BULLS BOUNCE BROADCASTERS

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

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

The Forum Commission would accept no responsibility for ejection of the broadcasters. Said Mayor J. E. Ahern, chairman of the Com-

(Continued top column 3)

Caldwell will open own program Co.

All-Canada Appoints MacKay to Toronto - Botterill to Regina

Toronto, January 20, 1949

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

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

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

To succeed Caldwell, Stuart MacKay has been appointed manager of All-Canada's Program Division. MacKay has been manager of CKRM, Regina, for several months. Previous to that assignment, he was successfully production manager, sales manager, and assistant manager of Vancouver's CKWX.

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

Both moves will take place in the near future.

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

CBC Board grants 3, defers 2, denies 4

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

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

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

Applications have been handed to Transportation Advertising Ltd., Toronto (FM), R. A. Horse,askatoon; David M. Armstrong, Victoria, and Charles D. Clarke, Hamilton.
DR. A. W. CHASE MEDICINE COMPANY
joins
RADIO'S SELECT COMPANY

with exclusive national sponsorship of

Strollin' Tom

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

Through The F. H. Hayhurst Co. Limited, advertising for Dr. Chase products has been blended into a program exactly suited to the sponsor's requirements ... precisely patterned to reach the right audience, at the right time, in the right markets.

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

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

ALL-CANADA PROGRAM DIVISION
VANCOUVER CALGARY WINNIPEG TORONTO MONTREAL
A DIVISION OF ALL-CANADA RADIO FACILITIES LIMITED
Radio's Foremost Advertiser Service Organization
Help Reps Sell

Toronto.—Radio stations are apparently too busy to co-operate in supplying the representative with the necessary sales data, according to Andy McDermott of the H. N. Stovin Co., who gave a number of suggestions to the recent Ontario Regional meeting of the CAB on sales data. McDermott pointed out. The advertising agency men are basing everything on the facts given to them, and as there is always something direct from the station that the representative should know, he urged the stations to keep them informed. "It may mean," McDermott said, "the difference between getting a new business or not getting it."

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

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

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

Commercial political broadcasting was not getting co-operation from the stations, he said, and radio's chances in this direction were not very good. Newspapers are more co-operative in answering questions and preparing material, he said. Disinterest, on the part of the stations, was, according to the speaker, the reason for many radio accounts being lost. "Why don't radio stations say thank you to sponsors?" McDermott asked. "Once business is placed on the station, it just runs along, but a note to the sponsor would create a lot of goodwill."

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

"If you think we're typed, look at him on the Remingwood hour."
Behind the Scene in Radio
as transcribed by H.N. Stovin

Up betimes, and do feel mightily virtuous for the same. Have found it pleasant to greet George Cromwell, visiting from Saint John, N.B., laden with interesting maps and market data on CHSJ and its continually expanded coverage. George is considerate of an artist with brush and pen, and his maps do him much credit. Agencies still talking about that Explosive Survey of CKVL Verdun, made for a Montreal firm who planned to install wired radio, and, who had therefore to know of a certainty which station was most listened to in Greater Montreal. Survey gave CKVL over 52% of listeners—a goodly showing. From CFOS Owen Sound some interesting pictures showing grain boats laid up in harbour to a greater number than ever before, a sign that this busy Georgian bay port is growing in importance. Due to journeyings in Chicago did with regrets miss the excellent demonstration of T.V. by Harry Dawson, now C.G.E., for the Radio Executives Club. Did instead linger in certain spots to enjoy the good television offered in what men call Stateside. Do extend a warm welcome to VOCM Newfoundland, now in the Stovin fold of stations, and meditate pleasantly that while Canada grows, so does Stovin. VOCM covereth no less than 181,896 listeners in Canada's newest province, and offers goodly prospects for reaching new buyers. And so to bed.

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

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

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

Just what has contributed to the neglect of mentioning the everyday pleasure from "Bernard Braden Tells a Story" is unexplainable. His daily syndicated characterizations, which naturally make him a favorite, hardly need a nod from this column. His chosen articles and his inimitable style of delivery gives satisfying pleasure. But when this versatile young man authors and produces and plays several characters, then swings his charmingly fresh-voiced and youthful wife in as an added attraction, it's a real highlight.

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

all you need is the FIGURES and we can PRODUCE 'EM!

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

Ask the All-Canada man to show them to you—the official, independent figures of the Bureau of Broadcasting Measurement and the Elliott-Haynes telephone service. They show that day and night CHNS has more listeners than ANY other radio station in Nova Scotia.

GO WEST—Young Man!

HORACE N. STOVIN & COMPANY
MONTREAL Toronto Winnipeg VANCOUVER

Information for their live Radio Stations

CHSJ Saint John
CKCW Moncton
CJFM Edmundston
CJBB Moncton
CKVL Verdun
CKSF Cornwall
CFJIM Brockville
CJBG Belleville

CHOV Pontiac
CFOS Owen Sound
CFOR Owen
CJBC Toronto
CIEL Kalamazoo
CBW Windsor
CKLW Windsor
CTAR Flin Flon
CJNS North Battleground

CHAR Mouse Jaw
CJGK Yorkton
CKLN Nelson
CPR Prince Rupert
CJDR Vancouver
ZBM Thunder Bay
VOCM Newfoundland

And ADVERTISING Too!

PARKING—MINING—DISTRIBUTING
And now—liquor gold—

OIL

LEDUC—WOODBEND—REDWATER

Magic names that have made Edmonton, the Oils Capital of Canada, Imperial Oil's new million dollar refinery now in operation, providing a market for Alberta's new industries. New opportunities for alert advertising managers.
Let's Talk Like The Neighbors

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

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

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

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

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

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

What Are We Waiting For?

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

At present the development of TV in Canada is at an impasse. The CBC would like to start the new medium itself, but cannot persuade the government to grant it the funds, especially in what will probably be an election year. It hesitates to let independent operators steal a march on itself by recommending that they be issued licenses. Isn't this all the proof we need that stagnation, to put it bluntly, is the only possible result of the kind of bureaucracy which prevents development of the new medium? Isn't it a setback to Canadian talent, which the CBC was formed to develop, because all our artists can do now is to grind their teeth while they watch the tremendous strides being made in television by American and British telecasters.

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

Mr. Howe, among whose many ministerial charges is the business of broadcasting, is quoted as saying: "If private operators think it worth while to risk that much money, let them go ahead." At least four of them do think so. So what are we waiting for?
Toronto. — Kate Aitken, who does three a week, “Your Women’s Editor—Kate Aitken,” on Dominion network, and five a week for Tamblyn’s Drug Stores on CFRB, went off on a world flight January 13 which is taking her to China, Japan, India, Egypt, Sicily, Italy, Germany, France and England.

The multitudinous details entailed in such a project, by no means the least of which was the problem of satisfying the medical authorities of all the countries she is visiting that she has had the right number and kind of inoculations, were all taken in her stride by “Mrs. A” who is taking this jaunt on her own hook, to gather material for both her broadcast series.

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

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

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

Heap Big Welcome

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

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

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

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

The stuff at CFRB was busy all afternoon taking calls from interested listeners who wanted to give the chief a helping hand and a good send-off. Ten of them wanted to see him personally, to give him a lift. The station made out his itinerary and Henry spent the afternoon calling on his newfound friends.

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

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

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

Photo by W. O. Crampton

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

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

But his day with “the white man” seemed to agree with him, and as he boarded the train for Winnipeg that evening he said to Ken Marsden, CFRB promotion manager: “Will there be anybody to meet me in Winnipeg? I want to be treated the same there.”

To Air French News

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

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

To date Six

January 26th, 1949

Canadian Broadcaster

Practically EXCLUSIVE COVERAGE

IN

KENORA - KEEWATIN

96% Day Time
92% Night Time

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

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

It's a STEEL AND PAPER COUNTRY
Reach 14,000 RADIO HOMES ALL WITHIN 7 MILES OF OUR TRANSMITTER ANNUAL PAYROLL $24,000,000

CJIC
SAULT STE MARIE
SEE J.ALEXANDER TORONTO MONTREAL J.M.MCGILLIVRA USA

CJRL
KENORA ONT.
DOMINION NETWORK
C.B.C.

English A La Carte

Guelph, Ont. - Charging that CBC announcers are mispronouncing the pure English taught in Guelph schools, Henry Howitt, member of the Guelph Board of Education, sponsored a resolution, which was unanimously backed by his Board, protesting against the CBC's mispronouncing of words and misuse of English. Howitt claimed that CBC announcers say "ree-search" instead of "research," "creek" instead of "creek," and that they use expressions like "winning out" and "losing out" which are redundant, and "whooping it up" which is misleading. He thought that this was just carelessness on the announcers' parts, and said that as they have their manuscripts typed out for them they have only to read them over before broadcasting and check any doubtful words with a dictionary.

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

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

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

The New CFPL is changing to 980!

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

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

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

REPRESENTATIVES:

CANADA—All-Canada Radio Facilities Limited

U.S.A.—Weed & Company

D isc CANADA FOR UK KIDS

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

"NEWS ON THE AIR"

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

$4.00

"Your Creative Power"

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

$3.75

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

"Harvard Dictionary of Music"

by Willi Appel

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

$7.50

"Broadcasting Music"

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

$3.25

"RADIO WRITING"

The accepted textbook on writing for Radio by Max Wylie.

$4.00

SEND US THE TITLE

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

BOOKS BY MAIL

CANADIAN BROADCASTER & TELESCREEN

371 BAY STREET

TORONTO 1

www.americanradiohistory.com
STATIONS
Santa In Battle Dress

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

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

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

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

The barber shop quartette sang, manager Louis Legrosh got out of bed at 2 a.m. to give his original version of Minnie the Moocher, and program director Lew Hill gave out with the plight of Ivan McGregor. At 5:30 a.m. platters were still turning and the dollars still rolled in.

Nine mornings later, at 5:45 a.m., December 23, a tired group of announcers and operators rang down the curtain on the program.

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

The Great Atlantic and Pacific Food Stores, Ottawa, filled the food order, and it had a task on hand for the items required included a half ton of meat, one-quarter of a ton of sugar, 200 pounds of tea, 75 barrels of apples and one-quarter of a ton of fruit cake.

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

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

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

READIES FOR POWER BOOST

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

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

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

Moves To Ottawa

Secretary-treasurer of the CAB since 1933, Art Evans has moved to Ottawa along with the rest of the CAB staff. Only CAB official domiciled in Toronto will be Pat Freeman, station services director.
Complete line consists of 250 Watt, 1 KW, 5 KW (shown) and 50 KW transmitters—Antenna Coupling-Phasing Equipment and Accessories.

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

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

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

Northern Electric
COMPANY LIMITED

26 BRANCHES ACROSS CANADA
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**
- Ma Perkins
  - 17.7 +2.0
- Big Sister
  - 17.0 +2.3
- Popper Young
  - 17.0 +1.5
- Manny Gong
  - 16.9 -1.4
- Right to Happiness
  - 16.6 +1.1
- Head of Life
  - 15.5 -6.2
- Life Can Be Beautiful
  - 14.8 -1.2
- Aunt Lucy
  - 14.1 -0.1
- Sing Along
  - 14.2 +1.3
- Laura Limited
  - 14.2 +1.6

**French**
- Jeanne Diore
  - 19.7 +4.0
- Jean Pratapil
  - 19.3 +3.1
- Joaquin Truchot
  - 17.7 +5.6
- audition
  - 18.1 -0.2
- Grande Sagre
  - 17.5 -0.3
- Grandez Nouvelles
  - 15.6 +1.3
- A l’Élisée
  - 14.2 +0.8
- Mœurs Renouvelées
  - 15.7 +5.3
- Franchise Libre
  - 7.2 +1.5
- Le Quart d’Hôte
  - 7.8 +0.5

**EVENING**

**English**
- Lou radio Theatre
  - 25.2 +0.9
- Fred Allen
  - 23.0 + 0.0
- Captain McCarthy
  - 21.6 +3.8
- Fibber McGee & Molly
  - 22.8 +1.5
- Bob Hope
  - 28.5 +1.8
- Amos ‘n’ Andy
  - 55.6 +1.5
- Drake & Mortimer
  - 57.6 +1.0
- Aunt Fanny’s Movin’
  - 34.4 + 0.8
- My Friend Irma
  - 31.6 +5.1
- N. L. Hockey
  - 21.0 +1.4
- Brack Music Hall
  - 29.1 +7.5
- Wayne & Shoestring
  - 20.1 +0.0
- Twenty Questions
  - 22.1 +2.5
- Treasure Trail
  - 19.0 +1.9
- Special Theatre
  - 12.1 +1.6

**French**
- Le Homme et Son Frère
  - 46.6 +2.7
- Notre-Dame
  - 25.6 +2.0
- Matheurin
  - 31.0 +2.9
- Hommes de la Guerre
  - 32.0 +2.9
- Exhumation de la Vierge
  - 33.3 +5.6
- Hollandia Centrale
  - 29.8 +2.1
- Casse Vite
  - 28.4 +0.2
- Temples du Ciel
  - 28.4 +0.2
- Théâtre Fard
  - 27.8 +1.9
- La Mine D’Or
  - 32.1 +4.1
- Un Soir à Plonger
  - 33.6 +1.0
- Police honorables
  - 23.2 -0.9
- Textes pour l’Éthère
  - 24.7 +1.4
- 1/5 la journée
  - 22.2 +0.5
New York, N.Y.—Big doings have been popping at nearly all the top-ranking broadcasting trade associations during the past few weeks—doings that serve to emphasize the fact that competition among all advertising has reached a new high.

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

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

There has been much speculation over the future status of the Broadcast Measurement Bureau. Although none of the reports were official, insiders were forecasting a realignment of BMB personnel and a possible postponement of the Bureau's 1949 study of station and network audiences. The situation was so tense it brought Justin Miller, president of the NAB, up from Washington to attend last week's meeting of the Bureau's executive committee.

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

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

That clears the air a bit. Or does it?

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

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

Meanwhile, the second edition went to press, it was reported, that a group of FM station owners in the mid-West were preparing a "rump" meeting of the association in Chicago. These reports said that this rebel group was so strong it brought another Justin Miller, president of the NAB, up from Washington to attend last week's meeting of the Bureau's executive committee.

TWO AS ATTRACTIVE...

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

Ask for CKDO facts from

JAMES ALEXANDER
(Canada)

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

CKDO
Oshawa, Ontario
on the dial

Quiet! Lionel at work
business is GOOD
in the Kirkland Lake Area

- Mines Payroll—$5½ million
- Bank Deposits—7½% up over '47
- Timber and Pulp Industry—Double previous year's production
- Food Industry—8½% up over '47
- Telephones—Greatest number in history
- Restaurants • Insurance • Motor Vehicles
- Cigar Stores

"Considerable Increase in Business"

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

CJKL
Kirkland Lake
5000 Watts

CJLK - FM

Get the facts from
NATIONAL BROADCAST SALES
TORONTO: 2320 Bank of Commerce Bldg. • AD. 8895
MONTREAL: 106 Medical Arts Building • FI. 3439

business is GOOD
in the Kirkland Lake Area
Over The Desk

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

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

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

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

Yesterday at lunch I had the temerity to ask for some hot mustard to go with my roast beef. The waitress brought me some of that vinegar paste they use to destroy the taste of hot dogs. I explained that it was the hot variety I wanted. "That powdered stuff?" she wanted to know. I said "Yes." "Oh," she sneered. "I'd have to go and mix it." With this she left never to return. I wired an out of town hotel for reservations. Two single rooms was what I asked for. I wanted one for myself and one for my sister. When we arrived at the hotel they told us they had given us one double room. I explained that I was travelling with my sister and that was our reason for wanting separate rooms. The clerk said in effect:

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

Local department stores display signs all over the place which read: "Pleasant carry small parcels. Restaurants—some of them anyway—will dol e the sugar just as they did when it was rationed. In quest of anti-freeze of the gynecie type, I was told to take alloy and like it. The landlord in the apartment house where I am stationed turns off the hot water at 10 p.m.

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

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

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

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

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

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

In a nutshell, John Whitehead has been appointed advertising manager of Shurrif's Ltd.

"Mighty Mike" Nunn, of Regina, has got the news that he's been autographed on a baseball card. He's in town on a business visit last week. CKLW Windsor, hopes to be operating the new 50 kw transmitter in May or June. The same station reports that last month it donated $3,502 minutes to programs in the public interest and over 150 spot announcements. For the second successive year, Clure Wallace has been chosen the best dressed woman in Canadian radio by a poll of women's page editors conducted by the London Daily Star. We have thought of running a "Best Dressed Man" poll in this journal, but it would be too embarrassing if your editor won.

One portable entry has arrived for Ossie Williams, host of "Sunday in Toronto Contest". Readers were invited to submit suggested verses for the song, and an autographed copy of "Sunday in Toronto" has been given to Miss Ines of Spitzer & Mild Ltd. Rhymes Mary:

You can't take the wheel on Sunday morning in Toronto.

From nearly every corner there's a bell:

"Don't let me lie in bed all day.

Get out to church," they say.

And with all that clamor you might just as well.

January 26th, 1949
Only with SELECTIVE RADIO can you control local timing!

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

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

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

With SELECTIVE RADIO, you cut waste also by selecting only those stations that cover your profitable markets—choosing from thirty ALL-CANADA stations across the country.

Let SELECTIVE RADIO help you pinpoint your audience—when they're listening! Call the ALL-CANADA man for full information.

All-Canada in the Maritimes

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

ALL-CANADA RADIO FACILITIES Limited

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL
CHARLOTTETOWN
Still Leads All Independent Stations
East of Montreal in Listener Circulation
AFTER THREE BBM SURVEYS

Mr. Time Buyer!

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

BBM
1948 SURVEY

CFCY

Day: 127,020
Nite: 122,120

STATION A

Day: 86,940
Nite: 72,250

STATION B

Day: 64,090
Nite: 53,210

STATION C

Day: 64,760
Nite: 57,540

Contact
ALL-CANADA RADIO FACILITIES LTD.
Toronto and Montreal

WEED & COMPANY
New York and Chicago

CFCY CHARLOTTETOWN
The Maritime 'Must' Station

Now Serving the Maritimes for a Quarter Century
**AGENCIES**

F. H. HAYHURST CO. LTD.
Toronto.—The American Safety Razor Company has distributed a successful introductory campaign of 10 Life Blade ads in nine Canadian cities. The ads have been in circulation for two weeks.

BRONCO SELLER LTD.
Toronto.—The bronco-seller, which is a subsidiary of the Canadian Bank for Savings, has been the subject of an extensive advertising campaign. The campaign includes the distribution of a series of brochures and posters, as well as a series of television commercials.

**OICKFIELD BROWN & CO. LTD.**
Toronto.—Maple Leaf Milling and Baking Co. Ltd. has started the transcribed programme "Banana Nut Bread," which will be syndicated to stations in the Maritimes and Atlantic provinces.

**RONALDS ADVERTISING AGENCY LTD.**
Montreal.—Bristol-Myers has started a new campaign for its line of chorea medications. The campaign includes the distribution of a series of brochures and posters, as well as a series of television commercials.

**STEVenson & Scott LTD.**
Toronto.—Dr. Ballard's Champion Pet Foods has scheduled a series of 120 flash announcements for February. The announcements will be broadcast to over 100 stations in key markets to attract new customers.

**McCONNELL EASTMAN & CO.**
Vancouver.—General Bakers has started a new advertising campaign for its "Fresh" line of breads. The campaign includes the distribution of a series of brochures and posters, as well as a series of television commercials.

**JOINS MACLAREN'S**
Montreal.—One of the veterans on the Montreal radio scene, Mrs. Mary Poirier, who has been with the MacLaren Agency for 25 years, has joined the agency as director of public relations.

**WILLIAM ORR & COMPANY**
Toronto.—City Service Oil Co. Ltd. has started a 15-minute weekly series called "Caravan of Medicine," which will be broadcast over CFRB and CKCK, Toronto, and CKCR, Regina.

**McKIM ADVERTISING LTD.**
Montreal.—National Drug & Chemical Co. of Canada Ltd. has started a new advertising campaign for its line of pharmaceuticals. The campaign includes the distribution of a series of brochures and posters, as well as a series of television commercials.

**J. J. GIBBONS LTD.**
Calgary.—The "Massey-Harris Roundup," a half-hour live talent program, has been scheduled to air on CFRB, Calgary, and CKOC, Lethbridge, on Saturdays at 9:30 p.m. and Sundays at 10:30 p.m.

**WIDE EXPERIENCE IN ADVERTISING AVAILABLE**

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

**Box A-4**
Canadian Broadcaster

**CHUM Merchandising Is Key to Success!**

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

1. Newspaper Space; attracting increased program audience.

2. Mailing List; compiled from fan-mail previously received on the program, used in connection with free record offer.

3. Free Offer; a 10-inch pressing of a sample "Chum Valley Show," with a personal Christmas message from "Wyoming," m.c. of the program, offered to listeners purchasing a major appliance for Christmas delivery. (More than 200 requested.)

4. From-the-Store Broadcasts; with "Wyoming" making personal appearances at the store during the pre-Christmas shopping season.

5. Mailing Stickers; colorful program promotions, affixed to outgoing station correspondence for a two-week period and used by sponsor on letters and parcels, etc.

The combination of local program appeal and aggressive merchandising and promotion has made CHUM "First in Toronto" with the majority of retail stores who today buy radio advertising. And remember...it's the retail merchant who influences the final sale of the Nationally advertised product!

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

Sincerely,

CHUM—"The friendly Station"

ROLLY FORD, Manager.

"More than 1,000 Toronto retailers Advertised on CHUM last year."
MORE THAN 150 FIXED TRANSMITTERS

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

MORE THAN 650 MOBILE EQUIPMENTS

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

FIRST IN RADAR

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

TELEVISION APPLICANTS CHOOSE G-E

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

LEADERS IN RADIO, TELEVISION AND ELECTRONICS

CANADIAN GENERAL ELECTRIC

HEAD OFFICE — TORONTO
CFPL SETS UP TALENT DIVISION

Talent Like Gold And Oil
Vancouver. — Canadian talent could be considered a rich field for investment, like gold or oil, actor- and radio personality Bernard Braden told the Board of Trade in a recent talk. "We must decide if our talent is good enough, and then convince the capital is as good as old oil," he said in an address before returning to Britain, where he will go into movie work and continue his short story program for CBC.

BERNARD BRADEN

Braden said that he and his wife, Barbara Kelly, had no air as they could go into snad, and had to go elsewhere to learn other mediums such as voice, television and stage work.

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

Some Canadian radio shows, Braden said, are considered even more American critics as superior to the U.S. product, by business executives. He believes, therefore, that creative Canadians could be drawn without leaving their country if Canadian business could invest in their future by developing TV and films at home. He believes, therefore, that creative Canadians could be drawn without leaving their country if Canadian business could invest in their future by developing TV and films at home. He believes, therefore, that creative Canadians could be drawn without leaving their country if Canadian business could invest in their future by developing TV and films at home.

Donald Wright
Radio Productions Director

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

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

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

The “Productions Division” kicks off with more than 30 radio-trained musicians and singers, including many of those mentioned above.

Murray Brown
CFPL Station Manager

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

DRAMA LAB RETURNS
Winnipeg. — Back for its fifth term is the “Drama Lab” directed by CKRC’s publicity chief, Maurice Desourdy.

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

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

BRITISH VARIETY HOUR
Winnipeg. Numerous Old Country types, now grinding out an existence in wintry Winnipeg, are pecking up these days. Reason for the change is resumption of their favorite recorded show, “British Variety Hour.”

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

SELL YOUR MARKET by knowing it!

Research means “let’s find out.” It’s the job of highly trained fact-finders — men and women able to get the facts about advertising and selling, the simplest tool of common-sense marketing.

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

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

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

International Surveys
LIMITED

TORONTO: 10 Beach Street EL 1254
MONTREAL: 1221 De Maisonneuve Street E. 4290
BROADCASTERS URGED TO CLIMB ON TV

Toronto. — Tuesday, January 11, 1949 will go down in television history as N-Day, because it marked the inauguration of the first TV network in the United States, with 14 stations between New York and St. Louis, linked together by 1,300 miles of coaxial cable, buried in fields, running through marshes, over rivers and around mountains, boosted by 4-tube repeater stations every six miles along the world's longest sound track.

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

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

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

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

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

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

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

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

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

TV GOES TO SCHOOL

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

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

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

Let us take care of your talent problems with . . . . . years of entertainment-world experience to help YOU select . . . . . the orchestra, act, or entertainment YOU want . . . . . in the type, style or size YOU choose . . . . . by full publicity services . . . . . And All At No Extra Cost To YOU.

THE OFFICE OF MART KENNEY
125 DUPONT STREET
TORONTO, ONTARIO
Yes We Have No TV
Canada is three years behind the U.S. in TV, and seven years behind Britain, according to an article by Blair Fraser, Ottawa editor of Maclean's magazine, who points out that there is no reason far behind we may ever catch up.

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

British viewers, Fraser pointed out, recently saw the Commonwealth Prime Ministers gathering in Downing Street for their conference. They saw each minister in a close-up as they came out of the house, then listened for an interview, and then saw the whole thing enveloped into a four-hour period touched on every aspect of Commonwealth affairs.

However, these are high spots, Fraser says. In the U.S. at least, the run-off television show is still pretty deadly, third-rate light club entertainers, the embers of the old variety, co-operating pictures of a newscaster reading from his script or a crooner crooning.

But with all its imperfections, television can do much that no one can catch TV without realizing its tremendous social force, with a potential impact greater than radio, telephone or movies.

That Canada can have none of his facts, Fraser says, is due to the fact that "Ontario baits the CBC and the CBC baits the private showmen."

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

The government's views on financing TV were brought out by Fraser, who was quoting a statement by the Rt. Hon. C. D. Howe who said: "If private operators are not worth while to risk that much money, let them go ahead. Some of them, like Canadian Marconi have hope to get a licence to sell TV sets. If the government it would be a bad loss. If I were living in my own town of Port Arthur, I'd try like a steet at paying taxes to being television to Montreal and Toronto."

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

---

**TEE VEE ACTION**

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

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

During recent weeks, WCBS-TV has added a number of after- noon programs. In addition, station WNBT disclosed that it will begin its telecast day at 3 p.m. beginning February 1.

Station WJZ-TV also plans to launch afternoon programming in mid-February.

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

CBS-TV is also networking some of its daytime shows but only one, "This Is the Morning," is sponsored.

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

---

**Mason Coconut Candy Bars**

Mason Coconut Candy Bars is now sponsoring the popular "Toy Parade" show over 14 NBC TV stations.

---

**ABC-TV network will introduce new series.**

Murray for Play, on March 6th & sponsored by the Toy Guidance Council.

---

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

---

**Announcement of new 16-inch metal receiver tubes reportedly responsible in part for recent reductions in the prices of 7-inch sets. Hallicrafters set prices: $189.50 set to $139.50 and its $199.50 set to $147.50. According to the company's president, William Halligan, Hallicrafters wants to "revitalize" the 7-inch market because "sales of 7-inch sets had been slipping down since mid-December" and some dealers were starting to offer them in under-the-counter deals.**

---

**Federal Electric Manufacturing Co., Ltd.**

9600 St. Lawrence Blvd., Montreal 14, P.Q.
January 26, 1949

Dear Mr. Time-Buyer:

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

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

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

Yours very truly,

Stu Chapman
Station Manager

CHML Promotion

WHOSE LOSS?

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

QUID PRO QUO

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

TEMPUT FUGIT

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

OCCUPATIONAL THERAPY

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

FUN AT HIS EXPANSE

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

CENSORED

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

BORDER LINE

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

CUSTOMER RELATIONS

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

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

13 RADIO STATIONS
WITH THE RIGHT
"KNOW HOW"

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

BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

CHWK CHILLIWACK
CFJC KAMLOOPS
CKOV KELOWNA
CJIB VERNON
CROK PENTICTON
CJAY PORT ALBERNI
CKPG PRINCE GEORGE
CJAT TRAIL
CJOR VANCOUVER
CKMO VANCOUVER
CKWX VANCOUVER
CJVI VICTORIA
CKNW NEW WESTMINSTER
Want to catch the “hep” crowd?

HOP THE CFRB BANDWAGON!

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

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

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

Bill Kemp dishes out hot music and bright chatter on his twice-daily "Kemp Calling"—and what Bill doesn’t know about hot music isn’t worth knowing. You won’t need a second look at the program ratings of these shows to know they have what it takes to please a large group of listeners.

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

CFRB

ONTARIO’S FAVOURITE RADIO STATION