For Distinguished Service
TO CANADIAN RADIO
1944
Beverley Award
February 1945

Introducing
THE WINNERS
2. Alys Robi (Singing)
3. Alex McKee (Acting)
4. C. M. Pasmore (Agency, Production)
5. Ernie and Kay Edge (Writing)
6. Andrew Allan, producer of "Stage 44", now "Stage 45" (Talent Opportunities)
7. Paul L'Anglais (Production)
8. Mari Kenney & His Western Gentlemen (Popular Music)
9. Grass Matthews (Acting)
10. Foster Hewitt (Sports Broadcasting)
11. Stan Francis (Master of Ceremonies)
12. W. T. Cruikshank, station CKKNX, Win gham, CKNX. (Community Service)
13. Jack Fuller (Announcing)
14. Wells Ritchie (Public Relations)
15. Jean Penny and Ralph Kwoi (Initiative)
16. "The Happy Gang" (Programs)

Full Citations on Page Five
SO! You Know Your Radio Terms?

Alright—What’s A Delayed Broadcast?
A program recorded off the air during normal broadcast, and played at a later hour when selection.

A Transcribed Program?
An original program recorded for broadcast at some later date.

A Wax Network?
A group of stations carrying the same transcribed material simultaneously.

A Recorded Feature?
A series of radio programs prepared in advance, recorded, and sold as a unit in various markets.

All-Canada RECORDED FEATURES

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

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

The Green Hornet
The Lone Ranger
Superman
In His Steps

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

House of Dreams
Modern Romances
Academy Award

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

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

ALL-CANADA RADIO FACILITIES

Limited

MONTREAL TORONTO WINNIPEG CALGARY VANCOUVER
EDITORIAL
"We Stand On Guard For Thee"

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

We can bear the sufferings of age against this Englishman which these words will inspire. But we respectfully submit that a person born in the British Isles, who has established Canadian citizenship, may equally as beget a Canadian citizen as a "native son" who is a Canadian because of the fact that he was born here, a circumstance over which he will surely admit he had no control.

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

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

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

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

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

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

GREETINGS
To all who attend the CAB Convention at Quebec City.

C J I C
Sault Ste. Marie, Ontario

Representative
J. L. ALEXANDER
Toronto - Montreal

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

THANKS A MILLION

DOMINION BROADCASTING
COMPANY
4 ALBERT ST. TORONTO
Post War Television Provides New Employment

With a prediction that television may offer more employment in the post-war period than sound broadcasting did after the last war, Niles Trammell, president of NBC, says that it is the most significant of the new inductions that will be ready to be launched after the war.

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

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

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

And just as surely does CKAC unlock this great $600,000,000 market for advertisers.

Radio is the French-Canadian national recreation. All-time listenerhip records have been hung up by CKAC evening programs. Here's where you really get family coverage!

Plan your approach to the highly individualistic French-Canadian market through CKAC.

There's a mine of native talent to build a program tailored to your needs and budget. Latest information gladly supplied.

CKAC
COLUMBIA BROADCASTING SYSTEM
MONTREAL

President—Canada
C. W. Wright, Victor Building,
Toronto, Ont., United States:
Adam J. Young Jr., Inc.

President—United States:
Adam J. Young Jr., Inc.

Ever hear of Jean Lalonde?

...He's the Bing Crosby of 300000 French Canadians

Bienvenue

A greeting to:
The people who Are here on work or pleasure bent,
To hear of rates And open dates,
And also Broadcast Measurement!

That every one Have lots of fun, And wake up like a daisy, And when you're tired Return inspired, Is wished by CKAC.

CKAC
COLUMBIA BROADCASTING SYSTEM MONTREAL

by Lucio Aquagini

Production: Thanks for the wonderful way your column was accepted — got a few letters. One, pointed out that Bert Nisio was at the Palais Royale rather than other place mentioned — sorry,汛芸. The editor is satisfied too — be very seriously considering repaying us for streetcar tickets used...”

Close: Quite often, radio producers take it upon themselves to address musicians and express their personal dissatisfactions upon the general compactment of the orchestra. It is about time that the musician did something about it.

A radio station claims no influence upon the producer as to what conductor he will appoint to wield the baton and the producer, once he has made his choice, should rely upon that conductor for the choice of musicians and for the result of the program. The capable conductor gets respect from his musicians but not when he allows the producer to pressure his women on them. By doing so, the producer shows utter disregard for the leader's ability and the musicians cannot last long either being disowned. As we have pointed out, it takes at least two years for the average musician to venture into radio. Many producers have done it by kangaroo leaps.

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

Simplicissimus: Arthur Friedler, scheduled to conduct Pup Toronto Simf Concert on March 9th, Jesus Marteau to conduct Grieg Concerto on same... Jack Norton, ex-Torontonian, now brand new conductor, master in Montreal... Bill Larchand and Paul Hebert both conducting on their own programs in Ottawa... played many shows with them both when in Montreal... Frank Cicero's spaghetti joint-deluxe, wherever all the Toronto boys hang out, is now also open for lunch. (Mama mine with meat balls)... Gilbert Darile known to be hard to CAR movement on Quebec City this month. He's the head man in Jacques Cartier room of famous Chateau Frontenac.

Si Piu? What's happened to the score foe: Federico March picture which Leo Applebaum, of the National Film Board, went to Hollywood to write? Is it true the musical director of that new radio station owned by Arthur Dupont, formerly head of commercial departments of CMB in Montreal, will be Andre Dussault?

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

Suite: Don Miguel, maestro of CBC's Latin-American Serenade finds all his musicians for the first mistake of the program: If any — come on for all. Of all people, Bert Nisio was the first offender — Roy Lockshy, ex-musical director of CFBB, is now conducting the orchestra in Winnipeg over CKY... Hans Wilson, great guitarist, is badly hit by the flu. Howard Higgins, comics-music-carmelistic-tist on The Little Review, (8.30 — Wednesdays — CKAC) is also making one of his five-a-week quintet from Montreal.

Code: We're still blushing at Andrew Allan's introductory remarks on the new Purify Flour Show (This Is Our Canada) when he said: "The music will be composed and conducted by Lucio Aquagini, which is the same as saying 'Beeline' on silver."

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

Note to Lucio Aquagini: "We have to fill out the column somehow... L. L."
For Distinguished Service To Canadian Radio

Popular Music

MART KENNEY & HIS WESTERN GENTLEMEN

This band has traveled over 50,000 miles back and forth across Canada with "Victory Parade", sponsored by the Coca-Cola Company of Canada Ltd., to play, for Canadian listeners, from groups of the Canadian armed forces. This all-Canadian band has won itself fame for its individual and distinctive stylings in the popular music field.

Writing

ERNE & KAY EDGE

They have carried the partnership of marriage into their daily work, and contributors, Julian Adaskin Productions, with Canadian material for Canadian programs. They create human manuscripts with a nationally recognized rating day-time program "Soldier's Wife", as well as Borden's "Canadian Cavalcade" testify to their skill and craftsmanship in this least heard-of field—writing.

Acting

GRACE MATTHEWS

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

Announcing

JACK FULLER

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

Agency Promotion

C. M. PASHMORE

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

Initiative

JEAN PENNY

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

Initiative

RALPH KYLLE

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

Programs

THE HAPPY GANG

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

Talent Opportunities

STAGE 44

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

Production

PAUL L'ANGLAIS

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

Public Relations

G. WELLS Ritchie

"As supervisor of press and information for the Canadian Broadcasting Corporation, he is charged with the difficult task of keeping Canada informed of its CBC's 'Imperial Window'. His willingness to cooperate in supplying information, whatever its nature, wins friends for radio and friends for Ritchie."

Community Service

STATION CKNX, WINGHAM

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

Master of Ceremonies

STAN FRANCIS

"Radio's One-Man Variety Program, he conducts the buck-and-shuck style that Canada has no comedians. By his unerring devotion to his chosen career in the serious business of being funny.

Singing

ALVY ROBI

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

Acting

ALEX McGINNIS

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

Sports Broadcasting

FOSTER HEMITT

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

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

The Canadian Broadcaster

February 10th, 1945

Page Five

VOLUME 4, NUMBER 3

FEBRUARY 10th, 1945

Published by R. G. LEWIS & COMPANY, 371 BAY STREET, TORONTO, 1, CANADA

Editor: RICHARD G. LEWIS
Art Editor: GREY HARKLEY

Production Manager: ARTHUR C. BENSON
"quotes"

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

--London Free Press "30"

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

--Peterboro Examiner "30"

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

--Ottawa Citizen "30"

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

--Swift Current Star "30"

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

--Brantford Expositor "30"

This censorship of speeches of public men by the government in Ottawa is not only intolerable in a country where free speech is supposed to prevail, but it is even to the trend of national affairs. The press speech is not a possession to be choked or smothered at the whim of a CBC bureaucracy, who themselves challenge, take refuge behind a regulation of the Board of Governors. It is their responsibility to put an end to the practice by discarding the restriction entirely.

--Toronto Telegram "30"

**Equipment Freeze Halts New Stations**

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

The opening of one station, CHUM, Toronto, was halted when its transmitter was all packed ready for shipment, by Western Electric. "It is not the policy of the Construction Control" one official said, "to permit the building of new radio stations at the present time. This also applies to such constructions as theatres and opera houses."

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

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**CKNW LEADS All the Way!**

(at according to E.H.)

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<tr>
<th>MORNING</th>
<th>8 a.m.-1 p.m.</th>
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Station "A" Vancouver 17%
Station "B" Vancouver 11%
Station "C" Vancouver 2%

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Station "A" Vancouver 17%
Station "B" Vancouver 9%
Station "C" Vancouver 8%

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<td>CKNW</td>
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Station "A" Vancouver 14%
Station "B" Vancouver 11%
Station "C" Vancouver 14%

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**NEW WESTMINSTER, B. C.**

B.C.'s Third Largest City
The More We Are Together

by Richard G. Lewis

(Reprinted from Canadian Radio Data Book, 1944)

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

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

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

Frequency modulation and television are looming up as immediate prospects, but the Canadian Broadcasting Corporation is unwilling or unable to grant commercial licenses. In a recent statement, Dr. Augustin Frigon, general manager of the CBC, is quoted as saying that the CBC has received applications for sixty commercial frequency modulation stations, but that the authority for licensing the station rests with the government. With the CBC acting only in an advisory capacity. In the same interview he also said, speaking of television, "we don't want to stampede or be stampeded into the field."

The story of radio, an industry that has grown to man's estate in a little over twenty-two years, is a tribute to free business, operating in a healthy atmosphere of competition. In so far as the manufacturing end of the business is concerned, this statement needs no amplification, for the public has benefited from all the new developments in the business of set building, by simple virtue of the fact that it has been necessary for every manufacturer to keep up with the improvements introduced by his competitors, or fold his tents.

The broadcasting picture is a little different.

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

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

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

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

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

In his introductory remarks, L. E. Phenner, BBM president, pointed out that the BBM has been conceived by the radio station people themselves, and was not "a baby of time-buyers and agencies." The BBM, Phenner emphasized, is a method of coverage measurement which is definitely comparative, affording time-buyers an opportunity of comparing the coverage claims of stations on the same basis, which should be regarded as fair to everyone.

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

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

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

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

Pointing out that station owners, advertisers and their agencies are all equally concerned with the results, the speaker listed the six prime "high-spots" of the BBM principle, as follows:

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

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

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

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

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

Next Issue
February 24
(ADVERTISING COPY DUE)
The Music of Manhattan

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

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

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

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

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

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

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

NBC Thesaurus and other NBC Thesaurus features are available for local sponsorship through these subscriber stations:

CKX .... Brandon, Manitoba
CFAC .... Calgary, Alberta
CICA .... Edmonton, Alberta
CKPR .... Fort William, Ontario
CFRB .... Fredericton, N. B.
CHNS .... Halifax, Nova Scotia
CKOC .... Hamilton, Ontario
CKCH .... Hull, Quebec
CKOV .... Kelowna, B. C.
CKWS .... Kingston, Ontario
CJLK .... Kirkland Lake, Ontario
CJOC .... London, Ontario
CFPL .... Lethbridge, Alberta
CFCF .... Montreal, Quebec
CFCH .... North Bay, Ontario
CHOV .... Pembroke, Ontario
CHEX .... Peterborough, Ontario
CKBI .... Prince Albert, Sask.
CKCK .... Regina, Sask.
CKRN .... Rouyn, Quebec
CFQC .... Saskatoon, Sask.
CJIC .... Sault Ste. Marie, Ontario
CJIC .... Sault Ste. Marie, Ontario
CHLT .... Sherbrooke, Quebec
CKSO .... Sudbury, Ontario
CJCB .... Sydney, Nova Scotia
CKGB .... Timmins, Ontario
CFRB .... Toronto, Ontario
CJAT .... Trail, B. C.
CJOR .... Vancouver, B. C.
CJVI .... Victoria, B. C.
CKLW .... Windsor, Ontario
CKNX .... Wingham, Ontario
CKY .... Winnipeg, Manitoba
CKCR KITCHENER
We "Exchanged References" Result?
They approved our "10 point plan"

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

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

CKAC MONTREAL
6 years representation Results?
Ask Phil Lalonde!

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

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

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

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

We invite you to talk it over on a strictly “References Exchanged” basis.
CAB CONVENTION

MONDAY, FEBRUARY 12th
8.00 a.m. to 9.30 a.m. Registration — The Library.
9.30 a.m. Open Session — Jacques Cartier Room.
Address of Welcome — Chairman of the Board.
Motion appointing Secretary of Meeting.
Appointment of Committees:
(a) Credentials Committee.
(b) Resolutions Committee.
(c) Nominating Committee.
(d) Attendance Committee.
(e) Press Committee.
Introduction of Members and Associate members.
The President's Annual Address.
The Legal Counsel's Address.
Announcements.
Adjournment for Luncheon.
30 p.m. Open Session — Jacques Cartier Room.
Meeting turned over to the President of the Bureau of Broadcast Measurement for holding of Annual Meeting.
00 p.m. Closed Session — Jacques Cartier Room (BBM Members).
Election of Directors (BBM) and Official Business.
Adjournment — 5.00 p.m.

TUESDAY, FEBRUARY 13th
30 p.m. Open Session — Jacques Cartier Room.
Mr. R. M. Brodey, President, reports on the Canadian Radio Technical Plan.
The CAB Code of Ethics.
Freedom of News Reporting.
Report of Program Committee.
Report of Public Relations Committee.

Public Service Activities.
Adjournment for Luncheon.
2.30 p.m. Closed Session — Jacques Cartier Room.
Business from Previous Annual Meeting.
Financial Report by Secretary-Treasurer.
Trust Fund.
Election of Trustee.
Report of Nominating Committee and Election of Directors.
Report of Resolutions Committee.
Adjournment at 5.00 p.m.
7.00 p.m. Annual Dinner — Ball Room.
Guest Speaker — Berton Strachan, ABC Overseas Correspondent.
Subject: "Gathering News of Battle".

WEDNESDAY, FEBRUARY 14th
9.30 a.m. Open Session — Jacques Cartier Room.
Performing Right Fees.
Report of Committee on Standardization of Rate Structures.
Review of Parliamentary Committee of Enquiry.
Report of Music Committee.
Adjournment for Luncheon.
2.30 p.m. Open Session — Jacques Cartier Room.
Appointment of Standing Committees:
(a) Cole Committee.
(b) Program Committee.
(c) Standardization Committee.
(d) Public Relations Committee.
General Business.

ADJOURNMENT OF ANNUAL MEETING.

Talks Radio To Rotary

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

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

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

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

B.U.P. LEADS!

Big Stories At Home! Big Stories Abroad!

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

OVERSEAS CONSPIRACY

Here's what the Ottawa Journal said:
"THE POLITICAL HISTORY OF OTTAWA DOES NOT RECORD ANOTHER SUCH NEWS SCOOP."

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

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

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

<table>
<thead>
<tr>
<th>Month</th>
<th>1943 Sales</th>
<th>1944 Sales (with CKNW)</th>
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<tbody>
<tr>
<td>Sept.</td>
<td>$881</td>
<td>$2,560</td>
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<tr>
<td>Oct.</td>
<td>$820</td>
<td>$2,367</td>
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British United Press
231 St. James St.
MONTREAL
OUT OF THE WEST

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

Grand Old Songs

Originated by CJOR for Union Oil Co. of Canada Ltd. (Stewart-Lovick)
Dominion Pacific and Mountain Network

Operetta Time

Originated by CJOR for McGavin Bakersies Ltd. (Cockfield Brown)
Dominion Western Network

Now It Can Be Told

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

CJOBS

Originated by CJOR (Sustaining)
CBC Dominion National Network

ALL FROM CJOR'S DOMINION NETWORK PLAYHOUSE

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

CJOR VANCOUVER

600 K.C
"Best Spot On The Dial"

CBC
DOMINION NETWORK

1000 Watts
5000 Building

REPRESENTATIVES:
Horace N. Stovin—Toronto, Montreal, Winnipeg

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

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

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

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

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

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

"The method does not vary. The private stations are informed that the CBC does not like thrillers, soap operas and the like, and would like to see them taken off the air. Its added that, if this isn't done within a reasonable time, the CBC will ban them. Thus, programs very lucrative for the private operators will be cut out of receipts, although there is a large and vocal demand for them. Similarly, the five-minute programs are out and will be entirely cut from the private stations in a short while.

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

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

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

New Montreal Producers

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

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

Fresh Heir

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

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

Appoints Music Editor

The CANADIAN BROADCASTER announces the appointment of Lucio Agostini as its music editor. His column "Notes by Agostini" will continue to be a regular feature of the paper, and his services have now become available to us in an advisory capacity insofar as musical matters are concerned.

PLANNING A RADIO PROGRAMME
calls for Experience and Understanding

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

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

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

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

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

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

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

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<tr>
<td>00.00 a.m.</td>
<td>12.00 noon</td>
<td>29.5</td>
<td>19.7</td>
<td>22.5</td>
<td>9.4</td>
<td></td>
<td></td>
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<tr>
<td>12.00 noon</td>
<td>2.00 p.m.</td>
<td>21.6</td>
<td>37.4</td>
<td>24.2</td>
<td>6.3</td>
<td></td>
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<tr>
<td>2.00 p.m.</td>
<td>6.00 p.m.</td>
<td>34.8</td>
<td>19.5</td>
<td>29.8</td>
<td>5.2</td>
<td></td>
<td></td>
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</table>

TOTAL DAY

| 00.00 a.m. | 6.00 p.m. | 30.1 | 23.8 | 22.8 | 7.0 |

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

CKEY...........20
Station B........13
Station C...........13
Station D...........0

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

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

AND, in addition to all this, ON JANUARY 14th, AT 1:00 P.M. CKEY BECAME ONE OF THE MOST POWERFUL PRIVATE RADIO STATIONS IN CANADA—5000 WATTS.

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

DIAL 580

---

DEBUNKING THE HORROR BUGABOO

JOE SEDGWICK Presents

CAB Brief to CBC Board

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

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

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

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

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

Leo Kauman (Director of the Children's Psychiatric Service at Johns Hopkins Hospital, Baltimore, since 1930, writing in the American Mercury for January, 1945) "Billy's mother had read about children's sensitive souls. You must keep all unpleasantness away from them. You must supervise their reading. You must let them see only motion pictures which you have previewed and found innocuous. Billy, thus protected, was haunted by horrible night terrors in which ghosts and kidnappers put Frankenstein and the Gestapo to shame. Billy was afraid of the dark. A flash of lightning drove him into a panic. His mother had always been loth to critical of Tommy's parents who let their son read Dick Tracy and enjoy his dorsal shivers at the climax of a movie thriller. Tommy slept like a log and knew no fear other than that which expresses itself as prudent realization and avoidance of real danger."

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

(Continued on next page)
Horror Bugaboo
(Continued from previous page)

Programs are designed which it is thought will have wide appeal; they are put on the air, and if they do not, they are taken off. The suspense, or mystery, or thriller program, is merely radio's attempt to meet a current taste. Every tobacco shop, drug store and lending library is full of detective novels—which are merely the written form of some of the programs mentioned above, and it is common knowledge that these novels have tremendous circulation. Every year a number of thriller movies are produced—indeed one producer, Alfred Hitchcock, has built up a deserved and great reputation almost entirely in this field. And it is not the element of suspense, of horror, the "thrill", a part of the drama, and has it not been so always; what are Othello, MacBeth, Hamlet, if they are not "thirlls".

Radio cannot, by its own efforts, create or control public taste. Generally speaking, it must cater to the taste of the time if it is to retain audience, and as there is a demand for this kind of entertainment, radio must in its field meet that demand. But most of these programs are not intended for children, and radio stations cannot be expected to eliminate these otherwise objectionable programs merely because a few neurotic children listen to them and are possibly affected thereby.

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

But for the recent press release which I have quoted, I should have been inclined to think that there was no need to bother the Board about this matter. As it would now seem that the question is to be raised, then I do urge the CBC to stand with us by taking the position that radio is doing the best it can, and that if there are causes of complaint they should be specific—that is as to named programs, and that we should then jointly investigate such programs and if they are in fact harmful, no station would want to carry them. It is ridiculous, on what little is known, to suggest anything in the nature of a general banning of this type, or anything in the nature of a general censorship. The bodies making the complaints should be invited to come out in the open. Tell us which programs they mean—and give us examples of the harm they are doing. Then, if there is to be any action taken it should be only as to such programs as are found guilty of the charges made.

Manpower Shortage

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

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

At 9.10 a.m. the calls started and Iris reports that before she left for the studio she had been teleprodding dental molars. "What a war!" Iris reflected.

* A. Ramond 9105

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

<table>
<thead>
<tr>
<th>CKPC, Brantford, Ontario</th>
<th>CJIC, Sault Ste Marie, Ontario</th>
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<tbody>
<tr>
<td>CKNX, Wingham, Ontario</td>
<td>CHLP, Montreal, Quebec</td>
</tr>
<tr>
<td>CJFX, Antigonish, Nova Scotia</td>
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Stations that assure A-1 results to both listeners and sponsors by:

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

Represented by

JAMES L. ALEXANDER
Radio Station Advertising Representative

Drummond Building 1117 St. Catherine St. West Montreal, Quebec Telephone HArbour 6418

Concourse Building 100 Adelaide St. West Toronto, Ontario Telephone ADeaide 9594
Horace N. Stovin TAKES
MANAGERS OF THE

These Independent Radio Stations exist for two purposes — to entertain, inform, and provide service to their advertisers. Programming and alert

George M. "The spirit of "Radio Station Representatives" takes off on the wind and flies among the stars."

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

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

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

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

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

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

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

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

W. GRIGG
Commercial Manager
CKX, Brandon, Man.

G. B. QUINNEY
Manager
CFAR, Flin Flon, Man.
FUTURE IN PRESENTING THE

PERSONS HE REPRESENTS...

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

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

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

CLAUDE CAIN
Station Director
CHML, Hamilton, Ont.

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

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

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

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

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

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

We are proud to represent these men through our three offices, and appreciate the opportunity to work with any advertiser who wants increased recognition of his product, or to build post-war momentum into tomorrow's market.
The Canadian Broadcaster  
February, 10th, 1945

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

**Opposes Private Networks**
Interviewed at Owen Sound during the North Grey by-election, M. J. Coldwell, national leader of the CCF assured Bill Hawkins of CFOS, that a federal CCF government would not in any manner restrict freedom of speech. "Private radio stations", Coldwell said, "should become more interested in and more a part of the communities which they serve, and must remain strictly community stations. As for the CBC" he continued, "it must fulfill the purpose for which it was originally intended."
The CCF leader expressed the view that there should not be private network of Canadian stations because of the possibility of such a network being controlled by a small group of men.

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

**Next Issue February 24**

---

**Winston, Franklin and Josef**

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

**BUT WE WILL!**

---

Jack Slatter

Wilf Dippie
CKY knows MANITOBA!

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

MANITOBA knows CKY!

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

CKY
Winnipeg
15,000 Watts

Associated with
Associated Sales Representative
CKX Brandon 1150 KC 1000 watts
H. N. Stovin
Exclusive Sales Representative
Winnipeg Montreal

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

CJBC
5000 Watts in Toronto
Canada's Newest City
CORNWALL ONTARIO

Presents Canada's Newest Radio Station
CKSF

Beginning Broadcasting Activities
Thursday, February 15th

CHOICE TIMES ARE NOW AVAILABLE
For Sponsored Programs and Spot Announcements

Owned and operated by
The Daily Standard-Freeholder
CORNWALL, ONTARIO

Population of Cornwall
and Suburbs 19,325
Population of Cornwall
Trading Area 57,881

Radio Advertising Agencies

ARDIEL ADVERTISING AGENCY LTD.: Toronto, Hamilton and Oakville.

ASSOCIATED BROADCASTING COMPANY: Montreal.

ATHERTON & CurrER INC.: Toronto

Baker Advertising Agency Ltd.: Toronto.

Canadian Advertising Agency: Montreal, Toronto, Kelowna, B.C.

Cockfield, Brown & Co. Ltd.: Montreal, Toronto and Winnipeg.

D'Arcy Advertising Agency: Toronto.

A. J. Denne & Co. Ltd.: Toronto

Dominon Broadcasting Company: Toronto.

Ellis Advertising Company: Buffalo and Toronto.

Ferres Advertising Service: Hamilton and Toronto.

James Fisher Company Ltd.: Toronto and Montreal.

Frontenac Broadcasting Agency: Toronto.

Harry E. Foster Agencies Ltd.: Toronto, Vancouver and Montreal.

General Broadcasting Co.: Montreal.

J. J. Gibbons Ltd.: Toronto, Montreal, Winnipeg, Regina, Calgary, Edmonton and Vancouver.


K. H. Hehurst Co. Ltd.: Toronto and Montreal.

L. J. Heagerty and Associates Ltd.: Toronto.

Publicite J. E. Huot: Montreal.

Russell T. Kelley Ltd.: Hamilton, Montreal and Vancouver.

Locke Johnson & Co. Ltd.: Toronto.

MacLaren Advertising Co. Ltd.: Toronto, Montreal, Winnipeg, Vancouver and London (Eng.).

Mason's United Advertisers' Agency Ltd.: Toronto.


McKee Advertising Ltd.: Montreal, Toronto, Winnipeg, Vancouver and London (Eng.).

Metropolitan Broadcasting Service Ltd.: Toronto.

Jack Murray Ltd.: Toronto.

Alford R. Poyntz & Co.: Toronto.

Thornton Purkis: Toronto and Montreal.

Edward W. & O. Reynolds Co. Ltd.: Toronto.

Ronalds Advertising Agency Ltd.: Montreal and Toronto.

Ruthrauff & Ryan Inc.: Toronto.

R. C. Smith & Son Ltd.: Toronto.

Spitzer & Mills Ltd.: Toronto, Montreal and Vancouver.

Harold F. Stanfield Ltd.: Montreal and Vancouver.

Stevenson & Scott Ltd.: Montreal, Toronto and Vancouver.

Stewart-Lovick Ltd.: Vancouver, Toronto, Calgary, and Edmonton.

Tandy Advertising Agency Ltd.: Toronto.

J. Walter Thompson & Co. Ltd.: Toronto and Montreal.

Vickers & Benson Ltd.: Montreal and Toronto.

Wallace Advertising Ltd.: Halifax.

Walsh Advertising Co. Ltd.: Windsor and Toronto.

Whitehall Broadcasting Ltd.: Montreal.

Young & Rubicam Ltd.: Montreal and Toronto.
Our client Tip Top Tailors Ltd. asked for a radio program IN LONG PANTS!

STANLEY ORNEST Announces
SAMUEL HERSENHOREN Directs the orchestra of 40
FRANK WILLIS Narrates
GABRIELLE Sings

YOU ARE INVITED TO LISTEN

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

MARITIMES—9:30 - 10:00 p.m. AT
Antigonish — CJFX
Halifax — CBH (CHNS after Jan. 1)
Charlottetown — CPEY
Montreal — CKCW
Campbellton — CKNB
Yarmouth — CJLS
QUEBEC—9:30 - 10:00 p.m. ET
Quebec — CKCV
Montréal — CFCF
Sherbrooke — CHLT
ONTARIO—9:30 - 10:00 p.m. ET
Ottawa — CKCO
Pembroke — CHDB
Brantford — CBFU
Toronto — CFCN
London — CHEX
Hamilton — CHHA
St. Catharines — CKTB
Sault Ste. Marie — CKCL
Brantford — CKPC
Kitchener — CKCR

PRAIRIES—7:30 - 8:00 p.m. CT
Kenora — CJRL
Winnipeg — CKXR
Brandon — CKX
6:30 - 7:00 p.m. MT
Yorkton — CJGX
Regina — CKRM
 Moose Jaw — CIAL
Saskatoon — CFCQ
Prince Albert — CKBI
Calgary — CFCH
Edmonton — CFBN

BRITISH COLUMBIA—5:30 - 6:00 p.m. PT
Chilliwack — CJNV
Vancouver — CKDR
Victoria — CJVI

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

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

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

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

M'CONNELL, EASTMAN & COMPANY
Advertising Agency LIMITED

LONDON, CAN. TORONTO MONTREAL WINNIPEG VANCOUVER
## RADIO STATIONS AND THEIR REPRESENTATIVES

### Listed Alphabetically by Province

### BRITISH COLUMBIA

<table>
<thead>
<tr>
<th>City</th>
<th>Station</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chilliwack</td>
<td>CHWK</td>
<td>Canada—No Exclusive Reps.</td>
</tr>
<tr>
<td>Kamloops</td>
<td>CFJC</td>
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</tr>
<tr>
<td>Kelowna</td>
<td>CKOV</td>
<td>Canada—All-Canada Radio Facilities</td>
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<tr>
<td>Nelson</td>
<td>CKLN</td>
<td>Canada—Horace N. Stovin &amp; Co.</td>
</tr>
<tr>
<td>Prince Rupert</td>
<td>CFPR</td>
<td>Canada—Horace N. Stovin &amp; Co.</td>
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<td>Trail</td>
<td>CJAT</td>
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<td>Vancouver</td>
<td>CBR</td>
<td>Canadian Broadcasting Corporation</td>
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<td>Kirkland</td>
<td>CKJR</td>
<td>Canada—Horace N. Stovin &amp; Co.</td>
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<tr>
<td>Kingston</td>
<td>CKMO</td>
<td>Canada—Radio Representatives Ltd.</td>
</tr>
<tr>
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<td>CKKW</td>
<td>Canada—All-Canada Radio Facilities</td>
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<tr>
<td>Victoria</td>
<td>CTV</td>
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</table>

### ALBERTA

<table>
<thead>
<tr>
<th>City</th>
<th>Station</th>
<th>Notes</th>
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</thead>
<tbody>
<tr>
<td>Calgary</td>
<td>CFAC</td>
<td>Canada—All-Canada Radio Facilities</td>
</tr>
<tr>
<td>Edmonton</td>
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<td>Montreal Radio Facilities Ltd.</td>
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<td>Grande Prairie</td>
<td>CFGP</td>
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<tr>
<td>Lethbridge</td>
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</tr>
</tbody>
</table>

### SASKATCHEWAN

<table>
<thead>
<tr>
<th>City</th>
<th>Station</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Moose Jaw</td>
<td>CHAB</td>
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</tr>
<tr>
<td>Prince Albert</td>
<td>CKBI</td>
<td>Canada—All-Canada Radio Facilities</td>
</tr>
<tr>
<td>Regina</td>
<td>CKRM</td>
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<tr>
<td>Saskatoon</td>
<td>CFCQ</td>
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<tr>
<td>Watrous</td>
<td>CBK</td>
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<tr>
<td>Yorkton</td>
<td>CJGX</td>
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</tbody>
</table>

### MANITOBA

<table>
<thead>
<tr>
<th>City</th>
<th>Station</th>
<th>Notes</th>
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<tbody>
<tr>
<td>Brandon</td>
<td>CKX</td>
<td>Canada—Horace N. Stovin &amp; Co.</td>
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<td>Flin Flon</td>
<td>CFR</td>
<td>Canada—Horace N. Stovin &amp; Co.</td>
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<tr>
<td>Winnipeg</td>
<td>CKY</td>
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<tr>
<td>CKRC</td>
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### ONTARIO

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<th>City</th>
<th>Station</th>
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<td>CKPC</td>
<td>Canada—J. L. Alexander</td>
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<tr>
<td>Brockville</td>
<td>CFBR</td>
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<td>Chatham</td>
<td>CFCO</td>
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<tr>
<td>Cornwall</td>
<td>CKSF</td>
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<tr>
<td>Fort Francis</td>
<td>CKFI</td>
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<td>Fort William</td>
<td>CKPR</td>
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<td>Hamilton</td>
<td>CHML</td>
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<td>Kenora</td>
<td>CKOC</td>
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<td>Kingston</td>
<td>CJRL</td>
<td>Canada—Nat'l Broadcast Sales.</td>
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<td>Kirkland Lake</td>
<td>CKL</td>
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<td>Kitchener</td>
<td>CKCR</td>
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<td>London</td>
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<td>Canadian Broadcasting Corporation</td>
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<td>CFOS</td>
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<th>Notes</th>
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<td>Port Arthur</td>
<td>CFPA</td>
<td>Toronto Nat'l Broadcast Sales</td>
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<td>Sault Ste. Marie</td>
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<td>Timmins</td>
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### QUEBEC

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<td>Hull</td>
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<td>Trois Rivieres</td>
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### NEW BRUNSWICK

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<td>Edmundston</td>
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<td>Fredericton</td>
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<td>Sackville</td>
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### NOVA SCOTIA

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<td>Canada—J. L. Alexander</td>
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<td>Halifax</td>
<td>CHNS</td>
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<td>Sydney</td>
<td>CKJC</td>
<td>Does not sell time</td>
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<td>Wolfville</td>
<td>CKIC</td>
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<td>Yarmouth</td>
<td>CJLS</td>
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### PRINCE EDWARD ISLAND

<table>
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<th>City</th>
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<tr>
<td>Charlottetown</td>
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<td>Summerside</td>
<td>CHGS</td>
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### NEWFOUNDLAND

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<tr>
<td>St. John's</td>
<td>VQCM</td>
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<td>VONF</td>
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<tr>
<td>VOWN</td>
<td>No Exclusive Reps.</td>
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* indicates membership in the group which has supplied the above stations.
† Under Construction.

Canadian Association of Broadcasters, information in respect to its member stations.
WILL YOUR STATION BE

AM, FM

OR TELEVISION?

THEN LOOK TO RCA VICTOR

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

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

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

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

RCA Victor

RCA VICTOR COMPANY LIMITED

Halifax Montreal Ottawa Toronto

Winnipeg Calgary Vancouver
Radio in By-Election

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

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

Finding the roads in the Georgian Bay district impassable, due to weather conditions, all three candidates have relied a great deal on the radio to present their appeals to electors. The importance of this hardest fought election in the political annals of Canada has brought to the CFOS microphones such party stalwarts as John Bracken, C. J. Coldwell, Colonel Mulock, Honorable Colin Gibson, Honorable Ian MacKenzie, Honorable Earl Rowe and E. B. Jolliffe.

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

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

A Note... To Our FELLOW-MEMBERS!

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

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

CORIDAE BIENVENUE A VOUS TOUS, NOS AMIS.

CHNC
NEW CARLISLE, QUEBEC

610 kcs. 1000 watts

VENI VIDI VICI

"East Coast Port"

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

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

Trade Winds


PROCTOR GAMBLE CO. OF CANADA LTD.: advertising copy for brochures.

From NBC on February 1 to CJBC, Toronto and on Feb. 8 to a number of stations on CBC Dominion Network. Kastor & Sons, Chicago.

CANADIAN CANNERS: spot announcements over CHML, CKCK, CFCR, CFPL, and CKCO. F. H. Hayhurst Ltd., Toronto.

GREY REMEDIES: began February 5 spot announcements a week over CKDY, CKXX, CKTB, CKCO, CHML, CKWS and CFBC. Tandy Advertising Agency Ltd., Toronto.

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

LYMAN AGENCIES (TINTEX): began February 9th, transcribed spot announcements over a number of Canadian stations. Ronald Advertising Agency Ltd., Toronto.

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

CNRB Commentator Returns

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

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

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Actuality Shots Of “Beaver Presentations”

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

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

Head table dinner guests included Glen Bannerman, president of the Radio Executives Club of Toronto; Frank Chamberlain, radio columnist; Red Foster (Harold E. Foster Agencies Ltd.), C. I. Harris (editor of Liberty); Blair Fraser (Ottawa Editor of Maclean's Magazine); R. E. Jones, advertising manager Colgate-Palmolive Peet Co. Ltd.; Richard G. Lewis, William Wright (president of the Radio Executives Club of Toronto), J. A. McNeil (general manager Canadian Press); Larry Rogers (Toronto Bureau manager British United Press); Edgar Stone (supervisor of Commercial Clearance of the CBC), Lee Trenholm, (President Advertising and Sales Club of Toronto), Jack Walker (publisher Toronto Weekly News) and Walter Enger (A. McKim Ltd.).

I'm a Confessed Pirate!
(Stealing from only The Best People)

for
"I QUOTE"

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

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

SURE!

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

- So are Thanks and Sincere Good Wishes

A FLOCK of these, then, to the CAB and the whole INDUSTRY from the undersigned guy who just plain likes radio and all the swell Joes he meets in it.

Cy Mack
Public Approves Commercial...But Disdares Some Plugs

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

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

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

ANSWERS: Yes 83.8%  No 5.1%  No Opinion 11.1%

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

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

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

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

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

ANSWERS:  (a) Yes 14.8%  No 85.2%  (b) Of all those who answered "yes" to (a)  What they say 51.2%  How they say it 16.1%  Both 32.5%

Commenting on his findings, Jack Graydon pointed out that the minorities who replied negatively to his questionnaire cannot be disregarded, for it is in size rather than in volume that their voice have been measured.

Mr. Graydon suggested that the 5.1% who feel that sponsor should not take-time to tell about their products is a tribute to the industry, and everyone else concerned.

The fact that 36.2% think sponsors should just give their names, indicates the tremendous possibilities that present themselves for the improvement of advertising copy.

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

This survey we made for your paper could aspire to no more than "scratching the surface", he said. "but it does indicate an opportunity for further study and investigation." He continued by pointing out that the answer to question 4 gives convincing proof that there is no public dissatisfaction with radio advertising, as such, but the fact that 21% believe that it is poorly handled.

PETER STURSBERG

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

KEITH A. MacKINNON
Consulting Radio Engineer
(Formerly head of Transmission and Development Branch, C.B.C. Engineering Division)

- Available for consultation on all radio engineering and technical matters, with particular emphasis on power increases and associated antenna arrays.
- An independent consulting service with no affiliation with any equipment manufacturers.

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

980 ON YOUR DIAL!
CFCN dominates
(87% coverage penetration)
All Southern Alberta Census Division 1-9
Eastern British Columbia Census Division 1 (SEE THE LATEST BUREAU OF BROADCAST MEASUREMENT REPORT)

It takes POWER to sell this market economically and CFCN’S "10 KW," does the whole job at rock-bottom cost

Unquestionably CFCN
ALBERTA'S BEST RADIO BUY
10,000 WATTS - 1010 KC. Clear Channel
CALGARY, ALBERTA
How They Stand

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

<table>
<thead>
<tr>
<th>Daytime</th>
<th>Evening</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
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</tr>
<tr>
<td>Soldier's Wife</td>
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</tr>
<tr>
<td>Happy Gang</td>
<td>Lux Radio Theatre</td>
</tr>
<tr>
<td>Big Sister</td>
<td>Fibber McGee &amp; Molly</td>
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<tr>
<td>Road of Life</td>
<td>Kraft Music Hall</td>
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<tr>
<td>Ma Perkins</td>
<td>Album of Familiar Music</td>
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<tr>
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<td>Bob Hope</td>
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<td>N.H.L. Hockey</td>
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<td>Mémoire Hancourt</td>
<td>Le Ralliaiment du Rive</td>
</tr>
<tr>
<td>Histoires d’Amour</td>
<td>Nuits et Barnabé</td>
</tr>
<tr>
<td>Yvonne Leduc</td>
<td>Café Concert</td>
</tr>
<tr>
<td>Grande Sœur 11 a.m.</td>
<td>Concert au Trezo</td>
</tr>
<tr>
<td>L’événements</td>
<td>Pierre Latulipe</td>
</tr>
<tr>
<td>Pierre Guerin</td>
<td>Les Amours de Ti-jos</td>
</tr>
</tbody>
</table>

Exclusive Services:
THE CANADIAN PRESS
THE ASSOCIATED PRESS
REUTERS

THE COMPLETE SERVICE
PRESS NEWS

Metropolitan Building Toronto

In the West, its
Rural Richness!

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

- Maritimes (Basic)
  - CJCB, Sydney
  - CBH, Halifax
  - CHBH, Sackville
  - CHSJ, Saint John
  - CFNB, Fredericton
- Ontario (Basic)
  - CB0, Ottawa
  - CKWS, Kingston
  - CIL, Toronto
  - CJS6, Sudbury
  - CJCH, North Bay
  - CKL, Kirkland Lake
  - CKGB, Timmins
  - CKPE, Fort William
  - *CKCV, *CBM, CFGP, Grande Prairie
  - CKCK, CJOC, CFAC, CJCA, CBK, CKY, CJIC, CKLW, CKOC, CKPR, CKGB, CJKL, CFCH, CKSO, CBL, CKWS, CBO, CFNB, CHSJ, CBA, CBH, CJCB, Sydney

- Quebec Regional Network
  - CJGJ, Quebec
  - CJGK, Kentville
  - CJGJ, Sault Ste. Marie
  - Prairies (Basic)
    - CKY, Winnipeg
    - CBK, Watrous
    - CJCA, Edmonton
    - CFAC, Calgary
    - CJOC, Lethbridge
  - Prairies (Supplementary)
    - CKCK, Regina
    - CFP, Flin Flon
    - CFGP, Grande Prairie
  - British Columbia (Basic)
    - CJIC, Kamloops
    - CKOV, Kelowna
    - CJAT, Trail
    - CBR, Vancouver
  - British Columbia (Supplementary)
    - CKLM, Nelson
  - (Basic)
    - CBP, Montreal
    - CBV, Quebec
    - CIB, Chicoutimi
  - (Supplementary)
    - CKCH, Hull
    - CHGB, Ste. Anne de la Pocatiere
    - CENC, New Carlisle
    - *CKRN, Rouyn
    - *CHVD, Val d'Or
    - *CHAD, Amos

### Dominion Network

- Maritimes (Basic)
  - CJFX, Antigonish
  - CHNS, Halifax
  - CPCY, Charlottetown
  - CKCW, Moncton
  - CKNB, Campbellton
  - CJJS, Yarmouth
- Ontario (Basic)
  - CKCO, Ottawa
  - CHOV, Pembroke
  - CFRR, Rockville
  - CIBC, Toronto
  - CSEX, Peterborough
  - CFPL, London
  - CFCO, Chatham
  - CFFA, Port Arthur
  - *CJLT, Sherbrooke
  - *CFCF, Montreal
- Ontario (Supplementary)
  - *CKCV, Quebec
  - CKTB, St. Catharines
  - CHML, Hamilton
  - CKLW, Windsor
  - CKPC, Brantford
  - CKCR, Kitchener
  - *CKXX, Wingham
  - *CICS, Stratford
  - *CFOS, Owen Sound
- Prairies (Basic)
  - CKRC, Winnipeg
  - CJGX, Yorkton
  - CKX, Brandon
  - CKRM, Regina
  - CHAB, Moose Jaw
  - CFQC, Saskatoon
  - CKBI, Prince Albert
  - CFCN, Calgary
  - CFRN, Edmonton
  - *CJKL, Kenora
- British Columbia (Basic)
  - CHWK, Chilliwack
  - CJOR, Vancouver
  - CV1, Victoria

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**CKCV**

The Voice of French Canada extends a cordial Quebec Greeting to delegates and guests at the 1945 CAB Quebec Convention.

---

**CKNB**

CAMPBELLTON N.B.

February 7th, 1945

Dear Mr. Time-Buyer:-

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

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

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

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

See you in Quebec?

Yours very truly,

[Signature]

CSC/JN
STATION MANAGER

AN ALL-CANADA STATION

---

**February 10th, 1945**

**The Canadian Broadcaster**

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**KAC**

ONTARIO

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

**CWA WMILLIAM WRIGHT**

VICTORY BLDG.

AD. 8481
JOHN ADASKIN PRODUCTIONS

PROUDLY PREPARED AND PRODUCED
for "DODDS" through
A. J. DENNE & COMPANY LTD.
by

JOHN ADASKIN PRODUCTIONS

TELEPHONES
OFFICE 852-7256
67 YONGE ST.
MONTREAL TRUST BLDG.
71 NIGHTS KINGSDALE 1974

R. E. JONES
who, as chairman of the Joint
Committee of Commercial Ra-
dio Research will be making his
presentation to the CAB confer-
ence next week, has recently re-
signed his position as Advertising
Manager of General Foods Ltd.,
and accepted a similar position with Colgate-Palmolive.

Visitor's Book
Recent visitors to the BROAD-
caster office include: Bill Rea
(CKNW), Eric Aylen (CJAT),
Bill Speers (CKRM), Gerry Gaetz
(CKRF), Gerry Tonkin (CKFJ),
W. T. 'Doc' Cruikshank
(CKNX), Wingham: Bill Borrett
(CHNS), Simon L'Anglais (Radio
Program Producers).

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

JOINS COLGATE

CJOR CKAC CHML CHAB CFGP CFBN CJGX

UNCHIFIED SYSTEM
New York Toronto Hollywood
Sales Representatives:
Exclusive Radio Features Ltd.
14 Mccall St. TORONTO 2
AD. 5112

A Prive OF THE MIGHTY PEACE

PAN MAIL
Sir: I understand that you
will be making your Vernon
Awards "every year here af-
ter", which justifies the
horrible thought that you
should live so long.

PHARE PREY
Those approached by a cer-
tain agency man at the CAB
Convention, and inve-
ted to go off into a quiet cor-
nor for a game of cribbage
should recognize golden
opportunities when it knocks.

PUBLIC RELATIONS
"An eager beaver is a
sack with a commission."
—Mary McElrath

HORROR-DE-LUXE
The Board of Governors of
Canadian Broadcasters
are to meet shortly to dis-
cuss the ban on horror pro-
grams. We understand the
political broadcasts are not
included on the agenda.

STUMPED!
The radio producer who
paid his right arm he could
come up with a new idea for
quiz program

PRESS RELEASE
Tenor Frank Munn will re-
sent a musical compliment:
"The Way You Look At
night."

Aspirin takes care of you
for the next morning.
—Sudbury Sta

RASPBERRY
The Peterborough Examiner
pokes fun at the radio an-
nouncer who urges people
to "save one of the few ice
coal in five," but omits to men-
tion that it is carrying fuel
conservation with itself, which
are released in the same can-
nister as the announcements

MISINFORMED
May we contradict the re-
mark that one of the BCA
Award winners arrived at his
dinner with a wire cased
chocolates which he could

ENUNCIATION
Mail to CJCA's "Music:
I.Q." has been addressed
to such fantastic names
"I Chose," "Art Quo," "Let
You," "Hi Que," "Hi Box-
Mie Kues," "Like You
"I. Q." "Alleelee" etc.

R. I. P.

And now for three days a
complete relaxation and re-
newed old Quebec—let us

Page Thirty
The Canadian Broadcaster
February, 10th, 1945

PREMIUM HD-1000 WATTS GRANDE PRAIRIE ALBERTA

Ain't PENETRATION
Grand?
•
Especially if
there's no audience!
•
With us
it's AUDIENCE!
(If those who can,
penetrate).

CFG

Grande Prairie

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

VOICE OF THE MIGHTY PEACE

Howdy Boys

LOOK US UP AT THE CHATEAU
For What's New and What's Coming...

See Our EXHIBIT at the C.A.B.

Chateau Frontenac  •  Quebec City

PRESTO • FONDA • AMPEREX AUDIO DEVELOPMENT CO.

and

WALTER P. DOWNS LIMITED
633 DOMINION SQUARE BLDG.  •  MONTREAL

Coast to Coast TRANSCRIPTIONS
Canada's Finest Recordings on the World's Finest Equipment

The Bovril Show  •  Odorono
Super Pyro  •  Pepsi-Cola®
Magic Baking Powder®  •  Orient Hosiery
Fleischmann Yeast®  •  B. C. Fruit®
Absorbine Junior  •  Fruit-a-tives®
The Oxo Program®  •  Wartime Prices and Trade Board
The Ogilvie Program®
MacDonald Tobacco Sport Round-up
Wampoles
Musterole

*French as well as English

RECORDINGS REGISTERED
633 DOMINION SQUARE BLDG.  •  MONTREAL
Gentlemen,

THE INDUSTRY!

CFRB
TORONTO