RADIO BUREAU IS MPs’ BEST OUTLET

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

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

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

The weekly press does a good job, especially in rural areas, he said, but “you may have a Liberal paper and a Conservative member in the constituency, in which case you would not get proper mention or it would be slanted”. One way members have been able to get their views over, he pointed out, is by writing weekly articles to the local press, which is valuable and useful means of getting a member’s views to his constituency. He agreed that there are other ways, such as sending out copies of speeches made in the House, “but they” he said “very often find their way to the waste paper basket.”

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

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

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

Dealers Meet Station

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

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

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

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

“The whole project revived interest which has grown dormant in some dealers’ minds,” Werry told the Broadcaster, “and we feel that we now have a corps of enthusiastic salesmen who are sold themselves on FM and its possibilities, and will pass up no opportunities to talk up CKOX-FM.”
Producers and manufacturers of every nation are invited to show their products at the new world marketplace—the Canadian International Trade Fair—to be sponsored again in Toronto by the Canadian Government, from May 30 to June 10, 1949.

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

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

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

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

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

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

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

URGE PUBLIC ENQUIRY OF CBC

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

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

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

“Unreasonable advantages” enjoyed by CBC over independent stations was commented upon, particularly in respect to channel allocations, power output and tax exemption. CBC powers generally were called “too broad”, with the Corporation “both regulator and competitor” of the private stations.

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

INTERNATIONAL PROGRAM EXCHANGE

London, England.—Western European Commentary, a series of international programs aimed at exchanging news and views between various countries, was opened recently when the BBC transmitted the initial program to France, Belgium, Holland and Luxembourg.

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

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

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

CBC Cannot Be Impartial

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

The editorial said that "the board of governors...is being asked both by the owners of existing radio stations and by moving picture corporations for the opportunity to develop TV in the Dominion. "The applications raise once more, and in a wider field, the old question of CBC dictatorship in the radio field...its proper function is broadcasting, not control."

"There is no more logic in giving the CBC authority to order the affairs of all the radio stations and networks in Canada than there would be in allowing the Canadian National to give orders to the Canadian Pacific. "The CBC is a competitor in the radio field. It cannot, therefore, be an impartial judge in radio matters. It is humanly impossible that it should be".

The News-Herald, commenting on the Canadian Chamber of Commerce resolution asking for an independent body to govern both public and private radio, said, "The Board of Transport Commissioners, which supervises both the government-owned CNR and the privately-owned CPR, provides an excellent precedent for such a body. "Certainly it would be much fairer, and better for the future progress of radio in Canada, than the present system".

Continuous Radio Audience Measurements

Since 1940 . . . . . . .

Elliott-Haynes Limited

Sun Life Building

Montreal

Field Ratings 1948

315 Broadview Ave.

Toronto

GERard 1144

HORACE N. STOVIN & COMPANY

Montreal

Toronto

Winipeg

Vancouver

Representatives for
these New Radio Stations

CKLJ Saint John

CKZM Moose Jaw

CKXJ Vancouver

CJBN North Battleford

CJAB Moose Jaw

CJZX Yukon

CJCH Nelson

CFPR Prince Rupert

CJOX Vancouver

CJAR Vancouver

2MK Summerside

TBC Trinidade

THAT'S WHAT CKMO HAS DONE IN VANCOUVER.

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

SEE ELLIOTT HAYNES RATINGS FOR SEPTEMBER AND OCTOBER

Represented by:

National Broadcast Sales in Toronto and Montreal

Donald Cooke Inc., New York

www.americanradiohistory.com
Hara-Kiri For the CBC

At least three situations cropped up during the past week which caused the CBC the embarrassment of making decisions which cannot fail to displease at least as many people as they satisfy. This paper is actually sympathetic with the CBC opinions, as reflected in their decisions. Yet it believes that the national broadcaster is of such importance as to warrant the very strictest of public examination. It is the responsibility of the Commission to control the CBC, and the public has a right to know that the CBC is under proper direction. The three situations to which we refer are, first, the CBC’s refusal to sell the Honorable George A. Drew, Progressive-Conservative leader, a provincial network on which to refute Liberal and CCF charges that he is responsible for the present shortage of hydro-electric power in Ontario: while the others are the same organization’s decision not to accept one-time Christmas broadcasts from Elgin Watch and Canada Packers. We are completely sympathetic with the thinking behind the refusal of time to Mr. Drew, though we stand steadfastly behind him and his policies, and fully appreciate that the fellow-travelling Liberal and CCF parties are trying to turn a calamity, which could not have been his doing, into a stab in the back in the forthcoming election. Yet the CBC, as a national broadcasting body, cannot allow itself to be used as a political football with no chance of getting anything but a kick in the pants. In the case of its refusal of network time to the one-shot commercial broadcasts, we subscribe to the CBC’s view that it should not permit its schedule to be disrupted to accommodate two sponsors who only use radio once a year, because to do so would be bad business.

The motive behind these three decisions is sure to be misinterpreted by many of those who disapprove of the existence of a government broadcasting system, and this has been proved time and again to be a majority of the people of Canada. The CBC’s refusal of time to Mr. Drew will be seen as an act of supporting the Liberal party, which, as the party in power, is the government to which the CBC is responsible. Turning down the two would-be sponsors of one-time broadcasts will be condemned as the CBC once again dictactorily exercising its prerogative of deciding what the people of Canada should hear on their radios. It is our contention though that in these particular situations blame should be hung not on the CBC but on the act which created it.

Charged as it is with the responsibility of controlling all programming, the CBC is carrying out its duty in each of these cases. For this it can only be commended. But the fact that it is called upon to function in the dual capacity of program policeman, and program producer, places a strain upon it at the time will ever be able to perform either job to the best advantage of those it serves. And by this we mean, not the strong men of the government of the day, but the people of Canada.

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

The Facts Behind The Figures

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

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

Radio audience measurement by co-incidental telephone survey, mail ballot or any other system, is a horse of a completely different color. Whereas in the pre-election polls questionees were asked “How will you vote?” in the case of program polls, the question is what program or station are you listening to. The radio researchers are not trying to persuade people to tell them what programs they will be tuning in tomorrow or next week or month. They are asking what they are doing now, or perhaps in some instances, what did they do yesterday. There is no connection between the authenticity of “futurity” polls and “present or past” polls.

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

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

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

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

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

Stage '49

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

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

I'm no prude and hold few prejudices, but I was more than slightly taken by surprise at the number of not-so-nice words that came from my radio's loudspeaker on Sunday night. I cannot class myself as always an abstainer from the use of profanity, but I feel that notwithstanding, so much of it is heard in everyday life that I don't want it to be a part of my radio fare.

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

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

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

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

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

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

Mr. Andrew Allen, the script writer who spends many hours doing adaptations and the actors, each an ingredient of the "Stage" series, are to be highly complimented for bringing drama to the ear of the listener in a thoroughly enjoyable fashion.

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

—Hamnerstm, Ottawa Citizen

This Week In History

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

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

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

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

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

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

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

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

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

Because CKWX is “out in front”, and staying there, you’ll ring the bell every time when you select Vancouver’s CKWX to PRE-SELL your product in Canada’s Third Market.
New York's Radio Row
by Richard Young

For Report:
MILES
Rates and Availabilities Consult our

Practically EXCLUSIVE COVERAGE IN KENORA!
Here are the findings of the B.B.M. as given in the recent Station Audience Report:

96% Day Time
92% Night Time

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

Kenora Ont.
Dominion Network

It's a STEEL and PAPER COUNTRY
Reach 14,000 RADIO HOMES ALL WITHIN 7 MILES OF OUR TRANSMITTER

ANNUAL PAYROLL OVER $2,400,000

SAULT STE MARIE

NEW YORK'S RADIO ROW

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

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

Although it looked that way at first, you can be sure NBC isn't going to watch those shenanigans without batting an eyelash. So it was that over the last week-end NBC president Niles Trammell returned once again to the cinema city to see what he could do about keeping Benny & Co. in his stable. However, as we go to press Mr. Trammell had returned to Manhattan and an NBC spokesman hinted that the negotiations had broken down. It had been rumored that the NBC captain had offered to buy out the entire radio production company, Amusement Enterprises, Inc., which, as coincidence would have it, is owned by one Jack Benny. But as we said, at press time the deal hadn't jelled.

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

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

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

As long ago as the Atlantic City meeting of the National Association of Broadcasters in 1947, this correspondent has maintained that the industry's new Standard of Practice code, scheduled to go into effect January 1, would not prove to be an effective instrument without some kind of a code-enforcement weapon. After all, we reasoned, the broadcasters have had other codes in the past and if they had lived up to them there would be no need for a new one — so how can we be sure that these same operators will make a sincere effort to abide by the new one? We discussed this in Atlantic City with one official of the NAB and his reaction was: "Let's get a code first and an enforcement weapon can come later." And now it looks as though it might come sooner than anticipated. We've just learned that the NAB Program Executive Board has urged the association's board to adopt a code clause in all advertising contracts. The resolution adopted by the committee scheduled to go before the board on November 16 stated:

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

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

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

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

Of course this action has sparked the press boys into all sorts of speculation and they've had a merry time. One local story had Swezey moving into Charles R. Denny's position as executive vice-president at NBC with Mr. Denny being upped to Mr. David Sarnoff's job as chairman of the board of RCA. Another report- not so wild — had Mr. Swezey re-
turning to a profitable law practice. By next issue we should have the final outcome as between now and then the subject is expected to be the topic of an MBS board meeting. Whatever the outcome, we hope Bob Sweeney winds up with most of the marbles because he is one of the nicest fellows in the industry. (My gosh—we're really in love with radio this issue!)

On the cuff notes ... Understand ABC executives are trying to get the Old Groaner, Bing Crosby, to try his hand (and voice) at the newest of the arts, television. The Mayor of the Town program with Lionel Barrymore, now off the air, may move to the MBS network as a replacement for Gabriel Heatter's Behind the Front Page series on Sundays. CBS network has sold the 2-43 to 3 p.m. across-the-board slot to Procter & Gamble. There's talk that the What Makes You Tick show on ABC may move over to Columbia to fill this time slot. Boston Pops Orchestra will take over the musical chores on the NBC network's popular RCA Victory Show (with Robert Merrill) . . . That new daytime talent-hunt series for Lucky Strike cigarettes, Your Lucky Strike with Don Ameche, is expected to debut over the CBS network late in December or early in January . . . The NBC network's new promotion film, Behind Your Radio Dial, will be previewed before top advertising brass at the Waldorf-Astoria Hotel on November 22. Incidentally, we've heard here that there's much interest in this film in Canada. A new series starring sub-sister Dorothy Dix is tentatively scheduled to bow over the ABC network on January 3 . . . And that's the news till next issue.

COWBOY COMPOSER

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

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

JOINS LA STATION

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

COMMENTATOR SILENCED

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

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

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

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

Miss Fletcher is not new to starring. She spent four years in bit parts on Broadway and in road shows, as a witch in the Maurice Evans production of Macbeth, as the maid in "Pygmalion" and roles in "George Washington Slept Here", "Flare Path" and other shows.

NOW 1000 WATTS!

L'ECO FRANCAIS DE MONTREAL

Covers particularly the Montreal French Market

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

THE STATION with special local appeal. Why?
Because Ottawa people are interested in what goes on in Ottawa.

And on CKCO they get — local news on the hour every hour, 7:00 a.m. to 7:00 p.m. — Complete coverage of all events of local interest — Local sports — plus CBC Dominion Network programmes.

You can't afford to overlook CKCO when you want to reach the rich Ottawa market.

CKCO
Dominion Network Affiliate
5000 WATTS DAY — 1000 WATTS NIGHT

Everybody's at home listening to CKCO

THE COMMUNITY'S PREFERRED STATION

7:00 AM - 10:00 PM

CFCF
Montreal
600 KC
5,000 Watts Day and Night
WHAT to Say?
HOW to Say It?
The purpose of advertising is to get people to buy your product—to keep on buying it. What should your advertising copy say? How should you say it?
Let International Surveys Limited solve your copy problems. Copy testing is a science—the task of expert fact-finders. Our research services include:
- Radio Surveys
- Consumer Panel of Canada
- Attitude Surveys
- Product Testing
- Copy Research
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MONTREAL: 1541 Mackay Street L.A. 4420

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

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

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

CJKL • Kirkland Lake
5000 WATTS 560 KCS.

Get the facts from
NATIONAL BROADCAST SALES
TORONTO: 2230 Bank of Commerce Bldg. - AD. 8855
MONTREAL: 106 Medical Arts Building - FL 2439

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

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

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

Get CKDO facts from
JAMES ALEXANDER
(Canada)

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

CKDO - Oshawa, Ontario
1240 on the dial

Regional Ad

STATIONS
25th Anniversary
Vancouver.—Agency executives across Canada had silver bells on their desks last week to remind them that CKWX was marking its silver anniversary on the west coast.

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

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

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

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

A staff party, given by president A. “Sparks” Halstead and manager F. H. Elphicke, headed the program for staffers. Reg Dagg, former sales manager of the station and now branch manager of Canadian Advertising Agency Ltd., worked with Joe Midmore in planning the anniversary.

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

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

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

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

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

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

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

Today she is on the air three times a week on CKMO, and she’s liable to come up with advice on raising anything from babies to husbands to angel cake.

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

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

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

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

SANTA BY RADIO
Winnipeg.—Special programs are under way at CKRC and CJOB to bring Christmas cheer to Winnipeg’s needy.

Local Kinsmen are taking over at CKRC these Saturday nights with a program that starts at 11:20 p.m. and leaves off at 2 a.m. It features live talent who will attend parties sending in the highest bid for their services. Merchandise, donated by Winnipeg merchants, is also auctioned off. People asking for request tunes on the show are asked to send in a donation. All proceeds go to provide hampers for the needy.

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

At CJOB the show is tied in with the Council of Social Agencies. During the regular request show, carried six days weekly, listeners are asked to back up their requests with cash.

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

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

LOOK TO

Northern Electric
Company Limited

26 DISTRIBUTING HOUSES ACROSS CANADA

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

Canada Stands for Peace

www.americanradiohistory.com
**HERE'S PROOF OF PLUS VALUE ON CFCN in central and southern Alberta**

<table>
<thead>
<tr>
<th>B.B.M. (1948) REPORTS</th>
<th>TOTAL STATION AUDIENCE (RADIO HOMES)</th>
</tr>
</thead>
<tbody>
<tr>
<td>DAYTIME</td>
<td>CFCN</td>
</tr>
<tr>
<td>NIGHT</td>
<td>CFCN</td>
</tr>
</tbody>
</table>

**MORE RADIO HOMES THAN "B" TOTAL**

- "B" in "B5" Area
- "C" in "C5" Area
- "D" in "D5" Area
- "B+C" in "B+C" Area
- "B+C+D" in "B+C+D" Area

<table>
<thead>
<tr>
<th></th>
<th>DAY</th>
<th>NIGHT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EXCESS PLUS SONUS</strong></td>
<td><strong>EXCESS PLUS SONUS</strong></td>
<td></td>
</tr>
<tr>
<td>51.9%</td>
<td>21,050</td>
<td>96.3%</td>
</tr>
<tr>
<td>29.1%</td>
<td>-</td>
<td>33.3%</td>
</tr>
<tr>
<td>65.3%</td>
<td>-</td>
<td>90.0%</td>
</tr>
<tr>
<td>3.6%</td>
<td>-</td>
<td>26.5%</td>
</tr>
<tr>
<td>23.3%</td>
<td>43,600</td>
<td>24.7%</td>
</tr>
<tr>
<td>14.7%</td>
<td>20,330</td>
<td>19.8%</td>
</tr>
</tbody>
</table>

**Ask**

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

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

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

Enough of this balderdash.

On the top of the desk this issue is a clip from Radio Daily telling how WWJ, Cleveland, is offering free baby sitting service to mothers on Saturdays and has put Studio 1 at the disposal of youngsters from 4 to 9 years from 6 to 9 p.m. It has also instituted a new variety program called Baby Sitters in which some of the station's young charges are interviewed.

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

An anonymous writer points out that Andrew Allan's excellent production of Hugh McLennan's "The Precipice" on Stage 49 the other Sunday night was dirtied up with four "damn," four "hells," one "stink" and a "bitch." "It seems a pity," our correspondent writes, "to spoil a good show that way. Allan's productions are good enough that they don't need offensive attention getters." Claude Hammerston, radio editor of the Ottawa Citizen reviewed this play at some length, and we have printed his piece elsewhere in this issue, because we think his views are worth airing.

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

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

In a nutshell, "is rumor that ere long, Lew Roskin will be taking over the reins at the newly organized CJDC, Dawson Creek, when it is newly organized. (Kick that around, Morenus)... Visitors have included in the past days, Monty Werry, CJOX, Woodstock; Norm Botterill, CFBC, Saint John; Frank Ryan, CFRA, Ottawa; Tony Menzer, CJOB, Winnipeg... Jack MacRae, who did a bit of announcing at CKCK before he came east to link up with Barry Wood, is now well entrenched as an announcer on the CBC International Service, where they have tidied up his name into John. We have received a CBC International circular to prove it... Our program of weight reduction is at least not failing because we still hit the scales at 210... and that cleans it off until the Christmas issue.
Radio Serves The Farmers

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

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

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

Contacts are valuable Ford said, pointing out that at CHML they had established relations with the Minister of Agriculture for Ontario, his deputy, members of the Faculty of the OAC, the agricultural representatives of the counties served by the station, and the directors of such farm organizations as the Federation of Agriculture, Agricultural Institute of Canada, Women's Institute, Junior Farmers' and Plowmen's Associations. These contacts, Ford added, have been maintained over the years to mutual advantage, as they gave a good indication as to what the farm folk want to listen to.

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

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

Junior Farmers are also given considerable attention by the Bureau, and the station airs a program devoted to a panel dis-
musician discussed a timely subject of interest to both rural and urban listeners. These programs are supervised by the Junior Extension Bureau of the Provincial Department of Agriculture. Twelve counties participate in these broadcasts, each appearing twice during the series.

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

HOW THEY STAND

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

DAYTIME

<table>
<thead>
<tr>
<th>Language</th>
<th>Program</th>
<th>E-F Rating</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td>Pepper Young</td>
<td>16.1</td>
<td>+7.5</td>
</tr>
<tr>
<td>English</td>
<td>Big Suite</td>
<td>13.9</td>
<td>+1.8</td>
</tr>
<tr>
<td>English</td>
<td>Al Perkins</td>
<td>13.8</td>
<td>+1.9</td>
</tr>
<tr>
<td>English</td>
<td>High Noon</td>
<td>15.4</td>
<td>-0.7</td>
</tr>
<tr>
<td>English</td>
<td>Right To Peep News</td>
<td>11.6</td>
<td>-5.3</td>
</tr>
<tr>
<td>English</td>
<td>Sing Along</td>
<td>11.6</td>
<td>-3.2</td>
</tr>
<tr>
<td>English</td>
<td>Ride On The Beautiful Mountain</td>
<td>12.7</td>
<td>+4.1</td>
</tr>
<tr>
<td>French</td>
<td>Rose Principale</td>
<td>27.0</td>
<td>-0.1</td>
</tr>
<tr>
<td>French</td>
<td>A Fille de Pepe</td>
<td>20.1</td>
<td>-1.9</td>
</tr>
<tr>
<td>French</td>
<td>Quebec Nouvelles</td>
<td>19.6</td>
<td>-2.8</td>
</tr>
<tr>
<td>French</td>
<td>Journees Troubadours</td>
<td>18.5</td>
<td>-2.3</td>
</tr>
<tr>
<td>French</td>
<td>Mais Ce C'est La</td>
<td>19.2</td>
<td>-0.6</td>
</tr>
<tr>
<td>French</td>
<td>Le Quai d'Orsay</td>
<td>16.7</td>
<td>-1.7</td>
</tr>
<tr>
<td>French</td>
<td>La Matin du Monde</td>
<td>16.2</td>
<td>-1.1</td>
</tr>
<tr>
<td>French</td>
<td>Francois Lacoste</td>
<td>15.6</td>
<td>-1.9</td>
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EVENING

<table>
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<th>Language</th>
<th>Program</th>
<th>E-F Rating</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td>Fiher-le-Mur &amp; Mme</td>
<td>10.7</td>
<td>+11.7</td>
</tr>
<tr>
<td>English</td>
<td>Doll Alien</td>
<td>11.7</td>
<td>-1.9</td>
</tr>
<tr>
<td>English</td>
<td>Lux Radio Theatre</td>
<td>28.2</td>
<td>+6.4</td>
</tr>
<tr>
<td>English</td>
<td>Charlie McCarthy</td>
<td>26.4</td>
<td>+9.6</td>
</tr>
<tr>
<td>English</td>
<td>Bob Hope</td>
<td>24.6</td>
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<tr>
<td>English</td>
<td>Oscar Hammer</td>
<td>22.6</td>
<td>+11.5</td>
</tr>
<tr>
<td>English</td>
<td>Almanac Familiar</td>
<td>19.9</td>
<td>-5.0</td>
</tr>
<tr>
<td>English</td>
<td>My Friend John</td>
<td>17.4</td>
<td>+2.4</td>
</tr>
<tr>
<td>English</td>
<td>Kraft Music Hall</td>
<td>16.9</td>
<td>+2.4</td>
</tr>
<tr>
<td>English</td>
<td>Treasure Trove</td>
<td>18.0</td>
<td>-5.3</td>
</tr>
<tr>
<td>English</td>
<td>Ford Theatre</td>
<td>15.9</td>
<td>-0.1</td>
</tr>
<tr>
<td>English</td>
<td>Curtin Time</td>
<td>15.8</td>
<td>-0.3</td>
</tr>
<tr>
<td>English</td>
<td>Mystery Theater</td>
<td>13.3</td>
<td>+1.9</td>
</tr>
<tr>
<td>English</td>
<td>Tournesos</td>
<td>12.2</td>
<td>-1.8</td>
</tr>
<tr>
<td>English</td>
<td>Fun Parade</td>
<td>14.6</td>
<td>-1.4</td>
</tr>
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</table>

French

<table>
<thead>
<tr>
<th>Program</th>
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<th>Change</th>
</tr>
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<tbody>
<tr>
<td>Ubu Homme de mon Peche</td>
<td>16.3</td>
<td>+0.4</td>
</tr>
<tr>
<td>Radio Culture</td>
<td>12.4</td>
<td>+4.6</td>
</tr>
<tr>
<td>Ceux qui sont l'un</td>
<td>10.8</td>
<td>-2.0</td>
</tr>
<tr>
<td>Mesdames</td>
<td>10.0</td>
<td>+1.0</td>
</tr>
<tr>
<td>Quoi motier</td>
<td>29.1</td>
<td>+1.4</td>
</tr>
<tr>
<td>Balancement du Reve</td>
<td>20.0</td>
<td>+1.3</td>
</tr>
<tr>
<td>La Mine d'Or</td>
<td>24.6</td>
<td>-2.0</td>
</tr>
<tr>
<td>Cafe Cannes</td>
<td>22.7</td>
<td>-1.9</td>
</tr>
<tr>
<td>Rollande &amp; Robert</td>
<td>21.6</td>
<td>+0.7</td>
</tr>
<tr>
<td>Theatre Ford</td>
<td>21.3</td>
<td>-2.9</td>
</tr>
<tr>
<td>Enchanteur de la Vie</td>
<td>20.7</td>
<td>-1.0</td>
</tr>
<tr>
<td>Talente de Chit News</td>
<td>16.7</td>
<td>-2.4</td>
</tr>
<tr>
<td>Radio Cancers Canadian</td>
<td>19.5</td>
<td>-0.7</td>
</tr>
<tr>
<td>Reproduction Questionnaire</td>
<td>17.2</td>
<td>-1.9</td>
</tr>
<tr>
<td>Commenage-vous la musique</td>
<td>17.1</td>
<td>-1.1</td>
</tr>
</tbody>
</table>

FEATURES OF FEDERAL'S

All-Aluminum

FM Broadcast Transmitter

(Maximum Accessibility and Simplicity of Tuning)

A newly developed Federal "FREQUENCY" FM Modulator attained improved high-quality and noise-free transmission.

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

The transmitter can be modulated to 100% without the maximum deviation exceeding 0.1% between 50–1250,000 cycles.

Correct modulator emergency operation with center frequency control system imperceptible.

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

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

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

Maximum dependability with maximum simplicity of circuit arrangements.

Write Federal for complete information on electronic tubes for your requirements—Dept. 760.

AIR VITAL BOOK

Winnipeg—CRSB at the moment is broadcasting a series of plays based on Victor Kraschenko's book "Citizen of Broken." Local talent plays out the radio adaption which is in the hands of Donaldson Lorette, Man. CRSB has been granted exclusive radio rights in Canada by the author.

The half-hour show will run for 10 weeks.

Federal Electric Manufacturing Co., Ltd.

9600 St. Lawrence Blvd., Montreal 14, P.Q.
BLUE PRINT FOR RESULTS

In selling the Southern Alberta Market...

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

*Against station B.B.T and station C.B.

CFAC

ELLIO-T HAYNES
SEPT. - OCT.
1948
Following hard in the wake of the CBC’s denial of all TV license applications in Ottawa, October 27-9, comes an article in The Recorder, international newspaper, issue of November 13, stating that British television is to be used in Canada. "Sir Ernest Fisk," reads the article, "managing director of Electrical Musical Industries Ltd. and vice-president of the Royal Empire Society, has been in negotiation with leading Canadian officials at Ottawa during the last weeks and success has crowned his efforts."

Granting this world-known paper, established in 1870, some small degree of credibility, it is hard to reconcile Sir Ernest’s claim that he succeeded in making the necessary arrangements in Ottawa with the CBC board’s statement to the press that it would be at least two years before the first Canadian TV stations can go on the air, and that the delay may be far longer.

The Recorder continues its report with the statement that: “against him (Fisk) have been opposed Canadian broadcasting interests and American television companies.

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

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

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

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

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

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

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

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November 27, 1946

Dear Mr. Time-Buyer:

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

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

Yours very truly,

Stan Chapman
Station Manager

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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. Stevin (Canada)
Adam Young Jr. (U.S.A.)
O U R 2 1 S T Y E A R
5000 Watts, 600 K.C.

LILLIPUT STUFF

"In a nutshell, Stan Tapley has become a popey again!"

-CB November

It's a good trick if you can do

—Dick Moren

OUT DAMNED SPOT

Blame for the current pow- shortage is being hang - Spence Caldwell.

INDIAN GIVER

Due to printing problems oc- curred by the same pow shortage, recipients of our last year's Christmas cards are re- quested to return them to for redistribution.

GOVERNMENT AIR LINE

Now that it takes 75 min to do the half hour drive fro downtown Toronto to the Mu- ton Air Port, TCA travelle are advised to carry a cribba board.

MY COUNTRY 'TIS OF THEE

Congratulations to our natio- alized radio service on find- room for one Canadian com- mercial Sunday evenings.

NON NON, M. OUDEN


COME THE REVOLUTION

One of George Drew's platfor- planks might well be the n- ternalization of the Canadian Government.

DISCRIMINATING

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

PAN MAIL

Sir: Your mysterious capit "They Tell it not in Gath" may mean that Gath ith all we be now that the electric power turned off.

—Janie—

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CHWK Chilliwack
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CJOR Vancouver
CKMO Vancouver
CKWX Vancouver
CJVI Victoria
CKNW New Westminster
GOOD NEWS

for advertisers

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

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

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

CFRB

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

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