

CANADIAN BROADCASTER

AND TELESCREEN

Vol. 9, No. 2.

TORONTO, ONTARIO

January 25th, 1950

COMMISSION MULLS EASTERN BRIEFS

Fredericton, N.B. — In a brief presented before the Royal Commission during hearings here last week, Malcolm Neill, manager of CFNB, charged that the CBC permits, in many of its daytime commercial programs, advertising which is more than double the 10 per cent limit, although permission to exceed this limit has never been granted to private stations.

In the 14-page brief, Neill stated that the regulations of the CBC "are in some instances used to protect its operation and services from private station competition . . . such use of regulatory powers is not only unfair to private stations, but also not in the best interests of the listener."

Neill went on to criticize sales methods and commercial activity of the CBC. He said that network advertising rates, with few minor exceptions, hadn't been raised since 1937. "This, I submit, is completely unrealistic, indicating lethargy and lack of initiative in the CBC commercial division, and no doubt accounting in no small measure for the recent request from the CBC for an increase in the listener licence fee." The CBC should follow standard economic practices, the CFNB manager explained, "and endeavor to meet its costs, at a time when the demands for its services are greater than ever before, by increasing its rates to meet costs rather than by increasing commercial volume to the detriment of itself and the private stations associated with it."

The Commission heard also from the New Brunswick Provincial Council of Women, who praised the CBC for "the excellent work it has done in the shaping of the consciousness of Canadian nationhood in the minds of its listeners."

Endorsing the encouragement by the CBC of Canadian music, drama, discussion and criticism, the Council said it deplored "the large amount of time devoted to the so-called soap operas, with their tiresome and far-fetched advertising, their unfortunate views of life, and their stress of neurotic and over-emotional elements." In-

stead, the brief said, there should be "stories which treat of Canadian conditions, make use of authentic background and bring in Canadian place names."

While in Quebec a week before, the Commission was told by the 350,000-strong Canadian Congress of Labor that the CBC should maintain strong control over radio and television, warning that an independent authority to regulate both the CBC and the private stations would mean Canadian radio would be "swallowed up" by U.S. interests.

Referring to the private stations' demand for an independent body, the CCL said: "If this demand is granted, our Canadian system of broadcasting will ultimately disappear and we shall have in its place a carbon copy of the American system, and a carbon copy made in the U.S. at that."

"The development of television only reinforces this argument," the CCL brief stated. "The private broadcasters are trying to secure recognition of a privately-owned radio system operating on an equal footing with the CBC. If they can get that, it will be easy to do the same thing for television. But the amount of capital required for television is so large that in fact there cannot be two competing systems. The economic waste would be colossal and flagrant," it said.

Later, during the Saint John hearings, the Maritime Federation of Agriculture supported the CBC, saying that farm broadcasts by the national system, "the largest discussion group in the world," would be impossible under any system of private control of radio.

The Federation, representing some 50,000 farm families throughout the Maritimes, said rural citizens were particularly dependent on radio for news, market information, weather reports, religious programs, national affairs and "countless other services which can best be provided by a national broadcasting system and with little possibility of slanting to suit advertising or other interests."

RUMOR 2 NEW STATIONS IN B.C.

Vancouver. — Establishment of two new radio stations in B.C. is under discussion in various quarters, according to word here.

Hector Spracklin, agent for the so-far anonymous backer of one project, said that only the approval of CBC board of governors was needed before construction starts on a transmitter site in North Vancouver. The estimated

cost is around \$150,000. The application is scheduled to be heard during the first week of February.

Also under consideration is a new station in the Fraser Valley. Boards of Trade in the area have been hearing details of the proposed station before deciding whether to put their weight behind the application.

"BACK TO BED" CLUB



STAN HARRISON PLAYS HIS "FLUGLEHORN" to wake up his Montreal listeners over CFCF. Engineer Russ Taylor acts as straight-man for Stan's early morning jokes while he keeps his eye on the control panel. The new program is presented by remote control from the window of Dinty Moore's Restaurant, located just across the street from the CFCF studios on St. Catherine Street in downtown Montreal.

Montreal.—Station CFCF opened what is said to be the smallest studio in Canada here in a window of Dinty Moore's restaurant on Ste. Catherine Street. Studio "D," as it is called, opened at 8.15 one morning recently and, regardless of its compactness, it boasts Montreal's largest announcer, Stan Harrison, who tops the scales at 254 pounds, and is the originator of this city's newest club, "The Back to Bed Club."

Describing his brainchild, Stan, who appears in the official uniform of the club, i.e. flannel night-shirt and night cap, with candlestick at the alert, says he loathed the idea of getting up. "But if a guy could get out of bed," Stan claims, "walk around until he was thoroughly awake, then say 'the heck with it' and get back to the blankets, he would feel more like getting down to a leisurely breakfast rather than hurrying things up and collecting a new crop of ulcers."

Harrison's morning stint in the window studio consists of spinning records, throwing amiable remarks to the girls who pass by on their way to work and telling the listening audience about them, the usual spot ads, and unrehearsed conversation with patrons in the restaurant.

According to him the latter has its pitfalls. Just after the New Year celebrations he accosted two Americans, who were in Dinty Moore's, and they gave as their reason for being out so early that they "had been kicked out of the house." Stan removed his mike very hurriedly.

Every morning Stan has members of his club for breakfast, with most of them getting in on interviews. They are also given the chance to say "hello" to their friends over the air and the lady of the party is presented with an orchid, with the compliments of Dinty Moore.

The restaurant window has

been converted into an authentic sound-proofed studio with two turntables, three mikes — one a traveller—and a console. Originally the window was dressed with a fish-tank containing gold fish and four turtles, about whose demise several suggestions have been made. One school of thought has it that the fish duly became fish-cakes and the turtles, soup.

Harrison and his confederate, engineer Russ Taylor, are reportedly unpredictable gentlemen when it comes to airing the morning show. One stunt Stan pulled was against all the ethics of the city's tramway practices. One morning he rushed out of the restaurant, boarded a stationary streetcar, presented his mike and a five-dollar bill, for which he demanded change. He got his change, made the conductor an honorary member of the "Back To Bed Club" and returned to his window to study the puzzled face of Taylor.

Ralph Carney, manager of Dinty Moore's, declared people are already talking of the program and if they keep turning up for breakfast as they have been doing, it will be necessary to reopen the other half of the restaurant. This will definitely happen during the summer months when the tourists start arriving in the city, Carney says. At the same time, an official of Canadian Marconi said that the company is completely satisfied with the reception they are receiving in the new venture and so long as it continues they will not return the show to its original studio in King's Hall.

Membership cards for the club show a cut of sleepy-eyed Harrison in official garb, slumped on a table with a mike, and read: "This is to certify that (so-and-so) is a 2 yawn member of the CFCF Back To Bed Club" and signed by president Stan Harrison and vice-president Russ Taylor.



Wrigley's swing to selective radio



CLIMAXING a 13-week test campaign
in three Ontario markets,
the WM. WRIGLEY JR. CO. LTD.
—acting on RESULTS alone
—has extended its schedule for

“THE CISCO KID”

**TO TWENTY-FOUR
MARKETS FROM THE
ATLANTIC TO PACIFIC**



**All-Canada Radio
proudly acknowl-
edges the parts
played by:**

**CFPL LONDON
CFRA OTTAWA
CKEY TORONTO**

... in this outstanding endorsement
of **SELECTIVE** Radio by Wrigley's
and J. Walter Thompson Co. Ltd.

ALL-CANADA RADIO FACILITIES *Limited*

Radio's Foremost Advertiser Service Organization

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL



PEOPLE

Marconi AGM Named



Montreal. — John J. Kingan, former assistant to Canadian Marconi Company's general manager Stuart M. Finlayson, has been named assistant general manager of the company, Finlayson has announced.

Kingan was named assistant to Finlayson in October, 1947, after serving as project engineer since his discharge from the RCCS in 1945. During the war he was alternately assigned to the army and navy, where he supervised construction of wireless stations, and finally attained the rank of lieutenant-colonel, serving as general staff officer at Signal Headquarters.

NAMED CFAC SALES MANAGER

Calgary.—A. R. MacKenzie has been appointed to the sales manager post at CFAC here, it was announced by station manager A. M. Cairns.

MacKenzie, formerly executive assistant to H. R. Carson, All-Canada Radio Facilities president, was originally a newspaperman

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.**

with The Edmonton Journal. In 1942 he was chosen to analyze the methods of major U.S. and Canadian merchandisers, and the manual he prepared as a result was widely used by the Columbia Broadcasting System.

He also prepared a manual for the effective presentation of advertising on the air and has done special assignments for the CAB, including participation in the preparation of submissions on private radio for two parliamentary committees. On behalf of the CAB, MacKenzie presented his "Practical Approach to Profitable Radio" before the 1948 convention of the ACA.

AUSSIE BROADCASTER TOURS WORLD

Vancouver. — An Australian radio man, Bill Arthur, has left Vancouver on the last leg of a round-the-world trip that has taken him to interviews in 20 countries in more than a year of travelling.

Arthur, who is master of ceremonies for the Australian Broadcasting Commission, took his own life savings with him when he left for Capetown 13 months ago, bought a tape recorder there and started through Africa.

He was headed ultimately for the world gymnastic festival in Stockholm, to get material for his program, "Over to Youth." But he found so much material along the route that he was only half way through Africa when the festival was due to start.

Arthur persuaded Scandinavian Airlines to fly him to Sweden, where he found he was a one-man delegation surrounded by 17,000 tumblers from 50 nations. He spent part of his time giving demonstrations of Aussie gym exercises, as well as doing his radio work.

Now he's headed back down under, with enough programs for a whole year waiting for him on his desk.

NAMED TV DIRECTOR

Toronto. — Frank Flint, radio director of McKim Advertising Limited, has been made director of the agency's television activities, following a trip to the United States where he made a study of the new medium, especially as it affects low-cost sponsorship.

For the past three years Flint has been making a study of the development of the sight-and-sound medium, and reports that present high costs make the biggest problem the industry has to face.

STAFF SHUFFLE AT 'WX

Vancouver. — Staff changes at CKWX have sent promotion manager Joe Midmore to the news-reading staff, switched Ken Hughes into Midmore's position and made Reo Thompson Assistant production manager. On the technical side, Charles Smith replaces Jack Gordon, who has resigned, as chief engineer.

Midmore will be the first of a special staff of "voices" who will do nothing but read news and announce special events, disassociated from commercial and program announcing.

CKNB CAMPBELLTON N.B.

January 25, 1950

Dear Mr. Time-Buyer:

The winds are howling down here along the Restigouche but not so our many advertisers who are gearing themselves for a mighty productive year.

Business so far looks very good on all levels but more so at the local level. Local accounts are still growing too, and these boys know but fast if we're delivering the goods or not.

If you have a client who is planning distribution in Northern New Brunswick or on the Gaspé coast ; if you want your advertising for his product to reach the people of these districts with real sales impact and with heavy penetration at a very low per-listener cost . . . then CKNB will certainly do a job for you.

Yours very truly,
Stan Chapman
Station Manager

CSC/LG

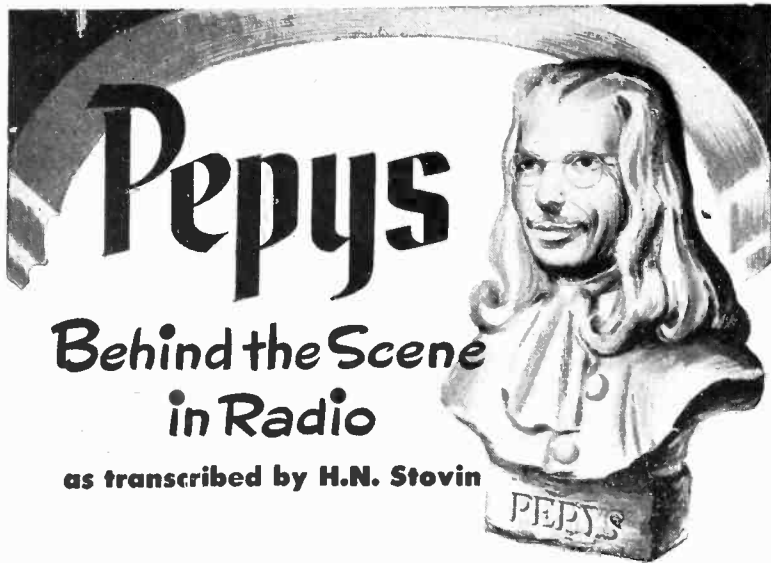
AN ALL-CANADA STATION

BUSINESS Was never Better!

in the prosperous "Heart of the Maritimes," and Lionel, the Great Swami, has a peek into his crystal ball to satisfy himself it's going to stay that way.

New Brunswick buyers are swamping the stores everywhere. Merchants reported a record Christmas. Advertised goods are what they are all after, and advertising in the Maritimes means CKCW, Moncton.

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



But lately from Montreal where I did call on many old friends and business acquaintances in advertising agencies, and discussed current business conditions and 1950 prospects. Found an optimistic outlook everywhere confirmed by current bookings, with promotional activities well advanced in planning stages ● ● ● Did take not less than six taxis in Montreal and talked radio to the driver of each, asking him what station French people listened to, and without exception was told CKVL Verdun. Having thus scored 100%, did regard myself highly as an interviewer, although my faithful secretary, looking over my expense account, comments that it is a plaguey expensive way to conduct a survey ● ● ● Was delighted to receive a visit from a representative of the National Employment Service, who visited me as an employer, and enlightened me on job opportunities in various aspects, such as trends in employment and unemployment, and did also discourse on applicants now available in comparison with last midsummer ● ● ● Judging from his information on a steady influx of individuals from all parts of Canada, Toronto would seem to be widely acclaimed as a centre of opportunity. Did wonder what is happening in the minds of some of our citizenry when I learned of applicants for jobs asking who provided them with the street-car tickets to be used in seeking a job ● ● ● The which is the sum of my meditations for today, and do repair now to my garden to see whether it is raining or below zero, for I do wish the season would make up its mind whether this is Winter or Spring.

HORACE N. STOVIN
& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

Representative for these fine Radio Stations

CHSJ Saint John	CHOV Pembroke	CHAB Moose Jaw
CKCW Moncton	CFOS Owen Sound	CJGX Yorkton
CJEM Edmundston	CFOR Orillia	CJNB North Battleford
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 Flon	VOCM Newfoundland

REVIEWS

"He Shoots, He Scores"

Probably no other name in Canadian, or anybody else's, radio is better known than that belonging to Foster Hewitt. Sometimes known as "the golden voice that built hockey," Hewitt's "he shoots, he scores" has been heard countless times across the length and breadth of the continent and overseas.

"He Shoots, He Scores!" tells of a fictitious character known as Mat Warren, young son of a one-time renowned professional hockey player. Mat is slow in developing an interest for his father's sport but he finally dons skates and starts on the road from "river rat" to hockey star. The climax is reached when Mat, a standout for Pittsburgh in his first season, is called in to help out Toronto Maple Leafs in a Stanley Cup playoff series.

The story is suitable for any starry-eyed youngsters who dream of a career in Canada's biggest sport, and also for those who don't but are nevertheless interested, for the author has given many examples of how the Maple Leaf empire is kept running. On the other hand a few things must be taken with a proverbial grain of salt. Here is one such case.

Smythe has just asked Mat if he wants to be a professional hockey player (the money he has received so far doesn't count), but Mat is worried about dropping an education. Smythe supposedly says that "professional hockey gives a young player a type of education he could never get in school." He goes on to explain: "All educators agree that travel is a great broadener. Now a professional hockey player visits at some time many of the larger cities in Canada and United States. If he chooses, there is the opportunity to tour art galleries, museums, and all the educational show-places of New York, Boston, Chicago, Detroit, Montreal and Toronto. If he is first of all in the minors, then a dozen other cities can offer him all their cultural advantages."

In his first attempt at fiction Hewitt shows a need for more experience and polish; his style in this work is abrupt and stilted. And too, the involved and unnatural direct narration which is used all too frequently spoils the realistic quality the author is striving for.

At the same time, though, there are few other men qualified, from the standpoint of familiarity with the game, the men and machinery behind it, to write factually about hockey. No doubt a great many people will look forward to reading another and improved work by Foster Hewitt.

In the meantime, Thomas Allen Limited, Toronto, will give you a copy of *He Shoots, He Scores*, on receipt of \$1.25. The kids should get a kick out of it.

—Briggs.



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
- ROWAN, Steve
- SCOTT, Sandra
- WILLIS, Austin
- WOOD, Barry

Day and Night Service
at
Radio Artists Telephone
Exchange

A Memo from Monty

for the past few months we have been providing a service for radio directors-on program ideas and package shows. It has been suggested to us that this regular memo would be of great value to Account Executives as well as members of Radio Departments, Reps. and Stations.

If you would like to receive regularly your free "memo from Monty"

simply write us at
74 COLLEGE ST.
TORONTO

Asking for this service.

Monty Hall
PRODUCTIONS

PHONE MI. 6010 — MI. 4347

CANADIAN BROADCASTER AND TELESCREEN

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

Published by

R. G. LEWIS & COMPANY, LTD., 163 1/2 Church St., Toronto 2, Canada
AD. 5075

Printed by Reg. Willson — 3 Chester Ave., Toronto — GL. 4844

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

Vol. 9, No. 2. 25c a Copy — \$3.00 a Year — \$5.00 for Two Years January 25th, 1950

None So Halt

Our first day in London, spent renewing acquaintanceship with old friends, brought forth unanimous "oohs" and "ahs" in admiration of a cowhide brief-bag we had recently acquired. These expressions of envy were accompanied by such remarks as: "You certainly don't want for much in Canada, do you?"

It was rather surprising, because we had bought that bag in London, for less than half we would have paid for one of lesser quality at home. We hadn't bribed anyone to let us buy it. We didn't know anyone in the rather second-rate store where we got it. We just went in and paid our money and took our choice. Yet everyone thought that bag was a screaming testimony of Canadian luxurious living.

This incident, and countless others along similar lines, furnish irrefutable evidence that even if the improbable happens, and the country throws out the present government when it goes to the polls on February 23, Socialism will have left its scars on the country's countenance, penetrating deep down into the national soul, and these scars will not be effaced for many years to come.

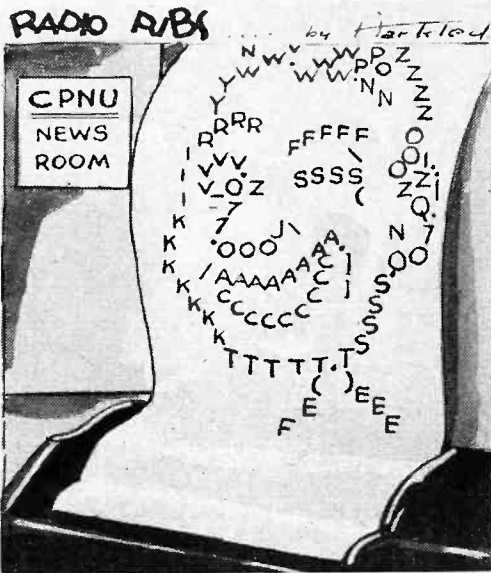
This is a thought that should be brought home to everyone in Canada where we have a government which has been adopting over the past decade, schemes identical to those of the British Socialists, but has contrived to keep its true shade from an unenlightened public by parading under the gross misnomer of Liberalism.

* * *

It is rather significant that now that the election is actually imminent, the British Chancellor of the Exchequer is proclaiming to the people glowing stories of the success that has attended the first two months of sterling devaluation. He hopes that people will credit him, when they go to record their votes, with stemming the surge of the economic disaster that faced the country by taking the step which he actually only took under the most acute pressure from the United States. Such is the memory of man, or rather the lack of it, that Sir Stafford Cripps will undoubtedly be able to make capital out of just that.

* * *

Arriving in England a couple of days before Christmas, we were struck right away by what appeared to be and



"Somebody in the Montreal office has been doodling again."

actually was a restoration of something akin to Christmas revelry, occasioned by an increase of rations of meat and candy. Further investigation proved, however, that the meat increase (to 22 1/2 cents worth a week) was only compensation for an increase in the ceiling price of what the Ministry of Food calls unappetizingly "carcass meat." Upping the vital sweet (candy) ration from one pound a month to one pound and six ounces was nothing but a temporary benefaction, with Christmas greetings from a loving government.

The amazing thing is that these benefactions are accepted by the people—all walks of people—as part of the prevailing scheme of living, without questioning by what right the government ordains what they may buy and how much they may pay for it. That is what Socialism has done to the soul of a people once known the world over for its traditional freedom.

* * *

Socialism might be likened to a sadistic psychiatrist, who took a group of healthy people and made them walk on crutches until they imagined they could not walk without them. To render them completely dependent on him, he became their perpetual helper and provider, telling them what they could do and where they could go, and then providing them with the money and means with which to do it. Then a doctor stumbled into the case and told them: "Your dependence is imaginary. You can walk just as you once used to walk." And the people looked at him.

Then they looked at their crutches. They thought of all the worry and anxiety of which the psychiatrist had relieved them. They thought how wonderful it would be to walk again unaided; but how deep their ignominy if they found they could not stand on their own feet. And being human beings, whose minds had forgotten the joy of self-dependence, they clung to those crutches, and continued to do the bidding of their provider.

* * *

The lesson to be learned by everyone who looks wishfully at State dependence, which is what Socialism must inevitably bring, is an awful one. Every cult, ideal, creed, school of thinking, can be subjected to the test of trial and error—except one. And that one is Socialism.

The Gospel Of Business

This is a continuation of our appeal in our last issue for a continuing campaign to be integrated into all commercial radio programs, towards the better understanding of our business system on the part of the public.

It is a sad but none the less valid reflection that the more people are subjected to Statism, the less they know about what is going on around them.

* * *

Last fall at the ACA Convention, the formation seemed imminent of an Advertising Council which would exist to undertake or at least supervise such projects as this.

If the ACA can be induced to get busy, and to recruit the assistance of its advertising agencies, it will be all to the good. If, on the other hand, action cannot be started right away, then it is up to private radio itself to get a move on.

* * *

The public has to be told that branded goods, on which the manufacturer stakes his reputation, are the safest buy of all. It has to be apprised of the fact that only through the system of competitive enterprise can it be assured of top values, because only by marketing top values can an industry hope to survive in the competitive field. It must be made to realize that advertising is honest statement of fact, and not just a promiscuous string of superlatives.

This is a job that radio can do, if it will act now, for the benefit of business in general. It will also react to the very specific benefit of radio as well.



JOS. HARDY

talks

ON QUEBEC MARKET No. 2

"If I say 'Good morning to you from Gaspé,' perhaps you will think I am on vacation! But Gaspé is a real business territory, too — 64% of all Quebec Fisheries production comes from the Gaspé coast, totalling more than \$1½ million a year. Cod is dried in large quantities for export to Europe, and the Quebec Government now has refrigerating plants in easy trucking distance of any catch. Then, too, Gaspé produces pulp, sulphite and lumber, and has deposits of zinc, asbestos, copper, iron and oil. You would see signs of real prosperity on every hand in the many new houses that are being built in every community. CHNC New Carlisle is well listened to, and could show good results if you told your sales story over it. For further details—ask Jos. Hardy."

For any information on
QUEBEC MARKET No. 2

and
"TRANS-QUEBEC" Radio Group
Telephone, Wire or Write to
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 (French)	1,000 w.
CKTS	Sherbrooke (English)	250 w.
CKRS	Jonquière- Kenogami	250 w.
CKBL	Matane	1,000 w.

STATIONS

Horse Is Gift To CFRA

Ottawa. — The empty stall in the CFRA-owned Kilreen Farm stable, created by the death of Frank Ryan's "Lucky Charm," was filled with a newcomer when Ryan received a new filly during a surprise presentation last month.

The CFRA president was asked by sponsor Jack Ritchie to do his Farmer's Notebook program from the Ritchie Seed & Feed Company store in downtown Ottawa as a special show. Shortly after the program was under way, unexpected guests began to arrive. Present were agricultural officials, the mayor of Ottawa, representatives of the Optimist Club, and many friends and sponsors. Finally there appeared the horse; unknown to Ryan, the reason for the special broadcast.

The filly, "Grassview Queen," was presented to Kilreen Farms during the broadcast, and was a gift from about 60 local officials, sponsors and farmers, including the Wm. Wrigley Company, sponsors of the "Cisco Kid" program, and All-Canada Radio Facilities.

The horse was presented to repair the loss of Lucky Charm, injured during the Optimist Day parade while carrying the "Cisco Kid" as a publicity stunt, and later destroyed.

CKY HEARD FAR & WIDE

Winnipeg. — More than 30,000 letters have poured into CKY during the station's first two weeks on the air. Part of the mail, coming from all parts of Western Canada and sections of the United States, is induced by a contest currently being featured by Manitoba's "new voice." However, other missives laud the station for getting back on the air.

Notice was received from one George Dahl of Mandel, Norway, that he had tuned in on CKY's first broadcast on New Year's Day.

The station is living up to its promise to feature local talent. At the moment a 15-minute weekly show is on the air, the vocal and instrumental performers coming from Winnipeg.

Also on the griddle is a plan to air a series of dramas by University of Manitoba students.

FIRE CUTS OFF CJOB

Winnipeg. — Clouds of acrid smoke, billowing up to the 10th floor of the Lindsay Building, recently forced CJOB off the air for about 20 minutes.

The smoke came from a small blaze originating in the building's fuse box on the second floor. Jack Wells was the man who suffered most. The cut-off took place while Jack was airing the last period of a junior hockey game.

It wasn't until after the game that he found out that the only eardrums that took a beating were his own.

REPEAT PERFORMANCE

Vancouver.—A CKWX listener at Cowichan Station, Vancouver Island, was the subject of the almost impossible mathematical feat of having his letter picked two weeks in a row from the barrel in the quiz show "Treasure Trail."

Laurie Irving, MC of the show, managed to get the listener, George Whittaker, on the phone both times with the question of the moment, but Whittaker fluffed them, missing a total of about \$175 in the process.

PROMOTION STUNT

Winnipeg. — Mauri Desourdy, CKRC promotion man, picks the tough jobs for himself, as shown by his recent stunt pushing the western serial "The Cisco Kid" which the station is now airing. Mauri trotted around city streets for seven hours one day—with the temperature well below zero and a chill wind biting at his ears.

The idea was for citizens to spot The Cisco Kid, really Mauri, and they could claim \$10 from him. So Mauri hobbled along all day on the sole clue to his identity—a pair of bright red cowboy boots with high heels.

DISC JOCKEY BREAKS BREAD WITH LIEUT.-GOV.

Vancouver.—The GG Man, the early-rising CJOR chap who gets much of Vancouver up painlessly in the morning with words and music, nearly missed breakfast with the Lieutenant-Governor because he figures people play practical jokes first thing in the morning.

GG, or Colin Fitzgerald, came off the air last Saturday and took a waiting phone call from a party who said he was Charles Banks (the Lieutenant-Governor of the province).

He and his wife listen to GG first thing every morning at Government House in Victoria, the voice said, and since they were at Hotel Vancouver for a few days they would like GG to come to breakfast.

GG thanked the party, hung up, put on his hat and started for home. At the door he gave the incident one final thought and decided he'd better check in case somebody was not pulling his leg.

He called the hotel and discovered, sure enough, that the Lieutenant-Governor and his wife were there. So far GG hasn't told anybody whether he told the Lieutenant-Governor how he nearly left him and his wife in the lurch.

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

MIGHTY MIKE Sez...

S. O. S.

**SELL ON A SOUND
BASIS WITH**

**"THE BUCKLE ON
SASKATCHEWAN'S MONEY BELT"**

CKCK REGINA

YOUR 5000 watt TOP NETWORK STATION

FOR SALE

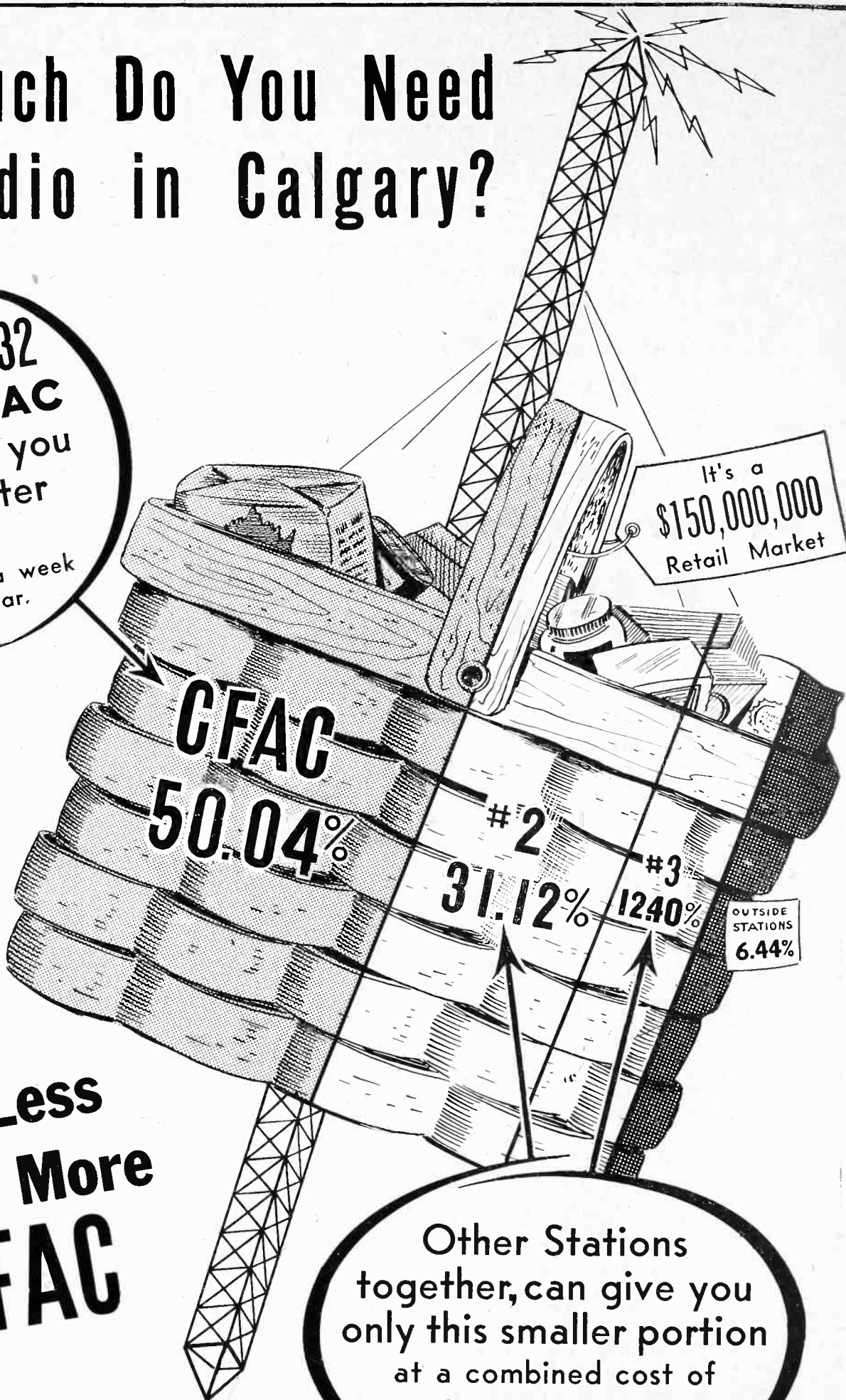
Webster Wire Recorder for sale with extra spools of wire. Used six months. \$150.00 for quick sale.

Apply:

**RADIO STATION CKMR
NEWCASTLE, N.B.**

How Much Do You Need For Radio in Calgary?

For **\$1516.32** Station **CFAC** will deliver you this greater share a half hour a week for a year.



Costs are from "Canadian Advertising" 4th quarter 1949 "C" time rate.

Percentage of daytime audience, December 1949, Elliott-Laynes survey.

It costs Less to reach More over **CFAC**

Other Stations together, can give you only this smaller portion at a combined cost of **\$2527.20**

FOR AVAILABLE TIMES CONSULT YOUR NEAREST "All - Canada" Representatives
 Montreal — Toronto — Winnipeg — Vancouver

NO Cocktail Bars!
NO Ski Excursions!
NO Broadway!
SO...

**'There's Nowhere To Go
in Medicine Hat
Except To Stay At Home
and Listen To CHAT!**

**WE TRAVEL FOR THEM... ENTERTAIN
THEM... REPORT FOR THEM..**

SELL THEM!

CHAT

MEDICINE HAT

AN ALL-CANADA STATION

ONE THOUSAND PERSUASIVE WATTS

Meet



WHEATSTALK WILLIE

AND



BOVINE BILL

Symbols of Success

They mean prosperity and goodwill that gives you more for less! Of them you will be seeing a lot — a friendly pair of mates — and a Stovin man is on the spot — with data, and with rates.

**CKGX
YORKTON**

"Our Station" To Over 300 Western Canadian Communities.

VERBATIM

**Broadcasting Principles
Probed**

A report of the Toronto hearings of the Royal Commission on National Development in the Arts, Letters and Sciences. The report appears in two sections of which the second follows.

A step toward decontrol of one phase of radio will be achieved if the Canadian Daily Newspapers Association are successful in their petition to have facsimile reproduction of newspapers regulated by an independent board and removed from licensing by the CBC. This board, the C.D.-N.A. recommended, should not be in the broadcasting business itself and should be directly responsible to Parliament. Private radio stations were not actually mentioned, but submitting to similar controls by the CBC would destroy the independence of the press, was the verbal and written theme of the newspaper men.

Clifford Sifton, director of The Winnipeg Free Press, put it this way: "A publisher should not require a license from a government cabinet to stay in business . . . it would be an impossible situation if the press of Canada had to satisfy the government in power at the moment in order to be able to go on publishing."

Another point presented by the C.D.N.A.: Citizens having their daily papers tossed into their living rooms direct from the press rooms should be in the same category as the families down the street, picking up their papers from the boy on a bicycle. There should be no license fee for facsimile receiving sets.

It seemed strange, or maybe it was significant, that actual mention of commercialism did not occur as frequently as one might have anticipated. On second thought, the I.O.D.E. representatives did object to radio commercials; they claimed that only six per cent are true. But the strongest stand on the subject of commercialism was taken by the Commission on Culture of the United Church of Canada—and then the spokesmen wavered slightly.

Inaccurately, this group was reported in some newspapers as declaring: "No effort should be spared to keep Canadian broadcasting free from commercialism." This statement was lifted from the Church brief and was among the suggestions for "further im-

provement in Canadian radio." Actually, it was the one point on which the churchmen showed insecurity. After all, listed in the same brief were sponsored shows such as the Happy Gang which had been soothing to their ears. The members of the clergy modified their first flat demand to a more reasonable request that broadcasting should be "as free as possible" from commercialism.

Despite the desire for additional money to increase cultural content of radio features, or to increase incomes with "buy-my-brand" briefs, few favored a higher license fee for radio owners. Many, like the United Church representatives, felt the funds should be provided by a direct annual federal grant.

Surprising information—and a reflection of public feeling—with regard to radio license fees, was provided by Harry Sedgwick, president and managing director of CFRB, Toronto. The fee, he said, has outlived its usefulness. A survey showed there are 3,148,600 Canadian homes equipped with radio receivers; only 1,896,890 licenses have been issued. Thousands of prosecutions are brought into courts each year, a cause for resentment.

Mr. Sedgwick and Jack Kent Cooke, president of the Toronto Broadcasting Co. Ltd. (CKEY), submitted briefs based on searching studies of Canadian radio and television. They stood on common ground on many problems, but varied in charting a course away from CBC control.

Summing up some of Mr. Cooke's comments gives a general picture of the problems of private radio stations:

"The CBC, a subsidized and increasingly aggressive competitor, should not be the regulatory body with power of life or death over private stations . . .

"It is a beneficiary of a not inconsiderable sum of money which it exacts from the private stations. This is in addition to the radio set license fees and advertising revenue.

"The CBC misleads itself and the Royal Commission when it refers constantly to its national system. In fact, of the 93 stations affiliated with the CBC network operations, only 18 are actually owned and operated by the CBC. Of the total of all broadcasting stations in the country (143), the government owns only 18, and it fails (and sometimes refuses) to provide network services of any kind to 38 private stations, thus leaving certain areas absolutely without any CBC service.

"The CBC, notwithstanding the



At CKMO

We Don't BRIBE Listeners —

We WIN Friends!

GOOD Music Makes GOOD Listening

At 1410

"PIONEER VOICE OF BRITISH COLUMBIA"

fact that the most popular of its network programs are originated in the U.S., refuses to permit private stations to establish a competing network . . . No reasonable argument has ever been advanced to justify depriving private enterprise of the right to its own network facilities.

"The CBC is prejudiced against the principle which permits a man who has made a success of one private station expanding his control to more."

Mr. Sedgwick's submission was more conservative:

"A state - owned broadcasting system (the Canadian Broadcasting Corporation), becoming increasingly commercial year by year, does not and cannot give to the people of Canada the kind of service that they are entitled to expect, for what they pay, whether it be by license fee, as at present, or whether they pay it by straight government grant. Much of the criticism of the CBC stems from its commercial activity and it is submitted that such a system has no proper function as a medium of advertising . . .

"There is, after all, a certain indignity in the spectacle of a Crown corporation devoting its time and talents to the business of selling cigarettes, breakfast foods and soaps, no matter how desirable those products may be. Such activities should be confined to the purely commercial radio stations who must maintain the fine balance between attracting and satisfying listeners and selling advertising which is their only source of revenue."

What solutions did they suggest?

Said Mr. Cooke: "There is no need for the CBC to own or operate broadcasting stations. The CBC should, in the best interests of the nation, concentrate all its resources on the production of programming. Such programs could basically be designed to serve what we conceive to be the function of raising the Canadian cultural level . . . Time can be reserved on all private stations for such programs so they could get maximum distribution. In this manner, the CBC's function would be similar to that of the National Film Board with the added advantage of guaranteed distribution."

Said Mr. Sedgwick: "The CBC should be free from the limitations which commercialism imposes. Its time should be available always, not just occasionally, for the distinctively Canadian programs which it is equipped to produce . . . In short, in my humble submission, the CBC should be restored to its original task of giving to the people of Canada a distinctively Canadian and non-commercial broadcasting service."

Suggestions for television followed a pattern similar to radio proposals. One followed through with the idea that the CBC should devote itself exclusively to the production of television programs (films, features, newsreels, documentaries, live programs, etc.) and divest itself completely and permanently from the operation of television transmitting stations . . . The operation of television stations by the CBC as well as producing programs for distribution over Canada would not be dissimilar . . . to the National Film Board operating theatres.

If the CBC operates television stations there should be no competitive commercialism, private radio men from coast to coast agree. And the CBC should have no control or regulatory power over private stations.

Already the CBC has come up with one suggestion for TV—that in all centres where there is more than one TV application, the applicants should get together on a joint operation.

"The idea would be like asking Woolworth's and Kresge's to combine; or Eaton's and Simpson's," said Mr. Cooke. "In the highly competitive television field, it would be just as hopeless."

Mr. Sedgwick had considered the suggestion and found it fell a little short of a happy solution.

"Nobody has said how the capital for a joint enterprise will be subscribed, how the jointly-operated stations will be programmed; who will have the decisive say as to operating problems which will arise daily and many times every day; and finally, nobody has yet said what is to happen when the joint operation ceases and the participants can be given individual licenses—in short, who is to unscramble the omelette?"

Offhand, it looks as though the CBC has laid another egg. A big question for the Massey Commission: "Should private enterprise and the Canadian people continue to pay for them and call it culture?"

GETTING MAIL IS FUN

One of the most popular programs we air is "What Do You Know?" — a quiz show in which district residents take part by telephone, and others by mail.

Sponsored by the Crescent Furniture Company, the show drew **4,467 LETTERS** the week of Dec. 10 from listeners all over southern Saskatchewan—which made us very happy!

...AND IT PROVES SOMETHING!

The big response proved that Saskatchewan people, in the towns, on farms, and in hundreds of hamlets, are enjoying the friendly voice of our station in their homes.

Total letters received that week touched a new high — another mark of radio success that shows why YOU should

ASK YOUR ALL-CANADA MAN ABOUT . . .

CKRM Regina

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

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



HEAD OFFICE
231 St. James Street
MONTREAL

CJRL

COVERS
KENORA-KEEWATIN
LAKE OF THE WOODS DISTRICT
NORTHWESTERN ONTARIO
effectively . . . exclusively

To reach this wealthy market, use CJRL — the station listened to in over 90% of the radio homes in Kenora-Keewatin and used by most of the local merchants. B.B.M. figures show conclusively that CJRL offers a one-station audience and dominates the field.

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

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

KENORA-KEEWATIN
96% DAY
92% NIGHT
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.

Over The Desk

Keston, Kent, England.—"The Desk" seems a long way away as I sit at the dining-room table in the family home in this Kentish village with an ancient anti-macassar folded under the typewriter, to save the surface of the table. However, if this writing jag goes on much longer, this table will soon attain the glorious disarray of the oak top back on Church Street, Toronto, where I'll be once again when this offering appears in print.

There's a yellow jasmine in full bloom just outside the front door, this amazingly mild winter, in case you're interested. And out in the "kitchen garden," I can see through the window, every time I look up for inspiration, a bed of leaks, some of which we had for dinner the other evening, and, in the other corner, a patch of artichokes, a pleasant vegetable which, for some unaccountable reason, we seem to neglect in Canada. There's also spinach, cabbages that will be ready to cut in a few weeks, and of course the inevitable brussel sprouts.

We went to the races the other day, and there was something missing. There was the same mist (euphemism for fog) that precluded seeing very much of what was going on. There were literally hundreds of red-faced bookies, yelling their heads off. It was rather like the Dufferin Trots (for the information of our To-

ronto readers), only the odds they offered were decidedly better, even on the winners. But the thing that was really missing was the whiskey-baritone announcer, who, out our way, booms into the P.A. mike to keep us informed that the rank outsider we bet was leading as they went into the stretch, and was passed by the odds-on-favorite half way to the finish, to end a bad twelfth. I mention all this because it may loom up as a tremendous opportunity for some of you silver-toned announcers back home, who are wondering where, if anywhere, are those new fields for you to conquer.

The food shortage in Britain continues. Clothing and other inedible commodities are no longer rationed. I bought a Harris Tweed suit at a sale for ten guineas (\$32.34 at current rates). It was brand new too. You'll never know me when I get home. The trouble is though that the exchange hasn't helped out as far as the "natives" are concerned, because wages are considerably lower here.

One of the Sunday papers, the "Observer," had a story January 8, headed "U.S. Wages Buy More." Quoting an Interim Report by the Anglo-American Council on Productivity, the story reads in part: "The time taken in the two countries by a skilled craftsman to earn the price of the same reward can be set out thus:

Twenty cigarettes: U.S.A., 12 minutes; U.K., 90 minutes.

One pr. nylons: U.S.A., 1 hour; U.K., 6 hours.

One gal. gasoline: U.S.A., 15 minutes; U.K., 60 minutes.

One new suit: U.S.A., 3 days; U.K., 3 weeks.

"The abundance of incentive goods in America," the story continues, "is given as one reason why American workers are willing to work steadily at high speeds. Another reason . . . is that 'Americans get as much to eat at one meal as we get for an entire week'."

The story concludes with the statement: "But in a good many cases we (the Council) believe that British craftsmanship is superior, and certainly our men work just as hard as the Americans, to the limit of their strength."

On the lighter side, we went to

visit our Aunt Susie shortly after I arrived. As seems to be the practice, we took along a contribution to the afternoon meal in the form of a caraway seed cake. Aunt Susie grabbed it avidly, protesting volubly that we "shouldn't have done it" the while. A few days later we "tea'ed" with another relative, and Aunt Susie was there. Sitting plum in the middle of the table was what looked very much like the same cake. Next, it must have been the following week, we were honored with a return visit from our most recent hosts, bearing gifts like the Greeks of old, including—you've guessed it—the same cake. As this column is being committed to paper, that cake is reposing regally in my family's larder. It won't surprise me at all if, when I open my bags for the customs in Montreal, I won't find it reposing regally (and solidly) in the middle of my shirts.—R.G.L.

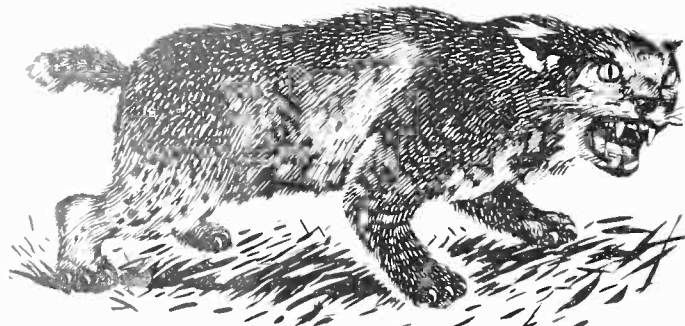
Toronto, Ontario, Canada.—And now, before we're asked to gorge ourselves with caraway cake and tea, a quick glance at the Desk should be in order.

Word from Newcastle (N.B., that is, not on-Tyne) advises that Jack Coalston, former special ser-

vice manager for British United Press, has taken over the managerial duties at CKMR there. Jack at one time was production manager of CKBI Prince Albert, and, in 1946, became manager of CJNB, North Battleford.

Anyone kindly disposed toward the Toronto postmen can start anytime now to address communications to station rep Bill Wright at his new address, Reford Building, 217 Bay Street. His phone number is the same, though, AD. 8481.

This can also apply to Walter A. Dales, Radioscripts, in Montreal. As of February 1, Walter's daytime abode will be the Keefer Building, where, with confederate Harry Bowley, he will continue to bash out his weekly programs.—Briggs.



**CFCN LYNX YOU TO THE
BOOMING SOUTHERN ALBERTA MARKET**

WITH FASTER, BETTER RESULTS.

Ask
Radio Representatives, Toronto & Montreal



"THE VOICE
OF THE
PRAIRIES"
★
Calgary

Wise hunters use experienced guides. Wise time buyers have used CFCN for 28 years.

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

RUTH TATE

ADVERTISING • PUBLICITY • PUBLIC RELATIONS

AT LIBERTY

FORMERLY
MART KENNEY
BOB KESTEN

MIDWAY 4598, TORONTO

AGENCIES

MORGAN EASTMAN

It was Sunday night, January 8, that Morgan Eastman, vice-president of McConnell, Eastman & Co. Ltd., president of the Canadian Association of Advertising Agencies, one-time chairman of the War Finance Committee and ACA Silver medal winner, six months after he had received an ominous medical verdict, died of cerebral hemorrhage.

Eastman was originally an American, came to Vancouver during the loudest roaring of the twenties, organized his own agency after successfully holding own positions in nearly all branches of merchandising, and promptly made advertising history by selling British Columbia's red Cedar industry a campaign worth the unprecedented sum of \$300,000 at a time when boom was rapidly becoming bust.

In 1932 he became vice-president of McConnell, Fergusson & Co., and, for some eight years, steered some of the most successful all-media campaigns in the country, crowning them with the publicity and promotion he organized for the Victory Loan Drives. His appointment as chairman of the War Finance Committee came from his many friends throughout the agency business, and his sterling leadership in this post earned for him a silver medal from the Association of Canadian Advertisers in 1943.

RONALDS ADVERTISING

Toronto.—T. Milburn Company Ltd. has announced its radio plans for the coming season. Nine Ontario stations are taking a series of five-a-week twice-a-day weather reports for 13 weeks advertising Health & Nerve Pills and Burdock Blood Bitters. The 15-minute five-a-week transcribed "Singin' Sam" goes to CJCH, Halifax, while CFBC, Saint John, gets a six-a-week three times daily spot campaign. A 13-week test campaign spot announcement series is also being scheduled for CKVL, Verdun.

MUTER CULINER

Toronto.—Hunt's Ltd. (candies and baked goods) has renewed its six-a-week 9 a.m. newscast over KEY, Toronto, through 1950. The Savarin Hotel has renewed its nightly sportscast with Gordon Cook over CFRB, Toronto, for another year.

VICKERS & BENSON

Toronto.—George Weston Ltd. (Biscuit and Candy Division) has started a series of locally originated programs over a wide list of stations coast to coast including local features such as newscasts, women commentators and musical shows.

ATHERTON & CURRIER

Toronto.—Enos Fruit Salts has started the half hour transcribed "Sealed Book" over 20 stations between VOXM, Newfoundland and CKWX, Vancouver, for a run of 26 weeks.

SPITZER & MILLS

Toronto.—Canadian Breweries Ltd. (Bradings) has scheduled the half hour *Wayne King Show* (All-Canada) over CFCF, Montreal, three times a week, along with the half hour *Favorite Story* (All-Canada) featuring Ronald Colman once a week.

WOODHOUSE & HAWKINS

Toronto.—Maher Shoe Stores has started the half hour transcribed "All-Star Western Theatre" featuring Foy Wilding over six Ontario stations once a week. Stations include CFCH, North Bay; CHOK, Sarnia; CHEX, Peterboro; CFOS, Owen Sound; CJBQ, Belleville, and CFPL, London.

PHILIP MACAROW

Montreal.—Philip D. Macarow, 53-year-old vice-president of McKim Advertising Ltd., died here earlier this month.

After gaining experience in newspaper and advertising work in New York City following the First World War, Macarow returned to Canada in 1936 and joined the Montreal office of McKim Advertising. In 1946 he was appointed to the vice-presidency of that organization, and was made a director the following year.

ANNOUNCER —

Required by 5000 Watt Maritime Station. Only experienced, versatile men need apply. Excellent working conditions and good salary.

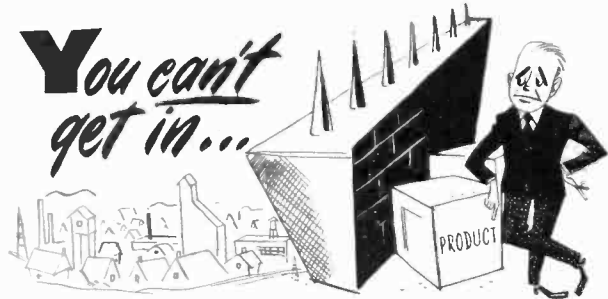
Write, giving full story and photo to:

Box A-43

Canadian Broadcaster & Telescreen

163 1/2 Church St., Toronto

You can't get in...



to the rich northern markets surrounding Timmins, Kirkland Lake and North Bay with outside stations.

The national advertiser who solicits business ANYWHERE in northern Ontario from Sundridge to Hearst 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 want distribution in northern Ontario, get in with—

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



Shirriff's "Good News," aired over CJOC at 11.05 a.m. Mondays, Wednesdays and Fridays, pulled an E-H rating of 18.2 in September. And that's just a sample. Get all the facts on CJOC's amazing success in Southern Alberta.

"YOU CANNOT AFFORD TO MISS THE LETHBRIDGE MARKET!"



Ask your local All-Canada man!

LETHBRIDGE ALBERTA ALL-CANADA STATION

PROGRAMS

Columnists Pick Top Shows

Choosing the "tops" and "flops" of the bygone year and decade was very much in vogue during the past month, and national radio was by no means excluded with radio columnists Dick Diespecker (Vancouver Province) and Claude Hammerston (Ottawa Citizen) taking a crack at looking back on radio's past year, while Bob Kesten in New Liberty tackled the past ten years.

Voting for the best drama scored two for the CBC's Stage series, Hammerston mentioning particularly Ibsen's "Ghosts" produced by Esse Ljungh, and one for the Ford Theatre where Diespecker gave honorable mention to Hemingway's "Short Happy Life of Francis Macomber" produced by Alan Savage.

The Canadian comedians Wayne and Shuster, with bills footed by Toni Home Permanent, came in line for unanimous laurels in their field from the three judges; Kesten said they "are now doing bigger and better than ever"; Diespecker thinks they are "one of the top 10 on the continent"; Hammerston says "there are no others."

Picking out the top daytime variety show for last year (in Kesten's case the last 10) was another unanimous decision—The Happy Gang, sponsored by Colgate-Palmolive-Peet Co.

The best musical productions (classical) for this past year were those of the CBC Opera Company during Wednesday Night performances, say Diespecker and Hammerston. Kesten's 10-year vote went to the now deceased "Music for Canadians," which featured Samuel Hershoren.

York Knitting Mills' "Singing Stars of Tomorrow" received full honors from the judging panel, with an extra vote going to "Opportunity Knocks." Of the former, Kesten called it the top contribution to Canadian radio; Diespecker says it's the best public service program, and Hammerston lists it, along with "Opportunity Knocks," as the best talent shows. Both are produced by John Adaskin.

The religious dramas that were considered particularly outstanding last year were: "The Way of the Spirit," produced by Rupert Caplan, and "The Vesper Hour."

Individuals listed at the top for the year consisted of commentators John Fisher (2 votes, Hammerston and Diespecker) and Clyde Gilmour (Hammerston);

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		
Happy Gang	15.7	+2.3
Ma Perkins	15.6	+1.1
Big Sister	15.2	+ .3
Pepper Young	14.8	+ .5
Road of Life	14.7	+ .5
Right to Happiness	14.4	+ .2
Aunt Lucy	13.6	—
Life Can Be Beautiful	13.5	+1.0
Laura Limited	12.4	— .2
Rita Martin's Musical Kitchen	11.9	+1.9
French		
Jeunesse Doree	27.5	+ .7
Rue Principale	27.3	+1.6
Joyeux Troubadours	23.1	+ .5
A L'Enseigne des Fins Gourmets	22.5	+1.5
Tante Lucie	21.6	— .7
Maman Jeanne	21.2	—1.1
Metairie Rancourt	20.9	— .1
Francine Louvain	20.5	+1.2
Quart d'Heure de Detente	20.3	same
Quelles Nouvelles	20.3	— .3

EVENING

English		
Charlie McCarthy	33.3	+4.5
Lux Radio Theatre	33.3	+5.7
Fibber McGee & Molly	33.0	+6.0
Amos 'n' Andy	30.4	+2.2
Bob Hope	27.6	+4.4
Our Miss Brooks	27.3	+2.8
My Friend Irma	21.9	+3.6
Twenty Questions	20.5	+1.8
Aldrich Family	20.1	+1.7
N.H.L. Hockey	20.0	+3.5
Suspense	19.9	+3.6
Mystery Theatre	19.8	+ .4
Treasure Trail	19.1	+ .9
Wayne & Shuster	18.9	+3.2
Guy Lombardo	18.8	+ .8
French		
Un Homme et Son Peche	36.4	+1.2
Radio Carabin	33.0	—1.6
Metropole	28.5	same
Ralliement du Rire	27.6	+ .1
Ceux qu'on aime	25.3	— .4
Juliette Beliveau	22.1	— .3
Talents de Chez Nous	22.0	—1.6
Varieties 57	21.8	— .1
Mine d'Or	21.5	+1.1
Jouez Double	21.4	+1.1
Theatre Ford	20.6	+1.1
Enchantant dans le vivant	20.3	—2.2
Peintres de la Chanson	20.1	— .4
Qui suis-je?	19.6	—1.5
Cafe Concert	19.5	+ .1

actor and story - teller Bernie Braden (Kesten); actor John Drainie and actress Catherine Graham, of Vancouver (both Diespecker); and vocalists Gisele Lafleche (3 votes), Edmund Hockridge and Bernard Johnson (one apiece from Kesten).

And now for the flops. Kesten's list is headed by "The Ontario Show" with Ned Sparks and later Colonel Stoopnagle — one vote for the "worst Canadian show" of the past 10 years. Next in line is "Deirdre Of The Sorrows" by John Coulter and Healey Willan. "Rumored to cost the CBC \$30,000 it laid a great large cultural egg," the New Liberty columnist says.

At the top of Hammerston's list is "Keep In Touch" which starred Eric Christmas; next is "Nicholas Nickleby" under the direction of Tommy Tweed.

Diespecker had two classifications for the year's clinkers. "Cross Section" was given the "most unrealistic series" position and "is one of the worst jobs the CBC has ever done," while "Literally Speaking" drew a "most uncritical show" spot with the comment: "On most Sundays it turned out to be merely a 10-minute period during which somebody said how nice all the CBC programs were." The Vancouver Province writer also listed "The Happy Gang" as having the dull-est commercials and "My Lady's Name" as the most pointless show.

WANTED

Experienced radio time salesman for Maritime station. Apply giving experience and salary expected.

Box A-42

Canadian Broadcaster & Telescreen

163 1/2 Church St., Toronto



OBSON'S CHOICE

The People's Radio, or radio for the people.

■ ■ ■

HRINKING VIOLET

He was a modest performer, but he had to tell the judge he was the best actor on earth because he was under oath.

■ ■ ■

RADATIM

Canadian radio is made up of people who are trying to get to Toronto and people who are trying to get out of Toronto.

■ ■ ■

EPT. OF FOREIGN WORDS

Then there's the ingenious singer who thought that Risqué was the name of a noted French composer.

■ ■ ■

UT OF STYLE

Bennett Cerf has, in "Anything for a Laugh," the one about the producer who dressed so hurriedly when there was an earthquake that he discovered later that his jacket and pants matched.

■ ■ ■

TERNATIONAL JEALOUSY

It isn't that Uncle Sam really can't pronounce English words. It's just that he resents the fact that John Bull beat him to it in coining them.

■ ■ ■

OLITICAL BROADCASTS

Over in England, the BBC has announced that it will be neutral in the forthcoming election, but it hasn't yet stated whom it will be neutral against.

■ ■ ■

UDIENCE REACTION

Then there's the one about the "lay-em-in-the-aisles" emcee, who is quite sure the public is only showing its lack of sense of humor when it fails to appreciate his jokes.

■ ■ ■

AN MAIL

Sir: After reading your paper, including your own feeble contributions to it, we have to tell you that easily the most interesting part is the advertisements.

—Y.A.H.

D'you know, Y.A.H., we're inclined to agree.

MUSIC

Uphold CAPAC Fee Divvy

Ottawa. — Mr. Justice J. T. Thorson, chairman of the Copyright Appeal Board, indicated last Friday he will not make any change in the division of costs against radio stations for the use of works in the repertoire of the Composers, Authors and Publishers Association of Canada.

He told representatives of Canadian Association of Broadcasters and the Canadian Broadcasting Corporation that if they felt the division of costs as fixed by the board was unfair they could take the matter to the courts.

He made the statement at the board's annual hearing of representations on the fees to be charged by CAPAC for use of its plays and music. Part of the fees collected are paid to the authors.

Justice Thorson made his remarks after John Jennings, counsel for the CBC, said the corporation felt its fees to CAPAC should be reduced.

Protests against the 1950 fees also came from the Associated Broadcasting Company of Toronto, the Auditorium Owners and Operators Association, the Hotel Association of Canada and the Canadian Pacific Railway Company.

Jennings pointed to the radio tariff item which showed that Canadian radio stations will be charged \$292,718 this year, an increase of more than \$20,000 over 1949. The CBC will be required to pay \$146,359 of this amount and privately owned stations as a group will be charged a similar amount.

The charge is calculated at the rate of 14 cents per licensed receiving set in Canada, with the private stations paying seven cents a set and the CBC an equal amount.

Jennings produced evidence that there are 18 CBC stations, compared with 126 privately owned stations. He also showed that last

year, the CBC, besides the regular fees, paid CAPAC members \$61,627. He argued that because the CBC has to provide a public service, it is reducing the use of music on its programs.

Justice Thorson asked if Jennings would have the CBC's share reduced to four cents per licensed receiving set and privately owned stations' share upped to 10 cents a set. Jennings said it was not for him to say what the private stations should pay.

Asking that the board consider a reduction in the \$5,000 fee charged the CBC's International Service, Jennings pointed out that the use of music on the shortwave station had dropped from 51 per cent in 1946 to 15 per cent last year.

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 (\$5.00 for 2 years)
Insures Regular Delivery of the
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"making radio fame"
 IT'S IMPOSSIBLE TO COVER THE RICH PEACE RIVER COUNTRY WITHOUT CJDC
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Late Evening Trend

CJCA 61.3

Elliott-Haynes (Sept. 1949)

THIS IS OUR BIG MONTH
 A big one for everyone, as far as that goes, as it means the start of another half - century. But for us it means we shall this year have completed OUR first quarter century, operating for **25 YEARS** entertaining the people of Halifax and the Maritimes generally and successfully selling the wares of Canadian manufacturers to Nova Scotians. We started in May, 1925 and were **FIRST THEN!** in Halifax with an up-to-date radio station. And, despite opposition, we have kept pace with the years with the result that surveys show we are **FIRST NOW!** in facilities, staff, selling power and FM! Ask the All-Canada man for details.

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

CANADIAN TELESCREEN

Vol. 3, No. 2.

TV and Screen Supplement

January 25th, 1950

CBC SETS STAGE FOR '51 VIDEO

Ottawa. — Shortly before the first session of Canada's twenty-first Parliament prorogued, the long-sought loan of \$4.5 million was officially made to the CBC "to be applied in payment of expenditures to cover capital costs of television installations and to support the development of the service." Thus the Canadian Broadcasting Corporation was set up in the television business.

It is reported that plans are immediately going ahead for the purchase and installation of two TV transmitters, one each in Montreal and Toronto, although statements by CBC officials and Revenue Minister McCann indicate that much of the preliminary work has been done.

McCann, while addressing Parliament on the proposed loan, said that immediately the loan was passed a General Electric transmitter would be bought for installation in Toronto on the CBC's Jarvis Street property along with necessary studio equipment. In Montreal, it was said that studios would be housed in the new Radio-Canada building and it was hoped that permission from the city would be obtained for installing an RCA transmitter

on Mount Royal. McCann announced that both transmitters would go on the air about September, 1951.

Further to the present loan, McCann told the House that, during the next five years, about \$10 million would be required to keep the CBC's television service operating as planned. As far as revenue was concerned, the finance minister said that during the first year there might be 2,250 receiving sets, with a jump to 22,000 the following year. By 1953 it will probably go to 56,000 sets, in 1954 111,000 and in 1955 168,000 sets, which would bring in \$3.6 million, he said. Commercial revenue over this period is expected to be \$1,817,000.

"Over a period of years it is going to cost a lot of money," McCann said. "I feel we have followed a wise policy in not being too hasty with respect to this development. I believe that the policy of a nationally-controlled system in accordance with the powers given under the Broadcasting Act, and the benefit we have had of the experience throughout the years with respect to radio, will stand us in good stead and form a pattern for the

development of this medium of communication as we go along."

The bill received some loud protests in the House from George Drew and Social Creditor E. G. Hansell. Commenting on the possible growth of television in this country as experienced in the United States and outlined by McCann, Drew pointed out that this growth has been "under a system where there is not a single government-owned television producing station." The Opposition leader drew attention to the fact that all taxpayers would be financing TV in only two centres and declared: "I believe this is a most improper, unsound and unjustifiable course. I say that believing that we should have television, and believing that the way we shall get television, without any sense of unfairness on the part of the taxpayer who gets no actual benefit, will be to permit those who are ready to carry it on with their own risk capital to provide for a television system. I am sure that thereby more Canadians will see television in the near future than if we place it under the restrictive procedure of the CBC."

Stating that nothing should be done about the loan until a report is made by the Royal Commission, Hansell asked: "Does he (McCann) know that the commission will not recommend that the CBC remain outside the field of television?" Nobody knows that, he said, and "this loan could well stand for the time being until that commission has reported." Hansell also voiced the opinion that private broadcasters be given the opportunity to develop television and thereby relieve the burden on the taxpayer. Up until now, they have not been given that opportunity, he said. If anything, they have been discouraged.

In replying to charges that private stations have not been encouraged to get into television, McCann stated that "there has not been any rush on the part of private individuals to get into this field because of the fact that it has been so costly. I think we are quite within our rights as custodians of these channels to ask people who make application for one of them this question: Are you prepared to spend the money that will be necessary to put this development into operation? In very few instances was that the case; I think in only one, as far as I know at the present time, and that was from the city of Montreal," he said.

CBC BOARD MEETS FEB. 10
Ottawa. — The CBC board of governors will hold a meeting in Toronto on February 10 and 11, it has been announced by board chairman A. D. Dunton.

TEE VEE ACTION

New York.—Sponsorship trends in video are shifting to the industrial giants and TV is becoming the "rich client's luxury" just as, over the past couple of decades, mounting costs in radio have forced the small and medium bankrollers out of the national picture. "Variety" reported earlier this month.

"The flock of cancellation notices over the past couple of weeks, plus the uncertainties attending other big league TV entries, point up the 'haves' and 'have nots' when it comes to the TV wherewithal," Variety said. "The Speidel (watch band) pull-out on the \$15,000-budgeted Ed Wynn show, in favor of Camel cigarettes' inheritance of the program, indicates how the sponsorship trends are already shifting," the magazine said.

It is reported that at the present time a top show, including major network facilities, takes \$1 million of the sponsor's budget for a 26-week run. The number of advertisers who can afford such an outlay is definitely limited, and a number of them who took a fling on the new medium in its early stages, hoping to establish time premiums, have decided to throw in the towel in the face of increased costs, "Variety" reported. Others who are continuing want a certified guarantee that their programs justify the expenditure.

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and
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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 Our Staff Reporter
VICTORIA, Sept. 14.
Since last census in 1947, 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!

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

HIGH-LEVEL Britain's Finance, Tuesday, monetary

BROA



BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

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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

The HOSPITAL for SICK CHILDREN
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WOMEN

TORONTO 22 January 7, 1950.

Radio Station CFRB,
 37 Bloor Street,
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Dear Mr.

Helping deserving causes is the privilege and the responsibility of all privately owned radio stations. The worth of such efforts, however, would be liable to remain obscure were it not for enthusiastic endorsement in the mail. We here at CFRB are proud of the thousands of unsolicited letters that tell us of the benefits, not only to the causes aided, but also to our sponsors who reap the rewards in ever-increasing CFRB listenership and goodwill.

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