

CANADIAN BROADCASTER

TWICE A MONTH

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March 20th, 1948

RICE AND LALONDE TO HEAD CAB



Quebec City.—The Canadian Association of Broadcasters, who settled everyone—probably not including themselves—with their thrifty resolution (page 11) which virtually rules all shades of red off the private stations' air, wound up their Convention here last week with a meeting of their executive board which came up with a new slate of top men for the association's activities for the coming year.

Harry Sedgwick, founder of the CAB in its present form and the chairman of its board since 1934, remains a director but steps from the chairmanship in favor of Dick Rice, CFRN, Edmonton, for many years president of the Western Association of Broadcasters, and last year's honorary president of the CAB. Phil Lalonde, of CAC, the station of Montreal's LE PRESSE, replaces Rice as Honorary President.

Besides Rice, Lalonde and Sedgwick the following were elected to sit on the board for 1948:

K. D. Soble, CHML, Hamilton; Ralph Snelgrove, CFOS, Owen Sound; George Chandler, CJOR, Vancouver; A. A. Murphy, CFQC, Saskatoon; W. G. Guild, CJOC, Lethbridge; Paul LePage, CKCV, Quebec; Malcolm Neill, CFNB, Fredericton; Fred Lynds, CKCW, Moncton.

New General Manager

The post of general manager, made vacant following the resignation of Harry Dawson, will be filled by Jim Allard, who started in radio in 1935 on CJCA, Edmonton, where he worked under Percy Gayner, Tiny Elphicke and Gordon Henry. In 1944 he was chosen to head up the newly formed Radio Bureau in Ottawa. Then, in November, 1946, he was appointed CAB director of public services, and has since operated both sets of duties from Ottawa. For the time being at least he will continue to work from Ottawa, though the secretarial and general offices of the CAB will be maintained in Toronto as heretofore.

Arthur Evans was reappointed secretary-treasurer of the Association for the 14th year. Details are not quite clear, but it is assumed that he will have charge of the Toronto operation while Allard will work from Ottawa.

Rate Structure Goes to Board

No replacement has been named for Doug Scott who has resigned as director of broadcast advertising.

The highly important and lengthily discussed question of rate structures on which Bill Wright had worked so hard prior to the meeting was turned over to the board without any conclusion being reached, except for one resolution which approved "in principle" protection of advertisers against rate increases. The question of "dollar volume discounts", proposed to encourage year round sponsorship will be considered by the new board.

Jim Allard's highly thoughtful presentation as director of public services, which will be fully reported in our next issue, has also been turned over to the board.

Defeat Constitution Amendment

A proposed amendment to the CAB Constitution which would have barred from associate membership radio representatives representing other than privately-owned stations was defeated with practically no debate. The only representative who would have been affected by passage of the amendment would have been Horace Stovin, who represents the CBC station, CJBC, Toronto, and will continue to represent CKY, Winnipeg, when it is taken over by the CBC.

May Permit Price Mention

Quebec City. — A possibility that the CBC may relax its regulation prohibiting price mention on the air was expressed by Harry Sedgwick, in a report to the CAB Convention here. This matter, it is understood, is being taken up by the CBC Board meeting which takes place as this issue is going into the mail.

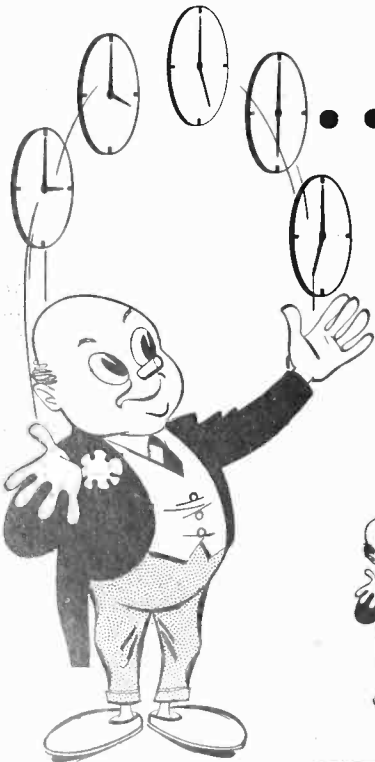
Asked if he had any comments, George Young, CBC supervisor of Station Relations, said that he assumed that the CAB would address some sort of presentation on the topic to the board. He was advised that it would be done, and sat down without further comment.

Three New Broadcasters



Snapped at the CAB Convention in Quebec City last week are three of the new manager-members whose stations have just gone or are about to go on the air. From left to right they are John Hirtle, whose CKBW Bridgewater, N.S. is several months old; Art Manning who has resurrected the old Toronto call letters, CKCL, and is now piping it out of Truro, N.S.; Jack Peterson, who is rushing his CHLO, St. Thomas towards a summer opening.

JUGGLE TIME TO SUIT YOUR NEEDS ... WITH SPOT-BROADCASTING!



'Spot-Broadcasting' simply means putting on your radio show at desirable times over individual stations



SPOT BROADCASTING is the opposite to buying stations 'holus-bolus' (either regionally or nationally), without regard for different time zones or different listening habits.



YOU SPOT your program favourably on each station's program schedule when you spot-broadcast. You command a ready-made local audience, sympathetic and loyal.



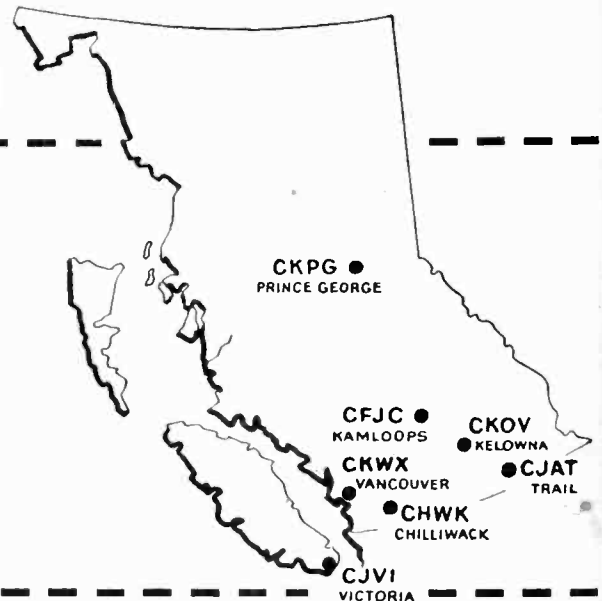
WHEN YOU spot-broadcast, you are really building your *own* network . . . tailor-made to suit your time, coverage and budget needs. **YOU** select the stations that cover *your markets*, choosing from twenty-nine All-Canada stations across the country. **YOU** select the peak *local times* you want for best effect, unhampered by time-zone troubles.



WHATEVER the nature of your radio problem: timing, coverage, budget or all of these—ask the **ALL-CANADA** man to help you with spot-broadcasting! It's the dollar-wise way to select the audience you *want* to hear your message!

All-Canada in British Columbia

● B.C. is Canada's number one fish-producer. It's number three for mining and lumber . . . and for total production. Seven All-Canada stations are your radio key to this market! Important: it's only dawn in Vancouver when your eight o'clock morning program is on in the East; but by spotting your show the All-Canada way, you allow for this difference . . . you reach B.C. when it's listening! Call the All-Canada man about your coverage in B.C.



ALL-CANADA RADIO FACILITIES *Limited*

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL

PROGRAMS

Score Promiscuous Giveaways

Quebec City.—First conceived at the Minaki Meeting last September of the Western Association of Broadcasters, WAB President Bert Cairns brought to the CAB meeting here a recommendation from his body that the CAB take steps to discourage the practice of promiscuous "giveaways" by radio stations in an attempt to stimulate audience by unnatural methods. One plan which came forward in the Minaki discussion and was mentioned again here was the idea of inducing Elliott-Haynes to designate programs for which audiences had been "stimulated" as such, in their rating reports.

JINGLE JELL

Montreal.—S. W. Ewing Ltd., manufacturers of a new jelly dessert named Jingle-Jell, has initiated a 5-minute, 5-day a week quiz show series. The program, which features small cash prizes and a jack-pot, and which is identified by an opening and closing name signature, will select French and English markets in Quebec and the Maritimes. The Jingle-Jell account is handled by Associated Broadcasting company, Montreal.

ANNOUNCING MUSICAL EVENTS

Winnipeg.—Latest show booked by CKRC is the transcribed *Music Hall of Fame* sponsored by British Ceramics & Crystal (Canada) Ltd. The 15-minute program, heard every Sunday afternoon, features excerpts from the world's greatest music.

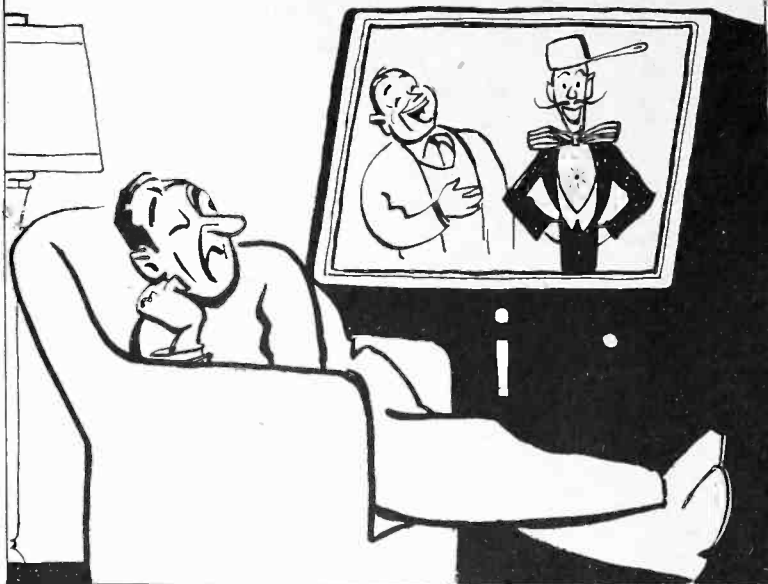
The program has a novel touch. Halfway through each week's show, time is taken out to boost coming musical events in Winnipeg.

HUGE MAIL RESPONSE

Winnipeg.—Gene "Porky" Charbonneau was a little worried about how many people dialed his way early each morning. So the CKRC fatman "noised" up a little contest to satisfy his curiosity. He got to playing sound

RADIO AIBY

by Markley



"I've always wondered what the announcers were laughing at."

effects and asked his listeners to identify them. As an added incentive he offered a mantel radio as first prize.

The response made Gene's eyes pop. During the first seven days of the inaugural contest he received 4,000 letters. When a correct guess ended it he ran another. Up went the letter gauge—5,359 poured into him.

Yep, Gene found out people listen to him.

OLD TIME HIT PARADE

Winnipeg.—Come every Wednesday night at 10.30 p.m. oldtimers prick up their ears and hug their radio receivers. Reason is Maurice Desourdy spins some of the songs that made up the hit parade in the days when Ma and Pa were young. Maurice calls his 30-minute, CKRC-show *Maury Dates The Discs*.

The show has been well received. Phone calls and letters have poured into the station since its inauguration. Maurice plays all the "oldies" he can get his hands on and he has invited his listeners to send some of their favorite platters into him so he can air them too.

NEWSPAPER QUIZ

Winnipeg.—Following the TRIBUNE'S lead, the WINNIPEG FREE PRESS has entered the quiz field. The new show, entitled *Double Dollars* is aired for 30 minutes weekly over

CKRC. Jack Wells, free lance sports commentator, is master of ceremonies and supervises handing out of money to lucky contestants. Al Loewen, CKRC staffer, is in charge of the blurbs.

The show is patterned after the Trib's effort which is now in its second year. Eligible to win money prizes for answers to questions are: the studio audience; subscribers to the FREE PRESS and purchasers of want ads whose names are drawn as air partners.

At least \$200 is ante-ed into a Giant Jackpot each week. Each week, contestants and want ad purchasers stand to win \$720 plus all the money left in the jackpot.

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Elliott-Haynes Rating:
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February '48 — 20.2

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CHAT

Why DID RUDYARD KIPLING REFER TO MEDICINE HAT AS "THE CITY WITH ALL HELL FOR A BASEMENT"?

(Tune to Page 17)

MEDICINE HAT

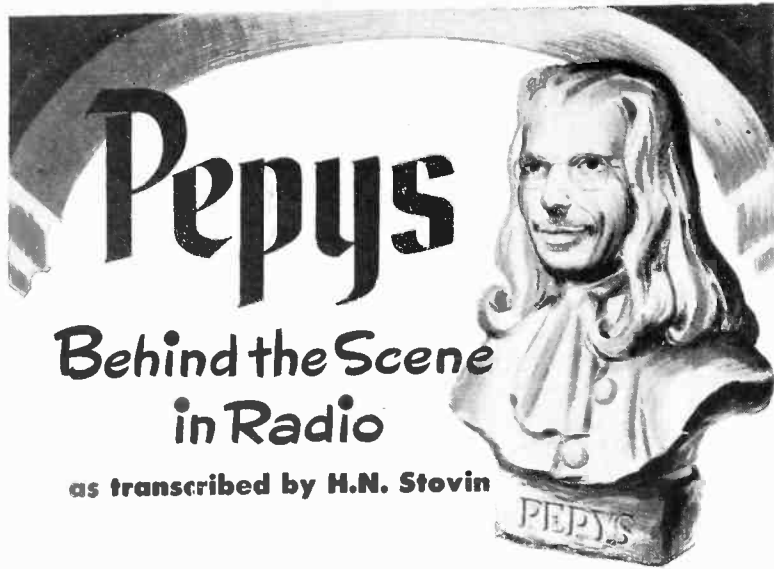
EXPERIENCE COUNTS

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



Do today find officials of Canadian transportation Companies in right cheerful mood over future revenue prospects, George Chandler having been made a C.A.B. director ● ● ● Much praise to those estimable young ladies who capably and pleasantly acquitted their Convention tasks ● ● ● Did myself feel deeply impressed with the gracious service of Chateau Frontenac officials and staff, and it is in my mind that, as this most excellent Inn is directed by the Canadian Pacific Railways, and that the Canadian National System has been no less courteous, it does behoove the private broadcasters to encourage these great Canadian enterprises to purchase time, the better to extol and to promote their incomparable services, and thus further the best interests of their industry and that of our fair land from sea to sea ● ● ● Burdened mightily with heavy duties at this Convention, having operated a magic lantern twice in one day—once while Walter Elliott addressed the delegates on Public Attitudes, and second, for a discourse on New Research by Gordon Keeble, who did also discover that "H.N." must be an abbreviated form of "Hello, the North" ● ● ● Did note, with pleasure, that the oratory of Charlie Watson, after-dinner speaker, brought forth unstinted praise. Words, moreover, of gratitude to that beauteous young matron who thoughtfully brought me my favorite lunch of daffodils and tulips. She did not also bring me a cellar of salt but no fault of hers that they lack full savor without this condiment ● ● ● Do find the many delegates and guests mightily taken with the forward thinking and constructive reports of many members of the industry, and feel assured there will be practical support for their plans to provide new service and information to advertisers using or in contemplation of use of the medium ● ● ● Shall soon follow the many good works of this Convention with our own Sales Clinic in Toronto. Accolades to our perfect hosts here in Quebec, and so—for once in many days—to bed.

SELLING BUSINESS BY RADIO

Quebec. — The radio industry was urged to take on the job of taking the story of free enterprise to the people, by Charles S. Watson, public relations director of Canadian Breweries Ltd., who delivered an entertaining and at the same time powerful address to the annual dinner of the CAB here, March 9.

"Twenty-two per cent of all Canadians actually believe that a manufacturer makes a net profit of forty cents on each dollar's worth of merchandise", he said, "and the average Canadian believes that the average manufacturer makes a profit in excess of 23 per cent. Actually the figure is something less than 4 per cent.

"If the broadcasting industry were to ask me what specific public service it could perform", he continued, "I would say, without hesitation, that radio could assume the job of interpreting to the Canadian people the operation of big business, and particularly its profit position.

Ignorance Is The Threat

"In my judgment", he continued, "there is no greater menace to our system of free enterprise today than the ignorance of the great majority of people in respect to the manner in which business is conducted".

Charging that unscrupulous labor leaders are quick to capitalize on the situation by exaggerating and representing the profits which business earns, he said that the broadcasting industry has the imagination, skill, talent and judgment to "undertake — as a public service—the job of telling the Canadian people the truth about business and the free enterprise system in a manner which they can understand without one fragment of doubt."

Claiming that business itself cannot do this job, because "business is in the doghouse and is looked upon with suspicion like a fellow with an axe to grind, he went on to say that "radio—without commercial sponsorship — could do it and do it well, and, in so doing, it would be performing an heroic service in the interest of the Canadian nation, Canadian business and the radio broadcasting industry in particular.

"Public relations of this kind puts into active and useful employment a scheme of things far more realistic and far more practical than any such banal and thread bare poppy-cock as "our way of life", he said, adding: "that phrase, 'our way of life' is, to many of our people, that way of

life that gives them all the breaks and let the devil take the hindmost. Are you going to protect your business by doing a constructive public relations job", he asked. "or are you going to sit complacently by and let the rosy reds, who clutter up our government-owned wave-lengths, undermine your business structure without getting a blow in return? If our mistaken notions of democracy and fair play in this benighted and deluded country lure us into permitting a lot of Moscow-inspired intellectuals to hold a microphone in the one hand and a dagger in the other, then we deserve to find ourselves being collectivised instead of televised".

Radio Reaches Everyone

Speaking of the tremendous power of the radio medium, he said: "You broadcasters possess the altogether wonderful power to reach frequently and intimately right into the homes of virtually all Canadian families. I am told that almost 91 per cent of all occupied dwellings have at least one radio set", he continued, "and I should think that it would be reasonably certain that neither newspapers nor magazines nor farm journals regularly enter that percentage of the nation's homes".

He proceeded to compare Toronto's 213,000 homes with about 207,000 radios, to "the newspaper which has the largest circulation, and what that old political war-horse Hon. Howard Ferguson liked to say was the least influence and enters only 187,000 of those homes".

Urging Canada to see first to her own house before she can afford to look down her collective noses at Europe and Asia, he said: "Business and businessmen must give leadership in putting our Canadian house in order—an essential pre-requisite in any global house-cleaning and I firmly believe that radio can and should play an important role in this great drama".

HIS MASTER'S VOICE

Victoria, B.C.—Dick Batey, production manager of station CJVI here, had the unusual experience recently of sitting in the audience and listening to his own speech. Dick was slated to give a fifteen minute speech to the Rotary Club, so he recorded his talk, and when the time came for him to start talking, it was only necessary for him to make a few introductory remarks, and then he was able to sit down and listen.

Reviewing the growth of the city, he said the first regular radio service here was started on Easter Sunday, 25 years ago, with a church broadcast.

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CJBR Rimouski	*CFPL London	CKLN Nelson
CKVL Verdun	CKLW Windsor	CFPR Prince Rupert
CKSF Cornwall	CKY Winnipeg	CJIB Vernon
CFJM Brockville	CJRL Kenora	CJOR Vancouver
CJBQ Belleville	CKX Brandon	ZBM Bermuda

*Represented by us in Montreal only

CANADIAN BROADCASTER

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The Status is Quo

A few weeks ago Bill Wright, national representative and chairman of the CAB Standard Rate Structure Committee, was asked to let his committee to work on devising a formula for a change in the rate structure set-up, which would encourage year round use of the medium by sponsors.

Bill Wright and his committee, consisting officially and otherwise of Jack Tregale, Horace Stovin, Jack Slatter, Jack Davidson and Jim Alexander, went all out on their assignment. They had been instructed by the CAB Board to prepare the "formula" for presentation to the CAB membership at the convention and time was short.

Meetings of this committee were long and frequent. Letters were exchanged with a large number of American stations. Then, in order to make sure that all holes had been plugged and all points covered, the committee did a full dress rehearsal before the Radio Executives Club of Toronto. Following that they must have prepared the whole thing over again.

After what must have amounted to many hours of their own time, which they showed themselves willing to devote to the good of the industry, they stood up before the CAB convention and made their pitch.

This article is not concerned with the practicability of their proposals. But it is concerned with the reception those proposals were given.

Considerable discussion was forthcoming, some from station men and a surprising amount from two or three agency men who sat in on the proceedings. After the meeting had been wrested from a maze of irrelevancies which came of an attempt to put the proposed plan to a vote, a motion was finally made to throw the whole question into the lap of the incoming board. This completed the circle, and caused one committee member to say somewhat ruefully: "This is where I came in."

The tendency of CAB members, assembled in convention, be it in Quebec City or Jasper Park, Montreal or Toronto, seems always to come back as much as possible to the board. While the board doubt appreciates this token of confidence, it would be even happier if its deliberations could be guided by even the expressed disagreement rather than the mute accord of the membership.

At Quebec this year, issue after issue was given the same "referred to the board" treatment. More than once, measures were passed with only a small percentage of those present voting either for them or against them. Yet the passage of almost every measure met with long and voluble discussion in the hallways and the bedrooms after the meeting was over.

It occurs to us that there may be a hidden quality of modesty in these broadcasters' souls, which makes it embarrassing for them to display their views to their fellow-conventioners. If this is the case, it seems to this privileged onlooker that voting at these meetings by show of hands should be abandoned, and that instead, members should be asked to cast their votes on ballot forms.

Too many radio men have too much at stake to let an inherent shyness — hitherto unsuspected — slow down the progress of this industry, whose forward march through the past couple of decades has been as phenomenal as the march of time itself.

Richard G. Lewis

EDITOR.

OPINION

THE STATE'S SCOPE GROWS

Government affects business through taxation. Only in comparatively recent times, has it sought to direct the channels of trade by direct regulation. General taxation is for the purpose of getting revenue by whatever method appears easiest and least distasteful to the voter. Very often, the tax gatherer goes about his business with no regard whatever for the effect which particular taxes may have on the course and volume of business and hence on the real revenue of the state. The result is an unconscious conflict between those parts of the government which are planning for a healthy economy and that branch which is trying to raise revenue without losing votes.

Taxation is necessary, but can have a malignant effect on the growth and prosperity of the nation. Essentially, taxes are a method of redistributing national income. When they are paid out for non-productive services, and as a premium to encourage idleness and thriftlessness, they may kill the ferment of production and thus the source from which they spring. Clearly there are many public services that are not productive in themselves but are necessary to peace, order and good government, or to some other condition in which alone productive activity can flourish. There are also certain moral obligations to the underprivileged and those overtaken by misfortune. But these truths are relative and deserve greater or less consideration according to the times.

In times when there is a shortage of capital goods, thrift as well as willingness to produce should be encouraged and not penalized by excessive taxation. When the capital account is inflated, and warehouses groan with undistributed surpluses, then social security taxes provide a means for by-passing funds from the satiated to those who have not enough, and thus provide purchasing power to drain the stagnant pool of goods.

It is seldom that the power to tax is considered by a single authority from the point of view of how it should be used to gain the most desirable economic results. Today, for instance, various sales and business taxes, recurring again and again through each stage of marketing from the factory to the wholesaler to the retailer, contribute a staggering proportion of the final price, since they enter into the costs of each and increase the basis of the mark-up applied by successive handlers. For this reason, necessary revenues should be sought by direct taxation, rather than by business taxes, in periods of rapidly rising prices.

Inflated Budget

The budget for the current fiscal year is about four times that of the budget established in the years prior to

the war. Much of this is taken up with social security payments which are less necessary at the moment than ever they were, with the result that money which is charged into retail prices by business taxes is pumped back into consumer channels to sustain these prices. And this is no way to get prices down. A more scientific approach to taxation would suggest that this is the time to create budgetary surpluses by direct taxation and drastic economy in public expenditure, so that funds will be available for public projects and the payment of social benefits on an adequate scale when the present trend is reversed and a buyer's market appears—but only because of the buyer's shrinking power to buy.

One thing is sure; taxes once levied are seldom reduced or abandoned. Too many people are happily engaged in spending them and are unwilling to relinquish positions of easy work and blissful security. Hordes of petty officials are created in the process who speak in the name of the State and are thereby invested with some authority which they prize more dearly than accomplishment. Thus, as the scope of the State grows, and its power reaches into all the agencies of production, it develops also a larger and larger group who feed at the public table without working to produce a dinner.

Manifestly, the tendency of the present Government in Ottawa to stabilize the Dominion budget at four times the level of 1938 is a reflection, not of the actual and permanent expansion of the Canadian economy, but of the expanding bureaucracy.

—John Collingwood Reade.

KREMLINS

It is out-of-date to tag the word Communist on those Canadian citizens who are on the team that is arranging to set off atom bombs at the Soo locks and Shipshaw and in your community. Communism has little to do with these fifth column activities of Imperial Russia. Stalin is the most powerful capitalist in the world today. He and his group have largely abandoned Communism because it didn't work, but they continue to use it as their main cold war propaganda theme.

The Canadians of various stages to the Left who lend themselves in any way to the purposes of Russia-On-The-Prod are not so much Communists as they are Moscow's Column, or Sovieteers. A good name, although sounding a bit cute to flyers, might be Kremlians.

—The Printed Word

SEEK VALUE FOR LICENSE FEES

Fort Frances, Ont. — The Junior Chamber of Commerce here has decided to send a letter to A. D. Dunton, chairman of the CBC Board of Governors, regarding the matter of securing CBC network service for the Rainy River district.



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AND
First In The News**

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Not News After
It's Headlines**

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INTERNATIONAL

Radio Heartens U.N.

Quebec City. — Individual Canadian stations had a vital part to play in keeping their communities in touch with world affairs, Brian Meredith of the Radio Division of the United Nations, told the Canadian Association of Broadcasters when he addressed their convention here. Describing how the United Nations, with the help of Canadian and other broadcasting systems was getting its message out to the peoples of the world, he said that U.N.'s use of radio was one of the most reassuring things about it.

The proceedings of historic meetings at Lake Success were being heard in many of the countries most vitally concerned, and U.N. news summaries in many languages were reaching out into the four corners of the world. Reports and recordings of the voices of world statesmen were being picked up and relayed on the local services of many countries. These programs were both originated by the United Nations Radio and also by correspondents and representatives of the great national broadcasting systems which often used U.N. facilities to speak to their own listeners. he said.

The United Nations Radio assisted local as well as national broadcasters, and Mr. Meredith outlined the help they gave and planned to give to assist in keeping informed and balanced broadcasts on the United Nations and on international affairs generally.

Meredith is part of the international group of broadcasters

that is responsible for the radio output of the United Nations. The director is a Canadian, Peter Aylet. Meredith was awarded the M.B.E. for his work as radio officer at Canadian Military Headquarters in London during the war.

No Radio For Reds

Quebec City.—In a move designed to restrict the use of radio as a medium for expressing undemocratic policies, the Canadian Association of Broadcasters, at their annual meeting here unanimously adopted the following resolution:

"In the light of what happened recently in Czechoslovakia, Finland, Poland, the Baltic States, and other formerly democratic European countries, we, as Canadians concerned in the continuance of the democratic way of life, strongly recommend that all radio stations refuse either to sell or give time to speakers representing any party, group or association, whatever its name or front, that advocates or approves of the overthrow of government other than by peaceful, democratic and constitutional methods".

U.S. Guests

Quebec City. — Besides U.S. reps of Canadian stations, a large number of guests from south of the border attended the CAB Convention here last week. These included Norm Knight, MBS; John Churchill, BMB; Norman L. Clouthier and Don Mercer, NBC; Ben Pollett and Hy Clochessy, Compton Co.; Alex Sherwood, Standard Radio; Cliff Greenland and Bert Lownds, Associated; J. O. Langlois and Pierre Weiss, Lang-Worth;

Helen Thomas, Street & Finney; Kurt Jadassohn and Kolin Hager Sesac; Otto Brandt, ABC; Mr. & Mrs. Carlos A. Franco, Young and Rubicam; Helen Hartwig and Tom Slater, Ruthrauff and Ryan; Bernard Musnik, WLW.

Reps attending were Joe and Neill Weed, Pete and Mary McGurk and Adam Young. The meeting went on record with its expression of sympathy when Adam Young was recalled suddenly to New York on the sudden death of his mother.

PRODUCER SUES CHAIN

New York.—Claiming that his contract with MBS calls for a guaranteed \$7,500 a week, plus 60% of everything above that to \$15,000 and 40% above that, Dan Golenpaul, owner of the *Information Please* piece, is suing the Mutual Broadcasting System for \$500,000. He estimates this sum to be the amount of damage caused by the way the net has handled the show.

Golenpaul claims that Mutual has been allowing a large number of stations to carry the show for commercial sponsors without the producer's approval, and that no accounting was made for these. Among his other claims were that a number of stations were carrying the piece at delayed times without his authorization, while others weren't carrying it at all and some did so only sporadically, making it impossible for listeners to follow the show.

Golenpaul's list of allegations was long. He said that he had discussed the matter some time ago with Edward Kobak, executive vice president of the network, but that no action has been taken, as Kobak had promised, leaving nothing for him to do but sue.

Executives of the company are making no comment, pending investigation of the situation.

CONGRESS ON THE AIR

Washington.—With a revised form of the bill he introduced last year, provide for the airing of all sessions Congress. Senator Claude Pepper again seeking legislation authorizing such broadcasts.

Pepper's bill, introduced for the first time last year, has been amended include television broadcasting.

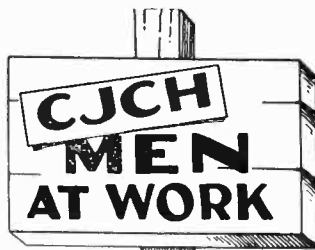
Said Pepper, "This bill would educate, enlighten and inform the people and thus provide for a more responsive and responsible electorate, improve the quality of Congressional debate and lead to an improvement in the composition of the Congress."

YOU CAN'T LOSE

A recent poll, taken on the American Broadcasting Company's *Norman show, Welcome Travellers*, show that nearly 22% of those who had entered radio contests had been winners. Of the 1,115 people questioned, 238 said they had entered radio contests of one kind and another, and this number, 51 said they had been winners. The poll also showed that women outnumbered men as winners by four to one.

NARBA MEETS IN MONTREAL

Montreal. — The North American Regional Broadcasting Conference will be held here between August 2 and September 30 of this year, on invitation of the Department of Transport. Approximately 200 broadcasters are expected to attend from all over the continent.

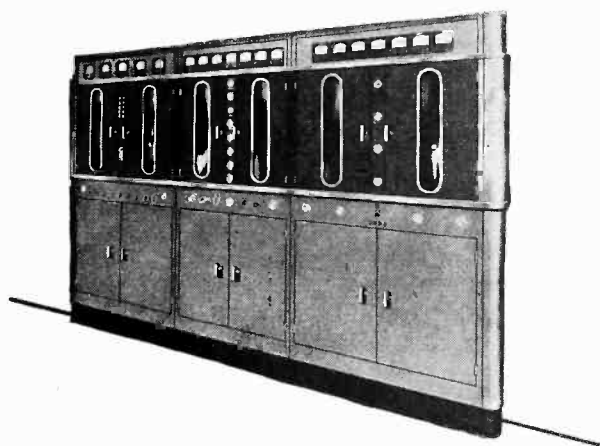


Your sales message has the largest radio staff in the Maritimes behind it... young men and women hard at work with excellent facilities turning out programs with tremendous listener-drawing power. Put your message out over CJCH and it's bound to bring results.

CJCH 5000 WATTS CJCH
920 ON YOUR DIAL
HALIFAX - NOVA SCOTIA

Representatives: H. N. Stovin & Co., Victory Bldg., Toronto.
Lorenzen & Thompson Inc., 28 West 44th Street, New York.

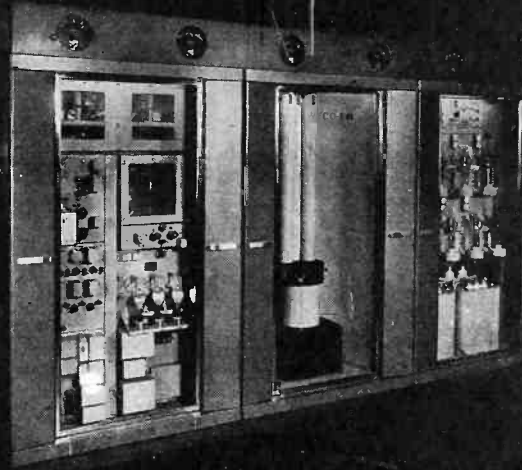
AM



Complete line consists of 250 Watt, 1 KW, 5 KW (shown) and 50 KW transmitters — Antenna Coupling-Phasing Equipment and Accessories.

YOUR BEST BUY IN AM! All Northern Electric AM transmitters offer stabilized feedback, maximum accessibility through central chassis design, attractive appearance and unusually low power consumption. These features, plus the Doherty *High Efficiency Amplifier Circuit* used in the higher powered units, have given hundreds of broadcasters years of dependable, economical operation.

FM



Complete line consists of 250 Watt, 1 KW, 3 KW, 10 KW (shown) and 50 KW transmitters—Clover-Leaf Antenna and Accessories.

YOUR BEST BUY IN FM! Only Northern Electric transmitters give you the striking appearance and full visibility of **TRANSVIEW** design, plus the protection of the **Frequency Watchman** to keep your station on frequency, the **Arc-Back Indicator** to utilize full life of rectifier tubes, the new **RF Wattmeter** that gives constant direct reading of output power — and a new high in performance characteristics.

Northern Electric
COMPANY LIMITED



26 BRANCHES ACROSS CANADA



FOR THESE ARTISTS

- Bochner, Lloyd
- Bond, Roxana
- Cowan, Bernard
- Dennis, Laddie
- Diamond, Marcia
- Fitzgerald, Michael
- Gerow, Russ
- Growe, Vic
- Hamilton, Lee
- Lockerbie, Beth
- Mahon, Irene
- McCance, Larry
- Nelson, Dick
- O'Hearn, Mona
- Rapkin, Maurice
- Rouse, Ruby Ramsay
- Scott, Sandra
- Stout, Joanne
- Willis, Austin
- Wood, Barry

Day and Night Service
at

Radio Artists Telephone
Exchange

CAB

New Research Needed

Quebec City. — Stressing the need for new research in Canadian radio, the Radio Executives Club of Toronto and its project committee, under chairman Gordon Keeble of the F. H. Hayhurst Company Ltd., presented their findings to the CAB annual convention here last week.

Rising costs of broadcast advertising and other problems are giving rise to a need for special research to aid in selling radio advertising, according to Keeble, who pointed out that all other media, in both Canada and the United States, are launching heavy promotional research campaigns. "One of the basic points of our survey plan is to provide a parallel between research in the two countries," he said.

Keeble said that his committee of investigators had interviewed 56 radio buyers and that the gist of these interviews had been incorporated into a nine page questionnaire designed to find answers to the questions the buyers of time wanted asked.

A Tremendous Story

"With the information uncov-

ered, Canadian radio will have a tremendous story to tell as an advertising medium," he said, and then suggested that "the results should be made up into a book entitled *Canadian Radio As An Advertising Medium*, containing, in addition, a history of radio's growth, the constitution of Canadian radio and a glossary of radio terms.

The Radio Executives Club spokesman added that his organization feels radio, as an advertising medium, needs a public relations job, and suggested results of the survey be made into a visual presentation as a "valuable contribution to the training of advertising men of the future."

On behalf of the club, Keeble offered the project to the CAB to use as it might see fit. "It is an industry project and merits the support of the radio industry," he said. "If this job cost \$20,000.00, it would be more than paid for if only one national advertiser is swung into radio through these efforts."

Keeble's presentation is being prepared for wide distribution in brochure form, to enable the industry to give it further consideration.

Membership of the REC Committee responsible for development of the plan, which was originally suggested by Waldo Holden of CFRB, was made up of: Gordon Keeble, chairman, representing the agencies; G. E. Rutter (H. N. Stovin & Co.), for the reps.; Doug Scott for the CAB; Walter Elliott (Elliott-Haynes Limited) for research; Waldo Holden (CFRB) private stations; Spence Caldwell (All-Canada), REC president.

Excise Tax Rapes Radio

Quebec.—Discriminatory legislation has held back the production of Frequency Modulation receiving sets, as well as Standard Band AM receivers, according to Ralph Hackbusch, chairman of the Radio Manufacturers' Association committee on FM and Television, who claim that broadcasters are victims of the situation as well as the manufacturers.

In his address to a luncheon meeting of the Canadian Association of Broadcasters here last week, Mr. Hackbusch, who, apart from his activities with RMA, is vice-president and managing director of the Stromberg Carlson Company Ltd., said that the government is levying an excise tax of 25 per cent on radio sets and parts, in its efforts to combat the U.S. dollar shortage. "They are levying this tax," he said, "in spite of the fact that 90 per cent of sets and their parts merchandised in Canada are manufactured here

"We have, and are witnessing some controls of U.S. dollar exchange", the speaker continued. "Whatever these momentous changes do to Canadian business, the fact remains that activity at the present time continues at peak levels, with manufacturing, production, retail trade and employment touching an all-time high. Yet, he added, "in the face of all this prosperity, radio is suffering to the point where the sale of receiving sets was down 62 per cent this January compared with the same month last year".

Following the meeting, the speaker elaborated on the seriousness of the situation when he told this reporter that the radio manufacturing industry is faced with inevitable reduction in employment in its Canadian factories. Production for the month of February, he stated, was fifty per cent less than for January.

"Although the radio manufacturing industry is the most seriously affected," he said, "broadcasters and advertisers are right in this fight too, because the look to us to provide the public with the receiving sets on which their programs and their sales messages may be heard".

HOW THEY STAND

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

English	DAYTIME	French	
Ma Perkins	18.6 +1.7	Jeunesse Dorée	29.6 +1
Big Sister	18.5 +2.0	Rue Principale	28.7 +1
Happy Gang	18.3 +1.1	Tante Lucie	23.7 +1
Pepper Young	18.3 +1.4	Joyeux Troubadours	21.4 +1
Life Can Be Beautiful	18.0 +3.0	Grande Soeur	20.7 +1
Road of Life	17.2 +2.1	Le Quart d'Heure	20.3 +2
Sing Along	16.6 +.5	Quelles Nouvelles	18.4 +
Claire Wallace	16.5 —.2	Francine Louvain	16.1 +2
Right To Happiness	16.3 +.7	Courrier Confidences	11.1 +1
Lucy Linton	15.8 +1.7	Madeleine et Pierre	9.7 +

English	EVENING	French	
Charlie McCarthy	39.8 +.7	Un Homme et son Pêche	42.4 +1
Fred Allen	37.6 —.1	Ralliement du Rire	39.6 +3
Lux Radio Theatre	37.4 +1.4	Metropole	39.3 +4
Fibber McGee & Molly	34.4 —.8	Radio Carabins	38.5 +1
Amos 'n' Andy	28.8 +1.3	Enchantant dans le vivoir	37.5 +4
Kraft Music Hall	24.8 +.6	Ceux qu'on aime	35.3 +6
Ozzie & Harriet	23.6 +2.0	Qui suis-je?	29.7 —
Wayne & Shuster	23.4 +2.9	Talents de chez nous	29.8 —
N.H.L. Hockey	22.9 +.5	Café Concert	29.2 —1
Bob Hope	21.7 +1.2	La Mine d'Or	29.0 —
Bing Crosby	21.3 +.7	Théâtre Ford	28.2 new
Twenty Questions	21.2 +.9	Juliette Bellevue	27.6 +
Share The Wealth	21.0 +1.6	Troubadours de Quebec	27.1 —
Meet Corliss Archer	20.9 —.7	N.H.L. Hockey	26.9 —2
Big Town	20.3 +2.7	Radio Concerts Canadien	25.7 —2

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

RESEARCH

BBM Gives Progress Report

Quebec City. — With guests outnumbering members by two or three to one, many of them from U.S. radio and advertising, the CAB Convention moved into its first high gear session Monday March 8 with a presentation— with slide films—made by Horace Stovin, under the chairmanship of BBM President L. E. Phenner. Sitting in on and abetting the meeting were Hugh Feltis and John Churchill, respectively president and research director of the American BMB.

Ninety-two of Canada's 116 (including 11 CBC) stations now subscribe to BBM, Phenner announced. There are also fifty-four — representing practically 100% — advertising agencies, forty-one national advertisers and nine additional representatives. The joining of a ninety-third station — station CJNB, North Battleford — was announced before the meeting adjourned.

Hugh Feltis expressed doubt whether the U.S. Bureau, which was patterned on the Canadian one, would be "in its present condition" if Canada had not started the ball rolling in 1944, thus paving the way for the United States to follow suit in 1946. A formula for complete exchange of information has been established between Canada and the States, he said, adding that the next U.S. development will include a study of FM listenings, with plans already being laid for television.

John Churchill who followed Feltis, stated that BBM in Canada and BMB in the United States should soon be able to provide time buyers with average daily audience figures. At present reports are based on weekly listening habits.

Business Meeting

At the BBM business meeting, immediately following the presentation, it was disclosed that the Bureau ended 1947 with a surplus of over \$20,000.00.

One new director was elected to the BBM Board in the person of W. E. Trimble, Baker Advertising Agency Ltd., Toronto. Two former directors whose three year terms of office had expired were re-elected. These were L. E. Phenner, re-elected president, and Horace N. Stovin who continues as vice-president.

The remainder of the board, whose three year terms have not yet expired are: Harold E. Stephenson, C. R. Vint, W. T. Cranston, E. A. Weir, G. Frank Mills and Stuart B. Smith.

Athol McQuarrie continues as secretary-treasurer with Chuck Follet executive assistant.

Nine Per Cent of Canadians Favor Present Radio System

Quebec City. — A Dominion-wide poll taken last December showed that sixty per cent of the people of Canada—an all time high—are in favor of the private operation of radio, according to Walter Elliott, president of the Elliott-Haynes Ltd. research office, in a presentation to the CAB Convention.

Pointing out that public opinion has swung away from government operation of radio since the end of the war, Elliott went on to say that twenty-two per cent favored an entirely socialized system; nine per cent endorsed the present part government—part private operation, while a further nine per cent had no opinion.

A previous poll, conducted in 1945 showed forty-two per cent in favor of privately-owned radio with thirty per cent polling for government operation.



Continuous Radio Audience Measurements Since 1940



Elliott-Haynes Limited

Sun Life Building
MONTREAL
PLateau 6494

515 Broadview Ave.
TORONTO
GErard 1144



Producing

"London Playhouse"

RADIO DRAMAS STARRING * *

JAMES MASON



James Mason and co-star, Pamela Kellino (Mrs. James Mason) take time out for tea during production at the Toronto RCA Victor Transcription Studios. Standing left to right are Harry Allen Towers, London, Keith Crombie, McConnell Eastman Advertising Agency, Ira Peacock, Canadian Oil Companies Limited, sponsor of London Playhouse dramas in Canada; John Adashkin, Producer and Mr. Mason.

RCA VICTOR TRANSCRIPTION STUDIOS,

Toronto, are currently recording a notable series of "London Playhouse" dramas for distribution throughout the English-speaking world. James Mason and Pamela Kellino co-star in these Toronto productions.

The English company, "Towers of London", producers of the "London Playhouse" show, made initial arrangements for Toronto production of four plays. So successful were these first productions that the series lengthens—with Mr. Harry Allen Towers commuting from England and the Masons from New York.

Another RCA Victor success story—built around experienced studio and sound men, highly qualified engineers and completely adequate studio facilities. And an orchid to the supporting dramatic artists in Toronto.

For Outstanding Transcription Service

Look to RCA Victor.

RCA VICTOR TRANSCRIPTION STUDIOS

TORONTO — Royal York Hotel — Adelaide 3091 MONTREAL — Lacasse Street — Wellington 3671

RADIO MASTS and ANTENNAE OF ALL TYPES

Now in Use from
Alaska to
Newfoundland

Structures available in both welded and bolted construction, fully galvanized. Our plant is specially equipped to design and fabricate all equipment of this nature.

The
**CANADIAN BRIDGE
COMPANY LIMITED**

WALKERVILLE, ONT.

Covering
KENORA
LAKE OF THE WOODS DISTRICT
NORTH WESTERN ONTARIO
NORTH EAST MANITOBA
with **1,000 WATTS**

Because of heavy mineralization of this territory, which affects radio reception of outside stations, CJRL is in a position to give almost exclusive coverage in its field. Without CJRL there is definitely a link missing in your chain of national coverage.

Write our national representatives for the full story.

CJRL
KENORA ONT.

DOMINION NETWORK

Write the Horace N. Stovin man at
Toronto, Montreal or Winnipeg.
In the States, it's Adam J. Young Jr. Inc.

TALENT

Sponsor Is Second Best



Neither the sponsor nor the script writer knows what is going to happen to a sales message when it is entrusted to Mickey Lester on his CKEY 11 p.m. disc jockey act, but the formula seems to work because, come April 5, Mickey will add to his activities a fifteen station rubber network for the Javex Company.

Mickey Lester, who bases his unorthodox approach to commercials on the philosophy that the sponsors don't care what you say as long as you spell their names right, says that they come in on the show in fear and trembling, but find out that it is good business to be joshed on the air.

Lester came into radio the newspaper route, having worked on the old TORONTO WORLD, the TORONTO EVENING TELEGRAM, the BELLEVILLE INTELLIGENCER and the DETROIT FREE PRESS.

One Man Band

Always an amateur musician, Lester performed for a long list of bands on fiddle, clarinet, sax and flute. "Whenever they found out what was wrong with a band," he says, "they fired Lester." He claims that he also sings in what he terms "a cloudy unsettled baritone, especially keyed to frighten babies and call out the fire department."

In 1929 he had his own band in Montreal at the old Corona Hotel, which smouldered a long time on his tepid music and then finally burst into flame.

In '30 and '31 "Lester and his Lease Busters" graduated to a rapid succession of Montreal's Mandarin Café, Chez Maurice and Venetian Gardens.

In 1934 he says he returned to Toronto on the "insistent demand

of his creditors," where he worked with such orchestras as Nelson Hatch, Gilbert Watson, et al. He says he particularly liked working with Al. On mike or off, you can't stop him saying things like that.

In 1940 Eddie Gould, of McConnell Eastman, offered him a shot at disc-jockeying but Mickey was currently eyeing the Royal Canadian Navy. He says that the mirth with which his anatomy was viewed by the medical examiners convinced him he should turn comedian.

He worked at CFRB for Pellico Tooth Paste and Hinds Honey and Almond Cream through McConnell Eastman. He credits Doug Philpott, then managing the sponsoring concern, with this break. He claims that the sale of the product went up 50,000 jars the first month, but this was all he could afford to buy on the fee he was getting.

When Jack Cooke opened CKEY, Mickey Lester turned the key, by opening that station's *Musical Clock*. While Toronto will hear his Javex program on CFRB, we understand he will continue his 11 p.m. stint on Cooke's station.

Lester does comedy in a free and easy ad lib style. People either like him or they don't. A quick survey of his fans, and they vary from taxi drivers to cabinet ministers, discloses that you never quite know what he is going to say, and as the sponsor usually comes out second best on his gags, his approach is refreshing. His working partner on the air, a bird named Oscar, (actually some sort of a whistle) will be "co-starred" on the Javex show.

SEARCH FOR TALENT

Edmonton.—As an aid to raising funds to provide medical care for crippled children in Northern Alberta, station CFRN and the Associated Canadian Travellers are jointly staging *Search For Talent*, a series of amateur shows, in a different town of Northern Alberta every Saturday night. Forty-five minutes of the three hour show are broadcast over CFRN. Travellers' time, radio personnel and facilities are donated.

If you don't
call me, what
I'll call you!

**DICK
NELSON**
WAVERLEY 1191

FM - TV

Movietone Produces First Daily TV Newsreel

New York.—The R. J. Reynolds Tobacco Company is sponsoring television's first daily motion picture newsreel for Camel cigarettes, which opened February 16 over the entire east coast television net of NBC.

The programs are especially produced by Twentieth Century-Fox's Movietone News in addition to the two regular motion picture theatre editions they are now releasing.

To assure complete and timely news coverage, films are flown from Movietone cameramen throughout the world, according to Edmund Reek, producer of Movietone News.

The deal between NBC, the R. J. Reynolds Co. and Twentieth Century-Fox marks the first time a major movie company has prepared a newsreel especially for television broadcast, and the first time a major national advertiser has undertaken so big a TV program.

WWT HIT FIRST TV MILLION

The J. Walter Thompson advertising agency is the first to pass the million dollar point on U.S. television time talent billings, and this total is expected to increase in coming months, says the agency's chief TV client, the Ford Dealers, is prepared to sponsor additional major league baseball games when television stations become established in the larger cities.

Five television accounts are handled by the agency, with Ford's representing nearly one quarter of the company's billings.

SEND FAX BY FM

New York.—Facsimile newspapers, sent out at hourly intervals between 7 a.m. and 4 p.m. by station WQXR, figured in the first post-war large scale demonstration of facsimile news service.

Facsimile papers were received by 11 New York department stores and demonstrations will continue for four weeks.

TWO SEEK FM IN B.C.

Vancouver.—Don Murray of Chilliwack, B.C., and CFJC Kamloops, have filed applications with the CBC board of governors. They are being considered at the present (March 19) CBC board meeting in Ottawa.

Keep your family interested in radio

Let us send

The

CANADIAN BROADCASTER to your house

\$3.00 a year — \$5.00 for 2 years

ACTUALITIES BY MOBILE FM



Hamilton.—Housed in a 1947 Studebaker, complete with broadcast panels and all the trimmings, CHML's FM Mobile Unit started on its broadcasting career last month, covering two bad fires in Hamilton.

With Logan Stewart at the microphone, the car, with its three antennae, was on the job almost as soon as the fire trucks. Besides his on-the-spot descriptions as the building blazed, Stewart interviewed policemen, firemen and bystanders.

A few days later when Central and Southern Ontario were faced with an electric power shortage, the Mobile Unit was sent out to interview hydro officials in their homes. These officials pointed out that the situation could be re-

lieved by domestic economy, and that night CHML reporters toured the city in the car urging Hamiltonians to co-operate.

As the Mobile Unit passed up and down the streets, lights were actually turned off, and listeners waved their approval. Later that night Hydro officials commended the station for its work and claimed that the broadcast had saved over 2,000 horse power.

Further use is made of the Mobile Unit which has been made to resemble a modern control room, in the general programming of the station. It is used each morning to call on Hamilton housewives during a morning quiz show, instead of the usual procedure of contacting listeners by telephone.

TV-TAILORED FILMS

New York.—Frank E. Mullen, NBC executive vice-president, announced early this month that an agreement has been made between NBC and Jerry Fairbanks productions, whereby Fairbanks' company will produce movies for NBC's use in television.

Fairbanks pictures, produced on NBC's order, will be made primarily for television. The net will specify the types of films desired and will have all distribution rights, while Fairbanks will be in charge of production, under NBC's general supervision.

This is the first major agreement between a television organization and a motion picture producer. "We regard this as a highly significant step forward toward the implementation of at least one type of television programming," Mullen said.

CBS BUILDS TV STUDIOS

New York.—The largest television studio in the U.S. is now under construction for CBS. Frank Stanton, president of the Columbia Broadcasting System said recently. The new studios and their associated facilities, occupying more than 700,000 cubic feet in the Grand Central Terminal Building, are intended to increase the scope and variety of TV programs.

"We are fully aware," Stanton said, "that technical facilities alone will not produce interesting programs. Our new facilities will provide freedom for the creative effort in studio programming which is generally accepted as one of television's most urgent needs."

It's a **STEEL AND PAPER COUNTRY**

Reach **14,000 RADIO HOMES** ALL WITHIN **7 MILES OF OUR TRANSMITTER**

ANNUAL PAYROLL **OVER \$24,000,000**

CJOC SAULT STE MARIE

SEE J.L.ALEXANDER TORONTO MONTREAL J.H.MCGILLVRA USA

C

Fort Frances

Commands 80.6% of the entire Rainy River listening audience 16 hours per day.

K

The greatest farming area in Ontario West of the Ottawa Valley.

The Home of

Steep Rock Iron Mines Limited.

F

Ontario-Minnesota Pulp and Paper Company Limited.

J. A. Mathieu Limited Lumber Manufacturing.

I

FORT FRANCES ONTARIO

Represented in Western Canada by

A. J. "TONY" MESSNER LINDSAY BUILDING • WINNIPEG, MAN.

22 years

of Service and Leadership

"be ruled by Time
the wisest counsellor
of all . . ."



The First Name
in Maritime Radio

**MARITIME BROADCASTING
COMPANY, LIMITED**

Broadcasting House — HALIFAX
WM. C. BORRETT, Man. Director

Ask The All-Canada Man!

NEW YORK'S RADIO ROW

by
Richard Young

New York, N.Y.—Current programming emphasis on quiz and giveaway shows is prompting an ever-increasing amount of criticism from the nation's newspaper critics and columnists and even some segments of the listening public. And the current flood of "I like Mrs. Murphy's Chowder because . . ." contests were also ridiculed recently in a series of four articles on radio contests authored by John Crosby, *NEW YORK HERALD TRIBUNE* columnist who is also syndicated in papers throughout the country. Much of the criticism has no doubt been sparked by the gigantic series of Miss Hush—Mrs. Hush—Mr. Hush—Walking Man contests conducted by Ralph Edwards NBC network show, *Truth or Consequences*. This is the show, you'll remember, which just awarded a widowed Chicago department store sales woman a jackpot of prizes worth some \$22,000 for guessing the identity of the Walking Man, Jack Benny. And there are many others although the quantity of gifts is a wee bit more on the conservative side. However, the trend is expanding all out of proportion and has prompted New York News critic Ben Gross and many others to ask: "How far is this giveaway angle going in radio? If the main inducement to listening is the possibility of winning a fortune, those who offer mere entertainment might as well quit. Is broadcasting to remain a part of showbusiness or is it to become a coast-to-coast lottery?"

Another giveaway show, the MBS network's *Queen For a Day* series, recently incurred the wrath of thousands of Pittsburgh women who purchased tickets to see a local broadcast of the show and then were turned away at the door because of the overflow. To soothe the wounds somewhat, it was necessary that thousands of dollars be returned to the women — but you know what they say about a woman scorned! In addition, we've heard that after almost every radio contest ends, there is a flood of letters to the stations and networks from those who did not win a prize criticising the winner's entry. And need we mention the jealousy created among those in the studio audience who are not selected as a contestant at a quiz show? Although we love radio, it does seem as the critics have made a point or two. However, apparently the broadcasters are unworried. For instance, the executive vice-president of one of the veteran networks told your correspondent "we have had no mass criticism that would prompt action on our part". Another network exec told us: "We haven't noticed any extra excitement". Nevertheless, criticism is mounting but there's little hope that broadcasters will do anything about it for quite some time to come — especially after they've been exposed to that out-of-this-world Hooperating, 31, recorded by the *Truth or Consequences* show on the final evening of the Walking Man contest. (On the encouraging side—no one has yet dared to offer as a prize—a large economy-sized atom bomb!)

We dropped by to see one of our favorite comedians the other day, the CBS network's Goodman Ace, co-star of the new *Mr. Ace and Jane* program. You'll also recall Mr. and Mrs. Ace's popular series of some time ago, *Easy Aces*. Well, in between complaints about the intelligence of the "regulars off the streets" who frequent radio broadcasts, "Goody" Ace joined the ranks of those who maintain that radio suffers from a dearth of really good script writers. "You just can't get good writers these days", Mr. Ace observed. "And the ones you can get spend most of their time sitting around on their cans!"

Federal Communications Commission has adjourned hearings in Washington on its controversial Mayflower decision (restricting editorializing on the air) until April 19. During the week-long hearings a long list of big names appeared before the FCC to air their views. Main fight for the right to editorialize was put up by the heads of three networks, Mark Woods (ABC), Niles Trammel (NBC), and Frank Stanton (CBS). Also opposing the decision were Eric Johnston, president of the Motion Picture Assn., and John Studebaker, Federal Education Commissioner. In favor of the ban were James Lawrence Fly, former FCC chairman, Saul Carson, radio editor of the *NEW REPUBLIC*, and various labor organizations. Our Washington observer reports that the hearings were disappointing and did not live up to their advance build-up. In fact, he reports that many, many persons scheduled to appear failed to show. He adds that there seemed to be a feeling present that no matter which way the tide turns—it doesn't actually mean much one way or the other.

A couple of paragraphs back we were discussing the growing importance of news broadcasts. As further proof, we ran across an interesting news beat the other day and we hope

you'll excuse us if we do not mention names at the moment. Anyway, it seems that during the past year or so one of the country's most famous commentators (and former war correspondents) has been quietly making his own private survey of listenership of news programs throughout the 48 states. The correspondent, we'll call him "Joe" for journalistic purposes, told us that within a year he expects to knock into a cocked hat all the new rating systems currently enjoying popularity. "Joe" reports that his survey to date has discovered that listenership to news broadcasts in this country is many times higher than that recorded by present-day studies! And that's only a starter. Many of his other findings are equally as startling. We'll soon be hearing more from "Joe".

On the cuff notes . . . Confirming a recent item in this space, the elaborate promotion presentation being prepared by CBS, NBC and ABC at a cost of \$50,000 has been expanded with the NAB joining in and pushing the budget up to about \$200,000. A group of station reps are also expected to get on the bandwagon which will bring in additional loot . . . Already plagued by controversies, the broadcasters are now trying to convince some newspapers that they should continue to run radio logs free of charge as a public service. More and more papers are saying nay, nay, and making the stations pay for the space. However, to date it isn't the general trend, but radio folk are naturally enough not too happy about the switch in policy of the papers prompted by editorials in the trade magazine. EDITOR AND PUBLISHER . . . There's talk that the MBS network Coca-Cola show starring Morty Downey may move over to a late evening spot on the NBC net . . . Incidentally, we hear that NBC has turned down the *Calling The Police* program as a summer substitute for Amos 'n' Andy . . . Don McNeill, toastmaster of the ABC network's popular *Breakfast Club* program, is conferring with Hollywood moguls and may star in *Breakfast Club* film . . . As this issue of the BROADCASTER went to press, de was hot for General Foods to pick up the tab for the CBS net's new *Mr. Ace and Jane* series.

CKCH
250 W. 1240 K. C.

**THE FRENCH VOICE
OF THE OTTAWA VALLEY**

211.246
FRENCH PEOPLE
IN
CKCH COVERAGE AREA

TORONTO
4 ALBERT ST.

MONTREAL
DOMINION Sq. Bldg.

RADIO REPRESENTATIVE LTD.
UNITED STATES. HOWARD N. WILSON

Stretch
YOUR PUBLICITY
BUDGET WHERE
A DOLLAR
REACHES
MORE
PEOPLE

COOPERATING WITH "LE DROIT"

1000 WATTS SOON!

L'ÉCHO
FRANÇAIS DE
MONTREAL

CHLP

Covers PARTICULARLY
THE MONTREAL
FRENCH MARKET

Representatives:
Canada: James L. Alexander
U.S.A.: Joseph Hershey
McGillvra Inc.



Toronto.—While listening to White-ell Pharmacal's *What's Your Beef?* ogram, I heard one of Don Sims' interviewees voice his view about Canadian writers disregarding the merits of Canadian artists. Surely this cannot apply to me, for I am forever reminded of the boosts I hand out. But why not? I firmly believe we have equally good talent in Canada as anywhere else. Maybe it only needs covering.

Let's take this very show as an example. It can't be too easy to handle the public as tactfully as Don Sims does, particularly while that public is in a complaining mood. Furthermore, Sims discusses each faultfinding comment intelligently, with a view to finding a satisfactory solution.

If there were a column listing programs for easy listening, among them would certainly be a show called *Rae and Snider*, heard on CJBC for a quarter-hour Tuesday nights. It is a gem. A vocalist puts more meaning and feeling into the words of his songs than Rae does. There just isn't any argument about the capabilities and versatility of Snider who may be playing piano, Hammond or even celeste. These two artists, also composers, give the goods on this show.

Please don't get the idea that just because I happen to live in a centre that is one of the hubs of Canadian radio, I think it is all perfect. I don't. Very definitely all is not gold that glitters. After listening to and thinking about *Snider at the Norman* I wonder how terrible you can be and yet stay on the air. This show features Barry Phillips at piano with vocals (and I use the word loosely), by himself and with Monty Hall. Announcer Byng Witteker circulates among the patrons interviewing them and asking questions of little importance. This half-hour noon each day on CJBC is my idea of an excellent time to listen to another station.

Following his trip to England last summer, Bernard Braden is airing some of the information he gathered at that time. The series *These English* is a network feature on CBF, each Friday night and should be of interest to every thinking Canadian. The broadcasts run the gamut from meetings in a pub to interviews at 10 Downing Street. It would seem that Bernard is treading a pretty thin political ice at times but it sounds as though he were the man for the job. With his exceptional knowledge of people and his uncommon ability to adapt himself to any and all circumstances, he has brought back some unusual accounts.

When it comes to male quartettes, I can't overlook the outstanding calibre of *The Toppers*. For having come together so very recently in a harmony of voices, their voices blend as only those of well trained singers would. This comparatively new quartette, consisting of Byron Mason, Ralph Gerry, Frederick Morris and Bruce Webb, was launched on the air by the experienced Wishart Campbell and may be heard on CFRB several times weekly.

CKRC
DOMINION NETWORK
WINNIPEG - CANADA

5000 WPTS
NOW

Mr. Montreal Timebuyer,
Montreal.

COULD BE VERSE!

THERE WAS A YOUNG MAN FROM MONTREAL
WHO HAD PLENTY OF STUFF ON THE BALL
THE GUY WAS SO SMART
THAT HE NEVER WOULD START
A CAMPAIGN IN MANITOBA WITHOUT
CKRC — YOU ALL!

CFCY MAKES MORE CALLS IN THE MARITIMES!

...TAKES YOU INTO MORE HOMES!

Making calls — plenty of them — is the first essential of successful business. With its superior facilities and equipment, CFCY can cover more territory, make more calls in the Maritimes than any other commercial station . . . So successful is CFCY that the latest Bureau of Broadcast Measurement report shows that 84,460 radio homes are tuned to CFCY in the daytime . . . (an advantage of 42% over our nearest competitor) . . . and 87,560 radio homes in the evening . . . (an advantage of 48% over our nearest competitor) . . .

630 ON YOUR DIAL

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

"The friendly voice of the Maritimes"

CKNB CAMPBELLTON N.B.

March 20, 1948

Dear Mr. Time-Buyer:-

If you have a client with a product that he and you believe in; if you have, or plan, distribution in Northern New Brunswick or on The Gaspé Coast, or both; if you want to be certain that your advertising for that product will reach the citizens of these districts with real sales impact and with heavy penetration at a very low per-listener cost.

CKNB will positively do that job for you.

Forgive that straight commercial. Spring is coming to the Restigouche shortly, and I'll have no heart for financial concerns next month.

Yours very truly,

Stau Chapman

CSC

Station Manager

20¢ A BUSHEL FOR WHEAT

Yes! Agriculture officials estimate that close to \$200,000,000 will be forwarded to the prairie farmers — with the increase of 20c a bushel for wheat.

Of the total number of bushels of wheat grown in the prairies, 51.9% was grown in Saskatchewan. Thus approximately \$103,800,000 becomes additional spending power.

COVER THIS RICH MARKET WITH

CKRM REGINA
"THE SASKATCHEWAN FARMER STATION"

REVIEWS

News, News Writing and Sound Systems

Three new books dealing with various aspects of radio have been released recently, including "Radio News Handbook," "Radio News Writing," and the "Architects' Manual of Engineering Sound Systems."

Radio News Handbook is a 64-page manual prepared by Baskett Mosse, Assistant Professor of Journalism at Northwestern University, and a director of Chicago Radio Correspondents Association. The book is, as the foreword indicates, "intended as a guide for editors and writers in the preparation and production of news programs."

The other book on news writing is by William F. Brooks, NBC vice-president in charge of News and International Relations. The text is based on a course given by Brooks for the Columbia University Extension, and is published by McGraw-Hill. Both books include several pages of sample scripts.

"The Architects' Manual of Engineering Sound Systems" is released by the RCA Victor Company Ltd., after a year and a half of research. The book, written in the language of the layman, is a complete guide to the installation of sound systems in institutions of every kind.

RCA has also issued a free folder for hams, available from Engineering Products Sales Department, RCA Victor Company in Montreal.

Life Took A Look

LIFE MAGAZINE took a look at the United States, liked what it saw, and then moulded it into a slide-film presentation, with "March of Time" type narration, which at one and the same time proved to be a completely intriguing color travelogue of the U.S.A., and the most intelligent documentary ever written or spoken on behalf of free business.

A LIFE staff of five took 14,000 color shots, which were subsequently edited down to five or six hundred, from the superb splendor of the Rockies to the peaceful quiescence of the seashore. There were sports shots, home shots, holiday shots, and dozens of "at play" shots; and they interspersed just enough of industry, shipping, house building and other delineations of "business" to make you gasp at the beauty of the scene you were looking at and realize that most of the pleasant things about living are made possible—in the United States and Canada as well—because

of the system called free enterprise. Shown in Canada for the first time on March 4, at a special meeting of the Association of Canadian Advertisers (with an assist from the Advertising and Sales Club of Toronto), and then repeated for the Advertising and Sales Executives Club of Montreal on March 10, the pictures were shown through the *Life Picturama*, which consists of five synchronized projectors, showing five color shots at one time, sometimes five individual related shots, sometimes all five blended into one panoramic effect, completely filling a screen 40 feet long by 11½ feet high.

Possibly the most effective part of the entire presentation is the complete positivity of its approach. There was no suspicion of tub-thumping or playing to the gallery as this cynic had expected; only once did the narrator use the term "American way of life." As the beautiful slides were projected onto the screen, we were gently reminded that this is life under private enterprise; that the United States has recognized its responsibilities to itself and to the rest of the world; that private enterprise has worked pretty well to date; that if it fails now, "we shall only have ourselves to thank."

Whether LIFE plans showing this stupendous presentation to the public, we do not know. We cannot believe that all this effort and artistry has been put to work to sell enterprise to people who are already in it and presumably believe in it. We believe that material like this—if anything approaching it can be conceived—should be carried to the remotest hamlet on the continent, and even into the lairs of those who live only to destroy the system of life it portrays.

—Dick Lewis.



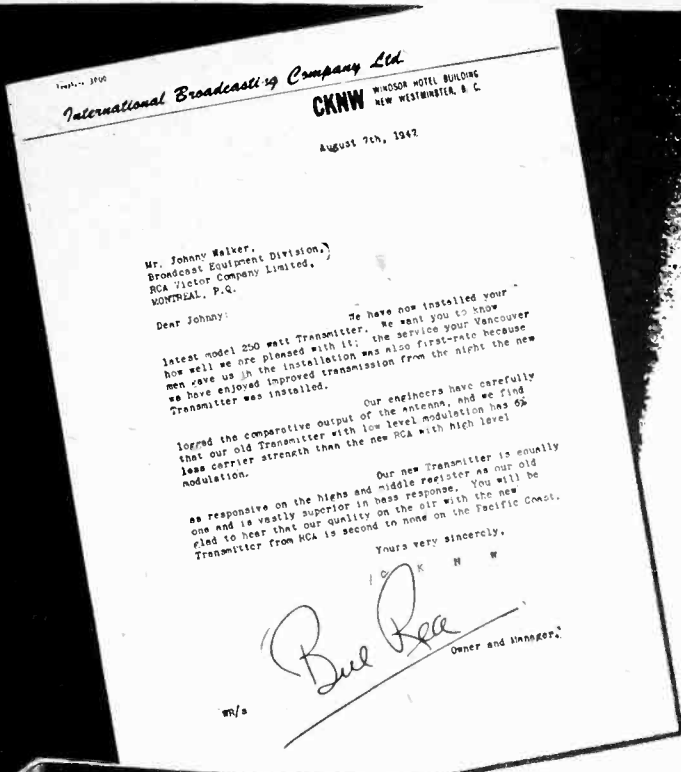
Joe Hardy
Talks
ON

QUEBEC MARKET NO. 2

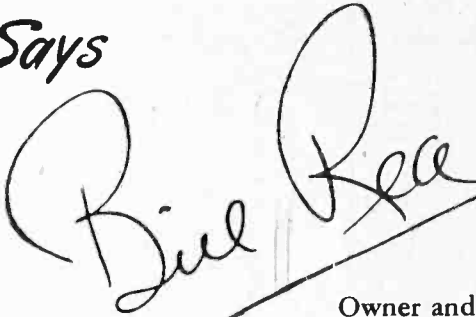
"How is business in the area served by CHLN, Trois Rivières? It's good! A new housing cooperative formed by employees of Canada Iron Foundries, to be ready this summer, will bring 253 new families to this district. The provincial government is spending \$200,000 on improvement of the Montreal-Quebec highway between Trois Rivières and Pointe-du-Lac. All this means our people have money to spend. Tell them about *new* products—by Radio—on CHLN."

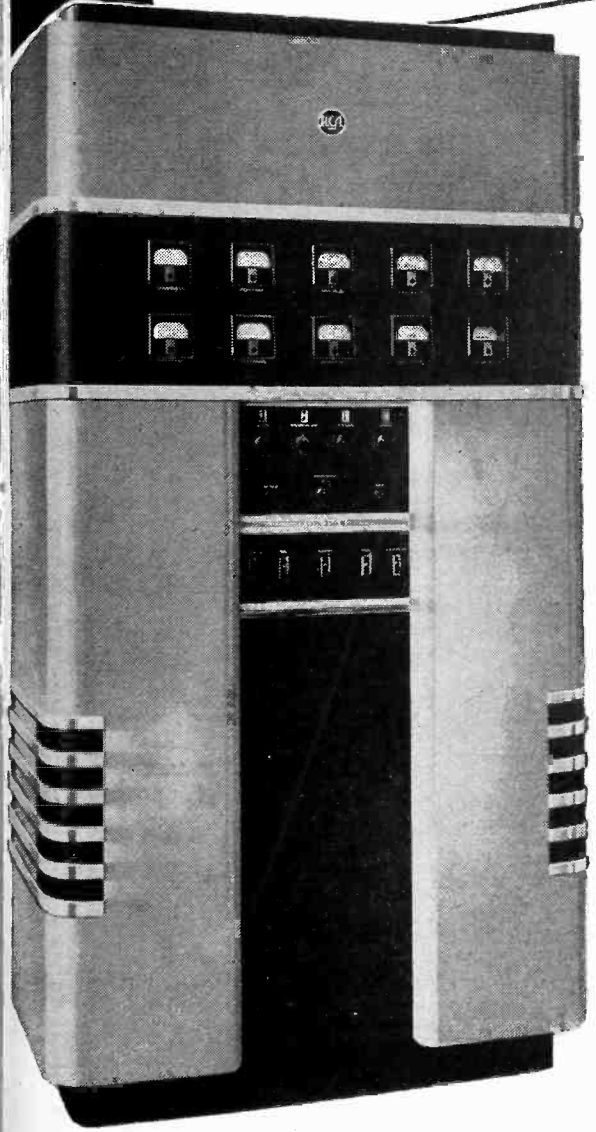
For any information on Quebec Market No. 2 Telephone, Wire or Write to

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	WATTS
		250
		WATTS



“...our quality on the air with the new transmitter from RCA Victor is second to none on the Pacific Coast”.

Says

 Owner and Manager
CKNW
 New Westminster, B.C.



Mr. Rea also reports:

- Improved transmission from day of installation.
- 6% more carrier strength with new high level modulation.
- Superior response in bass register.
- Efficient installation service.

RCA Victor is proud to be associated with Station CKNW in their modernization program to provide still finer broadcasting service to their radio audience. The choice of RCA Victor transmitting equipment by CKNW and by other leading broadcasting stations from coast to coast provides outstanding proof-by-performance of the leadership of RCA Victor in research, engineering and design.

Broadcast Transmitter Type BTA-250-L

This transmitter is a complete self-contained unit. All controls are grouped together on a central control panel. Tuning controls are provided with indicators so their positions may be accurately logged. It uses the RCA vertical chassis type of construction for accessibility and ventilation. A minimum number of inexpensive tubes assures low maintenance cost.



RCA VICTOR COMPANY LIMITED

HALIFAX MONTREAL OTTAWA TORONTO WINNIPEG CALGARY VANCOUVER

STATIONS

CKSB REPORT

Boniface, Man.—At the annual meeting of shareholders, Roland Couture was elected president of Radio-Sat Boniface Ltd., station CKSB.

Other officers named are: Dr. Paul Lejeune, first vice-president; Celestin Champagne, second vice-president; Gerald Leveille, treasurer; Father A. deChambault, secretary. Dr. Henri Gout, past president, remains on the executive.

Outlining activities of the past year, Dr. Guyot said CKSB was rapidly becoming a leading influence in the social life of the members and listeners.

Many English listeners, he said, had become interested in the program *Learn French*. The objective the folders had in mind, that of fostering better understanding, national unity and the cultural and social welfare of the people should be pushed, he said.

Dr. Couture gave the financial report. Louis Leprohon, manager and Ed Dussault, program director, gave the operation report.

LEPROHON TO OTTAWA

Louis Leprohon, the rotund Boston Frenchman, has accepted the post of managing-director of CKCO in Ottawa. He leaves CKSB St. Boniface where he has been managing-director since February 1, 1946, the last of this month and commences his duties April 1.

This "big step-up" in Louis' career came as a "surprise and honor". He received a long distance call on a Wednesday; flew to Ottawa on a Saturday, chatted briefly with station directors and said "yes".

Prior to coming to St. Boniface, Louis was commercial manager of CAC in Montreal. He is married and has two sons.

MORE ARMY STATIONS

Ottawa.—Two new stations will be added for the Canadian Army signal system, according to a recent announcement from Army Headquarters in Ottawa. In addition to building the new stations at Quebec City and Fredericton, N.B., the army is planning to enlarge their key stations at Ottawa and Edmonton.

The army said that present facilities will eventually be replaced by radio relay circuits which are more efficient, in addition to being faster than high-speed wireless operation and land-telegraph.

1000 ON 1000

Toronto.—John Hirtle, manager of the new CKBW, Bridgewater, N.S., was a recent visitor at the Broadcaster office, en route to the CAB convention. John says they are going great guns on their thousand watts on a thousand kilocycles, with just over two months operations under their belts. John, a CHNS alumnus, has appointed Ken Dougan commercial manager and his chief engineer is Jim Essex. Both are from CJCS, Stratford.

NIGHT OWL WORKS DAYS

Winnipeg.—Jack Goodman, who has been handling CJOB's *Night Owl*, is a recent entry in the marriage sweepstakes. Jack, a native of Yorkton, Sask., has taken a Winnipeg girl as his Mrs.

At the same time, Jack thought a little glimpse of daylight wouldn't go too badly with his new status, so he has left the midnight show. He is now a member of CJOB's operating staff.

His place on the 12 o'clock doings has been taken by Ferg Sidwell, announcer-operator.

RADIO SOS

New Westminster.—Bill Cox, early bird announcer on CKNW New Westminster, came through with a fast assist to ambulance companies trying to cope with a deluge of accidents when a snowstorm blanketed the city one night last week.

Shortly after 6 a.m. the ambulance office phoned Cox to say they'd broken their last set of chains and could not use the heavy ambulances without them.

Cox put an SOS on the air right away, and within five minutes the company called back to say they'd had fifteen offers of chains and had accepted the eight they needed.

AIR 'PEG HOCKEY

Winnipeg.—Manitoba hockey fans unable to cram their way into the rink are being looked after by CJOB. Since the start of the post-season clashes, the station has been airing the third period of each junior game. Jack Wells is handling the commentary.

CANNED CARNEGIE

Winnipeg.—A show that is drawing plenty of comment is the current Sunday night transcribed *Carnegie Hall* heard over CJOB. The 55-minute program features a guest conductor and special artist, vocalist or instrumentalist, each Sunday. Canned applause adds to the "liveness" of the show.

CHAT

(Continued from Page 3)

BECAUSE

Medicine Hat is located directly over Huge Reservoirs of Natural Gas. . .

The Result has been Cheap Power — and 17 Major Industrial Plants in Medicine Hat — Prosperity Plus!

An All-Canada - Weed Station

MEDICINE HAT

READY REFERENCE

- STATIONS including their Canadian and U.S. reps., managers, commercial managers, library and news services.
- AGENCIES including H.O. and branch offices, with addresses and names of managers.
- NETWORKS, with lists of basic and supplementary stations — 3 networks in all regions.
- NATIONAL REPS—Canada and U.S., with names and addresses for each branch.
- RADIO HOMES for all Counties and Census Divisions, supplied by BBM.



A FEW COPIES of our Convention issue, containing all this information are available at—

50¢
A COPY

CANADIAN BROADCASTER

371 BAY STREET

TORONTO

TRANS-CANADA NETWORK

CKWY

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

SALES

Case History*

Product— Durable goods — in this particular case Luxury Liner Trailer Coaches, retail value over \$3700.

Program— Weather and Road report.

Result— Letter from Smith Falls, followed by order for one of the Trailers.

* From chewing gum to trailers, from soap to refrigerators, CKWS gets

RESULTS. *Ask NBS for the facts.*

CKWS Kingston

5000 WATTS 960 KCS

CKWS-FM

NATIONAL BROADCAST SALES

TORONTO: 2320 Bank of Commerce Bldg. - AD. 8895
MONTREAL: 106 Medical Arts Building - FI. 6388

* Letter available on request.

EDUCATION

Radio, Here We Come



Toronto. — Early this month the fifth Radio Announcing course of the Training and Re-establishment Institute, operated for veterans by the Province of Ontario under the Dominion Government's Canadian Vocational Training Scheme, came to an end with the graduation of the six students pictured above.

These graduates, from left to right and from back to front are Norm Harrison, Locust Hill, Ont.; Frank Eidt, Walkerton, Ont.; Joe Forster, Toronto; Ron Parker, Toronto; Harry Sugar, Toronto; Bill Williamson, Hamilton. Another student, Walter Rewegan from Timmins, graduated some weeks ago and is now on the staff of CFCH, North Bay.

Radio Men Instructors

Since its inception in April 1946, this course, which has operated as part of the School of Electronics, under the general supervision of Eric Palin, assisted by Rennie Charles, has been instructed by Toronto radio people. These include John Adaskin, chief instructor; Raymond Summers, freelance; Elwood Glover, Joel Aldred, Bruce Smith, Byng Whitteker and Steve Brodie of the CBC. Frank Strange and Ross MacRae of Cockfield Brown and Co. Ltd.; and Jack Demmett of CFRB.

Forty-six students of these courses have graduated in all. Thirty-seven immediately found employment on stations across Canada, from Chicoutimi to Kelowna. The six graduates of the latest class are currently in the looking stage. The remaining three went into other lines of work.

Running parallel to this announcing course is the Radio Broadcast Technicians' Course which includes the training of studio control and transmitter operators.



PREAMBLE

Your Lewiste editor expresses his deep appreciation to the large number of convention delegates who contributed to this issue offering. Credit lines have been used wherever possible, in order that as many people as possible may be able to know what they said.

• • •

CORRIDOR COMMENT

They don't know what they want and they won't be happy till they get it.

—Ramsay Lees
Ruthrauff & Ryan

• • •

PRO PATRIA

We have to get it across to the U.S.A. that Canada has her head well above rye and water.

—Budd Lynch
CKLW, Windsor

• • •

HELP WANTED MALE

Then there's the ambitious broadcaster who said he wouldn't mind becoming executive head of the CAB on a sliding salary of \$1,000 to \$50,000 a year — starting with the \$50,000.

—Aron

• • •

THIRD DIMENSION

What radio needs is a little nudge back to its front.

—Staff Written

• • •

FOURTH ESTATE

Picture of Brian Meredith, UN Radio, sitting at the typewriter after his address, trying to give the press a transcript what he wished he had said.

• • •

CANDID MICROPHONE

I want to meet the liars who thank the speakers.

—Tom Slater
Ruthrauff & Ryan

• • •

INFORMATION PLEASE

Let's try and find out from the CBC what some of the regulations are all about.

—Jim Allard
CAB

* * *

IMPARTIALITY

The CBC regulations would be little kinder to the private stations if the private stations had seats on the CBC board.

* * *

CODICIL

About three weeks from the end of this convention I shall have returned to my usual state of subnormality.

—Dick Lewis

LIONEL THAT'S CRIMINAL

VANDALISM AT LIBRARY IS REPORTED

Officials at the Moncton Public Library are keeping a wary eye on visitors to the reference department these days, since discovery of several cases after mutilation of reference books.

Deploring the wilful destruction of sections of several valuable reference books, library officials revealed that in several instances whole pages have been torn from books.

The subject in the sections of the books that have been mutilated is the same in each case, and deals with a current question of a radio quiz program.

Library officials are always willing to make copies of reference material contained in library books, and it is not only unnecessary, but also destructive to resort to the measure taken by those responsible for the mutilation of the library books.

CKCW
"MAN WITH THE QUESTION"
(a "Lionelize It" program)

contributes to adult delinquency!

We don't condone such actions but wish to point out that listening is a serious business with CKCW audiences.

—Reprint from Moncton Transcript.

P.S. Even an alcoholic quit drinking till he found the answer.
S'help me!

1220 KC.

CKCW

MONCTON, N.B.

HUB OF THE MARITIMES

13 OF CANADA'S 89 INDEPENDENT STATIONS

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



B.C. - A Growing Province!

The fastest growing province in Canada— that's British Columbia!

For one example: Building permits in

1939 ran \$11,786,304. In 1945 — \$35,808,286 and in 1946 — \$63,499,040.

Sell this wealthy market by radio!

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?"



"Our sales records
tell the story,"

says HERMAN FURS*



E. HERMAN, president of Herman Furs, Toronto, reports: "As a means of getting our message across to the public, we have always found CFRB an excellent medium. We believe that this station has the type of coverage which benefits not only our Toronto establishment, but also our branches in Windsor and St. Catharines. Results show in our sales records.

"Our program, 'Herman Harmonies', has been broadcast over CFRB for the past four years, during which time we have built up a wide and varied

audience. From the points of view of prestige and sales, we at Herman Furs are more than satisfied with the service available at CFRB."

Here's another local advertiser whose radio messages ring the cash register *consistently*. CFRB can produce equally telling results for the *national* advertiser—because this station has *wide* coverage—reaches *more* people in Canada's richest market—*more* prospects for every type of product. Why not plan to include CFRB in *your* national advertising program?

***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