank the Lord . . . now we can cut the door scene out.

Pay attention everybody . . . here are the cuts.
 Page two, the whole scene's out,
 From "Door Opens" to "Goodbye Joe."
 Mary's speech on seven's out . . .
 No John, it isn't true," to John's
 Well, let's not fight about it now."
 That will do it . . . five to go.
 One minute left . . . stand by . . . thirty seconds . . .
 Twenty . . . fifteen . . . ten . . . five . . . we're on!
 Catch that gain; crossfade here;
 Sound upcoming; music out;
 Colors mike . . . (How's the timing . . . under? . . . over?)
 On the nose? That's good).
 Oh Gods, she's fluffed again!
 Why don't she take the mush out of her mouth?
 Pick it up with music; hold it . . . fade;
 Faster; slower;
 Higher; lower;
 Give me more background; fade it out:
 Commercial stinks; (Time? That's good, we'll make it, kid.)
 Twenty-nine thirty, network cue,
 We're off on time . . .
 Thank God that's over . . . oh my guts . . .
 Gimme an aspirin someone, quick!

CKY knows MANITOBA!

Owned by the people of Manitoba, CKY keeps in intimate contact with its listeners through the offices and multiple connections of the Manitoba Telephone System, of which the station is a part. Staff members make frequent tours of the Province, meeting people, lecturing on radio topics, and making other "public relations" contributions.

MANITOBA knows CKY!

Since it was established in 1923, CKY, through its imaginative programming, its top-ranking personnel and its high power, has attracted consistently over 70% of the urban and rural market of the Province. To reach this great market effectively, astute advertisers are using the "Voice of Manitoba"—

CKY

WINNIPEG

15,000 WATTS

Associated with
 CKX BRANDON
 1150 KC 1000 watts

Exclusive Sales Representative
 H. N. STOVIN
 Toronto Winnipeg Montreal



You are keeping good company on CJBC with the finest Dominion, NBC, Blue and Mutual Network shows. Outstanding, too, are the local programs both sponsored and sustaining, uninterrupted by spots, flashes or chain breaks which are never accepted. A few good periods next to network shows still available.

CJBC

5000 WATTS IN TORONTO

Canada's Newest City

CORNWALL ONTARIO

Presents Canada's Newest Radio Station

1230 Kc

CKSF

250 Watts

Beginning Broadcasting Activities

Thursday, February 15th

CHOICE TIMES ARE NOW AVAILABLE

For Sponsored Programs and Spot Announcements

National Representatives:

HORACE N. STOVIN

Toronto

Montreal — Winnipeg

Owned and operated by

The Daily Standard-Freeholder

CORNWALL, ONTARIO

Population of Cornwall and Suburbs 19,325

Population of Cornwall Trading Area 57,881

Radio Advertising Agencies

- ARDIEL ADVERTISING AGENCY LTD.: Toronto, Hamilton and Oakville.
- ASSOCIATED BROADCASTING COMPANY: Montreal.
- ATHERTON & CURRIER INC.: Toronto
- BAKER ADVERTISING AGENCY LTD.: Toronto.
- CANADIAN ADVERTISING AGENCY.: Montreal, Toronto, Kelowna, B.C.
- COCKFIELD, BROWN & CO. LTD.: Montreal, Toronto and Winnipeg.
- D'ARCY ADVERTISING AGENCY: Toronto.
- A. J. DENNE & CO. LTD.: Toronto
- DOMINION BROADCASTING COMPANY: Toronto.
- ELLIS ADVERTISING COMPANY: Buffalo and Toronto.
- FERRES ADVERTISING SERVICE: Hamilton and Toronto.
- JAMES FISHER COMPANY LTD.: Toronto and Montreal.
- FRONTENAC BROADCASTING AGENCY: Toronto.
- HARRY E. FOSTER AGENCIES LTD.: Toronto, Vancouver and Montreal.
- GENERAL BROADCASTING CO.: Montreal.
- J. J. GIBBONS LTD.: Toronto, Montreal, Winnipeg, Regina, Calgary, Edmonton and Vancouver.
- R. F. GRIFFITHS ADVERTISING SERVICE: Winnipeg.
- F. H. HAYHURST CO. LTD.: Toronto and Montreal.
- L. J. HEAGERTY AND ASSOCIATES LTD.: Toronto.
- PUBLICITE J. E. HUOT: Montreal.
- RUSSELL T. KELLEY LTD.: Hamilton, Montreal and Vancouver.
- LOCKE JOHNSON & CO. LTD.: Toronto.
- MACLAREN ADVERTISING CO. LTD.: Toronto, Montreal, Winnipeg, Vancouver and London (Eng.).
- MASON'S UNITED ADVERTISERS' AGENCY LTD.: Toronto.
- MCCONNELL, EASTMAN & CO. LTD.: London, Toronto, Montreal, Winnipeg and Vancouver.
- McKIM ADVERTISING LTD.: Montreal, Toronto, Winnipeg, Vancouver and London (Eng.).
- METROPOLITAN BROADCASTING SERVICE LTD.: Toronto.
- JACK MURRAY LTD.: Toronto.
- ALFORD R. POYNTZ & CO.: Toronto.
- THORNTON PURKIS: Toronto and Montreal.
- EDWARD W. & O. REYNOLDS CO. LTD.: Toronto.
- RONALDS ADVERTISING AGENCY LTD.: Montreal and Toronto.
- RUTHRAUFF & RYAN INC.: Toronto.
- R. C. SMITH & SON LTD.: Toronto.
- SPITZER & MILLS LTD.: Toronto, Montreal and Vancouver.
- HAROLD F. STANFIELD LTD.: Montreal and Vancouver.
- STEVENSON & SCOTT LTD.: Montreal, Toronto and Vancouver.
- STEWART-LOVICK LTD.: Vancouver, Toronto, Calgary, and Edmonton.
- TANDY ADVERTISING AGENCY LTD.: Toronto.
- J. WALTER THOMPSON & CO. LTD.: Toronto and Montreal.
- VICKERS & BENSON LTD.: Montreal and Toronto.
- WALLACE ADVERTISING LTD.: Halifax.
- WALSH ADVERTISING CO. LTD.: Windsor and Toronto.
- WHITEHALL BROADCASTING LTD.: Montreal.
- YOUNG & RUBICAM LTD.: Montreal and Toronto.

"...in good company"

Advertiser:

CRISCO

Program:

"FUNNY MONEY MAN"

Air Time:

MONDAY THRU FRIDAY: 12.15 p.m.

Vancouver's

CKWX

980 KC. 1000 WATTS

Frank H. Elphicke

MANAGER

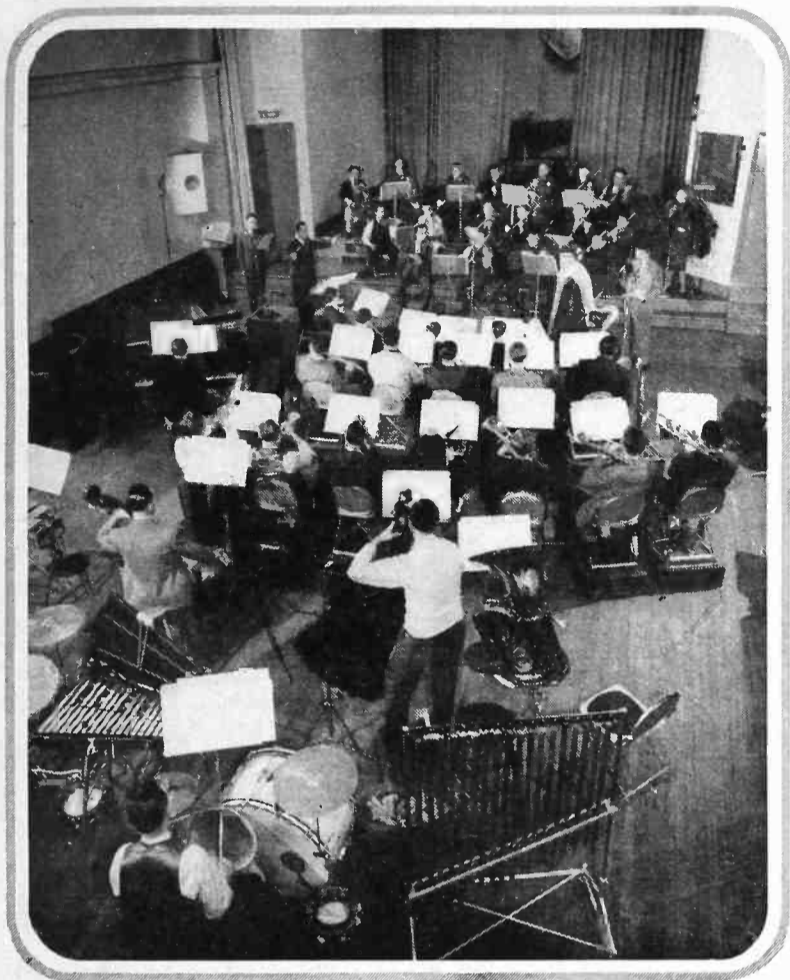
This is MUTUAL

*Best Wishes
for a
Successful
C A B
Convention*

CJCA

SHORT WAVE VE 9A1

Our client Tip Top Tailors Ltd.



asked for a
radio
program
**IN LONG
PANTS!**

STANLEY ORNEST
Announces

SAMUEL HERSENHOREN
Directs the orchestra of 40

FRANK WILLIS
Narrates

GABRIELLE
Sings

YOU ARE INVITED TO LISTEN

"MUSIC FOR CANADIANS"

Heard over the complete Dominion network and supplementary stations every Sunday night.

is the result — a grown-up program which has quickly claimed a national audience because it has what it takes to get one. "Canadian Broadcaster" said:

MARITIMES—9.30 - 10.00 p.m. AT

Antigonish	- - - - -	CJFX
Halifax	- CBH (CHNS after Jan. 1)	
Charlottetown	- - - - -	CFCY
Moncton	- - - - -	CKCW
Campbellton	- - - - -	CKNB
Yarmouth	- - - - -	CJLS

QUEBEC—8.30 - 9.00 p.m. ET

Quebec	- - - - -	CKCV
Montreal	- - - - -	CFCF
Sherbrooke	- - - - -	CHLT

ONTARIO—8.30 - 9.00 p.m. ET

Ottawa	- - - - -	CKCO
Pembroke	- - - - -	CHOV
Brockville	- - - - -	CFBR
Toronto	- - - - -	CJBC
Peterborough	- - - - -	CHEX
London	- - - - -	CFPL
Chatham	- - - - -	CFCO
Port Arthur	- - - - -	CFPA
Hamilton	- - - - -	CHML
St. Catharines	- - - - -	CKTB
Sault Ste. Marie	- - - - -	CJIC
Brantford	- - - - -	CKPC
Kitchener	- - - - -	CKCR

PRAIRIES—7.30 - 8.00 p.m. CT

Kenora	- - - - -	CJRL
Winnipeg	- - - - -	CKRC
Brandon	- - - - -	CKX

6.30 - 7.00 p.m. MT

Yorkton	- - - - -	CJGX
Regina	- - - - -	CKRM
Moose Jaw	- - - - -	CHAB
Saskatoon	- - - - -	CFQC
Prince Albert	- - - - -	CKBI
Calgary	- - - - -	CFCN
Edmonton	- - - - -	CFRN

BRITISH COLUMBIA—5.30 - 6.00 p.m. PT

Chilliwack	- - - - -	CHWK
Vancouver	- - - - -	CJOR
Victoria	- - - - -	CJVI

"Canadianism need never suffer an inferiority complex in radio as long as broadcasts such as 'Music for Canadians' are aired."

We have other interesting ideas clothed in long pants for advertisers who believe that radio has come of age in Canada and who share our belief that quality, be it in large quantity or small, makes for radio that achieves objectives.

**"MUSIC FOR CANADIANS" is produced by the
Radio Department of**

M^cCONNELL, EASTMAN & COMPANY
Advertising Agency **LIMITED**

ESTABLISHED 1903

LONDON, CAN.

TORONTO

MONTREAL

WINNIPEG

VANCOUVER

RADIO STATIONS AND THEIR REPRESENTATIVES

Listed Alphabetically by Provinces

● BRITISH COLUMBIA

Chilliwack	CHWK*	Canada—No Exclusive Reps.
Kamloops	CFJC*	Canada—All-Canada Radio Facilities
Kelowna	CKOV*	Canada—All-Canada Radio Facilities
Nelson	CKLN	Canada—Horace N. Stovin & Co.
New Westm'ster	CKNW*	Canada—Radio Representatives Ltd.
Prince Rupert	CFPR	Canada—Horace N. Stovin & Co.
Trail	CJAT*	Canada—All-Canada Radio Facilities
Vancouver	CBR	Canadian Broadcasting Corporation
	CJOR*	Canada—Horace N. Stovin & Co.
	CKMO*	Canada—Radio Representatives Ltd.
	CKWX*	Canada—All-Canada Radio Facilities
Victoria	CJVI*	Canada—All-Canada Radio Facilities

● ALBERTA

Calgary	CFAC*	Canada—All-Canada Radio Facilities
	CFCN*	Montreal } Radio Representatives Ltd.
		Toronto } Radio Representatives Ltd.
		Winnipeg—Horace N. Stovin & Co.
	CJCJ	Canada—Radio Representatives Ltd.
Edmonton	CFRN*	Montreal } Radio Representatives Ltd.
		Toronto } Radio Representatives Ltd.
		Winnipeg—Horace N. Stovin & Co.
	CJCA*	Canada—All-Canada Radio Facilities
	CKUA	Does not sell time.
Grande Prairie	CFGP*	Canada—All-Canada Radio Facilities
Lethbridge	CJOC*	Canada—All-Canada Radio Facilities

● SASKATCHEWAN

Moose Jaw	CHAB*	Canada—All-Canada Radio Facilities
Prince Albert	CKBI*	Canada—All-Canada Radio Facilities
Regina	CKRM*	Canada—All-Canada Radio Facilities
	CKCK*	Canada—All-Canada Radio Facilities
Saskatoon	CFQC*	Canada—Radio Representatives Ltd.
		Winnipeg—Horace N. Stovin & Co.
Watrous	CBK	Canadian Broadcasting Corporation
Yorkton	CJGX*	Canada—Horace N. Stovin & Co.

● MANITOBA

Brandon	CKX*	Canada—Horace N. Stovin & Co.
Flin Flon	CFAR*	Canada—Horace N. Stovin & Co.
Winnipeg	CKY*	Canada—Horace N. Stovin & Co.
	CKRC*	Canada—All-Canada Radio Facilities

● ONTARIO

Brantford	CKPC	Canada—J. L. Alexander.
Brockville	CFBR*	Canada—Horace N. Stovin & Co.
Chatham	CFCO*	No Exclusive Reps.
Cornwall	CKSF	Canada—Horace N. Stovin & Co.
Fort Francis	CKFI*	Canada—All-Canada Radio Facilities
Fort William	CKPR*	Toronto } Radio Representatives Ltd.
		Montreal } Radio Representatives Ltd.
		Winnipeg—Horace N. Stovin & Co.
Hamilton	CHML*	Toronto—J. Reg. Beattie
		Montreal } Horace N. Stovin & Co.
		Winnipeg } Horace N. Stovin & Co.
	CKOC*	Canada—All-Canada Radio Facilities
	CJRL*	Canada—Horace N. Stovin & Co.
Kenora	CKWS*	Canada—Natl. Broadcast Sales.
Kingston	CKWS*	Canada—Natl. Broadcast Sales.
Kirkland Lake	CJKL*	Canada—Natl. Broadcast Sales
Kitchener	CKCR*	Canada—William Wright
London	CFPL*	Montreal } Horace N. Stovin & Co.
		Winnipeg } Horace N. Stovin & Co.
North Bay	CFCH*	Canada—Natl. Broadcast Sales
Ottawa	CBO	Canadian Broadcasting Corporation
	CKCO	Canada—William Wright
Owen Sound	CFOS*	Canada—Horace N. Stovin & Co.

Parry Sound	CHPS*	Canada—Horace N. Stovin & Co.
Pembroke	CHOV*	Canada—Horace N. Stovin & Co..
Peterborough	CHEX	Canada—Natl. Broadcast Sales
Port Arthur	CFPA	Toronto } Natl. Broadcast Sales.
		Montreal } Natl. Broadcast Sales.
		Winnipeg—All-Canada Radio Facilities
St. Catharines	CKTB*	Canada—Natl. Broadcast Sales
Sault Ste. Marie	CJIC*	Canada—J. L. Alexander
Stratford	CJCS*	Canada—All-Canada Radio Facilities
Sudbury	CKSO	Toronto—All-Canada Radio Facilities
Timmins	CKGB*	Canada—Natl. Broadcast Sales
Toronto	CBL	Canadian Broadcasting Corporation
	CJBC	Canadian Broadcasting Corporation
	CFRB*	Montreal—All-Canada Radio Facilities
	CKEY*	Montreal—Natl. Broadcast Sales
	CHUM*†	Montreal—Radio Representatives Ltd.
Windsor	CKLW*	Canada—Horace N. Stovin & Co.
Wingham	CKNX*	Canada—J. L. Alexander

● QUEBEC

Amos	CHAD	Canada—Natl. Broadcast Sales
Chicoutimi	CBJ	Canadian Broadcasting Corporation
Hull	CKCH*	Canada—Radio Representatives Ltd.
Montreal	CBF	Canadian Broadcasting Corporation
	CBM	Canadian Broadcasting Corporation
	CFCF*	Toronto—All-Canada Radio Facilities
	CHLP*	Toronto—J. L. Alexander
	CKAC*	Toronto—William Wright
	CJAD†	Canada—Natl. Broadcast Sales
New Carlisle	CHNC*	Canada—All-Canada Radio Facilities.
Quebec	CBV	Canadian Broadcasting Corporation
	CHRC*	Canada—No Exclusive Reps.
	CKCV*	Canada—Radio Representatives Ltd.
Rimouski	CJBR*	Canada—Horace N. Stovin & Co.
Rouyn	CKRN*	Canada—Natl. Broadcast Sales
Ste Anne de la Pocatiere	CHGB	Canada—Natl. Broadcast Sales
Sherbrooke	CHLT*	Canada—Radio Representatives Ltd.
Trois Rivieres	CHLN*	Canada—Radio Representatives Ltd.
Val d'Or	CKVD	Canada—Natl. Broadcast Sales

● NEW BRUNSWICK

Campbellton	CKNB	Canada—All-Canada Radio Facilities
Edmundston	CJEM	Canada—Horace N. Stovin & Co.
Fredericton	CFNB*	Canada—All-Canada Radio Facilities
Moncton	CKCW*	Canada—Horace N. Stovin & Co.
St. John	CHSJ*	Canada—Horace N. Stovin & Co.
Sackville	CBA	Canadian Broadcasting Corporation

● NOVA SCOTIA

Antigonish	CJFX	Canada—J. L. Alexander
Halifax	CHNS*	Canada—All-Canada Radio Facilities
	CJCH*	Canada—Natl. Broadcast Sales
	CBH	Canadian Broadcasting Corporation
Sydney	CJCB*	Canada—All-Canada Radio Facilities
Wolfville	CKIC	Does not sell time
Yarmouth	CJLS	Canada—All-Canada Radio Facilities

● PRINCE EDWARD ISLAND

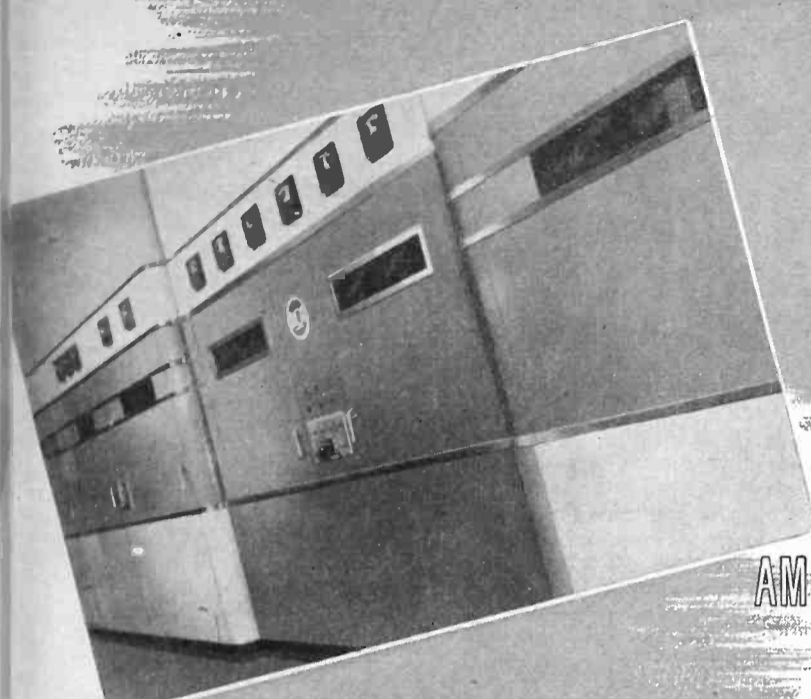
Charlottetown	CFCY*	Canada—All-Canada Radio Facilities
Summerside	CHGS	Canada—Radio Representatives Ltd.

● NEWFOUNDLAND

St. John's	VOCM	No Exclusive Reps.
	VONF	Canada—All-Canada Radio Facilities
	VOWN	No Exclusive Reps.

* indicates membership in the Canadian Association of Broadcasters, which has supplied the above information in respect to its member stations.

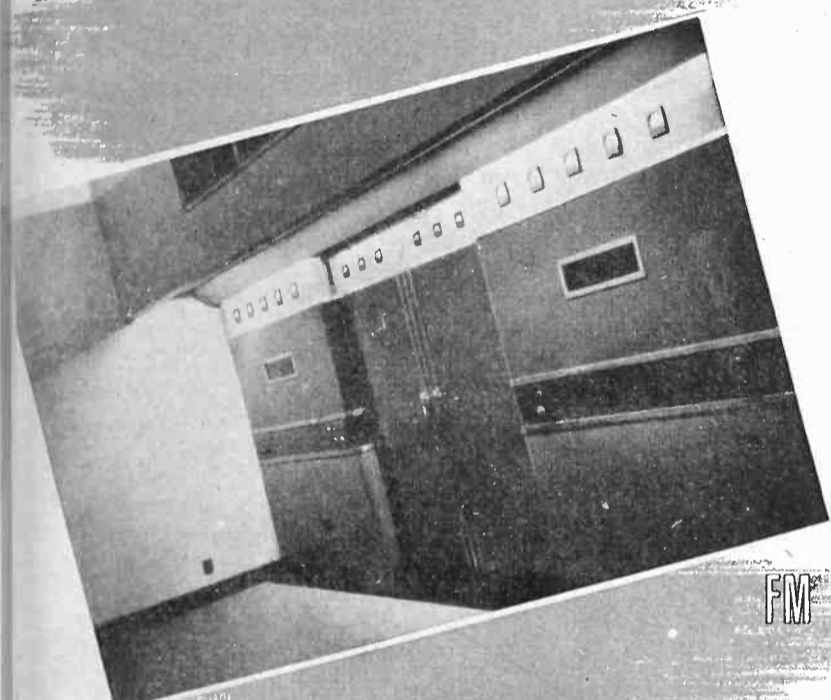
† Under Construction.



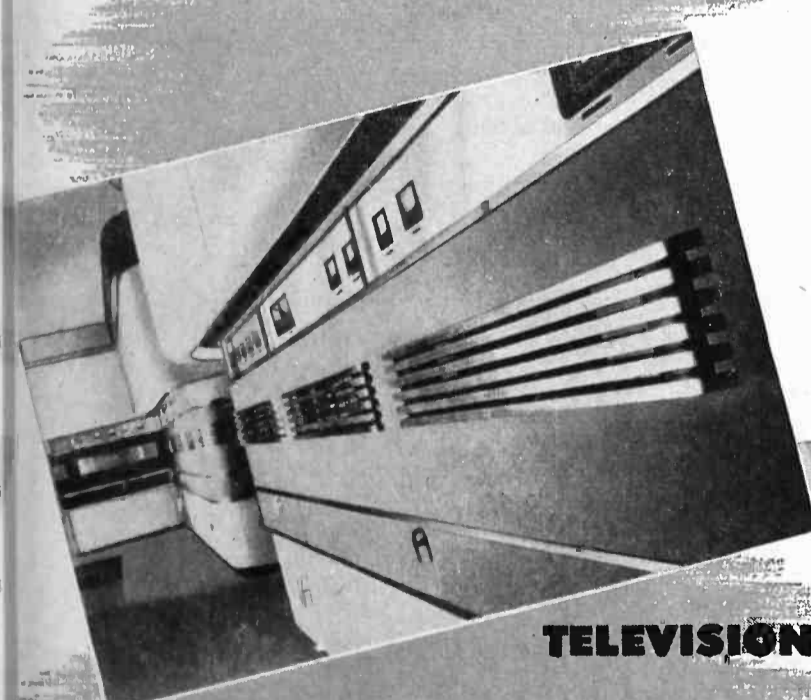
WILL YOUR STATION BE

AM, FM

OR TELEVISION?



THEN LOOK TO RCA VICTOR



NO matter which . . . RCA Victor engineers and equipment can make it a station your community will be proud of.

RCA Victor equipped AM broadcast stations cover the country; RCA Victor equipment is being used by CBC and independent stations.

RCA Victor equipment is used in the United States by pioneer Television broadcast Stations; the modern all-electronic television system is an RCA development.

For the postwar era, RCA Victor will be ready with new Super-FM circuits . . . circuits which will insure even better reproduction quality, reduce installation and running costs, and simplify operating problems. Make your reservation *now* for postwar delivery of complete broadcast station equipment. Just write to RCA Victor Company Ltd., Montreal, Que. for information on the Broadcast Equipment Priority Plan.

RCA Victor



RCA VICTOR COMPANY LIMITED
 Halifax Montreal Ottawa Toronto
 Winnipeg Calgary Vancouver

Radio in By-Election



VENI

VIDI

VICI

Pictured above are the three contestants in the bitter-fought North Grey by-election. From left to right they are Air Vice-Marshal Earl Godfrey (CCF), General A. G. L. McNaughton (Liberal), and Mr Garfield Case (Progressive-Conservative), the successful contestant.

CFOS, Owen Sound, reports that the three used over two hundred broadcast periods ranging from five minutes to half an hour on their station. The broadcasting campaign started the first week in January and ended February 2nd.

Finding the roads in the Georgian Bay district impassable, due to weather conditions, all three candidates have relied a great deal on the radio to present their appeals to electors. The importance of this hardest fought election in the political annals of Canada has brought to the CFOS microphones

such party stalwarts as John Bracken, C. J. Caldwell, Colonel Mullock, Honorable Colin Gibson, Honorable Ian MacKenzie, Honorable Earl Rowe and E. B. Jolliffe.

Several public opinion polls were conducted including one by Elliott-Haynes Ltd, which made the headlines when the returning officer made a public appeal that it be ignored. Using a mail balloting technique similar to the BBM, this poll forecast the results with the Progressive-Conservatives scoring a fractional lead over the Liberals, and the CCF trailing the field by about 22%.

All contestants credited radio with helping them to get their messages across to their constituents in spite of the weather, and the winner of the election, Mr. Garfield Case is quoted as saying "I don't think I ever had a greater appreciation of radio."

REHABILITATION SERVICE

FREE EMPLOYMENT SERVICE FOR ACTIVE SERVICE VETERANS

To assist in re-establishing men and women returning to civilian life from the armed forces overseas, the Canadian Broadcaster offers a free want-ad service for such men and women who, having been honorably discharged from active service wish to enter or re-enter the broadcasting or advertising business. This department is being run with the full knowledge and co-operation of National Selective Service. Advertising copy, which should be as brief as possible, should be written clearly—typewritten preferred—on one side of the paper only. Include your regimental number and date of discharge, and please bear in mind that this free service is available only to men and women who have been on active service. Address copy to "Rehabilitation", Canadian Broadcaster, 371 Bay street, Toronto 1, Ontario.

FILE CB 7

R.C.A.F. Navigator (P/O), being transferred to Reserve, age 32, educated U.T.S. and University of Toronto ('33 grad), married with 2 children. Ten years at trade and retail advertising. Good knowledge of media and production. Would like to join advertising agency or manufacturer of advertised brands. Write File CB 7, National Selective Service, 174 Spadina Avenue, Toronto.

CFRB Commentator Returns

Listeners to CFRB, Toronto, will shortly be treated to reports of John Collingwood Reade, who is expected home from Europe ready to appear on CFRB at any time now.

Reade's travels have taken him to Italy and England. He spent Christmas in Rome, has toured the Italian front, and has spent considerable time in England, visiting Canadian troops wherever they were posted.

"East Coast Port"

The first edition of "East Coast Port", by William C. Borrett, manager of station CHNS, Halifax, was sold out in three weeks, and the second edition is already on the press. Halifax booksellers say that Bill Borrett's three books have been best sellers in Halifax stories without exception.

"East Coast Port" consists of a number of Major Borrett's broadcast talks about Halifax as have his previous books. This one deals especially with the part played by Halifax in this and previous wars.

Trade Winds

LADY ESTHER LTD.: start spot broadcasting campaign over 5 Canadian stations. Biow Co., New York.

PROCTER GAMBLE CO. OF CANADA LTD.: pipe in "Rudy Vallee Show" from NBC on February 1 to CJBC, Toronto and on Feb. 8 to a number of stations on CBC Dominion Network. Kastor & Sons, Chicago.

CANADIAN CANNERS: spot announcements over CHML, CKOC, CKEY, CFRB, CFPL, and CKCO. F. H. Hayhurst Ltd., Toronto.

GREY REMEDIES: began February 5 spot announcements 3 a week over CKEY, CKNX, KCTB, CKCO, CHML, CKWS and CFCO. Tandy Advertising Agency Ltd., Toronto.

OGILVIE FLOUR MILLS LTD.: 5 a week musical show under way over 51 Canadian stations. J. J. Gibbons Ltd., Montreal.

LYMAN AGENCIES (TINTEX): began February 5th, transcribed spot announcements over a number of Canadian stations. Ronalds Advertising Agency Ltd., Toronto.

THE CANADA STARCH CO.: began on February 6th over CFCF, Montreal and February 8 over CFRB, Toronto, dramatic program "The Greatest of These". Vickers & Benson Ltd., Montreal.

A Note . . .

To Our FELLOW-MEMBERS!

If you were our listeners or prospective clients we would say "Welcome to CHNC".

Since you are "gentle" competitors, we sincerely WELCOME you to our Convention Table.

CORDIALE BIENVENUE
A VOUS TOUS, NOS AMIS.

Broadcasting Station

CHNC

NEW CARLISLE, QUEBEC

610 kcs.

1000 watts

CKCR
KITCHENER

A *Wright* STATION

1944 VITAL STATISTICS

68 National and
104 Local Advertisers
used this station.

YOU would be in good company!

WILLIAM WRIGHT
Victory Bldg.

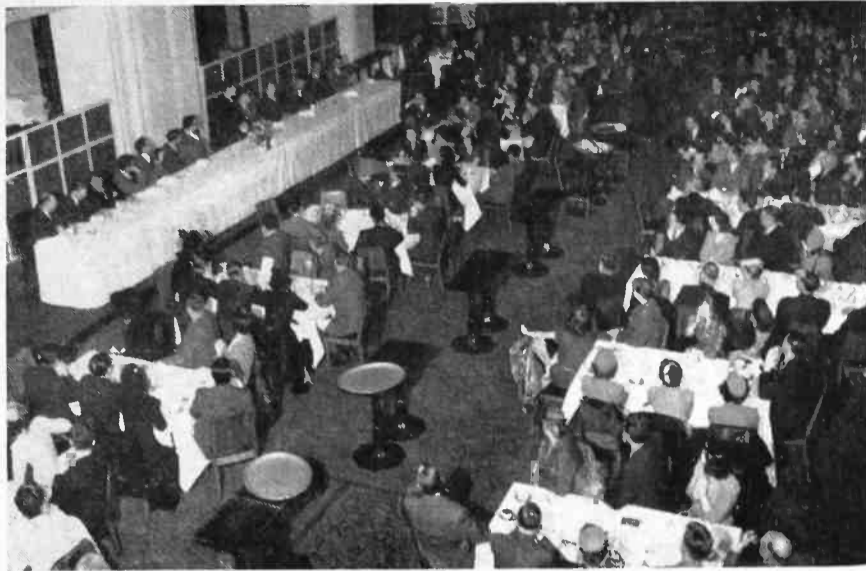
AD. 8481

Actuality Shots Of "Beaver Presentations"

Nearly two hundred and fifty radio artists and agency people, sponsors and "reps" attended the dinner of the Radio Executives Club of Toronto February 1st, for the presentation of the first CANADIAN BROADCASTER Beaver Awards for Distinguished Service to Canadian Radio which were broadcast over Borden's "Canadian Cavalade".

Our top picture shows a part of the assemblage at dinner, prior to the presentations. Below that is a group of most of the award winners, a list of whom appears on page 5. Lower left is Ralph Kuyle, 21 year old CIBC copy clerk receiving his "Beaver", and at lower right, your editor sounding forth after the dinner. (Can we help it we're beautiful?)

Head table dinner guests included: Glen Bannerman, president of CAB, Frank Chamberlain, Toronto radio columnist, "Red" Foster (Harold E. Foster Agencies Ltd.), C. J. Harris (editor of Liberty), Blair Fraser (Ottawa Editor of Maclean's Magazine), R. E. Jones advertising manager Colgate-



Palmolive Peet Co. Ltd.), Richard G. Lewis, William Wright (president of the Radio Executives Club of Toronto), J. A. McNeil (general manager Canadian Press), Larry Rogers (Toronto Bureau manager British United Press), Edgar Stone (supervisor of Commercial Clearance of the CBC), Lee Trenholm, (President Advertising

and Sales Club of Toronto), Jack Walker (publisher Toronto Weekly News) and Walter Enger (A. McKim Ltd.).



I'm a Confessed Pirate!

(Stealing from only The Best People)

for

"I QUOTE"

Get this easy-to-handle, one-man script show exclusive in your city. Words of Churchill, Lincoln, Wilson, Hubbard and hundreds of others reiterated in amusing, informative radio game. Run it free until sold . . . then pay small fee. Write for details.

WALTER A. DALES ★ Radioscripts ★ 420 Med. Arts Bldg., Montreal

CHNS BULLETIN BOARD

The man who insists that no two people are alike, always breaks down when someone mentions money, 'cause he knows that practically everybody is fond of dough! And there's plenty of it in the Maritimes! Tell us what you're selling—we'll do the rest.

• 960 ON YOUR RADIO •

SURE!

Christmas
and
New Years
have gone
but
RADIO
is a
year round
business

•

So are
Thanks
and
Sincere
Good Wishes
a year round
sentiment

•

A FLOCK

of these, then,
to the
CAB
and
the whole
INDUSTRY

from the
undersigned guy
who just plain
likes radio and all
the swell Joes he
meets in it.

Cy Mack

CHRC

Hands you the key to QUEBEC

During the C.A.B. Convention, make use of all our facilities to make your stay pleasant and profitable—Call at our headquarters suite on the ground floor of the Chateau Frontenac.



VANCOUVER'S "MUTUAL" STATION IS NOW 21 YEARS OLD!

Greetings, Conventioners!

The staff of CKWX send greetings to delegates at the Canadian Association of Broadcasters Convention, with cordial good wishes for a most successful gathering.

Represented by:
"TINY" ELPHICKE

Working and serving, through good years and years "not so good", this radio broadcasting station, catering to Canada's third largest population group, has come of age with a determination to improve and expand and excel — to the utmost possible.

980 ON YOUR DIAL!

Public Approves Commercials But Disdains Some Plugs

Something of the possibilities that lay ahead of the Joint-Committee on Commercial Radio Research, which will be telling its story to the industry at the CAB Convention next week, are indicated by a survey which has just been conducted for the CANADIAN BROADCASTER, by Jack Graydon of Canadian Facts Ltd., who has been retained by the committee to handle the mechanics of the surveys they are making.

A series of four questions was asked a cross-section of Toronto radio homes, and the answers show a kindly reception of commercial radio.

QUESTION No. 1—Do you feel that it is reasonable for a sponsor to take some of the program time to tell you about his product or not?

ANSWERS:

Yes 83.8%
No 5.1%
No Opinion 11.1%

QUESTION No. 2 —Do you think the sponsor should only give the name of the company putting on the program, or do you like to hear details of the products?

ANSWERS:

Should tell about product 52.0%
Name of Company only 36.2%
No Opinion 11.4%

QUESTION No. 3 —What do you think of advertising programs in general? Do you think they are well or badly handled?

ANSWERS:

Well handled 68.1%
Poorly handled 21.0%
No Opinion 11.0%

QUESTION No. 4 —(a) Is there anything in what advertisers say, or in the way they say it that you do not like? (b) If yes, is it usually what they say or the way they say it?

ANSWERS:

(a) Yes 14.8%
No 85.2%
(b) Of all these who answered "yes" to (a)
What they say 51.2%
How they say it ... 16.1%
Both 32.3%

Commenting on his findings, Jack Graydon pointed out that the minorities who replied negatively to his questionnaire cannot be disregarded, for it is in size rather

than in volume that their voice have been measured.

Mr. Graydon suggested that the 5.1% who feel that sponsor should not take time to tell about their products is a tribute to the industry, and everyone else concerned. The fact that 36.2% think sponsors should just give their names, indicates the tremendous possibilities that present themselves for the improvement of advertising copy.

Easily the most serious is the disclosure which comes to light in the answer to question 3, to the effect that 21% consider some advertising poorly handled.

"This survey we made for your paper could aspire to no more than scratching the surface", he said, "but it does indicate an opportunity for further study and investigation." He continued by pointing out that the answer to question 1 gives convincing proof that there is no public disapproval of radio advertising, as such, but the fact that 21% believe that it is poorly handled, though 52% like to hear details about products, is a strong indication that work could be done to improve a situation which is already most encouraging, and to keep pace with the ever-changing trends of public opinion.



PETER STURSBURG

CBC overseas correspondent who will be guest speaker at the Annual Dinner at the CAB Convention in Quebec February 14th, and has chosen as his subject "Gathering News for Battle".

KEITH A. MacKINNON

Consulting Radio Engineer

(Formerly head of Transmission and Development Branch, C.B.C. Engineering Division)

- Available for consultation on all radio engineering and technical matters, with particular emphasis on power increases and associated antenna arrays.

- An independent consulting service with no affiliation with any equipment manufacturers.

Enquiries should be addressed to P.O. Box 542, Ottawa, or personally at the C.A.B. Convention.

CFCN

dominates

(87% coverage penetration)

and

All Southern Alberta
Eastern British Columbia

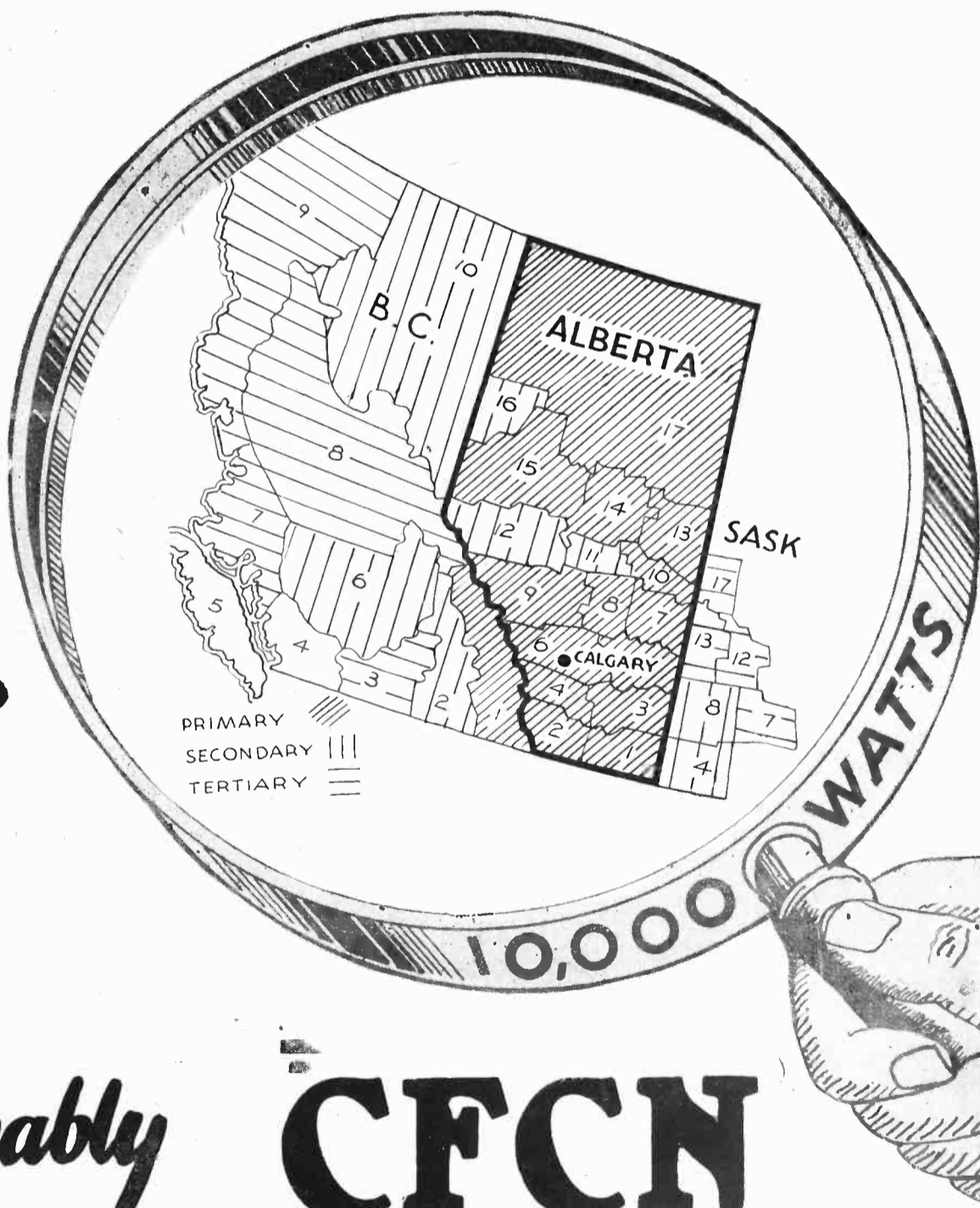
Census Division 1 - 9)

Census Division - 1)

(SEE THE LATEST BUREAU OF BROADCAST MEASUREMENT REPORT)

It takes
POWER
to sell
this market
economically
and CFCN'S
"10 KW,"

does the whole job
at rock-bottom cost



Unquestionably

**ALBERTA'S
BEST RADIO BUY**

CFCN

**10,000 WATTS - 1010 KC. Clear Channel
CALGARY, ALBERTA**

"PN"

=COVERS THE GLOBE=
FOR CANADA'S BROADCASTERS

Serves 42* Canadian radio stations by direct wire

Provides nine daily and two weekly features of program length

Moves 13 prepared newscasts daily plus Canadian and sport roundups and News-in-a-Minute

* 42 and more coming

Exclusive Services:
THE CANADIAN PRESS
THE ASSOCIATED PRESS
REUTERS

THE COMPLETE SERVICE

PRESS NEWS

Metropolitan Building

Toronto

How They Stand

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

Daytime			Evening		
English			English		
Soldier's Wife	19.3	-1.6	Charlie McCarthy	41.6	+4
Happy Gang	17.6	same	Lux Radio Theatre	39.0	+8
Big Sister	17.1	same	Fibber McGee & Molly	35.4	+6
Road of Life	15.9	+ .7	Kraft Music Hall	25.4	+4
Ma Perkins	14.1	+ .5	Album of Familiar Music	22.7	+4
Lucy Linton	12.5	+ .6	Bob Hope	22.5	+1
Claire Wallace	11.8	- .3	Treasure Trail	21.2	+3
Pepper Young	11.4	same	N.H.L. Hockey	20.8	+
Right to Happiness	11.0	- .4	Waltz Time	18.2	-
Woman of America	10.2	+ .3	Aldrich Family	17.9	+
French			French		
Jeunesse Dorée	33.6	+ .1	Dr. Morhanges	34.5	+1
Quelles Nouvelles	29.5	-2.2	Ceux qu'on Aime	34.3	+3
Joyeux Troubadours	29.0	+1.8	La Mine d'Or	33.5	+2
Rué Principale	23.5	-1.3	Métropole	33.0	+1
Métaire Rancourt	23.3	+2.2	Le Ralliement du Rire	30.2	+4
Histoires d'Amour	22.8	-2.5	Nazaire et Barnabe	29.7	+2
Tante Lucie	22.8	+ .2	Café Concert	28.9	+3
Grande Soeur 11 a.m.	21.4	-1.7	Course au Tresor	27.0	+1
Liptonaires	19.5	- .7	Pierre Latulipe	24.9	+3
Pierre Guerin	19.4	+1.6	Les Amours de Ti-jos	23.1	+2

In the West, it's
Rural Richness!

CONVENTION COVERAGE
In January, the United Farmers of Alberta met in convention in Edmonton. Alive, as always, to the needs for service to farmers, Alberta's two leading stations gave hour by hour convention coverage. This continuing policy of farm service broadcasting harvests rich rewards for advertisers —rewards from the largest market that has always been the largest in the west —the rural market!

10,000 W
CFCN
CALGARY

1,000 W
CFRN
EDMONTON

STATIONS OF THE CBC NETWORKS

Trans-Canada Network

Maritimes (Basic)
 CJCB, Sydney
 CBH, Halifax
 CBA, Sackville
 CHSJ, Saint John
 CFNB, Fredericton

Ontario (Basic)

CBO, Ottawa
 CKWS, Kingston
 CBL, Toronto
 CKSO, Sudbury
 CFCH, North Bay
 CJKL, Kirkland Lake
 CKGB, Timmins
 CKPR, Fort William
 *CBM, Montreal

Ontario (Supplementary)

*CKCV, Quebec
 CKOC, Hamilton
 CKLW, Windsor
 CJIC, Sault Ste. Marie

Prairies (Basic)

CKY, Winnipeg
 CBK, Watrous
 CJCA, Edmonton
 CFAC, Calgary
 CJOC, Lethbridge

Prairies (Supplementary)

CKCK, Regina
 CFAR, Flin Flon
 CFGP, Grande Prairie

British Columbia (Basic)

CFJC, Kamloops
 CKOV, Kelowna
 CJAT, Trail
 CBR, Vancouver

British Columbia (Supplementary)

CKLN, Nelson

Quebec Regional Network

(Basic)

CBF, Montreal
 CBV, Quebec
 CBJ, Chicoutimi

(Supplementary)

CKCH, Hull
 CHGB, Ste. Anne de la Pocatiere
 CHNC, New Carlisle
 **CKRN, Rouyn
 **CHVD, Val d'Or
 **CHAD, Amos

Dominion Network

Maritimes (Basic)

CJFX, Antigonish
 CHNS, Halifax
 CFCY, Charlottetown
 CKCW, Moncton
 CKNB, Campbellton
 CJLS, Yarmouth

Ontario (Basic)

CKCO, Ottawa
 CHOV, Pembroke
 CFBR, Brockville
 CJBC, Toronto
 CHEX, Peterborough
 CFPL, London
 CFCC, Chatham
 CFPA, Port Arthur
 *CHLT, Sherbrooke
 *CFCF, Montreal

Ontario (Supplementary)

**CKCV, Quebec
 CKTB, St. Catharines
 CHML, Hamilton
 CKLW, Windsor
 CKPC, Brantford
 CKCR, Kitchener
 *CKNX, Wingham
 *CJCS, Stratford
 *CFOS, Owen Sound

Prairies (Basic)

CKRC, Winnipeg
 CJGX, Yorkton
 CKX, Brandon
 CKRM, Regina
 CHAB, Moose Jaw
 CFQC, Saskatoon
 CKBI, Prince Albert
 CFCN, Calgary
 CFRN, Edmonton
 ***CJRL, Kenora

British Columbia (Basic)

CHWK, Chilliwack
 CJOR, Vancouver
 CJVI, Victoria

*—Quebec Outlet

**—These three stations sold as a group

***—Ontario outlet

CKCV

The Voice of
 French Canada
 extends a cordial
 Quebec Greeting
 to delegates and
 guests at the

1945
 CAB
 Quebec
 Convention

CKNB CAMPBELLTON N.B.

February 7th, 1945

Dear Mr. Time-Buyer:-

The CAB Convention in Quebec City will centre attention on Canadian Broadcasting.... I hope I'll see many of you there.

But for the moment it takes you to read this letter...and for long enough to think it over...I'd like to centre your attention on CKNB broadcasting, and its usefulness to you.

Last year's CAB Convention gave birth to the Bureau of Broadcast Measurement...and the BBM gave CKNB an average Coverage Penetration figure, in our Primary Area, of 94.42 percent. We like that figure. We think its difficult to beat. We think it means something to the advertiser who wants to know what station to use for maximum coverage in Northern New Brunswick.

Besides...we like the thought that so many radio set users like us well enough to give us their ear so consistently.

See you in Quebec?

Yours very truly,

Stau Chapman

CSC/JN

STATION MANAGER

AN ALL-CANADA STATION

CKAC
 MONTREAL

A *Wright* STATION

Average % of sets turned on for
 January (French) 44.2. Highest in
 Canada for the markets regularly
 surveyed. For potential listeners, use
CKAC

WILLIAM WRIGHT
 Victory Bldg.

AD. 8481

A NEW RADIO MUSICAL

DREAM TIME

MUSIC THAT DREAMS ARE MADE OF

With **LUCIO AGOSTINI** and His Orchestra

ALYS ROBI - EDDIE ALLEN

TUESDAY, 10.30 P.M. E.D.T.

CJBC

CBC DOMINION NETWORK

PROUDLY PREPARED AND PRODUCED

"DODDS"

A. J. DENNE & COMPANY LTD.

JOHN ADASKIN PRODUCTIONS

TELEPHONES OFFICE ELGIN 9296 NIGHTS KINGSDALE 1974

MONTREAL TRUST BLDG 67 YONGE ST. TORONTO

Joins Colgate



R. E. JONES

who, as chairman of the Joint Committee of Commercial Radio Research will be making his presentation to the CAB conference next week, has recently resigned his position as Advertising Manager of General Foods Ltd., and accepted a similar position with Colgate-Palmolive.

Visitor's Book

Recent visitors to the BROADCASTER office include Bill Rea (CKNW), Eric Ayles (CJAT), Bill Speers (CKRM), Gerry Gaetz (CKRC), Gerry Tonkin (CKFI), W. T. "Doc" Cruikshank (CKNX), Wingham; Bill Borrett (CHNS), Simon L'Anglais (Radio Program Producers).

P.S.—Hal Crittenden who made this department last issue, is still in town.



PAN MAIL

Sir: I understand that you have announced that you will be making your Beaver Awards "every year hereafter", which conjures up the horrible thought that you should live so long.

PHARE PREY

Those approached by a certain agency man at the CAB Convention, and invited to go off into a quiet corner for a game of cribbage should recognize golden opportunity when it knocks.

PUBLIC RELATIONS

"An eager beaver is a sack with a commission."

HORROR-DE-LUXE

The Board of Governors and divisional heads of the CBC are to meet shortly to discuss the ban on horror programs. We understand the political broadcasts are not included on the agenda.

STUMPED!

The radio producer who beats his right arm he could come up with a new idea for quiz program.

PRESS RELEASE

Tenor Frank Munn will present a musical compliment—"The Way You Look Tonight." Aspirin takes care of you the next morning.

RASPBERRY

The Peterborough Examine pokes fun at the radio announcer who urges people "to save one shovelful of coal in five" these cold mornings, but omits to mention that it is carrying fuel conservation ads itself, which are released in the same campaign as the announcements.

MISINFORMED

May we contradict the rumor that one of the Beaver Award winners arrived at the dinner with a wire cage in which to carry home his booty.

ENUNCIATION

Mail to CJCA's "Musical I. Q." has been addressed to such fantastic names as "I Choose", "Art Qu", "Like You", "Hi Cue", "High Music Kues", "Like Youck", "I. Y. Q", "Allieque" etc.

R. I. P.

And now for three days of complete relaxation and rest in the old world atmosphere of quaint old Quebec—at the C. A. B. Convention.

● CJOR CKAC CHML CHAB CFGP CFRN CJGX ●

CJFX CHLN CFCN CJBRC HWK CKCW CJCB CJLS

CKPR CFCH CHEX CJCS CKGB CJIC CKCH CFBR

Howdy Boys

LOOK US UP AT THE CHATEAU

UNITED TRANSCRIBED SYSTEM

New York Toronto Hollywood

Sales Representatives:

Exclusive Radio Features Ltd.

14 McCaul St. TORONTO 2

AD. 5112

CFGP

Now 1000 WATTS GRANDE PRAIRIE ALBERTA

Ain't PENETRATION Grand?

Especially if there's no audience!

With us it's AUDIENCE!

(Let those who can, penetrate).

CFGP

Grande Prairie

All-Canada in Canada Weed & Co. in U.S.A.

VOICE OF THE MIGHTY PEACE

● CKPC CKWS CJKL CKCR CKTB CKLW CHLT ●

For What's New and What's Coming . . .



See Our
EXHIBIT
at the
C.A.B.



Chateau Frontenac • Quebec City

PRESTO • FONDA • AMPEREX
AUDIO DEVELOPMENT CO.

and

? ? ?

WALTER P. DOWNS LIMITED

633 DOMINION SQUARE BLDG. • MONTREAL

Coast to Coast
TRANSCRIPTIONS

Canada's Finest Recordings on the World's Finest Equipment

The Bovril Show
Super Pyro
Magic Baking Powder*
Fleischmann Yeast*
Absorbine Junior
The Oxo Program*
The Ogilvie Program*
MacDonald Tobacco Sport
Round-up

Odorono
Pepsi-Cola*
Orient Hosiery
B. C. Fruit*
Fruit-a-tives*
Wartime Prices and
Trade Board
Wampoles
Musterole

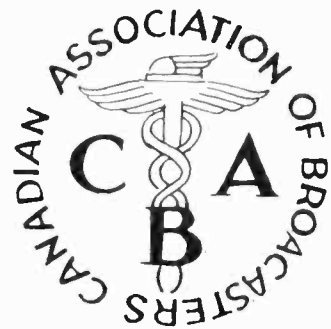
**French as well as English*

RECORDINGS REGISTERED

633 DOMINION SQUARE BLDG. • MONTREAL



Gentlemen,
THE INDUSTRY!



CFRB
T O R O N T O