

CANADIAN BROADCASTER

TWICE A MONTH

Vol. 7, No. 1

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January 17th, 1948

THREAT TO QUASH COUNCIL AIRINGS STARTS FIREWORKS

By Doug Stuebing

The voice of the people still has some meaning to Hamilton city council, and the next time Alderman Peter McCulloch decides to do a Quixote, he is going to choose some windmill other than radio. At least that seems to be the result of a trial balloon effort of the Hamilton Alderman after he released a newspaper recommendation that he intended to press for elimination of broadcasts of city council proceedings by Radio Station CHML.

For the past two years, CHML has been carrying delayed broadcasts of city council debates as a public service. With mikes set up around the 21-man-and-woman city council chamber, CHML feeds the council debates down the line to the studio, where recording is made. Immediately following the meeting a selection of the most vigorous debates is made and, without editing, the debates are put on the air.

Broadcasts Ridicule Council

Late in December, Alderman McCulloch told a newspaperman searching for a story that in the New Year he would recommend that there be no further broadcasts of city council proceedings. He charged that some members of council talked too much. And, he added, "the broadcasts hold the council up to ridicule".

The newspaper story also claimed support for the motion from Controller Andy Frame and Controller-elect W. W. Chadwick.

Immediately on publication of the story, Ken. Soble, president of CHML, charged that prohibition of the broadcasts constituted an infringement of free speech. He pointed out that many Hamilton listeners depend on these broadcasts for information concerning city council happenings.

The attack on the broadcasts brought unexpected strong condemnation from other city council members. As soon as the intention of Alderman McCulloch was known, city council lined up boldly against him. The final vote for Alderman McCulloch's proposition was five against sixteen.

What's the Big Idea?

But this was not where the

CBC TO MULL 8 FM and 2 AM APPS CKLW and CKAC SEEK 50 KILOWATTS

The 57th meeting of CBC's Board of Governors, January 23 and 24, will consider recommendations dealing with requests for eight new FM stations, two power increases, four new AM stations, and three emergency transmitter licenses, in addition to miscellaneous matters. The open meetings will be held in Committee Room 268 of the House of Commons, Ottawa, following a closed meeting January 22.

Power increase applications are from CKLW and CKAC. The Windsor outlet seeks 50 kw on 800 kc. The Montreal station asks temporary 10 kw on 730 kc, later going to 50 kw. Directional antennae are indicated in all three cases.

FM Applications

The FM applications are from C. A. Pollock, of Kitchener, Ontario; CFPL London; CHUM Toronto; CJAD Montreal; CFOS Owen Sound; T. A. McDonough of Haileybury, Ontario; Moncton Publishers, and the Pearce Publishing Company of Simcoe, Ontario.

Four of these applications (Haileybury, Moncton, Simcoe, and Kitchener) are from aspiring operators not now in the business, and, in the former three cases will not, if granted, be in conjunction with AM operation. Kitchener asks 10 kw, no height stated. Haileybury seeks 360 watts, antenna height above average terrain, 100 feet. Moncton Publishers application is for 300 watts, antenna height seventy feet.

CFPL asks 4.44 kw, 131 feet; CHUM 3.2 kw, 204 feet; CJAD 6.02 kw, 205 feet; CFOS 340 watts, 170 feet; and the Simcoe application is for 367 watts, 232 feet.

AM Applications

The standard band applications include one from the Department of National Defence for a station at Churchill, Manitoba, with 100 watts at an unstated frequency. Churchill is a testing and observation point for joint Can-

adian-United States military operations.

Radio Edmonton Limitée asks for a license to operate at 5 kw on 680 kc in Alberta's capital city. This is one of the group of French-language applications in Western Canada, whose hearings caused considerable controversy during and following the Board of Governors meeting in Calgary last fall.

The other two AM applications are from Charles H. Llewellyn, of Summerside, P.E.I., for a quarter-kilowatt operation in that town; and from T. A. McDonough, of Haileybury, Ontario, for 1 kw on 910 in that Ontario town.

Emergency Transmitter

The Emergency Transmitter License applications are from CFCO Chatham, CHAB Moose Jaw, and CFNB Fredericton, New Brunswick. The Board has at previous meetings approved the principle of emergency transmitter licenses.

CKRM, Regina, asks increase in power of its emergency transmitter from 100 to 1000 watts.

Share Transfers

Other matters before the Board deal largely with requests for share or license transfer, and frequency changes. CJFX, Antigonish, desires to transfer one share in Atlantic Broadcasters Limited, and CHUM Toronto, seeks transfer of 799 shares in York Broadcasters Ltd. CKBW in Bridgewater, Nova Scotia, asks for changes in share subscribers of Acadia Broadcasting Company Limited.

License Transfers

License transfer requests include permission to shift from W. T. Cruickshank to Radio Station CKNX Limited, and from Howard Fleming (CFOS Owen Sound) to Grey and Bruce Broadcasting Company Limited.

Frequency Change

CHNS-FM, Halifax, asks change in frequency from 92.3 mgs to 96.1 mgs. CHOK, Sar-

nia, Ont., seeks a broadcast pick-up license, another development whose principle has been approved by the Board.

Satellite Station

CFAB Windsor, Nova Scotia, seeks permission to operate a satellite transmitter on 1490 kc at Kentville, using 250 watts. This application was recommended for deferment at the last Board meeting to consider application for a new station in Kentville by F. J. Burns, who publishes the weekly newspaper there. There was some indication at the time that an agreement might be reached for a form of joint operation by the two contesting applicants.

Public Commercial Licenses

CJDC in Dawson Creek, B.C. seeks a public commercial license, and CFGP Grande Prairie, asks change in hours of service of public commercial license. A public commercial license is one granted under specific conditions to certain stations serving outlying territories which permits them to broadcast person-to-person messages in emergencies where no land-line facilities exist.

Montreal Stations Blasted

Montreal. — A terrific explosion ripped open the King's Hall Building here in which are located the Marconi station CFCF and CBC stations CBM and CBF, Thursday afternoon, January 8 at 3:07 p.m., taking the life of one seventeen year old boy and injuring six women.

At 4 p.m. the building was ordered evacuated, and, within six minutes, CFCF had resumed its normal broadcasting schedule from its facilities in the Mount Royal Hotel.

When the evacuation order came, the CBC stations switched to their transmitters, and an hour later, CBV, Quebec City took over the French network and CBL fed CBM.

All Montreal private stations, as well as Walter P. Downs and the Willis Company offered the CBC facilities. The CBC took advantage of several of these, as well as operating from their short wave studios and the engineering department, thereby restoring normal Montreal service.

roadcasts got their strongest support. Every member of council was flooded with unsolicited phone calls asking: "What's the big idea?" Alderman W. K. Warrender, who had expressed

approval of the broadcasts, said: "I had no idea so many people listened. I had a flood of phone calls myself about stopping the broadcasts."

Alderman Warrender said that

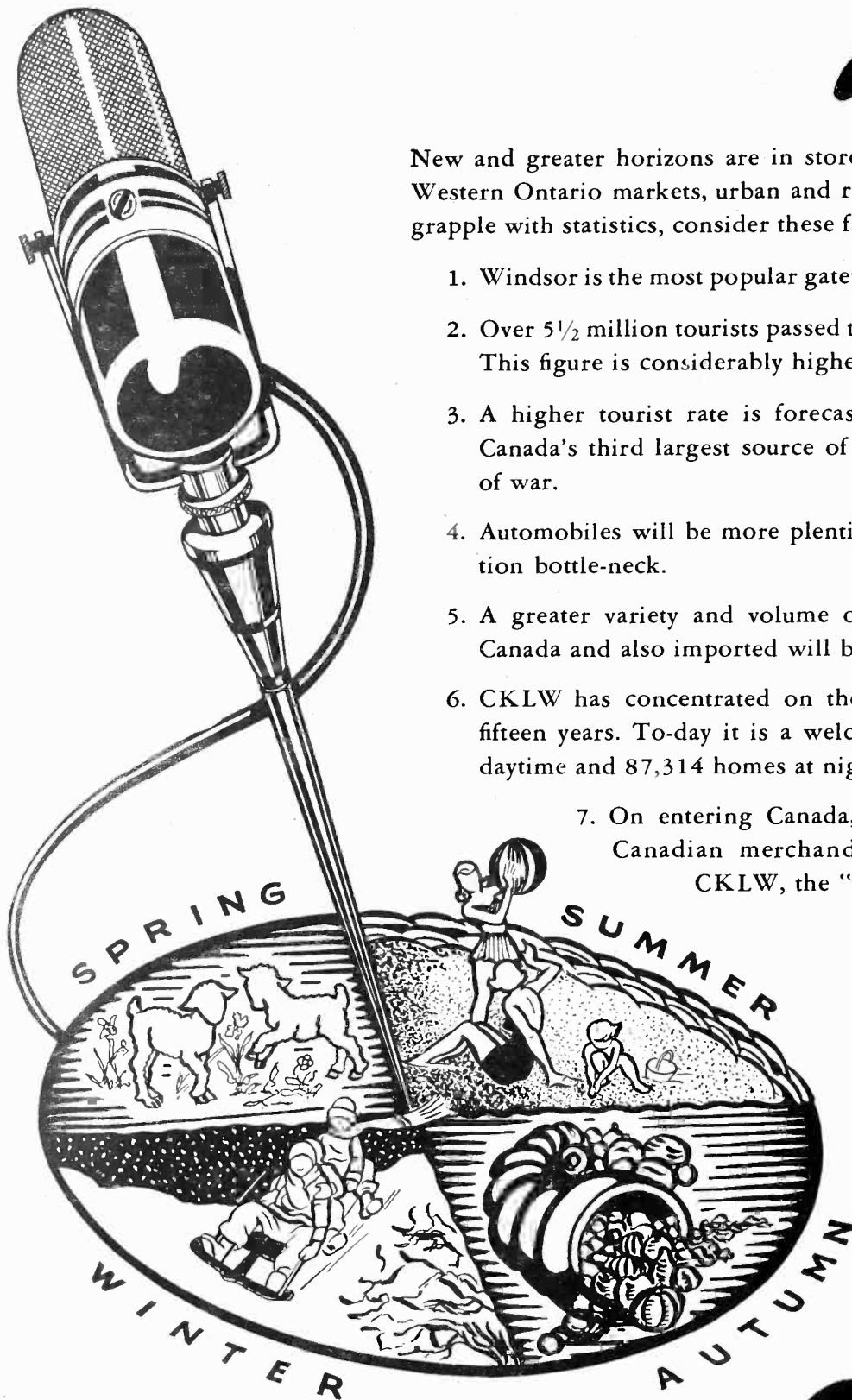
he thinks the idea of eliminating the broadcasts has died aborning. "It's too hot an issue and council will hesitate to tamper with anything that sounds like infringement on free speech."

Greater Productivity for YOUR ADVERTISING DOLLAR in 1948

New and greater horizons are in store for your Advertising Dollar in the Western Ontario markets, urban and rural, in 1948. If you're in a mood to grapple with statistics, consider these facts:

1. Windsor is the most popular gateway to Canada from the United States.
2. Over 5½ million tourists passed through the Port of Windsor in 1947. This figure is considerably higher than the previous year.
3. A higher tourist rate is forecast for '48 with the tourist industry, Canada's third largest source of revenue, in high gear after six years of war.
4. Automobiles will be more plentiful, thereby reducing the transportation bottle-neck.
5. A greater variety and volume of consumer goods manufactured in Canada and also imported will be available.
6. CKLW has concentrated on the Western Ontario market for over fifteen years. To-day it is a welcome visitor in 95,710 homes in the daytime and 87,314 homes at night.
7. On entering Canada, the tourist will learn much about Canadian merchandise and vacation resorts through CKLW, the "Good Neighbor Station."

After considering these points, you'll agree there's a brighter future in store for your Advertising Dollar if you use it through CKLW in '48.



CANADIAN BROADCASTING CORPORATION
MUTUAL BROADCASTING SYSTEM

MEMBER OF CANADIAN ASSOCIATION OF BROADCASTERS

CKLW

"THE GOOD NEIGHBOR STATION"
WINDSOR ONTARIO

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

INTERNATIONAL

Local Revenue Will Exceed Nets

Washington, D.C.—Up nearly \$20,000,000 over 1946 and reflecting radio's increasingly local character, U.S. radio stations' gross revenue from local retail advertising in 1947 will exceed national network revenue for the first time in 20 years of recorded industry figures, a survey just completed by the National Association of Broadcasters' Research Department shows.

Based on replies from a projectable sample of the broadcasting industry, the NAB survey shows over \$10,000,000 more in local retail revenue than in national network revenue.

The 1947 gross revenue from local retail advertising is shown as \$136,000,000, and revenue of national networks as \$125,796,000.

The figures do not reflect net profits, but supplement a recent NAB survey which showed average gross station revenues up about 8 per cent in 1947, with operating expenses up 9 per cent.

Growth of Station List

The survey made by NAB also takes into account the new stations in the industry, the growth in whose numbers would account for the smaller average station revenue increase. There were more than 1,400 stations in 1947, compared with 953 in 1946.

Pointing out that all estimates of 1946 revenue from local advertising were seriously under the actual figures, especially those for local retail advertising, as revealed by the FCC recently, the NAB Research Department reported from its survey that income from local advertisers will exceed the 1946 figure by about 17 per cent.

The rise was taken by NAB's Broadcast Advertising Department as further proof of radio's growing importance as a "community" medium.

National spot business also

RADIO RIBS *by Harkley*



"My name is Don King, and I don't know why I'm knocking myself out dreaming up ideas for Harkley's cartoon when the old goat will be back on the job himself next issue."

showed a slight increase of 9 per cent over 1946, but both regional and national networks showed a small decline.

FINED FOR RELIGIOUS BROADCAST

Mexico City.—The ministry of Communications and Public Works fined station XEW \$2,000 for broadcasting the sermon at the shrine of Our Lady of Guadalupe, Mexico's patron saint, on Guadalupe Day, December 12.

The fine was cancelled by Communications Minister Agustin Garcia Lopez, who said the station technically had broken the Mexican law forbidding stations from airing anything religious but that no harm had been done. He warned the station against any repetition of the offence.

SHIPLOAD FOR SCOTLAND

Boston.—The Yankee Network in New England aired a broadcast in connection with the *Friend Ship*, January 2.

The ship, loaded with thousands of dollars worth of food, clothing and other vital articles for the Scottish people, is the result of a plan originated by Michael T. Kelliher, president of the Boston Chamber of Commerce. Kelliher decided that since the famous

Friendship Train had missed the New England States, the people of New England should do something to aid their needy neighbors. Thus was born the idea for the *Friend Ship*, and, as a result, all six New England States have co-operated in the project.

In addition to an impressive group of speakers, the Yankee Network's *Friend Ship Rally* presented an entertainment program having an American and Scottish flavor.



FOR THESE ARTISTS

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

Day and Night Service
at
Radio Artists Telephone
Exchange

IT'S A FACT

You buy more than TIME on CJOC
... you get overwhelming listener preference in the prosperous Lethbridge market area. Sample: "Philo Vance" program rating 28.3. (See latest E-H ratings.)

5000 WATTS SELLING
Power
IN SOUTHERN ALBERTA

CJOC

NOW 5000 WATTS

Lethbridge, Alberta • All-Canada Station

CKCL

TRURO, NOVA SCOTIA

250 WATTS NON-DIRECTIONAL

1400 KILOCYCLES

Manager:
J. A. MANNING

Representative:
WM. WRIGHT

SASKATCHEWAN'S BEST SELLER

CHAB Moose Jaw PICKS STOVIN

... and we're mighty proud to welcome this 5000-watt hard-working, hard-selling radio voice to the list of outstanding stations we represent — particularly as we're expanding our national sales operation to include an office in Vancouver.

CHAB is Saskatchewan's Best Seller

**THE WIDEST COVERAGE
AT THE LOWEST COST PER LISTENER
IN SASKATCHEWAN**

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 VANCOUVER

PEOPLE

Heads CBC P & I

Ron Fraser has been appointed assistant supervisor of Press and Information for the CBC. Fraser, who broke into radio in 1941 with CJLS, Yarmouth, N.S., takes over the duties of Wells Ritchie, who left the CBC last November to become managing editor of MAYFAIR Magazine.

Fraser left CJLS in 1943, and until he moved to Toronto last April, was CBC Farm Broadcast Commentator for the Maritimes, working out of Halifax.

RADIO MAN PASSES

Montreal.—Marcel Lefèbvre, former managing director of CHLP, Montreal, died at his home in Montreal, December 20.

He is survived by his wife, one daughter and two sons. He was buried at Côte des Neiges Cemetery.

Mr. Lefèbvre, who left CHLP last year, had been in ill health for some considerable time.

Joins NBS

Montreal.—On January 1, James Tapp joined National Broadcast Sales, where he is now in company with Bob Leslie, Ed Kavanaugh, Murray Morrison and Wes Bauldry. Jim resigned as radio director of A. McKim Ltd., which post he has filled for the past nine months, having previously been with CBC in the Maritimes and Montreal.

RADIO SPOKESMAN

Windsor, Ont.—In addition to his regular daily broadcast, Val Clare, news editor of CKLW, Windsor, made 83 speeches on radio during the past year. The clubs and organizations who heard him speak are demanding encores.

15 YEARS OF RADIO

Windsor, Ont.—With the signing of his daily 6.15 news summary, sponsored by the C. H. Smith Co., Windsor departmental store, Terrence O'Dell, CKLW, Windsor, celebrated his 15th year in radio.

JOINS JACK MURRAY

Ross Patterson, formerly general manager of Patterson's Chocolates Ltd., has joined Jack Murray Ltd., Toronto, as an account executive.

FRESH HEIR DEPT.

Toronto.—The stork just beat Santa Claus to the draw when he delivered their first born on Christmas Eve to Mr. and Mrs. Warren Wilkes. Warren is with Tandy Advertising, Toronto.

MIDDLE AISLE

Montreal.—Corey Thomson of CKVL, Verdun, was married on Saturday, December 13, to Mlle Lilian Gauthier in a very quiet ceremony.

HAMS

HAMS FORM EMERGENCY NET

Lethbridge, Alta.—Amateur radio operators have banded together in Southern Alberta to form the Southern Alberta Radio Amateurs Club, with sixty members. The club is ready to broadcast news, and act as a communication system in emergencies.

The Lethbridge hams spend part of their time tracing and eliminating radio interference caused by electrical installations.

Since the war, the Alberta club has had a membership increase from twenty-five to sixty, and now comprises all Southern Alberta amateurs. Seven years after its founding in 1932, the club became a member of the Amateur Relay League, and received its charter from them.

At the opening meeting of the season, held at the CJOC, Lethbridge, transmitter, Ken Owen became president, Douglas Card and Murray McLeod, both CJOC technicians, were named vice-president and secretary respectively. McLeod, with Jim Masson, will edit R.F., the club's monthly.

Murray Built Shows

**KEEP
THE
CASH
REGISTERS
RINGING**



CANADIAN BROADCASTER

TWICE A MONTH

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

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Editor: RICHARD G. LEWIS
Production Manager: ARTHUR C. BENSON
Art Editor: GREY HARKLEY
Photography: AL GRAY

Correspondents

Montreal	-	-	-	Lovell Mickles, Jr.
Ottawa	-	-	-	James Allard
Toronto	-	-	-	Elda Hope
Winnipeg	-	-	-	Dave Adams
Vancouver	-	-	-	Robert Francis
New York	-	-	-	Richard Young



Vol. 7, No. 1

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January 17th, 1948

Aspiration and Perspiration

Last month, in common with hundreds of other small businesses, we at the BROADCASTER office found ourselves compelled either to put in an increase in advertising rates, effective immediately, or else to suspend publication.

The fact that plenty of other concerns were faced with the same emergency did not lighten our anxiety. What if too many of our regular advertisers refused to accede to our request? What if they didn't reply to the letter? The answer of course was that we would write "30" to our operation, and would regard as a total loss our initial capital investment of 35 cents.

Fortunately for us, it did not work out this way. Within two weeks of sending out our letter we found that all but three of our regular advertisers had given us a favorable reply to the toughest letter we ever tried to write. We are presumptuous enough to take this, to us, vital gesture as a vote of confidence in our publication, and we are proud to be able to announce that we start out on this, our seventh year, on an economically stable basis. At the same time we are humbly determined to justify the confidence our advertisers have placed in us by continuing to make every effort to make the paper of ever-growing interest to our readers whom it is our province to serve.

Like a trade association, a business paper depends for its success on the co-operation it receives from the industry it strives to represent. Unlike a trade association, it has not the benefit of the approving or disapproving votes of its "membership". Rather it depends on its ability to purvey news and information which is of value to its readers. Only this way can it have the readers with which to invite advertising. Only this way can it rate the confidence of those from whom its revenue must be derived. Such is all private enterprise.

Through the years we have tried to earn the confidence of those who, whether as buyers or sellers, come in contact with the radio industry. We have reached the point where we are "tipped off" ahead when a story is going to break, so that it can be set in type and ready to run while it is still news and valuable as such. Gradually we have been able to establish the beginning of a Trans-Canadian network of correspondents, so that our coverage of the radio story may be as national in scope as possible. We have Bob Francis in Vancouver; Dave Adams in Winnipeg; Elda Hope, our constant listening post in Toronto; Jim Allard in Ottawa; and Lovell Mickles in Montreal. With this issue we institute a New York letter from Richard Young, and before 1948 is too old we hope to expand our network to the east coast.

Whether you, as a reader, are an advertiser, an advertising agency, a national representative or a station man, you are interested in the improvement of radio as an advertising medium. Your co-operation with our correspondents, where we have them, and directly with our Toronto office in those areas where we are not yet represented, will not only help us make your CANADIAN BROADCASTER a more useful organ for commercial radio; it will also help you make the radio medium better known, on whichever side of the advertising counter you sit.

This is our pledge for 1948, to spread the radio story wherever business is transacted. May we depend upon your help in keeping us better informed of your own activities, so that we may truly be what we aspire and perspire to be—"A Meeting Place for the Industry and Its Sponsors".

Richard G. Lewis.

EDITOR.

BUSINESS

Purpose Without Policy

A successful business depends largely on an ability to estimate future requirements, future markets, future prices, then to make commitments and plan the use of resources accordingly. So long as normal economic influences are permitted to operate unfettered, or are confined within clearly understood bounds by government control, it is possible for the wise administrator to assess the future and plan for it intelligently. Long term financing can be arranged, and supplies procured to advantage for future delivery under long term contracts. A stable credit basis is thus formed and the foundation of productive activity to which responsible people are committed over a period of time.

But who can search the secret mind of a politician who is forever dangling his toe in the water to test the political temperature and making up his mind what conditions he will create on the basis of political expedients? The lobbies of Ottawa hotels and the corridors of the public buildings have been filled these last few weeks with throngs of harassed executives trying to get rulings which will interpret the Abbott pronunciamento in terms of the Howe administrative policy. For the most part, these managers of business, on whom we must rely for the production of goods which we shall be needing next summer, have found that the government has purpose but no policy and has appointed an economic overlord who has no administrative machinery.

Manufacturers Are Bewildered

In conversation with manufacturers of several lines, I have found nothing but bewilderment. They have made heavy investments on the basis of conditions which they had every right to anticipate. These conditions were never allowed to grow into being. Instead a new environment has been created overnight into which their projects cannot be made to fit. True to the tradition of their kind, they want to apply their ingenuity and resourcefulness to adapting what they already have to some other purpose. But they cannot discover any purpose until they have been told what will be permitted to them and given assurance that the latitude promised to-day will not be circumscribed to-morrow. But this is the one thing they cannot get in Ottawa. Clearly, government must either run all business, which God forbid, or at least make it possible for business to run itself.

If government is to choose the latter course, as is the declared intention of the present government in Ottawa, then it must formulate a set of economic

objectives, adopt a code of practise by which these objectives are to be attained, and take business into council. In the end, it is the administrator on the firing line who must make the decision as to method. It is all very well for the government to plan grand strategy, but if the high command starts to plot day-to-day tactics for all fronts, the local commanders cannot be expected to win battles.

Dollar Conservation Creates Inflation

The truth is that government departmental agencies are at war among themselves. The paramount objective of one is to conserve American exchange. The paramount objective of another is to check inflation. In order to save exchange, they prohibit the import of Texan cabbages and thus give a monopoly to the local producer, who withholds these and other too perishable goods from the market until he can command an unprecedented price. Up goes the cost of living index and another milestone is passed in the inflationary spiral. No economic brain trust can foresee everything, or, having foreseen it and having found it undesirable, bring it under control without dictatorial power and the fabulous enforcement agencies of a police state. The ethic of socialism may be good but the results desired cannot be achieved by the means chosen without the sacrifice of principles now operative and which the Socialist cherishes as much as anybody else.

—JOHN COLLINGWOOD READE.

A F of M Snipes UBC

Vancouver. — Vancouver local 145 of the American Federation of Musicians has prevented student vocalists and musicians at University of B.C. from doing their weekly evening program, according to Ernest Perrault, president of the University Radio Society.

The union wants the piece on the air before 7. p.m., so as not to deprive union men of potential work. However, the society has not been able to get time before seven and Perrault is trying to work out a compromise with the union.

Meanwhile the VANCOUVER SUN, commenting on "James Caesar Petrillo's long arm," said that "this is really not in the best interest of Caesar and his musicians. For many of the very people he is ordering off the air are those who will, in the not too distant future, become prospective union members, provided they have the opportunity to gain radio experience."

Internationally Acceptable



"The Leete"

a part in his open air production of "Twelfth Night". It wasn't radio, she pointed out, and the fee was nominal, but it gave her a chance to be heard.

Next she lined up with Howard Milsom's CKEY Drama Workshop. She credits Howard with giving her the Canadian back-grounding she needed, both in his instruction classes and also in his weekly productions on the air.

Then came the first truly professional engagement. They gave her the lead in *Buckingham Curtain Time's* version of "Ladies in Retirement". Next she broke into *Stage 48* (then 47) with the part of Mrs. Bennett in "Pride and Prejudice", followed by Jocasta

in Oedipus Rex, opposite Andrew Allan.

Besides these parts, "The Leete" is writing and broadcasting for CBC International Service about every three weeks on the series *Discovering Canada*. She works on the CBC children's program, *The Junior League Cuckoo Clock House*. She worked for Johnny Adaskin in the *London Playhouse* programs recorded recently in Toronto by James Mason for Towers of London.

She is currently rounding out what she terms "a comfortable living", implementing her income as an actress as speech lecturer at the Academy of Radio Arts, where she claims she is learning a great deal.



CJAD
MONTREAL
Covers the
QUEBEC
ENGLISH MARKET
1000 WATTS - 800 KILOCYCLES
Offices and Studio
1191 Mountain St., Montreal
Represented in Montreal and Toronto by National Broadcast Sales; in U.S.A. by Adam J. Young Jr., Inc.

The best way to overcome an English accent for purposes of Canadian radio is to make your enunciation internationally acceptable by eradicating from your speech both English and Canadian extremes.

So says Marjorie Leete, who got a job as nursemaid to a returning American family in order to get across the Atlantic, and is now making herself heard with reasonable regularity on *Stage 48*, *Buckingham Curtain Time* and other network programs.

Marjorie, who revels in the nickname they have hung on her around the studios, "The Leete", trained at the Royal Academy in London, and before leaving England did professional stage work, mostly Ruth Draper style character sketches, and also taught speech.

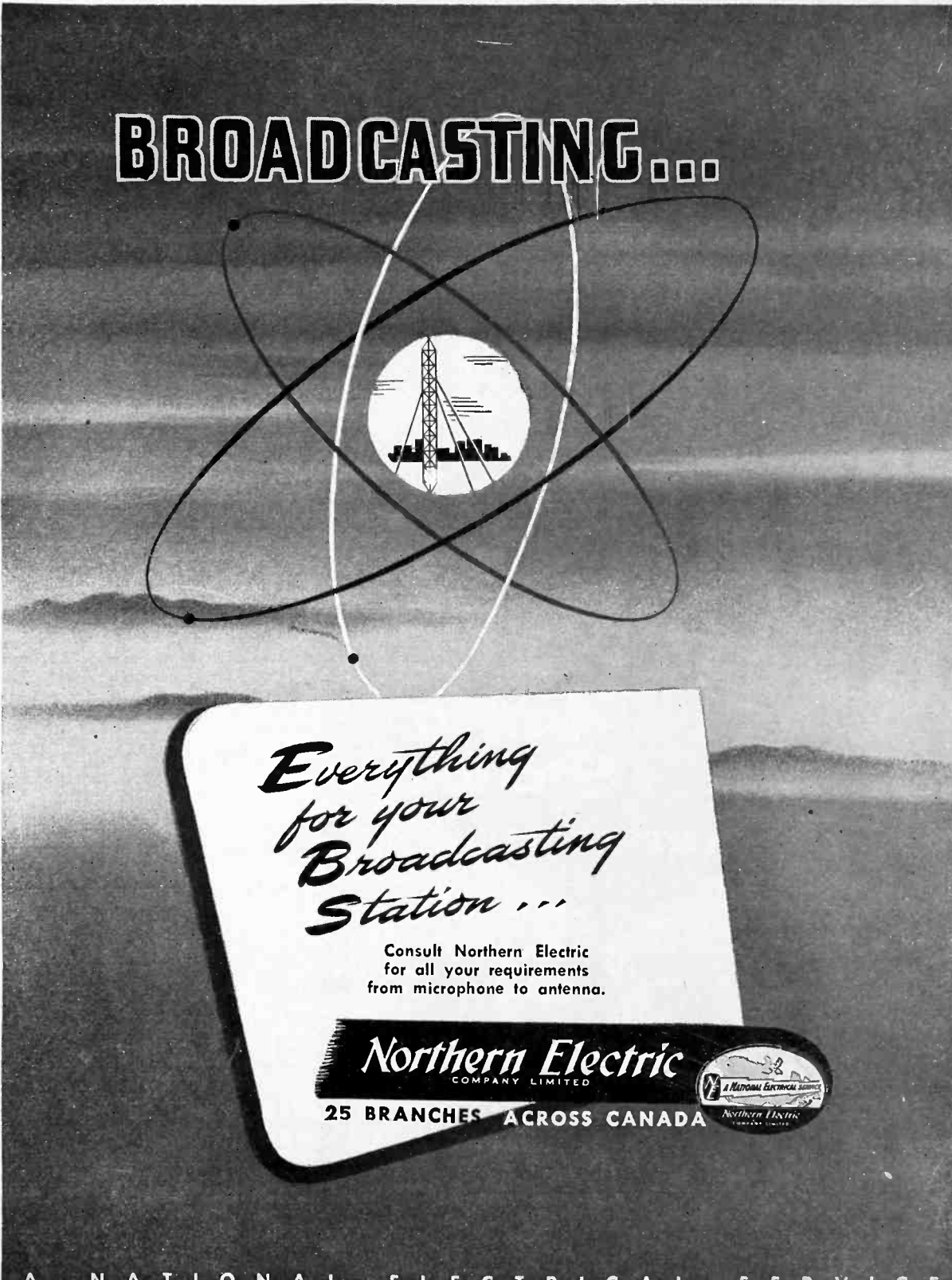
She took on the nursemaid job because this was the only way she could get permission to leave England, and changed diapers on the high seas for fifteen days. After a few weeks stay in New York, as the guest of her employers, she came on to Canada to get into radio, and did — eventually.

On arrival in Toronto she landed a job as a domestic servant with the proviso that she might have her afternoons free to make the rounds of the producers' offices.

"Everybody was very charming," the Leete confided, "but," she added, "patience is a hard virtue to attain."

Open Sesame

After three weeks, ACRA president Earle Grey offered her




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.

WANTED

Combination news and sportscaster (experienced).

Box B
Canadian Broadcaster
371 Bay St. - Toronto

Now Available

FOR CANADIAN SPONSORSHIP

BULLDOG DRUMMOND

IN RADIO'S THRILLING NEW ADVENTURE SERIES

- ✓ 30 minutes of superb entertainment that made BULLDOG DRUMMOND a top flight network feature. Flawless acting, writing and direction, combine to make this new series a better radio attraction than ever.
- ✓ For full information consult your advertising agency or contact Dan V. Carr at Waverley 5622, Toronto. . . .
- ✓ Coming — Vic & Sade, Exclusive Canadian Sales Agents. . . .

GUILD RADIO FEATURES LIMITED

FORMERLY IMPERIAL RADIO PRODUCTIONS

444 UNIVERSITY AVE. - TORONTO

8-IGRFL

PROGRAMS

Caravan of Caroleers

Winnipeg.—Dudley Patterson, the man who handles most of CJOB'S news broadcasts, came up with a novel idea to further the spreading of Christmas cheer.

Dudley, along with two other Winnipeggers, Edward Black and Ted Robinson, organized the CJOB Caravan of Caroleers.

One night just prior to Christmas, Dudley lined up a couple of cars and proceeded over to the Cenotaph on Memorial Blvd., where a memorial service was held for veterans who lost their lives overseas in the Second World War. Six representatives from each of the three armed services were present.

Then, joined by a caravan of citizens, Dudley and associates visited special sections of the city as well as a couple of hospitals. Everywhere they went, the boys, aided by scores of Winnipeggers, came up with special carol services.

A few days later, CJOB, in conjunction with a large packing concern, passed out Christmas hampers to the needy.

Neither of these conferees seemed to suffer the least bit from mike-fright and some enlightening opinions were voiced. While Mrs. Gill leaned toward live dramatic shows, she mentioned the merits of many good musical programs. To her, soap operas were often far-fetched but tempting. Mr. Morgan's chief complaint seemed to embrace commercials. Frankly I thought he had hopes of eliminating them, but that wouldn't be quite fair to sponsors. Maybe he has heard that frightful yodelling commercial at the termination of *Big Sister*. That would turn anyone against them for my money.

To add it all up, Canadian radio programs seem to rate favorably with this small cross-section of listeners. And why shouldn't they? We have some truly outstanding artists within our boundaries.

Canadiana

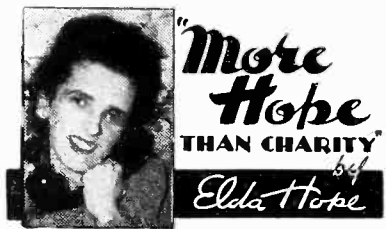
Evidence of this came to light the other day on *Musically Yours* when emcee Elwood Glover devoted the entire program to what might well have been called 'Canadiana'. It was recordings of some of our artists who have truly made the grade. There were vocalists such as Beaver-winner Alys Robi, Claire Gagnier, a winner in *Singing Stars of To-morrow*, and our Eddie Allen of Colgate's *Happy Gang*. Orchestras represented included Beaver-winner Mart Kenney as well as that of Bert Niosi who, in himself, is a band. Never have I heard a truer nor more fitting description than that of Eddie Allen's rendition of "Irish Lullaby". "Some singers utter words, some notes; this vocalist sings thoughts", he said.

With a great deal of pride in Toronto-born Percy Faith, I listened to *The Pause That Refreshes* over CFRB. Just to hear it speaks for itself. When better arrangements are made, they'll probably be Faith scores.

Off My List

If I'm ever guilty of listening to another CBC Forum, I'm ashamed of me. Curiosity prompted my hearing three of them and each one followed suit in one respect. These programs may feature a panel of four speakers discussing a so-called interesting subject. They may have held interest originally but when a number of speakers get so steamed up they all talk at once, then it becomes a conversational brawl. If there happens to be an audience, those people asking the questions sound so very rehearsed it takes away all spontaneity.

In brief, count me in to encourage Canadian artists in their talented work on Canadian programs.



Usually a discussion on the pros and cons of Canadian radio brings forth the ideas of only one person, but in the case of CHUM'S *Matter of Opinion* the beliefs of two interviewees on this topic were unhesitatingly aired. Those in question were Doris Gill and Bryn Morgan, interviewed by Ron McAllister on this program which is sponsored by Pull-a-Way. It proved to be a timely subject, one that occupies everybody's interest and certainly one that concerned me.

Alberta's
most listened to
Radio Station
 (LATEST B.B.M.)

CFCN
The Voice of the Prairies Ltd.
 CALGARY, ALBERTA
 10,000 WATTS

Ask
 RADIO REPRESENTATIVES LTD.
 TORONTO — MONTREAL

TWO OPENINGS

on aggressive Ontario City Station

- Announcer for Breakfast Show, young glib and Buehlmanish. Salary plus talent fees.
- Good straight announcer for regular announce work.

Write Full Particulars to:

Box C, Canadian Broadcaster, 371 Bay Street, Toronto

KIDS' QUIZ

Vancouver.—The CBC resumed its series, *MacMillan Club Quiz*, on January 14. The first broadcast originates in the studios of CBR, Vancouver, but five of the subsequent shows will come from schools of the lower mainland, including South High, King Edward High, Strathcona and Queen Elizabeth schools.

The shows were started in 1940, as a public service feature, by the CBC, in co-operation with the Sir Ernest MacMillan Fine Arts Club.

This year, studio audiences will have a chance at the prizes, as well as the contestants. Three schools will be represented at each broadcast. The questions for the show, on current affairs, will be made up in the CBC Vancouver newsroom.

A few of the new features of the program will be a famous guest artist to appear on each broadcast, a special *Name the Picture* feature, and free *Pops* symphony tickets for successful contestants.

MASS CAROL PROGRAM

Belleville.—On Christmas morning, a unique program was broadcast over CJBQ. During the previous ten days, the Belleville station's engineering staff visited the principal churches in the city and made recordings of hymns and carols sung by the various choirs. These recordings were compiled and produced in the form of a special Christmas program, which was heard Christmas morning.

IMPERIAL CHANGES NAME

Imperial Radio Productions have found it necessary to change their firm name in order to complete their incorporation. A charter has now been issued to them as Guild Radio Features Ltd., and they continue to operate at 444 University Avenue.

Jack K. Cooke is president, Dan Carr continues as general manager and Don Davis is assistant manager.

BROADCAST BONSPIEL

Winnipeg.—The Roarin' Game has Manitoba in its grip once again and CKRC is busy spreading the gospel of curling.

The 60th anniversary of the Manitoba Bonspiel got under way January 5, and ended a week later with the entry nearing record proportions. Four times daily Jack Wells took the CKRC microphone down to 'Spiel headquarters to broadcast results. Besides airing daily play to the province, Jack quizzed many prominent exponents of the broom and stone. Radio Oil Refineries Ltd. sponsored the broadcasts.

NORTHERN GREETINGS

Timmins.—Christmas night, at midnight, CKGB broadcast Christmas greetings to the North and Far North. Messages were sent to the lumber camps and trading posts, into isolated homes and places in the North. The program, *Calling The North*, was presented by Ernie Courtney, CKGB program director. Gerry Lauzon, woman's commentator, helped with the reading of the many greetings and messages.

AGENCIES

F. H. HAYHURST CO. LTD.

The Dr. A. W. Chase Medicine Company of Oakville has transferred the bulk of its advertising in all media from Ardiel Advertising to F. H. Hayhurst Company Ltd. Ardiel retains the ointment account. The current series of spots and flashes continues on forty odd stations from coast to coast. Future plans have not been announced.

British Ceramics & Crystal (Canada) Ltd. is starting the disc series *Music Hall of Fame* (All-Canada) over 8 stations between Montreal and Vancouver, including both CFRB and CKEY in Toronto. The series starts February 15 for 13 weeks and returns in September to complete a 26 weeks run. Programs, consisting of "famous names in the world of music", break in the middle for announcements of local musical events.

Edgeworth Tobacco is resuming its David Ross spots over 14 stations coast to coast.

JACK MURRAY LTD.

Harry D. Reid Agencies Ltd. (Doggie Tid-Bits) are running five minute talks (advice about dogs) on CFRB, Toronto, five a week, 10.25 to 10.30 a.m. for 17 weeks from January 5, through Jack Murray Ltd.

The same agency advises that Lambert Pharmacal Co. is running a five minute test campaign for Listerine Shaving Cream (6.55 to 7.00 p.m., Monday through Friday) on CKPC, Brantford. The present campaign runs on the one station for 26 weeks. Extension of this into a national campaign depend on its success. Lambert Pharmacal continues to sponsor *Treasure Trail* on CFRB and the Dominion Network for Listerine tooth-paste and antiseptic.

MASON'S UNITED ADVERTISERS AGENCY LTD.

Community Associates Ltd. (Insurance) started *Time to Sing* with Lanny and Ginger Grey, January 12 over

CFRB, Toronto. This five minute transcription is heard five times a week.

E. W. REYNOLDS & CO. LTD.

West York Motors Ltd. has started the 15 minute *Safety Show* over CFRB, Toronto. The Sunday Show consists of transcribed music and each week a careful or courteous driver is singled out for special commendation.

The Canadian Co-operative Wool Growers has started a spot announcement campaign over CHOK, Sarnia and CKNX, Wingham for 13 weeks advertising Dri-Kil.

The Professional Products and Equipment Ltd., Saint John, is testing its new product Gora (teething remedy) in a flash campaign over CHNS, Halifax.

COCKFIELD BROWN & CO. LTD.

The Ford Dealers of Canada have taken over sponsorship of the *Fred Allen Show*, piped in from NBC to the T-Can network.

Ford started *Theatre Ford*, January 8 (9-10 p.m.) over the French network and supplementaries every Thursday. Contract runs until May.

Socony Vacuum has renewed a year's campaign of daily spots over a wide list of stations coast to coast, for Mobiloil.

RUTHRAUFF & RYAN

Thirty-three stations are now carrying a minimum of a thousand spot announcements a year for Lever Brothers in what is believed to be the biggest national spot announcement campaign ever released in Canada.

This appropriation, which is in addition to Bob Hope, Amos 'n' Andy and Lucy Linton, calls for a minimum total of 33,000 spots in the larger centres throughout Canada, calls for a budget estimated at over \$300,000.00. Products advertised in the spots are Pepsodent, Rinso, Lipton's Tea and Lifebuoy Soap.

D'ARCY ADVERTISING AGENCY

Coca-Cola Ltd., has started the transcribed *Claudia* over CHNS, CBO, CFCE, CFRB, CKY and CKWX. The 15 minute five a week show has been scheduled for a year, and more stations will be added during the year.



STREAMLINE!

Nature has provided the gull with streamline characteristics. It is thus able to get to its point of destination smoothly, rapidly.

We at CJCA

believe in the same policy in this business of broadcasting

The streamlining of inter-departmental operation has laid emphasis on the all-important task of satisfying all directly connected with radio operation. The streamlining of production has laid emphasis on the all-important task of satisfying the listener. The streamlining of sales approach has laid emphasis on the all-important task of satisfying the sponsor. And the streamlining of promotion has laid emphasis on the all-important task of keeping everybody "sold" on

CJCA's popularity

Like all things that progress favorably, radio must enjoy streamlined operation.



(First in Popularity)

The Wright STATIONS

CKAC
reaches 85% of the
Billion Dollar Quebec Market

Direct your sales talk to the French Market in French over Quebec's Pioneer Station.

ON THE AIR 24 HOURS DAILY

— See —
WILLIAM WRIGHT

TORONTO
Victory Building
AD. 8481

MONTREAL
Empire Life Bldg.
HA. 7240

C. B. C.

CBC '48

(An article by CBC Chairman A. D. Duntun reprinted from Radio, December, 1947.)

Contrary to the usual ways of news, the biggest story for the CBC in 1947 was a negative — something that didn't happen. Probably never before has this country seen such a concentration of radio time, newspaper space and other pressures marshalled in an attempt to influence legislators. But the dull thud of the Parliamentary Committee Report

announced the failure of the assault on the Broadcasting Act and the national broadcasting system. The report was a sharp rebuke of the assailants; it was at the same time a reaffirmation by legislators of belief in the national radio system. When principles survive that kind of trial by fire before parliamentary judges, they and the organization based on them must come out toughened and more vigorous than before.

National Radio Scores

Members of Parliament also showed considerable appreciation of the economic facts of life that affect the national system. The

granting of the full license fee to the CBC doesn't guarantee the means for an adequate national service for years ahead, but it does enable us to go ahead with the job in hand and meet some current pressing problems.

And 1947 saw big strides toward filling out the coverage of the national system across Canada, carrying further the essential conceptions that have always been held and meeting pressing needs for a fuller Canadian service. A radio organization has not only to produce and procure programs, but also to get them to the homes of listeners. In 1948, the CBC will be doing that much more effectively in various parts of Canada than it did before.

Altogether the ideas and purposes of national radio have won some big victories against heavy opposition. The cause of service to the Canadian nation through its own broadcasting system is pushing ahead.

Battles To Come

In 1948 there may be more attacks on the principals and organization of radio in Canada. The Board of Governors believe that it will be to the benefit of the listening public, and even of those who have been concerned in attacking, if discussion is substituted for assault. But our main concern is not to worry about any interested pressures. It is for the proper authorities to decide such things. We must, of course, as occasions arise, explain what we are doing and why, to carry out the tasks set out for us.

But the great concern of every one connected with the CBC must be to see that we are doing our very best to carry out the great mandate entrusted to us — honestly, devotedly, intelligently. If we are being true to the very best of our abilities to the principles and demands of national radio, everything else is secondary.

More Money Needed

In 1948 national radio will be far from being out of the financial woods planted by the nature of our country. Here again it is clear that the CBC must first of

all be sure it puts the means at its disposal to the very best possible use. Performance and acceptance of performance provide the strongest arguments to support the basic financial needs of a national radio system in this vast country in a time of rising costs.

From every point of view the first concern of us all in the CBC in 1948 must be our own effectiveness—how well we as individuals and as an organization carry out the job before us. We can only reach full effectiveness by united effort. Unity and co-operation hold the key in this complicated business of running a national radio service in Canada, with all the compromises that are necessary.

The CBC is not a means in itself. It exists only to serve the public. If each one of us is striving loyally to do his best toward that service, putting co-operation and the common purpose first then 1948 and the years ahead will be a time of increasingly successful and satisfying service through national radio to the people of Canada. The past gives us reason for assurance. Our confidence in the future of the service can be just as great as our knowledge that we are trying now to do the best we know. Each person has that knowledge inside himself.

CBC Set For Winnipeg

Winnipeg.—J. R. Finlay, CBC Prairie Regional Representative announces that new CBC high power stations, CBX, Alberta (1010 kcs.) and CBW, Manitoba (990 kcs.) will go on the air July 1.

Lacombe, midway between Calgary and Edmonton, will be the location for the 50,000-watt transmitter for CBX, Alberta. Studio will be in Edmonton and programs will be carried to Lacombe 95 miles away, by direct line.

Appointed to head the Alberta set-up is Dan E. Cameron, until recently in charge of talks and public affairs broadcasting at Winnipeg.

The new 50,000-watt transmitter for CBS, Manitoba, will



5000 WATTS

800 KILOCYCLES

CHRC

"LA VOIX DU VIEUX QUÉBEC"

REPRESENTATIVES

CANADA: JOS. A. HARDY & CO.

U.S.A.: ADAM J. YOUNG, JR., INC.

REACHING A \$100,000,000.00 MARKET

940 ON THE DIAL



Speaks Volumes!

The number of local and national accounts which CJGX has had the pleasure of serving in 1947 is the most positive evidence of its concentrated coverage of this rich market.

Millions of dollars will be distributed to western farmers in the coming months—a very substantial share to this "crop-rich" area.



CJGX YORKTON

WESTERN CANADA'S FARM STATION

DOMINION NETWORK

Representatives
HORACE N. STOVIN & CO., Toronto, Montreal, Winnipeg
ADAM J. YOUNG Jr. Inc., U.S.A.



CHNS

Now On the Air

with **5000 Watts**

First in Halifax!

at Carman, 52 miles from studios in Winnipeg.

It is expected that the new stations will have wide provincial coverage in Manitoba and Alberta respectively, enabling greatly improved service for prairie listeners to CBC's Trans-Canada network, Finlay said. The Province of Saskatchewan will continue to be served by the corporation's 50,000 watt clear channel station at Watrous.

Meanwhile, final disposition of Manitoba government stations, CKY Winnipeg and CKX Brandon, is still clouded in mystery. However, it is known that two bids, besides the standing CBC reserve bid, have been entered for CKY, one of which is believed to be the WINNIPEG TRIBUNE. Bidding is also said to be brisk for the lucrative Brandon set-up.

Sounding Board for Higher Fees

Indications that the CBC is still weighing chances of getting across a higher license fee for listeners comes to light in the statement of Professor Arthur L. Phelps during the first of the CBC *Wednesday Nights* (Trans-Canada, December 3, 1947).

Phelps, a former CBC official, now professor of English at McGill University, Montreal, said: "It (the CBC) hasn't told us, as I think it should have told us, that the license fee in a mature country as rich as ours should be five dollars, or even ten dollars, with the present nominal fee retained or specified wage and income brackets."

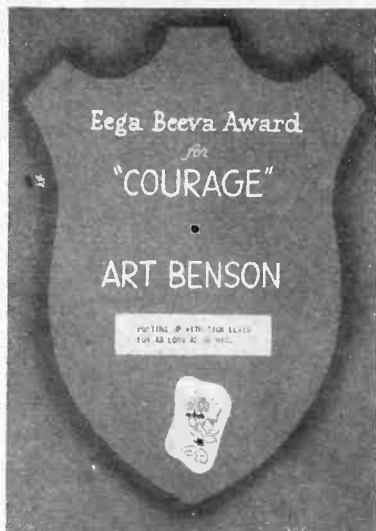
Although Mr. Phelps is, as has been stated, a former member of the CBC staff, he was announced for this talk as "speaking as a citizen of Canada." His talk was reprinted in the November issue of the CBC employees' magazine, *Radio*. The caption, which suggests that he was voicing CBC thinking, read as follows: "Arthur L. Phelps . . . speaking as a citizen of Canada, expresses his hopes as a listener for CBC *Wednesday Night*. Outspoken Mr. Phelps was the feature speaker. . . ."

CBC Appointment

George Young, CBC supervisor of station relations, has now been officially named head of the regulations department, which he has been operating on an acting basis since the resignation of Jack Radford.

ASSOCIATIONS

Toronto Execs Feature First Annual "Eega Beevas"



Bill Byles, chairman of the Christmas party committee of the Radio Executives Club of Toronto, was probably responsible for the presentation at that function of the first annual "Eega Beeva" Awards, when CANADIAN BROADCASTER Production Manager Art Benson was honored (?) with a Beeva for "courage in putting up with Dick Lewis as long as he has". In Art's absence, doing his baby sitting shift while his wife bought him his Christmas present, the award was accepted on his behalf by—you've guessed it—Dick Lewis.

Other "Eega Beevas" were presented as follows:

"Spence Caldwell—for leadership. The Dan Carr of Richmond Street, the man with the shade-grown ulcers and Our Dearly Beloved President."

"Bill Wright—for vision. Our founder—man of vision—forgive him for he knows not what he did."

"Walter Elliott—for? He, with his rating, started the Worry of the Month Club and gave us in radio the cross we have to bear."

"John Crosby—for originality—the only Crosby with a John."

"Jack Slatter—for security. 'Tis a wise rep who prepares for his future by having a son with a radio station and a charming wife with a job."

"Waldo Holden—for progress. Just like a train he stops at all stations."

Santa in Montreal

Montreal.—The big event of the Quebec advertising world was the annual Christmas party of the Advertising and Sales Executives Club, of Montreal 1, Saturday, December 20. For weeks before, there was a clamor for tickets which had to be limited to the hotel facilities. As it was, the ballroom atop the Mount Royal Hotel was filled to overflowing with about 650 guests.

President Jack Clifford gave his Christmas greeting to the members and guests in a novel fashion, via a six minute sound film. Chairman of the Entertainment Committee, Glen Mackay, and his workers were commended for the party's success.

Tickets were numbered, and drawings were made for such prizes as the following: An electrolux refrigerator, radios, watches, hampers of liquor, merchandise certificates, two evening gowns, a typewriter and many others.

A turkey dinner was followed by dancing and a floor show consisting of some of the best acts from leading night clubs and local radio stars. The show was produced and directed by Wilf Dippie with Len Wheatley as emcee. Another feature of the evening was the performance of character actor, Ralph Bowden, who forsook his usual role of "rep" to play Santa Claus.



"The season's greetings to all of you—written from New Carlisle. A little market, did somebody say? Well—is 76,000 families such a very small market? They piled up \$74,727,000.00 in retail sales in 1946 . . . They have a per family effective buying power of \$1524.00 . . . I call that pretty big! Quebec Maritime Fisheries show an increase of 253% over 1938 . . . Salaries paid to labor by Pulp and Paper Industry in the Gaspé Peninsula, in 1946, were over \$5,000,000.00 . . . and a much larger amount was paid by the Lumber Companies and Mills. Remember, you can reach all of Quebec's prosperous Market No. 2 through these radio stations."

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

Jos. A. Hardy & Co. Ltd.
MONTREAL QUEBEC TORONTO

CHRC	REPRESENTING	5000
CHNC	QUEBEC	WATTS
CHLN	NEW CARLISLE	5000
CHLT	TROIS RIVIÈRES	WATTS
CKRS	SHERBROOKE	1000
	JONQUIÈRE	250
		WATTS

EXPERIENCE COUNTS

CJOR's large staff of producers, writers, announcers and technicians are experienced performers. They are at the top of their profession in Western Canada—and their experience is available to you at any time. In British Columbia, the station with the experience is 21-year-old, 5000-Watt. CJOR.

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

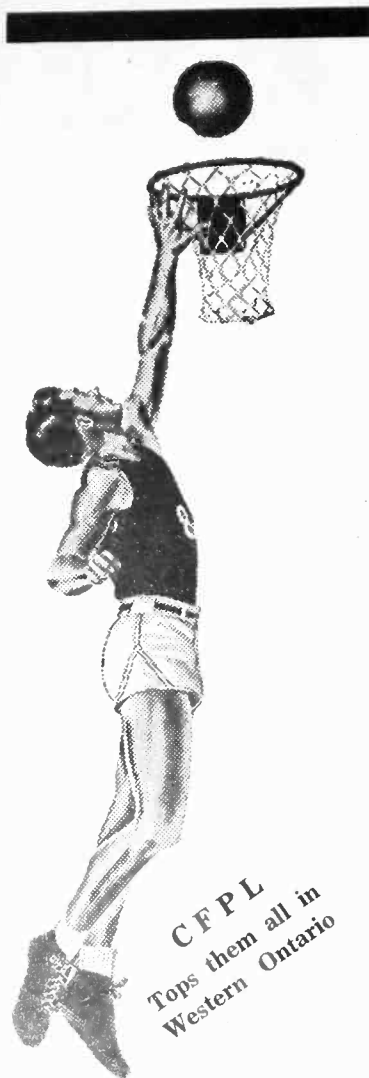
OUR 21st YEAR
5000 Watts, 600 K.C.

*** CJOR**
VANCOUVER B.C.
CBC-DOMINION NETWORK

AVAILABLE NOW

Young executive with 20 years successful selling and advertising experience, specializing in radio. Several years with one of Canada's largest national advertisers, plus 2 years with advertising agency. Radio experience covers all phases from microphone work to production and planning. Highest possible references. Married, no family, now living in Toronto. Prepared to live anywhere in Canada.

Box C - CANADIAN BROADCASTER



CFPL
Tops them all in
Western Ontario

IN LISTENERS . . .

In Western Ontario they have the CFPL listening habit. CFPL programs are tops in audience preference.

IN COVERAGE . . .

CFPL with its 5000 watt clear channel signal gives not just LONDON but ALL of the rich Western Ontario market.

IN AUDIENCE BUYING POWER . . .

Western Ontario industries are non-seasonal, its farms richly productive. It's a land of prosperous home-owners with money to spend. Reach them through

WESTERN ONTARIO'S MOST PROGRESSIVE STATION



**LONDON
5000 WATTS
DAY AND NIGHT**

For availabilities, rates and full information. . . .

TORONTO—Contact Station Direct. Dial 110 ask for Zenith 58000 (no toll charge).
MONTREAL and WINNIPEG—Horace N. Stovin and Company.
U.S.A.—Weed & Company.

NEW YORK'S RADIO ROW

by
Richard Young

New York, N.Y. — Musicians' union boss James C. Petrillo continues as the main topic of conversation in Toots Shor's, Louis and Armand's, Sardi's and the many other hangouts frequented by broadcasting biggies. And small wonder—since Mr. P. has already made good his ban on recordings and transcriptions and is scheduled to yank his boys off the networks after Jan. 31. However, despite the grimness of the picture, few top industry execs seem too concerned. They point to a backlog of master records which they estimate will provide music for the next year or two. Secondly they point to increasing reports—and only reports at the moment—that Mr. Petrillo will not pull out his musicians but will allow them to continue on the networks without a contract until a new one can be negotiated. But, we hasten to add, there are many network officials who are not so optimistic. And most of the officials have been burning the midnight oil during recent weeks in an attempt to create substitutes for the big musical shows. Nearly all national advertisers have been cooperating but already insiders are wondering how long the sponsors will be willing to accept the substitutes. Meanwhile, the All-Industry Music Committee is preparing its

strategy for the Petrillo tussle. The committee has appointed Verne Burnett Associates, New York, as its public relations counsel, and named Sydney Kaye, vice-president and general counsel of Broadcast Music, Inc., as legal counsel.

Not all of radio's labor headaches have been caused by Mr. Petrillo. The Radio Directors Guild, for instance, prompted some concern when it threatened three of the major networks, NBC, CBS and ABC, and Mutual's New York outlet, station WOR, with a walkout Jan. 1. However, no walkout was evident by Jan. 5 and as this edition of the Broadcaster went to press, authoritative sources told your reporter that nearly all major problems had been ironed out and that complete settlement was due at any moment.

Radio rowites are still talking about the full-page advertisement run by NBC Television in 38 newspapers in 18 cities at a cost of approximately \$75,000. What most intrigued traders was the similarity between the 1948 ad and the one run by RCA in 1926 announcing the birth of the NBC network. The '48 ad revealed that during '48 and '49 NBC really expects to go to town with TV, building its current three regional networks—in the East, Midwest and West Coast—into a coast-to-coast network. Which recalls to this correspondent a statement made about a year ago by a then top official at NBC: "In five years NBC radio will be known primarily as NBC Television."

The Broadcast Measurement Bureau (U.S. equivalent of BMB) steps into the news parade with its 1948 plans — an Interim Measurement in March and preparation of its 1949 nationwide survey which is scheduled to incorporate a number of improvements and refinement over Study No. 1. One such development, according to the BMB, is the measurement not only of stations' total weekly audiences but also of more frequent listening such as their average daily audience.

By the way, before we forget it here's an interesting little yarn. The other day a rather timid southerner approached a top-ranking transcription company official and suggested that his company move into Canada to transcribe its musical programs. "Hah!" was the official's retort wonderful, "you mean you haven't heard that Petrillo has relatives in Canada?"

At this point, in comes word that Chairman Hartley (R.-N.J.) plans to summon James C. Petrillo before the House Labor Committee to explain his ban on recordings in the near future—probably before these words reach the printed pages. Incidentally, this reporter has heard via the trade grapevine ever-increasing reports that: (1) some leading musicians are ready to bolt the AFM; and (2) Mr. Petrillo may be out as the musicians' chief in the not-too-distant future. But of brother, you should hear the long list of ifs, ands and buts attached to those predictions.

On the cuff notes . . .

ABC network has finally signed a new sponsor, Rayve Shampoo, for its soon-to-be-a film star comedian Henry Morgan, starting Jan. 29. . . . If you don't think broadcasting competition is growing keener in the U.S., you haven't yet viewed the latest highly-competitive statistics and data contained in promotional pieces being sent out by networks and stations alike. But it's easy to understand when you look at the latest figures on the number of stations now operating—1,505—with additions every day. At the end of 1947, the FCC listed 456 construction permits authorized. . . . MB network will bring the popular quiz series, *True or False*, back to the air lanes on Feb. 7 sponsored by the Shotwell Manufacturing Co., Chicago. . . . Three of the four major networks, NBC, CBS and the latest ABC, have reduced their rate change notification to advertisers from one year to six months. Insiders are attaching much significance to these changes and will hear that any future rate increase depend a great deal on the results of union negotiations. . . . Keep your eyes as well as your ears on the CBS network's *Ozzie and Harriet* program, one of our favorite shows. We predict that it'll soon climb higher and higher on the various ratings now that it's in the Friday evening slot. . . . Before the end of February, we'll be hearing more about the proposed broadcaster standards of practice code. Industry leaders are working behind the scenes in an attempt to prompt "rather" severe code while others—seemingly in the majority — are working just as hard in favor of cushioned standards. . . . That's a for now.

**13 Auto Dealers
in REGINA and
SOUTHERN SASKATCHEWAN**

Use

- 4 — ½ hour programs
- 21 — 15 minute programs
- 6 — 10 minute programs (News Casts)
- 7 — 5 minute Sports Casts
- 50 — Spot announcements

PER WEEK OVER



STATIONS

WOODSTOCK STATION



Jack Peterson has announced that he will be opening his long heralded station in St. Thomas, Ontario around March of this year. Call letters CHLO have been assigned, and the station, which is being Northern Electric equipped, will operate at 1,000 watts on 680 kc.

Peterson, who is new to radio, will act as general manager. His chief engineer is John Warden, formerly with CKPC, Brantford and CFPL, London.

Station Signs With Union

Flin Flon, Man.—Following three months of negotiation, an agreement has been signed between local union B1405 of the International Brotherhood of Electrical Workers (A.F. of L.) and the Arctic Radio Corporation Ltd., owners of Radio Station CFAR Flin Flon.

Said to be the first in Canada, the agreement provides for substantial increases in rates of pay, retroactive to October 1, 1947, for the station's employees and a maximum of 44 hours per week working time.

Negotiations between the union and Station Manager G. B. Quinney got underway in September. Conciliation board was asked for in November and began meetings on December 17. The next day the agreement was reached.

R. H. Hooper of the Federal Department of Labor was conciliation officer. C. R. Roberts, international representative of the B.E.W., was present at the meetings and S. J. Beaufoy, representative of the Arctic Radio Corporation, along with G. B. Quinney and D. A. Ross, K.C., acted for the radio corporation.

W. Smith, chairman of the executive board, I.B.E.W., Donald Willis and Wallace Hop-

per, bargaining representatives for the CFAR employees, attended the hearings. Orson F. Wright, K.C., presented the union's case.

Revamp Oshawa Setup

Oshawa.—The Oshawa Broadcasting Company Limited, owners and operators of station CKDO, Oshawa, has been reorganized with the following board: Walter A. Dales, president and managing director; Tom Elliott Sr., vice-president; and Stanley E. Everson, treasurer.

Transfer of stock will, of course, be subject to the approval of the CBC.

Following the reorganization, Ross Rowlands has been appointed station manager, having been on the announce staff for some time. He was previously with CKCW, Moncton. James L. Alexander continues as national representative.

Third BBM Survey Begins In March

The Bureau of Broadcast Measurement, which has announced that it will start taking its third national survey in March of this year, has received fourteen new applications for station membership, bringing the total to 82 stations, over two-thirds of the radio stations in Canada, including 11 CBC stations.

New stations to line up with the bureau are CJFX, Antigonish; CHEF, Granby; CJCH, Halifax; CKRS, Jonquière; CKCR, Kitchener; CFPL, London; CFRA, Ottawa; CFBC, Saint John; CKSB, St. Boniface; CHLT, Sherbrooke; CJSO, Sorel; CJCS, Stratford; CJOB, Winnipeg; CJLS, Yarmouth.

New radio home figures are being compiled in co-operation with the CBC. Current radio license lists of the Department of Transport are being used in preparing the mailing lists for distribution of the ballots. Machine tabulation of ballots will be handled, as before, by BMB, New York.

STATION AIDS NEWSPAPER IN PROMOTING FUND

Yorkton, Sask.—The 20th annual all-request program over CJGX in aid of the "Enterprise Empty Stocking Fund" sponsored by the local paper, held just before Christmas, proved to be one of the most successful of its kind in the history of this worthy cause. From 10.20 p.m. until 1.40 a.m., Ken Parton, manager of CJGX, and Ken Mayhew, convener of the fund, sat at the microphone while ten local artists, CJGX's library of music and a battery of workers kept things humming as listeners poured in \$400 for the cause.

Before the sign-off, Ken Mayhew, of the *Yorkton Enterprise*, thanked all the artists and those who assisted with the program.

DISC JOCK AIRS RIVAL

Vancouver.—A listener to late night shows on the west coast reports that there's a disc jockey on CKMO Vancouver who has a new dodge to give his fans a wider picture of the available radio fare.

According to this informant, the platter batter found it was 11 o'clock and time for the news.

"Well," he says, "it's time for the news. But there's lots of news on the other stations, and I happen to have my portable radio with me here at the mike. So let's listen tonight to *Bill Ward's Doghouse*."

With that he turned up the volume, moved the portable receiver closer to the mike, and CKMO fans got Ward's piece from CKWX without even turning the knob.

At press time Ward was reported as saying that that guy Haynes should stick around.

L'ÉCHO FRANÇAIS DE MONTRÉAL

CHLP

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now covers "Southwestern" Ontario like a blanket with the 1 Kw. Northern Electric day and night all-Canadian coverage directive array. Ask anyone.

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Manager-Owner.

Full Coverage!

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15000 WATTS

DOMINION NETWORK 1000 WATTS

CKX

BRANDON

Exclusive Sales Representative:
HORACE N. STOVIN
TORONTO WINNIPEG MONTREAL

IF your show calls for a cab driver, don't call a taxi. Call me!

DICK NELSON
WAVERLEY 1191

OPINION

Goodbye, Mr. Petrillo

The ukase of Mr. J. C. Petrillo, czar of the musicians' union, whereby he forbids his supporters to make any recordings of music after the first of the New Year, is based on the assertion that the phonograph record is killing the

musician's profession. Like other labor leaders, Mr. Petrillo doubtless feels privileged to issue statements that will make good headlines, without regard to their probability.

If Mr. Petrillo, however, has come to a firm decision, that cannot be altered by an offer of an increased royalty or other concessions for which the ultimate consumer of recorded music will pay the cost, his action raises an interesting point about the solidarity of union labor. The business of making records and record-playing devices involves many other workmen than musicians, such as machinists, electricians and cabinet-makers. Many of these would be deprived of their jobs, if Mr. Petrillo's order holds, and it may be safely assumed that most of them are members of a union.

On Mr. Petrillo's own reasoning, then, members of these other unions would be entirely justified in refusing to have anything to do with the records made by Mr. Petrillo's musicians, because Mr. Petrillo constitutes a threat to their own jobs.

It is rumored that the threat has already been countered by the recording companies, who are said to have built up stocks of unreleased records sufficiently large to supply the expected demand for the next two years. By the end of that period, if Mr. Petrillo has not changed his mind, it is probable that new records will be made in profusion, by musicians, either on this continent or abroad, who pay no tribute to Mr. Petrillo. That is a result much more likely than that the machinists, carpenters and electricians would co-operate in the destruction of their own jobs.

What should not be forgotten is that if it had not been for the development of the phonograph and radio, there would not have been the phenomenal growth in demand for music, good and bad, that has marked the past two decades. Without this demand, there would not have been enough musicians to make their grievances front-page news. They could never have formed a union wealthy enough to afford the luxury of a Mr. Petrillo. They now may discover that he is too expensive a luxury for their means.

—Printed Word



FLUFF O' THE MONTH

"Meanwhile the gaunt starving women of Europe are cooking their scanty meals over chareoat brassieres."

—Joel Aldred,
CBC Newscast

PAN MAIL

Sir: Further to the closing paragraph in your editorial "The Dawn Is Dark", I note that you don't know if a man can succeed in business and be a Christian because you have never tried. I should like to ask this simple question: "Which?"

—A.S.

ALL WET

NBC has now waived its veto of the use of the word "diaper" on the air, but spoils it all by adding the proviso that it can only be used for purposes of dry humor.

HELP WANTED

Advertising agency wants model to pose as radio artists in printed publicity.

UNFAIR TO PUBLISHERS

As more and more publications are suspended due to printer strikes, this column becomes increasingly hard to compile.

STYMIED

One casualty in New York's recent mammoth blizzard was Bud Collyer who was unable to get home to Greenwich, Conn. Bud is radio's Superman.

FORCED MARCH

Another radio "character" Alex. Sherwood of Standard Radio, who also lives in Greenwich, hopes to get out in time to attend the CAB Convention in Quebec in March.

REMOTE CONTROL

Then there's the well-known politician who likes to do his campaigning by radio because he can make his promises over the air without looking his constituents in the face.

THIS IS THE END

Gene Lees, our editorial department's latest liability, wants to know why we don't run a column of humor in the BROADCASTER.

memo to **CKMO**

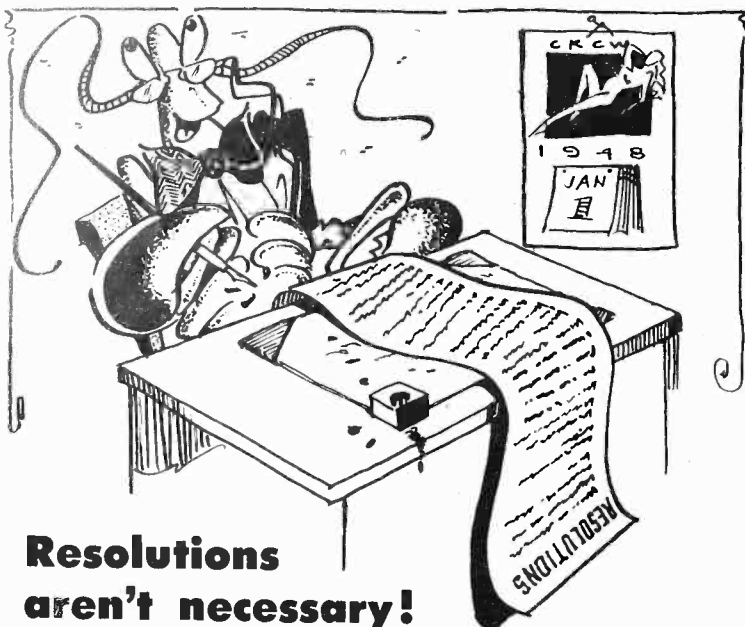
from DONALD COOKE INC.
NEW YORK

"congratulations on the amazing jump in your Elliott-Haynes ratings . . . you are going like a house-a-fire, and for the cost in coverage involved, CKMO is definitely a 'must'."

Signed,
DONALD COOKE.
December 22, 1947.

FOR RADIO ADVERTISING . . .

CKMO is used exclusively by the HUDSON'S BAY COMPANY in Canada's third largest market.



Resolutions aren't necessary!

You won't find a resolution affecting "LIONELIZING" on Lionel's New Year list. It's not necessary! You see, CKCW decided at the inception of "LIONELIZING" that every account would receive the full treatment of this sure-fire formula for greater sales and increased profits.

So—resolutions or no—clients are assured of the same personalized attention in 1948 when they place their radio advertising with Lionel.

Start your New Year right by having your sales message "LIONELIZED".

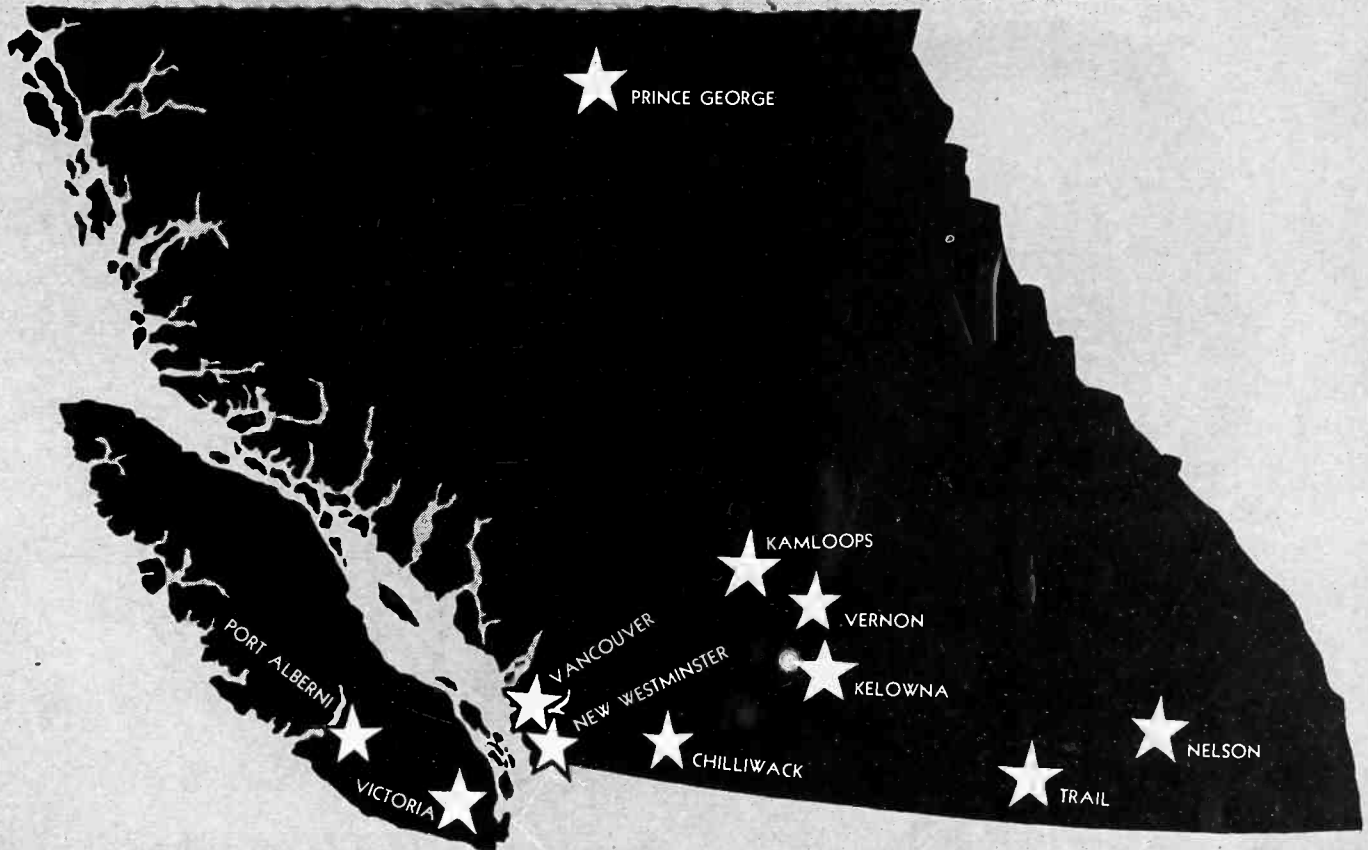
CKCW
MONCTON NEW BRUNSWICK
The Hub of the Maritimes
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Your **COMPETITORS**
read the **CANADIAN BROADCASTER**

\$3.00 a year - 2 yrs. \$5.00

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



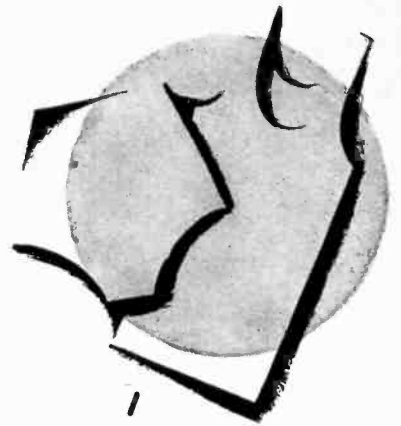
B.C. - A Growing Province!

The story of the growth of the University of British Columbia is typical of the bulging muscles of this great and expanding Pacific Province. It seems only yesterday that the University of British Columbia was only one of Canada's uni-

versities averaging between 3,000 and 4,000 students. Today it enjoys an enrollment that places it next to the University of Toronto, and some 1,000 more than the registration of McGill. Over 9,000 jam its learned halls.

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

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



We asked our advertisers...
 "Why do you use CFRB?"



HOW
Jack Fraser

USES RADIO TO SELL CLOTHING*

JACK FRASER, president of Jack Fraser Stores Limited, Toronto, tells us:
 "Week in and week out for over fourteen years I've been advertising over CFRB, and I'm convinced that a great degree of my success is due to this advertising medium. Back in 1932 I had two stores; today there are five Jack Fraser stores in the city of Toronto. Radio has brought customers into these stores from Orillia, Cobourg, Collingwood, and even farther afield to buy clothes for themselves and their families. No one needs to sell *me* on the pulling power of radio

advertising—and CFRB is the logical station to use in the Ontario area."

This advertising success of a *local* concern is a guide for the *NATIONAL* advertiser! The local businessman has *direct checks* on the effectiveness of his medium! Do more customers come in? . . . do more goods move? Jack Fraser has proved that CFRB delivers for him. How much more then will CFRB deliver the goods for the national advertiser? On CFRB — your advertising dollar reaches *more people* in Canada's richest market! That's why advertisers keep on using CFRB year after year.

***This is one in a series of CFRB success stories**

Representatives: Adam J. Young Jr., Incorporated; New York, Los Angeles, Chicago • All-Canada Radio Facilities Ltd., Montreal