

CANADIAN BROADCASTER

TWICE A MONTH

Vol. 6, No. 23.

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

December 6th, 1947



Hark The Herald Angels Sing!

(Photo by Alex Gray)

Which kind of program is right for your customers?

Take the guess out of your programming—with a show of tested audience-appeal! Mass appeal—class appeal—the All-Canada program library offers every kind of packaged radio show. Look over this sample list:

CHILD SHOWS

Magic Christmas Window . . . Christmas belongs to children! Here is a show especially for the kiddies. Excellently produced. 25 quarter hours of NBC skill.

MYSTERY

Man With The Story . . . 52 fifteen-minute mysteries. Told with the deft touch of Mercer McLeod, who recently received an award for this distinguished production.

DRAMA

Greatest of These . . . 26 half-hour exciting dramatizations of the Golden Rule. Each story is packed with human interest. A natural for any kind of sponsor.

PUBLIC SERVICE

Danger—Death At Work . . . 13 fifteen-minute powerful dramatic presentations in this outstanding Safety feature. The sponsor will get plenty of credit for this one.

COMEDY

The Inlows . . . Plenty appealing because it makes them laugh. 130 fifteen-minute episodes of family life and hilarious comedy. Canada wants comedy—here it is!

ADVENTURE

Stand By For Adventure . . . Stories from every corner of the world . . . intensely exciting, often informative. Ideal family entertainment. 78 quarter-hours. NBC produced.

MUSIC

Barry Wood . . . 156 smooth quarter hours. Featuring Barry Wood, the lovely voice of Margaret Whiting, the Melody Maids, Hank Sylvern and his orchestra. A Ziv production.

SPORTS

Through The Sports Glass . . . 52 quarter-hours of thrilling moments in sports history, famous figures in the sports world. Made vivid by Sam Hayes, noted sportscaster. Produced by NBC.

. . . and there are many others to choose from.
Tell the All-Canada man your particular interest.
He'll be glad to give you full information.

ALL-CANADA PROGRAM DIVISION

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

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



PUBLIC RELATIONS

Use Radio and Press in Employee Relations Campaign

Recognizing the broad interest that an industrial community has in the operations and activities of its major employer, Courtaulds (Canada) Limited, has launched a comprehensive public relations program in its home town of Cornwall, Ont., using the local station and newspaper.

Canada's sole producer of viscose rayon yarns, Courtaulds maintains a major manufacturing operation at Cornwall where the company was established almost twenty-five years ago. Present employment approaches 300 men and women from Cornwall and the neighboring districts.

Meet the Workers

The community campaign comprises the use of local radio station CKSF and advertising space in the *Cornwall Standard-Freeholder*. Using these media, Courtaulds is telling the story of the company's activities, the uses of its products in the textile industry and new developments in rayon. A feature of the campaign is the project to acquaint the people of Cornwall with the employees through series of their activities as citizens as well as employees of the company.

The initial undertaking in this two-fold campaign was the launching of a tri-weekly 15-minute radio program over station CKSF, Cornwall. This radio show which is broadcast Monday, Wednesday and Friday evenings at 7:15 features "So the Story Goes".

Air Community Activities

"Commercials" on the radio program occupy a maximum of

three minutes and are principally devoted to messages of community interest whether they relate to the company or not. Subjects covered range from news about rayon yarn production to support of community activities or describe new uses for rayon yarns or rayon fabric development.

Prior to the commencement of the broadcasts, street-car cards were used to promote an interest in the program.

Newspaper Aids Project

Newspaper advertising consists of one-page layouts in the *Cornwall Standard-Freeholder*. The page carries an 8-column illustrated streamer heading: "Over the Backyard Fence". Copy in this campaign follows the general pattern used in the radio program. More than half the space is devoted to stories about employees' activities and "profiles" of individual employees.

Slightly more than one-quarter of the page discusses fashion and the use of Courtauld's rayon fabrics. The balance of the space discusses the radio program and other news relating to the company. Photographs are used liberally to illustrate the stories and the whole layout is designed to invite and encourage reading.

The first advertisement in this series has already appeared, and further insertions are planned on the basis of one per month. Although it is too early to report on reader interest in this advertising, which is really a carefully prepared feature page of news and stories of community interest, Courtaulds are reasonably confident that this campaign will meet with the same favorable response as produced by the radio program.

The two-fold campaign of community relations will shortly be bolstered by publication of a monthly employee magazine.



5000 WATTS

800 KILOCYCLES



CHRC



"LA VOIX DU VIEUX QUÉBEC"

REPRESENTATIVES

CANADA U.S.A.

JOS. A. HARDY & CO. ADAM J. YOUNG, JR. INC.

SOLD OVER
\$ 300,000.00 ★
 worth of Real Estate in
 two years

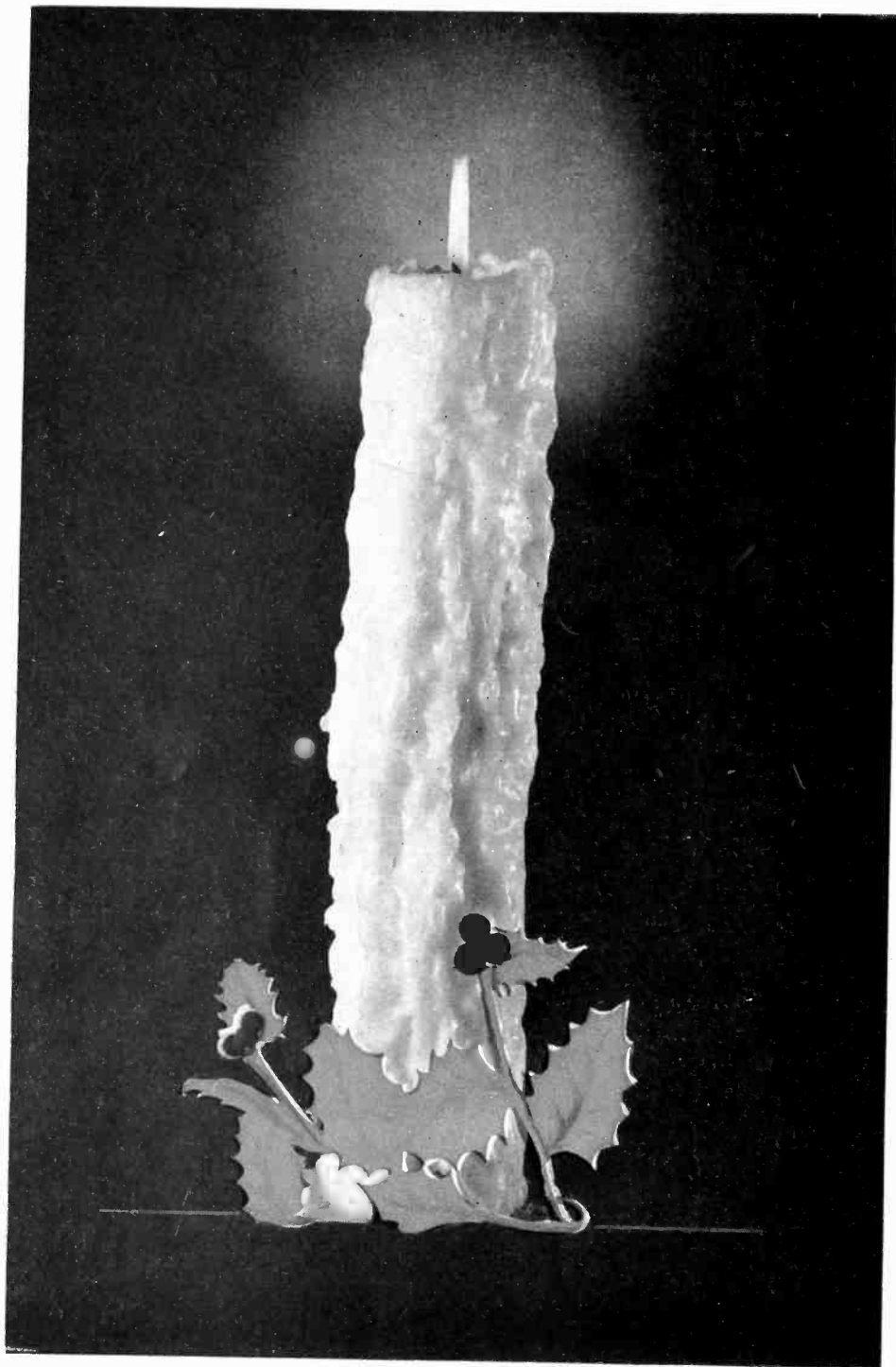
★ DICK DIESPECKER'S
 "Off the Beaten Track"
 is evidence of how CJOR
 turns LISTENERS into
 BUYERS!!!

CJOR

600 kc 5 kw

VANCOUVER B.C.
 ★ DOMINION NETWORK

REPS: H. N. STOVIN (CANADA) • ADAM YOUNG JR. (U.S.A.)



May your Yuletide candles light a scene of happiness, contentment and festivity; and the Christmas song of "good will toward men" remain in our hearts throughout 1948.



HORACE N. STOVIN

& COMPANY

Radio Station Representatives

MONTREAL

TORONTO

WINNIPEG

CANADIAN BROADCASTER

TWICE A MONTH

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

Published by

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Vol. 6, No. 23.

\$3.00 a Year — \$5.00 for Two Years

December 6th, 1947

The Little Man Who Wasn't There

All through the radio scene, stress is laid on one factor, the number of people who are listening to the programs. As soon as the Elliott-Haynes ratings appear each month, everyone, from artists to sponsors and their agencies, scans the figures to find out about the growth of his audience or the opposite. When Program "A," playing opposite Program "B" gains a point or two, further investigation may prove that the extra listeners have been weaned away from the "opposite" program. But equally as often, it discloses that Station "B" has registered a similar gain. Where did these extra listeners come from? They come from radio's forgotten man, the "Little Man Who Wasn't There."

Without any question enough attention has not been centered on the "cold" sets. So intent is everyone concerned upon the measurement of those who do tune in, that there is no thought given to the others who just aren't listening. So keen is the competition to win listeners from each other that little effort if any is spent trying to light up the dials on the dead sets. Yet as there is never a rating of fifty, there are always more people who are not listening than who are.

On Wednesday December 3, the day on which this issue goes into the mail, there begins a revolutionary experiment in radio, which may change programming standards all over this continent. This move, reported in detail under the heading "Design For Thinking" (page 12), was instituted by the CBC and consists of an evening a week, devoted to programs which are described in the CBC announcement as "stimulating, substantial, different and, at times, more demanding on the attention of the listener."

Each Wednesday evening, throughout the winter, it is planned to make the Trans-Canada schedules over to this more serious type of programming, and, while ratings may not compare in volume with those earned by the popular commercials, two things will inevitably happen. In the first place, if the project is given due promotion, new listeners will be won for radio without materially damaging existing audiences; secondly, there will come into being a quality of listening which few programs of the mass-appeal type have earned.

Without any reservation, this paper would like to doff its hat to the brains in the Corporation who have through this development rendered Canadian listeners this first major contribution of the year. The move, upsetting all past precedent as it does, is a courageous one, and deserves the support and assistance of everyone connected with the industry.

Richard G. Lewis

EDITOR

C.B.C.

Drawing Lessons by Radio

Radio has uncovered many a potential artist in Manitoba schools.

Responsible for this discovery is the current 30-minute series entitled "It's Fun to Draw". The series, sponsored by the Manitoba Department of Education, is carried over the CBC network to some 500 school rooms in the province.

Manitoba is the first Canadian province to attempt this type of broadcast, and as far as is known only one American state has tried anything like it.

A similar type of broadcast was tried out in a small way last spring in Brandon with encouraging results. This year, Gertude McCance, supervisor of school broadcasting in the department of Education, and Elizabeth McLeish, supervisor of art for Brandon City schools got together on the new series.

The series got underway Oct. 6, and is planned to continue each Wednesday from 3 to 3:30 p.m. until December 10.

Response to the first broadcasts were overwhelming. Scores of gay and colorful drawings have come into the sponsors — from tots in grades one and two up to grade nine.

Aid to Teachers

The first broadcast was designed to give practice in drawing flowers before the more difficult human figures were attempted. Two fairy tales followed, then another broadcast gave practice in drawing faces.

Little attempt is made over the air to teach drawing. Teachers in the schools are provided with a booklet containing suggestions for best use of the broadcasts and for formal art training along the lines taken by the art series.

The object is to stimulate the children to use what training and ability they have. For 15 minutes a story or playlet full of color and action is presented

while the children listen. Then music is played while they draw whatever the music may bring to their minds.

There are only two rules. The children must not copy and they must produce a finished picture. Neither teacher nor broadcaster give any specific suggestions about what to draw. Advice is limited to matters of drawing technique.

PRIVATE STATIONS GET FM LICENSES

Licensing authorities in Ottawa have revealed grant of Frequency Modulation licenses to another large group of independent stations. Licenses to operate FM with nominal power of 250 watts have been formally granted to CHNS, Halifax; CJC, Sydney; CHRC, Quebec City; CJKL, Kirkland Lake; CHOK, Sarnia; CHEX, Peterborough, Ont.; CHVC, Niagara Falls; CFQC, Saskatoon; CHAB; Moose Jaw; and CKWX, Vancouver.

A license for FM operation at nominal power of one thousand watts was granted to CKAC, Montreal.

The licensing award announcement was released on Department of Transport letterhead, and very carefully made the point that announcement was made on behalf of "Right Honorable C. D. Howe, Minister with jurisdiction over the Radio Division of the Department of Transport."

The official announcement also explained that "the frequency modulated type of stations (popularly known as FM) differ from the usual standard band station by its inherent noiseless high quality reproduction. On the other hand, the range of frequency modulated stations is limited to 'line of sight' or approximately slightly beyond the horizon."

ATTENDS U.S. FARM MEET

Fergus Mutrie, supervisor of farm broadcasts for the CBC, is attending the National Convention of Farm Radio Directors of the United States, being held in Chicago, Nov. 30 and Dec. 1. He is giving an address on farm broadcast operations in Canada.

At the convention, held annually, delegates exchange ideas for the improvement of farm broadcasting, and help each other with problems that arise in filling the needs of rural radio listeners. The 1947 meeting has been planned to coincide with the International Grain Show, also in Chicago, which draws farmers from all over Canada and the United States, and where such honorary titles as "wheat king" and "barley king" are bestowed.



THE USUAL WISHES
GO DOUBLE



Barry Wood
and
Jack MacRae

CAB

New Year Message

From Harry Sedgwick,
CAB Chairman



During the past year, the radio industry adopted a definite policy and, working on a united basis, this policy was vigorously pursued. That part of the main objective of the policy, which was to obtain an independent licensing and regulatory body, has not yet been achieved, but complete success could not be expected immediately, as the idea was a new one and our legislators are naturally cautious about such ventures. The fact that Parliament adjourned so soon after the presentation of the broadcasters' case did not allow the full discussion which the idea warranted. It is felt, however, that if this objective is pursued consistently, we have reasonable hopes that it can be attained within the foreseeable future.

Significant Gains

The efforts of the independent broadcasters, however, were not without results and made some significant gains. The three-year license period asked for was granted, the power freeze was lifted to permit stations to increase to higher power and it was decided to hold open meetings of the Board of Governors of the CBC. The greatest gain, however, was the moulding of public opinion towards a better understanding and a more favorable attitude to private radio in Canada and its problems. This time, too, we were not alone in appearing before the Parliamentary Committee. The daily newspapers, Chamber of Commerce and Association of Canadian Advertisers all made known to the Committee their feelings as to the desirability of a change in the present regulation of radio in all its forms.

The press gained a far better knowledge of the situation and editorial support was both favorable and extensive. The public also was made more aware than ever before of the reasons behind the plea of the radio industry for a fair and democratic set of regulations.

The new awareness on the part of the public is the foundation on which our future hopes are built. This will be enlarged on in 1948 and will serve as a good basis for a more enlightened and consequently more sympathetic public.

Improved Listener Relations

During the past year, independent broadcasting stations in Canada have maintained and improved their already high standards of public service. They have increased the esteem and loyalty of the citizens in their respective listening areas.

Several new broadcasting stations have commenced operations during the past year and practically all of these new stations are members of the Canadian Association of Broadcasters. They will add strength to all of our joint operations and their opinions will be welcomed in all our deliberations.

Wide Co-operation

Speaking as Chairman of the Board of Directors of the Canadian Association of Broadcasters, may I take this opportunity to thank most sincerely all of the other associations and organizations with which it has been our pleasure to work on many joint undertakings. I also want to thank most warmly the many stations within our membership who have contributed freely of time, money, effort and the services of their staff whenever called upon. My thanks also go to the members of the CAB staff whose untiring efforts have proven a valuable asset to the Association in the many large undertakings completed during 1947. Such support from both outside and inside our organization has been very heartening and it encourages us to make stronger and more consistent efforts in the future.

To all in the radio industry across Canada I would wish the best of good fortune for 1948. It has been a real pleasure to work with my associates in our Canadian broadcasting industry and we can feel that we have laid a solid foundation in 1947. Let us build upon this foundation in 1948 with resolution, courage and a determination to better serve the public in all forms of broadcasting.

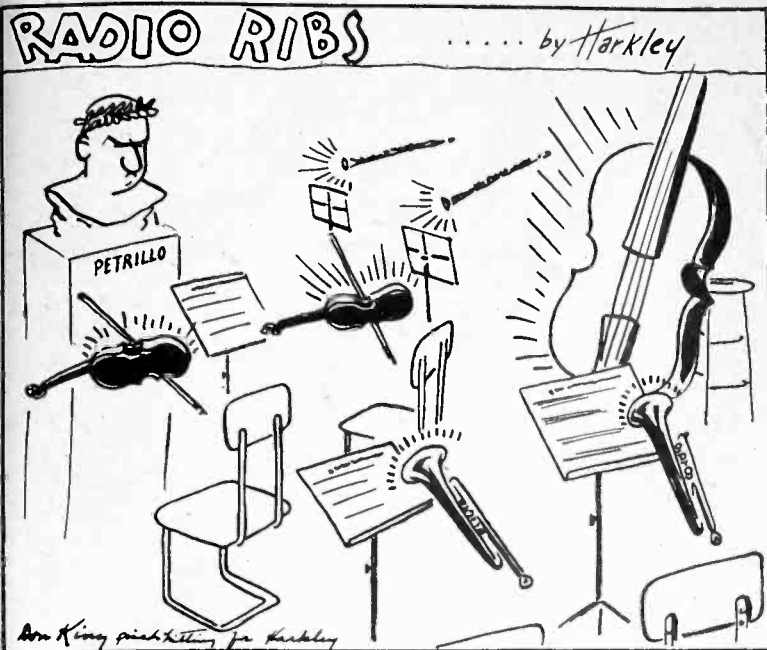
IT'S A FACT

You buy more than **TIME** on **CJOC** you get overwhelming listener preference in the prosperous Lethbridge market area. Sample: "Philo Vance" program rating 28.3. (See latest E-H ratings).

5000 WATTS SELLING
Power
IN SOUTHERN ALBERTA

CJOC

NOW 5000 WATTS
Lethbridge, Alberta All-Canada Station



"Come All Ye Faithful"

EDUCATION

Radio Goes to College

Radio inclined University of Toronto students received the first of a series of thirty-six lectures on the radio art last week from writer-actor Lister Sinclair, whose subject was radio acting, followed by a lecture on announcing from Lorne Greene on the following day.

More than a hundred U. of T. students enrolled for the 12-weeks course, called "Kilocycle College", at \$4.00 apiece.

All-Student Program

Last Thursday at 9:30 p.m., an all-student cast presented its first program in a series over station CJBC. This was a variety show with a band made up of students who are union members, with individual acts and specialties. Weekly auditions will be held for each program.

Present plans of the committee and CJBC call for variety

programs for the first three weeks and a dramatic show for the fourth.

Ambitious Promotion

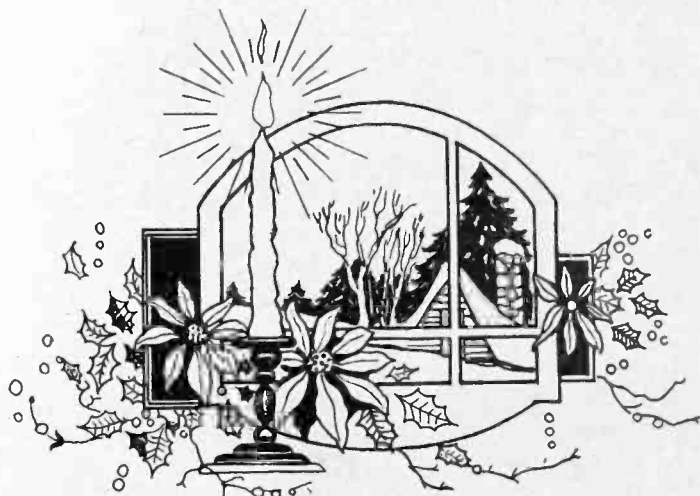
Promotion for the first show was elaborate and imaginative. It included a "whispering campaign" by telephone, with several thousand Torontonians being called Thursday and given a mysterious message to listen to CJBC at 9:30. A float on the back of a truck paraded about the University grounds. Balloons dropped from the various towers. Signs were placed on every lecture desk in the University. The University's daily paper was filled with radio notices and stories.

Want University Web

The youthful and enthusiastic broadcasters are also tearing themselves from the excitements of the present and hope soon to have a "national network system of university programs". Negotiations are being carried on with the CBC and Western Canadian Universities according to a Kilocycle College official.

A
VERY
MERRY
CHRISTMAS
and
a
HEALTHY
PROSPEROUS
NEW YEAR

Stan Francis



Merry Christmas
Happy New Year



DOMINION
BROADCASTING COMPANY

4 Albert Street

:::

Toronto, Ontario

Bells* to You

Greg Clark

★ Jingle that is.



A
NEW
SPONSORABLE
Radio Feature

*"Your
Book Report"*

A weekly 15-minute broadcast about the latest books, specially prepared and written for radio by the

BRITISH
UNITED PRESS
Radio Features
Staff

The Book Trade is enthusiastic about it, and sponsors are waiting.

Make this
NEW
SALEABLE
FEATURE
Your
CHRISTMAS
BONUS

HEAD OFFICE:
231 St. James Street
MONTREAL

GOVERNMENT

Austerity Campaign Has Pros and Cons

Excellent sense of timing marked the government's decision to release details of the "austerity" campaign (obviously long planned and known) at the same time that details of the new international trade agreements became public. Effect of the latter will be to somewhat soften the impact of the former. Unquestionably, a good many householders will be at least a little better off financially, with lowering of prices on coal, electricity (through tax reductions or eliminations) and the price-reductions that will come about as a result of the trade-agreement measures.

The release of both sets of information together accomplished two things. It indicated the government's intention to deal with the dollar deficit the hard way, which was the policy adopted during wartime by imposition then of wage and price controls. And it made reasonably clear the short-term need and the long-term pattern; the public can see what it's up against and what the target is.

Five Distinct Problems

Actually, the policy-makers of the East Block are up against five distinct problems, the solutions to some of which are contradictory to the solutions of others. It's like putting a man to bed for one disease, but making him run around the block immediately afterward to cure another.

Broadly, the major problems can be (with some over simplification) resolved into these categories: first, removing barriers to international trade, thus creating a free flow of goods to ensure high levels of employment and income; second, overcoming our trading deficit with the United States without taking measures in relation to third countries; third, increasing production and lowering production costs (by efficiency and imagination, not by increased volume alone or necessarily by affecting supply of goods to help rehabilitate Europe, even if we don't get paid in the short run for quite a few of those goods, and never for some of them); fifth, the development of Canada's natural resources and industrial complex.

Against Geneva Agreements

The first two are at once in contradiction. Our restrictive

wages); fourth, keeping up a the United States are not at all in the spirit of the Geneva agreements to cut down restrictions to international trade. The agreements represent the long-term goal; the import restrictions represent an admittedly short-term attempt to deal with an immediate and critical situation. Sending goods to Europe under present conditions is perhaps no great aid to our attempt to reduce the dollar deficit. But this is a measure that must be taken, not only to protect our future markets there, but to assist in preventing economic and political chaos in war-devastated countries. Production is both a short and a long term imperative. And the final objective, apparently, is to be tied into both programs.

Want U.S. Industries Here

From the tenor of comment at the press conference given by Finance Minister Abbott and Reconstruction Minister Howe, it was obvious they hoped to encourage more United States branch plants operating in Canada, and a greater range and self-sufficiency for these. This would be a long-term objective in any event. But it appears that the short-term import restrictions are also to be used to stimulate this development, and C. D. Howe said flatly he hoped thereby to create more jobs in this country.

Some Lose, Some Gain

Not even now, a month after the restrictions and agreements have gone into effect, is the total immediate result clear. Price reductions made possible in some cases by the trade agreements will be cancelled by the short supply brought about because of import restrictions. Some lines of trade—mainly in heavy industry—may be hit, perhaps for quite a while. Others will scarcely be affected, and many will unquestionably benefit. Jewellers, for instance, had on hand a large stock of fancy gadgets laid in during war years when most people would pay top prices for almost anything. In the early part of 1947 these were becoming "dogs," that they couldn't get rid of at any price. Now, with supplies of luxury goods getting short, and heavy excise duties going onto other items, a demand for these will be created again. This will be true of certain other fields.

New Need for Advertising

Advertising will find an opportunity to create new emphasis on certain lines of merchandise for some retailers more

Alberta's

most listened to

Radio
Station

(LATEST B.B.M.)

CFCN

The Voice of the Prairies Ltd.

CALGARY, ALBERTA

10,000 WATTS

Ask
RADIO REPRESENTATIVES LTD.
TORONTO — MONTREAL

generally associated with some items they can't get now. In other fields, more aggressive selling will be required, and advertising is an imperative for success in this type of operation. Some import restrictions will mean simply that people's money is diverted to other lines of merchandise. So many contradictions are involved in the trade agreements and import restrictions becoming effective at the same time, that the full picture in some fields probably won't become apparent until the need for restrictive measures is over anyway.

Out in the Open

Pending that time, Canadians know that the nature of the problem is clearly recognized, and that forthright measures have been taken to meet it head on. And they know that the avowed long-term objective is reduction of international trade barriers to stimulate employment and reduce prices. Whether the whole state of pandemonium could have been averted by earlier devaluation of the Canadian dollar, will never be known. Whether the present plan will work, remains to be seen.

Prolong Wartime Controls

The new restrictive arrangements on imports and production place still greater powers in the hands of the Right Honorable C. D. Howe, Minister of Reconstruction and Supply. In charge of allocation of certain vital materials, the Minister could bring any industry into line with established policy by simply cutting off its allocation of those supplies.

A curious sidelight was revealed during the series of press conferences held in November by Finance Minister Abbott and Reconstruction Minister Howe. It was pointed out that certain new powers given the executive

by the newest arrangements were adapted from foreign exchange regulations in force during the war.

Bank of Canada Behind Move

It was admitted also that these regulations were "suggested to" the government, and probably written by Graham Towers, Governor of the Bank of Canada; and Mr. Louis Rasminsky, Executive Assistant to the Bank's Governing Board. The Cabinet Ministers admitted that they had not realized the full extent of the powers placed in the executive's hands by these regulations during the war, and were just now beginning to grasp this.

Towers and Rasminsky, dissimilar in some respects, are curiously alike in many others. Both are somewhat aloof, relatively little known in spite of their very important positions, and both almost incredibly familiar with the complicated tangle of finance, international exchange, and related matters. It is no particular secret that Mr. Rasminsky's writings had profound affect on discussions at Bretton Woods, and upon the form of international financial arrangements adopted there.



"God Rest Ye Merry Gentlemen"

The
Season's Sincerest
from
The *Wright Stations*

- C K A C Montreal
- C K C O Ottawa
- C K C R Kitchener
- C K S B St. Boniface
- C K C L Truro

TORONTO AGENCIES

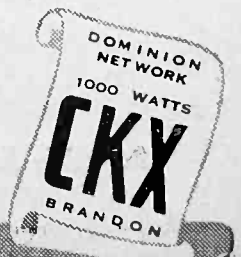
I am the girl you are needing, for your Radio Department.

Experience in all phases of radio — traffic, secretarial, etc.

Box AAA
CANADIAN BROADCASTER
371 Bay Street, Toronto



To all who are engaged in the radio industry, and to the listeners served, CKY Winnipeg, and CKX Brandon, offer sincere Christmas greetings and best wishes for the New year.



15,000 WATTS - WINNIPEG

CHNS

Now On the Air

with **5000 Watts**

First in Halifax!

CHRISTMAS GREETINGS

from

CKSB

St. Boniface

mean

CHRISTMAS GREETINGS

from all the people
of St. Boniface
who own and op-
erate their own
one thousand watt
station

CKSB

ST. BONIFACE



"LIONELIZING" FAILED

And if "LIONELIZING" can't improve on
the old-fashioned yuletide greeting then
there's only one way to say it.

MERRY CHRISTMAS

TO OUR MANY FRIENDS

CKCW

MONCTON

NEW BRUNSWICK

The Hub of the Maritimes

Representatives Stovin & Co., Toronto - Montreal . .

UNIONS

Montreal Ups Spot Fees

The Montreal Artists' Union, ACRA (AF of L Local 23888), has sent agencies and producers a 23-page mimeographed schedule of minimum rates for transcriptions and recordings to take effect Jan. 1, 1948.

The new tariff, which fundamentally at least puts the Montreal artists on the same financial footing as their confreres in Toronto, ACRA (AF of L Local 23250), cancels free rehearsal time, and payment for spots up to five minutes in length is on a "per cut" basis. Previously there was a minimum talent fee of \$25 per side with one hour free rehearsal time irrespective of the number of cuts or the duration of each cut. The new rate for 1-minute spots, for example, is \$4.60 per hour for rehearsal (1 hour required) plus \$3 per cut per actor and announcer. If the announcer is working alone, the rate goes to \$3.50 per cut.

On the basis of ten cuts per side, the new minimum, in Montreal rises from \$25.00 to \$34.60.

Urge Expansion of Music Committee

That the present music committee of the association should be enlarged to include representatives of interested trade groups in order to meet with Canadian musicians and clarify Petrillo's ban on recordings as it affects Canada, will be recommended to the Canadian Association of Broadcasters.

Such was the resolution adopted at the last meeting of the Radio Executives Club of Toronto, following a forum-type discussion on the effect of

the recording ban in Canada. John Crosbie of Dancer-Fitzgerald-Sample moved the resolution following a discussion featured by a plea from Hal Williams of Dominion Broadcasting Co., makers of transcriptions, that "the time is here for us to press for local autonomy in recording as it affects Canada's musicians, just as they already have in music."

U.S. Issues Recording Licenses

Pointing out that it is now certain there will be no recording after December 31, by Petrillo's edict, one speaker demanded: "Why should one man in the U.S., not Canada, tell us what we can do here, why should Petrillo's fight with U.S. Congress over the Taft-Hartley Bill threaten us in this country?" It was revealed that while musicians in Canada can set their own rates and terms of payment for recordings, the actual licenses issued to recording companies are only obtainable from Petrillo's New York office.

Speakers stressed the need of some immediate action to try and obtain a clear-cut ruling from the Canadian musicians as to the Petrillo ruling as it affects Canada, in hope of finding some amicable solution in this country at least; failing that, to take some concerted, industry-wide action to combat the no-recording ban.

CAB's secretary Arthur Evans pointed out there is a music committee of CAB. This led to the resolution recommending this committee be expanded to include representatives of the ACA, CAAA Radio Manufacturers Association, music publishers, transcription and recording companies producers and station representatives, preparatory to meeting with the Canadian musicians union.

greetings

ross millard

Canadian talent would be unknown in the U.S. to a large extent if it became impossible to transcribe shows, Garry Carter of Garry Carter Inc., pointed out. Carter's transcribed version of "The Happy Gang" is now through most of the 48 states on open and transcriptions.

Another speaker mentioned that the previous Petrillo ban on recording had cost Toronto musicians alone more than \$30,000 in fees they were scheduled to receive in commercial commitments.

Helpless Bystanders

The discussion was led off by Len Headley of RCA Victor Recording Division who referred to Canadians as "hopeless helpless bystanders with no say in the battle strategy shaping up."

The psychological effect on advertisers, assisted by hikes in musicians' rates, had been for them to conclude they could do without music in recorded programs. The main evil, as he saw it, was that as advertisers came to look on music as no longer necessary they may also come to feel radio itself is no longer necessary.

Don Insley of CKEY and Gordon Forsyth of Foster Advertising revealed they had already been notified officially that there would be no renewal of their recording licenses after December 31. The meeting was also reminded of another Petrillo threat, to pull all mu-

sicians off the networks January 31st.

May Permit Some "Delays"

Several sought information as to any ruling on delayed broadcasts. It was indicated by Jack Slatter of CAB's Music Committee that certain programs would be favorably considered, and that there might also be some special leeway given to recording companies who make shows for a specific sponsor as opposed to those making open-end transcriptions.

Christmas Party

President Spence Caldwell also announced plans for the Christmas Party on the night of December 17 were being formulated by Bill Byles and his committee.



*"I'll Sing
A Song
For You"*

This Christmas
and through
1948

Don Haskett

CHNC

Let It Ring!
JOY
HAPPINESS
and
GOOD TIDINGS
to
All those associated
with us.

You need no bell to call the attention of a potential half-million listeners. They are used to another convention

610 KCS **CHNC** 5,000 WATTS
New Carlisle Quebec

WANTED
Sports Commentator
(No Actualities)
To Double in Sales
APPLY
Station CKSO
Sudbury



A
Very
Merry
Christmas

DORIS ORD

Greetings
Barbara Kelly
Bernard Braden
2A MINTON PLACE

Station CJNB

:—: North Battleford :—:

- has a listening area with:
 - (1) 92,150 people.
 - (2) 89% of all homes radio equipped.
 - (3) 83% of these listening daily to CJNB.
- has received an average of 1,700 letters a month, with 199 towns heard from.
- after one year in business, numbers, in North Battleford advertisers, 115 local sponsors out of a potential 200.
- is represented nationally across Canada by Horace N. Stovin & Company.

CJNB

NORTH BATTLEFORD
SASK.



~ MERRY CHRISTMAS ~

to
all our friends everywhere
from

Jim Browne

and the staff of

CKOV
KELOWNA

"The Voice of the Okanagan"

PROGRAMS

Withdraw Strike Question on "Public Opinion"

After two weeks of the street railwaymen's strike which has made a fairly complete job of paralyzing Vancouver, New Westminster and Victoria, the CKWX program, "Public Opinion" posed the question to its listeners: "Do you support the Street Railwaymen's Union in their demands?"

Ballots, which are published a week in advance in Vancouver's three daily newspapers, poured into CKWX by the thousands. "Public Opinion's" mail count, set a new record. The whole city seemed to be holding its breath in anticipation of the outcome.

Things went from bad to worse for the station and David Spencer Limited, sponsor of the program. Reports of men canvassing from door to door for copies of the papers in which the ballot form was published and obvious efforts to swing the vote made it impossible to determine the true expression of opinion.

Finally, before broadcast time, the question was withdrawn from the ballot with the following statement:

"The question regarding the street car strike has been withdrawn on the grounds that it may be prejudicial to a settlement on a fair basis.

"The sponsor and the station were informed of efforts to affect the answer and, in order to avoid any statements in support of either side during negotiations, the question has been deleted."

The withdrawal action produced a storm of controversy and kept teams of CKWX staff members busy with telephones for hours after the broadcast and throughout the following day. Both sponsor and station, however, feel that the good name of "Public Opinion" was saved.

Design for Thinking

Special programming for concentrated listening will be a feature of CBC's Trans-Canada networks on Wednesday evenings this winter from 7:30 p.m. EST.

CBC describes the special programs as being "stimulating, substantial, different, and at times more demanding on the attention of the listener".

The new series opened December 3rd with "The Gallant Greenhorn", an original Canadian musical-comedy, followed on December 10th by T. S. Eliot's "Murder in the Cathedral". December 17 show will consist of "fine but seldom heard Christmas music", with the Nativity Play Christmas Eve, and an original topical revue with music on New Year's Eve.

Following this, the Wednesday night programs on Trans-Canada will include good music by various groups of different sizes and kinds, recitals by distinguished Canadian and visiting artists, and discussions of interesting topical questions.

The Dominion Network will on Wednesday evenings carry an alternative schedule of light entertainment for those not in the mood for concentrated listening.

Objective of the new scheme, according to CBC, is to "show wider possibilities of radio as a force in the cultural life of Canada". If the plan proves successful this winter, next year's network schedules will be re-arranged completely for greater flexibility, to permit "greater freedom in presenting more words at lengths best suited for them."

HELLO!

MERRY

CHRISTMAS!

from

**Woodhouse
and
Hawkins**

*Speaking
for*

**Maher's
DOUBLE OR NOTHING**

and

**Buckley's
SPIN TO WIN**

Boost Christmas Cheer

Local Winnipeg stations are getting behind the Christmas Cheer fund drives.

A regular late Saturday night feature on CKRC is the "Kinsmen Christmas Jamboree". The program is carried from 11:30 p.m. to 2 a.m. each Saturday night, and will run until Dec. 20. It offers musical requests and stunts. Stunts listeners want carried out by well-known Winnipeggers, or music played by local musicians are theirs for the asking. With each request listeners are asked to make a donation.

Money raised by the jamboree is used by Kinsmen to aid inmates of the Children's Home.

Listeners are also in line to win prizes. Many Winnipeg merchants have offered awards, and these will be given away each week to both city and country listeners who offer donations to the program.

Over at CJOB the boys are doing all in their power to push along the annual Greater Winnipeg Christmas Cheer Fund, sponsored by the Council of Social Agencies.

The program follows the same line as that used by CKRC. For one hour each week-day requests for numbers must be accompanied by a donation. Prizes are also offered to donors.

Last year, the same program raised \$500 for the fund.

AID SAN FUND

A special campaign designed to aid children confined to the city's sanatorium is now in full swing over CKSB St. Boniface.

The campaign, called the "Happiness Campaign," is being pushed over the regular children's program heard on the station three times weekly. It is calling for contributions to aid in the purchase of radios for children in the sanatorium.

Henri Bergeron is emcee on the program and he spins stories and songs for the kids.

On December 23, the day after the campaign closes, it is the station's intention to go to the sanatorium and put on a special program for the children. A recording will be made of the show and it will be broadcast over the station, Christmas Eve.

Widespread interest has been created by the program in St. Boniface and school groups and the local branch of the Kiwanis have got behind the project 100 per cent.

FRENCH DRAMAS WOO FORD THEATRE

Two French language programs will be angling for the Quebec version of the Ford Theatre Hour, CBC's years old sustainer "Radio Theatre", of the Quebec net, and the newly instituted CKAC offering, "Le Theatre de la Radio".

Started November 19, at 9 p.m., CKAC's hour-long dramatic program has its narrator and star Jacques Auger, who played the lead in the film "La Forteresse", French version of the film "Whispering City".

TRANSCONTINENTAL

Leslie Frost (Sleepy) and Nels Nielsen (Swede), who now bill themselves as the "Transcontinental Cowboys," have moved in as frontliners on CJOB's "Western Hour." The boys, who took over their new title on their return to Winnipeg after travelling across the country by horse this past summer, appear every Saturday when the show is broadcast from the stage of the Dominion Theatre.

HOTEL SPONSORS "VOX POP"

Vox Pop is again re-appearing on CKRC, Winnipeg's weekly schedule. Each Saturday Bill Guest tours the rotunda of the Marlborough Hotel and chats briefly with guests, quizzing them on their destination, home town and things like that there. The hotel sponsors the program.

N.Y. STOCK EXCHANGE USES RADIO

"Concert Hour", a Friday program carried by radio station WQXR, New York, has been sponsored by the New York Stock Exchange as an attempt to cultivate the public's goodwill. The initial program was aired November 28; arrangements were completed by the Gardner Advertising Company.

SEASON'S GREETINGS TO ALL

CKCL

TRURO, NOVA SCOTIA

250 WATTS NON-DIRECTIONAL
1400 KILOCYCLES

Manager: J. A. MANNING	Representative: WM. WRIGHT
----------------------------------	--------------------------------------

"May all your days
Be Merry and Bright"

▲

Sincere Good Wishes

▲

CY MACK

HERE'S A REAL POINTER...

CFPL
tops them all in
Western Ont.

IN LISTENERS . . .
In Western Ontario they have the CFPL listening habit. CFPL programs are tops in audience preference.

IN COVERAGE . . .
CFPL with its 5000 watt clear channel signal gives not just LONDON but ALL of the rich Western Ontario Market.

IN AUDIENCE BUYING POWER
Western Ontario industries are non-seasonal, its farms richly productive. It's a land of prosperous home-owners with money to spend. Reach them through

**WESTERN
ONTARIO'S
MOST
PROGRESSIVE
STATION**



**LONDON
5000 WATTS
DAY AND NIGHT**

For availabilities, rates and full information . . .
TORONTO—Contact Station Direct. Dial 110 ask for Zenith 58000 (no toll charge)
MONTREAL and WINNIPEG—Horace N. Stovin and Company.
U.S.A.—Weed & Company.



WANT RESULTS?

241 local advertisers
 - - 114 in Sarnia,
87 in Sarnia District
 and 40 in Port Huron
 use **CHOK**

An average of 59% of listeners tuned in CHOK during September (Elliott-Haynes) . . . thanks to CHOK's sound constructive programming. CHOK gets and holds listener interest.

National advertisers, too, can get results from this high listener interest. Call NBS for the facts.

CHOK SARNIA

5000 WATTS DAY 1070 Kcs. 1000 WATTS NIGHT

and **CHOK — FM**

NATIONAL BROADCAST SALES

TORONTO: 2320 Bank of Commerce Bldg. — AD. 8895
 MONTREAL: 106 Medical Arts Building. — FI. 6388

PROGRAMS

(CONTINUED)



Win Transatlantic Phone Call

An original stunt was used on the new "Brylcreem Auctioneer" program, produced over CFRB, Toronto, Saturdays at 8.30 p.m., by George Halnan, of Mason's United Advertisers' Agency Ltd., in conjunction with Atherton & Currier, Inc.

In the pre-show, Monty Hall, "auctioneer" on the program, found out that a Mrs. Ralph Greenland, in the studio audience, had not seen her parents in England for over 24 years. This information came out while Hall was thanking the people for their contributions to CFRB's Food for the People of Britain" drive, which added 10,000 food items to Toronto's wedding gift to Princess Elizabeth which sent the British people a million and a half cans of food.

During the program, Mrs. Greenland was called to the microphone, and learned that she was to have a telephone call, placed at the expense of the sponsor, to her family in Britain.

ADVERTISING

CEEC Formed

The formation of a Canadian Enterprise Educational Committee, a joint committee to represent all Canadian advertising in a united effort to explain to the public the Canadian way of life, was advocated at the luncheon meeting of the Advertising and Sales Club of Toronto recently, by Hall Linton, President of the Canadian Advertising and Sales Federation.

"This club grew up, became mature and assumed a position of importance in this city when it began to serve the public as well as its own members", the speaker pointed out. "Advertising now has before it an opportunity to serve the interests of the Canadian public in the broadest sense".

It was announced that a new advertising and sales club was being formed at St. Catharines, and that Kingston, Guelph and Calgary were seriously considering the same action. Today eighteen clubs in twelve cities comprise the Canadian Advertising and Sales Federation with a total membership of nearly five thousand advertising and sales people.

SPITZER & MILLS LTD.

The appointment has been announced of Paul Corbeil as radio director of Spitzer & Mills Limited, Montreal office.

Corbeil was appointed chief producer of the CBC in 1936.

A year later he became organizer-director of the new station CJBR, Rimouski, Quebec, leaving this position in 1941 to assume the duties of program director of CKAC, Montreal.

After five years with this station he joined "Radio Programme Producers," Montreal, and continued with this organization until his present appointment.

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"

Thanks

for a fine '47

Best

for a great '48

DICK NELSON

Sincere
 Good Wishes
 for
CHRISTMAS
 and
 the
NEW YEAR



Lloyd Bochner



**"More
 Hope
 THAN CHARITY"**
Elda Hope

If Borden's advertising manager, Jack Lawrence, Young and Rubicam's radio executive, Bob Simpson, producer Rai Purdy and his right-hand girl, Vi Webb, aren't a bit inflated about this year's 'Canadian Cavalcade', then I'm surprised. I saw one of these shows and have heard all of them with the result I'm favorably impressed.

The baton is wielded by Mart Kenney, and his orchestra does not seem to lack in sweet music. Added to this are the vocals of Norma Locke and Roy Roberts, as well as a quintette called the Bordenaires. The emcee is Cy Mack, who effectively interviews the guests. The man handling the sponsor's messages is Herb May.

The featured artist whom I saw and heard was Beaver Alys Robi. This talented vocalist needs no introduction in Canada, although of late United States, England and France have been prominent on her itinerary. I'm keen on the way she gets into the spirit of a number and thoroughly sold on the result.

Musically Yours

All too seldom are the people behind the scenes in radio brought

to the fore, but Elwood Glover did it on "Musically Yours". Keeper of the "records" Len McColl wrote a commentary to be read behind the playing of "London Fantasia". Now I'm not a Londoner but I could easily go over backwards about this thrilling number, descriptive of a day in the life of those who existed in that city during wartime. It ranged all the way from their hustle to work in the morning to the quiet of evening, including the scream of a siren and finally the welcome all-clear.

To my way of thinking, a great deal of music goes by the boards because it is over the heads of listeners. McColl's writing for a number he describes as "powerful and graphic" and Glover's encouragement of musical appreciation tend to remedy this situation.

And the Same To You

It would seem that it's here already. As one dramatic artist has said "Christmas is on our doorstep". What with being warned there are only a limited number of shopping days left, hearing orchestras pound out "White Christmas", Colgate's "Happy Gang" feature Eddie Allen doing his "Christmas Dreaming" and Russ Titus on Toni's "Singalong" asking about "New Years Eve" we've got to face it. Finally, CFRB presents Eatons "Santa Claus" broadcasts. It looks very much like this bewhiskered, red-coated fellow is the man of the hour.

It is practically impossible to improve on the age-old Merry Christmas Greetings, so I'll bow low and wish you all just that.

-Elda.

Greetings

from

CKOX
 Woodstock

**CANADA'S
 NEWEST
 STATION**

serving

**OXFORD
 COUNTY**

Canada's Richest
 Dairy County

**ON THE AIR
 TODAY**

250 WATTS

1340 Kcs.



JIM CROWE



JOYCE SHARMAN



MURRAY MESSNER



BARBARA WHITE



VIC HUGGINS

From Winnipeg . . .

"TONY" MESSNER and STAFF
 send you sincere wishes for a **MERRY XMAS**
 and all the best for 1948 . . .





current letting down in the birth of ideas. The pitiful lack of new programs can be attributed to this. The producer who argued with us that he was getting top rating for his show, and that there was no point in introducing improvements because "you cannot be higher than top," was not only talking through his fur felt fedora, but he was stinting the growth of the industry.

One trouble, of course, in English-language radio that is, is the popular belief in Canada that nothing can be good if it comes from Canada. "What's the use," they cry, "of trying to buck the U.S. programs?" In direct contrast to this, French-language radio has no New York and no Hollywood to put it to shame, so it goes to work and builds its own shows. And what happens? French radio gets higher ratings for its own creations than do all the English shows put together. Hollywood and New York included.

TALENTSCOPE: A newsman with a personality which gets over the ether, whose CFRB "News At Noon" for Alka Seltzer is now rating second highest in daytime radio in Toronto (Happy Gang on CBL is currently higher by 1.4 points) is Gordon Sinclair, veteran newspaperman, who probably boasts one of the most provocative pens in the country. But Sinc, for the luvva-mike, don't let the dollaritis germ afflict you too. I mean this new quiz job you've taken on. No reflection on the pioneer "Treasure Trail," which was a good show, even before you were on it. But you're a newsman and a commentator, so why not stick to your muttons?

A new program series is launched on the air. Everyone involved, from the agency account man and producer, the show's top personalities down to the smallest bit player is tensely giving it everything they have. Finally comes the cue. The program goes on the air. Through it the producer in the booth goes through the torture of the damned, but finally it is signed off, and the telephone fairly hums with well deserved congratulatory messages.

That's swell. But how about the second week, the third, fourth, twenty-fourth?

Once upon a time your scribe was employed by a network, which shall be nameless, to do a series of fifteen minute human interest famp-laced, immediately opposite Charlie comedies. (The program was McCarthy who is very good too). The same thing happened here. To start with we were wonderful. Then we were forgotten. So true is this that, while our engagement was for 13 weeks, nobody said anything at the end of the thirteenth, so, wothell, we turned up for the fourteenth, and fifteenth. Then they noticed and told us, so the sixteenth was the finale. But those three extra shows, and the fees they earned, were small consolation for the humiliating knowledge that we had been forgotten. Some say it is a compliment to be taken for granted, but it certainly doesn't improve an artist's performance.

No Higher Than Top

What this is leading up to is the simple and fundamental truth that it is because Canadian radio is taken for granted that there's a

There is more room on the air than she is getting for a charming chanteuse (not singer she insists) with a delightful sense of humor

To all our good friends in radio

A Very

Merry Christmas

from

"THE WAYNE & SHUSTER SHOW"

- GEORGIA DEY *our All Girl Singer*
- SAMUEL HERSENHOREN *our Masterful Maestro*
- HERB MAY *our Golden Throat Announcer*
- BERNARD BRADEN *our Gabby the Great*
- DICK NELSON *our Man of Many Voices*
- JACKIE RAE *our Favorite Producer*
- JOHNNY DOBSON *our Versatile Arranger*
- DON BACON *our CBC Control Operator*
- BERT STANLEY *our CBC Sound Engineer*
- WAYNE & SHUSTER *our Talented Writers*
- THE ORCHESTRA *our Music Makers*
- BILL BYLES *our Starmaker*
- SPITZER & MILLS *our Advertising Agency*
- NBC *our Summer replacement*
- RCA VICTOR AND ITS DEALERS *our Sponsor supreme*

*Johnny Wayne
Frank Shuster*

'Bye!
MERRY CHRISTMAS
THE BEST FOR 1948
Babs Hitchman
Come and see me sometime at my new address:
3775 PUGET DRIVE, VANCOUVER

*Season's
Greetings*

CFQC
Saskatoon

(off the air), called Gisele La-Fleche, heard on both CBC stations here, and sometimes a network, with her personality songs. For our money, Gisele is best in those staccatto French ditties with a naughty lilt, and not so best with her drawly efforts such as "My Man." Somebody, probably her manager, Bob Shuttleworth, should do something about packaging this gal into a saleable program, and in the meantime, agencies might well get a listen to her as is.

* * *

Then there's "The Toppers," a modern male quartet, aired on CFRB by Wishart Campbell, whose treatment of their numbers is so very different that you stop and listen to them even though you have enough grey hair in your temples to prefer the conventional "Four Gentlemen." These new youngsters are comers, no question about it. Their tricky arrangements set a new vogue as far as these ears are concerned, and they are the answer to the prayer of the producer or sponsor who is looking for something different. A bug in your ear, boys. As this musical layman hears you, you do sometimes sound more like four soloists than one quartet. That might be worth thinking about.

* * *

It's funny, our national approach to comedy. We air our men of mirth either before the listeners are up or after they have gone to bed. One in the latter category is Micky Lester, who never fails to please me, be it smiles or sobs, while he does the 11 to midnight disc jockey stint on CKEY. Of Micky, more later.

**To Everyone in the
BUSINESS**

Christmas

Joy

And

Very Best Wishes

Serving the Alberni's
CJAV, Port Alberni

The Academy of Radio Arts

*extends greetings and sincere
appreciation*

to the Stations of the

Canadian Association of Broadcasters

and the

Canadian Broadcasting Corporation

and its graduates

who are associated with them.

EDNA M. SLATTER
Manager

LORNE GREENE
Director

447 Jarvis Street
Toronto

HOLIDAY

GREETINGS



WATCH

CBC's

JOEL

ALDRED

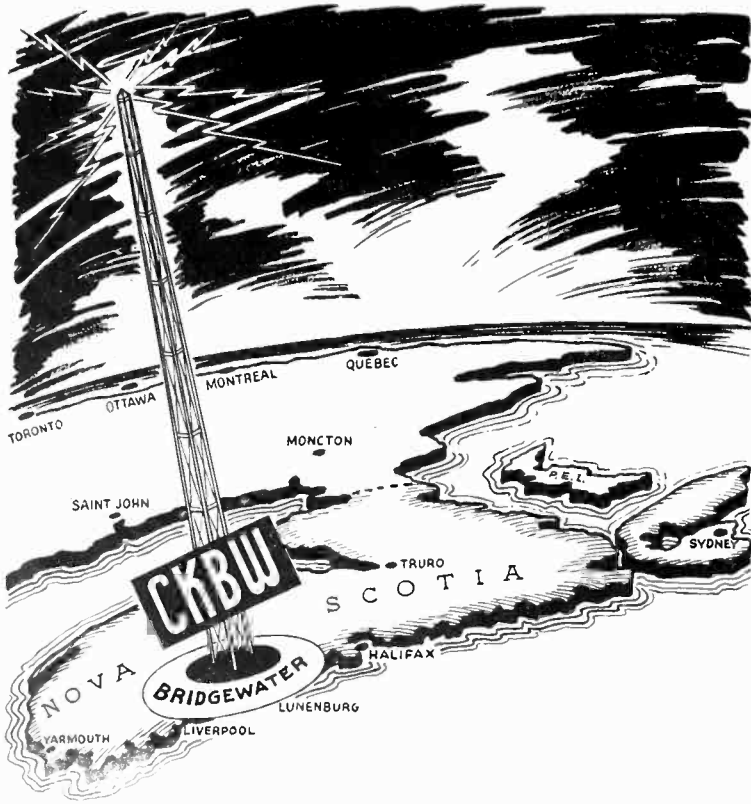
**FOR CHRISTMAS
and the whole NEW YEAR**

- Good Health
- Good Friends
- Good Cheer
- Good Luck

Our Promised Gift for 1948
**A NEW MARCONI
5000 WATT TRANSMITTER**

CFCF
MONTREAL

OWNED AND OPERATED BY CANADIAN MARCONI COMPANY • MONTREAL



Announcing

RADIO STATION CKBW

Serving A Wealthy Market

Direct your sales talk to the home of the greatest fishing fleet in the world — the South Shore of Nova Scotia. It is headquarters for Nova Scotia's annual 30½ million dollar fishing industry. Located at Bridgewater, CKBW is in the county with the greatest per capita wealth of any county in the Dominion of Canada. The whole South Shore which CKBW serves is well off — its wealth derived not only from fishing, but from extensive production of pulp and paper and ship building as well. The people who listen to CKBW have buying power. And listen they do — for 1000-watt CKBW — only radio station in the area — is listener owned and operated. CKBW Serves the Rich South Shore — Let It Serve You!



*Time Makes Money Over CKBW
Book It NOW!*

Bridgewater, Nova Scotia

INTERNATIONAL

Indies Block NAB Code As Designed For Nets

The Board of the U.S. Broadcasters' Association (NAB) gathered in Washington on November 12 to discuss revision of the strongly opposed temporary "Atlantic City Code". Many of the officials who formulated the original document were present at the Washington meeting.

Robert D. Swezey, MBS vice-of its program executive; Ted WCCO, Minneapolis, chairman of its program executive; Ted Cott of WNEW, New York, leader of the indie opposition; and Justin Miller, NAB president, took part in the proceedings.

Three hundred letters were received by the committee suggesting possible revisions for the Code before it takes its final form and goes into effect, February 1, 1948. The restrictions on commercial time were apparently the most abused part of the draft.

Commercial Limit Too Tough

The FM Executive Committee urged that 3½ minutes should be allowed per fifteen-minute show and that studio locations should not be considered as part of the commercials. Also the committee of independents, headed by Ted Cott, yielded to the man on "double-spotting", but felt that the part of the Code pertaining to the soliciting of funds should be waived on religious programs. These were among the more important changes submitted to the revisers.

Both the indies and the FM executive committee united in their demands for revision of the religious standards. They also suggested that political and

controversial programs be allowed to go on the air in dramatized form if the shows' objectives and sponsorship were made clear to the radio audience. Officials of the NAB say that the Code will certainly be revised but they do not feel capable of stating, yet, how many changes will be made.

Case for Indies

Jerome Sill, executive vice-president of 1000-watt WMLO, Milwaukee, acted as spokesman for the independents. He described the "Draft" as "a code written for network affiliates in complete disregard of the numerically large number of independent stations. We do not want to see the NAB become a league of networks and their affiliates", he stated. "Neither do we hypocritically subscribe to something that would, were we to follow it, bankrupt us in short order."

Indies Oppose 1-14

Out of a secret poll conducted among 1,400 indies by Edward Breen, president of KVFD, Ft. Dodge, and Ralph Atlass, president of WIND and WLOL, only 49 were in favor of the Code as it now stands and 678 opposed it. The balance made no comment. A full report of the results was submitted to NAB with the comment by Atlass that, "some stations might withdraw from the NAB" if the code is adopted.

Mutual Monopoly Charges

First fruits of the "boycott" suit filed against ABC and MBS by the independent station, WSAY, Rochester, N.Y., appeared November 7, when Alfred C. Coxe, Federal Judge, deferred decision. WSAY maintained that the networks intended to drop the station from their circuits and to bar it from carrying net shows even though

THE CHANGING YEARS *have not dimmed the age-old custom of remembering friends at this season.*

Merry Christmas — Happy New Year
from

Eric Aylen and Staff of

C J A T
Trail, B.C.

they had been refused by its own stations. This, according to the station, was because it had refused to allow the net to fix prices.

Judge Coxe sustained the temporary injunction of October 31 against the webs. However, his unofficial opinion was that WSAY would neither be able to gain damages nor was it entitled to the protection of the proposed injunction. If passed, this would force ABC and MBS to retain that indie as their Rochester outlet. Both of the networks had intended to drop WSAY in November. ABC had named WARC as its new satellite — as of November 12 — and MBS had picked WVET for use later that month.

The damages, asked by the indie, amounted to \$12,000 in addition to the security of the injunction. William L. McGovern laid the case of the station and its president, Gordon P. Brown, before the court. After his address, the attorneys representing the networks tried to prove that WSAY, itself, was guilty of attempted local monopoly. In this connection they charged the station with increasing its Class A rates from \$160 to \$280 an hour when it stepped up its power. Judge Coxe said, then, that he would study the briefs more thoroughly and deliver judgment at a later date.

Government Will Enforce Aussie Radio Code

The Government-owned Australian Broadcasting Corporation has established its "Program Standards Committee" to scrutinize broadcasting material and to rule on the acceptability of what may be considered improper, in bad taste, or containing startling sound effects. The new code was announced recent-

ly by the Australian Postmaster General.

He also said that a trial FM station, which will duplicate AM programs of the Australian Broadcasting Commission has been established in Melbourne. However, the Postmaster General stated that there were "no immediate prospects" of the commercial use of FM in Australia.

Obscenity, sacrilegious terms, and off-color humor have been outlawed. In addition to these "any statement that comments upon, ridicules, or incorporates the name of a member of the Royal Family, or any Australian overseas personality in a derogatory manner, or in relation to advertising", has been banned. Also on the blacklist are programs containing "matter of such a nature as would destroy public confidence or create any feeling of insecurity in the community". Weird or annoying sound effects which might alarm the listening public have been prohibited too.

U.K. FIRM BUY INTO ZBM
An interest in station ZBM, Bermuda, has been acquired by British (Overseas) Ltd., from the Bermuda concern, Broadcast Relay Service Broadcasting Company, founders of the station.

Broadcast Relay is a British company operating stations in Malta and Trinidad. It also operates a wired radio service in Great Britain.

Station ZBM is represented in Canada by Horace N. Stovin & Company.

MAY OBSOLESCE RECEIVERS
Based on "an automatic electronic circuit making machine" called ECME, a device that can make a radio receiver in twenty seconds has been developed by a scientist in London, England. Graphite and metals are deposited in grooves and depressions in preformed plastic plates to produce a complete set with the exception of the tubes and loudspeaker. Because of its speed and the low production costs, the process may make present-day methods obsolete.

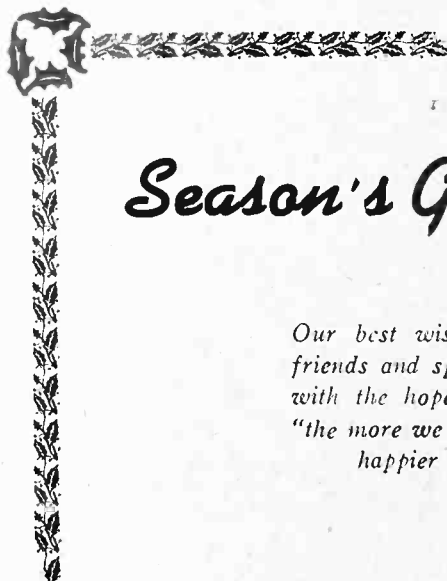
Greetings

Come fill your cup
with joy and hope
and laughter

To last through
Christmas Day
and ever after

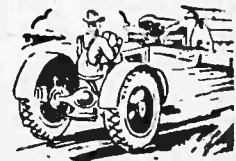


Jack Dawson



Season's Greetings

Our best wishes to all our friends and sponsors, coupled with the hope that, in 1948, "the more we are together the happier we'll be".



CJGX YORKTON

WESTERN CANADA'S FARM STATION
Dominion Network

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

Give A "Christmas" To Your Product
Broadcast Your Message
through

CJSO
SOREL
— 1440 Kc. —

Covers Industrial Cities Like
SOREL, BERTHIERVILLE, JOLIETTE
ST. HYACINTHE

Ask Omer Renaud & Co., 1535 Sherbrooke West, Montreal

Season's Greetings



Reflections on Christmas

(Any similarity is purely coincidental)



This Yule-tide festival is a heart-warming feast.

It makes man feel comfortable inside, though it could be, the beast

Has a rather frustrated feeling of being somewhat beaten,

Because of the grave likelihood that, before night falls, it will be eaten.

However, as you, my dear reader, are neither a sheep nor a cow,

I'm wishing you a Happy Christmas and a Bright New Year — anyhow.



Jack Dennett

STATIONS

24-Hour Operation Is Break for Talent

Until last month a dawn-to-dusk operation, station CKVL, Verdun (suburban Montreal) is now on a 24-hour schedule.

Montreal talent, both French and English, will cop off some jobs from this newly-opened avenue, with the French thespians getting the lion's share.

Six evenings a week, from 5 to 11 p.m., will be devoted to a solid French-language schedule, leaving the same period on Sundays for the English listeners. English talent will get their chance to howl with some of the disc jockey sessions during the dog-watch.

Talent Gets Break

Inasmuch as there are no open end French language transcriptions, the 8-10 period will have to be done "live". and a rash of new French sustainers is breaking out all over the place. Higher-paying commercials on the Montreal stations will doubtless hold top-place in talents' hearts (and pocket books), but many of them will doubtless be appearing on Jack Tietolman's CKVL.

Both Tietolman and Manager, Corey Thompson claim they are going all out to put a dent in Montreal's night-time ratings by dotting their schedules with French Canada's biggest names.

U.S. Nets Study BMB

Hugh Feltis, president of the American BMB, announced in November that the four major networks, NBC, CBS, ABC and MBS, would unite to further the study of network problems together with BMB. The latter net was the last to join and Edgar Kobak, president of MBS, suggested then, that a committee be

formed for such a purpose. J. Harold Ryan, chairman of the BMB, considered the proposal desirable and said, in that connection:

"This confirms my confidence that BMB would continue to serve as the spearhead of co-operative research. It proves once again that the four major networks as well as individual radio stations, competitors though they may be, are willing to reconcile their differences in the interests of providing advertisers and agencies with uniform radio measurements for the benefit of the entire industry."

AIR SIXTIETH ANNIVERSARY

A forty-five minute dramatic pageant marking the 60th anniversary of the Vancouver Board of Trade, the largest institution of its kind in Canada, was staged before a full meeting of the board November 17, with CJOR's Dick Diespecker in charge of production. About 20 actors and an orchestra of 18 pieces were used to trace the development of the Board of Trade and its accomplishments down through the years.

Diespecker's script was written so that the production would have "ear" as well as "eye" value, and a pick-up of the noonday affair was broadcast the same night by CKWX and CJOR.

CKOX OPENS

December 6 has been chosen as opening day for Oxford county's new 250 watter, CKOX, Woodstock, Ontario.

Owned and operated by the Oxford Broadcasting Co. Ltd., the manager is Woodstock-born Monty Werry, formerly of the CBC's engineering Department in Montreal. His commercial manager is Stanley Smith, for the past thirteen years in the advertising department of Imperial Tobacco in Toronto and Montreal. He held his majority in the Royal Canadian Signals.

Programming will be under the direction of John B. Starke, who has resigned from CBL, Toronto, to take over the job.

Chief operator is Rod Clark, formerly of CJCS, Stratford.

SEASON'S GREETINGS

Garry J. Carter
OF CANADA LIMITED
ADVERTISING

TORONTO

--

NEW YORK



CFPL's "News Hawk"

Plane Speeds Broadcasters

The first news flight with the CFPL, London, Free Press aircraft "News Hawk" was last February when the winter's worst blizzard paralyzed all of Western Ontario. Chief Announcer John Trethewey made a two-hour flight over the district and did a 15-minute broadcast describing the scene from the air.

On the occasion of the disastrous Easter weekend flood, the plane made a one-hour flight tour of the stricken area and CFPL was able to broadcast that the flood threat had definitely abated. Also in the spring, CFPL flew announcers and technicians to the International Plowing Match at Port Albert.

Next event was a two-hour flight over Mackinac Yacht Race at Port Huron, with description by Alex Kelman. In the fall, Alex Kelman, Bob Reinhart and technicians flew to Peterborough for the O.B.A. final game, London vs. Peterborough. Recently, Mary Ashwell took a one-hour trip for a broadcast on her "Women's Show."

Of special interest was an emergency flight to Toronto to get Station Manager Don Wright, who had missed his train. The "News Hawk" got him to CFPL just in time for the "CFPL Goes Calling" remote broadcast which he directs.

LITTLE MAN PLAYS SANTA CLAUS

November 24 saw the start of CJOR's 11th annual "Nickel Club" appeal for Christmas Cheer funds, which are handed over to official welfare offices. All that is required for membership in this club is a kind heart, a sense of humor and a nickel. About 40,000 individual contributions were received last year for a total of more than \$2,000 in money to be used for Christmas Cheer.

POWER BOOST IN SIGHT

CHLP, Montreal, will soon have its power increased to 1,000 watts. Operating at present at 250 watts, it is hoped that the work begun at Laprairie, Quebec, for the installation of the new transmitter, will be completed by the end of the present year, to coincide with the station's fifteenth anniversary.

JOINS CJOB

Bob McRory, a Winnipeg lad, has joined the CJOB staff. Bob can be seen these days sitting behind an operating panel spinning dials and waxen biscuits.

People in Toronto...

... are always writing us that they like our programs, but we'll settle for the primary market of 180,366 people within 37 miles of our transmitter, because last month's survey rated us 11.0 all day long, here in greater Niagara.

CHVC NIAGARA FALLS
Represented by Alexander

Seasonal

SALAMs

from

THE GORDON SINCLAIRS

You'll hear Pop on CFRB, Toronto, while Junior is staff genius at CKDO, Oshawa.

The old gentleman (47) couldn't let Christmas come and go without a new book.

Number seven, as published by MacLelland and Stewart, is "Signpost to Adventure".

In it you'll be astonished to discover that Gordon Sinclair has been in Canadian radio for 25 of its 26 years.

'Tis the Day after Christmas...

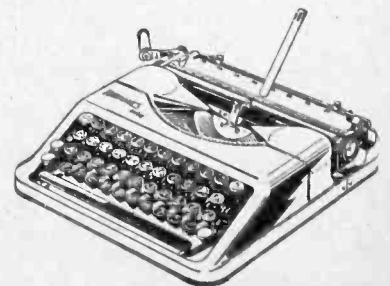


He's not taking his present back to get it exchanged! He's got a new zip in his step — carrying the "baby" he's always wanted, in his briefcase. He'll use it a home, at broadcasts — while travelling. The lucky man got a Hermes Baby Typewriter for Christmas — the lightest, most compact machine ever made. Only 11" square and 2 3/4" deep. Standard keyboard. Over 10,000 in use in Canada. Swiss precision-built. Fully guaranteed for a year.

Treat a friend (or yourself!) to a Baby Hermes this Christmas.

Weights only 8 1/2 lbs. with metal cover.

\$65.00



HERMES
Baby

National Distributor M. P. HOFSTETTER LIMITED
77 ADELAIDE ST. W., TORONTO



Season's Greetings

Kenny Graham

Best Ever!

EDDIE LUTHER



GREAT I AM

There's an announcer we know who could do with a little more "Q" to add to his "I."

* * *

CORRECTION PLEASE

We should like to correct our linotype operator who thinks that the independent stations are called private because nobody listens to them.

* * *

THE SAME TO YOU

In spite of the fact that Bob Buss did not send in his station's copy for the ad he ordered, we feel safe in saying that he wishes all his competitors a fairly Happy Christmas.

* * *

THEY CAN TAKE IT

Is the CAB's return for their fourth convention at the Chateau Frontenac indicative of the CPR hotel's rugged individualism, or are they just out for business?

* * *

UNFAIR COMPETITION

We just love the radio station which forbids its staff to read this or similar papers in case they learn of a better job.

* * *

VISITORS' LIST

Then there's David Murray, erstwhile CHNS announcer, who blew into the office while we were writing this column, and said he didn't realize we wrote it, but thought we just "had" it.

* * *

TIT FOR TAT

And now the tide turns, and it is the sponsors who hand out turkeys to the artists.

* * *

ARTFULOSOPHY

As CJAD's Art Dupont says: I'm a lazy man, but I have to work and there's no law against enjoying it.

* * *

SCOOP

If this issue of the Broadcaster fails to appear, you will know that the printers are on strike.

* * *

VACATION WITH PAY

The offices of this paper will be closed December 25th all day, to give our staff a well deserved rest.

* * *

GREETING

If anyone should wish us a Merry Christmas, the same to them.

TALENT

Alys Robi Sings

Alys Robi has started a new series of programs over the French network and six supplementary stations, entitled "Alys Robi Chante Ses Chansons" for the T. H. Estabrooke Company, Saint John, New Brunswick, makers of Red Rose tea and coffee.

Alys, who won one of this paper's 1944 Beaver Awards, is using on this program numbers which she brought back from her trip to France last summer, with some Latin-American numbers and a sprinkling of French-Canadian folk songs.

The program is directed by Henri LeClerc, and assisting artists include Jack Bristowe, Maynard Ferguson, Frank Gariepy, Lucien Gravel and Buck Lacombe.

Merry Christmas and a Happy New Year

Cosy Lee

Yuletide Greetings

LADDIE DENNIS

HAPPY DAYS!

NANCY DOUGLAS

A GREAT 1948

LEE HAMILTON

Hope your Christmas Too will be

"Out Of This World"

Bob Christie

Betty Morrison sings...

"Season's Greetings"

Greetings from

"The Martins"

A Veddy

CY STRANGE

Season's Best

Vicki Douglas

My Best To You

Michael FitzGerald

MERRY CHRISTMAS AND A HAPPY NEW YEAR

C J C A EDMONTON

Long Distance News Hawk



Two Toronto women's commentators — Claire Wallace (Robin Hood Flour) and Kate Aitken (Tamblyn's Ltd. on CFRB)— flew to England to attend the Royal Wedding. A third, Monica Mугan (Christie Biscuits) stayed home in Toronto, but got trans-Atlantic telephone calls which enabled her to describe the processions and pageantry to her CKEY listeners while it was virtually still on.

Monica, pictured above, got the bright idea, way ahead of time, and arranged with four "confederates" in London to phone through the news in time for her broadcast. She then handed on her descriptions, dolled up with the Mугan touch.

Among Monica's reporters was Pat Palmer of Toronto, who covered Trafalgar Square for her. Others were English and European correspondents.

DRAMA WORKSHOP

The Okanagan Radio Workshop is under way at CKOV, Kelowna. The group organized during the summer and is open to anyone interested in radio. Writing, acting, announcing, operating and sound effects work are studied, and during the fall the Workshop will air a production twice monthly.

ROUND UP

New Stations

A radio license has been approved for a station in Guelph, Ontario. The license will be issued in the name of Wally Slatter, whose father, Jack, heads Radio Representatives Ltd.

Opening Dates

Two openings, scheduled for December are CKOX, Woodstock, which takes to the air December 6, and CJDC, Dawson Creek, B.C., which starts its career December 15. No rep has been appointed for the former, but Radio Representatives Ltd. will be selling for the Dawson Creek station.

SAFETY CLUB STALLED

The "Crone Safety Club of the Air," a weekly traffic education piece for children over CKWX, opened a week late on Nov. 29 this fall—because of a traffic problem.

While street railwaymen were on strike in Vancouver it was practically impossible for kids to get downtown to attend the broadcasts. So their safety education was held up until traffic was going full blast again.

Sergeant John Dunn of the city police traffic department stars on the show, with producer Ken Hughes of CKWX at his side.

RADIO WORLD SOLD

The radio fan publication "RADIO WORLD" has been sold to Bambitown Limited, Toronto, according to Marcel Provost, previously editor and publisher. The new editor will, it is understood, be Svend Blangsted, one-time CBC Press and Information man, and latterly editor of "Radio Vision."

Provost, who originated the "Radio World Awards," says that these will go with the paper, but has retained rights to the LaFleche Awards. The former were chosen on the basis of reader ballots, while the latter were judged by vote of the producers.

Provost will continue to publish his French language fan paper, "RADIO MONDE," as in the past.

MY SINCERE GOOD WISHES
for the
FESTIVE SEASON



Beth Corrigan



Merry
Christmas

EILEEN
DOUGLAS

"TOP
O' THE MORNING"

to you

Wally
Crouter

CHEERS!

LOY OWENS
C F R B

From an
"OLD OBSERVER"
to his
YOUNG SPRITES

A
MERRY CHRISTMAS
CLARY SETTELL

"Best Wishes"

EXPRESS
"The Mood I'm In"
DORIS
VEALE

ME
TOO

Mona O'Hearn

RADIO ARTISTS
TELEPHONE
EXCHANGE
AND ALL
ITS
SUBSCRIBERS
INCLUDING

Lawrence Abbott

Pat Barry

Lloyd Bochner

Roxana Bond

Bernard Braden

Bernard Cowan

Joy Davies

Laddie Dennis

Michael FitzGerald

Russ Gerow

Vic Growe

Barbara Kelly

Beth Lockerbie

Irene Mahon

Larry McCance

Howard Milson

Dick Nelson

Mona O'Hearn

Maurice Rapkin

Ruby Ramsay Rouse

Sandra Scott

Joanne Stout

Austin Willis

Barry Wood

WISH YOU
COMPLIMENTS
OF THE
SEASON

PATTERN FROM THE EAST

Long ago, as shepherds watched the night hours pass, there came a blaze of Glorious Light. Then and there was set a pattern for human existence: tolerance, brotherly love, peace. Is it too late for us to follow this pattern? Is it not the underlying hope of all of us that in our Christmas greetings lie the sincere wish that this Pattern from the East be our Pattern for Today . . .

Edmonton's Dominion Network Station

CFRN

1260 ON YOUR DIAL

POLICE

Own FM Network For Ontario Police

Ontario provincial police are waxing enthusiastic over a new FM, four-way, Ontario-wide, police radio system which will go into operation in the near future. Experts say that this will be the most modern and the largest network of its kind in North America.

The main 250-watt station's studios will be located in the town of Aurora, while two of

the thirty sub-stations (60-watts) will be located in Whitby and Brampton. The three hundred foot tower of the monitoring station is located four miles outside of Aurora on a hill which is said to be one of the highest elevations in that district.

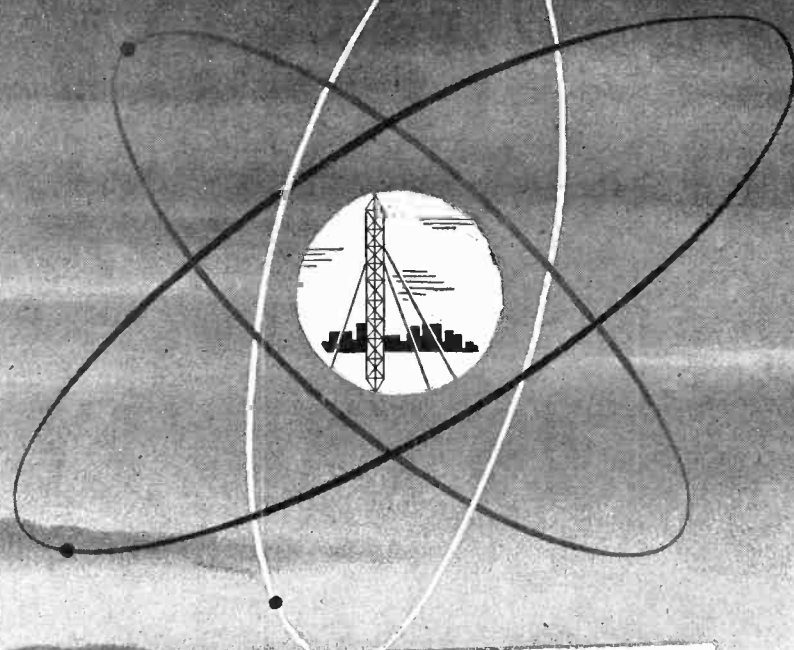
This net will be broadcast to three hundred police cruisers. Interference caused by two calls going out at the same time will be avoided because the present system will cut out the weakest one of the two. Location of police cars will be marked on a magnetic map in each station.

Station VF9Z at Aurora and its satellites will operate on a band beyond the range of the ordinary radio receiver so that police radio will be more confidential and effective. It is hoped that the system will soon be extended into Northern Ontario. Although the Missouri State Police use the same wavelength as the proposed web it is felt that they will not interfere greatly with the Ontario system because of their remoteness.

The net will operate from station-to-station, station-to-car, and car-to-station. The Toronto Queen's Park GHQ of the Provincial Police will be in contact with the system at all times and will be able to deliver the latest orders to all parts of the province with the least possible of time.

A magnetic dispatch map of the type first used by the Michigan State Police will be installed in each sub-station. It is linen and mounted on a steel frame. Miniature, magnetic cruisers will adhere to the map where they are placed and will be shifted around every half-hour, enabling the operator to tell at a glance where each of his cars is located.

BROADCASTING...



*Everything
for your
Broadcasting
Station...*

Consult Northern Electric
for all your requirements
from microphone to antenna.

Northern Electric
COMPANY LIMITED

25 BRANCHES ACROSS CANADA



L'ÉCHO FRANÇAIS DE MONTREAL

CHLP

Covers PARTICULARLY THE MONTREAL FRENCH MARKET

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

TELEVISION

New TV Tube Can Fake Color and B and W

The Chromoscope, a special all-electronic TV-tube, can receive colored as well as black-and-white images. It was recently developed by Professor Arthur B. Bronwell, a professor of the North Western University. Although the tube, now under experimentation by Dr. Goldsmith at DuMont, has a five-inch screen, the size will be increased eventually "up to and including twenty inches".

This is the only color tube with a single electron gun and a composite viewing screen. It may be adapted to a projection-type receiver in the future. When quizzed on his new invention, Prof. Bronwell remarked, that its official debut was "at least six months to a year away".

He went on to say:

"By coating three screens with a different color phosphor corresponding with the three primary colors, we have a composite image screen which enables the viewer to see the television programs in natural color. The three screens are optically superimposed upon each other but are separated by a microscopic distance and electrically insulated from each other."

Will TV Hit BO?

Jamaica Arena, New York, the scene of many a fistic scrap, has now become the field for

a commercial battle between Billy Johnston, fight promoter, and DuMont television. The former claims that TV is cutting his box-office receipts, while the latter contends that the reason is the poor fight shows that Johnston has been spawning on Wednesday nights. Nevertheless, Johnston has banned the video cameras from his arena for a five week trial period—three weeks of which have already elapsed. If they are allowed in again he says that they will have to pay for every empty seat in the house. Apparently this anti-TV view isn't held by other fight promoters, for many of them in New York are courting DuMont's favor in an effort to have their shows telecast.

Johnston's gate receipts have been climbing somewhat since the ban went into effect but supporters of DuMont say that it is the return of cooler weather and not the absence of the cameras that has succeeded in increasing the attendance. Other fight emporiums in the same city have been offering sharp competition to Johnston even since the removal of TV which seems to lend strength to DuMont's cry that the fault lies with the promotion and not with their telecasting. In fact many rival arenas have offered to re-vamp their schedules in order that DuMont could televise their mitt-scrapings instead of Johnston's. The general opinion seems to be, therefore, in favor of DuMont.

NOTE TO ADVERTISERS

We'll have a happy Christmas too if you will let us have copy for December 20th issue no later than December 3rd.

★ CKNW ★ TOP STATION
BOTH in Vancouver
 and *★ NEW WESTMINSTER*

DAILY RADIO PROGRAM

for

The Holiday Season

FROM SIGN-ON TO SIGN-OFF

"To all the industry: A Merry Christmas and the best for 1948.

Your announcer
ART BOULDEN"



Memo to Everybody . . .

A VERY MERRY CHRISTMAS
 AND A HAPPY NEW YEAR
 from all of us . . .

- JACK SLATTER . . . Toronto
- WILF DIPPIE . . . Montreal
- TONY MESSNER . . . Winnipeg
- JOHNNIE HUNT . . . Vancouver
- . . . and Staffs . . .

Radio Representatives Limited
 HEAD OFFICE, 4 ALBERT STREET • TORONTO



HAPPY
 CHRISTMAS



JOYEUX
 NOEL



In either language,
 this is the wish of

CJEM
 EDMUNDSTON, N.B.

SCREEN

Company Organized

The Canadian motion picture industry, which, still in its birth pangs, has kept breaking out in new places not too distantly removed from the radio scene ever since Paul L'Anglais, well-known bilingual producer from Montreal made his "Whispering City," has done it again. This time the radio characters involved are from Toronto, to wit Cy Strange, erstwhile announcer from CFRB, and Austin Willis, who has served both with the CBC and as a free-lance.

After a number of disappointments, Cy Strange, who seems to have provided the impetus which has brought the new company (and this column) into be-

ing, and who spent about nine months in England taking their flick business apart, kicks through with the gen that his offspring has arrived and been christened Canadian Motion Picture Productions Ltd.; that it has a board of directors, headed by Larry Comien, producer of "Bush Pilot", as president; Austin Willis as vice-president; himself as secretary-treasurer; and other incumbents of the directors' seats are Chas. Birge of the Steel Company of Canada, W. W. Morrison of Sonatone Company of Canada Ltd., and Tom André of Ottawa.

Ready To Go

More than this, the new outfit already has an assignment. Their first picture, produced in conjunction with the Health League of Canada, will have a social service motive and the surviving footage will probably emerge in the early summer. Available information discloses that it will be an all-Canadian cast, and that production — in Montreal — will be in the hands of Phil Rosen of Hollywood, who started his cinematic career with Thomas Edison, went into direction in 1924, and in this capacity filmed "The Birth of a Nation".

Preliminary work is already in hand on the script, with another radio man working on the first draft — Gordon Burwash. He was doing parts for the CBC before he went into the navy, and is now free-lancing in Montreal, mostly as a writer.

It would probably be apt to throw out an old cliché about an ill wind, because the Federal government's recent ominous austerity announcement was directly responsible for converting this whole project, which was making like a decaying cadaver, into a really live pigeon. It is nice to know that some good has emerged from our current state of economic gangrene!

CFPA

Serving The Lakehead



Again "Serving the World"

C
K
M
O

1000 W

It's
HAPPY CHRISTMAS FOR CKMO ADVERTISERS WHOSE SALES MESSAGES HAVE REACHED 80% OF BRITISH COLUMBIA'S POPULATION AT LESS COST PER LISTENER.

KEEP IN TOUCH WITH PROGRESS IN 1948 BY USING CKMO'S INTERFERENCE — FREE, EASY LISTENING PROGRAMS.

Bob Bowman
Manager

1
4
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1000 W

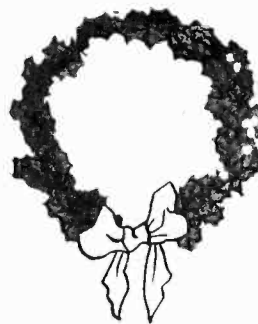
Greetings!

From rural Western Ontario, where the hand-shake is a little firmer, where the yule logs still burn with ancient warmth, and where radio is the top medium of information, entertainment and inspiration — may we take time out to wish everyone, everywhere

A
HAPPY
CHRISTMAS

To Serve!

- Silent Night!
- Holy Night!
- All is Calm!
- All is Bright!



C K N X

The Ontario Farm Station

Offices and Studio

Field's Building

Wingham, Ontario

City	Call	Canadian Reps.	U.S. Reps.	Manager	Comm. Mgr.	Libraries	News
● BRITISH COLUMBIA							
Chilliwack	CHWK	All-Canada	Weed & Co.	Jack Pilling	W. G. Teetzel	UTS	—
Dawson Creek	CJDC	Radio Reps.	—	G. H. Cummings	—	—	—
Kamloops	CFJC	All-Canada	Weed & Co.	Ian Clark	—	UTS	PN
Kelowna	CKOV	All-Canada	Weed & Co.	J. Reg. Beattie	—	Lang-Worth NBC-World Sesac	PN
Nelson	CKLN	H. N. Stovin	Adam Young	Joan Orr	—	World	PN
New Westminster	CKNW	Radio Reps.	Forjoe & Co.	William Rae, Jr.	D. M. Armstrong	Associated Cole UTS World	PN
Port Alberni	CJAV	Radio Reps.	—	Chas. Rudd	—	Lang-Worth	PN
Prince George	CKPG	All-Canada	Weed & Co.	Cecil Elphicke	Jack Boates	UTS	—
Prince Rupert	CFPR	H. N. Stovin	—	C. H. Insulander	S. J. Anderson	—	—
Trail	CJAT	All-Canada	Weed & Co.	E. Ayley	N. Harrod	NBC	PN
Vancouver	CBR	CBC	CBC	Ken Caple (Actg.)	Harold Paulson	—	CP BUP
Vancouver	CJOR	H. N. Stovin	Adam Young	G. C. Chandler	D. E. Laws	NBC Sesac UTS	BUP PN
Vancouver	CKMO	Nat'l. Broadcast Sales	Donald Cooke, Inc.	Bob Bowman	Tom Slattery	Sesac Standard Associated	BUP
Vancouver	CKWX	All-Canada	Weed & Co.	F. H. Elphicke	Jack Sayers	Lang-Worth World	BUP PN
Vernon	CJIB	H. N. Stovin	—	John Ferguson	—	Associated	PN
Victoria	CJVI	All-Canada	Weed & Co.	M. V. Chesnut	Lee Hallberg	NBC World	PN

● ALBERTA

Calgary	CFAC	All-Canada	Weed & Co.	A. M. Cairns	F. R. Shaw	Associated NBC World	BUP PN
Calgary	CFCN	Radio Reps.	Adam Young	H. G. Love	E. H. McGuire	Lang-Worth Standard UTS	BUP PN
Calgary	CJCJ	J. L. Alexander	J. H. McGillivra	D. H. Mackay	—	Sesac	BUP
Edmonton	CFRN	Radio Reps.	Adam Young	G. R. A. Rice	A. J. Hopps	Lang-Worth Cole Standard UTS	BUP
Edmonton	CJCA	All-Canada	Weed & Co.	Gordon Henry	Rolfe Barnes	NBC Standard World	PN
Edmonton	CKUA	Non-commercial	—	Walker Blake	—	Associated	PN
Grande Prairie	CFGP	All-Canada	Weed & Co.	Arthur Balfour	G. Cockburn	NBC Cole	PN
Lethbridge	CJOC	All-Canada	Weed & Co.	Wm. Guild	C. A. Perry	Lang-Worth NBC	PN
Medicine Hat	CHAT	All-Canada	Weed & Co.	R. E. Buss	—	Standard	BUP

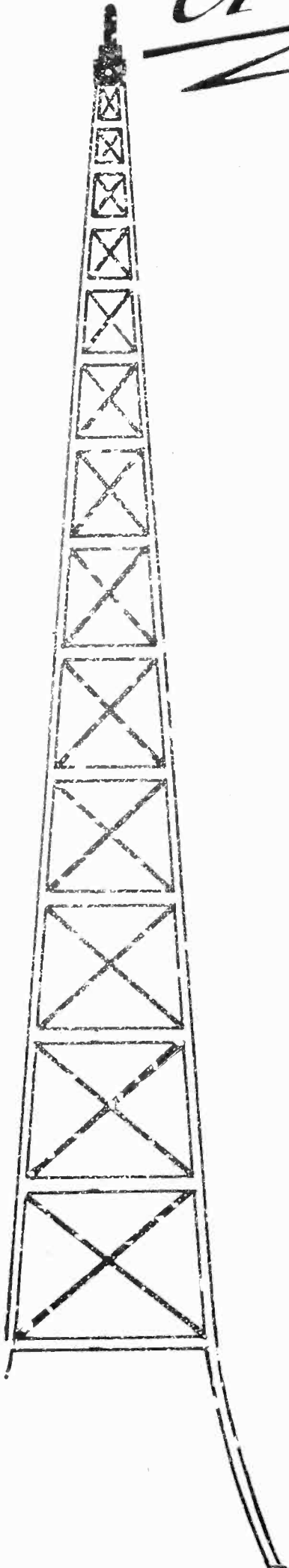
● SASKATCHEWAN

Moose Jaw	CHAB	H. N. Stovin	Weed & Co.	Sid Boyling	Lloyd Crittenden	Cole Lang-Worth UTS	BUP PN
North Battleford	CJNB	H. N. Stovin	—	J. H. Coalston	—	World	BUP
Prince Albert	CKBI	All-Canada	Weed & Co.	E. Rawlinson	G. Prest	NBC	BUP
Regina	CKCK	All-Canada	Weed & Co.	H. Crittenden	G. L. Seabrook	NBC	PN
Regina	CKRM	All-Canada	Weed & Co.	Wm. Speers	Bruce Pirie	Lang-Worth World	PN
Saskatoon	CFQC	Radio Reps.	Adam Young	A. A. Murphy	V. Dallin	Lang-Worth Cole NBC Standard	BUP
Watrous	CBK	CBC	CBC	Jas. Finlay	—	—	CP BUP
Yorkton	CJGX	H. N. Stovin	Adam Young	A. L. Garside	K. S. Parton	UTS Cole Sesac World	PN

● MANITOBA

Brandon	CKX	H. N. Stovin	Adam Young	W. F. Seller	W. Grigg	NBC World	BUP
Flin Flon	CFAR	H. N. Stovin	Adam Young	G. B. Quinney	—	Lang-Worth	BUP
St. Boniface	CKSB	C. W. Wright	—	I. Leprohon	—	Associated	BUP
Winnipeg	CJOB	Radio Reps. (A. J. Messner in Winnipeg)	Donald Cooke, Inc.	J. O. Blick	A. J. Messner	Associated Standard UTS World	BUP PN

A Merry Christmas



From

CANADA'S
LARGEST
EXCLUSIVE
RADIO

Agency



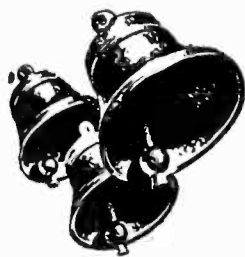
JACK MURRAY LIMITED

Radio Advertising

10 KING STREET EAST
T O R O N T O

City	Call	Canadian Repr.	U.S. Repr.	Manager	Comm. Mgr.	Libraries	News
Winnipeg	CKBC	All-Canada	Weed & Co.	Gerry Gaetz	Vic Staples	Lang-Worth Standard	BUP PN
Winnipeg	CKY	H. N. Stovin	Adam Young	Wm. Duffield	W. Carpentier	NBC	BUP PN
● ONTARIO							
Belleville	CJBQ	H. N. Stovin	Adam Young	W. H. Stovin	J. H. MacDonald	NBC World	PN
Brantford	CKPC	J. L. Alexander	---	Mrs. J. D. Buchanan	F. N. Johnson	UTS World	BUP
Brackville	CFJM	H. N. Stovin	Adam Young	J. R. Radford	---	UTS	BUP
Chatham	CFCO	---	---	J. Beardall	P. A. Kirkey	Cole	BUP
Cornwall	CKSF	H. N. Stovin	J. H. McGillivra	H. H. Flint	---	World	PN
Fort Frances	CKFI	J. L. Alexander	Adam Young	J. G. McLaren	R. S. Mitchner	Cole	BUP
Port William	CKPR	Radio Repr. (H. N. Stovin in Winnipeg and Vancouver)	Adam Young	Hector Dougall	G. D. Jaffray	NBC UTS	PN
Hamilton	CHML	Metropolitan in Toronto and H. N. Stovin in Montreal, Winnipeg and Vancouver	Adam Young	K. D. Soble	---	Associated Standard UTS	BUP
Hamilton	CKOC	All-Canada	Weed & Co.	W. T. Cranston	Lyman Potts	Lang-Worth NBC World	PN
Kenora	CJRL	H. N. Stovin	Adam Young	Geo. McLean (Acting)	---	NBC	PN
Kingston	CKWS	Nat'l B'cast Sales (Radio Sales in Vancouver)	Donald Cooke, Inc.	Roy Hofstetter	Russ Baer	Lang-Worth NBC Standard	PN
Kirkland Lake	CJKL	Nat'l Broadcast Sales (Radio Selling in Vancouver)	Donald Cooke, Inc.	Brian Shelton	Tom Wuzmer	Lang-Worth NBC Standard	PN
Kitchener	CKCR	William Wright	---	W. C. Mitchell	G. Liddle	Lang-Worth UTS	PN
London	CFPL	H. N. Stovin in Montreal, Winnipeg and Vancouver	Weed & Co.	Donald Wright	M. Brown	NBC Standard World	PN
Niagara Falls	CHVC	J. L. Alexander	J. P. McKinney & Son	B. M. Bedford	---	World	BUP
North Bay	CFCH	Nat'l Broadcast Sales (Radio Selling in Vancouver)	Donald Cooke, Inc.	C. Pickrem	K. Packer	Lang-Worth NBC Standard	PN
Oshawa	CKDO	J. L. Alexander	---	Tom Elliott	---	NBC World	PN
Ottawa	CEO	CBC	CBC	Chas. P. Wright	---	---	CP BUP
Ottawa	CKCO	William Wright	J. H. McGillivra	M. D. Yarrow	---	Associated Lang-Worth	PN
Ottawa	CFRA	All-Canada	Weed & Co.	Frank Ryan	---	Standard World	BUP
Owen Sound	CFOS	H. N. Stovin	Adam Young	Ralph Snelgrave	W. N. Hawkins	World	PN
Orillia	CFOR	H. N. Stovin	Adam Young	G. E. Smith	---	UTS	BUP
Pembroke	CHOV	H. N. Stovin	Adam Young	E. G. Archibald	---	NBC	BUP
Peterborough	CHEX	Nat'l Broadcast Sales (Radio Selling in Vancouver)	Donald Cooke, Inc.	Harold Burley	E. L. Jones	Lang-Worth NBC UTS	PN
Port Arthur	CFPA	Nat'l Broadcast Sales (All-Canada in Winnipeg)	Weed & Co.	R. H. Parker	---	Lang-Worth Standard	---
Samia	CHOK	Nat'l Broadcast Sales	Donald Cooke, Inc.	Claude R. Irvine	H. M. Edgar	NBC Lang-Worth Standard	PN
St. Catharines	CKTB	Nat'l Broadcast Sales	J. H. McGillivra	W. Burgoyne	C. Wingrove	UTS NBC	PN
Sault Ste. Marie	CJIC	J. L. Alexander	J. H. McGillivra	J. G. Myland	---	UTS World	PN
Stratford	CJCS	All-Canada	Weed & Co.	Frank Squires	Stan Tapley	UTS World	BUP
Sudbury	CHNO	J. L. Alexander	---	A. J. Robinson	---	Associated	PN
Sudbury	CKSO	All-Canada	Weed & Co.	Wiff Woodhill	---	NBC World	PN
Timmins	CKGB	Nat'l Broadcast Sales (Radio Selling in Vancouver)	Donald Cooke, Inc.	M. C. Freeman	Harry McLay	Lang-Worth NBC Standard	PN
Toronto	CBL	CBC	CBC	M. J. Boyle	---	---	CP BUP
Toronto	CFRB	All-Canada in Montreal	Adam Young	E. L. Moore	Walde Holden	Associated Lang-Worth NBC World	BUP PN
Toronto	CHUM	J. L. Alexander	---	R. Ford	---	Cole Lang-Worth Standard UTS	BUP
Toronto	CJBC	H. N. Stovin	CBC	Bob Kesten	---	Lang-Worth Standard	CP BUP
Toronto	CKEY	Nat'l Broadcast Sales	Donald Cooke, Inc.	Hal Cooke	---	Lang-Worth Associated Standard World	BUP PN
Windsor	CKLW	H. N. Stovin	Adam Young	J. E. Campeau	W. Carter	Standard UTS World	BUP INS
Wingham	CKNX	J. L. Alexander	---	W. T. Cruickshank	John Cruickshank	Cole Lang-Worth NBC	BUP
Woodstock	CKOX	---	---	M. J. Werry	Stanley Smith	World	PN

To our many friends
in the radio industry
throughout Canada
we are happy to extend
our sincerest wishes
for a Merry Christmas
and a
Bright New Year . . .



BULOVA

"On your wrist as on the air . . . faithful forever"

City	Call	Canadian Reprs.	U.S. Reprs.	Manager	Comm. Mgr.	Libraries	News
● QUEBEC							
Amos	CHAD	Nat'l Broadcast Sales	Weed & Co.	J. Linklater	---	---	PN
Chicoutimi	CBJ	CBC	CBC	Vilmont Fortin	---	---	{ CP BUP
Granby	CHEF	Radio Reprs.	---	Jacques Thivierge	---	{ UTS World	PN
Hull	CKCH	Radio Reprs.	Adam Young	Raymond Benoit	---	---	PN
Jonquiere	CKRS	Jos. A. Hardy	Adam Young	Gaston Voyer	---	World	PN
Montreal	CBF	CBC	CBC	Marcel Ouimet	M. Valliquette	---	{ CP BUP
Montreal	CBM	CBC	CBC	Marcel Ouimet	M. Valiquette	---	{ CP BUP
Montreal	CFCF	All-Canada in Toronto	Weed & Co.	J. A. Shaw	P. E. Hiltz	NBC	{ BUP PN
Montreal	CHLP	J. L. Alexander	J. H. McGillvra	C. A. Berthiaume	F. Bergevin	Standard	PN
Montreal	CJAD	Nat'l. Broadcast Sales (Radio Selling in Vancouver)	Adam Young	J. A. Dupont	---	{ Associated Lang-Worth Standard World	{ BUP PN
Montreal	CKAC	William Wright	Adam Young	Phil Lalonde	Georges Bourassa	{ Lang-Worth World	{ BUP PN
New Carlisle	CHNC	Jos. A. Hardy	Adam Young	Dr. Chas. Houde	Viateur Bernard	---	---
Quebec	CBV	CBC	CBC	Marcel Ouimet	M. Valiquette	---	{ CP BUP
Quebec	CHRC	Jos. A. Hardy	Adam Young	Henri LePage	---	{ Lang-Worth NBC	BUP
Quebec	CKCV	Radio Reprs.	Weed & Co.	Paul LePage	L. Bernier	{ UTS World	PN
Rimouski	CJBR	H. N. Stovin	Adam Young	Guy Caron	---	{ UTS Standard	PN
Rivière-du-Loup	CJFP	Omer Renaud & Co.	---	T. Gareau	---	NBC	PN
Rouyn	CKRN	Nat'l Broadcast Sales	Weed & Co.	J. Linklater	---	World	PN
Ste Anne de la Pocatiere	CHGB	Nat'l Broadcast Sales	J. H. McGillvra	G. T. Desjardins	---	{ Lang-Worth Sesac World	PN
Sherbrooke	CHLT	Jos. A. Hardy	---	A. Gauthier	---	{ NBC World UTS	---
Sherbrooke	CKTS	Radio Reprs.	---	A. Gauthier	---	UTS	---
Sorel	CJSO	Omer Renaud & Co.	---	G. Boulay	---	World	PN
Three Rivers	CHLN	Jos. A. Hardy	Adam Young	Leon Trepanier	---	UTS	PN
Val D'Or	CKVD	Nat'l Broadcast Sales	Weed & Co.	J. Linklater	---	{ World UTS	PN
Verdun	CKVL	H. N. Stovin	Donald Cooke, Inc.	Jack Tietolman	Corey Thompson	{ Lang-Worth UTS	PN

● NEW BRUNSWICK

Campbellton	CKNB	All-Canada	Weed & Co.	C. S. Chapman	---	---	---
Edmundston	CJEM	H. N. Stovin	Adam Young	R. Leclair	---	World	PN
Fredericton	CFNB	All-Canada	Weed & Co.	Malcolm Neill	---	NBC	{ PN BUP
Moncton	CKCW	H. N. Stovin	J. H. McGillvra	F. A. Lynds	C. Chambers	{ Standard UTS World	BUP
Saint John	CFBC	All-Canada	Weed & Co.	Norm Botterill	---	NBC	BUP
Saint John	CHSJ	H. N. Stovin	Adam Young	Geo. Cromwell	---	{ Associated Lang-Worth Standard UTS World	PN
Sackville	CBA	CBC	CBC	W. E. S. Briggs	---	---	{ CP BUP

● PRINCE EDWARD ISLAND

Charlottetown	CFCY	All-Canada	Weed & Co.	Col. Keith Rogers	Bob Large	{ Associated Lang-Worth Cole Standard	PN
Summerside	CHGS	Radio Reprs.	---	R. L. Mollison	---	---	---

● NOVA SCOTIA

Antigonish	CJFX	J. L. Alexander	Adam Young	J. C. Nunn	---	{ Lang-Worth UTS	PN
Bridgewater	CKBW	---	---	John Hirtle	---	Associated	---
Halifax	CBH	CBC	CBC	W. E. S. Briggs	---	---	{ CP BUP
Halifax	CHNS	All-Canada	Weed & Co.	Gerald Redmond	---	{ Lang-Worth NBC UTS World	{ BUP PN
Halifax	CJCH	H. N. Stovin	J. H. McGillvra	E. F. MacDonald	---	{ Standard World	PN
Sydney	CJCB	All-Canada	Weed & Co.	N. Nathanson	---	{ Cole NBC UTS	PN
Truro	CKCL	William Wright	---	J. A. Manning	---	World	PN
Windsor	CFAB	J. L. Alexander	Adam Young	A. M. Bishop	---	{ Cole UTS	PN
Yarmouth	CJLS	All-Canada	Weed & Co.	L. L. Smith	---	UTS	PN

RADIO



MACLAREN ADVERTISING COMPANY LTD.
TORONTO • MONTREAL • WINNIPEG • CALGARY • VANCOUVER • LONDON, ENG.



The time has come
We all agree
To wish our friends good cheer
And thank them for their grand support
Throughout the passing year

W. Rosenfeld *Ed. Thomas*
Ed. Thomas *Lois Smith*
Harry Johnson *Heidi Kalin*
Kay Dale
Hugh Holly *V. D. L. Dyer*
Fay Morrison
Sail Lewis *Rita O'Brien*

STATIONS OF THE CBC NETWORKS

Trans-Canada Network

Atlantic Region (Basic)
 CJCB Sydney
 CBH Halifax
 CFNB Fredericton
 CBA Sackville
 CHSJ Saint John

Atlantic Region (Supplementary)
 CJCH Halifax

Mid-Eastern Region (Basic)
 CBM Montreal
 CBO Ottawa
 CKWS Kingston
 CBL Toronto
 CKSO Sudbury
 CFCH North Bay
 CJKL Kirkland Lake
 CKGB Timmins
 CJIC Sault Ste. Marie
 CKPR Fort William

Mid-Eastern Region (Supplementary)
 CHOK Sarnia
 CKCV Quebec
 CKOC Hamilton
 CKLW Windsor

Prairie Region (Basic)
 CKY Winnipeg
 CBK Watrous
 CJCA Edmonton
 CFAC Calgary
 CJOC Lethbridge

Prairie Region (Supplementary)
 CKCK Regina
 CFAR Flin Flon
 CFGP Grande Prairie

Pacific Region (Basic)
 CFJC Kamloops
 CKOV Kelowna

CJAT Trail
 CBR Vancouver

Pacific Region (Supplementary)
 CKLN Nelson
 CKPG Prince George
 CFPR Prince Rupert

French Network

(Basic)
 CBF Montreal
 CBV Quebec
 CBJ Chicoutimi

(Supplementary)
 CKCH Hull
 CHGB Ste. Anne de la Pocatiere
 CJBR Rimouski
 CHNC New Carlisle
 **CKRN Rouyn
 **CKVD Val d'Or
 **CHAD Amos
 CHLT Sherbrooke
 CJEM Edmundston
 CJFP Riviere du Loup

Dominion Network

Atlantic Region (Basic)
 CJFX Antigonish
 CFCY Charlottetown
 CHNS Halifax
 CKCW Moncton
 CKNB Campbellton
 CJLS Yarmouth
 CFBC Saint John

Atlantic Region (Supplementary)
 CHGS Summerside

Mid-Eastern Region (Basic)
 CKTS Sherbrooke

CFCF Montreal
 CKCO Ottawa
 CHOV Pembroke
 CFJM Brockville
 CJBC Toronto
 CHEX Peterborough
 CFPL London
 CFPO Chatham
 CFPA Port Arthur

Mid-Eastern Region (Supplementary)
 CKTB St. Catharines
 CHML Hamilton
 CKPC Brantford
 CKCR Kitchener
 CKNX Wingham
 CJCS Stratford
 CFOS Owen Sound
 CKSF Cornwall
 CFOR Orillia
 CKFI Fort Frances
 CHNO Sudbury

Prairie Region (Basic)
 CJRL Kenora
 CKRC Winnipeg
 CJGX Yorkton
 CKX Brandon
 CKRM Regina
 CHAB Moose Jaw
 CFQC Saskatoon
 CKBI Prince Albert
 CFCN Calgary
 CFRN Edmonton

Prairie Region (Supplementary)
 CHAT Medicine Hat

Pacific Region (Basic)
 CHWK Chilliwack
 CJOR Vancouver
 CJVI Victoria

**These three stations sold as a group.



Jos. Hardy
Talks

ON QUEBEC MARKET NO. 2

"We had so much comment on our last talk about the high purchasing power of Sherbrooke families — incidentally we can prove our figures — that I want to say more about our Quebec Market No. 2 as a whole. It is that part of the Province lying east of the Island of Montreal. Its annual industrial payroll is almost 50% greater than the three prairie provinces, and over 100% greater than the three Maritime provinces. Do you need more figures and facts about reaching this profitable market? Any of our three offices has maps, statistics and information which we will gladly put at your disposal."

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

Jos. A. Hardy & Co. Ltd.

REPRESENTING	WATTS
CHRC QUEBEC	5000
CHNC NEW CARLISLE	5000
CHLN TROIS RIVIERES	1000
CHLT SHERBROOKE	1000
CKRS JONQUIERE	250

The best of Luck in
 1948

PRESS NEWS



The Complete Radio News Service

HEAD OFFICE TORONTO

Proven Leadership

CKWX

leads in . . . Audience!

Elliott-Haynes Percentage Distribution of Audience in Vancouver for six-month period, May to October, 1947 . . .

ALL-DAY AVERAGE	CKWX	Station B	Station C	Station D	Station E	Station F	Station G
	22.4	17.3	14.5	9.4	9.5	11.7	5.2

. . . and CKWX audience leadership is consistent—morning, afternoon and evening:

MORNING, 9:00 TO 1:00 . . .	CKWX	Station B	Station C	Station D	Station E	Station F	Station G
	24.5	17.3	14.0	8.4	9.1	12.4	4.3
AFTERNOON, 1:00 TO 5:00 . . .	23.5	19.7	15.0	11.2	8.4	8.2	5.2
EVENING, 5:00 TO 10:00 . . .	19.1	15.0	14.5	8.6	11.0	14.5	6.2

CKWX

leads in . . . Coverage!

Here's the 1946 Bureau of Broadcast Measurement comparison of Radio Homes reached regularly by independent stations in Vancouver and New Westminster.

DAYTIME	CKWX	Station B	Station C	Station D
	116,410	75,740	115,060	43,980
NIGHTTIME	117,440	60,460	110,250	40,930

CKWX

leads in . . . Dealer Preference!

In April, 1947, Canadian Facts asked 300 druggists and grocers in Vancouver: "Which radio station gets the best results?" Here's their answer:

INDEPENDENT	CKWX	Station B	Station C	Station D	Station E
	35.9	11.6	25.9	7.0	6.2
CHAIN & DEPARTMENT	58.5	0	24.4	9.8	4.9

By each of these accepted measurements CKWX is the DOMINANT STATION in Canada's Third Market—with a lower hourly rate than any other 5,000 watt station!

CKWX leads in promotion, too: the only station in Canada to win a first place award for overall promotion in the Billboard's 1947 Promotion Competition.

Vancouver's

CKWX



One of the progressive "All Canada" stations—
Represented by Weed and Company in the United States.

NATIONAL SALES REPRESENTATIVES

CANADA

JAMES L. ALEXANDER

Toronto: 100 Adelaide St. W.
Montreal: Drummond Building

J. L. Alexander
Frank Edwards

ALL-CANADA RADIO FACILITIES LTD.

Toronto: Victory Building
Montreal: Dominion Square Building
Winnipeg: Electric Railway Chambers
Calgary: Southam Building
Vancouver: 198 W. Hastings Street

G. F. Herbert
Burt Hall
Percy Gayner
H. R. Carson
J. E. Baldwin

BROADCAST REPRESENTATIVES

Winnipeg: Lindsay Building

A. J. Messner

CANADIAN BROADCASTING CORPORATION

Toronto: 354 Jarvis St.
Montreal: 1231 St. Catherine St.

E. A. Weir
Maurice Valiquette

JOSEPH A. HARDY LTD.

Montreal: 1405 Peel Street
Quebec: P.O. Box 341 Upper Town
Toronto: 1404 Victory Building, serviced by

Jos. A. Hardy
Jos. A. Hardy
C. W. Wright

METROPOLITAN BROADCASTING SYSTEM LTD.

Toronto: 21 Dundas Square

Don Wright

NATIONAL BROADCAST SALES

Toronto: Bank of Commerce Building
Montreal: Medical Arts Building

Jack Davidson
R. A. Leslie

RADIO REPRESENTATIVES LTD.

Toronto: 4 Albert Street
Montreal: Dominion Square Building
Winnipeg: Lindsay Building
Vancouver: 144 West Hastings St.

Jack Slatter
Wilf Dippie
A. J. Messner
J. N. Hunt

RADIO SELLING

Vancouver: 144 West Hastings St.

J. N. Hunt

HORACE N. STOVIN & CO.

Toronto: Victory Building
Montreal: Keefer Building
Winnipeg: Manitoba Telephone System Bldg.,
Vancouver: 3929 West 30th Street

H. N. Stovin
Ralph Bowden
Wilf Carpentier
J. W. Stovin

WILLIAM WRIGHT

Toronto: 1404 Victory Building
Montreal: Empire Life Bldg.

William Wright
Walter A. Dales

UNITED STATES

DONALD COOKE INC.

New York: 551 Fifth Avenue
Chicago: 360 North Michigan Avenue
Los Angeles: 5225 Wilshire Blvd.
San Francisco: 681 Market Street

Donald Cooke
Donald Harding
Gene Grant
Ralph Bidwell

FORJOE & COMPANY

New York: 19 West 44th Street
Chicago: 360 North Michigan Ave.
Los Angeles: 403 West Eighth Street
San Francisco: Russ Building
Philadelphia: Widener Building
Pittsburgh: Hotel Keystone

Joseph Bloom
Z. Golobe
L. Krasner
L. Krasner
Chas. Stahl
T. B. Price

JOSEPH HERSHEY MCGILLVRA INC.

New York: 366 Madison Ave.
Chicago: 35 East Wacker Dr.
Los Angeles: 684 S. Lafayette Pk. Place
San Francisco: 68 Post Street
Salisbury, NC.: Rowen Building

J. H. McGillvra
Walter Beadell
R. W. Walker
Roger Parratt
E. J. Cosse

WEED & CO.

New York: 350 Madison Ave
Chicago: 203 North Wabash Ave.
Detroit: Book Building
Hollywood: 6253 Hollywood Blvd.
San Francisco: 68 Post Street
Boston: Statler Building
Atlanta: Palmer Boulevard

J. J. Weed
C. C. Weed
Bernard Pearse
L. P. Simonds
Burton L. Beggs
Dana Baird
Ryron Randa

ADAM J. YOUNG JR. INC.

New York: 11 West 42nd St.
Chicago: 55 East Washington St.
Los Angeles: 448 South Hill St.
San Francisco: Mills Building

Adam J. Young Jr.
R. S. Russell
A. O. Dillenbeck Jr.
D. A. Scott



A CHRISTMAS wish and New Year resolution from "SOUTHERN OF CANADA":

THE WISH: The old, old one of the season — A Merry Christmas and a Prosperous and Happy New Year.

THE RESOLUTION: Also an old one — to continue to serve Canadian music business and all its branches.

RADIO: By supplying you with more and more "SOUTHERN" hits.

RECORDS: By plugging the hits and helping to sell your "SOUTHERN" discs.

RETAILERS: By keeping you posted, and getting our material on your counters early.

FILMS: By offering the facilities and "know-how" of the world-wide network of "SOUTHERN" offices to help work out the music problems of our young but growing Canadian movie industry.

Joyeux Noel

and

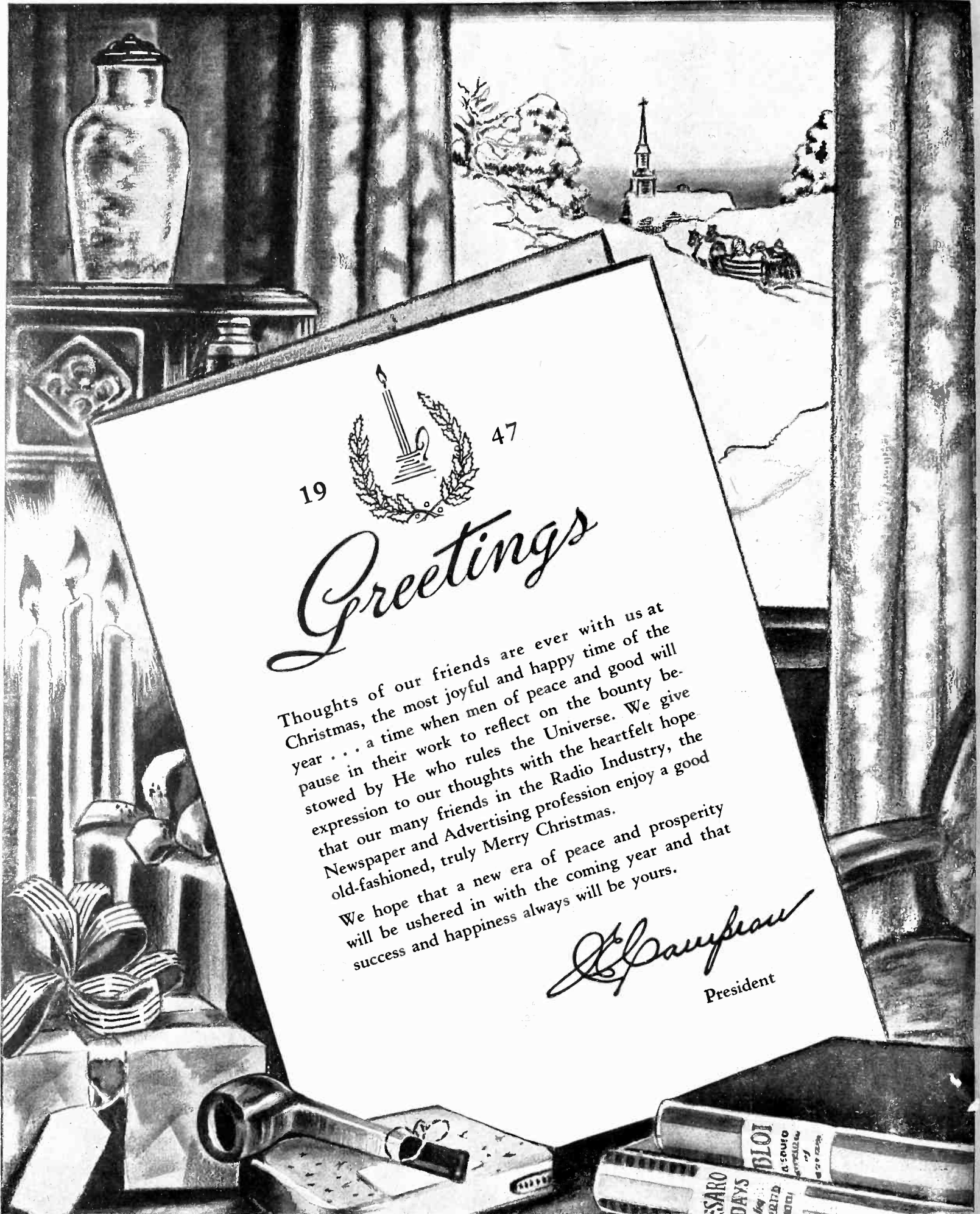
Merry Christmas

Editions Sud

1117 ST. CATHERINE OUEST
MONTREAL
QUEBEC

Southern Music

Publishing Co. (Canada) Ltd.
83 BLOOR ST. WEST
TORONTO, ONT.



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Greetings

Thoughts of our friends are ever with us at Christmas, the most joyful and happy time of the year . . . a time when men of peace and good will pause in their work to reflect on the bounty bestowed by He who rules the Universe. We give expression to our thoughts with the heartfelt hope that our many friends in the Radio Industry, the Newspaper and Advertising profession enjoy a good old-fashioned, truly Merry Christmas.

We hope that a new era of peace and prosperity will be ushered in with the coming year and that success and happiness always will be yours.

J. Paupreau
President

CKLW

THE GOOD NEIGHBOR STATION
WINDSOR • ONTARIO

CANADIAN BROADCASTING CORPORATION

MUTUAL BROADCASTING SYSTEM

MEMBER OF CANADIAN ASSOCIATION OF BROADCASTERS

Representatives: H. N. Stovin, Canada
Adam J. Young, Jr., Inc., U.S.A.

RADIO BROADCASTING AGENCIES

A List of Advertising Agencies Enfranchised by the Canadian Association of Broadcasters, together with their addresses and radio officers.

- Ardiel Advertising Agency Ltd.....371 Bay St., Toronto.....Clark Wright
- 37 James St. S., Hamilton.....S. P. Westaway
- Colborne St. W., Oakville.....W. A. Chant
- Atherton & Currier Inc.....100 Adelaide St. W., Toronto.....Miss M. Flynn
- Baker Advertising Agency Ltd.....522 University Ave., Toronto.....Jack Horler
- Benton & Bowles Inc.....Confederation Life Bldg., Toronto.....H. D. Roach
- Cockfield, Brown & Co. Ltd.....Canada Cement Bldg., Montreal.....R. W. Harwood
- Broadcast Advertising & Sales.....Metropolitan Bldg., Toronto.....C. W. McQuillin
- Canadian Advertising Agency Limited.....Elec. Railway Chambers, Winnipeg.....Lyall Holmes
- 69 Yonge St., Toronto.....Royal Bank Bldk., Vancouver.....F. M. Downes
- 615 Province Bldg., Vancouver.....4 Albert St., Toronto.....Don Copeland
- Dancer-Fitzgerald-Sample (Canada) Ltd.....Sun Life Bldg., Montreal.....M. Normandin
- D'Arcy Advertising Agency.....90 Broadview Ave., Toronto.....C. F. Goodwin
- A. J. Denne & Co. Ltd.....90 King St. W., Toronto.....Miss I. G. G.
- Dominion Broadcasting Co.....4 Albert St. Toronto.....H. B. Wood
- Erwin Wasey of Canada Ltd.....749 Yonge St., Toronto.....Ralph
- Ferres Advertising Service.....16 James St. S., Hamilton.....E. J. F.
- 45 Richmond St. W., Toronto.....E. J. F.
- Garry J. Carter of Canada Ltd.....394 Bay St., Toronto.....
- James Fisher Co. Ltd.....204 McGill College Ave., Montreal.....G.
- 1253 McGill College Ave., Montreal.....
- Harry E. Foster Agencies Ltd.....King Edward Hotel, Toronto.....
- Sun Life Bldg., Montreal.....J. A. G.
- 119 West Pender St., Vancouver.....L. W. P.
- 612 Barrington St., Halifax.....L. W. P.
- J. J. Gibbons Ltd.....200 Bay St., Toronto.....Don Bassett
- Dominion Square Bldg., Montreal.....C. W. M.
- Scott Bldg., Winnipeg.....A. B. Johnson
- Province Bldg., Vancouver.....C. Row
- Renfrew Bldg., Calgary.....Miss L. Hogan
- 301 Agency Bldg., Edmonton.....(Through Calgary)
- Leader Bldg., Regina.....S. Wayte
- Grant Advertising of Canada Ltd.....103 Church St., Toronto.....Miss Olive Jennings
- F. H. Hayhurst Co. Ltd.....38 King St. W., Toronto.....G. F. Keeble
- 1405 Peel St., Montreal.....(Through Toronto)
- L. J. Heagerty & Associates.....19 Melinda St., Toronto.....L. J. Heagerty
- Publicite J. E. Huot.....353 St. Nicolas St., Montreal.....A. Audet
- Hutchins Advertising Co. of Canada Ltd.....1244 Dufferin St., Toronto.....W. Engwer
- Imperial Publishing Co.....Halifax.....E. Murray
- Albert Jarvis Ltd.....73 Adelaide St. W., Toronto.....Albert Jarvis
- Russell T. Kelley Ltd.....447 Main St., Hamilton.....H. P. Kelley
- 86 Adelaide St. E., Toronto.....Wm. Scarlett
- 601 Dominion Bldg., Vancouver.....M. J. O'Brien
- 480 Lagachetiere W., Montreal.....E. W. Desbarats
- Kenyon & Eckhardt.....Sun Life Bldg., Montreal.....Jack Scanlan
- Locke Johnson & Co. Ltd.....Harbor Commission Bldg., Toronto.....E. Johnson
- MacLaren Advertising Co. Ltd.....372 Bay St., Toronto.....M. Rosenfeld
- Electric Railway Chambers, Winnipeg.....Henri Poulin
- Province Bldg., Vancouver.....E. P. Thomson
- W. D. M. Patterson
- McGuire Advertising Ltd.....Bank of Commerce Bldg., Windsor.....J. P. Walsh
- Metropolitan Broadcasting Service Ltd.....21 Dundas Square, Toronto.....Don Wright
- McConnell Eastman & Co. Ltd.....254 Bay St., Toronto.....E. Gould
- Huron & Erie Bldg., London.....(Through Toronto)
- Dominion Square Bldg., Montreal.....(Through Toronto)
- Confederation Life Bldg., Winnipeg.....(Through Toronto)
- Stock Exchange Bldg., Vancouver.....(Through Toronto)
- McKim Advertising Ltd.....Dominion Square Bldg., Montreal.....Jas. Tapp
- Canada Permanent Bldg., Toronto.....E. W. Brodie
- Paris Building, Winnipeg.....A. A. Brown
- Province Bldg., Vancouver.....H. S. Watson
- Jack Murray Ltd.....10 King St. E., Toronto.....Jack Murray
- Muter & Culliner Ltd.....74 King St. E., Toronto.....G. M. Frankfurter
- Wm. Orr & Company.....44 St. Louis St., Toronto.....Wm. Orr
- Alford P.....King St. East, Toronto.....A. R. Poyntz
- Thompson.....60 Bay St., Toronto.....Miss G. Race
- Dominion Square Bldg., Montreal.....T. Marchant
- 145 Yonge St., Toronto.....Howard Caine
- Keefe Bldg., Montreal.....Frank Starr
- 137 Wellington St. W., Toronto.....Ray Avery
- 86 Richmond St. W., Toronto (H.O. New York).....R. Lees
- 80 King St. W., Toronto.....G. A. Phare
- 19 Richmond St. W., Toronto.....W. D. Byles
- Dominion Square Bldg., Montreal.....P. Corbeil
- Royal Bank Bldg., Vancouver.....K. Davidson
- Dominion Square Bldg., Montreal.....R. H. Geary
- 311 Bay St., Toronto.....
- Royal Securities Bldg., Saint John, N.B.....K. Jones
- 675 West Hastings St., Vancouver.....V. Irons
- Merrick Building, Edmonton.....T. C. Schofield
- Province Bldg., Vancouver.....F. McDowell
- 337 West 8th Ave., Calgary.....R. McNico
- Birks Bldg., Edmonton.....W. Kerr
- 86 Richmond St. West, Toronto.....A. R. Hackett
- 302 Veteran Block, Regina.....A. C. Goudy
- 294 Portage Ave., Winnipeg.....E. MacPherson
- 1516 Mountain St., Montreal.....Yves Bourassa
- University Tower Bldg., Montreal.....H. E. Smith
- Stevenson & Scott Ltd.....100 Adelaide St. W., Toronto.....S. Young
- 402 West Pender St., Vancouver.....R. A. Hunter
- 204 Richmond St. W., Toronto.....A. C. Haight
- Tandy Advertising Agency Ltd.....Dominion Square Bldg., Montreal.....Miss M. Cardon
- J. Walter Thompson Co. Ltd.....80 Richmond St. W., Toronto.....Miss P. Sivel
- Vickers & Benson Ltd.....Keefe Bldg., Montreal.....Miss J. Berube
- 217 Bay St., Toronto.....T. W. Kober
- Wallace Advertising Ltd.....Roy Bldg., Halifax.....F. M. Beaubien
- Walsh Advertising Co. Ltd.....Guaranty Trust Bldg., Windsor.....(Through Toronto)
- 100 Adelaide St. W., Toronto.....D. Marshall
- Whitehall Broadcasting Ltd.....Dominion Square Bldg., Montreal.....W. V. George
- Young & Rubicam Ltd.....University Tower Bldg., Montreal.....L. C. Arbutnot
- 80 King St. W., Toronto.....R. L. Simpson

U.S. Recognized Agencies Have Automatic CAB Recognition in Canada

ACTION PIX OF RADIO AT WORK

Alex Gray

90 CARLTON STREET

TORONTO

Midway 4074

Elgin 6729

— or Call Canadian Broadcaster —

“Ladies and Gentlemen, Moo, Oink . . .”

by Donald G. Robertson

Have you ever wondered why you never hear play by play broadcasts from abattoirs? Do you know the real reason why Elsie the Borden cow is never criticized on the air?

It may give many mighty radio executives quite a high voltage to realize it, but the fact is that radio has to be very careful in what it says about animals, these days, because animals are listening to the radio!

This important four-footed segment of the radio public, although omitted by Elliott-Haynes from audience surveys, has been listening to radio programs faithfully for years. An unusually critical audience, these listeners are not slow to express appreciation. Their expression is tangible to a very satisfying degree, taking the form of increased production of milk, steak, ham, eggs and drumsticks. With these gifts they gladden the hearts and regale the appetites of broadcasters and listeners alike, an example of glorious self-sacrifice hardly to be challenged by any other group of keen radio fans.

Picture the scene at the 750-acre Don Alda Farm at Todmorden, just east of Toronto. A dim, empty stable, quiet and cool. Outside through the (drowsy sunshine of the late afternoon (it was summer when we paid our call)), come the distant barking of a dog, the faraway gabbling of the waterfowl. Then, with a slow clapping of hoofs and the sound of deep breathing, the cows come in with heavy dignity. There is a brief confusion of clinking chains and hoofs clattering on cement, then — presto! — the air is filled with soft music and in no time peace is restored, with the steady hum of milking, the rhythmic chewing of many contented cuds. Each Mrs. Jersey listens appreciatively with dreamy eyes while the milk flows freely — more freely because of a Philco mantel radio.

Mrs. Jersey prefers listening to soft classical music — chamber music. She likes her music soothing and relaxing, consistent in mood and tempo. She finds music that is too lively, or jazzy, with sudden changes of mood, rather disconcerting. On the other hand, pleasant music of the right type actually improves the health and appearance of Mrs. J. In fact she was so happy when presented with her radio that she put up milk production forthwith. She has not only responded once in this respect but has continued her fine record and today has paid for her luxury many times over.

The most grateful bovine was Mrs. Lillyetta Chicon, who presented Don Alda farms with 16,000 pounds of milk in one year and became a champion.

There is, of course, a scientific reason for all this. Like all milking types, Mrs. Jersey is more nervous and highly-strung than her beefy relatives. Her high breeding causes her to register something of a strain when placed in the artificial environment of the stable. Mrs. J. has an emotional life, and any slight attack of harmony produces a corresponding state of tension — nerves quivering expectantly, digestion temporarily suspended, milk flow lessened. But enter radio, with soft, soothing music. Disturbances are minimized. A calm and peaceful atmosphere is established. Mrs. J., profoundly influenced as she is by the atmosphere of the stable, chews her cud contentedly. She relaxes — and gives more milk.

Even the fat porkers, lolling in their clean, varnished pens, benefit from music. Stout trenchermen that they are, they set to with a vengeance at mealtime, of course, but afterwards, as they settle down to digestion and mellow porcine philosophizing, they appreciate music. There's no doubt about it. The scales tell the story. Thus, once again, radio helps the farmer bring home the bacon.

Radio has proven itself on the farm. It makes cows contented, adds pounds to pigs, even jazzes up the chickens. Extra bacon and extra milk have convinced the farm-wise management of Don Alda Farms that they want radio — to stay. With today's emphasis on scientific farming, radio is appearing in more and more stables, pens and coops across Canada.

So, if you hear a commercial that starts off . . . “Ladies and gentlemen, moo, oink . . .”, you'll know what's what.

INCREASED
Studio facilities
PLUS
know-how

The addition of the most modern recording equipment — installed with engineering **KNOW-HOW** — assures you of finer recordings than ever, plus studio time when you want it! In Toronto, two separate recording studios and clients' observation room — two complete recording rooms — together with large audition room and offices, provide greatly increased facilities. In Montreal, outstanding studio facilities and the largest record processing plant in Canada rounds out this all-embracing transcription service.

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Transcription Service

Is outstanding because it includes

- Excellent bilingual adaptation
- Exceptional factory processing
- Expert program advice • Experienced planning

Backed by 48 years of Know-How in the Recording Business

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Now Covers “Southwestern” Ontario
Like a Blanket with the 1 Kw. Northern
Electric day and night all-Canadian
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JOHN BEARDALL,
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Peace and Goodwill

The age-old words have a new significance today as the world struggles to beat its swords into plough-shares, and to perpetuate peace through the furthering of a closer acquaintance and greater understanding between the people of the nation, between the nations of the world.

Radio recognizes its responsibility as a medium for tightening bonds by promoting this understanding.

It recognizes that only in this way men can learn to say and mean —

"Peace and Goodwill"



"God bless us - every one" *said Tiny Tim*

A CHRISTMAS CAROL—CHARLES DICKENS



RADIO STATION

CFRB

TORONTO