

CANADIAN BROADCASTER

AND TELESCREEN

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October 16th, 1948

CONVENTION STORY IS RADIO SUCCESS STORY



Photo by Paul Taillefer, "Le Droit."

Colonel George A. Drew lavishes his smile of victory to delegates at the Progressive Conservative Convention in Ottawa last month and a formidable array of CBC, private station and motion picture microphones. Seated on the extreme left is Mrs. Drew whose glowing personality won the hearts of delegates who thundered their applause, and radio listeners from coast to coast.

Beating even the record established during the Liberal Convention, when the voices of the party's leaders were carried by radio into towns, cities and villages the length and breadth of Canada, retiring P. C. leader John Bracken's speech got an Elliott-Haynes rating of 18 (an estimated 1,095,334 listeners). Colonel George A. Drew's Saturday afternoon talk chalked up a phenomenal rating for both the day and the time of day with a 12.5 rating, which indicates a national listenership of 782,175.

All facts and figures have not

yet been made available by P.C. headquarters but it is generally assumed that radio did an even bigger job for the P.C.'s than it did for the Liberals whose convention was given a total of twenty-five hours of network time, interpretations into twelve languages on CBC shortwave, and had twenty-four non-network stations taking feeds.

At least 14 private stations arranged their own coverage in one way and another. These included CKCO and CFRA, Ottawa; CKCH, Hull; CKVL, Verdun; CKAC, Montreal; CHML, Hamilton; CFPL, Lon-

don; CKPC, Brantford; CKWX, Vancouver; CKOC, Hamilton; CFAC, Calgary; CKDC, Dawson Creek; CKTB, St. Catharines and CJCJ, Calgary.

Three recorded talks were aired by stations across the country as a build-up for the Progressive-Conservative affair. These were done by commentators Lorne Greene (CKEY); Jim Hunter (CFRB) and Maude Ferguson of Ottawa. Similar undertakings in French were handled by Pierre deBellefuy (LE DROIT) and Mrs. Laurette Kitchen (formerly of CKCH, Hull).

CAB NAMES PAT FREEMAN

Toronto.—Pat Freeman, production manager of station CFAC, Calgary, has been named CAB Advertiser and Station Services Director. He has been with the Calgary station since he broke in as a guest announcer in 1931.

During his five years wartime service in the army, Freeman was Canadian representative on the U.S. Aleutians Plans Staff. As a major in the Canadian Intelligence Corps, he was attached to the Secretariat of the Canadian Cabinet and was loaned to the National Film Board as technical advisor on the film "Commandos Strike at Dawn". He was one of the announcers chosen to travel with the Royal Tour in 1939.



HERE IT IS-a new sure-fire kind of child radio show! **FIREFIGHTERS**

Fired with wholesome juvenile entertainment that performs a significant public service . . . flaming with the dramatic impact of heroic, high-tension action:

For the LOCAL Station . . .

For the LOCAL Advertiser . . .

FIREFIGHTERS IS A FIVE-ALARM RADIO HEADLINER

- Clean, fast-moving action-adventure drama, without horror . . . plus a real-life hero Fire Chief to set a wholesome example.
 - Instruction in Fire Prevention and Fire Safety gains full support of civic and educational leaders.
 - Complete supporting advertising campaign; natural publicity tie-ins, resulting from Public Service character of program.
 - Juvenile participation in FIREFIGHTERS Brigade, with self-liquidating premiums and awards.
- A five-a-week series of quarter-hour broadcasts, produced in quantity for year-round presentation at low, local rates.

SEND FOR A FREE AUDITION DISC TODAY!

ALL-CANADA PROGRAM DIVISION

A DIVISION OF ALL-CANADA RADIO FACILITIES LIMITED
VANCOUVER CALGARY WINNIPEG TORONTO MONTREAL

PROGRAMS



Vancouver.—The *Crone Safety Club of the Air*, one of the oldest public service programs in Vancouver, has wound up its sixth annual outdoor season and moved back to the city's school zones for the winter.

In this picture at one of the final outdoor sessions, Terry Garner of CKWX holds a bull session on street safety with some of the hundreds of youngsters who attended, as they wait for Traffic Sergeant Johnny Dunn, who heads the club.

The youngsters meet at a different city playground each week during the summer, getting safety talks and demonstrations to tie in with the practical work of the schoolboy traffic patrol which operates during the school term.

Besides their work on the streets outside schools, the club turns up at CKWX each week during the winter for lectures and discussions on the air with Dunn. Ken Hughes produces the show for the station.

U.S. Nets Self-Censor Giveaway Programs

Sun Valley, Idaho. — "Buy your own give-aways or foot the bill for mentioning the manufacturer's product" is the

theme of NBC's new program code relating to give-away programs, which was released at the NBC convention held here recently.

The new code, effective from January 1, will count each mention of a product name in a prize list as part of the sponsor's commercial time allowance for the program. The sponsor can thus only circumnavigate this rule by actually buying every prize, or submit to having his own time chopped in order to plug the various give-aways.

NBC also stated that it will accept no more give-away programs of the type questioned by the FCC until a decision has been given on the current problems relating to these shows.

This decision by NBC places the net alongside MBS whose management stated it will revamp give-away programs (CB-September 11) and that from January 1 the studio audience will be the only participants in their quiz shows.

LONG DISTANCE SPORTSCAST

Jersey City.—Sports coverage with a different accent was effected here recently when Station CKAC, Montreal, posted sports commentator Mike Normandin to the Roosevelt Stadium to give a blow-by-blow description of the Zale-Cerdan fight, for its French-language listeners.

Normandin, giving exclusive Canadian coverage of the fight, broadcast a lively commentary on the eleven round bout and managed to obtain a ringside interview in French with the winner, Marcel Cerdan of Casablanca. Normandin also interviewed Georges Carpentier, the French boxer who made an unsuccessful bid against Jack Dempsey for the world heavyweight crown in 1921. Carpentier gave his impression of the bout to the listeners.

AIR CLUB ACTIVITIES

Winnipeg.—CJOB is presently airing a program highlighting community club activities.

Once weekly, highlights from the various clubs in the city, are aired for 30 minutes. Music helps fill in the show.

Sponsor is the Hudson Bay Company.

SIXTY MERCHANTS CO-OPERATE IN PYRAMID QUIZ PROGRAM

Hamilton.—Featuring \$7,000 in merchandise prizes, donated by 60 Ottawa Street, Hamilton, merchants, CHML has started a new quiz program, *X Marks The Spot*. The show originates from a different sponsor's store each day. Chosen customers are asked a series of three questions. After the first, which has no strings attached, the contestant must have a bill of purchase from any of the 60 merchants. The third question, comprising all the merchandise which has been accumulated, calls for a receipted bill dated the day of the program.

REVIVE HISTORICAL DRAMAS

Vancouver.—*This Week in History*, a half-hour drama on current events, goes back on the air over CJOR Vancouver in October, after a lay-off since 1940.

Dick Diespecker is writer and producer of the show, as during its previous run from 1938 to 1940.

The first part of the show is devoted to dramatic parallels on what happened during the same week 50 years ago, and 100 and 500 years ago. The format runs one-third historical and two-thirds current events.

CFCF
 Montreal
600 KC
 ABC - DOMINION

NAME YOUR PRICE

- Sponsors can name the price of articles or services over CHNS now, within the following limitations:

Flashes. One Price Mention Only, No Repeat.

Spots. One Price Mention and One Repeat.

5 Min. Programmes. One Price Mention and One Repeat in One of Two Commercials.

10 and 15 Min. Programmes. One Price Mention and One Repeat in each of Two Commercials.

30 Min. Programmes. One Price Mention and One Repeat in each of Three Commercials.

CHNS

Broadcasting House, Halifax

MARITIME BROADCASTING COMPANY LIMITED

WM. C. BORRETT, Managing Director

"ASK THE MAN WHO LIVES THERE"



He'll tell you — "Buying Power?" We've SURE got it here!"

One-fifth of Saskatchewan's total grain income for last season came into Saskatchewan Crop District No. 5.

More millions of dollars will "millionize" this favored area during the coming fall and winter.

The bulk of this concentrated buying power is in the primary listening area of CJGX. Consult our National Representatives for complete station data, coverage figures, and time availabilities.

CJGX

YORKTON, SASK.
Dominion Network

REPRESENTATIVES:

Horace N. Stovin & Co. — Toronto, Montreal
 Inland Broadcasting Service — Winnipeg
 Adam J. Young, Jr., Inc. — U.S.A.

DID YOU KNOW?

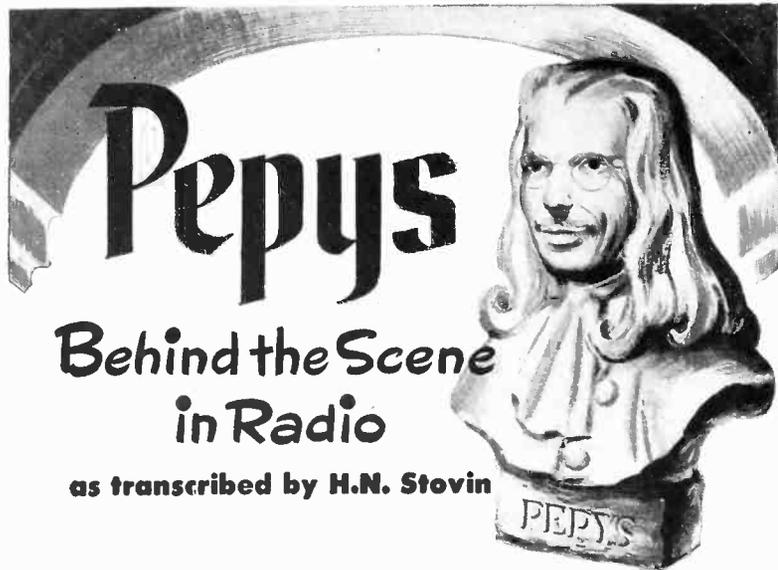
That Truro is a wealthy marketing area? For example — the proportion of privately-owned automobiles to dwellings in Truro is 42.2% — the highest in Nova Scotia. Over 150 local advertisers have found CKCL the logical means of tapping this important market.

CKCL

TRURO BROADCASTING COMPANY

J. A. MANNING
Manager

WILLIAM WRIGHT, Representative
Toronto and Montreal



Pepys

Behind the Scene in Radio

as transcribed by H.N. Stovin

But lately to Chicago where one Mike Notaro did relate a story around William Wrigley, the chewing-gum king, which hath a point for today. While travelling, Mr. Wrigley's seat companion said, "I just can't understand why you pour millions of dollars into advertising every year, when everyone is already aware of your product." On which Mr. Wrigley did ponder briefly and then ask, "How fast would you say this train is travelling?" "About 60 miles an hour," was the reply. "Then," asked Wrigley, "why don't they take off the engine and let it go on its own momentum?"

● ● ● A likely young man, Notaro, undoubtedly he will go far. He doth head the Statistical Tabulating Company, who are betimes tabulating Canadian BBM reports, which should be to hand very soon now ● ● ● Do find more and more that everyone is listening to CJBC's Bruce Smith on his Toast and Jamboree feature. At home, or in your car, between 7 and 8 in the morning, Bruce keeps you entertained right well. A mighty buy for high-value-seeking sponsors ● ● ● Did enjoy the company of one W. Lee Robinson, Vice-President of the Dixie Lumber Company of Conway, South Carolina, and a native of that State. He was en route to a Lumber Manufacturers' Conference in Toronto, and mightily proud of his firm, which is one owned wholly by English capital ● ● ● To consultation with my counsel, Samuel Rogers in Toronto, and R. D. Grey, Jr., in Winnipeg. Pleased with their recommendations ● ● ● Do note that at the forthcoming A.C.A. Convention one "Pepys" Stovin is to deliver the slide film presentation on B.B.M. radio audience measurement and its uses ● ● ● Was called on recently to address a Board of Trade luncheon in a town where I once lived, but had not visited for fifteen years. Pondered much on the problem of remembering names and faces, and decided the solution lay in addressing everyone as Grandpa or Grandma ● ● ● And so to bed.

CAB

New Deal Okayed By CAB Board

Toronto. — CAB Headquarters and secretariat will move to Ottawa January 1st, 1949, with a small office being maintained in Toronto.

This move was decided upon by the CAB Board which, in its meeting here last week, adopted the entire management and operations plan involving, according to Jim Allard, "a complete new deal and a stream-lined five-year plan for strengthening the operation of the association."

The "New Deal" includes the establishment of an institutional sales department in Toronto to be operated as the Department of Advertiser and Station Service.

The whole plan, embodying nearly seventy points, was evolved by CAB manager Jim Allard, working in conjunction with Alistair MacKenzie. The plan resulted from a two months' survey of the CAB's past and present operations, basic problems and objectives, and conversations with member stations, agency, representative and advertiser personnel, and other trade associations.

Written into a nine page typed memorandum, the recommendations cover a five-year plan divided into two main parts, (a) "redefining for everyone the prime objectives and functions of CAB," and (b) "developing general services and supplementary activities . . ."

A sound slide film on independent radio is to be produced, the board decided, for showing in schools and industrial plants.

Ernie Swan, CKEY, Toronto; Clive Eastwood, CFRB, Toronto; and Ford Smith, CHML, Hamilton, were appointed CAB representatives to the Canadian Electrical Standards Code Committee.

Regional meeting dates were set as follows: B.C. in Vancouver, October 18-19; Alberta in Edmonton, October 20-21; Ontario in Toronto, October 30 and 31. Dates for meetings in Saskatchewan, Manitoba, Quebec and the Maritimes are to be announced shortly. Matters of policy, sales and programming problems will be discussed at these meetings. At each meeting the regional director and the manager will report on the new CAB plan of operations. Agency men and representatives will be invited to participate in the discussions.

The Standard Rate Structure Committee was reorganized and will in future be headed by an official of the CAB with two CAB members and two national representatives comprising the committee. The station members are W. T. Cranston, CKOC, Hamilton, and Ralph Snelgrove, CFOS, Owen Sound. The reps have been invited to nominate two of their number to represent them.

Applications accepted for new membership are CJRW, Summerside, P.E.I.; CJHS, Hamilton. Llewelyn Rogers (no relation to Keith) is manager of the Summerside station. No appointment has been made for CJHS-FM, for which the licensee is the HAMILTON SPECTATOR.

DO YOU WANT A CHANCE ON YOUR OWN?

As advertising agencies are rated, ours is small and its business is largely radio, but we believe we might have a good spot for a man who thinks he can do better for himself than work for wages.

It may be that one of you who read this has a couple of good accounts which would benefit from Radio development and repay you in real money.

If you're interested we'd be glad to discuss our idea with you. Any letters received will be held in strictest confidence and will be read only by the head of this organization. Give your personal phone number.

Box X
CANADIAN BROADCASTER
371 Bay Street Toronto

HORACE N. STOVIN

& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

Representative for these live Radio Stations

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

CFCO - Chatham

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

JOHN BEARDALL,
Manager-Owner.

CANADIAN BROADCASTER

AND TELESCREEN

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Don't Let George Do It Alone

The Progressive-Conservative party of Canada now has a virile leader, a strong platform, and needs only a backbone of followers, willing to work for the cause, to lead people back from the present era of government by order-in-council (with worse in sight), to sound policies of competitive enterprise.

With the close of the Convention, came the end of any question of personalities. The election of Colonel George Drew to the leadership was overwhelming and final. Now, believers in the cause may well leave likes and dislikes for personalities to the *Toronto Daily Star* and, rather, start studious efforts to reawaken interest in the Conservative cause which has laid dormant in so many breasts because of a feeling of the futility of backing a party which had no chance of victory.

Logical leaders in the period of revival, through which and through which alone Canada's GOP must pass before it can get itself re-elected in the next election, are the believers in competitive enterprise. People of this persuasion should not be difficult to recruit, because the CCF admits it lives only to destroy individualism, while the Liberals, gainsay it as they may, have shown by their past and present performances that their policies lie along very similar lines.

Granted therefore that the platform of the Conservatives is based on the encouragement of competitive enterprise—that it is predicated on the fundamental fact that the business of running a country is a problem for men of business, how can "Business" do otherwise than rally around the standard of the only political party which stands for this well-tried system of living? How can people who make their livings as employees of business do anything but follow suit?

The pitiful performances of political parties which have failed almost consistently through the past quarter of a century to dislodge the Liberals from their Ottawa stronghold have been attributable to some form of inertia which seems to afflict the Conservative beast, and to preclude any constructive action until it is too late. Conservative associations crawl back into the woodwork between elections. People who have supported a candidate even to the point of election pay scant attention to that member's activities once he has assumed his seat. Voters who truly believe in the promotion of the ideals of the party grow discouraged and consequently refrain from actively supporting it because of the apathy of others. Elected members grow lax because they are not encouraged to be otherwise.

And what has business to do with all these issues?

It is incumbent on business in general and advertising business in particular to use every means in their power to keep the public aware of the fact that business of running the country is the business of "Business", and that "politics" is not a topic for conversation every four or five years, but the most vital concern of every citizen of the country all the time. It should be brought home to everyone that the number of people who voted for the present government was less than the number of eligible voters who did not bother to use their franchise at all. And perhaps, more than anything else, it should be impressed upon those who represent us in Ottawa that they are under perpetual watch by their electors — all vitally interested in how they discharge their trusts — to see that they carry out the instructions of their masters, the electors, who sent them there, instead of sleeping through the sessions in complete oblivion of their promises and their obligations.

Richard G. Lewis.

EDITOR.



ROUNDUP

TWO RADIO MEN KILLED IN CRASH

Woodstock, Ont. — Beverley Harrington and Steve Brody, both of Station CKOX, were killed recently when their chartered aircraft crashed at Tilsonburg, a few miles from here.

Harrington, who held a pilot's license and was keen on spare-time flying, was taking Brody for an afternoon trip.

Harrington, staff announcer at the station, joined CKOX at its inception in December, 1947. Originally from Woodstock, he started his radio career in Kitchener, later transferring to Orillia.

Brody, who was a newcomer to the radio field, joined the station as an operator and had only been on the job for about a month.

ACRF APPOINTMENT

Montreal.—G. W. (Gerry) Burrows after eleven years with McKims in the media department and latterly as radio time buyer has resigned to join All-Canada Radio Facilities as assistant to Burt Hall, the Montreal manager. Burrow's appointment follows the resignation of Mickey McGuire who has joined Erwin Wasey. (CB-Sept. 11).

CHANGE NAME AND ADDRESS

Toronto.—Don Copeland, of Broadcast Advertising and Sales, announces that the firm's name has been changed to Broadcast Advertising Company. The company has also changed its address and is now situated at 422 Sherbourne Street, Toronto (Telephone Midway 3889).

CBC Sells Spots In Winnipeg

An indication that the CBC is getting into the spot announcement field comes from a circular letter of H. N. Stovin & Company addressed to advertisers and advertising agencies offering spot announcements on CBW, Winnipeg, both to former CKY advertisers and to new accounts.

The letter reads, in part: "Despite the fact that the latest rate cards issued by the Canadian Broadcasting Corporation do not show any spot announcement rates for CBW, Winnipeg, Horace N. Stovin & Company is still prepared to accept bookings for One-Minute Announcements, wither alive or transcribed on this station. Advertisers who used CKY in the past are assured of rate protection on the CKY rates to the 30th of June, 1949 inclusive. For new advertisers, the rate will be \$15 per occasion, no frequency discount".

It goes on to say that Flash Announcements will not be accepted on CBW, Winnipeg, unless they are considered "in the public interest", adding: "This pretty well limits them to government business, charity appeals, public service appeals, etc.



That Added LIFT

There are many ways one can get that added lift. The chap above is getting his the hard way, we think. Yet it's most necessary if he hopes to reach his objective.

CJCA's public service is similar in that it offers that added lift. Scores of public service organizations (127 per month at last count) get a free lift from CJCA when it counts most. In 1947 CJCA gave \$10 worth of time for every dollar collected, not to mention hundreds of man-hours of technical and organizational effort gratis. This is a community service record of which CJCA is very proud. The same interest and energy exerted in public service is applied to every account for every sponsor. CJCA's eight national awards are emphatic proof of originality, resourcefulness and effectiveness in all phases of broadcast service.



TALENT

Home From Talent Quest
Toronto.—With only traveling-time left, Mart Kenney and his Western Gentlemen concluded the Western division of their Talent Quest in Winnipeg in time to reach Toronto for the opening of the Borden show Sept. 28.

Results of the Contest of Stars-To-Be were said to be "most favorable" for both Kenney and the 10 participating stations. On Kenney's side, his gate receipts were generally very high and he received a lasting publicity that might not have been otherwise available. Stations, as well as getting a remote featuring "Canada's Number One Dance-Band" and promotional opportunities, were surprised to find themselves receiving much press space since interest in local Talent Quests ran high.

Kenney credits Dick Die-specker of CJOR, Vancouver, with the neatest twist of the series. His preliminary run of five amateur contests began before tremendous crowds at the Pacific National Exhibition and culminated in Kenney's half-hour remote from his Vancouver dance. The broadcast stressed the fact that it originated in Mart's hometown over

the station that gave him his first commercial show in 1936 and featured the two announcers who took Mart on the air at that time, Dorwin Baird and Ross Mortimer.

Whether and when the Talent Quest will be continued elsewhere has not been announced. The contestant rated "The Best of The West" and his or her grand prize will be named shortly.

Of the contestants, Kenney said: "We found some wonderful kids. It was my experience that people didn't know how good their local talent was. In Vernon, B.C., we heard that there were no 'Stars-To-Be' but our Talent Quest brought in a terrific 18-year-old girl singer, a fine young baritone and a sensational 15-year-old guitarist. CJIB recognized their potentialities and gave them a weekly half-hour show of their own. The girl was also offered a job with a band. So I guess we did some good."

RADIO FIND

Vancouver.—A Vancouver youngster, Geoff Hodgkinson, who imitates Frankie Laine in his singing style, could be one of the finds of the year in Canadian radio except that the second year high school student wants to finish up there and go on to college to study music.

He's been on the air over CKWX, and sung before many teen-age groups. But, at 16, he figures there's lots of time to sing for dollars after he finishes his education.



Just as we cannot see the forest for the trees, it may be possible we can see no harm in the way our program-fare is dished out, but leave it to John Q. Public. He speaks with frankness any time.

Right at the moment I am in hospital and it is proving quite a rare vantage point for gathering opinions. It may sound rather grim to think of being in hospital but, believe me, it has its brighter moments. The nursing staff and the other patients have plenty of ideas on radio and, I think, those opinions cannot be ignored.

For instance, one of the patients was having her radio repaired and had not heard about the switch in wave lengths of two Toronto stations. When the set was returned, all I could hear was "Where is CFRB?" Very apparently she was a listener to CFRB programs regularly, and she was quite pleased when she located the station.

One of the nurses is more than keen on music. She likes everything from boogie-woogie to Beethoven, providing that jazz is excepted. One of her favorite recorded shows is Musically Yours because there is such wide variety and because Glover talks "up" to his listeners. She also thinks Kemp Calling on CFRB reveals some terrific material. Still another girl heard that program and thought it terrible. Personally it's a bit hard for me to take.

When it was discovered I knew a little about radio, I was asked if I had heard of CJFX. When I promptly answered "Yes, it's in Antigonish" there was surprise on my questioner's face. Then she told me about a show on that station called The 5:30 Show featuring recorded cowboy tunes and terrific ad libbing. Apparently everyone within hearing distance catches this program.

While I was dialing for time signals the other morning, I picked up CKEY and listened to the 9:00 a.m. news and left the station on, then ran into a new (to me) couple of disc jockeys with a different twist. Jay and Ginger specialize in oldies from the more or less forgotten past, and then, just to refresh your memory, give you the news headlines of the times the songs were published. They make like a married couple with a nice line of chatter—not too cutting, too cute nor too coy. I thought they were quite a good pair even after I had deducted that the show was not exactly ad libbed. Their voices indicate they are not old enough to remember the date they dish up—but the scripts are well prepared with each news item leading right into the next selection.

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

The *Wright* STATIONS
CKOX
Oxford County's Radio Station
Studios in Ingersoll and Woodstock
★
See
William Wright
TORONTO
MONTREAL
VICTORY BUILDING
EMPIRE LIFE BUILDING

CFCF
Montreal
600 KC
Canada's First Station

CFAC

CALGARY

AVERAGE SUMMER PROGRAM RATING

BASED ON

ELLIOTT-HAYNES' AUGUST-DAYTIME, SEPTEMBER-EVENING SURVEYS

CFAC=12.3 / STATION #2=8.1 / STATION #3=3.9

★ THEN ALL WINTER CFAC CARRIES THE FOLLOWING AUDIENCE-BUILDING SHOWS

EVENING . . .

- CHARLIE McCARTHY
- LUX RADIO THEATRE
- BOB HOPE SHOW
- KRAFT MUSIC HALL
- FIBBER McGEE & MOLLY
- FRED ALLEN
- ALBUM OF FAMILIAR MUSIC
- SHARE THE WEALTH
- WAYNE AND SHUSTER
- CANADIAN CAVALCADE
- NORTHERN ELECTRIC HOUR
- OZZIE AND HARRIET
- JOHN AND JUDY
- MYSTERY THEATRE

DAYTIME . . .

- THE BREAKFAST CLUB
- THE HAPPY GANG
- LAURA LIMITED
- AUNT LUCY
- ROAD OF LIFE
- BIG SISTER
- LIFE CAN BE BEAUTIFUL
- MA PERKINS
- PEPPER YOUNG
- RIGHT TO HAPPINESS
- JACK SMITH SHOW

Representatives: ALL-CANADA RADIO FACILITIES LTD.

MONTREAL • TORONTO • WINNIPEG • VANCOUVER





... Look Twice

in BRANDON

Audience DOUBLED

SO

Local Business DOUBLED

If the advertiser in Brandon knows the local situation, national advertisers should add

THE NEW CKX

to their list of progressive stations.

REPRESENTATIVES:

A. J. MESSNER	-	WINNIPEG
RADIO REPS	-	TORONTO
		MONTREAL
		VANCOUVER

NEW YORK'S RADIO ROW

by Richard Young

New York, N.Y. — The National Broadcasting Co. has concluded its second annual affiliates' meeting—this one at Sun Valley, Idaho—and from all reports, it was a smashing success. Of special significance was the fact that "America's No. 1 Network" devoted one whole day to an informative discussion of the new challenger — television.

A major topic on the agenda was the announcement of a new code of broadcast standards and practices which will be put into effect by NBC on January 1, the same day the new National Assn. of Broadcasters code goes into effect. As a matter of fact, the NBC code contains all the provisions in the NAB code plus a number of new ones created by the network brass. Many of these are said to be even stronger than those formulated by the NAB. (In this reporter's opinion, this isn't much of a recommendation.)

NBC's limitations on commercial copy are practically the same as the NAB's (reviewed here in an earlier issue) but the net says that its restrictions on news program advertising are more rigid. The NBC code eliminates the middle commercial in a news show and limits commercial time to one minute on a 5-minute newscast and two minutes —15 seconds on a 15-minute stanza.

Other provisions of the commercial section of the code say that: (1) copy relating to prizes on give-away shows must be considered commercial copy; (2) any reference to any product or trade name "or language sufficiently descriptive to identify same" is considered advertising copy and must be counted as commercial time, normal guest identification excepted; (3) ad lib commercials as part of comedy routines will also be counted as commercial time; (4) fictitious characters of a radio play may not be used in the advertiser's message to gain support for the product and all dramatized commercials must be labeled fact or fiction; (5) NBC retains the right to pass

approval on any teaser campaign; and (6), all commercials must fit into the regular format of the program, which means the elimination of the much-criticized cowcatcher.

The new standards are history-making in that they are actually the first to cover television as well as radio. However, they are voluntary, which is the main drawback of the NAB code. Radio's enthusiasm for give-away programs currently has observers wondering if broadcasters are equal to the task of self-regulation.

We attended a preview the other day of NBC's new \$70,000 promotional movie, *Behind Your Radio Dial*, and it's a honey. There's little doubt that this new film will win many new friends for the network and the broadcasting industry as a whole.

For some strange reason that is still a mystery to your reporter, radio is still a glamorous profession to millions of listeners from coast to coast. We think the NBC pic will serve to stimulate that kind of thinking and we predict that shortly after the film is shown around the country there will be an increase in the number of persons hurrying to Manhattan's famous Radio City to take the famous tour of the studios.

The picture opens with a short history of the U.S. broadcasting industry and then takes the viewer on a rapid-fire tour of NBC's Radio Cities in New York and Hollywood. It includes behind-the-scenes shots of the massive NBC control panel, recording studios, soap opera rehearsals, mail room (no foolin') and a number of the network's top programs—Fred Allen, Bob Hope, etc.—on the air.

NBC affiliates are scheduled to get first crack at showing the film to invited guests, general public and various civic and social organizations.

Incidentally give-aways are not included in the presentation.

A new NAB study estimates that gross broadcasting revenue in 1948 will be up 7.4 per cent over last year but it will be more than offset by a 10 per cent increase in operating costs. (There's a familiar word these days, "costs"—and all high.)

The NAB study reports that: (1) gross from all time sales will be boosted from \$357,000,000 to \$383,000,000; (2) station expenses will rise from \$212,200,000 to \$233,200,000; (3) national spot radio will jump from \$90,000,000 to \$99,000,000; (4) local business will increase from \$136,000,000 to \$144,000,000; and (5) network revenue will rise from \$125,800,000 to \$134,000,000.

In thinking about the ever-rising costs, there's one consolation. The figures quoted above could very well have gone down! (Feel better broadcasters?)

Members of the FM Assn., meeting in Chicago recently for their second annual convention, were told that

1000 WATTS
970 KC

CKCH

THE "French Voice" OF THE OTTAWA VALLEY

STUDIOS . . .
121 NOTRE DAME ST., HULL, QUE.

Canadian Representative

■ Omer Renaud & Cie,
3474 Cotes-des-Neiges,
Montreal.

Toronto Office, 43 Scott St.

American Representative

■ Adam J. Young, Jr., Inc.,
11 West 42nd Street,
New York 18.

PROGRAMMING ESPECIALLY FOR THE FRENCH LISTENERS IN THE OTTAWA VALLEY

WANTED

Programme Director
and
Producer-Announcer

Vacancies occur for these two posts in a Caribbean commercial station. Applicants are required to have all round experience in comparable posts and preference will be given those familiar with small station operation. Successful applicants will be offered three year contracts with passages paid.

Apply giving full details of experience, present salary and when available, to

Box W
CANADIAN BROADCASTER
371 Bay Street - Toronto

CFCF
Montreal
600 KC
PLUS
SHORT WAVE and FM

40%

of all



RADIO HOMES
in the
PROVINCE of QUEBEC
(699,740)

are in

GREATER MONTREAL
284,700

CKVL 980 KC
TOPS
DAY and NIGHT
in greater Montreal

former CBS series starring movie comedienne Joan Davis . . . ABC network signed Kaiser-Frazer as bankroller of its election returns coverage for both radio and video . . . NBC comic Fred Allen has declared war on give-away programs by insuring his listeners against losing prizes while tuned to his show, Mr. Allen said that he will pay off up to \$5,000 for any valid claim that a listener lost money or merchandise because he was listening to Fred. Total of \$50,000 in valid claims is insured through National Surety Co. Fred, you'll remember, is the lad who suffered most from the birth of ABC's *Stop the Music Show*. He tumbled from the top 15 to 38th position in the Hooperatings at the close of last season. Let's hope his gimmick helps at least in a small way to rid the airlines of the give-away pest . . . and that's the news till now.

CBC

CBC OK's News Commercials

Halifax.—Following a request from the CAB, the CBC Board of Governors, holding their September meeting in the Lord Nelson Hotel here, announced that effective November 1 news broadcasting regulation 13 (2) will be revised to permit closing commercial announcements on sponsored newscasts. The Board also sounded a warning that it "felt concern" regarding the amount of commercial material used on private station newscasts, and stated that it will watch closely the amount of ad material used. It also proposes to have a check-up on the proportion of ad material in programs in general.

Approval of an AM licence application by the Department of National Defence for a 100 watter at Hay River, N. W. T. was voiced by the board. Requests by George Randall for a 100 watt day, 500 night on 1320 kcs station at Nanaimo, B.C., and Radio Priaries Nord Limitee for a French language station at Saskatoon, Sask. were deferred for further consideration.

FM licence applications were approved for CJCS, Stratford, Ontario, and CKVL, Verdun, Quebec.

The nod was also given to CKOK, Penticton, B.C., for a frequency switch from 1550 kc with 250 watts to 800 kc with 250 watts. A power increase application was denied CJSO, Sorel, who asked for a boost from 250 watts on 1400 kc to 1 kw on 1060 kc. The grounds for denial were that such an assignment was undesirable owing to high night time limitation and the possibility of

heterodyne interference from receivers tuned to other stations.

Broadcast pick-up licenses were recommended for CHVC, Niagara Falls, Ont., CHWK, Chilliwack, B.C. and CKCL, Truro, N.S., The Board also approved an emergency transmitter license for CJCB, Sydney, N.S.

SEEK PAY BOOST

CBC staffers, at their three day meeting which is to take place in Montreal about the time this issue emerges will ask their management for an immediate \$40 a month pay boost—with perhaps a retroactive clause included—for everyone, irrespective of present salaries, to help offset increased living costs.

NEW STATION FOR SYDNEY

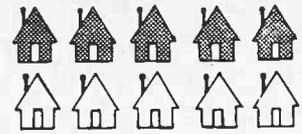
Halifax.—A new 1,000-watt station, to be known as CBI, will be opened by the CBC on November 1 at Sydney, N.S.

The station, to be managed by Barry McDonald, previously chief announcer at Halifax, will carry the full T-Can net service with Sydney's privately-owned station, CJCB, carrying Dominion. It is claimed that approximately 100,000 Cape Breton listeners will be served by CBI.

This addition will boost the CBC owned and operated Maritime stations total to three, the others being CBH, Halifax, and CBA, Sackville, N.B.

50%

of all



RADIO HOMES
in the
PROVINCE of QUEBEC
(699,740)

are in our

.5 MVM CONTOUR
(350,000)

CKVL 980 KC
TOPS
DAY and NIGHT
in greater Montreal

the future of FM lies not only in improving upon standard broadcasting, but also in the development of new markets for advertisers. Wayne Coy, Chairman of the FCC, said that the country's 20,000,000 rural residents constitute a major market for FM.

Mr. Coy declared that 90 per cent of local communities would be better served by regional and local FM channels than by any other rural means. "The job of FM and rural broadcasting is to deliver an interference-free signal of high fidelity to more people," he added.

During the convention, the FM'ers were given at least part of the answer as to why more ad agencies do not buy time on their stations. According to Kenneth Godfrey, staff executive, American Assn. of Advertising, it is mainly because of a lack of validated data to determine the cost per thousand listeners and to compare AM and FM values.

After that whooperdoo of a slam, we predict that FM'ers will soon be digging deep into the research bucket.

on the cuff notes . . .

CBS net, we understand, is trying to talk a number of NBC's top comedians into signing agreements similar to the "capital gains" deal arranged with Amos 'n' Andy. Jack Benny and Edgar Bergen are said to have been approached by Columbia . . . There's talk that the Falcon series may be added to the MBS web's co-op program lineup . . . Incidentally, Philip Morris cigarettes is reportedly interested in the MBS network's recent sustainer, Johnny Modero . . . We also hear that Chrysler Motor Co. is casting sponsor-minded glances at the

Saskatchewan's

ESTIMATED
1948 WHEAT CROP
184,000,000
BUSHEL

A substantial increase
over last year.

COVER THIS RICH MARKET WITH

CKRM

REGINA, SASK.

DIAL
980

5000
WATTS

OPINION

You Can't Compromise With Communism



Toronto. — It is a mistaken idea that if Christ, Judas and the Devil could all be persuaded

CFCF
Montreal
600 KC
 5,000 Watts Day and Night

to gather around one table, they would soon iron out all their little differences of opinion, W. J. Sheridan, manager of the Department of Economic Development of the Canadian Chamber of Commerce, told a meeting of the Advertising and Sales Club here last month. "It is true that the Communist technique involves an appeal on the basis of goals to be achieved in the fields of social welfare", he said, "but this offers no way for compromise between Communism, which is a religion of materialism, and Christianity, which is a religion of the spirit".

After sounding his warning that Communism is a logical development of Socialism, the speaker went on to point out that "democratic rights and the freedom of the individual are violated just as surely, albeit more subtly, by the seduction of Socialism as by the rape of Communism".

Mr. Sheridan, whose talk was recorded and broadcast later that afternoon by the CBC station, CJBC, asked his audience what would happen if, "after a Socialist government had nationalized the banks, the insurance companies and all the means of production, another government came into power and attempted to denationalize. The attempt would result in utter economic confusion", he said, because "you can't 'try out' Socialism with any greater degree of safety than you can 'try out' cancer or pneumonia. The patient may recover, but the risk is great. Unless Canada is prepared to abandon the free way of life, we must not allow the theory of Socialism to divide us.

Stating that Communism is content that no man shall be rich, while Capitalism strives that no man shall be poor, Sheridan said: "businessmen, private enterprisers, are not opposed to social welfare which so many people confuse with Socialism, but all their training, all their wisdom, demands that we buy only what we can pay

for. Let us build a strong and wealthy country", he said, "and all the benefits of that strength and wealth will be made available to all".

In closing, the speaker urged his audience not only to be converts, but also apostled. "Do you know the story of free enterprise"? he asked. "Do you practice it in your business and among your associates? Can you and do you sell the idea of free enterprise to others"?

Radio Needs Critics

Vancouver. — Individuals and organizations should make known their views on radio programs to both public and private stations in the interests of improving the tenor of Canadian radio generally.

This was the gist of a resolution passed at the annual meeting of the Public Affairs Institute, sponsored by the Y.M.C.A. and held at Camp Elphinstone, near Vancouver.

The resolution said, in effect that because radio exercised a "profound effect" on public opinion, organizations and individuals should express their views on commercial, educational and entertainment programs of both public and private stations, commending those programs which they considered constructive and desirable and condemning those which are not.

This public reaction was needed because "the extent to which radio program policy is changed depends on the vigor of critical listener response."

The Institute expressed appreciation to the CBC for *Citizens Forum* and *Stage 48*.

"We hope *Citizens Forum* will be extended and developed rather than restricted," the Institute said. "We further hope that steps will be taken to provide persons specifically employed to interest particular listening groups."

Commenting on *Stage 48*, the resolution said, "We hope that this program will continue its policy of allowing free expression on controversial subjects

B.U.P.

BRITISH UNITED PRESS

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

★

HEAD OFFICE:
 231 St. James Street
 MONTREAL



ANYTHING FOR THE CUSTOMER

Lionel will go to any length to give listeners good entertainment ... even to risking mayhem.

When CKCW's Sportcaster wondered about a wrestling referee's thoughts while in the ring, he didn't interview an arbiter. No sir! He wanted an authentic story for listeners so offered his services to the local impresario. An hour of tugging and prying two behemoths apart left him near collapse but he had his story.

Your radio account is handled in a like manner. No effort is considered too great in ensuring proper presentation of sales messages. It's part of CKCW's "LIONELIZING" program that gives you a stranglehold on the Maritime consumer market.

CKCW
 MONCTON NEW BRUNSWICK
The Hub of the Maritimes
 Representatives Stovin & Co., Toronto - Montreal ..

OUTSTANDING OFFER

Toronto agency has opening for live sales manager with radio experience and Toronto contacts. Also a salesman with a proven sales record. Write giving full details to

Box V
 CANADIAN BROADCASTER
 371 Bay Street Toronto

particularly on the questions of intolerance and international misunderstanding."

The meeting also commended private stations for similar programs, mentioning particularly *Town Meeting in Canada*, on CJOR Vancouver.

Ray Perrault of that station was appointed head of the Institute's radio committee.

Education for Living, and radio's part in that process, was the theme of the meeting.

Seventy-five people attended from all parts of the country, including Dr. Leonard Marsh, author of the Marsh Report on Housing, and Pandit Rishi Ram, noted Hindu lecturer.

Cut The Lord's Day In Half Vancouver. — Private radio stations which broadcast no religious services after 12 noon were criticized sharply in Vancouver by Rev. J. R. Mutchmor of Toronto, secretary of the National Religious Advisory Council.

He was addressing the general council of the United Church of Canada.

The cleric lumped these stations together with commercialized sporting interests and Sunday excursion enterprises as factors undermining Christian observance of the Lord's Day.

"They have cut the Lord's Day in half", he said of the stations which have limited their religious broadcasts to Sunday morning. He did not name any stations.

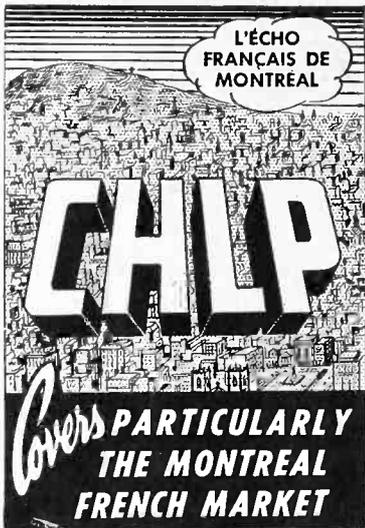
LICENSE FEES BRING NO PROGRAMS

Fort Frances, Ont. — Protesting against inadequate radio coverage in this territory, Mayor B. V. Holmes has sent a wire to the CBC Board of Governors stating that the citizens of the Rainy River district have poured "tens of thousands of dollars of their money into CBC coffers (in license fees) and still are deprived of CBC programs due to lack of local coverage".



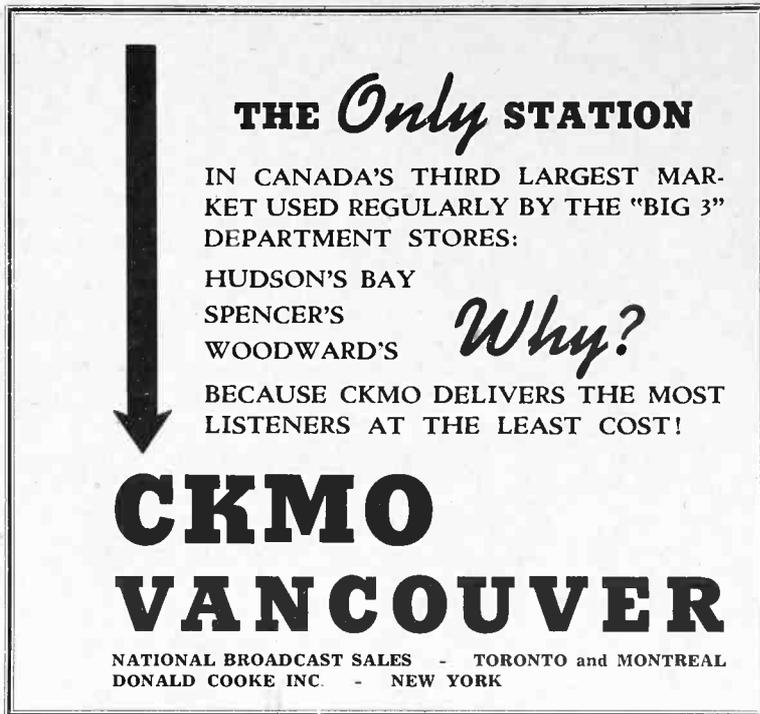
CJAD
MONTREAL
Covers the
QUEBEC
ENGLISH MARKET
1000 WATTS - 800 KILOCYCLES
Offices and Studio
1191 Mountain St., Montreal
Represented in Montreal and Toronto by National Broadcast Sales; in U.S.A. by Adam J. Young Jr., Inc.

NOW 1000 WATTS!



L'ÉCHO FRANÇAIS DE MONTREAL
CHLP
Covers PARTICULARLY THE MONTREAL FRENCH MARKET

Representatives:
Canada: James L. Alexander
U.S.A.: Joseph Hershey
McGillvra Inc.



THE *Only* STATION
IN CANADA'S THIRD LARGEST MARKET USED REGULARLY BY THE "BIG 3" DEPARTMENT STORES:
HUDSON'S BAY
SPENCER'S
WOODWARD'S *Why?*
BECAUSE CKMO DELIVERS THE MOST LISTENERS AT THE LEAST COST!
CKMO
VANCOUVER
NATIONAL BROADCAST SALES - TORONTO and MONTREAL
DONALD COOKE INC. - NEW YORK

Do You Know What Is Happening In The Interior of BRITISH COLUMBIA?

Listeners Prefer . . **CKOV 12-1**

Twelve out of thirteen listeners were found to be listening to CKOV in a recent survey conducted for us by Elliott-Haynes.

HERE ARE THE FACTS!

Time	Station	Sets in Use	Program Rating	% of Listeners
7.00 - 7.30 a.m.	CKOV	29.0	27.1	93.3
	Station A	29.0	1.9	6.7
7.30 - 8.00 a.m.	CKOV	34.2	31.4	91.9
	Station A	34.2	2.4	7.0
	Others	34.2	.4	1.1

NOTE: The Kelowna Telephone Exchange from which this survey was taken covers the City of Kelowna and a rural radius of eighteen miles.



OKANAGAN BROADCASTERS LTD.
CKOV
CBC Basic 1000 Watts
"The Voice of the Okanagan"

ALL-CANADA IN CANADA

WEED & CO. IN U.S.A.

OVER THE DESK

On the top of the pile is a post card from Alan Savage of Cockfield Brown, written from Vancouver where he stopped off with Rex Battle on his annual talent quest for York Knitting Mills' *Singing Stars of Tomorrow*, which opens its sixth season on Trans Canada, October 24. Writes Alan — and we didn't know he

could:—"We're right on the ocean here. Why don't you drop in?"

For six years, York Knitting Mills has combined a successful commercial program and definitely the most constructive and widespread campaign to encourage the development of Canadian singers that has ever been undertaken. One extremely interesting aspect is the fact that innumerable stations have patterned local programs on this scholarship idea, which has given added impetus to the altruistic part of the York



Knitting Mills' endeavors. Doubtless the woods are full of ideas just as worth while. Unfortunately though, the roster of sponsors is not quite as full of Woods—and we do mean J. D. Woods, York Knitting Mills' public spirited president.

It's that gal again in the person of Hellen Quinn, and here is a note to remind us to tell you that the voice Winnipeg and Toronto listeners know as *Peggy's Point of View* is in Montreal contacting prospective accounts for her program.

From the All-Canada office comes a variety of personnel notes including the information that Don Oakes, who has been with the sales staff of CFAC, is the new commercial manager of CKRM, Regina, replacing Bruce Pirie who has moved to the same post at CKRC, Winnipeg. Meantime the spotlight falls on radio's second generation with the news that Bill Oakes, son of aforementioned Don, has joined the All-Canada Program Division in Calgary, replacing Doug Grout who was recently appointed Traffic Manager in the Toronto office . . . Don McKim, of the same company's Program Division, has acquired himself an assistant in the promotion department in the person of Betty Johnston . . . Bill Mitchell, on leave during the summer months, has rejoined AC-CPD's shipping department . . . Wedding bells ring in October for Louise Bond, secretary to Guy Herbert and Lorne Bignell of the accounting department — but separately.

Bud Munro has resigned as sales representative of National Broadcast Sales, to transfer his activities to Horace Stovin's office. He is replaced by Harry McLay who moves into Toronto from CKGB, Timmins, where he was commercial manager.

Bud started as a freelance in Vancouver in 1929 and expanded his activities onto CFCT, Victoria. He worked in radio in the West until 1940, did a three-year spell with Retail Credits, back to radio in 1943, and then came east in 1945 to bang on Radio Row's doors in these parts. Early in 1946 he joined NBS and remained there until his recent resignation. He has just married June Dennis, women's commentator.

Harry McLay first faced the mike at CKRC (then CJRC) in his home town of Winnipeg in 1940, as an announcer, followed by stays at CJIC, Sault Ste. Marie; CKWS, Kingston; CHEX, Peterborough; and latterly, CKGB. During the war he served with the RCAF as radar technician. In Timmins, he was first vice-president of the Chamber of Commerce. He is married and has no family.

This city's Radio Execs are becoming more and more of a sounding board for industry problems. Last year, under Spence Caldwell presidency, projects like dollar volume discounts and program preference surveys brought the club out of what had been a little to social for this scribe's taste. Now the presidential mantle has fallen on Sid Lancaster and "The Desk" gives forth with a notice of the October luncheon meeting when Jim Allard will deliver himself of a talk entitled "The Reorganized CAB".

A readable sheet is Johnny Gillin's *WOW NEWS TOWER*, "issued to Increase Enjoyment of WOW (Omaha) Radio Programs".

Besides schedules printed in type which can be read without the aid of a magnifying glass, the October issue (8 pages, 11¼ x 16), carries generous servings of pictures of WOW personalities throughout, and plenty of short (always short) news items.

With both the English language fan papers off the stands, Canadian listeners are without a radio paper—unless you count the *CBC TIMES*.

From CHLO, St. Thomas, comes word that George Miller of the Plowman Miller Ltd. Advertising Agency of London, Ontario, has joined the station as London sales manager.

Now that we're down to the oak top with a few more lines to go, it would be apropos to remind people interested in advertising that there is an agenda of three days constructive and instructive meetings when the ACA meets for its annual convention in the Royal York Hotel, Toronto, October 27-29, with an extra special note that the first afternoon will be devoted to radio.

CHEX belongs . . .

CHEX plays an important part in community life in the Peterborough district.

Sports, spelling bees, talks by the mayor — CHEX gets into every local endeavour; at district fall fairs and exhibitions, CHEX builds complete studios, shows visitors how they operate and covers events for those who can't attend.

The people in Peterborough district accept CHEX—and CHEX advertisers. Local, on-the-spot advertisers know this — for example, Farm Folks Hour, broadcast 2 hours daily, has a sponsor waiting list.

CHEX belongs on your advertising plans . . . for results in the Peterborough district.

CHEX Peterborough

1000 WATTS

CHEX - FM

1430 KCS.

Get the facts from

NATIONAL BROADCAST SALES

TORONTO: 2320 Bank of Commerce Bldg. - AD. 8895

MONTREAL: 106 Medical Arts Building - FI. 2439

CFCN CALGARY, ALBERTA
10,000 WATTS

*Dominates Alberta's
Best 1948 Crop Area*

The Voice of the Prairies
LTD.

Ask
RADIO REPRESENTATIVES LTD.
TORONTO MONTREAL

CFCF
Montreal
600 KC
FIRST IN MONTREAL

CANADIAN TELESCREEN

Vol. 1, No. 10

TV and Screen Supplement

October 16th, 1948

U.S. Ready to Help Canadian TV

Montreal. — "Canada can benefit from our experience and we are ready to help the Canadian industry and through it the Canadian public to get television sets possibly within 12 to 18 months, depending on the setting up of television sending stations within the Dominion", declared Frank M. Folsom, executive vice-president in charge of RCA Victor Division of Radio Corporation of America in an interview at the Ritz Carlton Hotel in Montreal recently.

Folsom stated that the application of mechanical and industrial skill to the production of television receivers in the next few months will reduce present costs to a level which will enable Canadians to buy a set showing a picture ten inches square, and that the early uncertainties of television with their engineering and mechan-

ical problems which had accompanied the introduction of television in the United States had been overcome.

Speaking of the rapid development of television below the border and its effects on the social and economic life of the people he said: "Television can not only deliver a message to people and demonstrate to them visually and through words the usefulness and weakness of modern merchandise, but it can make and break politicians." He gave instances of its use as an educational medium, during medical conventions, in schools and exhibitions, and indicated some lines of possible future expansion. Already hundreds of schools in large American cities are using television to facilitate their instruction.

Reviewing the great progress made in the U.S. in the field of merchandising of television, Folsom stated that Canada's market will increase in proportion to the number of stations Canada can afford to erect. He estimated that in the year 1949, 1,600,000 television sets would be produced and sold in the U.S. The price of U.S. television sets at the present time range from \$169.00 for a small table set to several thousand dollars, depending upon the type and luxury of the set.

Regarding television advertising, he said that it had already started over television stations. He did not believe that television and the present media of advertising are competitive. He said "They rather augment each other." Television, he stated, "can support any advertising campaign just like advertising can support television."

Questioned on the possibility of using television service in the exchange of news between Europe and this continent, Folsom said that owing to different standards and various other difficulties such an exchange "does not seem practical for the time being". However, he emphasized that Latin American countries with RCA Victor equipment, in co-operation with RCA Victor in America, had already started to introduce television in South America.

TEE VEE ACTION

New York, N.Y.—During the recent NBC affiliates' convention at Sun Valley, Harry C. Kopf, administrative vice-president in charge of sales at the network, predicted that 1949 video sales will increase 50 per cent over 1948. The year 1950 will see a comparable rise over 1949, he added.

Charles R. Denny, executive vice-president, said that barring the unforeseen, NBC's tele network may reach 30 stations next year. He said that the minimum of connecting stations will be 16, but more probably between 20 and 25.

Mr. Kopf also told the affiliates that television is currently setting a new pattern by attracting many new advertisers and new money from current advertisers in radio and other media. He said that of the 12½ hours of weekly sponsored time on NBC television, 60 per cent was bought by advertisers not now using the networks radio facilities. The other 40 per cent was purchased by current NBC advertisers with additional appropriations. He disclosed that nearly 30 per cent of all tele volume has been bought by advertisers who have never used radio to any great extent.

If there's still any doubt about television being "here to stay", a quick look at the number and type of national advertisers currently sponsoring video shows should clear up that idea—but fast and definitely.

Here they are: General Motors Corp., Procter & Gamble Co., Colgate-Palmolive-Peet Co., General Foods Corp., Sterling Drug, Inc., R. J. Reynolds Tobacco Co., Swift & Co., General Electric Co., American Home Products Corp., Liggett & Myers Tobacco Co., Ford Motor Co., The American Tobacco Co., Philco Corp., Bristol-Myers Co., National Dairy Products Corp., Phillip Morris & Co., Ltd., The Borden Co., Goodyear Tire & Rubber Co., The Texas Co., Gillette Safety Razor Co., Firestone Tire & Rubber Co., International Silver Co., Kraft Foods Co., Procter Electric Co., Gulf Refining Co., Whitehall Pharmaceutical Co., Bigelow-Sanford Co., Admiral Radio Corp. and the Emerson Radio & Phonograph Co.

There's a lineup any new medium would like to have on its team.

The Federal Communications Commission has put the freeze on allocation of tee-vee channels in order to further study the potential service

CBC TO MULL TV APPS

Ottawa.—Television applications from Toronto and Montreal will be dealt with at the next CBC Board of Governors meeting to be held here on October 27-28-29, according to A. Davidson Dunton, chairman of the CBC Board of Governors.

of the medium's current very-high frequency (vhf) band as well as the ultra-high-frequency band. Many observers expect the FCC to move video up to the uhf but the FCC hastened to assure all and sundry that there will not be early abandonment of the current 12 vhf channels. This eased the fears of many in the industry who were afraid a switch in bands would make present receivers and transmitting equipment obsolete.

FILM P.C. CONVENTION

Ottawa.—Radio and newsreel coverage of the PC Convention held here recently was supplemented by a motion pic feature shot by Crawley Films Ltd.

The film, with the sound also duplicated on a tape recorder, will be edited and distributed to CP members from coast to coast.



FOR THESE ARTISTS

- BARRY, Pat
- BETHUNE, Aileen
- BETHUNE, John
- BOCHNER, Lloyd
- BOND, Roxana
- COWAN, Bernard
- DAVIES, Joy
- DENNIS, Laddie
- ELWOOD, Johnny
- FITZGERALD, Michael
- GARMAISE, Arthur
- GEROW, Russ
- HALNAY, Andrew
- HAMILTON, Lee
- HARRON, Donald
- HOSKINS, Douglas
- LOCKERBIE, Beth
- McCANCE, Larry
- MANTLEY, John
- NELSON, Dick
- O'HEARN, Mona
- OLDFIELD, Kipp
- RAPKIN, Maurice
- ROUSE, Ruby Ramsay
- SCOTT, Sandra
- WALSH, Elizabeth
- WOOD, Barry

Day and Night Service
at
Radio Artists Telephone
Exchange

OUR THANKS

and

CONGRATULATIONS

to

CKPR	CKRC
CKRM	CHAT
CFAC	CJCA
CFJC	CJIB
CJOR	CJVI

These ten progressive Western stations guided to success Mart Kenney's Talent Quest, a Contest of Stars-To-Be, and strengthened their own Community Relations by proving themselves as live promoters of Canadian talent. Thus, they increased their value both to Community and to Advertiser.

THE OFFICE OF
MART KENNEY
125 DUPONT STREET
TORONTO, ONTARIO

CFCF

Montreal

600 KC

TV Application Filed



Joe Hardy Talks ON QUEBEC MARKET NO. 2

"May I make a little joke and ask 'What's Watt in Sherbrooke'—because we have 1000 Watts at CHLT, and they carry entertainment and advertising to a lot of people. We have 9,869 families, and 80.8% of them are French-speaking. There is plenty of purchasing power in Sherbrooke, too, for salaries and wages—in round figures—are \$12,000,000.00, and the gross value of Manufacturing is over forty million dollars. Add together families and earnings, and you will see a real market in 'The Queen City of the Eastern Townships'. Reach it through French-speaking CHLT."

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

JOS. A. HARDY & CO. LTD. MONTREAL QUEBEC TORONTO

Table listing radio stations and their wattage: CHRC, CHNC, CHLN, CHLT, CKRS with their respective wattage and locations.

STATIONS

Reach Lost Flyers

Winnipeg.—Loss of five men in the northern wilds for 13 days gave Manitoba radio stations a crack at one of the most dramatic stories in years.

For 13 days the five — including Captain Sir Robert W. Stirling-Hamilton, Royal Navy adviser in Ottawa and Captain Ben Scott Custer, U.S. Naval attache at Ottawa, were stranded in the wilds of northern Saskatchewan after their aircraft ran out of gas and was forced down.

Day after day planes roared through northern skies failing to sight the men. Then they were found on September 25.

RCAF officials rushed radio and newspapermen to The Pas to interview the five. All stations in the Winnipeg area were represented: CKRC, CJOB, CKSB and CBW.

Ev Dutton and Keith McConnell, operator, represented CKRC. George Davies and Al Tasker, operator, went along for CJOB. Tom Benson described the event for CBW and the CBC.

All stations recorded on-the-

spot impressions of the dramatic arrival of the five men at The Pas. They also aired Capt. Custer's story of the 13-day nightmare.

Saturday, September 26 will be a day these broadcasters will never forget. Aroused at dawn for the flight north, they got the story, rushed back to Winnipeg and had the great event on the air before supertime.

Great listener interest gave all concerned the only reward they wanted.

Earlier, CFAR at Flin Flon, had pitched in to aid the searchers. Daily from the station, Rev. Ray Horsefield, Anglican missionary, had broadcast in Cree asking Indians to be on the lookout for the missing plane.

Seek Minimum Wage

Vancouver. — A minimum wage order applying to radio station technicians, issued by the B.C. Board of Industrial Relations, was criticized for "the dictatorial way it was thrown at us", by Bob Bowman, manager of CKMO Vancouver.

The order provides, briefly, for a minimum wage of 80c an hour for a 44-hour week and time and a half for overtime. It became effective Sep. 13.

"The owners are all protesting", Bowman said. "It shouldn't have been put through without us being consulted. It makes things tough for stations like CKMO".

Bowman said the order meant that to compensate for the increased payroll some technicians might have to be let out, which would make things tougher for the rest of the staff. He said it might also be necessary to hire more administrative help to take care of the paper work.

Other Vancouver stations felt that the order would make no difference to them as technical men were getting more than the prescribed minimum.

The B.C. Association of Broadcasters is studying the order, particularly to see what effect it is going to have on small up-country stations.

George Chandler, manager of CJOR Vancouver and president of the association, is in eastern Canada at present and no decision will be made until he returns.

CREATE NEW POST

Ottawa.—In line with its changes of policy during the past few months Station CKCO has created a director of publicity and public relations, and has appointed R. N. H. Beach to this new position.



ONE OF OUR MANAGERS IS MISSING

Ken Parton, on a trip east from CJGX, Yorkton, told us that he was going from Toronto to Montreal, and that he would be back Thursday unless time hung heavily on his hands.

MATERNAL DISCRIMINATION

A Press News dispatch reads: "The CBC announced today that it will revise regulations to permit advertising mater in closing announcements of sponsored news broadcasts..."

What's the matter with father? —Contributed by Kendrick B. Crossley.

IT IS TO LAUGH

One good reason for airing comedy programs before a studio audience is to enable the air audience to detect when a joke has been made.

HAIL CAESAR

Considerable resentment has been stirred up among exponents of the hurdy-gurdy following AF of M Czar Petrillo's decision that harmonica players may now join the union.

UNFAIR ADVANTAGE

Wouldn't it be fun to put some radio writers we know in front of a mike and make them pronounce some of those complicated words which are so dear to their hearts?

MILLENIUM

Only the government-owned station CJBC could find time to broadcast the able speech delivered recently by W. J. Sheridan of the Canadian Chamber of Commerce before the Toronto Advertising & Sales Club. Mr. Sheridan's subject, incidentally, was "Private Enterprise".

SPOT CAMPAIGN

Mel Jones, advertising manager of York Knitting Mills Ltd., has been home with the measles.

PAN MAIL

Sir: I'm fed up. Your paper lacks pictures; it lacks color; it lacks serious articles; it lacks funny articles.—I. M. Sucker. To say nothing of people who can read.



Mon it has everything!

SAMPLE: PRODUCTION \$102,300,000 last year! That's an increase of \$3,000,000 over 1946. Lethbridge now ranks 25th in Canada's Retail Sales (Basis 1941=100, Index now 194). One station, CJOC, dominates Southern Alberta's richest market with 80% E-H sets-in-use day and night!

CJOC

NOW 5000 WATTS LETHBRIDGE ALBERTA ALL-CANADA STATION



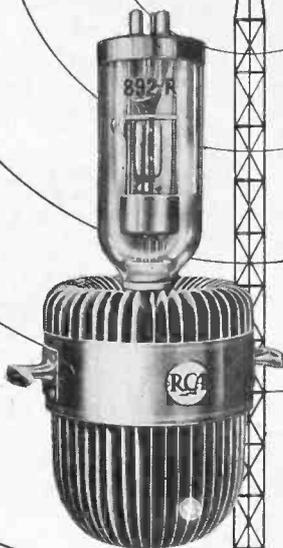
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CFRB

**first Canadian
station to use
movie promotion
in commercial
theatres!**

RECENTLY, commercial movie houses ran a movie short about CFRB. The movie was seen by theatre-goers throughout the heart of CFRB's listening area.

This was the first moving-picture promotion, in regular commercial theatres, by any Canadian radio station.

We have heard so many favourable comments about this movie that there can be no doubt as to its effectiveness.

We do not pretend the movie is a big thing in itself. But it is one more example of the leadership and programming initiative that have helped to build CFRB's *big* listening audience.

Mainly, of course, people listen to CFRB because they get what they like to hear. We mean to see they go on feeling that way about us!

CFRB

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