Tuesday nights at 9.30 press and radio sit peacefully side by side around a CFRB mike in the Toronto Men's Press Club, and subject themselves to a quiz on the news with radio asking the questions and press displaying how much it remembers about what it has been writing the past week. The program is aired by CFRB as a fundraiser, and the performing fees go into the press club coffers. During a recent airing are the constants of one program, left to right, Ted Reeve, Toronto Evening Telegram; John J. Robitaille, N.C., well-known broadcaster; Hamish McGeachy, Globe and Mail; N. J. "Fog" O'Neal, Financial Post. Inset, from left to right are Jack Dennett, CFRB announcer who does the show; Bill Baker, studio engineer, who monitors it; Alan Savage, who produces.

**TRIAL SPIN FOR PRICE MENTIONS**

Montreal — The CBC Board deferred at its meeting here last week to suspend regulation 10 (b) prohibiting price mentions on the air for a six-months trial period from September 1, 1948. On expiration of the trial period it will review the situation and presumably decide upon a future and permanent policy.

CBC statement issued following the meeting says: "If the board finds that the lifting of the restriction is lowering the standards of broadcasting, and is detrimental to radio listening, it intends to reimpose restrictions on advertising of prices."

Two AM applications were recommended. The Board approved its proposal of a 250 watt station on 1340 kc at New-

castle, N.B., in the name of L. W. Flett. It also sanctioned the conversion of station CKOK, Penticton, B.C., from a satellite station of CKOV, Kelowna, into an independent station operating separately from CKOV. This license was requested and approval given in the name of CKOK Ltd., with control held by J. Reg Beattie, formerly with All-Canada Radio Facilities Ltd. and CHML, Hamilton. The board also approved a new 1 kw station on 1570 kc for the CBC, at Sydney, N.S.

A power boost to 5 kw on 800 kc was approved by the board for station CJAD, Montreal. CJFR Rimouski's bid for a boost to 10 kw was deferred to permit further study.

**Transfer of control of station CHNO, Sudbury, from G. M. Miller to B. F. Ricard was approved.**

AM applications recommended for denial were from B. Allen Henley, Geraldton, Ont.; Gerard Moreault, Hull, Que. (application withdrawn by applicant); La Societe Radio-LaTouche, La- Touche, Que.; Fernand Levesque, Roberval, Que.; Warner, Warner, Pollic, Cullen and Coy, Smith's Falls, Ont. An application from A. E. Dobbie, also of Smith's Falls, was deferred.

**CKNW, New Westminster's application for an FM license was approved.** However, the same station's request for a power boost to 1 kw on 930 kc was denied as also was the same station's bid for a 250 watt relay transmitter at Matsqui, B.C.

The only FM application to gain the board's approval was from CKLW, Windsor, Ont., for 250 watts, pending implementation of their authorized 3 kw FM station. FM applications denied were Southam Company Ltd. (Vancouver Province Division), Vancouver; LE SOLEIL, Quebec City. An application from the Board of Education for the City of Hamilton for a license to establish a new FM educational broadcasting station in that city was deferred.

Television applications heard at this meeting of the board are reported upon in the Telescreen section of this issue on pages 12 and 13.

**Second French Net Now Likely Soon**

Montreal. — After expressing its approval of the basic principle of the project, the CBC board has decided upon "further negotiations" on the establishment of a second French network with stations CKVI, Verdun; CKCV, Quebec; CHLT, Sherbrooke; CHLN, Three Rivers; CJSO, Sorel and CHEF, Granby.

In voicing its decision to pursue the matter further, the board expressed the view that "there would be advantage in setting up a network which would draw on the talent of smaller centres in addition to Montreal and Quebec."

A final clause in the CBC release states: "the board will study further the financial considerations involved for the national system."

**ANDY CLARKE SIGNS OFF**

"The Mayor of Little Places" won't be holding his Sunday morning sessions at the CBC microphone any more, because on Wednesday of last week, Andrew David — known everywhere affectionately as Andy — Clarke passed on to his home in York Mills, after a heart attack.

The former newspaperman whose Neighbourly News reached the remotest corners of Ontario and Quebec, was in his sixty-sixth year, and a kindly and slightly husky voice has, for the past eight years, been painting a picture of the week's events in "those important centres that lie outside the big cities."
From the World’s Largest Program Library

Variety: THE SPICE OF LIFE The Billboard says: "... A wax show packed with musical talent, both instrumental and vocal, and all buttressed by a lively orchestra." 39 thirty-minute programs.


Drama: THE ROMANCE OF FAMOUS JEWELS Thrilling stories of how beautiful women plotted and schemed... how ruthless men fought and died to possess the fabulous gems of history. 52 fifteen-minute programs.

Adventure: RIP LAWSON Action-plus, in the air and under water with Rip Lawson. Combines all the suspense and excitement kids love—keeps them spellbound! If kids count in your business, this is for you! 65 fifteen-minute programs.

Public Service: THIS BUSINESS OF LIVING Rod Hendrickson chats about life with a simple philosophy anyone can understand. No preaching—just down to earth friendly talks. Proven popularity... enormous mail pull! 260 fifteen-minute programs.

Popular Songs: THE DAVID STREET SONG SHOP It sells with music. A sure-fire hit with wide audience appeal, featuring the top vocal stylings of David Street, Lucille Norman and the Mello-Larks. Everyone likes a good musical show! 117 fifteen-minute programs.

ALL CANADA has the program you want at a price that's right. Take this economical, trouble-free route to bigger audiences and sales!

It's easy to do business with ALL-CANADA!
COPS AND ROBBERS JOIN FUN PARADE

Vancouver—The cops were called out when Roy Ward Dickson and his FUN PARADE came to Vancouver for two performances in aid of the Y.C.M.A.'s Camp Howdy.

A prowler car discovered contestants running from door to door collecting milk bottles, one of the requirements in the night's contest.

The officers released the contestants "after being satisfied they were not stealing the bottles".

Sixty-five "fell guys" altogether appeared on the program, and kept 6,000 people in the Exhibition Forum rolling in the aisles.

Usually produced in Toronto, FUN PARADE, now doing a tour across the country, was aired over CKWX in Vancouver. The station has carried the program for several years.

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

Elliott-Haynes Limited

Sun Life Building
MONTREAL
Plateau 694

515 Broadview Ave.
TORONTO
GErrard 1144
**RESEARCH**

Need Better Research

Los Angeles — Advertisers are going to need more and better research to break down consumer resistance to higher prices, Hugh Feltis, President of Broadcast Measurement Bureau, told the annual convention of the NAB here, May 18th.

Pointing out the rapid growth of commercial radio from 25 years ago to its present day proportions, where advertisers buy 350 million dollars worth of time and support 1,500 stations, Feltis stated that all advertising is up, by over one and a half billion dollars since that time. It has risen with income, which means opportunity to buy, and with production, which means having things to sell.

Maintaining this phenomenal growth and educating consumers to the new scale of prices calls for facts on which to base sound decisions, he said. The need for facts is especially due to the radical change in radio during the past few years, and the introduction of FM and TV which has reduced the ability of advertisers to base judgment on past experience.

These facts, according to the speaker, are not only needed by radio but by all advertising media, which want the kind of research that will permit valid comparisons. Advertisers need facts about radio audience—where it is—how large it is—not only in order to be able to buy time intelligently, but also to get the greatest value out of broadcast advertising through merchandising the campaign to the trade. “Radio,” he said, “is one of the most merchandisable of all advertising media, and advertisers realize that to use radio without merchandising is to fail to use one of its great advantages.”

But to merchandize the campaign, he pointed out, advertisers must be able to show each distributor and dealer that the station which carries the campaign has a sizable audience in his own sales area, just as he is able to show how many copies of Life or Saturday Evening Post are sold there. This is becoming a major use for BMB data, he said, and as advertisers recognize the need for and value of merchandising their programs they will find that lack of BMB data militates against use of a station.

“Just as advertising is essential to modern industry, so research is essential to radio,” he concluded. “And just as advertising is an investment which pays for itself, so too is sound radio research. But to go forward we must move forward together — broadcasters, advertisers and agencies through the use of research jointly formulated, jointly accepted, jointly used.”

**ASK THE MAN WHO OWNS TWO**

Elliott-Haynes Ltd., Canadian Facts Dr. George Gallup, International Surveys and Graneau Research are in no doubt running in all directions at once in their attempts to secure the Canadian rights to a new research plan called “The Hart Listeners’ Participation and Rating System,” operated by Hart Enterprises Inc., New York 23.

A circular letter describes the system as one which will enable people to “check on the number of people listening to or viewing their programs” and also “impress the sponsor’s commercial announcements upon the listener to a far greater extent than ever before.”

All of which, we are told, is a very good thing. But let us explore it further.

Further on Mr. John G. Hart, president, elucidates.

“The H. L. P. & R. System,” he discloses, “is based on the principle of errors made in the commercial announcements of radio and television programs and broadcasts. By inviting listeners and viewers of radio and television programs to spot these errors in the commercial announcements, continues the proxy, “and by awarding prizes to those listeners who report the greatest number of errors over a designated period, the radio or television sponsor can, to a certain extent, determine the number of people listening to his program, and also impress his commercial announcements as quoted in our first paragraph. (As you say, Mr. H., to a certain extent.)

A rating system could be set up, Mr. Hart feels, through a central office, receiving the reports.

Lifting adroitly from a legally phrased paragraph of the FCC's book of rules (we should judge), the presidential pronouncement continues like this: “The system is based upon the premise that the radio or television announcer, or any other person or mechanical device, employed by a radio or television broadcast station, to read, sing, speak or show commercial or...
It can’t be just the easiest thing to follow, in the role of Claire Wallace, but that is exactly what happened to her assistant, Florence Craig. When Claire flew to Bermuda to gather additional stories for her “They Tell Me” broadcasts, Miss Craig took her stand at the mike much like a veteran. What we need are more replacements as good as this one.

As to the outstanding talent of Claire Wallace as a commentator, she is one of the tops in her profession, for my money. I’d say that Robin Hood Flour chose the cream of the crop in her and in announcer Elwood Glover. Whether Claire is down in a cave or up in a plane, she always finds material of interest to pass along to her listeners. There just isn’t anything she fails to attempt. A very definite loss to listeners is this summer termination.

Summer is approaching very fast, judging by the way programs are leaving the air. That season of replacements seems around the well-known corner. I tune in Borden’s Canadian Cavalcade the other night only to find out it was the final program.

There is no doubt in my mind that this series of shows, under the baton of Mart Kenney, has attracted a huge higher ratings than ever before.

Maybe it started back in my “Once upon a time” days but I find I’m very keen on radio stories. That is, of course, if they are told cleverly, which is certainly the case when Bernie Froman tells a story on both the Trans-Canada and Dominion networks. I must not fail to credit the writers of these narrations. One I like particularly of late, written by Beaver winner, Dick Diespecker of CJOR and another by Alan Sangster, who, while learning the rudiments, was a contemporary of mine at school.

It was a smart stroke of business on the part of Coca-Cola to pipe in the bands of Percy Faith and Spike Jones for Canadian consumption. They are almost as much alike in sympathy to sound effects, but both are very acceptable. I’m not keen on Jones’ Professor nor on Eartha’s solist, Jane Froman, but the orchestras are still in there solid. The Professor’s talents seem to be minimized by some of his antics and La Froman appears to scoop up to her high notes. However, I’d say that when better arrangements are made they’ll very probably be scored by Faith.

Elna.
CJLK-Partner in Success

Northern Ontario is noted for mining and successful enterprise in commerce.

In the Kirkland Lake area successful merchants budget a regular campaign on CJLK just as they budget rent and the payroll. For 14 years CJLK has been getting sales for these advertisers.

The Reasons:
- 95% of the audience.
- Sets-in-use almost DOUBLE the Canadian average.
- Efficient 5000-watt station operation.

National advertisers, too, get successful ACTION with CJLK.

Ask NBS for the facts.

CJLK Kirkland Lake
5000 WATTS 560 KCS

NATIONAL BROADCAST SALES
TORONTO: 2220 Bank of Commerce Bldg. - AD. 8895
MONTREAL: 106 Medical Arts Building - FL 6388

NEW YORK'S RADIO ROW
by Richard Young

New York - By the time this reaches the printed page, there's little doubt that U.S. broadcasters will be operating under a new standard of practice in the communications field. After all, it's community "Outstanding event" with competent enterprising merchants.

Northern Ontario is noted for mining and successful enterprise in commerce. "Outstanding event" is not just a phrase; it's a reality. "Outstanding event" has been proving itself for years as a reliable and effective medium for promoting local business.

"Outstanding event" has an established reputation for providing quality advertising to businesses in Northern Ontario. With its broad coverage and high listener engagement, "Outstanding event" is an ideal platform for reaching a targeted audience.

The station management devotes its primary attention to local businesses. This commitment to promoting local businesses ensures that the station remains relevant and valuable to the community.

The station management works closely with local businesses to understand their needs and create effective advertising campaigns tailored to their specific requirements. By focusing on local businesses, "Outstanding event" helps to build strong relationships within the community, benefiting both the station and its clients.

In conclusion, "Outstanding event" is an integral part of the Northern Ontario community, providing a valuable service by promoting local businesses and fostering a thriving local economy. Its dedication to excellence and commitment to the community ensures its continued success and relevance.

(Continued on next page)
Quebec Market No. 2

Here is Jos. Hardy saying 'Good Morning' to you again. I will keep you only a minute to give you some new figures on Quebec City which I know will interest you. There are 172,200 households in CHRC's 3MV/M area, and 146,500 Radio Homes. Take your pencil, my friend, and you will see this is 65.1 coverage by radio. More, in Quebec City itself, we have 95.1 coverage by CHRC. In fact, the whole province of Quebec is good, with 96% of radio homes. Yes, we turn to our French radio, and we will listen to your sales message too, Mr. Advertiser, if you address us in our own language over our own stations. That is the idea I leave with you—Good-bye.

For any information on Quebec Market No. 2 Telephones, Write to Jos. A. HARDY & Co., Ltd. MONTREAL QUEBEC TORONTO

Representing 5000 QUEBEC WATTS
1000 NEW CARLISLE WATTS
1000 TROIS RIVIÈRES WATTS
250 SHERBROOKE WATTS
JRS JONQUIÈRE WATTS

Starring the Johns-Manville Corp.—sponsored across-the-board five-minute news starring Bill Henry. Now on the CBS net, it is expected to move over to MBS in October and possibly earlier. NBC network will introduce a radio writers' theatre group which will produce a weekly series, Radio City Playhouse, starting July 3. CBS network's Family Hour series has been renewed by the Prudential Ins. Co., BMB pres. Hugh Felts announced that a 5 per cent reduction in the Borden's subscription rates will go into effect beginning with the new fiscal year July 1. Bargain rate was made possible by operation economies, number of current subscribers (over 600) and the expectancy of many new subscribers. ABC network has a new comedy show starring Bill Goodwin moving in May 30th. Another newie featuring dramatizations of superstories will debut June 6. Understand Jack Benny's announcer, Don Wilson, is being offered around agency row as star of a new audience participation show titled Fortune Train. MBS network has signed the Schwerm Research Corp. to evaluate its programs beginning June 1. The Washington Post and CBS are seeking FCC okay to form a new corporation to operate station WTOP, Washington, its FM station and a proposed television station... and that's the news for now.

Heading Overseas

Vancouver—Jack Kyle, announcer for CKWX, leaves at the end of the month for Britain on a trip that will keep him there until August.

Welcome Neighbor

Vancouver—Bob Bowman, manager of CKMO Vancouver, has set out to persuade tourists from the United States that things are not as tough in Canada as they've been led to believe.

The station has established an information bureau at Blaine, Wash., the nearest port of entry to Vancouver, where road maps and data on B.C. are available.

A former Spitfire pilot, George D'Andrea, and his wife, have been hired, and they live in the same building as the bureau.

Each tourist is issued with a card which says, in effect, "Welcome, neighbor," and tells him where to find 1410 on the dial.

If he tunes in on his car radio he'll get periodic bursts of B.C. information, from 10 to 11 in the morning, and 3 to 4 in the afternoon.

He also gets a sticker for his windshield reminding him that the station carries latest U.S. news and baseball scores.

The bureau and the programs are designed to counteract stories about the impossible condition of B.C. roads.

Bowman also says Canadian immigration men report that hundreds of American motorists turn back when they learn it is true that cars will be impounded after every relatively minor accident, if owners do not have the "pink slip" which all B.C. motorists are compelled to carry.

1000 WATTS ★ 680 KC

Thank you....

All of us here at CHLO join in extending our hearty thanks for your support on opening day, Friday May 14th. We sincerely hope that you enjoyed yourself and we remind you that the "welcome mat" is always out at CHLO.

Sincerely,

Jack Peterson
President

National Representatives
RADIO REPRESENTATIVES LTD.
Toronto, Montreal, Quebec City, Vancouver
DONALD COOKE INC.
in the U.S.A.

Radio Centre, St. Thomas

It's a Steel and Paper Country

Reach 14,000 Radio Homes All Within 7 Miles of Your Transmitter • ANNUAL PAYROLL Over $24,000,000

CJIC Sault Ste. Marie

ST. THOMAS ONTARIO

Don’t forget the Voice of the Golden Acres

www.americanradiohistory.com
Voice of the Press
Winnipeg.—Numerous are the columnists these days who are taking it upon themselves to kick the verbal bejeablers out of radio. Lately to take up the cudgel on behalf of those of his readers who can tear themselves away from his dentless prose and expose their sensitive souls to the vaporings of modern radio is Ron Poulton of The Tribune.

Poulton admits modestly he has long been fighting against "a desire which if satisfied would most certainly land me in jail and might make me a champion of the people."

It comes out at length that Poulton would love dearly to hang "John's other wife from the nearest microphone and continue amok through the nearest radio studio smashing great numbers of popular records which have come in for incessant playing."

He writes that everybody picks on radio because it "fathers so many bad programs that the few good ones it bears are quickly forgotten," and then follows with a few words that obviously don't put him in the Corinne Jordan fan class.

Continues Poulton:
"All day and every day the sins that are committed in the name of Marconi continue to assail the public ear with canned jazz, singing commercials, oft repeated news and stuffy formula."

Then Poulton confesses to coming across a series of programs he likes — Bernard Braden's These English. He points particularly to one of the series, "My Hat's On The Side Of My Head" as good radio. From the feature it was proved, says Poulton, "that Canadian radio actors can be excellent when they are given something sensible to emote. From it locals who don milie roles on Prairie Show Case could take a lesson that an accent is not essential to every role nor does it make an actor."

Keep The Boss Out Of The Office
Toronto. — Administering a severe reproach to copy-writers for their snobbish treatment of the public, and stating that advertisers are disregarding the tenor of the times when they fail to recognize that the bulk of customers don't have two muids, a country estate and an unlimited income, Bernice Fitz-Gibbon, advertising director of Gimbel Bros. department store, New York, continued to give some government advertising views to members of the Advertising and Sales Club of Toronto at a luncheon here recently.

The prominence of sex in advertising, according to Miss Fitz-Gibbon, can be laid on the shoulders of advertisers, and she stated that "it isn't fair to tell a woman that by using a certain soap or beauty cream she can land a man. It's like a psychiatric treatment, only the woman is 'cured' with a 50-cent jar of goo instead of a $50 interview with a psycho-analyst."

Keeping the boss out of the office both "physically and mentally," was Miss Fitz-Gibbon's formula for establishing a successful advertising copy department, for in her opinion, the type of talent that takes someone to company presidency is not the same as that required for writing good advertising. The results of company heads supervising their own advertising, according to Miss Fitz-Gibbon, is that the public is confronted with top-heavy ads about the depliability of the company which is reputed to be the very corner-stone of civilization.

Advice to aspiring ad-men was given by Miss Fitz-Gibbon, when she stated that they should take general cultural courses like languages, arts, and others, that would give a solid background, and that "they should avoid taking courses in retailing, journalism, marketing and the like." Fitz-Gibbon also advocated the golden rule that "no advertising, no matter how good, can sell bad merchandise."

Guarding The Canadian Home
Few people realize that, in addition to providing these valuable services, advertising bears a part in the discovery of prehistoric remains in France, the CBC protects its listeners by a ceaseless vigil against assaults on the moral well-being. Mr. Davidson Dunton, chairman of the Board of Governors of the CBC, would explain how this system works. He explained "We probably are a little more uneasy about divorce than the American, because, with the development of the soap opera characters, Commercial Department can see a situation building up, and is going to offer a solution compatible with our standards. They communicate with the producers, with the result that frequently changes are made in the story line."

For weeks, George's Brother's Other Wife has been taken repeating boss over the head. With George's Brother with the baby's feeding bottle. From time to time, the veil will vary this by wrapping one or two paragraphs around her neck. Obviously, there is but one way out for George's Brother's Other Wife if ever a situation strained for Red. This is it.

Grindy the Commercial Department follows the drama. Will she smash the Tchaikovsky Sixth over her head, or won't she? More important still, will George's Brother's Other Wife ever wise up to the fact that Grundy the Commercial is an out-and-out rotten? If so, will she be able to do anything about it which is compatible with CBC standards?

There comes a day. An anguished voice, despair oozing from every syllable, cries out. "Stop it, Horace, stop it! I can stand no more. I'm going to see my..."

Cliché? The offending words never cross the border. Canadian womanhood has been protected.

Next day, the program goes on. A somewhat confused Canadian audience knows that poor old George's Brother was by no means the bounder he appeared to be, but simply a sensitive, suffering from delayed battle exhaustion. All George's Brother's Other Wife's fine womanly qualities are aroused. Tenderly she надs him through his private Hell, smiling understandingly at his little quibbles and tantrums. She even goes and buys him the Tchaikovsky Sixth—there are more records in it.

Meanwhile, south of the border, George's Brother's Other Wife goes to Rio for a date. She collects a nice chunk of —— and everyone is happy. Except the Canadian housewife, who feels that she was robbed just a trifle perhaps. But then, her innocence has been guarded, so what has she got to lose?
Immediate Delivery

Standard of the Studios—NEW EDITION

Over 3000 units of this professional series are now in use

- Type 70-D is designed specifically to meet your needs for higher and higher reproduction quality in studio transcriptions.

In this unit—latest of the "70 series"—you will find all the exclusive features of the previous models... and important new ones. There's the universal lightweight pick-up with the diamond-point stylus... unexcelled for high-fidelity characteristics on either vertical or lateral recordings. And the mechanical filters and spring clutch assembly that completely isolate the driving motor from the platter and fly-wheel assembly.

There's the heavy-duty, constant-speed synchronous motor with all the driving power you need for recording and reproducing at 33 1/3 or 78 rpm. And there's the handsome new hinged-door metal cabinet with its durable formica top... with the inside space to house booster amplifiers and record cueing amplifiers... and with accommodations on the formica top for adding an RCA.

72-D or 72-DX Recording Attachment when you decide to go into recording.

For the finest response from your recording... for dependable timing to the very last second... for even running and smooth starts and stops, this studio turntable has it! Available in two cabinet-top heights... 28 inches and 30 inches. Equipped with convenience-plug outlets for a-c and audio circuits. Ask your RCA Broadcast Sales Engineer for complete data.

RCA VICTOR COMPANY LIMITED

HALIFAX MONTREAL OTTAWA TORONTO WINNIPEG CALGARY VANCLEER
TV APPS DENIED and DEFERRED

The CBC Board of Governors, at their meeting in Montreal last week, dispelled any doubts that may have been lingering in optimistic private radio minds that a more or less free hand would be given them in the development of television.

Three applications for TV licenses were heard by the board, two were deferred until October and the third was denied.

Applications from station CKYE and Al Leary, both of Toronto, were deferred because there are only three TV outlets for Toronto, and the board feels that one of them should be held for the national system. Others interested in applying for Toronto licenses will be heard and recommendations will be made at the first board meeting after October.

If You Want Music
With A PERSONAL PLUS
In Your Program-Planning
Let us take care of your talent problems with . . .

... years of entertainment-world experience to help YOU select . . .

... the orchestra, act, or entertainment YOU want . . .

... in the type, style or size YOU choose . . .

... promoted by full publicity services . . .

... And All At No Extra Cost To You.

THE OFFICE OF
MART KENNEY
125 DUPONT STREET
TORONTO, ONTARIO

TV and Screen Supplement May 29th, 1948

TEEE VEE ACTION

New York: NBC's research Niles Trammel disclosed this week that his network will experiment with simultaneous transmission of the big radio shows over AM and TV in Los Angeles and New York starting this fall. He hinted that telecasting of such shows as Bergen and McCarthy and People Are Funny may begin as early as October on a once-a-month schedule. Simultaneous AM-TV broadcasting has been tested on both coasts but not in the same city at the same time.

Most successful telecasts so far have been those that do not use scripts. No one is quite certain what the audience reaction would be to half-talented telecast of Fred Allen (or any other) guy) reading from a script. Most announcers are about the prospects of memorizing a weekly hour-long or even half-hour script.

NBC is doing a dicker, it's said, with the U.S. Liberty Magazine for the right to adapt that publication's short stories to TV.

FCC has registered a new high with 19 TV applications recorded in one week. Applications pending FCC action are now 485.

J. Arthur Rank, British film magnate, is conferring with David Sarnoff, RCA chairman, over the sale of TV rights for Rank pips.

BMPC executives, at a recent meeting in New York, recorded a resolution for the inclusion of TV as well as radio ownership in the 1950 U.S. Census. So far there are 51,250 TV sets in use in the U.S., with an estimated viewing audience of 2,026,500 according to NBC Telereach.

London, England — Giving inventors a chance to describe or demonstrate their ideas and how they can be applied to everyday life, whether commercial or domestic, the BBC airs a TV program called Inventor's Club. The purpose of the program is to demonstrate Britain's export drive by showing interested viewers a selection of labor-saving articles available for export.

Amateur or professional inventors are invited to contribute to this monthly program, and they can have their products discussed or assessed by the general audience. Most interesting are the individual private television stations to become outlets in Canada for non-Canadian television systems. Therefore, it will follow a policy of not permitting for the first time any Canadian television stations to become outlets for non-Canadian systems.
Screen Is Liaison Between AM&TV

Seventy per cent of the members of the Association National Advertisers (U.S.A.) limited, in common with commercial movies, slide films or other, according to a survey made in 1946.

Of these companies it was found that 85% use movies to promote the sale of their products; 70% are looking for additional values; 50% use in the field training; 35% use movies in educational programs.

This information is contained in the "McKim Film Facts," a sizeable brochure on motion pictures of all use in business, published for distribution to their clients by McKim Advertising, which, operating under Stuart Gillespie, and the first, has been responsible for the production of innumerable pictures, with twenty-two irreverent on the gridline.

These vary from a highly educational documentary on the forming and paper industry for the British Power and Paper, designed for schools and other educational groups, and produced for McKim's by Shelley Films Ltd., a sizzling sound slide film for National Drug, in which pharmacists are shown the latest techniques in dispensing and building sales, setting the "large family size." Production in this instance is by Associated News.

It is a good many years since this was engaged by British-American Oil Co. Ltd. to work on scripts for a long series of sound slide films, which were designed to promote customer goodwill.

A service station's teaching attendants the best, latest and most convenient way of servicing a car, and making the customers happy enough to spend more money, by means of dialogue, animated with still pictures or the ideal service men at work.

This brings to mind the thought that in putting together his first article for this paper, which has hitherto been devoted to broadcasting, there is a great deal that the radio and film media have in common, and that this community of interest will grow with the development of television, which is, after all, a means of giving sight and sound a wider perspective in a screen in a sales office, a service hub, a theatre or a church hall.

The B-A Project we have just mentioned was spoken almost entirely by radio actors. Recently completed is a film called "Sin of the Fathers," a health documentary, shot on radio producer Paul L'Anguia's Quebec Productions Ltd. for Canadian Motion Picture Productions Ltd. This film was cast almost entirely from radio's ranks.

Distribution of films is a vital phase of the business, and it is interesting to note, from a release of Crawford Films Ltd., Ottawa, "In Canada, 160 million films libraries now serve thousands of organizations in every province who regularly use films in their program. All of these libraries are anxious to obtain good sponsored films on many subjects, and the librarians are the people who really know films."

Pertinent facts, if we may be permitted to continue to the "Crawley Commentary," are that according to a recent survey, all of these librarians are interested in having sponsored films placed in their libraries, with a picture running for 19 minutes in length. 91% said that color was very much better than black and white, with the others favoring color only slightly. The same survey disclosed that a sponsored film placed with each library would be shown two or three times a year, to an average audience of sixty-seven each showing.

Photo-Facts, a division of Elliott-Haynes Ltd., uses film slides and motion pictures for all forms of visual presentation for commercial purposes. Elliott-Haynes, being market researchers, find this an ideal method of presenting the results of a survey to groups from a board of directors to a large sales meeting or gathering of consumers. Instances of this application are two presentations which were made by Photo-Facts to this year's meeting of the Canadian Association of Broadcasters. These were, first, the presentation of the Radio Executives' Club of Toronto's listener research project, and, second, the annual presentation of the Bureau of Broadcast Measurement.

This article, newly in conjunction with the introduction of exhibition and experimentation, is offered as a meeting place for those engaged in film production and those whose businesses are such that film promotion is or could be an intrinsic part of their sales programs.

We are interested in news about your activities in this field, your criticism of our endeavors, your success stories, your ideas.

As from this date Canadian Telescreen forms an intrinsic part of Canadian Broadcaster and Telescreen.

WORLD GEARS FOR TV

From all over the world comes news of TV developments, while in Canada two of the first three applications to operate transmitters were adjourned and the other denied, each in a different case being to keep clear of the way for nationally owned outlets.

In the U.S. 225 applications for new stations have been filed to date with the FCC. Retail sales during 1947 totaled $1,000,000.00 and the first quarter 1948 production figure for receivers was 118,027 (representing 66% of the total output for 1947).

The FCC has recently re-allocated the present TV channels to allow for the rapid expansion of the new medium, and also to prevent possible interference between stations.

Broadcast Music Inc recently prepared and presented to network transcription officials a new catalogue slanted for TV usage. A conference was held with the American Federation of Musicians into a six-month wage agreement covering TV performances. The Associated Actors and Artists of America TV Committee are in conference with the networks with a view to setting up a blanket contract covering TV performances by members of the AAAA and its four associated AFL unions.

A total of 215 U.S. TV sponsors in February are listed in Broadcasting, these are broken down into twenty-eight industry classes. Retail stores and shop advertisers head the list with a total of 56. Automobile, automotive accessories and equipment placed second with 22.

Great Britain, with TV in operation for some considerable time, has laid plans to extend its present set-up and eventually to organize a complete network.

Negotiations have been made by Britain in foreign markets to export TV receivers, and with an anticipated three year delay in delivery of U.S. sets to Canada, Britain has the chance to supply approximately 200,000. Research developments are going ahead, and sets are being taken to present audience and the TV viewing area. A British movie company is making TV newsreels for the N.B.C. Large screen TV in movie houses is under way, though the prohibitive cost of co-axial relay cables will probably hold up this project.

Radio Diffusion Française is responsible for the French TV system. Although small in equipment and audience, the system is operating successfully. There is, at present, an arrangement between RDF and the American Broadcasting Company for the exchange of cultural, educational and economic TV films. This French enterprise took its equipment to Denmark in late 1947 and gave an impressive demonstration, which aroused great interest amongst the Danes. The latest development from French TV is the introduction of an 850-line system, which is claimed to be superior to the 525-line standard of the U.S. Experiments are also going ahead in France for a 1000-line standard.

At the recently held conference in Belgium, France, Holland and Luxembourg, a Continental TV society has been formed. The society, which is non-commercial, will study research and developments in transmitting and receiving equipment, and will exchange its findings with other countries. The establishment of a standard TV system is also an aim of the society.

-Ian Thoson

FOR THESE ARTISTS
- Bochner, Lloyd
- Bond, Roxana
- Cowan, Bernard
- Dennis, Laddie
- Diamond, Marcia
- Elwood, Johnny
- Fitzgerald, Michael
- Gerow, Russ
- Groues, Vic
- Hamilton, Lee
- Lockenbie, Bert
- McCance, Larry
- Nelson, Dick
- O'Hearn, Mona
- Rapkin, Maurice
- Ramsey, Bruce
- Scott, Sandra
- Willis, Austin
- Wood, Barry

Day and Night Service at Radio Artists Telephone Exchange
WELCOME, I'M SURE

Dear Dick: Earlier this week I received a copy of your "Intercept" and was taking it in stride when I came upon your "Over The Desk" column. Naturally, the first thing I spotted was your name. Wondering just what evil I had committed that was responsible for my bursting into print, I read on and, very shortly, buttons were popping all over the office. I don’t know whether I deserve the nice things you said about me, however, you can rest assured that I was flattered and I find myself almost wordless (some premonition for a radio columnist in which to find himself).

All I can say is, "thanks for them kind words", and I’ll keep plugging.

Claude Hammerson,
(Quebec Citizen).

TOUCHE

Sir: I’ve never sat down and written to an editor before, and I wouldn’t now if you hadn’t got me good and mad. Now I simply have to get it off my chest, so here goes.

I’ve just finished reading your issue of May 15th in which you notice a "Community Radio Week" issue. I liked your editorial called "No Other Medium Can Make This Claim" and also liked the cartoon with the girl in the bath-tub. I pass lightly over your column "Over The Desk", which I suppose you will be, but what really got me down was that Lewisite column.

Why do you have to get sarcastic every item every issue? Isn’t there anything funny except poisoned arrows? Isn’t there enough bitterness in the world without sitting down and scratching your head trying to make some up? What we want in this day and age is a return to beauty, love, friendship and all that sort of thing. And all you do is keep sniping at people, and think you’re clever. Well I don’t and I’ll bet there are plenty more like me.

I’ve been reading your paper ever since it started in 1942 and I think it was. I like it because it speaks plainly about what it likes and what it doesn’t like. But that Lewisite column is just the hunk as far as I’m concerned and now you know.

--J. M. Mad.

LETTERS

1000 WATTS SOON!

Don’t do as we do

According to CBC rules, Canada would be somewhere soiled by having private TV stations bring in U.S. shows. It remains to be seen whether the CBC sees fit to bring them in itself and won’t be strictly in the public interest.

Only the brave

We have incorporated our first "Telescreen" article into this issue (1 page back) without the permission of a single department of government.

High cost of nothing

CBC seems devoid of any idea as to when or how it will develop TV in Canada, but of one thing it is quite sure—a higher license fee.

Contributed

Salesman who cover chair in steal of territory always on bottom.

Ambidextrous help wanted

Radio commentator wants writer for two sponsors. Must have convincing opinions—left and right.

For better listing

Sir: In reply to your recent Lewisite jibe to the effect that somebody ought to give me an award for my services to private radio by managing CJBC, I should like to advise you that my name is Kesten and not Keston. Please attend to this.

—Bob Kesten.

Ontario only

Even the radio industry has no excuse for not voting, because all you have to do is make an X.
13 OF CANADA'S 89 INDEPENDENT STATIONS

ALERT...Progressive...And Doing THE Job In A Major Canadian Market

B.C. - A Crowing Province!

B.C. — A PROVED EXPANDING SALES MARKET!
Based on the statistical average of 100 in 1939 these are the figures for RETAIL SALES in FOOD STORES in the Province of British Columbia!

January 1941 — 115.3 January 1948 — 249.1
Sell YOUR PRODUCT in this increasing competitive market BY RADIO!

YOU'RE NOT SELLING CANADA ... UNTIL YOU COVER BRITISH COLUMBIA BY RADIO

Chilliwack CHWK Kamloops CFJC Kelowna C Kov Nelson CKLN New Westminster CKNW Vernon CJIB
Prince George CKPG Trail CJAT Vancouver CJOR CKMO CKWX Victoria CJVI Port Alberni CJAV

www.americanradiohistory.com
HOMES as low as 28¢ a thousand

Potential radio homes, that is!

You know how it is with local radio advertisers: they can measure, by actual sales results, the effectiveness of their broadcasting on a given station. Well, CFRB's local advertisers report pretty solid success. You can easily check on that. We've published some of their statements.

... And one big reason for any advertiser's success on CFRB is simply this; you reach more homes on CFRB, for every Dollar you spend.

You can see this for yourself, by comparing CFRB's Bureau of Broadcast Measurement standing, and Elliott-Haynes ratings, with those of other stations in the Toronto area.

A breakdown of latest figures shows that on CFRB after 7 p.m., you buy 1000 potential radio homes for 54c.

You buy 1000 potential homes between 6 and 7 p.m. on CFRB for 36c.

At other times on CFRB you buy 1000 potential homes for 28c.

So— invest your radio dollar on CFRB. You'll reach more homes in Canada's richest market. You'll get results!