

# CANADIAN BROADCASTER

AND TELESCREEN

Vol. 7. No. 22

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

November 27th, 1948



Photo by Capital

The Board of Governors of the CBC, in happy conclave over the future of Canadian radio, Canadian television and Canadian listeners and viewers. From left to right, they are John J. Bowlen, Calgary; Rene Morin, Montreal; A. Davidson Dunton, chairman; Dean Adrien Pouliot, Quebec; Mrs. T. W. Sutherland, Revelstoke, B.C.; and Dr. G. Douglas Steel, Charlottetown. In rear, an unnamed CBC engineer and Hugh M. Palmer, executive assistant and secretary to the Board.

all parties for the opportunity of getting their thoughts and works over to their constituencies through the *Report from Parliament Hill* program aired by the private stations.

## Dealers Meet Station

Forty dealers and radio manufacturers' representatives accepted the invitation of CKOX, Woodstock, to attend a discussion on FM, stressing how dealers and the station might work together to mutual advantage in gaining acceptance among both set buyers and listeners for radio's youngest child. This meeting, which took place Wednesday, November 17, was staged as a prelude to the official opening of CKOX-FM which takes place December 5.

After showing two General Electric films on how FM works, Monty Werry, manager of CKOX, opened a discussion covering the marketing problems of FM receivers, and the responsibilities of manufacturers, dealers and broadcasters of showing the public the possibilities of FM in its proper dimensions.

Sketching briefly the development of FM in the United States, to the point where some 650 stations are now operating commercially, Werry stressed that co-operation is required between dealers and stations, making sure that FM gets off on a proper start in the minds of the public. He then threw the meeting open for discussion.

It was generally agreed that FM has not yet developed to the point where "FM only" receivers should be recommended to the Canadian public. It was felt rather that set purchasers should be urged to choose receivers having both FM and AM bands. It was also agreed that AM-FM sets should not be sold without external FM antennas.

"The whole project revived interest which has grown dormant in some dealers' minds," Werry told the *BROADCASTER*, "and we feel that we now have a corps of enthusiastic salesmen who are sold themselves on FM and its possibilities, and will pass up no opportunities to talk up CKOX-FM."

## RADIO BUREAU IS MPs' BEST OUTLET

Toronto. — "Radio has been, without question, the most valuable force of expression I have had left open to me", Rodney Adamson, Progressive Conservative member of the Federal House for York West, told last month's Ontario regional meeting of the CAB here. He accused the press of being partisan in what it printed and what it did not print, and praised the Radio Bureau as the means through which the public, even though they may "hate the policy a member stands for," are able to hear his views.

Scoring public ignorance of matters of politics, Adamson told the meeting that in a recent poll of his own constituency, only 20 to 21% of the respondents could name either their Federal or Provincial member, and of those who could name either one, only one third knew his party.

Public opinion, by which a member is steered in all he

does, is all important, Adamson said. "It is formed in an urban riding and possibly more so in a rural riding by the individual member himself and by the work that he does between elections, what he stands for, his policies and how he generally behaves in the House of Commons", he continued. Nevertheless an individual M.P. may have a little trouble in influencing this opinion, especially in a city riding, for, he pointed out, "metropolitan dailies are not good media for the individual member of Parliament. They play favorites, personally and politically."

The weekly press does a good job, especially in rural areas, he said, but "you may have a Liberal paper and a Conservative member in the constituency, in which case you would not get proper mention or it would be slanted". One way members have been able to get their views over, he pointed out, is by writing weekly ar-

ticles to the local press, which is a valuable and useful means of getting a member's views to his constituency. He agreed that there are other ways, such as sending out copies of speeches made in the House, "but they" he said "very often find their way to the waste paper basket."

"The CBC", he continued, "are not primarily helping. The CBC's political broadcasts are useful but they concentrate on the views of the leaders and not on the representatives of individual constituencies."

The CBC, as a government emanation was generally mistrusted by the man in the street, Adamson went on, and apart from the fact that it does not do the contact work which is done by private stations, he thought its policy and the way it is run make it unlikely that it will ever be able to do this important work.

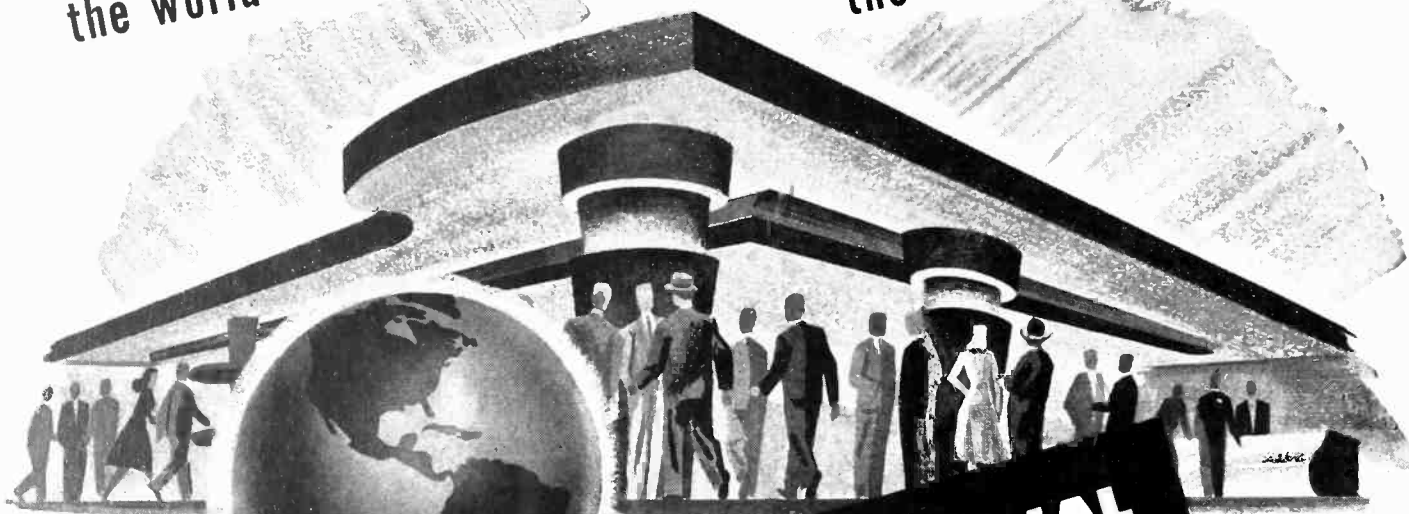
The speaker expressed the appreciation of all members of

# SHOW

the world what you sell . . .

# SELL

the world what you show . . .



**AT THE**  
**CANADIAN INTERNATIONAL**  
**TRADE FAIR**  
TORONTO . . . MAY 30 - JUNE 10, 1949



For full information and  
application forms,  
write to

Administrator

**CANADIAN INTERNATIONAL  
TRADE FAIR**

Exhibition Grounds  
TORONTO  
Ontario

**Producers and manufacturers** of every nation are invited to show their products at the new world marketplace—the Canadian International Trade Fair—to be sponsored again in Toronto by the Canadian Government, from May 30 to June 10, 1949.

Here you can meet and deal directly with businessmen who have come to buy from every part of the world—compete on equal terms with the products of other countries—and form invaluable international connections for future business.

Visiting businessmen from 73 countries attended the 1948 Fair—and 1400 exhibitors displayed the products of 28 different nations. Advance reservations indicate that the 1949 International Trade Fair, again sponsored by the Government of Canada, will be even more successful.

Exhibitors' applications should be received before January 1949, in order to permit the most equitable allocation of available space. Later applicants will risk disappointment. Full information and application forms are obtainable on request.

9A-2



Dedicated to the promotion  
of international trade by the

**CANADIAN INTERNATIONAL TRADE FAIR**  
TORONTO CANADA

# GOVERNMENT OF CANADA

# ROUNDUP

## Remodeling For Radio-Canada Building

**Montreal.**—The work of remodeling the Ford Hotel into the Radio-Canada Building has already started, but owing to the necessary large studio construction and equipment installation the task will not be completed before autumn 1949, according to a recent statement by Dr. Augustin Frigon, CBC General Manager.

On completion of alterations the building will house: (1) offices and studios of the International Short Wave Service; (2) studios and offices of CBF, CBM and the T-Can, Dominion and French networks; (3) general headquarters of the CBC technical services with its architects, engineers, laboratories, work shops, stores and purchasing department.

Because of the number of broadcasts originating in Montreal for long and short wave and the amount of rehearsal time required, it is estimated that the new set-up will start with a minimum of twenty-two studios.

Owing to the large amount of space required by the various services—International service alone with its ten foreign language departments calling for large quarters—there will not be much left for rental to outside companies, and then only on temporary lease to allow for future CBC expansion.

### URGE PUBLIC ENQUIRY OF CBC

**Vancouver.**—The right of free discussion on the air is being whittled away, the Canadian Chamber of Commerce decided here in urging an inquiry into the CBC and asking for an independent body to govern radio.

The Chamber expressed concern over the extent of regulation exercised over Canadian radio, and asked for a "thorough, public and non-partisan inquiry."

The business men's organization also asked that "consideration be given to placing radio broadcasting under jurisdiction of a body independent both of the CBC and the private stations, responsible directly to Parliament."

"Unreasonable advantages" enjoyed by CBC over independent sta-



"He says he won't sing any commercials, not even to the tune of Jingle Bells."

tions was commented upon, particularly in respect to channel allocations, power output and tax exemption. CBC powers generally were called "too broad", with the Corporation "both regulator and competitor" of the private stations.

The right of free discussion on the air, "so essential to democracy, is given no legal protection and in practice is being whittled away", the Chamber said.

### INTERNATIONAL PROGRAM EXCHANGE

**London, England.**—*Western European Commentary*, a series of international programs aimed at exchanging news and views between various countries, was opened recently when the BBC transmitted

the initial program to France, Belgium, Holland and Luxemburg.

The radio organizations of the five countries will all participate in the series, and each country will supply a speaker who will take part in the programs.

The series will be relayed direct to countries speaking the same language, with recordings and direct translations bridging the gap where language differences occur. This system will make possible a complete round-table discussion between the participants.

This international viewpoint exchange is the result of conferences held in London earlier this year, and current plans for the series call for an interchange of popular symphony concerts, to be aired throughout the winter months.



## WHAT'S The SCORE?

Oops, what goes? Is he flat on his back or is he heading for a dive? It all depends on the way you hold your left toe.

At first glance we wonder what the score is. In a well operated radio station the score is known on all things at all times. Each department knows how the other department operates. Each staff member knows what every other member does. In other words, everybody knows the score at all times.

Such a situation exists at CJCA and such a situation spells maximum effort and maximum results for every account, be it large or small.

**CKNW**  
**CHNW**

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

**CJCA**  
EDMONTON

The *Bright* STATIONS

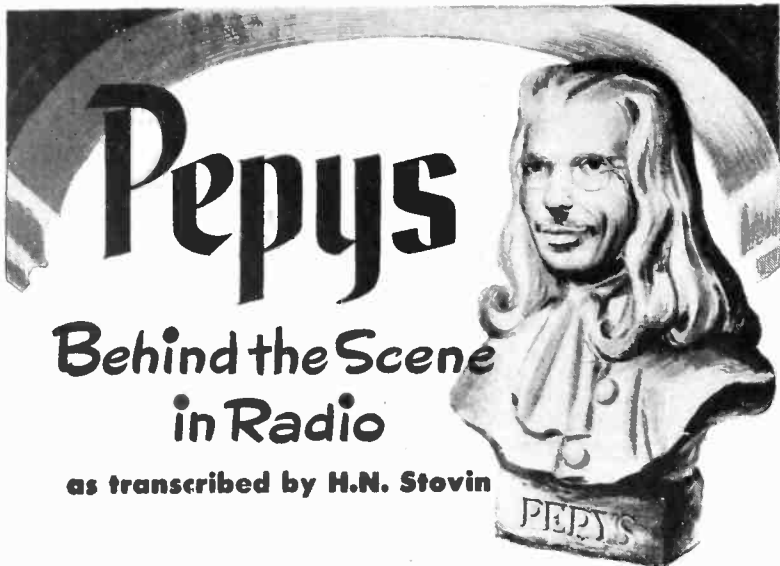
**CKSB**  
ST. BONIFACE

PLACES 2 FRENCH-SPEAKING SALESMEN IN WINNIPEG CLOTHING STORE  
1000 WATTS OF SALES IMPACT

See **William Wright**  
TORONTO  
MONTREAL

VICTORY BLDG.  
EMPIRE LIFE BLDG.

**CFCF**  
Montreal  
**600 KC**  
Canada's First Station



Do find myself smiling this morning over a quiz show I did hear but last night, in which the inevitable question designed to test the skill and knowledge of contestants was no harder than usual—to wit “On what should Princess Elizabeth be congratulated?” And the reply was “Because she won’t have to wash diapers herself!” Here surely is the birth of a prince reduced to the lowest common denominator ● ● ● And while musing on increases in the population do note with interest that the population of Cornwall has doubled in the last five years and that there is no sign of any let-down in activity—industrially speaking. Is much talk of Howard Smith and Company’s new \$3,000,000 factory, also of the new Penicillin factory, and that everybody in Cornwall who can work is working. CKSF may fairly be said to be serving a booming market ● ● ● Do note with much pride that CJNB North Battleford hath also a story of real success to tell, in that an enterprising jewellery store offered, through flash announcements, to give away one of these new-fangled velocipedes to any boy or girl whose names had been registered by parents when making a purchase in the store. In fourteen days they did pull in entries from 55 different surrounding towns, which speaketh well for CJNB’s standing in the community they serve ● ● ● From CHOV in Pembroke comes the story of Walker’s Stores, who used spot announcements for the first time, telling of the opening of their new store. They drew in more than 400 people, with such goodly results on the cash-register that their regional manager did instruct them to continue with a radio campaign. Do muse thereon and believe that more national advertisers should pay less heed to the power coming from the antenna and devote more thought to the power these stations exercise on their communities ● ● ● Do gladly let a lady have the last word as we extend congratulations to Mrs. K. Haryett, new manager of CKLN Nelson, and wish her a prosperous regime ● ● ● And so to bed.

**HORACE N. STOVIN**  
& COMPANY

MONTREAL    TORONTO    WINNIPEG    VANCOUVER

*Representative for these live Radio Stations*

CHSJ Saint John	CHOV Pembroke	CJNB North Battleford
CKCW Mancton	CFOS Owen Sound	CHAB Moose Jaw
CJEM Edmundston	CFOR Orillia	CJGX Yorkton
CJBR Rimouski	CJBC Toronto	CKLN Nelson
CKVL Verdun	CKLW Windsor	CFPR Prince Rupert
CKSF Cornwall	CKY Winnipeg	CJOR Vancouver
CFJM Brockville	CJRL Kenora	ZBM Bermuda
CJBQ Belleville	CFAR Flin Flon	TBC Trinidad

### OPINION

#### CBC Cannot Be Impartial

Vancouver. — Rising opposition to CBC control of television developments in Canada was reflected in a VANCOUVER DAILY PROVINCE editorial which said the CBC “will be a competitor in the television field, and that very circumstance should debar it from exercising the power to assign television channels and issue licenses”.

The editorial said that “the board of governors . . . is being asked both by the owners of existing radio stations and by moving picture corporations for the opportunity to develop TV in the Dominion.

“The applications raise once more, and in a wider field, the old question of CBC dictatorship in the radio field . . . its proper function is broadcasting, not control.

“There is no more logic in giving the CBC authority to order the affairs of all the radio stations and networks in Canada than there would be in allowing the Canadian National to give orders to the Canadian Pacific.

“The CBC is a competitor in the radio field. It cannot, therefore, be an impartial judge in radio matters. It is humanly impossible that it should be”.

The NEWS-HERALD, commenting on the Canadian Chamber of Commerce resolution asking for an independent body to govern both public and private radio, said, “The Board of Transport Commissioners, which supervises both the government-owned CNR and the privately-owned CPR, provides an excellent precedent for such a body.

“Certainly it would be much fairer, and better for the future progress of radio in Canada, than the present system”.

★  
**Continuous Radio Audience Measurements Since 1940 . . . . .**



*Elliott-Haynes Limited*

Sun Life Building  
MONTREAL  
PLateau 6494

515 Broadview Ave.  
TORONTO  
GErrard 1144

**ZOOM**

THAT'S WHAT CKMO HAS DONE IN VANCOUVER.

CKMO IS FIRST IN EVENING RATINGS IN CANADA'S THIRD LARGEST MARKET.

◆ ◆ ◆ ◆  
SEE ELLIOTT HAYNES RATINGS FOR SEPTEMBER AND OCTOBER

Represented by:  
National Broadcast Sales in Toronto and Montreal  
Donald Cooke Inc., New York

# CANADIAN BROADCASTER AND TELESCREEN

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

Published by

R. G. LEWIS & COMPANY, LTD., 371 Bay Street, Toronto 1, Canada

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



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

Correspondents

Toronto . . . . . Elda Hope  
Winnipeg . . . . . Dave Adams  
Vancouver . . . . . Robert Francis  
New York . . . . . Richard Young



Member of the Canadian Circulations Audit Board and the Business Newspapers Ass'n.

Vol. 7, No. 22

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

November 27th, 1948

## Hara-Kiri For the CBC

At least three situations cropped up during the past week which caused the CBC the embarrassment of making decisions which cannot fail to displease at least as many people as they satisfy. This paper is actually sympathetic with the CBC opinions, as reflected in their decisions. Yet it believes that the national body, created for the sole purpose of rendering Canada a cultural broadcasting service, should not be called upon to adjudicate on matters either commercial or political.

The three situations to which we refer are, first the CBC's refusal to sell the Honorable George A. Drew, Progressive-Conservative leader, a provincial network on which to refute Liberal and CCF charges that he is responsible for the present shortage of hydro-electric power in Ontario; while the others are the same organization's decision not to accept one-time Christmas broadcasts from Elgin Watch and Canada Packers.

We are completely sympathetic with the thinking behind the refusal of time to Mr. Drew, though we stand steadfastly behind him and his policies, and fully appreciate that the fellow-travelling Liberal and CCF parties are trying to turn a calamity, which could not have been his doing, into a stab in the back in the forthcoming by-election. Yet the CBC, as a national broadcasting body, cannot allow itself to be used as a political football with no chance of getting anything but a kick in the pants. In the case of its refusal of network time for the one-shot commercial broadcasts, we subscribe to the CBC's view that it should not permit its schedule to be disrupted to accommodate two sponsors who only use radio once a year, because to do so would be bad business.

The motive behind these three decisions is sure to be misinterpreted by many of those who disapprove of the existence of a government broadcasting system, and this has been proved time and again to be a majority of the people of Canada. The CBC's refusal of time to Mr. Drew will be seen as an act of supporting the Liberal party, which, as the party in power, is the government to which the CBC is responsible. Turning down the two would-be sponsors of one-time broadcasts will be condemned as the CBC once again dictatorially exercising its prerogative of deciding what the people of Canada should hear on their radios. It is our contention though that in these particular

situations blame should be hung not on the CBC but on the act which created it.

Charged as it is with the responsibility of controlling all programming, the CBC is carrying out its duty in each of these cases. For this it can only be commended. But the fact that it is called upon to function in the dual capacity of program policeman, and program producer, places it in a position where it cannot nor ever will be able to perform either job to the best advantage of those it serves. And by this we mean, not the strong men of the government of the day, but the people of Canada.

The time is overdue for an amendment to the Broadcasting Act. Either the CBC is a national broadcasting service, like the BBC in England. Or else it is a regulatory body like the FCC in the United States. It must either be fish or fowl. It can never satisfactorily be both.

## The Facts Behind The Figures

The goosing the U.S. pollsters got over their failure to forecast correctly the results of the recent U.S. presidential election should in no sense discredit the prevailing system of radio audience measurement. Neither should it condemn the general system of public opinion polls.

In the first place, the extraordinary state of affairs where not one but virtually all the statistical prophets missed the boat, indicates, by its very consistency, that something happened to the American voter between the time the polls went to him and he went to the polls. In this instance, it must be remembered, the Gallups and the Ropers called on the public a matter of weeks before the election and asked the people how they proposed to vote. Undoubtedly the majority of the people actually thought at the time that they would vote for Dewey. All that happened between then and election day was that Truman changed their minds for them.

Radio audience measurement by coincidental telephone survey, mail ballot or any other system, is a horse of a completely different color. Whereas in the pre-election polls questionees were asked "How will you vote?", in the case of program polls, the question is what program or station are you listening to. The radio researchers are not trying to persuade people to tell them what programs they will be tuning in tomorrow or next week or month. They are asking what they are doing now, or perhaps in some instances,

what *did* they do yesterday. There is no connection between the authenticity of "futurity" polls and "present or past" polls.

This article should not be interpreted as a sort of unsolicited testimonial of present systems of radio audience measurement. This we believe, is completely efficient as far as it goes. What it fails to do, and could, we maintain, be made to do, is measure the quality of listenership as well as the quantity.

When a respondent answers the phone and says that the radio is tuned to station ABCD which is broadcasting *Evening Melodies* it can mean a variety of things.

It can mean that this individual is listening avidly with the family to the strains of the music, drinking in every note. It can mean that one member of the household is listening while the rest are reading or talking. It can mean that the family is playing cards, only subconsciously aware of the musical background. It can mean that someone is sitting reading, with the radio purring in the background. It can mean that someone has declined an invitation to go out for the evening rather than miss a single episode of a favorite show.

It seems to us that the questioning technique could be amplified to supply at least some qualification of the listening the survey is to report. For example, having found out what the respondent is listening to over what station, a further question would disclose that he or she listens to that show every week, now and again, never before. Another question might disclose whether it is being listened to with both ears, or only subconsciously.

The rating people will say that the addition of more questions would only serve to make a difficult task still harder. But current trends indicate that more and more facts are what the advertisers require. Radio ratings and radio research in general have done more to bring the broadcast medium onto a level with the press and other forms of advertising. Researchers plow a lone and sometimes thankless furrow. Here is a way to make more enemies perhaps, but to improve their craft for sure.

*Richard G. Lewis.*

EDITOR

## REVIEWS

### Stage '49

Profanity does not seem a likely subject for a radio comment column. However, when profanity sticks an ugly fist out of your loudspeaker and pokes you in the nose, one feels that, after coming back to your senses, it needs some consideration.

On Sunday night, while listening to a very good adaptation of Hugh McLennan's "The Precipice," on *Stage 49*, enacted by a fine cast, I received the above-mentioned poke in the nose and was most certainly unprepared for it. There has been so little of it in use on the radio until recently and I am sorry to say the habit is definitely on the upgrade. The one-hour drama on Sunday night was liberally peppered with swear words and I have noted in the immediate past that Canadian playwrights have not been reluctant to slip in the odd "hell" and "damn."

I'm no prude and hold few prejudices, but I was more than slightly taken by surprise at the number of not-so-nice words that came from my radio's loudspeaker on Sunday night. I

cannot class myself as always an abstainer from the use of profanity, but I feel that notwithstanding, so much of it is heard in everyday life that I don't want it to be a part of my radio fare.

That such words as "damn" and "hell" add punch to spoken lines cannot be denied. In this fast-paced age, swear words have become universal and unfortunately, an integral part of many people's conversation, used as marks of punctuation. Some mildly profane words become disgusting when spoken by certain people.

In all probability, Hugh Kemp who did the adaptation, saw fit to freely sprinkle his effort for radio because the author made use of profanity in his book. However, here is the pertinent point to my objection. Today, most writers of fiction employ profanity. You can read it in a book and yet not feel the author is disgusting — but, to hear these same printed words spoken makes the difference. They grow in stature and become abnormally obnoxious and offensive.

I do not wish to start a crusade against profanity, because it would be a task too difficult to fulfil. However, I feel that the CBC can well adorn its niche in the world of radio entertainment very nicely without employing profanity.

Now that I have spoken on one phase of last Sunday's dramatic presentation, I'll go on to another.

I am a constant listener to dramatic radio programs in any form and manner from highly dramatic to humble, blood curdling who-dun-its.

"The Precipice," as enacted on *Stage 49*, set me thinking that with all the dramatic programs on the air these days. Andrew Allan's group can compete favorably. Allan's group are not screen or stage stars, but a number of talented young people who have grown with radio and therefore present dramas especially written for radio, designed not to be seen but to be heard. More often than not, dramatic presentations from across the border which boast big-name Hollywood stars, fall a trifle below the mark, because these stars are actually out of their element, even though they try valiantly to do a good job.

Mr. Andrew Allen, the script writer who spends many hours doing adaptations and the actors, each an ingredient of the "Stage" series, are to be highly

complimented for bringing drama to the ear of the listener in a thoroughly enjoyable fashion.

If the actors sound "hammy" in some plays, they make it up in others, thereby balancing the score.

—Hammerston, Ottawa Citizen.

### This Week In History

**Vancouver.**—A current affairs piece entitled *This Week In History*, produced by Dick Diespecker and Dorwin Baird on CJOR, has a good device to give the round-up treatment a new twist.

This Friday evening half-hour program is a series of dramatized episodes taken from the corresponding week during any year of the past, and concluding with an incident representative of this week's news, and a glance into the future.

Last week's, for example, started by dipping back 362 years, to the first and only meeting between Elizabeth of England and Mary Queen of Scots. A tightly written episode revealed the background of their meeting, with Elizabeth visiting her prisoner, and the meaning of the incident in the history of the 16th century.

Then the picture came closer, to the discovery and naming 93 years ago last week of Victoria Falls by explorer David Livingstone. The opening of Suez 79 years ago, and Koch's discovery of the TB bacillus only 67 years ago, were the next incidents.

The 1918 armistice in the forest of Compeigne was the final historical episode, bringing the scene to Remembrance Day, 1948, and a dramatization of the Security Council's current disputes, this week in history.

A glance into the future looked at problems of the U.N., with the suggestion that committees on the status of women, refugees, the children's emergency fund and other humanitarian projects, might in the long run prove more important than bickerings of the most important statesmen.

Wallie Peters wrote and directed the musical score for *This Week In History*.

—Francis.



"The world's  
best coverage  
of the world's  
biggest news"



HEAD OFFICE:  
231 St. James Street  
MONTREAL

*Time Buyers!*

When You Buy - - -  
Be Sure You Get - - -

# CFCY

Naturally you can't buy all the radio stations unless you have an unlimited budget. It makes sense then to take the radio station that reaches the most people.

# CFCY

CHARLOTTETOWN

The MARITIME  
Must STATION

ALL-CANADA RADIO FACILITIES LTD.  
WEED & CO. IN THE U.S.A.

# CFCF

Montreal

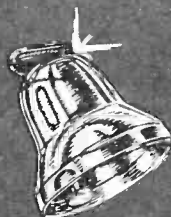
## 600 KC

### TOPS THE DIAL

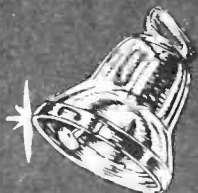


**A** Silver Anniversary  
for  
Vancouver's CKWX

And what it means to you .....



This month, after 25 years of "ringing the bell" for advertisers in Canada's Third Market, Vancouver's CKWX is ringing a little bell for itself to celebrate a Silver Anniversary in Radio.



Traditionally, anniversaries are a time for looking back, but we at CKWX are only taking a quick look, to note, with just a little pride, our expansion in service to Vancouver and our advertisers. Then . . . hard at it again to keep CKWX "Out in Front".



Because CKWX is "out in front", and staying there, you'll ring the bell every time when you select Vancouver's CKWX to PRE-SELL your product in Canada's Third Market.

*Vancouver's*

**CKWX**

*The Station with the  
PROMOTION  
YARDSTICK*

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

**It's a STEEL AND PAPER COUNTRY**

Reach **14,000** RADIO HOMES ALL WITHIN 7 MILES OF OUR TRANSMITTER

ANNUAL PAYROLL OVER **\$24,000,000**

**CJOC**  
SAULT STE MARIE

SEE J. ALEXANDER TORONTO MONTREAL J. H. MCGILLVRA USA

**NEW YORK'S RADIO ROW**  
by **Richard Young**

New York, N.Y. — Biggest news along windy Radio Row these days continues to be the gigantic battle being waged between the two network veterans, NBC and CBS, over who will guide the future broadcasting careers of the top-ranking programs currently heard on NBC on Sunday evenings.

As we reported here recently, ever since it met with such outstanding success in snaring NBC's *Amos 'n' Andy* on a capital gains deal, CBS officials have reportedly been burning the midnight oil in Hollywood in an attempt to lure other National stars into their fold. These stars include Jack Benny, Phil Harris and Alice Faye and Edgar Bergen and Charlie McCarthy. And oh yes, the latest is that Columbia has also approached Ed Gardner of *Duffy's Tavern* and Bob Hope.

Although it looked that way at first, you can be sure NBC isn't going to watch these shenanigans without batting an eyelash. So it was that over the last week-end NBC president Niles Trammell trained out to the cinema city to see what he could do about keeping Benny & Co. in his stable. However, as we go to press, Mr. Trammell had returned to Manhattan and an NBC spokesman hinted that the negotiations had broken down. It had been rumored that the NBC captain had offered to buy out the entire radio production company, Amusement Enterprises,

Inc., which, as coincidence would have it, is owned by one Jack Benny. But as we said, at press time the deal hadn't jelled.

A spokesman for CBS, upon learning of Mr. Trammell's return empty handed, said it probably wouldn't be too far off base to assume that the CBS deal may still be alive and that CBS will be in there pitching again at the drop of a hat. Which is how the matter stands at the moment.

Throughout the reported negotiations between the two network giants and the elusive talent, there has not been one official communique issued by any of the parties concerned. It actually is one of the most baffling yarns to erupt along Radio Row in many a year. Big doings are in the works—otherwise why would the job of signing talent be delegated to top brass? But they just ain't talking. Because the operations are being carried out at the top echelon, the boys in the networks' press departments are going slightly wacky trying to be polite in telling the press corps—"we don't know what's going on."

We can be sure of one thing. No comment in this case means simply that to date neither network has made any headway to speak of. You can bet that when any contracts are inked every news desk in the country will be flooded with mimeographed releases saying: "We dood it!"

As long ago as the Atlantic City meeting of the National Association of Broadcasters in 1947, this correspondent has maintained that the industry's new Standard of Practice code, scheduled to go into effect January 1, would not prove to be an effective instrument without some kind of a code-enforcement weapon. After all, we reasoned, the broadcasters have had other codes in the past and if they had lived up to them there would be no need for a new one—so how can we be sure that these same operators will make a sincere effort to abide by the new one?

We discussed this in Atlantic City with one official of the NAB and his reaction was: "Let's get a code first—an enforcement weapon can come later." And now it looks as though it might come sooner than anticipated. We've just learned that the NAB Program Executive Board has urged the association's board to adopt a code clause in all advertis-

ing contracts. The resolution adopted by the committee, scheduled to go before the board on November 16, stated:

"Resolved, that the Program Executive Committee recommend to the Board of Directors that adherence to the Standards of Practice be included in all contracts between stations and advertisers and that the Association of National Advertisers and the American Association of Advertising Agencies be urged to co-operate to achieve this end and this provision be added to the standard contract already approved by the board."

All we can say is, the NAB deserves a world of credit for the fine job it is doing on behalf of its membership. If the above action is taken, we feel sure it will do the entire industry a great service and build good-will for broadcasters among other businesses, its severest critics and its listeners. Although some broadcasters seem to doubt it, we're sure that the entire NAB staff has only their interests at heart. So hats off to a grand bunch of guys—Judge Miller, Jess Willard, Don Petty, Ken Baker, Bob Richards, Charles Batson and Co.

Isn't it wonderful? We have yet to mention the word give-away in this issue!

Another story that has caused an unusual amount of excitement (after an exceedingly dull summer season) is the reported resignation of the MBS network's vice-president and general manager, Robert D. Swezey. According to the reports, and here again no one is talking Mr. Swezey, who made a lot of friends in Toronto when he addressed the Ad Club there, decided to resign after it had been officially announced that Linus Travers, executive vice-president of New England's Yankee Network, would move into Mutual's Manhattan headquarters as No. 2 man to prexy Ed Kobak. However, shortly after the reports of Mr. Swezey's intended resignation, another official release stated that Mr. Travers would stay at Mutual.

Of course this action has sparked the press boys into all sorts of speculation and they've had a merry time. One wild story had Swezey moving into Charles R. Denny's position as executive vice-president at NBC with Mr. Denny being upped to Mr. David Sarnoff's job as chairman of the board of RCA. Another report—not so wild—had Mr. Swezey re-

**Practically EXCLUSIVE COVERAGE IN KENORA!**

Here are the findings of the B.B.M. as given in the recent Station Audience Report:

**96 % Day Time**  
**92 % Night Time**

For Rates and Availabilities Consult our nearest National Representative—Horace N. Stovin & Co., Toronto and Montreal; A. L. Garside, Winnipeg; Donald Cooke Inc., U.S.A.

**CJRL**  
**KENORA ONT.**

DOMINION NETWORK

**IN NORTHERN ALBERTA IT'S CFRN FOR**

- ENTERTAINMENT**
- SPORTS**
- NEWS**

**N**ORTH of Canada's ranch lands . . . In the heart of the west's finest mixed farming district.

**E**AST of Leduc Oil fields—now served by pipeline to Imperial's new refinery at Edmonton.

**W**ESTERN distributing centre for countless eastern factories and representatives.

**S**OUTH end of the Alaska highway with its tremendous potential wealth in natural resources.

**CFRN** 1260 ON YOUR DIAL

Your Friendly Station — Edmonton, Alberta  
Your advertising program is not complete unless it includes time on CFRN — centering Canada's fastest growing market.



turning to a profitable law practice.

By next issue we should have the final outcome as between now and then the subject is expected to be the topic of an MBS board meeting. Whatever the outcome, we hope Bob Swezey winds up with most of the marbles because he is one of the nicest fellows in the industry. (My gosh—we're really in love with radio this issue!)

On the cuff notes . . . Understand ABC executives are trying to get the Old Groaner, Bing Crosby, to try his hand (and voice) at the newest of the arts, television . . . The Mayor of the Town program with Lionel Barrymore, now off the air, may move to the MBS network as a replacement for Gabriel Heatter's Behind the Front Page series on Sundays . . . CBS network has sold the 2.45 to 3 p.m. across-the-board slot to Procter & Gamble. There's talk that the What Makes You Tick show on ABC may move over to Columbia to fill this time slot . . . Boston Pops Orchestra will take over the musical chores on the NBC network's popular RCA Victor Show (with Robert Merrill) . . . That new daytime talent-hunt series for Lucky Strike cigarettes, Your Lucky Strike with Don Ameche, is expected to debut over the CBS network late in December or early in January . . . The NBC network's new promotion film, Behind Your Radio Dial, will be previewed before top advertising brass at the Waldorf-Astoria Hotel on November 22. Incidentally, we've heard here that there's much interest in this film in Canada . . . A new series starring sob-sister Dorothy Dix is tentatively scheduled to bow over the ABC network on January 3 . . . And that's the news till next issue.

COWBOY COMPOSER



Wingham. — Earl Heywood, who plucks his guitar with the CKNX Barn Dance, has had his song folio published by Canadian Music Sales. The book contains fifteen of his own compositions.

Earl deserted the plow for the guitar in 1941. He started as a part-timer on CKNX, and is now on the station full-time strength as guitarist and vocalist on Serenade Revelers. He is also heard daily on Top o' the Morning and Saturday nights on the Barn Dance. He has written and

used on the air over a hundred of his own numbers.

JOINS LA STATION

Vancouver.—Don Forbes, formerly with CJOR here, has been appointed studio program manager of KLAC-TV at Los Angeles, according to word from the south.

COMMENTATOR SILENCED

Vancouver.—The road led from her own glamor school to a job as a scullery maid for Susan Fletcher, CBC movie commentator, but it isn't as bad as it sounds.

The engagement as a maid is in Hollywood, in the MGM picture, "The Secret Garden".

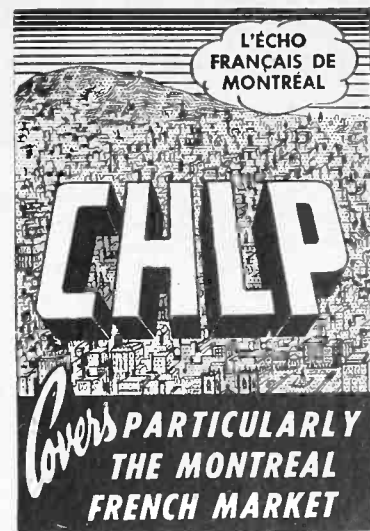
Director Fred Wilcox heard Miss Fletcher do a Yorkshire accent at a party here, and the result was a phone call a few days ago to rush to the movie capital.

"It's high time a gossip columnist was cast in the role of a maid," she remarked. "I can't understand why they didn't choose Louella Parsons."

Miss Fletcher is not new to acting. She spent four years in bit parts on Broadway and in road shows, as a witch in the Maurice Evans production of Macbeth, as the maid in "Pyg-

malion" and roles in "George Washington Slept Here", "Flare Path" and other shows.

NOW 1000 WATTS!



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

PEOPLE

PRODUCER PASSES

Winnipeg. — Sidney Dixon, producer at Prairie Region headquarters of CBC, died suddenly at his home here Saturday, October 30.

Mr. Dixon collapsed while preparing to attend a rehearsal of the Winnipeg Concert orchestra which was scheduled to broadcast the next day.

He was producing a series of 12 concerts to be given by the orchestra under the direction of Eric Wild.

Prior to coming to Winnipeg two years ago, Mr. Dixon had been a producer and a music librarian with the CBC at Toronto.

A native of Kent, England, Mr. Dixon came to Canada as a young man. During the First World War he served in the Royal Grenadiers of Toronto with the rank of major. He was decorated for distinguished service with the Military Cross.

He is survived by a sister, residing at Margate, England.

Funeral service was held at Hamilton, Ontario.

Advertisement for CKCO radio station featuring a cartoon of a man reading a newspaper in a theater, with the text 'Everybody's at home listening to CKCO' and 'THE STATION with special local appeal. Why? Because Ottawa people are interested in what goes on in Ottawa. And on CKCO they get — local news on the hour every hour, 7:00 a.m. to 7:00 p.m. — Complete coverage of all events of local interest — Local sports — plus CBC Dominion Network programmes. You can't afford to overlook CKCO when you want to reach the rich Ottawa market. Dominion Network Affiliate 5000 WATTS DAY — 1000 WATTS NIGHT'.

Advertisement for CFCF Montreal 600 KC 5,000 Watts Day and Night.

## WHAT to Say? HOW to Say It?

The purpose of advertising is to get people to buy your product—to keep on buying it.

What should your advertising copy say? How should you say it?

Let International Surveys Limited solve your copy problems. Copy testing is a science — the task of expert fact-finders. Our research services include:

- Radio Surveys
- Consumer Panel of Canada
- Attitude Surveys
- Product Testing
- Copy Research
- Trade Surveys

Write or telephone:

### International Surveys

LIMITED  
TORONTO:  
93 Church Street  
EL. 8554  
MONTREAL:  
1541 MacKay Street  
LA. 4200



## STATIONS

### 25th Anniversary

Vancouver. — Agency executives across Canada had silver bells on their desks last week to remind them that CKWX was marking its silver anniversary on the west coast.

Locally, mailers went out to every household in greater Vancouver — 116,000 of them, promotion manager Joe Midmore estimated — to remind them of the same thing.

The silver bell was the theme as the station went flat out to let the town know the story, with a special program reviewing a quarter century of broadcasting.

Ads in dailies and weeklies, and salutes on Mutual, which reaches the west coast through CKWX, helped put the anniversary across.

Ballots which had been filled in last summer at the Pacific National Exhibition were tossed in a barrel and the name picked out by Bob Hutton on his *Bob's Inn* show received \$25 in silver, wrapped ready for hoarding in a brand new sock.

A staff party, given by president A. "Sparks" Halstead and

manager F. H. Elphicke, headed the program for staffers. Reg Dagg, former sales manager of the station and now branch manager of Canadian Advertising Agency Ltd., worked with Joe Midmore in planning the anniversary.

The station's dealer publication, CKWX-TRA, discontinued during the summer, will be published again this fall.

### Homespun Queen

Vancouver.—After a lifetime in entertaining, and most of a lifetime in radio, Kathleen Wilson of Vancouver is still the queen of the homespun philosophy on CKMO here, and still has plans for the future under her hat.

She's Betty Lee in the trade, the girl who started singing professionally at 10, entertained the troops in the first war, crossed the Atlantic 22 times on entertainment missions and broke into radio on CFCA, Toronto in 1922.

Betty figures she's among the few people in Canadian radio who have been in the industry steadily all those years.

She joined CKMO in 1929, after a hitch in Detroit in 1923 and jobs on KOLA and KJR in Seattle, and the old CNRV in Vancouver. She coined the name Betty Lee to rhyme with CNRV.

Though she came from Ireland, there was work in Wales, and she mastered Welsh in order to tour 70,000 miles on singing engagements.

When she returned to Canada after wartime tours to army camps in England she was known as "The Girl with the Golden Voice", and began her radio career as radio itself was beginning.

Today she is on the air three times a week on CKMO, and she's liable to come up with advice on raising anything from

babies to husbands to angel cake.

She studied child psychology at one time in her life, and makes a specialty of child problems. But it's all in a cheerful vein as Betty Lee takes the optimistic view of life in her program, *The Sunny Side Of The Street*.

She has carried her work in this line even further, and at one time wrote for the old MORNING STAR two columns, *The Court of Appeal of the Air*, and *Problems of Emotional Behavior*.

Nowadays she gives a lot of time to charitable work in Red Cross, the Borstal Home for delinquents and other organizations. In the 1930's many of her programs were devoted to this type of material.

At a time when most people might be thinking of slippers and a chimney corner, Betty Lee is working on a new program, *Understanding Children*. With a record of keeping one sponsor for 14 years and another for 17, she shouldn't have much trouble making it go.

### SANTA BY RADIO

Winnipeg.—Special programs are under way at CKRC and CJOB to bring Christmas cheer to Winnipeg's needy.

Local Kinsmen are taking over at CKRC these Saturday nights with a program that starts at 11.20 p.m. and leaves off at 2 a.m. It features live talent who will attend parties sending in the highest bid for their services. Merchandise, donated by Winnipeg merchants, is also auctioned off. People asking for request tunes on the show are asked to send in a donation. All proceeds go to provide hampers for the needy.

In charge of the show are announcers Bill Guest and George Dawes.

At CJOB the show is tied in with the Council of Social Agencies.

During the regular request show, carried six days weekly, listeners are asked to back up their requests with cash.

In the last two years, this program has raised some \$1,200 for the Council.

## No Where Else in Canada ... Can National Advertisers Get BOTH

- 96% of the listeners in every survey.
- Sets-in-use double the Canadian average.

And CJKL is the best way to reach the 121,000 healthy, active, well-to-do buyers in the Kirkland Lake area. Canada's most careful advertisers use

# CJKL • Kirkland Lake

5000 WATTS

CJKL - FM

560 KCS.

Get the facts from

### NATIONAL BROADCAST SALES

TORONTO: 2320 Bank of Commerce Bldg. - AD. 8895  
MONTREAL: 106 Medical Arts Building - FI. 2439

## OVER THE TOP ...

Helping the Greater Oshawa Community Chest Campaign go 'over the top' to the tune of more than ten thousand dollars is just one of the ways CKDO is serving the Oshawa area.

Successfully telling the story of Community Chest is the big reason why average per capita contributions were larger this year than ever before.

CKDO will help your campaign go 'over the top' in the Oshawa area.

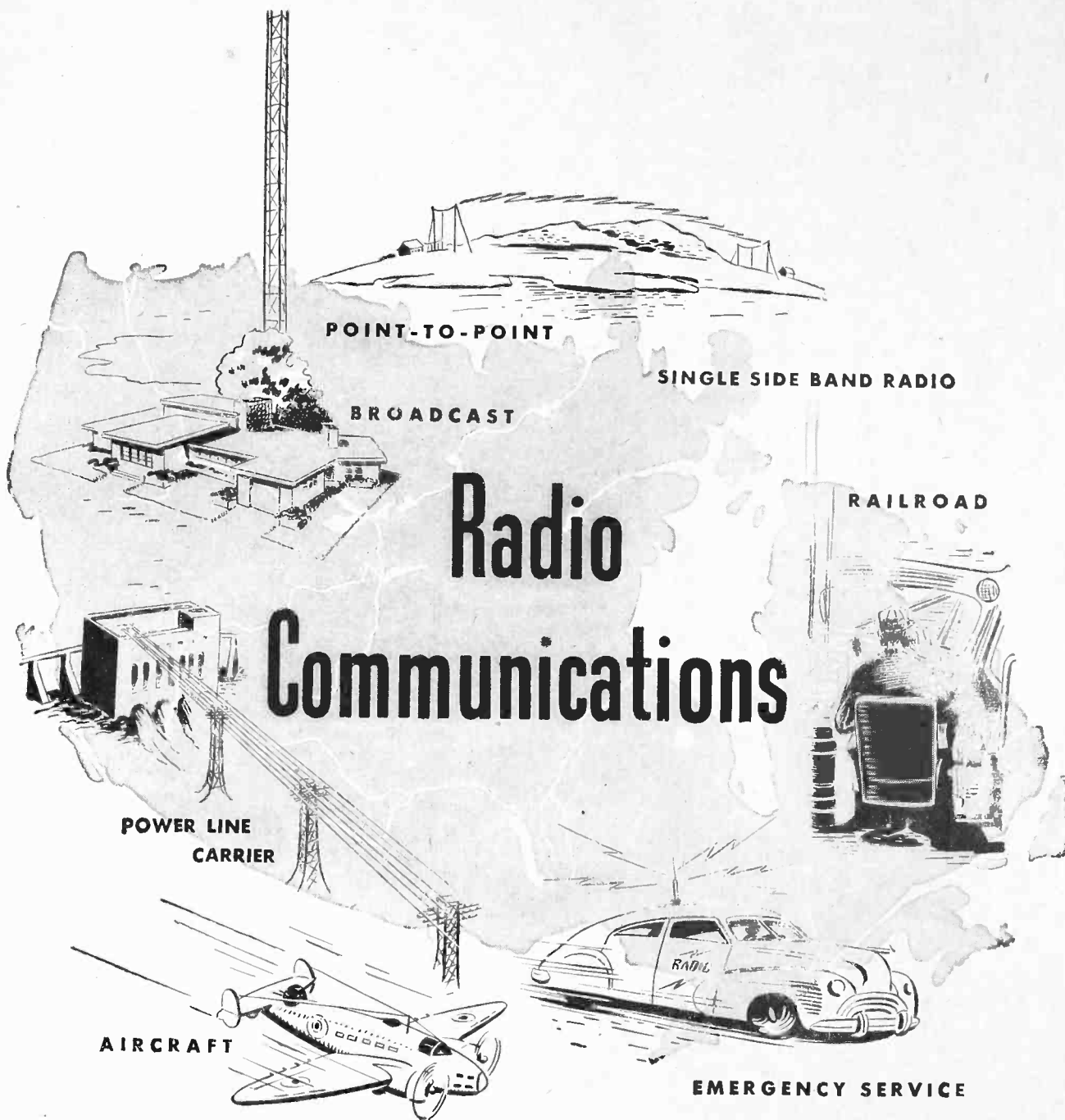
Get CKDO facts from

JAMES ALEXANDER  
(Canada)

WEED & CO.  
(U.S.A.)

**CKDO** Oshawa, Ontario

1240  
on the dial



- For every application in radio
- For expert engineering and installation
- For service and quality

LOOK TO

**Northern Electric**  
COMPANY LIMITED

26 DISTRIBUTING HOUSES ACROSS CANADA

Canada's largest organization devoted exclusively to research and development in all phases of electrical communication.

Canada Stands for Peace

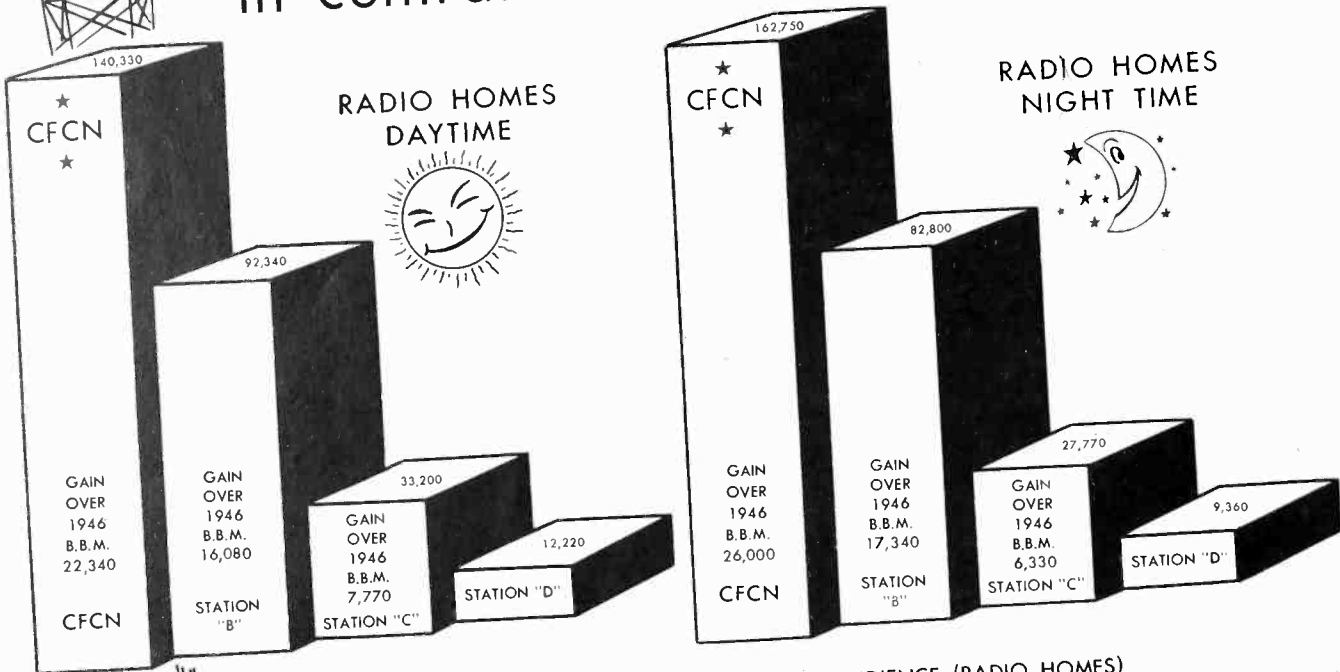


# CFCN

*The Voice of the Prairies Ltd.*  
**CALGARY, ALBERTA**  
**10,000 WATTS**

*Talks to more people  
 in Alberta than any  
 other station!*

HERE'S PROOF  
 OF PLUS VALUE ON CFCN  
 in central and southern Alberta



B.B.M. (1948) REPORTS: DAYTIME - CFCN - 140,330  
 NIGHT - CFCN - 162,750  
 TOTAL STATION AUDIENCE (RADIO HOMES)  
 CFAC - 92,340 CJOE - 33,260 CHAT - 12,220  
 CFAC - 82,880 CJOE - 27,770 CHAT - 9,320

CFCN - <i>Delivers</i>	DAY		NIGHT	
	EXCESS	PLUS BONUS	EXCESS	PLUS BONUS
MORE RADIO HOMES THAN "B" TOTAL	51.9%	-	96.3%	-
" " " " "B" IN "B'S" AREA	29.1%	21,050	33.3%	52,200
" " " " "C" IN "C'S" "	65.3%	-	90.0%	-
" " " " "D" IN "D'S" "	3.8%	-	26.5%	-
" " " " "B+C" IN "B+C" AREA	23.3%	43,600	24.7%	74,110
" " " " "B+C+D" IN "B+C+D" AREA	14.7%	20,330	19.8%	47,000

*Ask* RADIO REPRESENTATIVES LTD. - TORONTO, MONTREAL, VANCOUVER  
 BROADCAST REPRESENTATIVES LTD. - WINNIPEG  
 ADAM J. YOUNG JR. INC. - NEW YORK, CHICAGO  
 HARLAN G. OAKES - LOS ANGELES, SAN FRANCISCO

# OVER THE DESK

Just congratulating ourselves on wrapping up this issue in record time when Art Benson lets out a whoop from the production chamber — "wherein hellz a column?" Wotta life! Lewisite was a toughy (okay so you could have told us that) and now this. All right Art, you asked for it. Now what?



Half of last week was spent in Montreal where we went to pour our sister on the plane on her return to England, after a two months' sojourn in this Trilliumed Province of the land of the Maple Leaf. We were whirled into the Laurentians by Vic George and his wife and regaled at the Dominion Tavern by Walter Dales and Harry Bowley, who explained to everyone who cared to listen that they were indulging in a "Station Break." Our sister's comment on Canada was "Oh boy, the food!" and "How could I listen to Canadian radio long enough to tell you what I think of it when those radio friends of yours wouldn't let me go home?"

Enough of this ribaldry.

On the top of the desk this issue is a clip from RADIO DAILY telling how WJW, Cleveland, is offering free baby sitting service to mothers on Saturdays and has put Studio 1 at the disposal of youngsters from 4 to 9 years from 9 to noon. It has also instituted a new variety program called *Baby Sitters* in which some of the station's young charges are interviewed.

Notes on Carl Haverlin's talk this month to the Radio execs of Toronto include the information that to date 98 per cent of Broadcasters have renewed their contracts with BMI. Haverlin, who is U.S. president of this broadcasters' own organization, told the meeting that BMI now serves three times as many stations as it did eight years ago. "Unlike ASCAP," he said, "BMI has all television rights in music."

An anonymous reader writes pointing out that Andrew Allan's excellent production of Hugh McLennan's "The Precipice" on *Stage 49* the other Sunday night was dirtied up with four "damns," four "hells," one "stink"

and a "bitch." "It seems a pity," our correspondent writes, "to spoil a good show that way. Allan's productions are good enough that they don't need offensive attention getters." Claude Hammerston, radio editor of the OTTAWA CITIZEN reviewed this play at some length, and we have reprinted his piece elsewhere in this issue, because we think his views are worth airing.

Art Benson's red hair is flaming a deeper hue since last Tuesday when he delivered himself of a homily to Alec Phare's University Extension Course in advertising on the gentle art of preparing a press release which will get printed. Three hundred students of this course listened raptly while Art gave them his definition of a news story. No one walked out during the performance, and we have no reason to believe they had locked the door. Any time now we'll be committed to the production chamber.

Joe Sedgwick, who spent last week celebrating the twenty-fifth anniversary of his call to the bar (legal that is) is, as this issue goes in the mail, turning the same treatment on his fifty years on this terrestrial sphere, with a do-drop-in at his new pent house office atop the Victory building Wednesday November 24, where he proposes to labor through the second half of his first century. Why do they have to do these things on mailing day?

In a nutshell, 'tis rumored that ere long, Lew Roskin will be taking over the reins at the newly organized CJDC, Dawson Creek, when it is

newly organized. (Kick that around, Morenus) . . . Visitors have included in the past days, Monty Werry, CKOX, Woodstock; Norm Botterill, CFBC, Saint John; Frank Ryan, CFRA, Ottawa; Tony Messner, CJOB, Winnipeg . . . Jack MacRae, who did a bit of announcing at CKCK before he came east to link up with Barry Wood, is now well entrenched as an announcer on the CBC International Service, where they have tidied up his name into John. We have received a CBC International circular to prove it . . . Our program of weight reduction is at least not failing because we still hit the scales at 216 . . . and that cleans it off until the Christmas issue.

### EMPLOYMENT WANTED

Man with over 20 years experience in recording, station construction and maintenance, and general electronic work. Seeks opening in Canadian radio station.

T. W. GLOAK

50 St. George St. MI. 3850  
Toronto 5

# It PAYS To Talk PRICES

There are times in a business when quick cash is needed or a clean-out of stock is advisable. At such times mention of bargain prices over CHNS will bring immediate results.

For CHNS is listened to — regularly — by most people on the mainland of Nova Scotia, especially in the area of the biggest concentration of radio homes — Halifax City and suburbs.

SEE THE ALL-CANADA MAN OR ENQUIRE DIRECT FOR AVAILABLE SPOT PERIODS.

# CHNS

Broadcasting House, Halifax

## MARITIME BROADCASTING COMPANY LIMITED

WM. C. BORRETT, Managing Director

# CFCF

Montreal

600 KC

ABC - DOMINION

1000 WATTS — 970 KC

*The French Voice of the Ottawa Valley*

# CKCH

Studios . . . 121 Notre Dame Street, Hull, Que.

Canadian Representative ■ Omer Renaud & Cie,  
1411 Stanley St.  
Montreal.  
Toronto Office—53 Yonge St.

American Representative ■ Adam J. Young Jr., Inc.,  
11 West 42nd Street,  
New York 18.

*Programming Especially for the French Listeners in the Ottawa Valley...*

## FRASER VALLEY"

### LATEST COUNT!

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

## CHWK

"Voice of the Fraser Valley"

**"VOICE OF THE CHWK CHILLIWACK"**  
REPRESENTATIVES  
ALL-CANADA RADIO FACILITIES • WEED & CO. U.S.A.

# SATURATE THE "Rainy River District"

USE

# CKFI

Fort Frances, Ontario

BY  
ACTUAL  
SURVEY

Morning	<b>80.6</b>	Percentage of Listeners
Afternoon	<b>77.1</b>	
Evening	<b>76.1</b>	

FARMING - MINING - PULP and PAPER

Represented in  
Western Canada by . . . . . **A. J. MESSNER,**  
Lindsay Building - Winnipeg

## PROGRAMS

### Radio Serves The Farmers

Toronto.—An efficient Radio Farm Bureau acts as liaison between the various agricultural agencies and the farmer, providing information and service useful in each branch of farming, Wally Ford, farm director of station CHML, Hamilton, told the recent Ontario Regional Meeting of the CAB.

Ford pointed to CHML's own farm service as a successful venture in catering to the rural listener, and named the station's programs: *The Farm Family Hour, Noon Farm Reports, The Farm Forum* and the *Junior Farmers' program* as services which provided news, information, education and entertainment for rural listeners of all ages.

The station uses the news wire, to keep in touch with developments regarding world-wide agricultural problems, he said, as well as national and provincial ones. The station's strategic situation — in the heart of a prosperous agricultural area with the Ontario Agriculture College, the Provincial Department of Agriculture and experimental agricultural stations close by — enabled it to secure and use valuable information for the rural listener. However, they didn't have exclusive rights in this direction, according to Ford, for he said that the location doesn't mean that any other station couldn't do the same, as they could get the same information — in daily and weekly bulletins — which is published and sent out to anyone desiring them.

Contacts are valuable Ford said, pointing out that at CHML they had established relations with the Minister of Agriculture for Ontario, his

deputy, members of the Faculty of the OAC, the agricultural representatives of the counties served by the station, and the directors of such farm organizations as the Federation of Agriculture, Agricultural Institute of Canada, Women's Institute, Junior Farmers' and Plowmen's Associations. These contacts, Ford added, have been maintained over the years to mutual advantage, as they gave a good indication as to what the farm folk want to listen to.

They had discovered, for instance, that it was a mistake to assume that the rural listeners liked music with a "hickish" flavor, he pointed out. They have, in fact, a keen appreciation for good music, perhaps even more so than the urban dweller, for the farm-folk use their radios to the full as a basic source of information. Ford also pointed out that the rural people "like to hear their neighbor Jim Jones on the air — and what he thinks about the Royal Winter Fair — and the plowing matches — and also what he did to combat potato blight — or Johnson grass".

To cover these personalized broadcasts, Ford explained that they devoted a lot of time travelling throughout the Province with mobile equipment, transcribing anything of interest to the rural listener. And in addition to covering major farm events they also cover County Fairs, Seed Fairs and Women's Institute gatherings. "As a matter of fact" he said "we like to drive into a farmer's barn and pass the time of day with him — recording an interview if possible — for we find that an interview conducted in a familiar atmosphere carries with it more authority".

Junior Farmers are also given considerable attention by the Bureau, and the station airs a program devoted to a panel dis-

*That's what the man said!*



**Memo**  
**TO RONALDS**  
**ADVERTISING**  
**AGENCY LTD.**

"Please wire the Moncton radio station to discontinue our spot announcements until our Manager there is in a position to receive more customers. Excellent results have come from recent spots, 61 people being in the office today up to 3 o'clock. One woman waited four hours to be interviewed.

W. T. McGREW,  
General Manager,  
Niagara Finance  
Co. Ltd."

**CKCW**  
**MONCTON NEW BRUNSWICK**  
*The Hub of the Maritimes*  
REPRESENTATIVES: STOVIN & CO. TORONTO MONTREAL

## THE RADIO ANNOUNCER'S HANDBOOK

by  
**BEN G. HENNEKE**  
Director of Radio - University of Tulsa  
Recommended Reading for Announcers  
and Aspiring Announcers.

**\$5.50**

Cheque with order please  
and we'll pay the postage.

BOOK DEPT.

CANADIAN BROADCASTER

371 BAY STREET

TORONTO

cussion on a timely subject of interest to both rural and urban listeners. These programs are supervised by the Junior Extension Bureau of the Provincial Department of Agriculture. Twelve counties participate in these broadcasts, each appearing twice during the series.

Dr. George Reaman, head of the English department of the OAC, assisted in setting up the programs, Ford said, and he helped in formulating a radio school for members of the Junior Farmers' organization, two of whom were selected from each of the twelve counties, to acquaint them with program preparation and script writing. "As a follow-up to this school" he continued, "I made personal visits to each of the counties one week before the broadcast, to scrutinize scripts, and for the purpose of rehearsal. These

### HOW THEY STAND

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

DAYTIME		
English		
Pepper Young	16.1	+2.5
Big Sister	15.9	+1.8
Ma Perkins	15.8	+1.9
Happy Gang	15.4	same
Right To Happiness	14.9	+2.3
Road of Life	14.1	+1.2
Sing Along	13.6	+1.1
Life Can Be Beautiful	13.2	+1.5
Aunt Lucy**	13.1	+ .4
Laura Limited	12.7	+1.8
French		
Rue Principale	27.0	+6.1
Jeunesse Dorée	26.3	+4.7
A l'enseigne	20.1	+3.9
Quelles Nouvelles	18.7	+3.8
Joyeux Troubadours	18.5	+3.2
Grande Soeur	17.4	+2.2
Tante Lucie	17.4	+2.6
Le Quart d'Heure	16.7	+1.1
Le Metairie Rancourt	16.2	+3.3
Francine Louvain	15.6	+1.9

EVENING		
English		
Fibber McGee & Molly	30.7	resuming
Fred Allen	30.5	resuming
Lux Radio Theatre	28.2	+3.4
Charlie McCarthy	26.4	resuming
Bob Hope	24.6	resuming
Ozzie & Harriet	21.3	resuming
Album Familiar Music	19.9	+5.0
My Friend Irma	17.4	resuming
Kraft Music Hall	16.9	+5.4
Treasure Trail	16.4	+5.3
Ford Theatre	15.9	new
Curtain Time	15.8	resuming
Mystery Theatre	15.3	+1.9
Twenty Questions	15.2	+1.9
Fun Parade	14.6	resuming
French		
Un Homme et son Peche	36.3	+3.1
Radio Carabins	32.4	resuming
Ceux qu'on aime	30.8	resuming
Metropole	30.0	+7.6
Qui suis-je	29.1	+19.1
Ralliement du Rire	25.4	resuming
La Mine d'Or	24.6	resuming
Cafe Concert	22.7	+6.1
Rollande & Robert	21.6	resuming
Theatre Ford	21.3	resuming
Enchantant de la Vivoir	20.7	resuming
Talents de Chez Nous	19.7	resuming
Radio Concerts Canadien	19.5	resuming
Juliette Beliveau	18.6	+4.7
Connaissez-vous la musique	17.1	new

programs, by the way, included not only a panel discussion, but news from the county conducting the broadcast, and also a special feature, such as a recorded event from the farm of a prominent breeder, poultry raiser, fruit farmer and so on".

Another Farm Bureau activity which they had found "cements relations with the rural listener" is accepting invitations to address various farm organizations on the place of agriculture in radio. "In other words" Ford said, "to successfully operate a farm bureau, no medium which provides a service to the farmer should be overlooked".

#### AIR VITAL BOOK

Winnipeg.—CKSB at the moment is broadcasting a series of plays based on Victor Kravchenko's book "I Chose Freedom".

Local talent plays out the radio adaption which is in the hands of Auguste Dansereau of Lorette, Man. CKSB has been granted exclusive radio rights in Canada by the author.

The half-hour show will run for 10 weeks.

# A Top Name in Communications since 1909

## NOW AVAILABLE TO CANADIAN Radio Federal Broadcast Equipment

#### FEATURES OF

### FEDERAL'S

All-Aluminum

### FM Broadcast Transmitter

(Maximum Accessibility and Simplicity of Tuning)

A newly developed Federal "FREQUE-MATIC" FM Modulator attains improved high-quality and noise-free transmission.

All-electronic, simple circuits maintain the center frequency stable to within 1000 cycles of its assigned frequency as compared with the present FCC requirement of  $\pm 2000$  cycles.

The transmitter can be modulated to 200% without the maximum distortion exceeding 1.5% between 50—15,000 cycles.

Correct modulator emergency operation with center frequency control system inoperative.

Power stages are push-pull throughout, with non-critical tuning.

Non-glare meters using fluorescent scales illuminated with ultraviolet light, greatly improve scale visibility.

Only 9 tubes are required to maintain the operation of the RF portion of the circuit.

Maximum dependability with maximum simplicity of circuit arrangements.

Write Federal for complete information on electronic tubes for your requirements —Dept. 700.

Federal FM & AM Transmitters

Federal Transmitter Tubes

Federal Square Loop FM Antenna

Federal FM Mobile Radio Units

Federal Transmission Lines (AIR AND SOLID)

# Federal Electric Manufacturing Co., Ltd.



9600 ST. LAWRENCE BLVD., MONTREAL 14, P.Q.



## Joe Hardy Talks ON QUEBEC MARKET NO. 2

"Somebody said a day or two ago that I was a Hardy Perennial because I showed up so regularly! Then he was nice enough to add that I was welcome, because I always had something new to say about Quebec Market No. 2. I hope you feel the same way.

"There is always something new to say about this big, growing market. Take Quebec City itself, for example. In the 1941 Census its metropolitan area had 223,739 population. In 1947 this had grown to 287,148 — an increase of over 28%. Within a radius of 25 miles of Quebec City we have 354,207 people. And these figures do not include the thousands of tourists who visit us in season.

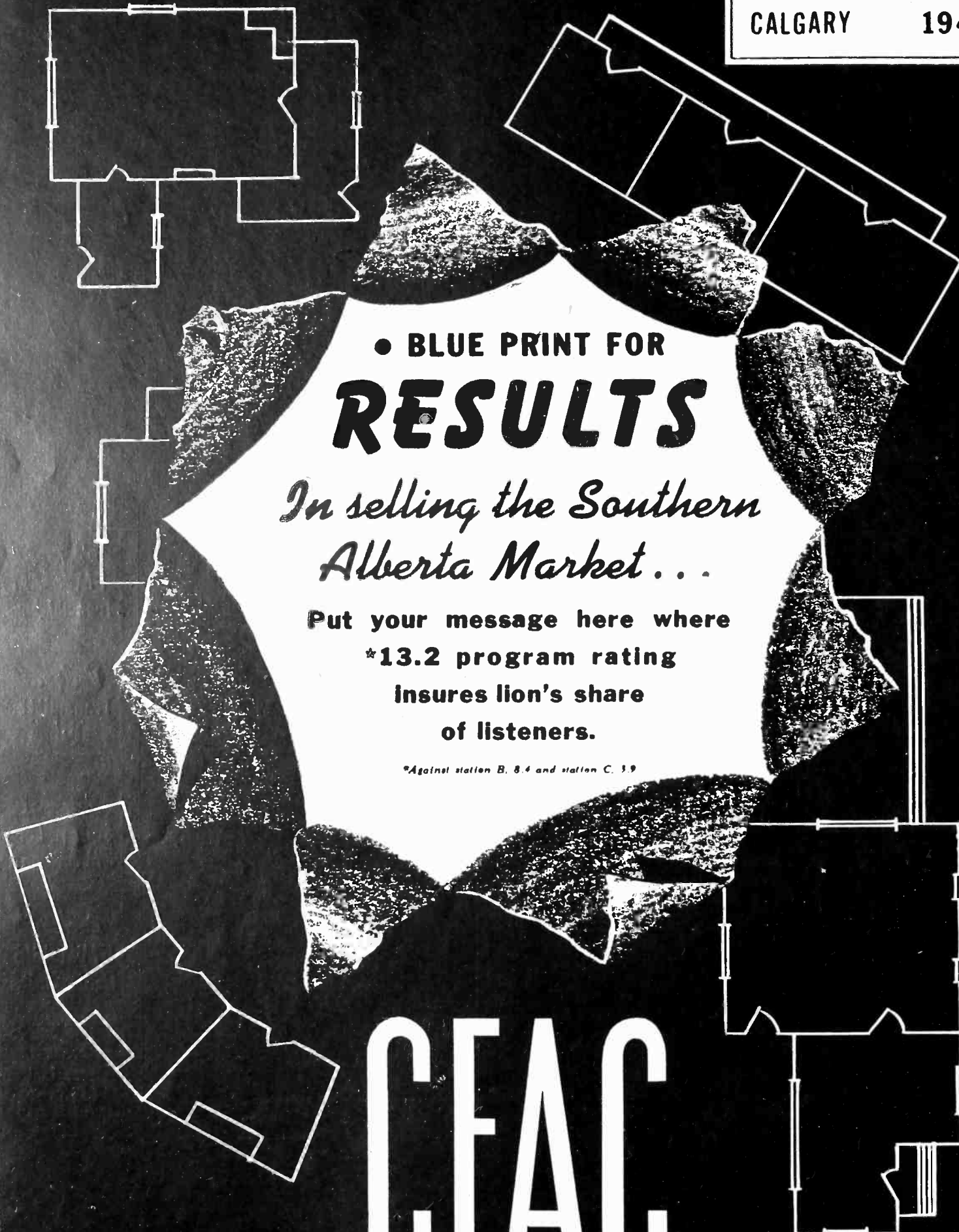
"Radio Station CHRC, Quebec City, is known and liked by every one of these people. They listen to it—and they will listen to your sales message, too, if you tell it to them over this favorite French-speaking station."

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

Jos. A. HARDY & CO. L<sup>td</sup>  
MONTREAL QUEBEC TORONTO

REPRESENTING	WATTS
CHRC QUEBEC	5000
CHNC NEW CARLISLE	5000
CHLN TROIS RIVIÈRES	1000
CHLT SHERBROOKE	1000
CKRS JONQUIÈRE-KENOGAMI	250

**CFAC**  
 CALGARY 1948



• BLUE PRINT FOR

**RESULTS**

*In selling the Southern  
 Alberta Market...*

Put your message here where  
 \*13.2 program rating  
 insures lion's share  
 of listeners.

\*Against station B. 8.4 and station C. 3.9

**CFAC**

\*ELLIOT-HAYNES  
 SEPT. - OCT.  
 1948



# CANADIAN TELESCREEN

Vol. 1, No. 13

TV and Screen Supplement

November 27th, 1948

## SOMETHING IS ROTTEN SOMEWHERE

(An Editorial)

Following hard in the wake of the CBC's denial of all TV license applications in Ottawa, October 27-9, comes an article in *THE RECORDER*, international newspaper, issue of November 13, stating that British television is to be used in Canada. "Sir Ernest Fisk", reads the article, "managing director of Electrical Musical Industries Ltd. and vice-president of the Royal Empire Society, has been in negotiation with leading Canadian officials at Ottawa during the last weeks and success has crowned his efforts."

Granting this world-known paper, established in 1870, some small degree of credibility, it is hard to reconcile Sir Ernest's claim that he succeeded in

making the necessary arrangements in Ottawa with the CBC board's statement to the press that it would be at least two years before the first Canadian TV stations can go on the air, and that the delay may be far longer.

*THE RECORDER* continues its report with the statement that: "against him (Fisk) have been opposed Canadian broadcasting interests and American television companies.

Leaving aside the question of whether Canada should adopt the British TV system (405 lines and 25 frames a second) or the American method (525 lines), what we should like to know is just what the CBC board of governors have up their sleeves in apparently stalling TV development in this country for at least two years and, if Sir Ernest is to be believed, making a secret deal with these British interests who very reasonably hope to find a new customer for British exports in this hard currency country.

In the course of the CBC Board's hearing of the TV applicants, one aspiring telecaster, Al Leary, asked to have his application deferred pending EMI (Sir Ernest's firm) being able to secure permission from the British government for the release of the necessary capital. This ties up with *THE RECORDER*'s article. Why then has the CBC left the other TV applicants dangling in space? Recent legislation called for the public airing of hearings on license applications. It made no provision for backstage agreements, even with British baronets.

## TEE VEE ACTION

New York, N.Y.—Television as an advertising medium copped the spotlight last week as leading representatives of the advertising fraternity gathered here at the annual meeting of the American Association of Advertising Agencies.

That the cost of maintaining and operating television departments has resulted in a "surprising large number of agencies who don't want any part of this troublesome new medium" was the opinion of T. F. Harrington, vice-president, Ted Bates, Inc. Mr. Bates pointed out that one way agencies can reduce the expensive overhead is "to adopt the rapidly growing practice of buying package television shows, with creative directors included in the package."

He said that a second alternative is to "throw this new medium open to the normal resources of your own agency" and he predicted that despite the initial obstacles video "is very apt to represent the major proportion of agency billing in a comparatively few years."

Everett W. Hoyt, president of Charles W. Hoyt Co., Inc., told the delegates that advertisers are beginning to ask why they should pay the same or higher rates for radio in view of the inroads into listening now being made by television. "If you can believe surveys these days you must concede that homes having both radio and television listen more to television even after the novelty has worn off," Mr. Hoyt stated. "I suppose this problem will be worked out eventually, but already it has become a tough question to answer, particularly to people using spot programs in cities like New York and Philadelphia. If television will dominate the audience, then we must either get reduced rates on radio time or else do some smarter buying."

In advising his listeners against becoming "hysterical" because television presents a lot of unsolved problems, Elwood Whitney, vice-president and art director, Foote, Cone & Belding, said that "I don't quite see why so many people get themselves so completely upset over the subject of television. This is particularly true of agency art directors. Right now our main concern is the development of good television commercials. Let's concentrate all our worries on that subject."

Max Balcom, president of the Radio Manufacturers Association, predicted that television set production by the end of this year will hit 800,000 and next year "may well exceed 2,000,000 receivers."

CBS Tele-Network signed station WGN-TV as its key outlet in Chicago. CBS now has stations in 16 major cities.

In a survey of video in San Francisco, it was found that two stations are expected to be operating there by the end of next January, another will be on the air by March and three others hope to begin telecasting by the end of the year.

Because of the FCC freeze on television applications, NBC Tele has signed an interim contract with station KRSC-TV, Seattle, scheduled to go on the air November 25.

It's reported that Colgate-Palmolive-Peet, which recently purchased the Mondays at 9 p.m. half-hour over the NBC video hook-up, may move Phil Spitalny and his all-girl orchestra into that slot around the end of November.

First West Coast origination to be telecast in the East and mid-west via the ABC network's new video recordings may be the radio show, *Bride and Groom*. ABC's recordings are made on 16 mm. film.

Call **RATE**  
**Waverley 1191**  
 Waverley 1191  
 Waverley 1191

### FOR THESE ARTISTS

- BARRY, Pat
- BETHUNE, Aileen
- BETHUNE, John
- BOCHNER, Lloyd
- BOND, Roxana
- COWAN, Bernard
- DAVIES, Joy
- DENNIS, Laddie
- DIAMOND, Marcia
- ELWOOD, Johnny
- FITZGERALD, Michael
- GEROW, Russ
- HALMAY, Andrew
- HAMILTON, Lee
- HARRON, Donald
- LOCKERBIE, Beth
- McCANCE, Larry
- MANTLEY, John
- NELSON, Dick
- O'HEARN, Mona
- OLDFIELD, Kipp
- RAPKIN, Maurice
- ROUSE, Ruby Ramsay
- SCOTT, Sandra
- WADE, Frank
- WALSH, Elizabeth
- WOOD, Barry

Day and Night Service  
 at  
 Radio Artists Telephone  
 Exchange

**CFCF**  
 Montreal  
**600 KC**  
 TV Application Filed

## Stan Patton



Top dance-band leader, renowned as witty M.C., currently aired from Club Norman, Toronto, over MBS and "Tune Tryst" over CKEY. Has broadcast regularly from Hotel Vancouver, Alma Gardens, Banff Springs Hotel, Brant Inn and Casa Loma. Under exclusive management of:

THE OFFICE OF  
**MART KENNEY**  
 125 DUPONT STREET  
 TORONTO, ONTARIO

**CKNB** CAMPBELLTON N.B.

November 27, 1948

Dear Mr. Time-Buyer:-

Not so many issues ago, I acquainted you with the fact that we subscribe to Radio Press news service. For the first time in history, we have adequate coverage of local and regional news in addition to the National and International developments.

Local advertisers are joining us with pleasing regularity; but for National sponsorship we are holding early morning, noon-hour and early evening periods, available on a first-come-first-served basis.

Yours very truly,

*Steu Chapman*

CSC-FR

Station Manager

AN ALL-CANADA STATION



*More Hope THAN CHARITY*  
by Elda Hope

The other day the florist called to leave a very pretty nosegay from Claire Wallace. Maybe it is her way of celebrating being a grandmother. After all, men say it with cigars; why not flowers for gals? Robin Hood's *They Tell Me* reporter called to see me and I was not a bit surprised to see her looking absolutely stunning as she is one of the ten best-dressed women in Canada. Claire possesses the strange knack of delivering reams of news without your apparent knowledge of her covering so much ground.

There is one program on our schedule that is equally appealing to old and young, to men and women, and is certainly very timely right now. It is Imperial Oil's *N. H. L. Hockey Broadcasts* which boast a line-up of stars on every program. From the instant Foster Hewitt announces: "Again it's hockey night in Canada," until the last play is made, you are right on the edge of your chair. Somebody is responsible for this and no small portion of credit is due Hewitt himself. I would say this sponsor has chosen an all-time high in radio. The Hot Stove League, headed by Wes McKnight, does an interesting fill-in between periods.

Rather an interesting viewpoint was presented the other day when a young ten-year-old turned thumbs down on seeing more games at the Gardens because he couldn't hear Foster Hewitt. That should be a feather in Hewitt's cap.

I've talked about her before and I think she deserves repetition. She is Corinne Jordan and, in my opinion, does a super quarter hour for McCormick's Limited. Now there's a girl that's a true sentimentalist. "A little bit of sentiment makes the whole world kin," didn't somebody say? Wherever does she get those articles and poems that always sound so whimsical and leave a lump in my throat? Or is it all in her method of delivery? Her choice of music brings back so clearly your young romantic, dancing past; puppy love! high school parties and so on. Then she plumps you back into the prosaic present, but a touch of the gay, young thing you were produces rather a pleasant hang-over. One broadcast recently, the show on "nagging", was especially good—if you could get away from the pointing finger. Miss Jordan always inspires a nice warm feeling inside me and has me waiting for her next broadcast.



**LILLIPUT STUFF**

"In a nutshell, Stan Tapley has become a poppa again."

—CB November 1948

It's a good trick if you can do

—Dick Moreau

• • •

**OUT DAMNED SPOT**

Blame for the current power shortage is being hung on Spence Caldwell.

• • •

**INDIAN GIVER**

Due to printing problems occasioned by the same power shortage, recipients of our last year's Christmas cards are requested to return them to us for redistribution.

• • •

**GOVERNMENT AIR LINE**

Now that it takes 75 minutes to do the half hour drive from downtown Toronto to the Mississauga Air Port, TCA travellers are advised to carry a cribbage board.

• • •

**MY COUNTRY 'TIS OF THEE**

Congratulations to our nationalized radio service on finding room for one Canadian commercial Sunday evenings.

• • •

**NON, NON, M. OUMET**

CBC Exec says Canadian TV maintain U.S. standards.

Television Daily Headlines Voice of the Turtle.

• • •

**COME THE REVOLUTION**

One of George Drew's platform planks might well be the nationalization of the Canadian Government.

• • •

**DISCRIMINATING**

The reason why Santa Claus broadcasts are confined to independent stations must be that Old Whiskers is a private enterpriser.

• • •

**PAN MAIL**

Sir: Your mysterious caption "They Tell it not in Gath" means that Gath with all we have now that the electric power turned off.

—Invis

**MERCHANDISING**

CJOR's merchandising department has no competition in Vancouver. Along with the large staff of producers, writers, announcers and technicians, the new CJOR merchandising department is on its toes . . . ready to introduce you to our "bonus advertising". Call our Reps and see for yourself samples of work being done continually for other accounts.

Represented by: H. N. Stovin (Canada)  
Adam Young Jr. (U.S.A.)

OUR 21st. YEAR  
5000 Watts, 600 K.C.



**CJOR**  
VANCOUVER B.C.  
CBC-DOMINION NETWORK

**CFCF**

Montreal

**600 KC**

**FIRST IN MONTREAL**

# PURCHASING POWER? ONE MILLION PEOPLE LISTEN TO B.C. RADIO

You're Not Selling Canada . . . . Until  
You Cover British Columbia By Radio



**BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS**

CHWK CHILLIWACK  
CFJC KAMLOOPS  
CKOV KELOWNA  
CJIB VERNON

CKOK PENTICTON  
CJAV PORT ALBERNI  
CKPG PRINCE GEORGE  
CJAT TRAIL  
CJOR VANCOUVER

CKMO VANCOUVER  
CKWX VANCOUVER  
CJVI VICTORIA  
CKNW NEW WESTMINSTER



WES McKNIGHT

# GOOD NEWS

***for advertisers***



JIM HUNTER

Who listens to newscasts? Just about everybody! And when listeners want to hear news that's hot off the teletype and broadcast "straight" . . . without commentary or embellishments . . . they naturally tune to CFRB. Because CFRB has a well-earned reputation for giving accurate, up-to-the-minute news . . . and CFRB newscasters know how to broadcast the news *in the way listeners want to hear it!*

In countless Ontario homes the names of Jim Hunter, Wes McKnight, Gordon Sinclair and Jack Dennett—CFRB'S principal newscasters—are household words. Their newscasts are listened to regularly day in and day out. The measure of the popularity of these newscasts is their Elliott-Haynes listenership ratings!



GORDON SINCLAIR

Dispensing accurate, interestingly-presented news is yet another phase of CFRB's *balanced programming*, designed to appeal to all types of listeners. This balanced programming is your best guarantee of high listenership on CFRB, in an area noted for its high buying-power. Over CFRB you, the Advertiser, get more for your advertising dollar. In terms of listenership and program appeal, CFRB is unquestionably your No. 1 buy in Canada's No. 1 market!



JACK DENNETT

# CFRB

**Your No. 1 buy  
in Canada's  
No. 1 market**

REPRESENTATIVES:

United States: Adam J. Young Jr., Inc.

Canada: All-Canada Radio Facilities Limited