RICE AND LALONDE TO HEAD CAB

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

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

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

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

New General Manager

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

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

May Permit Price Mention

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

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

Three New Broadcasters

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

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

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

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

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

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

All-Canada in British Columbia

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

ALL-CANADA RADIO FACILITIES Limited

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL
PROGRAMS

Score Promiscuous Giveaways

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

JINGLE JELL

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

ANNOUNCING MUSICAL EVENTS

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

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

HUGE MAIL RESPONSE

Winnipeg.—Gene "Porty" Charbonneau was a little worried about how many people dialed his way early each morning. So the CKRC fatman "poisoned" up a little contest to satisfy his curiosity. He got to playing sound effects and asked his listeners to identify them. As an added incentive he offered a waxed radio as first prize. The response made Gene's eyes pop. During the first seven days of the inaugural contest he received 4,000 letters. When a correct guess molested it he ran another. Up went the letter envelope—5,359 poured into him.

Yea, Gene found out people listen to him.

OLD TIME HIT PARADE

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

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

NEWSPAPER QUIZ

Winnipeg.—Following the Truncheons lead, the Winnipeg Free Press has entered the quiz field. The new show, entitled Double Dishes is aired for 30 minutes weekly over CKRC. Jack Wells, free lance sports commentator, is master of ceremonies and supervises handing out of money to lucky contestants. Al Loeveni, CKRC staffer, is in charge of the burs.

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

At least $200 is ante-ed into a Giant Jackpot each week. Each week contestants and want ad purchasers stand to win $250 plus all the money left in the jackpot.

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

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.

Keep Your Eye on

CANADIAN CAVALCADE

Elliott-Haynes Rating:
February '47 — 14.0
February '48 — 20.2

Don't Overlook Music With A PERSONAL PLUS
In Your Program-Planning

For the finest in Orchestras, Acts and Entertainment—

CONSULT:

THE OFFICE OF
MART KENNEY
125 DUPONT STREET
TORONTO, ONTARIO

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

(Tune to Page 17)

MEDIATE HAT

CHAT

March 20th, 1948

Canadian Broadcaster

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

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

"Twenty-two per cent of all Canadians actually believe that a manufacturer makes a net profit of forty cents on each dollar's worth of merchandise", he said, "and the average Canadian believes that the average manufacturer makes a profit in excess of 25 per cent. Actually the figure is something less than 4 per cent.

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

'Ignorance Is The Threat'

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

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

Claiming that business itself cannot do this job, because "business is in the doghouse and is looked upon with suspicion like a fellow with an axe to grind," he went on to say that "radio — with our commercial sponsorship — could do it and do it well, and, in so doing, it would be performing an heroic service in the interest of the Canadian nation, Canadian business and the radio broadcasting industry in particular.

"Public relations of this kind puts into active and useful employment a scheme of things far more realistic and far more practical than any such banal and thread bare poppycock as "our way of life", he said, adding: "that phrase, 'our way of life,' is to many of our people, that way of life that gives them all the breaks and let the devil take the hindmost. Are you going to protect your business by doing a constructive public relations job?", he asked, "or are you going to sit passively by while reds, who chatter up our government-owned wave-lengths, undermine your business structure without getting a blow in return? If our mistaken notions of democracy and fair play in this big-minded and detached country line us into permitting these cow-inspired intellectuals to hold a microphone in the one hand and a dagger in the other, then we do serve to find ourselves being collectivised instead of televised!"

Radio Reaches Everyone

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

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

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

HIS MASTER'S VOICE

Victoria, B.C. — Dick W漻ay, production manager of station C.J.V.I here, had the unusual experience recently of sitting in the audience and listening to his own speech. Dick was to deliver a fifteen minute speech to the Rotary Club, so he recorded his talk, and when the time came for him to speak, it was only necessary for him to make a few introductory remarks, and then he was able to sit down and listen. After the growth of the city, he said the first regular radio service here was started on Easter Sunday, 25 years ago, with a church broadcast.
The Status is Quo

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

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

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

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

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

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

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

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

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

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

Radio Heartens U.N.

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

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

The United Nations Radio assisted local as well as national broadcasters, and Mr. Meredith outlined the help they gave and planned to give to assist in keeping informed and balanced broadcasts on the United Nations and on international affairs generally. Meredith is part of the international group of broadcasters that is responsible for the radio output of the United Nations. The director is a Canadian, Peter Ayles. Meredith was awarded the M.B.E. for his work as radio officer at Canadian Military Headquarters in London during the war.

No Radio For Reds

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

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

U.S. Guests

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

PRODUCER SUES CHAIN

New York.—Claiming that his contract with MBS calls for a guaranteed $7,500 a week, plus 60% of his show's gross above that to $15,000 and 40% above that, Dan Golenpaul, owner of the Information Please show, is suing the Mutual Broadcasting System for $500,000. He estimates this sum to be the amount of damage caused by the way the show has been handled, he said. Golenpaul claims that Mutual has been allowing a large number of stations to carry the show for commercial purposes without his consent, or doing so in a way so discriminatory as to make it impossible for listeners to follow the show.

Golenpaul's list of allegations is long. He said that he had discussed the matter some time ago with Edva Kobak, executive vice president of the network, but that no action has ever been taken, as Kobak had promised, leaving nothing for him to do but sue the executives of the company making no comment pending investigation of the situation.

CONGRESS ON THE AIR

Washington.—With a revised form of the bill introduced last year, arduous for the approval of all broadcasting groups, the Congress, Senator Claude Pepper again seeking legislation authorizing such broadcasts.

Pepper's bill, introduced for the first time last year, has been amended to include television broadcasting. Said Pepper: "This bill would educate, enlighten and inform the people and thus provide for a more responsible and responsive electorate, to prove the quality of Congress debate and lead to an improvement in the composition of the Congress."

YOU CAN'T LOSE

A recent poll, taken on the American Broadcasting Company's "Woman's Hour," revealed that nearly 22% of those who had entered radio contests had won prizes. Of the 1,115 people questioned, 238 said they had entered radio contests of one kind or another, and of this number, 51 said they had winners. The poll also showed that women outnumbered men as winners by four to one.

NARBA MEETS IN MONTREAL

Montreal.—The North American Regional Broadcasting Conference, to be held here between August 2 and September 30 of this year, on invitation of the Department of Trade and Commerce, approximately 200 broadcasting representatives are expected to attend from all over the continent.
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.

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
CAB

New Research Needed

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

Rising costs of broadcast advertising and other problems are giving rise to a need for special research to aid in selling radio advertising, according to Keeble, who pointed out that all other media, in both Canada and the United States, are launching heavy, promotional research campaigns.

"One of the basic points of our survey plan is to provide a parallel between research in the two countries," he said.

Keeble said that his committee of investigators had interviewed 36 radio buyers and that the gist of these interviews had been incorporated into a nine-page questionnaire designed to find answers to the questions the buyers of time wanted asked.

A Tremendous Story

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

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

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

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

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

Excise Tax Rapes Radio

Quebec — Discriminatory legislation has hit back the production of the excise tax to radio.

The recent battle for the Radio Modulation Card, as well as Standard Band AM receivers, according to Ralph Hackbusch, chairman of the Radio Manufacturers Association committee on FM and Television, who claim that broadcasters are victims of the situation as well as the manufacturers.

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

We have, and are witnessing some controls of U.S. dollar exchange by a speaker at the conference. "Whatever the momentous changes do to Canadian business, the fact remains that without the present time continuing, most levels, with manufacturing, production, retail trade and employment touching an all-time high, yet, he added, "the whole face of all this prosperity, radio, suffering to the point where the sale of receiving sets was down 62 per cent on this January compared with the same month last year."

Following the meeting, the speaker elaborated on the seriousness of the situation when he told this reporter that the radio manufacturing industry is faced with inevitable reduction employment in its Canadian factories, production for the month of February being stated as being 60 per cent less than for January.

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

The following appeared in the current Elliott-Haynes Report as the top national programs, based on fifteen key markets. The first figure following the name is the B:K rating, the second is the change from the previous month.

**DAYTIME**

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<td>M. Perkins</td>
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<td>Pete Young</td>
<td>Jamboree Toujours populaires</td>
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<td>Claire Wind</td>
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<td>Right to Happiness</td>
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**Evening**

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<td>Charlie McCarthy</td>
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<td>Fred Allen</td>
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<td>Lux Radio Theatre</td>
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<td>Bing Crosby</td>
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<td>Share The Wealth</td>
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<td>Meet Carlin Archer</td>
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<td>Big Town</td>
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RESEARCH

BBM Gives Progress Report

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

Ninety-two of Canada’s 116 stations now subscribe to BBM. Phenner announced there are also fifty representing practically 0% of advertising agencies, forty-five national advertisers and nine additional representatives. The joining of a ninety-third station—station CJNB, Northattleford—was announced before the meeting adjourned.

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

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

Business Meeting

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

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

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

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

Nine Per Cent of Canadians Favor Present Radio System

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

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

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

Continuous Radio Audience Measurements Since 1940

Elliott-Haynes Limited

Sun Life Building

MONTREAL

Platén 6494

515 Broadway Ave.

TORONTO

GErrard 1144

RCA VICTOR TRANSCRIPTION STUDIOS

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

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

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

For Outstanding Transcription Service

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

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

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

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

Lester does comedy in a free and easy ad lib style. People either like him or they don't. A quick survey of his fans, and they vary from taxi drivers to cabinet ministers, discloses that you haven't quite know what he is going to say, and as the sponsor usually comes out second best on his gags, his approach is refreshing.

His working partner on the air, a bird named Oscar, (actually some sort of a whistle) will be "co-starred" on the Javex show.

TALENT
Sponsor Is Second Best

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

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

Lester came into radio the newspaper route, having worked on the old Toronto World, the Toronto Evening Telegram, the Belleville Intelligencer and the Detroit Free Press.

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

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

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

In '34 he says he returned to Toronto on the "insistent demand of his creditors," where he worked with such orchestras as Nelson Hatch, Gilbert Watson, et al. He says he particularly liked working with Al. On mike or off, you can't stop him saying things like that.

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

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

DICK NELSON
WAVERLEY 1191
FM - TV

Movietone Produces First Daily TV Newsreel

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

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

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

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

HT HIT FIRST TV MILLION

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

These television accounts are handled by the agency, with Ford's representatives having, in nearly one quarter of the company's business.

SEND FM PAPERS

New York.—Facsimile newspapers, set out at hourly intervals between 9 a.m. and 4 p.m. by station WQXR, figure in the first post-war large demonstration of facsimile news service.

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

TWO SEEK FM IN B.C.

As expected, Don McLay of Chilli-See, C.C. and CEJC Kamloops, have applications for FM licenses with CBC boards of governors.

Keep your family interested in radio

Let us send you The

CANADIAN BROADCASTER to your house

$200 a year — $5.00 for 2 years

ACTUALITIES BY MOBILE FM

Hamilton.—House in a 1947 Studebaker, complete with broadcast panels and all the trimmings, CHML's FM Mobile Unit started on its broadcasting career last month, covering two-3 fires in Hamilton.

With Logan Stewart at the microphone, the car, with its three antennae, was on the air almost as soon as the fire trucks.

Besides his on-the-spot descriptions as the building blazed, Stewart interviewed policemen, firemen, bystanders.

A few days later when Central and Southern Ontario were faced with an electric power shortage, the Mobile Unit was sent out to interview hydro officials in their homes.

These officials pointed out that the situation could be relieved by domestic economy, and that night CHML reporters toured the city in the car urging Hamiltonians to co-operate.

As the Mobile Unit passed up and down the streets, lights were actually turned off, and listeners waved their approval.

Later that night Hydro officials commented the station for its work and claimed that the broadcast had saved over 2,000 horse power.

Further use is made of the Mobile Unit which has been made to re-enable a modern control room, in the general programming of the station.

It is used each morning to call on Hamilton housewives during a morning quiz show, instead of the usual procedure of contacting listeners by telephone.

TV-TAILORED FILMS

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

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

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

CBS BUILDS TV STUDIOS

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

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

The Home of Steep Rock Iron Mines Limited.

Ontario-Minnesota Pulp and Paper Company Limited.

A. J. "Tony" Messner

LINDSAY BUILDING • WINNIPEG, MAN.
New York, N.Y.—Current programming emphasizes a ritualistic approach, and new soap shows are promising an ever-increasing amount of criticism from the nation’s newspaper critics and columnists and even some segments of the listening public. The current flood of “I love Mrs. Murphy’s Chowder because . . .” contests were also ridiculed recently in a series of radio articles on radio contests authored by John Crosby, New York Herald Tribune columnist who is also syndicated in papers throughout the country. Much of the criticism has no doubt been sparked by the gigantic series of Miss Honey-Mrs. Honey—Mr. Honey—Walking Man contests conducted by Ralph Edwards on NBC network show, Truth or Consequences. “This is the show, you’ll remember, which just awarded a widowed Chicago department store sales woman a jackpot of prizes worth some $22,000 for guessing the identity of the Walking Man, Jack Benny. And there are many others although the quantity of gifts is a week or more on the conservative side. However, the trend is expanding all out of proportion and has prompted New York News critic Ben Gross and many others to ask: “How far is this giveaway angle going in radio?” If the main incentive to listening is the possibility of winning a fortune, those who offer more entertainment might as well quit. Broadcasting to remain a part of showbusiness or is it to become a coast-to-coast lottery?”

A couple of paragraphs back we were discussing the growing importance of news broadcasts. As further proof, we ran across an interesting news beat the other day and we hope you’ll excuse us if we do not mention names at the moment. Anyway, it seems that during the past year or so, more than one of the country’s most famous radio inventors (and former war correspondents) has been quietly making his own private survey of network news programs throughout the states. The correspondent, we’ll call him “Joe,” for journalistic purposes told us that within a year he began to knock into a cocked hat all the major rating services—currently enjoying popularity. “Joe” reports that the key to date has discovered that listening to news broadcasts in this country is many times higher than the recorded by previous-day studies. And that’s only the start. Many of his other findings are equally as startling. We soon be hearing more from “Joe.”

On the cuff notes . . . Continuing a recent item in this space, the elaborate promotion presentation being prepared by CBS, NBC and ABC at a cost of $50,000 has been expanded with the NAB joining in and pushing the budget up to about $200,000. A group of station reps are also expected to do a big push on the bandwagon which will bring in an additional boost. Also predictably by controversy. The networks are at now trying to convince some new papers that they should continue to run radio free of charge as a public service. More and more stations are saying now, and making the stations pay for the space. However, so far it’s not the general trend. Radio folk are naturally enough not to be happy about the switch in policy of the papers prompted by editorials in the trade magazine, Universal Radio.

...there’s talk that the MBS network Coca-Cola show starring Morton Downey may move over to the NBC spot on the NBC net. Locally, we hear that NBC has turned down the Calling the Police program, a summer substitute for Andy & Don, the NBC network talk show. There’s talk that the MBS network’s popular Bud Weiser show may move over to the NBC net. Locally, we hear that NBC has turned down the Calling the Police program, a summer substitute for Andy & Don, the NBC network talk show. There’s talk that the MBS network’s popular Bud Weiser show may move over to the NBC net. Locally, we hear that NBC has turned down the Calling the Police program, a summer substitute for Andy & Don, the NBC network talk show. There’s talk that the MBS network’s popular Bud Weiser show may move over to the NBC net. Locally, we hear that NBC has turned down the Calling the Police program, a summer substitute for Andy & Don, the NBC network talk show. 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Toronto.—While listening to Whitehall Pharmacal's What's Your Beef? program, I heard one of Don Sims' interviewees voice his view about Canadian writers disregarding the merits of Canadian artists. Surely this cannot apply to me, for I am forever reminded of the boasts I had about it. But why not? I firmly believe we have equally good talent in Canada as anywhere else. Maybe it only needs covering.

Let's take this very slowly as an example. It can't be too hard to understand as tactfully as Don Sims does, particularly while that public is in a explaining mood. Furthermore, Sims discloses each faultfinding comment intelligently, with a view to finding a constructional solution.

If there were a column listing pros for easy listening, among them could certainly be a show called Rae and Snider, heard on CJBC for a quarter-hour Tuesday nights. It is from a vocalist puts more meaning on his songs than Rae does. There is no any argument about the capabilities and reliability of Snider who may be playing piano, Hammond or even celeste. He is an excellent vocalist, also composer, over the goods on this show.

Please don't get the idea that just cause I happen to live in a centre that one of the hubs of Canadian radio, I think it is all perfect. I don't. Very, very likely it is not gold that glitters. Her listening to and thinking about music by the name of the music in Rae does. There is no any point about the capabilities and reliability of Snider who may be playing piano, Hammond or even celeste. If you are a two artists, also composers, over the goods on this show.

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

When it comes to male quartets, I'll overlook the outstanding calibre The Topper. For having come together so very recently in a harmony, their voices blend as only those well trained singers would. This comparatively new quartet, consisting of Ron Mason, Ralph Gerry, Frederick Harris and Bruce Webb, was launched the air by the experienced Wheatley Campbell and may be heard on CFHR several times weekly.
Dear Mr. Time-Buyer:

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

CKNB will positively do that job for you.

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

Yours very truly,

S. Chapman
Station Manager

———

20¢ A BUSHEL FOR WHEAT

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

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

COVER THIS RICH MARKET WITH

———

REVIEW

News, News Writing, and Sound Systems


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

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

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

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

Life Took A Look

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

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

of the system called free enterprise.

shown in Canada for the first time on March 4, at a special meeting of the Advertising and Sales Club of Toronto, and then repeated for the Advertising and Sales Executives Club of Montreal on March 10, the pictures were shown through the Life Pictures, which consists of five synchronized projectors, showing five color shots at one time, sometimes five individual related shots, sometimes four blended into one panorama effect, completely filling a screen 40 feet long by 111/2 feet high.

Nothing the most effective part of the entire presentation is the complete positiveness of its approach. There was no suspicion of tub-thumping or pull-people-two-fingers-at-a-time. The gallery as this critic had expected; only once did the narrator use the term “American way of life,” the beautiful slides were projected onto the screen, we were gently reminded that this is life under private enterprise; that the United States has recognized its responsibilities to itself and to the rest of the world; that private enterprise has worked pretty well to date; that it isn’t now, “we shall only have ourselves to thank.”

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

—Dick Lewis

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—Dick Lewis
Mr. Rea also reports:

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

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

How other people live and work is the principal curiosity of west coast radio listeners, according to letters received by Bob Bowman, manager of CKMO, Vancouver.

Bowman was conducting a contest on "How to be a manager of a radio station", and a majority of replies said that the writers would feature interviews with workers in B.C.'s big industries, along with people in teaching, business and other fields.

"Object of such a program", one writer said, "would be to highlight B.C. industry and help listeners get the other fellow's viewpoint, thus lessening the gulf between city and country, and between manual worker and the white collar class".

People from other provinces and other countries should tell their stories, according to another letter; and others urged more talks on hobbies and sport, talent hunts, awarding of radio scholarships, time for clubs and other groups and special children's programs.

Speaking To Individuals

One correspondent who understood told Bowman how to run his station wrote that "announcers automatically think they are talking to hundreds of people and consequently speak as though they were addressing a crowd in a huge hall. They are not. They fail to realize they are speaking to individuals".

Another contestant urged "surprise" programs of wide appeal which he believed would draw attention to the station.

Radios were offered for the most constructive letters, one of which said, "I certainly hope I win the radio, as my room mate is leaving to be married and the radio we are using is hers and I shall be without one". This writer offered Bowman no advice.

Quebec and Maritimes 
Name Officers

Quebec City. — Two regional associations of broadcasters met and are addressing a crucial question to the CAB Convention for the election of officers. These were l'Association de Postes Privés de Quebec (QAB) and the Maritime Association of Broadcasters (MAB).

Paul LePage, general manager of station CKVQ, Quebec, is the new president of the Quebec body. He replaces Phil Lalonde of CKAC, Montreal. Raymond Benoit of CKCH, Hull, is the new vice-president.

Also on the board are Jacques Auveller, Northern Radio—Radio Nord; Alphonse Gauthier, CHIL, Sherbrooke; and Phil Lalonde, past president.

Small Markets Committee

Quebec City. — Twenty-one stations from coast to coast who felt that they wanted to qualify as small market stations met at a luncheon meeting in the Chateau Frontenac on Tuesday, March 9 to go through the preliminary motions of establishing the much mooted Small Markets Committee.

Meeting under the chairmanship of Jun Allard, the group recommended that Ralph Snellgrove, CKPG, Owen Sound, be appointed on the CAB Board as Small Markets Director. The committee appointed to assist Snellgrove consists of F. H. Elphicke, CKPG, Prince George, Les Gardslle, CJGN, Yorkton, Bill Burgoyne, CKTB, St. Catharines; Jacques Auveller, CKRN, Kornh; Art Manning, CKCL, Truro.

The Committee held its first meeting the same evening.

TEEN TOWN JOCK CONTEST

The champion amateur disc jockey of B.C. will be uncovered by a process of elimination in a $1000 contest run by Leo Thompson and Jack Kyle of CKMO, Vancouver.

May 15 is the deadline, and after that date the winners will take over for guest appearances on Thompson's and Kyle's shows.

Teen-Aid, the advisory group of the Teen-Aid movement around Vancouver, is co-operating with the two professional platter spinners in organizing the hunt for the best amateur.

RADIO CENTRE

Hamilton—CHML's President Ken Soble announces construction work will soon begin on that station's new Radio Centre at Hamilton. The two-storey building, with an over-all floor plan of 10,000 square feet, will contain offices and facilities for all broadcasting departments and provision is being made for the addition of a largeatorium and television studio.

To publicize the new building, CHML plans to originate programs from the construction site as work on the building goes forward.
1000 ON 1000

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

NIGHT OWL WORKS DAYS

Winnipeg—Jack Goodman, who has been handling CJOBS Night Owl, is a recent entry in the marriage sweepstakes. Jack, a native of Yorkton, Sask., has taken a Winnipeg girl as his Mrs. At the same time, Jack thought a little glimpse of daylight wouldn't go too badly with his new status, so he has left the midnight show. He is now a member of CJOBS operating staff. His place on the 12 o'clock dings has been taken by Ferg Sidwell, announcer-operator.

LEPROHON TO OTTAWA

Louis Leprohon, the rotund Boston Fenian, has accepted the post of program-director of CKCO in Ottawa. He leaves CKBS St. Boniface where he has been managing-director since February 1, 1946, to greet the month of July and commence his duties April 1.

In "big step-up" in Leprohon's career was his "surprise and honor." He received a long distance call on a Sunday, flew to Ottawa on a delay, chatted briefly with station officials and said "yes" to coming to St. Boniface.

Leprohon was commercial manager of CKBF in Montreal. He is married and has two sons.

MORE ARMY STATIONS

Winnipeg—Two new stations will be in the Canadian Army signal service, according to a recent announcement from Army Headquarters in Ottawa. In addition to building the new stations at Quebec City and St. John's, N.B., the army is planning to enlarge its key stations at St. Boniface and Edmonton.

The army said that present facilities eventually be replaced by radio loop circuits which are more efficient in addition to being faster than existing wireless operation and land-line type.

CHAT

(Continued from Page 3)

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MEDICINE HAT

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

Radio, Here We Come

PREAMBLE

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

CORRIDOR COMMENT

They don’t know what they are and they won’t be happy till they get it.

—Raimy Lees
Meredith & Ryan

PRO PATRIA

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

—Bud Lynch
CKLW, Windsor

HELP WANTED MALE

Then there’s the ambitious broadcast who said he wouldn’t mind becoming operative head of the CAB or sliding salary of $1,000 to $5,000 a year — starting at the $5,000.

—Anonymous

THIRD DIMENSION

What radio needs is a little more fuel to its front.

—Staff Writer

FOURTH ESTATE

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

—Anonymous

CANDID MICROPHONE

I want to meet the finest of the fine.

—Bob Slater
Chatham & Ryan

INFORMATION PLEASE

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

—Jim Allard
CIB

IMPARTIALITY

The CBC regulations would tend to make the private stations more impartial than the private stations on the CBC board.

—Anonymous

CODICIL

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

—Dick Leno
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Prince George CKPG Trail CJAT Vancouver CJOR CKMO CKWX Victoria CJVI Port Alberni CJAV

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*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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