

# CANADIAN BROADCASTER

## AND TELESCREEN

Vol. 7, No. 24

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

December 25th, 1948



Photo by Lorne Burkell, Calgary

Fifteen thousand dollars was raised by CJCJ, 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 CJCJ manager, Alderman Don Mackay, holds the ball prior to the draw. He is surrendering his cowboy hat which raised \$100 in Calgary and was then sent to Toronto to help boost the Star Santa Claus Fund.

### 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 Québec; 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).

These six meetings constitute the Board's activities for 1948, with their next meeting slated for January 20-22 in Montreal,

## 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 out 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*.

### JOINS 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 RCNVR, 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 Quinney, 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.

# In Radio

## CANADA'S SYMBOL OF QUALITY



*... and Standard of Dependability*

### The Choice of These Stations is RCA!

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**

# RCA VICTOR

**RCA VICTOR COMPANY LIMITED**

**HALIFAX MONTREAL OTTAWA TORONTO WINNIPEG CALGARY VANCOUVER**

### AM

- |                      |                      |
|----------------------|----------------------|
| CIVI VICTORIA        | CFOS OWEN SOUND      |
| CKWX VANCOUVER       | CFPL LONDON          |
| CKMO VANCOUVER       | CKOX WOODSTOCK       |
| CKNW NEW WESTMINSTER | CJOY GUELPH          |
| CHWK CHILLIWACK      | KTBT ST. CATHARINES  |
| CJAT TRAIL           | CHVC NIAGARA FALLS   |
| CJIB VERNON          | CKNX WINGHAM         |
| CKLN NELSON          | CHML HAMILTON        |
| CFAC CALGARY         | CKCR KITCHENER       |
| CFCN CALGARY         | CFRB TORONTO         |
| CJCI CALGARY         | CKDO OSHAWA          |
| CFRN EDMONTON        | CHEX PETERBOROUGH    |
| CKUA EDMONTON        | CKWS KINGSTON        |
| CHAT MEDICINE HAT    | CKCO OTTAWA          |
| CKCK REGINA          | CFRA OTTAWA          |
| CKRM REGINA          | CHOV PEMBROKE        |
| CBK WATROUS          | CBM MONTREAL         |
| CKRC WINNIPEG        | CKAC MONTREAL        |
| CFAR FLIN FLON       | CBFX MONTREAL        |
| CKPR FORT WILLIAM    | CJFP RIVIERE DU LOUP |
| CFPA PORT ARTHUR     | CBJ CHICOUTIMI       |
| CFCH NORTH BAY       | CKEX SACKVILLE       |
| CHNO SUDBURY         | CHTA SACKVILLE       |
| CJKL KIRKLAND LAKE   | CBA SACKVILLE        |
| CKGB TIMMINS         | CKCW MONCTON         |
| CHOK SARNIA          | CFBC ST. JOHN        |
| CKLW WINDSOR         | CKBW BRIDGEWATER     |

### FM

- |                            |
|----------------------------|
| CHNS "FM" HALIFAX          |
| CBM "FM" MONTREAL          |
| CFRA "FM" OTTAWA           |
| CKWS "FM" KINGSTON         |
| CBL "FM" TORONTO           |
| CFRB "FM" TORONTO          |
| CHML "FM" HAMILTON         |
| CKOX "FM" WOODSTOCK        |
| CKCR "FM" KITCHENER        |
| CHOK "FM" SARNIA           |
| CFCH "FM" NORTH BAY        |
| CJKL "FM" KIRKLAND LAKE    |
| CKPR "FM" FORT WILLIAM     |
| CJIC "FM" SAULT STE. MARIE |

# 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 octet at the Grange 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 ain'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 Caps or Players please  
Must defile the hallowed breeze  
Of Toronto's Sunday morning,  
noon or night.*

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

*There ain't no one at all who  
loves Toronto,  
But in Toronto we don't mind.  
It is 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 what 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-one" 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 televise the night sky" and finally 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's 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 pro-

grams — 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 though 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 5075 as usual... and that winds it up for 1948 except for holiday greetings and best wishes for '49.

# Edmonton

will be having its  
greatest year in

1949



# C J C A

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.

## 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 co-operation 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 why 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)

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

# CKDO

Oshawa, Ontario

1240  
on the dial

*The* **Wright**  
**STATIONS**

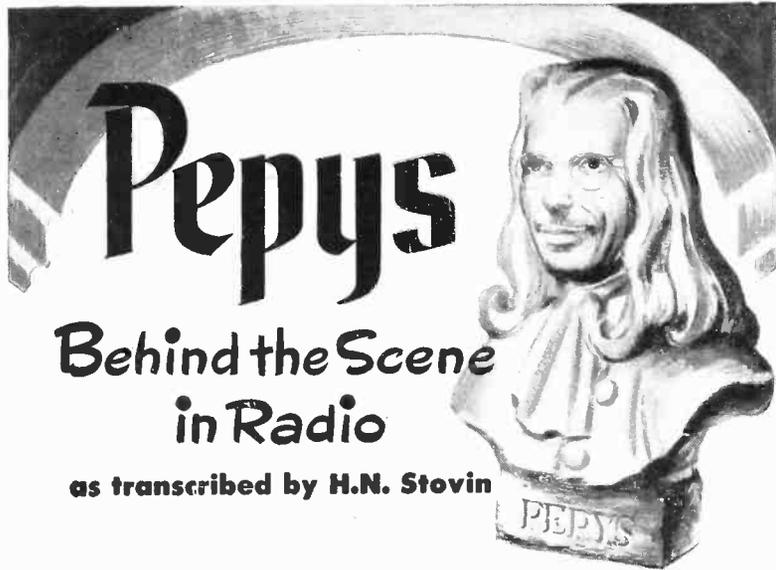
**Local Advertisers  
Prefer CHNO**

**LARGEST AUDIENCE AT LOWER COST**  
Sudbury's Bilingual Station

See **William Wright**  
TORONTO  
MONTREAL

VICTORY BLDG.  
EMPIRE LIFE BLDG.

**CFCF**  
Montreal  
**600 KC**  
PLUS  
SHORT WAVE and FM



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 ● ● ● Plaudits 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.

**HORACE N. STOVIN**  
 & COMPANY  
 MONTREAL TORONTO WINNIPEG VANCOUVER

*Representative for these live Radio Stations*

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

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# Season's Greetings

Management & Staff  
 of  
**INTERNATIONAL SURVEYS LIMITED**  
 Montreal Toronto



**B.U.P.**  
 "COVERS THE WORLD"  
**BRITISH UNITED PRESS**

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

★

HEAD OFFICE:  
 231 St. James Street  
 MONTREAL

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

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AND TELESCREEN

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

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

#### Correspondents

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



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

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## 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.”

## Giddyup

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 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 incapability has led us to the brink of disaster, and only its removal can get us back onto safe ground.

## Who's Calling?

One of the peeves 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 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.

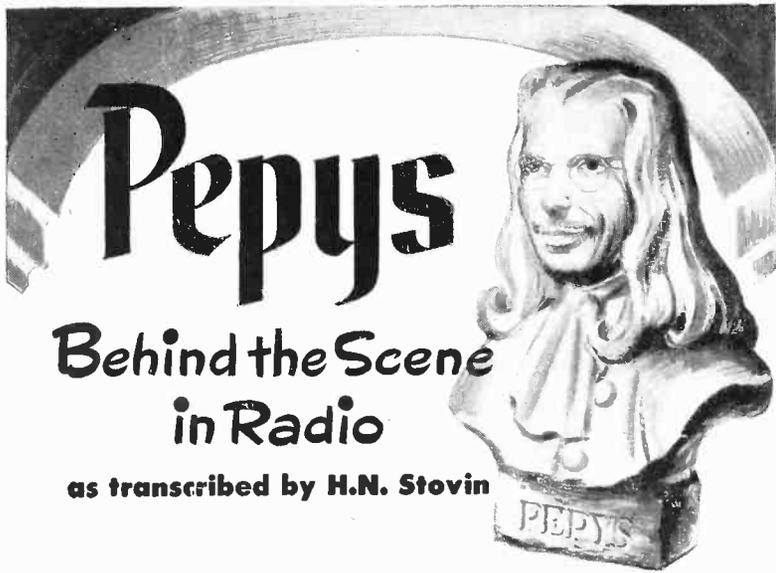
The most vital need is for any kind of fats. Clothing of all descriptions is most acceptable. Canned fruits, meat, and things like that, are very welcome. Don't send unsweetened puddings unless you include the sugar to cook them with. Rice is unheard of.

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 glamor 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 G. Lewis.*

EDITOR.



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SURVEYS  
LIMITED**

Montreal                      Toronto



"COVERS THE WORLD"

### BRITISH UNITED PRESS

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

★

HEAD OFFICE:  
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MONTREAL

## CFCF

Montreal

## 600 KC

Canada's First Station

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

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## 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.”

## Giddyup

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 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 incapability has led us to the brink of disaster, and only its removal can get us back onto safe ground.

## Who's Calling?

One of the peeves 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 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 glamor 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 G. Lewis.*

EDITOR.

# PROGRAMS

## POWER OF RADIO

Vancouver.—Ross Mortimer, who speeds the housewife on her weary way with his *Take It Easy* program on CJOR, has finally discovered what the modern mother is using his program for.

One called in and wanted him to speak to her little girl on the air. Sure, Mortimer said, and what was the occasion, birthday or break her leg or what?

Oh nothing, the woman said, just wanted him to speak to the kid. Nix, Mortimer says politely, until there's a reason. Just one eeensy weensy little reason. After all, madam.

So the mama breaks down and says well it's like this. The kid won't go sit on the biffy till you say hello to her on the air.

As a family man who knows a crisis when he sees one, Mortimer turned back to the mike and said some sweet soft syllables to the little holdout.

Before the next disc was finished Mortimer got another call from mama. "Dandy", she reported, "just ginger peachy."

Mortimer has the idea patented, but it's not available in drug stores yet.

## NO FORTUNE FOR FORTUNE

Vancouver.—Staffers at CJOR are kidding Billy Fortune, the young man who gives away all that stuff on *Jumbo Jackpot*, that he should be

able to get himself a piece of land and furnish himself a house, when he gets married shortly, the way he does for his listeners.

But Billy, who counts it a poor day unless he gives away a plot of land, a week's trip to a resort and a couple of thousand dollars worth of furnishings from sponsors, is very much afraid he'll have to get his stuff the way most of his friends get theirs.

*Jumbo Jackpot* goes on the format of a mystery tune played for identification by the person Billy calls on the phone. And as the only man who knows the name of the tune when it starts to roll, he's about the only guy in town who hasn't a chance of winning the loot.

## WINNIPEG SKICAST

Winnipeg.—A special program for skiers is being broadcast each Saturday evening over CJOB. The program, sponsored by the Manitoba Ski Zone, is handled by Chuck Cook. For 15 minutes each Saturday, Chuck hands out information dear to the ears of the barrel stave fanatics — where to go for the best skiing, how to get there and so on.

## CHILD CAROLERS

Winnipeg.—As befitting this time of year, carolers are the VIP's on Manitoba radio networks these days. One of the most interesting shows is broadcast several times weekly over CBW. Featured are various elementary, junior and high school choirs. The kids give a freshness to the traditional airs that is sadly lacking in most adult efforts.

## CHRISTMAS STORIES

Winnipeg.—CKSB's woman commentator, Lillian Bergeron, is currently wrapped up in Christmas folklore. Six days weekly she spins tales about how other lands have celebrated Christmas down through the years. Carols help to keep the 55-minute show moving briskly.

## ANOTHER QUIZ

Winnipeg. — A five-minute quiz show, broadcast six days weekly, is catching listener interest over CKSB. A prize of \$5 is put up each day and a telephone call is placed to some part of the province. If the question is missed the money is placed in the jackpot. When Friday rolls around, and the question is still unanswered, listeners are allowed to mail in an answer. Each Thursday the mail is opened and a winner chosen.

# HOW THEY STAND

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

## DAYTIME

English	Rating	Change
Big Sister	15.7	-.2
Ma Perkins	15.7	-.1
Pepper Young	15.5	+.6
Right to Happiness	14.8	-.1
Happy Gang	14.5	-.9
Road of Life	14.0	-.1
Life Can Be Beautiful	13.6	+.4
Sing Along	13.1	-.5
Aunt Lucy	12.6	-.3
Laura Limited	12.6	-.1

## French

Jeunesse Doree	28.3	+2.0
Rue Principale	27.7	+.7
Joyeux Troubadours	21.6	+3.1
Tante Lucie	20.3	+2.9
Grande Soeur	20.2	+2.8
A l'Enseigne	19.7	-.4
Metairie Rancourt	19.4	+3.2
Quelles Nouvelles	18.6	-.1
Francine Louvain	18.3	+2.7
Le Quart d'Heure	17.8	+1.1

## EVENING

English	Rating	Change
Fred Allen	36.0	+5.5
Lux Radio Theatre	35.2	+7.0
Charlie McCarthy	34.1	+7.7
Fibber McGee & Molly	31.3	+.6
Bob Hope	26.3	+1.7
Amos 'n' Andy	24.7	resuming
Ozzie & Harriet	24.5	+3.2
Album Familiar Music	23.3	+3.4
Wayne & Shuster	21.0	+6.7
Kraft Music Hall	20.3	+3.4
N.H.L. Hockey	19.9	resuming
Mystery Theatre	18.7	+3.4
My Friend Irma	18.3	+.9
Ford Theatre	18.1	+2.2
Fun Parade	17.9	+3.3

## French

Un Homme et Son Peche	37.8	+1.5
Radio Carabin	34.0	+1.6
Ceux qu'on aime	30.5	-.3
Metropole	30.3	+.3
Ralliement du Rire	30.2	+4.8
La Mine d'Or	28.7	+4.1
Qui suis-je	27.1	+2.0
Theatre Ford	25.9	+4.6
Enchantant de la Vivoire	25.7	+5.0
Rollande & Robert	23.4	+1.8
Talents de Chez-Nous	22.8	+3.1
Cafe Concert	22.2	-.5
Juliette Beliveau	22.2	+3.6
Connaissez-vous le		
Musique	21.9	+4.8
Radio Concerts Canadiens	20.8	+1.3

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



Elliott-Haynes Limited

Sun Life Building  
MONTREAL  
PLateau 6494

515 Broadview Ave.  
TORONTO  
GERRARD 1144

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

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

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

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

**CFCF**  
Montreal  
**600 KC**  
5,000 Watts Day and Night

## THE INSTRUCTORS AND STUDENTS OF Central Technical School Radio Broadcasting Course

send

### Season's Greetings

To the graduates now at stations:

- |                    |                 |
|--------------------|-----------------|
| CFCO, Chatham      | CKDO, Oshawa    |
| CKSF, Cornwall     | CHEX, Peterboro |
| CKFI, Fort Frances | CJCS, Stratford |
| CJOY, Guelph       | CBC, Toronto    |
| CKCR, Kitchener    | 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





*Jos. Hardy Talks*  
ON

**QUEBEC MARKET NO. 2**

"Year-end Greetings from Jos. Hardy. I know you are busy closing up 1948, so my message on Quebec Market No. 2 will be brief. I have just one thought to leave with you.

"Quebec is Canada's second largest province, and may soon be its largest one in point of population.

"This Market No. 2 contains 2/3 of Quebec's hydro-electric resources, 9 of 11 pulp mills, 23 of 31 pulp and paper mills, and the greater part of all agriculture, lumber, mining and new industries.

"Quebec Market No. 2 is a BIG market for your goods. It is effectively and completely reachable by Radio — over these French-speaking Stations.

"Include them all in your plans for increased sales in 1949."

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

**JOS. A. HARDY & CO. LTD.**  
MONTREAL QUEBEC TORONTO

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

**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. And as we go to press there are no signs of a letup, although all should be cleared 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 Jan. 2 and a number of others including Alice Faye and Phil Harris and Red Skelton are thinking of making the leap.

To add to the woes of NBC's numerous vice-presidents, Edgar Bergen (speaking on behalf 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 latch 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 medium!

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 Phillip 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 *Amos 'n' Andy* 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 8.30 spot. Fred's opposition is expected to be the *Harris-Faye* show. As to the 8.30 period on NBC, it's anybody's guess as to what will be slotted. 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 nation's top comics including *Bob Hope, McGee and Molly, Jimmy Durante, Fred Allen* and many others. It isn't exactly wanting in this department. But we're hoping that NBC officials, who haven't done so in the past, will from now on utilize 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 bring to 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 info. 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 Presentation Committee was organized to direct the project and get it completed — they hope — in time for a debut at the NAB convention in April.

In addition, CBS' Vic Ratner, in charge of the idea from the early beginning, was authorized to spend funds enough to bring the material to the script stage by early January. A number of stations have not joined the project and a new committee was set up to get these boys on the line.

All the boys concerned with this project better get busy toute de suite before television takes the ball away from them. And that's no scare statement in this day and age.

\* \* \*

FCC Chairman Wayne Coy gave us a sensational scoop (?) last week when he disclosed that the commission has come to no decision as yet on its proposals to ban certain types of give-away programs. (Mr. Winchell, take it away!)

\* \* \*

For many months now there has been a continuous controversy between the Los Angeles (and other cities) radio stations and newspapers on the pros and cons of the carrying of free radio logs and columns in the dailies. Most of the papers were dead set against the practice. However, a few short weeks ago a new daily, *THE MIRROR*, was introduced in

**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.

*Mighty Mike Sez:*

**"Stop Look and Book . . . CKCK"**

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

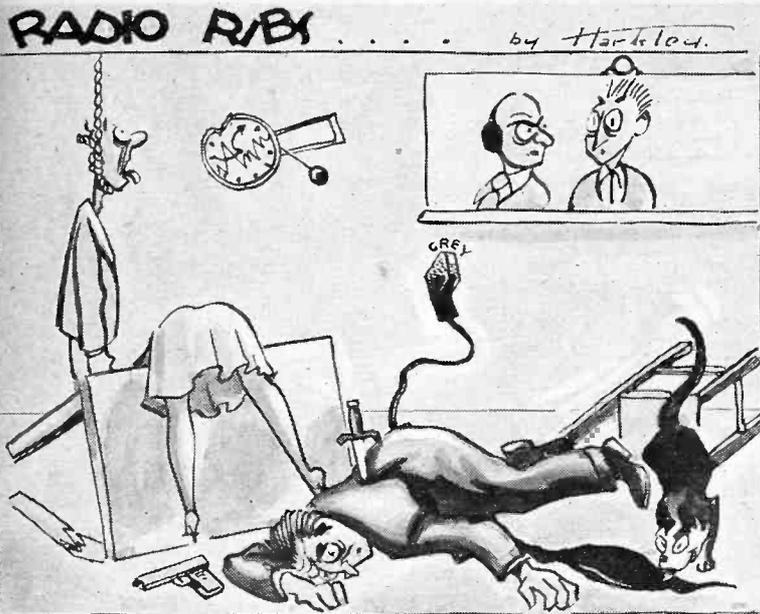
**First**

STATION IN SASKATCHEWAN

**CKCK**

**REGINA 5000 WATTS**





"They always do this sort of thing on the Children's Hour at New Year's."

L.A. and it started right off with extensive coverage of the radio and video scenes.

During recent months nearly all of the local newspapers signed co-operative public service agreements with the radio and teevee 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 femme announcer Charlotte Manson doing the commercials, to be heard every Sunday starting January 9. Another five-minute program, featuring sportscaster Ed Thorgensen, will be bankrolled 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 39,950,000. 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.

**CKNW**  
**CHNW**

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

*IN NORTHERN ALBERTA IT'S CFRN FOR*

**MORE FRIENDS!**

Another year . . .

And another host of friends to add to our ever increasing circle . . .

Friends who are loyal and responsive to our sales suggestions.

**CFRN** 1260 ON YOUR DIAL

Your Friendly Station — Edmonton, Alberta

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

*"Where's Santa?"*  
*"At home listening to CKCO"*

**Best Wishes for a Very Merry Christmas and a Happy, Prosperous New Year**

**CKCO** THE COMMUNITY VOICE OF CANADA'S CAPITAL

*Dominion Network Affiliate*

5000 WATTS DAY 1000 WATTS NIGHT

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

**CKNB** CAMPBELLTON N.B.

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,

*Stau Chapman*  
Station Manager

CSC-FR

AN ALL-CANADA STATION

## 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 *The 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 this 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-

## Agency Men and Sponsors

### LOOK at the FIGURES

The All-Canada man will show them to you — the figures of independent official surveys which show that CHNS has the biggest audience in Nova Scotia day AND night.

The Bureau of Broadcast Measurement figures just released reveal this. So does the Elliott-Haynes telephone service.

Results of these surveys show beyond question which station to choose in Nova Scotia.



Broadcasting House, Halifax

MARITIME BROADCASTING COMPANY LIMITED

WM. C. BORRETT, Managing Director

1000 WATTS — 970 KC

*The French Voice of the Ottawa Valley*

# CKCH

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

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

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

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

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

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

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

**CJJC**  
SAULT STE MARIE

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

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 mikeman 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 Bershadsky, 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 Kitsilano 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.

**CFCF**  
Montreal  
**600 KC**  
FIRST IN MONTREAL

## THE RADIO ANNOUNCER'S HANDBOOK

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

**\$5.50**

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

BOOK DEPT.

CANADIAN BROADCASTER

371 BAY STREET

TORONTO

### Memo 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** 5000 Watts 680 Kcs. **CFCH-North Bay** 1000 Watts 600 Kcs.

**CJKL-Kirkland Lake**  
5000 Watts 560 Kcs.

Get the facts from

**NATIONAL BROADCAST SALES**

TORONTO: 2320 Bank of Commerce Bldg. - AD. 8895

MONTREAL: 106 Medical Arts Building - FI. 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



**CKCW**

MONCTON NEW BRUNSWICK

The Hub of the Maritimes

REPRESENTATIVES: STOVIN & CO. TORONTO MONTREAL

**C** Vancouver's  
"Neighbourly  
Station"  
**C**  
**K** Says  
**K**  
**M** Merry  
Christmas—  
**M**  
**O** —Happy  
New Year  
**O**

**NOW 1000 WATTS!**

L'ÉCHO  
FRANÇAIS DE  
MONTREAL

**CHLP**

Covers PARTICULARLY  
THE MONTREAL  
FRENCH MARKET

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

*More  
Hope  
THAN CHARITY*  
by  
Elda Hope



Nineteen forty-nine will very soon take a firm hold on life, come knocking at our radio doors and move in to stay for a year. He may be a little guy but it's almost certain that he'll expect big things. What have we to offer? That is the question — what have we to offer?

Looking quickly at the schedules I'd say we have a considerable amount. At any rate, variety reigns supreme. Let's look at drama. Fletcher Markle's productions have met with huge success and are piped into Canada for our listening. Then there's *Stage 49*. If you can close your ears to the profanity sometimes broadcast, it certainly runs a gamut. And *Curtain Time* for Tuckett's is also the favorite of many listeners. Orchestra leader Lucio Agostini, in both these shows, plays no small part in setting the proper mood for the dramas.

It is quite erroneous to overlook sportscasts because they interest so very many. One of the most popular voices on our airwaves today is that of Foster Hewitt. As one of his listeners remarked to me "Hewitt really puts the game on ice both literally and figuratively. Even if there is no game to talk about, his broadcast sounds full of interest".

Two girls approached me to tell me in detail about *Northern Electric Show*. Actually they were all steamed up and think conductor Paul Scherman is just about the last word. They were impressed at his giving the down beat and forty musicians responding as one. The guest artist was none other than John Sturgess, who more than filled the bill in a vocal way. They were both completely sold on the announcing work of Allah McFee. Altogether, this show seems to hit the bull's eye.

There is a definite vacancy on our schedules created by the absence of Tip Top Tailors *Music for Canadians*. This was one of my favorites because it featured plenty of top talent. I once heard one of the artists on this show say it was so decided a privilege to be connected with it that you felt like offering your services gratis. That, in itself, is very unusual.

Canadian radio does not need to take a back seat to any other now that *The General Electric Hour* has hit the air. It is, indeed, top variety. While we have always been able to hear Howard Cable's clever arrangements, it is a thrill to all to realize this brilliant conductor is once again front and centre. The Leslie Bell Singers ring an enjoyable musical note added to the rich baritone vocalizing of Charles Jordan. If Jordan is at the vocal helm, count me in. Announcer John Scott handles his portion of the show admirably.

Happy New Year,  
—Elda.

**ANOTHER FIRST FOR CFRA!**



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.

A new era came into being when CFRA opened in Ottawa a few short months ago too — so much so that everybody in Ottawa now expects CFRA to give complete coverage of every important event! WE'VE MADE GOOD THAT TRUST! That's why you can put your Ottawa and Valley advertising dollars on CFRA, confident of a large audience, loyal to CFRA, and to our advertisers.



Mayor-elect E. A. Bourque thanking the people of Ottawa — and CFRA. The gentleman smiling — Frank Ryan.

**560 CFRA 560**  
FIRST ON YOUR DIAL

# CANADIAN TELESCREEN

Vol. 1, No. 15

TV and Screen Supplement

December 25th, 1948

## 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 1,000,000, and increased production figures for 1949, coupled with growing sales percentages to middle and lower 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. Another 22 have both 35mm and 16mm, while no station uses 35mm exclusively.

Continuing experiments on perfecting production 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. and the Cardy 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 daylight operation.

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 hotels' 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 as 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 here, when he 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 25th 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.

## TEE 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 those among the membership who have 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 Moscovics, manager of CBS television sales development, described the television as not so much a new medium of advertising as it is a new means for selling. He said video is the only medium that permits one of the most potent sales aids, actual demonstrations of the manufacturer's product. Mr. Moscovics also predicted that video will help move an estimated annual \$164 billion worth of goods and services.

Myron Kirk, who handles the Milton Berle program (*Texaco Star Theatre*), for the Kudner 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 motion pictures 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, foresaw 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.



## FOR THESE ARTISTS

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

Day and Night Service  
at  
Radio Artists Telephone  
Exchange

## 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:

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

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

BEST  
WISHES  
FOR 1949



**CJOB**  
WINNIPEG

**AGENCIES**

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**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.

• • •

**LESLIE BELL**  
A thorough-bred beaver.

• • •

**ALEX MILLER**  
Athol McQuarrie.

• • •

**ATHOL McQUARRIE**  
Alex Miller.

• • •

**YOUR M.P.**  
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 EXECS**  
A PA system.

• • •

**MAURICE ROSENFELD**  
A pair of reindeer.

• • •

**MARGARET BROWN**  
A subscription to the Canadian Broadcaster.

**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 A1  
CANADIAN BROADCASTER  
371 Bay Street Toronto

**CFCN**

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



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

Ask  
RADIO REPRESENTATIVES LTD.  
TORONTO MONTREAL

**CFCF**

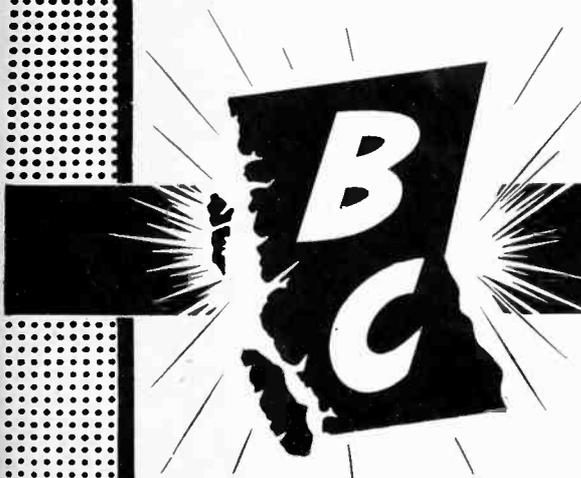
Montreal

**600 KC**

**ABC - DOMINION**

# 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  
CJIB VERNON

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

CKMO VANCOUVER  
CKWX VANCOUVER  
CJVI VICTORIA  
CKNW NEW WESTMINSTER

**RADIO THEATRE**

*Ford Theatre*

**INNER SANGTUM**

# DRAMATIC

## reasons why CFRB gets more listeners

**THE Shadow**

*Adventures of Sam Spade*

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!

**BOSTON BLACKIE**

# 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

*Suspense*



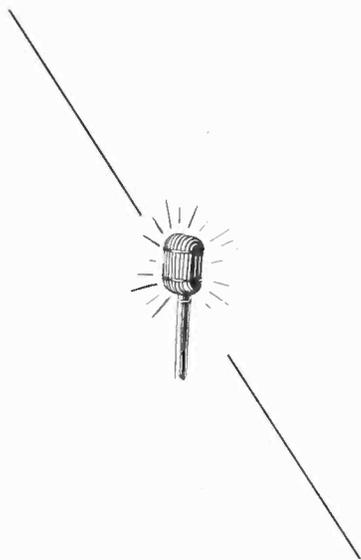
*The*  
**FAMILY HOUR**

*Mr. Chameleon*

**MYSTERY THEATRE**



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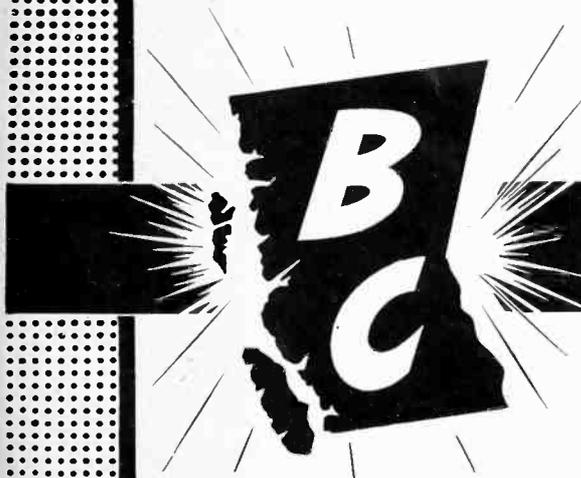
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THEATRE**

**THE  
Shadow**



