

CANADIAN BROADCASTER

TWICE A MONTH

Vol. 7, No. 6

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April 3rd, 1948

CLW Gets 50 Kw

French License For Edmonton Tells Provincial Premier

Ottawa. — Windsor, Ontario, and Edmonton, Alberta, shared top billing in the news emanating from last month's meeting of the CBC Board of Governors, with CLW getting the board's nod for 50 Kw on 800 Kc, and Edmonton getting approval for a French-language station. All recommendations, having been approved by the CBC, must go to the Department of Transport for ratification.

CLW, when it goes onto its new wattage, will be the third private station to be granted this power, the others being CFRB, Toronto and CKAC, Montreal.

Manning Claims Discrimination

The CBC's approval of the application of Radio Edmonton Ltée for a 5 Kw station on 600 Kc, to operate in the French language, after its refusal to grant a commercial license for the government station CKUA, was said to be "indefensible and discriminatory" by Alberta Premier Manning.

Mr. Manning said the CBC board had made a statement in rejecting the application for CEJA that it was convinced granting another commercial license "would affect very seriously the financial position of the two existing stations" (CJCA and CFRN). In recommending the license for the French station, the board said: "In view of the fact that this will be an exclusively French language station, the Board does not feel in this case that it will have a detrimental effect on the service of other stations covering the area."

French language stations now operating outside the Province of Quebec are CJEM, Edmundston, N.B. (bi-lingual); CHNO, Sudbury, Ont. (bi-lingual); CKSB, St. Boniface, Man.

According to 1941 census figures, Alberta, with a total population of 796,169, has 31,451 people whose mother tongue is French. Other "language groups" in the province are Ukrainian—7,337; German—62,766.

Grant Four New FM's
Applications for FM licenses made by four newspaper pub-

SILVER JUBILEE



Celebrating its twenty-fifth anniversary just before passing out of the hands of its founders and owners, the Manitoba Telephone System, is station CKY, Winnipeg, which this summer, on completion of the purchase, is to be taken over by the Canadian Broadcasting Corporation. Pictured above is an early shot of one of CKY's original studios.

lishers were approved by the Board. These were Pearce Publishing Co. Ltd. (SIMCOE REFORMER), Simcoe, Ont.; Kamloops Sentinel Ltd., who also operate station CFJC, Kamloops, B.C.; Southam Co. Ltd. (EDMONTON JOURNAL), who own station CJCA; THE HAMILTON SPECTATOR, a division of the Southam Co. Ltd., Hamilton, Ont.

An application from Don Murray for an FM license for Chilliwack, B.C., was refused in favor of station CHWK, who, the Board understands, are making application.

Transfers

Stock transfers were approved for Radio Rouyn Abitibi Ltée to the newly incorporated Northern Radio—Radio Nord. The Board stated that in recommending the transfer of the stock and also of the licenses to operate stations CHAD, Amos; CKVD, Val d'Or; and CKRN, Rouyn it is understood that control would

remain with D. A. Gourd, J. J. Gourd and R. Charbonneau.

Transfer of control of Oshawa Broadcasting Co. Ltd. (CKDO)

RADIO BOOSTS CRIPPLED KIDS

Toronto.—Virtually all talent here offered their services to the Ontario Crippled Children's drive in a mammoth Sunday program, staged before an audience of about fifteen thousand in the Maple Leaf Gardens last month.

Time only permitted the use of around twenty people and acts, but AF of M and ACRA granted dispensations permitting anyone to work without fee. CBC gave the lines and time on CJBC, and 33 Ontario independent stations and CFCF Montreal, donated their time as well.

The formidable list of talent which appeared on the show was head-lined by the Metropolitan star Marjorie Lawrence, herself a polio victim, who flew up from Hot Springs, Ark., to appear on

from T. W. Elliott to W. A. Dales, J. G. Johnston, T. R. Elliott, R. G. Everson and S. F. Everson was approved.

Schroter Bros'. transfer of control of Interior Broadcasters Ltd. (CJOB, Vernon, B.C.) to C. H. Pitt, J. T. Mutrie, W. E. McCubbin and H. J. Davies was also recommended.

The board registered its approval of a transfer of the license for CJOB, Winnipeg, from J. O. Blick and E. B. Osler to Blick Broadcasting Ltd., which Blick now controls.

The new owners of CKX, Brandon, Man. received a green light for their acquisition of the station from the Manitoba Telephone System.

Other recommendations were:

Emergency transmitter licenses were approved for CFOS, Owen Sound; CKBI, Prince Albert; and CJLS, Yarmouth.

CFAB, Windsor, N.S., gets the go-ahead for a relay transmitter at Kentville, N.S.

Gordon Smith's application for a 250 watt relay station at Barrie, Ont., for CFOR, Orillia, was denied, as also was an application made by station CHGB, Ste Anne de la Pocatière, Quebec, for a short wave station.

Deferred for further consideration were applications for AM licenses for Geraldton, Ont. (B. Allen Heeney); Smith's Falls, Ont. (A. E. Dobbie); Hull, Que. (Gerard Moreault); Newcastle, N. B. (L. W. Flett).

the show. The Honorable Paul Martin, Minister of National Health and Welfare also appeared.

Talent included Lucio Agostini and his Orchestra, Bernie Braden, Greg Clark and Jimmy Frise, The Commodores, Jack Dawson, Georgia Dey, John Fisher, Stan Francis, Samuel Hersenhoren and his Orchestra, Ted Hockridge, Mart Kenney and his Orchestra, Stu Kenney, Norma Locke, Cy Mack, Herb May, Roy Roberts, Ken Soble, Carl Tapscott, Wayne and Shuster, Byng Whitteker and J. Frank Willis.

Organization of the whole venture was in the hands of Len Headley (RCA), who, with his committees worked tirelessly to make it a success.



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



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:

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.

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.

HOSPITALITY TIME

Snooky 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.

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.

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.

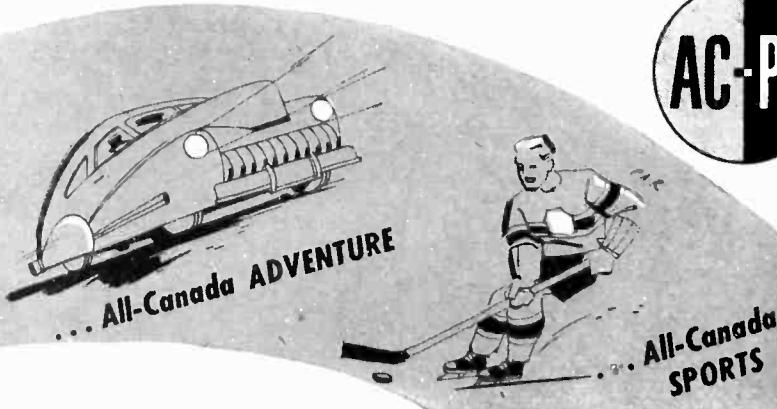
FUN AT BREAKFAST

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

VANCOUVER CALGARY WINNIPEG TORONTO MONTREAL
A DIVISION OF ALL-CANADA RADIO FACILITIES LIMITED



STATIONS

Sweep Winner Turns Sponsor

Vancouver.—When Vancouver bootleg Nick Fiorante won \$40,000 in the first Sweep, CKMO had him on the air within the hour, and as he left the station there was a salesman at his elbow offering him a series of spots for his shop.

As soon as word came over the news wire, the CKMO news room dispatched a man in a taxi to get Fiorante. But the newspapers had him cornered and the CKMO man never got a hand on him.

The station then broadcast for Fiorante asking him to visit the station right away for an interview.

Fiorante caught the broadcast and made his way to the station. Wally Garett took over and interviewed him ad lib on how it feels to get up some money, and win \$40,000.

"Feels fine," Fiorante said firmly, "I feel fine. Had a feeling something was going to happen when I rolled out of bed. Yessir, feels fine."

Fiorante got up from the mike, turned to the door and bumped straight into a salesman Dan Eckman.

A man had an order book in one hand and a pen in the other, and since this was Nick's big day he figured he couldn't go wrong by taking a small amount of radio time to let the world know he had a shine stand at 71 East Hastings St.

INCLUDE AMATEUR CONTEST

Winnipeg.—Winners have been decided in the *Stars of The Future* amateur contest which has been running over CJOB during the winter months. Sponsor of the program was the Winnipeg Paint & Glass Company.

John Ramsay took top honors in the vocal class, while Walter Tukutik, violinist, headed the instrumental division. Both received cash awards to further their musical studies.

At the same time the ACT-CJOB Amateur Hour, which took in gobs of talent in the province, wound up with a bonanza show at the Auditorium. Ten contestants from all points visited by the program took part.

Judges selected Winnipeg vocalist Steve Comia as the show's outstanding artist. A band from Steinbach, Man., won the popularity contest.

Highlights of the show were aired over CJOB.

CHAT

**IS MEDICINE HAT THE FLOUR CITY
OF THE WEST?**

OR

**IS MEDICINE HAT THE FLOWER
CITY OF THE WEST?**

(Tune to Page 13)

MEDICINE HAT



You have won an electric refrigerator, two cocker spaniels and a large family sized bottle of Dr. Byles Genuine Liver Rinse. Now do you want to try for the announcer?"

MR. OCTOBER

Winnipeg.—Latest give away effort on local stations is the *October Man Contest* being currently plugged over CJOB. Point of the program is to play up the English film of the same name which is scheduled to open at the Odeon Theatre April 9. A prominent Winnipegger has been selected as "October Man" and clues are aired each day as to his identity. To the winner will go merchandise, donated by numerous city firms, valued in the neighborhood of \$700.

The night the film opens, CJOB will stage a special broadcast direct from the theatre and hopes to have the winning contestant spout a few words of wisdom.

AIR FOLK SINGER

Vancouver.—Ed McCurdy, west coast balladeer, has landed in a new weekly spot on CJOR at 8:45 p.m. Thursday. It goes on the Dominion network as far as Winnipeg.

In western Canada McCurdy is noted for his wide repertoire of North American ballads, many of which have not been recorded before. McCurdy gets many of them by visiting out-of-the-way places and talking to mariners, miners and plainsmen who have heard them passed down from their ancestors.

Recently he learned The Ballad of Captain Kidd from Capt. Charles Cates, B.C. tugboat man. Cates heard

it from his father, who founded the firm, and he got it from his father, a seafaring man on the coast of main.

STATION BIRTHDAYS

Winnipeg.—Two Winnipeg stations marked anniversaries this month.

CKY looked back on 25 years of broadcasting March 13. The Manitoba Government station opened its mikes in 1923. The curtain rings down this summer when the CBC takes over operation.

At the other end of the scale, CJOB, still in its infant stages, marked its second year of broadcasting March 11.



FOR THESE ARTISTS

- Bochner, Lloyd
- Bond, Roxana
- Cowan, Bernard
- Dennis, Laddie
- Diamond, Marcia
- Elwood, Johnny
- 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

CFCH
The Voice of the Prairies Ltd.
CALGARY, ALBERTA
10,000 WATTS
Ask
RADIO REPRESENTATIVES LTD.
TORONTO — MONTREAL

Pepys Behind the Scene in Radio

as transcribed by H.N. Stovin



Do hear goodly argument in the coffee-houses that stations, through their many crafty money give-away promotions, are actually buying audiences. Whether this is a good thing or otherwise, it is in my mind to try it. Be it known, then, that we do hereby offer the sum of five dollars in lawful coin of the realm to him, or her, who doth first complete the quotation and identify its writer; "Spek, sweet bryd". And, if any be curious as to the answer, ask any one of our salesmen • • • Do note that Jack Coalston, CJNB North Battleford, reports well on the selling power of his station, since two department stores have signed one year contracts following test campaigns. One store hath sewn up seven newscasts per day, and the other twelve announcements per day, which is a goodly tribute. Do note also that there is but one rate card for both local and national advertisers on CJNB • • • Am mightily flattered that Ad-Sales Events did recently publish a pleasing reproduction of my most recent portrait, curls and all • • • Fell to musing during an overly long sermon that Canadian advertisers may be passing over a bet in Prince Rupert. A leading article in the Satevepost sets forth that Americans do know its importance full well, now that Prince Rupert hath replaced Seattle as the distributing point for Alaska shipping and business, and so hath new spending power • • • Am today much depressed by a new cocktail called "Royal Nuptials"—no doubt intended as a graceful tribute, but actually a dastardly mixture of Scotch Whiskey, Navy Rum, and a piece of lemon peel twisted like a British lion's tail • • • Noted with pleasure that Harry Flint of CKSF is now rapidly watching developments of the Courtauld plant expansion in Cornwall, which will provide 1800 new jobs and add to that city's population, which hath already tripled its pre-war numbers • • • Which is a sales-provoking thought on which I shall close—and so to bed.

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

CJCH Halifax
CHSJ Saint John
CKCW Moncton
CJEM Edmundston
CJBR Rimouski
CKVL Verdun
CKSF Cornwall
CFJM Brockville
CJBQ Belleville

CHOV Pembroke
CFOS Owen Sound
CFOR Orillia
CJBC Toronto
*CFPL London
CKLW Windsor
CKY Winnipeg
CJRL Kenora
CKX Brandon

CFAR Flin Flon
CJNB North Battleford
CHAB Moose Jaw
CJGX Yorkton
CKLN Nelson
CFPR Prince Rupert
CJIB Vernon
CJOR Vancouver
ZBM Bermuda

* Represented by us in Montreal only

RESEARCH

77% U.S. Furniture Dealers Use Broadcast Medium

Seventy-seven per cent of the respondents to a survey of 2,000 U.S. furniture dealers use the broadcast medium; 37 per cent reported good returns on radio expenditure — 37 per cent reported fair returns.

Length of program seems to be an important factor in its success. Most productive time limit was given as 15 minutes. The length of a spot announcement has little bearing on its effectiveness.

Consistency, evidently, is a major factor in pulling power. Reports show that 82 per cent of retailers were on the air 52 consecutive weeks.

The survey disclosed also that individual days are not important factors in assuring success, but that time of day is most important. Sixty-one per cent of retailers reported satisfactory results between the hours of 9 and 11 a.m., 1 and 5 p.m., and 7 and 9 p.m.

The type of program is just as important as the time of broadcast, the survey disclosed. Straight musical programs and news are top favorites with dealers. Variety shows and quiz programs come somewhat down the list, as do sports and dramatic shows.

Radio Wins In Survey

New York, N.Y.—U.S. Radio is currently feeling triumphant over the findings in the second nationwide radio study conducted by the National Opinion Research Centre (NORC) of the University of Chicago.

The survey pointed out that 14 per cent of the 3,529 persons interviewed feel that radio is doing an excellent over-all job, 56 per cent feel it is doing a good job, 18 per cent say fair, 4 per cent say poor and 8 per cent don't know.

It was also uncovered that 76 per cent of the interviewees oppose federal regulation of radio advertising, 65 per cent oppose control of controversial issue programming, 67 per cent are against control of over-all educational programming, 59 per cent oppose government control of accuracy of radio news and 52 per cent are against control of profits of radio stations.

A significant factor brought out by the study is that 72 per cent of the respondents prefer news programs over all other type shows in the daytime, and 74 per cent favor news over all others in the night time! Actually this

confirms forecasts our New York correspondent made some weeks ago as to the growing importance of news shows—at a time when others were predicting their decline. International events recent weeks have of course sparked this increasing interest and the immediacy of radio allows it to boast without fear of contradiction that it is the only medium able to keep abreast of the rapid march of events abroad.

It is interesting to note the section in this survey on commercials. Although 60 per cent of the respondents agreed that commercials spoil the program by interrupting it (36 per cent disagreed, 4 per cent didn't know), 74 per cent said that commercials give useful information about things to buy (22 per cent disagreed, 4 per cent didn't know) and 65 per cent said that commercials are worth while because they tell who pays for the program (25 per cent disagreed, 4 per cent didn't know).

Please Note!

CHANGE OF ADDRESS

Jack Murray Limited

NOW

727A BAYVIEW AVENUE TORONTO

Telephone
Hyland 0497

CANADIAN BROADCASTER

TWICE A MONTH

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

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April 3rd, 1948

Editor: RICHARD G. LEWIS
 Production Manager: ARTHUR C. BENSON
 Art Editor: GREY HARKLEY
 Photography: AL GRAY

Correspondents

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

CCAB

The Typewriter Tells The Tale

... ago I was chinning with the door crashed open and in strode—le

Introductions rolled off Sam like superlatives from an announcer's tongue. Sam, it seemed, had a deal. "One spot, if Mr. Grigsby likes it, he'll go for a year's contract."

A call was summoned to a hasty conference.

The scribe, aged about seventeen, sat down, took his pen and fumbled in his pocket for a pen.

Sam poured forth a voluble string of words about the importance of the account to the station.

They took it all in, silently and disinterestedly.

After what must have been ten minutes of discussion, the fusion ended.

"What does the guy want?" the kid wanted to know.

This seemed a major question to Sam, so he wrote it down.

The kid wrote it down.

"What's he call him?"

"Imperial Cleaners," the boy wrote.

Fifteen minutes later the youth came over with a piece of paper with something written on it.

Sam took it, looked at it long enough to see he had the name right, and handed it to an announcer.

We chatted for what couldn't have been more than a minute when

"I am a good gentleman," the treacly voice coming through the office speaker, "for better or for worse!"

Mr. Grigsby "enjoyed" the announcement to sign for his year's contract. What did he care about Imperial Cleaners to begin with? They pronounced his name, didn't they? The fact that long before his contract had run out he would be using the day he had signed it was of no concern to Sam. And as for the writer, the episode had given him a welcome five minutes break from swabbing the boss's office.

Whether they are going to broadcast a sententious CBC dragnet for a spot for Dr. Byles' Genuine Liver Rinse or the Imperial Cleaners, can scarcely ever be said that enough preparation goes into the words that are to be spoken. There is scarcely time to read over the script which could not be cut by a third or a half without spoiling the sense. In commercials especially, there is scarcely an announcement which is not laden with trite clichés which are regarded as poison in any other form of writing.

Although words in radio are like flour to the baker, seed to the farmer and cloth to the tailor, there is scarcely a tribe in Canadian radio who is recognized with anything approaching a real craftsman's alacrity, and consequently most young men and women with an urge and a flare for words are attracted to other fields and radio and its stenographers become the losers.

EDITOR.

BUSINESS

Thanks All The Same

Mr. Luce

The Henry Luce publication, *LIFE*, which enjoys a wide circulation in Canada, has given this country some editorial consideration.

Noting our shortage of American dollars, and the hodge-podge of irritating expedients to which the Dominion government has resorted, in an effort to conserve US exchange, *LIFE* has taken pity on us.

The magazine believes that our situation would be bettered were this country to enter into a customs union with the United States and integrate its economy with theirs. Toronto, it feels, would then stand in the same relation to the great citadels of American commerce as, let us say, Boston. This surely is a far-fetched conclusion to draw from even a very superficial examination of the facts. It is true that the United States trades with us extensively, but the nature of our dealings with that country is not such that it contributes to the stability of either.

The truth is that we produce the same things along both sides of the border. If Canada is an industrial nation at all, it is because we have cultivated our special relationships with other parts of the world, and nursed our industries through the stimulus of two wars behind protective tariff walls. There was a time in our early history when it might have been said with some reason that our economic destiny lay with the United States, and that the natural tides of trade flowed north and south. But the course of our recent development has been directed otherwise, and to change it over now would involve catastrophic dislocations. Even as matters stand, we are depleting our resources by selling pulpwood to the United States instead of developing our power resources and fabricating it into paper, so that we may sell the finished product and charge both processing cost and profit into the price. This would indeed be a profitable method of swelling the volume of American funds at our disposal.

LIFE rather coyly admits that political union with the United States would not be acceptable to Canadians nor advantageous to developing the special flavor which distinguishes Canadian civilization; but it says that this matter would not be an issue, although it would be bound to arise sooner or later. This is very true. Economic integration with the United States would very quickly be followed by a drift of industrial and commercial population and a shift in capital so that we would not be able to afford to meet our commitments, which would have to be assumed elsewhere. This would lead to a political merger and large

parts of Canada would become like some of the midwestern states, hinterlands wherein the bedraggled peasantry would labor to produce prime resources for the great industrial ganglion that clusters around Pittsburgh and Philadelphia and might be made to reach as far north as Hamilton.

With the world as it is, the empty spaces of Canada need to be filled as a matter of military security. If we are to rely on American protection, we must resign ourselves to permanent American military occupation. Otherwise aid would come too late. The Australians have had a taste of that American military occupation and are not too anxious to repeat the experience. They are screaming for immigration under their own control — by the millions if possible.

We could not integrate our economy to the United States and preserve our national identity. When we have a wheat surplus, they have a wheat surplus. We produce small fruits in British Columbia. They produce the same in Oregon. And so it goes from coast to coast. We have been looking to mass markets overseas, where we have a preferred standing, to mop up our surpluses, and, if it should be found, when the post war economy is stabilized, that there must be a redistribution of population, we have empty spaces here to be filled, which the Americans have not. In this way, our most favoured markets can be brought here under our own control.

As we have great power potential and vast mineral resources, and supply Britain and Europe with a large part of their food anyway, we could use their skills, their labor power and their fighting strength. We should also benefit by having more shoulders over which to spread the burden of our attenuated transport system, our scattered school system and our miles of deserted roads.

Provided we move forward to fulfil our destiny, on an heroic scale, with faith in our capacities and opportunities, we are far better off by ourselves. We can move in harmony and co-operation with the United States without merging our identity in theirs. The traditions, tastes, education and background of US people are such that it is only with the greatest difficulty that the United States is rising to the awful responsibility that goes with her new position of world leadership. Our course will be pleasanter and more tranquil as a prosperous middle power on its way to greatness and preparing for it as we go.

LIFE can save its pity for the Arkansas Hill-billies, the Florida Crackers, the Southern Share-croppers and the California drifters; Canada will manage splendidly as soon as her government becomes a policy maker and ceases to be an asylum for sycophants and a pension scheme for parasites.

—John Collingwood Reade



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

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

**News With
Largest
Commercial
Sponsorship**

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

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

**HEAD OFFICE:
231 St. James Street
MONTREAL**

PEOPLE



Snapped at the CAB Convention in Quebec City last month two representatives of publicly-owned radio, left, Charles Jennings, CBC General Supervisor of Programs, and right, John Polwarth, BBC assistant Canadian Representative.

FIRST FLING

Ken Haldane has joined the continuity department of CJOB. It is Ken's first fling at radio.

Institutional and International

Toronto.—The U.S.A. will get as many Canadian programs as Canada gets American ones as a result of the appointment of Jack Dunlop as supervisor of CBC International Exchange.

Regarding his new appointment, which he will combine with his present post as supervisor of Institutional Broadcasts, Dunlop said: "We plan to concentrate on offering the United States as many programs as we take from them. Our policy will be one of good neighborliness—we'll design some of our broadcasts expressly for U.S. listeners, and may even adapt part of our schedule to suit theirs".

JOINS CBC SHORT WAVE

Toronto—Jack MacRae, who broke into radio at CKCK, Regina, and who, since coming east has been associated with Barry Wood as script-writer on his freelance programs, has joined the International Service of the CBC. He will be located in Montreal and his main duties will be announcing. Jack is an arts graduate of the University of Saskatchewan.



Vancouver.—Jack Kanchikoff, news vendor at the busy Georgia and Granville Streets intersection here, gives CKWX a free plug with a series of posters drawn himself and displayed on his paper stand.

He began using self-made posters during the war, with his own cartoons and inscriptions such as "Hitler is a Schtonk". Now he has turned to a more peaceful line of advertising, and plugs CKWX, which handles VANCOUVER SUN news broadcasts by Reed Chapman. He handles only the Sun.

Kanchikoff also is an enthusiastic worker for charity collections such as crippled children's funds, and the collection cans can be seen on the second shelf.

JOINS BROADCASTER

Toronto.—Latest to join the CANADIAN BROADCASTER staff is Ian "Tommy" Thomson, who, since his arrival in Canada from England at the end of last year, has been engaged in publicity work for the Canadian Red Cross Society, Toronto Branch.

Prior to flying to Canada under the Drew scheme, Tommy was doing exploitation work for the Walt Disney office in London. During the war he served, mainly in the Orient, with the RAF.

JOINS CKRC

Winnipeg.—A new face has made its appearance in CKRC's announcer line-up. It belongs to Al Blondal, a Winnipeg lad. Al is a newcomer to radio.

For Twenty-Two Years The Voice Of Halifax!

CHNS
HALIFAX

AT YOUR SERVICE

MARITIME BROADCASTING COMPANY LIMITED
BROADCASTING HOUSE — HALIFAX
WM. C. BORRETT, Managing Director
ASK THE ALL-CANADA MAN!

The Wright Stations

To All Timebuyers:

THIS MUCH IS STANDARDIZED
WRIGHT STATIONS WILL ALLOW
TWELVE MONTHS RATE CHANGE
PROTECTION

CKAC Montreal
CKSB St. Boniface
CKCL Truro

CKCO Ottawa
CKCR Kitchener
CKOX Woodstock

WILLIAM WRIGHT
TORONTO
Victoria Building
AD. 8481

MONTRÉAL
Empire Life Bldg.
HA. 7240



I'm reasonably certain that I'm not so dull and I've always tried to avoid being one of that vast "I-told-you-so" fraternity. But there are some things even in radio—that I just can't like, probably because I don't understand them. For instance, I can't conceive of a commentator with as much experience as Jane Weston remarking at the conclusion of her broadcast "I must phone Joel right away" without first throwing the switch on her mike.

Now that I am a particular fan of soap operas, but one day, between *Road of Life* and *Big Sister*, I clearly heard someone ask "What's Your beef?" To say the very least I was surprised, but even more the next day when heard the question asked "Is it *real* that cold in the booth?" As I say, I don't understand these things. Is the an answer, Maybe a sign bearing a simple request "Quiet, please" is the solution.

One of the things that befuddles and amazes me is an announcer who, when handed a script, kicks the reading of it all over the place. An outstanding example was Don Sims' introduction to *Musically Yours*. He sounded as though there may have been considerable doubt in his mind about the spoken word and I certainly couldn't add it all off. Maybe Elwood Glover has a general beef after that.

By the time this comes to light this same *Musically Yours* will be "waxing" its way through its second year in listeners' favor. Someone asked me just what I enjoyed about a recorded show. In my case, it's not only the excellent recordings but also Elwood Glover's intelligent and descriptive comment. Many, many happy re-turns" to him Glover and his engineer, Len Mead.

He was the announcer who, when bringing the program called "Rae and Snide" on the air, was heard to say "Anthat's the way it is when they write song. Snider supplies the words and he the music—or vice versa". I thought everybody including announcers knew that Snider's long suit is music. But this announcer insisted on reversing them. It never sounds quite so bad if you passed by an error as when you try to patch it up.

* * * *

It certainly isn't new but it just as sure is big-time. The fact that the *Happy Gang* has gone coast-to-coast in the U.S. as well as in Canada is something to turn over in our radio mind. Right now Winnipeg is probably quaking its shoulders and feeling very proud of its native son, Bert Pearl—and rightly so. Bert has watched *The Gang* grow from a sustaining show to one that is international. Too, he has surrounded himself with thoroughly talented troopers who are rewarding him with probably the finest variety show on the air today. Bigg and better conquests to *The Happy Gang*.

TELEVISION

U.S. TV Is Booming

Television is booming in the United States, and indications point to a sharp acceleration in this field in 1948 and 1949 according to an article in *RADIO TRADE BUILDER* for February, 1948. At the end of 1947 regular television broadcasts were being made in 12 American cities over 19 different stations, with approximately 190 advertisers sponsoring programs. In addition there were between 100,000 and 150,000 television receivers in operation throughout the country.

One of the restraining influences on television is the price factor. The receivers in private homes, in most instances, belong to professional men, executives, or those who own their own businesses, the article says. The average worker, however, must do without until the development of a "poor man's" television receiver.

It is unlikely that television will invade every corner of the U.S. unless technical developments make long distance reception possible. There are occasional reports of "freak" reception, but consistent reception is only at present possible in cities and suburbs.

Production Centres and Schools

While telecasting is progressing by leaps and bounds, other fields associated with it are rapidly expanding. Production centres for commercial films, especially designed for telecasting, are being formed. Schools are being organized for instruction in writing, acting and production. Radio schools and universities are adding television, in all its phases, to their curricula.

COMING UP

- A Bed Of Roses (Johnstone)
- A Few More Kisses (Patmar)
- Gilly, Gilly, Wish Wash (Marks)
- Hemline Below The Knees (Old Colony)
- I'd Like To Get You Alone When You're Lonely (Marks)
- I'm Looking For A Sweetheart (Jay-Dee)
- I Want To Cry (Excelsior)
- Long After To-Night (BMI)
- Putting In Time (BMI Canada)
- Rosalinda (Chorio)
- Saskatchewan (Old Colony)
- Serenade (Duchess)
- Someone Cares (Campbell-Porgie)
- Spring Came (Republic)
- There I Go (Mellin)
- Trouble Is A Man (Regent)
- Who's Got All The Dough (Alvin)
- † CANADIAN SONG HITS

The movies, too, are interested in television. RCA Victor has tied in with 20th Century Fox and Warner Brothers for research in

theatre television. So far the association has produced a receiver with a 6-foot by 8-foot screen.

BMI Pin-up Sheet

CANADIAN HIT TUNES — APRIL

ALL DRESSED UP

WITH A BROKEN HEART (MARKS)

- | | |
|---------------------------|--|
| Peggy Lee—Capitol 15022 | John Laurenz—Merc. 5093 |
| Bob Houston—MGM 10112 | Gloria Van & Vanguards— |
| Alan Gerard—Nat. 7019 | Univ. 34 |
| Five Bars—Bullet 1009 | Bill Johnson—Vic. 20-2749 |
| Eddie Howard—Maj. 1236 | Russ Morgan—Decca 24522 |
| Buddy Clark—Col. 986 | Jack Owens—Musicana 9002 |
| Jerry Cooper—Diamond 2090 | Alan Dale—Signature 15174 |
| Phil Reed—Dance-Tone 176 | (Langworth-NBC Thesaurus-World-Standard) |

† BARBARA ANN

Lou Snider Trio—Musicana 2

(ADANAC)

(Disc Jockey—Skatin' Toons)

FOOL THAT I AM

Dinal Shore—Col. 956
Billy Eckstine—MGM 10097
Dinah Washington—Merc. 8050
Sammy Kaye—Vic. 20-2601
Erskine Hawkins—Vic. 20-2470

(HILL & RANGE)
Gladys Palmer—Miracle 104
Georgia Gibbs—Maj. 12013
Brooks Brothers—Dec. 48049
The Ravens—Nat. 9040

(Langworth-NBC Thesaurus-Standard)

IT'S EASY WHEN YOU KNOW HOW

Buddy Clark—Xavier Cugat—
Col. 1049
Eddie Ballantine—Musicana*

John Paris—Vic. 26-9027
Joan Edwards—Vita 932
Blue Barron—MGM*

I WOULDN'T BE SURPRISED (REPUBLIC)
Harry Cool—Mercury 5080
Sammy Kaye—Vic. 20-2761
(NBC Thesaurus)

† L'AMOUR A LA BOOGIE WOOGIE
(ADANAC)
Fernand Robidoux—
Victor 55-5279
Max Chamitov—Musicana-R104
(Disc Jockey)

LET'S BE SWEETHEARTS AGAIN

(CAMPBELL-PORGIE)
Margaret Whiting—Cap. 15010
Guy Lombardo—Monica Lewis
Dec. 24298
Billy Leach—Merc.*
(Associated-Langworth-NBC Thesaurus-World)

LOVE IS SO TERRIFIC (MELLIN)
Art Lund—MGM 10126
Helen Carroll & Satisfiers
Vic. 20-2672
Les Brown—Col. 1018
Vic Damone—Mercury 5104
Ernie Felice Quartet—Cap. 486
(NBC Thesaurus-World)

† MISSING, (BMI CANADA)

French "Pitié"

Russ Titus—Musicana 3
Johnny Desmond—Majestic*
(Disc Jockey—McGregor)

PASSING FANCY (BMI)

Buddy Clark—Col.*
Vaughn Monroe—Vic. 20-2573
Frances Langford—Merc. 5095
Ray Dorey—Maj. 1186
Johnny Johnston—MGM 10127
(Associated-Langworth-World)

TERESA (DUCHESS)

Kay Kyser—Col. 38067(U.S.)
Dick Haymes—Andrew Sisters
—Dec. 24320
Jack Smith—Cap. 484
Three Blazers—Exclusive*
Do-Ray-Me—Commodore 7504
(Langworth-NBC Thesaurus-Standard-World)

WHO PUT THAT DREAM IN YOUR EYES (STUART)

Mark Warnow—Coast 8026
Ray Carter—Republic 122
Jack McLean—Coast 8015
(Capitol-Langworth-Standard)

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

Freddy Martin—Vic. 20-2557
Beale Street Boys—MGM*
Snooky Lanson—Mercury 5082
(Langworth-NBC Thesaurus-World)

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

Mary Osborne—Dec. 24308
Guy Lombardo—Dec.*
★ NEW PIN UP HITS
† CANADIAN SONG HITS
Adrian Rollini—Bullet*
(NBC Thesaurus-World)

* Soon to be released



NEW YORK
MONTREAL • HOLLYWOOD

Pepys
Behind the Scene
in Radio
as transcribed by H.N. Stovin

Do hear goodly argument in the coffee-houses that stations, through their many crafty money give-away promotions, are actually buying audiences. Whether this is a good thing or otherwise, it is in my mind to try it. Be it known, then, that we do hereby offer the sum of five dollars in lawful coin of the realm to him, or her, who doth first complete the quotation and identify its writer; "Spek, sweet bryd". And, if any be curious as to the answer, ask any one of our salesmen • • • Do note that Jack Coalston, CJNB North Battleford, reports well on the selling power of his station, since two department stores have signed one year contracts following test campaigns. One store hath sewn up seven newscasts per day, and the other twelve announcements per day, which is a goodly tribute. Do note also that there is but one rate card for both local and national advertisers on CJNB • • • Am mightily flattered that Ad-Sales Events did recently publish a pleasing reproduction of my most recent portrait, curls and all • • • Fell to musing during an overly long sermon that Canadian advertisers may be passing over a bet in Prince Rupert. A leading article in the Satevepost sets forth that Americans do know its importance full well, now that Prince Rupert hath replaced Seattle as the distributing point for Alaska shipping and business, and so hath new spending power • • • Am today much depressed by a new cocktail called "Royal Nuptials"—no doubt intended as a graceful tribute, but actually a dastardly mixture of Scotch Whiskey, Navy Rum, and a piece of lemon peel twisted like a British lion's tail • • • Noted with pleasure that Harry Flint of CKSF is now rapidly watching developments of the Courtauld plant expansion in Cornwall, which will provide 1800 new jobs and add to that city's population, which hath already tripled its pre-war numbers • • • Which is a sales-provoking thought on which I shall close—and so to bed.

RESEARCH

77% U.S. Furniture Dealers Use Broadcast Medium

Seventy-seven per cent of the respondents to a survey of 2,000 U.S. furniture dealers use the broadcast medium: 37 per cent reported good returns on radio expenditure — 37 per cent reported fair returns.

Length of program seems to be an important factor in its success. Most productive time limit was given as 15 minutes. The length of a spot announcement has little bearing on its effectiveness.

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The survey disclosed also that individual days are not important factors in assuring success, but that time of day is most important. Sixty-one per cent of retailers reported satisfactory results between the hours of 9 and 11 a.m., 1 and 5 p.m., and 7 and 9 p.m.

The type of program is just as important as the time of broadcast, the survey disclosed. Straight musical programs and news are top favorites with dealers. Variety shows and quiz programs come somewhat down the list, as do sports and dramatic shows.

Radio Wins In Survey

New York, N.Y.—U.S. Radio is currently feeling triumphant over the findings in the second nationwide radio study conducted by the National Opinion Research Centre (NORC) of the University of Chicago.

The survey pointed out that 14 per cent of the 3,529 persons interviewed feel that radio is doing an excellent over-all job. 56 per cent feel it is doing a good job, 18 per cent say fair, 4 per cent say poor and 8 per cent don't know.

It was also uncovered that 76 per cent of the interviewees oppose federal regulation of radio advertising, 65 per cent oppose control of controversial issue programming, 67 per cent are against control of over-all educational programming, 59 per cent oppose government control of accuracy of radio news and 52 per cent are against control of profits of radio stations.

A significant factor brought out by the study is that 72 per cent of the respondents prefer news programs over all other type shows in the daytime, and 74 per cent favor news over all others in the night time! Actually this

confirms forecasts our New York correspondent made some weeks ago as to the growing importance of news shows—at a time when others were predicting their decline. International events of recent weeks have of course sparked this increasing interest and the immediacy of radio allows it to boast without fear of contradiction that it is the only medium able to keep abreast of the rapid march of events abroad.

It is interesting to note the section in this survey on commercials. Although 60 per cent of the respondents agreed that commercials spoil the program by interrupting it (36 per cent disagreed, 4 per cent didn't know), 74 per cent said that commercials give useful information about things to buy (22 per cent disagreed, 4 per cent didn't know), and 65 per cent said that commercials are worth while because they tell who pays for the program (25 per cent disagreed, 9 per cent didn't know).

Please Note!

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Jack Murray Limited

NOW

727A BAYVIEW AVENUE TORONTO

Telephone Hyland 0497

HORACE N. STOVIN & COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

Representative for
these live Radio Stations

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

* Represented by us in Montreal only

CANADIAN BROADCASTER

TWICE A MONTH

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

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

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Editor: RICHARD G. LEWIS
 Production Manager: ARTHUR C. BENSON
 Art Editor: GREY HARKLEY
 Photography: AL GRAY

Correspondents

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

CCAB

April 3rd, 1948

The Typewriter Tells The Tale

ot long ago I was chinning with the boys in a radio station when the door crashed open and in strode—let's call him Salesman Sam.

Introductions rolled off Sam like superlatives off an announcer's tongue. Sam, it seemed, had a deal. "One spot, and if Mr. Grigsby likes it, he'll go for a year's contract."

Writer was summoned to a hasty conference.

his scribe, aged about seventeen, set down his mop and his bucket, and fumbled in his pocket for a pencil.

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After what must have been ten minutes of non-stop talk, Sam's session ended.

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We chatted for what couldn't have been more than a minute when he shushed me.

Ladies and gentlemen," the treacly tones of the announcer were saying through the office speaker, "for better dry cleaning, for cleaning this is ideal . . ."

Ir. Grigsby "enjoyed" the announcement to the point where he said for his year's contract. What did he care if you could apply what was said about Imperial Cleaners to any other cleaner in town. They mentioned his name, didn't they? and his telephone number—twice! The fact that long before his contract had run out he would be using the day he had signed it was of no current concern to Sam. As far as for the writer, the episode had given him a welcome five minutes break from swabbing the boss's office.

Whether they are going to broadcast a sententious CBC *drahmah* or spot for Dr. Byles' Genuine Liver Rinse or the Imperial Cleaners, it can scarcely ever be said that enough preparation goes into the words that are to be spoken. There is scarcely a line read over the air which could not be cut by a third or a half without spoiling the sense. In commercials especially, there is scarcely an announcement which is not laden with trite clichés which are regarded as poison in any other form of writing.

Although words in radio are like flour to the baker, seed to the farmer and cloth to the tailor, there is scarcely a scribe in Canadian radio who is recognized with anything approaching a real craftsman's salary, and consequently most young men and women with an urge at a flare for words are attracted to other fields, and radio and its listeners become the losers.

EDITOR.

BUSINESS

Thanks All The Same

Mr. Luce

The Henry Luce publication, *LIFE*, which enjoys a wide circulation in Canada, has given this country some editorial consideration.

Noting our shortage of American dollars, and the hodge-podge of irritating expedients to which the Dominion government has resorted, in an effort to conserve US exchange, *LIFE* has taken pity on us.

The magazine believes that our situation would be bettered were this country to enter into a customs union with the United States and integrate its economy with theirs. Toronto, it feels, would then stand in the same relation to the great citadels of American commerce as, let us say, Boston. This surely is a far-fetched conclusion to draw from even a very superficial examination of the facts. It is true that the United States trades with us extensively, but the nature of our dealings with that country is not such that it contributes to the stability of either.

The truth is that we produce the same things along both sides of the border. If Canada is an industrial nation at all, it is because we have cultivated our special relationships with other parts of the world, and nursed our industries through the stimulus of two wars behind protective tariff walls. There was a time in our early history when it might have been said with some reason that our economic destiny lay with the United States, and that the natural tides of trade flowed north and south. But the course of our recent development has been directed otherwise, and to change it over now would involve catastrophic dislocations. Even as matters stand, we are depleting our resources by selling pulpwood to the United States instead of developing our power resources and fabricating it into paper, so that we may sell the finished product and charge both processing cost and profit into the price. This would indeed be a profitable method of swelling the volume of American funds at our disposal.

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LIFE rather coyly admits that political union with the United States would not be acceptable to Canadians nor advantageous to developing the special flavor which distinguishes Canadian civilization; but it says that this matter would not be an issue, although it would be bound to arise sooner or later. This is very true. Economic integration with the United States would very quickly be followed by a drift of industrial and commercial population and a shift in capital so that we would not be able to afford to meet our commitments, which would have to be assumed elsewhere. This would lead to a political merger and large

parts of Canada would become like some of the midwestern states, hinterlands wherein the bedraggled peasantry would labor to produce prime resources for the great industrial ganglion that clusters around Pittsburgh and Philadelphia and might be made to reach as far north as Hamilton.

With the world as it is, the empty spaces of Canada need to be filled as a matter of military security. If we are to rely on American protection, we must resign ourselves to permanent American military occupation. Otherwise aid would come too late. The Australians have had a taste of that American military occupation and are not too anxious to repeat the experience. They are screaming for immigration under their own control — by the millions if possible.

We could not integrate our economy to the United States and preserve our national identity. When we have a wheat surplus, they have a wheat surplus. We produce small fruits in British Columbia. They produce the same in Oregon. And so it goes from coast to coast. We have been looking to mass markets overseas, where we have a preferred standing, to mop up our surpluses, and, if it should be found, when the post war economy is stabilized, that there must be a redistribution of population, we have empty spaces here to be filled, which the Americans have not. In this way, our most favoured markets can be brought here under our own control.

As we have great power potential and vast mineral resources, and supply Britain and Europe with a large part of their food anyway, we could use their skills, their labor power and their fighting strength. We should also benefit by having more shoulders over which to spread the burden of our attenuated transport system, our scattered school system and our miles of deserted roads.

Provided we move forward to fulfil our destiny, on an heroic scale, with faith in our capacities and opportunities, we are far better off by ourselves. We can move in harmony and co-operation with the United States without merging our identity in their's. The traditions, tastes, education and background of US people are such that it is only with the greatest difficulty that the United States is rising to the awful responsibility that goes with her new position of world leadership. Our course will be pleasanter and more tranquil as a prosperous middle power on its way to greatness and preparing for it as we go.

LIFE can save its pity for the Arkansas Hill-billies, the Florida Crackers, the Southern Share-croppers and the California drifters; Canada will manage splendidly as soon as her government becomes a policy maker and ceases to be an asylum for sycophants and a pension scheme for parasites.

—John Collingwood Reade

Pepys

Behind the Scene in Radio

as transcribed by H.N. Stovin



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CCAB

Vol. 7, No. 6

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

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parts of Canada would become like some of the midwestern states, hinterlands wherein the bedraggled peasantry would labor to produce prime resources for the great industrial ganglion that clusters around Pittsburgh and Philadelphia and might be made to reach as far north as Hamilton.

With the world as it is, the empty spaces of Canada need to be filled as a matter of military security. If we are to rely on American protection, we must resign ourselves to permanent American military occupation. Otherwise aid would come too late. The Australians have had a taste of that American military occupation and are not too anxious to repeat the experience. They are screaming for immigration under their own control — by the millions if possible.

We could not integrate our economy to the United States and preserve our national identity. When we have a wheat surplus, they have a wheat surplus. We produce small fruits in British Columbia. They produce the same in Oregon. And so it goes from coast to coast. We have been looking to mass markets overseas, where we have a preferred standing, to mop up our surpluses, and, if it should be found, when the post war economy is stabilized, that there must be a redistribution of population, we have empty spaces here to be filled, which the Americans have not. In this way, our most favoured markets can be brought here under our own control.

As we have great power potential and vast mineral resources, and supply Britain and Europe with a large part of their food anyway, we could use their skills, their labor power and their fighting strength. We should also benefit by having more shoulders over which to spread the burden of our attenuated transport system, our scattered school system and our miles of deserted roads.

• • •

Provided we move forward to fulfil our destiny, on an heroic scale, with faith in our capacities and opportunities, we are far better off by ourselves. We can move in harmony and co-operation with the United States without merging our identity in their's. The traditions, tastes, education and background of US people are such that it is only with the greatest difficulty that the United States is rising to the awful responsibility that goes with her new position of world leadership. Our course will be pleasanter and more tranquil as a prosperous middle power on its way to greatness and preparing for it as we go.

LIFE can save its pity for the Arkansas Hillbillies, the Florida Crackers, the Southern Share-croppers and the California drifters; Canada will manage splendidly as soon as her government becomes a policy maker and ceases to be an asylum for sycophants and a pension scheme for parasites.

—John Collingwood Reade



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

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

**News With
Largest
Commercial
Sponsorship**

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

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

**HEAD OFFICE:
231 St. James Street
MONTREAL**

PEOPLE



Snapped at the CAB Convention in Quebec City last month two representatives of publicly-owned radio, left, Charles Jennings, CBC General Supervisor of Programs, and right, John Polwarth, BBC Canadian Representative.

FIRST FLING

Ken Haldane has joined the continuity department of CJOB. It is Ken's first fling at radio.

Institutional and International

Toronto.—The U.S.A. will get as many Canadian programs as Canada gets American ones as a result of the appointment of Jack Dunlop as supervisor of CBC International Exchange.

Regarding his new appointment, which he will combine with his present post as supervisor of Institutional Broadcasts, Dunlop said: "We plan to concentrate on offering the United States as many programs as we take from them. Our policy will be one of good neighborliness—we'll design some of our broadcasts expressly for U.S. listeners, and may even adapt part of our schedule to suit theirs".

JOINS CBC SHORT WAVE

Toronto.—Jack MacRae, who broke into radio at CKCK, Regina, and who, since coming east has been associated with Barry Wood as script-writer on his freelance programs, has joined the International Service of the CBC. He will be located in Montreal and his main duties will be announcing. Jack is an arts graduate of the University of Saskatchewan.



Vancouver.—Jack Kanchikoff, news vendor at the busy Georgia and Granville Streets intersection here, gives CKWX a free plug with a series of posters drawn himself and displayed on his paper stand.

He began using self-made posters during the war, with his own cartoons and inscriptions such as "Hitler is a Schtonk". Now he has turned to a more peaceful line of advertising, and plugs CKWX, which handles VANCOUVER SUN news broadcasts by Reed Chapman. He handles only the Sun.

Kanchikoff also is an enthusiastic worker for charity collections such as crippled children's funds, and the collection cans can be seen on the second shelf.

JOINS BROADCASTER

Toronto.—Latest to join the CANADIAN BROADCASTER staff is Ian "Tommy" Thomson, who, since his arrival in Canada from England at the end of last year, has been engaged in publicity work for the Canadian Red Cross Society, Toronto Branch.

Prior to flying to Canada under the Drew scheme, Tommy was doing exploitation work for the Walt Disney office in London. During the war he served, mainly in the Orient, with the RAF.

JOINS CKRC

Winnipeg.—A new face has made its appearance in CKRC's announcer line-up. It belongs to Al Blondal, a Winnipeg lad. Al is a newcomer to radio.

For Twenty-Two Years The Voice Of Halifax!



AT YOUR SERVICE

MARITIME BROADCASTING COMPANY LIMITED
BROADCASTING HOUSE — HALIFAX

WM. C. BORRETT, Managing Director

ASK THE ALL-CANADA MAN!

The Wright
STATIONS

To All Timebuyers:

THIS MUCH IS STANDARDIZED
WRIGHT STATIONS WILL ALLOW
TWELVE MONTHS RATE CHANGE
PROTECTION

CKAC Montreal
CKSB St. Boniface
CKCL Truro

CKCO Ottawa
CKCR Kitchener
CKOX Woodstock

MONTREAL
Empire Life Bldg.
HA. 7240

WILLIAM WRIGHT

TORONTO
Victor Building
AD. 8481



**More
Hope
Than Charity**
by
Elsa Hope

I'm reasonably certain that I'm not too difficult and I've always tried to avoid being one of that vast "I-told-you-so" fraternity. But there are some things—even in radio—that I just can't take, probably because I don't understand them. For instance, I can't conceive of a commentator with as much experience as Jane Weston remaining at the conclusion of her broadcast "I must phone Joel right away," without first throwing the switch on her mike.

Not that I am a particular fan of soap operas, but one day, between *Rid of Life* and *Big Sister*, I clearly heard someone ask "What's Your hobby?" To say the very least I was surprised, but even more the next day when I heard the question asked "Is it really *that* cold in the booth?" As I say I don't understand these things. Is there an answer? Maybe a sign bearing the simple request "Quiet, please" is the solution.

One of the things that befuddles and puzzles me is an announcer who, when reading a script, kicks the reading of it over the place. An outstanding example was Don Sims' introduction to *Musically Yours*. He sounded as though there may have been considerable doubt in his mind about the spoken words and I certainly couldn't add it up. Maybe Elwood Glover has a genuine beef after that.

By the time this comes to light this *Musically Yours* will be "waxing" its way through its second year in listeners' favor. Someone asked me just what I enjoyed about a recorded show. In this case, it's not only the excellent recordings but also Elwood Glover's intelligent and descriptive comments. Many, many happy re-turns" both Glover and his engineer, Len Coll.

There was the announcer who, when introducing the program called "Rae and Snider" on the air, was heard to say "and that's the way it is when they write a song. Snider supplies the words and Rae the music—or vice versa". I thought everybody including announcers knew that Snider's long suit is music. But this announcer insisted on reversing them. It never sounds quite so bad if you passed by an error as when you try to patch it up.

* * *

It certainly isn't new but it just as surely is big-time. The fact that the *Happy Gang* has gone coast-to-coast in the U.S. as well as in Canada is something to turn over in our radio minds. Right now Winnipeg is probably squaring its shoulders and feeling very proud of its native son, Bert Carl—and rightly so. Bert has watched *The Gang* grow from a sustaining show to one that is international. Too, he has surrounded himself with thoroughly talented troopers who are rewarding him with probably the best variety show on the air today. Bigger and better conquests to *The Happy Gang*.

TELEVISION

U.S. TV Is Booming

Television is booming in the United States, and indications point to a sharp acceleration in this field in 1948 and 1949 according to an article in *RADIO TRADE BUILDER* for February, 1948. At the end of 1947 regular television broadcasts were being made in 12 American cities over 19 different stations, with approximately 190 advertisers sponsoring programs. In addition there were between 100,000 and 150,000 television receivers in operation throughout the country.

One of the restraining influences on television is the price factor. The receivers in private homes, in most instances, belong to professional men, executives, or those who own their own businesses, the article says. The average worker, however, must do without until the development of a "poor man's" television receiver.

It is unlikely that television will invade every corner of the U.S. unless technical developments make long distance reception possible. There are occasional reports of "freak" reception, but consistent reception is only at present possible in cities and suburbs.

Production Centres and Schools

While telecasting is progressing by leaps and bounds, other fields associated with it are rapidly expanding. Production centres for commercial films, especially designed for telecasting, are being formed. Schools are being organized for instruction in writing, acting and production. Radio schools and universities are adding television, in all its phases, to their curricula.

COMING UP

- A Bed Of Roses (Johnstone)
- A Few More Kisses (Patmar)
- Gilly, Gilly, Wish Wash (Marks)
- Hemline Below The Knees (Old Colony)
- I'd Like To Get You Alone When You're Lonely (Marks)
- I'm Looking For A Sweetheart (Jay-Dee)
- I Want To Cry (Excelsior)
- Long After To-Night (BMI)
- Putting In Time (BMI Canada)
- Rosalinda (Chorio)
- Saskatchewan (Old Colony)
- Serenade (Duchess)
- Someone Cares (Campbell-Porgie)
- Spring Came (Republic)
- There I Go (Mellin)
- Trouble Is A Man (Regent)
- Who's Got All The Dough (Alvin)
- CANADIAN SONG HITS

The movies, too, are interested in television. RCA Victor has tied in with 20th Century Fox and Warner Brothers for research in theatre television. So far the association has produced a receiver with a 6-foot by 8-foot screen.

BMI Pin-up Sheet

CANADIAN HIT TUNES — APRIL

ALL DRESSED UP WITH A BROKEN HEART (MARKS)
 Peggy Lee—Capitol 15022
 Bob Houston—MGM 10112
 Alan Gerard—Nat. 7019
 Five Bars—Bullet 1009
 Eddie Howard—Maj. 1236
 Buddy Clark—Col. 986
 Jerry Cooper—Diamond 2090
 Phil Reed—Dance-Tone 176
(Langworth-NBC Thesaurus-World-Standard)

† BARBARA ANN (ADANAC)
 Lou Snider Trio—Musicana 2
(Disc Jockey—Skatin' Toons)

FOOL THAT I AM (HILL & RANGE)
 Dinah Shore—Col. 956
 Billy Eckstine—MGM 10097
 Dinah Washington—Merc. 8050
 Sammy Kaye—Vic. 20-2601
 Erskine Hawkins—Vic. 20-2470
(Langworth-NBC Thesaurus-Standard)

IT'S EASY WHEN YOU KNOW HOW (PEMORA)
 Buddy Clark-Xavier Cugat—Col. 1049
 Eddie Ballantine—Musicana*
I WOULDN'T BE SURPRISED (REPUBLIC)
 Harry Cool—Mercury 5080
(Sammy Kaye—Vic. 20-2761
 (NBC Thesaurus))

† L'AMOUR A LA BOOGIE WOOGIE (ADANAC)
 Fernand Robidoux—Victor 55-5279
(Max Chamitov—Musicana-R104
 (Disc Jockey))

LET'S BE SWEETHEARTS AGAIN (CAMPBELL-PORGIE)
 Margaret Whiting—Cap. 15010
 Guy Lombardo-Monica Lewis
 Dec. 24298
 Billy Leach—Merc.*
(Associated-Langworth-NBC Thesaurus-World)

LOVE IS SO TERRIFIC (MELLIN)
 Art Lund—MGM 10126
 Helen Carroll & Satisfiers
 Vic. 20-2072
(Les Brown—Col. 1018
 Vic Damone—Mercury 5104
 Ernie Felice Quartet—Cap. 486
 (NBC Thesaurus-World))

† MISSING, (BMI CANADA)
 Russ Titus—Musicana 3
(Johnny Desmond—Majestic*
 (Disc Jockey—McGregor))

PASSING FANCY (BMI)
 Vaughn Monroe—Vic. 20-2573
 Frances Langford—Merc. 5095
 Ray Dorey—Maj. 1186
(Buddy Clark—Col.*
 Johnny Johnston—MGM 10127
 (Associated-Langworth-World))

TERESA (DUCHESS)
 Dick Haymes-Andrew Sisters—Dec. 24320
 Jack Smith—Cap. 484
 Three Blazers—Exclusive*
 Do-Ray-Me—Commodore 7504
(Kay Kyser—Col. 38067 (U.S.)
 Wilhelmina Gray—Click*
 Joe Loss—Vic. 20-2819
 Jan Garber—Musicana*
 Vic Damone—Merc. 5092
 (Langworth-NBC Thesaurus-Standard-World))

WHO PUT THAT DREAM IN YOUR EYES (STUART)
 Mark Warnow—Coast 8026
 Ray Carter—Republic 122
(Jack McLean—Coast 8015
 (Capitol-Langworth-Standard))

WHY DOES IT HAVE TO RAIN ON SUNDAY? (JOHNSTONE)
 Freddy Martin—Vic. 20-2557
 Beale Street Boys—MGM*
 Snooky Lanson—Mercury 5082
(Dennis Day—Vic. 20-2377
 Milt Herth Trio—Dec. 24388
 (Langworth-NBC Thesaurus-World))

YOU'RE GONNA GET MY LETTER IN THE MORNING (LONDON)
 Mary Osborne—Dec. 24308
 Guy Lombardo—Dec.*
 ★ NEW PIN UP HITS
 ♫ CANADIAN SONG HITS
(Adrian Rollini—Bullet*
 (NBC Thesaurus-World))

* Soon to be released

BMI
 229 YONGE STREET TORONTO

NEW YORK
MONTRÉAL • HOLLYWOOD



*Joe
Hardy
Talks
ON*

QUEBEC MARKET NO. 2

"Sherbrooke, served by CHLT, in Quebec's Eastern Townships, is a highly desirable market. The trend in industrial employment is upward. Manufacturing and construction are both busier. Weekly payrolls are up, and the general indices of employment and payrolls show increases of 6.2% and 19.4% respectively. Tell Sherbrooke's prosperous citizens about the goods and services you have to offer. Tell them by Radio—in French—over Station CHLT."

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

JOS. A. HARDY & CO. LTD.
MONTREAL QUEBEC TORONTO
REPRESENTING 5000
CHRC QUEBEC WATTS
CHNC NEW CARLISLE WATTS
CHLN TROIS RIVIÈRES WATTS
CHLT SHERBROOKE WATTS
CKRS JONQUIÈRE WATTS

REPS

Stovin Stations Sit And Take It

Toronto.—Radio station management must be prepared to give fuller, more complete information, not only on their ability to deliver audience, but on what business they are carrying, for whom, and how much, if they expect advertising agencies to promote greater use of the broadcast medium in Canada.

That, in effect, was the contention of several speakers, including two leading Toronto advertising agency men, speaking to 25 managers and sales personnel of the stations represented by Horace N. Stovin & Company, at the second annual "Stovin Sales Clinic" held in Toronto, last month, at which Horace Stovin presided.

Speakers heard at the sessions included: Robert N. Campbell, vice-president, J. Walter Thompson Co. Ltd., Toronto; Wis McQuillin, radio director, Cockfield Brown & Company Ltd., Toronto; Walter Elliott, Elliott-Haynes Limited, Toronto; W. N. Hawkins, commercial manager, CFOS Owen Sound, Ontario; Fred Lynds, managing director, CKCW, Moncton, N.B.; Sid Boyling, manager, CHAB, Moose



Photo by Alex Gray.

Sales Clinic over, the Stovin station managers made merry at a dinner at the King Edward Hotel, Toronto, followed by what was loosely termed entertainment. Pictured above are "The Daffy-Dillies", five-piece vocal quartet. From left to right they are Horace Stovin, seasoning his "baton" prior to eating it; Les Garside, CJGX, Yorkton; Cam Ritchie, CKLW, Windsor; Ralph Judge, H. N. Stovin, Montreal; and Walter Elliott, Elliott-Haynes Ltd.

Jaw, Sask.; Ted Rutter, research director, H. N. Stovin & Company, Toronto; James Montagnes, Toronto representative of BROADCASTING MAGAZINE; Richard G. Lewis, publisher of the CANADIAN BROADCASTER, and Horace N. Stovin, who read a talk prepared by Miss Lee Hart, assistant director of broadcast advertising, NAB, Washington, who was unable to attend.

Information Please

Major proponent of an "account report service" as an aid to advertising agencies in selling more of their clients on proper use of the radio broadcast medium was Wis. McQuillin. He pointed out that radio stations, for some reason known only to themselves, refuse to offer agencies account information which is readily available to any agency or advertiser making use of the printed or other media.

If agencies and advertisers were aware what their competitors were doing in radio, he felt sure, it would enable them to meet the challenge with a radio campaign of their own; thus increasing the use of the broadcast medium.

More Work, Less Profit
"The smart advertiser and the

smart agency are looking at radio with a somewhat jaundiced eye". Robert N. Campbell of J. Walter Thompson said. "The ebullient confidence of private radio in Canada today has got to the point where nothing short of surgery will put the sick patient back on his feet.

"I mean that radio costs have reached the critical stage at which the price paid by the advertiser has become a challenge to competitive media in terms of people reached per dollar", he said. He emphasized that stations have multiplied without, seemingly adding new listeners to radio, and therefore have increased the cost per listener; talent charges have spiralled; "feather bedding" tactics of Mr. Petrillo and his musicians' unions have increased costs, and station time has increased too. "Private radio must deliver sufficiently more sales per dollar spent than other media can offer", he said, "if it is to regain its old preferred position.

"Better programming is needed and a firmer resolution on the part of station operators not to grab at the passing dollar at the expense of the fare they provide listeners", he said. "Better merchandising is needed. The local

CHECK ALL THE ADVANTAGES



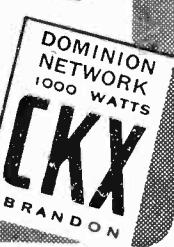
Dominates the
Manitoba Market
Most Power
Greater Audience



TRANS-CANADA
NETWORK
Finest and
most popular
programs



Leadership
since 1923



Exclusive Sales
Representative
HORACE N. STOVIN
TORONTO WINNIPEG
MONTREAL

DAY AND NIGHT

CFRN
5000 WATTS

NON-DIRECTIONAL

**GOING AHEAD
WITH EDMONTON
CANADA'S FASTEST GROWING CITY**

station, if its programming is good, has an immense opportunity to really make its commercial programs pull. This is being taken advantage of by some stations but also few. One of the reasons why more stations are not doing nice in merchandising is that they are drifting along with the knowledge that they have a place on the network and that they don't need to do anything more. That is lazy, dishonest, fallacious thinking and it will inevitably catch up with those who indulge in it. And perhaps last but far from least are all the little things a station can do to make itself indispensable to its community. That's how the local newspaper was built and that is its greatest strength today. Summing it all up, the local station has to work harder and possibly with less profit if it is going to win back the place in the sun it has lost."

The Value of BBM

Campbell then gave suggestions on how to sell the medium, deeming one of the most important sales weapons is BBM.

"So tell people about BBM" he said. "Make them listen. Make them understand. Putting BBM to work in terms of the sales force as in merchandising planning vulnerable clients to get more out of radio. It will increase the derived value of your stations."

Keep agencies informed about your market" he urged. "Study the promotion pieces of the successful newspapers and magazines and do likewise to the extent of your budget. Agencies sell their clients on the facts they get from media plus the facts they go out and get themselves. Give them all the facts you can."

Never assume an agency man knows anything. Too many of them don't and the ones that do are anxious to know more. They hear a lot of facts and a lot of opinion and they are harassed by

trying to remember too much of everything. The facts they are most likely to latch onto are the ones they hear most frequently and the ones that are best presented", he said.

"Don't waste an agency man's time. He thinks it's valuable. If you don't have to see the representative on an account, or the manager of the office, don't see him. If you do have to see the man himself, make an appointment. He'll clear time.

"Spend some time finding out what the basic plan is on a particular account—what media are being used — what markets are being covered—what constitutes the seasonal pattern if any. And listen to the programs being used and read the publication advertisements on the product. Anyone likes to talk about his own problems and the more you know about them the more certain the customer will be to listen to yours. There is no one right way to advertise anything. But there are many wrong ones. The more you know the less you'll irritate and the more you'll sell".

"Finally, get and keep the habit of selling on the basis of facts rather than depending on friendship or entertainment", Campbell concluded.

Please Most of the People

Fred Lynds of CKCW, Moncton, dealt with station promotion, explaining that a key to his listener and sales success is that: "we rely on living with people, as much as surveys, to tell us what the listeners want from their radio station. That, and the ideas at our staff meetings, have produced some of the darnedest shows and promotions that you've ever seen! We try to keep ourselves talked about 366 days a year; try to keep our program ideas local, lively and interesting, aimed at pleasing most of the people most of the time".

CKCL

TRURO, NOVA SCOTIA

250 WATTS NON-DIRECTIONAL

1400 KILOCYCLES

Manager:
J. A. MANNING

Representative:
WM. WRIGHT

ONLY CFCH COVERS The NORTH BAY Area

Listeners in the North Bay area—behind the "wall"—listen to CFCH almost exclusively.

- Average % of listeners - 97.6%.*

And they listen more than people in other Canadian centres.

- Sets-in-use figure is almost double the Canadian average.*

You can get results in the rich North Bay market by using the only station that covers the area—

CFCH North Bay

1000 WATTS

600 KCS

CFCH - FM

Get the facts from

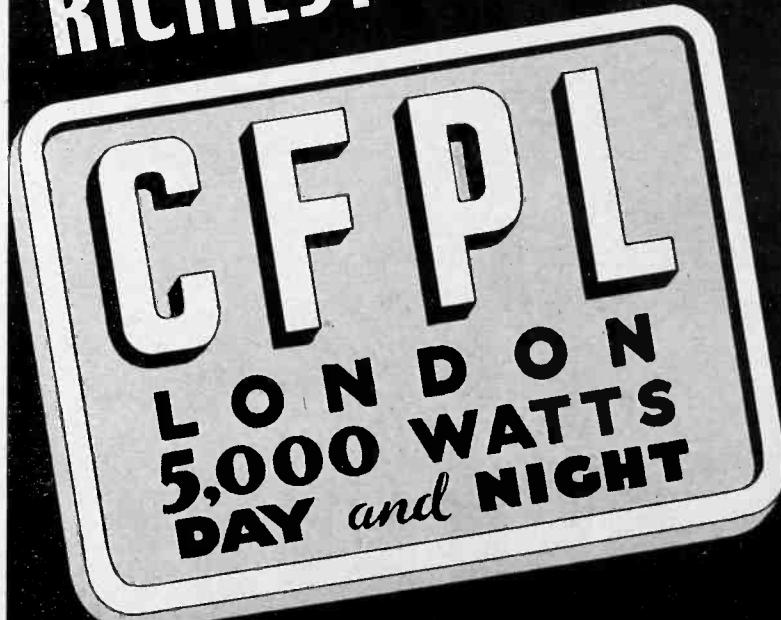
NATIONAL BROADCAST SALES

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

MONTREAL: 106 Medical Arts Building - FL. 6388

* See Elliott-Haynes February 1948 daytime report.

Serving Western Ontario's RICHEST MARKET



REPRESENTATIVES

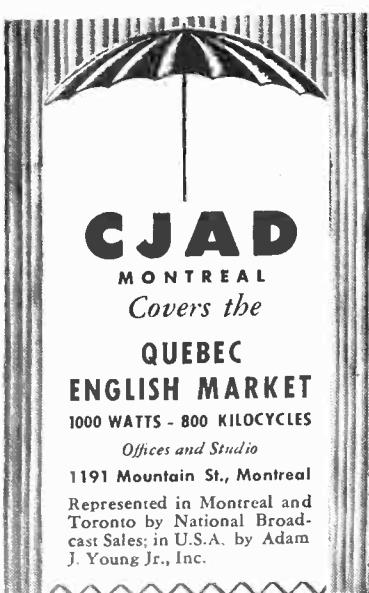
CANADA

U. S. A.

ALL-CANADA RADIO FACILITIES LTD.

WEED AND COMPANY

Member of the Bureau of Broadcast Measurement



NEW YORK'S RADIO ROW

by
Richard Young

New York, N. Y.—Long-delayed television boom has at last arrived and it's currently the leading topic of conversation among most executives along Radio Row. Sparked by the recent signing of a new three year contract between the broadcasters and the American Federation of Musicians, equipment and receiver manufacturers (as well as the broadcasters) are apparently in complete agreement on the forecast that Mr. Petrillo has lifted the last barrier in the growth of the just-out-of-short-pants stage medium.

Already representatives of the major networks are out on the road looking

over the field for prospective video network affiliates. NBC network signed the first, station KSTP-TV, St. Paul, which is scheduled to begin commercial operations April 27, and the ABC network signed the second, station WFIL-TV, Philadelphia. NBC disclosed that it expects to sign 31 of its radio outlets as video affiliates before the end of the year. Similar announcements are expected from the other webs before too long. And these new stations won't be plagued by a dearth of musical programs or even the same shows currently heard over the major radio networks now that Mr. P. has finally seen the light of day. (Of course, in this particular case we refer only to the stations now or soon-to-be served by television networks.) Approximately 25 hours after the official signing of the contract, CBS' East Coast video network telecast the Philadelphia Symphony Orchestra and a couple of hours later NBC screened the famous NBC Symphony directed by Arturo Toscanini. And we've been told on good authority that we'll soon be hearing of more and more popular radio network programs doubling on the video screen. Amos 'n Andy, for instance, are said to be plotting their television debut.

As for the receiver manufacturers, it didn't take them long to latch onto a tie-in with the musician's settlement. Receiver ads shouted the good word that all is now sugar and cream and that now is the time to buy. That the public agrees is best proven by the fact that most set makers cannot keep up with the demand. And the prices of receivers are still going down. By the time you read this paragraph, Emerson Radio will have introduced its new 10-inch-tube table model selling for \$269.50 in the New York area. In addition, General Electric also has a new 10-inch table model upcoming which will probably be priced under \$300. The receiver field is rapidly becoming highly competitive and plenty of fur is expected to fly. For some years now television broadcasters have been saying: "Television is here." Today most observers are adding: "And then some."

future (including those mentioned above). • • •

A top-ranking radio official nearly blew his top the other evening. While watching Mr. Petrillo toot his trumpet over NBC's television newsreel, the official's young daughter sat before the receiver entranced, then turned and said defiantly: "I don't care what Daddy says, I like him!" • • •

This is the season for what are apparently habit-forming reports of wholesale cancellations of radio shows by budget-jittery sponsors. It was true last year at this time, the year before that, and this year is no exception. To be sure, a number of programs are being dropped, for a variety of reasons. However, the most wide-spread report never seem to have the time to point out that these same shows have suffered optionitis many times in the past but nearly always have somehow run across other advertisers willing to foot the bills. Many of this season's reports have turned out to be phoney. One magazine, for instance, recently published an elaborate yarn which painted a pretty "grim" picture for the future of the MBS network. Among other things, the story forecast that MBS would probably lose Philip Morris cigarettes as bankroller of the *Queen for a Day* and *Heart's Desire* stanzas. Approximately 48 hours after the story hit the stands, Philip Morris renewed both programs! In addition, as this edition of the BROADCASTER went to press, we learned that MBS is expected to land the Johns-Manville across-the-board news strip (currently on CBS) which probably means more than



**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!

CJOC

NOW 5000 WATTS
LETHBRIDGE ALBERTA ALL-CANADA STATION

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



ART HALLMAN
A Household Name As A
Top-Flight Leader
Versatile Vocalist
Outstanding Arranger
CONSULT:

THE OFFICE OF
MART KENNEY
125 DUPONT STREET
TORONTO, ONTARIO

\$200,000 in billings for the network. (Tings should be that "grim" for your reporter!)

ROUNDUP

Boosting Canada's Ego

Vancouver.—The CBC is making progress towards destroying Canadians' traditional inferiority complex about the nation's artistic talent, according to CBC board chairman Davidson Dunton.

On a visit to the West Coast Mr. Dunton said there had long been a tendency in Canada for people to say that because something was Canadian it could not be very good.

"But gradually", he said, "Canadians are waking up to the fact that we have in this country many first-rate writers, poets, musicians, composers, dramatists and thinkers".

Reaction to the CBC's *Wednesday Night* series of programs has been very good, he said.

He also praised the work of the International Service (short wave) of the C.B.C., which he said now draws 4000 letters monthly from all over the globe.

"The idea in the International Service", he explained, "is to provide interesting programs which tell the story of Canada in a simple, unglamorous, unpretentious way".

OPPOSE RADIO EDITORIALS

Washington.—U.S. radio's battle to voice its own editorial opinions, now being fought before the Federal Com-

munications Commission, has run into opposition from powerful union interests.

The CIO made a stand beside James F. Fly, former FCC chairman, in support of the "no-editorial" rule which applies at present.

A Union spokesman said the CIO is ready to tell the FCC hearing that radio is "big business, dependent on advertising". If broadcasters were allowed to take sides, he contended, they would reflect a commercial viewpoint.

The heads of three United States networks—NBC, ABC and CBS—asked that radio enjoy the same editorial freedom as the press, with no regulatory strings attached.

FRENCH TO SELL MENTIONS

Paris, France.—State-operated Radio Diffusion Française (French Broadcasting Corporation) announces that radio advertising "without musical jingles, slogans and publicity background", will be necessary to balance the Corporation's budget.

Pierre Abelin, Secretary of State, attached to the Prime Minister's office, stated that such advertising would "conform strictly to a sponsor's program".

A spokesman added that publicity will be confined to naming sponsor in conjunction with broadcast concerts.

BBC INTERVIEWS CANADIAN GRADS

London, England.—Four of the eight students, tutors and graduates of the University of New Brunswick who are visiting Britain on scholarships given by Lord Beaverbrook, Chancellor of the University, took part in a discussion with Anthony McDonald of the BBC about their reactions to what they had seen in Britain.

The show was discussed in London and shipped to CFNB Fredericton, CKCW Moncton and CHSJ Saint John for broadcast.



NO, YOU'RE WRONG

This isn't a 19th century mail robbery. Nor is it a strip out of a wild-western reel. It's a prearranged scene of contrast, depicting mail carriers of the gay nineties in contrast with the modern air-line mail carriers (not shown). In any event the scene was "covered" by

CJCA'S SPECIAL EVENTS DEPARTMENT

adding another on-the-spot broadcast to our tremendous list accumulated over 26 years of public service broadcasting.

Yes, you were probably wrong on first glance at the cut—but a dollar to a donut you won't go wrong if you place your radio advertising with CJCA, Edmonton's All-Canada station generally recognized as Northern Alberta's most powerful sales medium.



CKNW

THE Only STATION
THAT COVERS BOTH
HALVES OF THE
"VANCOUVER AREA"



Mighty Mike Sez... WOW!

Regina's cheque debits hit an all time high — higher than any other Prairie city.

1941 — \$501,000,000.

1945 — \$1,111,000,000.

The payment on past wheat crops still to come for 1948.

The Regina District Is a Market That
CANNOT Be Overlooked

Buy

CKCK

REGINA
5000 WATTS

CAB**PR Needs Firm Foundation**

Quebec.—In his presentation to the CAB Convention last month Jim Allard, as director of public service, told the broadcasters that no program of public relations can have any effect for the good, unless it is built on a firm foundation of sound station operation.

In his final presentation before his appointment by the CAB board to the general managership, this thirty-four-year-old who has worked his way up from switchboard operator at CJCA, Edmonton, through announcing, news editing, continuity writing, public relations and promotion, to executive head of the broadcasters' association, submitted for the convention's approval a six-point public relations plan.



JIM ALLARD

Allard pointed out that the motive behind his plan was three-fold. "First", he said, "we have to work to keep independent radio alive. Second, we have to keep high the public's confidence in radio advertising, and try to prevent radio advertising from being abolished or unduly crippled. Third, we have to maintain the public's confidence in programs and programming, in order to create the listener loyalty."

To build this platform and to stay firmly on it, he proposed the following six planks:

(1) **Direct Mail.** This should be directed to thought leaders in particular, and specifically to those who may from time to time be expressing themselves in a manner hostile towards independent radio.

(2) **Radio Bureau.** Maintenance of the *Reports from Parliament Hill*, which have grown to the point where sixty-seven independent stations are now broadcasting M.P.'s messages, transcribed at the Ottawa Bureau, in those members' own communities, are giving radio, Allard said, "a new prestige in press and political circles . . .

in convincing all political parties that broadcasting can and does perform useful service, and that the independent station is essential in Canada's broadcasting picture."

(3) **Radio.** Starting with Community Radio Week (May 16-22) he expressed the belief that a 52-week campaign could be built to aid in the process of selling radio to the public by radio.

(4) **Speech Material.** In recommending the continuance of public appearances of station managers, both on the air and before local service clubs and other groups, he said such material which had been emanating from his office in the past, had met with favorable reaction.

(5) **Idea Exchange.** Allard recommended that each station pass along to the CAB locally developed public relations ideas so that these could be forwarded to all stations and adapted for use in other locales.

(6) **Joint Committees.** He suggested the establishment of joint committees, with representatives of allied interests such as the CBC, CAAA and ACA, to pool ideas in research, with the purpose of improving programming and sales practices, especially in relation to copy content.

Community Radio Week

With the exception of one station which feels that it should be a 52-week project rather than a one-shot, reception of the CAB's announcement of Community Radio Week (May 16-22) has been enthusiastic, according to Jim Allard.

All the proposed activities of the week result from suggestions made by the stations following last year's trial balloon. A great deal of the material which will be used across the country is

CKMO

- FASTEST GROWING RADIO STATION IN CANADA'S THIRD MARKET.

- ELLIOTT-HAYNES RATINGS SHOW A 50% INCREASE IN AUDIENCE SINCE OCTOBER.

- CKMO'S ONE KILOWATT SIGNAL.

On clear-channel 1410, can be heard by 80% of B.C.'s population.

- THE HUDSON'S BAY COMPANY USES CKMO EXCLUSIVELY IN RADIO.

- CKMO COVERS THE MARKET AT LESS COST PER LISTENER.

Vancouver

TOP OF THE DIAL

TOPS IN ENTERTAINMENT

940
K.C. **CJGX-TRA** DOMINION
NO. 3 YORKTON, SASK. VOL 4

\$44,831,000.00

was paid out to farmers in this rich agricultural district, from August 1st to January 31st,

FOR GRAIN ALONE

This is \$9,000,000.00 higher than last year, exceeds the next highest crop district by \$2,000,000.00, and is twice as high as nearly all other crop districts in Western Canada.

To reach this wealthy, responsive market use the facilities of . . .



CJGX
YORKTON
WESTERN CANADA'S FARM STATION

Representatives:

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

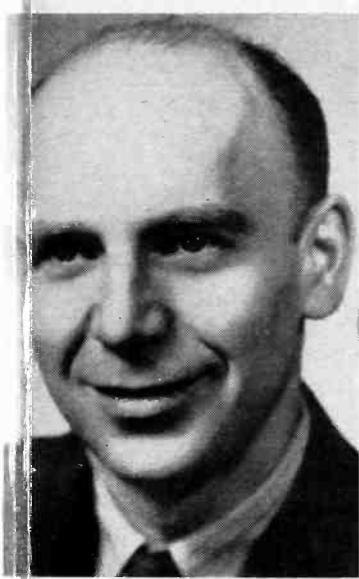
FRASER VALLEY
LATEST COUNT!
"VOICE OF THE CHWK CHILLIWACK
REPRESENTATIVES
ALL-CANADA RADIO FACILITIES . . . WEED & CO. USA
"Voice of the Fraser Valley"

CHWK

bog written by station staffers, including Don Insley (CKEY), Stan Ross (CKWX), Dick Dispecker and Dorwin Baird (OR) and Tom Shandro (CA). Other writer and program men with material to offer will be welcomed with enthusiasm if they will get in touch with Ward at the CAB office.

Besides industry-wide projects, individual stations are planning events of local character, which they seem to be keeping to themselves and away from their competitors. Last year the three Vancouver stations co-operated on a joint newspaper-billboard campaign.

Small Markets Want Name



RALPH SNELGROVE

WEN Sound, Ont.—One of the first steps to be taken by the as yet unnamed committee, within the CAB, of stations operating in smaller markets, will be to give the group a title, according to Ralph Snelgrove, manager of station CFOS, who sat on the CAB board last year as an Ontario director and went back this year as representative of this group's stations.

Several proposed names have been suggested since the idea was raised. Les Garside (CJGX),

CHAT

(Continued from Page 3)

BOTH

In 1947, Medicine Hat Flour Mills produced \$20,000,000.00 worth of flour and cereals.

In 1947, Medicine Hat's greenhouses shipped \$1,000,000.00 worth of flowers to Manitoba, Saskatchewan, Alberta and British Columbia.

An All-Canada - Wheat Station

MEDICINE HAT

Yorkton) and Snelgrove at the 1946 CAB Convention, after listening to Bob Mason (WMRN, Marion, Ohio) outline how such a committee was organized in the States by NAB.

Booted around from the Quebec to the Harrison Hot Springs meeting, and then to Jasper Park and Minaki and then back to Quebec, Garside disclosed that a poll of eligible stations had inspired enthusiastic response from 36 across the country, Snelgrove says.

Assisting the small markets director is the committee which, as we mentioned in our last issue, consists of Les Garside (chairman); Art Manning, CKCL, Truro; Jacques Thivierge, CKRN, Rouyn; Bill Burgoyne, CKTB, St. Catharines; F. H. Elphieke, CKPG, Prince George.

Most Stations and Most Listeners

Among names which have been proposed for the group, which under the original plan will consist of stations operating in cities or towns of 25,000 population or less though no final definition has been determined as yet, are "Community Stations", "Non-Metropolitan Markets", "Local Market Stations" and "Provincial Market Stations".

Operation of the group will be geared, Snelgrove says, to helping the stations allied with it to get a greater share of the national advertiser's dollar. This end can only be attained, he points out, "by the assembling for the benefit of time buyers, of information about these stations, both individually and collectively, which will indicate clearly the much closer relationship such stations bear to their listening audiences, than do the larger outlets, which, due to their size and the scope of their coverage, cannot gain the same intimacy with the public."

Speaking of the importance of the choice of a suitable name for the group, Snelgrove said: "We

shall have to make sure that we do not dub ourselves as being small in terms of importance, because our group will be comprised of a majority of the Canadian stations.

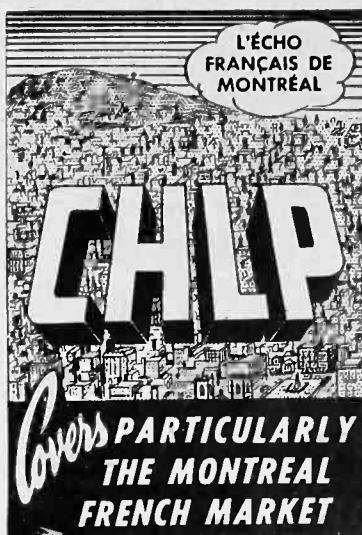
Greetings From Labor

Quebec City.—Bearing greetings to the private broadcasters in Convention here from the Trades and Labor Congress of Canada, secretary-treasurer John Buckley said that he regarded radio as one of the greatest civilizing influences ever devised, and expressed the hope that it would help build a new social order of peace, brotherhood and good government, in which Canada would play a vital and dynamic part.

Speaking forcefully in true labor union style, this septuagenarian ambassador of sinew thanked the private stations for their donations of time for the CAB's current *Voice of Labor* series, now being disseminated by the Radio Bureau in Ottawa and broadcast on more than forty independent stations. Mr. Buckley said that his organization would take advantage of this contribution by using it to inform and instruct the Congress members on vital public issues.

Mr. Buckley emphasized that any social order is built primarily on its workers and that they are

1000 WATTS SOON!



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

the chief consumers of goods and constitute far and away the largest part of the radio audience.

His address was received with prolonged applause, following which he invited any broadcasters who wished to attend the next T.L.C. Convention, which will probably take place in Hamilton next fall.



LIONEL SCORES WITH FANS

Lionel's listeners take their hockey seriously so come play-off time we try to accommodate them. Thanks to our clients who graciously co-operate by relinquishing time, we manage nicely.

The fans appreciate the gesture, too, for every mail brings letters of praise for the sponsors who gave up time.

This faithful and enthusiastic consumer market is awaiting your sales message, for over the years "Lionelizing" has made CKCW the "most listened to" station in these parts. Take advantage of this ready made market—have your advertising "Lionelized" today!

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

AGENCIES



Montreal.—Spitzer and Mills Limited, advertising agency, announces the appointment of Donald McCrimmon, left, and V. L. Hanna as group supervisors in their Montreal offices.

McCrimmon has been on the executive staff of the Toronto office of Spitzer and Mills for some years. Hanna, for thirteen years, was associated with British American Oil Company, resigning recently as Sales Promotion and Advertising Manager to take up his new duties with this agency.

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.

CKCH
250 W. 1240 K.C.

*The FRENCH VOICE
OF THE OTTAWA VALLEY*

211.246
FRENCH PEOPLE
IN
CKCH COVERAGE AREA

TORONTO
4 ALBERT ST.
MONTREAL
DOMINION Sq. Bldg.
RADIO REPRESENTATIVE LTD.
UNITED STATES. HOWARD N. WILSON

Stretch
YOUR PUBLICITY
BUDGET WHERE
A DOLLAR
REACHES
MORE
PEOPLE

COOPERATING WITH 'LE DROIT'

BENTON & BOWLES INC.

Toronto.—Procter & Gamble is introducing its new washday miracle product, Tide, with a series of 10 minute newscasts over CFRB, Toronto, taking the 9.00 a.m. timeslot 6 days a week and featuring Wally Crouter. The campaign gets under way on April 5 and runs through April 2, 1949. Tide is currently being advertised on the daytimer, *Big Sister*, and sometime in May will take over sponsorship of *Right To Happiness* on the mid-eastern and prairie regions of the T-Can. net. P. & G. also has an extensive spot campaign going to a wide list of Ontario stations in markets of 10,000 and over, and hope to move into other parts of the country when production permits.

RUTHRAUFF & RYAN INC.

Toronto.—Lever Brothers has started two 52 week series of half-hour transcriptions. *Marietta Theatre* and *Playhouse of Favourites* (All-Canada) over 3 Newfoundland stations, VOWN, VORG and VONE.

WHITEHALL BROADCASTING LIMITED

Imperial Tobacco Company has started the 15 minute 3 a week trans- and *Playhouse of Favourites* (All-Canada) over 26 Ontario and western stations for Ogden's Fine Cut.

O'BRIEN ADVERTISING LTD.

Standard Oil Co. of British Columbia has started a 13 week series of daily one minute musical spots over 7 B.C. stations with a possibility of an extension coming up.

J. J. GIBBONS LIMITED

Toronto.—J. M. Schneider (Meats) has started *Sunday Interlude* featuring Don Haskett going 15 minutes weekly to CFRB, Toronto for one year.

SPITZER & MILLS LTD.

Toronto.—Monarch Overall Manufacturing Co. Ltd. is breaking into radio with an extensive Spring and Fall spot campaign going to 7 western stations including: CKPR, Fort William; CKRC, Winnipeg; CHAB, Moose Jaw; CFQC, Saskatoon; CFAC, Calgary; CJCA, Edmonton and CKNW, New Westminster. The new series advertisers Babyalls, Skippy Play Togs and Pacific Trail Coats.



NEW LOOK DEPT.

"I dislike being photographed in profile," said the actor. "It gives me such a tense intellectual look."

ONE NIGHT STAND

"... speaker on 'Nation's Business', John Bracken, leader of the CCF party (this occasion only)." —*CBC Midweek Corrections*

DIAGNOSIS

Maybe it isn't so much that the average IQ of the public is that of a 12-year-old, but rather that radio thinks its own IQ is average.

OFF THE RECORD

Report of the most recent CBC Board meeting omits to state whether the governors recommended the transfer of CKY, Winnipeg's license to the CBC.

PAN MAIL

Sir: I have been reading your Lewisite column for over five years. You now have thirty-two teeth. Would you like to try for sixteen?

—Subscriber

MORE PAN MAIL

Sir: Wouldn't it be funny if a bunch of your readers sent you in letters telling you just what they think of you and your column.

—Joker

We don't know, Joker. But we can assure you that if it was funny we'd certainly use it.

AIR CHECKS

IN THE
PACIFIC
NORTH WEST

GUARANTEED
RELIABLE

WRITE, WIRE OR PHONE

ARAGON RECORDINGS

615 W. Hastings Street
VANCOUVER, CANADA
MARine 5010

WATCHED POT

In reply to the correspondent who wants to know when we are going to present another batch of Beaver Awards for distinguished service to Canadian Radio, right now we are waiting for some of those distinguished services to be rendered.

JUSTICE

Then there's the greedy salesman who complained that he couldn't have all he wanted and ended up getting all he deserved.

TAINT FUNNY McGEE

"I never could understand why a person speaking only English should think it funny to hear broken English spoken by a foreigner who could speak ten other languages."

—*Gracie Allen in Coronet*

AN INVITATION TO BUSINESSMEN *on behalf of producers
of the world's goods.
from*

We invite you to the
**CANADIAN
INTERNATIONAL
TRADE FAIR**

MAY 31 TO JUNE 12, 1948 - TORONTO, ONTARIO
... and we think you'll profit by coming

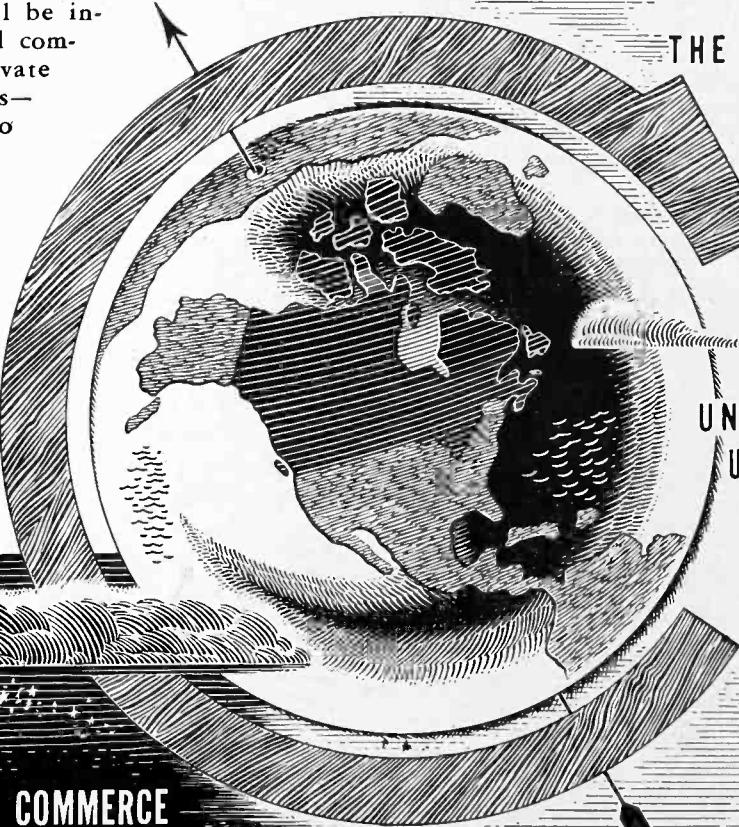
This will be the first International Trade Fair ever to be held in North America. It is sponsored by the Government of Canada.

It will be devoted entirely to business. The general public will not be admitted except on Saturdays. Every exhibit has been accepted on the condition that the goods displayed are for sale and can be delivered within a reasonable time. Transactions can be completed on the spot.

The products of more than 25 countries will be on display, and buyers will come from every quarter of the globe. For the period of this fair Toronto will be a world market-place—the sample room of the world on your doorstep—within a convenient day's journey from any city in Canada.

Canada will be the host—but the Fair will belong to the traders and businessmen of all the nations. There will be interpreters—special cable and communications services—private restaurants and meeting rooms—all the facilities you need to do business with all the world, comfortably and conveniently.

Official invitations, which are required for admission, may be obtained on application to the Canadian International Trade Fair, Canadian National Exhibition Grounds, Toronto, Canada.



ALGERIA
AUSTRALIA
BAHAMAS
BRAZIL
CANADA
CENTRAL AMERICA
CHINA
COLOMBIA
CYPRUS
CZECHOSLOVAKIA
FRANCE
GREECE
INDIA
ITALY
JAVA
MALAYA
MEXICO
THE NETHERLANDS
NEW ZEALAND
NORWAY
PALESTINE
PORTUGAL
SOUTH AFRICA
SWEDEN
SWITZERLAND
UNITED KINGDOM
UNITED STATES

DEPARTMENT OF TRADE AND COMMERCE
OTTAWA CANADA

We asked our advertisers . . .
"Why do you use CFRB?"

The station
actively
helped us PLAN,
says Templetons Limited*



GILBERT TEMPLETON, president of Templetons Limited, makers of proprietary medicines, writes as follows:

"For a long time now we at Templetons have had a very kindly feeling toward CFRB because of the help given us by that station when we were inexperienced in radio advertising. Had it not been for the encouragement and help we got from CFRB back in 1935, in trying out the technique of using radio which happened to suit our particular business, it is very likely that we would have stopped trying to use this medium. . . .

"In CFRB we had a *dominant* station and a personnel co-operative with an inexperienced radio advertiser. All our broadcasting activity really got its start because CFRB combines a dominant position in Ontario radio with a spirit of sincere co-operation toward a new, small advertiser."

Local advertisers, in a position to check results from day to day, continue to benefit substantially from CFRB co-operation . . . continue to use CFRB because it dominates radio coverage in Canada's richest and most important market . . . because it obtains *results* quickly!

More and more *national* advertisers are benefitting from the experience of local concerns and looking to CFRB as a resultful advertising medium. Why not consider whether CFRB belongs in *your* national radio planning?

CFRB

SUCCESS STORIES

*THIS IS ONE IN A SERIES OF

REPRESENTATIVES: Adam J. Young Jr., Incorporated, New York • Los Angeles • Chicago
All-Canada Radio Facilities Ltd., Montreal