Help Wanted Male!

It took the Honorable Paul Beaulieu, Minister of Trade and Commerce in the Quebec provincial government, to steal the show at last week's CAB convention from the CBC!

Dr. Augustine Frigon, CBC general manager, and a good dozen of his satellites, were guests of the private broadcasters at their three day annual meeting in the ancient capital, and were hearty contributors to and participants in the entertainment between the meetings. Possibly this operation became that it must have reached its peak with the presentation of the CAB annual dinner of CBC war correspondent Peter Stursberg, whose interesting talk on how the CBC brings its listeners pictures of Canada at war was ably introduced by the CBC general manager.

After deliberations around the conference table on such matters as the Bureau of Broadcast Measurement, Religious Broadcasting, the Committee on Commercial Continuities . . . after what must have been the most successful convention of the CAB's existence . . . socially . . . the broadcasters were entertained at a luncheon by the Quebec private stations. Here M. Beaulieu, substituting for Premier Duplessis, held his audience enthralled while he outlined his government's views towards the dictatorial tactics of the CBC. "We are determined", he thundered, "to see to it that in the Province of Quebec at least, the federal government shall give the greatest possible measure of freedom and liberty to privately owned stations".

It may be claimed that the Canadian Association of Broadcasters has long shared these views, but the Quebec government has gone a step further than just talking; neither has it indulged in the uninspiring demonstration of weeping in its own beer. The day after the luncheon, Premier Duplessis tabled a project in the Quebec House calling for the establishment of a Quebec radio network, and in this respect he has defied all CAB precedent by suiting action to words.

Whether or not we subscribe to the political aspirations of "L'Unison National"; whether or not M. Duplessis can carry out his intentions in spite of the Broadcasting Act . . . in spite of Dr. Augustine Frigon . . . is beside the point. The Quebec government is prepared to act on its convictions, and if the gentle monarchs of the CAB have been laboring under the delusion that the "Pussyfoot Policy" they have been adopting is in accordance with the wishes of their membership, then the ova- tion with which M. Beaulieu's utterances were received should enable them to reverse their thinking insofar as their relationship with the CBC is concerned . . . or else to admit that they are just plain scared.

In this year's presidential address before the CAB, Glen Banner expressed the view that the broadcasting and the regulatory functions of the CBC should be separated. He said the same thing from the same podium in February 1944. In the interim, the CAB has proceeded to get its second (Dominion) network into action. So smooth has this operation become that it must be the envy of all the allegedly private stations which contribute daily to the government's continued acts of aggression by turning the other cheek.

The Canadian Broadcasting Corporation is spreading its tentacles, but it is unable to function at all, much less to expand its scope, without the complete co-operation of the private stations, which it must have if its programs are to be heard.

Resisting the CBC is the equivalent of defying any other department of government. It entails ingenuity, and, more still, a high degree of courage. But unless it is resisted—and Messrs. Duplessis and Beaulieu have surely blazed the trail—it will be only a short time before all the liberty the private stations will have left will be the liberty of saying "yes" to their masters at Ottawa.
It's The Right Combination that does it...

* A Progressive Market

** A Progressive Station

- Kamloops Wage Earners have the highest annual earnings of any city in B.C. ($1840.00).
- Kamloops has more radio homes per capita than any other city in British Columbia (92%) when 7.00 p.m. and 9:00 p.m. are spent listening to the half hour program you listen to... it takes the average listener a whole week to hear the 17.00 p.m. program which means the boys are constantly blowing and missing for four hours at a stretch... the toughest one mind-numbing task is the split second timing... why doesn't someone do those things?

Ftep: Bert Yavitch has the ban at the Hollywood Hotel in Toronto worth a try if you're looking for a top radio singing voice... Jimmy Berlin who owns millions to Ross Gerow's "House hunting" premium can play sax and clarinet equally as well as trumpet... Paul Scherman (Don Miguel) footed the bill for a party the other night at the Longbar... Bar, in this city, celebrating the removal of the Latin-American Second series... an old coincidence comes to light on the new "Dream Time" program; the violin section is known as the "Fine Fives", namely Solway, Steinberg, Sugerman, Sumberg and Scherman. The big shows on the same show are called the "Four Aces", i.e. Alyn, Allen, Alan and Avis. Why? We ask the one by. (That's what you think it's for)

Aria Buffa: There's a new one on J. Caesar Petillo, president of the Musicians' Union. We note it because it's funny, but it is understood that we stand in complete disagreement with it. "Pianissimo means little music with pay: Pianissimo means much music with pay: Pianissimo means no music with pay." (Go help our bread and butter.)

Aria Series: Toronto's CBC have moved from Davenport and York to Jarvis Street... Maurice Morris is seen conducting "Prinivil Rehearsal" in Montreal... Mart Kenny just disked for RCA... Sweet Cap orchestra and singers are due for a major break-up... There are no major programs lined up for tomorrow yet, but we'll still lay odds that the boys won't be getting their planned vacation. With V-Day just around the corner radio is getting ready for a real boom.

Murray Ross and Leo Sinder are the finest piano team on the airwaves... "The Parlor String Quartet" just flew in Winnipeg for a concert... Ray Duncan, Montreal trumpetist, is musical host for "Les Jeunes Trombonistes", a French version of the "Happy Gang"... Harry Freil, star of "Happy Gang" has been forced to take a complete rest for reasons of health.

Cavatina: Andrew Allen's latest "Sing Along" success was a play called "Indie's Mine". He received so many letters for box office receipts that he may be doing a repeat. Script was by Al Pierce. Another repeat coming up is "The Other Side", another Leo Sinclair brain-child... incidentally we happen to know (having written the moral score) that Andrew is the only producer in Canada (unless there happen to be some others) who has a V-Day special ready to air on a one-hour notice.

Code: If the M. D. says we're A1, we'll be writing you from K. P.

A Great Combination For Sales Success

Ask the All-Canada Man

CFJC has 96.3% of the listening audience in Central British Columbia from 7 a.m. to 7:00 p.m. and 82.5% of the listening audience after 7 p.m. Questionable, the greatest advertising medium serving the extensive cattle raising, agricultural, lumbering and mining area of the interior of British Columbia. Kamloops is a divisional point on both the CPR and the CNR.

CFJC is the only station serving the great British Columbia Cattle Country which last year alone brought ranchers $5,000,000. The largest Cattle Company and the largest Sheep Company in Canada are within close proximity of Kamloops.

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910 Kcs 1000 Watts

The only medium completely covering all of rich Central British Columbia

Now more than ever...
"Announcers at this station must definitely be showmen, with executive ability; they should be able to sing, produce, act and make their own musical arrangements. If you feel you can qualify and have at least thirty years experience in broadcasting business, we shall be glad to consider your application."

Jack Fuller, popular Toronto announcer, is in Wellesley hospital suffering from double pneumonia and a steep throat. He is still receiving oxygen, but his friends have been assured that he is as well as can be expected.

Jack was first taken ill early this month, and is not expected to leave the hospital for a further three weeks or month.

Don't overlook this important market

National Representatives
J. L. ALEXANDER
Toronto • Montreal

A tip to the Wise

"New trend among the Agencies is 5, 10 and 15 minute recorded shows in view of the tight air time."

Radio Daily, Feb. 13, 1945

WE ARE SPECIALISTS IN THE CUSTOM MADE TRANSCRIPTION FIELD.

Duophonic Recordings
Call us...

For up-to-date Market Data, Available Times, Program Information and Intelligent Service on all or any of these live Independent Stations.

"Private monopoly is scarcely ever complete and even more rarely of long duration or able to disregard potential competition. But a State monopoly is always a State-protected monopoly—protected against both potential competition and effective criticism."

Professor Hayek

---

HORACE N. STOVIN
& COMPANY
Radio Station Representatives
MONTREAL  TORONTO  WINNIPEG
President’s Address

Importance of Local Programming

Private broadcasters must “keep proper measurement between network and local community interests and locally produced programs”, Glen Bannerman told the Canadian Association of Broadcasters in his presidential address to the CAB Convention in Quebec City last week. They must maintain this balance even to the point of fighting the network to hold into time for community broadcasting, he said, or else “another station in your community will earn the loyalty of the people”. And you will be out of luck if stations which neglect local programs, he emphasized, become little better than repeater stations.

Regulations, he told the delegates, be they good or bad, should be obeyed while they are in force. “But”, he continued, “if the regulation is unsound, you should fight day and night for its removal”. “If not, you will be reduced to disorganization”.

Summing up the association’s accomplishments in the past year, Bannerman listed the Standardization of Rate Structures; the reduction of the 1,000 watt power reece; the CBC general management’s statement in this paper favoring the use of FM by private broadcasters; the adjustment of the station and talent sales tax question in conjunction with the CCA, the CAAA and the CBC; the progress of the Bureau of Broadcast Measurement in the institution of “Report from Parliament Hill”; the work of the Joint Committee on Commercial Radio Research.

Commercial Continuities

A resolution authorizing the Joint Committee on Commercial Continuities to continue its studies, which was passed by the Canadian Association of Broadcasters and the directors were authorized to place at the committee’s disposal a sum “not to exceed $2,000 for the purpose of carrying on such studies or surveys as may be deemed necessary to enable the said committee to complete its findings.”

The committee consists:
- Representing the Association of Canadian Advertisers: Robert Jones (chairman), and F. R. McBrien.
- Representing the Canadian Broadcasting Corporation: Edgar Stone and Charles Jennings.
- Representing the Official Sales Representatives: John Treggie and Jack Slatter.
- Representing the Canadian Association of Broadcasters: Lloyd Moore and Dan Carr.

Arthur Evans continues as secretary to the committee and Jack Graydon of Canadian Facts Ltd., has been retained as Research Counsel.

Wants News Freedom For Press and Radio Alike

A resolution was passed by the Canadian Association of Broadcasters during their annual convention at Quebec City last week, urging the government to guarantee to radio, press and the news services the right to report and distribute to the citizens of Canada news of incidents and events as they happen.

Glen Bannerman, speaking on the resolution, said that “inasmuch as the privately-owned broadcasting stations in Canada are largely dependent upon the news services for the international and national news broadcast to their listeners, this entire question of reporting and exchange of news is of primary concern to the future relations of each station with the citizens of its community.”

The resolution urged the Canadian government to assist in obtaining a post-war agreement among all nations guaranteeing the freedom of reporting and exchange of news. The resolution also called for the government to “take the requisite action to ensure that this freedom be recognized constitutionally by Canada.”

Publishers and broadcasters have been most fortunate in the fine calibre of the men who have been charged with censorship during the war, Bannerman said. But, he continued, “With the cessation of hostilities, the situation will become entirely different, and the broadcasting industry is ever bit as concerned with the future as any other medium engaged in disseminating news.”

“Provided that all units concerned with the gathering of news is this country and all other countries have equal and full access to that news, we need not fear the propagandists or special pleaders, for the true facts will ultimately become public knowledge, even though it be through controversy,” Bannerman said.

“It only is when news is limited, by control or otherwise, and restricted to one source, that public knowledge may well become one-sided and dangerous to the peace and understanding of the peoples of the world.”

BBM Forum

A significant feature of the Bureau of Broadcast Measurement Forum at the CAB Convention was the keen interest shown by radio station operators in the question-answer period, and the apparent general satisfaction expressed in the meeting concerning progress made.

The frank admission of BBM officers that the present method was not entirely perfect was accepted by the industry, and there was general agreement that the operations of the BBM represent a continuing study during which any initial improvements will be ironed out. Broadcasters who appeared a little disturbed prior to the meeting seemed to have gained reassurance from the forum.

Several more stations intimated their intention of signing up with the Bureau quite unsolicited.

At the first general meeting of the BBM following the forum, I. E. Phener was re-elected president, Adrian Head vice-president and Athol McQuarrie secretary-treasurer.

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Did you ever hear

Olivette Thibault?

She delights

3,000,000 Quebeckers

each week!

You might not get the fine point of some of
Olivette’s quips... but gales of laughter from
the thousands of families tuned into CKAC
tell you that Thibault (T-bo) has touched the
French-Canadian funny-bone once more...

French radio—like French Canada—is a
world unto itself. French-Canadians listen to
radio in the proportion of 3 to 2 compared
with English-speaking Canadians. And the
family station is CKAC—voice of French
Canada since radio’s inception.

To get your share of Quebec’s $600,000,000
family spending, present your product over
CKAC. Latest facts of CKAC’s dominance in
family coverage gladly supplied.

CKAC
COLUMBIA
BROADCASTING SYSTEM
MONTREAL

Representatives
Canada: C. W. Wright, Victory Building, Toronto, Ontario.
United States: Adam J. Young Jr. Inc.

Listeners And The BBC

By
NORMAN H. MacLEOD
Chief Parliamentary Correspondent
British United Press.

So far as I could learn in the
course of an afternoon’s visit, the
only real concession that the BBC
makes to the picturesque traditions
and institutions of old England is the
four o’clock cup of tea.

Its observance of this ritual is
almost religious. But in no other
respect does this greatest of Empire
broadcasting organizations show
any sense of obligation towards the
picturesque English tradition which
requires that results, no matter how
efficient or impressive, should al-
tways be cloaked under methods
apparently casual, if not actually
blundering.

Even its afternoon tea, the BBC
takes not as a matter of tradition,
but because, come four o’clock, it
wants it. And it has it very un-
picturesquely, on the fly. Nothing
in the vast machinery of the organ-
ization stops while it is being
gulped.

In other words, if Hollywood
wanted to record an epic of real-
lived business efficiency in action it
could find no better
setting for its cameras and micro-
phones than the BBC executive
officers in Broadcasting House in
London. The moment you enter
the door the first sight that greets
the eye is a secondary barrier of
uniformed guards whose business it
to pass only those who have
business beyond. To the right of
the guards a busy reception desk
maned by a brisk corps of clerks
both male and female, issues—or
refuses—the passes which will get
you beyond this barricade. To get
a pass you only have to fill out
a questionnaire that quite consid-
ertately stops short of requiring
your fingerprints. Once the pass is
issued a guide appears suddenly at
your side from nowhere and leads
you with the directness and almost
the speed of an arrow to the par-
ticular office in the huge building
tenanted by the object of your
visit.

As you hasten towards your goal,
if the hour happens to be nearing
four o’clock, you notice that the
tea cups are commencing to appear
with apparently the same magic
that conjured your guide out of
nowhere. No one seems to be
watching them particularly as they
drink. In many cases without paus-
ing in their labors, the BBC work-
ers simply reach out with their
hands for the cup they appear to
know is there. You wonder if
some helpful office boy should
transcribe tea-cup and ink-pot to
some of the desks whether the
drinker would not gulp down the
ink.

Trim, debonair, immaculately-
groomed R. A. Rendall, assistant
to the BBC overseas chief, appear-
ed to have a greater sense of
ritual as he poured tea for the two
of us out of a handsome silver pot,
and courteously offered me my
choice of biscuits from a well-ap-
pointed tray. A promising and
authoritative official, I thought,
with whom to discuss the possibili-
ties of using the short-wave radio
to strengthen the ties of Empire.

Well, it didn’t take Mr. Ren-
dall quite, thirty seconds flat to
make it perfectly plain to me, al-
beit tactfully, that while personally
he is all for the ties of Empire, the
interest of the BBC in the short-wave
facilities that the over-
seas Dominions are installing is
wholly in the program interest they
can contribute to the BBC net-
works. Mr. Rendall’s explanation
was realistic. “If the program is
not good in itself, the listeners
will not accept it simply because it
comes from the Empire, and we
have to please our audiences to
hold them,” he said. It was as
simple as that.

He added: “It is true that we
are much interested in Canada as
a source of short-wave radio, just
as we are in short-wave transmis-
sion from the other Dominions.
But the Canadian programs should
(Continued on Next Page)
THE PIPE I SMOKE

(With Apologies to, William Henry Drummond)

The following is an address delivered, in character, by Narcisse Thivierge, manager of CHRC, Quebec City, to the Annual Dinner of the Canadian Association of Broadcasters at the Chateau Frontenac, Quebec City, February 13th. Each guest at the dinner received a corn-cob pipe filled with tobacco — a gift from Mr. Thivierge.

Ma fran, there's iss justt lak the pipe I smoke. And the pipe I smoke, she is justt lak' the pipe my father he smoke. And the pipe my father she smoke by gar, she iss lik' thees pipe. My father, you know, she smoke the pipe with the courer des bois, with voygeurs, with the Hudson Bay man which she buy and she sell. And, my great gran' father, she smoke the pipe with the gran' cheff of the Indian and then they all say: 'We smoke the Calumet, they call them the pipe of peace.'

So, ma fran', to-nite, me I happy you come my wigwam Quebec. Great chiefs before she come this wigwam for smoke Calumet, pipe of the peace. They all sit 'roun' the fire and they smoke and they make peace. There was Carter, him name was Jacques Carter. Then there was Champlain, and there she too was, fel'lahs la' Duke of Kent; also the keen boy of Queen Victoria. Him she was call Jacques Edouard. Nice fel'lah. Shure! She was nice fel'lah, Queen Victoria. We lak' her... so we go fight for her.

And after that there come wig-wam Quebec, other fel'lahs kings and queen. They come from other side big lake. You know, she is call Angle-terre that contre, because she have plenty Angles.

So, now, we sit here aroun' fire, thinking of dem things.

Wan the duke of Ken she come when Prince de Galles she come too, we say 'Ah-ah!' Nice fel'lah there! And, later again, she come to Quebec, big fela' lak' Churchill... lak' Roosevelt and lak other big shot. Me too I give them pipe lak' thees. Calumet. Pipe of peace. And we smoke to-gether and we happy.

So, fellas, to-nite, me give you too the pipe I smoke for because she is pipe of peace, of friend, pipe she mean peace. And we smoke now, the pipe. The Calumet. And when she is smoke there that Calu- met she say welcome wigwam Quebec. And smoke she mix with clouds over best hunting ground Mauri she give man and that mean Canada. So, hourray for Canada from Halifax to Vancou- ver. She mean Quebec she smoke Calumet peace with you here and Calumet she mean peace every- where she is smoke. So, no forget thees pipe of the peace. She is smoke here in old Quebec wigwam and when no more babo left she come back again Quebec wigwam for more tobacco and more Pipe of Peace. I have spoke!
CBC MOVES TO NEW ADDRESS

On February 12th CBC Toronto Offices moved from their quarters at 55 York Street to newer and larger premises. The new address of

NATIONAL PROGRAM OFFICE
COMMERCIAL DIVISION
STATION RELATIONS DIVISION
TRAFFIC DEPARTMENT
PRESS AND INFORMATION SERVICE IS

354 JARVIS STREET
TORONTO, CANADA
Telephone Midway 5481

CBC Toronto Studios, CBL and CJBC, will remain for the present at 805 Davenport Road, Toronto—KEnwood 9411

All-Canada Dinner
One of the most successful social events of the CAB Convention was the dinner tendered to All-Canada station managers and their friends by Harold Carson on February 12th.

An interesting feature of the function was the complete lack of business discussions, Guy Herbert's masterful performance as combined toast-master and master of ceremonies, and a long list of stories from Percy Guyaner, whose "Bridge Story" improves with the years. Harry Sedgwick and the BBC's imitable Gilbert Harding.

Beaver Awards
Not A First

It has been pointed out to us that our recent presentation of "Beaver Awards" was not a Canadian "first", since Radio Monde has been making such awards in French Canada for some years past.

We are happy that this point has been brought to light, and would also like to draw attention, as we have done before in these columns, to the pioneering work which is being done by the same publishers with their paper Radio World, which is doing a yeoman service to English language radio by filling a long felt need for a fan paper, insofar as the paper restrictions will permit. Bien à vous, Marcel Provost!

TORONTO NIGHTINGALE

Featured soprano on the "Voice of Victor", at 19, blonde petite Marilyn Stewart has won an enviable record of musical achievement in one short season. Equally at home in operatic aria and the latest hit ballads, Marilyn first saw the light of day in Toronto. At fifteen she was singing for Weston's Biscuits. She appeared with the "Teen-Agers" for O'Keefe's: she sang on CFRB's "Saturday Serenade", and is heard frequently on Simpson's "Musical Nightcap". She also sang last year on "Singing Stars of Tomorrow". She plays the piano and numbers horse-back riding among her accomplishments.

"Canadian Advertising"

Alan Ball, editor of "Canadian Advertising", reports on the failure of many stations to furnish corrected proofs of rates and data for insertion in his quarterly reference book. Listing proofs are sent out prior to every issue, he says and an accountable number of stations fail to return proofs with the result that when changes occur in station detail, the listing material is not current.

CKOV served local accounts
in NINETEEN communities in
the Okanagan—Similkameen in October, 1944.
CKOV spells C(K)OV'erage in one
of B.C.'s best markets.
IDEA-A-DAY

Every day is an anniversary of something or other, and anniversaries make good copy ideas, or suggest possible plays or other programs. Here’s an anniversary idea for every day in the month of March.

March
1. 1871—30,000 Germans entered Paris at the conclusion of the Franco-Prussian War.
2. 1884—Texas declared its independence from Mexico.
3. 1885—Alexander Graham Bell, inventor of the telephone, was born in Edinburgh, Scotland.
4. 1895—President Theodore Roosevelt inaugurated for second term.
5. 1748—British navy started to wear uniforms.
7. 1906—German troops marched into Rhodesia.
8. 1903—Mrs. Curie announced results of her investigations into the properties of radium.
9. 1918—Russian capital moved from Petrograd to Moscow.
10. 1872—Joseph Mazini, Italian patriot, died.
11. 1727—Eli Whitney secured U.S. patent on cotton gin, separated seed from fibre, made growing profitable.
12. 1820—Maine joined the Union.
13. 1916—Vera Tregillus, German admiral in charge of submarine campaign, resigned.
14. 495—St. Patrick, patron saint of Ireland, died.
15. 1891—Telephone communication established between London and Paris.
16. 1859—British government announced 8-hour day for men at dockyards.
17. 1727—Sir Isaac Newton, discoverer of law of gravity, died.
18. 1671—First meeting of German Reichstag.
19. 1882—Law against polygamy passed in Utah.
20. 1873—Slavery abolished in Texas.
21. 1899—British government announced its independence from Canada.
22. 1842—Alexander Graham Bell, inventor of the telephone, was born in Edinburgh, Scotland.
23. 1916—Sir Isaac Newton, discoverer of law of gravity, died.
24. 1794—Eli Whitney secured U.S. patent on cotton gin, separated seed from fibre, made growing profitable.
25. 1920—Maine joined the Union.
26. 1884—Texas declared its independence from Mexico.
27. 1885—Alexander Graham Bell, inventor of the telephone, was born in Edinburgh, Scotland.
28. 1895—President Theodore Roosevelt inaugurated for second term.
29. 1748—British navy started to wear uniforms.

Mayor for Sale
In a recent War Savings Stamp Drive aired over CJIC, Sault St. Marie, an auction was held whereby purchasers of War Savings Stamps selected Mayor Jack McMeeken of Sault St. Marie to assume the role of a store clerk for one night. The other nominees were Chief of Police Robertson and His Honor Judge MacDonald. Listeners phoned in bids with the promise of buying stamps and naming their candidate, while local stores bid in the form of stamps for the services of whichever contestant was chosen. More than $4000 in War Savings Stamps were sold on the half hour program over the Soo station.

Survives Sinking
Marguerite Charlebois, former secretary to Peter Aylen at CBC Ottawa office, had an exciting experience on her way to Britain when her ship was sunk, losing all personal possessions except the clothes she was wearing. Miss Charlebois was on her way to Paris to join the staff of the Canadian Legation to France. Her sister, Madeline, is a news commentator for the CBC in Ottawa.

New Manager at CKMO
Dan Sheridan, veteran American sportscaster has replaced Roy Wright as manager of CKMO, Vancouver.

CKNW LEADS
All the Way!
(according to E.H.)

MORNING
8 a.m.-1 p.m.
CKNW New Westminster 44 0
Station “A” Vancouver 51
Station “B” Vancouver 49
Station “C” Vancouver 50

AFTERNOON
1 p.m.-6 p.m.
CKNW New Westminster 79
Station “A” Vancouver 52
Station “B” Vancouver 50
Station “C” Vancouver 49

EVENING
6 p.m.-10 p.m.
CKNW New Westminster 27
Station “A” Vancouver 14
Station “B” Vancouver 10
Station “C” Vancouver 16

CKNW
NEW WESTMINSTER, B. C.
B.C.'s Third Largest City

★ Starring

PEAK RADIO PRODUCTIONS
A New Name In Radio

CAST:
Marcel Sylvain - Productions in French
Lawrence Thor - Productions in English
Allan McIver - Music
Frank Lewis - Business Manager

STORY: Peak Radio Productions is a unique combination of abilities and experience, designed to provide the finest in radio production, French and English. Advertising agencies are invited to request auditions of new program ideas and packaged shows. In the meantime...

"You'll be hearing from us"

PEAK RADIO PRODUCTIONS LTD.
MONTREAL—1405 Bishop St. HArbour 5346
TORONTO—WAverly 8845
The MEN represented by NBS

JIM HUMPHREYS manager of CJCH Halifax

With 23 of his 40 years devoted to broadcasting, few if any men in Canada can match the record of Major James Humphreys, manager of CJCH, the new Halifax station.

Born in Birmingham, England and educated in Montreal and Vancouver, at 17 Jim became an operator on CNR radio-equipped trains running between Halifax and Vancouver. He handled such assignments as the Canadian Tour of Empire Statesmen, was assistant to Gordon W. Olive, now CBC chief engineer and worked with E. A. Weir then CNR director of radio.

Joined CFCF Montreal in 1930 and for 12 years served in every capacity from announcer to acting manager. Marconi Company chose him to do an important wartime expediting job as their special representative in the U. S. On completion of his mission last summer, the Chronicle and Star appointed him manager of CJCH, "the friendly voice of Halifax".

Highly regarded for his personal qualities and radio ability, Jim has renewed old friends and is fast winning new ones. Each evening he withdraws from that beehive of wartime activity that is Halifax to suburban Boulderwood where he and Mrs. Humphreys with their two children have made their home.

NATIONAL BROADCAST SALES

RADIO STATION REPRESENTATIVES

Bank of Commerce Bldg.,
TORONTO, ONTARIO.

University Tower Hotel Bldg.,
MONTREAL, QUE.

REPRESENTING

CKEY Toronto
CJCH Halifax
CJAD Montreal

CJTN St. Catharines
CKG Hamilton
CKRN Niagara Falls

CKWS Kingston
CJL Limerick Lake

CHEX Trail
CFCJ Prince George

CFCA Port Arthur
Ste. Anne de la Pocatiere

Trade Winds

BOVRIL (CANADA) Ltd.: has started "Recipe Tune" over a list of Canadian stations, Cockfield Brown & Co. Ltd., Montreal.

C. E. FULFORD Ltd. (ZAMBUK) - spot announcements 3 a week over number of Canadian stations. F. H. Hayhurst Co. Ltd., Toronto.


STAFFORD-MILLER of Canada: has started daily early morning newscasts over CKEY, Toronto. Mckim Advertising Ltd., Toronto.

BELL TELEPHONE CO. OF CANADA: has begun a spot announcement campaign, 15 spots a week over a number of Ontario and Quebec stations. Spotzer & Mills Ltd., Montreal.

PERFECT CIRCLE CO. Ltd. (PISTON RINGS): beginning March 19 daily newscasts over CKEY, Toronto and CKOC, Hamilton. Talks on Decorating, Presented direct.

GILSON MFG. CO.: 15 minutes 1 a week beginning late February over CFRB, Toronto for its sixth year "Queer Quirks". R. C. Smith & Son Ltd., Toronto.

North. Broad. Changes

Jack Davidson, manager of CKWS, Kingston, has been appointed supervisor of stations operated by Northern Broadcasting & Publishing Ltd., and will be located in Toronto. The list of stations under his supervision includes CKGB, CJKL, CFCH, CHEX and CKWS. Replacing Davidson at the Limestone City will be Roy Hoff, former manager at the Montreal office of National Broadcast Sales and at one time commercial manager of CKWS.

Personnally Speaking

Gordon Bennett has left the engineering staff of CJAT, Trail, to join the CBC Vancouver studios. Terry O'Dell, former newscaster at CBL, Toronto, and recently discharged from the airforce, has joined the announcing staff of CMB, Montreal. Rip Crotty has been appointed national sales manager of CKWX, Vancouver, being promoted from sales service manager.

Next Issue

Mar. 10th

The Ardiel Advertising Agency Limited

WELL DIRECTED ADVERTISING co-ordinated with your merchandising plans.

OFFICIALLY RECOGNIZED
By all Newspaper, Magazine, Radio, Outdoor, Street Car, Direct Mail and Graphic Arts Associations...

THROUGHOUT THE WORLD

HEAD OFFICES
CONTINENTAL LIFE BUILDING
TORONTO, CANADA

TORONTO OFFICE
371 Bay St., Toronto 4994

HAMILTON OFFICE
37 James St. S., Hamilton 2-8524

OAKVILLE OFFICE
1016 Colborne St. W., Oakville 1016

World Wide
Breakfast Club Luncheon
Sponsor Entertains Stations At CAB Convention

Don McNeil at the "Breakfast Club" (Blue Network) microphone; and round him, from left to right, Nancy Martin, "Sam", Don Dowd (announcer), Jack Owens, and an unidentified visitor. They are sponsored for 15 minutes daily by Swift Company Ltd., through J. Walter Thompson Co. Ltd., Toronto.

Between April 3rd and 18th, 1944, nearly 500,000 pieces of mail requesting charter memberships from over 800,000 people were received by Don McNeil's Breakfast Club, according to J. T. Urice, Radio Director of J. Walter Thompson Company, Chicago, at a luncheon given in Quebec by the Canadian Company Ltd., to the stations on the network which is carrying their portion of the program.

Mr. Urice made an interesting comparison of the various sizes of cities and the rating earned in them by the program. In thirty-two metropolitan areas, he said, which are served by four networks, the program gets about 28% of the audience; in ten large markets with three stations, it gets around 50%; in nine medium size cities, with two stations, the figure is something like 58%; and in ten smaller cities with only one station, it goes up to over 70%.

Pointing up popularity of the program, the speaker explained how the program was heard an hour earlier in November 1944, being changed from 9 a.m. to 8 a.m., both listening audience and sets in use increased in Youngstown, Ohio.

A feature of the luncheon which was both amusing and informative was the playing of a recording which had been made especially for the occasion, when it was found that it was impossible for Don McNeil to be present. McNeil described the structure of the program, introducing his artists to demonstrate his meaning, spoke about individuals present at the luncheon, and also made veiled remarks concerning the "humidity" of the Province of Quebec.

693 Reasons Why MOST PEOPLE LISTEN MOST TO C J C A

"LAST MONTH 126 WELFARE ORGANIZATIONS USED THE FACILITIES OFFERED BY CJCA TO PUBLICIZE THEIR VARIOUS COMMUNITY ACTIVITIES

693 APPEALS WERE MADE"

CJCA—The Preferred Station IN NORTHERN ALBERTA
PREFERRED—By Those Who Buy Time
PREFERRED—By Those Who Sacrifice Time for Community Welfare.

CFOS
Nerve Centre Of North Grey
By-Election

The three candidates placed their main dependence on Radio Station CFOS, Owen Sound, in giving their messages to the electors. During the campaign they used CFOS for the following:

184 Broadcast Speeches
339 Spot Announcements

And here is what the candidates have to say about radio in general and CFOS service in particular.

- W. Garfield Case, Prog. Cons. member elect

"I have a greater appreciation of radio than I have ever had before..."

- Gen. A. G. L. McNaughton, Minister of Defence, Liberal

"Radio fulfilled its mission in bringing the electors of North Grey the fullest information on the Liberal position..."

- Air Vice Marshall A. E. Godfrey, C. C. P.

"I found our radio broadcasts over CFOS to be of inestimable value..."

CFOS
"The Voice of Grey and Bruce"—OWEN SOUND
Horace N. Stave, National Representative
Canadian Sports Have A Place For Radio

by Gordon Howard

Gordon Howard, radio writer-announcer, has a background in sports which includes professional baseball and hockey, as both player and official. He believes that sports are a part of the Canadian scheme of life... believes too that radio could play a greater part in sports leadership.

"He shoots, he scores!"

We're not just sure to what extent these famous words identify the sponsor of Canada's best known sports broadcast, but we are sure that their significance extends far beyond our own country. In condensed form they have been beamed all over the world and literally thousands of fighting men have commented favorably on their reception. In the United States, where baseball is the national game, the World's Series is similarly broadcast with equal acceptance by American fighting men. These facts speak for themselves. As a nation we are definitely sports conscious.

The Canadian army has set up far reaching machinery to provide all kinds of sports for the troops, not only as an aid to physical fitness, but as a morale builder. With thousands of former athletes in the services, the task has been made immeasurably easier, and athletic groups in the various branches of the services have grown to immense proportions.

What of the post-war era in sports? And more particularly what part can radio play in fostering sport as a national institution? Undoubtedly play-by-play broadcasts of major sports will continue as a means of entertainment for the listening audience. Sport reporters will probably continue to announce results of various contests with an occasional comment of their own on events of unusual interest. Then, up to the present, is radio's function in the field of sport, and there it will probably remain until leaders in sport become radio-minded beyond the publicizing of their own interests.

At this point it might well be mentioned that for many years sport promoters were hesitant to permit broadcasting of the various events they staged, claiming that the box office would surely suffer. Experience proved them wrong. Why actually happened was a healthy growth in sport, interest by the public. This same interest will soon be augmented with the return of thousands of fighting men to peacetime pursuits and sports in general would seem headed for a postwar expansion far beyond their present confines.

When the Canadian Beaver Awards were announced a few weeks ago, Station CKNX of Wingham, Ontario was recognized for its contribution to community service, not the least of which was their policy in regard to sports as a community enterprise. This live-wire station is convinced that popularizing sports will go a long way in the re-habilitation of men returning from overseas, and the plan could well be carried many steps further.

A few years ago Gus Ryder, nationally known swimming coach, was toying with an idea whereby radio might help him in his ambition to make a swimmer out of every Canadian boy or girl. It was an idea which unfortunately never developed. Radio was apathetic, and sponsors had their heads buried in the sand looking for a new angle in quiz programs.

Joe Lally of Cornwall, the grand old man of lacrosse, tried desperately to revive Canada's National Game, but he was a voice crying out in the wilderness of decibels and megacycles.

The world's outstanding sports spectacle for many years was the Olympic Games held at four year intervals. The venue was changed each time and the wire-pulling done by various cities to secure the event, backed political lobbying off the map. Some dreamers thought Canada might lay claim to holding the event. "Impossible," said the scoffers. Facilities are not suitable; we're not sports-minded enough. Well, all indications point to a renewal of the Olympic Games soon after V-Day, which prompts us to ask a question, fanciful though it may be. Let us assume we have the broadcasting rights of this spectacle — would anyone like to sponsor our broadcasts, Gentle men, please don't crowd!

We have all agreed that radio is here to stay and by the same token is sport. Both, we hope, will grow and prosper. How much they will help each other depends on how soon they get together on a basis of mutual advantage. We think they might even develop to that stage where the holding of the Olympic Games in Canada could become a reality.
Y.M.C.A. Sponsors Sports College

A free trip from anywhere in Canada and seats for two National Hockey League play-off games in Toronto is in store for some Canadian boy and one of his parents when the Sports College of the Air has found the best answer submitted in its forthcoming sports contest.

The best answer is to be elicited from the replies to two tests which will be announced by the Sports College director, Lloyd Percival, on the broadcast of Saturday, March 5, at 12:15 p.m. EWT, over CBC's Eastern network.

The contest is open to all Canadian boys who are registered members of the Sports College of the Air, which is presented weekly from coast to coast as a joint project of the Y.M.C.A. and the CBC.

The authors of the best hundred entries will each receive an award, and at the same time become eligible for the national prize. There will also be nine awards for the best entry from each province.

The national winner will be announced during the Sports College broadcast of the following week, Saturday, March 10. The boy and his guardian will be introduced to hockey players and officials in Toronto, and will be entertained by the Y.M.C.A. during their stay in the city.

 Would Ban Sunday Commercials

Applauding the CBC for its action in continuing Sunday religious broadcasts, the Toronto West Presbytery of the United Church urged that radio stations "discontinue all commercial advertising on the Sabbath." The resolution suggests that the announcement of the sponsor's name be permitted, but would ban the broadcasting of commercial announcements before and after programs.

The Presbytery has also asked the Dominion government to ban horse racing for the duration.

Wedding Bells

The wedding of Flying Officer W. H. "Bill" Stovin, duly attended by brother Jerry as best man, took place in England Friday, February 16th, to Miss Doreen Blackwell, according to an announcement made by Horace Stovin at a gathering of the managers of the stations he represents in the Windsor Hotel, Montreal, on the same day.

Besides being a long-distance wedding party for his son, this gathering took the form of a "sub-convention" for the discussion of subjects relevant to local and national sales by the group of stations.

You Can't Miss Kitchener

"Between 1939 and 1943 the total sales in the (Kitchener-Waterloo) community grew by 97½% to $146,250,000.00"

These and other facts-figures are to be found in the 1944 Kitchener-Waterloo Survey of Canadian Chamber of Commerce.

Ask WILLIAM WRIGHT

1404 Victory Building, Toronto
420 Medical Arts Bldg., Montreal

OTHER SIGNALS MAY REACH KITCHENER, BUT KITCHENER LISTENS TO

C.K.W.

MONCTON N.B.

We don't sell time...We Sell Results

Horace N. Stovin
Representatives
Toronto and Montreal

We were always sold on the idea that business needs young blood and finally did something about it...in the form of Dean Kaye. Although still in High School, the lad rolls out "toughies" like a professor of English. He first proved the qualities of his voice on the Sunrise Round-up 7:00-7:30 a.m.

The rest of the staff, announcers and technicians proved their merit long ago and have been improving ever since. Now they are all top-notchers which helps to make CKCW a "must" in the Maritimes.

There is a record of Dean Kaye's voice waiting to be sent to you free...also a record of what we have done for CKCW advertisers in the prosperous Moncton area. Horace N. Stovin will supply both.
Mayor La Guardia, of New York, whose station WNYC regularly rebroadcasts the North American edition of the BBC's "Radio Newsreel," is a great admirer of this radio "magazine." "Interest-ins, informative, exciting, dramatic" is his description of it.

The Writers' War Board of America, an official body whose job it is to commission writers in the service of government projects, stated recently "Movies and radio can drop bombs too on our ignorance, our indifference, and our short-sightedness." They went on to mention two radio programs.

**New Appointment**

All-Canada has announced the appointment of Johnny Tegale to the new post of Manager of Station Time and Statistical Department. He will continue operating from the Toronto office.

The Writers' War Board of America stated recently that "Movies and radio can drop bombs too on our ignorance, our indifference, and our short-sightedness." They went on to mention two radio programs.

**Official Opening Of CBC Short Wave Service**

The formal opening of the Canadian Broadcasting Corporation's international short-wave service will be marked by a full hour of exciting, dramatized reports of the actual fighting, from CBC short-wave, bring the war graphically to the listener.

**WSOO**

SAULT STE. MARIE, MICH.

A WRIGHT STATION

Marketing the Blue Network Co-operative shows.

Network productions for local sponsorship.

Network productions for local sponsorship.

John B. Kennedy, R. G. Swing, Dick Tracy

(Co-operative programs)

WILLIAM WRIGHT

AD. S451

Victory Blvd.

**CBC Program Report**

About 55,000 programs were carried in 16,000 hours of broad casting on various CBC national and regional networks according to the recently issued CBC Annual Program Statistics Report covering 1943-4.

85% of this time was used for public service and sustaining programs, the report says, and 15% was commercially sponsored.

40% of all sustaining time was filled with light music, and 25% was devoted to news.

Drum occupied over half of the commercial time.

**_CFGP**

1000 WATTS

Serving the Peace River Country and Northern British Columbia

"Voice of the Mighty Peace"
REGINA DRUGGISTS AIR WEEKLY BROADCASTS

(Reprinted from Canadian Pharmaceutical Journal)

To bring before the public the services given by neighborhood drug stores, 25 of the 27 Regina druggists have joined in a co-operative radio program, broadcast each Sunday afternoon.

Each broadcast presents a transcribed play, ranging from comedy to drama, given by Hollywood artists, and each broadcast is of 30 minutes' duration.

During the broadcasts announcements are given outlining the services available to the public through the family and neighborhood druggist and the part he plays in the life of the community.

Stress Part Played by Druggists

The announcements are general in character and do not contain the name of any one druggist, stressing instead the part played by all if them in helping to keep a community healthy and happy.

Each of the druggists participating in the scheme contributed $25 towards it and it is estimated that the advertising to be gained will cost each just a little over $1 per broadcast.

The broadcasts are presented over Station CKRM.

"This is a trial in co-operative advertising that I think will prove to be worthwhile," said Cyril Blackham, president of the Regina Retail Druggists' Association. "It is a trial which I think could be watched with interest by druggists all over Canada with a view to considering a similar program on a national or even sectional scale."

OTHER STORIES ABOUT THE CO-OPERATIVE USE OF RADIO WOULD BE WELCOME

Invited for the inauguration were Bruce Pirie and Harold Dane, of CKRM; Druggists Frank Edwards, Homer Robinson, Ted Brownlee, M. Parrott, T. Badenoch, Cyril Blackham, J. A. McLachlan, W. Speers (CKRM), R. H. MacGillivray. Seated are Miss Ann Bradley and Miss Y. M. Bourhis, of Champlain Drugs; Mrs. Ted Brownlee, Miss Marion Beasley, of Brownlee's Drugs, and Miss Marjorie Jones, Regina correspondent of the Journal.

Blue Woos CKEY

The Blue Network has asked for a reversion of its association with CJBC, Toronto, and has offered its facilities to CKEY, Toronto, according to Norman Ostby, station relations executive of the network and Jack Cooke, CKEY president. An agreement has been reached, we are informed, and the matter has been set over until the next meeting of the CBC Governors in April, when the consent of the Board will be sought.

Asked how such an affiliation will affect his block timing policy, Cooke said it would fit in with his system perfectly, since the Blue Network favors a somewhat similar system of programming, with such features as the "Breakfast Club", which could be inserted into his schedule just like any other program.

When residents of the rich Halifax-Dartmouth market area turn on the radio, they automatically tune to 960. Nineteen years of fine public service and top entertainment, Have made CHNS' a habit with Down-Easterners.

Ask the All-Canada Man

CHNS BULLETIN BOARD

960 ON YOUR RADIO

HEAD OFFICE.
231 St. James St.
MONTREAL
TOP-FLIGHT SHOWS

Radio Hall of Fame
"L." for Lanky
Music for Canadians
Radio Reader's Digest
Texaco Star Theatre
Soldier's Wife
Blind Date
Information Please
Carnival Contended Hour
Alan Young
Bob Hope
Treasure Trail
Jack Carson
Breakfast Club
Frank Morgan
Canadian Cavalcade
Light Up and Listen
The Aldrich Family
The Thin Man
That Brewster Boy
Championship Fights
National Barn Dance
Ellery Queen

All heard in the Kenora—Rainy River District through
North-Western Ontario's only Dominion Network Outlet.

CNRL
KENORA
Representatives
H. N. STOVIN & COMPANY

Explain Technical Planning Board at CAB Convention

Radio Technical Planning Boards have been established in the United States and Canada to "formulate sound engineering principles and to organize technical facts which will assist in the development of the radio industry and radio services of the nation, to advise Government, industry and the people of their findings and recommendations."

With these words, R. M. Brophy, president of the Canadian Radio Technical Planning Board of Canada told the broadcasters in convention in Quebec City last week of the reasons for the establishment of the board.

"You can readily see", he said, "that there exists today an immediate need for co-operative action by the Government and industry with a view to making a comprehensive technical study of the allocation so that the traffic arteries of the air will be regularized and allocated in accordance with public need and so as to permit the minimum interference."

Mr. Brophy expressed his board's gratification that Glen Bannerman had promised whole-hearted support on the part of the CAB. "The Planning Board will need the active support of all the engineers in the broadcasting industry", he said, "to work with all who are interested in regularizing and clearing the traffic arteries of the air, and by so doing, contribute towards better living and the maintenance of maximum employment."

To Go ABC

Since this is paper's intention to make application for membership in the Audit Bureau of Circulation before the end of 1945, we have to announce that our free circulation list is going to be suspended.

Those interested in continuing to receive the CANADIAN BROADCASTER who have not already subscribed are invited to mail in their subscriptions at $2.00 for 1 year or $5.00 for three years in order that they may continue to receive the paper regularly.

To Promote Western Industry

In co-operation with the Industrial Development Board of Manitoba, CKBC, Winnipeg, has introduced onto the "Breakfast Parade" a daily feature called "Western Industry on the March."

These three-minute features illustrate the value and significance to Manitobans of buying "made-in-the-west" products. Designed to help promote provincial business in general, and to create employment for returning members of the armed forces after the war, the series started with the all-over story of production in Manitoba; then the story of Brandon, Man.; and then talks about such individual industrial concerns as Paulin Chambers Co. Ltd., Western Steel Products Corporation Ltd., Brandon Woolen Mills, Canadian Pacific Airlines, Western King Manufacturing Co. Ltd., Mayfair Turkey Farm and others.

DE PROFUNDIS

Glen Bannerman's presidential address would not have been complete without the momentous statement that the war is nearer its close than it was twelve months ago.

READERSHIP SURVEY

Ray Avery and Alan Savage assure us that our special Quebec issue, listing the names and room numbers of CAB delegates, was the first one they had read from cover to cover.

Probably had to hunt for their own room number early each morning.

CORRECTION PLEASE

Appearances notwithstanding, it is completely untrue that we listed the president of the CAB and the general manager of the CBC under the same room number.

FIFTEEN AND TWO

After our strenuous labor to present Paul L'Anglai with his Beaver Award at Radio Theatre Lux, we'd like to omit mention of Bob 'Cammell's comment: "You couldn't have been better. Dick, if you'd said it in French".

WE'LL LIKE TO MEET

The western broadcasters who were heard saying they didn't have to go to Quebec to be taken for a sleigh ride.

POETS' CORNER

Oh I wonder!
Oh I wonder!
When the agreement's signed up yonder.
Will the private station still be there?
Oh I wonder!
Oh I wonder!
When the agreement's signed up yonder.
Will the private station still be there?
Oh we've wrestled and we've wrangled
And we've fought with dust till dawn,
Waiting for the network to be, 'er to be.
Oh I wonder!
Oh I wonder!
When the agreement's signed up yonder.
Will the stations all be

CBC?

DIDN'T NEED BOTH

1950 saw the birth of radio and the end of (legal) drinkin' in the United States.

MUSH-MUSH

Then there's the nearest thought of editing the Canadian Broadcaster after it wuvles from the west hav returned to their lairs.

PLATITUDE

Complete inertia is the best insurance against error.
Canada's own comedian. In June that Young reached the bright lights of Radio City via Vancouver and romeo but it is equally true that he is a process when his name Eddie was one of Canada's favorite comedians.

Let's look at the present. We are formula is boiling President's "Call Happy" as well as the "Alan Young Show" loved by so many Canadians. But what do we offer? I thought I'd stop in Montreal's "The Little Room." This show is listed as comedy with Howard Higgins as emcee. But isn't jokes supposed to be funny? This one definitely isn't.

In Reverting recently to one of Burton's "Canadian Comedians" shows I was once more surprised. This production is noted for its array of unusual and interesting guest stars. The particular show mentioned was when this publication's "Flower Awards" were made in radio talent for outstanding performers. One talent in the field of Master of ceremonies, was Max Frances, who received the award in a truly comical scene. On the Canadian air today we aren't a single entry in the pace division. Evidently one comedian is within 330 feet but not being utilized.

Surely this is one time when war-time Canadians need the "lift" of comedy. And war-worthy, "flak-a-lakey Jones" is win any laugh when these times. We would have one funnyman in the east of Dominion!

Canadian comedians have an unusually old road — most of it is uphill. Probably the first requisite is to find clever script writers — the kind that can write real laughs and make us laugh. Then there are the American network comedians who must be at least equalled. But, no, I am not talking about the money in the "Robin Hood" line. There must be a sponsor, a clever sponsor, however. In fact, this opportunity would cost at least a dollar by itself.

Note that I've aired my views on Canadian comedy, let's turn towards the musical picture. I enjoy popular music and am in the feature of Cunetto's "Music Box." Mark Kenney and his Western Sextette play it weekly each week of the top-flight time slots. Their music is thoroughly enjoyable as are the vocals of Norma Lee, Art Hallman and the quartette. Then, too, a dramatization of a song is presented.

"Deputy Fink," sponsored by DeBakey's cellulose, is fast approaching top score. This orchestra is conducted by Louis Apollin in melodies that are sparkling, while devoed strophies are handled by Alva Leber and Richard Allen. It may be partly because "Joe Were Alex Beaumont" is a favorite of mine, but I'd give Max Bush a try for his worldliness in that tune. Richard Allen did justice to "My Little Buckaroo" with a beautiful accompanying. Narration is by James McLeod and the announcer is Eddie Givens.

"Call" "Call Canada" is worthy of mention. It is aired Saturday nights featuring Joe Suller and Murray Brown, pick of 加拿大 Network. The melodies are Myra Campbell and Frank Baskwood. A bright spot was Len Ryder's playing of his own compositions "That's The Bush."
Names Rated Listeners

Some of the people who have helped put CFRB first among Ontario listeners

John Collingwood Reade, with fresh material from European battle fronts... Roly Young with inside dope on stage and screen... Gordon Sinclair, globe-trotting reporter, writer and newscaster... Jim Hunter and Jack Dennett also reporting the news... Rex Frost, with his farm broadcast and news analysis... Kate Aitken with informal talks to women... Wes McKnight quizzing the hockey stars and giving his "Sportviews"... Foster Hewitt, with breathless descriptions of N.H.L. games... Midge Ellis discussing the "Woman's World"... Barry Wood, genial host and emcee with his "Top of the Morning"... Ann Adam of the "Homemakers", with variations in recipes and menus.