

CANADIAN BROADCASTER

TWICE A MONTH

Vol. 6, No. 24.

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

December 20th, 1947

CBC WEIGHS LONG LIST

CFRB Gets Green Light for 50 Kilowatts

A policy of caution seems indicated in relation to power increases for independent stations, by recommendations issuing from the Board of Governors' meeting late last month.

Only two power increases were actually granted. In the case of CFAR, Flin Flon, the increase was to one kw. on 590 kc., which did not involve any questions of policy.

The other increase, recommended for approval was that of CFRB, Toronto, to 50 kw., directional; on 1010 kc. This is the first time the CBC has recommended a power of 50 kw. for a private station. However, the rider to the recommendation pointed out that: "The object of this recommendation is to maintain the extent of the coverage of station CFRB as near as possible to its present coverage at a power of 10 kw. on the frequency of 860 kc. The Board noted that the total coverage of the station at 50 kw. on 1010 kc. would not be greater than at present."

Application of CHML, Hamilton, for 10 kw. day, directional, and 5 kw. night, or alternatively to 10 kw. day and 5 kw. night, both directional, was recommended for denial. The application had been opposed by CKNX, Wingham, and CHLT, Sherbrooke, and was supported by agricultural representatives within CHML's listening area. The Board said: "In making this recommendation, the Board had in mind the welfare of and service of stations in smaller communities which may be affected by increased power and coverage of stations situated at larger centres". It also noted that "the present coverage of at least one smaller community station would be affected by the requested increase in power by CHML".

Application by CKAC for 10 kw. on 730 kc. (temporary) and to 50 kw. on 730, directional, was deferred to "provide an opportunity for further study including consideration of technical factors involved". That of CKLW, Windsor, for 50 kw., directional, on 800 kc., was also

deferred, on the same grounds. **Two New Stations Approved**

Two new broadcasting stations, both in the province of Quebec, will be established if the recommendation of CBC's Board is accepted. One of the applications recommended for approval is that of Shawinigan Falls, for one kilowatt at 1470 kc. with directional antenna. The other is for a 1 kw. job at Matane, on 1250 kc. with directional antenna. Reason in both cases: "The Board considers that there is a place for a local community station in . . ."

Five Applications Denied

Five applications for broadcast licenses were recommended for denial by CBC's Board of Governors meeting in Ottawa November 28 and 29. Applications were for broadcasting stations on the AM band at Victoria, B.C., Saskatoon, Sydney, Beauceville, P.Q., and St. Georges de Beauce, P.Q.

In all cases, the element of existing or possible future competition to the saturation point was given as the major reason for the recommendation of denial.

- Up till now, Christmas hasn't meant much to three and a half year old Margaret Jenkins. This year, however, her mother writes that she has asked a million questions about Santa Claus. Mrs. Jenkins' letter was addressed to CFRB, explaining that the above photograph, which she enclosed, was snapped while Margaret was listening to Old Whiskers. The picture provides a study in the rapt attention and concentration radio inspires in youngsters.



The Victoria application, made by David M. Armstrong, was opposed by CJVI, now operating in that city. The Board gave its opinion that "the area cannot support two Victoria stations each giving a good broadcasting service".

The Quebec communities of St. Georges de Beauce and Beauceville are located very close together. In this case the Board added a rider noting that "it would be prepared to consider a recommendation regarding a single combined application for a station to cover the Beauce area, serving both communities". During the verbal hearing of the application, the Board suggested to the two applicants that they "go out in hall and see if you can arrive at an agreement". The applicants complied with the first half, but not the latter, of these instructions.

The Saskatoon application, for 1340 kc. at 250 watts, was opposed by CFQC. Questioning of the Board centred around the financing of the station. Bert Richardson, editor of the SASKATOON STAR PHOENIX, appeared to defend the application, and said the station would be independently operated, but that the finances would be from the "Sifton interests". To its opinion that the area cannot support two stations, the Board added: "In making this recommendation the Board noted that the proposed assignment, if granted, would mean an extension of multiple ownership of broadcasting stations".

The 1947 Parliamentary Radio Committee had recommended that: "Your Committee is not in favor of any absolute prohibition of the ownership by one person of more than one broadcasting station".

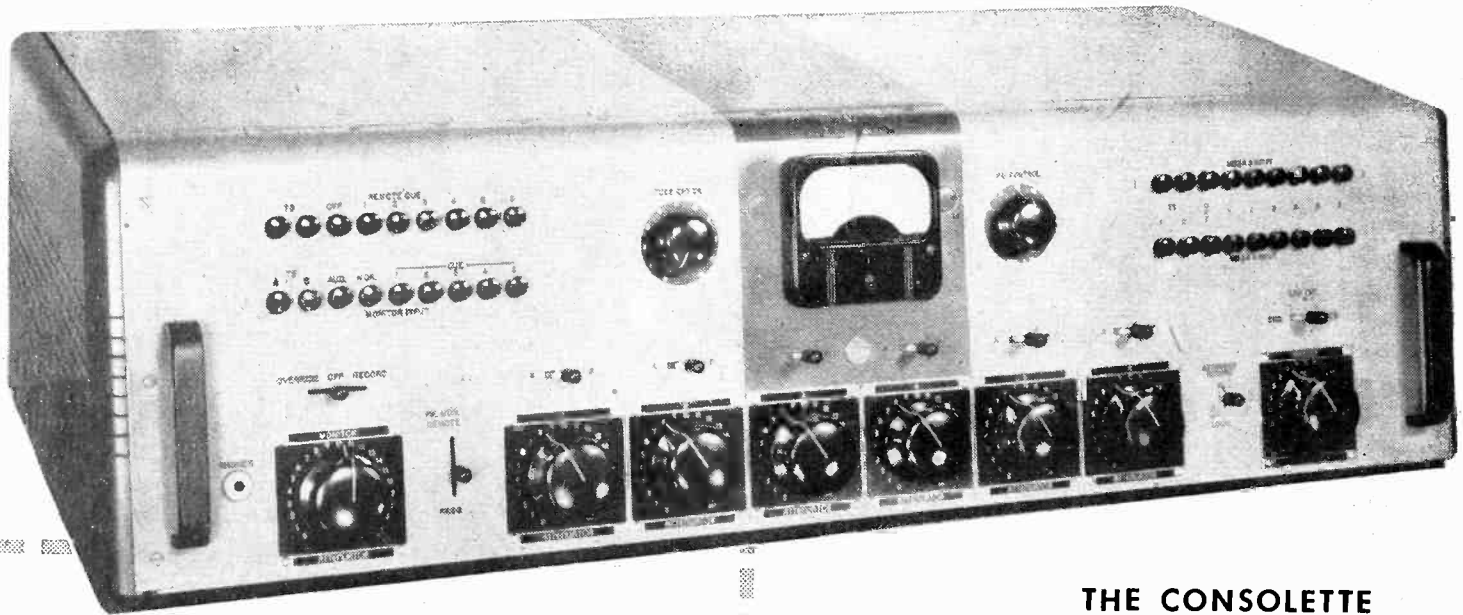
Application for a station on 930 kc. at 1 kw. in Sydney, Nova Scotia, was recommended for denial because: "In view of the fact that the CBC intends to establish its own outlet in Sydney at an early date, it is the opinion of the Board that the Sydney area could not support a third broadcasting station giving good broadcasting service".

Applications for stations in Summerside, P.E.I., and Kentville, Nova Scotia, were deferred.

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- Over-ride facilities for all remote lines.
- Six-channel mixer.
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- Cue feed to remote lines.
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- Large VU meter connected to rotary selector switch permits accurate program monitoring. Plate current checking system for all tubes and program channel.
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- The 76-B4 has built-in isolation coils for remote lines and turntable booster amplifiers.

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- For six remote lines... with independent control of each.

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BUSINESS

Why Kill To Cure?



By John Collingwood Reade

The recently proclaimed regulations, issued by the Minister of Finance under the Emergency Measures Act, were designed to alleviate the famine of U.S. dollars in this country. For the most part, the regulations will be administered and enforced by the Foreign Exchange Control Board, which can control imports from the United States simply by limiting the amount of U.S. funds which it will issue to anyone applying for them. Since applicants are compelled to make a full statement as to the purpose for which such funds are required, it is an easy matter for the board to enforce the observance of import quotas.

The long range implications of Mr. Abbott's proclamation are not so readily obvious. Clearly the government has adopted desperate expedients to meet a desperate emergency. But the emergency itself has arisen with alarming swiftness due, in large part, to the Government's action in arbitrarily restoring dollar parity . . . that is to say, pegging the Canadian dollar at a hundred cents with the Ameri-



can dollar.

Since time immemorial, creditor nations have seen the currencies of their debtor nations depreciate . . . thus discouraging further lopsidedness in the balance of trade. A cheap Canadian dollar encourages American tourist trade and makes Canadian products more desirable to the American market because they are relatively cheaper than the American goods.

As for excise duties, which have so radically altered and unbalanced the price structure, the government has taken the unprecedented step of imposing direct taxes without consulting parliament. The constitutionality of this is being attacked on the floor of the House now that parliament has reassembled. While the country as a whole may not suffer too severely from the new regulations, many individual businesses have received a stunning blow. It has always been the practice of free enterprise to consider people as human beings and not as statistical units which can be juggled about in the interests of some abstract economic result.

The overall picture may be satisfactory to the economic advisers of the government, but

we are not "over all" people. The man who has invested a considerable sum in building and equipping service shops and show rooms as an agent for American-made motor cars will wonder why the whole burden of conserving American exchange must fall with crushing weight upon his shoulders while the operator of a used car lot down the street, with practically no investment, can make a killing; and, to the jewellery trade, as the draft act stands, it is close to curtains.



FOR THESE ARTISTS

- Abbott, Lawrence
- Barry, Pat
- Bochner, Lloyd
- Bond, Roxana
- Braden, Bernard
- Cowan, Bernard
- Davies, Joy
- Dennis, Laddie
- FitzGerald, Michael
- Gerow, Russ
- Grove, Vic
- Kelly, Barbara
- Lockerbie, Beth
- Mahon, Irene
- McCance, Larry
- Milsom, Howard
- Nelson, Dick
- O'Hearn, Mona
- Rapkin, Maurice
- Rouse, Ruby Ramsay
- Scott, Sandra
- Stout, Joanne
- Willis, Austin
- Wood, Barry

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at

**RADIO ARTISTS
TELEPHONE EXCHANGE**



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DONALD J. A. WRIGHT

Manager—Station CFPL

London, Ontario



"Like every active Canadian radio station, we could tell you success stories such as that of a London painter named Joseph LaFleche, who was forced to cancel his program after only two broadcasts because he simply couldn't handle the number of jobs.

"Or, we could tell you about our midnight phone request show which was cancelled because of the problem it created for the Bell Telephone Company.

"But our real success story is in the tremendous increase in both local and national sponsors who have found, beyond a doubt, that it pays dividends to use the CFPL frequency.

"We are justly proud of our many live productions, our 14 voice CFPL Chorus, and our newly formed full-time 12-piece orchestra. We think you will be hearing some of these CFPL originations very shortly on your local Dominion Network station.

"By the time you are reading this story, our new FM transmitter will be in full operation.

"These are just a few reasons why we say, "CFPL, Western Ontario's most progressive station."

DONALD J. A. WRIGHT

HORACE N. STOVIN

& COMPANY

Radio Station Representatives

for these Live Radio Stations

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

*Represented by us in Montreal only

MONTREAL

TORONTO

WINNIPEG

RADIO GETS YOUR MESSAGE HOME

MUSIC

Hush Ottawa Fracas

Petrillo and his Musician's Union took on the Roman Catholic church in Ottawa during Education Week and won the battle after losing Round One to a quiet piano-playing nun armed with a union card.

The incident arose because Separate Schools in Ottawa and district had been invited to broadcast their school choirs, whose excellence is noted, from CFRA as part of Education Week observance. Ordinarily, the choirs are accompanied by a member of the teaching staff on a musical instrument, but before the first broadcast, word went out that such accompaniment must be provided by a union musician.

It just happened that the Reverend Sister St. Francis of Notre Dame Convent, Kingston, was in town on a visit, and was in possession of a union card acquired whilst studying music in New York. Sister St. Francis played for the first broadcast, featuring the choir of Notre Dame Convent of Ottawa. For this performance, the local union announced, it was graciously waiving the customary "union tax of fifteen percent for outside musicians."

Duty called the union-carded sister back to another city before the series of broadcasts could be completed. The choirs went on the air as arranged—without accompaniment other than a pitch-pipe.

The matter called for some comment by local newspapers, and this finished the deal as far as the union local was concerned. Secretary Donald Lynn of AFM Local 180, said "In future, we will not approve the use of any non-union musician or accompanist on any broadcast of any radio station in Ottawa or Hull . . . because of the garbled report that has appeared in the paper."

Mr. Lynn said that Separate School officials had been invited to discuss the problem with the union, but had not appeared, and talked instead to the press.

Caught squarely in the middle, the station said "In no way does CFRA want to be implicated in the situation. We follow the union rules and we abide by them strictly."

Bewildered Separate School teaching representatives held a announced that they thought too

much fuss had been made about the whole matter already and meeting of their own, cautiously declined further comment.

Quarts from Quartets

For many years mood music has been a topic for consideration in radio circles but now its supremacy has been rivalled by milk music. At first this was considered to be only a whim of oriental cows, but now the sensation has spread to England. Jive does not seem to have the desired effect of coaxing contrary cows to turn on their faucets more and patiently stand to be milked. It makes them "jitterbug" and kick over the bucket. The type of "sweet sounds" that have the power of increasing the milk supply is 18th Century Chamber Music.

Several years ago an Indian listener to the BBC's shortwave programs wrote to London and said that although he did not care for western music and did not understand it, his cows did. They responded to this entertainment by indulging in a spree of milk making. However, the BBC considered that this could be considered as merely one of Bossy's eccentricities and not a scientific fact. Because of this, it was filed with a similar mis-sive saying that the BBC musical programs were good for snake charming.

Now Mr. E. Halton of Abinger Hanger has started the ball rolling again. In a letter he sent to the BBC he said: "Listeners at present interested in milk supplies as well as BBC programs may find food for thought in the following. We find that our cows give their highest milk yields to the strains of eighteenth century music, such as Haydn's quartet . . . swing produces a definite 'kicking-the-bucket' tendency."

It appears that at long last the BBC Chamber music programs have found an eager audience. In fact the BBC London Letter has suggested the slogans: "Your cows need not only Haydn but Haydn", and "More quarts from quartets".

—D. E. Wainright.

PAPER

is a little easier.

We can now accept those extra subscriptions from your office or studio.

Circulation Dept.

CANADIAN BROADCASTER
371 Bay Street Toronto

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TWICE A MONTH

Editor: RICHARD G. LEWIS
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Photography: AL GRAY

(Authorized as second class matter at the Post Office Dept., Ottawa)

Published by

R. G. LEWIS & COMPANY, LTD., 371 Bay Street, Toronto 1, Canada

Printed by The Pomer Publishing and Printing Co., 206 Spadina Ave., Toronto 2B, Ont. 36

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Vol. 6, No. 24.

\$3.00 a Year — \$5.00 for Two Years

December 20th, 1947

THE DAWN IS DARK

As 1947 fades into history, it is more fitting to look forward than to look back, because yesterday is dead, and "by it we are neither blessed nor burned." But what of tomorrow?

No one can look on the dawning of another year, this other year, with any degree of certainty, while on one side of the world people starve, and the other side, has more than it needs, lacking only a system to distribute it.

Hope—that is the message it would be fitting to spread, if this article were to be traditionally timely. Yet how can we talk of hope when, unmindful of six years of blood and hate, we have yet to learn that our own well-filled paunches are not enough, that it is a sin and a crime to say: "I'm fine, so all is right with the world."

Leaving aside the international morass, and thinking only of what is happening in our own country, how can we find hope here? Is there hope coming out of a situation where hirer and hired are matching wits to see who can best the other, to that other's detriment; when labor says: "I'm going to get it while the getting's good," and management replies: "Over my dead body"? Is there hope to be found in the economic turmoil which results in inability to buy bread and meat, with higher wages giving rise to higher prices, and higher prices to higher wages? Or is there hope in what some believe is the only alternative, the introduction of controls and restraints, which can only serve to knock out from under it the very foundations of our tottering House of Freedom?

What can be the answer?

Man's inhumanity to man makes countless thousands mourn," wrote Robert Burns in his "Man Was Made To Mourn." And the same Scottish poet wrote in "The Cotter's Saturday Night": "Princes and lords are but the breath of kings, an honest man's the noblest work of God."

Honesty—I wonder if hope lies here.

Honesty does not consist of not stealing or lying. It means doing a conscientious job; working for our ship instead of ourself; keeping our business commitments to others; representing our wares fairly in the face of competition; serving well for the money we earn; working to make our community—our world—a better, happier place because we lived and worked in it. This is a broad interpretation of honesty, but it might be worth a trial.

Usefulness—there is another virtue.

I think that usefulness and honesty are qualities I may have overlooked in the mad scramble to beat my competitors to the draw. Yet deep down inside me when I take time out to think about it, I should be inclined to give them a trial through the uncertain months of 1948.

Just one week ago today, I was asked by a young man if I believed it was possible to be a Christian and succeed in business. I had to tell him I didn't know, because I had never tried.

EDITOR



Merry Christmas Radio

A Seasonable Message from
ALEX MILLER

Manager, The Canadian Association of Advertising Agencies

It is my opinion (entirely personal and peculiar of course) that the Radio industry is still in its adolescence and that its votaries will be in the mood to wish a very happy 1947 Christmas to everyone, even to its most harsh and inconsiderate critics.

Let me hasten to add that there is nothing invidious in the suggestion of adolescence, which is apt to be a very hearty, enthusiastic, vigorous and progressive stage of youth, although sometimes a bit unbalanced, and disturbing to staid maturity.

In fact, that is just the impression one has of Radio and of the people in it, the kind of teenage vigor and verve that wins football game; the hearty try-anything-once eagerness for new experience, new modes and manners that throw consternation into the settled habits of the household.

That seems not too overdrawn a picture of Radio in the advertising family of today. The answer for the rest of the family is to learn to tolerate you, to like you, to watch you grow, perhaps throw in, with diffidence, an admonitory word now and then, and wish you a Merry Christmas and a Happy New Year.

The Year Ahead

Of course, Radio like every other business will need to carry some of the optimism of an exuberant Christmas into the new year, for even the Christmas spirit will not entirely banish the problems that will effect all business between now and Christmas 1948.

One problem is that this content cannot continue to enjoy its present opulence while the rest of the world is hungry or starving. There is no sense, reason or justice in the world balance sheet of food and freedom. That thought has to get down deep into the hearts of the people. It has to become an influence for individual action and for support of every national meas-

ure to correct the balance. Thank God Radio has a voice that can be used for this good purpose.

Government

Another problem, common to all business, is that no one knows what governments will do next and what effect their probable actions will have on industrial and national economy. Will the Marshall Plan keep the business machine spinning at high-speed? Will it lead to more inflation here? Will it speedily give new courage, hope, recovery and freedom to Europe?

John Public

What will happen to the mood of the buying public? Will the buying spree continue? Will the wage-price spiral keep on spiralling, or will a gradual return to thrift gear down business to a steady and vigorous sanity?

What will the dollar shortage do to us? Will Uncle Sam decide to hold Canada as his best customer or will we be left out on a limb between the dollar and sterling?

Then, of course, Canadian Radio has its Petrillo who will probably be worse before his horns are clipped as they will be inevitably.

That's All Boys

Why bring all that up at Christmas time! Why, simply to bundle them up and put them on the shelf till next Christmas.

I remember, during the so-called depression, being one of a group called into the big corner office to hear something like this: "I want you men to know that there is no such thing as a depression. All there is, is a different set of business circumstances and it is our job to deal with them. If I hear anyone talking about the depression he'll go down the street talking to himself. That's all, boys?"

So the slogan now should be for Radio — "Nobody can stop Radio from growing up," and for business generally, "Nothing can stop Canada from going ahead."

Merry Christmas!

Normally unsurveyed . . .
Sunday Afternoon

also proves CFAC's dominance!

★AVERAGE PROGRAM RATING

CFAC . . . 29.5

STATION No. 2 6.3

STATION No. 3 4.7

★Coincidental telephone survey . . . by CANADIAN
FACTS LIMITED . . . 3:00 to 6:00 p.m. . . .
November, 1947 . . . CALGARY, ALBERTA.

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plus a few others who do not deal with
us yet,
WE CONVEY THE

Season's Greetings



EXCLUSIVE RADIO FEATURES
Company Limited
225 MUTUAL STREET, TORONTO

ROUND UP

Talking Xmas Cards

War veterans in Shaughnessy Military Hospital, Vancouver, could save themselves the trouble of writing home for Christmas, provided they didn't get mike fright.

But it took Ran Kearns of Audio Recording Studios half an hour to persuade the first man to take advantage of his offer to make "talking Christmas cards" for them.

Kearns donated 100 blank records and went to the hospital with a crew expecting to be knocked over in the rush. Instead he had to talk his "clients" out of some dandy cases of nervous stomach before they'd utter a syllable for the microphone.

However, the crew finally talked it out of the patients, and a number of them recorded messages to be mailed home.

CBC Men May Run for Office

CBC employees will be permitted to enter municipal politics (provided that income from office does not go above five hundred dollars a year and that the office doesn't interfere with their work) by permission of the General Manager. This ruling was made by the November meeting of the CBC Board of Governors. Otherwise, no CBC employee may be a candidate for any public elective office or support candidates for office.

CBC employees, under the bylaw concerned, are required to give their full time to the Corporation's service, and to refrain from taking other paid work without specific permission from the General Manager.

These rulings are all pretty much in line with general policy previously established for Civil Service employees, and those employed by Crown corporations.

BACK TO HOME RANCH

Margaret Rea, sister of owner-manager Bill Rea of CKNW, New Westminster, has joined the continuity department of the station. She formerly managed CKAV, Port Alberni. She has been succeeded by Charles Rudd.

HOME FOR CHRISTMAS

Out-of-town staffers at CJOR, Vancouver, who like their Christmases cold and white took off from the coast for the holiday. Former Winnipegger Jim Wills flew home for the week, and control operator Pauline Spooner took off for Port Arthur and home.

SOUTHPAW REPAIR MAN

A war veteran who lost his right arm during fighting at the Melfa River in Italy has proved that it only takes one arm to make a radio repair man.

Frank Nagy, 22-year-old Vancouverite, heard of another amp case who had made a go of radio repair work, and decided he could manage this line of activity with his own left arm.

At the same time he is studying other aspects of technical radio work with which he is not familiar. He'd like to get to work finally in a radio repair shop.

Meantime he builds radios in the basement of his brother's shoe store, and has made a number of five-tube combination record players and radios. He uses his teeth to help him with the splicing.

SWEET RHYTHM

Agnes Harrod, formerly organist with CKRC, Winnipeg, is scoring a hit in Vancouver with two programs on CJOR. She's on the air with "Flow Gently Sweet Rhythm" at night and another piece entitled "Morning Melodies" at lunch time.

MARCONI ENGINEERING CONSULTING SERVICE

Whether you are thinking of establishing an FM or AM broadcasting station, or extending your present radio facilities, the services of experienced Marconi engineers are available to assist you. These services include:

- 1. Spectrum Search**
the investigation, field work and study of existing frequencies to devise the best available field pattern.
- 2. Design of the Antenna**
and accessories to provide the pattern.
- 3. Preparation of Findings**
in acceptable documentary form for presentation.
- 4. Attendance before**
licensing authorities, if necessary when application is being considered.

A preliminary discussion of your radio engineering problems will not commit you in any way. May we serve you?

Canadian Marconi Company

Established 1903

MARCONI BUILDING • MONTREAL

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MARCONI

The Greatest Name in Radio

PROGRAMS

Farey Jamboree

Ed Farey, M.C. of CJOB's 340 Club, scored a smashing success with his 1340 Club Jamboree, more than 4,000 persons crowding their way into the Winnipeg Auditorium for the event.

The Jamboree was solely Ed's baby. He thought it up and carried it through.

Ed dished up a fast-moving night of entertainment for the kids who listen avidly each day for his 60 minutes of platters and chatter. He had two bands, door prizes, a couple of songs by himself, and to crown the whole thing, a beautiful miss was named Miss Club 1340. She was Marie Coghlan from the N.W.C.A. canteen. Bossman Jack Blick of CJOB presented her with a cup which will be up for annual competition.

Farey did not forget youthful Winnipeggers who put the effort over the top. The other day he presented Jack Shapiro, president of the Co-ordinating Board of Youth Centres with a cheque for \$203.60, proceeds of the Jamboree. The money will be used to further the work of the various centres.

In the near future, Farey hopes to bring to Winnipeg an "outside" attraction.

Report Wreck

Special events people at CBR Vancouver thought for a moment it was a gag when a thick Brooklyn accent said it was at NBC, New York, and wanted a piece on the sinking of the U.S. Army transport "Clarksdale Victory" up the B.C. coast.

When they established the phone call was genuine, chief announcer Marce Munro and newscaster Dennis Sweeting went to work, at NBC's expense, they point out, to fix up a piece for the air.

The local studio set something of a record in placing or arranging for eight long distance calls between New York, Hollywood, Vancouver, Prince Rupert and Victoria to work out arrangements for an item lasting exactly 90 seconds.

The telephone operator at CBR was in particularly good shape at one moment when calls came in from New York, Victoria and Prince Rupert simultaneously.

The Sweeting item went on NBC's nightly News Roundup.

FLICKER COMMENTATOR

CKWX, Vancouver, has donated a weekly quarter-hour, 2:30 to 2:45 p.m. Sunday to the Vancouver Film Council. A. D. Ross, executive director of the council, uses the time for a commentary on commercial and educational films. He announces the piece himself.

TALENT TRAPPERS

Besides giving away school book covers plugging KKNW, the station is going to work trapping the talent young. There's a weekly half-hour, now, devoted to teen-agers' music and dramatic programs. It's bossed by Arnold Nelson, 13, and Bruce Gifford, 14. They rehearse at the station whenever studios are vacant, and air their stuff on Saturdays for half an hour.

TO EMCEE "PUBLIC OPINION"

Laurie Irving, CKWX, Vancouver, production manager, has taken over the centre spot on "Public Opinion", the radio-stage production which raised a tornado in a teapot when it was proposed to discuss street railwaymen's demands during the Vancouver tram strike. The production chief also has a Monday to Friday piece as emcee of "Pick the Hits".

SIMPSONS AIR CAROLS

Starting December 18, the staff of the Robert Simpson Co. Ltd., Montreal, is reporting a little earlier for work and starting the day singing Christmas carols. The program is being broadcast from 9:15 to 9:30 a.m., December 18th to 24th over station CBM, according to Bill Moyer, sales representative of that station.

SOBLE'S AMATEURS ON CJAD

The first amateur program to originate in Montreal since the beginning of the war was Sunday afternoon, December 7th, when Ken Soble's amateurs broadcast over CJAD. The program was fed to Ottawa, Toronto and Hamilton.

CHRISTMAS SONGS

- All Around the Christmas Tree (Stuart)
- Counting the Days Till Christmas (Marks)
- I'm Sending My Love For Christmas (BMI)
- Let's Light the Christmas Tree (BMI)
- On the Santa Claus Express (Encore)
- Parade of the Wooden Soldiers (Marks)

BMI Pin-up Sheet

TRANSCRIBED HIT TUNES DECEMBER

A GIRL THAT I REMEMBER (BMI)

Tex Beneke—Vic. 20-2497 Tommy Tucker—Col. 37941 (U.S.)
Victor Lombardo—Maj. 7269 (Capitol-Langworth-NBC Thesaurus)

AS SWEET AS YOU (REGENT)

Art Lund—MGM 10072 (Langworth-NBC Thesaurus-U.T.S.)

FORGIVING YOU (MELLIN)

Harry James—Col. 37840 (U.S.) Jerry Cooper—Musicana 5030
Johnny Johnston—MGM 10076 Sammy Kaye—Vic. 20-2434
(Associated-Capitol-Langworth)

HILLS OF COLORADO (LONDON)

Guy Lombardo—Dec. 24179 Robert Scott—Mercury 3069
(Associated-Langworth-World)

I WONDER WHO'S KISSING HER NOW (MARKS)

Perry Como—Vic. 20-2315 Bobby Doyle—Sig. 15057
Jean Sablon—Vic. 25-0101 Foy Willing—Maj. 6013
Danny Kaye—Dec. 24110 Perry Como-Ted Weems—
Dec. 25078
Dick Robertson—Dec. 1512 Jack McLean—Coast 8002
Frank Froebe—Dec. 23602 Marshall Young—Rainbow 10002 Ben Yost Singers—Sonora 1084
Four Vagabonds—Apollo 1055 Ray Noble—Col. 37544 (U.S.)
Dinning Sisters—Cap. 443 D'Artega-Hat Horton—Son. 2012
Joseph Littau—Pilatone 5132 Joe Howard—De Luxe 1036
Jerry Cooper—Diamond 2082
(Associated-Langworth-NBC Thesaurus-Standard-UTS-World)

★ LET'S BE SWEETHEARTS

AGAIN (CAMPBELL-PORGIE)

Victor Lombardo—Maj. 7269 Margaret Whiting—Cap. 15010
Guy Lombardo—Monico Lewis—Dec. Bluc Barron—MGM
Shep Fields—Musicraft (Associated-Langworth-NBC Thesaurus)

★ MY RANCHO RIO GRANDE

(HARWALL-CRITERION)

Jack Smith—Cap. 473 Murphy Sisters—Apollo
Victor Lombardo—Maj. Dick Jurgens—Col. (U.S.)
Shep Fields—Musicraft 522 Ken Carson—Variety
Esquire Trio—United Artist (NBC Thesaurus)

THERE'LL BE SOME CHANGES

MADE (MARKS)

Dinah Shore—Col. 6277 Eddie Condon—Dec. 18041
Peggie Lee—Cap. 15001 Fats Waller—Vic. 20-2216
Ted Weems—Dec. 25288 Vaughn Monroe—Vic. (U.S.)
(Capitol-Langworth-Standard-NBC Thesaurus-U.T.S.)

THE STORY OF SCARENTO (PEMORA)

Buddy Clark-Xavier Cugat— Bobby Doyle—Sig. 15079
Col. 900 (Langworth-Standard-U.T.S.)

ZU-BI (REPUBLIC)

Victor Lombardo—Maj. 7263 Sammy Kaye—Vic. 20-2420
Art Mooney—MGM (Langworth) Tommy Tucker—Col. (U.S.)
* Soon to be released

COMING UP

- †All Dressed Up with a Broken Heart—(Marks)
- †Barbara Ann (Adanac)
- †Dreaming of You (Victoria)
- †If You're the Girl (Mello-Music)
- †L'Amour a la Boogie Woogie (Adanac)
- †Missing (BMI Canada)
- †Nina Nana (Encore)
- †Passing Fancy (BM)
- †Penny (Vanguard)
- †Rosalinda (Cherlo)
- †Why Does It Have To Rain On Sunday (Johnstone)
- ★ NEW PIN UP HITS
- † CANADIAN SONG HITS



229 YONGE STREET TORONTO

NEW YORK

MONTREAL · HOLLYWOOD

CKNB CAMPBELLTON N.B.

December 20, 1947

Dear Mr. Timebuyer:

I am joined by our entire staff, by our directors and shareholders, in wishing you, individually and collectively,

A Merry Christmas
and

Happy New Year

Yours very truly,

Steu Chapman

CSC/GD

STATION MANAGER

AN ALL-CANADA STATION

CBC

The CBC Does Not Belong to the Government

(The following is a translation of an article which appeared in French in the CBC's bilingual Staff Magazine "RADIO". It is written by Jean Saint-Georges, Press and Information Representative, Montreal. This unabridged English translation finds space in this paper, as it obviously reflects fundamental CBC thinking on the topic of national radio. Paragraph headings are ours.—Ed.)

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Before I answer, here is a brief definition of what government means. Government is the gathering of some twenty-odd members of the party who are

charged with the administration of the different federal departments under the presidency of the Prime Minister. These ministers are chosen from the 245 members elected to Parliament every four or five years by the nine provinces.

Responsible to Parliament

There is the answer. It is to this group of 245 individuals, who represent all political parties, or, in short, it is to the public itself, that we belong and to which we are responsible. Furthermore, it is the same public which sustains us with the annual \$2.50 licenses the law requires it to pay.

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It should be noted carefully that we have no other revenue but these licenses (they are not a tax), and our sponsored programs. In contrast to the International Service, we receive no grant for our programs. In 1936 we even borrowed a considerable sum from the government, and we have paid it back in full. The International Service does not touch a cent of this \$2.50, because it would be unfair to make Canadian listeners bear the cost of programs not intended for them.

Until lately we were not receiving the entire \$2.50 because 35 cents went to cover the cost of collection. This year, parliament has asked the government to assume these extra expenses.

All Parties Approved

From 1932 to 1936, the Radio Commission depended directly on the government. Brought into being by a Conservative regime, it fell under the aegis of the Liberals, but with the approval of all parties, it was transformed into a public corporation, independent of the party or government in power: the Canadian Broadcasting Corporation as it

Recording know-how PLUS Increased studio facilities AT RCA VICTOR

Finer recordings than ever are provided by the addition of the latest and finest recording and technical equipment—plus the traditional RCA Victor KNOW-HOW. Complete studio and manufacturing facilities in Montreal, together with the Toronto set-up of 2 recording studios and clients' observation room—2 completely equipped recording rooms—plus large audition room and offices, provide an all-embracing transcription service—and studio facilities WHEN and WHERE you require them.

RCA VICTOR Transcription Service

is outstanding because it includes

- Expert program advice
- Excellent bilingual adaptation
- Experienced planning
- Exceptional factory processing

Backed by 48 years of Know-How in the Recording Business

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CHNS

Now On the Air

with 5000 Watts

First in Halifax!

operates today.

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Somebody had to appoint these governors, and parliament asked the government to do so in its name. These governors, who are appointed for three years, receive no stipend (except the chairman, for the past two years), so there is no question of political patronage. They are chosen from the most prominent people. They meet about every two months here and there across Canada and give their rulings, as occasion demands, on all matters pertaining to broadcasting intended for Canadian listeners. These include, not only the networks of the CBC, but also the private stations which exist or are established on its recommendation.

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In his submission to the last

Parliamentary Committee, the Chairman of the Board, Mr. Dunton, enumerated the four or five cases where the government intervenes directly, as, for example, the nomination of the governors, of the general manager and his assistant, the approval of certain expenditures in excess of \$10,000, leases of more than three years' duration, and approval of regulations decreed by the Corporation. The members of parliament gave the government these privileges in order, it would seem, to exercise a rigid control on our administration. In the opinion of many people, no public organization is as closely supervised at the present time.

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CBC Is Public Radio

So Radio-Canada is Radio-Canada, no more, no less. It is not State Radio, it is not Official Radio, and still less is it Government Radio. When you are looking for synonyms, think instead of the words "private station" and then say "public station". There is what we are; a public organization, which emanates from the public and is responsible to the public.

* * *


As for those government pencils . . . we buy them.

Buy Christmas Seals to fight Tuberculosis

CJAD
MONTREAL
COVERS THE QUEBEC ENGLISH MARKET
Represented in Montreal and Toronto, by National Broadcast Sales, in U.S.A. by Adam J. Young, Jr., Inc.

To
THE INDUSTRY AT LARGE
(But not dangerous)
★
THE TIME BUYERS
(Naturally)

THE OTHER STATIONS
(We admit it)

OUR COMPETITION
(We admit nothing)

OUR LISTENERS
(That includes everyone)
Merry Christmas
CHAT
Medicine Hat
J. H. Yuill  R. J. Buss

COMMANDING ATTENTION . . . EARNING RESULTS
FIRST IN AUDIENCES (Elliott-Haynes)
FIRST IN COVERAGE (Bureau of Broadcast Measurement)
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The Station with **PROMOTION YARDSTICK**

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THE SUCCESSFUL Independent

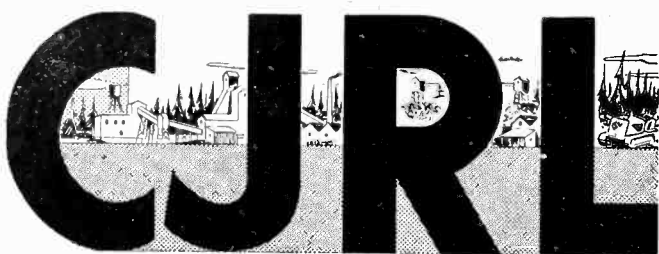
Sends to each
and everyone

Best Wishes for the New Year



*Merry
Christmas*

TO ALL FROM



May the coming of the New Year
disperse the distrust and suspicions
of the old, and mark the first sure
steps toward universal peace and
goodwill.

C J R L
KENORA, ONT.
CHRISTMAS
1947

Representatives:
Horace N. Stovin & Co.
Montreal Toronto Winnipeg
Adam J. Young Jr., Inc., U.S.A.

STATIONS

Christmas in Winnipeg

Many special programs have been lined up by Winnipeg and St. Boniface stations to usher in the festive season.

CJOB's special Christmas programs include a one-hour transcription of Dickens' Christmas Carol; Loretta Young's transcribed version of The Littlest Angel; a platter headlining Bing Crosby and Orson Welles and Yuletide stories by Frank Luther and Jesse Crawford at the organ.

Children's Carols

Youthful carolers have been given ample time over at CKSB. Choirs to be heard include the Earl Grey School French choir and daily broadcasts by St. Boniface school children. Other programs include a 30-minute dramatic presentation by St. Boniface College students and a half-hour variety show earmarked for shut-ins.

Also the station is throwing the annual Christmas party for kids at the Paris Theatre. Making up the three-hour scramble will be music, films and gifts and prizes. One hour will be aired. Leo Reimillard will be M.C.

Shop Early

Free rein has been given to CKRC's Keith Murray and Ken Babb on a 15-minute Winnipeg Electric Company show designed to entice housewives to do their Christmas shopping during the hours of 10 a.m. and 4 p.m. Entitled "Fun Time with Babb and Murray", the show will be built around children's songs, Christmas tales with Babb filling in at the organ.

Also at CKRC, George Sal-

verson has cooked up plenty of fantasy for a series of broadcasts, of 30 minutes duration, will have Jack Scott unfold three original Christmas stories written by Salverson.

At the moment, George is thinking seriously of having the stories put in book form.

CFCF Ups Power

CFCF, Montreal, owned and operated by the Canadian Marconi Company, goes to 5 k.w. in January. The station claims that the new plant is the most up-to-date of its kind in the country and is located in Senneville, about 12 miles from the heart of the city, on the shores of the Lake of Two Mountains. Its direction signal is planned to cover the Laurentian playground and the Eastern Townships.

Carols For Kids

Some of the sweetest singing in the world can be heard these mornings throughout the province of British Columbia. "Neighbourly" Radio Station CKMO is broadcasting Christmas carols daily 8:30-9:00 a.m. using the choir of employees of the Hudson's Bay Company store, which sponsors the broadcasts.

Through the co-operation of the B.C. Department of Education schools which are radio equipped are being opened half an hour early so the school children can hear the broadcasts over CKMO, and join in the singing of the carols. Teachers report that the children are responding to the idea well and getting to their schools ahead of time. The radio station has equipped them with song sheets for every broadcast.

Passers-by, on the streets and highways, can be seen standing outside the school buildings listening to the singing. B.C. is getting the Christmas spirit early this year.



KELOWNA ★ Okanagan BROADCASTERS LTD.

Wounded Vets

CKMO is also running a campaign to raise funds for wounded war veterans in Shaughnessy Hospital, going on the air two hours each evening with an all request program, in which the station plays the numbers asked for, and listeners promise to send in donations to the "Shaughnessy Happiness Fund."

CKMO staff members volunteer to work overtime to handle the telephone calls, which tie up the station switchboard until 11 p.m. Bobby-soxers and older listeners are best at keeping their promises to send in money. Collections from giddy youths from 20-40 are not so good, the station finds.

Give Green Light to Pickups and Emergencies

Both the principle of, as well as the individual applications for, broadcast pickup licenses and emergency transmitter licenses, were approved by the November meeting of CBC's Board of Governors. Broadcast pickup licenses were recommended for approval in the case of CHSJ, CJKL, CKGB, CFCH, CJFP, and CKWS. The Board also added "The licensing of such equipment is desirable to permit the broadcasting of events located remotely from wire line facilities".

Emergency transmitter license applications were recommended for approval for CFJM, CFJC, CKVL, CKSO and CJCH. The Board added: "An emergency transmitter is technically desirable to maintain continuity of service during failures in the main transmitter, provided that the use of the emergency transmitter is limited to cases of emergency, and further that such equipment is licensed only for the same frequency as the main transmitter. It is further recommended that all the emergency transmitter equipment be in accordance with the requirements of the Department of Transport".

Application of CKCK, Regina, for power increases for emergency transmitter to one kw., was recommended for approval.

SICK LIST

Jim Shaw, manager of CFCF, Montreal, is home convalescing following a minor operation. He anticipates being back in harness by the time this item appears.

Bill Rea, who finds time from owning and managing CKNW, New Westminster, to do a good deal of the announcing as well, has been getting his voice back into trim after a tonsil operation.

Will Sell CKY To Highest Bidder

The Manitoba Government will go out of the broadcasting business by disposing of its stations CKY, Winnipeg,, and CKX, Brandon, Premier Stuart Garson announced in a broadcast address from Winnipeg, last Thursday evening.

Stating that the CBC will next year construct a fifty kilowatt station, the Premier said that his government was now ready to dispose of their 24-year-old, 15kw. CKY, Winnipeg, and their 19-year-old CKX, Brandon, both operated by the Manitoba Telephone System, a provincial utility.

The Premier went on to say that when the CBC and the province had agreed upon a price, "we insisted that we were not prepared to close the deal, until we had tested the adequacy of the price in the market.

"To this end", Mr. Garson said, "we proposed that we should call for separate tenders for our two radio stations, and, in connection with the call for tenders for CKY, we would treat the price agreed upon by the Canadian Broadcasting Corporation as an undisclosed reserve bid.

"If the highest tender which we received for CKY would bring us more money than the amount which we would receive if we accepted the Canadian Broadcasting Corporation's offer, then we would sell CKY to the highest bidder," he said.

Mr. Garson pointed out that Manitoba is the only province operating commercial radio stations, although Alberta owns the

non-commercial CKUA, Edmonton.

It was not revealed whether any private offers had surpassed the CBC's offer. Neither was the amount of CBC's offer revealed.

Santa Broadcasts from Sick Bed

A former railway employee who has acted as Stanta Claus to the juvenile part of CFCH, North Bay's listening audience for the past twelve years, now does his annual stint from his bed.

A former employee of the Canadian National Railways, Ernie Mills suffered a stroke about eighteen months ago and has been off work ever since.

Last year he was able to navigate sufficiently to do his show from the studio. This year, however, he is completely paralyzed except for his left hand.

To do his broadcasts, station staff men propped him up in bed. The station's portable recording apparatus was set up beside him, and he then transcribed three broadcasts. After these had been used, they went back for three more.

He has a huge following among local youngsters, and the doctor tells the station that the project is a great boost for his own morale.

CATTON QUILTS CBC

Stan Catton, Montreal musical producer of the CBC on the English side, is reported to have resigned December 15th.

Stan replaced Morris (Rusty) Davis who left last spring to open the production firm of Davis and (Frank) Williams. His next job will be Public Relations Officer for the Paint Manufacturers' Association.

Something To Blow About!



This laddie really has something to blow about. Y'see he's the soloist at an inaugural ceremony. Now that CJCA operates on 5000 watts, we too have something to blow about. Coverage is greater. Listening is intensified. Reception is better. Programming is excellent. Program promotion is tops. All this is backed by files and files of letters of appreciation, statistical reports, survey figures, not to mention the many satisfied time buyers and the thousands of happy listeners.



EDMONTON

(First in Promotion, Programming, Popularity)

CKCR KITCHENER

Season's Greetings
are the order of the hour
in the clear and far-reaching voice of

CKCR Kitchener

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

— See —
WILLIAM WRIGHT
MONTREAL
Empire Life Bldg.
HA. 7240

TORONTO
Victory Building
AD. 8481

CKCR CKCR CKC



Your sales message has the largest radio staff in the Maritimes behind it . . . young men and women hard at work with excellent facilities turning out programs with tremendous listener-drawing power. Put your message out over CJCH and it's bound to bring results.

CJCH 5000 Watts **CJCH**
920 ON YOUR DIAL
HALIFAX **NOVA SCOTIA**

Representatives: H. N. Stovin & Co., Victory Bldg., Toronto.
Joseph Hershey McGillvra, New York City, U.S.A.



CBC's long-hair Wednesday night schedule got off to a start December 3 with "John Avison Conducts" from Vancouver; a "Citizens' Forum" on the topic "Is National Planning a Threat to Democracy?"; premiere of the all-Canadian musical comedy for radio, "The Gallant Greenhorn"; and a violin recital by Kathleen Parlow.

What the CBC would apparently like to have us call "The Third Program," after the BBC "high-brow" schedule of the same name, was introduced with a commercial, brief and to the point, but still a sort of "oh-what-good-boys-are-we" doxology, by CBC Board Chairman Davidson Duntun. At 9 p.m., a former CBC official, Professor Arthur Phelps, now professor of English at McGill University, ducked his cap and gown and did an "Introduction to CBC Wednesday Night", in the role of the man in the

street, a piece of casting which seemed a little far fetched.

Made In Canada

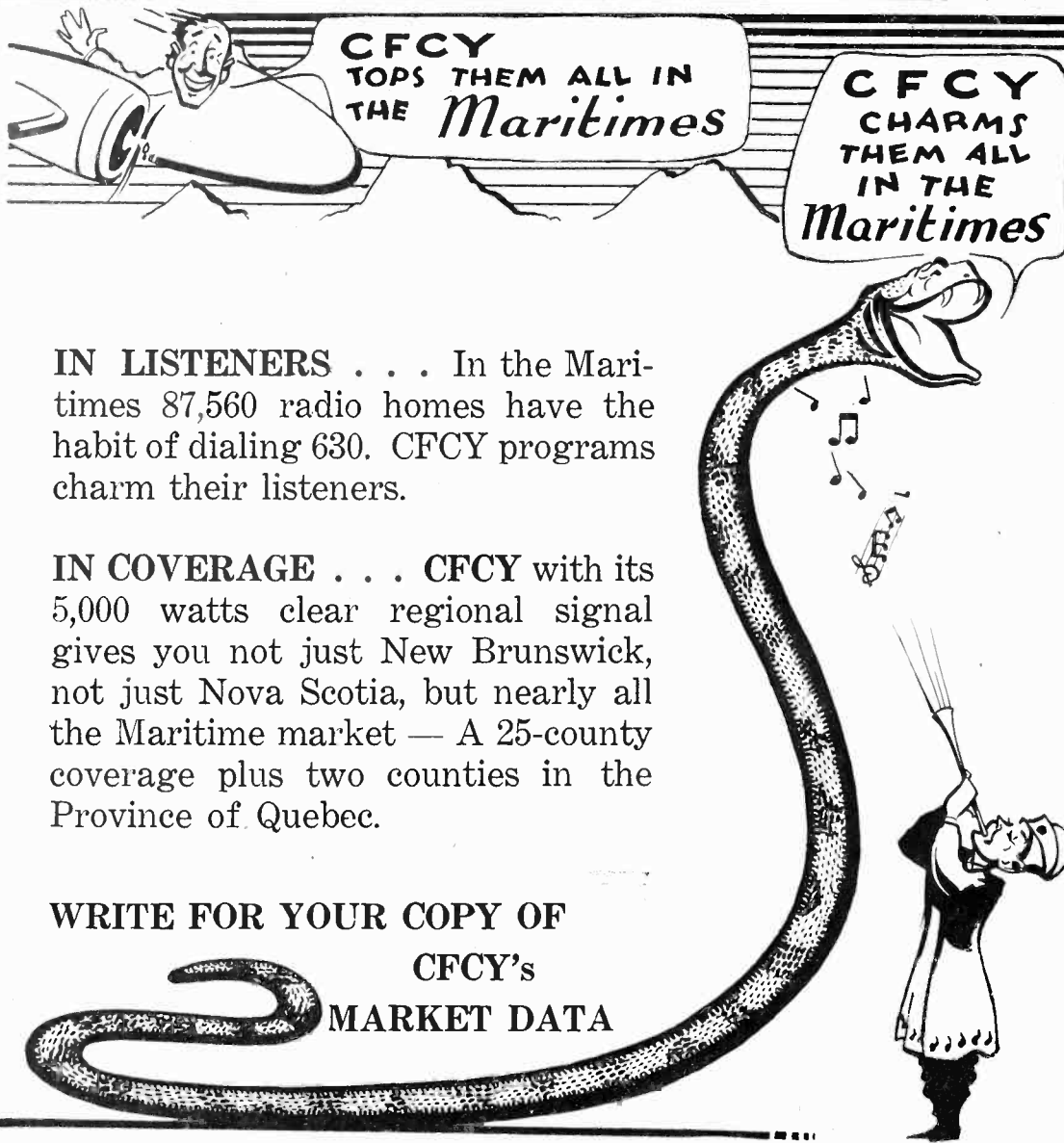
The artistry of the programs can be described as superb. "The Gallant Greenhorn" carried the following credits, which are worthy of mention: Lyrics by Ray Darby, music by Morris Surdin, produced by Esse Ljungh. It was a creditable piece of work, and was entirely "made in Canada." From this standpoint at least, CBC's "Third Program" scored in its first innings.

Mutual Admiration

Last issue we ran an editorial "The Little Man Who Wasn't There," commending the CBC for its courage in planning and putting on the air this evening a week of thought-provoking programs. Dave Dunton came through with a note in acknowledgment, and I cannot avoid handing along one remark from his letter, even if I do get the sticky end of the gag. He said: "Some say that there must be something badly wrong with the Wednesday Night idea if the *Canadian Broadcaster* has a kind word for it!" Your satire was appreciated no end, Dave, when I read it *before* the programs. Afterwards, though, I was in complete agreement with your eloquent "some," because there *was* something wrong, and here is what.

When you meet a lady on the street and lift your hat, do you just glow with pride, because you were so polite? Or do you go through with the gesture because you know it is the proper thing to do? By the same token, when the CBC makes an honest attempt to do a good job of better programming, is it necessary for this publicly-owned broadcasting system of yours (I could kick that around, but I won't) to break its arm, patting itself on the back? Should you really engage a previous employee of the Corporation to say to your masters, the public, in effect: "See, you criticized us and you were wrong?" In fact, would you not be acting in better taste if you had had someone say: "Ladies and gentlemen, we appear before you on this our first "Wednesday Night," humble in the knowledge that we are about to do something you have been paying us to do for the past ten years?" Then again, as an alternative, you and your spokesmen might perhaps have just put on the show and said nothing, leaving the great public to be your arbiter.

I have before me as I write, your schedule for the remaining "Wednesday Nights" of the year. I see only one spot where you may fall from grace again, and that is the 9:00 to 9:15 p.m. period on New Year's Eve. I wonder what you will say then.



IN LISTENERS . . . In the Maritimes 87,560 radio homes have the habit of dialing 630. CFCY programs charm their listeners.

IN COVERAGE . . . CFCY with its 5,000 watts clear regional signal gives you not just New Brunswick, not just Nova Scotia, but nearly all the Maritime market — A 25-county coverage plus two counties in the Province of Quebec.

WRITE FOR YOUR COPY OF CFCY's MARKET DATA



630 ON YOUR DIAL

Representatives — U.S.A.: Weed & Co.
Canada: All-Canada Radio Facilities
Overseas: Freemantle Radio

"The Friendly voice of the Maritimes"

I WORK WITH Wayne & Shuster

"D'you think it's easy?"

DICK NELSON

WAVERLEY 1191

TECHNICAL

Weather by Radar

Al Jolson may soon lose his corner on the market for "April Showers", and, in fact, for any other kind of precipitation, because Canadian radar scientists are now predicting the approach of rain by means of radar beams.

The new technique allows the "pinpointing" of storm centres and should become an important development in post-war electronics. The "scan" or radar screen on a set installed on the outskirts of Ottawa, shows every change made by storm centres within a radius of one hundred miles.

First developed by the British for detecting enemy aircraft in flight, radar was later used by naval vessels for navigating in dangerous waters. For many years the icebergs of the North Atlantic, the Grand Banks of Newfoundland, and the treacherous reefs of the Irish Sea have threatened the safety of ships. Now radar has succeeded in drawing the fangs of these serpents.

Scientists thought that perhaps high frequency radio waves would be reflected by snowflakes, rain-drops and hail as they had been mirrored back from the larger masses of reefs and shoals.

Radar for Liverpool

By next spring Liverpool will have a radar station that will pick out lights, buoys, and ships in the port at any time of the day or night so that vessels may safely enter and leave the harbor in all kinds of weather.

An eighty-foot steel tower standing on the seaward end of the North Docks will support a 4,000 pound aerial scanner with a twenty-mile range. The images picked up will be cast on several screens, each representing an approach channel, in the control room. Sperry Gyroscope Co. of Brentford, England, has received the contract for the installation of the station's equipment.



Gag-writers do their utmost to write humor into their lines. Many comics practically turn hand springs to get audience reaction. But when a young man can walk across the stage to the mike, make a slight error, recover admirably and wind up the score with the audience — that's something to think about.

The program was RCA Victor's "Wayne & Shuster Show." The actor was Bernard Braden. The muff was ever so slight but the come-back was colossal. To say the studio audience loved him is putting it mildly—they screamed for more. I wonder if it was the same all along the network?

This isn't the only feature of this clever character man. He tells a story the way I like to hear a story told. If there's any doubt, just listen to "Bernard Braden Tells a Story" on both Trans-Canada and Dominion networks. The music may get in your hair but I suggest attention be directed toward the story and the story-teller.

Ubiquitous Claire

Just where this amazing commentator will turn up next is truly radio's sixty-four-dollar question. To say "Claire Wallace" is unpredictable is grossly an understatement. She has been down in a mine, has done her broadcast from a plane and turned up at Westminster Abbey to witness the Royal Wedding. On top of the thrill of being allowed to pilot a trans-oceanic plane for a short time, Claire had the good fortune to occupy a seat in the abbey just two feet from the bridal procession. This all made excellent material for her Robin Hood broadcasts.

Frankly It's Frank

I've heard a great deal of favorable comment lately about the readings of Franklyn McCormick, a free-lance American announcer. By coincidence I heard a recording of his work. He was reading "Why do I love you" with a background of Wayne King's orchestra. It was beautiful. But stack his work up against Frank Willis' readings and my guess is there's no edge to the American. Frankly, it's my contention that Frank Willis is a standout in his line. His voice is at once vibrant and resonant as well as compelling. Couple his work with the outstanding artistry of Quentin McLean and you have a clear picture of Trans-Canada's "Nocturne".

Point of View

CKY and CKX listeners are familiar with programs called "Peggy's Point of View." Star Ammonia is now making it possible for CFRB listeners to enjoy the same shows. It is a women's commentary, conceived, written and narrated by Hellen Quinn. Each Tuesday morning for a quarter-hour this program may be heard and now is a definite "must" on my schedule. It would seem that "Peggy" is chatting with you about everyday happenings, stressing constructive thinking. We need more shows on this plane.

526,059
PEOPLE LIVE WITHIN
15 MILES of
OUR TOWER

Reach This Rich Market
through **CKNW**
NEW WESTMINSTER, B.C.

PROUD TO JOIN

the Radio Industry of Canada!

CJDC

DAWSON CREEK
BRITISH COLUMBIA

Canada's **NEWEST** Station

went

ON THE AIR

December 15th
1947

1000 watts

1350 kilocycles

Designed to serve Canada's New Northern Empire — Northeastern B.C. — and provide additional radio facilities for the Alberta Section of the Peace River Country, CJDC is located at the junction of the Alaska and Hart Highways

TRANS-CANADA NETWORK

CKY

WINNIPEG 15,000 WATTS

- MORE POWER
- GREATER AUDIENCE
- MOST POPULAR
- OUTSTANDING IN MANITOBA

BRANDON • WINNIPEG •

DOMINION NETWORK 1000 WATTS

CKX

BRANDON

Exclusive Sales Representative:
HORACE N. STOVIN
TORONTO WINNIPEG MONTREAL



To the
 RADIO
 WORLD
 BEST
 WISHES
 FOR
 A
 GOOD
 NEWS
 YEAR

HEAD OFFICE:
 231 St. James Street
 MONTREAL

PUBLIC RELATIONS

Radio Ties In With K-W Exhibition

A project which looked like it was going up in smoke, but ended a huge success was the Kitchener - Waterloo industrial Exhibition of Progress, staged in the Twin-Cities by the Junior Chamber of Commerce last month.

Shortage of merchandise had caused many who had reserved space to cancel about a month before the show. The Junior Chamber, its funds exhausted, recruited the assistance of CKCR, who, with assistance from the local newspaper, billboard people and others, set to work to rekindle interest. The result was a sell-out.

Next crisis to be faced was the power rationing edict, which reduced the allotted 200 kilowatts to 50. This was overcome by the borrowing of a heavy duty Diesel tractor to drive an AC generator.

On the Spot Broadcasts

During the show itself, opened by Glen Bannerman, Dominion Commissioner of Exhibitions, CKCR was on the job with on-the-spot descriptions and interviews. Newscasts were presented regularly from the Packard display, where they also offered their "Teen Spotlite" program. "Burns' Chuck-wagon", carried locally by CKCR, was fed to visitors at the Exhibition by loud speakers connected up in Burns' exhibit. During the program greetings were extended over the network to the "Ex".

Launch Public Relations Bureau



Kinmond



Brown



Shields

The "news act" on Borden's "Canadian Cavalcade", and general publicity for the program, have been taken over by Gerald M. Brown Associates Ltd., newly-formed Toronto public relations bureau.

Publicity for the "Cavalcade" program, which has been handled by Brown, until now with Young & Rubicam, for the past two and a half years, assisted for the past eighteen months by Bill Kinmond, was successful in breaking last year's Beaver Awards story in 60% of Canadian dailies and literally hundreds of weeklies and other publications in addition.

In digging and preparing the "news act" for the "Cavalcade" program, radio history is being made in the harnessing of newsroom technique to the broadcast medium. The "act" occupies five minutes of the half-hour program, and to this five-minute shot, Bill Shields, who completes the threesome, is devoting the greater part of his week's

This feature in the program, which is produced, as previously, by Rai Purdy Productions for Young & Rubicam, is an innovation. In previous years a

number of smaller acts were used, but these have now been replaced by this major one, which has consisted this year of such interviews as the one with the Army-Air Force rescue team which brought the late Canon John Turner, his wife and children to Winnipeg from Moffet Inlet, 400 miles north of the Arctic Circle.

Brown and his associates, Kinmond and Shields, are three former newspapermen. Brown was formerly city editor of the TORONTO DAILY STAR, and WINDSOR STAR, and served as wartime director of public relations of the RCAF. He resigned as Toronto manager of Young & Rubicam to start the new bureau. Kinmond, RCAF veteran and war correspondent for the TORONTO DAILY STAR, entered the public relations field under Brown soon after the war ended. Shields, until his recent discharge chief public relations officer of the RCAF, was for five years advertising and public relations manager for the Confederation Life Association, following several years as political writer with the TORONTO DAILY STAR.

The Wright STATIONS

CKCO
 OTTAWA
 The Community-Minded
 Voice of Private Radio
 in the
 Nation's Capital
 5000 WATTS

— See —
WILLIAM WRIGHT

TORONTO
 Victory Building
 AD. 8481

MONTREAL
 Empire Life Bldg.
 HA. 7240

OPINION

CBC Is Judge and Contender

Donald D. Anderson, Sydney, N.S., barrister, has charged that the CBC, in turning down his application for establishment of a new radio station at Sydney, had "found in favor of itself" as one of the interested parties in the case.

He noted that in turning down the application, the CBC Board of Governors had stated its intention to establish an outlet of its own in Sydney "at an early date", but declared that this "might mean anywhere up to five years".

"Moreover, it is difficult to understand why CBC appears afraid of a little competition", Anderson's statement said. "The national system has always maintained it is not in competition with local or 'community' stations, as our operation would be".

The statement said that places of similar population, such as Calgary, already have a greater concentration of stations and added: "That surely the Sydney-Glace Bay area is entitled to the services of two independent stations in addition to the 'proposed' CBC outlet.

"We are, of course, in the difficult position of submitting our case for judgment to one of the interested parties. CBC is one of the contenders, as it were, in one capacity, and in another is also the judge.

"In the latter capacity, it has found in favor of itself in the former.

"We shall, upon return to Sydney, find out how the citizens of that area react to this unfair situation of judgment, and this apparent fear of competition. CBC, subsidized by public funds, is not going to become bankrupt. We are willing to take our chances and feel that CBC is showing too much concern for our ability to do so."

A. D. Dunton, Chairman of the Board of Governors of the CBC, said he had no comment to make on Anderson's statement.

In a later statement the CBC chairman said that establishment of a new CBC radio broadcasting station at Sydney, N.S., would begin within "a matter of months" and is expected to be in operation next year.



Mighty Mike Sez...
Mail Draw Tells the Story of
Increased Power

1946 (to date): 14,448 Letters
1947 (to date): 58,031 Letters

Written by Potential Buyers
in Saskatchewan

Cover This Market

USE

CKCK

REGINA

5000 WATTS



GREETINGS

and

BEST WISHES

to all our friends



CANADIAN MARCONI COMPANY

Established 1903

MARCONI BUILDING — MONTREAL

Vancouver

Winnipeg

Toronto

Halifax

St. John's, Nfld.

MARCONI — The Greatest Name in Radio

best wishes

for

Christmas

and the

New Year

from

all of us

at

NATIONAL BROADCAST SALES

TORONTO

MONTREAL

RESEARCH

BBM Survey in March '48

BBM's third national survey of station audiences will be taken in March, 1948.

BBM (Canada) and BMB (US) will work together closely. BMB Interim Station Audience Measurement will be made at the same time as BBM's third study.

Certain improvements in technique are planned, such as more ballots into those areas requiring them, but the same basic pattern will be maintained to guarantee comparability with the previous surveys.

New radio homes figures are being compiled with the co-operation of the Statistical Department of the CBC. The new figures will be brought up to date and will form the basis on which to calculate the new station audiences.

Also the current radio license lists of the Department of Transport are being used in preparing the mailing list for distribution of the ballots. These selections are being made in each area to correspond with the population density.

Machine tabulation of the results will be handled by BMB to co-ordinate and benefit both bureaus as well as the advertisers and agencies in Canada and the United States, and it will make it possible to release the final reports in good time.

The following paragraph is reproduced from BBM's regulations:

"Public references by subscribing stations or networks to the BBM survey, its ballot, or technique, before or during the time of the Field Measurement might result in bias which would injure all co-operating parties. Therefore, no unusual appeals to the listeners either direct or indirect which might result in bias or prejudice will be permitted in subscribers' publications, advertising, broadcasts or publicity".

HOW THEY STAND

The following appeared in the current Elliott-Haynes Reports as the top ten national programs, based on fifteen key markets. The first figure following the name is the E-11 rating; the second is the change from the previous month.

DAYTIME			EVENING		
English			English		
Happy Gang	18.3	+ .3	Charlie McCarthy	37.8	+7.0
Big Sister	17.6	+2.4	Fred Allen	36.3	+8.7
Sing Along	16.9	new	Fibber McGee & Molly	34.6	+4.9
Claire Wallace	16.5	+3.1	Lux Radio Theatre	34.0	+ .9
Pepper Young	16.5	+1.8	Ozzie & Harriet	29.1	+5.8
Ma Perkins	15.6	+ .3	Amos 'n' Andy	24.4	+3.7
Lucy Linton	15.2	+1.9	Kraft Music Hall	23.1	+2.8
Right to Happiness	15.0	+ .9	N.H.L. Hockey	22.5	resuming
Life Can Be Beautiful	14.6	+ .7	Take It or Leave It	20.8	+2.3
Road of Life	13.9	+ .3	Album of Familiar Music	20.6	+3.6
French			French		
Rue Principale	26.7	+2.3	Enchantant dans le vivoir	37.1	+5.9
Jeunesse Doree	26.1	+ .5	Un homme et son Peche	36.7	- .7
Tante Lucie	19.4	same	Le Ralliement du Rire	34.8	+3.8
Quelles Nouvelles	19.2	- .7	Radio Carabins	34.1	-2.6
Joyeux Troubadours	18.4	- .3	Oui Suis-je?	33.0	+5.1
Le Quart d'Heure	16.4	- .5	Metropole	31.0	+1.8
Grande Soeur	14.8	-1.2	La Mine d'Or	30.3	+3.0
Francine Louvain	13.6	-1.2	Radio-Concerts Canadien	29.4	new
Madeleine et Pierre	10.8	+ .3	Cafe Concert	28.2	-2.0
Coin du disque	8.9	-2.9	Talents de Chez Nous	27.5	+5.3



CKCH
150 W. 1240 K. C.

THE FRENCH VOICE OF THE OTTAWA VALLEY

211.246

FRENCH PEOPLE IN CKCH COVERAGE AREA

TORONTO 4 ALBERT ST. MONTREAL DOMINION Sq. Bldg.

RADIO REPRESENTATIVE LTD. UNITED STATES. HOWARD N. WILSON

COOPERATING WITH "LE DROIT"

Stretch YOUR PUBLICITY BUDGET WHERE A DOLLAR REACHES MORE PEOPLE

"VOICE OF THE FRASER VALLEY"

CHWK

CHILLIWACK

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

Heartiest Greetings to 25,000 new listeners in the Fraser Valley as well as our many faithful regular listeners.

INTERNATIONAL

Language Problems

Carrying on advertising campaigns in Arabic, Greek and French presents wide problems, according to J. H. Lund, Egyptian and Near Eastern representative for the Australian "Aspro", who attended a recent Aspro convention in Melbourne, Australia. Delegates from "Aspro" branches all over the world attended the convention.

J. Chalier, the French delegate, told how the Vichy-betrayed French taunted their German captors with showcards and signs discretely colored red, white and blue. This, of course, was when liberation was almost assured.

P. J. Halsey, the English "rep" expressed his own opinions, saying that American advertising should not be given too much "praise" for Australian and English techniques were just as effective.

New Zealand, like certain other Dominions in the Commonwealth, is subjected to more or less strict government radio legislation. This point was made at the meeting by Mr. C. S. Loughlin, a New Zealander, who commented on the comparative freedom of the Australian radio.

Lund illustrated several amusing incidents that come from plugging products in foreign countries. In reply to telegram "Push truck lubricants this month", sent by the manager of an oil company to one of his Arab agents, he found out that the Arabs believe "the letter of the law" is supreme. They were pushing all their truck lubricants around in little hand carts. Moreover, in Egypt, Australian whiskey labors under the prophetic title of "Father of the Handcuffs" while the local translation for "Aspro" is "Father of the Tape" — referring to the sani-tape packing used by Aussie firms.

TELEWISE GOP MEET

An eighteen station-TV network may carry 1948's June Republican National Convention along the eastern seaboard of the United States. Roger Clipp, president of WFIL-TV, Philadelphia Enquirer station, said that General Electric officials have discussed relaying the programs on coaxial cable as far as Chicago and Milwaukee. Direct telecasts could be received from outlets in Washington, Baltimore, Albany, New York, Boston and Buffalo.

Jack R. Poppele, vice-president and chief engineer of WOR, New York, has been elected to head a

committee on radio and TV for the GOP event.

This series may have a sequel also next year, in the programming of the Democratic National Committee.

On October 28, a meeting of Democratic National Committee and heads of the communications industry was held to decide on a suitable city for their coming convention. It has been suggested that Philadelphia might be the eventual location and if this is the case it will be the locale for a series of telecasts similar to those proposed by the GOP.

**BUY CHRISTMAS SEALS
TO FIGHT TUBERCULOSIS**



Continuous Radio

Audience Measurements

Since 1940



Elliott-Haynes Limited

Sun Life Building
MONTREAL
Plateau 6494

515 Broadview Ave.
TORONTO
Gerrard 1144

BROADCASTING...

Everything for your Broadcasting Station...

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

Northern Electric
COMPANY LIMITED

25 BRANCHES ACROSS CANADA

A NATIONAL ELECTRICAL SERVICE



Joe Hardy Talks

ON QUEBEC MARKET NO. 2

"Good morning again. I am penning this in what was, fifty-odd years ago, a backwoods settlement. Today Shawinigan Falls is a model city, one of the greatest hydro-electric centres in Canada, with many important industries which make it the third city in Quebec for gross value of products. It has a population of 35,000, who share an annual payroll well in excess of \$11 millions — a worthwhile market which you can reach through station CHLN at Trois Rivières, only 19 miles away. Ask any of our three offices for full details — we have the facts for you."

For any information on Quebec Market No. 2 Telephone, Wire or Write to

Jos. A. Hardy & Co. Ltd.		
MONTREAL	QUEBEC	TORONTO
REPRESENTING	5000	
CHRC	QUEBEC	WATTS
CHNC	NEW CARLISLE	5000
CHLN	TROIS RIVIÈRES	WATTS
CHLT	TROIS RIVIÈRES	1000
CKRS	SHERBROOKE	1000
	JONQUIÈRE	WATTS
		250
		WATTS

FM

Favor FM Licenses for AM Broadcasters

FM recommendations made by the November meeting of CBC's Board of Governors would indicate the Board is definitely pursuing a policy of encouraging present AM operators to enter the FM field.

FM applications were recommended for approval from CJIC, Sault Ste. Marie; CFP, Port Arthur; CFRN, Edmonton; CKUA, Edmonton, and CJOB, Winnipeg. The Board gave as its opinion that "the foregoing applications are technically possible and it is the policy of the Board to recommend the granting of FM licenses to operators of AM stations in order to introduce FM broadcasting in Canada".

No Squatters

Additionally, the Board recommended "... that FM stations not operating in conjunction with AM stations be required to operate for a minimum period of ten hours a day as from the date such stations are authorized by DOT to com-

mence broadcast operations". The announcement said "in its study of this question the Board has considered written representations from the Canadian Association of Broadcasters".

The Board's recommendation is substantially what CAB suggested. The representations were made in order to prevent non-broadcasters from "squatting" on FM frequencies whilst awaiting developments.

Three FM applications from present non-broadcasters were recommended for deferment. That of the *TORONTO DAILY STAR* and one for a station at Woodstock, Ontario, were deferred at applicants' request. An application from C. A. Pollock of Kitchener, Ontario, was deferred "to provide opportunity for further study".

FM for Vancouver

The first frequency modulation transmitter west of Toronto went on the air in Vancouver on Friday, December 12, at CBR. Engineers estimated there might be around 100 FM sets in the district covered by the new outlet VEGF.

A special program marked the first day's operations. Normally, the FM transmitter will carry the same programs over a 17-hour schedule as CBR and short wave station CBRX.

During recent weeks the station has been set up on the seventeenth floor of Hotel Vancouver, with the antenna on the roof of the building. The new station operates at 105.7 megacycles with 1000 watts.



1947 IN BRIEF

If we'd had any space, we'd have hired more men, if there were any available, to make more goods, if we could get the materials, and then we'd have more money, to pay to the government.

* * *

LABOR SAID:

I'm going to get every last cent out of the boss I can, because he'll probably go broke anyhow, and it will be too late then.

* * *

MANAGEMENT SAID:

Sure we'll give them what they ask, but we'll have to take it out of the consumer.

* * *

CONSUMER SAID:

What we want are controls. Look at Russia.

* * *

MR. KING SAID:

Let us weigh this matter carefully. Let us do nothing rash. Let us do nothing dangerous. Let us do nothing to upset Quebec. Let us do nothing.

* * *

MR. COLDWELL SAID:

The air lanes are the property of the people of Canada.

* * *

MR. BRACKEN SAID:

Glug!

* * *

MR. DREW SAID:

The situation is appalling. Something has to be done about it.

* * *

MR. MURDOCH SAID:

No Recording!

* * *

EUROPE SAID:

A crust of bread, please.

* * *

WE SAY:

For what we are about to receive may the Lord make us truly thankful.

Alberta's

most listened to

Radio Station

(LATEST B.B.M.)

CFCN

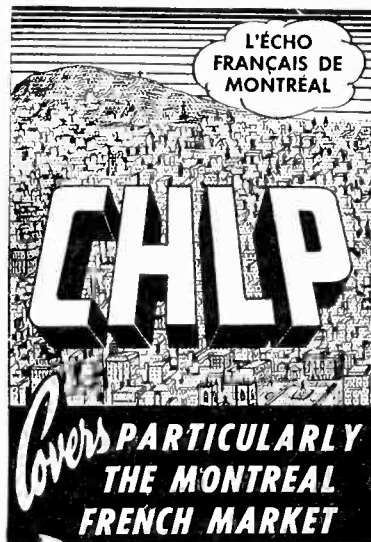
The Voice of the Prairies Ltd.

CALGARY, ALBERTA

10,000 WATTS

RADIO REPRESENTATIVES LTD.
TORONTO — MONTREAL

BUY CHRISTMAS SEALS TO FIGHT TUBERCULOSIS



Representatives:

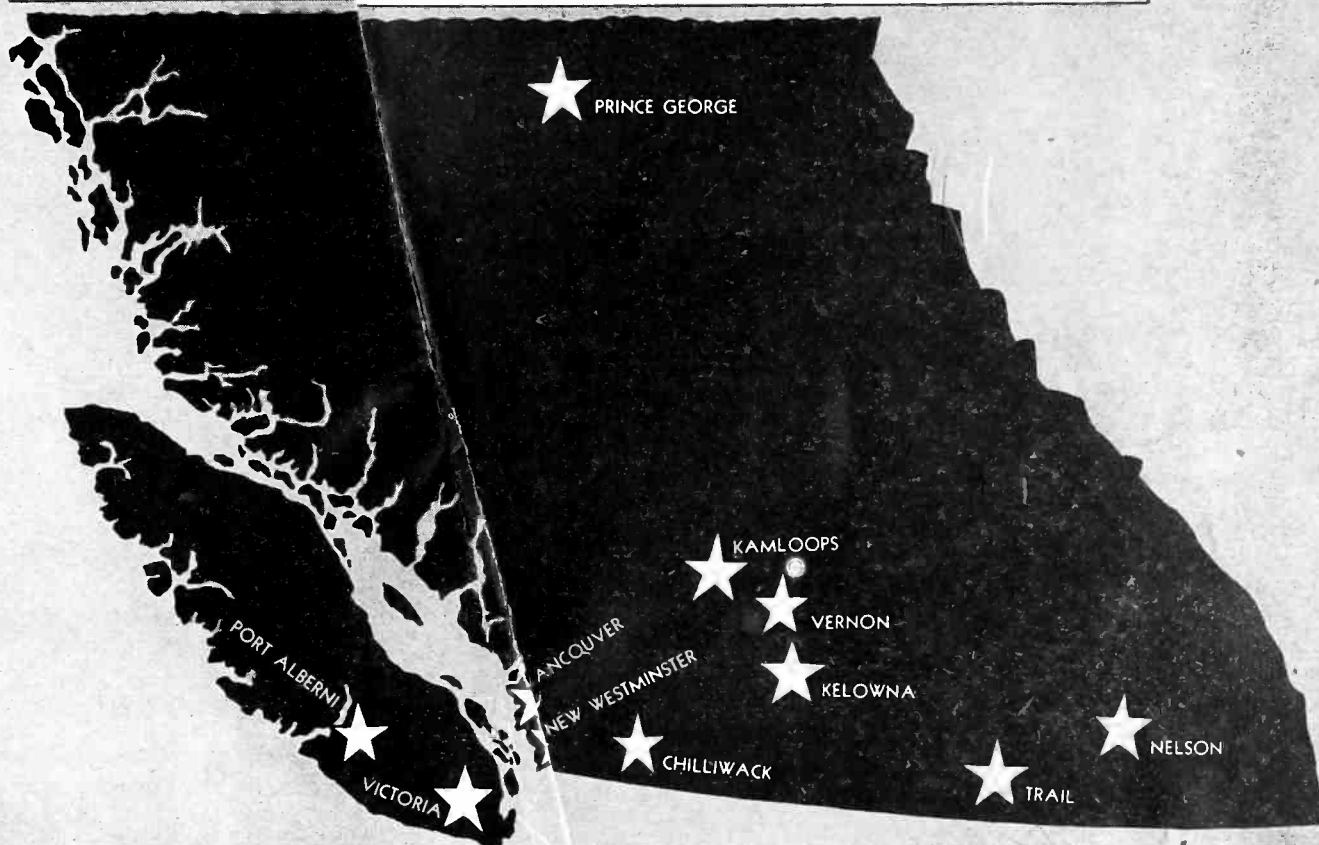
Canada: James L. Alexander

U.S.A.: Joseph Hershey

McGillivra Inc.

13 OF CANADA'S 89 INDEPENDENT STATIONS

ALERT... Progressive... And Doing THE Job In A Major Canadian Market



B.C. - A Growing Province!

Population figures reveal an increase of over 200,000 in this great expanding province. And the head man of these new fami-

lies is enjoying an average of three cents per working day by far the nation's highest - you reach them best by radio!

YOU'RE NOT SELLING CANADA... UNTIL YOU COVER BRITISH COLUMBIA BY RADIO

Chilliwack CHWK	Kamloops CFJC	Kelowna CKOV	Nelson CKLN	New Westminster CKNW	Vernon CJIB
Prince George CKPG	Trail CJAT	Vancouver CJOR CKMO CKWX	Victoria CJVI	Port Alberni CJAV	

Dave Crozier,
Howard Wilson Co.,
551 5th Avenue,
New York City.

The **NO. 1** Buy in Canada's No. 1 Market ...that's CFRB!

NOW, that's a big statement — so let's look at it closely.

CFRB reaches more Ontario listeners than any other Toronto station
... the No. 1 Buy!

Ontario represents more than 40% of Canada's total buying power
... the No. 1 Market!

In this sales-rich area, CFRB offers advertisers:

2,795 potential radio homes per 7 p.m.

3,475 potential radio homes between 6-7 p.m.

5,195 potential radio homes at other times ...

for every advertising dollar!

So that's the set-up on CFRB. And that's the reason more than 40 sponsors have advertised on CFRB for 11 years — they've found that they can reach a BUYING audience in a BUYER market, on CFRB!

CFRB

REPRESENTATIVES:

UNITED STATES

Adam J. Young Jr. Incorporated

CANADA

All-Canada Radio Facilities Limited

TORONTO

Looking forward to the next twenty years!