

CANADIAN BROADCASTER

AND TELESCREEN

Vol. 8, No. 22.

TORONTO, ONTARIO

November 23rd, 1949

"TOWN MEETING" GOES NORTH



Arthur R. Helps, moderator of "Town Meeting in Canada," is besieged by autograph-seeking Majorettes in Dawson Creek's High School, where "Town Meeting in Canada" originated over CJDC on November 4.

used on it. He too asked vehemently for an independent regulatory board and a revision of "archaic" regulations.

Rolly Ford, manager of CHUM, implemented his station's brief with the strong suggestion that the CBC network should be non-commercial.

Jack Peterson, president of CHLO, St. Thomas, drew interested comment from the Commission when he said that his station refused to carry the "soap operas" which were offered to him by the CBC. He received no complaints from his listeners, he told the Commission's counsel, in answer to a question, but the ratings showed a decline when he was endeavoring to program against them.

Two trade unions, the American Federation of Musicians, represented by Walter Murdoch, and the Association of Canadian Radio Artists, whose president, Earle Grey, acted as spokesman, both commended the CBC as the main supporters of Canadian talent, and stood staunchly for an increase in license fees for listeners. Both would like to be represented on the CBC Board. Neither felt that they could be represented by the other.

In each case strong objection was voiced to the importation of recorded programs at prices competitive to live talent programs. ACRA asked for the imposition of high duties on recordings and the AF of M wanted enforcement of the time ban on recorded programs. The former advocated a \$5 license fee, because "everything else has gone up," while Murdoch felt that even \$10 would be cheerfully paid by the Canadian public if they could feel it was going into programs.

The Imperial Order of the Daughters of the Empire asked for the establishment of an overall committee to supervise the truth of statements made in radio advertising. In their brief, the IODE claimed that only 6.4% of a set of examined radio commercials were true. The brief also said independent radio stations are performing a service the CBC cannot give. Adequate coverage of local interests, said the brief, cannot possibly be provided by the limited number of CBC stations.

A delegation from the Canadian Daily Newspapers Association, led by Clifford Sifton and Roy H. Thomson, stood behind their brief which went out for the independent regulatory body. They were fearful of what would happen to freedom of the press, if facsimile were regulated by the CBC, which is within its power under the present act.

COMMISSION SCANS ARTS AND ADVERTISING

Toronto.—Fifty-three organizations, ranging from private radio stations and performers' unions to the Art Gallery of Toronto and the Royal Ontario Museum of Archaeology, presented briefs to the Royal Commission on National Development in Arts, Letters and Sciences here last week. The erudite body, under the chairmanship of the Rt. Honorable Vincent Massey, tirelessly, studiously and always genially continued its nation-wide hearings into Canadian culture in general and Canadian radio in particular. Led by its able and unbiased counsel, Peter Wright, K.C., it questioned representatives of these organizations, including six Ontario radio stations and a number of allied businesses.

Jack Cooke, president of CKEY, Toronto, admitted in his brief that it might be too late for the CBC "to eliminate the expense of running its own stations and its network" now, but expressed the view that, "had such a blueprint been available 12 or 15 years ago . . . an excellent broadcasting system could have developed from it.

"The CBC should," he said, "in the best interests of the nation, concentrate all its resources on the production of programming . . . basically designed to serve what we conceive to be the function of raising the Canadian cultural level, unifying the Canadian people and generally devoting their content to the national interest."

On the question of the collection of transmitter license fees from private stations, Cooke claimed that the CBC collects this money from the private operators and then spends a great part of it on advertising, designed to attract listeners from private stations to their own.

Harry Sedgwick, president of CFRB, told the Commission that in his view the CBC should devote its time entirely to the operation of a public service network, and that private radio should be as little regulated as possible.

In a strong plea for subsidization of the CBC by government grant, in place of the system of collecting license fees, which, he said, "has outlived its usefulness," Sedgwick pointed out that there

were 3,147,600 radio homes in Canada, and that according to Department of Transport figures, dated September 30, 1949, only 1,897,004 licenses had been issued, including car licenses. There are therefore, he said, 1,250,000 people who should rightly be prosecuted.

Speaking for the staff of CHML, D. W. Whitaker, sales manager of the Hamilton station, said he was appearing to voice the concern of the 100 men and women, directly and indirectly dependent on CHML, 47 of whom were actually on the station's staff, who were affected by existing radio legislation.

As the law stands, he said, the government may at any time appropriate any radio station and acquire the exclusive services of its employees. The clause has never been implemented, he pointed out, but should be amended to remove a constant threat.

Bill Cranston, manager of CKOC, Hamilton, told the Commission that if there were private networks, the large surplus of Canadian performers could be

B.U.P.'s Recipe for

Canada's Best Radio News Service

Take: "The World's Best Coverage of the World's Biggest News"

Add: Five new regional bureaus at -
Edmonton, Calgary, Regina, Hamilton and Windsor.

Blend: Regional coverage of bureaus at - Montreal, Ottawa,
Toronto, Vancouver, Halifax, Winnipeg and Quebec City

Season: With 18 special radio features that sell like hotcakes

Serve: Hot on the B. U. P. radiowire direct to the stations

Result: So far this year these stations have bought the new dish:

- | | | |
|----------------|-----------------|----------------|
| CHAD—Amos | CKPC—Brantford | CJCA—Edmonton |
| CHAB—Moose Jaw | CKRD—Red Deer | CKRM—Regina |
| CKRN—Rouyn | CHGS—Summerside | CKOX—Woodstock |
| CKVD—Val D'Or | CKMO—Vancouver | CKY—Winnipeg |

Today's NEWS in news is B.U.P!

PROGRAMS

French Canadian Winchell



Grignon was born in St. Adele in 1894, has lived most of his life there, and became mayor in 1941 and warden of Terrebonne County. Under the name Valdombre, novelist and critic Grignon published a monthly pamphlet a few years ago, which was widely circulated and at times, it is said, wildly discussed. He is known throughout French Canada as a journalist, novelist, lecturer, and writer of short stories, essays, pamphlets and the radio program, "Un Homme et Son Pêché." This program became one of the most popular French shows on the air and was awarded the Province of Quebec's "Prix David" and a Canadian Broadcaster "Beaver."

CONCERT PROMOTION

Winnipeg. — Promoters of the Celebrity Concert Series here are using a program over CJOB as an advertising medium. Name of the show is "Two on the Aisle."

Feature is recordings of future celebrities who will appear in Winnipeg. However, to give a real opera house air to proceed-

ings page boys can be heard paging patrons and a commentator gives out half-way through the show a la Deems Taylor.

NOVEL PROGRAM

Vancouver.—A unique program, with an even more unique commentator, is now being aired each Sunday over CJOR.

The program, which began Oct. 16, features a commentary and recordings by Harvey Low, 31-year-old Chinese, who operated a radio station in Shanghai for 12 years.

Low seeks, through the program, to interpret Chinese customs and culture to the Vancouver radio audience.

Low's personal story is itself a novel one. He attended high school in Victoria, won an international yo-yo contest and used the funds earned in the contest to go to China and continue his education.

He speaks fluent English, of course, and several dozen Chinese dialects.

CJAD

MONTREAL,

Covers

the

QUEBEC

ENGLISH MARKET

Greater Montreal,
Laurentians, Eastern Townships,
Lower Ottawa Valley

—providing the ideal combination
of coverage and listenership

5000 WATTS

800 KC.

The Cisco Kid . . . On Parliament Hill!



Yes, Ottawa saw the Cisco Kid . . . and Pancho too. In reality, Frank Ryan and Frank Jones of CFRA who functioned as Grand Marshals of the Optimist Club Parade. Above they are shown flanking the CFRA cars carrying the Mayor and civic officials. It was all part of the send-off CFRA has been giving Wrigley's "Cisco Kid" Program now featured on CFRA.

HOW THEY STAND

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

DAYTIME

| | | |
|--------------------------|------|------|
| English | | |
| Ma Perkins | 14.6 | -.5 |
| Big Sister | 14.5 | -.6 |
| Right to Happiness | 14.5 | +1.1 |
| Pepper Young | 13.9 | same |
| Road of Life | 13.3 | +1.4 |
| Aunt Lucy | 12.5 | -.2 |
| Happy Gang | 12.4 | -1.5 |
| Laura Limited | 12.4 | +1.5 |
| Life Can Be Beautiful | 12.3 | +1 |
| What's Your Beef? | 9.7 | same |
| French | | |
| Jeunesse Doree | 26.5 | +6.0 |
| Rue Principale | 25.0 | +4.2 |
| Joyeux Troubadours | 22.1 | +5.1 |
| Maman Jeanne | 20.7 | +3.0 |
| Tante Lucie | 20.1 | +2.3 |
| A L'Enseigne des Fins | 20.1 | +2.3 |
| Gourmets | 20.1 | +3.3 |
| Quart d'Heure de Detente | 20.1 | +2.1 |
| Grande Soeur | 19.5 | +4.8 |
| Metairie Rancourt | 19.5 | +4.8 |
| L'Ardent Voyage | 19.3 | +3.5 |

EVENING

| | | |
|--------------------------|------|----------|
| English | | |
| Lux Radio Theatre | 26.4 | + .5 |
| Charlie McCarthy | 24.7 | new |
| Amos 'n' Andy | 22.9 | resuming |
| Fibber McGee & Molly | 21.4 | resuming |
| Bob Hope | 19.4 | resuming |
| Twenty Questions | 17.3 | +2.2 |
| Our Miss Brooks | 16.8 | resuming |
| Guy Lombardo | 16.1 | resuming |
| Leslie Bell Singers | 16.0 | resuming |
| Mystery Theatre | 15.8 | +2.9 |
| Great Gildersleeve | 15.7 | resuming |
| Treasure Trail | 15.5 | +3.8 |
| Ford Theatre | 15.3 | new |
| Fun Parade | 14.6 | resuming |
| Share the Wealth | 14.4 | resuming |
| French | | |
| Un Homme et Son Pêche | 35.3 | +3.1 |
| Metropole | 26.5 | +2.1 |
| Ralliement du Rire | 26.0 | resuming |
| Radio Carabin | 24.3 | resuming |
| Juliette Beliveau | 22.9 | +4.0 |
| Ceux qu'on aime | 22.8 | resuming |
| Mine d'Or | 20.1 | resuming |
| Talents de Chez Nous | 19.4 | resuming |
| Theatre Ford | 19.3 | new |
| Jouez Double | 19.2 | +3.5 |
| Peintres de la Chanson | 19.0 | +4.7 |
| Theatre Lyrique Molson | 18.6 | new |
| Y'a du Soleil | 18.6 | resuming |
| Tentez votre Chance | 17.4 | resuming |
| Enchantant dans le vivre | 17.0 | resuming |



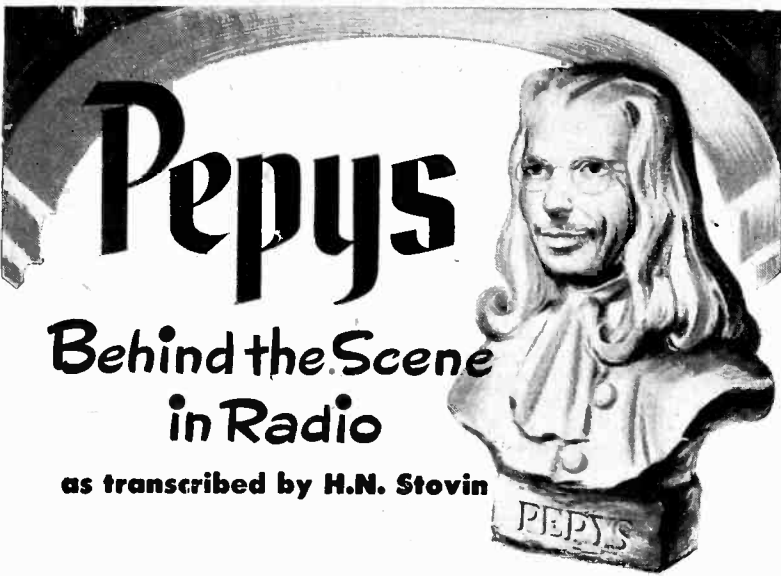
Alan Wray, former CBS producer-announcer, interviews Cisco Kid Contest winner Don Graham as he departs for Toronto and a Wrigley-sponsored tour of attractions. A comely TCA hostess looks on.

One of the big reasons CFRA is on top today is because CFRA promotes its programs . . . All the way. Your best buy in the rich Ottawa Valley is . . . The Voice of the Valley . . .

Other Promotions For Wrigley's Included . . .

- Blotter handouts by student "Cisco Kids" at schools, football games, etc.
- Widespread balloon distribution.
- Theatre tie-ups.
- Air interviews with contest winner.
- Letters to all Wrigley outlets.
- Special plugs and air gimmicks.
- Display card distribution.
- Cisco Kid appearances.
- Parades.

CFRA



Did this day, at my usual coffee house, meet an advertising executive who did, with undue familiarity, address me by my font or given name and ask me why I had never written what he called a "piece" on publick relations. On which I did innocently fall into his trap and ask him what he meant by publick relations, whereupon the rascal did reply "Courtesies exchanged in a publick park," and went laughing on his way ● ● ● So did thereafter fall to wondering how many radio stations, with their sponsors and their advertising agencies, did realize how much their Publick Relations affected business — a subject which Jim Miller, one of Ford of Canada's bright young men, did speak well before the Toronto Ad and Sales Club not long since ● ● ● Then recalled pleasantly the well-planned third birthday promotion by CKVL. The thought of sending to advertising men in New York, Vancouver, Winnipeg, Montreal and Toronto, by T.C.A., a birthday cake, was a good one. But the added touch of having a telegraph messenger put the three candles in each cake and deliver the same glowing with light, was an inspiration. For each of us likes a good show, and finds it a pleasure to join in with another's good fortune, so this, I do believe, was good publick relations ● ● ● Do also recall a definition of the same by C.A.A.A.'s Alex. Miller, while presiding lately at a Health League Meeting, who said "Since all business and industry and all other institutions are by, of and for the people, therefore the only proper approach to any publick relations problem is a respect for, affection for, consideration for, and understanding of, people — and that meaneth all kinds of people — not only workmen, but customers, dealers, foremen; for even boards of directors and bosses are people" ● ● ● And so to close these musings with the warming thought that Alex. Miller doth himself carry out his precepts in his own daily contacts, and has proved that they work.

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 | CJRL Kenora | CJOR Vancouver |
| CKSF Cornwall | CKY Winnipeg | ZBM Bermuda |
| CFJM Brockville | CKLW Windsor | TBC Trinidad |
| CJBQ Belleville | CFAR Flin Flan | VOCM Newfoundland |
| | CJNB North Battleford | |

OPINION

Public Favor Private Radio

Toronto.—The Canadian public indicated in a survey that 58% are in favor of a privately-owned system of broadcasting in Canada as opposed to 20% who voted for a publicly-owned system and 16% who indicated a preference for a dual system of public and private ownership, Walter E. Elliott, president of Elliott-Haynes Limited, told the Royal Commission on Arts, Letters and Sciences here last Friday.

Elliott explained that his company has been carrying on a continuing study of public thinking on the principle of private ownership versus public ownership in eight industries since 1944 with 7,000 respondents casting votes in each study.

The following summary of opinions expressed in these polls lists four percentages for each group, respectively for private ownership, government ownership, part private and part government and no opinion.

Automotive and Car Manufacturing, 81, 7, 3, 9; Gasoline and Oil, 74, 14, 4, 8; Life Insurance, 63, 22, 7, 8; Brewing, 61, 23, 4, 12; Radio Broadcasting, 58, 20, 16, 6; Distilling, 55, 28, 4, 13; Banking, 51, 32, 9, 8; Hydro-Electric Power, 50, 37, 6, 7.

Since 1944, Elliott told the Royal Commission, public opinion for private ownership in broadcasting has risen from 48% to 58%, while opinion for public ownership has declined from 31% to 20% and the dual system has varied from a present high of 16% to a low of 10% in 1946. Those registering "no opinion" represent a high of 14% in 1946 to the present all-time low of 6%.

The poll covered both urban and rural citizens from each province, each economic status, each occupational level (union, non-union and white collar) and from the three major political parties. In each case private ownership

PANORAMA

MONTREAL PLANS CLUB

Montreal.—More than 50 radio executives met in the Queen's Hotel on October 17 to discuss the formation of a Radio Executives' Club, of Montreal. General sentiment of the meeting seemed to be that such a club could serve a useful purpose. There was, however, considerable difference of opinion about the limitation of membership, and the type of meetings required.

An interim committee was elected to study the comments made, to invite membership, and to arrange for the first formal meeting at which it is expected that permanent officers will be chosen, by ballot.

The interim committee consists of W. D. Hannah, Ralph Bowden, Wilf Dippie, Gordon Keeble, Phil Lalonde, Wilf Charland and Walter Dales.

TO CBC BOARD

Ottawa. — James Alexander Corry has been appointed to the board of governors of the Canadian Broadcasting Corporation, Hon. J. J. McCann, Minister of National Revenue, has announced. Corry, a graduate of Oxford University and a Fellow of the Royal Society of Canada, is a professor of political science at Queen's University.

was favored and the difference in opposite groups in no case exceeded 10% except in political divisions, where those supporting the CCF party voted 46% for and 37% against private ownership, comparing with Liberal supporters at 62% and 16% and P.C.'s at 63% and 18%. In no case did supporters of public ownership in the various groups number more than 3% above the approximate average of 18%, except the CCF reported above. Approximate average for part-and-part supporters was 15%.

TOPS IN AUDIENCE APPEAL!
One of the most famous fictional heroes of the West

RED RYDER

AMERICA'S FAMOUS FIGHTING COWBOY

in 52 riproaring adventure shows.

Ask your ALL-CANADA MAN about this action-packed series of half hours! (See Page 9 for MYSTERY)

CANADIAN BROADCASTER AND TELESCREEN

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| | | |
|-----------|----------------|---------------|
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| Montreal | | Walter Dalos |
| Winnipeg | | Dave Adams |
| Vancouver | | Bob Francis |
| New York | | Richard Young |



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

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Radio Is Advertising Too

Wouldn't it be a sound idea if radio—the business side of radio, that is—became more active in the general business of advertising, of which it is actually a part, than in organizing groups, called euphemistically "Radio Executives Clubs"? Whatever their objectives may be, these organizations invariably end up as mutual admiration societies where everyone tells his competitors—and listens while they tell him—what a wonderful medium radio is, and then scuttles back to the office to try and catch up after a two-hour lunch.

This is probably a somewhat discouraging outburst to those stalwarts who work so hard and so sincerely to get this sort of thing going, and then become so bitterly disappointed when it falls on its face. But these organizations are built up on a principle of isolation rather than co-operation, and for this reason are doomed to failure before they start.

* * *

Radio's problem, it seems to us, is largely one of becoming recognized as one of the most important parts of the advertising business. Through such activities as those of the CAB and others, including the personal efforts of individuals from the stations, the reps and the agency radio departments, and even the advertisers themselves, radio is gaining its rightful place. But it is the efforts of BBM, CAB committees, joint committees with the agencies and the advertisers that are ringing the bell. It is not and can never be, as we see it, through the luncheon meetings of industry organizations, except when a way is found of attracting to these gatherings of radio enthusiasts a reasonable quotient of unbelievers.

* * *

Across the country there are a great many established, active and enterprising Advertising and Sales Clubs, devoted to the furtherance not just of radio, press, billboards or the other media, but of advertising as a whole.

Radio's representation in these clubs is not all it might be. The result is that radio does not get the attention it might from the speakers' or projects committees.

The suggestion we would put forward is that in the centres where there



"We've got to go along with Momma, son. It's the first time she ever saw Dr. Johnson's other wife's boy friend."

are Advertising and Sales Clubs, as well as Boards of Trade and Chambers of Commerce, radio men stir up a little more interest from within their ranks, and work to the end that they may become better represented, both in the membership rostrums and at the speakers' tables, so that radio may become even more a part of the advertising business to which it belongs.

* * *

This paper, in its eight years of life, has realized that potential buyers of radio time and programs would not be attracted to a journal which was devoted in its entirety to matters pertaining to broadcasting. It is in an attempt to attract those "unbelievers" that we devote a great deal of space to matters which some say are none of our affair. We refer to such things as free enterprise, politics, market research, speeches on advertising in general, and so forth. We believe that there may be those who would pass over a paper devoted only to an advertising medium which they do not themselves employ, but who can be attracted by this other reading matter to the point where they will absorb what it is hoped they will absorb.

An effort to get more radio into the Ad Clubs would be effective for precisely the same reasons.

* * *

What Kind of a Board?

When Ron Fraser, Press and Information Services Director for the CBC, addressed the Toronto Local Women's Council here last week, he devoted con-

siderable time to the CAB's quest for an independent board to replace the CBC in regulating radio. Fraser brought up a point which is worth handing along to those who are so ably steering the CAB in the presentation of its case.

This point was that the request for the establishment of this board has thus far been somewhat vague. As Fraser put it in his address: "What is wanted? Is it another Board of Transport Commissioners, something parallel to the Federal Communications Commission in the United States, or a CBC Board under another name?"

We believe that this CBC executive has put his finger on what may be a weakness in the CAB case, or rather its presentation. It is to be hoped that before the Commission's hearings end early next year, a concrete plan, showing the suggested structure of this Board, will be presented, in order that the Commissioners may have a definite plan to weigh, rather than a request for a nebulous body whose only specification is its independence.

* * *

It occurs to us that there may be those in the CBC who would not be too adverse to the independent board idea, if only because it would relieve them of the embarrassing situation under which they are compelled by the Act to sit in judgment over their competitors, the privately-owned stations.

* * *

A clear definition of just what sort of a Regulatory Board the CAB is after is the more important because it is not so long since it was suggested either by or before the Parliamentary Committee that the CBC Board of Governors be reconstituted as an independent Board. Obviously such a subterfuge as this would not be acceptable. Yet unless the CAB comes out with a cut and dried statement of exactly what they are after, some such saw-off arrangement is by no means unlikely.

* * *

Food For Thought

It is officially estimated that in 1948 over a million owners of radio sets in Canada failed to pay the annual licence fee. It cost \$570,505 to collect the tax from those who did pay numbering 2,057,799. The shortage at an average of \$2.45 per radio amounted to \$2,619,542. The total receipts were \$4,798,291. Food for a lot of thought and perhaps revision of opinion by those who have favored a direct licence charge against radio owners rather than a general tax.—Ottawa Journal.



Jos. Hardy
Talks
ON

QUEBEC MARKET NO. 2

"Good day to you—Jos. Hardy is here again, and today all my story is about fish. But it is not a 'fishy story'—because all my facts are taken from Dominion Bureau of Statistics reports.

"Fish mean money! September's catches on the Atlantic Coast (not including Newfoundland) were 79,429,000 pounds — an increase of 7.7 per cent over September of last year. Much of this increase was in sardines; but shellfish, too, are up in volume and value.

"Most of this rich territory is served by CHNC, New Carlisle. Tell your sales story where the money is—tell it to French-speaking listeners in their own language — in Quebec Market No. 2. For information—ask Jos. Hardy!"

JOS. A. HARDY & CO. LTD.
Montreal — Quebec — Toronto
Representing

- CHRC** Quebec 5,000 w.
- CHNC** New Carlisle 5,000 w.
- CHLN** Trois Rivières 1,000 w.
- CHLT** Sherbrooke 1,000 w.
(French)
- CKTS** Sherbrooke 250 w.
(English)
- CKRS** Jonquière-Kenogami 250 w.
- CKBL** Matane 1,000 w.

NEW YORK'S RADIO ROW

by **Richard Young**

New York, N.Y.—In searching in every nook and corner for new ways of meeting the challenge of ever-increasing competition among ad media, radio researchers have come up with what might prove to be a formidable selling tool—a "new" audience of an estimated 20,000,000 listeners.

This audience is made up of those who listen outside the home, in cars, at work, as well as in the homes of friends. It is an audience that has yet to be included in any of the national measurement services, although we may hear of it being added in the near future. A couple of months ago The Pulse, Inc., launched a survey of the out-of-the-home listeners in New York City. (The first study found that one out of every four New Yorkers listened outside the home on the average weekday.)

Because the measurement systems do neglect this audience, many broadcasters feel that radio advertisers aren't getting a true picture of their audiences. One of the broadcasters is Hugh Beville, NBC's research director. Mr. Beville, one of the industry's most respected researchers, told a meeting of The Pulse that "the duplication that exists between measurement systems today cannot continue indefinitely. There must be a greater division of labor among measurement services so that the true measurements of at-home audiences and out-side-the-home audiences will be recorded, and this reporting should be in uniform terms so that outside listening can be readily added to home listening."

Mr. Beville suggested that the day might come when this bonus audience is no longer given away to the advertiser. When determining the size of a radio audience, "why should radio throw away listening on the way to work

any more than newspapers would throw away the subway reader?" he asked.

The research chief also said the measurement services have neglected to measure radio habits within the home. "As radio moves out of the parlor into the bedroom, the den, the kitchen and other rooms throughout the house, techniques which were primarily developed to measure family listening based on a single home receiver in the living room have proved to be inadequate to meet the changing situation."

As a matter of fact, there is a definite trend which finds the television receiver replacing the radio set in the living room. The radio receiver is being moved to other rooms to avoid conflict since there are many members of AM-TV families who return to their radio favorites from time to time. Extra sets in the home have been bolstered further by the industry's various "Radio-In-Every-Room" campaigns.

We understand there's a pretty good chance of the Broadcast Advertising Bureau becoming a separate organization completely cut away from the National Association of Broadcasters.

If such is the case—and it may happen sooner than we think—then it will no doubt mean that stations and networks will have still another group seeking dues. However, since this is a bread-and-butter organization for broadcasters, we don't think the BAB will have too much difficulty collecting. It may also mean that NAB dues will again be reduced.

Which in this day and age—when management continually asks, what do we get for this expenditure?—that would be good news indeed.

We haven't heard too much lately from the Broadcast Measurement Bureau but today Kenneth Baker, acting director of the group, disclosed that Study No. 2 is currently being tabulated.

Mr. Baker declined to be pinned down as to a definite release date but he did say that the

Bureau hopes to get out the first station reports by early December. Other than that, Mr. Baker said that it's "in the laps of the gods."

Still no word on the status of the Bureau after the release of this study. Officials are still burning the midnight oil on that one.

Several columns ago we predicted that before the end of this radio season many of those never-give-a-sucker-an-even-break give-away programs would be looking up from the bottom of the Hooper ladder—or even be looking in the studio from where it's cold outside. It now looks as though we were actually too pessimistic.

Already four of the biggest, "Strike It Rich," "Spin To Win," "Beat the Clock" and "Winner Take All," are no longer with us—although the latter is on television. (Which is video's loss and radio's gain.) And the cause of it all, "Stop the Music," has taken a tremendous dip in the Hooperatings, down to 26th position. In addition, the show that NBC hoped would crimp Jack Benny's style, the hour-long "Hollywood Calling," just received a Hooper of 2.9 compared with Mr. B's 21.0. We don't think NBC will go along with that one much longer.

But you can be sure radio will benefit when all these shows are safely buried alongside the movies' dish night.

On the Cuff Notes . . . Split-up of NBC into three organizations, AM, TV and owned-and-operated stations, is expected to take six months or longer. Jittery staffers were assured by new prexy Joseph McConnell that the changes all along the line will not be an axe job . . . ABC net, however, plagued by the costs of operating a television network, hopes to cut down on the red ink by knocking off about 100 persons in its various offices. TV programming is also being cut . . . CBS net signed crooner (?) Al Jolson to an exclusive three-year radio-television contract. Agreement calls for guest appearances only at first but there's little doubt that Columbia has audio and video plans for Jolie . . . The battle of the rating systems is on again and Hoop and Nielsen are taking pot-shots at each other over their television techniques. Ho hum . . . Because the National Association of Radio Station Representatives has complained to the FCC about the radio sales activities of the networks, the commission renewed the licenses of 11 outlets owned and operated by ABC, NBC and CBS for four months instead of the usual three years . . . and that's the news till next issue.

The Wright STATIONS

Far-Sighted National Advertisers ARE INVESTIGATING **TRANS-QUEBEC RADIO GROUP** FOR COMPLETE **QUEBEC COVERAGE** IN ONE PACKAGE

ASK **William Wright** TORONTO
VICTORY BUILDING

ANNOUNCER WANTED

Have opening for experienced all-round announcer.

Please apply:
Station CKRD
Red Deer, Alberta

EARLY MORNING TRENDS

[7:30 - 9:00 A.M.]

*SHARE OF AUDIENCE

CJCA 73.8%
EDMONTON

STATION No.2, 17.5%
OTHERS, 8.7%

Late Evening Trends

[10.30 P.M. to MIDNIGHT]

*SHARE OF AUDIENCE

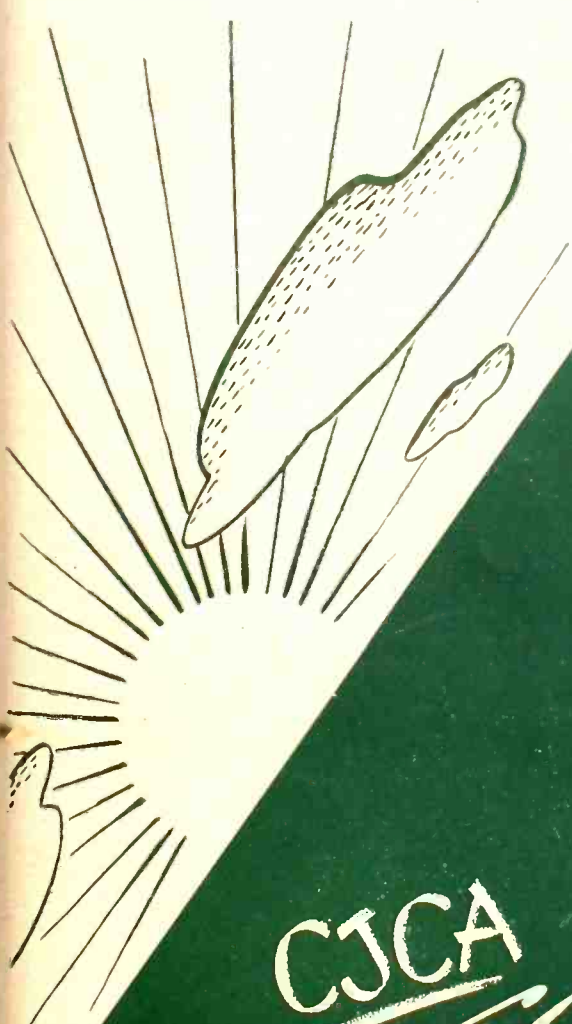
CJCA 61.3%
EDMONTON

STATION No.2, 15.7%
OTHERS, . . . 23.0%

* ELLIOTT-HAYNES : SEPTEMBER, 1949

CJCA

Edmonton's All-Canada Station



Meccano
 Pall Mall Cigarettes
 Book of Knowledge
 Dr. Ballard's Animal Foods
 Vita-Crisp Products
 Golden Bar Honey Butter
 Ladies Home Journal
 Holiday Magazine

this month join the ranks of leading national advertisers now using

CHUM in Toronto

• More local advertisers use CHUM than ALL other Toronto Stations combined! CHUM gets results!

Over The Desk

It occurred to me the other day, when I had the privilege of talking to that most hospitable of all organizations, the Advertising and Sales Executives Club of Montreal, that usually the difference between a speech and a radio talk is that in the speech, you're trying to keep people awake. In this case, though, my ego was more than gratified by the length and volume of their laughter.

And speaking of this speech, I was interested to find that my claims that the government is using the CBC to obtain for itself an undemocratic control of speech by radio, inspired the general manager of the government broadcasting system to say, in rebuttal: "Let the public be the judge." I find myself in complete accord with this democratic statement of opinion.

The only thing is, as I pointed out in that talk, the public has no knowledge of radio beyond the national news, the hockey broadcasts and "John's Other Wife."

The possible sources of such information are the CBC itself, which does not make over its monopoly network facilities for the expression of views like mine, although forever claiming that it always airs both sides of every contentious problem. Furthermore, if it did make time available for such purposes, the fact that it did so in spite of its monopoly would surround it with such an aura of heroic martyrdom that our side of the story would be invalidated.

Another source is the private stations themselves, who risk appearing to be sounding their own horns when they air their grievances, but do nevertheless in some instances tell the public in their own localities the story. Incidentally the degree to which this is done is necessarily limited, by virtue of the fact that with the CBC holding regulatory powers over their heads, and with their own or their principals' investments to protect, the possible consequences they face make any outspoken demonstration against these inequities tantamount to cutting off their noses to spite their own faces.

The only other source I know is the press, which as radio's natural competitor in the field of advertising, does not feel inclined to go as far out on the limb as might otherwise be expected.

I agree wholeheartedly with Dr. Frigon's statement: "Let the public be the judge." I approve with equal enthusiasm, the tireless efforts of the Massey Royal Commission to serve the same public. I can only wonder when the public is going to be let in on it all, or if it is in accordance with the doctrines of Liberalism (or should I say Socialism-in-a-hurry) to let all policies be determined by minority groups of "ismers" and "ologyiets," while the public proper is kept studiously in the dark.

Still on the topic of the Montreal speech, Bob Kesten threw a snide curve in his column in the Toronto Tely. He said he doubted

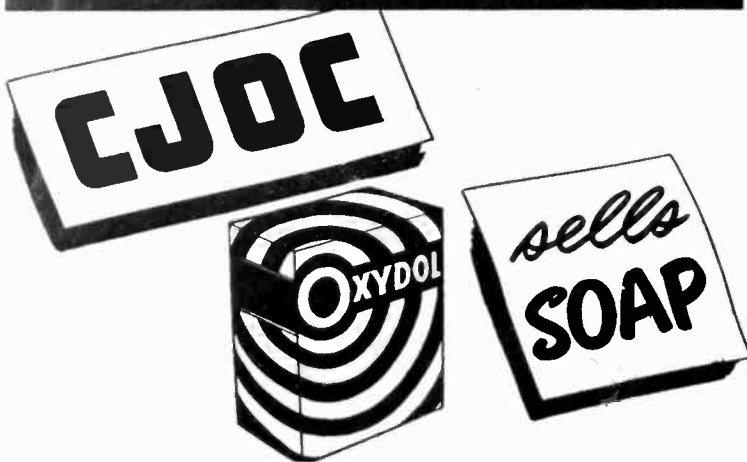
my sincerity in my aspersions against the CBC, and thought they were prompted by a desire to centre attention onto this paper. All of which makes you realize that it would be hard for a man to take sides with anyone with definite ideas when his varied activities include writing for the Tely and New Liberty, and also broadcasting over privately-operated and CBC stations. Just how many sides can a polygon be buttered?

Horace Brown of the Canadian Foundation for Poliomyelitis, 410 Bloor East, Toronto, reminds me to remind you that he will soon be reminding you station operators of the resolution you adopted at the CAB Convention last June, pledging complete support for the "Canadian March of Dimes" campaign in January, 1950.

Tactfully, Horace expresses the hope that local station personalities will be tied in with the campaign, "as they are the ones who really reach the public."

Watch the mails for all the ideas and plans he is currently contriving.

In a forthcoming series of radio broadcasts called "No Holds Barred" which it will shortly be my privilege to offer to the stations, I have one talk called "The High Cost of Giving," which shows that people are made more and more dependent on the state by the imposition of these hidden taxes, which place many of us in the position where we shall have to



Oxydol's Ma Perkins pulled an E-H rating of 35.5 in September over CJOC. And that's just a sample! Get all the facts on CJOC's amazing success in Southern Alberta's richest market!

YOU CANNA AFFORD TO MISS THE LETHBRIDGE MARKET!



ASK your local ALL-CANADA MAN!

LETHBRIDGE ALBERTA ALL-CANADA STATION

A Quarter - Century
 OF SERVICE
 +
 UP-TO-THE-MINUTE
 EQUIPMENT
 +
 A SKILLED STAFF
 +
 UNSURPASSED
 LISTENER
 CONFIDENCE
 =
 GREATER SALES
 FOR ANY ADVERTISER

Ask the All-Canada Man About

CHNS

The Voice of Halifax

avail ourselves of government benevolences in the form of hospitalization, old age pensions and so forth, because the drain on our incomes to make these things possible prevents us from following our thrifty instincts to save for them and pay for them ourselves.

The Canadian Tourist Association, at its annual convention in Halifax, paid a ten-minute tribute to station CHUM's activities in the promotion of Ontario's tourist business.

CHUM, which claims to be the first Canadian radio station to become a member of the CTA, presented an hour-long program, "Holiday Newsreel," each day during the past summer season. It also filmed scenes of the resorts which it will be showing by TV in Cleveland, Detroit and Buffalo, as well as clubs, social groups and organizations throughout Ontario and the United States. Scenes were filmed by Rolly Ford, CHUM manager, who conceived the plan.

Rev. E. G. Hansell, Sacred Member for McLeod, Alta., long-time friend of private business in general and private radio in particular, told the House of Commons early this month that people have a right to know just how much tax they are paying on each article they buy.

Although he said he was a non-smoker, Mr. Hansell commented on the fact that, while cigarette papers might be worth three cents a package, there was a tax of ten cents on them.

He also commented on the fact that the stamp on a cigarette

package says "20 cigarettes." He expressed the belief that the smoker knows how many cigarettes he is getting but is not informed on how much he is being taxed, and claimed that the stamp should read: "Your government is taxing you 29 cents for this package of cigarettes" so that people would blame the government rather than the manufacturers for high prices.

Mr. Hansell's sage thinking on this injustice of hidden taxes rates commendation and co-operation from business. Obviously the government is not desirous of hammering home how much we are called upon to pay for its administration. We think though that there is nothing to prevent business, perhaps through its Chambers of Commerce and Boards of Trade, its Retail Merchants' Associations and other organizations, from acquainting the public with the true state of affairs by means of a wide advertising campaign.

Two prominent radio men have burst into print this fall with books many of their fellow broadcasters may wish to own, or give away for Christmas. First there is "He Shoots! He Scores" by Foster Hewitt, published by Thomas Allen Ltd., at \$1.25. Then there's "John Fisher Reports," a collection of John's "favorites," put out by the Niagara Editorial Bureau, Hamilton, at \$2.25. Both are obtainable at most book stores, or can be ordered from the Canadian Broadcaster & Telescreen's Book Department.

CKY, Winnipeg, has appointed Jack Sweeney as director of the station's news bureau. Sweeney has wide news experience having been connected with the Winnipeg Free Press, Regina Leader Post, Winnipeg Citizen (now defunct) and British United Press.

As head man, Sweeney will concentrate on province-wide news service for the new station. National coverage will be provided by BUP.

Meanwhile, the station's studios are being rushed to completion. The setup, air-conditioned throughout, includes four large studios, two control rooms, music library, management and production offices, continuity office and a large reception room and lounges.

There were no cries of "combine" or "cartel" when CJOR, Vancouver, sold CKNW, New Westminster, a weekly feature called "Rodeo Rhythms." Perhaps we are stretching a point though in our reporting. What actually happened was CJOR's Bob Tweedy sold CKNW's Bill Rea a series of spots on his "Radio Rhythms" show for another of Bill Rea's interests, Bill Rea Enterprises.

HE'LL BUY IT!



Starring CLIVE BROOK

Authentic, dramatized cases from the files of the world's most famous crime detection centre!

It only takes an audition to sell this unusual half-hour in your market!

CALL YOUR ALL-CANADA MAN For the Full Story

(See Page 12 for COMEDY)

\$3.00 a Year
(\$5.00 for 2 years)
Insures Regular Delivery of the
Canadian Broadcaster & Telescreen

CKNB

CAMPBELLTON

N.B.

November 23, 1949

Dear Mr. Time-Buyer:

It's hard to believe that so much of 1949 has sped away... that my next open letter will be conveying Christmas greetings... that this is the final commercial of the year.

Well... if you're interested in business at the local level as a barometer of our ability to deliver, you'll be impressed by the steady growth of our local accounts. One thing sure... these local boys know, and fast, whether we're delivering the goods. Which we are.

Yours very truly,

Stau Chapman

CSC/LG
Station Manager

AN ALL-CANADA STATION

A THRILLING ARRAY OF WINTER PROGRAMS!

Sports . . . Drama . . . Music . . . Mystery . . . top-notch network and local shows that appeal to every member of the family in over 90% of the radio homes in Kenora - Keewatin! Be sure to reach this well-to-do "one-station" audience. CJRL stands ready to co-operate with service and promotion via radio and press.

Arrange for this practically exclusive coverage by consulting your nearest National Representative:

HORACE N. STOVIN & CO.,
Toronto and Montreal
INLAND BROADCASTING & RECORDING SERVICE,
Winnipeg
DONALD COOKE, U.S.A.

KENORA-KEEWATIN
96%
DAY

NIGHT
92%
B.B.M.

CJRL

KENORA ONT.

DOMINION NETWORK

NORTHERN
ONTARIO'S
Greatest

ADVERTISING
MEDIUM

CKSO

Northern Ontario's
High-Powered Station
SUDBURY, ONT.

Ask

ALL-CANADA
in Canada

WEED & CO.
in the U.S.A.



ADVERTISING MEN ARE PEOPLE

Adapted from an Address to the Montreal Advertising & Sales Executives' Club

By
RICHARD G. LEWIS

The question of being "people" is not excluded to our activities in the fields of advertising and selling.

If this was a political piece, I might be tempted to draw your attention to the fact that on June 27, 1949, our 21st Parliament rolled into power on a landslide, with no battle-cry, no promises of blessings it would bestow on us; no undertakings to right wrongs or remedy grievances; but simply the proud boast that in this election there were no issues.

I might go on to point out that the political party which stands for the continuance of the system of competitive enterprise, through which we all derive our livings, went down to ignominious defeat; that the diometrically opposite party, which stands for the virtual abolition of competitive business, was even more severely trounced; and that candidates, unqualified in both training and

experience, were able to romp home to victory—without a platform—because they had the happy faculty of talking to people in their own language, and so were able to have a good look at the problem that confronted them and take a firm stand on both sides of it, by offering the electors the synthetic security of the status quo.

And then I might conclude by pointing out that in 1954 or thereabouts, business will go on trial again; that at the 1949 hearing, business was found guilty of failing to fraternize and confederate with the people of Canada; that it has proved itself extremely able to sell Mrs. Murphy the condiments and ingredients for her chowder, but equally unable to sit down with Mrs. M. and her family at their table and enjoy the chowder with them.

But it is no use my telling you this. I claim that this sort of thing is "citizenship," but you will say: "Aw! Politics" and dodge the issue as being too contentious, or, perhaps, too boring. So maybe I can get my point across by translating it to the seat of all your feelings . . . all your emotions . . . your pocket books.

Right now there is history being made in the new science and art of television.

This new medium of expression, combining all the potency of the printed word . . . all the intimacy of speech . . . all the reality of the moving picture . . . all the impact of a billboard . . . is about to be given the green light in Canada.

During this year, a number of individuals and organizations in

private business have expressed their desire to invest the literally millions of dollars it takes to put a television station on the air. But the government has stalled and stalled. Its prize was the suggestion that these would-be pioneers, most of whom are competitors in the radio field, go into business partnerships together. Wouldn't that be dandy?

The government itself couldn't move, because it didn't want to make the TV hot potato an election issue. But it didn't want business to steal a march on it, so it booted it around until the new Parliament met. And these enterprising people who wanted to get in on the ground floor had no choice but to sit back on their haunches and wait and see.

Now, during this very session of Parliament, the CBC will be granted a loan of four or five million dollars of your money and mine—if it has not already occurred—to create, in our name an advertising business which, in due time, will cripple every news paper, every publication, every commercial radio station, because it will offer the combined advantages of them all, rolled into one. Does that reach you down in your—hearts?

There is another fact about TV, too.

Without question, the government is about to have its first two stations. And the thought is an alarming one.

Government control of any medium of communication — even less potent media than TV and its first cousin FX (Facsimile)—is a major step towards government domination of that medium for propaganda purposes. And the



Change Your Spot Radio To CFCN
And Latch Onto That Plus
Alberta Audience



Ask
RADIO
REPS.
Toronto and
Montreal

The Powerful Voice of the Prairies

Edmonton's Booming!

and

CFRN is BUILDING!

BUILDING
CONFIDENCE

BUILDING
SALES



unquestioned integrity of those who are employed to operate that medium in no manner diminishes the threat.

It is not so long since the dictators used radio and press in just this way. Free speech became a myth, and opposition seats in their legislative chambers became nothing more nor less than storage places for those printing presses and radio transmitters which went out of vogue with freedom. What would have happened had television been available to them, God only knows.

■ ■ ■

I am not swiping at the CBC just for the sake of swiping. Actually I am not swiping at the CBC at all, any more than I would criticize the customs officers for the duties they are called upon to collect. What I am criticizing is the iniquitous Broadcasting Act, which controls radio and will control TV.

I think that the expert radio men and women who staff the CBC do an honest, able and sincere job of giving the people the best program fare they can devise. I believe, moreover, that no one in Canada is better fitted for the job of building television — from a programming standpoint, that is — than this group of men and women. I will go farther than that and say that I feel reasonably sure that with the financial problems that would exist in the establishment of privately-owned TV stations, and the long period in which it would be necessary to run in the red, it is quite a question whether the businessmen I have been speaking of would be able to do as good a job as the CBC, which, after all, has the financial resources of the country to call on.

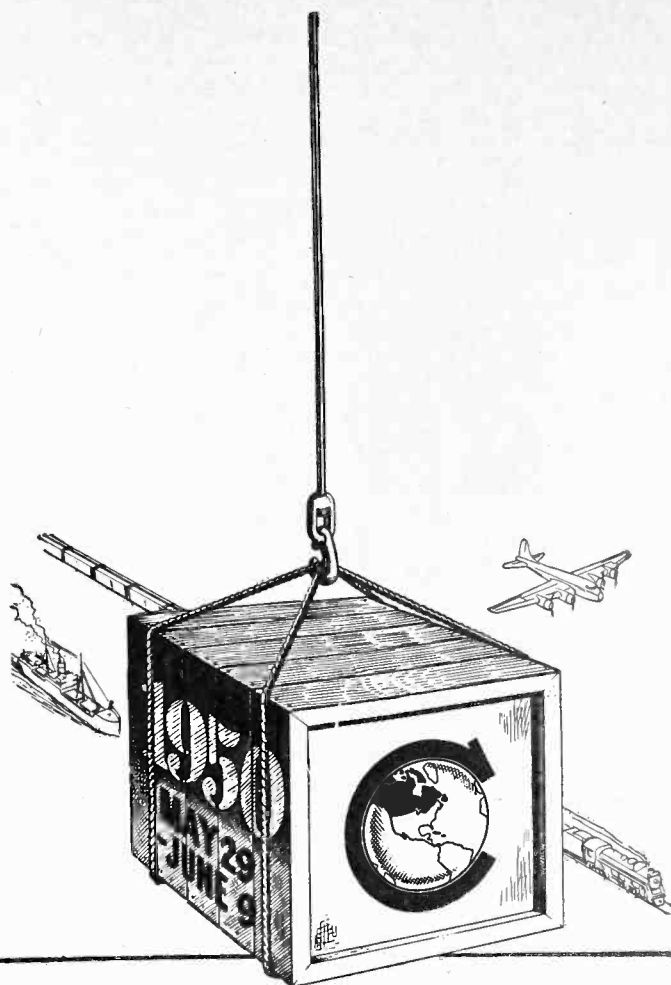
What I *am* alarmed over though is that powers are vested in the CBC under the Broadcasting Act, powers which I have never known them to abuse, but powers which are there waiting to be abused, if some person or persons lacking in integrity ever get their hands on the reins.

I think that the government is using the men and women of the CBC as well as its network facilities to effect control of speech by radio. I think the pleasing programs act as a blind to the public eye that covers up the propaganda that inevitably slithers in. What is more, I think that it is up to you and me, who are versed in such things, to help get this story across to the people, who haven't an idea of what goes on in radio beyond the hockey games, the national news and "John's Other Wife."

■ ■ ■

But what do you care?

You advertisers contribute lustily to the CBC's revenue through the network time you buy, and will be able to peddle your wares to even greater effect, by means of censored commercials, over the government's television channels. And you advertising agencies will still collect your commissions. So why should you worry if, step by step, Ottawa is usurping more and more power? Why should you, who are devoting your lives to the skills of communicating ideas to the people in their own language, take time out to tell them what is really happening to them? Of course you shouldn't. The "Boom Special" has been snorting gaily round the track for quite a time now. Let's not upset things. Rather we should lift our voices and sing in unison: "Let's All Stand on the Gravy Train."



Export NEW WORLDS TO CONQUER

An opportunity and a challenge for Canadian exporters are presented by today's fluid patterns of world trade. Alert businessmen will be exhibiting their products at the 1950 C.I.T.F. *YOURS* should be among them.

Whether you are making your first bid for world trade or are seeking extended markets for a proven product, the Canadian International Trade Fair provides a ready-made testing ground designed for establishing new contacts and doing immediate business.

Remember—your exhibit attracts the personal attention of world businessmen who come to buy the things they need—and it serves to develop your domestic sales as well.

Prompt inquiries for space are suggested—to

THE ADMINISTRATOR
CANADIAN INTERNATIONAL TRADE FAIR
Exhibition Park, Toronto, Ontario

Canadian International Trade Fair

MAY 29 — JUNE 9, 1950  TORONTO, ONTARIO

DEDICATED TO THE PROMOTION OF
INTERNATIONAL TRADE BY THE GOVERNMENT OF CANADA

FOR SALE

Two RCA-MI-4875-C Universal Pick-up Conversion Kits. Complete with 1 extra pick-up head. Cost new \$550. In excellent condition. Special price \$300.

Box A-37
Canadian Broadcaster
& Telescreen
163½ Church St., Toronto

WANTED

Experienced radio time salesman to handle retail sales in Montreal. Apply giving experience, present earnings, etc. Our staff has been notified of this advertisement.

Box A-36
Canadian Broadcaster
& Telescreen
163½ Church St., Toronto

DON'T DOODLE - - DO!

The long way 'round is not necessarily the shortest way home. Established geometric principles should prevail whether you want to travel the shortest distance between two points or boost a sales curve.

To reach the wealthy Oshawa market with your sales message, travel the CKDO air route. It leads directly into the homes of more than 70,000 people in the Oshawa district. Doodling along routes that by-pass can be unproductive — take a straight line to the Oshawa market via Oshawa's community station.

Get CKDO facts from:

JAS. L. ALEXANDER
Canada

WEED & COMPANY
U.S.A.

CKDO

OSHAWA, ONT.

They Don't Have To . . . But They Do!

ONE DOZEN DOMINION NETWORK ADVERTISERS

- Burns and Co.
- Campbell Soup Co.
- Canadian General Electric
- General Foods
- Ford Motor Co.
- Gillette Co. of Canada
- Canadian Industries Ltd.
- Kelly, Douglas Co.
- Kraft Foods
- Ogilvie Flour Mills
- Quaker Oats Co.
- Tuckett Tobacco Co.

HAVE ADDED

CHAT

MEDICINE HAT

on a Supplementary Basis
To

The Basic Dominion Network

**A CAMPAIGN WITHOUT CHAT
means No Coverage in
Medicine Hat**

ASK THE ALL-CANADA MAN
ABOUT CHAT's 1000 PERSUASIVE WATTS



of outside stations are the rich northern markets surrounding Timmins, Kirkland Lake and North Bay.

The national advertiser who solicits business ANYWHERE in northern Ontario from Sundridge to Hearts MUST use—

- CFCH North Bay
- CJKL Kirkland Lake
- CKGB Timmins

Radio is the dominant force in "the North" for entertainment and information. Sets in use are almost double the Canadian average. CFCH, CJKL, CKGB always earn a percentage of audience of 94 or better.

If you have distribution in northern Ontario, you need

CFCH NORTH BAY **CKGB TIMMINS**
1000 Watts 600 Kcs. 5000 Watts 680 Kcs.

CJKL KIRKLAND LAKE
5000 Watts 560 Kcs.

Get the facts from

NATIONAL BROADCAST SALES

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

STATIONS

CFRA Loses "Lucky Charm"



The Optimist Day Parade in Ottawa had a disastrous end for radio station CFRA. In the above graphic photo station manager Frank Ryan examines *Lucky Charm*, 100-time ribbon winner and pride of the station-owned Kilrean Farm. Ryan, mounted on *Lucky Charm*, was grand marshal of the parade in the raiment of "The Cisco Kid" when the horse slipped on the smooth pavement and broke its hip. He was destroyed that night and when Ryan announced his death on his "Farmer's Notebook" the following day, letters and phone calls came in from all over the Ottawa Valley.

Charm had appeared in every country fair and practically every promotion effort the station had staged. His obituary, given by Ryan on "Farmer's Notebook," went into the records as "one of the finest and most sincere animal stories in the annals of radio." In the picture above, which The Ottawa Journal used front page, farm foreman Herb Rothwell, who trained the highly-skilled equine performer, is seen standing beside Ryan.

Emergency Mission

Yorkton, Sask.—Radio took to the air recently on an emergency mission to Sturgis, Saskatchewan, 56 miles north of Yorkton, when a stove-started fire burned four business blocks to the ground in that northern Saskatchewan town.

The fire started when a stove exploded in the local newspaper office shortly after 10 o'clock on a recent Sunday morning, and a call was immediately relayed to CJGX, Yorkton.

In response to broadcast appeals, fire-fighting equipment was rapidly moved in from Canora, Preeceville, Hudson's Bay and Kelvington to assist the meagre equipment of the Sturgis fire department in quelling the blaze. Before the fire was brought under control by the combined efforts of all fire departments, and a change in the wind, four buildings had been completely destroyed and damage done to the extent of \$75,000.

(Continued on next page)

Please

Excuse us if we have no copy for this issue advertising our sterling array of shows for your clients—but we're just too gosh-darn busy!

**THIS SPACE
RESERVED
FOR
(THE VERY BUSY)**

Monty Hall

PRODUCTIONS

74 COLLEGE ST.
PHONE
MI. 6010 - MI. 4347

A PROVEN SUCCESS!

IT'S Laugh-Time ON

YOUR STATION WITH

The Duke of Paducah
AND HIS BIG CAST OF SONG AND FUN STARS ON
PLANTATION HOUSE PARTY

It's BUILT to SELL — for you and your sponsor!

Contact your

ALL-CANADA MAN
for audition discs!

(See Page 18 for SUSPENSE)

THIRD MILESTONE



His Worship Mayor Wilson of Verdun is seen above cutting the first piece of CKVL's 3rd birthday cake beside station manager Corey Thomson and Mrs. Thomson. Roger Baulu is at the mike giving a commentary for the radio audience while members of the station's staff look on.

As soon as the information was received by CJGX, Bill Liska, production manager of the station, took off in a Cessna "170" aircraft with a tape recorder to cover the event first hand. Liska relayed up-to-the-minute reports to the station right from Sturgis, and arrived back in Yorkton early the same evening with a half hour actuality broadcast on tape.

MAY HAVE NEW STATION

Portage La Prairie.—This Manitoba town may have a radio station in the near future.

Application to incorporate a proposed company for \$100,000 to be known as the Plains City Broadcasting Company is already before the provincial secretary. Signing the application were Miss W. Moore of Dawson Creek, George Ioanidis and Mayor H. L. Henderson.

Application will be made for a license when permission to incorporate comes through. Stock in the company will be as follows: \$60,000 preferred stock at four per cent and \$40,000 common stock.

Power output planned for the station is 250 watts.

Five families were left homeless by the fire, and the people of Sturgis are co-operating with CJGX and the Red Cross in organizing benefit shows and dances to provide a fire relief fund for the destitute.

Four citizens were injured during the fire—three burnt and one woman had her ankle broken.

STUDENTS READ NEWS

New Westminster. — A novel newscast is being sponsored over CKNW by a New Westminster men's wear shop.

The 15-minute newscast at 8 p.m. nightly, sponsored by Gregory-Price Ltd., will feature a guest newscaster each Sunday night. A different high school student will be chosen each Sunday to deliver the news.

The Sunday "newscaster" will be chosen by elocution teachers in various high schools in the area, and through the year 52 new voices will be heard on the 8 p.m. news over the station.

PROGRAM WITH A PURPOSE

St. Boniface.—A program with a purpose has been launched over CKSB. It is known as the "Happiness Campaign" and this marks its third season.

This year the program, styled for children, hopes to get enough money from listeners to purchase a piano for patients at the St. Boniface Sanatorium. Objective is \$400.

Claude Cloutier is emcee on the hour-long, five-days-a-week show which features songs and stories for kids.

They shall have Music

While most school broadcasts are heard in the classrooms on a "take if you want it" basis and consist of lectures or stories on music only, CKCW's Basic Course in Music Appreciation embraces lectures and review questions and has been endorsed by the Moncton School Board and incorporated into the school curriculum for all Grade Eight pupils.

Just another of Lionel's community activities.

CKCW
MONCTON NEW BRUNSWICK
The Hub of the Maritimes
 REPS: STOVIN IN CANADA; MCGILLVRA IN U.S.A.

COMING — SOON!

A NEW, POWERFUL VOICE IN MANITOBA

5000 WATTS
1080 KC.

The newest thing in radio! Power where you want it. Three - tower directional antenna covers all the rich Manitoba market.



CKY

IN WINNIPEG and MANITOBA IT'S

REPRESENTATIVES: ADAM J. YOUNG, JR., INC., U.S.A.
H. N. STOVIN & CO., CANADA

QUALITY COUNTS

Ask the Stovin Man to show you CJOR's "Proof of Quality" — as demonstrated in the hundreds of letters received from satisfied local advertisers. These are the merchants who SEE RESULTS day after day when they use CJOR. Their local story is important when choosing your national list of stations.

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

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

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

"MADDENING"

IS THE WORD . . .

. . . and it's the same word when you miscalculate in choosing an advertising medium. You never miss when you select CKLW to do a selling job for your product in urban and rural Western Ontario. A few facts that prove 50,000-watt CKLW a terrific selling sensation in this market are: Top audience acceptance, according to Elliot Haynes ratings; tops in entertainment, 24 hours daily; coverage—222 counties in Canada and U. S. A.; population over 18,000,000; radio homes, 5,106,088; 1947 retail sales 15,371,171; 1947 food sales 4,124,731; general merchandise sales 2,203,396; 1947 drug sales 453,294. (All money values in thousands of dollars.)

Wise time buyers channel their sales messages through "go-getting" CKLW for increased profits in Western Ontario. You, too, can depend upon powerful CKLW for resultful spending, when you launch your next sales campaign in this lucrative area.

SOURCES: Coverage data compiled from county data of Bureau of Broadcast Measurement 1948 (Radio Homes). Sales Management, May 10, 1948 for balance of data.



CKLW

AM AND FM

THE GOOD NEIGHBOR STATION
WINDSOR ONTARIO

CANADIAN BROADCASTING
CORPORATION

MUTUAL BROADCASTING
SYSTEM

MEMBER OF CANADIAN
ASSOCIATION
OF BROADCASTERS

REPRESENTATIVES: H. N. STOVIN, CANADA • ADAM J. YOUNG JR. INC., U.S.A.

AGENCIES

NEW AGENCY

Toronto.—Ben Sugarman Limited, Toronto advertising agency, has been granted recognition by the directors of the Canadian Association of Broadcasters, it was reported by Arthur Evans, CAB secretary-treasurer.

The firm of Ben Sugarman Limited was established by brothers Ben and Sydney Sugarman in June, 1946, as an advertising, publicity and public relations business. Ben Sugarman, president of the agency, was with The Toronto Daily Star for eight years prior to the war, and later saw service with the RCAF. His brother Sydney is vice-president of the agency and is also president of the Toronto chapter of the Direct Mail Advertising Association.

Others on the staff include: Joseph H. Miller, production and media manager; Mark J. Markus and Albert R. Gellman, account executives.

AIKIN & McCracken

Toronto.—Wentworth Canning Co. Ltd. (Hamilton) has started the half hour Saturday night show, "Harvest-number, please," over CFRB, Toronto, featuring Jack Dawson and Michael Fitzgerald with music by Doris Veale, and advertising Harvest Margarine. The program is scheduled for 25 weeks and is written and produced by Alf Lewis.

Hartz Mountain Products has started the 15-minute weekly transcribed "Canary Pet Show" over CFRB, Toronto and CJOB, Winnipeg, advertising canary and dog foods.

JAMES LOVICK

Vancouver.—Nelson's Laundries Ltd. has started a six-month twice a day flash announcement campaign over CKNW, New Westminster.

HARRY E. FOSTER

Vancouver.—Mutual of Omaha (Insurance) has scheduled the three-a-week transcribed "Wings of Song" over CKNW, New Westminster, to run through until March.

ERWIN, WASEY APPOINTMENT

Montreal.—Ernest H. Smith has been appointed manager of the radio department of both the Toronto and Montreal offices of Erwin, Wasey of Canada, Limited, it has been announced. Smith was formerly with CFCF, Montreal.

R. C. SMITH

Toronto.—Vita-Crisp Salads Ltd. has a six-month participating spot series going to CHUM, Toronto, and heard twice a week on "Larry Mann's Coffee Shop."

HAROLD F. STANFIELD

Montreal.—Reliance Chemicals has a spot announcement campaign going to a number of stations coast to coast until January advertising its Anti-Freeze.

MUTER & CULINER

Toronto.—Hillcrest Motors has started two Sunday newscasts (1 p.m. and 6 p.m.) over CFRB, Toronto, featuring Gordon Cook.

RUTHRAUFF & RYAN

Toronto.—Lever Brothers Ltd. (World Brands Division) has picked up the sponsorship of the former sustainer, "Alan and Me" heard over the Dominion network Sundays at 7 p.m. (EST) and advertising Good Luck Margarine.

AGENCY MOVES

Toronto.—The local office of Vickers & Benson Ltd. has moved to larger premises at 380 Victoria Street with a new telephone number, ELgin 6301.

WILLIAM ORR

Toronto.—Plymouth Cordage Company (Welland) has returned its five-minute five-a-week "Fisher's Forecast" to CFCY, Charlottetown and CJLS, Yarmouth, with a spot series going to CJCB, Sydney and CHSJ, Saint John. Heading into its fourth year the campaign is aimed at the fishing market and advertises hard fibre ropes.

Muter & Culiner Limited advertising agency

announces that

Eddie Gould

has joined the firm as a director and Vice President.

Mr. Gould is well known in the Advertising Profession having been associated with McConnell, Eastman and Company, Limited, for the past fourteen years as Account Executive and Radio Director. Coincident with the appointment of Mr. Gould the firm will be known as —

Muter • Culiner • Frankfurter & Gould LIMITED



137 WELLINGTON STREET W., TORONTO

WANTED

Experienced Radio Salesman For Position Of Assistant Sales Manager.

— DON'T APPLY —

Unless You Can Produce Results. Right Proposition To Right Man. Address Applications And Credentials To Manager, Station CKMO, Vancouver B.C.

STOP

LOOK

& BOOK

CKCK REGINA

The Buckle On Saskatchewan's Money Belt

REPRESENTED BY

ALL-CANADA RADIO FACILITIES LTD.
TORONTO MONTREAL WINNIPEG CALGARY VANCOUVER

The Voice of the Eastern Townships

CHLT
(FRENCH) 900 Kc. 1000 Watts

CKTS
(ENGLISH) 1240 Kc. 250 Watts

SHERBROOKE, QUE.

Representatives
JOS. A. HARDY & CO. LTD. — CANADA
ADAM J. YOUNG, JR. INC. — U.S.A.

WANTED

One or two ANNOUNCERS for non-network Western station. Not interested in drifters or hot-shots. Good pay for good men. Apply stating previous experience and background, salary expected, etc.

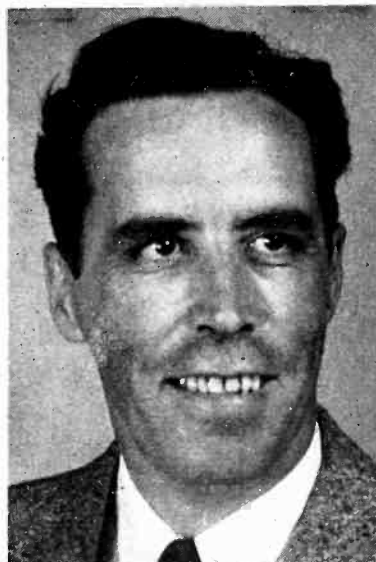
Box A-35
Canadian Broadcaster & Telescreen
163 1/2 Church St., Toronto

OBITUARY

Jack Murray

Toronto. — Originator of the pioneer quiz program, "Treasure Trail," Jack Murray, president of Jack Murray Ltd., died in the Toronto General Hospital, November 11. He was 43 and is survived by his wife, Muriel, who is carrying on the business, and a son, Kirk.

Jack Murray broke into radio as a sports announcer and salesman at the old CKCL, Toronto, in



1930. In 1933 he went to CFCO, Chatham, as commercial manager. In 1936 he became radio director of Tandy Advertising Agency, Toronto, and resigned as vice-president and general manager in 1943 to open Jack Murray Productions (later Jack Murray Ltd.).



TIPS TO TIME SALESMEN

Fourteen Sure Ways Not To Land An Account

1. Bandy around a lot of superlatives when you approach the buyer. Statistics are so dull.
2. Always push your wife's favorite program down the client's throat.
3. Have a long succession of planning meetings and script conferences to make it sound really difficult.
4. Always slam the hell out of other media's research. That really fixes it.
5. Discredit all research by laughing at any unfavorable survey.
6. Raise doubt about radio by ridiculing the "other station."
7. Show the client what a fool he is by disparaging his efforts in other media.
8. Ignore your rate card to make sure the agency is as confused as the client.
9. Never mention cost per listener or inquiry which might prove constructive.
10. Create a "top secret file" for all radio success stories.
11. Concentrate on elaborate brochures instead of what goes into them.
12. Describe in great detail your millivolt contours, the high fidelity capacity of your pickup heads, and the acoustic perfection of your studios.
13. Clever men study radio. Don't waste your time. Be unformed.
14. Buy a crock. The client is always a lush.



CKCH

1000 WATTS — 970 KC.

RATINGS FROM 20.9 to 42.8

Representing between 80% to a high of 90% of all sets turned on during daytime hours.

385,167 French people in CKCH's coverage area — Ottawa, Hull — and all or part of 19 surrounding counties.

CKCH French programs outdraw nationally known programs.

CKCH Studios
121 Notre Dame St., Hull, Que.

Canadian Representative: Omer Renaud & Co.,
Montreal, 1411 Stanley St. Toronto, 53 Yonge St.

U.S. Representative: Adam J. Young, Jr., Inc.,
22 East 40th Street, New York, N.Y.

Stretch
YOUR PUBLICITY BUDGET WHERE A DOLLAR REACHES MORE PEOPLE

A SMALL WEALTHY MARKET IS BETTER THAN A LARGE POOR ONE

CJDC

DAWSON CREEK

Serves Canada's Richest Grain Area

ASK RADIO REPS.

*Have you heard about our Roy Darling — one of North America's finest disc jockeys. Write us about him.

Sell! Sell! Sell!

MANITOBA

WITH

CKRC

WINNIPEG

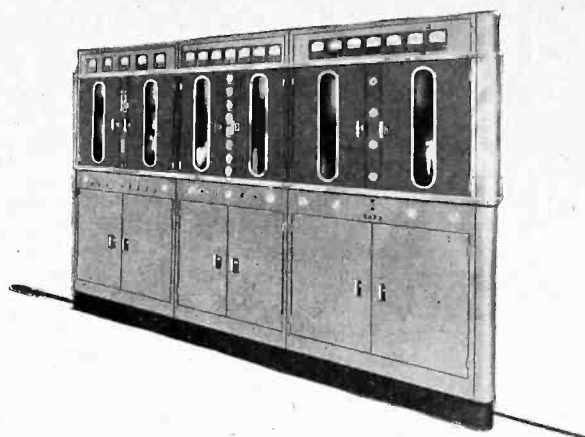
5000 WATTS DOMINION NETWORK

REPRESENTATIVES

ALL CANADA RADIO FACILITIES IN U.S.A. - WEED and CO.

your
best
buy
in.....

AM

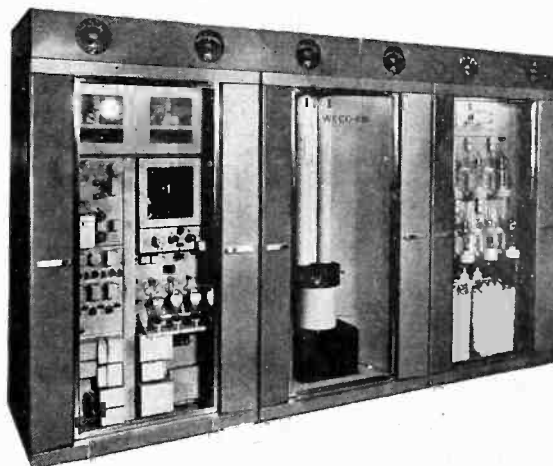


Complete line consists of 250 Watt, 1 KW, 5 KW (shown) and 50 KW transmitters—Antenna Coupling-Phasing Equipment and Accessories.

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.

your
best
buy
in.....

FM



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 TRANS-VIEW 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

C O M P A N Y L I M I T E D

CANADIAN TELESCREEN

Vol. 2, No. 22

TV and Screen Supplement

November 23rd, 1951

FIRST STEP TO CBC-TV

Montreal. — The Transmission and Development Department of the CBC's engineering division brought television for Canada one step closer recently when the findings of its comprehensive survey for a TV transmitter site in this city were made known.

The nine-month survey, which established Mount Royal as the most practical point from which to beam TV signals to local and outlying districts, is the latest step in the corporation's preliminary television planning, pending the approval of a \$4 million government loan. The survey involved a new wave-propagation theory developed by CBC engineers, but the results are as yet unknown.

Results showed that, of all sites tested, more people would receive a stronger signal, especially in the downtown area, from a transmitter on Mount Royal. The CBC crew used specially designed transmitting equipment for the test and signal strength was compared through the use of mobile receivers, which toured the entire island and to some extent the out-

lying areas within 50 miles.

The CBC reports that their engineers do not believe that "ghost images," caused by multiple reflections of a TV signal off buildings, will present a serious problem to viewers in the Montreal area as they can be controlled by proper antenna installation.

Television surveys have also been conducted in Toronto, although not to the same extent, the CBC says. Topographical conditions in Toronto are very different from those of Montreal and coverage of this area will not present the same problems, it is claimed.

U.K. AIRS COLOR

London, Eng.—Color television was publicly shown for the first time in Britain recently at the Radiolympia here. The new device, made by the Pye Company, Cambridge, depends on three-color mechanical scanning with rotating colored discs in both the camera and receiver. It is reported that colors of fibres, fabrics, skin texture and various parts of the human body come through true to life. At present the system has only been used in closed-circuit transmissions.

TEE VEE ACTION

New York, N.Y. — The FCC color television hearings, delayed time and time again by the heated wrangling and claims and counter-claims, were indefinitely suspended after an explosion and fire had swept through the Post Office Building in Washington.

Before the fire, a revised schedule of hearings had been introduced which hinted that no decision would be possible until around late April or May. More direct testimony was scheduled but now even that has been set back. The original timetable called for comparative demonstrations of the various systems during the week of November 14.

(This schedule may have been followed by the time this comes out.) The commission denied RCA's request for postponement of the November 14 demonstrations but then turned right around and announced that additional comparative demonstrations will be held on February 8.

Starting February 13 more direct testimony is scheduled to be followed by cross-examination. As for the vhf-uhf hearings, it is expected that another summer will have come and gone before the freeze is lifted. Which means that after the remaining 10-odd construction-permit holders have taken to the air, there will probably be no new stations on the air until well into 1951.

The color hearings are expected to be resumed in the Commerce Department auditorium.

A survey of 2,000 television families in the Los Angeles area by Woodbury College found that radio is a dead pigeon in homes owning video sets. It was also determined that video families visit friends and relatives less often, read fewer books and attend fewer movies.

The study showed that in L.A. sports represent the favorite programming followed by wrestling and Milton Berle (variety). When asked if they would be willing to pay a fee to witness a telecast of a sporting event, 60% of the interviewees said no. An emphatic no was given when they were asked if they would be willing to pay 25 cents to see television on a screen in a theatre.

Ballantine Ale & Beer will pick up the tab for NBC-TV's "Believe It or Not" show—a program almost set for the mothballs.

Ford will sponsor special telecasts of the United Nations sessions over CBS-TV starting November 7. No commercials will be televised—only a "Ford presents . . ." and "Ford has presented . . ." at the opening and close.

Screen star Charlie Ruggles has started a new domestic comedy program over the ABC-TV network.

Because RCA Victor and Sea test want to make a pitch for summer sales, "Kukla, Fran Ollie" will take an eight-week hiatus December 30, and continue on the air through the summer.

CBS has sold the Groucho Marx show to De Soto, effective January 1, and, starting in the fall of '50 this show will be simulcast by AM and TV.

NBC and the French broadcasting system have made a deal in which the entire TV newsreel libraries of each will be available for exchange.

CJCA

Edmonton has higher building permit valuation per capita than any U.S. centre!



Thrilling Entertainment
AUDITION DRAMAS of the COURTS

The most exciting criminal cases in history . . . dramatized in 52 suspense-filled half hour programs.

Your

ALL-CANADA MAN

has the full story and audio discs

(See Page 4 for ADVENTURE)



FOR THESE ARTISTS

- ARLOW, Herb
- COWAN, Bernard
- DAVIES, Joy
- DENNIS, Laddie
- DIAMOND, Marcia
- FITZGERALD, Michael
- FLETCHER, Susan
- FOSTER, Dianne
- FOWLER, Dorothy
- GARDEN, Mary
- GOTT, Herb
- HANDLEY, Joe
- HARRON, Donald
- HUMPHREYS, Peter
- LAFLEUR, Joy
- LOCKERBIE, Beth
- MILSOM, Howard
- NELSON, Dick
- NESBITT, Barry
- O'HEARN, Mona
- RAPKIN, Maurice
- ROUSE, Ruby Ramsay
- SCOTT, Sandra
- WALSH, Elizabeth
- WILLIS, Austin
- WOOD, Barry

Day and Night Service at Radio Artists Telephone Exchange

The Office of
MART KENNEY
FOR THE FINEST IN ORCHESTRAS, ACTS, AND ENTERTAINMENT . . .
125 DUPONT ST. TORONTO, ONTARIO • PHONE KI.3147

★ ★ ★ ★ ★
FINAL
EDITION

The Vancouver Sun

FOUNDED 1886 VOL. LXIII—No. 276 VANCOUVER, WEDNESDAY, SEPTEMBER 14. PRICE 5¢

B.C. POPULATION UP 36.7%

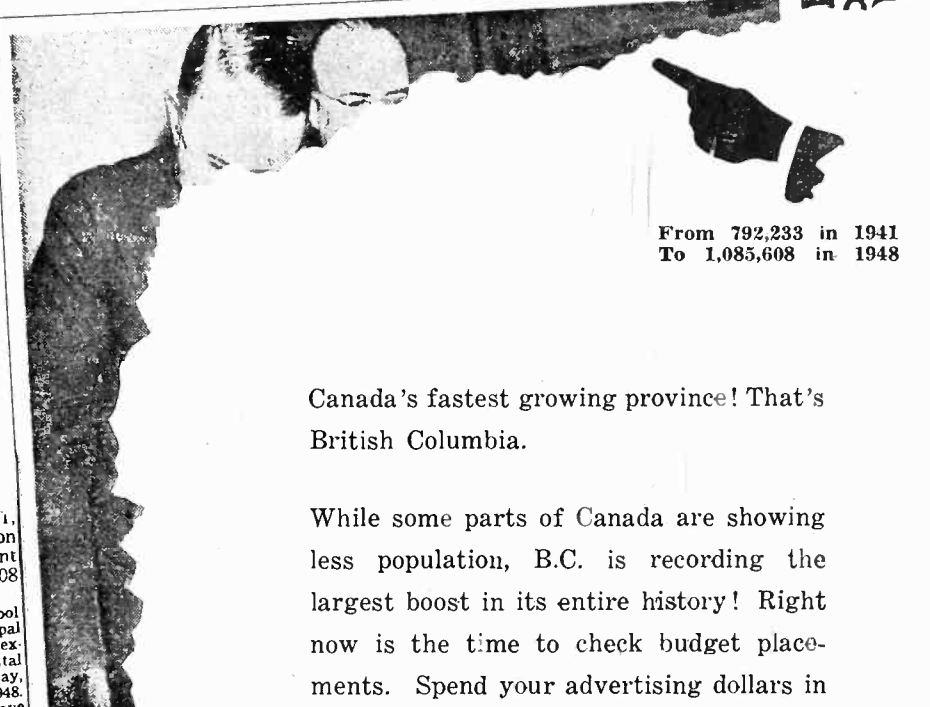
**Million
People
In B.C. Now
Hits New
High of
1,085,608
Persons**

By Sun Staff Reporter
VICTORIA, Sept. 14.
Since last census in 1941, British Columbia's population has jumped by 36.7 percent to a new high of 1,085,608 persons.

The official estimates by school districts, made by municipal authorities and statistical experts, were released by the vital statistics division here today, covering up to the end of 1948. Several B.C. districts have more than doubled since the last census. There are few decreases and what there are chiefly reflect a movement of people from unorganized into organized territory.

In 1941 the census showed B.C. with a total of 792,233 persons of which 612,272 were in organized areas, 174,437 in unorganized regions and a further 7,524 who did not come within a school district.

This has been boosted since by 291,375 persons with the new total showing 921,488 persons in organized areas, 156,670 in unorganized and 7,450 outside of school districts.



From 792,233 in 1941
To 1,085,608 in 1948

Canada's fastest growing province! That's British Columbia.

While some parts of Canada are showing less population, B.C. is recording the largest boost in its entire history! Right now is the time to check budget placements. Spend your advertising dollars in proportion to the greatest possible potential. Rich new markets are right here in this province.

Your B.C. budget should be up!

**HIGH-LEVEL
Britain's
Finance, I
Tuesday.
monetary**

BROA



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

BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

CHWK—CHILLIWACK
CJDC—DAWSON CREEK
CFJC—KAMLOOPS
CKOV—KELOWNA
CHUB—NANAIMO

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

CKMO—VANCOUVER
CKWX—VANCOUVER
CJIB—VERNON
CJVI—VICTORIA
CKNW—NEW WESTMINSTER



Whether it's the Belleville Intelligencer or the WIARTON ECHO...

East to Belleville, northwest to Wiarton and at points in between, a series of newspaper advertisements is bringing CFRB listeners a glimpse of program personalities.

To you the advertiser, this active promotion of CFRB in the Ontario press in addition to continuous air promotion means a strengthening of CFRB Ontario listenership... another reason why CFRB is still the No. 1 buy in Canada's No. 1 market.

Put your dollars where the dollars are!

CFRB

50,000 watts—1010 kc.

Representatives:
United States: Adam J. Young, Jr., Inc.
Canada: All Canada Radio Facilities Limited