

CANADIAN BROADCASTER

TWICE A MONTH

Vol. 7, No. 2

25c a Copy — \$3.00 a Year — \$5.00 for Two Years

January 31st, 1948

PEOPLE

MIDDLE AISLE

Toronto—Dave McMillan, Sr., Grant Advertising of Canada Ltd. was married January 17th to Hazel Veitch at New Beach United Church. They are honeymooning in Bermuda.

VISITING FIREMEN

Toronto—In town on business are Malcolm Neill, CFNB, Fredericton; Bob Buss, CHAT, Medicine Hat; Gordon Henry, CJCA, Edmonton; Vic Staples, CKRC, Winnipeg; Sid Boyington, CHAB, Moose Jaw.

MESSNER IMPROVING

Winnipeg—Tony Messner, of CJOB, taking it easy these days, following slight heart attack. Tony was laid up in hospital for a couple of weeks. Now he is gradually working back to his former routine, spending about half of each day in his office.

RECOVERED

Grey Harkley, art editor of Canadian Broadcaster, is back on the job, following a long illness.

NAMED MANAGER

Norm Harrod, formerly of CJAT, Trail, has been named manager of station CJIB, Vernon, B.C. He replaces John Ferguson.

SALES MANAGER

Hamilton.—Lloyd Westmoreland has been named sales manager of station CKOC, Hamilton. He was previously promotion manager.

Westmoreland broke into radio in Regina in 1934 as a freelance, joining CKCK in 1937. In 1941 he came east and joined CKOC, joined the RCAF in 1943 and returned to CKOC in 1945.

VALENTINE FOR CFRB

Bill Valentine, sales representative for CKRC, is leaving Winnipeg soon to take a position in CFRB's commercial department. Bill will arrive in Toronto sometime in February.

ENGAGED

Murray Brown, commercial manager of station CFPL has announced his engagement to Bonnie McNally, of McGill University, Montreal. They will be married in May.

DOUBLES IN SALES

Vancouver.—Jim Willis, promotion manager of CJOR has doubled up on his work by taking over a spot in the sales department as well. Producer Dave Hill also has moved to sales.



The Deep River Boys made their first west coast radio appearance at CKNW New Westminster and entertained on the "1230 Club" program for half an hour. Doug, third from the left, presented a membership card to the 40,000th member of the listening club, plus a recording of the boys' latest record, "Mumbles". From the left they're Ed Kirkeby (manager), Cubby, Vernon, Doug, Cam, George and Bill Duncan.

DAWSON RESIGNS FROM CAB

Community Radio Week May 16th to May 22nd

Toronto.—Harry Dawson, manager of the Canadian Association of Broadcasters tendered his resignation to the CAB board, which met in Toronto last week, and regretfully accepted it. Dawson, who is leaving to return to engineering, will remain with the CAB until after the Quebec meeting when the question of appointing a successor will presumably be discussed.

Radio Week

The week of May 16 to 22 will be *Community Radio Week* in Canada. This project was turned over by the board to Jim Allard, public relations director, with blanket authority to plan programs and other details.

Seek Independent Body

Acting on a mandate from the membership, the CAB board decided that it will vigorously pursue, by all legitimate means, the objective of getting the government to establish a licensing and regulatory body, independent of the CBC. Committees have been formed to work towards the accomplishment of this purpose.

52 Week Programming

The Standard Rate Structure Committee was instructed to find a formula to encourage fifty-two week buying of radio time, to combat summer slumps.

Present maximum discounts are for 312 times. The Board hopes that a plan will be evolved granting additional discounts to advertisers buying in excess of this number, provided that the contract runs the year round. Committee Chairman Bill Wright has been asked to draw up a plan for submission to the CAB convention.

CAB ISSUE

As usual, the Canadian Broadcaster will come out with a special issue for the CAB Convention (Quebec City, March 8-11). Final closing date for advertising for this issue will be February 18, but early reservation of space will be greatly appreciated.

CBC GETS CKY

Western Syndicate Buys CKX

Winnipeg—CKY, Winnipeg, has been sold to the Canadian Broadcasting Corporation for \$200,000 by the Manitoba government. CKX, Brandon, sister station in the Manitoba Telephone System, has been bought for \$65,000 by the Western Manitoba Broadcasters Ltd., a syndicate headed by J. B. Craig, in association with Dr. H. O. McDiarmid, Alexander Boyd, Edmund Fotheringham, Harold Smith, James Rust and M. W. Kerr.

Announcement of the sales was made by Hon. W. Morton, Manitoba Minister of Telephones.

Horace N. Stovin will continue to represent CKY, and all existing contracts will be honored by the CBC when they take over, probably in June.

Under the purchase agreements present staffs will remain under the new managements.

GILLETTE BUYS TONI COMPANY

The Toni Home Permanent Wave Co., founded five years ago by the Harris brothers of St. Paul with an initial capital of \$250,000, was sold recently to the Gillette Safety Razor Co. for \$20,000,000. R. N. W. and Irving B. Harris will remain with the company as president and vice-president.

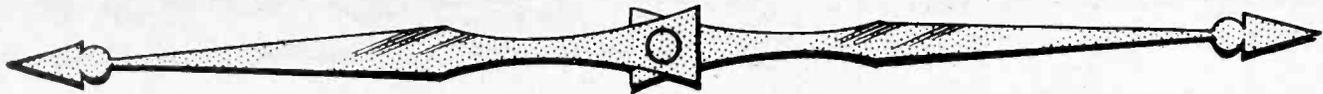
It is expected that the change of ownership will not affect the company's advertising policy, since its rapid growth during the past three years has been the result of advertising, most of which

has been through the radio medium.

The Toni account remains with Foote, Cone and Belding in the States, although the Gillette account is with the Maxon advertising agency. In Canada, the Toni account is handled by Spitzer and Mills, while Maxon's take care of Gillette in the U.S.

Toni currently sponsors *Breakfast Club* on CBC, *Singalong*, part of *Club 580*, on CKEY, *Club 800* from Montreal and *Dites-moi* on the French net.

Time-Tips for Radio Advertisers



YOU CONTROL TIME AND AUDIENCE WITH SPOT-BROADCASTING!

'SPOT-BROADCASTING' means simply putting on your radio show at *desirable times* over individual stations.

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

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.

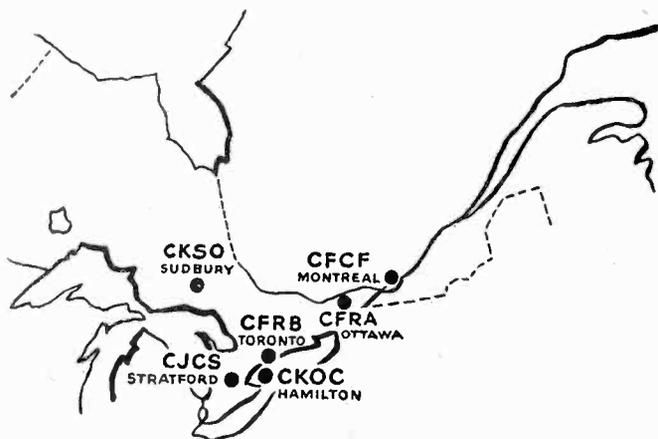
When you *spot-broadcast*, you spot your program favourably on each station's program schedule. You command a ready-made local audience, sympathetic and loyal.

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!



JUGGLE TIME TO SUIT YOUR RADIO NEEDS "THE ALL-CANADA WAY"

All-Canada in the mid-eastern provinces



HERE'S where the most dollars change hands in Canada! The buying power of the middle-east is almost *two thirds* of the Dominion's total. Here are the most people, the most pay-cheques, the biggest retail sales. Mid-eastern Canada spends more than *four times* as much as any other two provinces! Six All-Canada stations give you the coverage you want in this rich market!



ALL-CANADA RADIO FACILITIES *Limited*

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL

NEW YORK'S RADIO ROW

by Richard Young

New York, N.Y.—In about a year from now, top U.S. management will be viewing the results of a two-year study of radio by — coincidentally enough — radio itself. The study, which has been in the formative stage since last June, is currently being backed by three of the four major networks, CBS, NBC and ABC, to the tune of approximately \$50,000. There are hints, however, that in the not-too-distant future it may become an all-industry presentation. Both the National Association of Broadcasters and a group of national spot representatives are said to be interested in joining up with the networks. The fourth network, MBS, has thus far stayed out of the picture but is expected to come in when the study is in its more advanced stages. Although the top officials concerned say it will have a non-competitive pitch, most insiders are sure the creators are preparing the presentation with at least one eye cocked on the increasingly competitive media market. Final form of the study is still undecided but whatever its form, it will be taken on a coast-to-coast tour of the U.S. after making its debut in New York City. Unlike similar media presentations, which are usually presented before top brass only in the advertising centres of Manhattan, Chicago and Los Angeles, radio's offering will tour wherever an interested audience can be found.

By the time this reaches print, there's a good possibility that you will have read in your daily newspaper of a settlement of the dispute between the networks and Mr. Petrillo's American Federation of Musicians. As this edition of the BROADCASTER went to press, insiders were predicting the birth of good relations at any moment. This optimism, coming only a few hours before Mr. Big was scheduled to testify before the House Education and Labor Committee, was believed prompted by the "off-stage" comments of some of the leading actors in this, radio's most serious soap opera. In fact, even Mr. Petrillo seemed fairly optimistic several times during the negotiations with the networks. If there is a settlement, the spotlight will then be turned on the dispute between the AFM and the record manufacturers and transcription companies. During the past

weeks, evidence against what is described as the "Petrillo music monopoly" has piled up higher and higher in the Labor Committee's hearing room as representatives of all segments of the music and broadcasting industries testified. It is felt in some quarters that the evidence will prompt stiffening of the Taft-Hartley Act in order to curb the AF of M. However, trained observers point out that this is an election year and it's a rare instance when a politician will slap labor during the baby-kissing season!

One of the most amazing personalities in U.S. radio and newspapers is Billy Rose, veteran showman and theatrical producer. What with his success as a nightclub operator (the Diamond Horseshoe), his syndicated newspaper column (Pitching Horseshoes), and his radio show (over the MBS network), it seems everything Mr. Rose touches has a way of turning to gold. Now we have it on good authority that the CBS network is planning to do the life story of Billy on its popular *Studio One* dramatic series sometime either in late February or late March. *Studio One*, you'll remember, is the show directed and, sometimes authored by Canada's own Fletcher Markle. Fletcher, who has gained the respect of radio's brass-hats in New York, is also known here as a "triple-threat man" — writer, director and actor.

Biggest chuckle during the AF of M hearings in Washington came when Representative Ellsworth Buck (Republican from New York) reached for the microphone and announced: "After sitting here under these damned television lights, I can understand why the musicians want more money..."

Broadcasters, long plagued by their union difficulties and increasing costs, among other things, were pleased as punch the other day to be on the receiving end of a number of bouquets at the 37th annual convention of the National Retail Dry Goods Association. Indeed it was most encouraging to radioites to hear the retailers announce: "Radio is now accepted by retailers." In addition, it was said that retailers can get the best results out of radio by: (1) using it continuously and consistently; (2) beaming every program to a specific audience depending on the merchandise to be sold; (3) concentrating the commercials on a single product or department; and (4) by utilizing the co-operation of the entire store organization — top management, merchandisers and sellers.

On the cuff notes . . .

There are reports that veteran crooner Rudy Vallee is plotting a new program series for the MBS network . . . Hooperatings chief C. E. Hooper is planning telephone and diary measurements of TV viewing in the New York Area . . . And the Broadcast Measurement Bureau's (U.S. equivalent of BMB) Radio Ownership sub-committee has announced that it will soon publish total radio family figures as of Jan. 1948. BMB also hopes to release figures on FM and television receiver ownership . . . We hear the CBS net's John Bradford is preparing a new anti-juvenile-delinquency series, a popular theme for U.S. radio's public service programs these days . . . The Associated Press has elected 235 additional stations to membership bringing the total AP radio membership up to 691 . . . No doubt taking its cue from the NBC network's *Truth or Consequences* Miss Hush contest, station WWDC-FM, Washington, is conducting a local contest in which listeners must identify a Mr. FM to win. In one day the station received 1,500 contest letters. It's described as the smartest FM circulation builder yet . . . We'll probably be hearing of more famous personalities joining the ranks of the nation's disc jockeys. Negro actor Canada Lee is the newest, over New York's station WNEW . . . The battle of the radio rating organizations continues. In a recent MBS advertisement, that network's proxy, Ed Kobak, suggested that Mr. Hooper and Mr. Nielsen merge their respective systems. To which Mr. Hooper replied: "Why doesn't Ed merge his network with another network?" . . . Until next issue, that's all for now.



FOR THESE ARTISTS

- Abbott, Lawrence
- Bochner, Lloyd
- Bond, Roxana
- Cowan, Bernard
- Dennis, Laddie
- Fitzgerald, Michael
- Gerow, Russ
- Grove, 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

"Links EAST with WEST"

COVERING—

**KENORA
DRYDEN
LAKE OF THE WOODS
NORTH WESTERN ONTARIO
NORTH EAST MANITOBA**
and NOW — deep into the
RICH RED LAKE MINING AREA

No other station serves the people of this great area so effectively, nor reaches them so economically.



Dominion Network

Our national representatives will be glad to give you full information.

Representatives:

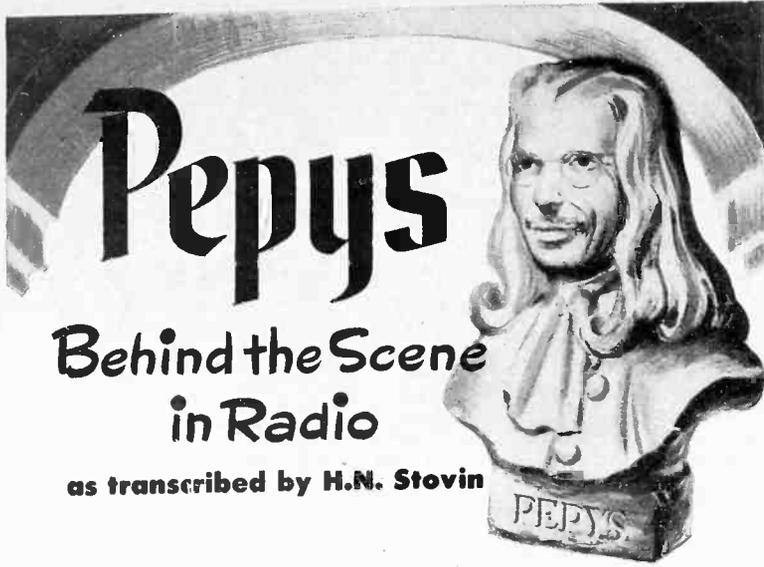
HORACE N. STOVIN & CO., Toronto, Montreal, Winnipeg
ADAM J. YOUNG, Jr., Inc., U.S.A.

CHNS

Now On the Air

with 5000 Watts

First in Halifax!



Pepys
 Behind the Scene
 in Radio

as transcribed by H.N. Stovin

Did toss and turn on my couch during the festive season, no doubt due to a new-fangled drink from the East called tcha or tay, and wonder how best I might talk to our many good friends in business during the year to come. And did finally come up with the idea of chatting, with no formality, in the style of my old friend Pepys, upon this and that which might seem of interest at the time . . . Whereon I did fall asleep promptly, filled with goodly resolutions which were then forgotten . . . Up early betimes to go to Winnipeg, missing thereby much festivity and doubtless headaches, from all I have since learned; and did spend the closing of New Year's Eve in a taxi-cab riding to the Winnipeg Air-port, and as the whistles blew with great clangour at midnight, did exchange solemn greetings for a Happy New Year with my driver, which was small celebration . . . Then resolved to extend sincere thanks to all those good fellows who have by their pictures, their signatures and their goodly words about radio helped us in the many advertising messages we have put out during the past two years, which is hereby done. . . Am mightily sure that 1948 will be a good year for all concerned if we do but put our shoulders to the wheel and work the harder for the benefit of one another, and am bemused with the thought that we are in our present muddled state only because all men are over selfish for their own gain . . . Which is now written, and so to bed.

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	
Happy Gang	18.1	- 2	Rue Principale	26.5	- 2
Big Sister	17.0	- 6	Jeunesse Dorée	24.9	-1.2
Ma Perkins	17.0	+1.4	Tante Lucie	20.5	+1.1
Claire Wallace	16.0	- 5	Quelles Nouvelles	19.0	- 2
Pepper Young	15.9	- 6	Joyeux Troubadours	17.3	-1.1
Sing Along	15.6	-1.3	Grande Soeur	16.8	+2.0
Life Can Be Beautiful	15.2	+ 6	Le Quart d'Heure	16.1	- 3
Lucy Linton	14.8	- 4	Francine Louvain	13.2	- 4
Road of Life	14.7	+ 8	Courrier Confidences	9.7	+1.2
Right To Happiness	14.5	-1.0	Madeleine et Pierre	9.0	-1.8

English		EVENING		French	
Charlie McCarthy	39.1	+1.3	Un Homme et Son Péché	39.9	-3.2
Fred Allen	37.4	+1.1	Ralliement du Rire	39.0	+4.2
Gillette Fights	35.3	+25.2	Métropole	34.9	+3.9
Lux Radio Theatre	34.0	same	Enchantant dans le vivotir	34.6	-2.5
Fibber McGee & Molly	33.3	-1.3	Radio Carabins	33.4	- 7
Ozzie & Harriet	29.8	+ 7	La Min d'Or	31.4	+1.1
Amos 'n' Andy	25.9	+1.5	NHL Hockey	30.4	+6.0
Kraft Music Hall	23.3	+ 2	Talents de Chez Nous	30.3	+2.8
NHL Hockey	21.7	- 8	Qui Suis-je	30.2	-2.8
Bing Crosby	21.1	+2.9	Radio Concerts Canadien	29.0	- 4
Meet Corliss Archer	20.2	+2.6	Café Concert	28.4	+ 2
Wayne & Shuster	20.0	- 4	Ceux qu'on Aime	26.1	-1.0
Twenty Questions	19.6	+ 7	Juliette Beliveau	25.6	-1.4
Alb. of Familiar Music	19.4	-1.2	Théâtre Improvisé	25.5	- 8
Share the Wealth	19.3	+ 5	Au coin de feu	25.1	-1.5

RESEARCH

Agencies Want Competitive Data

Toronto.—“If radio is to improve its competitive position with other advertising media, we need more facts and more specific facts about radio,” Doreen Dunlop, time buyer for Young & Rubicam, Toronto, told the Radio Executives Club at their January luncheon meeting.

In opening a round table discussion entitled “What is Needed in Radio Research in Canada?” Miss Dunlop pointed out that advertisers and their agencies want the answers to these questions:

“How many people can be reached by radio?”

“Who are these people—what is their sex, age, education, occupation and income?”

“Exactly how can radio sell our products?”

“What makes a show tick?”

“What proof can be given that radio can and will do a selling job comparable to other media on a cost basis?”

Miss Dunlop commended BBM as a “step in the right direction”, but wanted to know if BBM could not go a step further and “provide the number of people per radio home—their age, occupation, income and so forth.”

“The principal research service available, based on the co-incident telephone survey lacks any description of the audience”, she said. “It does not provide a national cross section. . . . It is very definitely lacking in that it does not cover rural areas, and these form an important market.”

The Radio Executives Club meets again February 11 at the King Edward Hotel, Toronto, when there will be a panel discussion—“Network Reserved Time—Delayed Broadcasts—Transcription Regulations.”



BR-R-R!

Yes, you have good reason

to shiver because this photo was taken at

SNAG, Y.T.

the day after a record of 82 degrees below zero was reported at that point. Snag is 1,700 flying miles from

CJCA,

yet that didn't stop the special events department from making the trip to execute the longest land-line remote broadcast in the history of radio.

This effort took courage and vision, the same two ingredients that go into every

CJCA

effort be it in behalf of a client, a listener, or the entire community.

Yes, the boys got a cold reception at Snag, but everyone gets warm attention at



Edmonton

HORACE N. STOVIN
 & COMPANY
 MONTREAL · TORONTO · WINNIPEG · VANCOUVER
 Representative for
 these live Radio Stations

- | | | |
|-----------------|-----------------|-----------------------|
| CJCH Halifax | CHOV Pembroke | CFAR Flin Flon |
| CHSJ Saint John | CFOS Owen Sound | CJNB North Battleford |
| CKCW Moncton | CFOR Orillia | CHAB Moose Jaw |
| CJEM Edmundston | CJBC Toronto | CJGX Yorkton |
| 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

TWICE A MONTH

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

Published by

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

Printed by Age Publications Limited, 31 Willcocks St., Toronto 5, Ont.



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. 2

\$3.00 a Year — \$5.00 for Two Years

January 31st, 1948

A Greenhorn Expects . . .

This editorial will be largely an interview with a chap whose name is not John Doe, who, after eighteen months in the radio business, feels he sees in it the fruition of his life's (21 years) ambitions, and herein conspires with me to tell you . . .

"Radio is 'the thing' for me," says John, "because only in radio can I see a chance to express myself, make myself useful and respected by that expression and so put into the business of living at least as much as I can take out.

"I don't want to be an announcer all my life, but it's a swell way to get started, and it gives me a background to branch off into any one of a dozen paths, including writing, producing and selling.

"I'm interested in people, and I can work with people in so many ways that at first I really didn't know which way I wanted to go. Now, after eighteen months, I am still a greenhorn I guess, but it seems to be that the greatest need radio has is good writers. It may be vanity, but I see in writing the keynote of good radio, because the best announcer or actor in the world has to have the words to read, whether these words are entertainment or commercials. I know for sure now it's writing I want. I believe I can make the grade, but I still have a long way to go.

"One thing I can't understand is, if writing is as important as it obviously is, why do we have to sit and grind it out so fast that we can't possibly do a good job even if we are as able as Emerson? I know that in any business time is money, but in my limited experience I have found that a little more time would mean a lot more money for the station and the advertiser you're writing for. I'd like a chance to let my stuff cool off, even sleep on it sometimes. I know I'd be able to do a better job that way, and so wouldn't everyone concerned be much happier?

"It seems to me that more and more commercials are taking on a set pattern. They don't say 'give us something new and sparkling'. Instead they just want you to turn out 'the usual thing'—high quality, 'sparkling beauty', 'absolutely guaranteed' (to do what?). Oh, you know how it goes.

"I wonder where there is a station manager who would like to offer his sponsors commercials phrased a little differently from the set pattern. I believe that they would be so much more effective if the listener couldn't guess what the next words would be because he'd heard them all before so often.

"I'm not looking for more money for my writing. Money comes automatically if you do a better job. But I can't do a better job unless I have time to do it, which I haven't. Also I am vain enough to believe I have a few writing tricks up my sleeve which I have never been allowed to try out on the air. The boss used to look them over, and then say: 'Hm! It's smart all right, but Jones likes the usual line of guff.' I claim that if Jones knew what he wanted, he'd write it himself. But he doesn't. He gives it to me to write. And look what happens. I've given up trying to be different any more. It just doubles my work, and I haven't really the time to do it once.

"I still love radio. That's why I'm anxious to do a better job. That's why I want a chance to try writing my stuff my way, not to please the boss or the sponsor, but to see if it won't sell more of the goods it is supposed to sell."

* * *

This interview is one young man's opinion. We have devoted this space to it because we believe his sentiments are echoed by other young men who love radio and want an opportunity to help it do a better job.

Richard G. Lewis.

EDITOR.

BUSINESS

Howe Nowe Mr. Howe?

The Prime Minister of Canada has reorganized his cabinet and made a keynote speech. The keynote is merely the corner from which the most bewildering and incoherent theme depends. Why the present moment should be considered an auspicious one for another shuffling of ministers, must remain a mystery. It is especially obscure to anyone whose eye is glued to the primary needs of the country, rather than the imperative desire of the Liberal Party to remain in office through hell and high water . . . and the country is going through both.

Two things emerge from a scrutiny of these developments, performed by a suspicious eye. Dispassionate scrutiny will reveal no meaning or purpose in this spectacular jugglement. For one thing, Mr. King's speech which is three thousand words long, uses positive language only in denouncing the Communists. In this he reveals his appreciation of world-wide public opinion and takes his place forthrightly in the lead. Like the Duke of Plaza Toro, "He leads his regiment from behind, he finds it less exciting." But should one wander through the maze of words in the effort to grasp the true purpose and intent of the speaker, the wanderer will not be lost, for the Prime Minister was intending to create an atmosphere rather than reveal a purpose. Mr. King is not one to expose himself to argument or opposition by making unequivocal statements or declaring a positive view about anything which might cause a cleavage of opinion among the electorate. He made it quite uncertain what he intended to do, but emphasized that whatever course of action he might decide to take, it would be undertaken in the most enlightened frame of mind by the purest and most altruistic of motives.

It seems to me that the satraps of the Liberal Party have displeased the King. He talks angrily of the need for reorganization and holds over them the threat of abdication unless a purge is conducted which will appease his wrath. He doesn't say for sure that he will abdicate. He only suggests that the time is drawing nigh and hints that the Party might have some particle of bother winning an election without him. For public consumption, it is made quite clear that the Prime Minister hasn't the slightest idea on whose shoulders his mantle will be placed. But, if the East Block hasn't been in a tizzy settling the line of succession, I'll swallow all the Prime Minister's honorary degrees.

The one reality that has emerged from all the pressworthy gyrations is that Clarence Decatur Howe has

become, in a business sense, Clarence Dictator Howe. He is Minister of Reconstruction: he is Minister of Trade and Commerce: he collaborates with the Foreign Exchange Control Board and has found that a club is a very handy instrument for perfecting the art of collaboration. He sets the quotas and bosses the radio. He can foster the business of Jones and Company and break Smith and Sons. And until he has made his decision, both these firms will be most anxious to please him. He can hardly be blamed for enjoying this position for he also happens to be treasurer of the Party and not too small contributions he will thankfully receive in the Party's name.

Wake Up, Business!

The thing which somebody in authority has to get into his head is that the business man too is part of the government of the country. He plans the use of resources and he hires citizens who depend upon his managerial ability for their livelihood. The prudent man of business lays his plans with an eye to the future. He will neither produce nor employ, so long as he cannot depend on his own judgment as to what the future may hold, but must sit in prayerful silence awaiting a wink or a nod from the condescending Mr. Howe. Since there are only twenty-four hours in the day of even so august a personage as Mr. Howe, and these must be parcelled out among more businesses than Mr. Howe has ever heard of, it is small wonder that no one can get rooms in the Chateau Laurier and that few of the non-privileged business enterprises are embarking on any long range plan, the result may well be wide-spread unemployment unless business emerges from its timorous silence and overtly denounces this one-man administration.

—John Collingwood Reade

RADIO TELEPHONE CONTROL

Applications to raise 60 foot towers in residential areas for control of mobile radio-telephone units will be considered as they arise, Vancouver Town Planning Commission has ruled.

The ruling came when Marconi Canadian Co. asked for a blanket permit to go ahead anywhere in the city with construction of towers.

Each application will be examined in relation to zoning bylaws, the Commission decided.

PROTEST SET TAX

Montreal—The Radio Manufacturers' Association has decided to protest the imposition of a 25% excise tax on Canadian made radio receivers, according to a statement made by S. L. Capell, president of the association.

"Our industry has an extremely high Canadian content. We should not be categorized with products of high United States content in application of this tax," Capell said.



**First In The Field
AND
First In The News**

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

**News With
Largest
Commercial
Sponsorship**

**Sponsors Prefer
B.U.P. News
Because It Has
Proved Itself**

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

HEAD OFFICE:
231 St. James Street
MONTREAL

PROGRAMS

Stooge Audiences Pro and Con

London, Eng.—"Is a studio audience really necessary?" is one of the BBC's most hotly debated questions these days.

Broadcasters are divided on the question, except for the comedians, most of whom prefer to work with an audience. Ronald Waldman, experienced Variety producer, says "to ask a comedian to do a show without an audience to help him is a form of torture, almost sadism. Without an audience, a comedian has no way of judging the success or failure of his program."

On the other side of the argument are the irritated listeners who have to listen to comedians who are provoking laughter from the audience by means of hats, funny faces, or other visual gimmicks which he, the poor listener, cannot see, the BBC press release continues.

Some Shows Need Audience

Gale Pedrick, script writer of the BBC's variety department, argues the question in *RADIO TIMES*, the BBC's official journal. He traces the growth of the studio audience from the early *Music Hall* days, where it first appeared, in 1932, until the present time. After examining the question from both sides, Pedrick says, "I think that you may say that the BBC does not invite a studio audience to make the program sound better, although some people think that is the case. Nearer the truth, audiences are invited to shows that intrinsically require them. No audiences are invited to the lighter types of comedy show."

"It looks like this. Ideally,

radio should be something personal between the listener and the producer and his artists. There should be no distractions. But for certain types of comedy show, the presence of an audience would seem to be essential."

Stop Thief!

Vancouver.—When gunmen stuck up a bank here on New Year's Eve, CJOR got in on the chase within a couple of minutes and later were commended by Chief Constable Walter Mulligan for their help to police.

Ross Mortimer was on the air at 2 p.m. with his *Take It Easy* program when the holdup was going on. At a minute past two, Dorwin Baird heard the broadcast description of the robbers, their auto number and the direction they had taken, on the police radio.

He handed a note with the facts to Mortimer, and returned to the radio to keep in touch with police calls.

Mortimer broadcast the facts immediately, and suggested that householders in the district where the car appeared headed should look out on the streets for the automobile.

Baird handed Mortimer bulletins as police gathered more data on the robbery, and Mortimer relayed this to his listeners. Meanwhile Dick Diespecker, Don Laws and other members of the staff tracked down the owner of the car.

Within twenty minutes a listener 'phoned CJOR that the car had been spotted in the Dunbar district, and the information was passed along to police, who sent cruiser cars to surround the area.

Two other listeners had taken their own cars and begun a search of the district, and a few moments later found the holdup machine abandoned.

As they halted to check the license number a police car went by at high speed, failing to notice them waving. They took after the police car and finally flagged it down to inform the officers they had found the car.

Listeners who got in on the chase kept CJOR informed, and Mortimer kept the rest of his fans up to date on the story.

While the robbers were not caught, the station received an official "Well Done" from the police for their rapid teamwork.

CLAIMS BROADCASTS KILL GATE

Halifax.—In reply to Mayor J. E. Ahern's announcement that the city-owned Forum commission had banned further hockey broadcasts, in the hope that this would increase attendance at the matches, Finlay MacDonald, manager of CJCH, one of several stations affected by the ban, has expressed the opinion that attendance has been poor because "our sportscasters have been presenting a true picture of these hockey games and it is quite possible that the commission may have resented statements alluding to a very different brand of hockey."

MacDonald added, "It would seem likely that the solution would lie not in discontinuing hockey broadcasts but improving the calibre of the home team so that hockey fans would become more enthusiastic and receive a better brand of sporting entertainment for their money."

Following suit with Truro, the commission has banned broadcasts as a result of an average turnout of 2,800 for Senior Maritime Hockey League matches, despite the Forum's seating capacity of 7,000.

ADVICE TO LISTENERS

Vancouver.—Betty Lee began her 18th year of broadcasting with CKMO at the start of the year, with a new program *What Would You Do?* The piece deals with actual human problems and asks listeners to write in their solutions.



Mighty Mike Sez ---

Boy! oh Boy! Mail response to CKCK
is now

**4 TIMES
GREATER**

Than Previous Year

1946 - - - 21,303

1947 - - - 89,473

COVER SOUTHERN SASKATCHEWAN

WITH

CKCK

REGINA 5000 WATTS



**More
Hope
THAN CHARITY**
by
Elda Hope

Toronto.—Especially at this time of year, people grasp my hand and greet me with "Happy New Year". Maybe it's force of habit, maybe it's this particular season or, as I choose to think, it's probably sincere. Whatever the motive may be, those same people may fail to hear the very program that promotes happiness.

When I was still a very small girl, I can well remember my father stressing happiness in all circumstances. Perhaps that is one reason for my being a regular listener to "Happy Gang". Another may be the fact that I think each member is an artist in his or her own right. While no one comes under the heading of being indispensable, it is true that Bert Pearl's absence due to illness is noticeable. However, he has filled the vacancy with top-flight replacements. For instance, on piano he has that wizard of the key-board Lou Snider. As emcee, Hugh Bartlett is pinch-hitting while, in turn, Maurice Rapkin is doing the honors for Colgate. When Cliff McKay was on the casualty list with laryngitis, his gay, bounce-y songs were conspicuous by their absence. At the moment of writing, Eddie Allen is doing an ace job as Program Director and should be complimented.

In my estimation, Canadian radio took a definite step forward and wound up with a firm foothold on the upgrade. The program was *A Carol Symphony* and the station CFRB. What appealed to me was the absence of the inevitable lengthy announcements and the lack of applause. Before someone tells me the show was only recordings, I may as well frankly admit I object to that word "only" in this instance. Certainly it was recordings but do they come much better than BBC's library with Denis Wright conducting the London Radio Orchestra?

As far as commercials are concerned, everybody knows the name of Neilson, sponsors of this show. To me, studio applause lessens the time for the artists and is an unfavorable addition before the termination of any show.

The name of the program escapes me at the moment but the talent is something to be remembered. These artists were the Alouette Quartette and they sounded like one voice doing four-part harmony. To say the voices blended perfectly is somewhat of an understatement, but I'll have to settle for that right now.

Very near the top of my list of favorite dramatic programs is Tuckett's *Curtain Time*. These dramas run the gamut from whodunits to more serious type. Producer Howard Milson and the MacLaren radio department are to be congratulated for the choice in scripts as well as the wide variety of artists. Recently I heard *Above All Honor*, starring Bob Christie who did a bang-up job. Beth Lockerbie played female lead and can always be counted on for a quality performance. I was interested too, in a side-man, Barry Nesbitt, who sounded like one of the most natural, competent and coming actors. Worth watching, I'd say.

**ACCENTUATE
the NEGATIVE**
by R. G. L.

This month Jack Horler, of Baker Advertising, came up with a novel promotion for his new quiz program *Take A Chance* which hit CKEY, Toronto, and CKOC, Hamilton, January 14.

The promotion took the form of a fifteen minute airing on both stations with the usual verbal fanfare of superlatives for a new program, but developed into a quite interesting dramatization of the birth of the idea, its passage through the agency, and finally its presentation to and acceptance by the client.

• • •

To start with, Roy Ward Dickson, who adds *Take A Chance* to his growing family of quiz-brain-children, phones his confederate, Maurice Rapkin, in the wee small hours, to spill the idea. There is a comedy sequence over the telephone, followed by one of those hucksterish "conferences" in the office.

Next they submitted the idea to Jack Horler, also on the disc, and Jack proceeded to confide in the boys that he proposed offering it to Canadian Chewing Gum.

Then came an audition for the sponsor, or the immediate aftermath of it, and Ed Doherty, sales and advertising manager for the gum people, told the boys they were in, and also told Doc Lindsey he had been chosen to do the announce job.

The whole presentation combined interest and entertainment, and is, to my mind, more important than the sale of another quiz program, because it brought a refreshing new note to radio, and it was only a promotion at that.

• • •

It raises the thought that there is still a lot in radio which is a glamorous mystery to the public, audience participation programs notwithstanding. It gives rise to the thought that just as movies like *A Star Is Born*, *The Jolson Story* and other backstage offerings have had reasonable success, the time might be ripe for radio to dramatize itself to its advantage. *The Hucksters* did it, only in reverse.

There is something about the theatre, something of glamor and romance which does not seem to have reached the radio station yet. The only times radio does this sort of thing, it does it with an unreal quality which seems somehow to fall flat.

• • •

As I listened to the Horler-Dickson offering, I caught myself wondering if Jack and the sponsor would actually be heard or if they would be disposed of by means of one-sided telephone conversations. But they weren't. I recognized Jack's dulcet tones—who could mistake them?—and I am sure the Ed Doherty role was played by the character of the same name.

• • •

Maybe I'm talking through my Stetson, but isn't there a spot for a strip show, a sort of *Myrt and Marge In Radioland*. I don't mean rah rah stuff about bee-aautiful bee-aautiful radio, but an honest story about real people who happen to be in the broadcasting business and so live their lives on a studio background.

WILLIAM WRIGHT

serving agencies, stations

and advertisers

takes pleasure in

welcoming

CKOX
WOODSTOCK

into the select circle

of

"Wright Stations"

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



MARK NAPIER



ROBERT M. CAMPBELL

The J. Walter Thompson Company Limited has recently announced the election of Mr. Mark Napier, Toronto and Mr. Robert M. Campbell, Toronto to the Board of Directors of the company.

AGENCIES

COCKFIELD BROWN & CO. LTD.

Shirriff's Ltd. started the transcribed early morning discod frolic show featuring Jor Gentile and Ralph Binge on January 19 over 18 stations coast to coast. The 5 minute 3 a week show will run through until June with a renewal coming up in September.

Same sponsor has signed a 3 year contract for its current *Fun Parade* heard on 18 stations coast to coast as well as Newfoundland and Bermuda.

* * *

Montreal.—The French Ford Theatre is broadcast from 9 to 10 p.m. Thursdays over the French Network. The program, formerly a CBC sustainer, is directed by Bruno Paradis. The account was placed by Cockfield, Brown & Co. Ltd., and is under the supervision of Bill Harwood.

McKIM ADVERTISING LTD.

Montreal.—*Les Feux de la Rampe*, sponsored by Purity Flour Mills, presented a radio adaptation of Louis Hemon's book, "MARIA CHAPDELAINE" January 9. Included in the all-star cast was his Honor Camillien Houde, mayor of Montreal, who introduced the program on the air and acted as narrator.

Les Feux de la Rampe is unique in union relations. The sponsor pays a fixed sum each week for whatever cast is necessary, and all members of the Union des Artistes Lyriques, et Dramatiques turn back their fees which go into a sickness benefit fund. By virtue of this contract, the union knows in advance what funds it can count on, and does not have to hold a benefit performance the first time one of its artists falls sick. Mayor Houde has recently joined the union.

The program originates at CKAC, and is broadcast to a net of French stations.

YOUNG & RUBICAM LIMITED

The Drackett Company which broke into radio advertising last fall with a two month test campaign has resumed its one minute spots over a wide list of stations coast to coast advertising Drano.

The New York office of Y. & R. has scheduled 104 half hours of *Lightning Jim* (All Canada) for General Foods over VOWM and VOWN, Newfoundland.

L. J. HEAGERTY AND ASSOCIATES

Toronto — Colgate-Palmolive-Peet has started the transcribed half hour *Blondie* over CFRB, Toronto, Wednesdays at 9.30 p.m.

BAKER ADVERTISING AGENCY

Toronto—White Laboratories (Fenamint and Chooz) has started the half hour transcribed *Charlie Chan* over CKEY, Toronto, for a run of 26 weeks.

STEWART-LOVICK & MACPHERSON LTD.

The Winnipeg office has renewed the 15 minute 3 a week *Allen Prescott the Wife Saver* (All Canada) over 8 western stations for Weston's Bread & Cake Ltd.

HARRY E. FOSTER AGENCIES LIMITED

Pure Gold Manufacturing Co. (Blue Ribbon Products) started a 13 week spot series January 26 over 5 French stations.

...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) . . .



6 3 0 ON YOUR DIAL

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

"The friendly voice of the Maritimes"

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

Annexation of Property

The sanctity of the Englishman's castle is as defunct today as the dodo. If the government requires property, it takes it at its own price. The value attached to it by the erstwhile owner appears of no account. Whole villages have been ordered to pack up and move to areas directed by the State, as happened in the case of Stevenage, a village not far from London. Under the government's scheme to de-centralize industry, Stevenage was chosen as a "dormitory" for workers who had jobs in one of the nearby satellite towns. Its present inhabitants have been ordered to move. Their protests have been loud and long in Parliament. It makes no difference. Planned by the State which troubles little with the voice of the individual, the scheme will have to go through.

Coal was found to exist in seams practically reaching the surface on a Yorkshire Earl's estate. Soon bulldozers were carving up the lawns and trees surrounding his stately mansion. In desperation and to protect his property, he took the first train to London and protested in Parliament at this sudden desecration. The answer was firm and unsympathetic, it was in the interest of the State.

Enterprise Is Sterilized

Private enterprise by individuals is also frowned upon by this bureaucratic government. A recent example shows to what extent. A party of veterans, appreciating the acute position of the housing shortage, planned to build their own accommodation. They salvaged bricks, wood and other raw materials from derelict buildings. Before their house was a quarter built, a government inspector arrived demanding a host of permits which they had been unable to procure as private in-

dividuals. They were given the alternative of paying a heavy fine or going to prison. The property was confiscated.

Industry too, along with the individual, has its scope encircled by government red tape and restriction. The State reserves the right to decide what materials a firm can get and for what purposes they shall be used. Through the governmental system of bulk purchases abroad, inexperienced buyers sometimes pay prices which are excessive. The manufacturer has no alternative but to accept those materials at government prices even though he may well have been able to buy them from cheaper sources elsewhere. The State tells him what sales to make and where.

A manufacturer who once served as a director on many companies, now has to resign all outside posts, simply because he has a full time job these days coping with incessant arguments with bureaucrats about allocations and permits for his own factory.

Glimpses such as these, remind us of a Churchillism. "The inherent vice of capitalism is the unequal sharing of blessings", he said: "The inherent virtue of socialism, is the equal sharing of miseries." Perhaps Churchill was right.

CHARACTERS—

Some you've met
and some you hope
you never meet.

**DICK
NELSON**

WAVERLEY 1191

*Between You
and Me!*



THE MAJORITY OF
HALIFAX MERCHANTS
ADVERTISE --- OVER

CJCH

5000 WATTS
of selling power

920
on your dial

"ask a Stovin man"

LISTENER RESPONSE

● 5816 people wrote CHEX PETERBOROUGH before Christmas (November 17—December 22). Yes, we asked them to write us their Santa's requests. And there were 38 different postmarks — proving again that CHEX is THE station in:

IS ESSENTIAL

Peterborough
Campbellford
Port Hope
Norwood
Barrie
Cannington
Claraday
Fenelon Falls
Warkworth
Bethany
Frankford
Indian River
Harold

Cameron
Apsley
Woodville
Belleville
Keene
Havelock
Lindsay
Cobourg
Lakefield
Omemee
Ivanhoe
Dartford
Trenton

Reaboro
Crawford's Grove
Warsaw
Roseneath
Cold Springs
Castleton
Mt. Julian
Marmora
Bridgenorth
Westwood
Hastings
Millbrook

TO YOUR ADVERTISING

CHEX Peterborough

1000 Watts

1430 Kcs.

Get the Facts From

NATIONAL BROADCAST SALES

TORONTO: 2320 Bank of Commerce Bldg. - AD. 8895

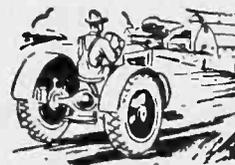
MONTREAL: 106 Medical Arts Building - FL. 6388

**WESTERN CANADA'S RICHEST
CROP DISTRICT SCORES AGAIN!**

**Norquay Farmer Retains Provincial
Barley Championship For Second Year**

For the second year in succession, Jack A. Wylie, of Norquay, placed first in Saskatchewan in the 1947 \$25,000.00 National Barley Contest. Mr. Wylie's farm is just 34 miles from Yorkton and CJGX. Second prize went to Canora; third prize to Kelvington, all within this station's coverage.

Yes — further proof that CJGX — Yorkton is in the heart of the richest and best farm area in Western Canada. For full information, write or call our national representatives.



**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.



Continuous Radio Audience Measurements Since 1940



Elliott-Haynes Limited

Sun Life Building MONTREAL Plateau 6491

515 Broadview Ave. TORONTO Gerrard 1144

INTERNATIONAL

The Moving Finger

The nationalistic octopus has had its grasp on Britain for over two years now, and, from time to time, we catch a glimpse of how its presence there is affecting the daily lives of the people and the scope of its industries.

The worker has seen his wages raised at least as fast as the cost of living, but where the rich have been able to draw upon their capital, the middle classes, with incomes that do not nearly keep pace with the rise in prices, are squeezed unmercifully.

A new privileged class has been formed — the worker — who has been taught almost from the cradle that his aim in life must be to fight the "bosses"; that capitalism is some foul disease to be stamped out; that if the workers could obtain power, then it would mean higher pay, fuller employment, more security and privileges.

The fact that political power spells more responsibility, harder work and more self restraint than ever before, is only just beginning to sink in.

Hobson's Choice

The trade unionist is already learning that the private capitalism he helped to abolish is being replaced by state capitalism which leaves him as well or as badly off as before. The coal mines in particular are resenting just such a development. In taking them over the Labor Government met with only slight opposition, but the resistance stiffens considerably as the government proceeds with its plans to nationalize utilities and transportation.

Absenteeism is the official excuse for the failure of the pits to meet pre-war coal production. Recently asked why he had taken French leave from his pit, a miner replied: "I just felt like taking a day off and anyway, any bloke who complains can dig it himself. Those government bastards talk a lot, but I notice they don't come near the bloody pit face; scared maybe."

Labor Is Conscripted

Controls are steadily increasing in numbers in post-war Britain. There are so many controls that it is difficult for anyone to live in decency without being meddled with by one of them.

The most far reaching and felt by all, is the "Direction of Labor Act", which came into force in October, 1947. It provides that men and women who lose their jobs can only get re-employment through their nearest government agency.

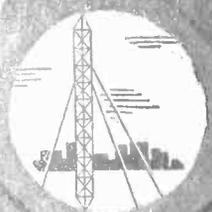
With certain exceptions (married women and girls under twenty) citizens may be directed to any kind of work, anywhere in the country.

Employers may not dismiss or hire a "directed" worker or hire or attempt to hire any new personnel except through government channels. Infraction of these rules or any part of them, brings heavy fines or imprisonment.

Commenting on this and affairs in general the *New Statesman and Nation* said that if Nationalization is going to work, ". . . labor has got to be unemployed; and as a means of creating unemployment, unessential trades will be denied priority in allocation of fuel and raw materials. In other words, manpower is to be redistributed by inducing over a not yet clearly defined section of industry, a species of creeping paralysis."

—William Sparke.

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



Annexation of Property

The sanctity of the Englishman's castle is as defunct today as the dodo. If the government requires property, it takes it at its own price. The value attached to it by the erstwhile owner appears of no account. Whole villages have been ordered to pack up and move to areas directed by the State, as happened in the case of Stevenage, a village not far from London. Under the government's scheme to de-centralize industry, Stevenage was chosen as a "dormitory" for workers who had jobs in one of the nearby satellite towns. Its present inhabitants have been ordered to move. Their protests have been loud and long in Parliament. It makes no difference. Planned by the State which troubles little with the voice of the individual, the scheme will have to go through.

Coal was found to exist in seams practically reaching the surface on a Yorkshire Earl's estate. Soon bulldozers were carving up the lawns and trees surrounding his stately mansion. In desperation and to protect his property, he took the first train to London and protested in Parliament at this sudden desecration. The answer was firm and unsympathetic, it was in the interest of the State.

Enterprise Is Sterilized

Private enterprise by individuals is also frowned upon by this bureaucratic government. A recent example shows to what extent. A party of veterans, appreciating the acute position of the housing shortage, planned to build their own accommodation. They salvaged bricks, wood and other raw materials from derelict buildings. Before their house was a quarter built, a government inspector arrived demanding a host of permits which they had been unable to procure as private in-

dividuals. They were given the alternative of paying a heavy fine or going to prison. The property was confiscated.

Industry too, along with the individual, has its scope encircled by government red tape and restriction. The State reserves the right to decide what materials a firm can get and for what purposes they shall be used. Through the governmental system of bulk purchases abroad, inexperienced buyers sometimes pay prices which are excessive. The manufacturer has no alternative but to accept those materials at government prices even though he may well have been able to buy them from cheaper sources elsewhere. The State tells him what sales to make and where.

A manufacturer who once served as a director on many companies, now has to resign all outside posts, simply because he has a full time job these days coping with incessant arguments with bureaucrats about allocations and permits for his own factory.

Glimpses such as these, remind us of a Churchillism. "The inherent vice of capitalism is the unequal sharing of blessings", he said: "The inherent virtue of socialism, is the equal sharing of miseries." Perhaps Churchill was right.

CHARACTERS—
Some you've met
and some you hope
you never meet.

DICK NELSON
WAVERLEY 1191

*Between You
and Me!*



THE MAJORITY OF
HALIFAX MERCHANTS
ADVERTISE --- OVER

CJCH

5000 WATTS
of selling power

920
on your dial

"ask a Stovin man"

LISTENER RESPONSE

● 5816 people wrote CHEX PETERBOROUGH before Christmas (November 17—December 22). Yes, we asked them to write us their Santa's requests. And there were **38 different postmarks** — proving again that CHEX is THE station in:

IS ESSENTIAL

Peterborough
Campbellford
Port Hope
Norwood
Barrie
Cannington
Olaraday
Fenelon Falls
Warkworth
Bethany
Frankford
Indian River
Harold

Cameron
Apsley
Woodville
Belleville
Keene
Havelock
Lindsay
Cobourg
Lakefield
Omemee
Ivanhoe
Dartford
Trenton

Reaboro
Crawford's Grove
Warsaw
Roseneath
Cold Springs
Castleton
Mt. Julian
Marmora
Bridgenorth
Westwood
Hastings
Millbrook

TO YOUR ADVERTISING

CHEX Peterborough

1000 Watts

1430 Kcs.

Get the Facts From

NATIONAL BROADCAST SALES

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

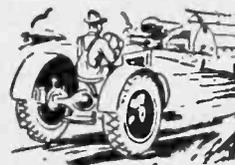
**WESTERN CANADA'S RICHEST
CROP DISTRICT SCORES AGAIN!**

**Norquay Farmer Retains Provincial
Barley Championship For Second Year**

For the second year in succession, Jack A. Wylie, of Norquay, placed first in Saskatchewan in the 1947 \$25,000.00 National Barley Contest. Mr. Wylie's farm is just 34 miles from Yorkton and CJGX. Second prize went to Canora; third prize to Kelvington, all within this station's coverage.

Yes — further proof that CJGX — Yorkton is in the heart of the richest and best farm area in Western Canada. For full information, write or call our national representatives.

**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.

CKNB CAMPBELLTON N.B.

January 31, 1948

Dear Mr. Timebuyer:-

Inauguration of mail delivery service on January 19th makes Campbellton the fourth New Brunswick centre to have letter delivery.

This forward step is one in a series paving the way for the incorporation as a city, legislation for this step being scheduled to come before the next assembly of the provincial legislature.

With Campbellton, CKNB marches on.

Yours very truly,

Stan Chapman

CSC-GD

Station Manager

AN ALL-CANADA STATION



"If Don King hadn't called him old goat in his last cartoon, they'd never have thought of sending for a vet."

F M

Urge RMA Unite With FM

Washington, D.C.:—The number of FM stations on the air in the U.S. will increase at the rate of fifty a month during 1948, the FM Association told the Radio Manufacturers' Association at a joint meeting of the two organizations held here January 9.

The 1,000 FM stations due to go on the air during 1948 will make FM available to 110,000,000 people in the U.S. or approximately 80% of the population, and for this reason, Thomas F. McNulty, FMA treasurer and chairman of the FMA's liaison committee to the RMA, urged manufacturers to unite with FMA in helping to develop FM broadcasting.

McNulty recommended that manufacturers build "good low-priced FM sets to meet a great demand" at least partially created by promotion of the medium by member stations of the FMA.

"If you do not have FM sets in the retail shops in cities where FM broadcasters are promoting this new art, you are losing sales, and your advertising costs are going up," McNulty said.

FMA also recommended that set manufacturers mark FM channels on dials by means of channel numbers, rather than megacycles, to avoid confusion in the minds of purchasers, and that they include FM bands on all television sets, giving the public the benefit of both services.

FM IS OPEN SESAME TO YOU

Syracuse, N.Y.—Picturing FM an open door to success for thousands of young men and women, J. N. Bailey, Executive Director, FM Association, delivered an address to The Syracuse University Radio Workshop which he predicted that there would be 1,000 FM commercial stations on U.S. air by the end of 1948. Mr. Bailey substantiated his claim by pointing out that there are now 379 such stations in operation, and 631 others have been authorized by the FCC, all of which must be on the air within 8 months.

"That November day in 1935 when Dr. Armstrong introduced FM to the public, AM became obsolete," Bailey said, and went on to say that "In due time, FM will replace AM, the aural method of broadcasting, because "in FM, there is no interference from other stations. When signals overlap on your receiver, your set will reject the weaker signal, of course, it is a good FM set."

"When FM becomes fully established, no station in a metropolitan area will be more powerful than its competitors. Thus, the competition in the listener's ears will be solely programs. And that means better programs, if you please."

"FM is filling a need in programming," he continued, "FM is auditing home talent. That home talent to-day will be the stars of tomorrow."

At the end of his address, Mr. Bailey said, "In conclusion let me repeat that FM offers vast opportunities. When you take advantage of them depends upon you."

CKWX GETS FM SITE

CKWX Vancouver, first commercial station in the west to get a go-ahead from the Transport Department to install FM, has made arrangements with the city parks board to locate their broadcasting tower atop I. Mountain.

Leadership!

TRANS-CANADA NETWORK

CKY

WINNIPEG
15000 WATTS

DOMINION NETWORK

CKX

BRANDON
1000 WATTS

Exclusive Sales Representative
HORACE N. STOVIN
TORONTO WINNIPEG MONTREAL

- YESTERDAY
- TODAY
- TOMORROW

Recording Unit For Sale—Ideal for Agency or small station. Practically new portable 60 cycle Presto K-8 with 25 cycle electronic converter. Built in — 12" dual speed turntable to cut 15 min. on 13 1/4" disc side; magnetic cutting head and playback; 5 stage amp. with freq. response of 50 to 10,000 cycles; cuts 112 lines per inch inside-out or outside-in; under turntable cutter feed mechanism. Plus Shure Unidyne mike and sturdy 3-legged stand with earphones. Supplies worth \$30. **BEST OFFER.**
ELGIN 1867 or 48 BELLEVUE AVE., TORONTO

MUSIC

"Jazz Is A Great Tradition"

Toronto.—Thirteen hundred eager and "righteous" jazz fans, most of them in their late teens or early twenties, poured through the doors of the Eaton Auditorium here two weeks ago Saturday afternoon. The occasion was the first annual presentation of the JAZZ PANORAMA awards to Canadian musicians. The presentations were made by Barry Ulanov, co-editor of the Ameri-

But basically, it was a show number for George Arthurs, who played competent guitar, strongly reminiscent of Charlie Christian.

Phyllis Marshall helped the show with her throaty handling of "I Cover The Waterfront," "Unlucky Woman Blues" and "Embraceable You", all delivered with feeling. The end of each of her numbers was marked with shouts of "More, More".

After presenting plaques to each of the musicians between numbers, Barry Ulanov said to the crowd, and to the radio audience, "It's good to hear how loud Canadian audiences are in showing

has demonstrated that interest in jazz is sufficiently wide-spread to warrant putting the piece on the network. In

the near future, *Ten-Ten Swing Club* will be heard nationally.

—Gene Lees.



—Photo by G. E. Rowlandson.

Snapped after the session, from left to right, Dick MacDougal, Helen McNamara of Jazz Panorama, Barry Ulanov, Arlene Mead, Drew Crossan and Pat Riccio.

can METRONOME MAGAZINE, the musicians' and jazz-lovers' journal.

The program, aired, over CJBC's *Ten-Ten Swing Club*, was the result of a poll taken by JAZZ PANORAMA, Canadian jazz magazine, in conjunction with the *Ten-Ten Show*.

Receiving awards as the best Canadian musicians on their respective instruments were Pat Riccio, alto sax; Bob Burns, tenor sax; of the Mart Kenney band; Ross Culley, trombone, from the Niosi crew; Moe Miller, rumpet; pianist Wally Gurd; Pitt Warner, drums; George Arthurs, guitar; and Wally Evanski, also from the Bert Niosi band, on bass. The program's guest was Phyllis Marshall, recently returned to Canada after more than a year with Cab Calloway.

Standing Room Only

By 2.45, the crowd had become impatient, and its members were clapping and yelling for the show to begin. To quiet the crowd (which would have been larger by 700 had the auditorium been able to hold them) Dick MacDougal, CBC announcer and emcee of the *Ten-Ten* disc jockey piece, introduced the musicians. At 3.00, the show went on the air. The program was set up in fourteen numbers, eight of which were designed to display the ability of different soloist.

At first, the musicians were nervous—several of them had never played a concert before—but as the one hour broadcast progressed, the music loosened up, probably reaching its best point shortly before the end of the show, when the boys played "This Time The Dream's On Me". The number was backed up by a rhythm section that worked well as a unit and was tastefully played in neat punchy phrases.

their appreciation. And I feel that's as it should be, for the more we talk about jazz, and the more noise we make, the better it'll be in the future. Jazz is a great tradition in our two countries, the United States and Canada, and we shouldn't let it die out."

CJBC has been airing these live shows once a month in the place of the regular recorded program. To date, programs have been heard locally only, on the Toronto station. Now CBC feels that the success of this one broadcast

COMING UP

- A Bed of Roses (Johnstone)
- ‡ Dreaming of You (Victoria)
- ‡ Her Name Is Shirley (BMI Canada)
- ‡ If You're The Girl (Mello-Music)
- My Promise To You (BMI)
- Nina Nana (Encore)
- Penny (Vanguard)
- Rosalinda (Cherio)
- There I Go (BMI)
- Who Put That Dream In Your Eyes? (Stuart)
- Who's Got All The Dough? (Alvin)

‡ CANADIAN SONG HITS

BMI Pin-up Sheet

CANADIAN HIT TUNES—FEBRUARY

★ ALL DRESSED UP

WITH A BROKEN HEART (MARKS)

- | | |
|------------------------------|---------------------------------|
| Peggy Lee—Capitol 15022 | John Laurenz—Merc. 5093 |
| Bob Houston—MGM 10112 | Gloria Van & Vanguards—Univ. 34 |
| Alan Gerard—Nat. 7019 | Bill Johnson—Vic.* |
| Five Bars—Bullet 1009 | Russ Morgan—Decca 24522 |
| Eddie Howard—Maj.* | Jack Owens—Musicana 9002 |
| Buddy Clark—Col. 37985(U.S.) | Alan Dale—Signature 15174 |
| Jerry Cooper—Diamond 2090 | (NBC Thesaurus-World) |

AS SWEET AS YOU (REGENT)

- | | |
|-------------------------|----------------------------------|
| Art Lund—MGM 10072 | Bill Millner—United Artist* |
| Freddy Stewart—Cap. 479 | (Langworth-NBC Thesaurus-U.T.S.) |

★ ‡ BARBARA ANN (ADANAC)

- | | |
|----------------------------|-----------------------------|
| Lou Snider Trio—Musicana 2 | Fernand Robidoux—Victor* |
| | (Disc Jockey—Skatin' Tunes) |

FOOL THAT I AM (HILL & RANGE)

- | | |
|------------------------------|----------------------------|
| Dinah Shore—Col. 37952 | Gladys Palmer—Miracle 104 |
| Billy Eckstine—MGM 10037 | Georgia Gibbs—Maj. 12013 |
| Dinah Washington—Merc. 3050 | Brooks Brothers—Dec. 48049 |
| Sammy Kaye—Vic. 20-2601 | The Ravens—Nat. 9040 |
| Erskine Hawkins—Vic. 20-2470 | (Langworth-NBC Thesaurus) |

★ ‡ L'AMOUR A LA BOOGIE WOOGIE (ADANAC)

- | | |
|---------------------------------|------------------------|
| Fernand Robidoux—Victor 55-5279 | Max Chamitov—Musicana* |
| | (Disc Jockey) |

LET'S BE SWEETHEARTS AGAIN (CAMPBELL-PORGIE)

- | | |
|--------------------------------------|--------------------------------------|
| Margaret Whiting—Cap. 15010 | Victor Lombardo—Maj. 7269 |
| Guy Lombardo—Monica Lewis Dec. 24298 | Shep Fields—Musicana* |
| Billy Leach—Merc.* | Blue Barron—MGM 10121 |
| | Bill Johnson—Vic. 20-2591 |
| | (Associated-Langworth-NBC Thesaurus) |

★ LOVE IS SO TERRIFIC (MELLIN)

- | | |
|----------------------------|-------------------------------|
| Art Lund—MGM 10126 | Les Brown—Col. 38060(U.S.) |
| Helen Carroll & Satisfiers | Vic Damone—Mercury 5104 |
| Vict. 20-2672 | Ernie Felice Quartet—Cap. 486 |

★ ‡ MISSING, FRENCH "PITIE" (BMI CANADA)

- | | |
|------------------------|---------------------------|
| Russ Titus—Musicana 3 | Johnny Desmond—Musicraft* |
| Fernand Robidoux—Vic.* | (Disc Jockey—McGregor) |

MY RANCHO RIO GRANDE (HARWALL-CRITERION)

- | | |
|--------------------------------|-----------------------------------|
| Jack Smith—Cap. 473 | Murphy Sisters—Apollo* |
| Victor Lombardo—Maj.* | Dick Jurgens—Col. 38027 |
| Esquire Trio—United Artist 114 | Ken Carson—Variety* |
| Shep Fields—Musicana 15009 | (Capitol-Langworth-NBC Thesaurus) |

★ PASSING FANCY (BMI)

- | | |
|-----------------------------|------------------------------|
| Vaughn Munroe—Vic. 20-2573 | Ray Anthony—Tune-Disk* |
| Frances Langford—Merc. 5095 | Johnny Johnston—MGM 40127 |
| Ray Dorey—Maj. 1186 | (Associated-Langworth-World) |

★ THERESA (DUCHESS)

- | | |
|----------------------------|--|
| Dick Haymes—Andrew Sisters | Do, Re & Me Trio—Commodore* |
| —Dec. 24320 | Kay Kyser—Col. 38067(U.S.) |
| Jack Smith—Cap. 484 | Wilhelmina Gray—Click* |
| Three Blazes—Exclusive* | Vic Damone—Merc. 5092 |
| | (Langworth-NBC Thesaurus-Standard-World) |

★ WHY DOES IT HAVE TO RAIN ON SUNDAY? (JOHNSTONE)

- | | |
|----------------------------|--|
| Freddy Martin—Vic. 20-2557 | Dennis Day—Vic. 20-2377 |
| Beale Street Boys—MGM* | Milt Herth Trio—Dec.* |
| Snoopy Lanson—Mercury 5082 | (Associated-Langworth-NBC Thesaurus-World) |

★ YOU'RE GONNA GET MY LETTER IN THE MORNING (LONDON)

- | | |
|---------------------------|------------------------|
| Guy Lombardo—Mary Osborne | Adrian Rollini—Bullet* |
| —Dec.* | (NBC Thesaurus-World) |

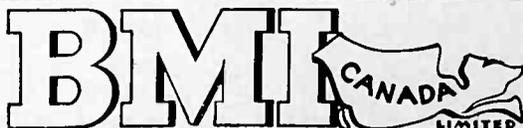
ZU-BI (REPUBLIC)

- | | |
|---------------------------|-------------------------|
| Victor Lombardo—Maj. 7263 | Sammy Kaye—Vic. 20-2420 |
| Art Mooney—MGM* | Tommy Tucker—Col.* |
| | (Langworth) |

★ NEW PIN UP HITS

‡ CANADIAN SONG HITS

* Soon to be released



229 YONGE STREET TORONTO

NEW YORK

MONTREAL · HOLLYWOOD

1947 was a year of big "BANGS" at CFNB!

CFNB
RESOLUTIONS
for 1948

FOR THE LISTENER:
STILL BETTER PROGRAMS
JUDICIOUS COMMERCIAL TREATMENT
MORE SPECIAL FEATURES
INCREASED PUBLIC SERVICE

FOR THE SPONSOR:
MORE LISTENERS
PERSONALIZED PRESENTATION
INCREASED SALES

FOR OURSELVES:
CONTINUED PRIDE IN
EVERY PRESENTATION

THE DOORWAY TO  NEW BRUNSWICK

FREDERICTON, N. B.

ALL CANADA RADIO FACILITIES WEED & COMPANY, U.S.A.

Commercial Sans Commercials

Fort Nelson, B.C.—There isn't a soap opera in a carload at CHFN, Fort Nelson, B.C., which is said to be the smallest commercial licensed station in the country and is operated by RCAF men at the Fort Nelson staging post of the Northwest Air Staging Route.

A report to the *Vancouver Sun* describes how a radio technician in the air force, Cpl. Eddie Cooper, heads the staff of RCAF men which announce programs and repair its facilities on this far off fifty watter.

Although there are no commercials, there is no red ink on the books either, because the entire staff works on a voluntary basis.

The transmitter was salvaged by Cooper from American equipment dating from the days when U.S. troops were around the Alaska Highway. He upped the power, went to work on the program schedule, and generally gave the idea its original impetus.

There are a number of U.S. service men still in the region, and armed forces entertainment service of the U.S. Army ships in 100 pounds of transcriptions monthly for that reason.

The station is on the air 5½ hours daily, heard by men and their families at the air post, in the town of Fort Nelson itself, and in any trappers or homesteaders' cabins within 50 miles that are lucky enough to have a radio.

The station runs a request program, filled from the month's consignment of records and from its own library of 300 transcriptions. Hockey games, CBC news and other programs are occasionally added to the daily schedule.

The station's commanding officer uses CHFN for announcements to his men and sometimes the doctor in charge gives a talk on how to care for babies in the wilderness, and allied subjects.



FLUFF OF THE MONTH

No word has been heard from Walter Winchell, since Tom Robinson referred to him on a CKWX newscast as "Walter Winchell, famous communist".

PAGING PAUL BUNYAN

"When introducing Dick Lewis, one cannot say: 'This speaker needs no introduction' because Dick needs an introduction just like the lumberjack's cry of 'Timber' before the felling of a huge tree."

—Frank Fleming,
Chatham Jaycees

MEDICINE MAN

CHAT's Bob Buss boasts that he will "raise" his son until he is six, and then give him a paper route.

EASTWARD HO!

With this year's CAB Convention slated for Quebec City, it will be the West's turn to complain how far they have to travel to attend.

THE MORE WE ARE TOGETHER

The present era will go down in history as the period when the working man was striking for more pay while his wife was signing petitions to the government to bring down prices to the point where the manufacturer could not turn out the goods without facing bankruptcy.

REINFORCEMENTS

Peggy Benson contributes the happy thought that your editor's recent address to the Chatham Jaycees should have gone a long way towards alleviating the natural gas shortage in that area.

PAN MAIL

Sir: Why can't you get out a slick and shiny-looking publication as the CBC staff paper Radio?

—Social Debit.

CONUNDRUM

The hair-do affected by a announcer we know indicates his assurance that the station works for will never lose its frequency.

RADIO GREETING

Howe do you do?

L'ÉCHO FRANÇAIS DE MONTRÉAL

CHLP

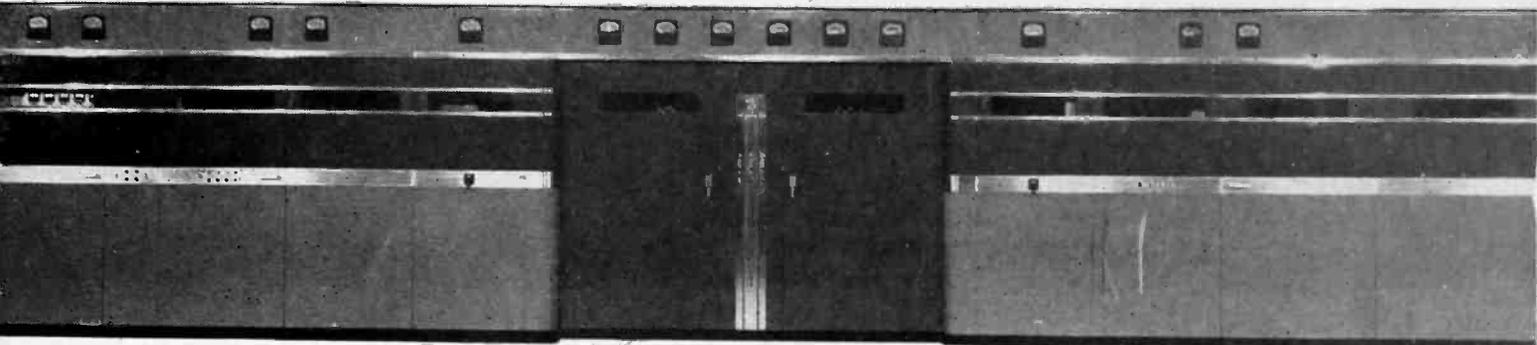
Covers PARTICULARLY THE MONTREAL FRENCH MARKET

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

Best Wishes

CFRB

1010 KC



THE RCA BTA 50F TRANSMITTER

Since it began broadcasting in 1927 with a power output of One Kw., CFRB has kept pace with its ever-growing audience by successive increases both in power and in broadcasting facilities. This spirit of enterprising public service has served to maintain CFRB in the front rank of Canadian broadcasting stations. RCA Victor is proud to be associated with CFRB in the supplying and installation of the Station's new 50 Kw. transmitter.

**CANADA'S FIRST
INDEPENDENT
BROADCASTING
STATION TO GO TO
50KW CHOOSES RCA**

**For
Radio Communication
Today and Tomorrow
Look to
RCA VICTOR**

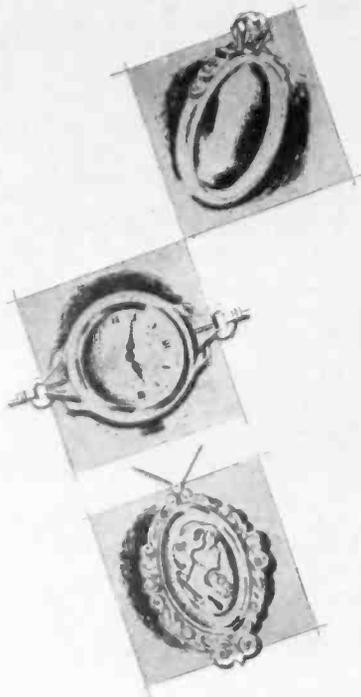
RCA VICTOR  

RCA VICTOR COMPANY LIMITED

HALIFAX MONTREAL OTTAWA TORONTO WINNIPEG CALGARY VANCOUVER

We asked our advertisers . . .

“Why do you use CFRB?”



with radio”

**J. W. JOHNSON,
LIMITED reports:
“We sell more jewellery*”**

GORDON K. JOHNSON, president of J. W. Johnson, Limited, Toronto, says:

“We like radio—it gets results. We’ve been advertising over CFRB for over ten years now and intend to continue indefinitely because we feel this station reaches the type of prospective customers we want. While it’s impossible to quote actual figures on the volume of business radio has brought us, new customers frequently tell us they have been attracted to the store by our CFRB advertising—and certainly the character of our business has changed considerably for the better since we started to advertise regularly over CFRB.”

A local business concern can test the *day by day* effectiveness of its advertising medium. When the local business reports RESULTS — the *national* advertiser is wise to consider how *he* can cash in with the same medium. CFRB advertisers all tell the same story: You buy RESULTS over CFRB. CFRB covers a *wide* area in Canada’s richest market—reaches a listening audience highly receptive to sales messages. Consider whether CFRB belongs in *your* national radio planning!

***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