

CANADIAN BROADCASTER

AND TELESCREEN

Vol. 8, No. 2

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January 26th, 1949

BULLS BOUNCE BROADCASTERS



Halifax. — Local city police threw the CJCH broadcasting crew out of the Halifax Forum last week, following an argument between the radio station and two major hockey teams, Halifax St. Mary's and Dartmouth Arrows. The teams claimed that broadcast coverage of the home games took a bite out of the gate receipts, and announced, shortly before broadcast time, that future play-by-plays would be banned. When Finlay McDonald, CJCH manager, refused to act on the ban, local constabulary moved in and ejected the crew.

Disputing the teams' claim that gate receipts suffered when games were broadcast, McDonald said that the teams were in desperate financial straits and were so confused by this that they actually believed that broadcasts caused poor attendance. "In reality," he said, "the history of all other sporting clubs shows that broadcasts stimulate and create interest even with sport of mediocre calibre."

The Forum Commission would accept no responsibility for ejection of the broadcasters. Said Mayor J. E. Ahern, chairman of the Com-
(Continued top column 3)

mission, "Broadcasting is entirely in the hands of the hockey teams, and it is most unfair if any person or persons should try to hold the Forum Commission responsible for what happened."

According to Finlay, poor attendance at games was caused by the issue of too many passes, and the boost in gate receipts when the games were off the air was attributable to the fact that out of town games had been broadcast during the same period. The clubs claimed that attendance had been cut down by 1,400 for St. Mary's and 1,000 for Dartmouth when the home games were on the air.

CBC BOARD GRANTS 3, DEFERS 2, DENIES 4

Ottawa.—Application of CJDC, Dawson Creek, for a reissuing of the license recently cancelled, to changed management, was recommended for approval by the CBC Board of Governors at their meeting here last week. The application of Goodwill Broadcasters Inc., for a license to operate an English-language station in Quebec City was recommended subject to the submission of a revised brief acceptable to the Department of Transport.

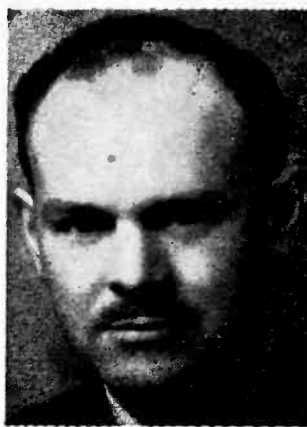
Only other green light was given CFCF, Montreal's application for permission to program separately on CFCF-FM. Recommendation is for a trial spin of one year.

Applications deferred were, Bergman - Moffat Broadcasting Co. Ltd., Winnipeg, and Radio Temiscamingue, Ville Marie, Quebec.

Denials were handed to Transportation Advertising Ltd., Toronto (FM), R. A. Hosie, Saskatoon; David M. Armstrong, Victoria, and Charles D. Clarke, Hamilton.

CALDWELL WILL OPEN OWN PROGRAM CO.

All-Canada Appoints MacKay to Toronto - Botterill to Regina



Spence Caldwell



Stuart MacKay



Norm Botterill

Toronto, January 20, 1949 —Harold Carson, president, and Guy Herbert, manager, All-Canada Radio Facilities Ltd., have released a joint statement announcing the resignation of Spence Caldwell as manager of the Program Division and other changes in the executive ranks of the organization.

Caldwell, who has headed AC-PD for the last four years, leaves the company to form his own organization and will specialize in syndicated radio features with plans for expansion into other forms of broadcast advertising.

"While we are all very

sorry to see him leave our organization," states Carson, "we wish him the greatest success in his new undertaking. All-Canada will cooperate with Caldwell and his new company in every way possible to encourage the use of transcribed programs and in furthering the interests of selective radio advertising."

To succeed Caldwell, Stuart MacKay has been appointed manager of All-Canada's Program Division. MacKay has been manager of CKRM, Regina, for several months. Previous to that assignment, he was successively production man-

ager, sales manager and assistant manager of Vancouver's CKWX.

MacKay has been with the mutually operated All-Canada stations in Western Canada for many years. He moved to CKWX from CKRC, Winnipeg, and, previous to that, was employed by CJCA in Edmonton.

Both moves will take place in the near future.

The All-Canada statement also announces that Norman Botterill, who was with the company for many years before becoming manager of CFBC, Saint John, will return as manager of CKRM, Regina, replacing MacKay.

DR. A. W. CHASE MEDICINE COMPANY

joins

RADIO'S

SELECT

COMPANY ★

with exclusive national sponsorship of

Strollin' Tom



● All-Canada welcomes The Dr. A. W. Chase Medicine Company to its expanding list of **packaged** program advertisers who combine the practical economy of syndicated sponsorship with the controlled flexibility of **selective** radio TO ROUTE THEIR SALES MESSAGE AS THEY WOULD ROUTE THEIR SALESMEN.

Through The F. H. Hayhurst Co. Limited, advertising for Dr. Chase products has

been blended into a program exactly suited to the sponsor's requirements . . . precisely patterned to reach the **right** audience, at the right time, in the **right** markets.

STROLLIN' TOM, a program starring one of radio's most successful "good neighbor" personalities, will be heard over approximately 40 radio stations under Dr. Chase sponsorship.

★ *Advertisers who have adopted the transcription method of program distribution to; SELECT their vehicle - SELECT their markets - SELECT their stations - SELECT their times - SELECT their adjacencies.*

ALL-CANADA PROGRAM DIVISION

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

Radio's Foremost Advertiser Service Organization

REPS

Help Reps Sell

Toronto.—Radio stations are apparently too busy to co-operate in supplying the representatives with the necessary sales data, according to Andy McDermott of the H. N. Stovin Co., who gave a number of suggestions to the recent Ontario Regional meeting of the CAB.

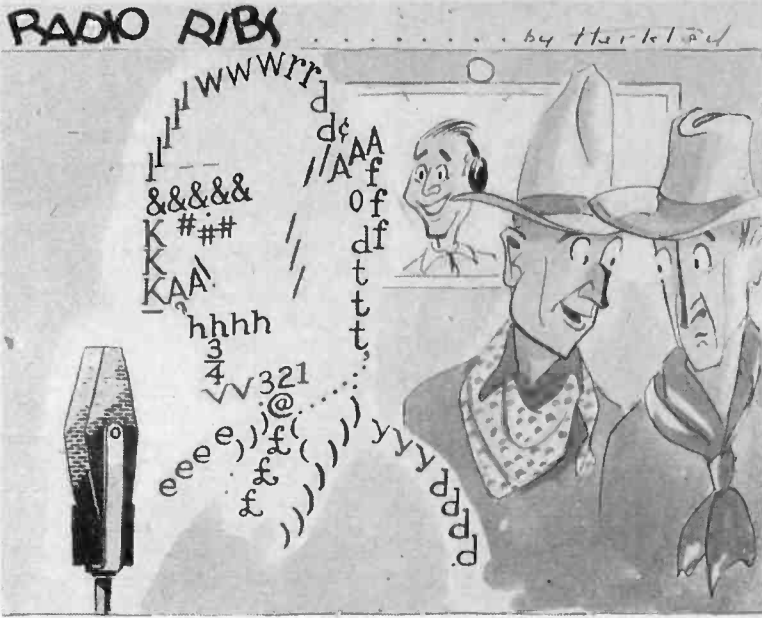
Representatives need more sales data than ever before, McDermott told the meeting, for the advertising business has left the slap-happy stage and is now down to cold hard facts. The advertising agency men are basing everything on the facts given them, and as there is always something direct from the station that the representative should know, he urged the stations to keep them informed. "It may mean," McDermott said, "the difference between getting new business or not getting it."

The reps' biggest complaint was, according to McDermott, that there was too much guess-work. He pointed out that the rep can produce sales on the basis of "dream data," and said that it's up to the station to inform the representative on the current promotion work being undertaken. "Many stations," he said, "make a promotion list and send it right to the agency or advertiser, and this stops the representative from putting in that extra plug that may count when making up a station list."

Turning to availability, McDermott said that most stations, in the last year or so, have been doing a large amount of local business, and the picture the rep had on a certain time of the day on a station had now been changed considerably by the local picture. He therefore suggested that all the reps would appreciate the extra information as to why a certain time was good.

There is a feeling that a lot of radio stations are immature in sales technique, McDermott claimed, and he advised the stations that if they were "going to sell, sell the medium, and if the advertiser does go to another station, don't go around and tell the sponsor he might as well not be using radio at all, as to be using the other station." He also urged stations not to gripe to the sponsor about the reps' shows. Pressure from the station should be constructive, not critical, he pointed out. The sponsor's reaction in both these cases would, he said, be either to gain a bad impression, or to drop radio completely so as not to get involved.

Commercial political broadcasting was not getting co-operation from the stations, he said,



"If you think we're typed, look at him on the Remingwood hour."

and radio's chances in this direction were not very good. Newspapers are more co-operative in answering questions and preparing material, he said.

Disinterest, on the part of the stations, was, according to the speaker, the reason for many radio accounts being lost. "Why don't radio stations say thank you to sponsors?" McDermott asked. "Once business is placed on the station, it just runs along, but a note to the sponsor would create a lot of goodwill."

The representatives were sus-

picious, McDermott pointed out, when stations received letters asking what advertising is on the station. They now realize it can be used to good advantage in selling radio, as agencies are constantly looking for this information and can't understand why it's so hard to obtain. "The stations," he said, "should co-operate one hundred per cent. with the agencies who are trying to get this information, and when filling out the forms, make a copy and send it to the representative."

"One of the most important single factors in Canada's improved trade position and reserves is the expansion of Alberta's oil industry, particularly in the Edmonton district."

Hon. Douglas Abbott,
Federal Minister of Finance,
Edmonton Journal—6/49.

Edmonton industries are rapidly increasing, population up 42%—bank clearing soaring — building permits over 27 millions, the highest in history.



DOMINATES
THE
EDMONTON
AND
NORTHERN
ALBERTA MARKET
930 K.C.

Representatives:

In Canada: All-Canada
In U.S.A.: Weed & Co.

CKMO VANCOUVER

MAINTAINS POPULARITY IN VANCOUVER WITH
16.70% NIGHT TIME AUDIENCE
5.10% OVERALL NIGHT TIME RATING

CKMO VANCOUVER

The **Wright** STATIONS


204
Manufacturing Plants
IN THE
Kitchener — Waterloo Area

COMMUNITY-MINDED CKCR-CKCR-FM IS YOUR ENTRY INTO THIS RICH MARKET

SEE
William Wright
TORONTO
MONTREAL

VICTORY BUILDING
EMPIRE LIFE BUILDING

CFCF
Montreal
600 KC
FIRST IN MONTREAL



Pepys

Behind the Scene in Radio

as transcribed by H.N. Stovin

Up betimes, and do feel mightily virtuous for the same. Have found it pleasant to greet George Cromwell, visiting from Saint John, N.B., loaded with interesting maps and market data on CHSJ and its continually expanded coverage. George is considerable of an artist with brush and pen, and his maps do him much credit . . . Agencies still talking about that Explosive Survey of CKVL Verdun, made for a Montreal firm who planned to instal wired radio, and, who had therefore to know of a certainty which station was most listened to in Greater Montreal. Survey gave CKVL over 52% of listeners—a goodly showing . . . CJBC Toronto now enjoying improving ayem ratings, which will be even better with the addition of "Breakfast in Hollywood," an A.B.C. co-op. feature. Here, for sure, is an opportunity for live Sponsors, and would advise taking early advantage of this good thing . . . From CFOS Owen Sound some interesting pictures showing grain boats laid up in harbour to a greater number than ever before, a sign that this busy Georgian Bay port is growing in importance . . . CKLW Windsor reporteth good progress with their new 50 kilowatt transmitter which they promise will take the air in May. Also that Ted Campeau, ever alive to the future, is doing some T.V. planning against the day when Canadians can see their own programs . . . Due to journeyings in Chicago did with regrets miss the excellent demonstration of T.V. by Harry Dawson, now C.G.E., for the Radio Executives Club. Did instead linger in certain spots to enjoy the good television offered in what men call Stateside . . . Do extend a warm welcome to VOCM Newfoundland, now in the Stovin fold of stations, and meditate pleasantly that while Canada grows, so does Stovin. VOCM covereth no less than 181,896 listeners in Canada's newest province, and offers goodly prospects for reaching new buyers . . . And so to bed.



"More Hope THAN CHARITY"
by Elda Hope

A song writer once penned the words "There's no business like show business" adding "There are no people like show people." I'll go along with this all the way. The first taste I ever had of this sort of thing was when I worked in an office where Stan Francis produced radio programs. Later he co-produced a "Horse Opera" in aid of the Red Cross at the beginning of the last war. It was truly something to be a part of this activity—I loved it and am strongly in favor of that type of work.

At least half the people I see are full of conversation about the global flight of Kate Aitken. It is a courageous adventure and one that should bring plenty of broadcast material. One amazing fact to me is that, during her flight from Montreal to Vancouver, the plane landed for less than half an hour at Malton. During those brief minutes music maker Horace Lapp, with a portable organ, and announcer "Doc" Lindsey, armed with scripts, joined the commentator to record a show for airing. This may be hectic but it's radio at it's height.

What a pleasant surprise to be visited by Pauline Rennie! This must truly be the age of aviation for she seemed to think little of her hop from Amsterdam to Toronto. During her stay she will do a little radio work and has promised to see me later to discuss radio in Holland.

Just what has contributed to the neglect of mentioning the everyday pleasure from "Bernard Braden Tells a Story" is unexplainable. His daily splendid characterizations, which naturally make him a favorite, hardly need a nod from this column. His chosen articles and his inimit-

able style of delivery gives satisfying pleasure. But when this versatile young man authors, produces and plays several characters; then swings his charmingly fresh-voiced and youthful wife in as an added attraction; it's a real highlight.

Buckingham's "Curtain Time" has had a great many good plays and the offering of January 19 made excellent listening enjoyment. Orchids to those responsible and a bon voyage and much success to the Bradens in their new ventures across the pond. Elda.

all you need is the FIGURES and WE CAN PRODUCE 'EM!

... the figures which tell the story of radio popularity in Nova Scotia—the figures you should see BEFORE you decide where to place YOUR advertising appropriation.


Ask the All-Canada man to show them to you—the official, independent figures of the Bureau of Broadcasting Measurement and the Elliott-Haynes telephone service.

They show that day and night CHNS has more listeners than ANY other radio station in Nova Scotia.



Broadcasting House, Halifax
MARITIME BROADCASTING COMPANY LIMITED

Wm. C. Borrett, *Managing Director*



HORACE N. STOVIN & COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

Representative for these fine Radio Stations

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

GO WEST-Young Man



And **ADVERTISING** Too!
FARMING—MINING—DISTRIBUTING
And now—liquid gold—**OIL**

LEDUC—WOODBEND—REDWATER, Magic names that have made Edmonton, the Oil Capital of Canada Imperial Oil's new ten million dollar refinery now in operation . . . McColl-Frontenac to build this year New Industries — new markets for alert advertising managers.

CFRN

EDMONTON — ALBERTA

1260 ON YOUR DIAL

Advertise on Canada's fastest growing action station for real results.

CANADIAN BROADCASTER AND TELESREEN

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

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

Correspondents

Toronto - - - - Eida Hope
 Winnipeg - - - - Dave Adams
 Vancouver - - - - Robert Francis
 New York - - - - Richard Young

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Let's Talk Like The Neighbors

The concern of Trustee Henry Howitt, of the Guelph Board of Education, over alleged mispronunciations of the CBC announcing staff, displays a lack of understanding of radio, and the informalities of speech which make it live in the minds of its listeners. Actually, it is our opinion that if CBC announcers — and independent station men too — are open to criticism, it would be for their tendency to over-pronounce and be overly correct, which inclines to give them an artificial delivery.

The CBC chairman, in replying to Trustee Howitt, points out that there are variations of language in different parts of the country and that there cannot therefore be an accepted pronunciation from coast to coast. This wise utterance is one which might well be instilled into the over-punctilious voices we hear, and then perhaps we should be relieved of the barrages of phoney broad "a's" and other "hideousyncrasies" of speed which do nothing to embellish the air waves.

Two of the top newscasters in this part of the country, Jim Hunter and Gordon Sinclair, have earned themselves their huge followings, not by their immaculate English, for their sins in this regard are legion, but because they have developed a style of presentation of news which includes the same figures of speech as are used by their listeners. The result is that listeners feel that these mikemen are speaking to them in their own language. If Trustee Howitt ever listens to Jim Hunter, his soul must writhe. Yet Jim Hunter, now way past his ten thousandth newscast, has been able to build up, on one station, a listening audience which only fails to make a national record because the station has less coverage than a coast to coast network.

This does not mean that speech should not be clear and easily heard. It means rather that for general broadcasting purposes, it is better to emulate the easy delivery of the late Will Rogers, Amos n' Andy and countless others, than to strive for the meticulously correct pronunciation of a professor of English, which even he does

not practise when he is sitting with his family around the fireplace at home.

H. W. Fowler, joint author of the Concise Oxford Dictionary, and the top authority on the language, has this to say in his "Modern English Usage," under the heading of pronunciation:

"The ambition to do better than our neighbors is in many departments of life a virtue; in pronunciation it is a vice; there the only right ambition is to do as our neighbors." It is true this at once raises the question who our neighbors are. To reply that some people's neighbors are the educated, others' the uneducated, and others' again a mixture, is not very helpful in itself, suggesting social shiboleths; but there is truth in it, for all that, which may serve us if we divide words also into classes, viz, that of the words that everybody knows and uses, and that of the words that only the educated, or any other section of us, know and use. As regards the first of these classes, our neighbor is the average Englishman; as regards the second, our neighbor is our fellow-member of the educated or any other section. The moral of which is that, while we are entitled to display a certain fastidious precision in our saying of words that only the educated use, we deserve not praise but censure if we decline to accept the popular pronunciation of popular words."

What Are We Waiting For?

Last week's announcement that Canadian radio manufacturers will concentrate their efforts on making television receiving sets to enable 1,250,000 Canadians, now within range of American television stations, to look in on U.S. television shows, is evidence of the complete hopelessness of our system of national radio.

At present the development of TV in Canada is at an impasse. The CBC would like to start the new medium itself, but cannot persuade the government to grant it the funds, especially in what will probably be an election

year. It hesitates to let independent operators steal a march on itself by recommending that they be issued licenses. Isn't this all the proof we need that stagnation, to put it bluntly, is the only possible result of the kind of bureaucracy which prevents development of the new medium? Isn't it a setback to Canadian talent, which the CBC was formed to develop, because all our artists can do now is to grind their teeth while they watch the tremendous strides being made in television by American and British telecasters.

We are not unsympathetic with the Rt. Honorable C. D. Howe's feeling that if he were living in his own town of Port Arthur, he'd "kick like a steer at paying taxes to bring television to Montreal and Toronto." Neither, with the CBC constituted as it is, can we expect them to let private interests invade the field which is barred to themselves. But is it reasonable to use either or both of these pretexts to deny Canadian television to those metropolitan areas where it is practicable? Is it in accordance with the principles of broadcasting, which have been adopted in Canada through the past 20 years, to give this large segment of the Canadian public no alternative to looking in on U.S. TV shows, except the alternative of not looking in at all, when several organizations in Canadian business are prepared to speculate the large sums of money which the government quite rightly won't provide.

Mr. Howe, among whose many ministerial charges is the business of broadcasting, is quoted as saying: "If private operators think it worth while to risk that much money, let them go ahead." At least four of them do think so. So what are we waiting for?

Editor.

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. L. ALEXANDER TORONTO MONTREAL J. H. MCGILLVRA U.S.A.

NEWS

Roving Reporter



Toronto. — Kate Aitken, who does three a week, "Your Women's Editor—Kate Aitken," on Dominion network, and five a week for Tamblin's Drug Stores on CFRB, went off on a world flight January 13 which is taking her to China, Japan, India, Egypt, Sicily, Italy, Germany, France and England.

The multitudinous details entailed in such a project, by no means the least of which was the problem of satisfying the medical authorities of all the countries she is visiting that she has had the right number and kind of inoculations, were all

taken in her stride by "Mrs. A" who is taking this jaunt on her own hook, to gather material for both her broadcast series.

Travel is nothing new to this dynamo of human energy, who crowds into her life, besides these eight weekly broadcasts, the post of women's editor of the Montreal Standard, and women's director of the Canadian National Exhibition. It was in 1945 that she was commissioned by the British Ministry of Food to make a food survey of all the liberated countries in Europe. Compared with those wartime days, she says, this trip is like a pleasure jaunt.

During her absence, Kate is being replaced on five of her Ogilvie programs by guests, including Mrs. Wilfred Jenner, president of the Toronto Women's Canadian Club; Mrs. R. J. Marshall, president of the National Council of Women, and other prominent women. These broadcasts will include some of her cabled reports from the world capitals she will be visiting.

Horace Lapp and Doc Lindsey are holding the fort on the five-a-week Tamblin offerings, which now include the reading of cabled reports from Mrs. Aitken, filed at her various stopping-off points on her trip.

Heap Big Welcome

Toronto. — Ojibway Chief Henry Jackson hit the radio jackpot the other day and went merrily on his way to Winnipeg to attend a national tribal convention with a wad of bills in his jeans that would have taken him to the coast, and enough new clothes to outfit three men, in place of empty pockets and an overly ventilated windbreaker.

Finding himself stranded in Toronto on his way to the powwow, Henry, or Chief Red Hawk, headed straight for CFRB to see Gordon Sinclair. Henry had been a pal of Gordon's since the first time he guided for the newscaster when he was on a fishing trip near the Ojibway Reservation on Christian Island in Georgian Bay.

Early this year, Henry told Gordon, as secretary of the North American Indian brotherhood, he was appointed to attend the convention in the Manitoba capital. But when he got to Toronto, he discovered that no funds had been provided for his transportation and expenses, and he was up the proverbial gum tree.

Remembering that he had never been out fishing with Henry and been skunked, and determined to maintain the record now that the situation was reversed, "Sinc" went on the air with his Alka-Seltzer "News At Noon" and told his listeners that Red Hawk was in a jam.

The staff at CFRB was busy all afternoon taking calls from interested listeners who wanted to give the chief a helping hand

and a good send-off. Ten of them wanted to see him personally, to give him a lift. The station made out his itinerary and Henry spent the afternoon calling on his new-found friends.

Over a hundred offers of overcoats came in when listeners heard Sinclair say his friend was in need of one. Jack Fraser of the Jack Fraser Ltd. clothing stores offered the chief the pick of his racks and personally fitted the old Brave.

Henry, delighted with all this help, made friends with everyone around the radio station. He told the Toronto press of his continuous efforts to gain better treatment for his people from the Department of Indian Affairs, and got a few hefty grievances off his chest.

"The white man," he said, "is always talking about how he discovered this country. The white man never discovered nothing. We'd been living here centuries before the white man came. We own this country."



—Photo by W. O. Crampton

Jack Fraser, of Jack Fraser Ltd., helps Chief Red Hawk into the coat of his choice. (Inset) newscaster Gordon Sinclair.

"The white man came in and made himself at home when he wasn't invited. With a lot of sweet promises and a good supply of liquor, they took our country from the Indians."

But his day with "the white man" seemed to agree with him, and as he boarded the train for Winnipeg that evening he said to Ken Marsden, CFRB promotion manager:

"Will there be anybody to meet me in Winnipeg? I want to be treated the same there."

To Air French News

St. Boniface. — News from Manitoba French communities will be featured shortly in broadcasts planned each Sunday evening over CKSB. Headman for the 15-minute show has not been chosen yet.

CKSB is also setting up a forum which will feature adult education discussions. First broadcast is scheduled to take place during the first week of February. It will be of 30 minutes' duration. Five people will take part weekly, speaking on a variety of educational topics.

Practically EXCLUSIVE COVERAGE

IN **KENORA - KEEWATIN**

96% Day Time

92% Night Time

(B.B.M.—1948 station Audience report.)

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

C.B.C.

English A La Carte

Guelph, Ont. — Charging that CBC announcers are mispronouncing the pure English taught in Guelph schools, Henry Howitt, member of the Guelph Board of Education, sponsored a resolution, which was unanimously backed by his Board, protesting against the CBC's mispronouncing of words and misuse of English.

Howitt claimed that CBC announcers say "ree-search" instead of "research," "crick" instead of "creek," and that they use expressions like "winning out" and "losing out" which are redundant, and "whooping it up" which is misleading. He thought that this was just carelessness on the announcers' parts, and said that as they have their manuscripts typed out for them they have only to read them over before broadcasting and check any doubtful words with a dictionary.

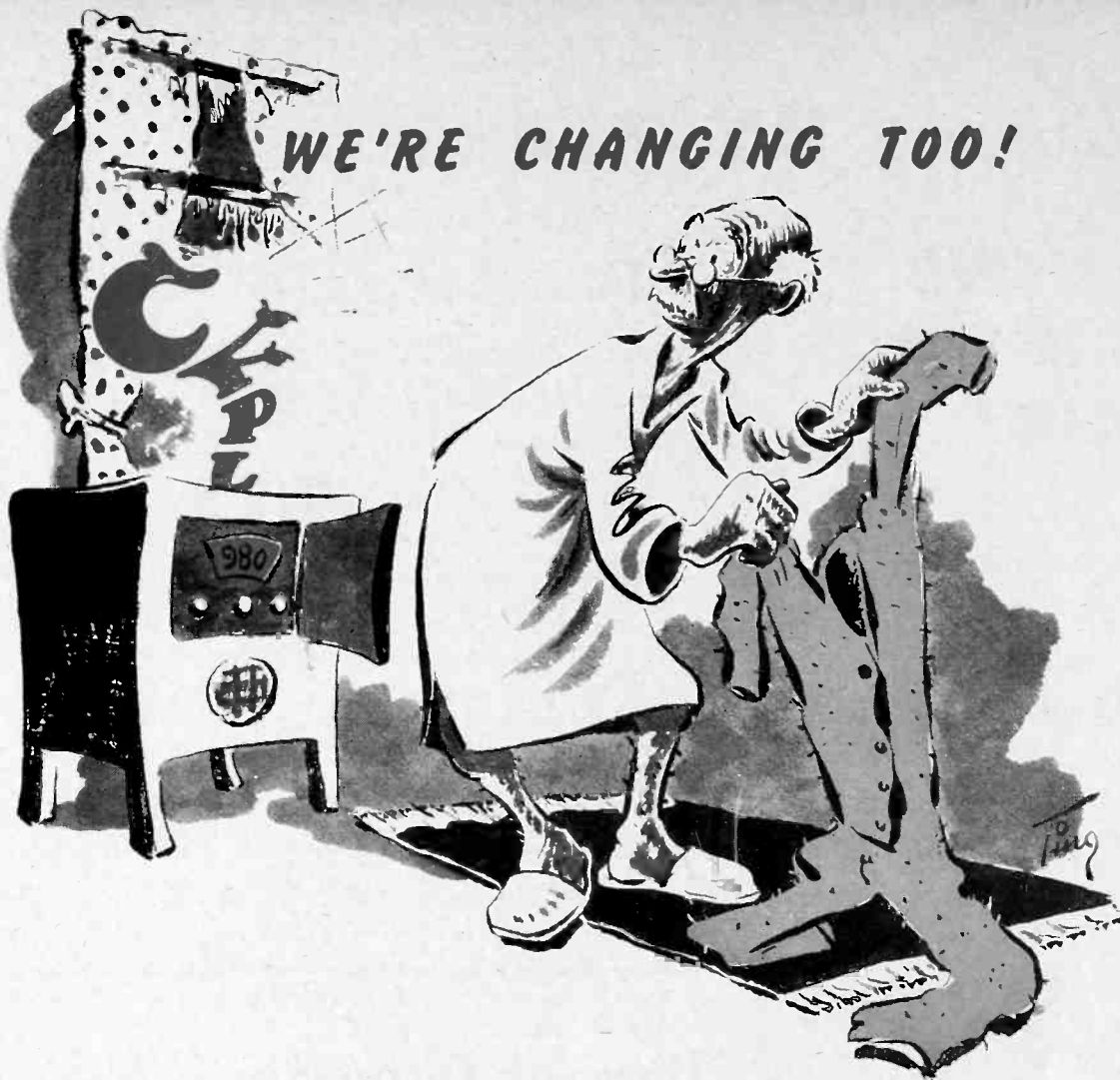
A. D. Dunton, Chairman of the CBC Board of Governors, commenting on the Guelph Board's complaints, said that the CBC takes the stand that there is not necessarily one standard of pronunciation and expression, which is the only right one. Pronunciation, he said, varies in different parts of the country, and the CBC does not want to force announcers to use a set form which would be strange to them and the listeners. He said that he had written to Guelph for specific examples of the charges.

Ron Fraser, CBC Supervisor of Press and Information, said that the Corporation use both the Oxford and the Webster dictionaries, and that they also employ a Supervisor of Broadcast Language, who travels across the country checking on pronunciation and delivery. He contended that the Corporation tried to conform to common usage and quoted where the CBC now pronounces "grainery" as "grainery" and not as "grannery" as the dictionaries call for. This ruling was made, he said, when the language supervisor, W. H. Brodie, found out that the farmers pronounced it this way.

But Mr. Howitt is still unhappy. "The announcers on our local station are better than the CBC's," he said. "They're not perfect but they don't make as many mistakes." He offered the suggestion that: "If the CBC can't train its announcers properly, let them send their men down here to our Guelph schools."

DISC CANADA FOR UK KIDS

Toronto. — With Canada currently airing BBC school programs, an international exchange of educational broadcasts was recently set up when the CBC presented the BBC Canadian representative, Michael Barkway, with a recorded program which will be aired in England in February. The broadcast, a 15-minute dramatized history of Niagara Falls, will be returned after its English airing for presentation over the CBC Trans-Canada net.



The New **CFPL** is changing to **980!**

On Sunday, February 6th, we'll be on our brand new dial position of 980 kilocycles . . . the clear, strong, 5000 watt signal extending CFPL coverage to thirteen more counties in the lush Western Ontario market.

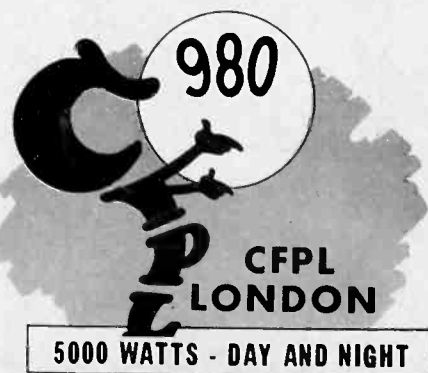
And that's really big news! CFPL's long-time dominance in this potent market is reaching into new radio homes to retain this coveted position . . . first in listeners . . . first in programming . . . first in prestige . . . first in rate economy through low cost per listener!

Agencies and advertisers are invited to write for our new coverage data.

REPRESENTATIVES:

CANADA—All-Canada Radio Facilities Limited

U.S.A.—Weed & Company



Books **BY MAIL**.....

"NEWS ON THE AIR"

A breezy "how-to" handbook for newscasters and would-be newscasters by Paul White, wartime news chief for CBS.

\$4.00

• • •

"RADIO WRITING"

The accepted textbook on writing for Radio by Max Wylie.

\$4.00

"Your Creative Power"

How to use imagination to brighten life and get ahead by Alex Osborn, partner in the mammoth U.S. ad-agency of Batten, Barton, Durstine and Osborn

\$3.75

As a service to its readers, Canadian Broadcaster & Telescreen operates this Book Department which will mail you the book you want at the regular price, post free. Please enclose your cheque—par Toronto—and we'll pay the postage.

"Harvard Dictionary of Music"

by Willi Appel

Now in its 5th printing, here is an 833-page "must" for those interested in all musical subjects.

\$7.50

The Radio Announcer's HANDBOOK

by Ben G. Henneke

\$5.50

You bought the Canadian stock clean out, but there is another shipment on the way.

"Broadcasting Music"

The story of what lies behind a musical broadcast both in the big networks and the local stations, with a chapter on "Music in Tomorrow's Air" by Ernest LaPrade, NBC Director of Music Research.

\$3.25

• • •

SEND US THE TITLE

And whatever your book requirements may be, we'll track them down for you.

**BOOKS BY MAIL
CANADIAN BROADCASTER
& TELESREEN**

371 BAY STREET

TORONTO 1

STATIONS

Santa In Battle Dress

Ottawa. — One hundred and eighty-five needy Ottawa families received Christmas Cheer Baskets through the efforts of the entire staff of station CKCO here, when they put on marathon nightly request programs and reaped \$1,483.00 from listeners who paid for their chosen tunes.

The series, aired on a regularly scheduled night disc show and titled "The Christmas Cheer Fund Broadcast," was devised by program director Lew Hill, chief announcer Roy Mainguy, and disc jockey Danny Bethel, who discussed ways of helping Ottawa's needy, pulled in suggestions from the rest of the staff and later aired a recording of the discussion.

Listeners were invited to name their requests which would be aired for any contribution to the fund, no matter how small, and the station pledged to stay on the air until the last request came in. Amongst the talent available for the requests was a barber shop quartette, a toy band, and a harmonica band with vocalists — composed entirely of station personnel. In fact it was announced that any staff member, if requested, would stand on his head for a price.

A bull session of the staff on how they could help was recorded in a "back room" and aired on the December 13 broadcast of Danny Bethel's "Night Mayor" disc show. The station switchboard was soon jammed with calls from listeners pitching in on the effort. Things got so bad that Bethel aired an SOS for help from the rest of the staff, and within an hour 32 people were back at work.

The barber shop quartette sang, manager Louis Leprohon got out of bed at 2 a.m. to give his original version of Minnie the Moocher, and program director Lew Hill gave out with the plight of Dan McGrew. At 5.30 a.m. platters were still turning and the dollars still rolled in.

Nine mornings later, at 5.45 a.m., December 23, a tired group of announcers and operators rang down the curtain on the program.

The next task was to purchase the food, arrange for its transportation and distribution, and also list and check the various deserving families.

The Great Atlantic and Pacific Food Stores, Ottawa, filled the food order, and it had a task on hand for the items required included: a half ton of meat, one-



quarter of a ton of sugar, 200 pounds of tea, 75 barrels of apples and one-quarter of a ton of fruit cake.

Men of the R.C.A.S.C. played Santa in Battle Dress and took over the task of distribution. Seven trucks loaded with the Christmas Cheer Baskets departed at 3 a.m., December 24, and carried on delivery through Christmas Eve until the last basket was delivered at 7 a.m. Christmas Day.

TO HEAD CHFA

Edmonton. — Romain LeClair has been named manager of station CHFA, Edmonton, a new French language station which will serve Alberta's French-Canadian population. He was formerly manager of CJEM, Edmonton, N.B., and prior to that on the staff of CKSO, Sudbury, Ontario.

The new 5000 watt station, licensed to Edmonton Radio Limited, will commence operations by next summer or fall on a frequency of 680 kcs. It will be the second French-language station to serve Western Canada, the other being CKSB, St. Boniface, Manitoba.

Moves To Ottawa



Secretary-treasurer of the CAB since 1935, Art Evans has moved to Ottawa along with the rest of the CAB staff. Only CAB official domiciled in Toronto will be Pat Freeman, station services director.

READIES FOR POWER BOOST

New Westminster.—Tom Reid, M.P. for New Westminster, will do the honors at opening ceremonies at CKNW when the station goes to 1000 watts shortly. Engineers are currently rushing work on installation of new equipment in the all-steel, 20 by 36-foot quonset building.

The semi-circular roof of the new transmitter building has special acoustical advantages, the station said, in case emergency should force broadcasts to be made from the building.

Ceremonies planned for the opening include Mr. Reid making the opening address, followed by a reception and visit to the new transmitter.

BRITISH UNITED PRESS

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

★

HEAD OFFICE
231 St. James Street
MONTREAL

CFCF
Montreal
600 KC
PLUS
SHORT WAVE and FM

1000 WATTS — 970 KC

The French Voice of the Ottawa Valley

CKCH

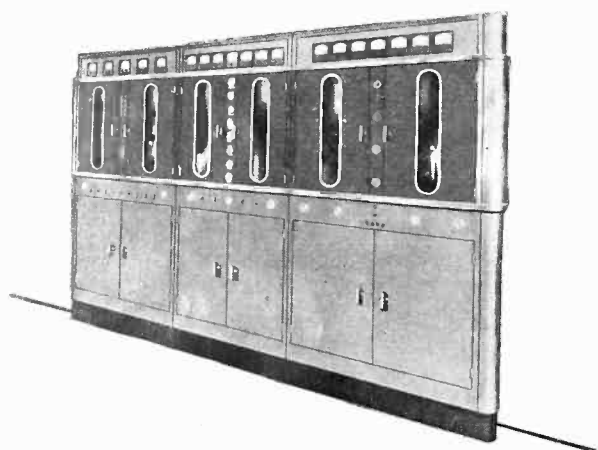
Studios . . . 121 Notre Dame Street, Hull, Que.

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

American Representative • Adam J. Young Jr., Inc.,
22 East 40th Street,
New York 16.

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

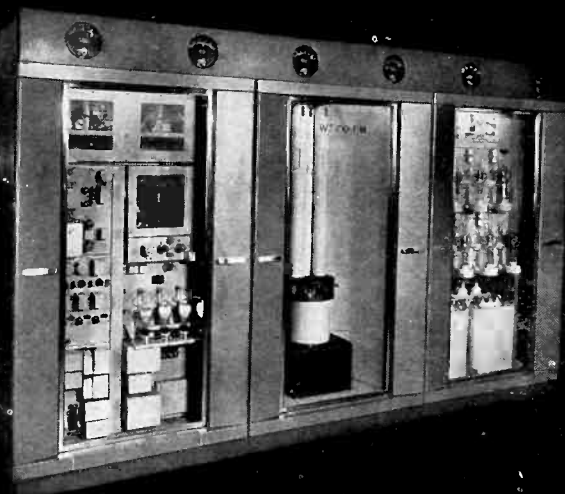
AM



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

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

FM



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

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

Northern Electric
COMPANY LIMITED

26 BRANCHES ACROSS CANADA

PROGRAMS

16 B.C. STATIONS AIR CJOR SHOW

Vancouver.—For the 25th anniversary of the Crippled Children's Hospital, CJOR staged a special dramatic program, by Kay Cronin and Ross Mortimer, on the institution's history.

The story dramatized the life of a crippled child, Susan Gordon, who left the hospital to become a champion high jumper.

Copies of the disc were made and distributed to 16 B.C. stations as CJOR's contribution to the March of Dimes campaign.

Kay Cronin visited the hospital to make wire recordings of the children's conversation. Although she came away with some dandy quotes, she found it impossible to fool the youngsters about the mike.

To have them sound natural, she left the mike just outside a ward door while she talked to a couple of seven-year-olds and listened to their repartee.

As she left she heard one say, "You know that thing's been at the door all the time?"

"Yeah," the other said, "I know."

In the next ward she tried with the mike in a nurse's pocket, but an eight-year-old exclaimed, "Hey, what's she doing with that pickup in her pocket?"

After that she crawled around on her hands and knees to catch impromptu conversation before the kids spotted her.

RADIO ON SKATES

Vancouver. — Al Reusch, who used to run his disc show over CKMO, has got it going again on CKWX, where he has been since late last year. This time he originates it from Roller-drome, a roller skating parlor which sponsors the effort.

Towards the end of the month, the station will commence using "London Playhouse," an adaptation of the British Radio Theatre. It's sponsored locally by Jordans Rugs.

WEATHER GUESSER

New Westminster. — "Fox Breakfast," aired by Bill Fox over station CKNW, who was recently promoted to day program director, has developed into a fairly interesting contest between Bill and the local weather man, for he makes a hobby of out-guessing the rain and shine expert's predictions.

What the latter lacks in long-range reports and years of records he makes up in simon pure guesswork, tips from listeners in the CKNW area, and calculations from his own barometers.

He keeps one barometer at home and one at the office, and when he does manage to out-predict the weather man you can be sure his 6 to 8 a.m. audience will hear about it. On the days he's wrong, he blames it on his brother Bill.

Incidentally, anybody who wanders into the CKNW studios

and hollers for "Bill" is likely to be killed in the rush. Besides Fox there's owner Rea, engineer Collins, newscaster Rapanos and announcers Hughes and Duncan.

CJAD

MONTREAL,

Covers

the

QUEBEC

ENGLISH MARKET

Greater Montreal
Laurentians
Eastern Townships
Lower Ottawa Valley
—providing the ideal
combination of coverage
and listenership.

5000 WATTS

800 KC.



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

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	Rating	Change
Ma Perkins	17.7	+2.0
Big Sister	17.0	+1.3
Pepper Young	17.0	+1.5
Happy Gang	16.9	+2.4
Right to Happiness	16.6	+1.8
Road of Life	15.5	+1.5
Life Can Be Beautiful	14.8	+1.2
Aunt Lucy	14.3	+1.7
Sing Along	14.2	+1.1
Laura Limited	14.2	+1.6

French	Rating	Change
Jouesse Doree	28.7	+ .4
Rue Principale	27.6	- .1
Joyeux Troubadours	21.3	+ .3
Tante Lucie	21.1	+ .8
Grande Soeur	20.5	+ .3
Quelles Nouvelles	20.5	+1.9
A l'Enseigne	19.7	same
Metairie Rancourt	18.7	- .7
Francine Louvain	18.2	- .1
Le Quart d'Heure	17.8	same

EVENING

English	Rating	Change
Lux Radio Theatre	35.2	same
Fred Allen	35.0	-1.0
Charlie McCarthy	33.5	- .6
Fibber McGee & Molly	32.8	+1.5
Bob Hope	25.8	- .5
Amos 'n' Andy	25.6	- .9
Ozzie & Harriet	24.5	same
Album Familiar Music	24.1	+ .8
My Friend Irma	21.6	+3.3
N. H. L. Hockey	21.3	+1.4
Kraft Music Hall	21.2	+ .9
Wayne & Shuster	20.1	- .9
Twenty Questions	20.1	+2.5
Treasure Trail	19.6	+1.9
Ford Theatre	19.1	+1.0

French	Rating	Change
Un Homme et Son Peche	40.5	+2.7
Radio Carabin	32.7	-1.3
Metropole	32.5	+2.2
Raffinement du Rire	32.4	+2.2
Enchantant de la Vivole	31.3	+5.6
Rolande et Robert	29.6	+6.2
Ceux qu'on aime	28.1	-2.4
Talents de Chez Nous	28.0	+5.2
Theatre Ford	27.8	+1.9
La Mine d'Or	27.7	-1.0
Qui suis-je	25.4	-1.7
Fabourga m'assise	25.2	+4.7
Tentes votre chance	22.7	+5.4
Cafe Concert	22.2	same
Connaissez-vous le		
Musique	22.2	+ .3



Everybody's at home listening to CKCO

the station Ottawa people listen to because of its special local appeal.

CKCO reaches over 53,460 radio homes in the Ottawa area. These families have an average income of \$5,417.00 — 41% higher than Canada as a whole.

Last year these families spent \$3,537.00 on Food, Drugs and General Merchandising — Your Products.

You can't afford to overlook the pulling power of CKCO, when you want to reach the \$196,000,000.00 Ottawa Market.



CKCO

Dominion Network Affiliate

5000 WATTS DAY 1000 WATTS NIGHT

Representatives:
CANADA: Wm. Wright U.S.A. Jos. Hershey McGillvra

CONGRATULATIONS

to

MICKEY LESTER

Canada's Number One Disc Jockey

ON HIS NEW TIME

8.05 - 9.00 P.M.

STATION CKEY
Toronto

Signed

Mickey Lester

** That's the lowest number there is*

NEW YORK'S RADIO ROW

by
Richard Young

New York, N.Y.—Big doings have been popping at nearly all the top-ranking broadcasting trade associations during the past few weeks — doings that serve to emphasize the fact that competition among all advertising has reached a new high.

Highly significant is the announcement by the National Assn. of Broadcasters' sales managers executives committee that "a countering campaign against unfair promotion and competition by other media" will be recommended to the NAB board of directors at its February meeting. The NAB committee no doubt ran across a piece of promotion recently sent out to advertisers by a mid-West newspaper. We saw the piece and it was a humdinger. It listed, among other things, five reasons why advertisers waste money buying air time. This is the type of presentation we're afraid will ignite the fuse of an all-out rock 'em and sock 'em battle among most major media.

In addition, the NAB committee passed on a decision to actively assist in promotion of the all-radio presentation committee's campaign for subscriptions of broadcasters to the planned movie presentation on radio (a presentation that is still without a script, by the way); a recommendation that the association's broadcast advertising department be greatly expanded with FM and television being given full status in any possible realignment; a resolution urging collection of more sales success case histories on television; quantitative and qualitative measurement of video audiences and standardization of rate cards.

There has been much speculation over the future status of the Broadcast Measurement Bureau. Although none of the reports were official, insiders were forecasting a realignment of BMB personnel and a possible postponement of the Bureau's 1949 study of station and network audiences. The situation

was so tense it brought Justin Miller, president of the NAB, up from Washington to attend last week's meeting of the Bureau's executive committee.

As things turned out, the only realignment of personnel was the resignation of the Bureau's research director, John Churchill. In addition, it was announced that Dr. Kenneth Baker (Ken Baker to most of us), NAB director of research, will be loaned to the Bureau to handle the '49 study. The group also tried to reassure its subscribers by disclosing that it intends to go ahead with the survey in March with the reports scheduled for release in September.

There were hints that other changes may be forthcoming. The executive committee said that each of its three member associations, the Assn. of National Advertisers, American Assn. of Advertising Agencies and the NAB, will be asked to analyze those of its research needs that can best be served by a tripartite, co-operative organization. With these findings as a base, the BMB will then determine "whether to reorganize or establish a new structure that more clearly recognizes the changing needs of the industry."

That clears the air a bit. Or does it?

Another broadcasting group with a fair share of the world's troubles these days is the FM Assn. The internal feud—complete with much name-calling and mud-slinging — broke out into the open with the resignation of the association's executive director, J. N. (Bill) Bailey. Shortly thereafter, the executive committee said the feud was a clash of personalities and that Mr. Bailey had been "fired."

Last week end Edward L. Sellers, Washington newspaperman, was named to succeed Mr. Bailey and the association disclosed that it had reviewed an expanded program and budget for this year. The program will feature a "grass roots man-to-man effort to aid FM stations."

Meanwhile, as this edition went to press, it was reported that a group of FM station owners in the mid-West were preparing a "rump" meeting of the association in Chicago. These reports said that this rebel group



IF YOU NICE PEOPLE in the agencies will be patient with me just a little longer, I'll be delivering all those long-awaited reports on the promotion we've been giving you. I've been too busy to write.

Love,
Lionel.

QUIET!
LIONEL
AT
WORK

TWICE AS ATTRACTIVE...

A pretty girl isn't always the most popular companion—she's got to have personality to attract and hold attention. CKDO is the sweetheart of radio listeners in Oshawa and district because CKDO has a personality which appeals to them. Elliott-Haynes shows that CKDO is much more attractive to Oshawa area listeners than are other stations. In fact, latest figures show an average listenership of more than twice that of any other station. Your sales message will be more attractive too when broadcast to Oshawa listeners over CKDO.

Ask for CKDO facts from

JAMES ALEXANDER
(Canada)

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

CKDO

Oshawa, Ontario

1240
on the dial

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

ould recommend the ousting of the present administration and the reorganization of the association. We'll bet the meeting will be dropped and the subject brought up at the next FMA convention.

After reading the preceding paragraphs, do you have any doubt that the competitive season is with us again? We don't but we're kinda' discouraged at the industry squabbles at a time when the boys should be working together to boost the value of their medium to the nation's advertisers. This is hardly the time for petty, back-fence disputes.

The big talent struggle between those two network giants, NBC and CBS, continues to rage hotly although at just a slightly reduced pace. CBS, with its new Sunday night comedy lineup, has won top honors in the Hooperatings the first three Sundays of this year.

For instance, on last Sunday evening, three of the Columbia shows, Spike Jones, Jack Benny and Amos 'n' Andy, all hit their highest ratings of the current season. Jones hit 10.9, Benny 8.9, and Amos 'n' Andy 19.8. NBC isn't saying too much about the ratings these days but we know that they feel a different story will be told at the end of two or three months.

Incidentally, NBC will soon be airing the 10th program it has taken away from CBS in the past year. It's the "Harvest of Stars" show starring Jimmy Melton and it's expected to move National in April.

But the talent struggle is far from ended. Mr. and Mrs. Bill Paley (CBS' chairman of the board) are currently vacationing in Hollywood but we're told that Mr. P. has been mixing more than a little work with his lay. Tradesters predict that he's bringing back contracts with a number of other top network names, including the one and only—Bing Crosby.

So we'll sit with NBC — and wait and see.

On the cuff notes . . . Have on good authority that the Coca-Cola Co. will drop Percy Faith's "Pause That Refreshes" series over the CBS network after the Feb. 11 airing. We

don't think Mr. Faith or Miss Jane Froman will be out of work long, however . . . NBC's "Truth or Consequences" program was simultaneously broadcast and telecast over Hollywood's telestation KNBH last Saturday as the first of a series of projected experiments with shows originating on the West Coast . . . Top officials predict that it's only a matter of time (and price) before the ABC network is sold to the 20th Century-Fox movie outfit . . . Robert D. Swezey, who resigned as vice-president and general manager of the MBS network a couple months ago, has been appointed executive vice-president and a member of the board of directors, WDSU Broadcasting Services, Inc., in New Orleans . . . We're just informed that CBS has succeeded in wooing Bing Crosby away from ABC! . . . And that's the news till now.

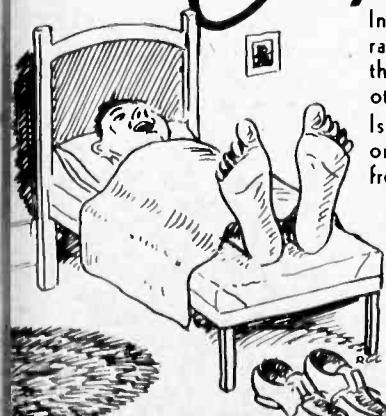
NEWS CHIEF WANTED

For aggressive Ontario city station. Desk and leg experience desirable. Here is an opportunity for a man who is making news his career. Our staff know about this advertisement.

Box A-5
Canadian Broadcaster
371 BAY ST.
Toronto

CFCF
Montreal
600 KC
TOPS THE DIAL

DEMAND Complete Coverage



In 7 months from April 1st, 1948, more radio licenses were sold in Fredericton than during the previous 12 months. No other Maritime city can make that claim! Is there more buying power in Fredericton, or do the listeners get greater enjoyment from CFNB programs?

Either way, more radios mean more Complete Coverage!

CFNB
FREDERICTON, N.B.



THE DOORWAY TO NEW BRUNSWICK

Business is GOOD in the Kirkland Lake Area

- Mines Payroll—\$5 1/2 million
- Bank Deposits—7 1/2% up over '47
- Timber and Pulp Industry—Double previous year's production
- Food Industry—8 1/2% up over '47
- Telephones—Greatest number in history
- Restaurants • Insurance • Motor Vehicles
- Cigar Stores

"Considerable Increase in Business"

Are you getting your share of business in a good market? Try

CJKL

5000 Watts

Kirkland Lake

560 Kcs.

CJKL - FM

Get the facts from

NATIONAL BROADCAST SALES

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

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



Jos. Hardy talks ON

QUEBEC MARKET NO. 2

"Happy to be with you again — this is Jos. Hardy — with a story on the Port of Quebec.

"More than 4,200 ships entered the Port in 1948 — an increase of 150% over 1947 — with about 100,000 tons more cargo than the previous year, and some 40,000 more passengers.

"The most important freight handled was pulpwood, coal, gasoline, asbestos, newsprint, wood pulp, flour, molasses, sulphur, foodstuffs, and chemical fertilizer.

"These cargoes mean movement of Quebec's own production. It adds up to a prosperous, busy Quebec Market No. 2.

"Advertise your goods or services where the market has money to spend. You can tell your sales story effectively — in French — over these French-speaking stations."

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

Jos. A. Hardy & Co. Ltd. MONTREAL QUEBEC TORONTO

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

Over The Desk

A lot of clerks, people whose job it is to wait on the public, haven't heard yet that the war is over.

This may sound like a far cry from advertising in general and radio in particular, but think a moment.

The other day I went into a store to see about some drapes for my bachelor apartment. I call them curtains, but the clerk corrected me. That much he did do, but that was all. I didn't know what length I wanted. I just wanted to get a bit of stuff (sample of goods, the clerk called it) and get counsel's opinion (or is it counesse?). Firmly but kindly he said he didn't see any point in showing me the stuff (I mean goods) until I knew what I wanted. So equally firmly and politely I made him good day.

I found a man eventually, in another store, who not only took time to show me what he had, but offered to come out to the apartment — about three blocks, this side of Montreal, to measure it up. I didn't let him make the big trek, but I did end up by giving him the order.

Yesterday at lunch I had the temerity to ask for some hot mustard to go with my roast beef. The waitress brought me some of that vinegary paste they use to destroy the taste of hot dogs. I explained that it was the hot variety I wanted. "That powdered stuff?" she wanted to know. I said "Yes." "Oh, that," she sneered. "I'd have to go and mix it." With this she left, never to return.

I wired an out of town hotel for reservations. Two single rooms was what I asked for. I wanted one for myself and one for my sister. When we arrived at the hotel they told us they had given us one double room. I explained that I was travelling with my sister and that that was our reason for wanting separate rooms. The clerk said in effect.



"Well, take it or leave it." We saw a dignitary of the establishment who shared the high moral standards that have always prevailed in our family and after a delay of what must have been a quarter of an hour, we got the singles.

Local department stores display signs all over the place which read: "Please carry small parcels." Restaurants — some of them anyhow — still dole out the sugar just as they did when it was rationed. In quest of anti-freeze of the glycerine type, I was told to take alky and like it. The landlord in the apartment house where I am stabled turns off the hot water at 10 p.m.

The point is that national advertisers spend a lot of money promoting their wares, only to have some retailers and others who come in direct contact with the public discourage buying by lack of interest in their customers which develops into straight rudeness.

Our system of business has grown up almost entirely on a desire on the part of the merchant and his assistants to serve and serve usefully. In the old days, when our wants could not be supplied, we were pacified by such politeness as: "We could order one for you and deliver it tomorrow," or "I'm afraid they can't be making those any more, but perhaps you would find that this will serve the same purpose."

Those expressions seem to have been dropped from the vocabulary in too many cases today, and with them has gone public respect for the people who serve them, and so for the whole system of business.

In all of the efforts to sell business back to the people, the retail merchant has been the forgotten man. A bit of educating along the old familiar lines of "Your druggist is more than a merchant" (and then phone the poor devil up and have him deliver a three-cent stamp) might be far from amiss. Maybe radio could take a hand in a campaign to glorify the merchant into being the useful kind of guy he used to be. Who can tell?

There's no whisper yet about Bill Rea starting any private competition to the International Service, but he's signed up a man who could certainly undertake the job in the person of Hector MacKay, whose Japanese and French are as good as his English. He's new to radio, after a career as a musician, school teacher, and Japanese language expert for the army. He also has his M.A. in French in his inside pocket.

Harry "Red" Foster has announced a change in his firm name. Formerly the Harry E. Foster Agencies Ltd., the company is now called Harry E. Foster Advertising Ltd. Radio accounts handled by his offices in Toronto, Montreal, Vancouver and Halifax include: Colgate, Palmolive-Peet Co. Ltd. (Vel and Lustre Creme); Northern Electric Co. Ltd.; Orange Crush Ltd.; Robert Simpson Co. Ltd.; Smith Brothers; Toronto Evening Telegram, and George Weston Ltd.

In a nutshell: John Whitehead has been appointed advertising manager of Sherriff's Ltd. Clyde Nunn of CJFX, Antigonish, was in town on a business visit last week. CKLW, Windsor, hopes to be operating the new 50 kw. transmitter in May or June. The same station reports that last month it donated 6,500 minutes to programs in the public interest and over 150 spot announcements. For the second successive year, Claire Wallace has been chosen the best dressed woman in Canadian radio by a poll of women's page editors conducted by New Liberty Magazine. We have thought of running a "Best Dressed Man" poll in this journal, but it would be too, too embarrassing if your editor won.

One printable entry has arrived for Ozzie Williams' "Sunday in Toronto Contest." Readers were invited to submit suggested verses for the song, and an autographed copy goes to Mary Inkster of Spitzer & Mills Ltd. Rhymes Mary:

You can't sleep on Sunday morning in Toronto. For from nearly every corner tolls a bell: "Don't just lie in bed all day. Get out to church," they say. And with all that clamor you might just as well.

MIGHTY MIKE *Seq...*

"First IN LINE FOR 1949"
STOP! LOOK and BOOK
CKCK, Regina

"The Buckle on Saskatchewan's Money Belt"

CKCK REGINA

DIAL 620

YOUR 5000 watt TOP NETWORK STATION

Only with **SELECTIVE RADIO** can you control local timing!

... and you select only the stations that pinpoint your **most profitable markets!**

IT'S harder nowadays for the advertiser to stretch his dollar—harder to show *profitable* sales results on a limited advertising budget. That's why so many radio advertisers are turning to **SELECTIVE RADIO** for economical selling!

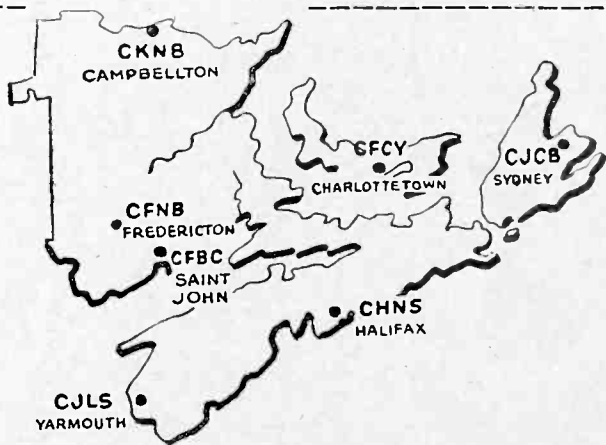
SELECTIVE RADIO is the opposite to buying a fixed group of stations, which broadcast simultaneously without regard for different time zones and different local peak listening times. With **SELECTIVE RADIO**, you treat each station *individually*—you select an effective *local* time on that station's program schedule—unhampered by time-zone difficulties.

With **SELECTIVE RADIO**, you cut waste also by selecting *only those stations that cover your profitable markets*—choosing from thirty **ALL-CANADA** stations across the country. Let **SELECTIVE RADIO** help you *pinpoint* your audience—when they're listening! Call the **ALL-CANADA** man for full information.



All-Canada in the Maritimes

In a ten-year period, Maritime retail sales *increased* more than in any other section of the country! That's why sales curves for these three provinces are being watched. It will pay you to make the most of this growing market. You get complete coverage of the Maritimes over seven All-Canada stations. Call the All-Canada man about broadcasting in this region by the **SELECTIVE RADIO** method!



ALL-CANADA RADIO FACILITIES *Limited*

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL

CFCY

CHARLOTTETOWN

Still Leads All Independent Stations
East of Montreal in Listener Circulation
AFTER THREE BBM SURVEYS

Mr. Time Buyer!

If your radio budget is limited
use CFCY, the station in the Maritimes
that reaches the most people

BBM 1948 SURVEY

CFCY

Day:	127,020
Nite:	122,130

STATION A

Day:	80,940
Nite:	72,520

STATION B

Day:	64,090
Nite:	59,240

STATION C

Day:	64,760
Nite:	57,540

Contact

ALL-CANADA RADIO FACILITIES LTD.
Toronto and Montreal
WEED & COMPANY
New York and Chicago

CFCY CHARLOTTETOWN

The Maritime 'Must' Station

Now Serving the Maritimes for a Quarter Century

AGENCIES

F. H. HAYHURST CO. LTD.

Toronto.—The American Safety Razor Company following a successful introductory campaign for Corux Blades last fall in Toronto and Hamilton, plans a similar eight-week series of transcribed daily spots beginning in February and to be aired over WPL, London; CKLW, Windsor; CFRA, Ottawa; CKCH, Hull; CKVL, Verdun, and CJAD, Montreal.

Bromo-Seltzer Ltd. has renewed its extensive transcribed spot campaign over some 30 stations coast to coast for another year which will be running along with "Inner Sanctum," now being piped in from Columbia to CFRB, Toronto and CKAC, Montreal.

John Stuart Sales has started a six-week test spot campaign over CFRB and CKEY, Toronto, introducing its stomach tablets, My-Pa-Cids.

ROCKFIELD BROWN & CO. LTD.

Toronto.—Maple Leaf Milling Co. has started the transcribed five-minute three-a-week "Especially For You" over 14 stations. The program features tenor George Murray and runs through until June.

RONALDS ADVERTISING AGENCY LTD.

Montreal. — Bristol-Myers has contracted for a series of transcribed spot announcements over a number of stations starting late in January and advertising Spana Tooth Paste.

Toronto.—L. K. Liggett Co. Ltd. has added stations CKCR, Kitchener, and CKCK, Regina, to its weekly 15-minute transcribed "Drama of Medicine" series making a total of 11 stations.

STEVENSON & SCOTT LTD.

Toronto.—Dr. Ballard's Champion Pet Foods has scheduled a series of 120 flash announcements over 29 stations in key markets to get under way late in February and advertising dog and cat foods.

McCONNELL EASTMAN & CO.

Vancouver. — General Bakeries has started a twice-daily spot announcement series over CKNW, New Westminster, to run through 1949.

JOINS MACLAREN'S

Montreal.—One of the veterans on the Montreal radio scene, Mary Moran, who has been with Whitehall Broadcasting for nine years, changes positions on February 15 when she moves over to the MacLaren Agency as time buyer.

Mary will also be assisting MacLaren's Henri Poulin who heads up the agency's radio department in Montreal.

CORRECTION

Due to an error in the Agency section in our issue of January 12, the Air-Wick product was referred to as the Air-Wick Company. Actually Air-Wick is distributed in Canada through Laurentian Agencies Regd., which in turn is a subsidiary of the National Drug & Chemical Co. of Canada Ltd.

The item referred to reported that this product is now being advertised on Jack Dennett's CFRB newscasts, five afternoons a week. Release is through the Montreal office of McKim's Advertising Ltd.

WILLIAM ORR & COMPANY

Toronto. — Cities Service Oil Co. Ltd. has started the 15-minute three-a-week "Caravan of Melody" over CFRB, Toronto, featuring Jack Dawson and Doc Lindsey.

Same client has also renewed the twice-a-week transcribed "Five Minute Mysteries" (All-Canada) over CFRA, Ottawa, for another year.

McKIM ADVERTISING LTD.

Montreal. — National Drug & Chemical Co. of Canada Ltd. has scheduled a coast to coast five-minute transcribed "Memory Lane" series to run in addition to a wide spot campaign for Gin Pills.

J. J. GIBBONS LTD.

Calgary.—The "Massey-Harris Roundup," a half-hour live talent program, opened January 7 at 9.30 p.m. over CFAC, Calgary, and 10.30 p.m. over CJOC, Lethbridge.

Five Calgary men, under the direction of pianist Jac Friedenberg, combine their talents in music, both western and modern, and the program is aired from the main studio at CFAC. Throughout the season, the Roundup Gang will travel to various Alberta towns to play at Massey-Harris dealer-sponsored dances and broadcast their program.

Bob Charman of the CFAC announcer staff emcees the show and also handles the commercials.

WIDE EXPERIENCE IN ADVERTISING AVAILABLE

B.A. degree. Experienced copywriter with "know-how" to produce sound, thoughtful, productive copy and radio scripts. Backed by over 20 years in active advertising work, including agency, manufacturing and newspaper.

Box A-4
Canadian Broadcaster



225 MUTUAL STREET - TORONTO 2, ONTARIO

Client: Mayfair Radio Stores

Program: "Chum Valley Show"

Results: First 9 weeks on CHUM out-produced results from 26 weeks on network show!

CHUM Merchandising Is Key to Success!

Typical of the merchandising and promotional service provided to its clients is the following campaign, as developed for Mayfair Radio of Toronto:

- (1) Newspaper Space; attracting increased program audience.
- (2) Mailing List; compiled from fan-mail previously received on the program; used in connection with free record offer.
- (3) Free Offer; a 10-inch pressing of a sample "Chum Valley Show", with a personal Christmas Message from "Wyoming", m.c. of the program, offered to listeners purchasing a major appliance for Xmas delivery. (More than 200 requested).
- (4) From-the-Store Broadcasts; with "Wyoming" making personal appearances at the store during the pre-Christmas shopping season.
- (5) Mailing Stickers; colorful program promotions, affixed to outgoing station correspondence for a two-week period and used by sponsor on letters and parcels, etc.

The combination of local program appeal and aggressive merchandising and promotion has made CHUM "First in Toronto" with the majority of retail stores who today buy radio advertising.*

And remember...it's the retail merchant who influences the final sale of the Nationally advertised product!

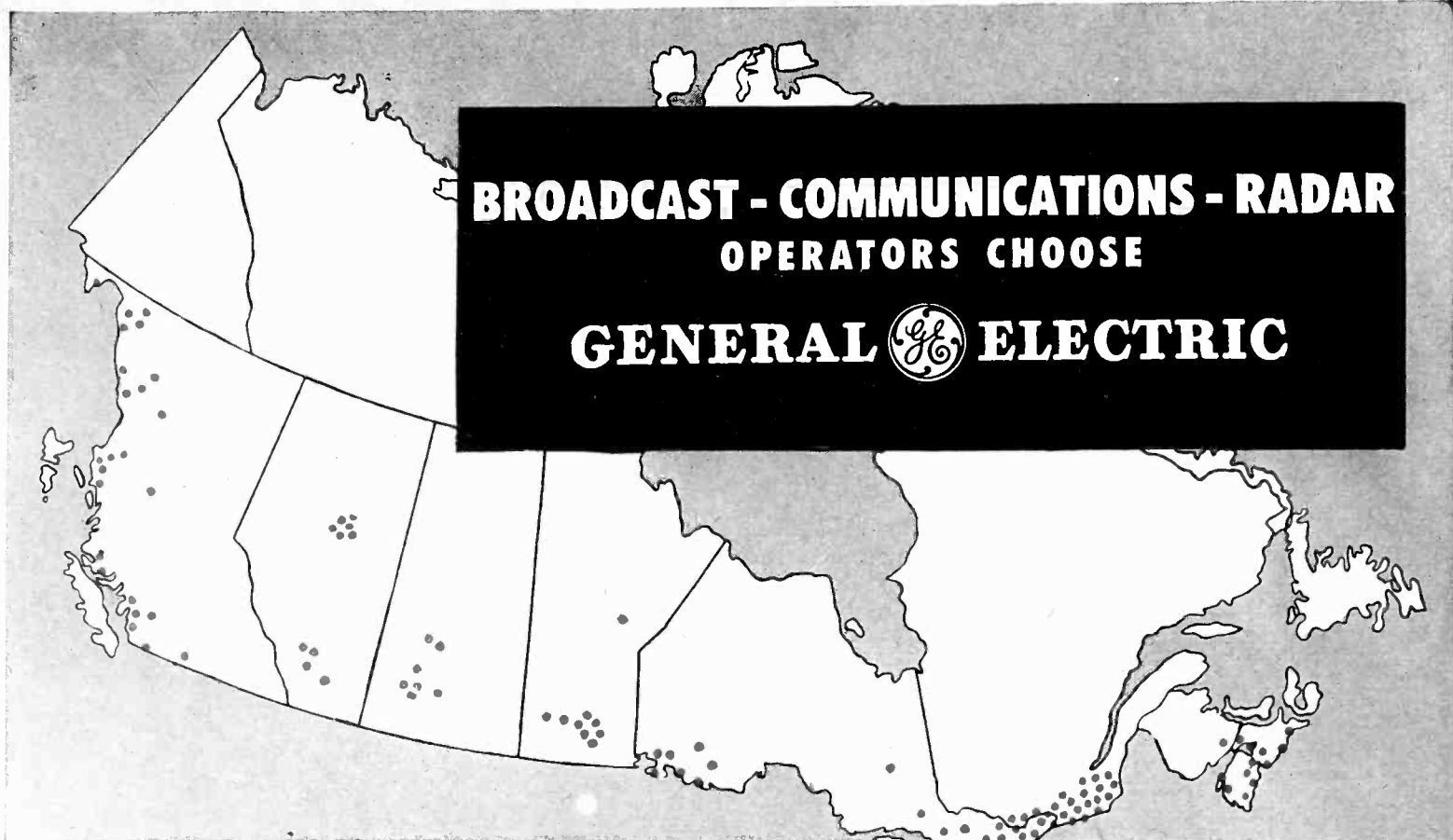
Your client's campaign on CHUM ties-in with the retailer's own advertising...ask Jim Alexander or Joe McGillvra for all the details.

Sincerely,

CHUM—"The friendly Station"

ROLLY FORD, Manager.

*More than 1,000 Toronto retailers Advertised on CHUM last year.



*Each red dot
is a vote of confidence!*

**MORE THAN
150 FIXED TRANSMITTERS**

Each of the red dots marks the location of an operating G-E fixed Transmitter in Canada. Here indeed is a vote of confidence in General Electric Transmitters. In addition, almost a third of all Canadian broadcast stations have chosen G-E Studio Equipment.

**MORE THAN
650 MOBILE EQUIPMENTS**

C.G.E. leads in the Communications field. The choice of over 650 taxi, boat, service truck, transport and aircraft operators in Canada today is General Electric Mobile Radio.

FIRST IN RADAR

The first commercial civilian Radar chosen by Canadian ship operators is a General Electric. The installation is assisting navigation on the Great Lakes.

TELEVISION APPLICANTS CHOOSE G-E

With the latest in TV equipment General Electric has already assumed leadership in the Television field. Coincident with the growing interest in TV in Canada C-G-E engineers have prepared technical briefs and made equipment layouts and recommendations for many top stations applying for TV licenses. This is an extension of the Canadian General Electric consulting service available to AM-FM operators on application briefs, station design, and studio equipment.

LEADERS IN RADIO, TELEVISION AND ELECTRONICS

CANADIAN GENERAL ELECTRIC CO
HEAD OFFICE — TORONTO LTD

48-RT-4

TALENT

CFPL SETS UP TALENT DIVISION

Talent Like Gold And Oil

Vancouver. — Canadian talent could be considered by business men as a rich field for investment, like gold or oil, actor-writer Bernard Braden told the Board of Trade in a recent talk. "We must decide if our talent is good enough, and then convince investors that it is as good as gold or oil," he said in an address before returning to Britain, where he will go into movie work and continue his short story program for CBC.



—Photo by John Steele.

BERNARD BRADEN

Braden said that he and his first wife, Barbara Kelly, had done as far as they could go in Canada, and had to go elsewhere to learn other mediums such as movies, television and stage work.

"We hope they will be building up when we get back here," he added.

Some Canadian radio shows, Braden said, are considered even by American critics as superior to the U.S. product.

He believed, therefore, that creative Canadians could be known widely without leaving the country if Canadian business could invest in their future by developing TV and films at home. "We must stop exporting personalities who become identified everywhere with British and American products," he said. Even in this country, our leading talent seems to be measured in the light of success in the States rather than here."

Braden, who has turned down offers to go to the States, said he knew of nine other writers and actors who had turned down contracts in the U.S. in recent years.

The Vancouver Sun commented editorially: "Mr. Braden is probably right in his conclusion that a country with a population as small as Canada can't hope to retain and support its best talent. Temptations to seek a larger public with a greater future at more money are too strong.

"It remains now for investors with vision to establish a distinctive Canadian art on a profitable foundation."



DONALD WRIGHT
Radio Productions Director

London. — Don Wright, manager of CFPL, London, has stepped out of his managerial chair in favor of Murray Brown, formerly assistant and commercial manager, to operate a new production organization designed to promote London talent, known as the Radio Productions Division of the London Free Press Printing Company. The changeover has already been made, and the new organization is in operation.

Before coming to CFPL in 1946, Don Wright was for four years director of school music in all secondary and public schools in London. Prior to this, he was associated with his brother, Clarke Wright, now a top executive of Ardiel Advertising, Toronto, in the Wright Brothers' dance band.

As station manager, Wright has been responsible for CFPL's "Don Wright Chorus," heard on the Dominion network in Canada and on Mutual in the United States. The station has been spending nearly \$20,000.00 a year on such organizations as the "Don Harding Show" and "Neil McKay Octet," both of which have been heard on Dominion and recorded for Musicana. The "CFPL Orchestra" is a staff dance band maintained by the station; Bob Mason's "Western Swingbillies" are under exclusive broadcast contract to CFPL; Sunday nights the CFPL Theatre presents 30-minute dramas, many of which are commissioned by the station; in addition, the station airs nightly 15-minute programs featuring local singers, pianists and instrumentalists the year round.

The "Productions Division" kicks off with more than 30 radio-trained musicians and sing-



MURRAY BROWN
CFPL Station Manager

ers, including many of those mentioned above.

Murray Brown, new CFPL manager, has been assistant manager and commercial manager for the past three years.

ACRA Organizes In West

Vancouver. — After five years of operation in Eastern Canada, the Association of Canadian Radio Artists finally has set up the framework of a branch on the west coast.

A starting membership of about 50 free-lance writers, singers, musicians, actors and announcers has been interested in the union development by Earle Grey, president of the parent body in Toronto. The union is affiliated with the AFL.

At meetings held throughout Christmas week and the new year, a constitution and by-laws were set up, and a basis for standard wages and conditions of work was discussed.

The agreement is substantially the same as that in effect in the east, with details to be worked out in negotiation with employers.

E. V. Young, veteran west coast radio actor, is president of the Vancouver committee, with actor Bill Buckingham vice-president. Babs Hitchman, actress and script writer, is secretary and Lew Hayman, singer, is treasurer.

Other committeemen are Cathy Johnston, actors' representative; Isobel McEwen, singers; Dorwin Baird of CJOR, announcers and Al Pearce, writers.

Provisions of the union agreement apply to station staffers when they appear in a free-lance capacity.

"The idea is to get minimum conditions and fees arranged," Grey said.

"The union has developed individual performers in the east," he said. "It gives a corporate sense to actors and other members, and reduces the old fear of employers."

In Vancouver, he said, singers and participants in school broadcasts needed some adjustment. Actors were pretty well satisfied, he thought, and other details

would be worked out between employers and the ACRA committee.

Volume of work and budgets are lower here than in the east, so that the rates generally would be lower also.

At present, Grey said, ACRA has about 275 members in Toronto, 180 in Montreal, 40 in Halifax and 50 in Winnipeg. Grey organized Winnipeg on his way out to Vancouver.

DRAMA LAB RETURNS

Winnipeg. — Back for its fifth term is the "Drama Lab" directed by CKRC's publicity chief, Maurice Desourdy.

Desourdy sends some 40 persons through radio drama hoops twice weekly. This summer they hope to present a series of dramas over CKRC, matching the feats of the two past summers.

Many of Desourdy's pupils have graduated into radio free-lance work, or are now working as commentators and announcers.

BRITISH VARIETY HOUR

Winnipeg. — Numerous Old Country types, now grinding out an existence in wintry Winnipeg, are perking up these days. Reason for the change is resumption of their favorite recorded show, "British Variety Hour."

Each Monday night from 7.30 to 8 o'clock CJOB spins discs by top British artists. Sponsor of the show is the Keystone Safety Clinic.

SELL YOUR MARKET by knowing it!

Research means "let's find out." It's the job of highly trained fact-finders — men and women able to get the facts about advertising and selling. It's the sharpest tool of common-sense marketing.

We can help you know more about your product, market or advertising with a complete marketing research service:

- Radio Surveys
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Absolutely reliable research makes your advertising dollar go further. Write or telephone:

International Surveys LIMITED

TORONTO:
93 Church Street
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MONTREAL:
1541 MacKay Street
LA. 4200



CFCF

Montreal

600 KC

ABC - DOMINION

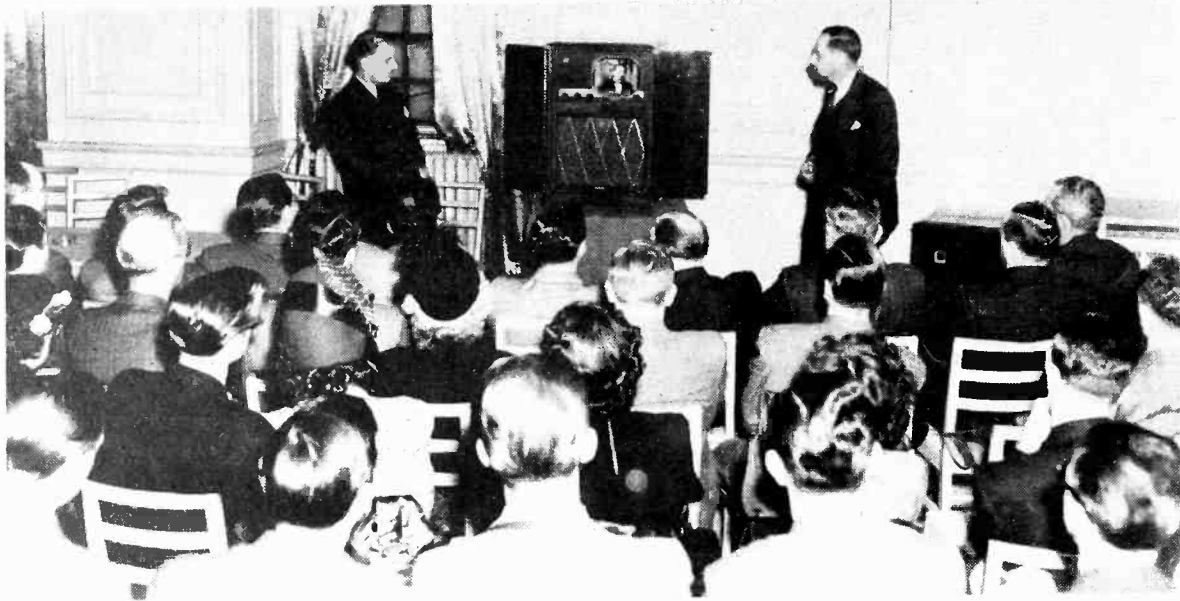
CANADIAN TELESCREEN

Vol. 2, No. 2

TV and Screen Supplement

January 26th, 1949

BROADCASTERS URGED TO CLIMB ON TV



Toronto. — Tuesday, January 11, 1949, will go down in television history as N-Day, because it marked the inauguration of the first TV network in the United States, with 14 stations between New York and St. Louis, linked together by 1,300 miles

of coaxial cable, buried in fields, running through marshes, over rivers and around mountains, boosted by 4-tube repeater stations every six miles along the world's longest sound track.

Canadian General Electric Co. Ltd. gave the Radio Executives' Club of Toronto a chance to look in on the inaugural proceedings over a pair of GE C-810 receivers (\$745.00 apiece) in Hall A at the King Edward Hotel, and about 200 members and their guests jammed themselves in to watch the programs over WBEN-TV, Buffalo, the nearest TV point to this country, which has thus far been denied the privilege of sharing in the building of the new medium.

Buffalo, located about 60 air miles across Lake Ontario from Toronto, is at least 20 miles further away than a TV signal is expected to carry. Those who waited to look were warned of this and a large number of other factors which might quite easily have marred reception. But the warnings were unnecessary, and as the screens in the two receivers carried us from one transmitting point to another, there could be no possible complaint about reception.

Prior to air time, Harry Dawson, formerly general manager of the CAB, and now with Canadian General Electric, urged broadcasters, with the fervor of a man with a mission, to climb on the TV band-wagon while it is still possible for everyone to get in on the ground floor.

Time was, he recalled, when horse dealers and carriage builders viewed with alarm the swift invasion being made into what they had always believed were their own private preserves, by the new-fangled automobile.

They even got legislation introduced, fixing a speed limit for the horseless carriages of 10 miles an hour, thus hoping to eliminate competition in terms of speed. "But they didn't succeed in stemming the tide of progress," he said, "and neither will those in the radio industry who have decided that television won't work be able to halt the development of the new medium, which has come, and come to stay, in spite of anything the radio industry, public or private, may do to stop it.

Right here in Canada, Dawson said, the demand for sets already exceeds the supply by 10 to one, and this before we have any TV stations of our own. "Advertisers," he added, "are beginning to realize that the old cry of the space salesman that visual advertising is better than aural is a gone goose, because television gives its sponsors a combination of both visual and aural."

With an enthusiasm which infected everyone packed into the meeting room, he urged his audience to do everything in its power to get television going.

The meeting was also addressed by Sidney Wellum, active in television sales work in Great Britain since 1936, who has recently transferred his affections to CGE in Toronto.

"Television is not an abstract medium like AM broadcasting," Wellum said. "An hour's television program on one station is regarded by U.S. advertisers as having three times the sales impact of an AM show of the same length." Given the green light by the government, he felt it would be possible to have TV stations operating in Canada in 18 months.

TV GOES TO SCHOOL

New York, N.Y. — TV will shortly branch out into the field of daily education for children with the announcement, by NBC, that they will institute a series of telecasts, designed for pre-high school children, dealing with such subjects as geography, history, government, science and music.

The net is co-operating with the National Education Association, and the Boards of Education of New York City, Philadelphia and Baltimore. It plans to start the program series early in 1949 and carry them out throughout the year on a five-a-week basis.



FOR THESE ARTISTS

- BARRY, Pat
- BOCHNER, Lloyd
- BOND, Roxana
- BROWN, Sydney
- COWAN, Bernard
- DAVIES, Joy
- DENNIS, Laddie
- DIAMOND, Marcia
- FITZGERALD, Michael
- HAMILTON, Lee
- HARRON, Donald
- LOCKERBIE, Beth
- McCANCE, Larry
- MANTLEY, John
- NELSON, Dick
- NESBITT, Barry
- O'HEARN, Mona
- OLDFIELD, Kipp
- RPKIN, Maurice
- ROUSE, Ruby Ramsay
- SCOTT, Sandra
- WADE, Frank
- WALSH, Elizabeth
- WOOD, Barry

Day and Night Service
at
Radio Artists Telephone
Exchange

If You Want Music With A PERSONAL PLUS In Your Program—Planning

Let us take care of your talent problems with . . .

. . . years of entertainment-world experience to help YOU select . . .

. . . the orchestra, act, or entertainment YOU want . . .

. . . in the type, style or size YOU choose . . .

. . . promoted by full publicity services . . .

. . . And All At No Extra Cost To YOU.

CFCF
Montreal
600 KC
TV Application Filed

THE OFFICE OF
MART KENNEY
125 DUPONT STREET
TORONTO, ONTARIO

Yes We Have No TV

Canada is three years behind the U.S. in TV, and seven years behind Britain, according to a recent article by Blair Fraser, Ottawa editor of Maclean's Magazine, who points out that we are now so far behind we may never catch up.

Discussing the scope of the medium, he told of a recent visit to New York where he saw Toscanini conducting the NBC Symphony Orchestra with "every gesture, every change of expression on the old man's face visible." Fraser also pointed to the extent of U.S. TV coverage allotted to President Truman's inauguration, a coverage that was witnessed in 13 cities with an approximate audience of five million.

British viewers, Fraser pointed out, recently saw the Commonwealth Prime Ministers gathered at Downing Street for their conference; they saw each minister in a close-up as they came out into the garden for an interview; and then saw the whole thing developed into an hour's program which touched on every aspect of Commonwealth affairs.

However, these are high spots, Fraser states, adding that, in the U.S. at least, "the run-of-mine television show is still pretty deadly drivel—third-rate night club entertainers, the embraces of obscure wrestlers, static pictures of a newscaster reading from his script or a rooster crooning."

But with all its imperfections he contends that no one can watch TV without realizing its tremendous social force, with a potential impact greater than radio, telephone or movies.

That Canada can have none of this yet is due, Fraser says, to the fact that "Ottawa balks the CBC and the CBC balks the private showmen."

Tabulating the list of CBC statements on TV, Fraser picked up the Board's statement that it would proceed with TV "as soon as the necessary financing can be arranged." This, he points out, entails "a fat government loan and license fees on TV sets."

The government's views on financing TV were brought out by Fraser, who was quoting a statement by the Rt. Hon. C. D. Howe who said: "If private operators think it worth while to risk that much money, let them go ahead. Some of them, like Canadian Marconi, can hope to get it back by selling TV sets. For the government it would be a dead loss. If I were living in my own town of Port Arthur, I'd kick like a steer at paying taxes to bring television to Montreal and Toronto."

Fraser points out that private companies have announced their willingness to take the risk, and have applied for channels in Toronto and Montreal, but none of the applications have been granted. "The CBC," Fraser says, "has not yet given up hope of getting into television's ground floor itself. It doesn't want private stations to be too far ahead, or too deeply entrenched."

TEE VEE ACTION

New York, N.Y. — Daytime television programming is slowly but surely making a great deal of headway and in addition to being added by a number of stations here, is moving on to the newly opened video network between the East and mid-West.

Du Mont's station WABD here was the first and is still the only station in the country telecasting a full day's schedule starting at 7 a.m. The schedule was originally only an experiment but it proved so popular with viewers and advertisers its status was changed but quick. The station claims that its daytime operation is making a small profit.

During recent weeks, WCBS-TV has added a number of afternoon programs. In addition, station WNBT disclosed that it will begin its telecast day at 3 p.m. beginning February 1. Station WJZ-TV also plans to launch afternoon programming in mid-February.

As for the daytime network picture, WABD began feeding four and a half hours a day to its own stations in Washington (WTTG), and Pittsburgh (WDTV) and five other affiliates — WNHC-TV, New Haven; WAAM, Baltimore; WEWS, Cleveland; WJBK-TV, Detroit; and WGN-TV, Chicago. These stations are offering the programs for local co-operative sponsorship and although the shows are being sent on a 10-day trial, sponsor interest will probably make them permanent fixtures.

CBS-TV is also networking some of its daytime shows but only one, "This Is the Missus," is sponsored (Bab-O).

Other network shows are expected to be announced by all of the major networks in the near future.

Mason Coconut Candy Bars is now sponsoring the popular Howdy Doody show over 14 NBC-TV stations.

ABC-TV network will introduce a new series, Hurray for Play, on March 6, sponsored by the Toy Guidance Council.

CBS-TV is expected to release its television plans for Jack Benny and Amos 'n' Andy probably before this reaches the printed page.

Announcement of new 16-inch metal receiver tubes reportedly responsible in part for recent reductions in the prices of 7-inch sets. Hallicrafters reduced its \$189.50 set to \$139.50 and its \$199.50 set to \$144.50. According to the company's president, William Halligan, Hallicrafters wants to "revitalize" the 7-inch market because "sales of 7-inch sets had been slowing down since mid-December . . . and some dealers were starting to offer them in under-the-counter deals."

Top Name in Communications since 1909

NOW AVAILABLE TO CANADIAN

Radio Federal

Broadcast Equipment

LONGER LIFE with ENDURING PERFORMANCE with every Federal Tube

In tube manufacture, the smallest details are a big factor in lasting performance.

That's why every Federal tube is subjected to the most rigid quality control and test procedure all along the line. For example, every tube gets X-ray tests to assure accuracy of internal construction details not otherwise visible. These and other exacting test procedures are the result of Federal's 37 years of experience in designing and building better tubes.

Write Federal for complete information on electronic tubes for your requirements — Dept. 800.

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.

CKNB CAMPBELLTON N.B.

January 26, 1949

Dear Mr. Time-Buyer:-

Among New Brunswick's twelve leading industries, for the years 1941 to 1945, pulp and paper accounted for half the total capital invested; one third of total wages paid; more than one quarter of the total employment figure; one third of the total value of production; more than one third of the total expenditures.

Steadily increasing, the gross value of pulp and paper products production in 1947 was \$68 million.

Of the six pulp and paper mills in New Brunswick, the four largest are in C K N B's coverage area.

Yours very truly,

Stan Chapman

CSC-FR

Station Manager

AN ALL-CANADA STATION



Bear in mind for '49 that CFCN talks to more people in Alberta than any other local station!

CFCN

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

PEOPLE

CHML Promotion



Hamilton.—E. S. Stock, audience promotion director for CHML, Hamilton, has been upped to assistant manager.

Stock joined the Canadian Radio Broadcasting Commission in 1933 as junior producer, and directed shows for three and a half years. He was later associated with the now-defunct CHWC and also with CKCK, Regina.

He has been with CHML for five years, coming to the station after war service with the Regina Rifles.

DIESPECKER SICK

Vancouver.—Dick Diespecker, production manager of CJOR, collapsed suddenly and was taken to hospital from the station while preparing an evening news broadcast earlier this month.

Doctors checked him over and he is now home awaiting their verdict as to whether he goes back for further observation or simply stays home to rest.

MIDDLE AISLE

Winnipeg.—The man who wakes a good many Winnipeggers with his raucous cries and then harangues them out of bed will be taking orders from now on. Chuck Cook, CJOB early morning character, has taken a wife. The new boss is Dale Veitch who formerly did a spot of switchboard operating at the Blick station.

CFCF
Montreal
600 KC
Canada's First Station



WHOSE LOSS?

In line with various U.S. U.S. radio capital gains deals, we are wondering if the CBC would like to buy Dick Lewis. (Contributed)

QUID PRO QUO

There isn't a thing the CAB and the CBC wouldn't do for each other. That's how they get along so well. The CAB does nothing for the CBC and the CBC does nothing for the CAB.

TEMPUT FUGIT

We've always been going to use the one about the tired voice of the CBC announcer who proclaimed: "Twenty Years After — a delayed broadcast."

OCCUPATIONAL THERAPY

Did you hear about the operator who is thinking of taking up crochet work to wile away the time while they play the new long-playing records?

FUN AT HIS EXPANSE

If they hold the 1950 CAB Convention in Niagara Falls, Bob Buss, our most recent visitor, is one guy who can go over them without a barrel.

CENSORED

We've decided to skip the one about the producer who invited the talent up for a whiskey and sofa.

BORDER LINE

In reply to the correspondent who wants to know the formula for crashing Lewisite, we should like to state that material has to be just risque enough that no other paper would print it.

CUSTOMER RELATIONS

Finally there's the station manager who would give any time buyer the shirt off his back because he has his rate card tattooed on his chest.

**IN B.C.
 13 RADIO STATIONS
 WITH THE RIGHT
 "KNOW HOW"**

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



Top o' the morning!

BING CROSBY



BILL KEMP



WALLY CROUTER

Want to catch the "hep" crowd?

HOP THE CFRB BANDWAGON!

When it comes to providing lively programs that keep the customers happy, CFRB is right in there pitching!

Take "Club Crosby" for instance—Bing's smooth crooning on this new Saturday afternoon show is keeping the kids hanging over their radios.

Then there's Wally Crouter's "Top o' the Morning" program—it's the first thing listeners reach for when they stumble out of bed in the morning.

Bill Kemp dishes out hot music and bright chatter on his twice-daily "Kemp Calling"—and what Bill doesn't know about hot music

isn't worth knowing. You won't need a second look at the program ratings of these shows to know they have what it takes to please a large group of listeners.

The Crosby, Crouter and Kemp shows, with their wide appeal to the younger crowd and to women in the home, represent just one phase of CFRB's *balanced* programming. CFRB reaches a larger and more varied audience than any other station in Ontario. So no matter what type of listener you wish to reach, CFRB is unquestionably your No. 1 radio advertising buy in Canada's No. 1 market!

CFRB

ONTARIO'S
FAVOURITE
RADIO
STATION

Representatives — United States: Adam J. Young Jr. Inc. Canada: All-Canada Radio Facilities Limited