

CANADIAN BROADCASTER

AND TELESCREEN

Vol. 8, No. 4

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

February 23rd, 1949

ONTARIO STATIONS PLEDGE 1/4 MILLION IN SERVICE CLUB DRIVE FOR CRIPPLED KIDS



Photo By Pete Gordon

Toronto.—This year's Ontario Society for Crippled Children Easter Seal Campaign will be adopted by Ontario radio for the third consecutive year when the drive kicks off March 21.

The general format will follow the pattern established in 1947, and consummated last year, when thirty-five stations and their sponsors contrived to swell the coffers of the society by nearly a quarter of a million dollars. The various committees concerned pay tribute to some twenty service clubs and similar groups across the province, which backed the mammoth free campaign with local canvassing and other efforts. The 1948 drive wound up with a mammoth Sunday afternoon show before 14,000 people, who piled into the Maple Leaf Gardens, to see a

formidable list of top talent broadcast an hour-long program over thirty-five Ontario stations and CFCF, Montreal.

Pictured above is one of the young proteges of the Society, having the thrill of his life, watching a hockey game from the Maple Leaf Gardens gondola, as a guest of Foster Hewitt, during the 1948 drive.

This year the campaign will follow closely along the lines previously established. The list of service and other clubs who will participate has risen already to 123.

The Ontario Society for Crippled Children was first organized in 1922 by the Rotarians, who soon invited other organizations to share in the responsibility with them. The movement expanded steadily through

the years, and has now spread to the point where a corps of trained nurses works full time with the children across the province, and three camps have been established at Woodeden, near London, Blue Mountain Camp, near Collingwood, and Merrywood-on-the-Rideau, close to Smiths Falls.

The Society also has now added Variety Village, near Toronto, which is sponsored by the Variety Club, and will open this year.

Radio came into the picture three years ago when it was decided to fill the growing need for funds by means of the Easter Seal Campaign. Last year about fifty million seals were mailed out. This year the figure has gone up to eighty million.

Names of officers who will work on the campaign will be released soon.

AUDIT INSTITUTED OF RADIO SPENDINGS

Toronto. — Information on radio advertising expenditures will be available to national advertisers and their agencies on a special report basis, under a plan just evolved by Elliott-Haynes Ltd., market researchers. Reports will show total dollar expenditures by all active accounts within given product fields. They will also show the number of stations carrying each campaign within each geographic zone. Reports will not, however, break down expenditures by individual stations.

Beginning with the month of January, 1949, the new service, which parallels the national lineage audits (ALA) of newspaper, magazine, week-end and farm paper advertising which have been carried out over the past five years by the same organization.

According to Walter Elliott, the extension of the ALA service into radio (including network, as well as transcribed and selective broadcasting) national advertisers will be able to "study the radio advertising field, keeping abreast of what their principal competitors may be doing, as they have been able to do in the past only with the printed media."

More than sixty per cent of all stations are submitting copies of their daily logs for statistical processing. In order to round out the record, personal monitors have been set up to compile information on those stations whose logs are not available. In this manner, Elliott claims, data can be all-inclusive and complete as is the case with other media.

ENGLISH STATION FOR QUEBEC CITY

Quebec City. — Narcisse Thivierge, 61-year-old former manager of CHRC, Quebec, has come out of a two-year silence with the information that he is president of Goodwill Broadcasters of Quebec Inc., which was recently granted a license to operate a 250 watt all-English station at Quebec City.

Writes Narcisse: "Crazy? I should say not. Wait till I take the air and get the ratings."

DOUBLE-HEADER

Toronto. — Stu MacKay, recently named manager of the All-Canada program division, celebrated his arrival in Toronto from Regina, where he managed station CKRM, by becoming the father of twin girls February 17. The MacKays have one other child, a son of eighteen months.

MASSEY TO HEAD ROYAL COMMISSION

Ottawa. — Announcement will shortly be made of the names of those chosen by the government to sit on the Royal Commission which will investigate a wide list of fields including radio and television in Canada.

Information we have received indicates that the Right Honorable Vincent Massey will head

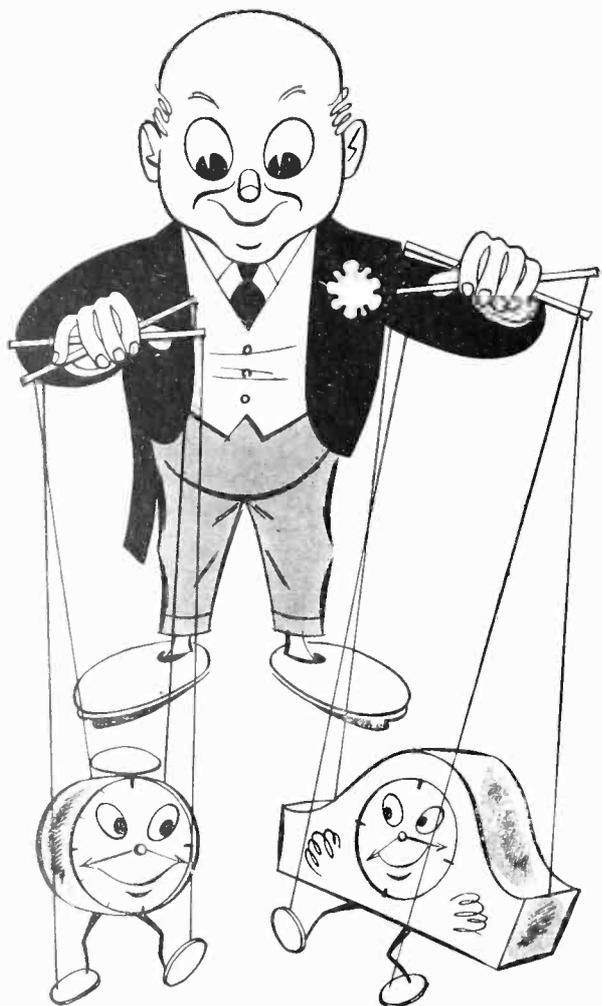
the commission. Sitting with him, we are led to understand, will be Mrs. James Richardson, widow of the late James Richardson; Walter Herbert, founder of the Canadian Foundation; Norman Hessler, president of the Canadian Manufacturers' Association, and Jean Bruschei, deputy provincial secretary of the Province of Quebec.

NEW ADDRESS

The address of the Broadcaster office, after February 28, will be 163 Church Street, Toronto. The telephone number — AD. 5075 — remains unchanged.

You control local broadcast times with **SELECTIVE RADIO**

**. . . and you select only the
stations that pinpoint your
most profitable markets!**



IT'S harder nowadays for the advertiser to stretch his dollar—harder to show *profitable* sales results on a limited advertising budget. That's why so many radio advertisers are turning to **SELECTIVE RADIO** for economical selling!

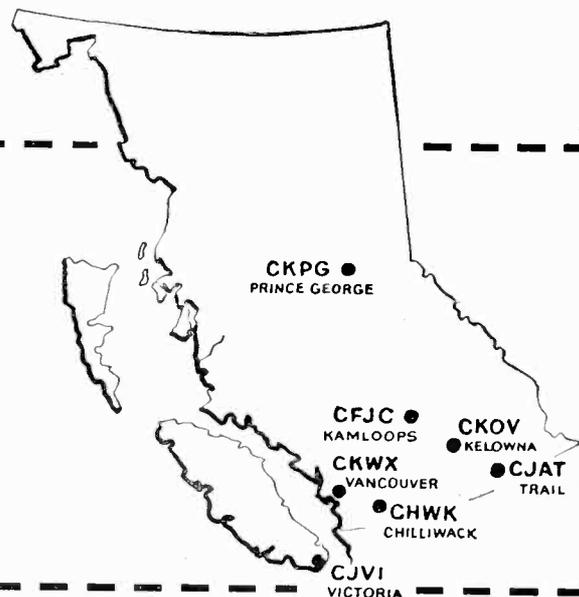
SELECTIVE RADIO is the opposite to buying a fixed group of stations, which broadcast simultaneously without regard for different time zones and different local peak listening times. With **SELECTIVE RADIO**, you treat each station *individually*—you select an effective *local* time on that station's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

With **SELECTIVE RADIO**, you cut waste also by selecting *only those stations that cover your profitable markets*—choosing from thirty **ALL-CANADA** stations across the country.

Let SELECTIVE RADIO help you pinpoint your audience—when they're listening! Call the **ALL-CANADA** man for full information.

All-Canada in British Columbia

● B.C. is Canada's number one fish-producer. It's number three for mining and lumber . . . and for total production. Seven All-Canada stations are your radio key to this market! Important: it's only dawn in Vancouver when your eight o'clock morning program is on in the East; but by placing your show the **SELECTIVE RADIO** way, you *allow* for this difference . . . you reach B.C. when it's listening! Call the All-Canada man about your coverage in B.C.



ALL-CANADA RADIO FACILITIES *Limited*

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL

PROGRAMS

FUEL BEEF PAYS OFF

Vancouver. — Just talk about our troubles and somebody will do something about them, Doris Baird of CJOR has discovered.

Baird devoted a recent session of his morning program, "Man in the House," to a discussion of the fuel shortage on the west coast, and added some remarks about black market operators who have made a good thing of the situation.

He had 24 hours' supply left, just like a lot of other people, Baird commented, and what was he supposed to do then, eat cold beans out of a can and then freeze to death?

A fuel company owner, who apparently had precious little fuel to worry about and could take time to listen to the radio in the morning, called Baird as he went off the air.

"Best discussion of the fuel crisis I've heard," the caller said, "what's your address so I can send you a load of wood? And," he added, "I want some time on our program."

A woman called in from a suburb to say, "We've just cleared a new lot. Bring a crosscut and saw yourself some wood. My husband will lend you a truck to get it home."

Baird is wondering what to discuss on future programs, like a house or a new car or a handy-andy uranium set.

...

TEEN-AGER WINS SCHOLARSHIP

Vancouver. — A \$250 piano scholarship offered on the CKWX Sunday program, "Stairway to Stardom," went to 17-year-old Helen Vass, who was the winner after a series of eliminations on the air.

The program is sponsored by North Shore Sash and Door Co., and the award is known as the Remmette Davis Scholarship, 1948.

Judges were Mrs. Davis, a pianist herself; Stanley Bligh, musical critic of the Vancouver Sun, and Sidney Foster, American concert pianist. Jacques Singer, conductor of the Vancouver Symphony Orchestra, presented the award.

...

VARIETY SHOWS HYPO U.B.C. RADIO

Vancouver.—To aid their program of free instruction to radio hopefuls, the University of B.C. Radio Society, under president George Barnes, has organized



"Hold it boys, the CBC is sending out a correspondent to cover this for 'News Roundup'."

two programs of variety to be staged in the university armories.

Part of the proceeds will be used to add to the society's technical equipment, and the rest to promote the training which the society offers to students.

The scheme has no financial backing from faculty or provincial government, Barnes explained. The instruction in production and technical procedures is by students for students.

TRIO GETS RECORDING OFFER

New Westminster.—The KKNW trio, Rhythm Pals, have had a bid from MGM in Hollywood to make records on a two-year contract. The trio consists of Mike Ferbey, string bass; Marc Wald, accordion, and Jack Jensen, guitar, and is said to be the only threesome in Canada which plays and sings simultaneously.

(Continued on page 4)



"Good morning again — it's Jos. Hardy! This time I have up-to-the-minute news for you on Trois Rivières—the home of Radio Station CHLN. 3,633 new homes have been built in the last 5 years in the 4 cities of Trois Rivières, Cap-de-la Madeleine, Shawinigan Falls and Grand Mère — a new high record! 6,205 building permits have been issued during that period totalling \$25,756,641.

"Here, too, we have a brand-new industry — Electro Refractories and Alloys, Canada, Ltd. — at Cap-de-la Madeleine, whose President praised this Province as the only area of North America where the Company's power requirements could be met.

"With new families, new payrolls, new records — there is prosperity here! In other words, a real market for advertisers — reachable through CHLN."

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

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

CKMO YOU MAKE FRIENDS
in Vancouver when you
Buy neighborly CKMO

CKMO 1000 WATTS
1410 on your DIAL

The *Bright* STATIONS

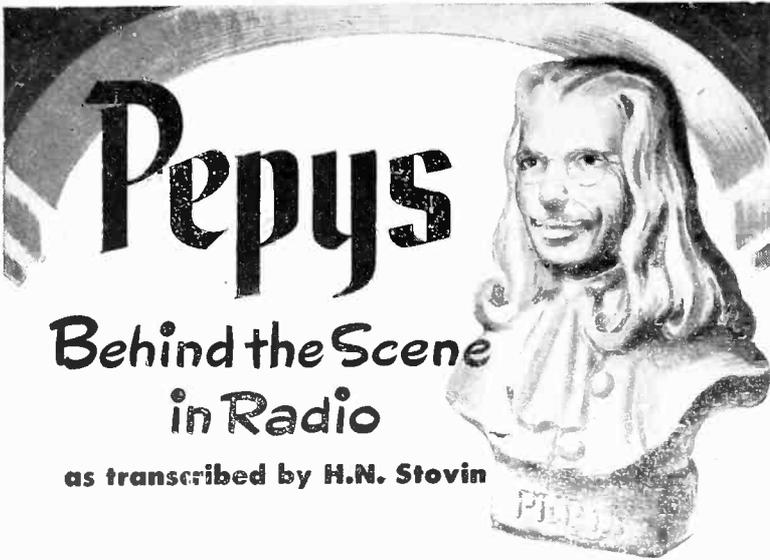
Largest Audience in French Speaking Canada

CKAC

OVER 450,000 DAYTIME LISTENERS
OVER 490,000 NIGHT-TIME LISTENERS

SEE **William Wright** TORONTO
VICTORY BUILDING

CFCF
Montreal
600 KC
PLUS
SHORT WAVE and FM



Pepys

Behind the Scene in Radio

as transcribed by H.N. Stovin

Have been travelling much of late in the interests of radio and thereby meeting many good fellows. Do wish I could now remember which of them came forth with the quip that his wife did learn to drive their car in only three months, but did have to take three years to learn to drive the fenders! ••• Did remember and silently salute CKSF Cornwall on the 15th of the month, when they celebrated their fourth anniversary. Though not able to be present at the interesting ceremonies myself, was well represented by those from our Toronto and Montreal staffs who did report thereon happily. CKSF did start their fifth year by opening their new F.M. transmitter, a most welcome addition to listener comfort in this static-laden area ••• Am gratified to note that Guy Caron, Manager of CJBR Rimouski, is now touring agencies in Montreal and Toronto with the latest facts and figures on the important area served by his wide-awake station ••• VOXM Newfoundland now mightily busy, as advertisers flock to them for time, in anticipation of great things as our new 10th Province joins in Confederation. These big advertisers do make no mistake in their choice of station, for Joe Smallwood—who said that without radio, there would have been no Confederation for Newfoundland—did himself give VOXM the lion's share of the credit ••• Learning that farmers in Saskatchewan will get another 20c a bushel on their wheat payments, do now reflect that CJGX Yorkton covers the area with the highest wheat production of any crop district in the west. Since this increase will mean a great deal to the whole area, the hint to advertisers should serve ••• Life in our Toronto office hath been unduly complicated, with Andy McDermott away on Jury duty. Do wonder whether crime, which does not pay (especially to jury men), doth not call overloudly to our staff, for we have more than our share of such jury duties ••• Being all for this time, and so to bed.

PROGRAMS

(Continued)

FEATHERED FANTASY

Winnipeg. — A new show by CKRC announcer Bill Guest is attracting gobs of mail. The show is strictly for kids and features an imaginary talking bird known as Jo Jo, similar to the CJCA, Edmonton, offering.

Monday through Friday from 4.45 to 5 p.m., Bill and his feathered fantasy "carry on a conversation," spin out with birthday wishes, spin music and tell the kids to behave themselves.

Actually Bill does the talking for Jo Jo. Prior to each show he records the bird's part of the chatter—in his own voice—on a low-speed disc. Then for the show the disc is speeded up. It gives Jo Jo quite a voice.

Sponsor is Byers Flour Mills.

HOW THEY STAND

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

DAYTIME		
English		
Ma Perkins	18.1	+ .4
Pepper Young	17.1	+ .1
Big Sister	16.4	- .6
Happy Gang	16.4	- .5
Right to Happiness	16.3	- .3
Life can be Beautiful	16.2	+1.4
Singalong	14.7	+ .5
Road of Life	14.5	-1.0
Aunt Lucy	14.4	+ .1
Laura Limited	14.3	+ .1
French		
Jeunesse Doree	31.5	+2.8
Rue Principale	30.1	+2.5
Quelles Nouvelles	23.0	+2.5
Joyeux Troubadours	22.9	+1.6
Grande Soeur	22.9	+2.1
A l'Enseigne	22.1	+2.4
Tante Lucie	21.4	+ .3
Francoise Louvain	20.4	+2.2
Metairie Rancourt	19.9	+1.2
Quart d'Heure	19.1	+1.3
EVENING		
English		
Lux Radio Theatre	35.4	+ .2
Fibber McGee & Molly	33.5	+ .7
Fred Allen's	29.2	-5.8
Amos 'n' Andy	28.5	+2.9
Ozzie & Harriet	24.7	+ .2
Bob Hope	24.6	-1.4
Wayne & Shuster	22.4	+2.3
Album Familiar Music	22.0	-2.1
Twenty Questions	21.9	+1.8
Kraft Music Hall	21.9	+ .7
My Friend Irma	21.5	- .1
N.H.L. Hockey	21.5	+ .2
Ford Theatre	20.6	+1.5
Fun Parade	19.1	+ .8
Mystery Theatre	19.0	+1.1
*Change of time.		
French		
Un Homme et Son Peche	39.2	-1.3
Radio Carabin	37.4	+4.7
Enchantant de la Vivoir	34.5	+3.2
Metropole	32.6	+ .1
Ralliement du Rire	31.0	-1.4
Qui suis-je?	29.2	+3.8
Rollande et Robert	29.0	- .6
Ceux qu'on aime	28.1	same
Talents de Chez Nous	26.8	-1.2
Theatre Ford	26.7	-1.1
La Mine d'Or	25.4	-2.3
Faubourga n'lasse	25.3	+ .1
Tentez votre chance	24.4	+1.7
Y A du soleil	23.6	+3.8
Troubadours du Quebec	21.8	+ .3

WE GIVE YOU THE FIGURES

And nothing could show more clearly where your advertising appropriation should go in Nova Scotia. For independent, official surveys reveal CHNS to be the most popular radio station in this province.

Ask the All-Canada Man to show you the actual figures of the Bureau of Broadcasting Measurement and the Elliott Haynes Telephone Service—they place CHNS way out ahead in popularity, both day and night.



Broadcasting House, Halifax
MARITIME BROADCASTING COMPANY LIMITED

Wm. C. Borrett, *Managing Director*



FOR THESE ARTISTS

- BOCHNER, Lloyd
- BOND, Roxana
- BROWN, Sydney
- COWAN, Bernard
- DAVIES, Joy
- DENNIS, Laddie
- DIAMOND, Marcia
- FITZGERALD, Michael
- HALMAY, Andrew
- HAMILTON, Lee
- HARRON, Donald
- HOPKINS, Michael
- LOCKERBIE, Beth
- McCANCE, Larry
- MILSOM, Howard
- MULOCK, Alfred
- NELSON, Dick
- NESBITT, Barry
- O'HEARN, Mona
- RAPKIN, Maurice
- ROUSE, Ruby Ramsay
- SCOTT, Sandra
- WADE, Frank
- WALSH, Elizabeth
- WOOD, Barry

Day and Night Service
 at
 Radio Artists Telephone
 Exchange

HORACE N. STOVIN
 & COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

Representative for these live Radio Stations

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

CFCF
 Montreal
600 KC
 Canada's First Station

CANADIAN BROADCASTER

AND TELESCREEN

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

Published by

R. G. LEWIS & COMPANY, LTD., 371 Bay Street, Toronto 1, Canada

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

Vol. 8, No. 4

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

February 23rd, 1949

Editor: RICHARD G. LEWIS
 Production Manager: ARTHUR C. BENSON
 Art Editor: GREY HARKLEY
 Editorial Assistant: IAN THOMSON
 Photography: AL GRAY

Correspondents
 Toronto - - - - Eida Hope
 Winnipeg - - - - Dave Adams
 Vancouver - - - - Robert Francis
 New York - - - - Richard Young



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

This Show Must Go On

Announcement that Community Radio Week in Canada is set for week of May 8 to 14 establishes a new record in preparedness which foretells a nation-wide celebration rather than the hit-and-miss affair it has been in the past. CAB Manager Jim Allard's plea for ideas and suggestions will, it is to be hoped, bring forth a legion of novel presentations, so that the affair will make the whole country sit up and take notice of private radio and its place in the community.

The whole project seems to us to divide into three divisions. First, local programming, including actual entertainment productions and community service broadcasts; second, the political aspect of the Canadian radio picture; third, and perhaps the one that has been the most neglected in the past, the high-grade service that is being rendered both to the public and to business by affording facilities which not only inform the public where it can shop, but also promote trade for the advertisers whose wares it helps to sell, and employment for the men needed to fill the orders.

Let us examine these three divisions one by one.

Programs: The Canadian public does not know of the talent development being undertaken across the country and it should be informed. To this end, we would suggest that music festivals, open to all local musicians and musical groups, be organized by every station. Many are already doing this quite regularly, and for them it will be only a case of synchronizing the event. For the others, we would suggest an examination of what their neighboring stations are doing. Also, to indicate that independent radio is doing this job from coast to coast, we should like to suggest a repetition of the multi-station type of programming, such as the disc program instigated by CFCF, Montreal, at Christmas, to which no less than nine stations contributed musical numbers.

Politics: By the time Community Radio Week rolls around, the Royal Commission will be sitting, about to sit or having sat. One or other of the two first are the most probable. In fact the third can be ruled out. This Community Radio Week, properly handled and properly presented, should be all the evidence necessary to show that

independent radio is competent to recognize and does fulfil its obligations—or what Ottawa terms its obligations. Stress should be laid on such industry-wide projects as "Report from Parliament Hill," and also on locally produced counterparts of this important program. While Freedom of Speech is fundamentally the main issue, it might be well if we indicated pretty clearly that we shall know what to say when, as and if we win it.

Advertising: Isn't it time that an effort was made to strip advertising of its stigma, and present it to the public as the great service it truly is? As long as our present competitive system survives, and let us hope that will be forever, we shall measure our prosperity in terms of the volume of business that is transacted in our market places. Why can't we be proud of this contribution to Canadian living, and explain it as an accomplishment rather than as an unfortunate necessity, to people on the receiving end of radio?

To this end, we would suggest that talks on how advertising benefits our scheme of living should be delivered both before service clubs and other business organizations and also over the air, explaining how advertising keeps prices down, and pay envelopes and larders filled.

Strictly in radio's vein, could not local stores be organized to stage sales of radio-advertised goods during "The Week," with attractive streamers and window displays contributed by the industry? Some stations might be enterprising enough to stage exhibitions of radio-advertised goods in their own towns on their own hooks.

These are a lot of ideas, thrown helter-skelter into the pot. Some may be worth while; others not so worth while. One thing is certain though. The CAB management cannot make this project a success all by itself. It will need the help and co-operation, not only of the stations, but also of advertisers and agencies, who benefit as well from the fact that community stations are available for them to use in the sale of their goods.

Help Wanted

A few days ago, a youngster walked into this office looking for a job. Twenty-two, clean-cut, nicely spoken,

but somehow he couldn't manage to get located.

At my invitation, he enumerated his qualifications: head of his year, honor grad, completely bi-lingual, knew about everyone, keen on sports, a reader but not a book-worm. What did he want? He couldn't say.

I raised an eyebrow, and the young man explained. "I've never worked yet, so how do I know?" This was a tough one.

I wondered what to say. This was no run-of-the-mill kid. He had valuable accomplishments. But what to do with them?

While stalling for a thought, I stumbled into an idea. "Supposing you walked in here and laid on the floor a heap of steel, some high-grade upholstery, a pile of nuts and bolts, a bundle of rubber and some gleaming chrome. I'd look at them, at you, and say 'well?' You would then ask me to give you fifty dollars for the lot. And I'd say: 'What will I do with them?' And you'd say 'I don't know.'"

The kid's eyes began to sparkle. "I get it," he said.

I nodded. "But if you put them together into a gleaming car, those same materials, I'd give you, not fifty, but two thousand dollars for them."

The kid left and I didn't hear from him again for a week. Then he came in to tell me he'd added his resources and presented them as those of a junior in an advertising agency. He'd landed the job, but that is not quite the point.

The big problem is that there is a link missing in the chain somewhere between leaving school, or college, and going to work. School teaches him to acquire all the materials to make a valuable man. Business expects him to arrive with those materials assembled into an office machine. Nobody shows him how he is to put them together. So kids—good kids like this one—walk the streets of Toronto and Montreal, Vancouver and Winnipeg, looking for a job; not the job in which they can be truly useful, but a job that will pay their bed and board. And when we need a man we advertise under "Help Wanted Male."

Richard G. Lewis.

Editor.

this is a
**RECORD
YEAR**
in
Edmonton

IMPERIAL OIL LTD.

Announce

Construction Will Start
In Spring On Important

\$6,500,000.

Gas Gathering and
Absorption System

At

Edmonton Oilfield



CJCA

DOMINATES

THE RICH
EDMONTON MARKET



Representatives:

In Canada - All-Canada
In U.S.A. - Weed and Co.



Radio Is A Sucker About Surveys

By W. V. GEORGE

Radio is a sucker about surveys. What other medium has such confidence in itself that it attempts to make any comparable effort towards telling the advertiser a supported story of its own effectiveness? What other medium, even on an occasional basis, attempts such wide interpretation of a limited sample and throws these facts open to the broadest possible interpretations? Surely no other medium makes it possible for an advertiser to say either: "This medium is terrible. I will never use it again," or: "This medium is wonderful. I will use nothing else." Either way, the advertiser making such a statement is wrong. If he finds such a decision on a quick glance at one of our surveys, then we are wrong too for giving him the opportunity. The fault is not with the survey, for it has accomplished its purpose—but too few people recognize exactly what the survey measures.

For example, many of us have had the experience of being associated with commercial broadcasts that rated extraordinarily well, but we have had grave



Broadcasting Manager

Canadian Marconi Company

doubts in our minds about the real effectiveness of the broadcasts from the standpoint of the advertiser's investment.

We are also familiar with the

sponsor who buys a highly rated period, puts in a different program, and the highly rated period soon becomes just another average figure on the survey. In both these cases, there was probably something wrong with the programs, but there was also something wrong with the use that was made of the survey.

Another experience was related to a particular feature that rated only fair. However, we thought it was a good show, so had it surveyed by a different organization, but using the same technique. Again it did not snow up too well. So we offered a prize of a total of two hockey tickets to one lucky listener who had the strength and patience to listen on four successive nights and mail us the answers to four different questions. The total audience was large enough to produce nearly five thousand people who would listen that consistently and write for just two hockey tickets. Obviously there were elements here that did not show on the surface of the rating.

Another example concerns a program on a station which had a consistently low rating—very low in fact—over a long period of time. One day vandals broke into a mission church and caused damage that was quite beyond the resources of the small poor congregation to repair. The incident was reported on this low rated program, and while some skill was used in the manner of presentation, the matter was not over-emphasized. Within a few days so many people had sent so much money to that little church that not only was all the damage made good, but enough was left over for other good works that had long been the dream of the clergyman concerned.

Much of the response to both the hockey ticket offer and the church incident came from areas beyond the range of the ordinary coincidental telephone survey. One of the things we must keep in mind, and which so many people forget, is that almost any radio station serves a vast constituency of listeners whose radio preferences, daily schedules, and tempo of living are a far cry from the telephone-surveyed urbanite. To consider them as exactly the same as their city cousins is a bit like saying that because a train is a certain length, it obviously carries 24 passengers. The local yoke smiles when you make that conjecture, for he knows the only train of that length in his neigh-

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

MIGHTY MIKE Sez...

The Regina Market is Growing

1948 Cheque Debits \$1,333,000,000
\$46 Million Higher Than Last Year

Reach That Market Through

"The Buckle On Saskatchewan's Money Belt"



**DIAL
620**

CKCK REGINA

YOUR 5000 watt TOP NETWORK STATION

hood is the Saturday morning day freight.

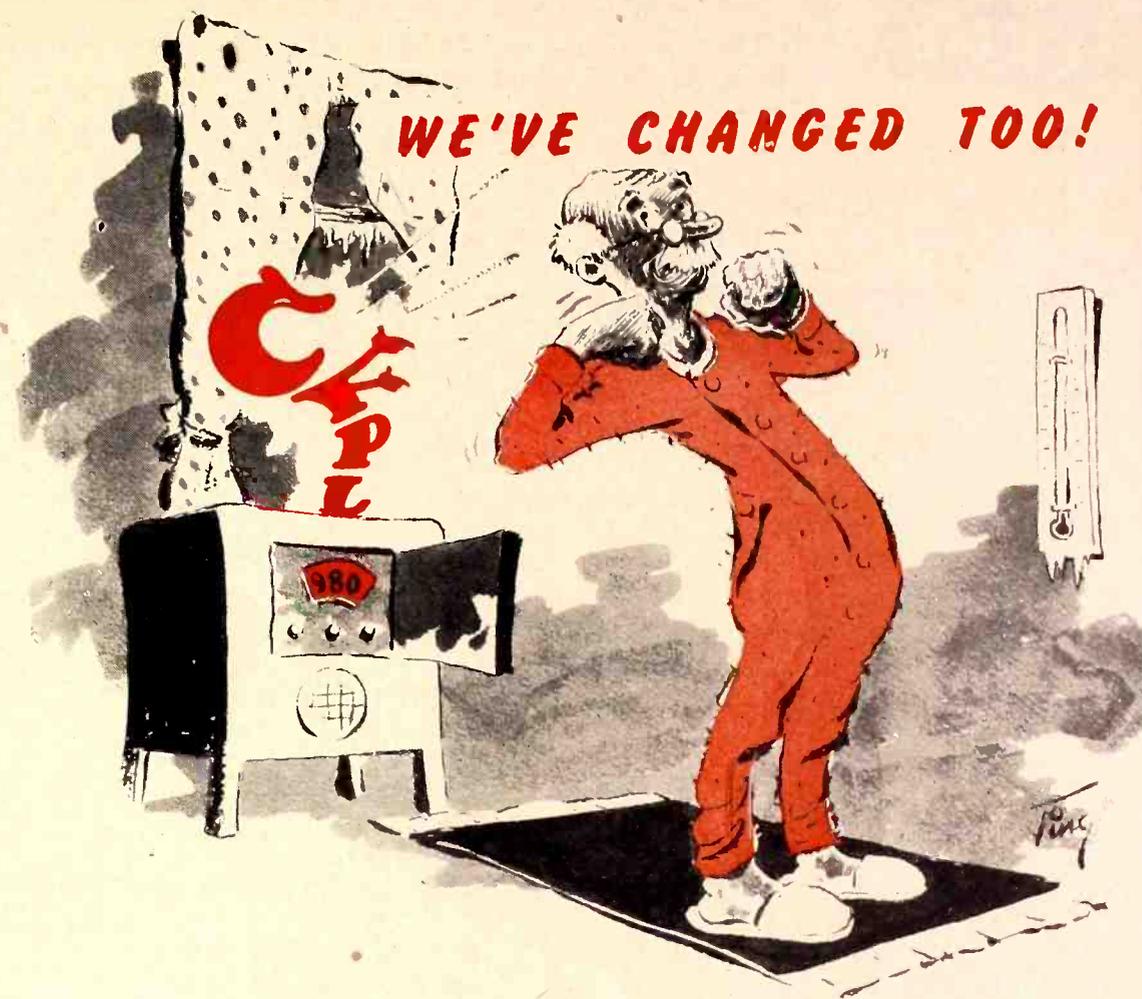
These outside listeners are constant radio fans and in total represent a great purchasing power. They make a vital contribution to the economic life of Canada. They point up the fact that while our surveys are excellent in what they do, their value is impaired because the survey is used as though it measured the whole audience. Until radio can date with some certainty who is listening to what throughout its whole coverage, lack of real thoughtfulness in using the survey will generate an incredible amount of off-base theorizing. It is also true that until such time as the real effectiveness of any advertising medium can be accurately assessed in terms of its whole constituency, any survey can so easily be completely misleading.

We must take measures to prevent those people who use surveys from failing to look at more than one figure, or forgetting the above-mentioned way freight, or mistaking quantity for quality. One sees ill-founded decisions being made by trusting advertisers who have been sold a bill of goods as well as by those with a good background in broadcasting who should know better. It happens all the way through, from the major markets to Squeedunk, Saskatchewan.

More background material must be made available so that the advertiser or his representative really knows where he can do the best job. There are several different equally sound program approaches used by intelligently directed stations, but they result in different audiences. The advertiser must know what audience he is going to get for a start, and he must know whether he is holding that audience not only in a certain group of homes, but throughout the whole area. At the present time he can only guess. Until such information is obtainable, please let us get away from this nonsense of projecting out into the great blue yonder, figures that were never intended for such purpose and are only really accurate when applied to a certain type of listener, home, habit and way of life.

Broadcast advertising can and does combine many of the merits and coverage of the most exclusive magazines, farm publications, the popular daily newspapers and, in some measure, the billboards. Our easy habits of survey interpretation complicated by our actual research shortcomings, are leading us into habits of thought that may well limit our effectiveness to that of just one of the above competitors. Such a trend is definitely unhealthy and is certainly not in the public interest.

I maintain that most of us do not really know how to interpret our surveys. I believe that we should take steps to create some device that will really measure the whole audience and that will permit some sound assessment of the real effectiveness of our medium.



The New CFPL is now at 980!

You can't blame us for throwing out our chest a bit! We're operating on our brand new dial position of 980 kilocycles . . . the clear, strong, 5000 watt signal is extending CFPL coverage to thirteen more counties in the lush Western Ontario market.

And that's really big news! CFPL's long-time dominance in this potent market is reaching into new homes to retain this coveted position . . . first in listeners . . . first in programming . . . first in prestige . . . first in rate economy through low cost per listener!

Agencies and advertisers are invited to write for our new coverage data.

REPRESENTATIVES:
CANADA— All-Canada Radio Facilities Limited
U.S.A.— Weed & Company



CKNB CAMPBELLTON N.B.

Dear Mr. Time-Buyer:

Employees of the six pulp and paper mills in New Brunswick receive more than \$8 million dollars a year in salaries and wages. Seasonal woodworkers in the industry take in another \$2 to \$3 million. Farmers who cut and sell pulpwood to the mills receive millions more dollars annually.

Altogether, it's a pretty nice payroll; and repeating an observation I made to you in the January letter: of the six pulp and paper mills in New Brunswick, the four largest are in our coverage area.

Yours very truly,

Stau Chapman

CSC/FR

Station Manager

AN ALL-CANADA STATION

Over The Desk

We're on the move. Before this deathless column (you can't kill the damn thing) appears in print they'll probably be hoisting The Desk onto the moving van, and I'll be banging it out on the top of the load as we careen over to Church Street and up to 163½, not quite as far up and one block west of the CBC's Jarvis Street. The fact that we are locating at a point exactly half way between the Victory Building and the Kremlin should not under any circumstances be interpreted as a change in editorial policy, which, as one of our faithful but anonymous correspondents tells us—and keeps on telling us—changes most issues anyhow. Our new address will be 163½ Church Street, as from March 1.

We've two new features in this issue, which will appear regularly, given the co-operation of experts in the radio and advertising fields.

"In This Corner," starting with Vic George's "Radio Is A Sucker For Ratings" are provocative articles, written by and signed with the right names of top people in stations, agencies, rep offices, research bureaus, national advertisers and what have you. The formula is that these articles must say "here is what is wrong and here's how to right it." Contributions are welcome, but we suggest preliminary queries to avoid duplication of subjects.

"Speech Digest" is the materialization of an old dream—in part that is. We have always believed that information of tremendous value, both to those who sell advertising and buy it, is spoken from the platforms of service clubs and business organizations, but does not get the notice it deserves. For some years we have flirted with the notion of publishing a paper whose mission would be to run digests of these worth-while speeches. (Remember Pulse?) Unsettled printing conditions are still deterring us, but there'll come a day. Meantime "Speech Digest," which started off last issue with "Radio's Big Bad Wolf," followed in this one with Alec Phare's "Your Copy—Does It Smoulder Or Sparkle?" will continue to run condensations of the speeches we are able to lay our hands on—and your co-operation is again invited—which carry information of value to our readers. A formula for this is hard to put into words, unless we may put it that what we are looking for is what has never been said before.

Toronto's Young Men's Ad & Sales Club held their "Radio Night" February 9, and I was honored with a seat at the head table, just to windward of Bob (Toronto Tely) Kesten's cigar. As an antidote I smoked one of them, when he proffered it. Not good—but then, not bad.

Large quantities of CBC literature, and very little of you know



what decorated the tables, but we did manage to make an over-run of the then current issue and got them out to the boys. It seems a pity that we don't have some interesting facts and figures with which to tell the independent radio story at such functions. We'd even be willing to collaborate in their preparation if there is anyone with whom to collaborate.

Guest speaker was John Fisher, who is the main thing wrong with radio, both public and private—and John is a bit of both. We don't get enough of him.

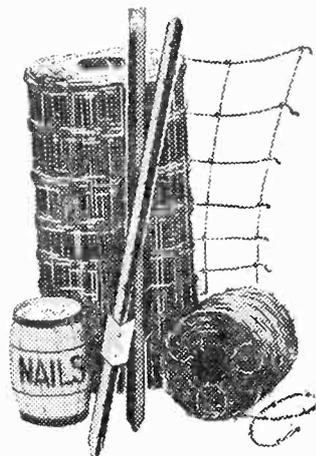
In a talk which made no mention of radio whatsoever, John diagnosed radio's ills to a capital T. He described Canada as the only country in the world which has to apologize for being patriotic. We are forever sure that anything British or American must necessarily be better than anything Canadian, he said.

He told the story of his own ravings when he wakened New Year's morning to find the street on which he lives blocked by a stalled truck. "What kind of people have we for neighbors," he raved, "when they don't phone the police and have it hauled out of the way?" Finally his wife asked him why he didn't phone them himself, which had apparently never occurred to him. The inference was obvious, so as a speaker who knows when he has said enough, John sat down.

The affair, which was ably chaired by CBC's Bob Macpherson, wound up with an introduction of the CBC's recent importation to Toronto from Halifax, Max Ferguson, now heard daily on CBL in his "After Breakfast Hoe-down."

Finally there was a short forum answering the question "What's wrong with Canadian radio?" Convening this part of the program, Bob Kesten called on Mike Hopkins (CHUM), whose plaint was that Canadian radio is afraid to try new ideas, stifling new ideas until tried elsewhere and lacking in imagination. Then Harry McLay (National Broadcast Sales) said there was too much Americanism and too little encouragement of Canadian talent. Finally—and as a last resort—they called on—you've guessed it—me, and I utilized the two and a half minutes at my disposal by reading them the last twenty-seven editorials from CB & T.

(Note to young radio men—the YMASC is an organization worth joining.)



FENCE IN THAT BOOMING ALBERTA MARKET

COVER MORE AREA AND MORE PEOPLE OVER

CFCN

The Voice of the Prairies Ltd.

CALGARY, ALBERTA

10,000 WATTS

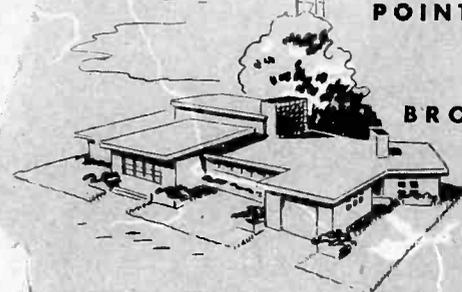
ASK RADIO REPRESENTATIVES LTD., Toronto - Montreal

Serving Canada



POINT-TO-POINT

SINGLE SIDE BAND RADIO



BROADCAST

Radio Communications



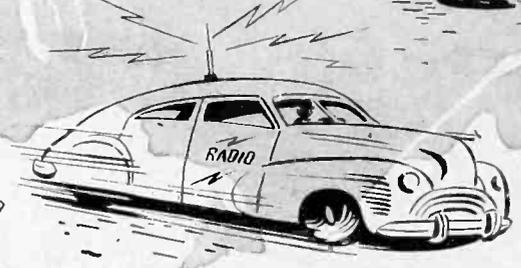
RAILROAD



POWER LINE CARRIER



AIRCRAFT



EMERGENCY SERVICE

- For every application in radio
- For expert engineering and installation
- For service and quality

Canada's largest organization devoted exclusively to research and development in all phases of electrical communication.

LOOK TO

Northern Electric

COMPANY LIMITED

26 DISTRIBUTING HOUSES ACROSS CANADA

1049-1

Don't Overlook Music with a **PERSONAL PLUS** In Your Program-Planning



JACK FOWLER

Arranger for Borden's "Canadian Cavalcade" and Mart Kenney's arranger and assistant conductor for 13 years, Jack Fowler makes his small band tops for radio.

CONSULT:

THE OFFICE OF
MART KENNEY
125 DUPONT STREET
TORONTO, ONTARIO

ROUND UP

Thumbs Down

Winnipeg.—It looks like city aldermen and school trustees are going to lose the chance to participate in radio forums.

A city council committee, known as the "Get Out and Vote" committee, has turned thumbs down on the idea.

It was brought forward at a school board meeting by Trustee Andy Robertson. He thought newspapers didn't give enough year-round prominence to the importance of citizens getting out and voting at election time.

He suggested that aldermen and trustees should be allowed to air the problems confronting them on weekly radio forums. He proposed that CKRC officials should be approached and sounded out on the idea of offering "free time" to the two bodies. School Board forwarded the idea to the "Get Out and Vote" committee.

One alderman on the committee was blunt about the matter. He said he doubted if the gen-

eral public would be interested in hearing individual members. He suggested that the mayor and School Board chairman should give monthly informative talks on the air.

A second alderman thought it was a good idea. He saw it as a means of creating interest in civic affairs.

Two other aldermen, however, put the kiss of death on the whole issue. They had forebodings about what would happen when some trustees or aldermen got in front of the mike. As they saw it—individual speakers would be "politically tinged."

Peddlers Pose As Pollsters

Winnipeg.—A fake radio poll racket hereabouts has caused the Better Business Bureau to warn housewives to beware of high-pressure salesmen.

These salesmen are using the technique known as the "golden gimmick," according to G. S. Piers, manager of the bureau.

He said several firms are trading on the willingness of the public to give information to field interviewers of research organizations.

Here is the way it works:

A salesman calls at the door posing as a pollster seeking information. Asked in the fake interviewer then leads the housewife to believe that by mailing in her "votes" every week on her favorite "radio programs," the "sponsors" will give her books or pots and pans for sending in her vote for a dollar each week.

WOULD BEAM CANADA TO ORIENT

Vancouver.—Canada should have a powerful west coast station to tell the countries of the Orient about the Dominion. a long-time resident of the Orient believes.

V. R. Butts, in a letter to the Vancouver Sun, wanted to know "what has happened to the plan announced some years ago when the eastern Canada station was being constructed, under which an equally powerful station was to have been built on the west coast to cover the whole of the Far East?"

"In the Orient," he said, "no one ever hears as much as a feeble peep from this country over the air."

Because Canada is a Pacific as well as an Atlantic power, he

said, and in view of the huge populations of Asiatic countries which are potential markets for Canadian goods, they should be told more about Canada.

While admitting that receivers are not so numerous there per capita as in some parts of the world, he felt that Government short wave receivers might re-broadcast Canadian programs, and at least that "those in authority in Canada should become conscious of the possibilities."

VANCOUVER MULLS CIVIC CENTRE

Vancouver.—A civic cultural centre with a 3,500-seat auditorium and possibly studios for the CBC and for TV, is under consideration by city council and town planning experts.

At present CBR is located in Hotel Vancouver, and officials are said to be interested in the possibility of moving to such a permanent location.

The building would be on the corner of Burrard and Robson Streets, according to one plan, which would put it at the edge of the downtown business district and yet fronting on two main streets.

There has been some suggestion that studios for all future TV broadcasts from the city might be incorporated.

THREE-WAY RECEIVER

Toronto.—Tests were recently completed here on a new TV-AM-FM receiver set which is being manufactured by Brand & Millen Ltd., Toronto. The 10-inch screen set will be priced at \$600, including installation.

The set, which will offer combination reception, will be marketed to listeners in the Ontario-U.S. area, and will cater to potential viewers of Canadian TV when it arrives.

The company also plans to incorporate into its sets a gadget called "Tele-Zoom," which is distributed in the U.S. by B. & M.'s associate, Garod Electronics Corp. Tele-Zoom enables a viewer to enlarge the central figure on the TV screen by a remote control switch which blows up the image by approximately 20%.

JOINS RED CROSS

Vancouver.—Moir Wallace, public service director for CKWX since 1941, has left the station to do publicity work for the Red Cross.

CFCF
Montreal
600 KC
FIRST IN MONTREAL

Practically EXCLUSIVE COVERAGE
IN
KENORA - KEEWATIN

For Rates and Availabilities consult our nearest National Representative — Horace N. Stovin & Co., Toronto and Montreal; A. L. Garside, Winnipeg; Donald Cooke, U.S.A.

96% DAY
92% NIGHT
B.B.M.

CURL
KENORA ONT.
DOMINION NETWORK

GO WEST-Young Man
And **SALESMEN TOO!**

68 new industries established in 1948! Plans for the new 550-room, 22-story Glenelg Hotel, and the new 300-room addition to the Macdonald Hotel finalized!

New Dominion Government Postal Terminal building under construction!

THAT'S THE MEASURE OF A YEAR'S GROWTH IN EDMONTON!

NEW FIELDS—BIGGER ORDERS FOR SALESMEN

CFRN 1260 ON YOUR DIAL
EDMONTON — ALBERTA

STATIONS

All 'Peg Stations Cover Bonspiel

Winnipeg.—As usual the annual Manitoba bonspiel—it was the 61st — got thorough radio coverage. All stations featured special curling bulletins during bonspiel week.

Jack Wells did the chore for KRC with Radio Oil Company as his sponsor. The oil company entered in a competition with the bonspiel. It was known as the "Who's the Boss" contest. It was one of those things where a bunch of clues were strung together and the listener had to guess from them who "The Boss" was. He was listed as a prominent Manitoban.

Local firms offered prizes to the person coming through with the correct guess.

Listeners had to write a letter to enter, and were encouraged to include a donation which would go to a fund conducted by local Kinsmen to aid spastics.

At this writing no one had identified "The Boss," and the list of clues was becoming longer.

LAUNCH FM PROGRAMS

Montreal.—Separate FM programming, the first in Canada, will be inaugurated by station CFCF this month, after receiving recommendation for a year's trial spin from the CBC Board of Governors at their January meeting.

Changes in the station's staff are also lined up with the opening of the new service, and Herbert Hewetson will be program supervisor for the FM outlet.

Other staff switches include the promotion of traffic chief J. Allan Hammond to assistant station manager, with librarian Morris Austin succeeding him as traffic chief. Paul Steven, chief announcer, becomes production supervisor, and announcer Jack Brooks assumes Steven's duties.

Announcer Russ Dakin has been appointed local sales representative, succeeding Miss Peggy McGannon who is leaving to be married.

Lee Hamilton, Toronto free-lance announcer, is moving to Montreal to join station CFCF as staff announcer.

Hamilton was previously with FJM, Brockville; CJKL, Kirkland Lake, and CHUM, Toronto. He also handled the announce job for "Lucky Listenin'," from CFRB, with rebroadcasts elsewhere.

ANNOUNCEUSE

St. Boniface.—CKSB has signed up a full-time woman announcer. She is Lianne Bergeron who had previously done some work for the station. Lianne will now handle all programs wanted for the housewife. She is heard six days weekly from 9 to 11 a.m.

Claude Cloutier has also joined the French station's announcing staff. Claude, a St. Boniface product, picked up a bit of previous experience as a summer replacement.

NOVEL WITH RADIO BACKGROUND

Vancouver.—A novel, set in a radio station, is the next book on the schedule of novelist Patricia Young, English author living here and writing copy for CKMO.

With ten published novels already to her credit, Miss Young came to Canada to seek further material, and recently completed "The Gallant Opportunist," to be published next fall.

Her last book, set in the States and concerning an American GI and his British bride, is reported selling well in England.

LONGHAIRING

Winnipeg.—Finer things in music are given full sway in a new program inaugurated Sunday, February 6, on CJOB. The program, heard for 30 minutes each Sunday, is presented by the Bornoff Students Association—a group attending a local music studio.

Classical music is portrayed by a choir, orchestra and soloists on each broadcast.

Dudley Paterson is producer.

CJOR SWITCH

Vancouver.—With the departure of Jim Wills for San Francisco, production man Dorwin Baird of CJOR has taken over the position of promotion manager, in addition to his other duties. Baird previously held the job before Wills joined the station.

CFCF
 Montreal
600 KC
 ABC - DOMINION

FUEL FOR THOUGHT

Oshawa's average temperature this winter—16.9 degrees above normal—wasn't helping sales of a local coal dealer. But five CKDO announcements at selected times brought immediate results. Sales increased to the extent that the dealer had to hustle to keep up with the orders.

Other local merchants are getting similar results because CKDO has an average listenership of more than twice that of any other station in this area, and CKDO announcers don't merely recite commercials, they present a sales message.

Ask for CKDO facts from

JAMES L. ALEXANDER
(Canada)

WEED & CO.
(U.S.A.)

CKDO

OSHAWA, ONT.

DOWN ON THE FARM -
They all listen to **CKCO**

because CKCO has special programmes of vital interest to farmers in the Ottawa Valley.

7:25 a.m. Monday through Saturday—rural road reports for farmers bringing their produce to Ottawa.

12:05 - 12:15—complete market quotations, plus reports from the Department of Agriculture.

There are 31,667 farms in the Ottawa Valley. Last year the value of the products of these farms was over \$76,000,000. The Ottawa Valley farmers have money. They are buying new equipment, modernizing their homes. They're in the market for your products.

CKCO reaches all these 31,667 farms, so don't overlook the pulling power of CKCO when you want to reach the rich Ottawa Valley Farm Market.

Dominion Network Affiliate

5000 WATTS DAY 1000 WATTS NIGHT

REPRESENTATIVES:
 CANADA . . . Wm. Wright
 U.S.A., Jos. Hershey McGillvra

SPEECH DIGEST

Your Copy ---
Does It Smoulder
Or Sparkle?



Digest of an Address by Alec Phare, R. C. Smith & Son Ltd., to the Advertising & Sales Club of Toronto.

The magic of words lies in the power they possess, when properly arranged, to transfer ideas and to impel action. Is it not then important to groom each word before it is harnessed for its long journey?

In one case, it may mean little,

jolting, one-syllable words, packed on paper as neatly as olives in a bottle, for a given effect. In another case, it may mean words tumbled pell-mell in a passionate torrent of cascading syllables, with a definitely different end in view. It may mean earthy, sweaty words arranged to drive home an idea on muscle-bound minds that are slow to respond. Or it may mean airy words, floated like little soap bubbles to break against sensitive brain cells in silent and soft explosion.

How frequently does that tired old bromide leap into our conversation: "One picture is worth a thousand words." Who said so? Well, the Chinese are said to have perpetrated it. Did you ever hear of a Chinese advertising campaign that set up any new sales records, even in China? Yet the phrase is always associated with advertising copy. Aesop Glim, the master of all copy scribes, says that maybe it is because it is so damn difficult to write a thousand words in Chinese! I still think it is the excuse of a lazy copy-writer. No picture, unsupported by words, ever sold anything.

There are no natural-born copy-writers, in the sense of being able to dash off impromptu copy which is inspired and dewy-fresh.

Most good copy has been shaped up and fondly but critically reviewed, revised, re-revised and only then released. But there are signs and symbols all along the way, which the masters have left for the apprentice to profit by.

Words are so full of beautiful things, and yet advertising is so full of commonplace ones; over-worked words which once meant something, but have now lost their saltiness; words like extraordinary, wonderful, remarkable, exceptional, amazing. I ask you, have you ever been amazed by an advertisement?

Try to use little words. Little words have power. Lucid, jolting little words are like candy. When one pleases, you reach for another. Little words, little groups of words, ideas said simply, ring true. They are believed. Your advertisement must be believed or it is money down the drain.

Little words do not mean commonplace words or over-worked words. Watch for them as carefully, and discard them with the same disgust as you would a caterpillar in your cabbage salad.

Listen to these phrases, all of them distinguished by little right words which are never commonplace.

"Feel its minty freshness wake up your mouth."

"Little green onions, as daintily sweet as clover blossoms."

"Here's no book for mental mollicoddles."

"Stream-lined as a ribbon in the wind."

"Such an exquisite, tiny little Tom Thumb of a watch."

"Colors that are almost fragrant in their loveliness."

"Take a kennel tour. See the fat spring puppies tumbling in the sun."

When you want to use an adjective, try to use a verb instead. Verbs are powerful words. They suggest action. They work wonders. Verbs stand alone. Adjectives lean on nouns. Avoid the conventional verbs. Use the infinite wealth of "action words" available.

Fall—tumble, collapse, drop.

Taste—savor, sip, relish.

Run—speed, dash, whisk.

Shout—cry, roar, bellow.

Disappear—vanish, fade, dissolve.

Pull—tug, yank, haul.

Plan—scheme, devise, design.

Similes impart some of the magic to good writing. Mencken said: "as effective as a man raking leaves in a cyclone"; Conrad: "a mouth, dry as a cinder"; Dickens wrote of the fiddler who "tuned like fifty stomach aches." Simile laughs at the idea of one picture being worth a thousand words. Simile makes words produce a thousand pictures.

Shun the trite: "hat in the ring"; "new light on the situation"; "wound up the meeting"; "knocked the bottom out of his argument." Compare Bulwer Lytton: "a stiff man, starched with self-esteem"; Bass Streeter Aldrich: "time, the careless laundryman, shrinks many of our ideals"; O. Henry: "he let loose the practiced scalpel of his tongue"; Byron: "each kiss a heart-quake"; A. Hamilton Gibbs: "he tossed a yeasty word into the conversational dough."

Sprinkled sparingly over your copy, alliteration adds a pleasing piquancy to reading. Never strain

or overdo. The danger is over-use, or to strain for effect. Keep in moderation or good taste.

Onomatopoeia, or, more simply, echoism, makes for vivid writing, particularly in verbs. Blare, hiss, crack, crumple, break, hush, click, rumble, thunder—all words such as these are more than symbols standing for a meaning. The very sound of their echoes, and therefore helps them meaning.

Ugly words are usually sparing of the use of vowels. Listen to: cross, crass, kill, cringe, pall, frog, snarl, snatch, strike. Compare: evening, river, alluvial, angel, peaceful, lovely, Jesus, gentle, sleepy, chimes.

■ ■ ■

The trouble with copy is that it is written in the office. It should be written in the market place, the kitchen or the factory, to the buyers one meets there.

When I get stale or feel I haven't got my feet on the ground, I go up to Eaton's Annex and watch people buy. They know values, do the women who shop in Eaton's Annex.

To whom do you write your copy? Did you ever stop to find out? How often do you write it to please yourself, or somebody higher up? If you are an agency man, and honest with yourself, you will admit that you write altogether too much of your copy to your client. You have to, because, if you don't, he'll change it until he does like it. It is so easy to rewrite copy and so many people do. It is quite possible to rewrite the Lord's Prayer, but I doubt if it would be improved by the rewriting. Every line of copy we write should be addressed to one person and one person only, the buyer.

■ ■ ■

If copy doesn't arouse an emotion, it won't sell. An example of copy which does not arouse an emotion is: "Established 1884 — 65 years old." The Bible has brought the emotion of comfort to millions, few of whom were scholars.

Today as yesterday, and tomorrow as today, the world has goods to be moved, goods to be sold; goods to feed, clothe and shelter people; goods to make the world more beautiful, more comfortable, more humane; goods to make jobs, to brighten homes, to glorify vacations, to ease toil, soften skins, enlighten minds, heal diseases, provoke laughter, strengthen bodies; goods, and ideas as well, for almost innumerable purposes. They are there to be sold. It is for us to sell them. And the magic of their selling is in the words.

1000 WATTS — 970 KC

The French Voice of the Ottawa Valley

CKCH

Studios . . . 121 Notre Dame Street, Hull, Que.

Canadian Representative
• Omer Renaud & Cie,
1411 Stanley St.,
Montreal.
Toronto Office—53 Yonge St.

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

*Programming
Especially for the
French Listeners in
the Ottawa Valley...*

CFCF

Montreal

600 KC

5,000 Watts Day and Night



Your
**WORLD
 MARKETPLACE...**

Canadian International Trade Fair

**MAY 30 — JUNE 10, 1949,
 TORONTO**

You can accomplish all the results of a round-the-world business trip in a single visit to the Canadian International Trade Fair.

All the products or equipment which you need in your business are on display—and for sale—from every quarter of the globe. Every exhibit is conveniently grouped according to trade classification, regardless of country of origin.

You can compare the goods of many countries and complete immediate transactions with your next-door neighbour or a nation on the other side of the world.

IF YOUR FIRM, OR YOUR CLIENT'S, INTENDS TO EXHIBIT: Immediate application is advisable, since official allotment of space will begin early in January—on the basis of applications on hand.

Write to:
 The Administrator
 Canadian International Trade Fair
 Toronto.

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



**INTERESTING FACTS ABOUT THE
 CANADIAN INTERNATIONAL
 TRADE FAIR**

Businessmen from over 70 countries visited the 1948 Fair. More than 1400 exhibits displayed the products of 28 different nations.

Canada is the host—but the Trade Fair belongs to the businessmen and traders of every nation.

The Trade Fair is advertised in 75 countries and 23 languages—embracing the most extensive national effort ever undertaken for the promotion of Canada's international trade.

Strictly business is the rule. The general public is admitted only on one Saturday and two Wednesdays during the Fair.

The area of the Trade Fair is a Free Port, enabling exhibitors to store adequate quantities of sample goods on the premises in bond.

B.U.P.

"COVERS THE WORLD"
BRITISH UNITED PRESS

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

★

HEAD OFFICE
 231 St. James Street
MONTREAL

NEW YORK'S RADIO ROW

by Richard Young

New York, N.Y.—It's hard to believe, but it now looks like Ed Kobak's Mutual Broadcasting System is trying to get into the act. By the act, in this case, we mean the signing of top-name stars from the other networks.

Yes, although MBS has not been mentioned during the continuing tussle between CBS and NBC, we heard from a reliable source this week that Mutual has been quietly negotiating with a number of names including Frank Sinatra, Dinah Shore, Hildegard, Tony Martin, and—believe it or not—Fred Allen! Amazing but nevertheless it's true. We hear the network would like to star singers Shore and Sinatra in two new 15-minute daytime disc jockey-type programs across-the-board. And the shows would be sold on a co-op basis. It's understood that similar stanzas would be worked out for Hildegard and Martin although nighttime programs are also being discussed for these two.

As for Mr. Fred Allen, we hear Mutual would like the comic and his manager, radio veteran Uncle Jim Harkins, to star in a 15-minute series of story telling, anecdotes, gags and what have you. However, we don't think Mr. Kobak will be able to swing such a deal since the comedian is admittedly allergic to work. But

then it's never safe to underestimate Mrs. Kobak's boy Ed.

Meanwhile, CBS confirmed the reports you've been reading in this column in recent issues by announcing that the Ozzie and Harriet show will move over from NBC on April 3 and Edgar Bergen and Charlie McCarthy will give their all for Coca-Cola on the same network starting next fall. And still they come. The wise boys are betting that the next show to bid NBC adieu will be "A Day in the Life of Dennis Day." (Don't say we didn't warn you.)

As this column went to press, NBC confirmed the reports that Bob Hope has decided to stay put instead of moving into the Paley camp. Deciding factor was said to be Bob's interest in television and he liked Mr. Trammell's (and NBC's) future plans for the sight-and-sound medium.

The consensus along Radio Row seems to be very much in approval of the Hope decision. There has been much criticism of the comics who have jumped to another network strictly because of the lure of the fast buck. Tradesters were wondering just how much loyalty remains in the radio field. It certainly didn't look like much and Jack Benny unfortunately bore the brunt of most of this criticism. Mr. Hope's decision has increased his stature in the industry considerably—if such a thing is possible.

Just when the trade was beginning to understand the wisdom of NBC's stand in its program losses—playing down top-budget shows and placing emphasis on the creation of new low-budget programs — along comes the report that the network has under consideration a plan to relax its standards of practice code.

According to these reports, the network may permit crime shows on the air before 9.30 p.m. and may join the give-away craze with a number of new audience-participation programs. The reports say that National now feels that give-aways do offer entertainment and do not "buy" the audience.

Well, we're not sure who is kidding whom . . . but . . . we sincerely hope these reports are as phoney as their ideas. They don't sound like NBC — but of course we're forgetting that NBC doesn't look like NBC these days! At any rate, we do hope that Mr. Trammell and his boys will go over the facts carefully when they attend their affiliates meeting in Chicago on February 28 and March 1.

C'mon, Niles, let's hold the torch a little higher.

We'll probably be hearing more shortly about a realignment of the National Assn. of Broadcasters. One of the major changes expected to be recommended is the hiring of a television expert who would be given top executive status. In addition, more time is expected to be devoted to the development of a video department.

An extensive membership drive for AM, FM and TV operators is also being discussed and will probably be a leading topic at the NAB convention in Chicago in April.

Disgusted with the "regulars" that attend radio shows every day in the week, station WOPR in Manhattan decided to do something about it last week by disclosing that it was compiling a list of these characters and that they would be barred. Which is a fine idea.

However, it seems to us that the station crossed its wires by coming out a couple of days later and announcing that it is now serving tea and cookies (or some other equally revolting menu) to the audience at one of its afternoon women's programs. Isn't that the same as knocking them out with one fist and handing them the smelling salts with the other?

On the cuff notes . . . Confirming a recent item here, NBC will offer comic Henry Morgan in a new series scheduled to debut in the near future . . . Three New York stations, WOV, WQXR and WNEW, dropped the services of C. E. Hooper, Inc. (the rating chief) effective immediately claiming that Hoop's system is "weighted" in favor of television . . . Only two radio columns in New York papers these days. The Post just dropped Paul Denis' pillar . . . CBS took it on the chin to the tune of \$1,600,000 in billings when Lucky Strike announced that it is not picking up its option for the Don Ameche daytimer after the March 4 airing . . . Here's a switch — International Harvester moves its "Harvest of Stars" shows from CBS to NBC on April 3. Actually, you know, this will be the 10th program to pull this move during the past year. Guess you just get more headlines when you lump two switches together . . . well, that's it for this issue except for one question. Where does Dick Lewis go over to the CBC on a capital loss deal? (Hope to see you next issue!)



THAR'S GOLD IN THEM THAR — Hill Billies

Perhaps the folks down here are sentimental; perhaps they like hill-billies; or perhaps they just like to spend their money and write letters. In any case, Lionel just received 3,003 letters in the two weeks, January 17-29, each enclosing a quarter, in response to an announcement made daily on the "Lone Pine Mountaineer," offering pictures of "Cowboy" Gene Hooper and his new bride "Little" Florence Cody. 3,003 letters from 12 announcements on a program playing opposite "The Happy Gang"! Said Lionel: "Hot ziggety clam chowder!"

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

The People Look At Radio — Again In
"Radio Listening In America"
 Report on a Survey conducted by
 The National Opinion Research Centre
 of the University of Chicago.
 Analyzed and interpreted by
 Paul S. Lazarsfeld and Patricia L. Kendall
\$3.25 POST FREE IF CHEQUE
 ACCOMPANIES ORDER
 Book Department — Canadian Broadcaster



OPINION

On Shipping Scrap Metal To Japan

One organization which is doing a good job of promoting socialism is the Canadian Broadcasting Corporation. In spite of this it is patronized by spenders of big advertising money. The CBC not only maintains (via the programs prepared by its crews of self-styled intellectuals) a constant attack on private business, but is also unjust in its attitude toward the private radio stations. Should a taxpayer support a tax-free institution which is unfriendly to the taxpayer's business?

In a fair field, a private business usually will compete successfully with a state enterprise. But private business seldom is allowed a fair field. The taxes alone are an almost unsupported extra burden on business. But the CBC also makes the

rules which govern the operation of the private station. It is gradually acquiring new stations and it is in the foreseeable future that private business will be forced to do business with state-owned monopolies.

Business leaders who are fighting for the maintenance of freedom of honest enterprise might make some contribution to the cause they believe in by more carefully examining the mechanics of the spending of their advertising dollars. Cannot private radio stations (there are over a hundred) do the job rather than the CBC? And, incidentally, how many other Socialist advocates are being similarly helped?

—The Printed Word.

CKMO STAFF SHUFFLE

Vancouver. — Nina Anthony, former radio director for Stewart-Lovick & Macpherson, has gone to CKMO as program director.

Wally Garrett has been appointed chief announcer.

Have you ever wondered what makes the Corinne Jordan show McCormick's Limited, such outstanding success? It's Corinne Jordan. She does nothing superhuman; it's just the way she does it. The show consists of Corinne playing piano and not making into song (thank goodness), reading a few lines of poetry or maybe some appropriate prose. In short, that's the show, in my guess is that the way she does it is what really counts. The manner in which commercials are introduced is not like hitting you over the head and dragging you to the corner store. It's almost pleasant.

You with me have possibly followed the radio career all over the dial, of one of our best loved artists, Maurice Bodington. In those early days on CKGW and CKRB, he turned in a sterling performance and still does on his Monday through Friday quarter-hours at 11.15. In all the years I have never heard a repeat and I could just love a peak into that scrapbook but am willing to bet there would be hours of entertainment to be found. Bodington works his entire script around the chosen article for the day, five-tailing one item to the next. His kindly philosophies shine through the entirety. Added with wisdom mixed with appropriate background music, supported by Quentin MacLean, "Dad" dispenses a pleasant pick-up in the morning to stay with and help you all through the day.

A new organist has come to town. Not a new one, because for the past three months he has been playing the organ at Toronto's splendid Odeon Theatre. Prior to that, in England, he was featured at the Paramount Theatre in London, where he also made a lot of records for Victor. He is Al Bollington, and he is on the loose as a free-lance organist of some fifteen years professional experience on all types of organs. If anyone can be a man who besides the above has done over a thousand broadcasts for the BBC, he would definitely be worth catching on the weekly CBL series (7.45 a.m.) which he started last Monday.

CJAD
MONTREAL,
Covers
the
QUEBEC ENGLISH MARKET
Greater Montreal,
Laurentians, Eastern Townships,
Lower Ottawa Valley
—providing the ideal combination of coverage and listenership
5000 WATTS
800 KC.



* LOTS OF EARLY BIRDS IN THE OTTAWA VALLEY

A Feed Manufacturer wanted time on CFRA. We suggested 5.30 a.m. to 6.30 a.m. He said "Poo." We said "Wait and see!" So we offered a radio as a prize—made 3 announcements, 5.30, 6.00 and 6.30 a.m. for 10 days . . . Got over 1500 replies . . . Got the Feed business too!

*Here's Mrs. Tomlinson, Montreal Road, receiving the radio from one of our prized sponsors, Fred McCoy, with Frank "Jamboree" Jones looking very happy about it all. You will be, too, on



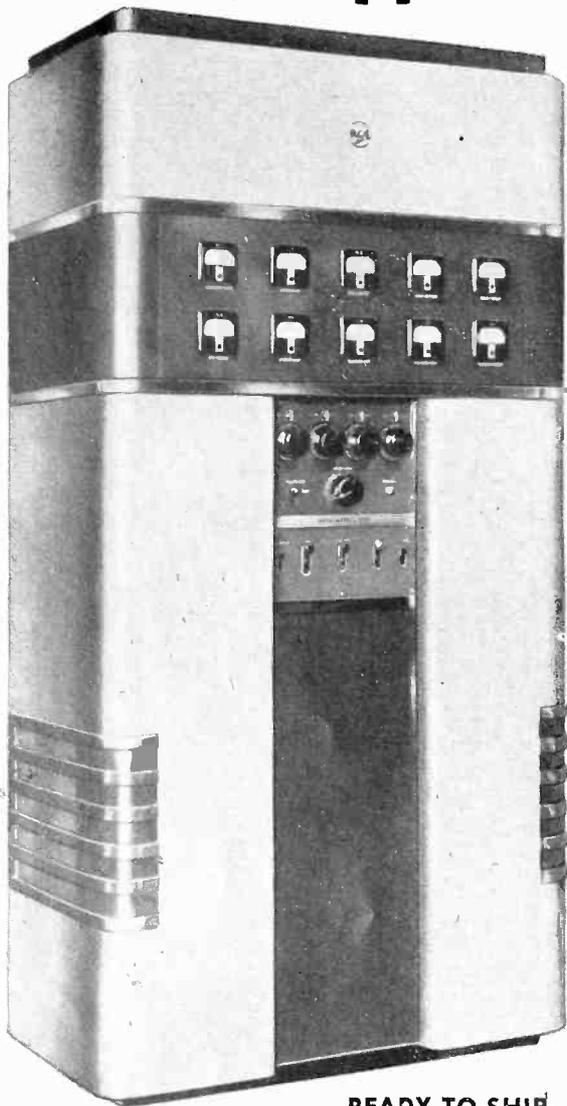
CFCF
Montreal
600 KC
TOPS THE DIAL

CFRA

The station that made OTTAWA "RADIO CONSCIOUS"

This 250-watt AM transmitter can be stepped up to 1 KW

Simply



**READY TO SHIP —
Canada's favorite 250-watt
AM transmitter, type BTA-250L**

With operating features as familiar to broadcast engineers as station calls. RCA 250-watt AM transmitters—more than 300 of them—have been making friends with station men since 1940.

**From 250 watts
to 1 KW in
one easy step**

**Use the BTA-250L as your
250-watt Transmitter now . . .**

Type BTA-250L includes all the latest developments in low-power AM broadcast transmitters. It provides economical, reliable, high-fidelity operation and is completely self-contained. The BTA-250L includes a harmonic filter and antenna matching circuit *built right into the final stage*. No trouble here with dust in the tuning circuits—because this transmitter uses no air capacitors.

**. . . add on this 1-kw Power
Amplifier type BTA-1L for high
power later**

Completely self-contained, this business-like r-f power amplifier makes it practical to go to 500 or 1000 watts—using a BTA-250L as the driver. The center section houses the power equipment. The right section houses the modulator and r-f power amplifier. Ample space makes it easy to reach all components. Type BTA-1L features fewer r-f stages and simpler operations—your assurance of maximum on-air time.

With this 250-watt AM transmitter you can go to 500 or 1000 watts . . . simply by adding on an RCA 1-kw r-f power amplifier. Your BTA-250L then becomes your driver. Not a penny of your original transmitter investment is lost . . . because in this conversion there are no power tubes to discard or obsolete equipment left on your hands.

How quick and easy is it to convert? *You can make the change to higher power between "sign-off" and "sign-on"!*

This is one reason why the BTA-250L is a "natural" for stations planning a future power

increase . . . or replacement of old equipment.

And there are other reasons, too. All controls and switches are grouped within handy reach; all meters are located conveniently at eye level. And precision-type vernier tuning indicators provide an accurate means for logging.

For complete information about the BTA-250L . . . and how you can add an RCA 1-kw power amplifier to it *inexpensively* . . . call your RCA Victor Sales Engineer. Or write Engineering Products Sales Department, 1001 Lenoir Street, Montreal.

World Leader
In Radio . . .
First In
Television

RCA VICTOR

RCA VICTOR COMPANY LIMITED

HALIFAX • MONTREAL • OTTAWA • TORONTO • WINNIPEG • CALGARY • VANCOUVER



NEWS

Listeners Are Reporters

Toronto.—After one year of operation, CHUM's "Teleflash news" has piled up quite a record of newsbeats, and earned itself listeners by inviting them to phone in the stories, and pay them for them.

Listeners are invited to phone in news of accidents, fires, hold-ups or anything of local interest. These are broadcast every thirty minutes through the day—in one minute flashes on the hour, and one-minute shots on the half hour.

The station claims to be receiving 1,600 phone calls a month, and fifty to sixty cheques being mailed a week to listeners who are alert enough to jot the story and phone it in. Payment is made on the basis of 50¢ to \$5 to the first one who has the number. Stories are broadcast, and, two hours later, to British United Press, for relay across the country at their discretion.

"Teleflash" is operated by Ed Cantler, formerly with The Canadian Press and The Toronto Star. In his files he has the hundreds of stories he has used in the past twelve months, and these include:

Seconds after Hugh McIntosh, convicted forger, escaped from a sheriff's escort in Toronto Union Station, a bystander gave CHUM a story, including a detailed description of the escaped convict and an eye-witness account of the thrilling chase.

After stopping an elderly woman from taking a death leap from Bloor Viaduct, the story was reported by one of four men who participated in the incident, confirmed by police department.

Story of a suburban family forced to flee from burning home, reported by the woman of the house. Husband, wife and four tiny tots left homeless by blaze.

Shortly before 5 p.m. Toronto Red Cross asked "Teleflash" to broadcast an appeal for Toronto relatives of a man found dead in New England state. Red Cross advised next day that the radio appeal had been successful in locating the relatives.

When an ancient elevator tumbled to the ground in a downtown Toronto office building, one of the six girls who were passengers phoned the story to "Teleflash." The broadcast prompted Toronto buildings commissioner Gillies to investigate the accident and condemn the elevator.

A Roches Point listener reported that a howling gale was demolishing fishermen's huts on Lake Simcoe and overturning summer cottages. Story broadcast 24 hours ahead of coverage in local newspapers.

Fourteen-month-old baby boy rescued from horrible death when he fell into the hot air vent of a furnace, and was removed from the vent by a 12-year-old boy Scout who ran into basement and tore down the hot air pipe in which the child was imprisoned.

A taxi driver reported an eye-

witness account of a collision between a freight train and a transport truck, in Etobicoke Township, just west of Toronto. The listener gave a graphic account of the transport driver's miraculous escape when the body of the truck was completely demolished.

According to CHUM manager Rolly Ford, this news plan has been adopted by a number of other stations across Canada.

"Today In Parliament"



Ottawa. — Station CFRA has established the most cordial relationship with at least one Russian by airing a daily feature, "Today in Parliament." This saves the Tass correspondent from sitting in the House all day, because all he has to do now is stay home and tune in the program which is aired at 11 p.m. This, at any rate, is what CFRA manager Frank Ryan claims the Russian newsman told Art McKenna, member of the press gallery, and correspondent for Canadian Dow Jones and the Wall Street Journal, who does the nightly roundup for his station.

This CFRA series started with McKenna's "interpretative analysis" of the budget speech when the House first went into session, and CFRA commentator Kay Whitton's reflections from the staff side. "Today in Parliament" has brought plenty of comment from the public at large and members of all parties; so much so, in fact, that besides the daily 11 p.m. airing of McKenna's daily stint, they do a rebroadcast the following morning.

Comment from MP's, according to Ryan, varies from straight appreciation to quiet little asides about "what I was really driving at was . . ."

The program is apparently being offered for sale, with several nibbles in the offing, but sponsor or no, will continue on the air for the life of the session.

B.U.P. Announces Expansion

Montreal.—Dennis Landry has been appointed executive news manager for British United Press according to an announcement by Philip R. Curran, director of the organization. Landry, who will

be stationed in the B.U.P. central office in Montreal, has had 30 years' newspaper and press association experience, of which 20 years was with the United Press as a domestic and foreign correspondent.

Landry came here from South America where he was manager for U.P. in Venezuela, Ecuador, Colombia and the Caribbean Islands. Previously he was manager in Central America and Mexico and has headed bureaus in Seattle, Portland, Salt Lake City, Phoenix and other United States cities.

In recent years Landry has taken an active part in U.P. radio-television development.

With the opening of three new bureaus in the West, at Regina, Calgary and Edmonton, the British United Press now has ten bureaus in Canada. Other bureaus are in Vancouver, Winnipeg, Toronto, Ottawa, Montreal, Quebec City and Halifax.

Each of the new bureaus has been placed in charge of a manager already experienced in B.U.P.'s Western coverage. Manager of the Edmonton bureau is George A. Dobie who covered that city for B.U.P. before the establishment of the bureau and has also served in the Winnipeg bureau, key-point for the organization's Western service. In Regina, Ken Lamb has been named head of the new bureau after working in B.U.P.'s Winnipeg and Vancouver offices. Richard Welsh, who has been named to the Calgary post, also gained his B.U.P. Western experience in the Winnipeg bureau.

It's a
**STEEL
AND
PAPER
COUNTRY**

Reach
**14,000
RADIO
HOMES**
ALL WITHIN
**7 MILES
OF OUR
TRANSMITTER**

**ANNUAL
PAYROLL**
OVER
\$24,000,000

CJOC
SAULT STE MARIE

SEE J.L.ALEXANDER
TORONTO MONTREAL
J.H.McGILLVRA USA



Mon
it has everything!

Agriculture — Industry — Resources. The South's richest trading centre RELIES on ONE station (CJOC) for consistently fine service and entertainment. Ask your local All-Canada man for our success story!

CJOC
NOW 5000 WATTS
LETHBRIDGE, ALBERTA ALL-CANADA STATION



Program: "HOLIDAY NEWSREEL"
Description: Devoted 100% to boosting Ontario's tourist attractions, CHUM's "Holiday Newsreel" returns to the air for its second season on April 1st.

Michael Hopkins, producer and commentator of the feature, gives listeners timely tips about fishing, hunting, and other recreational and scenic attractions--interviews anglers, hunters, summer resort guests, as well as the proprietors of these establishments--thus conveying to listeners a colorful, attractive picture of vacationing in Ontario.

Publication Support: Program is supported with an annual publication, "CHUM VACATION GUIDE", more than 5,000 copies of which were mailed out to U.S. and Canadian listeners during last year's tourist campaign. Publication describes Ontario tourist attractions, provides useful information regarding game and fishing regulations, customs requirements, etc., and lists a number of Ontario's leading summer resorts.

Motion Picture and Television Support: A natural color, sound-on-film motion picture is this year being produced by CHUM, in support of "Holiday Newsreel" advertisers. Resorts, vacation districts, travel and transportation facilities and other participating sponsors buying a minimum of 26-broadcasts on the program series, will be featured in the production of this film, at no additional cost.

This film will be shown, all next winter, to business men's, women's and church clubs and other groups in Toronto, and will be further exhibited in the United States as a television broadcast over station WBEN-TV, in Buffalo.

Availability: Sold in 5-minute segments, Monday through Saturday and in 15-minute segments on Sundays.

Schedule: 6 p.m. to 7 p.m. daily, April 1 to September 30, 1949.

Rates: \$10.00 per 5-min. segment, week-days.
 \$50.00 per 1/4-hour, Sundays.

Sincerely,
 CHUM--"The Friendly Station"

ROLLY FORD, Manager.

*More than 70 Ontario Resorts and Publicity Bureaus Advertised on CHUM last year.

AGENCIES

E. W. REYNOLDS & CO. LTD.
 Toronto. — Mutual Benefit Health & Accident Association has renewed for another year the Jim Hunter newscasts heard over CFRB, Toronto, ten minutes twice a day Monday through Saturday, with Eddie Luther handling the commercials. Same sponsor has also started "Mayor of the Town" with Lionel Barrymore, delayed from Mutual and heard over CKEY, Toronto, Sundays at 9 p.m. (E).

The Benjamin Moore Co. Ltd. (Paints) has started a 13-week series of fifteen-minute home decorating talks with Betty Moore, heard once a week over a network of six Ontario stations and originating from CFRB, Toronto. In addition, five-minute scripted talks go to 26 stations coast to coast on a once-a-week basis.

MACLAREN ADVERTISING CO. LTD.

Toronto. — The Canadian Red Cross Society is starting a three-week radio campaign, February 28, over stations coast to coast, which includes a series of transcribed dramatized one-minute spots; six transcribed five-minute dramas for sustainers or local sponsorship; a series varying from 15-second flashes to one-minute spots. The campaign is hyping a drive for five million dollars.

Nabisco Shredded Wheat is resuming its 26-week series of three-a-week fifteen-minute segments of early morning disc shows over a number of western stations beginning in early April.

HARRY E. FOSTER ADVERTISING LTD.

Toronto.—The Toronto Evening Telegram has extensive radio plans under way highlighting the paper's new format. A spot announcement series goes to CFRB and CKEY, Toronto, along with a five-minute five-a-week segment of CKEY's "Club 580." The Tely has also picked up the tab for "Headliners" heard five minutes five-a-week over CFRB, Toronto.

J. J. GIBBONS LTD.

Calgary. — Canadian Western Natural Gas Co. Ltd. has started

the half-hour weekly "Alberta Scrapbook" for a 13-week series over stations CFAC, Calgary and CJOC, Lethbridge. The program highlights the history of the province along with its new industries and features Frank Fleming.

RUTHRAUFF & RYAN INC.

Toronto. — Thomas J. Lipton Ltd. has started "Arthur Godfrey's Talent Scouts" over the complete Trans-Canada network. The show is heard as a delay from Columbia on Saturdays at 8 p.m. (E) and advertises Lipton Tea and Noodle Soup. The program also goes to CFRB, Toronto, Thursdays at 8.30 p.m. (E) and CKAC, Montreal, Saturdays at 7.30 p.m. (E).

COCKFIELD BROWN & CO. LTD.

Montreal.—Imperial Tobacco is starting a 120 spot series over CJCJ, Calgary, with an 80 spot campaign going to CHAT, Medicine Hat, both advertising Sweet Cap cigarettes.

Kennedy Manufacturing Co. Ltd. starts an extensive spot campaign in May over stations coast to coast including Newfoundland, advertising Sapho the Killer.

NEW ADDRESS

Toronto.—Garry J. Carter of Canada Ltd., has moved to new offices at 59 Avenue Road, Toronto. The company's downtown office at 394 Bay Street will be maintained to house the art, copy and production departments.

WILLIAM ORR & COMPANY

Toronto. — Cities Service Oil Co. Ltd. will commence a 13-week series of the twice-a-week "Five Minute Mysteries" (All-Canada) over nine Ontario stations on March 15.

McKIM ADVERTISING LTD.

Montreal. — National Drug & Chemical Co. of Canada Ltd. (Gin Pills) has started the ten-minute five-a-week "Neighborhood News" featuring Eddie Luther, over CFRB, Toronto, for a run of 30 weeks.

F. H. HAYHURST CO. LTD.

Montreal. — Mappin's Jewelry Store has scheduled a spot announcement series over CFCF, Montreal.

CFCY

"FIRST IN THE MARITIMES"

"Check Our BBM Circulation and Find Out That We Reach More Radio Homes Than Any Other Private Station East of Montreal."

CFCY

CHARLOTTETOWN, P.E.I.

5000 WATTS
630 KILOCYCLES

In Canada: All-Canada Radio

In U.S.: Weed & Company

PEOPLE

Research Consultant



Toronto.—G. E. "Ted" Rutter, who formerly devoted his whole time as market research director for Horace N. Stovin & Co., has expanded his activities by taking on a number of new clients.

Operating as an independent market research consultant from 22 Deloraine Avenue, Toronto, he is continuing to take care of research for the Stovin office as well as his new clients.

Rutter says he is specializing in forms of research connected with advertising media, analyses of markets and special reports relating to media expenditures.

To Head CJDC



Dawson Creek, B.C.—Lew Roskin, of station CFRN, Edmonton, has been named manager of station CJDC, Dawson Creek, B.C., which was recently relicensed by the CBC Board of Governors to W. B. Michaud.

Roskin began his radio career in 1936 with CJOC, Lethbridge, Alberta, and remained with the station until 1942. After service with the Canadian Army he rejoined CJOC in 1944 and left in 1945 to become production manager of CJOB, Winnipeg, Man. He was associated with a recording company in 1946 and joined CFRN in January, 1947.

TO HEAD BROADCASTERS' CLUB

Winnipeg. — George Secord, radio actor, has been re-elected president of the Radio Broadcasters' Club of Greater Winnipeg.

Other officers elected were: Cal Peppier, CBC, vice-president; Lorne McLeod, CKRC, secretary; Murray Messner, CJOB, treasurer; Percy Burdett and Ralph Normandeau, members of executive committee; James R. Findlay, regional representative CBC; Nairn Mogridge, manager CBW; William Speers, manager CKRC; Jack O. Blick, president CJOB; Rene Desault, manager CKSB, honorary patrons.

Reports from retiring Secretary Keith Murray, CKRC, and retiring Treasurer Ralph Normandeau, CKSB, showed the club in sound financial position.

DIESPECKER RETURNS TO THE AIR

Vancouver. — Dick Diespecker, who collapsed in CJOR studios several weeks ago and has been under doctor's care since, hopes to be back at his job of produc-

tion manager within a week.

He has already returned to his nightly newscast for the Daily Province, and hopes his coming session with the doctor will find him ready for the full schedule.

PRODUCTION MANAGER

Winnipeg.—George Davies has taken over as production manager at CJOB. He replaces Ed Farey who intends to pursue his radio career in the United States.

Demand COMPLETE COVERAGE!



Roses are Red, Violets are Blue traditional poetry conveying the romantic Valentine message.

12% more local advertisers appropriated 23.9% more money in '48 than in '47 to send their sales messages into New Brunswick homes thru CFNB.

Watch the local advertiser. He knows where he gets "Complete Coverage."

CFNB

FREDERICTON, N.B.



THE DOORWAY TO NEW BRUNSWICK

FEDERAL FM BROADCASTING EQUIPMENT

A COMPLETE LINE OF

Electronic Tubes for AM and FM, Rectification and Industrial Application.

Mobile FM Radio Telephone Systems.

High Frequency Cables. Low loss flexible type.

Telephone and Telegraph Carrier Systems.

Selenium Rectifiers.

Selenium Chargers and Power Supplies.

Telephone Switching Equipment.

Navigation and Communication Aids for Aircraft.

Features of Federal's FM Broadcast Transmitters

A newly-developed Federal "FREQUEMATIC" FM Modulator attains improved high-quality and noise-free transmission.

All-electronic simple circuits maintain the centre frequency stable to within 1,000 cycles of its assigned frequency, as compared with the present FCC \pm 2,000 cycles.

Linear modulation of all audio signals between 50 and 15,000 cycles is maintained even when the transmitter is over-modulated by as much as 200%.

Correct modulator emergency operation with centre frequency control system inoperative.

Power stages are push-pull throughout, with non-critical tuning.

Non-glare meters using fluorescent scales illuminated with ultraviolet light, greatly improve scale visibility.

FEDERAL ELECTRIC

MANUFACTURING CO. LTD. MONTREAL 14, CANADA

Export Distributors: International Standard Electric Corporation, 37 Broad St., New York. In U.S.A.: Federal Telephone & Radio Corporation, 130 Kingsland Road, Coken, N.J.



If YOU want "bang-up" sales results in Western Ontario urban and rural, and we know you do, put CKLW on your Western Ontario Sales Staff, Mr. Executive. This aggressive Radio Station enjoys a wonderful reputation for its ability to deliver sales in 198,130 Western Ontario urban and rural homes—a reputation not built in just a few weeks or months but over a period of sixteen years hard work on the part of station management and its efficient staff.

CKLW, because of its strong audience; its buying appeal and its thorough coverage will produce real profits for you. That's why Sales and Advertising Experts recommend The "Good Neighbor" Station be included as a "MUST" in Sales and Advertising plans for 1949.

Remember—for "bang-up Sales results in Western Ontario urban and rural—Put CKLW On Your Western Ontario Sales Staff.

CKLW

CANADIAN BROADCASTING CORPORATION

MUTUAL BROADCASTING SYSTEM

MEMBER OF CANADIAN ASSOCIATION OF BROADCASTERS

CKLW

AM AND FM

THE GOOD NEIGHBOR STATION WINDSOR ONTARIO

WATCH FOR GREAT CKLW DEVELOPMENTS IN 1949

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

CANADIAN TELESCREEN

Vol. 2, No. 4

TV and Screen Supplement

February 23rd, 1949

DELAYING TACTICS CURB TV PROGRESS

That the Canadian TV menu may become too highly seasoned with U.S. motion picture conditions was, according to a recent article by Joseph W. Crampton "Canadian Business," one of the reasons the CBC has been reluctant to grant TV licenses. Nevertheless, whether or not such a fear is justified Crampton says that film will play a big part, perhaps one of its biggest, in the TV market, and claims that Canada is losing valuable time by the delaying tactics which curb advancement in the medium.

Film has been an important factor in the growth of TV, especially through the days when there were few trained video artists, and few sponsors willing to bankroll live programs. During these days, according to Crampton, "Video producers, reached eagerly, if not happily, for ancient two-reelers, some old features, new clips, westerns, cartoons, and old educational shorts to fill up time on the air." The demand for these oldies is now falling, the article points out, and improvement in live programming technique and growth of audience is heralding sponsors who are willing to shell out for more and more good live shows."

Yet, Crampton says, TV still offers a big market for film. He points to the fact that it can be edited as one of its main advantages over live shows, and describes how it can provide a substitute for network facilities, how it can be used for commercials, short subject programs, pictorial backgrounds in news telecasts, and its value in providing delayed telecasts by kinescope recording.

The amount of U.S. film used in Canadian TV will, Crampton asserts, depend on the attractiveness of Canadian live programs. In this respect it will take time to develop live shows as, apart from the cost, training artists and technicians in the new medium will take time. During what Crampton describes as the "novelty period of set ownership" he predicts that remote programs, featuring personal interviews, local news events, sports, and educational shows of the "how-to-do-it" type, will be the most interesting to viewers.

Discussing detailed programming possibilities in the early stages of Canadian TV, Crampton pointed to the projected programs listed by the Famous Players Canadian Corporation in its TV application. The company's schedule calls for 22½ hours programming per week. Of this total approximately 9½ hours would

be devoted to live studio shows, six hours would be allotted to film, and seven hours for remote programs beamed in from mobile units by micro-wave relays.

The film programs in the schedule would vary from cartoon comedies to information films on Canadian life and industry. Remotes would include sports events, variety features from hotels and night clubs and the transmission of musical events, such as performances by the Toronto Symphony Orchestra.

Some of the programs would combine live talent and film, and time would also be allocated to newscasts and shopping, cooking and interior decorating hints.

Studies of audience reaction to current programs in the U.S. have already brought out some interesting facts, Crampton points out, and he describes how sponsors are shearing away from the use of live commercials and are turning to film. This, in the main, is due to TV audiences being inclined to be more critical than radio audiences, and mistakes, clumsy production methods and poor camera methods cause an immediate unfavorable reaction. In this respect film is advantageous as it can be edited and tested for audience reaction before it is aired. Also, numerous copy prints can be made up and distributed to all stations.

The interest shown by the U.S. movie industry in TV development is due, according to Crampton, to "the spectacular sale of receiving sets, the growth of networks, which soon will extend from coast to coast, and the real entertainment TV can now offer." He also says, "the producers probably also have in mind their mistaken indifference to radio in its early years and have no desire to repeat the error." Recent negotiations by one of Hollywood's biggest studios for ABC's TV net, pointed to its interest in video, Crampton asserts, and he asks if movie companies thus plan to produce new pictures with top talent for first runs on TV.

Nevertheless, he claims that "million dollar movies are not likely to find a bankroll in the ranks of commercial advertisers," and indicates that one solution to this may be the use of "Phone-Vision," whereby a potential viewer rings up the phone company and requests a line to a certain program. At the scheduled time the show is beamed to him and the "admission" charge is put on his phone bill.

Pointing out that various motion picture companies in Canada are more than prepared to get

into TV, Crampton asks if Canadians will want to see "TV stars as bright as those they have been used to hearing in radio and who they know are appearing on U.S. network programs in cities no larger than Toronto." He points out that, barring personal appearances, film will be the only method of bringing them in until links have been built and connected with U.S. stations.

If bringing in these TV films is going to be discouraged, Crampton asks: "What about imported radio transcriptions?"

"Undoubtedly," he says, "Canadian TV programming will eventually have to meet competition from film-recorded programs brought into Canada to be sold to sponsors here.

"If that is so, is it not just one more reason for not delaying Canadian television longer? As time skips by, so do the opportunities for Canadian television to learn the new art in the best school of all, the school of experience."

TEE VEE ACTION

New York, N.Y.—Insiders are attaching great significance to NBC's application for an experimental ultra-high-frequency television station in Bridgeport, Connecticut. According to officials, the station, which NBC wants to call WNBT-1, is the first UHF outlet intended to provide a permanent signal for public reception instead of just development purposes.

During the tests, the station will operate as a satellite of NBC's flagship outlet here, WNBT, and will broadcast all of the programs carried by the local outlet. The UHF broadcasts will



ANDREW N. McLELLAN

be received on special receiving equipment constructed by the RCA Victor Division of the Radio Corp. of America.

Meantime, traders predicted that the FCC will make channel assignments in the UHF before the end of the year. And although there are 312 applications for video stations now caught in the FCC freeze, this number is expected to top the 1,000 mark if and when the jump to UHF is made.

New variety show, Backstage With Barry, starring Barry Wood, will be sponsored over CBS-TV by the Household Finance Corp. beginning March 1.

NBC expects to cut into CBS' Jack Benny time (7 p.m. EST) by launching a new all-star television show featuring comics Dean Martin and Jerry Lewis, songstress Evelyn Knight, and Tommy Dorsey and his orchestra. The tele-show is expected to have some effect on Mr. Benny's rating—at least in New York.

There are reports that ABC's top-rating give-away, Stop the Music, may go before the ABC-TV cameras around mid-April.

Although he forecast that it will be ten years before television gets operating, T. F. Flanagan, managing director of the National Assn. of Radio Station Representatives, stated that the new medium will get a larger share of spot advertising than AM broadcasting. He also denied that "television will eliminate AM."

The Pacific Telephone and Telegraph Co. has filed an application with the FCC for construction of a microwave radio relay link for network video between Los Angeles and San Francisco—to be completed in about a year.

FIRST IN TELEVISION IN CANADA

Six-Year Study All Phases of TV. Former Television Editor & Columnist. Member: American Television Society. Graduate: Television Workshop of New York. Currently: Lecturer on Television—Programming, Production & Operations at ACADEMY OF RADIO ARTS 447 JARVIS STREET TORONTO

HOW TO MAKE A WEAK LINK STRONG

Between Toronto and Montreal—and not covered by their stations—is the rich, well-balanced Eastern Ontario market, including the cities and towns of Kingston, Belleville, Brockville, Picton, Perth and Smiths Falls.

Practically all major advertisers use CKWS, Kingston, successfully to reach this market. If you have a weak link between Toronto and Montreal the facts will prove that CKWS can make that link strong. Ask N.B.S.

CKWS - Kingston

5000 WATTS

960 KCS.

CKWS - FM

Get the facts from

NATIONAL BROADCAST SALES

TORONTO: 2320 Bank of Commerce Building - AD. 8895

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FIRST IN CANADA!

Another FIRST for CJOR is the new red ink "overprint" ad in the radio column of The Vancouver Sun. Here is four columns by ten inches of unusual promotion for CJOR—reaching into 150,000 homes every insertion.

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

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

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

CBC

Dailies Denounce CBC Policy

Vancouver. — Both afternoon papers here took a slap at the CBC's television policy during the week, using Prime Minister St. Laurent's remarks in Commons as a peg for editorials.

The Daily Province commented on the P.M.'s statement that there was ground for consideration as to whether those administering the publicly-owned CBC should at the same time have control over private stations.

"While Mr. Mackenzie King was prime minister," the Province said in an editorial entitled "How long can CBC hold up the parade?" "there were no such governmental misgivings, and Mr. St. Laurent's significant comment offers hope that a new radio policy for Canada may not be too far off.

"Television is the latest, probably the most glaring example of how a dictatorship can stifle freedom and growth in an industry.

"... while those south of the 49th parallel are enjoying television in quantity, a few Vancouverites are trying to pioneer with specially 'stepped-up' sets that will bring in TV broadcasts from Seattle.

"The rest of us who want television are supposed to live on the recent CBC prediction that in two or three years television will be broadcast from Canadian stations. This is not good enough for Canadians. We shouldn't tolerate such delay or such dictatorship much longer."

The Sun, in an editorial, "CBC On the Carpet," said, "For years the private stations have complained to parliamentary committees on radio about a situation which makes their government competitor into a law-making body for all radio, and makes it judge and jury as well over private stations . . .

"The Canadian Broadcasting Corporation needs a commission of inquiry for other reasons. It has been under fire, chiefly from the Tories, for alleged political partisanship.

"It is questionable whether the charges are fair. But so long as the CBC remains under government control, so long will it be a political target. It has been accused of being part of a giant radio and film propaganda mill. Sometimes it has been charged with working in the interests of the Liberal government; other times it has been charged with serving more sinister political interests.

"... if the CBC was removed from government control and placed under a neutral commission, the possibility of such charges being heard in the future would be lessened. If charges still were heard, the proper place to air them would be the radio commission independent of government control.

"As it is now, such charges have to be answered by the chairman of CBC and the responsible government minister. And the accusers are never satisfied with their denials."



WASTED EFFORT

We're still chortling about the enthusiastic fan who attended two programs a night for a month, and nary a stick of furniture.

■ ■ ■

CHEERFULLY REFUNDED

Then there's the girl who won a clock which wouldn't go, so now she wants her answers back.

■ ■ ■

GREATER LOVE

Who was the account executive who volunteered as a blood donor, and gave about half a gallon, which enabled them to serve all the other donors with a glass of ice water?

■ ■ ■

POET'S CORNER

Her voice is so seductive,
When she talks into the air.
She's called Lucille the Luscious
By list'ners ev-rywhere.

But she will have a problem,
When at last TV occurs:
Just how to face the cam'ras
With a homely puss like hers.

■ ■ ■

PAN MAIL

Sir: I note your new feature, "Speech Digest," and I'm organizing a sweep stake in the office on how long it will be before a speeches run will be one R.G.L.

Curious

■ ■ ■

CC TO WEBSTER

The CBS-NBC talent feud suggests to a reader the name of this industry might be expanded in radio.

■ ■ ■

WHAT MAKES SAMMY RUN

A press notice that orchestra leader Samuel Hershoren will "take part in the Canadian Ballet Festival, gives rise to the question of how he will look in a beard and a ballet skirt.

TOP MANAGEMENT RUNS B.C. RADIO

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CKPG PRINCE GEORGE
CJAT TRAIL
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HERE are more reasons why more people listen to CFRB ... a line-up of great drama shows, including the highest-rating drama show on the air!
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The
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**MYSTERY
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