

CANADIAN BROADCASTER

AND TELESCREEN

Vol. No. 1

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

January 12th, 1949

TEN SEEK AM LICENSES

Ottawa.—One of the ten applications which will be made to the CBC Board of Governors for licenses to operate stations, at their Board meeting in Montreal January 20-21, will be one from Bergman-Moffat Broadcasting Company Ltd., for 1,000 watts on 1080 kcs. in Winnipeg.

Principals in the new company are Lloyd Moffat, former owner of station CKBI, Price Albert, and Major Norman Bergman, son of the late Mr. Justice H. A. Bergman. Major Bergman is a well-known Winnipeg barrister.

Other AM applications, due for the Board's consideration, come from: Charles D. Clarke, for 250 watts on 1220 kcs. at Hamilton, Ont.; R. L. Hosie, for 250 watts on 1340 kcs. at Saskatoon, Sask.; David M. Armstrong, for 250 watts on 1230 kcs. at Victoria, B.C., and from Radio Station CJDC (Dawson Creek) Ltd. for re-issue of the license withdrawn from Miss Wilna Moore in October. Two applicants, CKV Limitée, and Goodwill Broadcasters of Quebec Inc., are asking for a license for a 250 watt English language station in Quebec City. Radio Telesamingue Inc., is applying for a 1,000 watt 710 kcs station at Ville Marie, Quebec.

An FM application, from Transportation Advertising Ltd. Toronto, which was denied last meeting, will be heard again. Station CFCF, Montreal, will renew its request for separate programming over its FM outlet.

An AM frequency change has been requested by Station CKTB, St. Catharines, Ont., for a switch from 1550 kcs. with 1 kw. to 620 kcs. DA1 with 1 kw.



A St. Boniface Boys' Choir is heard on CKSB, during that station's "Happiness Campaign."

HAPPINESS IS XMAS CAMPAIGN THEME

St. Boniface, Man. — Station CKSB's annual "Happiness Campaign" was instrumental, in its 1948 drive, in providing sufficient funds to supply youthful patients in the children's pavilion at Saint Boniface Sanatorium at St. Vital, with a 16 mm. projector and daylight screen, plus sufficient over-subscribed capital to ensure film programs throughout 1949.

The campaign was initiated in October 1947 by CKSB's Henri Bergeron, better known to his youthful listeners as "l'oncle Henri," who does the station's "Forum Ecolier" program. Bergeron launched the project with the idea of providing a radio set in the children's ward at the hospital, and asked his young listeners to kick in with nickels and dimes. The objective of \$75.00 was quickly reached

and exceeded, and eventually the sum turned in totalled \$325.00, enough to buy another set, a record player, and still carry \$107.00 over for educational gifts in the coming year.

After this success it was decided to make the Happiness Campaign an annual event, and the 1948 target of \$300.00 was once again over-subscribed.

Not satisfied with their nickel and dime contributions, the various school children throughout the province organized concerts which were given in their locality, CKSB sent out personnel and equipment to transcribe the shows, and a series was later broadcast over the station.

All the listeners to "Forum Ecolier" are French speaking children, and out of the approximate eight

thousand in the province, two thousand five hundred took part in the campaign to aid the children in the ward whose only language is English.

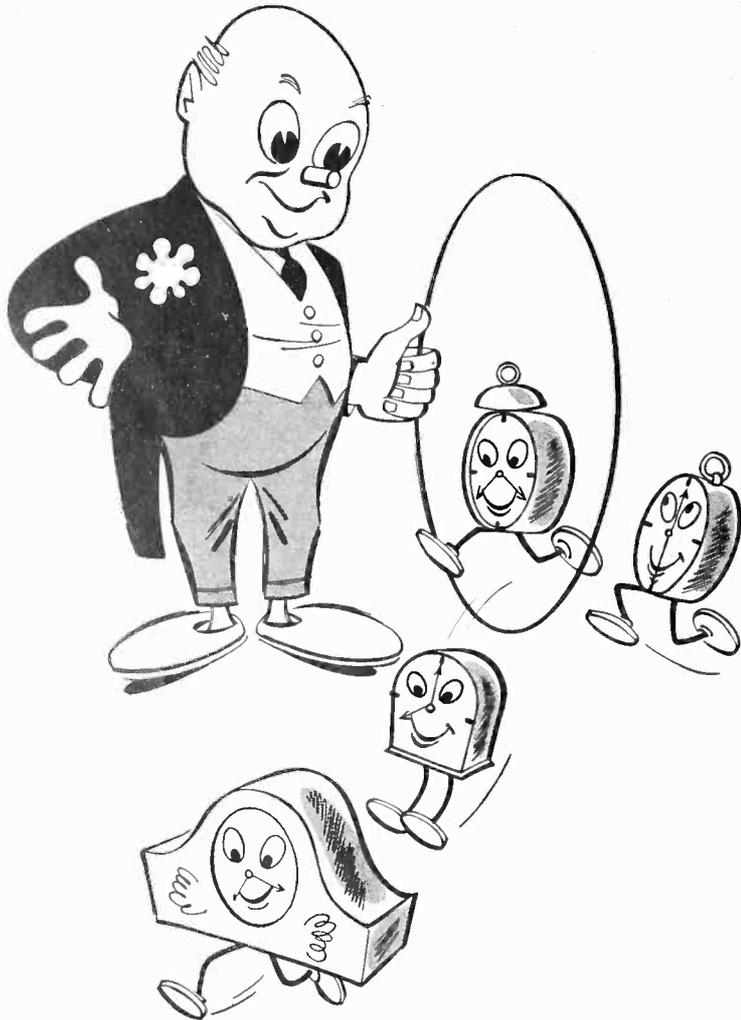
GORDON HENRY STARTS STATION AT RED DEER

Red Deer, Alta. — Gordon Henry, former manager of station CJCA, Edmonton, advises us of the formation of a new company which he is heading up as president, the Central Alberta Broadcasting Co. Ltd., which will operate station CKRD as soon as construction is completed. He anticipates that the station will be in operation about May 15.

Studio space has been located in the Foster Block, and studio construction will begin within the next few weeks.

CKRD will operate on a frequency of 1230 kcs., and will be powered at 250 watts.

WITH **SELECTIVE RADIO** YOU CONTROL LOCAL BROADCAST TIMES



. . . 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!

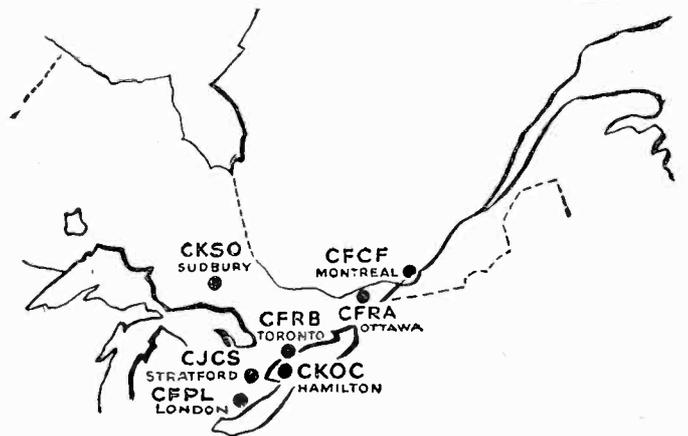
SELECTIVE RADIO is the opposite to buying a fixed group of stations, which broadcast simultaneously without regard for different time zones and different local peak listening times. With **SELECTIVE RADIO**, you treat each station *individually*—you select an effective *local* time on that station's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

• **HERE'S** where the most dollars change hands in Canada! The buying power of the middle-east is almost *two-thirds* of the Dominion's total. Here are the most people, the most pay-cheques, the biggest retail sales. Mid-eastern Canada spends more than *four times as much* as any other two provinces! Seven All-Canada stations give you the coverage you want in this rich market!



ALL-CANADA RADIO FACILITIES *Limited*

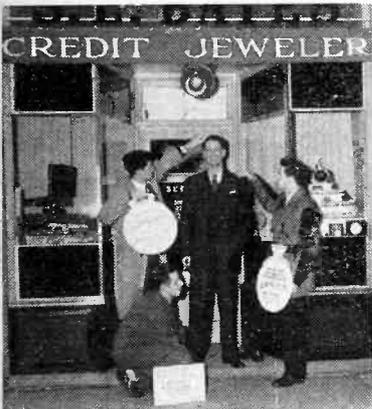
VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL



"All I said was that radio is such a young industry."

STATIONS

ELECTION BET



belief in a Dewey win in the U.S. elections last November, lost their bets and had to tote boards advertising a local credit jeweler.

Unfortunately they aired their views in a coffeshop while taking a break from late work on the eve of the election. Sponsor Sid Bates overheard their conversation and chipped in with an offer of a Bulova watch each to some free advertising that Harry Truman would come through.

The three are seen here paying their debt to Bates—and Truman.

HELP FOR HOMELESS

Estevan, Sask.—Responding to an appeal to Saskatchewan radio stations to support a relief fund for a fire in a housing unit here, which took the lives of four and left sixteen families homeless, Station CHAB, Moose Jaw, initiated a drive and collected over \$10,000 in pledges within twenty-four hours.

Nothing in the way of possessions was saved from the fire, and the station's pledges, plus the efforts of Saskatchewan

Sarnia, Ont. — Following the apparently sage observations of the pollsters on the result of the U.S. Presidential election, production manager Ray Sterling, sports editor Al Cunningham and news editor Graham Emslie, all of station CHOK, declared their

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



Continuous Radio Audience Measurements Since 1940



Elliott-Haynes Limited

Sun Life Building
MONTREAL
Plateau 6494

515 Broadview Ave.
TORONTO
Gerrard 1144

EMPLOYEES SHARE PROFITS

Toronto. — A profit-sharing plan was introduced for employees of Station CHUM, here, and cheques were recently handed out to the entire staff for their first year's share.

Developed by station manager Rolly Ford, the plan gives the employees from five to 20 per cent of their annual payroll earnings, the actual percentage being determined by the station's total sales volume rather than net profits.

cities, towns, villages, hamlets and various labor and religious groups as well as individual citizens, boosted the grand total to nearly \$30,000 within forty-eight hours. This sum exceeded the original target by \$10,000.

DRUGGISTS DIRECTORY

Ottawa.—As the Ontario Retail Druggists Association closes all stores on Sunday, except for a few which remain open for emergency purposes, Station CKCO recently instituted a series of Sunday announcements listing the druggists who remain open.

The service has already helped in cases where emergency medical supplies were needed. As an added feature Ottawans are invited to call the station anytime on Sunday when they are supplied with the name and address of the druggist closest to their home which is open for business.

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

★

HEAD OFFICE
231 St. James Street
MONTREAL

1000 WATTS 970 KC

CKCH

THE "French Voice" OF THE OTTAWA VALLEY

Canadian Representative
● Omer Renaud & Cie,
1411 Stanley Street,
Montreal.

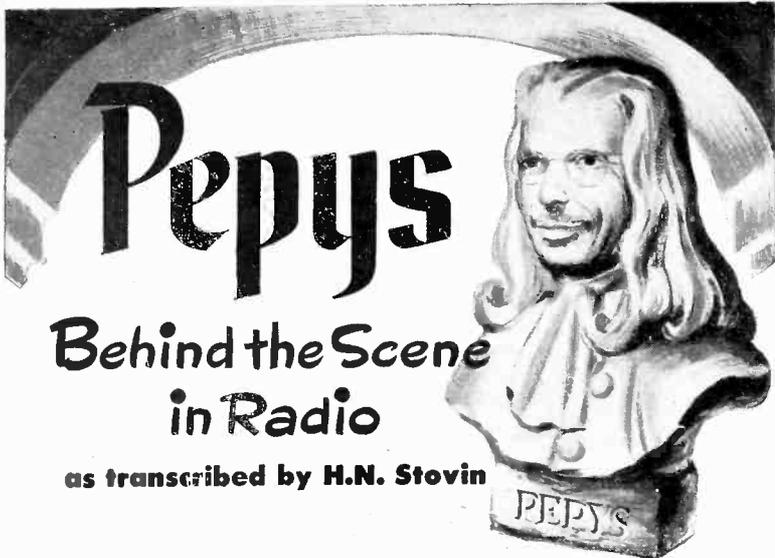
Toronto Office, 53 Yonge St.

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

STUDIOS
121 NOTRE DAME ST., HULL, QUE.

PROGRAMMING ESPECIALLY FOR THE FRENCH LISTENERS IN THE OTTAWA VALLEY

SOLDIERS' SERENADE



—Jim Lynch Photos.

Some of the Leslie Bell Singers contribute to morale at Sunnybrook Hospital Concert.

Do note with interest that my good friend, Walter Elliott, hath—in his last bulletin—kindly things to say about the Moncton Pantry Poll, jointly sponsored by CKCW and the two Moncton newspapers. Their current release is the first report of a continuing semi-annual audit of grocery and drug brands in a cross-section of Moncton homes • • • Did muse thoughtfully over another comment that because more people are moving these days, consumer mailing lists are getting out of date at the rate of 25% per year, the which—as Walter Elliott pointeth out—becomes self-evident when mailing out Christmas cards. Did then come up with the idea that radio always getteth the message home, regardless of changes of address, because people do take their radio sets with them • • • Greetings to Sid. Boyling of CHAB Moose Jaw, who did hear the annual invasion of Toronto and Montreal agencies, and who was fully armed with recorded evidence of this Saskatchewan station's ability to produce listenable shows • • • Being of a kindly and non-critical nature myself, it doth irk me sorely when critics wax pungent at the expense of detergent dramas, and so am the more rejoiced to note that Ma Perkins is now celebrating fifteen years of continuous radio • • • CJBC Toronto growing steadily in listener appreciation, and is now practically sold out of Sunday time. Firmly established in public favor is CKVL Verdun, for a recent Public Opinion Poll shows it to have 52% of listeners in Greater Montreal, and almost six times that of the nearest independent competitor • • • Do take heart for the present year on reading the statements of leading business men who were asked by The Financial Post what they thought of the outlook for 1949. All might be summed up as "constructive, cautious optimism"—a healthy state of mind. For radio, do myself forecast stronger programming efforts by independent stations, many signs of which are already here • • • And so to bed.

Toronto.—For the second consecutive year Toronto radio artists and musicians showed that they hadn't forgotten the army camp dates and hospital concerts they staged during the war. Once again at Christmas time they staged the year's biggest concert party at Sunnybrook Military Hospital for the patients and staff.

Francis was master of ceremonies for the concert with Cy Mack acting in a similar capacity for groups touring the wards.

The show, with a 40-piece orchestra under the direction of Lucio Agostini, had a lineup of such stellar personalities as Jimmy Shields, Mildred Morey, Giselle, Ed McCurdy, the Leslie Bell Singers and Howard Cable, Phyllis Marshal, Dixie Dean, Tony the Troubador, Foster Hewitt and many other equally well-known artists. After the acts, played in the main auditorium, they gave individual concerts in the paraplegic and spinal case wards and the entire program was broadcast over the hospital's loudspeaker system. Stan

Dubbed last season by a Toronto columnist as "The \$100,000 Party that money couldn't buy," the artists and musicians concerned intend staging a similar show each year. No one gets a five-cent piece for their appearance but they reap a rich dividend in self-satisfaction. As one artist put it, "There are an awful lot of boys and girls the war isn't over for yet. We shouldn't forget that fact . . . not for a minute."

STAFF SHUFFLE

Winnipeg. — Claire Copeland, formerly public relations director at CKRC, has moved to Edmonton to join the sales staff of CJCA. Taking his place at CKRC is Maurice Desourdy who leaves the announcing side of radio. Maurice is well known for his efforts in coaching local thespians in the intricacies of radio drama.

DID YOU KNOW?

That CKCL's Primary Coverage Area is one of Canada's richest markets? Per capita retail sales figure, now close to \$1,000, is one of the highest in the Dominion. Over 150 local advertisers have found CKCL the logical means of tapping this important market.

CKCL

TRURO BROADCASTING COMPANY LIMITED

J. A. MANNING
Manager

WM. WRIGHT, Representative
Toronto and Montreal

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

Representative for
these live Radio Stations

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

CANADIAN BROADCASTER

AND TELESCREEN

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Vancouver - Robert Francis
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Vol. 8, No. 1

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January 12th, 1949

New Life For Radio

Radio's most vulnerable point is monotony caused by the repetition of programs of the same format from year to year, and a lack of new shows, sponsored by new advertisers, to bring variety to the program schedules.

The fact that the old stand-bys return year after year to reach the country's buyers through the radio medium should be evidence enough of radio's power. Yet the lack of new programs, not only in Canada but in the United States as well, can only indicate that radio is not being presented to non-users as effectively as it might, to the detriment, not only of the stations and the agencies, which are losing revenue, but also of the listeners who are deprived of new entertainment, and the sponsors themselves who are passing up opportunities to attract new customers.

The CAB's appointment of Pat Freeman as broadcasting's ambassador at large indicates the industry's awareness of the situation, and will, it is hoped, contribute to its being remedied. No one man, however, can hope to attain this highly desirable end without complete co-operation from everyone concerned, and this includes agencies, stations and producers.

What has to be realized, as we see it, is the fact that thirty minutes of air time, whether it is on a hundred watt station or a fifty kilowatt, can be worth to advertisers or listeners no more and no less than the value of the material which is to be broadcast. Therefore those who depend upon radio for their livelihoods — and this again includes stations, agencies and sponsors — might well concern themselves more with program content than they have made a practice of doing in the past. It is all very well to cash in on the other fellow's show by buying "the spot before the news," but how about the spot before the spot before the news, and the spot before that?

Radio's carping critics complain of the amount of advertising which listeners must suffer to catch the programs of their choice. This criticism is not well-founded, because no one is compelled to listen to anything. No set is made without a switch to turn

it off, yet few people do turn it off because of the advertising. What is far more likely to lose listeners is what goes between the advertising. Listenership depends upon how interesting, entertaining, inspiring or informing the programs are. Exposing themselves to a succession of plugs before, after or even during the program is a price few listeners object to paying, provided the programs are worth waiting for.

If radio does not look to its schedules, the time is coming when the accepted programs, which have been heard in the same format, many of them for a decade or more, will suddenly die. "Abie's Irish Rose" ran for years in New York, and so did "Chu Chin Chow" in London. But eventually they worked themselves into the ground.

Isn't it then rather foolish to say it is useless trying to buck the old favorites? Isn't it more of a challenge to keep digging up new ideas with which to replace the old ones, not waiting for them to die, but giving them a chance to go out in a blaze of glory, before it is too late?

Not enough credit is given those private stations which are creating new programs, which might grow into national material if someone took the trouble to explore them.

A New Year's resolution for the CAB might well be a campaign to gather together some of the fine programs being produced on the private stations between the two oceans, record them and make them available to the agencies and their clients; to effect interchanges of programs; and programs in which a group of stations co-operates to produce a show (see "Programs," this issue). Radio can use some new life, and here is one way to obtain it.

Publicity Must Be News

Toronto radio is on the receiving end of a big lift with the institution last week of a daily radio column in the Toronto Evening Telegram. It is being written by Bob Kesten, who was manager of station CJBC until the end of 1948, and Bob will be combining this

column assignment with freelance radio work.

While the creation of this column is of tremendous publicity value to the radio industry hereabouts, it has to be remembered that the Telegram has not brought it into being because it wants to help radio. It simply means that one of the three Toronto dailies has finally decided that the public is interested in available program fare, and is going to cater to this interest.

Whether or not the column is going to succeed rests first, of course, with its writer, who must keep it alive and interesting with information the public wants about radio programs and personalities. Ability to hold readers does not rest with Kesten alone. If he is to make his column go, he will need the intelligent co-operation of local radio stations, advertising agencies, producers and artists and musicians themselves. Co-operation does not mean bombarding him with requests for a plug, each of which constitutes a nail in a columnist's or editor's coffin. It means making available to him information the public wants to have. Unfortunately radio is notoriously inept at supplying this information, preferring to bombard us who are on the receiving end of publicity hand-outs with dull puffs, and studiously withholding really interesting news under some weird misapprehension that it is smart to say: "Off The Record."

Through the weeks, we hope to cross swords, or rather typewriters, with Bob Kesten violently and often, but at this early date we want to go on record with our congratulations to the Telegram for seeing the light, and we should couple this paper's name with those others across the country which give radio one kind or another of editorial treatment. We want to wish Bob well with his new venture. Also we should like to repeat an admonition to broadcasters in general to help Bob push this column over the top for the good of everyone concerned, including themselves.

Richard G. Lewis

Editor.



Jos. Hardy Talks
ON

QUEBEC MARKET NO. 2

"Good morning from Jos. Hardy, and—because this is my first greeting to you in 1949—a Happy New Year.

"Here are a few facts about Quebec Market No. 2 that every buyer of time should know. Between 1941 and 1947 the number of Canadian families increased by 20%. In that time, Ontario families increased 18%, while Quebec families were up 25%. Estimates of Quebec's 1947 population, by the Dom. Bureau of Statistics, give this province 3,712,000.

"Quebec's high rate of increase in families, with conditions of full employment and rising wages, makes Quebec's Market No. 2 an increasingly valuable one in 1949.

"Tell your sales story — in French—over these French-speaking radio stations, which are all listened to faithfully, and whose advertisers are respected — and supported loyally."

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

JOS. A. HARDY & CO. LTD.		
MONTREAL	QUEBEC	TORONTO
REPRESENTING	5000	
CHRC	QUEBEC	WATTS
CHNC	NEW CARLISLE	5000
CHLN	TROIS RIVIERES	WATTS
CHLT		1000
CKRS	SHERBROOKE	WATTS
		1000
	JONQUIERE-KENOGAMI	WATTS
		250
		WATTS

AGENCIES

COCKFIELD BROWN & CO. LTD.

Montreal.—The new Imperial Tobacco (Sweet Cap) "Talking to the Stars" program opened January 9, 7 to 7.30 p.m., over Station CFCF and the Dominion network.

Listeners are invited to write in to tell what they would ask a movie, stage, radio or sports star if they had a chance to talk to them. Winners are invited to a week-end at the Normandie Roof and get the opportunity to talk to the star while the conversation is broadcast.

Don Cameron emcees the show with Len Chappell handling the commercials. Buddy Clarke's orchestra is featured, with the "Daydreamers Quartet" and baritone Charles Balfour.

Montreal. — Giles Duhamel, previously with Station CKVL, Verdun, and later with National Breweries in public relations work, has joined Cockfield Brown's French radio department.

J. WALTER THOMPSON CO. LTD.

Toronto.—William Wrigley Jr. Co. Ltd. is piping in Gene Autry's "Melody Ranch" from CBS to CFRB, Toronto, Saturday nights at 8.00 (E).

MacLAREN ADVERTISING CO. LTD.

Montreal. — The new "Dow Award Show" made its official debut January 3 over Station CJAD. Montreal, Monday through Friday.

The show features selected recordings with narration by Frank Williams and Beth Manley. The well-known awards, presented to citizens for outstanding bravery in fields of civilian endeavor, will be presented on the Friday shows.

The programs, with script and production by Paul McKenna Davis, will also be carried by CKTS, Sherbrooke, and CKCO, Ottawa, by transcription.

E. W. REYNOLDS & CO. LTD.

Toronto. — Mutual Benefit Health & Accident Association has switched its account to E. W. Reynolds, who will continue to air the twice daily newscasts over CFRB, Toronto, featuring Jim Hunter, with Ed Luther handling the commercials, and "Mayor of the Town," Saturday nights at 9.00 (E), delayed from MBS over CKEY, Toronto, with Hal Kelley doing the cut-ins.

Lantigen Laboratories have started a five-a-week spot campaign for 26 weeks over all Ontario stations, advertising their dissolved oral vaccines, through the same agency.

HARRY E. FOSTER AGENCIES LTD.

Toronto. — The new Weston radio show "Weston's Presents" had its premiere on January 6, 9.30 to 10 p.m., over Station CJBC and the Dominion network.

The program is musical and features Geoffrey Waddington conducting the 25-piece Weston orchestra and a 16-voice chorus. Highlights from musical comedies or operettas are presented with Canadian guest vocalists selected for each broadcast.

SPITZER & MILLS LTD.

Toronto. — Colgate-Palmolive-Peet has the half-hour transcribed "Hollywood Open House" (All-Canada) under way over VONF, Newfoundland, for 39 weeks.

BAKER ADVERTISING AGENCY LTD.

Toronto.—General Foods Ltd. (Jello) has replaced "Ace and Jane" with "My Favorite Husband." The Sunday night show is piped in from CBS to CFRB, Toronto.

F. H. HAYHURST CO. LTD.

Toronto. — Dr. A. W. Chase Medicine Company has started the 15-minute transcribed "Strollin' Tom" (All-Canada) series over 40 odd Canadian stations coast to coast. Heard several times a week on each station the series got under way January 10 and is scheduled for 26 weeks with a possible renewal coming up.

RUTHRAUFF & RYAN INC.

Toronto. — Lever Brothers' "Bob Hope Show" (from NBC) has switched products on the Canadian cut-ins from Rayve Shampoo to Rinso. The Tuesday night show is heard over T-Can with Larry Mann taking care of the commercials.

New York.—Liptons Tea is piping in "Arthur Godfrey's Talent Scouts" from CBS to CFRB, Toronto, beginning January 13.

McKIM ADVERTISING LTD.

Montreal.—The Air-Wick Company has taken over the sponsorship of Jack Dennett's newscast heard five afternoons a week over CFRB, Toronto.

PRODUCTION AGENCY

Montreal.—A new production agency, named Radio Advertising Services, recently made its bow here. Art Burns and Ralph Novak are the two partners in the venture. Both were formerly with Associated Broadcasting's radio department.

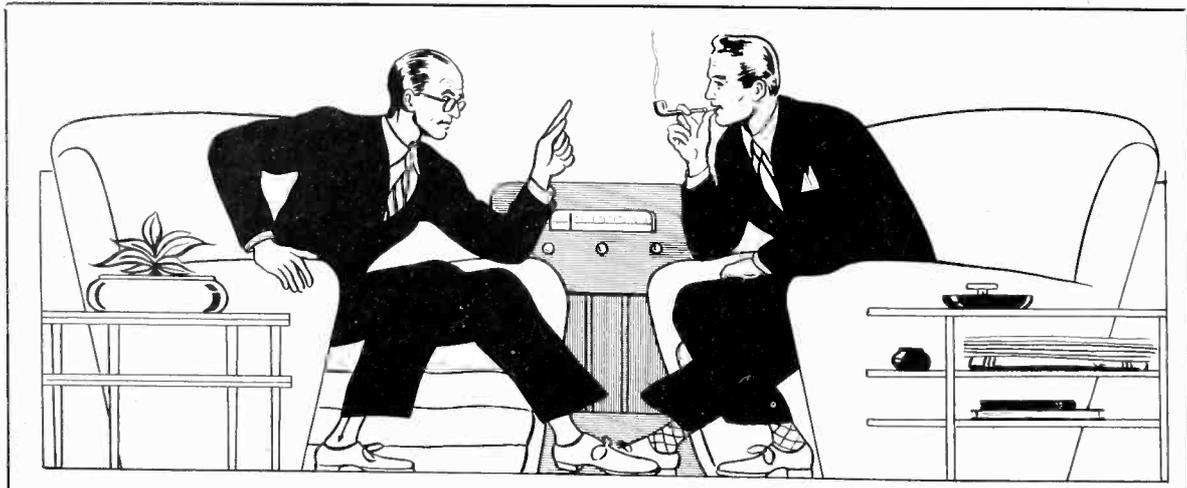
CKMO VANCOUVER

MAINTAINS POPULARITY IN VANCOUVER WITH

16.70% NIGHT TIME AUDIENCE

5.10% OVERALL NIGHT TIME RATING

CKMO VANCOUVER



"And furthermore, per capita, Winnipeg people spent more in 1947 than any other Canadians,* and the economical way to reach the rich Manitoba market is CKRC."

*Survey by Walter P. Burn—Printer's Ink—September 3, 1948.

Representatives: In Canada - All-Canada Radio Facilities Ltd. U.S.A. - Weed & Co.

\$155,169,000.00

Farm Audience Coverage

CJGX YORKTON



MARVEN'S LIMITED



MANUFACTURERS OF
HIGH CLASS BISCUITS
AND CAKE



BRANCHES
HALIFAX, N. S.
MONTREAL, P. O.
SAINT JOHN, N. B.

TRADE MARK REGISTERED
WHITE LILY BRAND
MONCTON N.B.
CANADA

November 5th, 1948.

Mr. E. Finlay MacDonald,
General Manager,
Radio Station CJCH,
Halifax, Nova Scotia.

Re: Marven's "Mrs. Housewife -- You're on the Air"
Monday through Friday, 10:05 - 10:30 a.m.

Dear Finlay:

The other day, you wrote me and asked in effect, "how do you like the way we're handling your account?" Well, my friend, I suppose I should be non-committal in my reply, but I am going to go out on the limb and say that I am one of the happiest sponsors you have on your list.

We have used Maritime radio for years and although we are sold on the medium and the stations we deal with, we never ever received the service and the results that we immediately started to get that memorable day in early March of this year when we first signed a contract with your station.

What more could you do for us? We have an excellent rating, receiving six hundred complimentary letters every day, increased our sales in your market sixteen percent in six short weeks -- and to top it all off, you backed up the program with regular merchandising insertions in the newspapers.

W. O. Johnstone, our Halifax manager, could not cope with the orders for awhile and all his business friends in Halifax from various clubs were asking him if he would allow a mention on our program to boost club activities, etc. So, therefore, we have not only spread a lot of goodwill but we have sold biscuits as well with a smartly produced local program that costs us not a cent except station time. Also, I like the way the CJCH boys co-operated with Gerry White of Harold F. Stanfield's in getting the program standardized throughout the Maritimes.

How do we like the way you're handling our account? Just fine, thank you!

Yours very truly,
MARVEN'S LIMITED
W. A. MacDonald
W. A. MacDonald,
Sales Manager.

WAMacD/ES

P.S. CJCH Reps are NBS Toronto Montreal

PARTNERS IN SALES . . .

PETERBOROUGH -

With 88 diversified industries employing 12,000 men and women . . . population up more than 1/3 since 1941 . . . 38% more telephones than three years ago . . . Peterborough is a powerful buying centre.

CHEX -

plays an important part in community life in the Peterborough district . . . earns a substantial share of the audience . . . and gets results for advertisers.

How are your results in Peterborough? Don't forget the Sales-Partner—

CHEX Peterborough

1000 WATTS

1430 KCS.

CHEX - FM

Get the facts from

NATIONAL BROADCAST SALES

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

NEW YORK'S RADIO ROW

by Richard Young

New York, N.Y.—The most exciting Hooperating battle in the history of radio—the Sunday evening talent tussle between NBC and CBS — got under way with the birth of the New Year. Initial winner: Bill (CBS) Paley & Co.

Yes, the battle we've been discussing in this space the past few issues hit a peak on January 2—the day all the much-publicized shifts in programs went into effect. On the Monday following, broadcasters and the press alike were all eager to get the first glance at Mr. Hooper's verdict—who had won the first round in the fight for Sunday supremacy? Here's the answer:

The most important time period was, of course, the 7 p.m. slot with Jack Benny on CBS and Horace Heidt on NBC. Much to the surprise of everyone, Mr. Benny won in a walk, hitting his highest Hooper of the current season—27.8. But it was a sorry New Year for Mr. Heidt who slipped from a high of 17.3 on the previous Hooperreport to a low of 11.7 for the January 2 airing. The bandleader's former rating, incidentally, was recorded while he was still in the 10.30 p.m. spot Sundays on NBC. (However, Mr. Benny's New Year wasn't all gravy either since his capital gains deal with Columbia just received the official "no dice" edict from the Bureau of Internal Revenue.)

CBS' other contenders for the Sunday championship crown also received happy news. Veteran comics "Amos 'n' Andy" (whose capital gains deal was okayed), heard at 7.30 p.m., increased their previous rating by 5.7 points up to a new high of 19.3. Their opposition on NBC, Phil Harris and Alice Faye, the show that didn't move to CBS, dropped from a previous rating of 19.4 to 14.5.

The Spike Jones show, which Columbia moved into the 6.30 slot, replacing Percy Faith, hit a new high with a rating of 10.4. At the same time, NBC's "Ozzie and Harriet" (one of the finest programs on the air, by the way),

dropped more than 4 points from 12.5 on the previous report to 8.2 last Sunday. There are many reports along Radio Row these days that this Mr. and Mrs. team is unhappy about its move from CBS a few months ago. This latest setback will no doubt add fuel to the fire.

Actually, the only consolation for NBC was Fred Allen's one-point lead over his opposition, "Sam Spade." Allen received a 12.3 score and Mr. Spade, 11.2. But even this had its drawback since Mr. Spade's rating was a gain over his previous rating, 10.0, while Mr. Allen's rating was a drop from 14.5 on the previous report.

All in all it was an extremely sad debut of the year '49 for Niles Trammell & Co. (Mr. Trammell has reportedly been in Florida the past few weeks resting up from an attack of Sunday Fever. If that isn't a press agent gag—we've never seen one!) But obviously the boys at the self-described No. 1 Network aren't giving up the fight at this early date and as we write this we can hear on our radio the chain's announcers still punching home the news that: "Horace Heidt has moved to the No. 1 spot in America!"

And NBC has already launched an extensive campaign to find new comedy talent. The network has signed night club comics Dean Martin and Jerry Lewis for a new series and we understand negotiations are also under way for a new program starring ex-ABC comedian Henry Morgan. There are a number of comedians who received a rough deal from radio in years gone by. We suggest that NBC might see what it can do with such outstanding comics as Jack Parr, Danny Thomas and even veteran film star Danny Kaye. We blame the broadcasters and agencies, not the comics, for the past failures suffered by these very funny gentlemen. But at least one network could use them now—may-be necessity will set the broadcasters on the right beam.

Jack Benny's latest success, if it can be called that, is rather a puzzling one. Here he is, sitting on top of the Hooperatings with millions of listeners, but along Radio Row nearly everyone admits that his program has slipped seriously.

Broadcasting is so many little Things—

- Finding lost kids or dogs . . .
- telling the correct time . . .
- somebody's birthday . . . church services for the shut-ins . . .
- emergency bulletins . . . funds for the needy . . .

This is the Community job Lionel does fifty-two weeks in the year. It is your assurance of listeners when you Lionelize your sales messages over CKCW.



DEMAND Complete Coverage



WE HAVE NO SWELLED HEAD, BUT ELLIOTT HAYNES' OCTOBER DAYTIME SURVEY SHOWS 38.2% ALL DAY AVERAGE SETS IN USE — 96.3% ALL DAY AVERAGE LISTENERS, AND PROGRAM RATINGS AVERAGING 36.4. WE FEEL WE HAVE REASON FOR PRIDE IN CFNB'S COMPLETE COVERAGE OF AUDIENCE REQUIREMENTS.

CFNB
FREDERICTON, N.B.



THE DOORWAY TO NEW BRUNSWICK

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

Most of the critics—and that's all we've run into lately — are mainly disgusted with the sameness of the show week after week. Same characters, same characteristics, same plots, and in so many instances, same gags and comic situations. This sameness is what prompted Edgar Bergen's temporary retirement from radio. And Fred Allen also admits the same fault and may also retire at the end of this season.

But still Mr. Benny stays on top.

Insiders are wondering for just how long.

• • •

The National Association of Broadcasters' new Standards of Practice code went into effect on January 1 but after listening to a variety of stations over the week end it certainly went unnoticed.

NAB president Justin Miller has said many times that it will of necessity be a gradual process, this adherence to the code. But by golly, we heard so many flagrant violations within 48 hours that such a statement as Mr. Miller's sounds more and more like an alibi. We're not blaming Mr. Miller. We think he has been doing a magnificent job in trying to convince the broadcasters that voluntary action on the part of the industry is needed.

Take for instance the section of the code that bans programs that buy instead of entertain the audience. As bold as Errol Flynn, CBS continues to air such lavish give-away shows as "Sing It Again" and "Hit the Jackpot" while ABC is still trying to sell as entertainment its "Stop the Music" program.

And the commercial excesses! The less we say about those the better. Dick Lewis would have to eliminate all his advertising in this issue if we started on that subject. (Want a drag on this before I throw it away, Dick?)

Before we cut this paragraph short, however, we'd like to point out that the majority of these ad excesses are not broadcast by the major networks but by the smaller stations. And if you don't think the subject is going to cause plenty of fireworks at this year's NAB meet—you'd better stop taking your secretary to lunch.

• • •

On the cuff notes . . . Have it on good authority that the ABC network is trying to lure Al Jolson away from NBC with a tape recorded show as bait. Also hear the network is trying to get Mickey Rooney to return to the airlines. (That shouldn't be tough) . . . Incidentally, we hear NBC's reported overtures to Old Gold cigarettes to move its Original Amateur Hour from ABC have been rebuffed . . . CBS network has auditioned a new mystery show starring cinema actor Dick Powell . . . A bitter feud is going on within the FM Assn. following Bill Bailey's "resignation" as executive director. The FMA's executive committee claims he was "fired." (Oh, for the life of a broadcaster) . . . and that's the news till next issue.

CBC

Would Pay Capax Less

Ottawa. — The CBC, through its counsel, John Jennings of Toronto, last week asked the Copyright Appeal Board here for redistribution of the charges made to Canadian radio stations, for the use of music and works in the repertoire of the Composers, Authors and Publishers Association of Canada. The Board withheld any immediate ruling.

The Board was meeting to decide the fees for 1949, and Jennings' case for the CBC was that the CBC makes less use of CAPAC works than the private stations. He said the Corporation uses only approximately ten per cent of this material, because it is now using less music than in previous years. According to Ernest Bushnell, director-general of programs for the CBC, it increased the use of the spoken word last year, and the trend will continue for 1949.

The fees for CAPAC are fixed on a basis of 14 cents

for each licensed receiving set in Canada, with the total equally divided between private stations and the CBC.

Mr. Justice J. T. Thorson, chairman of the Appeal Board, said it would be "idiotic" to suggest a ratio for the fees of one to ten in favor of the CBC, and when Jennings suggested that the CBC be charged five cents a set against nine cents for private stations, the chairman said the Board would uphold the present basic rate of 14 cents, and suggested that the CBC and the CAB should decide on its division between themselves.

According to Arthur Evans, CAB secretary, private stations have a contract with CAPAC calling for payment of seven cents per licensed receiving set. The association therefore claims that any argument of the CBC is irrelevant.

JOINS CBC BOARD

Ottawa.—W. H. Phillips of Ottawa, vice-president of the Order of Railroad Telegraphers, has been appointed a Governor of the CBC. He replaces Howard B. Chase who went to the Board of Transport Commissioners.

CFCO — Chatham

now covers "Southwestern" Ontario like a blanket with the 1 Kw. Northern Electric day and night all-Canadian coverage directive array. Ask anyone.

JOHN BEARDALL,
Manager-Owner.

GOING INTO 1949

CJCA

FIRST

IN NEWS
• Entertainment
• SPORTS
AND

FIRST

IN RATINGS
AND
BBM

CJCA
EDMONTON

930 Kc. . . . 5000 Watts
In Canada—All-Canada
In U.S.A.—Weed & Co.

The **Wright**
STATIONS

Over 450,000
DAYTIME LISTENERS

Over 490,000
NIGHT-TIME LISTENERS

CKAC, Montreal

IS PROUD OF ITS BBM

SEE
William Wright
TORONTO

VICTORY BUILDING

The Following programs feature femine vocalists connected with this office:

Borden's "Canadian Cavalcade," Trans-Canada — Norma Locke.

Dept. of National Defence's "Comrades in Arms," Trans-Canada — Terry Dale.

Toni Home Permanents, "The Wayne and Shuster Show," Trans-Canada — Terry Dale.

"Temp Calling," CFRB—Gene Corday.

For the Finest in Orchestras, Acts and Entertainment Consult

THE OFFICE OF MART KENNEY

125 DUPONT STREET TORONTO, ONTARIO

Over The Desk

After a couple of weeks of going around with joy, peace, good will and attar of Calvert spouting out of my ears, the return to "The Desk" seems a grim procedure, especially as someone sneaked in while I was away and tidied the damn thing beyond recognition.

Sitting down to turn out this column scintillating with wit, with a tankard of Bromo-Seltzer (courtesy F. H. Hayhurst Co.) and a family size jug of aspirin (courtesy Sterling Products) in front of me for inspiration, presents its problems. How in hell to be funny? What is funny anyhow?

I turned in a funny piece to an editor once. He looked it over. Then he looked at me. "Well?" he asked. "Is it good?" I told him it was. "Good and what?" he asked. "Good and funny," I told him. He asked me how I knew. I told him it made me laugh. I was going to ask him if it made him laugh too. Then I decided not to. I could tell that it would have been a bad question by the look of him. "I have no sense of humor," he told me, as if I didn't know. We stood looking at each other a moment, and then I picked up my piece and left. I suddenly realized that people without a sense of humor are the funniest people in the world. The only thing is they don't know how funny they are, because they



haven't a sense of humor. But then if you injected a sense of humor into their stolid systems, they wouldn't be funny any more, because only people without a sense of humor are funny.

Can it be that radio humorists have too much sense of humor?

• • •

Dick Morenus, the big-time radio writer who once packed up his typewriter on New York's Radio Row and flew, paddled and portaged it to Sioux Lookout, Ontario, and is now bashing out his words at Escanaba, Michigan, takes me to task for the letter I ran in this column last issue. I mean the letter from the station writer who said he had too much work to do it well.

Says Dick in part (and I thank him for helping me write this column):

"The young man in the case feels he is overworked, which he quite obviously is not. You say that the work should be thinned and spread about for the better advantage of the advertiser (and the listener, you might add). With this I agree.

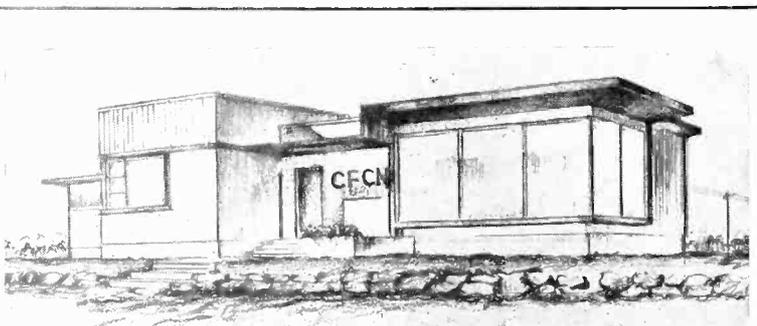
"Let me analyze this man's work for a minute. 51 sponsors, he says, 15 with programs and 36 with spots. Being most generous with his time, and assuming that he is a professional commercial writer, the spots can be disposed of in 6 hours, thereby leaving him 155 hours to do opening and closing announcements for the 14 programs, or 28 additional spots. On the same time measurement, these should consume about 4 hours and 40 minutes. Therefore, he should accomplish his entire week's sched-

ule in 17 hours and 40 minutes. This leaves 150 hours and 20 minutes of spare time. Allowing for 8 hours of sleep a night (and what writer gets that?), he still has 94 hours and 20 minutes (or darned near 4 full days and nights). That should be plenty of time to think and plan his next week's work. No, I'll ride along with you that I wouldn't cry my eyes out over the plight of this one writer. In the early days, when a 'radio writer' was a curiosity, I knew one man who wrote the commercials for 375 15-minute radio programs per week, wrote and produced an average of 48 transcribed spots a week, wrote a five-a-week daytime serial, and a half hour dramatic original each week, and did that much for a little over five years. I know, and I can show the scars to prove it.

"So your comment that his situation isn't so bad makes sense. Your anonymous writer is getting valuable experience, and priceless, so that when he does get under real pressure, he'll have something to fall back on.

"The other point is this. Where, please, are you going to get the writers on whose typewriters to spread the work, to keep it scintillating, bright and sparkling? Riddle me that one. During my long tenure with agencies and the NBC, I used to scour the markets, open and closed, for writers who could write and write consistently. Today Colleges and Universities are turning out writers who can swing apt phrases till Hell won't hold them, without a selling phrase in the lot. They are swell in theory but of little or no value commercially. They may teach these youngsters to write, but not to sell. And there, my friend, is the rub.

"It's tough for these kids to get started and for one such as your letter-writer, I'd say he should grab himself off another 51 sponsors, 15 programs and 36 spots and then ask for more. And to you, I'd say, when radio makes it profitable for good writers to seek commercial spots, you'll have the writers and the change of idea and pace that will make for better listening and better commercials. Instead of setting himself up as an overworked individual, this lad should be grate-



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

CFCN

The Voice of the Prairies Ltd.

CALGARY, ALBERTA

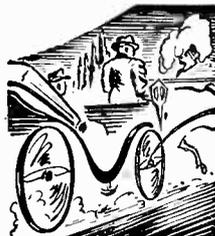
10,000 WATTS

CHRC

800 Kil. 5000 Watts



PICTURESQUENESS AND INDUSTRY

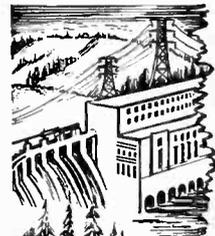


CANADA

JOS A. HARDY & CO. LTD.

go hand in hand throughout the rich territory East of Montreal. Reach this area through the voice of old Quebec.

Representatives



U.S.A.

ADAM J. YOUNG JR. INC.

ful for his present opportunity to learn what to do with words."

In a nutshell: Almost a hundred listeners phoned Toby David when he wondered on his 6 to 9 a.m. CKLW program where he could get a dog for his youngsters

Stoney's Car Markets, Toronto, are establishing something of a record, having purchased 36 hours a week on CKEY. They have the 12.05 to 6.05 a.m. slot Monday through Saturday. Business is placed by Garry J. Carter

Columbia Records staged a demonstration of their long-playing records here last week

CBC's chief announcer in Montreal, Lamont Tilden, leaves for England January 20 for a 4-months stint with BBC... Christopher Ellis is now writing and producing "CIL Serenade" (Dominion Network)...

McKim Advertising Ltd. have moved their Toronto office to West Toronto. The new address is McKim Bldg., 47 Fraser Avenue, Toronto 3

Spitzer and Mills Ltd. have moved to the new Bank of Montreal Bldg., 50 King Street W.

Bill Wright has moved his rep office from the 14th to the 10th floor of the Victory Building... For want of anywhere better to go, Canadian Broadcaster is still doing business at the same old stand.

from a letter I received from a friend of mine who was in bed over Christmas.

"There is actually some merit in being put on the shelf for awhile! This Christmas, with all the usual attendant bustle, was an outstanding one for me. Call me an escapist if you will, but I got a great kick out of the many truly beautiful shows especially planned for this recently past Festive Season. I could sit myself away, even from family and friends, and be one with Radio Folk. I could thrill with them, laugh and cry with them, and thoroughly enjoy myself with every one of the participants.

"The World of Radio outdid itself with its choice of material. Of course, at no other time of the year is the music so wonderful, anyway, as that written especially to celebrate the anniversary, 'The Birth.' And there seemed to be much less repetition this year; repetition, that is, of the same old standard arrangements. For instance, I heard three entirely different versions of 'O Holy Night.' The Fred Waring rendition was beautiful, but the Leslie Bell Singers

and Charles Jordan came through with a much more finished performance.

"There was that certain air to all presentations — even Elwood Glover's voice, normally so whimsical and humorous, was tinged (not very much, mind you, but nevertheless tinged) with sanctity.

"Then to end the whole glamorous pageant of sound, the Mendelssohn Choir with Sir Ernest MacMillan conducting the Symphony through the great Messiah — certainly a fitting finish.

"I was very, very glad to be able to take time out from the bustling, bundling and bumping to contribute in my own small way, purely as a listener, to the presentation of Radio's beautifully wrapped gift.

"I say a sincere 'Amen' to the efforts of those many people concerned, the writers, arrangers, musicians, directors, actors, announcers, operators and all those many others behind the scenes — all those people who seemed to be in on the general conspiracy of Radio-Christmas, 1948—the conspiracy to bring us all to our knees — the proper Spirit of Christmas!"



"MARGE



AND
LEE"

An Inexpensive Package
of
**NEWS
VIEWS
and
INTERVIEWS**

Audition Discs Available
**MARGE CHADWICK
LEE HAMILTON**
Phone Marge at HY. 6860



**"More
Hope
THAN CHARITY"**
by
Ella Hope

Having read my copy of the Christmas issue of the "Shut-ins' Quarterly," sent by Editor William Agnew (my thanks, Bill) it surprised me pleasantly to discover an article entitled "Radio Rambling." This particular article dealt with the importance of radio to shut-ins.

"It is difficult to imagine the room of a shut-in with no Arthur Godfrey or 'Happy Gang' to wile away the long hours, with song and cheer and entertainment." That is certainly a very true statement and credits one Canadian show that is very popular in these parts. It would be interesting to take a poll of favored shows.

It's my guess that if announcers were the subject of the poll, Allan McFee would walk away with top honors in this area, with Michael FitzGerald following a close second. McFee has added to his laurels with his Monday through Friday half-hour "Veterans Varieties" on CBL. He is never familiar, there is no burlesquing—just plain sincerity. FitzGerald is referred to as the announcer with the wrinkle in his voice.

The Shut-ins paper states "Isn't it wonderful?"

Impossible for me to im-
the exact quotations



**Everybody's at home
listening to CKCO**

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

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

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

Dominion Network Affiliate
5000 WATTS DAY 1000 WATTS NIGHT

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



PROGRAMS

AIR BARBARA'S DEBUT



Ottawa. — Barbara Ann Scott's professional debut at the Roxy Theatre on December 22, was covered for her home town listeners when station CFRA, Ottawa, sent announcer Frank Jones to New York to cover the event.

Jones obtained an introduction, on his arrival in New York, to one of the Roxy executives, but apparently the theatre man forgot

to tell the doorman, who took a lot of convincing that he was there for a radio broadcast.

Technical trouble also cropped up inside the theatre when it was found that Jones' equipment, loaned him by RCA Victor, was for AC mains and that the city was in the midst of being converted from AC to DC. However, with the co-operation of the theatre engineers he was able to find an AC outlet box.

He later gave complete coverage to the opening show, and afterwards, with the engineers again co-operating in finding an outlet, went backstage and obtained a personal interview with the young star.

Jones later switched his activities to the Waldorf Astoria Hotel, and wound up his program with a description of the reception.

Combined Operations

Montreal. — A Christmas day broadcast was beamed from nine different stations throughout Canada without the use of network facilities

when stations CFCN, CKCK, CKCO, CJOB, CKWX, CFCY, CKSO, CFPL and CFCF co-operated in making a half-hour show which was distributed and aired by each station. The project was engineered by Vic George of CFCF.

The stations each recorded approximately three minutes of appropriate Christmas music, using local choirs and choral groups, and added their own greetings. Sufficient discs were made by the individual stations so that each co-operating station would have a complete half-hour show, combining talent from Vancouver to Charlottetown.

WELLS ON HOCKEY PROGRAMS

Winnipeg. — Hockey has returned to the airwaves hereabouts. CJOB is now airing Manitoba Junior Hockey League games originating in Winnipeg, with Jack Wells, who did such a fine job in the Grey Cup final, at the mike. Wells gives a word-description of the last period of each game. Playdowns will be included. Mitchell Copp jewellery store is sponsor.

AVAILABLE

Female, University graduate, completely bilingual, nine years' agency executive experience in all phases of radio, thorough knowledge office management, desires position offering greater challenge.

**BOX A-3
CANADIAN BROADCASTER**

HOLLYWOOD SHOW CASE

Winnipeg.—CJOB is now presenting a new show called "Hollywood Show Case." Pat O'Brien, prominent screen star, heads the show, giving the inside chatter on the happenings in filmland. Musical numbers fill out the bill. The 25-minute show is on three times weekly.

"MURRAY-GO-ROUND"

Winnipeg.—Tips on the way to dance, Arthur Murray style, are contained in a new show being lined up by CJOB. The once-weekly feature, entitled "Murray-go-Round," will also tie-in plenty of music with the chatter.

OBITUARIES

Eric Claude Aylen

Trail, B.C. — Eric Aylen, manager of station CJAT, Trail, B.C., passed away suddenly at his home here December 27, succumbing to a heart attack.

He was born in England in 1903, broke into radio at CKOV, Kelowna, as announcer - engineer in 1931. Later he joined CJAT, Trail, becoming chief engineer in 1934. In 1944 he succeeded Walter Dales as CJAT manager. He was a member of the Rotary Club and the Trail Board of Trade. He is survived by his wife and his son, Peter.

Reed Arthur Chapman

Vancouver. — Reed Chapman, CKWX newscaster, made an astonishing comeback after a heart attack 18 months ago, but died just six hours after making his regular 10 p.m. newscast for the "Vancouver Sun" January 4.

He had been in radio in Vancouver since 1933, and until the time of his collapse in the fall of 1947, during a stage broadcast, had been active in sports broadcasting.

Chapman, who was 54, is survived by his parents, Mr. and Mrs. A. W. Chapman, and two sons, Reed, Jr., 18, and Clifford, 16. His wife, Leta, died four years ago.

Still at — 680

CHLO
ST. THOMAS
ONTARIO
680 K.C.
1000 WATTS

THE MAGIC KEY TO THE "GOLDEN ACRES"

The colour map of CHLO's area of intensive coverage closely resembles a key. The literal application of this is quite definitely proving to be very, very true. Sponsors throughout the area are finding CHLO to be the MAGIC KEY to the ever present problem of inexpensive and yet complete coverage of their potential consumer market.

Here — Mr. Businessman — is the MAGIC KEY — the Open Sesame to the bulging pocketbook of those Golden Acres of Western Ontario.

CANADIAN TELESCREEN

Vol. 2, No. 1

TV and Screen Supplement

January 12th, 1949

Long Distance TV

Vancouver. — The first live TV broadcast ever received in B.C. was pulled in over the weekend from station KRSC-TV Seattle, 120 miles to the south.

The receiver, built by Ed Mullins of New Westminster, was located on the steep southern slope of British Properties north of English Bay, the city's harbor.

Mullins himself is proprietor of a radio shop, and built the TV set a year and a half ago when it was reported the Seattle station was going to commence TV broadcasting.

Nothing developed until the past week, however, when test signals began to be sent out, culminating with the live broadcast of a high school football game.

The image of the first reception was watery, and Mullins planned to go higher up the mountain to try again.

Mullins spent 28 hours wiring his home-made receiver, and laid out about \$240 in the process. But he does not believe TV will be available to the public until there is a transmitter in Vancouver.

And that, according to a recent statement by George Chandler, manager of CJOR, is in the unforeseeable future. The cost of going into TV, Chandler told a regional meeting of the CAB here recently, is so great that no sane man would consider it at present.

HOLDING BACK THE CLOCK

The other day Great Britain froze its television system indefinitely to protect nearly 60,000 receiving sets from obsolescence. This started some one speculating on where the American automobile industry would be today if it had been frozen by the Government back in 1904 to protect some 35,000 cars from obsolescence. That's not hard to answer. We would still be Stanley-Steamer out to Minnetonka on dirt roads. When a Government "protects" against obsolescence, it is bound to paralyze progress.

—Minneapolis Morning Tribune.

RCA HAS TV PRE-TESTER

Montreal.—Another step was taken in TV development in Canada with the announcement, by RCA Victor, of the completion of their test equipment installation for TV in Montreal.

The equipment, which is a form of TV transmitter, will make possible the complete testing of TV receivers on all twelve authorized TV channels. Receivers, which are for distribution in Essex County and Windsor, will be aligned for reception from Detroit's TV station. Those for sale in Niagara Peninsula will be set up on the channel for WBEN-TV, Buffalo. The equipment is custom built and will be sold to other interested manufacturers.

RCA Victor also plans to release a table model TV receiver sometime in January. It will cost several hundred dollars less in list price than a console. The volume of production will be small at first, and the company will concentrate distribution to the areas served by U.S. TV stations.

TV SCARES VAUDEVILLIANS

London, England. — British vaudeville stars are worried about the recent movie-TV agreement set up between the BBC and the movie industry, calling for interchange of films and live TV programs, according to F. B. Oppen, manager of ABC's London Bureau.

The variety men are afraid that audiences will stay away from vaudeville houses, in favor of the mixed movie-TV fare at local movie houses, according to Oppen.

They have called for joint conferences with other stage and music labor organizations to study any effects the new agreement may have on them.

The agreement will bring TV viewers the latest movie features and shorts after they have finished the first-run circuit of movie houses, and the BBC will reciprocate by beaming live TV shows to six movie houses in the West End of London. This interchange of material will be on a trial basis, but if successful it will probably be lined up for all of Britain.

TV IN U.K. MOVIE HOUSES

Bromley, Kent, England. — Movie-TV was launched here recently when a local theatre screened BBC TV programs beamed from Alexandra Palace, eighteen miles distant, and followed this up by a transmission from a movie-TV studio which was received from six miles away.

TEE VEE ACTION

New York, N.Y. — Television took another great step forward on the evening of January 11 when the East and Mid-West networks were linked for the first time via the American Telephone & Telegraph Co.'s coaxial cable and microwave relay. The formal opening ceremonies took place on that date and regular commercial operations went into effect the next day.

Eleven major cities — New York, Philadelphia, Baltimore, Washington, Richmond, Pittsburgh, Buffalo, Cleveland, Toledo, Chicago and St. Louis—are joined by the new cable and a number of others, including Boston, New Haven, Schenectady, Detroit and Milwaukee, will be able to pick up network shows by microwave relay setups. At first only one westbound and one eastbound channel will be available on the new cable but the AT&T has promised that the number will be increased to three westbound and one eastbound by the end of the second quarter of this year.

The availability of only two channels has caused a considerable amount of confusion for the broadcasters and the AT&T, since all the networks concerned had commercial programs they wanted on the new network but many time schedules clashed. The AT&T finally worked out a tentative schedule this week which will be in effect until the new channels are added.

According to the NBC research department, the new linkup will boost video's network coverage up to an estimated total of 708,600 receivers in 16 cities. About 13,403,000 families are located within a 40-mile service area of the stations in these cities. As of December 1, the NBC report found that there were about 579,800 receivers and 8,324,000 families in the areas serviced by the East Coast networks while there were approximately 128,800 sets and 5,079,000 families in the mid-West area.

A number of top-ranking television programs are expected to be carried over the new network. These will probably include NBC's "Howdy Doody" children's show, the "Texaco Star Theatre," "Kraft Television Theatre," Gillette's boxing bouts on Friday nights, Camel cigarettes' Newsreel, ABC's "Singing Lady" sponsored by the W. K. Kellogg Co. (starting Feb. 13 in the mid-West), and a long list of daytime programs from Du Mont. One show definitely set is the "Kukla, Fran and Ollie" puppet show

which originates at Chicago's station WBKB and which will be sponsored by RCA Victor. Other schedules had not been completed at this writing.

Du Mont and NBC just announced that Admiral Corp. will sponsor a new weekly musical revue, "Friday Night Frolic," beginning January 28 over their combined East and mid-West networks. The show will star comic Sid Caesar.

Hard-working Arthur Godfrey will launch his second television program, an hour-long series bearing the title "Arthur Godfrey and His Friends," over CBS-TV starting Jan. 12. Chesterfield cigarettes will pick up the check.

TV coverage for the inauguration of President Truman and Vice-President Barkley in Washington, January 20, will be on a similar scale to last year's political conventions. Networks will pool facilities for the coverage. Co-axial cable will carry programs to approximately 30 TV stations.



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
- ROPKIN, Maurice
- ROUSE, Ruby Ramsay
- SCOTT, Sandra
- WADE, Frank
- WALSH, Elizabeth
- WOOD, Barry

Day and Night Service

at

Radio Artists Telephone
Exchange

Extra
\$120,000,000
 FOR

Saskatchewan
FARMERS

As a result of the 20c initial price which applies over the past five years. THIS IS ADDITIONAL INCOME.



COVER THIS RICH MARKET WITH

CKRM
REGINA, SASK.

DIAL
 980

5000
 WATTS

"You canna afford to miss the Lethbridge Market!"



Mon
it has everything!

SAMPLE: Building Construction. Permits issued January-August 1948, \$2,849,511.00 . . . an increase of \$1,210,571.00 over same period in 1947! It's a ONE station (CJOC) market. For details, see your local A-C man.

CJOC

NOW 5000 WATTS
 LETHBRIDGE ALBERTA ALL-CANADA STATION

EDUCATION

Cleveland Hears 'Peg Kids

Winnipeg.—Voices of four Winnipeg school kids were heard over a Cleveland radio station Monday, January 3. It came about when Joy Oritsky and Joan Hancox of the William Whyte School and Colin MacFarlane and Michael Sharp of the Robert H. Smith School, answered a series of questions about Winnipeg submitted by Cleveland school children.

Facts about the city's early history, the Selkirk settlers, Winnipeg's place as a railway and industrial centre in the western economic pictures, its coming 75th anniversary celebration, its population and people and what tourist visitors should see when they come to visit it, were related by the four-some.

The broadcast was one of a series of radio social study classes directed by the supervisor of social studies in Cleveland schools. Taking part in it were children from six cities. Winnipeg was the only Canadian one represented.

Aim of the series is to supplement work in social study classes by bringing Cleveland school children into first - hand communication with children in other principal cities of the continent.

Script for the four Winnipeg children was prepared under supervision of the school radio branch, Manitoba Department of Education.

Choirs of Daniel McIntyre High School graduates directed by Lela McQuarrie and the Prince Edward School directed by Gertrude Lowry, also took part in the broadcast. Script writers were Jean Edmonds and Aileen Garland.



THINGS WE HOPE 1949 WILL SEE THE LAST OF, BESIDES THE CBC

Sterilization of television.



People who support private enterprise until supporting it costs them over seventy-five cents.



Parsnips.



Power shortages.



Off the record news items.



Spence Caldwell's 1948 cigar.



Your editor's corporation.



All other forms of inflation.



The Canadian Commonwealth Federation.



Late advertising copy.



People who don't vote.



The New Look.



People who don't answer their mail.



Our 1939 Hudson Coupe.



Typographical errors.



The Berlin Air Lift.



Superlatives.



Undated news releases.



Three dollar steaks.



CJBC matches.



"Buttons and Bows."



Radio license fees.



Horn honkers.



Members of trade associations who debate every problem of their industry in their bedrooms, and pass every motion that comes up in Convention without expressing their opinions.

The TOP medium
 in the West's
 TOP Farm Market

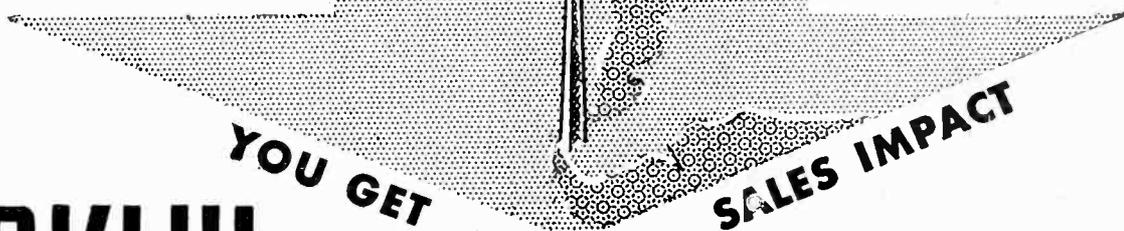
CJGX
YORKTON

CKLW

AM AND FM
THE GOOD
NEIGHBOR STATION
WINDSOR - ONTARIO

CAN PUT YOUR PRODUCT OVER BETTER IN WESTERN ONTARIO

URBAN AND RURAL



CKLW

WATCH FOR GREAT
CKLW
DEVELOPMENTS
IN 1949

MORE

ON

CKLW

CANADIAN BROADCASTING
CORPORATION

MUTUAL BROADCASTING
SYSTEM

MEMBERS OF CANADIAN
ASSOCIATION
OF BROADCASTERS

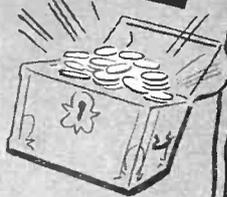
50,000 WATTS EARLY IN '49

To keep well ahead of this fast-growing market, to encourage a greater loyalty to Public Service, and to strengthen our already enviable position with Listeners and Advertisers, CKLW will soon broadcast with 50,000 "Good Neighbor" watts. With this new barrage seven days a week, you get Radio's best buy in the rich and fertile Western Ontario market, urban and rural—a buy beyond duplication. That's why you should make CKLW a "MUST" in your 1949 Sales and Advertising plans.

TAKE A CHANCE ?

FUN PARADE

TREASURE TRAIL



A Quiz-a-Day

pulls listeners on CFRB!

YES! For listeners who like quizshows (and that's plenty!) CFRB has a different quiz program every day in the week!

Shows with prizes lure listeners—it's been proven again and again. That's why CFRB was in there quizzing when this kind of program first found favour. And we're still at it—because a pay-

off for audiences is a payoff for your advertisers!

Whatever kind of program the people want to hear—they hear it on CFRB. Yes, Mr. Advertiser, *balanced* programming is your best assurance that more of Ontario will be listening to your message—on CFRB!

CFRB

Ontario's favourite radio station

REPRESENTATIVES

United States: Adam J. Young Jr. Inc.

Canada: All-Canada Radio Facilities Limited

Share the wealth

DID I SAY THAT?

DOUBLE OR NOTHING