**CHANGE CUT-OFF FOR SANTA**

Toronto. — CFRB’s Santa Claus broadcasts got a sizeable boost recently from the CBC, in the person of Don Sims. Don aired a listener’s complaint on his What’s Your Beef program, that the power cut-offs prevented Etobicoke Township children from hearing the shows, and so persuaded the authorities to change the cut-off time.

Santa’s program, aired at 5:30 p.m. coincided with the nightly power cut for the area, and a letter from a lady listener pointing out the youngsters’ predicament was picked up by Sims for airing on his Anacin-sponsored program.

The Etobicoke Township Council called a meeting shortly after the letter was publicized, and, later, cut-off time was changed to allow Santa to reach his youthful listeners uninterrupted.

Bouquets, lauding the public service effort on the part of What’s Your Beef, were presented to Sims by way of a letter from the T. Eaton Co., who sponsor the Santa Claus broadcasts, and also by an appreciation broadcast by Gordon Sinclair during his CFRB News At Noon.

**JONNS RADIO REPS.**

Toronto. — Alex Bedard has joined the Toronto office staff of Radio Representatives Limited.

A graduate of Western University, Bedard served for two years with the RCVR, seeing active sea-duty. He is a graduate of the Academy of Radio Arts and was heard in dramatic parts over WHLS, Port Huron.

He was previously with CHNO, Sudbury, as program director.

**Power Boost For CFAR**

Winnipeg. — CFAR Flin Flon is now operating on 1,000 watts. The power was boosted from 250 watts at a special ceremony held Nov. 27, at the studios, in town, and from the location of the new transmitter at Cliff Lake, three miles northeast of town. Changeover proceedings were handled by Gerry Quinn, station manager, and Don Willis, announcer.

Messages of congratulation were heard from Premier D. L. Campbell of Manitoba, Ronald Moore, M.P. for Churchill constituency, Deputy Mayor R. W. Dadson, Frank Bickle, mayor of The Pas, James Allard, general manager of the Canadian Association of Broadcasters and Michael Barkway, Canadian representative of the BBC.

**CBC GOVERNORS OK’D 28 LICENSES IN ’48**

Thirteen AM and fifteen FM applicants were recommended for licenses by the CBC Board of Governors at six meetings held during 1948. The Board also gave price mentions a six months’ trial spin, recommended that closing commercials be allowed at the end of sponsored newscasts, and, as reported previously, made two statements on television.

The AM applications recommended were for the establishment of stations at: Summerside, P.E.I.; North Sydney and Sydney N.S. (CBC); Newcastle, N.B. Roberval, Que.; Haileybury, Ont.; Red Deer and Edmonton, Alta. and Nanaimo, B.C. The remainder of the licenses went to the Department of National Defence for stations at Churchill, Man.; Dawson, Y.T.; Norman Wells and Hay River, N.W.T.

FM Applications were for: Haileybury, Hamilton, Kitchener, London, Owen Sound, Simcoe, Stratford, Toronto and Windsor, in Ontario; Quebec City and Verdun in Quebec; Winnipeg, Man.; and Kamloops and New Westminster in British Columbia.

Price mentions were given the nod when the Board suspended regulation 10(b) at their May meeting. The six months’ trial period came into effect on September 1, with the Board stating that it will review the situation after this period. A statement, issued at a later date by the Board, said that if it finds that easing the regulation means lowering the standards of broadcasting, or proves detrimental to listening, it will reimpose the restrictions.

Commercial announcements on sponsored newscasts, previously restricted to an opening commercial, were permitted at the close of newscasts when the Board, at their September meet, revised news broadcast regulation 13(2).

Those six meetings constituted the Board’s activities for 1948, with their next meeting slated for January 20-22 in Montreal.

Fifteen thousand dollars was raised by CJMJ, Calgary, in its annual auction for the Crippled Children’s new hospital. The Grey Cup football, autographed by the conquering Stampeders was raffled for $8,270.00. Pictured above CJMJ manager, Alderman Don MacKay, holds the ball prior to the draw. He is surrounded by his cowboy hat which raised $100 in Calgary and was then sent to Toronto to help boost the Star Santa Claus Fund.
Canadian broadcasters from the Maritimes to the Pacific Coast have long recognized RCA broadcast equipment as the finest there is anywhere. In proof of this tribute to RCA broadcast equipment is the use of that equipment by fifty-six Canadian radio stations.

RCA Victor is proud to be associated with these fifty-six radio stations in their splendid and unceasing service to Canadian radio audiences, in providing the best in radio broadcasting for entertainment and education.

Today RCA Victor offers Canadian broadcasters the services of a special research and engineering group for technical consulting advice . . . with complete facilities for supply and installation anywhere in Canada. This special service is fully supported by the vast scientific resources of RCA Victor, plus wide experience in radio techniques over long years of development and progress.

FOR AM-FM TODAY . . .

and Television Tomorrow

LOOK TO

rcaVICTOR

RCA VICTOR COMPANY LIMITED
HALIFAX MONTREAL OTTAWA TORONTO WINNIPEG CALGARY VANCOUVER
OVER THE DESK

Ozzie Williams, who has been cropping up in my aging life ever since I first met him in Hamilton in 1934, when he was fronting his five-piece act at the Orange Cafe for coffee and cakes, breezed in the other day to tell me, in one breath, that he is back in Toronto at the Kingsway after three hectic years touring the States as arranger for Tommy Tucker, and that he has just published a song called "Sunday in Toronto."

The publishers (Favorite Music, Toronto) seem to have sold Ozzie down the river by missing the best verse. For the benefit of non-Torontonians, who have so much fun sniping at this holy city, here it is:

Oh there isn't no foolin' Sunday in Toronto,
And I wonder if the folks all think it's right.
When the stork arrives, they say,
He must hang around all day.
Mother won't be home till late
on Sunday night.

Recent edicts against buying cigarettes on the Sabbath in this sanctified burg inspired Ozzie and me to dream up this one over a double David Harum after his (tell it not) Sunday night Sing-Song at the Kingsway.

You can't buy your smokes on Sunday in Toronto. It's a crime to sell tobacco. It ain't right.
No Sweet Cap or Players please.
Must define the hallowed breeze
Of Toronto's Sunday morning,
noon or night.

Poor old Toronto. She gets it coming and going. Rallying swiftly to her defense, I submit this:

There ain't no one at all who loves Toronto,
But in Toronto we don't mind.
It's our boast.
We write gags about ourself,
And collect a lot of pelf,
As we sell 'em for hard cash from coast to coast.
Drop around some time and I'll sing it for you.

Ozzie Williams is offering a free autographed copy of this song for every original verse submitted, which is either usable or practically usable. He says, it must be written in the same way he calls "meter." Shoot em in to Lyric Department, Canadian Broadcaster.

The sleek Christmas issue of The New Yorker has comment to make in its "Talk of the Town" on the visit of Mr. Norman Collins, the controller of BBC Television, who has been in town to check up on local video progress.

Among information gleaned from his "high-collared, heartily self-sufficient man of forty-ones" is that the BBC has grown out of its TV growing pains, that Mr. Collins has a yearly budget of a million pounds, that the idea of equipping British pubs with TV receivers would be "completely shocking to us," that BBC Television has a "newly perfected apparatus that makes it possible to relay the night sky," and that once BBC Television "filled the screen with a magnified view of the beating heart of a sand flea."

The question arises in my mind as to just how much Canada is missing on account of the failure of the government to get into the TV field. A magnified view of the heart of a sand flea is such a contribution to national culture. We can hardly wait.

* * *

There is a letter from a writer on a station here which I want to run in part, omitting, for obvious reasons, the name of the sender:

There are two of us grinding out copy for three salesmen, and innumerable sponsors. I alone am responsible for 51 different sponsors, and that includes 15 who sponsor programs... and 36 who specialize in spots and flashes.

"All told, in one week, I write 23 programs, to say nothing of the spots, etc. One program alone that I do, I should say one sponsor — 6 programs — takes me at least seven hours a week. Frankly I'm amazed how much one person can do. I only wish there were 48 hours a day."

I am not proposing to cry my eyes out at the plight of this one writer. As a matter of fact, from his standpoint, the situation isn't as bad as he thinks, because he is getting priceless experience both in writing and speed. What I do feel is that stations which put that much work on one man's shoulders are minimizing their chances of getting the best results for their local advertisers, because no man can turn out stuff in that volume and keep it as fresh and as sparkling as radio copy has to be. I hack for a living too, and I think I know what I'm talking about.

* * *

In a nutshell, Don Sutton has joined the sales staff of Tony Messner's office in Winnipeg... Alex Sherwood was in town last week servicing his Toronto station accounts for his Standard Library... The Broadcaster office will be closed from December 23 to January 3, but telephone messages will be taken and relayed by Telephone Answering Service. Just call our number, Adelaide 5975 as usual... and that winds it up for 1948 except for holiday greetings and best wishes for '49.

ELECTED By Popular Vote...

With three candidates in the running for Mayor and twenty-four for ten aldermanic seats, Oshawa's Municipal election this year was a big event.

And CKDO was on the spot to provide its listeners with results as quickly as they were tabulated. In cooperation with the Daily Times-Gazette, CKDO aired election reports from 7:30 until after midnight. Twenty of the candidates spoke to the public over CKDO microphones during the evening.

That's just one example of how CKDO is serving its community — just one example of how local advertisers elect CKDO by popular vote to speak their message in a rich population area of more than 70,000 people who listen most to their own radio station.

Ask for CKDO facts from

JAMES ALEXANDER
(Canada)
Oshawa, Ontario

CKDO

WEED & CO.
(U.S.A.)
1240

on the dial

Local Advertisers Prefer CHNO

LARGEST AUDIENCE AT LOWER COST

Sudbury's Bilingual Station

See

William Wright

VICTORY BLDG.
EMPIRE LIFE BLDG.

TORONTO MONTREAL

Edmonton will be having its greatest year in
1949

We Hope That YOU will be having your greatest year in 1949

Representatives:
In Canada - All Canada
In U.S.A. - Weed and Co.
Did spurn the suggestion that I should grow a long white beard for Christmas to go with my long and curling locks, and do now face the post-holiday season with the usual feelings, only partly helped by bicarbonate of soda. 

The cat is now stamping noisily on my new Oriental rug, and do wish I were in Kenora, where all is quietly snowed in and everybody for a hundred miles around listens to CJRL for news and entertainment. 

An autographed New Year card to CHAB Moose Jaw for the mightily fine production job they are doing on local shows; and another one to CJBR Rimouski, in my best French, for their greatly enlarged B.B.M. figures, showing them to be firmly established as a most important station in Quebec Province. 

Flaudus most heartily proffered to CKCW Moncton for their Pantry Poll, a new and enterprising effort by any radio station, and do also applaud the goodly cooperation between them and two newspapers. 

Do note with interest new life and buying power coming to Orillia, where a new plant is increasing local payrolls, to the satisfaction of CFOR. 

Also in Prince Rupert, where CFPR reports prospects for a big year as many new developments are now taking place which make that city a distributing centre of much importance. 

High community regard shown for CFJM Brockville, in that the Collegiate there hath spent 800 dollars for a remote unit and facilities for a regular program from the Collegiate. 

Do wish to all a prosperous New Year with bigger and better contracts for everybody. 

And so to bed.
And The Same To You

Even as brash and outspoken a journal as this has to observe the amenities once in a while, and this seems to be as good a time as any to say to our readers, advertisers, printers, engravers, paper people and everyone — "thanks a million for everything, and all the best in 1949". (We said "Happy Christmas" last issue, which makes this sort of thing practically a habit).

Last week, at the Radio Executives' Club Christmas dinner in Toronto it occurred to us that we are all part of an industry which spends its time battling it out with its competitors the year round, but which has a fraternal spirit rarely if ever found in other business groups.

This fraternal spirit is something to cherish and foster. It is worth-while, not just for its pleasant social contacts. It could be made into the basis of an industry which takes an institutional view of the problems which confront it and does battle for the whole, knowing that it will react for the good of each individual in the end.

This was not intended as a sermon on co-operation. It was meant rather as a way of saying "Radio is a pretty good thing and we are glad we are a part of it."

Giddypup

With a general election on the cards for 1949, it is incumbent on business to lose no time getting geared for a landslide back to a sane competitive economy which can only be effected by the cohesive effort of us all.

Twice this month, the Progressive Conservatives have knocked their opponents down for the count, and this is all the evidence we need to prove that the people can be swung back to a sane system of government, when anyone goes out after them with a policy which is naively devised and honestly and fearlessly presented. The facts of the case are that neither British Socialism nor Canadian Leftist-Trotskyism have been able to stem the tide of inflation, so there is only one course left. That course is Progressive Conservatism, made to function as it should.

There is going to be a great deal of work to do if we are going to get it across to the public just what this function is. There is going to be a great deal of work breaking down leftist inspired prejudices against the party. The time to do this work is now, because too many Canadians have lost the habit of thinking along Conserva-

tive lines. And the reason for this does not lie in any failure of the party to come up with constructive thought. It does lie, simply and solely, in failure to get the story out. It cannot be done through the medium of editorials and after dinner speeches. It calls for a tremendous amount of showmanship. But above all else, it requires sound leadership.

Organizations are popping up across the country, especially where by-elections take place, but the does not seem to be a permanent Progressive Conservative organization working out in the open to pound it home again and again that the alternatives are a reversion to a private enterprise policy, or complete and irrecoverable economic disaster, not just for business, but for everyone.

It is an amazing thing that the business group, which has learned to harness every medium of advertising to further the sale of its own wares, seems incapable of using the same means of selling the "system" in the abstract. This incapacity has lead us to the brink of disaster, and only its removal can get us back onto safe ground.

Who's Calling?

One of the peevus Don Sims might use on his What's Your Beef program is the growing habit of people having their secretaries enquire the name of a caller before buzzing the boss to come to the phone. Isn't it the height of rudeness to say, in effect, "I don't know if my chief will speak to you. It depends who you are and what you want".

Other telephone habits which might well be cured are such impolitenesses as having a secretary call someone, wait until he comes on the line, and then go and dig the caller out of the warehouse or wherever he has sneaked off to, while the man who is being called can only sit and doodle.

We aren't exactly enamored of the "guess-who" pest who thinks it funny not to tell you who he is. And the guy who goes wisecracking when the tone of your voice tells him you have someone in the office can drop dead any time for our money. Then there's the character who finds he has dialed the wrong number, and hangs up without apologizing; and the company or office which seems ashamed of its name and answers just "hello".

Telephonic manners can do a lot to attract or repel callers. Who knows? One day it may be a client or a customer calling.
Did spurn the suggestion that I should grow a long white beard for Christmas to go with my long and curling locks, and do now face the post-holiday season with the usual feelings, only partly helped by bicarbonate of soda. The cat is now stamping noisily on my new Oriental rug, and do wish I were in Kenora, where all is quietly snowed in and everybody for a hundred miles around listens to CJRL for news and entertainment. An autographed New Year card to CHAB Moose Jaw for the mighty fine production job they are doing on local shows; and another one to CJBR Rimouski, in my best French, for their greatly enlarged B.B.M. figures, showing them to be firmly established as a most important station in Quebec Province. Plaudit most heartily proffered to CKCW Moncton for their Pantry Poll, a new and enterprising effort by any radio station, and do also applaud the goodly cooperation between them and two newspapers. Do note with interest new life and buying power coming to Orillia, where a new plant is increasing local payrolls, to the satisfaction of CFOR. Also in Prince Rupert, where CFPR reports prospects for a big year as many new developments are now taking place which make that city a distributing centre of much importance. High community regard shown for CFJM Brockville, in that the Collegiate there hath spent 800 dollars for a remote unit and facilities for a regular program from the Collegiate. Do wish to all a prosperous New Year with bigger and better contracts for everybody. And so to bed.
And The Same To You

Even as brash and outspoken a journal as this has to observe the amenities once in a while, and this seems to be as good a time as any to say to our readers, advertisers, printers, engravers, paper people and everyone—"thanks a million for everything, and all the best in 1949." (We said "Happy Christmas" last issue, which makes this sort of thing practically a habit).

Last week, at the Radio Executives' Club Christmas dinner in Toronto it occurred to us that we are all part of an industry which spends its time battling it out with its competitors the year round, but which has a fraternal spirit rarely if ever found in other business groups.

This fraternal spirit is something to cherish and foster. It is worth-while, not just for its pleasant social contacts. It could be made into the basis of an industry which takes an institutional view of the problems which confront it and does battle for the whole, knowing that it will react for the good of each individual in the end.

This was not intended as a sermon on co-operation. It was meant rather as a way of saying "Radio is a pretty good thing and we are glad we are a part of it."

Giddypup

With a general election on the cards for 1949, it is incumbent on business to lose no time getting geared for a landslide back to a sane competitive economy which can only be effected by the cohesive effort of us all.

Twice this month, the Progressive Conservatives have knocked the opponents down for the count, and this is all the evidence we need to prove that the people can be swung back to a sane system of government, when anyone goes out after them with a policy which is sanely devised and honestly and fearlessly presented. The facts of the case are that neither British Socialism nor Canadian leftist-Liberalism have been able to stem the tide of inflation, so there is only one course left. That course is Progressive Conservatism, made to function as it should.

There is going to be a great deal of work to do if we are going to get it across to the public just what this function is. There is going to be a great deal of work breaking down leftist inspired prejudices against the party. The time to do this work is now, because too many Canadians have lost the habit of thinking along Conserva-

tive lines. And the reason for this does not lie in any failure of the party to come up with constructive thought. It does lie, simply and solely, in failure to get the story out. It cannot be done through the medium of editorials and after dinner speeches. It calls for a tremendous amount of showmanship. But above all else, it requires sound leadership.

Organizations are popping up across the country, especially where by-elections take place, but there does not seem to be a permanent Progressive Conservative organization working out in the open to pound it home again and again that the alternatives are a reversion to a private enterprise policy, or complete and irrecoverable economic disaster, not just for business, but for everyone.

It is an amazing thing that the business group, which has learned to harness every medium of advertising to further the sale of its own wares, seems incapable of using the same means of selling the "system" in the abstract. This incapacity has lead us to the brink of disaster. and only its removal can get us back onto safe ground.

Who's Calling?

One of the peevies Don Sims might use on his What's Your Beef program is the growing habit of people having their secretaries enquire the name of a caller before buzzing the boss to come to the phone. Isn't it the height of rudeness to say, in effect, "I don't know if my chief will speak to you. It depends who you are and what you want".

Other telephone habits which might well be cured are some impositions as having a secretary call someone, wait until he comes on the line, and then go and dig the caller out of the warehouse or wherever he has sneaked off to, while the man who is being called can only sit and doodle.

We aren't exactly enamored of the "guess-who" pest who thinks it funny not to tell you who he is. And the guy who goes on wisecracking when the tone of your voice tells him you have someone in the office can drop dead any time for our money. Then there's the character who finds he has dialed the wrong number, and hangs up without apologizing; and the company or office which seems ashamed of its name and answers just "hello".

Telephone manners can do a lot to attract or repel callers. Who knows? One day it may be a client or a customer calling.

High Hidden Taxes Muddle True Costs

Reprinted from "Women"

Butter in Socialist Britain sells for about 26 cents a pound; meat comes at about 40 cents for quite good cuts. The Socialists are very proud of these low prices and like to compare them with ours. The only thing is you can't get any butter or meat to speak of. This aspect the Socialists don't discuss.

The reason for the cheapness of butter and meat is that these commodities are subsidized out of the public purse, so that they are not really cheap at all. What actually happens is that the British housewife, already suffering from her husband's tax-ridden pay envelope, is paying the difference between what these commodities really cost and what the government allows merchants and storekeepers to charge for them out of the taxes. Then, because they don't want taxes to go even higher, they ration meat, butter and other commodities, so that the amount they have to pay out in subsidies won't make income and other taxes even more. So, if you were a British housewife, you could buy, for each member of your family, four ounces of butter and twenty cents worth of meat a week, two eggs a month and so forth.

Probably the next election will mark the end of Socialism in Great Britain. Unfortunately the damage will have been done, because eggs don't unscramble, especially when laid by Socialist hens.

What can we do about it? Those of us who have friends or relations over there should keep sending parcels. These mean more than their contents. Perhaps the most welcome thing is our hand-writing on the label. When things are tough, it's nice to be remembered.

The most vital need is for any kind of fats. Clothing of all descriptions is most acceptable. Canned fruits, meat, and things like that, are very welcome. Don't send unsweetened puddings unless you include the sugar to cook them with. Rice is unheard of.

Rations are sufficient to keep body and soul together, it is said. Without arguing this point, luxuries like sauces and flavorings are conspicuous by their absence. They add a little glamour to colorless menus.

There are two ways of doing it. Either you can buy what you want to send and pack and mail it yourself. Or else you can buy "ready-made" parcels from stores. Do it which ever way you prefer. The main thing is — do it.

Richard Stevie

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

<table>
<thead>
<tr>
<th>Program</th>
<th>English</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Big Sister</td>
<td>15.7</td>
<td>-2</td>
</tr>
<tr>
<td>Prix Perkins</td>
<td>15.7</td>
<td>-3</td>
</tr>
<tr>
<td>Pepper Young</td>
<td>15.5</td>
<td>-6</td>
</tr>
<tr>
<td>Right to Happiness</td>
<td>14.8</td>
<td>-4</td>
</tr>
<tr>
<td>Happy Gung</td>
<td>14.5</td>
<td>-9</td>
</tr>
<tr>
<td>Hand of Fate</td>
<td>14.0</td>
<td>-1</td>
</tr>
<tr>
<td>Life Can Be Beautiful</td>
<td>13.6</td>
<td>-1</td>
</tr>
<tr>
<td>Amos, Andy</td>
<td>13.3</td>
<td>-2</td>
</tr>
<tr>
<td>Aunt Lucy</td>
<td>12.6</td>
<td>-3</td>
</tr>
<tr>
<td>Laura Limited</td>
<td>12.6</td>
<td>-3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Program</th>
<th>French</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jeunesse Dorée</td>
<td>28.1</td>
<td>-2.0</td>
</tr>
<tr>
<td>Jean Pratique</td>
<td>27.7</td>
<td>-3.5</td>
</tr>
<tr>
<td>Joysay Troubadours</td>
<td>23.6</td>
<td>-1.1</td>
</tr>
<tr>
<td>Tante Louise</td>
<td>20.3</td>
<td>-1.7</td>
</tr>
<tr>
<td>Grande Source</td>
<td>20.2</td>
<td>-2.8</td>
</tr>
<tr>
<td>A Traversante</td>
<td>19.7</td>
<td>-2.9</td>
</tr>
<tr>
<td>Matellie Marnouet</td>
<td>19.4</td>
<td>-3.2</td>
</tr>
<tr>
<td>Quailes Nouvelles</td>
<td>18.7</td>
<td>-3.0</td>
</tr>
<tr>
<td>Françoise Lorraine</td>
<td>15.8</td>
<td>-6.7</td>
</tr>
<tr>
<td>Le Quart d'Hiver</td>
<td>17.8</td>
<td>-1.1</td>
</tr>
</tbody>
</table>

**EVENING**

<table>
<thead>
<tr>
<th>Program</th>
<th>English</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fred Allen</td>
<td>36.0</td>
<td>-5.5</td>
</tr>
<tr>
<td>Lux Radio Theatre</td>
<td>35.2</td>
<td>-7.0</td>
</tr>
<tr>
<td>Charlie McCarthy</td>
<td>34.1</td>
<td>-7.7</td>
</tr>
<tr>
<td>Ribbe McGee &amp; Molly</td>
<td>33.1</td>
<td>-8.6</td>
</tr>
<tr>
<td>Bob Hope</td>
<td>26.3</td>
<td>-2.7</td>
</tr>
<tr>
<td>Amor'e And</td>
<td>24.7</td>
<td>-3.3</td>
</tr>
<tr>
<td>Ozze &amp; Harriet</td>
<td>23.4</td>
<td>-4.3</td>
</tr>
<tr>
<td>Album Familiar Music</td>
<td>23.1</td>
<td>-5.3</td>
</tr>
<tr>
<td>Wayne &amp; Shuster</td>
<td>21.0</td>
<td>-6.7</td>
</tr>
<tr>
<td>Kapitale Hall</td>
<td>20.3</td>
<td>-7.4</td>
</tr>
<tr>
<td>N.H.L. Hockey</td>
<td>19.9</td>
<td>-8.8</td>
</tr>
<tr>
<td>Mystery Theatre</td>
<td>18.7</td>
<td>-9.4</td>
</tr>
<tr>
<td>My Friends</td>
<td>17.1</td>
<td>-10.0</td>
</tr>
<tr>
<td>Ford Theatre</td>
<td>16.1</td>
<td>-11.2</td>
</tr>
<tr>
<td>Fun Paradise</td>
<td>17.9</td>
<td>-13.3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Program</th>
<th>French</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Un Homme au Plant Peche</td>
<td>37.8</td>
<td>-15.8</td>
</tr>
<tr>
<td>Radio Cabon</td>
<td>34.0</td>
<td>-16.9</td>
</tr>
<tr>
<td>Ceux qu'on aime</td>
<td>30.3</td>
<td>-18.3</td>
</tr>
<tr>
<td>Monopole</td>
<td>30.3</td>
<td>-20.3</td>
</tr>
<tr>
<td>Ballonnement du Rire</td>
<td>30.2</td>
<td>-21.4</td>
</tr>
<tr>
<td>La Mine d'O</td>
<td>28.7</td>
<td>-23.7</td>
</tr>
<tr>
<td>Qui suis-je</td>
<td>27.1</td>
<td>-25.1</td>
</tr>
<tr>
<td>Theatre Ford</td>
<td>26.3</td>
<td>-26.3</td>
</tr>
<tr>
<td>Enchantant de la Vievec</td>
<td>25.7</td>
<td>-27.0</td>
</tr>
<tr>
<td>Ballarde &amp; Robert</td>
<td>20.4</td>
<td>-31.6</td>
</tr>
<tr>
<td>Tricome de Chez-Nous</td>
<td>22.8</td>
<td>-33.1</td>
</tr>
<tr>
<td>Cafe Concert</td>
<td>22.0</td>
<td>-33.1</td>
</tr>
<tr>
<td>Juliette Beliveau</td>
<td>22.2</td>
<td>-33.3</td>
</tr>
<tr>
<td>Connercoeur-mme le Mme</td>
<td>21.9</td>
<td>-34.0</td>
</tr>
<tr>
<td>Musique</td>
<td>21.0</td>
<td>-34.1</td>
</tr>
</tbody>
</table>

**THE INSTRUCTORS AND STUDENTS OF**

**Central Technical School**

**Radio Broadcasting Course**

Send Season's Greetings

To the graduates now at stations:

CFCO, Chatham
CKSB, Cornwall
CKSF, Fort Frances
CJOY, Guelph
CKCR, Kitchener

CKDO, Oshawa
CHEX, Peterborough
CJCS, Stratford
CBC, Toronto
CKLW, Windsor
To All

Canadian Broadcasters, and to all those who serve the industry

Season's Greetings

To you and yours, we extend cordial wishes for a joyous Christmas Season and happiness and prosperity throughout the coming year.

Electronics Division

Northern Electric

COMPANY LIMITED
NEW YORK'S RADIO ROW
by Richard Young

New York, N.Y. — This column should bear the title, "continued from last issue," since the biggest news of the year along Radio Row continues to be the gigantic talent struggle being enacted by the industry's veterans, NBC and CBS. As we go to press there are no signs of a letup, although all should be cleaned up by January 2, the day when most of the shifts in networks take place. As you've read in this space in recent weeks, the CBS network has been making what practically amounts to a wholesale raid on the NBC network's star-studded Sunday evening block of comedy shows. Jack Benny was the first to announce that his show will be heard in its regular time, 7 p.m., over CBS starting this fall, and a number of others including Alice Faye and Phil Harris and Red Skeleton are thinking of making the leap. To add to the woes of NBC's numerous vice-presidents, Edgar Bergen (speaking April 2, before the contract of Charlie McCarthy), has announced that he will quit radio at least temporarily after his December 26 broadcast. According to Mr. Bergen: "For twelve years I've been trying to turn out a funny show every week. It's a terrific pressure and if the show isn't funny I'm depressed. I'd rather make less frequent appearances. "Besides, radio is in chaos now with the networks switching stars and everybody wondering about television. There aren't any newcomers in radio. All the shows — Benny, Hope, mine — sound the same. I'd like to get out of the groove and study things." We'll bet doughnuts to dollars that Mr. Bergen located the root of all the current confusion when he mentioned "everybody wondering about television." There's little doubt that CBS, which was set back several paces in its video progress by its abortive attempt to launch color TV, is out to catch on to all the top-ranking radio talent available (at $2,000,000 each, that is) to be in a position to establish itself as the No. 1 television network. It's a campaign that is running into millions of dollars — but then video is expected to be a billion-dollar industry. As we said above, all is still confusion, but to date here's how things are expected to shape up on the two networks come January 2. At 6:30 p.m. on NBC the Ozzie and Harriet show will continue to be heard while CBS has moved Spike Jones show into that slot. In the coveted 7 p.m. period NBC will buck CBS' newly acquired Jack Benny with the Horace Heidt Philip Morris Talent-Hunt program. At 7:30 on NBC, the Harris-Faye series will continue at least until February 20 when its contract runs out. However, negotiations are now under way for this series to make the jump to Columbia too. The Announcer Talent-Hunt program will continue at 7:30 on CBS. To replace Bergen, in the 8 o'clock spot, NBC has decided to move Fred Allen from his 9:30 spot. Fred's opposition is expected to be the Harris-Faye show. As to the 8:30 period on NBC, the network's ans to what will be slated. Over at CBS, it is hoped that NBC comic Red Skelton will accept a capital gains transaction and round out the network's evening of comedy. Actually, NBC's losses aren't quite as serious as it might seem by a glance at the number of guys crying in their beers. But it's a fact that NBC still has a goodly share of the radio's talent, including Bob Hope, McGee and Molly, Jimmy Durante, Fred Allen and many others. It's exactly wanting the numbers in this department. But we're hoping that NBC officials, who haven't done so in the past, will now realize in utilizing their vast broadcasting empire for the discovery and development of new talent for radio as well as television. Apparently NBC intends to do just that since in its announcement of the change in time for the Horace Heidt show there is this statement: "NBC has plans already under way to utilize the network a constant flow of new and original talent... We're waiting, Niles." Incidentally, in case you've been wondering what happened to that all-radio promotional film presentation, discussed here many times in the past, here's the latest word. During recent months the project has been lumbering along at a pace that would make a snail blush. However, just last week a new Overall Industry Prestige Committee was organized to direct the project and it got completed — they hope — in time for a debut at the NAB convention in April.

ANNOUNCER WANTED
Experienced announcer for Western metropolitan station. Must have had at least two years broadcasting experience, and versatile enough to do emcee work, news, and general broadcasting. Medical Service and Hospitalization plans paid entirely by station. Excellent opportunity for talent fee — good starting salary for right man.

Submit full particulars in first letter to Box A-2, Canadian Broadcaster. If first letter acceptable audition disc will be requested. Your reply will be treated in strictest confidence — our staff knows of this advertisement.

CKCK
STATION IN
SASKATEWAN

5000 WATTS

Mighty Mike sez:
"Stop Look and Book..."

1. First in Elliott-Haynes Surveys.
2. First in 9 Saskatchewan City Report (Elliott-Haynes, June).
3. First in sponsors' promotion.

First

Regina 5000 Watts
L.A. and it started right off with extensive coverage of the radio and television media. During recent months nearly all of the local newspapers signed co-operative public service agreements with the radio and television folks. Latest word is that the papers have suddenly reversed their thinking and are now opening up more space for broadcasting activities. Similar announcements are expected from other cities where the press turned a chilly shoulder to its rival medium.

There are once again reports that a number of advertisers plan to withdraw from radio next year and switch their sound appropriation to printed media — and television. We don’t doubt the latter, but we’re sure that 1949 won’t be the year video will seriously intrude on radio’s share of the ad dollar. 1950 will probably be a different story.

As to the former — switching to printed media. It’s funny, but we’ve heard reports of almost an equal number of advertisers doing just the reverse. But you won’t catch us doing any forecasting!

on the cuff notes . . . Now they say NBC’s Al Jolson may be the next old timer to announce that he is quitting radio. (Can’t understand why these guys find it difficult to “study television” while broadcasting only a half hour weekly. Or better yet. Why doesn’t Jolie let Larry Parks do his studying?) . . . Attention, CBS: Why not change your network breaks to — “This is CBS, the National Broadcasting Co.” . . . The ABC net’s Original Amateur Hour has two other networks making a pitch for it . . . MBS webwork is going in for five-minute weekly shows in a big way. It just signed Ronson as sponsor of the Johnny Desmond Show, with female announcer Charlotte Mason doing the commercials, to be heard every Sunday starting January 9. Another five-minute program, featuring sportscaster Ed Thorgersen, will be broadcast by the Fram Corp. (car filters) every Saturday night beginning sometime in March . . . Broadcast Measurement Bureau just released a new survey — Tale of a Train or who owns radios? Among other things, the study found that U.S. radio families now total 39,050,000. Multi-

set families: 15,376,100. Portable radio set families: 1,722,300. Auto set families: 9,416,300. (The study is as of January 1 this year — 1948) . . . and now, while we go off to mix a bowl of Tom & Jerry . . . that’s the news till now.
December 25, 1948

Dear Mr. Time-Buyer:—

All of us here at CKNB

take this pleasant opportunity of

wishing you a Merry Christmas and a

Prosperous 1949.

Yours very truly,

S. Chapman
Station Manager

---

**REVIEWS**

Remember When

Vancouver.—One of the pleasantest programs of nostalgic music on the western air is Billy Browne’s *Remember When*, a Sunday evening piece for three-quarters of an hour from 10:15, put together from his private collection of old records.

Billy’s soporific voice, and numbers like “Lo-nah,” and “Can You Tame Wild Women,” take you right back to the days of bustles and peg top trousers.

That is, it will if you’re old enough to remember as far back as Th:- Great Train Robbery. If you’re not, it will mostly be new to you, and it’s easy to take.

After the final burst of ten o’clock bulletins from the cold war fronts, Billy talks along in his drowsy monotone, which after nearly an hour is enough to calm you right down again.

He’s been collecting the discs since around the turn of the century, from the way he talks, which incidentally is a fine thing for your tired aching nerve endings after a week of hysterical junior disc jocks.

“Here’s an old one we used to sing with the family in the parlor,” he says, with a typical folksy touch, as he drops another scratchy old timer on the turntable.

*Remember When* is sponsored by an automobile dealer and the give-away last week, for example, was a 25-pound turkey to a woman who identified his mystery tune of the week before, Ted Lewis’s “Angry”.

The whole program is composed of that sort of stuff, from Paul Whiteman, Morton Downey, Russ Colombo and the rest. He wound up last session with a fine old Colombo piece, “Auf Wiedersehen”. Which is a good place to end this note on *Remember When*. —Francis.

**You Are There**

There is a technique employed in Columbia’s early Sunday evening documentary called *You Are There*, and it could be that the realistic treatment of drama as opposed to the more artificial theatre style of production generally employed is just what the doctor ordered.

The idea behind the *You Are There* series is that you, the listener, are taken to the various scenes in the story being not exactly dramatized, but re-enacted. You listen to a repor-
tage supposed to be given by Columbia's on the spot reporters, who tell what is happening, bring in the sound of what is happening, interview the characters, and generally carry on as though the week's story, which was the execution of the Emperor Maximilian of Mexico the last time this reviewer caught the show, was being covered by radio just like a ballgame, peace conference or the launching of a ship. So far, CBS seems to have concentrated on historical pieces, but I see no reason why fiction could not be afforded the same treatment.

The incongruity of having a minstrel at the execution of Maximilian on June 10, 1867 was not apparent, which was rather surprising because when you think about it, it borders on burlesque. What struck me was that I, as a listener, was made part of the show more as an eye-witness than as a member of an audience.

Doesn't this hark back to radio's early days when phenomenally successful shows like the original Amos 'n' Andy made must listening in most North American homes, and when listeners felt they were eavesdropping on the Fresh Air Taxi office, rather than attending a play. Today the Amos 'n' Andy productions have changed. The introduction of a choral group and orchestra have transformed these "glimpses of life" from reality into the mummery of the theatre, and they have lost much in the process.

Producers and devisers of programs who spend so much time trying to think up "something new and different" could attain their end, I think, by studying the You Are There technique, and seeing if it cannot be applied to a wide variety of programs. Once this was radio's strength. Maybe it is time for a revival. — Lewis.

ROUNDUP

WINNIPEG TALENT ORGANIZES

Winnipeg.—Radio performers in Winnipeg have organized a branch of the Association of Canadian Radio Artists. The branch was formed at a meeting of about 75 performers, The group has applied to the American Federation of Labor for a charter. Elected as a provisional executive were: Robert Jarman, president; Edward McCrea, vice-president; Jean Murray, secretary; Jack Whitehouse, treasurer.

Named artists' representatives to the executive were: Reg. Hugo, musicians; Mrs. Gwladys Rutherford, actors; Ross Lawrence, announcers; Helene Bershasky, writers.

The meeting was addressed by Earle Grey, president of the Toronto branch of the union.

BUNDLES FOR BAIRNS

Vancouver.—When a series of fires destroyed several houses in the Seaforth veterans' village in Kitimat district, Ross Mortimer, Emcee of Take It Easy, on CJOR, got a chance to start a Christmas project for children in the village.

A woman listener phoned Mortimer to know where she could send a layette so that it would reach one of the families needing it worst. Mortimer started the ball rolling on the air, and as a result of donations from listeners, about 100 kids will be getting gifts from a big tree in the largest shack in the village.

NEWS BEAT

Vancouver.—The news bureau of CKWX lived up to its slogan of "First with the news" on coverage of a hospital fire at Sardis, up the Fraser Valley. Bill Mavor of CHWK, and string man for the CKWX news service, hitch-hiked six miles to the fire which drove patients from the building in the early evening. He phoned the story to Vancouver in time for the eight p.m. newscast, a clean beat in the city.

Memorandum to:

DOMINION NETWORK ADVERTISERS

Can you afford to overlook a quarter of a million healthy, active, well-to-do buyers? Your Dominion Network show doesn't reach anyone in the Northern Ontario section from North Bay to Hearst.

You can cover these 250,000 prospective buyers with a small additional appropriation for selective radio in Northern Ontario.

CKGB-Timmins CFCH-North Bay

5000 Watts 800 Kcs. 1000 Watts 600 Kcs.

CJHL-Kirkland Lake

5000 Watts 800 Kcs.

Get the facts from

NATIONAL BROADCAST SALES

TORONTO: 2329 Bank of Commerce Bldg. AD 8985
MONTRÉAL: 106 Medical Arts Building FL 2439

All the best in '49

All the best people will be listening to all the best programs on CKCW in 1949, and Lionel will keep 'em listening...
December 6th saw the first Civic Election in Ottawa since CFRA started. A CFRA staff with that all important "know-how" set up in City Hall, and from 7:00 p.m. to 1:30 a.m. in the hottest election in Ottawa history, brought a running story to Ottawa listeners. And judging from the bouquets passed our way, nearly every dial must have been set at 560.

As elections were conceded, all the Mayoralty candidates, all the Board of Control, and practically every one of the ninety-one candidates thanked their supporters over CFRA. Before midnight, Ottawa's new Civic Government had assembled in CFRA's "Rainbow Room" for refreshments—praise and consolation... And a new era came into being.

CFRA had a staff of nine covering City Hall, Election night. Here are some of them. Left to right: Fred Davis, Brian Hodgkinson, K. Whitton, Frank Ryan, Harold Horsey.

Vancouver's "Neighbourly Station" Says
Merry Christmas—
Happy New Year

CFRA's "Rainbow Ottawa's every candidates, all the Board of Control,
As the bouquets passed our "know-how"
CFRA elections Hodgkinson, a.m. in
a new Civic set were story
And judging that day, practically
CFRA opened in Ottawa era came into being.

"Neighbourly of Vancouver's Station"
WE'VE FOUR FIRST YOUR
CFRA's "Rainbow Ottawa's every candidates, all the Board of Control,
As the bouquets passed our "know-how"
CFRA elections Hodgkinson, a.m. in
a new Civic set were story
And judging that day, practically
CFRA opened in Ottawa era came into being.

１９４８年１２月２５日

Christmas

CFRA had a staff of nine covering City Hall, Election night. Here are some of them. Left to right: Fred Davis, Brian Hodgkinson, K. Whitton, Frank Ryan, Harold Horsey.

December 6th saw the first Civic Election in Ottawa since CFRA started. A CFRA staff with that all important "know-how" set up in City Hall, and from 7:00 p.m. to 1:30 a.m. in the hottest election in Ottawa history, brought a running story to Ottawa listeners. And judging from the bouquets passed our way, nearly every dial must have been set at 560.

As elections were conceded, all the Mayoralty candidates, all the Board of Control, and practically every one of the ninety-one candidates thanked their supporters over CFRA. Before midnight, Ottawa's new Civic Government had assembled in CFRA's "Rainbow Room" for refreshments—praise and consolation... And a new era came into being.

CFRA had a staff of nine covering City Hall, Election night. Here are some of them. Left to right: Fred Davis, Brian Hodgkinson, K. Whitton, Frank Ryan, Harold Horsey.

December 6th saw the first Civic Election in Ottawa since CFRA started. A CFRA staff with that all important "know-how" set up in City Hall, and from 7:00 p.m. to 1:30 a.m. in the hottest election in Ottawa history, brought a running story to Ottawa listeners. And judging from the bouquets passed our way, nearly every dial must have been set at 560.

As elections were conceded, all the Mayoralty candidates, all the Board of Control, and practically every one of the ninety-one candidates thanked their supporters over CFRA. Before midnight, Ottawa's new Civic Government had assembled in CFRA's "Rainbow Room" for refreshments—praise and consolation... And a new era came into being.

CFRA had a staff of nine covering City Hall, Election night. Here are some of them. Left to right: Fred Davis, Brian Hodgkinson, K. Whitton, Frank Ryan, Harold Horsey.
U.S.-TV PROGRESS REPORT
Ottawa.—Although TV stations in the U.S. are only currently operating in 22 cities, the potential audience served totals over 37,000,000, according to Graeme Fraser, Sales Manager for Crawley Films Ltd., Ottawa, who was quoting figures put out by Weed Television News after his recent visit to the U.S. to study the film market for TV.

This year's set output, which was estimated at 800,000, combined with the 1946 and 1947 totals, will bring the total post-war figure to approximately 50 million, and increased production figures for 1948, coupled with growing sales percentages to middle and higher income groups, promises a rapidly expanding market. The turn of the year will see some 50 stations operating in 30 cities with an estimated 800 TV advertisers, Fraser says.

The majority of TV commercials in the U.S. are on film, and the film facilities of existing stations will thus figure largely in campaign planning. 35mm film is preferred by the majority of advertisers, according to Weed, because of its better quality. However, it felt that 16mm offers wider economies in both production and handling, owing to its safety factor.

An analysis of existing stations' facilities showed that 22 out of 44 stations had 16mm projectors, only 30 had both 35mm and 16mm, while no station uses 35mm exclusively. Continuing experiments on perfecting projection methods, and the development of more professional projection equipment would seem to indicate that 16mm will continue to be prevalent.

SEE U.S. TELECASTS IN CANADIAN HOTELS
Toronto.—A TV contract, probably the first of its kind in Canada, was recently drawn up between Canadian General Electric Co., when the Capitol Hotel chain providing TV receivers in four of the company's largest hotels.

receivers, specially constructed for the Canadian market and for 25-cycle power operation, are to be installed in the public rooms of the King Edward Hotel in Toronto; the General Brock, Niagara Falls; the Royal Connaught, Hamilton, and the Prince Edward in Windsor. They have a high Canadian content and feature a 10-inch screen specially treated for day and night separation.

Guests in the hotels denied TV of Canadian origin, are in range of American TV stations, and future plans call for installation in other Cardy hotels. The chain also proposes, early in 1949, to equip some of the hotel's suites with sets which will be on a rental basis.

A statement from General Electric, commenting on this announcement, said that this "is of special interest now to American stations from New York to Detroit will be in a permanent network early in the new year, and Canadians will be able to enjoy such interesting sporting events as the hockey matches in Madison Square Gardens'.

FRANCE HONORS TV PIONEER
New York, N.Y.—For his outstanding contribution in the television field, Dr. Vladimir K. Zworykin, vice-president and technical consultant of RCA laboratories division, Radio Corporation of America, was recently honored by the French Government, who was presented with the Chevalier Cross of the French Legion of Honor.

Presentation of the decoration, which was made by Ludovic Chancel, French Consul General, on instructions from President Vincent Auriol of France, coincided with the 5th anniversary of Dr. Zworykin's invention of the iconoscope, TV's first electronic eye.

The decoration was for assistance rendered by Dr. Zworykin to French TV development, and M. Chancel disclosed that recommendation for the honor came from the French Broadcasting Society.

FOR THESE ARTISTS
- BARRY, Pat
- BOCHNER, Lloyd
- BOND, Roxana
- BROWN, Sydney
- COWAN, Bernard
- DAVIES, Joy
- DENNIS, Laddie
- D'ANGELO, Mario
- FITZGERALD, Michael
- HAMILTON, Lee
- HAYDON, Donald
- LOCKERIE, Beth
- MCCANCE, Larry
- MANTLE, John
- NELSON, Dick
- NESBITT, Barry
- O'TEARN, Mona
- OLDFIELD, Kipp
- RAPIN, Maurie
- ROUSE, Ruby Ramsay
- SCOTT, Sandra
- WADE, Frank
- WALSH, Elizabeth
- WOOD, Barry

Day and Night Service at Radio Artists Telephone Exchange.

TE VEE ACTION
New York, N.Y.—Although nary a one of the 47 television broadcasters in the country to date can boast that he is making money, much enthusiasm and optimism permeated the atmosphere as more than 400 video casters gathered here last week for the fifth annual meeting of the Television Broadcasters Association.

As a matter of fact, there were more than one member who has hopes of hitting the break-even point by the end of 1950. One form of video that has paid off in black instead of red ink is daytime TV as practiced by Du Mont's station WABD here. The station's general manager, Leonard Hole, said that "there is no red ink, and a profit—a tiny profit, but a profit nevertheless."

He disclosed that the Du Mont daytime operation was originally launched on a strictly experimental 13-week trial period. However, he added, "less than six weeks later the experiment is over. All of our plans for 1949 include full daytime operations."

George Moscovich, manager of CBS television sales department, described the television as not so much a new medium of advertising as it is a new medium for selling. He said video is the only medium that permits one of the most potent sales aids, actual demonstration of the manufacturer's product. Mr. Moscovich also predicted that video will help move an estimated annual $164 million worth of goods and services.

Myron Kirk, who handles the Milton Berle program (Tezoro Star Theatre, for the Kaufman Advertising Agency, told the telecasters that the sight-and-sound medium is not an extension of radio. In saying that "you're in show business with both feet," Mr. Kirk reported that his agency is ignoring its radio experience and moving to the stage and movies for talent. He also was emphatic in his belief that the agencies must be responsible for productions.

Luncheon speaker Wayne Coy, chairman of the FCC, forewarned the possibility of the ultra high frequencies being made available to television. He said it is the FCC's intention, in temporarily freezing video applications, to develop a new allocations plan that would insure the future of a competitive industry. Chairman Coy stuck by his earlier prediction that the freeze will be lifted in six months unless technical reports enable the Commission to make a UHF and VHF master allocations plan.

In commenting on a major obstacle confronting the development of network video, inadequate network facilities, Mr. Coy said "it is apparent that we must have far more abundant and better networking facilities in the near future if television is not to be doomed to a straight-jacket."

He predicted that more than 100 tele-stations will be operating by the end of 1949 and 2,750,000 tele-sets will be in operation.

J. R. Poppele, vice-president in charge of engineering of the Bamberger Broadcasting System, was re-elected president of the TBA for the fifth consecutive year.

HAPPY EASTER!
...to the time-buyers, program-planners and public relations officers who were able to enjoy a relaxed Christmas, knowing that their springtime entertainment needs were filled.

To the others, a reminder that they'll be free to yield to Spring fever if they plan early for The Finest in Orchestras, Acts and Entertainment from:

CFCE Montreal 600 KC
TV Application Filed

THE OFFICE OF
MART KINLEY
125 DUPONT STREET
 TORONTO, ONTARIO
BEST WISHES FOR 1949

CJOB
WINNIPEG

AGENCIES

WALSH ADVERTISING INC.
Montreal.—Christmas in Holly-
wood was an assignment recently
handed to Jacques Normand and
Lise Roy, stars of Paul L'Anglais' French Wrigley program, Y a du
Soleil, who are being flown to Holly-
wood to participate in Wrigley's
Christmas day broadcast.

The two-hour Christmas program,
which will go out over the CBS
network and will be aired in Canada
over CFIE, Toronto, and CKAC,
Montreal, also features such stars as
Lionel Barrymore, Burns and Allen,
the Andrews Sisters, Gene Autry and
Danny Kaye.

COCKFIELD BROWN & CO. LTD.
Montreal.—A new Sunday night
show, probably to be titled The
Sweet Caporal Show and sponsored
by Imperial Tobacco, will be aired
over Station CFIE and the Dominion
network from 7 to 7:30 pm commenc-
ing January 9.

Particulars of the format of the show are not yet forthcoming from
the agency, Cockfield Brown & Co.,
but it is rumored that it will feature
a variety line-up and possibly a quiz.

ERWIN WASEY
Montreal.—The McColl-Frontenac
account, previously handled by Ron-
ald's Advertising, has been trans-
ferred to Erwin Wasey's new office
here. The company's U.S. office cur-
rently handles the parent Texaco
account.

VICKERS & BENSON
Montreal.—Skicasts, a sports series
featuring Gorman Kennedy, will re-
turn to the air in early December
over Station CJAD on a four a week
basis.

Sponsored by Frontenac Breweries,
the show features a telephone hook-
up with major Laurentian ski resorts,
discussing the latest snow and ice
conditions for enthusiasts.

Announcers!
(fully qualified only)

5000 watt Maritime
station offers excellent
opportunity for expres-
sion, good pay, pleasant
working conditions for
right air personality.

Disc-experience —
marital status — pay
requirements with en-
quiry to

Box A1
CANADIAN BROADCASTER
517 Bay Street
Toronto

CFCF
Montreal
600 KC
ABC - DOMINION

LAST MINUTE
CHRISTMAS GIFT LIST

PRIME MINISTER ST. LAURENT
A rabbit's foot.

HON. GEORGE A. DREW
A pair of knuckle dusters.

M. J. COLDWELL
A punch bag.

THOMAS DEWEY
A safety razor.

HARRY TRUMAN
A new and larger hat.

DAVE DUNTON
A television set.

JIM ALLARD
A Roget's Thesaurus.

JOE SEDGWICK
A crime wave.

ART EVANS
An apartment in Ottawa.

LESLEE BELL
A thorough-bred beaver.

ALEX MILLER
Athol McQuarrie.

ATHOL McQUARRIE
Alex Miller.

YOUR M.P.

A Diogenes' Lamp.

HORACE STOVIN
A portable golf course.

GUY HERBERT
A radio station in Saskatoon.

BILL WRIGHT
Leonard Reilly.

JACK SLATTER
The Guelph Mercury.

THE CAB
A bottle of glue.

THE RADIO EXEC
A PA system.

MAURICE ROSENFIELD
A pair of reindeer.

MARGARET BROWN
A subscription to the Canadian
Broadcaster.

TALKS TO MORE PEOPLE
IN ALBERTA EVERY DAY
THAN ANY OTHER STATION

Ask
RADIO REPRESENTATIVES LTD.
TORONTO MONTREAL

Canadian Broadcaster
December 25th, 1948
TO REACH ALL OF B.C. USE B.C. RADIO

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

BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

CHWK CHILLIWACK
CFJC KAMLOOPS
CKOV KELOWNA
CJB VERNON
CKOK PENTICTON
CJAY PORT ALBERNI
CKFG PRINCE GEORGE
CJAT TRAIL
CJOR VANCOUVER
CKMO VANCOUVER
CKWX VANCOUVER
CJVI VICTORIA
CKNW NEW WESTMINSTER
HERE are more reasons why more people listen to CFRB ... a line-up of great drama shows, including the highest-rating drama show on the air.

These dramatic and mystery offerings are another phase of CFRB's balanced programming, designed to please every taste. So no matter what type of listeners you want to reach — you'll find them listening to CFRB! That's why CFRB is your No. 1 advertising buy in Canada's No. 1 market.

CFRB

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

REPRESENTATIVES
United States: Adam J. Young Jr. Inc.
Canada: All-Canada Radio Facilities Limited
AGENCIES

WALSH ADVERTISING INC.
Montreal. — Christmas in Hollywood was an assignment recently handed to Jacques Normand and Lise Roy, stars of Paul L'Anglais' French Wrigley program, Y a du Soleil, who are being flown to Hollywood to participate in Wrigley's Christmas day broadcast.

The two-hour Christmas program, which will go out over the CBS network and will be aired in Canada over CFRB, Toronto, and CKAC, Montreal, also features such stars as Lionel Barrymore, Burns and Allen, the Andrews Sisters, Gene Autry and Danny Kaye.

COCKFIELD BROWN & CO. LTD.
Montreal. — A new Sunday night show, probably to be titled The Sweet Caporal Show and sponsored by Imperial Tobacco, will be aired over Station CF Montreal and the Dominion network from 7 to 7:30 pm commencing January 9.

Particulars of the format of the show are not yet forthcoming from the agency, Cockfield Brown & Co., but it is rumored that it will feature a variety line-up and possibly a quiz.

ERWIN WASEY
Montreal. — The McColl-Frontenac account, previously handled by Ronald's Advertising, has been transferred to Erwin Wasey's new office here. The company's U.S. office currently handles the parent Texaco account.

VICKERS & BENSON
Montreal. — Skicasts, a sports series featuring Gorman Kennedy, will return to the air in early December over Station CJAD on a four a week basis.

Sponsored by Frontenac Breweries, the show features a telephone hook-up with major Laurentian ski resorts, discussing the latest snow and ice conditions for enthusiasts.

Announcers!
(fully qualified only)

5000 watt Maritime station offers excellent opportunity for expression, good pay, pleasant working conditions for right air personality.

Disc-experience — marital status — pay requirements with enquiry to

Box 31
CANADIAN BROADCASTER
371 Bay Street
Toronto

CFCF
Montreal
600 KC.
ABC - DOMINION
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
CIAT TRAIL
CJOH VANCOUVER
CKMO VANCOUVER
CKWX VANCOUVER
CJVI VICTORIA
CKNW NEW WESTMINSTER

www.americanradiohistory.com
HERE are more reasons why
more people listen to CFRB
... a line-up of great drama shows,
including the highest-ranking drama
show on the air!

These dramatic and mystery
offerings are another phase of
CFRB's balanced programming,
designed to please every taste. So
no matter what type of listeners
you want to reach—you'll find them
listening to CFRB! That's why
CFRB is your No. 1 advertising
buy in Canada's No. 1 market!

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

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

www.americanradiohistory.com