

# CANADIAN BROADCASTER

TWICE A MONTH

Vol. 7, No. 3

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

February 14th, 1948

## Sales and PR Topics Highlight CAB Meeting

Matters pertaining to sales and public relations predominate in the preliminary agenda for the CAB Convention in Quebec City, March 8 to 11.

Slated for the first morning (Monday) panel on Sales Problems is a number of discussions. These include (1) change in rate structure; (2) proposed protection clarification; (3) policy on local and national rates; (4) rate sheet printing; (5) the music situation; (6) giveaways; (7) price mention; (8) agency commissions; (9) statistics for advertisers.

### BBM Annual Meeting

Following a luncheon which will be addressed by R. A. Hackbush of the Radio Manufacturers' Association on "Present Canadian FM Production and Probable Audience Growth", the convention will be given over to the Bureau of Broadcast Measurement.

This will consist of a slide film presentation to be presented by Horace Stovin; a question and answer period; a brief discussion on the U.S. Broadcast Measurement Bureau by John Churchill; the BBM annual business meeting.

Monday evening the conventioners will be entertained at a cocktail party by Canadian Pacific and Canadian National Telegraphs.

### Public Relations

Jim Allard is to lead the second (Tuesday) morning panel called broadly public relations.

Matters to be discussed are transcription regulations; censorship policy; free time policy for charities; news service; CAB-CBC joint committees; establishment of internal technical committees.

### Business Meeting

This meeting is scheduled for the entire morning, and continues from 2.30 to 3.30 following lunch.

The balance of the afternoon will be devoted to a business meeting, when besides finances and other routine matters, delegates will discuss possible changes in the constitution dealing with the membership of national repre-

sentatives, and also the possibility of appointing directors by regions instead of by regional associations. The afternoon session closes with a report of copyright fees.

### Annual Dinner

Before dinner the Canadian Marconi Company is entertaining at its customary cocktail party. Immediately afterwards comes the annual dinner, with no speaker as yet announced.

### NARBA Discussion

The third (Wednesday) morning starts off with the election of directors. Following this the meeting will go into a discussion

in an attempt to formulate a policy for the CAB to take to the North American Broadcasting Regional Agreement, which is to be revised in Quebec City in August of this year.

The afternoon will be devoted to an exhibition of ski-jumping, at which the broadcasters, it is understood, will hold watching briefs.

The fourth (Thursday) morning will be devoted to the appointment of standing committees and other business.

The new board of directors will meet for lunch, and the meeting will adjourn.

## Green Light for CKAC's 50 kw

Ottawa.—For the second time in history, a Canadian independent broadcasting station has received the green light for 50 kw operation so far as CBC's Board of Governors is concerned.

At its January 23rd meeting, the Board recommended favorably upon the application of CKAC, Montreal, for 50 kw directional on 730 kc.

In recommending that the application be considered favorably, the Board commented: "The Board is of the opinion that the power increase as proposed should result in CKAC regaining coverage lost by reason of power increases in other countries having priority of use of the channel, and increasing signal intensities particularly in the city of Montreal where interference has gradually been increasing over a period of years. It notes that the improvement in coverage is almost entirely within the boundaries of Canada. No objections to the proposed assignment have been made by stations within the proposed coverage area."

However, the Board found itself forced to recommend against a temporary power increase application by CKAC for 10 kw on the same frequency. In doing so, the Board said: "While the Board favors this application for 10 kw omni-directional antenna on 730 kc in principle, it is not in a position to recommend this application for approval in view of the technical provisions of the North American Regional Broadcasting Agreement, i.e., the interfering signal from CKAC as proposed would exceed prescribed limits."

### Windsor Again Deferred

In addition to recommending favorably on CKAC's application for 50 kw, the Board deferred action on a similar application from CKLW Windsor. The Board pointed out that the application had been deferred at the previous meeting to provide opportunity for further study, including consideration of technical factors involved. However, the applicant had failed to supply such information for the late January meeting.

## Radio Boosts Crippled Children's Drive



—Photo by Pete Gordon

Radio is in behind the Ontario Society for Crippled Children's Drive which will plaster Ontario with Easter Seals this spring, during the campaign which runs March 1st—25th.

At a meeting held last week at the RCA Studios here, Reg. W. Hopper, Executive Director of the Society said: "Radio was directly responsible for bringing in most of the \$136,000.00 raised last year." This year's objective is \$170,000.00

Committees formed are: Len Headley (RCA), chairman, King Whyte

(Cockfield Brown) and Don Inslay (CKEY), Alec Phare, (R. C. Smith), Monica Muga (freelance commentator), Dick Pattison, (J. J. Gibbons), Cy Mack (emcee), Andy McDermot, (H. N. Stovin), Frank Chamberlain (publicist), Frank Deaville, (Woodhouse & Hawkins), Cecile Long (Ronalds Advertising) and Bill Scarlett (Russell T. Kelley).

In the picture above, from left to right, are Iris Alden, (J. Walter Thompson), Len Headley, (RCA Victor), Monica Muga, Cy Mack and Mart Kenney.

# NEW TRANSCRIBED SHOWS NOW AVAILABLE!

Some for national sponsors, some regional, some local!  
You get top network talent and professional production at *reasonable cost!* Back your sales message with the *best* entertainment . . . *audience-tested* south of the border:

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... All-Canada DRAMA



... All-Canada COMEDY



... All-Canada MYSTERY



... All-Canada MUSIC

**PICK A PACKAGED SHOW TO FIT YOUR SALES NEEDS AND YOUR BUDGET!**

### SALUTE TO SONG

Songs that never grow old, and the stories behind these songs! Outstanding orchestra work, vocals, drama . . . all-star cast. Destined to be a 1948 family favourite! 52 fifteen-minute programs.

### RED RYDER

The cowboy hero of the comics and the movies is now transcribed on the air, available in Canada! Rip-roaring western adventure . . . the steadiest entertainment appeal ever known. 52 half-hours.

### MUSIC HALL OF FAME

Stars of Carnegie Hall and the Met, transcribed for the first time! Walter Preston is MC . . . the musical great in person tell of their careers, perform and sing. A prestige "natural." 52 quarter-hours.

### PLANTATION HOUSE PARTY

The Duke of Paducah, radio's best known country-style comic! Simple, easy humour. Nationally famous supporting cast. A great daytime selling job, 3 to 5 times per week. 260 quarter-hours.

### HOSPITALITY TIME

Snoopy Lanson, singer-emcee, heads up a program of great natural charm . . . the glamour of the deep south and minstrel music. Establishes a warm, friendly mood to carry your message. 156 quarter-hours.

### FUN AT BREAKFAST

Comedy stars Tom Howard and George Shelton keep 'em laughing! Really good breakfast-time rating assured. 260 comedy five-minutes build a loyal audience. One full minute for your commercial.

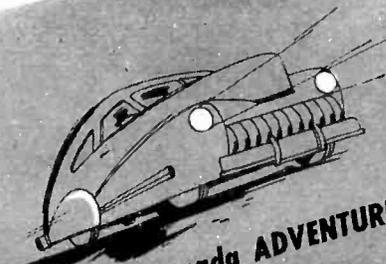
. . . these and other All-Canada shows are *syndicated*: this means that although they cost plenty to produce, *you* can buy them *economically* . . . trouble-free! Bring your programming problem to the All-Canada man!

## ALL-CANADA PROGRAM DIVISION

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A DIVISION OF ALL-CANADA RADIO FACILITIES LIMITED



... All-Canada PUBLIC SERVICE



... All-Canada ADVENTURE



... All-Canada SPORTS



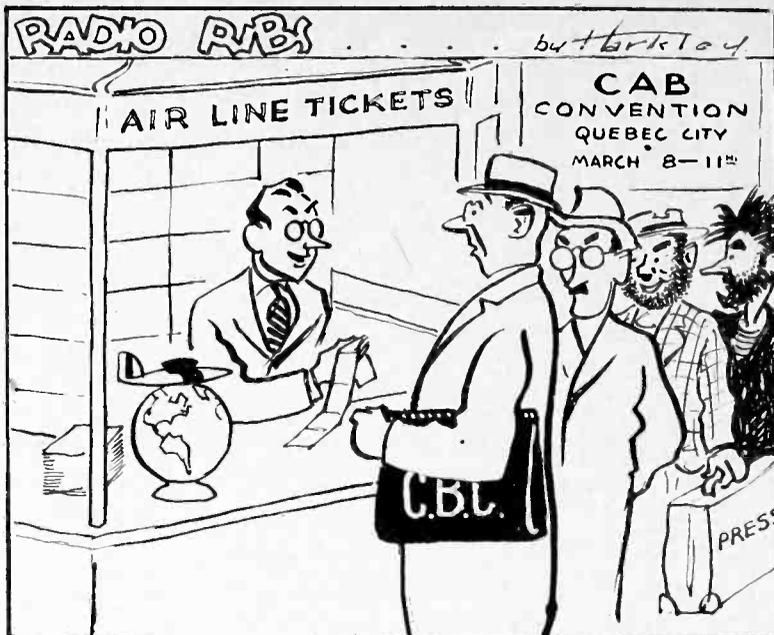
# CAB

## Study Dollar Volume Discounts

No established formula for dollar volume discounts in the radio medium has been found yet that can be fairly applied to all Canadian stations, according to Bill Wright, who, as chairman of the Standard Rate Structure Committee, has been instructed by the CAB Board to develop such a formula and present it to the CAB Convention in March.

Wright's committee is contacting American stations which employ the dollar volume discount, to gather their experiences with the problem. From this data it is hoped that a workable formula will be forthcoming.

Under present practice, discounts are given advertisers on a frequency basis, the maximum being for 260 occasions irrespective of total billings or the num-



"In spite of the close blood ties between our air line and the CBC, we can't guarantee that the hostess will be a strawberry blonde."

ber of consecutive weeks involved. The proposed revision would take cognizance, first of the amount of money entailed, so that an advertiser using a number of half-hour

programs would get a higher discount than another using the same number of quarter hours. This discount would, however, only be enjoyed by advertisers running 52 consecutive weeks, and it would be based upon the minimum weekly billing involved.

Present thinking of the committee is along the lines of establishing a sliding scale of discounts to be determined by the minimum weekly billing, the discount to increase with the size of the billing.



### FOR THESE ARTISTS

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

Day and Night Service  
at  
Radio Artists Telephone  
Exchange

## HOW THEY STAND

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

English	DAYTIME	French	
Happy Gang	17.2 - .9	Jeunesse Dorée	27.7 +2.8
Ma Perkins	16.9 - .1	Rue Principale	27.5 +1.0
Pepper Young	16.9 +1.0	Tante Lucie	21.9 +1.4
Clair Wallace	16.7 + .7	Joyeux Troubadours	19.7 +2.4
Big Sister	16.5 - .5	Grande Soeur	19.6 +2.8
Sing Along	16.1 + .5	Quelles Nouvelles	18.2 - .8
Right To Happiness	15.6 +1.1	Le Quart d'Heure	18.2 +2.1
Road of Life	15.1 + .4	Francine Louvain	13.3 + .1
Laura Limited	15.0 + .6	Courrier Confidences	9.6 - .1
Life Can Be Beautiful	15.0 - .2	Madeleine et Pierre	9.1 + .1

English	DAYTIME	French	
Charlie McCarthy	39.1 same	Un Homme et Son Pêché	41.0 +1.1
Fred Allen	37.7 + .3	Radio Carabins	36.7 +3.3
Lux Radio Theatre	36.0 +2.0	Ralliement du Rire	35.8 -3.2
Fibber McGee & Molly	33.6 + .3	Métropole	34.8 - .1
Amos 'n' Andy	27.5 +1.6	Enchantant dans le vovoir	32.8 -1.8
Kraft Music Hall	24.2 + .9	Qui suis-je?	30.7 + .5
N.H.L. Hockey	22.4 + .7	Talents de chez nous	30.6 + .3
Meet Corliss Archer	21.6 +1.4	Café Concert	30.5 +2.1
Ozzie & Harriet	21.6 -8.2*	La Min d'Or	29.8 -1.6
Album of Familiar Music	20.7 +1.3	Ceux qu'on aime	28.4 +2.3
Bing Crosby	20.6 - .5	Radio Concerts Canadien	27.8 -1.2
Bob Hope	20.5 +1.9	Troubadors de Quebec	27.4 +2.3
Wayne & Shuster	20.5 + .5	Juliette Beliveau	27.0 +1.4
Twenty Questions	20.3 + .7	Au coin de feu	25.5 + .4
Canadian Cavalcade	19.6 + .8	N.H.L. Hockey	24.8 -5.6

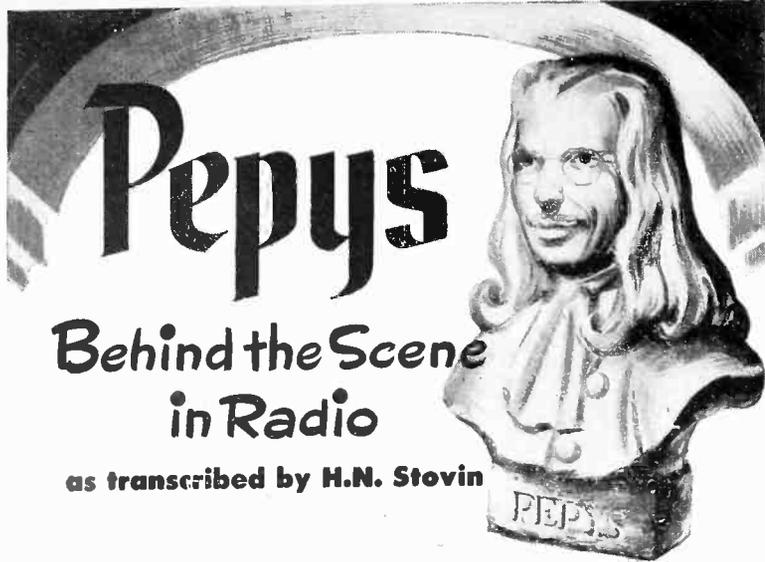
## CHAT

WHY have we labeled ourselves

"The Voice of Industry?"

Tune to Page 21

MEDICINE HAT



Do feel mightily uplifted by some few kindly remarks on the new style of these chatty columns with our many friends, who have not been slow in approving something old, something new, something borrowed, something true ● ● ● thereby making us feel like a June bride—a story which, however, we shall not relate here ● ● ● Our salute to Harry Dawson, retiring Manager of C.A.B., whose services as Engineer and Manager will not lightly be forgotten. May good fortune follow him ● ● ● And a salute, too, to Ken Parton of CJGX, Yorkton, who points up that area of broadcasting service as a major market saying, "Major markets are not defined by the population of a station's home city but, rather, by the market's earning power and wealth." Saskatchewan Crop District No. 5, alone, the central portion of the Yorkton market, did produce handsome returns for grain and livestock in the four autumn months—August to November—a total of forty and a half million dollars, a sum which is not hay, and pieces of which will make tidy business for CJGX advertisers ● ● ● Busy betimes and bustling with plans for our Sales Clinic on March 15th and 16th, which in past years hath contributed much to the promotion and development of radio advertising in sponsor and station behalf ● ● ● Words of gratitude to Ray Avery who opines we are carrying this "new look" business too far, asks if we realize we are now a fire and bubble-gum hazard and avers that he can get us a cut-rate on Charm Curl from Millar Inwood ● ● ● And now to pack my bags for a journey to Winnipeg and Brandon and plan much travel; the delights of Quebec in early prospect and thence shortly thereafter to span our Dominion, east to the Maritimes, west to the Pacific, there to consult with managers and personnel on the mighty values stations of our representation have for National advertisers ● ● ● Do look forward to seeing you at the C.A.B. Convention in Quebec, March 8th to 11th, and so to bed.

## OPINION

### Claims CBC Newscasts Hostile to Liberals

Winnipeg. — The Canadian Broadcasting Corporation's news-gathering facilities came in for some heavy handling at the annual meeting of the Manitoba Liberal Progressive Association.

J. R. Rowe, president of the Association, charged that the CBC was a "diabolical and persistent offender" in broadcasting news "hostile to the government at Ottawa."

He accused the CBC's news set-up of—"countless instances" of "slanting" news and cited the re-establishment of price controls on butter and meat.

"For 24 hours after controls were re-imposed, carping criticisms by Coldwell, Bracken, Douglas and others were broadcast, but not one word of favorable comment," he said.

According to Mr. Rowe, "everyone knew" the action of the government was made to check the dizzy spiral of the profiteers and it was "approved by consumers from one end of Canada to another.

"The CBC was more anxious to disseminate propaganda hostile to the government than to bring satisfaction to the consumer."

Mr. Rowe professed a dislike of the CBC's week-end reviews and comments. He termed them repugnant and said they came from left-wing philosophers whose views were unfit to foster public opinion in Canada.

Concluded the irate Liberal: "Our National Liberal Federation has tried to check on the CBC but its newsrooms in Toronto consistently refused to provide copies of news broadcasts."

### Scores Censorship

The WINNIPEG TRIBUNE editorially took Mr. Rowe to task for his observations on the CBC.

In an editorial headed "Nonsense About the CBC" the paper declared: "Mr. Rowe's attacks simply do not make sense and constitute ill-advised criticism which will boomerang."

As to the Liberal Federation's attempts to "check" on the CBC newsroom, the TRIBUNE commented caustically:

"What earthly right has a political federation of any stripe to attempt to censor or even get a preview of a news broadcast that is put out by any medium?"

"The party censorship which Mr. Rowe would impose is reminiscent of the propaganda tactics

of totalitarian dictators. The public will thank Mr. Rowe and the National Liberal Federation to keep their party hands off the broadcasting of news in Canada."

### RADIO INVESTIGATION NEEDED

Not all Canada's undeveloped resources are in the vast Northland. There are in this country over one hundred independent broadcasting stations; they represent a rich vein of potential good listening that has so far scarcely been tapped.

The villain in the piece is the CBC, which, through a consistent program of stifling legislation, keeps the standard of these stations well below what it might otherwise be. By barring them from the best wavelengths, arbitrarily restricting their transmitting power, and forbidding them to link up into networks, the CBC forces most of them into the role of small-time operators. The result is that a wealth of talent and technical resources which, consolidated and properly organized, could lift Canadian radio to new heights, is scattered and frustrated by petty rules and regulations.

This is, of course, only the natural outcome of a situation in which one of two competing parties makes the rules for the other. This situation was brought to the attention of last year's Parliamentary Radio Committee, but as usual nothing was done about it. Nor is it likely that anything will be done, until Canada's entire radio setup is thoroughly investigated. This should be done by either a Royal Commission or a Senate Committee, and it should be done at the earliest possible moment.

—Printed Word.

### NOW THEY'RE A PARISH PUMP

"A national institution being run on the lines of a parish pump," is the way a reader of the VANCOUVER DAILY PROVINCE describes the CBC.

In a letter to the editor, the reader, R. Symes of Vancouver, said in reference to Herbert Morrison's attack on Russia, "One would have thought that this speech was of interest to Canadians, who are continually being informed by their leaders that in any new war Canada would be in the forefront of the struggle.

"From such hearing as I could get from the BBC I gathered that it took about five minutes to report the speech in condensed form. The CBC, the national radio organization, spent this time broadcasting records played in Toronto.

"The only account of what Morrison said came over the American systems. To me it seems, because it is in keeping with events which occur every day, as a bad example of a national institution being run on the lines of a parish pump."

### WANT INDEPENDENT AUTHORITY

Vancouver. — The Board of Trade here recently recommended, in a resolution:

"That provision be made whereby administration and control over holders of broadcasting licenses, including the CBC, be removed from the CBC and that such administration and control be vested in an impartial body directly responsible to parliament.

"That there be right of appeal in a summary manner from decisions of such regulatory body both on questions of law and fact to a high court."

A similar resolution was passed by the Vancouver Presbytery of the United Church of Canada.



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CJCH Halifax	CHOV Pembroke	CFAR Flin Flon
CHSJ Saint John	CFOS Owen Sound	CJNB North Battleford
CKCW Moncton	CFOR Orillia	CHAB Moose Jaw
CJEM Edmundston	CJBC Toronto	CJGX Yorkton
CJBR Rimouski	*CFPL London	CKLN Nelson
CKVL Verdun	CKLW Windsor	CFPR Prince Rupert
CKSF Cornwall	CKY Winnipeg	CJIB Vernon
CFJM Brockville	CJRL Kenora	CJOR Vancouver
CJBQ Belleville	CKX Brandon	ZBM Bermuda

\*Represented by us in Montreal only

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TWICE A MONTH

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

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Photography: AL GRAY

### Correspondents

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



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## Mr. Dunton Was Born Too Late

There is a certain "impasse" between the culture-wise utterances of CBC chairman Davidson Dunton, regarding the danger of too close observance of the ratings, and the fact that even the CBC cannot function without commercial programs, which, as a general rule, depend for their success on mass audience.

In his recent speech to the Toronto Advertising and Sales Club (see page 14), Mr. Dunton compared the editorial practice of the press to the radio problem, and, in doing so, he certainly hit radio right in its most vulnerable spot. This is because commercial radio does not generally see fit to reserve space for itself, completely free of advertising, like the editorial or front page of a newspaper. Radio stations have their sustaining programs, of course, but they can all be moved around or even cancelled to accommodate a sale, and this is a weakness.

As Mr. Dunton pointed out, because people lean to "the funnies", a newspaper does not scrap the editorial page. Its editorial page is sacrosanct, with a large "not for sale" sign printed across it. In computing costs, this and other advertising-free space is regarded as straight outlay, like ink or paper, and the expense is distributed through the pages that are saleable.

If radio stations are neglecting the cultural side of broadcasting—as some definitely are—is it because they cannot or think they cannot bear the expense? Some do it and appear to be prospering.

Is the answer to the question that stations that cannot stand the financial strain should raise their advertising rates, for the benefit of their listeners and so for their advertisers? This, on the surface, would appear to answer the question, but consider a moment.

The CBC is offering a growing number of cultural and thoughtful programs. *Wednesday Night* is Trans-Canada's editorial page. But the CBC, fortified with both license fees and commercial revenues, still cannot make ends meet, or, at least, it is financially unable to do its job as fully as it could wish. Is it therefore feasible to expect the private stations, with only commercial revenue to subsist on, to do what the CBC admits it cannot do, with its license fee revenue as well?

Let's face the facts.

The book publisher publishes books he can sell; theatres and movies produce entertainment which will attract audience; newspapers print features which will invite readers; magazines buy stories which will earn them subscribers. All will admit that they measure their success by acceptance, except radio reformers. They seem to shut their eyes to the fact that, without acceptance, artists might as well talk, sing, act, play, write or paint into a vacuum.

To our ears, CBC's austere *Wednesday Night* is a thing of joy; it is a privilege to learn more about our country through CBC Educational Programs. Unfortunately there are not enough people who share our interests to make them practical on a paying basis.

In spite of everything, people persist in tuning in the programs they want to hear, and, before programming reforms can be introduced effectively, it will be necessary to re-educate into them an appreciation of what is worth-while. Only then will it be practical to broadcast *Wednesday Night* every day of the week. Conversion of the public from Berlin to Bach would take generations. That is why we headed this article, "Mr. Dunton Was Born Too Late."

For the present, Mr. Dunton either has to submerge his ideals, which would be a great pity, or else he must find the money—as we sincerely hope he will—from the only possible source of such funds, the public treasury.

EDITOR.

## REVIEW

### Shake Well Before Using

The IODE survey which claimed to disclose that "scientific experts have found that only 6.36 per cent of the radio commercials examined are true" came out into the daylight again this month, when the CAB gave wide distribution to an article discussing the findings of the survey.

This article, by Mrs. J. D. Detwiler, IODE National Educational Secretary, appeared in the Christmas issue of that organization's national magazine, and, before closing with a list of 25 do's and don'ts for radio, blew alternately hot and cold over both CBC and private station programming.

It is apparent after reading Mrs. Detwiler's highly thoughtful piece, that while the article is valuable in the ideas it brings into light of day, it must not be taken too seriously, because a great deal of it can only be regarded as Mrs. Detwiler's opinion.

### Largely Personal Opinion

As an example of this duality, the article says in one place "it was both surprising and disconcerting to find many women taking the attitude that radio is no concern of theirs. Later in the article, she says that "ninety-seven per cent were of the opinion that the CBC exercises over-much control now and that monopoly would not be in the best interests. . . ." The inconsistency of these two statements backs our claim that the article may be constructive as an article, but is quite invalid in terms of listener research.

She lists the following programs for children in order of popularity, as viewed by the I.O.D.E. membership. *Just Mary, The Story Book Lady, Stories in Music, Dramatized Bible Stories and Fairy Stories.*

The five best-liked adult programs originating in Canada, according to the survey, are, in order of preference, *Singing Stars of Tomorrow, The Toronto Symphony Orchestra, Imperial Oil Hockey Broadcast, The Happy Gang, with Week-end Review and Capital Report* tying for fifth place. She then lists the following United States originations: *Lux Theatre, The Metropolitan Opera, The Johnson's Wax Program, The Album of Familiar Music and Charlie McCarthy.*

Disregarding the children's programs, there is a peculiar point about the selection of top favored adult shows, both of Canadian and American origin. In the first group, first four out of the six she lists are commercially sponsored, while her American selections are commercials without exception. Yet earlier in her article she states that commercial radio "leaves the public at the mercy of the advertisers, who naturally feel that the most successful program, regardless of its intrinsic value, is the one which sells

the most merchandise." There would be more logic in Mrs. Detwiler's conclusion as to the unpalatability of sponsored programs had her poll listed more than one sustaining show.

### Do's and Don'ts

The following are the do's and don'ts listed by Mrs. Detwiler as the conclusions drawn from the survey.

1. That the time allotted to commercials be cut fifty per cent.
2. That good recorded music is preferred to second-rate talent.
3. That horror stories and plays which seem to make crime attractive be eliminated.
4. That crime and mystery stories and plays be reserved for late evening when children are in bed.
5. That more good comedians be used but that good musicians do not try to be comedians.
6. That more good organ music be given by Canadian organists
7. That organ music "jazzed" is unpopular.
8. That news and news commentaries be divorced from advertising sponsorship.
9. That fewer serials with the "triangle" aspect be offered and that soap serials be discontinued.
10. That more good light opera be used.
11. That more band music be played.
12. That more good book reviews be given.
13. That more good books be dramatized.
14. That good musical programs be allowed a half-hour rather than fifteen minutes.
15. That the "sugar Daddy" type of comment reserved by announcers for women artists cheapens and detracts from the program.
16. That less jazz and "boogie woogie" be played.
17. That fewer Western hill-billy programs be provided.
18. That more stories with a Canadian background be used.
19. That better supervision be provided for children's programs.
20. That the Green Hornet, Superman and Boston Blackie programs be dropped and more historical, geographical and nature stories be substituted.
21. That programs to stimulate interest in hobbies and recreational activities be arranged.
22. That school broadcasts be given between 6 and 8 p.m. so that parents and children alike may enjoy them. (We learn that this applies already in some Provinces.)
23. That one evening a week be set aside as Family Night.
24. That a course be provided in every Province for young Canadians interested in the "art of broadcasting."
25. That more encouragement be given Canadian artists to ensure that they remain in Canada,



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

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

**News With  
Largest  
Commercial  
Sponsorship**

**Sponsors Prefer  
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Best Coverage  
of the World's  
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## PROGRAMS

### Open Sesame

A newspaper ad for *Treasure Chest*, a show sponsored by a Vancouver firm, Millers Jewellers, caused a slight flurry when readers began making indignant phone calls, thinking the guy who wrote the ad was serious.

The gimmick for the show is a trunk, supposed to be an old treasure chest, which contestants get a chance to open with one of a number of keys, if they can answer some questions first.

Gordon Rowntree of J. J. Gibbons built up the ad until the chest was reported to have been found mysteriously in a customs warehouse by a lawyer, who got court permission to take it to the theatre to be claimed, and so on and so forth.

Readers who saw the ad called the newspaper, the court house, the customs chief and anybody else they could think of, to know why in thunderation the chest wasn't being publicly auctioned to give everybody a chance, if it was unclaimed in the customs house.

It was a good gag while it lasted, and the program got a full house, with Dorwin Baird and Ross Mortimer of CJOR handling the show.

### Claims UK Quiz Programs Stress Entertainment

Winnipeg.—Too much emphasis is placed on prizes in present day quiz shows instead of entertainment, says Michael Miles, London, England emcee, on a radio audience-participation program heard over the British Broadcasting Corporation.

Miles stopped over briefly in



### Anglo-American Piper

When blind pianist Alec Templeton visited Vancouver for a concert, musical director Wally Peters of CJOR invited him to the station to appear on his daily program.

Knowing that Templeton had taken some recent lessons on the

pipes, Peters had two friends from the city police pipe band at the station to pipe Templeton into the studio.

Here Peters and Templeton borrow the pipes from the officers and do a little number themselves.

Winnipeg on a tour that has taken him through Canada and the United States.

Spoils for the right answers are way down in Britain compared to here, he says. "Since we have no commercial radio in Britain we have no sponsors, so the prizes aren't as big as in America. And all the prizes are money, not products."

He pointed out that in Britain the "emphasis is not on the money but on the entertainment. My program's called *Radio Forfeits*. If the audience-participant misses the question he must pay a forfeit—sing like Donald Duck, or do something funny."

He had a blow for those who claim the English are incapable of enjoying a good joke saying that when the Mutual Broadcasting system took his program the officials commented that the

British participants were better than American participants.

A big hole he found in most radio shows was that the studio or stage audience had all the fun—the listening audience was often left in the dark.

"Screams of laughter come over the radio and you sitting at home don't know what's funny though the audience is doubled up seeing the girl in the man's night-shirt who has been out on the street to win a stunt."

Mr. Miles had a good word for Stewart MacPherson, Winnipeg announcer with the BBC. "He's a brilliant sports commentator and he has two popular programs *Twenty Questions* and *It Pays to be Ignorant*."

### POPULAR DEMAND

Vancouver.—J. Stanley Miller, who broadcast 4500 times on his *Shut-in* program in 15 years at CJOR has returned to the air after a brief layoff.

While Miller had intended to drop the program and concentrate on his business as an optometrist, the station received such a rush of mail from long time admirers that he decided to keep on with the piece.

The show goes from 9.45 to 10 in the morning, and much of it consists of Miller himself singing and playing his sax. Bill Nelles is his organist.

### POSTIE TAKES OVER

Vancouver.—Wallie Peters, musical director of CJOR, has a new show of his own, *What's New?* It goes from 3.30 to 4.15 in the afternoon.

The format is something like this: Peters plays recordings of the same song by, say, Como and Sinatra, and maybe somebody else. Then he says how d'ya like that? The postman takes over from there.

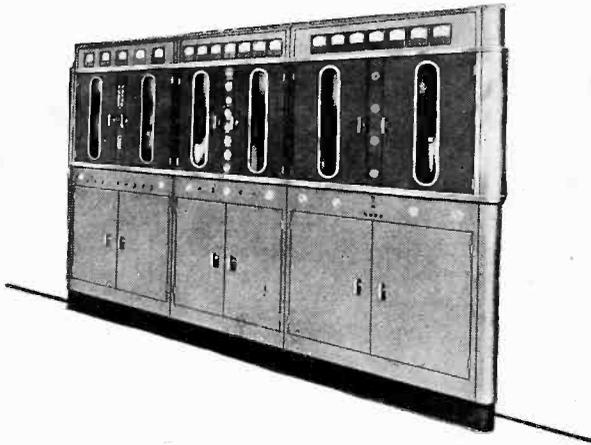
# CHNS

Now On the Air

with 5000 Watts

First in Halifax!

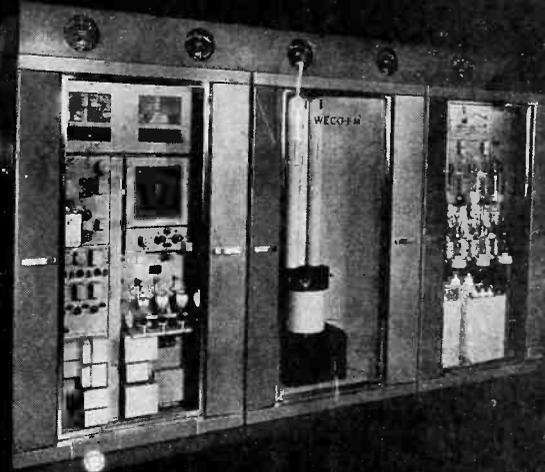
# AM



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

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

# FM

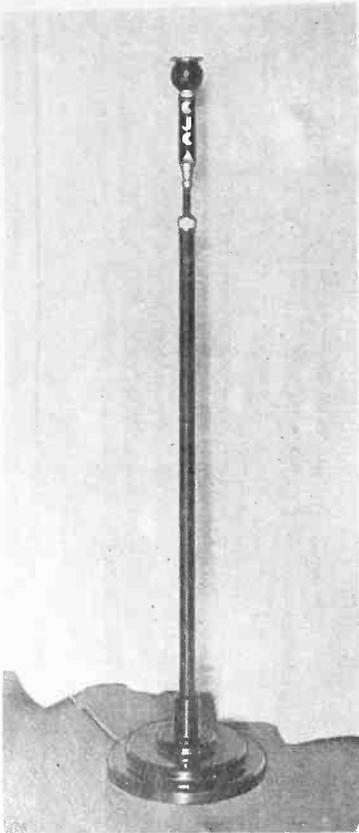


Complete line consists of 250 Watt, 1 KW, 3 KW, 10 KW (shown) and 50 KW transmitters—Clover-Leaf Antenna and Accessories.

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

**Northern Electric**  
COMPANY LIMITED

26 BRANCHES ACROSS CANADA



**REMEMBER?**

It's an oldie, isn't it? This old thistlehead has been in the discard for a good many years. So have many other "radio-cogs" that made the wheels go round in the 20's and 30's.

As outmoded technical equipment was progressively discarded, so were outmoded ideas in programming, production, sales, public service, promotion and general business operation.

Numerous national awards won in recent years by CJCA's various departments are tangible evidence of CJCA's modern and progressive interpretation of radio in all its complicated phases.



EDMONTON

**STATIONS**

**Station Sponsors Ice Carnival**

St. Boniface, Man.—The good people of St. Boniface are going to be treated to an ice carnival this month—courtesy of CKSB. According to Louis Lephrohon, station manager, the carnival will be staged at the Provencher Park Recreational Centre, February 29. The usual carnival high jinks will be on display—exhibitions of fancy skating, broom ball, etc. Special contests will be put on by the station to point up the event. Thirty minutes of carnival goings-on will be aired.

**Safety Exhibition Planned**

CKSB is aiming to make citizens accident conscious. To further that end the station, with the aid of the provincial accident prevention branch, is embarking on a safety campaign. At the moment the campaign motif is limited to spot announcements warning people to be careful in their homes and on the streets. Later prominent citizens will be asked to forward a word of caution.

Come summer holidays for the kids the station will sponsor a special safety exhibition. Slated for the event, which is booked for Provencher Park, will be demonstrations of firefighting, use of respiratory equipment, first aid and tips on how to avoid accidents. On the dispensing end of the above will be members of the St. Boniface police and fire departments and several boy scouts. The station will air part of the proceedings.

**Vernon Reorganized**

Reorganization of the Interior Broadcasters Ltd., owners and operators of Station CJIB, Vernon, B.C., places the station under the following board of directors: Major C. H. Pitt, secretary; James Mutrie, Bryson Whyte, William McCubbin and Russ Neil, all of Vernon. Station manager is Norman Harrod, formerly commercial manager of CJAT, Trail.

Harrod, a recent visitor at the Broadcaster office, states that Horace N. Stovin will continue to represent the station in Canada.

Schroter Brothers, who founded the station a year ago, have relinquished their interests and are continuing in the electronics business in Vernon, manufacturing their Magrecorder, a tape recording machine for office use.

**Promote Children's Hospital**

Winnipeg.—Some Winnipeg or Manitoba resident will be richer by \$2,000 in merchandise at the close of the annual provincial bonspiel which gets underway February 10.

In conjunction with bonspiel broadcasts—carried over CKRC four times daily, Jack Wells announcing, and sponsored by Radio Oil, a "mystery voice" contest will be held to help promote the Kinsmen's Club campaign to erect a new children's hospital.

The idea is to guess the identity of the owner of the mystery voice who will be aired under the nom de plume of "The Good Samaritan". The "voice" will be carried on CKRC many times a day as the bonspiel progresses. The merchandise goes to the person making the correct identification.

**TO PROMOTE FARMING**

Yorkton, Sask.—At a meeting held in the studios of CJGX, here, early this

month, the first Rural Life Promotion Council in Western Canada was formed with Walter Boucher as Chairman, Ken Parton, manager of CJGX as Vice-Chairman and manager, and Norman Roebuck, Secretary.

Boucher, who is Agricultural Representative for the Yorkton district, said that the chief aim of the council was the presentation of agriculture as a dignified, yet fascinating and colorful profession for any young person to follow.

The projects discussed during the meeting were the half hour radio series, scheduled to start almost immediately, on time donated by CJGX, and the Rural-Urban Youth Rally, to take place in the spring.

**BEAVERTAIL SOUP**

CFAR microphones carried many of the outstanding events of the first annual Trappers' Festival staged at The Pas. Festival highlights hitting the airwaves included the crowning of Queen Ruth Anderson and the serving of the north's newest delicacy, beaver-tail soup, at an official banquet. At the latter event guests were asked to air their reaction to the soup.

**STUDY OF U.S. SMALL MARKET STATIONS**

Washington, D.C.—The NAB Small Market Stations Executive Committee has requested additional studies and reports on proven ways of increasing radio station efficiency from the National Association of Broadcasters, as a means of combating rising operation costs.

At the end of a week long series of conferences, members of the committee unanimously asked that NAB undertake "a study of practical examples of how stations have reduced their operating expenditures and improved the over-all efficiency of station operations," and that "all findings be made available to all NAB members."

**STANDARD BUYS CKMO**

CKMO Vancouver landed Standard Oil for the first time in the west, for a quarter hours of news and analysis Monday to Saturday at 9 a.m. New manager Bob Bowman handles the job personally.

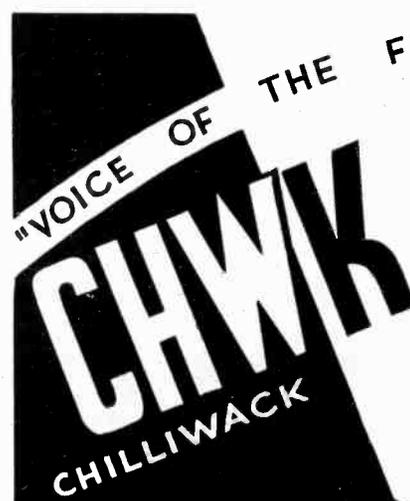
**PORT ARTHUR GETS LICENSE**

Port Arthur.—Station CFPA has been granted an FM license to operate with 250 watts on Channel No. 274 (102.7 mc.). FM programs on the station will be duplicates of the present AM shows. Call will be CFPA-FM.

**cjch**  
HALIFAX, N.S.



Representatives: H. N. Stovin & Co., Victory Building, Toronto  
Lorenzen & Thompson Inc., 28 West 44th St., New York 18



FRASER VALLEY

**LATEST COUNT**

In 18 months more than 25,000 new residents in the Fraser Valley.

**CHWK**

"Voice of the Fraser Valley"

REPRESENTATIVES  
ALL-CANADA RADIO FACILITIES • WEED & CO. U.S.A

# BUSINESS

## The Tiger By The Tail

Prime Minister King, on his own motion, has secured from Parliament the appointment of a commission to investigate prices and profits. The scope and powers of the committee are limited and the Speaker ruled opposition amendments out of order. His ruling was upheld only by whipping the government majority into line and the whole proceeding had the earmarks of practised, parliamentary strategy. For some reason or other, Mr. King does not want too searching an investigation into the underlying causes of soaring prices and expanding mark-ups.

It is probably true that a searching investigation would reveal facts and figures that would raise public indignation without contributing much to public understanding of economic reality, and that the resulting outcry would put weapons in the hands of the Opposition with which to bludgeon the Government into still more drastic regulation of business.

The truth of the matter is that it is difficult for any country to make itself an island of low prices in a world of rising prices. Short of absolute state control of all phases of the economy, no area can fail to respond to the influence around it. The Canadian dollar is pegged to that of the United States and, while restrictions are placed on the export of Canadian dollars for the purchase of American funds, no such restrictions are placed on the reverse process. If commodity prices in Canada are held down too far below the predominant level in the world, our own resources will be drained by eager purchasers from abroad. The resulting shortages would put such a pressure on the price structure that, unless it were permitted to yield, an uncontrollable black-market would develop. Government interference with any part of the economy by fiat rule nearly always defeats its purpose. The regulation of one thing makes it necessary to regulate others in order to preserve equilibrium in economic relationships. The first thing you know, all the economy is rigidified and moribund; it lacks spontaneous impulse to produce and expand.

High prices are not in themselves a cause for alarm. Eventually the whole economy adjusts itself to any level of prices. What is alarming is rising prices, especially when the rate of price increase is continuously greater than that of wage and salary increase. Permanently high price levels also defraud pensioners, bond holders and those who depend upon insurance benefits because premiums were paid and trusts set up in money of one value and benefits are paid in money of much lower value. The important function of government is to try not to freeze the economy by

imposing ceilings, floors, wage freezing, and rules of procedure, but to encourage the natural tendencies to adjustment and discourage artificial pressures that create distortion. The inflationary process will stop when surplus purchasing power is mopped up by savings or taxation and when the shortage of commodities is eased by ample production and freer import conditions.

Perhaps, Mr. King is beginning to sense that every time the government sticks its finger into the economy by direct intervention in business affairs, it dislocates the works and produces a breakdown. I think he is anxious now not to rip the covers off everything and present his political opponents, especially the CCF, with robes of righteousness in which to clothe themselves, warcries and slogans to shout, dark deeds to deplore and desperate measures to demand.

It is true that the public takes no heed of time, nor the leveling process which goes on in time. A high profit in terms of percentage can be made to look iniquitous in any one period. The fact that the average over a period of time is modest, will not be noticed, and radical politicians are the last ones to point it out. Mr. King is turning his helm a little into the wind and doesn't want anybody rocking the boat just now.

—John Collingwood Reade.

### MOBILE TELEPHONES IN USE SOON

Winnipeg.—Mobile radio-phone service will soon go on a commercial basis in Winnipeg.

At the moment the Manitoba Telephone System is demonstrating a new unit, Urban Mobile Telephone System, which will enable car-owners to get in touch with office or home without leaving their vehicle. The unit consists of a handset, control, selective calling device, transmitter and receiver and a 16-inch antenna.

The mobile telephone, powered by the car battery, is frequency modulation equipment and operates within a 15 to 20-mile radius of the main station.

### NEW RECORD COMPANY

London, Ont.—Musicana Records, Limited, a recently organized London, Ont., company, is said to be concentrating on the production of Canadian-made records, featuring Canadian songs recorded by Canadian musicians and singers.

## POSITION WANTED

Have senior matriculation. Hold Certificate of Proficiency in Radio (Second Class). Diplomas in Radio Technology and Radio Communications from Radio College of Canada. 8 years experience.

Apply

R. K. POWLEY

Meadow Lake - Sask.

### STATION MANAGERS

Versatile radioman available for responsible station anywhere. A young man with 8 years progressive radio experience with successful record as top-flight announcer, news editor and commentator. Avocation professional solo violinist and can supply feature program of music and poetry with a proven audience.

Apply Box D,  
CANADIAN BROADCASTER  
371 Bay Street - Toronto

CKNB

CAMPBELLTON

N.B.

February 14, 1948

Dear Mr. Time-Buyer:—

It may or may not be a unique situation, but every local contract on our books has a 'Til Forbid' in place of an ending date.

In just over five years now, no local customer has availed himself of the 'forbid' clause. A policy which we adopted when we went into business nine years ago . . . a policy of building our local business slowly and surely, with no high-pressure and consequently no 'quickies' on the books, . . . is really paying off.

Our people like our station; our sponsors like their shows . . . and their pay-off.

Yours very truly,

Stau Chapman

Station Manager

CSC-GD

AN ALL-CANADA STATION

Alberta's

Radio Station

(LATEST B.B.M.)

GFCN

The Voice of the Prairies Ltd.

CALGARY, ALBERTA

10,000 WATTS

Ask

RADIO REPRESENTATIVES LTD.

TORONTO
MONTREAL

# C. B. C.

## Board Recommends Most AM and FM Applications

Meeting in Ottawa January 22 and 23, CBC's Board of Governors recommended favorably on one power increase application; deferred another; recommended in favor of two new AM licenses,

deferred one, recommended four FM licenses to existing operators, one to an exclusive FM operator. One FM application was recommended for denial, one was deferred, and one favorably recommended on application from a new operator who plans AM operation also. Miscellaneous business included recommendation for approval of five share and license transfers, change in

one FM frequency, three emergency transmitter licenses, and power increase for one existing emergency transmitter.

### Favor AM Applications

The two new AM licenses concerned are at Summerside, P.E.I. and Churchill, Manitoba. Application of Charles H. Llewellyn, for a quarter kw on 1240 kc, was looked upon favorably for the Island town. Reason: "The Board considers that there is a place for a local community station in Summerside. It notes in this connection that the licensee of the existing local station CHGS has given notification that the license of CHGS will be relinquished at the end of the present licensing year."

Application of the Department of National Defence to establish an AM operation at Churchill with 100 watts on an unstated

frequency, drew approval because "The Board favors such stations in these isolated areas to give service to military personnel."

### Board Favors FM Applicants

In the FM field, the Board recommended favorably on application of C. A. Pollock to establish an operation at Kitchener, Ontario, e.r.p. 10 kw. T. A. McDonough drew favor in his application for both AM and FM operation at Haileybury, Ontario. The FM operation is for e.r.p. 360 watts, with antenna height above average terrain 100 feet; the standard operation at 1 kw on 910 kc. An application for FM at Simcoe, Ontario by the Pearce Publishing Company was deferred at the request of the applicant, and that by Moncton (New Brunswick) Publishers Limited was recommended for denial. Said the statement: "The Board is of the opinion that the area cannot support two stations both giving good broadcasting service. It notes that the existing station in Moncton is installing an FM transmitter."

Applications for FM operation from CFPL London; CHUM Toronto, CJAD Montreal, and CFOS, Owen Sound, were all recommended for approval. The Board noted that its policy was "to recommend the granting of FM licenses to operators of AM stations in order to introduce FM broadcasting in Canada."

Request of CHNS Halifax, to change FM frequency from 92.3 mgs to 96.1 mgs was recommended for approval.

### Fur Flies Over Edmonton French Station

Most contentious application before the Board was that of Radio Edmonton Limitée, to establish a new French language broadcasting station in Edmonton, Alberta, on 680 kc at 5 kw. Application was opposed purely and solely on economic grounds by G. S. Henry of CJCA Edmonton, in a brief and reasoned presentation. It was also opposed with considerable heat by a representative of one of the Protestant groups, who got into quite a flurry of discussion with at least one member of the Board. It is obvious that the racial and religious issue has been raised to quite a degree of heat by this application. The Board recommended for "deferment to permit further study. . ."

### Emergency Licenses Approved

Emergency transmitter license applications were recommended for approval for CFCO Chatham; CHAB Moose Jaw, and CFNB

## WANTED . . . Assistant to RADIO DIRECTOR

This is the kind of job you'll like if you intend to make a name for yourself as a radio advertising man. You'll need some creative ability; you'll need to be smart and sure on detail work; and you'll need some previous radio background. The opportunity is here if you've got the goods. Reply by LETTER ONLY, giving complete details.

**THE F. H. HAYHURST CO. LIMITED**  
38 King St. West, Toronto

# Something



*to get excited about!*

**CFCY IS TOPS!** Yes, it's a fact . . . According to the latest Bureau of Broadcast Measurement Audience Report\* CFCY is the top night-time station in the following Maritime counties:

- |                  |                   |                  |   |             |
|------------------|-------------------|------------------|---|-------------|
| P.E.I.: Prince   | N. B.: Gloucester | N.S.: Colchester | - | Inverness   |
| Queens           | Northumberland    | Pictou           | - | Victoria    |
| Kings            | Kent              | Antigonish       | - | Cape Breton |
| also P.Q.: Gaspe |                   | Guysborough      | - | Richmond    |

For further information regarding CFCY time, both sponsored and available, ask Weed & Company in the United States or All-Canada Radio Facilities in Canada.

5000 WATTS

630 KILOCYCLES

\* B.B.M. Report containing complete audience information by counties and measured cities available on request.



Fredericton. Meeting also with approval was application of CKRM Regina, for increase from 100 to 1000 watts in the power of its emergency transmitter. A broadcast pickup license application from CHOK Sarnia was recommended for approval.

**Stock Transfers**

Also recommended for approval: Transfer of one share in CJFX; transfer of 799 shares in CHUM; changes in share subscribers of CKBW Bridgewater, Nova Scotia. In all cases, the Board noted that "control of the company is not affected". Approved also was application to transfer AM license from W. T. Cruickshank to Radio Station CKNX Limited (Wingham, Ont.), and transfer from Howard Fleming to Grey and Bruce Broadcasting Company Ltd. (CFOS Owen Sound, Ont.). In both cases, the Board noted that "... the present licensee will retain control..."

**Public Commercial Licenses**

CJDC Dawson Creek, got the "yes" nod on its application for a public commercial license. CFGP in Grande Prairie, Alberta, got a turndown on its application for change in hours of service permitted under a public commercial license. Reason: "It is the opinion of the Board that public commercial hours should be restricted to the period midnight to noon local time to minimize interruptions to broadcast service, the prime function of the station."

**Satellite Quest Deferred**

Application by CFAB Windsor, Nova Scotia, to operate a quarter kw satellite transmitter on 1490 kc at Kentville, was recommended for deferment. The Board commented: "This application was deferred at the 56th meeting to permit consideration by the Board of F. J. Burns, pending, application to establish a broadcasting station at Kentville, N.S. While the Board favors the establishment of a relay transmitter at Kentville, in view of the special conditions applying in the area, it is not in a position to make a recommendation since the applicant wishes to amend his application so as to include Kentville and Wolfville interests in a proposed licensee company. It notes that details of organization will be presented at the 58th meeting."

The Board met and heard applications on January 22 and 23; the decisions were released on January 26. —Jim Allard.



Recently I worked in a radio advertising office. When asked the place of employment, my answer was "Dominion Broadcasting Company". This always brought raised eyebrows and a smile which turned into a look of envy, for people think all radio work is glamorous. That's not true. There is a great deal of hard work behind every program. Usually I was then asked about my employer and, with pride, I would respond "Hal Williams". There is a prince among men. I'm not sufficiently biased that I failed to see his few shortcomings but they were minor ones. Hal belongs to that large group whose efforts, while not obvious, are essential to radio broadcasting.

Have I ever faced a mike? Twice. Without the willing help of Producer Stan Francis and Engineer Austin Moran I'd never have made it. This business was not for me. Now I can sympathize with anyone suffering from mike fright. I have a true admiration, particularly for those who continually undergo that struggle.

With the above experience, now that I'm on the listeners' side, I can perhaps show a little more tolerance but also feel I can criticize more objectively what might be considered defects, such as program planning, centralization of talent and minimizing the importance of community stations.

In my estimation, insufficient emphasis is placed on program planning. A listener who stays with one certain station is often treated to a repetitious fare. Vaudeville relied on variety, why not radio? A steady diet of one type of show tends to make a listener turn the dial. Good programming, like good production, will increase a station's audience appeal.

Does worthwhile talent in the smaller centres have a fair opportunity or must it always travel to a centralized location? The artists of tomorrow will come from the unknown talent of today. Eventually the spotlight will turn from the name artists now on the radio stage, so why not give a chance to deserving understudies in the basic training they will need?

There are numerous examples of groups giving estimable service. One that comes to mind is that of the Davie family of London, Ontario. Two young men and their sister, by touring rural districts, bring good vocal music to those in the remote areas. This group does not necessarily broadcast but an

opportunity for just such talent might well be aired.

Canada is made up of many communities in which the local station is more than just another outlet in a radio network. The station's primary service is to the community and should afford opportunities for ample expression of community ideas and activities. In emergencies the value of the local station cannot be overestimated. Perhaps more consideration should be given to its importance under normal conditions.

—Elda.

If you've been on **BORDEN'S** you've got to be good  
**DICK NELSON**  
WAVERLEY 1191

The Standard Oil Company of British Columbia has bought **CKMO** six nights a week to build the best newscast on the Pacific Coast.

**why CKMO?** . . . . .  
**because** Elliott Haynes and other special surveys prove that **CKMO** is gaining listeners more rapidly than any other station.

Overall night-time increase since October is 17%!  
**CKMO 1000 WATTS 1410**  
Top of the Dial • Tops in Entertainment!

"You canna afford to miss the Lethbridge Market!"

**Mon . . . . .**  
**it has everything!**

Grains . . . vegetables . . . livestock . . . sugar beets . . . oil . . . distributing and transportation centre. Annual income in excess of \$67,500,000. One station . . . CJOC . . . serves this market exclusively. See your local **ALL-CANADA** man about CJOC!

**HALF THE HOMES**  
IN BRITISH COLUMBIA  
WITHIN 15 MILES  
OF OUR TOWER

REACH THIS RICH MARKET

through **CKNW**  
NEW WESTMINSTER, B.C.

**CJOC**  
**NOW 5000 WATTS**  
LETHBRIDGE ALBERTA ALL-CANADA STATION

# THESE 90 STATIONS

## AND THE CBC NETWORKS

### *Offer Radio Sponsors*

# A.A.★

#### PRINCE EDWARD ISLAND

CFCY — Charlottetown

#### NOVA SCOTIA

CJFX — Antigonish  
 CKBW — Bridgewater  
 CBH — Halifax  
 CHNS — Halifax  
 CJCH — Halifax  
 CKCL — Truro  
 CFAB — Windsor  
 CJLS — Yarmouth

#### NEW BRUNSWICK

CKNB — Campbellton  
 CJEM — Edmundston  
 CFNB — Fredericton  
 CKCW — Moncton  
 CBA — Sackville  
 CFBC — Saint John  
 CHSJ — Saint John

#### QUEBEC

CHAD — Amos  
 CBJ — Chicoutimi  
 CHEF — Granby  
 CKCH — Hull  
 CKRS — Jonquiere-Kenogami  
 CBF — Montreal  
 CBM — Montreal  
 CFCF — Montreal  
 CJAD — Montreal  
 CKAC — Montreal  
 CHNC — New Carlisle

#### QUEBEC (Continued)

CBV — Quebec  
 CHRC — Quebec  
 CKCV — Quebec  
 CJBR — Rimouski  
 CKRN — Rouyn  
 CHLT — Sherbrooke  
 CJSO — Sorel  
 CHLN — Three Rivers  
 CKVD — Val d'Or

#### ONTARIO

CJBQ — Belleville  
 CFCO — Chatham  
 CKSF — Cornwall  
 CKPR — Fort William  
 CHML — Hamilton  
 CKOC — Hamilton  
 CJRL — Kenora  
 CKCR — Kitchener  
 CFPL — London  
 CFOR — Orillia  
 CBO — Ottawa  
 CFRA — Ottawa  
 CKCO — Ottawa  
 CFOS — Owen Sound  
 CHOV — Pembroke  
 CFPA — Port Arthur  
 CKTB — St. Catharines  
 CJCS — Stratford  
 CBL — Toronto  
 CFRB — Toronto  
 CJBC — Toronto  
 CKLW — Windsor  
 CKNX — Wingham

#### MANITOBA

CKX — Brandon  
 CKSB — St. Boniface  
 CJOB — Winnipeg  
 CKRC — Winnipeg  
 CKY — Winnipeg

#### SASKATCHEWAN

CHAB — Moose Jaw  
 CKBI — Prince Albert  
 CKCK — Regina  
 CKRM — Regina  
 CFQC — Saskatoon  
 CBK — Watrous  
 CJGX — Yorkton

#### ALBERTA

CFAC — Calgary  
 CFCN — Calgary  
 CFRN — Edmonton  
 CJCA — Edmonton  
 CFGP — Grande Prairie  
 CJOC — Lethbridge  
 CHAT — Medicine Hat

#### BRITISH COLUMBIA

CHWK — Chilliwack  
 CFJC — Kamloops  
 CKOV — Kelowna  
 CKLN — Nelson  
 CKNW — New Westminster  
 CJAT — Trail  
 CBR — Vancouver  
 CJOR — Vancouver  
 CKMO — Vancouver  
 CKWX — Vancouver  
 CJIB — Vernon  
 CJVI — Victoria

# A U D I T E D ADVERTISING ★

**Now,** Canadian Radio, through its Bureau of Broadcast Measurement, offers advertisers and their agencies Audited Advertising Potentials in Canadian markets served by these 90 broadcasting stations and the three CBC networks.

**NOW,** these stations and networks provide advertisers with an accepted standard measurement of radio audiences which can be used in assessing the values in the respective markets. This is a progressive development in the science of marketing, leading to the more effective and profitable promotion and merchandising of products and services.

**NOW,** The Bureau of Broadcast Measurement commences its Third Nation-wide Survey, and subscriber stations and networks will again be leading the field in co-operating with their advertisers by supplying them with the facts and figures essential to intelligent time buying.

**NOW** is the time for non-subscribers to submit their applications so they may be assured of inclusion in all BBM Reports. Revised membership lists will be provided to advertisers and agencies.

**THE BUREAU  
of  
BROADCAST MEASUREMENT**  
303 FEDERAL BLDG. • TORONTO 1





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

## RESEARCH

### Over-Rating The Ratings

Radio ratings or rather their abuse came in for some harsh treatment at the hands of Davidson Dunton in an address to the Toronto Advertising & Sales Club last month, when he stated that a too slavish worship of ratings can lead to a partial paralysis of programs.

Over devotion to old program formulae "discourages the kind of new approach that may seem strange to most listeners at the beginning, but which may be good enough to win the appreciation

of many if they have a chance to hear it for a time," he said.

Termining over-emphasis on ratings "ratingitis" and "rating fever", he deplored the resultant tendency as bringing about "too great concentration of one part of the public," adding: "It is at least theoretically possible to have a string of high rating shows on a station at say 20 per cent of potential audience, and still never be appealing to over half the public."

### Concern Over Non-Listeners

Radio should be worrying right now about the people who do not

Radio needs to think not only how many ears listen, but who the ears belong to, and what the minds inside might think if they were further stimulated.

### Advertisers Responsible Too

Dunton urged advertisers as well as broadcasters to think of the future of the whole medium, "of its place in the life of our society, on which incidentally its advertising effectiveness in the future will depend to a very considerable extent." Private stations can and should play a more vital part in developing the life of the community around it, making positive contributions to the lives of their listeners as individuals and as a group." The national system (CBC), he concluded can do more for Canadian life as a whole, within the measure of its means. We are trying some new ideas, and I hope we shall soon have more."

### Surveying the Surveys

*(The strong interest being displayed currently in implementing existing survey systems leads us to reprint the following article from our issue of January 11th, 1947. The article was based on an interview with Mr. R. G. Silvey, BBC Director of Research who gave your editor a great deal of time and co-operation when he called on him at his office in London.)*



listen, he maintained, stating that "it is still true that there are too many people, often leaders in their particular groups, who have stopped listening or just about stopped." Answering the obvious, though unspoken retort that listening has increased, he attributed this to "our general economic prosperity and the sale of radio sets."

Only through paying more attention to quality can radio maintain and strengthen its service and its hold on the whole public, he said. "Ratings measure, more or less accurately the proportion of people who happen to be listening to a program," he went on, "but they tell you little about the true quality of the program. Quality has a way of lasting."

Using his first love, the press as an illustration, Canada's youthful radio head pointed out that the press wasn't built on readership surveys or even just on circulation figures. "Just because papers have found that more people read comics than other sections," he said, "they don't throw out news and editorials and feature departments to publish comics alone." Many publications that do not have the largest circulations are excellent advertising media, he went on, "because of the people who read them and the attention readers give to them.

BBC listener research is divided into two main operations: (i) finding out how many people listen to each program and (ii) ascertaining listeners' opinions of the broadcasts they hear.

### Listening Barometer

Trained interviewers are employed by the BBC throughout Great Britain to ask, by personal interview, 3,000 people a day what programs they listened to the previous day. Two hundred of these interviewers are kept at work all the time and in this way a cross-section of each region supplies the yardstick used continuously for measurement of the listening habits of the ten million set-owners served by the system.

Interviewers are supplied with a copy of the previous day's schedule which is shown to the interviewee, and questions take the form of: "Did you listen to A Program, B Program, C Program, etc?"

Results of the interviews are tabulated in London and combined into daily statement, for internal BBC use only, called the "Listening Barometer". The "barometer" shows the percentage of interviewees who admit hearing each program, and the figures, which are comparable to the Canadian or U.S. "ratings", give an estimate of listening for each region.



5000 WATTS  
800 KILOCYCLES  
**CHRC**  
"LA VOIX DU VIEUX QUÉBEC"  
REPRESENTATIVES  
CANADA U.S.A.  
JOS. A. HARDY & CO. ADAM J. YOUNG, JR. INC.



**EXPERIENCE COUNTS**  
CJOR's large staff of producers, writers, announcers and technicians are experienced performers. They are at the top of their profession in Western Canada — and their experience is available to you at any time. In British Columbia, the station with the experience is 21-year-old, 5000-Watt, CJOR.  
Represented by: H. N. Stovin (Canada)  
Adam Young Jr. (U.S.A.)  
OUR 21st YEAR  
5000 Watts, 600 K.C.  
**\* CJOR**  
VANCOUVER B.C.  
CBC - DOMINION NETWORK

Listening Panel

Ratings produced by the "Barometer", are further analyzed by the use of a volunteer "Listening Panel". This consists of 3,600 listeners who are willing to be questioned. These are unpaid advisers, recruited from all parts of the country, and from every age, social and occupational group. Twice a week, each panel member receives an envelope containing questionnaires relating to a selection of forthcoming broadcasts. He is asked to pick out those which relate to broadcasts which he would listen to in any case, and, after listening, to answer the questions and post them back to the BBC.

Members of the panel are emphatically asked not to "duty-listen". It is pointed out that a listener who normally avoids "thrillers" because they make him or her nervous, would be "duty listening" should he or she tune in the program simply to turn in a report, and that report would be worthless.

A specific questionnaire is prepared, in printed form for each program.

The following were the questions asked in connection with an Oxford and Cambridge Rugby Match:

(i) Did Rex Alston give you a clear picture of the match? (Very/Fairly/Not at all.)

(ii) What did you think of Rex Alston's voice and delivery? (Excellent/Very good/Quite good/Poor/Very poor.)

In the case of the light program, "Stand Easy," panel members were asked for one word comments on (i) the way the broadcast was performed, with comments on individual performances; (ii) the music; (iii) the script.

Comments are asked for in each case besides the "excellent/very good/quite good/poor/very poor" from which they are invited to choose.

In the case of what appears to have been a forum, called "Midland Parliament", panel members were asked to state whether each of the four participants put over their points of view "very well/fairly well/not well." They were also asked if they thought the chairman was "very good/quite good/poor." Finally they were asked if they found the discussion ((a) easy to follow—(perfectly easy/rather difficult/very difficult) (b) information (very/fairly/not at all) (c) lively (very/fairly/not at all).

Simplification of these questionnaires from the panel mem-

ber's stand-point is further evidenced by the request at the foot of each to "sum up your feelings about this broadcast by ringing one of the following: A+, A, B, C, C—."

To facilitate "grading" of programs, each panel member receives a chart with five phrases for each of the five categories. Members simply choose the phrase which most nearly fits their opinion of the program, and grade it accordingly.

These are the phrases with their classifications.

- A+ (i) Wouldn't have missed this for anything.
- (ii) Can't remember when I have enjoyed (liked) a program so much.
- (iii) One of the most interesting broadcasts I have ever heard.
- (iv) One of the most amusing broadcasts I have ever heard.
- (v) One of the most moving (impressive) broadcasts I have ever heard.
- A (i) Very glad, indeed, I didn't miss this.
- (ii) Enjoyed (liked) it very much indeed.
- (iii) Very interesting indeed.
- (iv) Very amusing indeed.
- (v) Most moving (impressive) broadcast.

- B (i) Pleasant, satisfactory broadcast.
- (ii) Enjoyed (liked) it.
- (iii) Interesting broadcast.
- (iv) Amusing broadcast.
- (v) Rather amusing (impressive).
- C (i) Felt listening was rather a waste of time.
- (ii) Didn't care for it much.
- (iii) Rather dull (boring).
- (iv) Rather feeble.
- (v) Not very impressive.
- C— (i) Felt listening was a complete waste of time.
- (ii) Disliked it very much.
- (iii) Very dull (boring).
- (iv) Very feeble.
- (v) Not at all impressed.

Programs score as follows for an A+, 4 points; for A, 3 points; for B, 2 points; for C, 1 point; for C—, zero.

Since panel members are urged not to comment on programs they would not normally have listened to, and since the 3,600 members are scattered throughout the BBC's regions, a relatively small number of reports is received on each program. But these are tabulated, their scores added and averaged. Thus the quantitative listening analysis of what North American radio terms ratings is amplified with this qualitative examination into the reactions of those who listen.

**CFCO - Chatham**

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

JOHN BEARDALL,  
Manager-Owner.

Murray Built Shows

**KEEP THE CASH REGISTERS RINGING**



JACK MURRAY LIMITED  
10 KING ST. E.  
TORONTO

The Wright STATIONS

CKAC MONTREAL

Soon 50,000 Watts on 730 kcs

— See —

WILLIAM WRIGHT

TORONTO

AD. 8481

Victory Building

# CKLW

# IS THE *Best* WAY TO REACH

CANADIAN BROADCASTING CORPORATION

MUTUAL BROADCASTING SYSTEM

MEMBERS OF CANADIAN ASSOCIATION OF BROADCASTERS



## *95,710* WESTERN ONTARIO HOMES IN A DAY

# CKLW

THE GOOD NEIGHBOR STATION WINDSOR • ONTARIO

"Oh gosh, here it is February already and I'm still mighty tired after my whirlwind trip around Western Ontario last Christmas Eve. That district certainly has grown in the past few years. You know, I've come to the conclusion it's too much for me to cover in a day—even with the help of Dasher, Dancer, Prancer and all my other reindeer. I read some place that CKLW is the BEST way to reach 95,710 Western Ontario homes in a day, efficiently and economically. That's the way I'm going to approach that district next Christmas Eve to advise the people of my arrival so that they will have roof-top and chimney in readiness for me. Ho-Hum, I can hardly keep my eyes open. . . . ."

You don't have to wait 'til next December, Mr. Executive, to take advantage of the marvelous opportunity offered by CKLW in the Western Ontario market.

Because of its strong audience and buying appeal and thorough coverage of this market, this influential Radio Station should be a MUST in your Sales and Advertising plans. Remember—in Western Ontario, urban and rural, it's CKLW the "Good Neighbor Station," 800 on the dial.

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

# INTERNATIONAL

## Collectivism Is Step Toward Dictatorship

Toronto.—Robert W. Keyserlingk, managing director of the British United Press, told the Canadian Club here last week that the "frustrating defensive holding action against the surge of Red Empire which has lasted from the days of the Yalta conference till about a few weeks ago is reaching its dangerous turning point."

Keyserlingk said that it must be obvious to any observant person in the western world, where the free press still prevails, that the free world has already begun its counter-offensive, whereas "only a few months ago the question was what other country will be engulfed in the eastern totalitarian dictatorship stretching all the way from Vladivostock to within a hundred miles of the Rhine."

He pointed out that today ways and means of freeing European countries from Communism are being openly discussed in the various capitals of the western democracies, including Ottawa, and that Canada's wealth, her lack of territorial political and economic rivalries, her tradition of international friendship, and her own comparative security "puts her into a position where her voice can be heard, and therefore must be raised."

## Canada Should Express Herself

He went on to say that aid to Europe is more than a question of supplying the peoples of the continent with food and other material assistance, and that Canada can make her greatest contribution in the definition of the issue "in clear and undaunted terms" in the struggle against the political concept which "sees in man the functional unit in a material world, entitled to recompense according to the services rendered to the collective, but not to redemption through mercy."

"Hence all that debases man," he continued, "all that collectivizes him like cattle through racism or other collectivist categorizations is a step away from the line we are destined either to hold and extend, or to surrender to totalitarian dictatorship."

In the handling of the refugee problem, he saw "one of the most dangerous influences . . . upon the efforts being made to show the people of Europe that we believe in human dignity and justice as the basis for ordered tranquility", because Communist directed remnants of the UNRRA scandals

still have a frequently unjust influence towards the higher objectives of IRO.

## Cruel Practice of Repatriation

"I was appalled to learn the other day of new directives given to the IRO personnel," he said, "according to which that cruel practice of repatriation of refugees was still considered as the most desirable objective of IRO activity. We all know and have admitted that repatriation of refugees to the Soviet zone was never without pressure and ended only too frequently for the repatriate before a firing squad, a hangman's noose or in a slave labor camp."

"Worse still, in the new regulations, the racism of Hitler is being improved upon by having inherited his spurious definition of Volks Deutsch under which some of Canada's and Britain's and the United States' best families and illustrious citizens would be disqualified." Keyserlingk said that IRO has exposed hundreds of thousands of refugees to desperation and starvation because "600 or 700 years ago, in some cases, their ancestors came from where the Saxons went to Britain and long before the Hanoverians and Hessians and others came to these shores."

"It was mainly lack of public interest in these problems which seemed to permit such abuses," he said, "but the results in Europe of such neglects have been making the struggle for the ideals we profess amongst the Europeans much more difficult. It is here that Canada through her own tradition and policy has much to offer other nations and thus assure in her own interest that peace which the Canadian government has set as its objective, peace with justice for all."

## Winnipegger Is BBC's Top Commentator

The British Broadcasting Corporation's No. 1 commentator, Stewart MacPherson, is spending a holiday in his home town—Winnipeg. He is due to return to England in March when a heavy schedule awaits him. On his agenda will be stage appearances, quiz shows, turning out a weekly column for the SUNDAY CHRONICLE. This will just constitute a tune up for the real work at hand, coverage of the Olympic track and field events in England this summer. Stu is slated to be mikeside when the major competitions are run-off.

However, before he returns to Britain, Stu will appear in a number of popular American radio programs. They include *Twenty*

*Questions and It Pays To Be Ignorant*—counterparts of programs he appears on in England.

Stu figures 17,000,000 Britons catch his show *Twenty Questions*. "The program is repeated three times a week," he said "and although it is not as slick as the U.S. program it gets more spontaneous laughs."

Stu was a prominent radio figure in Winnipeg in the early 1930's. In 1936 he decided to leave his home town, taking a cattle boat to Britain. There he rapidly became a prominent sports commentator and during the last war acted as war correspondent for the BBC.

## BBC VERGES ON COMMERCIALS

London, England.—The BBC has broken its rule of twenty-five year standing, prohibiting advertising of commercial names, with the inception of a new series of weekly programs entitled *Progress Report*, which began on January 20. The program is built around special efforts being made by individual manufacturers to overcome the present economic crisis. No charge is made to firms mentioned.

## LAST CALL FOR CAB ISSUE

Closing date for advertisers for the CAB Convention issue, out March 3rd, is February 18th, and those intending to use space are urged to advise us as soon as possible.

For the seventh successive year, additional copies will be distributed in Quebec for the benefit of delegates and their guests.



## Continuous Radio Audience Measurements Since 1940 . . . . .



# Elliott-Haynes Limited

Sun Life Building  
MONTREAL  
PLateau 6494

515 Broadview Ave.  
TORONTO  
GErard 1144



## In the House . . .

When Lionel takes over your advertising and applies the "LIONELIZING" touch, both your sales message and product go into the homes within CKCW's coverage area. Besides being an enthusiastic listening audience, Lionel's followers are a BUYING group . . . ask any client who's had his advertising "LIONELIZED".

Make sure that your product goes "into the house" . . . let CKCW be your promotional media.

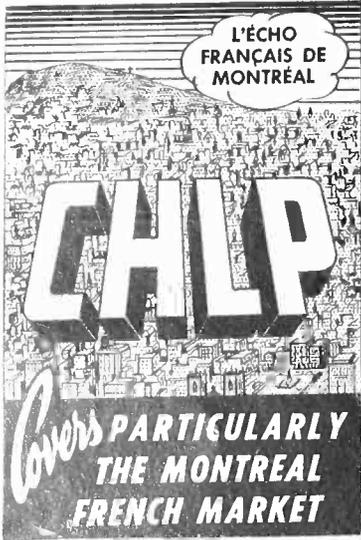
**CKCW**  
MONCTON NEW BRUNSWICK  
*The Hub of the Maritimes*  
Representatives Stovin & Co., Toronto - Montreal ..

# EDUCATION

## UBC Has Own Studios

Vancouver:—A radio setup unique among North American universities went into operation with the opening of University of B.C.'s new studios in Brock Hall on the campus.

According to Ernest Perrault the U.B.C. Radio Society is the only one in North America which



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

was planned, financed and maintained by students alone.

The club has a membership of 150 and has been going for ten years at U.B.C. The new studios were installed at a cost of \$5000, with an additional \$3000 worth of equipment in them.

Dr. Gordon M. Shrum, head of the U.B.C. extension department, formally opened the studios in the presence of 30 representatives of local stations.

Student programs will originate on the campus and be piped to CBC and independent stations, according to the society's plans.

Nearly a score of former U.B.C. men now with radio stations were among witnesses of the ceremony.

Besides originating shows for larger stations, the U.B.C. studios will broadcast news and music over loudspeakers in Brock Hall and university cafeterias.

The studios include a modern control room, announcer's booth, executive offices and two studios.

### Battles Union To Air Music

While University of British Columbia was marking the opening of new \$8000 studios with a big ceremony and plans for piping programs to local stations, the battle between U.B.C. Radio Society and the Musicians' Union continued.

The issue was whether university musicians could broadcast

over commercial stations in the evening, a time which the union said was reserved for professional musicians.

University performers were amateurs, the union said, and would be doing professionals out of work.

Latest reports were, first, that the U.B.C. had cancelled its CJOR program, *Music From Varsity*, and second, that there might be a loophole after all.

Ernest Perrault, radio society president, and E. A. Jamieson, secretary of the union local, are still trying to work out a compromise.

The union man reportedly said that if the student group presented a submission to the national headquarters of the union, explaining that their programs were "non-commercial, amateur and cultural," they might be allowed on the air in the evening.

### U. of A. Names Radio Directorate

Edmonton.—The Radio Directorate and the Radio Club of the University of Alberta have amalgamated to form the Radio Society, with Radio Director Jack Craine as President. Society has Betty Bothwell as program director; Jack Kirkconnell, business manager; Ed Stack, chief announcer; Bert Strum, chief technician; and Mary Pain, secretary. The coalition of the two groups which came as the result of a request by George Hartling, the U of A Students' Union president, was made at the last meeting of the Radio Club. A president of the Ham Radio Club still has to be elected.

The revision was made when it was found that the university's scale of radio activity made their proposed constitution almost impossible to apply in practice.

### Saskatchewan Organizing

Saskatoon.—Work on the Radio Club of the University of Saskatchewan is still in the prepara-

tory stages. Students are working on their first WURF series. Studio construction is progressing, and it is hoped that the \$2,600 worth of equipment will be housed in its new home as soon as the weather moderates.

### Manitoba Rolling Hard

Winnipeg.—Two original songs in honor of the University of Manitoba were written especially for the U of Manitoba broadcast of February 9th. Dramatic portion of this broadcast was under the direction of veteran CBC producer Archie McCorkindale. A "Talent Co-ordinating Board" has been established on the campus, through which it is hoped to pool all talent into a cross indexed filing system.

University of B.C. Radio Society scored by being the first college in Canada to get a drama on the network.

Trans-Canada carried the piece from the new \$8000 studios on the campus. The effort was *Varsity Show*, part of a four week series of dramatic documentary dramas concerning the history, personalities and traditions of western Canada's universities.

The U.B.C. piece was by Ernest Perrault, president of the U.B.C. radio society and Peter Duval, another UBC radio man.

Doug Nixon of CBR Vancouver and Don Cunliffe of UBC collaborated on the production.

### CANADIANS VIE FOR OHIO AWARDS

Columbus, O.—This year's Exhibition awards of the Ohio State University's Institute for Education by Radio during the four-day meeting of the Institute April 30th—May 3rd.

Entries closed February 1st, and those from Canada include CBC entries for farm broadcasts, children's programs, musical comedy, drama, school broadcasts and the "CBC Wednesday Night".

Among other entries are one from CJGX, Yorkton, Sask., which has put in its "Young People's Hour and Hear Ukraine Sing".

## Complete Western Coverage

- CJOB Winnipeg
- CFQC Saskatoon
- CFRN Edmonton
- CKMO Vancouver
- CFCN Calgary
- CKNW New Westminster
- CJAV Port Alberni
- CFPA Port Arthur
- CKFI Fort Frances

WRITE FOR . . . . Availabilities

## "TOP FLIGHT" Transcribed Programs

- Bulldog Drummond
- Captain Stubby & the Buccaneers
- Moon Dreams
- Singin' Sam
- Incredible but True
- Wings of Song
- Stay tuned for Terror
- It really Happened with "JIM AMECHE"

AUDITION DISCS available on request . . .

## A. J. "TONY" MESSNER

Representative for Western Canada . . . . .  
 LINDSAY BUILDING . . . . . WINNIPEG, MAN.

# CKCL

## TRURO, NOVA SCOTIA

250 WATTS NON-DIRECTIONAL

1400 KILOCYCLES

Manager:  
 J. A. MANNING

Representative:  
 WM. WRIGHT



**STRAIGHT  
FROM THE  
"SOURCES"  
MOUTH**

**5 REASONS WHY CKWX IS YOUR BEST BUY...**

- 1. (SOURCE: ELLIOT-HAYNES LTD.) In Vancouver, CKWX delivers your advertising message to more listeners than you can reach through any other radio station—morning, afternoon and night.
- 2. (SOURCE: BUREAU OF BROADCAST MEASUREMENT) CKWX gives your message maximum circulation, because CKWX goes into more radio homes—urban and rural, daytime and night-time—than any other independent station in British Columbia.
- 3. (SOURCE: CANADIAN FACTS LTD.) Your advertising on CKWX gets valuable point-of-sale support. Grocers and druggists in Vancouver have named CKWX their first-choice station . . . recommend it to national advertisers.
- 4. (SOURCE: THE BILLBOARD'S 1947 PROMOTION COMPETITION) Overall promotion at CKWX is tops in all Canada—puts added sales push behind your campaign.
- 5. (SOURCE: NATIONAL RATE CARD No. 8) You pay substantially less for a lot more on CKWX. Rates are lower than those of any other 5000 watt station heard in Vancouver.

*Vancouver's*

**CKWX**



**GET THE FULL STORY! CONSULT ALL-CANADA OR WEED & COMPANY!**

## NEW YORK'S RADIO ROW

by  
Richard Young

New York, N.Y.—It doesn't seem too long ago that the Federal Communications Commission issued its famous Blue Book in which the commission gently but firmly slapped the wrists of broadcasters who were not particularly public-service minded. Shortly after its publication and throughout 1947 there was a noticeable increase in such presentations. Today there are increasing signs that broadcasters throughout the United States are becoming more and more conscious of their public service on a local as well as national level. In fact, this year is shaping up as the year of documentary shows—radio's big-wigs are currently waist deep in plans to dish out heaping platefuls of education and information to the ever-anxious public. We hear, for instance, that the NBC network, which to date hasn't engaged in full-scale production of the documentary-type program, will soon hypo the activities of its public affairs and education department. In addition, the ABC network has just announced that it will produce five major documentaries in the public interest during 1948 under the able leadership of the net's vice-president in charge of public affairs, Bob Saudek. This series will deal with various phases of psychiatry, domestic social conditions and world problems. The CBS network, which not too long ago set up a special Documentary Unit headed by Bob Heller, has several hour-long productions in

the planning stages including one on the American Indian. The MBS network as well as local stations everywhere are currently blue-printing programs that serve the public. Probably one of the most popular of the locally-produced documentaries is the series *Report Uncensored*, wrapped up by Chicago's station WBBM. Incidentally, although few public servicers are ever sponsored by the advertiser, top-ranking officials tell us they are definitely not against the idea. But so far the high costs of these productions has kept the advertiser on the outside looking in.

Now that Petrillo has agreed to agree, the networks still have their musicians, and the FM'ers are duplicating the programs of the "big four", a definite lull in activities has settled over Radio Row, and although most of the top network executives have reportedly hurried out of town to sunnier climates, don't think for one minute that these execs aren't preparing for the day (March 1) when negotiations are resumed. It's probably also a safe bet to say that the networks will keep close at hand the special library of recorded musical bridges, cues and backgrounds which they stored up before the recent threatened walkout. This library, which, according to one official, would permit the broadcasters to continue almost-normal operations ("so that only a professional broadcaster could tell the difference"), cost the networks—CBS and NBC—approximately \$75,000. In lifting the ban on AM-FM duplication, Mr. Petrillo is said to have pushed FM ahead at least three years. However, the AFM still will not permit extra charges for duplication. It was pointed

out that FM stations carrying AM shows will only duplicate circulation not add it.

Speaking of FM broadcasting, it is fact, not fiction, that most FM stations are still operating in the red. However, a group of FM'ers in Cincinnati have come up with an idea that might well send them out to the corner drug store for a bottle of black ink. These broadcasters have formed Transit Radio, Inc., with Hulbert Taft of station WCTS as president, and they plan to install FM sets and speakers in various forms of public transport, trolley-cars, busses, etc. They will pay the transit companies for the rights and then sell time and tailor the programs for the passenger audience. The potentialities are described as terrific because the average transit companies carry approximately the city's entire population each day and reception is perfect. Favorable reaction has been received from potential sponsors.

When the members of the National Assn. of Broadcasters get together for their annual convention in Los Angeles next May, the spotlight is expected to shine on the much-discussed "Standards of Practice Code", and more specifically, the commercial limitations therein. We think they might do well to take along a copy of the latest survey—"An Audience Measurement of Spot Radio Commercials"—just released by the radio rep firm of Edward Petry & Co. Among other things, the 3,229 persons interviewed (in St. Louis) were asked: Do you think that most radio advertising is too long, too short, or about right? Sixty-two per cent answered "about right", about 32 per cent said "too long", and 1 per cent said "too short". When asked if advertising is more interesting when sung or spoken, 29 per cent said "sung", 43 per cent said "spoken", and 20 per cent replied that both techniques were the "same".

Subscription radio is expected to get under way in the U.S. next fall. According to Rolf Kaltenborn (son of commentator H. V. Kaltenborn), writing in THE SATURDAY REVIEW OF LITERATURE: "Subscription radio is not too complicated. A radio station sends out programs, but it sends out at the same time a whistling sound which prevents you from hearing this program clearly over your radio set—unless you attach to your set a small, patented device which clears away the interference (i.e. the whistle). Once the device, which acts as a sort of filter, is attached, the listener can hear

the subscription station clearly. How do you get the device? You rent it from the station, and the monthly rental fee helps pay the cost of the programs which, of course, are free of advertising". Rolf may have something there, but, you know, it's been our experience that a U.S. radio listener, when temporarily exposed to non-commercial radio, actually misses the advertising! (And that's no joke, son).

**On the cuff notes . . .** Network executives tell us we can expect more and more emphasis on block (or mood) programming and promotion during '48 . . . House Appropriations Committee has recommended a total budget of \$6,260,000 for the FCC during the next fiscal year . . . We're told that the ABC network's *Bride and Groom* show may soon be filmed for almost-simultaneous transmission on television . . . CBS network is planning a new sports show (with Red Barber) reportedly aimed at stimulating interest of female listeners in sports programs . . . Summer replacement for the NBC network's Jimmy Durante series will probably be the Dan Carson Story starring screen actor Pat O'Brien . . . NBC network is reportedly searching its script files for story ideas that might be suitable for sale to the Hollywood studios. (CBS has been doing this during recent months) . . . We'll probably soon hear of a new radio package being prepared for popular toastmaster Georgie Jessel . . . ABC network has added a new dramatic series, *Twelve Players*, on Monday evenings, featuring top movieland stars . . . NBC network spokesmen tell us that the reports that NBC will carry co-op programs instead of the usual summer replacement shows during the vacation season are without foundation . . . MBS network has signed an exclusive three-year contract to air the annual Indianapolis Speedway auto races sponsored by Perfect Circle Piston Ring Co. . . Tradesters would have us believe that Listerine elected to sponsor the CBS network's Abe Burrows after hearing the following statement attributed to the comic: "Radio comic's attitude toward commercials should be respectful" . . . And that's the news till now.

### PLAN EDUCATIONAL AWARDS

The Canadian Association for Adult Education is planning to make awards for specific categories of programs. The Association will appoint a special committee, representative of networks, local stations, agencies, and the public, to set up categories and standards. Later, a committee of judges will be set up to make the awards.



DOMINION NETWORK

EXCLUSIVE COVERAGE

SERVES A WELL-TO-DO  
YEAR 'ROUND AUDIENCE

Reaches the Rapidly Expanding Market  
in the Mining Area of Northern Ontario

Beam Your Sales Message to this Rich  
Territory Through the Facilities of CJRL

Representatives:

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

**IT'S LOGICAL!**

**Haircut? see a Barber**  
**Pyjamas? see a Clothier**

**And for THE Sales Medium  
in Northern Alberta . . .**

**CFRN**

IN EDMONTON, CANADA'S FASTEST GROWING CITY

**PEOPLE**

**MOVES TO MONTREAL**



**RALPH JUDGE**

Toronto.—Ralph Judge, from the sales department at the Stovin office in Toronto, assumes management of the Montreal office as of March 1st. Judge, who before joining Stovin was in radio in Regina and Winnipeg, replaces Ralph Bowden, who has resigned. Harry Junkin, formerly with the Montreal office, has gone to New York, where he is tackling the freelance field production.

**MEET THE MASONS**

Montreal. — James Mason and his showgirl wife, Pamela Kellino, were the guests of Joy Thompson of the Canadian Art Theatre at a cocktail party held January 26 at the Windsor Hotel here. The party was held to make it possible for the press and those interested in radio and movies to meet the Masons. Mason, who was recently in Toronto recording several plays for radio on the *London Playhouse* has appeared in a number of the features adapted for this series. His wife spent a couple of hectic hours prior to the party autographing copies of her book, "Del Palma".

**TORONTO FREELANCE**

Toronto.—Jack Scott, velvety-voice CBC announcer, has now located in Toronto. Jack, it is understood, has taped up three programs and will operate on a free-lance basis.

**RADIO BIRDMAN**

Vancouver. — R. T. Bowman, far flung newspaper correspondent and radio man who recently took over as manager of CKMO Vancouver, has received a plaque from United Airlines to mark more than 100,000 miles of air travel. His first commercial flight was in 1934 from London, England to Copenhagen.

**JOINS IBS**

Winnipeg. — J. R. Finlay, CBC Prairie Regional Representative, announces the transfer of a member of the CBC's Winnipeg staff to IBS.

Dick Halhed is now connected with the CBC International Service, contributing to the overseas transmission, *Canadian Chronicle*. Dick, who came to Winnipeg from Vancouver, specialized in both cities as producer of feature and actuality broadcasts.

**JOINS CKRC SALES STAFF**

Winnipeg. — Latest addition to CKRC's staff is Norman McLeod formerly of CJOC Lethbridge. He has joined the sales department.

**EAST TO WEST**

Ross Sangster has left CJCH Halifax to join CKMO Vancouver as announcer and librarian. He worked in the Maritimes with Bob Bowman who recently took over CKMO.

**SURPRISE! SURPRISE!**

Vancouver.—Al Reusch of CKMO has such an effect on the bobby soxers that they've formed an Al Reusch Fan Club and gave him an engraved cigarette case.

The teen agers surprised Al by coming into the studio while he was on the air and sticking around till he opened the parcel in front of the mike.

**STORK REPORT**

Montreal.—Paul L'Anglais, president of Radio Programme Producers, vice-president of Quebec Productions Ltd., was presented with a daughter January 19, his third child and third girl.

**AGENCY WRITER**

Toronto.—Irvin Teitel, who recently bet local agencies, in his mailed presentation, his dollar (enclosed) against their doughnut that he could be useful to them, has landed in the Toronto office of Canadian Advertising Agency where he is writing newspaper and radio copy.

He is doing a radio column called "Two Cents Worth" for *Radio Vision*.

In his spare time he writes radio scripts. The latest went to Campana's *First Nighter*, was aired on CBS February 12th and earned Teitel a cool \$250.00.

**CHAT**

(Continued from Page 3)

**... BECAUSE**

there are 17 industrial plants in Medicine Hat that produced \$35,000,000.00 worth of goods in 1947

**CHAT'S The Answer**

1200 PERSUASIVE WATTS  
PERSUADING 22,000 RADIO HOMES

An All-Canada - W'eed Station

**MEDICINE HAT**

**YOU WIN... 3 WAYS!**

**MARKET:** The TIMMINS area — heart of Northern Ontario's famous Porcupine gold mining area and busier-than-ever lumbering district. Better-than-average wages — high purchasing power.

**AUDIENCE:** CKGB blankets this area—has unusually high listenership (see Elliott-Haynes). Outside station reception is almost impossible due to mineral formation.

**RESULTS:** Local Advertising is at an all-time high — and local merchants demand and measure cash register results. National Advertisers, too, get immediate returns with

**CKGB Timmins**

5000 WATTS

680 KCS

FM-CKRT

Get the facts from

**NATIONAL BROADCAST SALES**

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

MONTREAL: 106 Medical Arts Building - FI. 6388

**REGINA plus**

**127**

**SASKATCHEWAN  
BUSINESS FIRMS**

IN

**16**

**SURROUNDING  
TOWNS**

**Weekly Use**

**CKRM** REGINA  
"THE SASKATCHEWAN FARMER STATION"



*Joe Hardy*  
*Talks*  
ON

**QUEBEC MARKET NO. 2**

"Quebec City—which looks forward to welcoming the C.A.B. Convention, March 8th to 11th—is the centre of a thriving market area served by CHRC. Agriculture, Manufacturing, Pulp and Paper, and Tourists, are only a few of our many industries. Pay-rolls are up, individual earnings are up, index of employment is up—all of which adds up to a thriving, important market which depends on CHRC for entertainment, information, and news about products and services. Carry your message, in French, into these homes—reached only by CHRC."

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

<b>Jos. A. Hardy &amp; Co. Ltd.</b>	
MONTREAL	TORONTO
REPRESENTING	5000
<b>CHRC</b> QUEBEC	WATTS
<b>CHRC</b> NEW CARLISLE	5000
<b>CHLN</b> TROIS RIVIÈRES	WATTS
<b>CHLT</b> SHERBROOKE	1000
<b>CKRS</b> JONQUIÈRE	WATTS
	250
	WATTS

**AGENCIES**

MacLAREN ADVERTISING CO.



NORMA HUTTON

Montreal.—On February 7, the new *Dove Award Program* went on the air as two separate shows, one in French and the other in English. The French version, which is broadcast Monday nights from CKAC to a net of independents, features Fernand Robidoux and Lise Roy as soloists while the orchestra is under the direction of Lucien Martin. Jacques Desbaillets is emcee.

The English show, with vocalists Fred Hill and Norma Hutton, originates at CFCF Saturday nights at 8.30. The orchestra is conducted by Henry Mathews. Both programs are Paul L'Anglais productions with Gibby Wall and Lovell Mickles in charge.

Previously, the show, which is sponsored by Dow National Breweries, was broadcast over both a French and English net, but the broadcasts involved three control rooms, three engineers and a duplication of cast.

The placement is by MacLaren Advertising Agency through Henri Poulin, Montreal radio director.

**COCKFIELD BROWN & CO. LTD.**

Montreal.—CBL launched a new radio program on January 15, after many years absence from the air.

*CBL Serenade* is a split network operation, being fed to Dominion and the Quebec network from the RCA studio. The singing star is Mary Henderson, Canadian born soprano, who is with the Metropolitan Opera Co. The allstring orchestra is conducted by Jean Deslauriers.

Jules Leavitt and Warren Robinson are narrator and announcer respectively on the English show, while Omer Renaud and René Lecavalier perform the same chores on the French. *CBL Serenade* is placed by Cockfield Brown & Co., Montreal, produced by Bill Hanna and script is by Christopher Ellis both of that company.

Toronto.—On February 15th, the For I Theatre will originate in Toronto, in place of the regular New York-originated show. The play will be Stephen Leacock's "Sunshine Sketches of a Little Town", adapted for radio by Max Braithwaite, with music composed and conducted by Lucio Agostini.

The program, which is being produced by Alan Savage, of Cockfield, Brown & Co., will feature Alice Hill, Don Harron, John Drainie, Tommy Tweed, Frank Peddie, Ruth Springfield and Earl Grey in the lead roles.

The show replaces "Abe Lincoln in Washington" which originates in New York on that date. There will be no studio audience for the program.

The sponsors, Ford Dealers of Canada, have added 5 stations to their T-Can line-up for *Ford Theatre* (from NBC) making a total of 41 stations.

Miles Laboratories (Alka-Seltzer) is starting the 10-minute 5 a week "Did I Say That?" quiz recording over CKY, Winnipeg on March 1st. The show features Harvey Dobbs and Don Wright and is running currently on CFRB, Toronto. Same sponsor has also scheduled the French 15-minute 5 a week *Ici LaFlamme* going to CKAC, Montreal and CHRC, Quebec March 1st. In addition to these, Alka-Seltzer has contracted for a 52-week spot campaign over a number of stations between the Maritimes and Alberta.

**HARRY E. FOSTER AGENCIES**

Toronto.—Northern Electric has started a 10-minute newscast 6 nights a week over CKEY, Toronto, featuring Fred Cripps.

**R. C. SMITH & SON LTD.**

Toronto.—Sheaffer Pen Co. of Canada Ltd. is piping in the *Sheaffer Parade* from NBC beginning February 15th to CBI, Toronto and CBM, Montreal.

**SPITZER & MILLS LTD.**

Toronto.—Quaker Oats has started the *Ful-O-Pep Quiz & Farm Show* over CHAB, Moose Jaw; CFQC, Saskatoon; CKCW, Moncton; CKWS, Kingston with delays to CJBQ, Belleville and CFJM, Brockville. The program is produced locally at each station, and is recorded from towns in the surrounding areas. It has been scheduled for 13 weeks and advertises Ful-O-Pep Feeds and Quaker Flour.



**THINGS TO COME**

"CBC Drama Tells of Bull-Fighting".

—*CBC Program Schedule*. Prelude to 1948 Radio Committee no doubt.

**DEPT. OF DESPAIR**

Sir: Hope dims as we read in your last issue that the CAB is resolved to fight for the independent regulatory committee by all legitimate means.

—*Worried.*

**FIFTH COLUMNIST**

We gratefully acknowledge sixteen letters suggesting that we mention in this column the fact that the Dominion Government is currently afflicting us with acts of Abbotage.

**VOX POP**

"The *Stage 18* show of Jan 11, an original play in blank verse *Socrates*, based on the life and teachings of the great Greek philosopher was billed as being repeated by popular request. Come, come, fellows, name two.

—*Irvin Teitel*  
in RADIO VISION

**LAST CALL**

The only control that no politician has yet advocated as a remedy for high prices is self control.

—*Saturday Night.*

**CONVENTION TIP**

Supplying the press with advance copies of speeches not only increases publicity but also encourages speakers to stick to the point.

**PRIVATE ENTERPRISE**

We've an especially soft spot in our hearts for the station operator who deplores our editorial policy to the point of refraining from advertising with us, but not enough to prevent him sending us special publicity releases in the hope that we will use them as free plugs.

**THEY ALSO SERVE**

Maybe the scheduled "Appointment of CAB Standing Committees" slated for the last day of the Convention should be amended to read "CAB Moving Committees".

**CAVE PORKUM**

Some US radio men are reported to be highly concerned over the Subscription Radio plan under which non-payers loud speakers will pour forth a pig squeal. They are said to be cancelling programs left and right just to make doubly sure.

**SEASONAL GREETINGS**

You'll be our Valentine, by heck. Or else we'll break your god-dam neck.

**ALL-CANADA RADIO FACILITIES LIMITED**

MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER

Are proud of their  
appointment as  
Exclusive Representatives of

**CFPL**

LONDON, ONT. 5000 WATTS

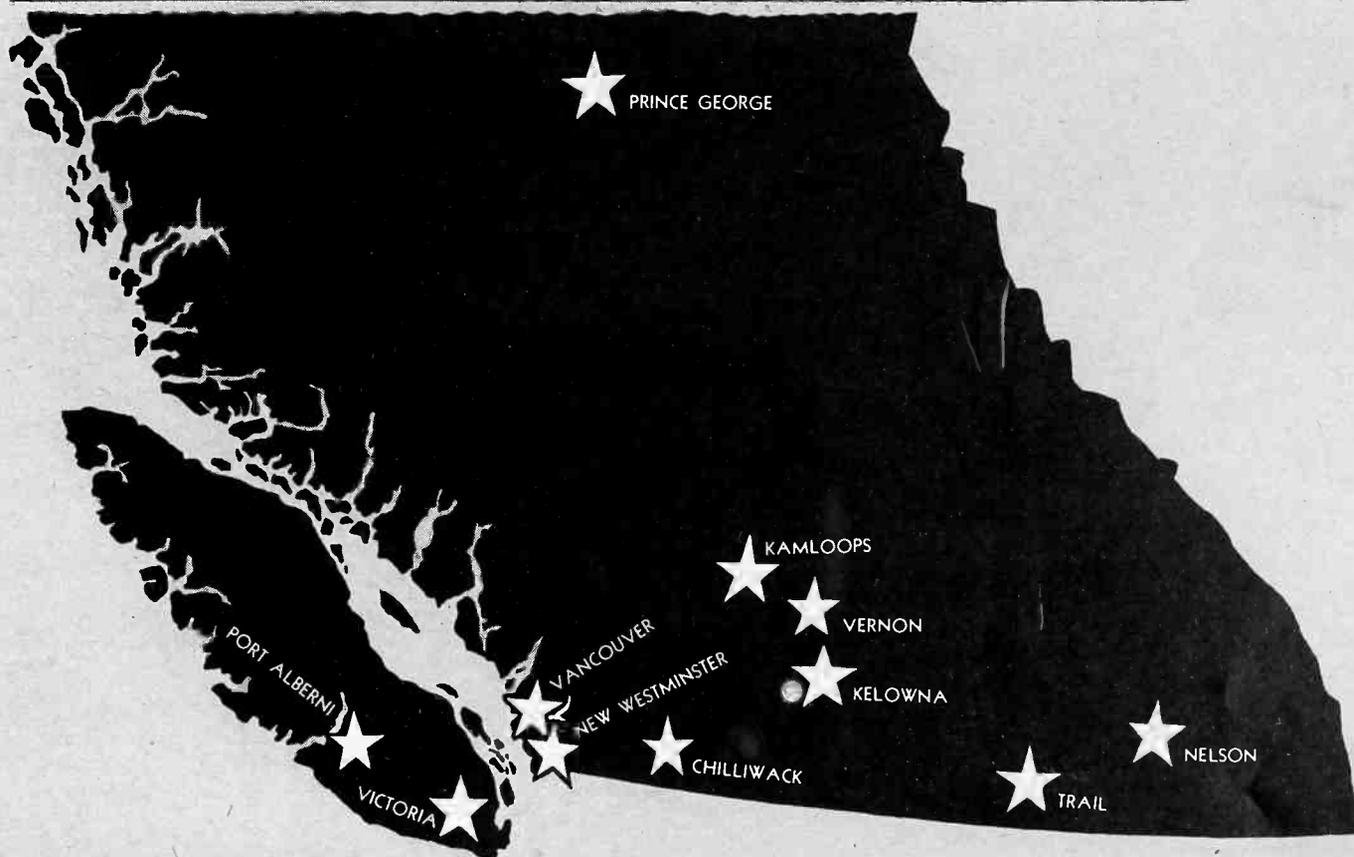
Effective February 1st, 1948\*

Ask the "ALL-CANADA" MAN for latest Statistical  
and General Information on this Progressive Station

\*Representation effective in Montreal and Winnipeg offices  
on May 1st, 1948.

# 13 OF CANADA'S 89 INDEPENDENT STATIONS

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



## B.C. - A Growing Province!

In less than eight short years, trade through British Columbia ports has more than doubled. In 1939 the figure was \$202,449,284.

Today the figure is over the \$500,000,000 mark. Another indication of the vast growth of this great Pacific province.

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

Chilliwack  
**CHWK**

Kamloops  
**CFJC**

Kelowna  
**CKOV**

Nelson  
**CKLN**

New Westminster  
**CKNW**

Vernon  
**CJIB**

Prince George  
**CKPG**

Trail  
**CJAT**

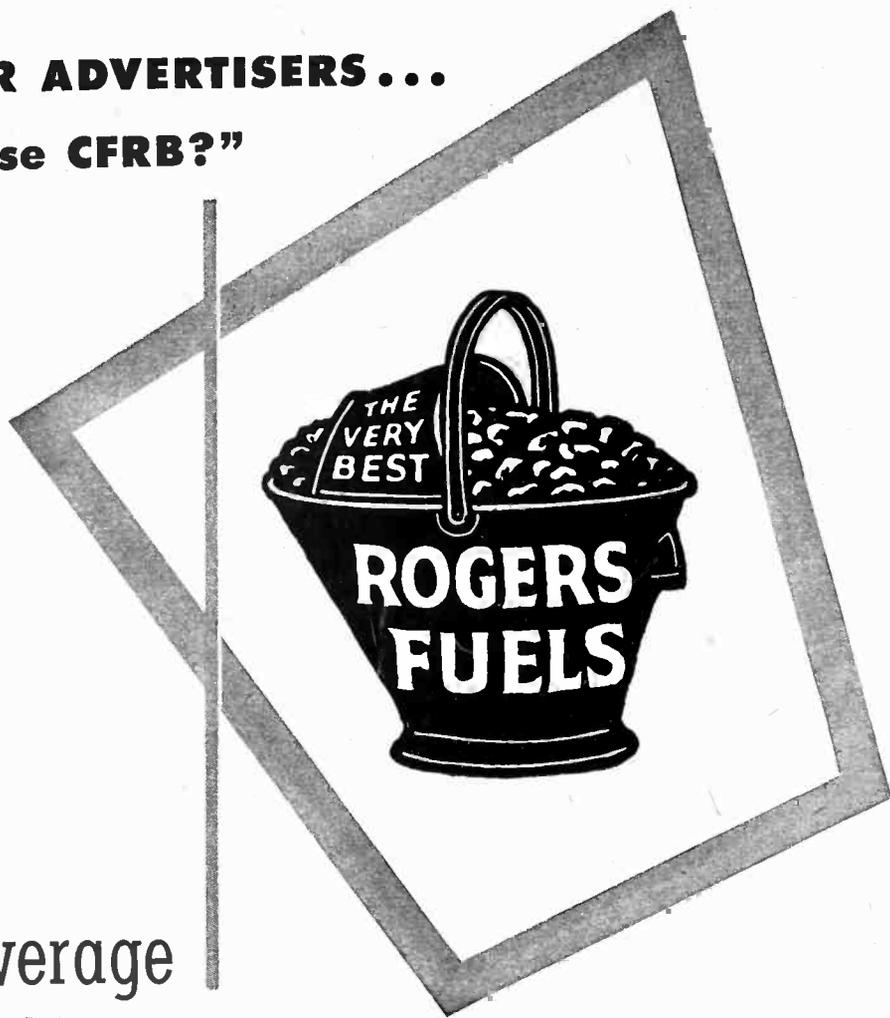
Vancouver  
**CJOR CKMO CKWX**

Victoria  
**CJVI**

Port Alberni  
**CJAV**

**WE ASKED OUR ADVERTISERS...**

**"Why do you use CFRB?"**



**\*"This coverage  
sells more fuel," says**

**the ELIAS ROGERS COMPANY LTD.**

**T**HREE times a day, six days a week for over eight years we have been advertising over CFRB. We have found that our CFRB advertising brings us new customers for coal, for oil-burners and other heating equipment. It keeps our old customers coming back, year after year. Regularly, customers have told us: 'I heard your announcement over CFRB . . .' We continue using CFRB because we have proved CFRB most effectively covers the market we want to reach."

Local advertisers like the Elias Rogers

Company, Toronto, have direct checks on the effectiveness of their day-to-day advertising. When daily enquiries—and sales—result from CFRB radio advertising, they know they are using the right medium—the right station. Their experience may well serve as guide to national advertisers seeking wider markets. CFRB reaches more people in Canada's richest market. Its sales messages pack a punch which no wise advertiser can afford to ignore. CFRB gets RESULTS. Why not include CFRB in your national radio planning?

**\*THIS IS ONE IN A SERIES OF**

**CFRB**

**SUCCESS STORIES**

REPRESENTATIVES: Adam J. Young Jr., Incorporated, New York • Los Angeles • Chicago

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