

# CANADIAN BROADCASTER

## AND TELESCREEN

Vol. 8, No. 5

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

March 9th, 1949

### INTERNATIONAL QUIZ SPARKS GOODWILL



Photo By Barney Gloster

**Windsor, Ont.**—There's an international aspect to CKLW's new juvenile program, "Border Patrol," in which the mike is set up between three Boy Scouts from Windsor and a like number from Detroit, to compete for a "Border Patrol Plaque." The program takes the form of an "International Quiz," in which the Canadian boys are encouraged to learn more about their U.S. neighbors and vice versa. Each three weeks, the plaque goes to the side making the most points, to be held in trust. At the end of the series, 18 weeks, it goes to the grand winner for keeps.

Pictured from left to right, are first the Detroiters: Paul Caloun (honored as "Scout of the Week"); Charles Fry, Bill Byrd and Dick Richards; in the centre, at the CKLW mike, with the plaque, Art Laing, who handles the show, and then Jim Tierney, Bob Sale, Norm Vincent, and the Wolf Cub who picked the questions to be asked, Bob Monahan, all of Windsor.

Another recent activity of CKLW, which will step up its power to 50 kw. in a few months, was made the juvenile detention home in Detroit richer by a piano as a result of one request by Toby David on his program of the

same name. On a recent visit to the home which, its name notwithstanding, is really an orphanage, Toby discovered that there were several kids interested in music but lacking a piano. He decided to do some-

thing about it and did. Offers in the few minutes following the program came from Windsor and Detroit and included six pianos, \$300.00, three phonographs and several musical instruments.

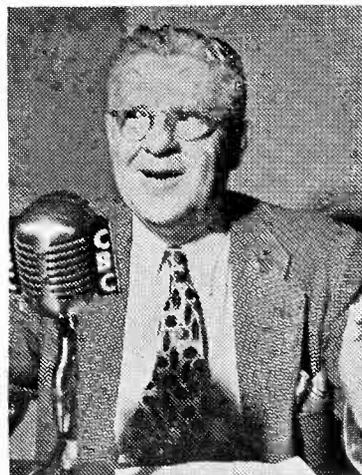
### RADIO'S OLD OBSERVER PASSES

**Toronto.**—Clary Settell, radio's "Old Observer" to Toronto sport fans, and to listeners from coast to coast, emcee of "Clary's Gazette," has signed off for the last time. He died at the age of 66 in St. Michael's Hospital on February 23.

Clary will be missed.

His voice had a personality you either liked or disliked very much. If you didn't notice this yourself, he would tell you so. He delivered one of Toronto's most complete sportscasts. It was also outspoken, hard-hitting and unpredictable. He was one of the keenest, best-read and hardest-hitting commentators Canadian radio ever had.

Clary waged a continuing campaign against the "money-chang-



ers" in professional sport. He was forever fighting for the grimy kid on the sand-lot or the public park.

There isn't a sportscaster who wouldn't give anything for

### CBC WILL GET VIDEO DOUGH

**Ottawa.** — The government is expected to announce soon, possibly within the next few days, a plan whereby funds will be made available to the CBC to begin developing TV in Canada. It is reported that the Cabinet is now studying a proposal for a loan to the CBC to set up stations in Toronto and Montreal. While the exact amount of the loan is not known it is believed to be several million dollars. Revenue Minister McCann, who reports to Parliament on behalf of the CBC, will make the announcement, if he has not already done so by the time this story appears.

Preliminary plans of the CBC are said to include the establishment of one station in Toronto and two in Montreal—one English and one French—but until the necessary approval is received from Parliament concerning the loan these plans are not expected to be finalized.

It is reported that private stations and the CBC have discussed plans concerning joint initial development of TV but the result of these discussions is still unknown. The co-operative plan was advanced when the CBC Board of Governors deferred decision on TV license applications last November. The report stated also that there is a possibility that the Board of Governors may review private station applications for TV licenses at their coming meeting in April.

Clary's scrapbook. There was scarcely a sports event, major or minor, that his amazing memory could not recall for his listeners. If his memory should fail, his scrapbook would fill the breach.

Clary will be missed because he carried a torch for decent sport, and carried it right to the "Bay Street Moguls" when he thought he should. He will be missed because he never forgot a friend or a favor. We'll miss him at the Broadcaster, because this will be the first time our columns have mentioned his name, without his coming panting into the office the next morning to say "thanks."

### CAB RECOGNITION

**Toronto.** — Two agencies have recently been granted recognition by the Canadian Association of Broadcasters. They are W. H. Emmett (Overseas) Ltd., of Toronto, and Montreal, and Rutland, Gilchrist & Clem Ltd., operating in Toronto and Kitchener.

# There's a whale of an audience for WESTERNS!

## ADVENTURE



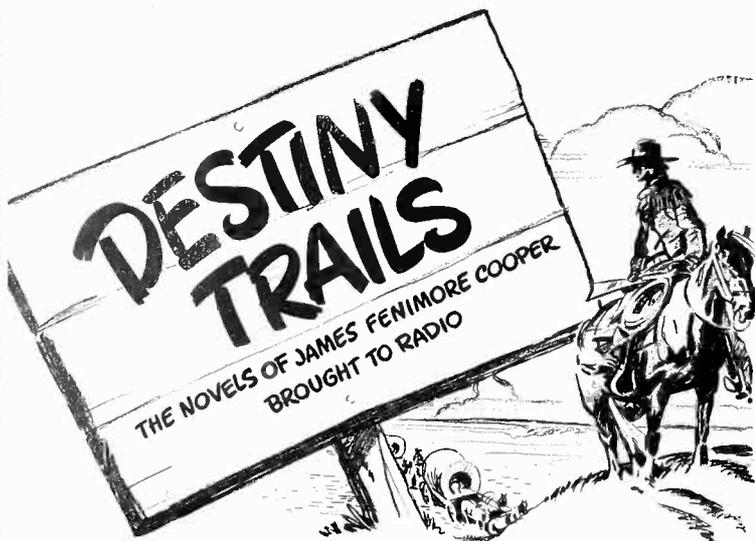
There's a ready - built audience waiting for . . .

# RED RYDER

... famous fighting cowboy whose rip-roaring action entertains millions on the air and in movies, books and comic strips.

52 HALF HOUR EPISODES AVAILABLE NOW!

©S.S.



A brilliant production from the NBC studios! 15-minute dramatizations of famous stories by James Fenimore Cooper . . . first-string dramatic talent. 156 WHOLE-SOME, ACTION-PACKED EPISODES.

CONTACT YOUR NEAREST ALL-CANADA PROGRAM MAN FOR AUDITIONS AND FULL INFORMATION ON THESE AND MANY OTHER STANDOUT WESTERN PRODUCTIONS FROM THE WORLD'S LARGEST PROGRAM LIBRARY.

The only thing western about Western entertainment is its birthplace. Its popularity knows no boundaries!

In every part of Canada, top-bracket Western drama and Western music—like these and many more All-Canada shows—always capture a BIG, loyal audience.

## MUSIC



THE BIGGEST NAME THE BEST SONGS!

Starring the most popular folk singer of them all. Sold six and a half million records for RCA-Victor . . . so much in demand he hasn't a single open date on his 1949 personal appearance schedule! Terrific audience appeal — 130 quarter hour episodes of it!

Come along everybody down to

# THE "OLD CORRAL"

A galaxy of favorite Western stars . . . featuring Pappy Cheshire, Sally Foster, Stuffy Austin . . . renewed by one sponsor NINE TIMES in seven markets!

Order 104 quarter hour episodes now.



# ALL-CANADA PROGRAM DIVISION

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL

A DIVISION OF ALL-CANADA RADIO FACILITIES LIMITED



# Over The Desk

**It's over.** We made the big jump last Saturday. That'll be a week ago Saturday by the time this reaches our readers.

Copy-writing played quite a part in this five-block move from Bay Street to Church Street. We had to pick a mover, because five years and two months ago, when we (meaning Harkley and I) moved from 104 Richmond to 371 Bay, it was a case of finding a strong boy with a sturdy wagon. This time it took a truck, the large economy size, with four men doing the lugging, and another four (the staff) standing by in advisory capacity. We fixed this part of it right at the outset; made a deal with the movers that if they'd stay out of the publishing business, we'd keep to hell out of the moving game.

Where copy-writing came into the picture was in the choice of a concern to do our moving. Turning to the classified ad section, we found not one but a dozen advertisers. So all we had to do was pick out the one which sounded the best. That's all there was to it. That's what you think. It was quite impossible to find one ad that sounded any different to the others, because practically all the copy read the same. We stumbled onto it. "Two lazy veterans with an old broken-down truck . . . poverty forces us to work . . ." that's how it read, and that's the mover who got our business. They didn't assure us, with a string of unmeaning superlatives, what a super-magnificent job they did. They just told us their name and where to get hold of them, and then threw in a smile for good measure. They did another good thing too. Having landed the order, they delivered the goods well, which is an incentive to good copy-writing which may sometimes get forgotten.

The point of this piece is that advertising has developed a vocabulary of fifty to a hundred words, and scarcely ever varies from it at all. The result is that there is scarcely any inducement to listeners or readers to give it the attention its perpetrators would like to have it rate. This cartage concern gave it this added inducement by the simple expedient of injecting a smile into their ad, and, in good radio style, the smile is directed against themselves, which adds to its value. Incidentally, the "lazy veterans with the broken-down truck" are actually a pair of go-getters who, in a short time, and



in great measure due to their trick ad, have built up a fleet of not one but seven trucks, plus a staff of hard-working guys who are building up a worthwhile business.

One good plug deserves another, so here it is. The concern is Simpson Cartage, 548 Ontario Street, Toronto. And the telephone—RA. 1518.

In London some three weeks ago, I enjoyed being the guest of the Murray (CFPL) Browns, when a choir of some 500 voices from about fifty churches, sang "The Messiah" with Sir Ernest MacMillan conducting, and a local symphony orchestra playing. This ambitious project was deservedly well-received, and CFPL obtained special permission from the local Musicians' Union to record it, so that parts of it might be rebroadcast. Musical organizations like this exist from one coast to the other, and it seems a pity that there isn't a network in Canada which is prepared to give such projects the national coverage they rate.

A letter from a young an-

nouncer, who shall be nameless, tells how happy he is in his new job, how much he likes the people he works for and with, but registers one beef, an interesting one I thought. He wishes his management would check him more when his work is faulty. Modestly he admits that he believes this to be most of the time. He emphasizes that he does not look for pats on the back when (as and if) he is good. He would just like to know the how's and why's of it when he stinks.

There's an unwonted air of nakedness about "The Desk" today. We're only just in, and it hasn't had time yet to assume its usual glorious disorder. I may even reform, and keep it this way, but then again . . .

Speaking of music, I went to another concert just lately. It was a Massey Hall offering of the "Vienna Boys' Choir." A point struck me, quite apart from their excellence, and this was the finale. They took encore after encore, and deservedly. Finally after an extra-program treat of Austrian folk songs they wound up with Gershwin's "Summertime." Nothing wrong with it, mind you. But what a pity? It sounded like a singing spot hitched onto a symphony concert. They just didn't know when the audience should have been sent home not quite full to overflowing. They didn't know when it was time to end. Without suggesting that there are radio programs which may sometimes cram something in, which is quite out of place, just to fill in the last three minutes, it occurs to me that there may be columnists who don't know enough to say "30" either. So-o-o.

# S'FACT! BIG THINGS

are happening in

## EDMONTON

### GIANT \$8,000,000 22-STOUREY HOTEL FOR EDMONTON

Because Edmonton exactly fits the picture Conrad Hilton saw in Texas 28 years ago when he began forging one of America's greatest hotel chains, Edmonton will have the "world's most modern hotel" by 1951 at the latest.

### OIL LEASES SALE TOPS \$5,000,000

History was made recently when two oil companies paid a record-shattering \$5,198,071 for oil rights on two sections in the rich Redwater district, 35 miles northeast of Edmonton.

### ... and this RICH EDMONTON MARKET

IS DOMINATED BY



5000 WATTS

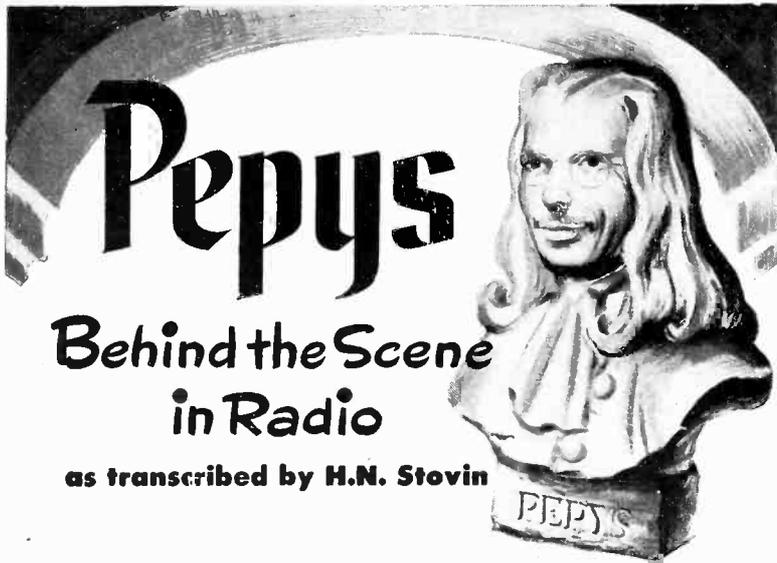
... in CANADA  
"ALL-CANADA"

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

★ 5TH YEAR AS CANADA'S TOP 250 WATTS ★  
Now 1000 WATTS  
CKNW

The Wright STATIONS  
Local Acceptance  
114 LOCAL ADVERTISERS USE  
CKCR KITCHENER  
A "MUST" STATION IN THE MIDDLE OF ONTARIO'S RICHEST MARKET  
SEE William Wright TORONTO MONTREAL  
VICTORY BUILDING  
EMPIRE LIFE BUILDING

"ONE OF THE FAMILY"  
IN THOUSANDS OF PROSPEROUS FARM HOMES  
CJGX  
YORKTON



# Pepys

## Behind the Scene in Radio

as transcribed by H.N. Stovin

Do feel mightily contemplative tonight, and minded to pass on my reflections; a mood brought on by much-travelling of late, and thankful to be home and at rest, at last for a while . . . Have, in the coffee-houses and other publick places, met altogether too many who seem to be talking themselves back into the days of depression. This the more in the United States than in Canada, but did hear much of cut-backs and lowered appropriations through fear of a recession. Do myself hold that recessions begin in men's minds, and should be met at that stage. Do also believe that now is the time to advertise more than ever, especially in such a shrewd-hitting medium as Radio . . . Which doth recall Roydon Barbour's salty quip that "there is only 18 inches distance between a slap on the back and a kick in the pants." Roydon, deservedly, knows more of the scapular than the posterior "salute" . . . Did in my travels visit Moline, with Jack Whitehouse, our Winnipeg Manager, there to discuss with Editors Rohrbach and Charles plans for "The Furrow" Radio Edition, sponsored by John Deere Company dealers, and now becoming a regular listening habit of Manitoba and Saskatchewan farmers . . . Fred "Lionel" Lynds now busily arranging his Montreal and Toronto lobster feasts come May, which I do shellfishly wish could happen often, being crustacean-minded . . . Do wonder how Jack Radford, Manager of CFJM Brockville finds time for so many personal community activities, including leading role in Brockville Little Theatre offering which got top mentions and almost top honors in Ontario Drama Festival. Such activity may explain why CFJM can produce such amazing results for advertisers as did the one spot announcement which sold 6,000 pounds of linoleum for Walker Stores . . . Observe that the gradual elimination of spot announcements on CBW Winnipeg hath opened some beautiful program times to wide-awake advertisers . . . And so to bed.



"Hold it, boys! The radio lines broke down at Sioux Lookout, so we gotta play the last period over."



**More Hope THAN CHARITY**  
by Elda Hope

To say that it surprised me is putting it quite mildly. Here I sat listening to "Musically Yours" which is ordinarily a smooth-flowing program well in hand, when all of a sudden emcee Elwood Glover burst on the ether with "If it were here or if it was here. Which is correct?" Please, Mr. Glover. It must be more years since my days of grammar classes than of his days, and yet I can remember the right answer.

Surely this wasn't a come-on for mail for there must be plenty of response to the show already. And it just doesn't seem possible that listeners could be coaching a man in Glover's position. Or was he just plain thinking out loud?

It always pleases me to tune in to CFRB when I hear the "Jack Smith Show" for Procter & Gamble. At the moment he is guesting Martha Tilton and, singing together, they make a good combination. To my ears Smith has just about the boun-

cey-est, smiling-est voice on the air.

It was with the intention of hearing some of Toronto's better radio that I tuned in to a "Northern Electric Show." Conductor Paul Scherman offers plenty of variety to his listeners, the selections ranging from Gay Nineties tunes, to modern ballads, to the heavier type. The guest was vocalist Ernest Adams and his numbers won my hearty approval. It seemed to me that announcer Alan McFee was the right man in the right job. When he says "And now for you, the Northern Electric Hour" he has the knack of making you feel it is all being done just for you. The show is

While we are justly proud of the vocals of the "Leslie Bell Singers," we must not feel all such talent is confined to Toronto. On the contrary, the "Armdale Chorus" from Halifax offers numbers on their program, over Trans-Canada Saturday nights, that are varied in type and display much talent. Their background is organ music and it would be interesting to know the result if a full orchestra were behind them.

Another chorus well worth hearing is the "Don Wright Chorus" from CFPL on Sundays over the Dominion network.

**HORACE N. STOVIN**  
& COMPANY

MONTREAL    TORONTO    WINNIPEG    VANCOUVER

*Representative for these live Radio Stations*

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

New Brunswick's multi-million dollar live stock & poultry industry is concentrated in the "Valley Counties", Victoria Carleton-York-Sunbury Northumberland-Queens & Kings.

CFNB is the only single, dependable means of reaching all the "Valley Counties" with your sales message.

Check the B.B.M. Report. You'll be convinced of CFNB's complete coverage.

## CFNB

FREDERICTON, N.B.

### THE DOORWAY TO NEW BRUNSWICK

# CANADIAN BROADCASTER AND TELESCREEN

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

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 Production Manager: ARTHUR C. BENSON  
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Winnipeg	-	-	-	Dave Adams
Vancouver	-	-	-	Robert Francis
New York	-	-	-	Richard Young



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March 9th, 1949

## Radio Is Advertising Too

Recently a man prominent in radio circles delivered an address to an Advertising Club in which he referred to the "old" business of advertising and the "young" business of radio. While this was probably intended as nothing more than a neat turn of words, it seems a pity to take radio out of the advertising business in this way, because it is very much a part of it and bids fair to becoming an even larger one.

More and more the broadcasting industry is setting up measuring and other devices to enable advertisers and their agencies to compare the statistical data, supplied by other media in such profusion, with facts and figures pertaining to radio. This is the surest sign that the radio child is growing old enough to sit at the table with its older brothers in the media family. Why then would anyone suggest that radio is a business separate from advertising?

It is a tremendous tribute to the power of the microphone that radio was taking its place well up in the advertising roster long before the advent of Elliott-Haynes ratings and BBM reports. In those days, the ring of the cash register was all that was needed to induce people to buy time. But since then, the other media have not been standing still. In advertising, research has probably made more advances than any other phase of the business. But the CDNA and the other media associations are not content. They do not say: "Well, boys, we can now give advertisers an independent circulation audit," and let it go at that. Rather they devise an audit system and then start looking out for other jobs to do in the same field.

Among such things are readership surveys, and studies of editorial content, designed to determine not only which advertisements and which articles attract readers, but also which

parts of those ads and articles find favor.

A few days ago, a few Toronto radio men met to get a fresh slant on radio research from Mr. R. G. Silvey, who heads up listener research for the British Broadcasting Corporation, in London.

The radio men present were keenly interested and not a little surprised to find that the "stodgy old BBC" is less inclined to look at the ratings and then sit back on its laurels than is commercial radio in this country.

Because of the nature of its operation, BBC research is for internal use only. But besides having relatively the same system of popularity polls—conducted, by the way, by personal interview and not over the phone—a further analysis is made to determine how each portion of the program and each individual performer appearing on it was received. This procedure, the mechanics of which were reported in our issue of January 11, 1947, under the title "Surveying the Surveys," following our interview with Mr. Silvey in London, enables BBC management to decide what part or parts of a program should be reshaped or thrown into the discard to strengthen a show. It occurs to us that in commercial radio, it would be possible to apply the same or similar treatment to commercials.

The past few weeks have seen a fine forward step in one field, by the introduction by Elliott-Haynes Ltd. of a new device for tabling air time used by individual sponsors just as it is possible to measure printed advertisements.

Advertising Research Bureau has also done a "test run" on six Ontario stations along similar lines for the CAB.

All these things are signs that radio is taking its place in the advertising business, so we should like to suggest to that ad-club speaker that radio is advertising too.

## LETTERS

### STONE AGE RADIO

**Bangkok, Siam.** — This is the half way mark in miles, on a flight around the world. But in time it's just the beginning.

The one lesson I've learned so far is that you should never lose a war. Nobody wins one but, by God, some folks lose them. The Japs and Nationalist Chinese can tell you that.

Both countries were bitter, sullen, cold and hungry. Japan, however, was as orderly and hushed as a funeral, while China was uproarious and competitive like a country auction.

Hong Kong was so crowded, I couldn't get wedged in between the five million refugee Chinese.

Siam is warm, rich and frightened to death. They see communist bogey men behind every tree.

Food here is reasonably priced, but drinks are sky high. Most everybody plays fan tan, which seems, at first glance, to be so simple that even you could win.

Then you risk a few ticals and the roof falls in.

Radio is back in the Stone Age, and the most important thing in most studios, a clock, is ignored. They hit the air when it seems convenient, and often change language from Siamese to English to Chinese in mid-broadcast.

Nobody out here ever heard of a tape recorder although they make some fairly good discs. You'd think they'd have catalogues explaining tapes, but when I asked questions, station managers seemed bewildered.

Announcers' pay here is 225 ticals a week—about \$11. This is considered okay.

Announcers pick up nearly twice that much in addition, on the side. They are therefore among the big shots.

Much of the local talent performs free and some of the warblers aren't bad in a gentle, tender sort of way.

One of the big on-the-spot broadcasts had to do with the cremation of some Mr. Big, and presumably the announcer gives a drip by drip account, as the human grease melts into the flames. He also describes the many picnics and other parties which go with a cremation. This is all supposed to be nice and chummy, because the body is being released from the fears and frustrations of an earth world to the spiritual glow of a better place.

My salaams to the gang, and I'll be seeing you come summertime.

GORDON SINCLAIR  
 (India Tomorrow)

■ ■ ■

### HELP WANTED

**Montreal, Que.** — I have just finished reading the editorial, "Help Wanted," in the February 23 issue of the Canadian Broadcaster. I would like to say how much I enjoyed reading it, and I believe that you have put your finger on a very important point.

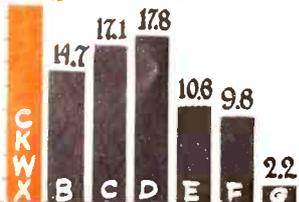
I would like to see your "Help Wanted" distributed to every school and university, and also I would like to see it reprinted in all magazines and newspapers. It seems to me it carries a message, not only for the universities and teachers, but many of us can also — with that thought in mind—take stock of our own particular situations.

H. R. VARCOE



Vancouver's CKWX continues to lead throughout the day. Averages of Elliott-Haynes share of audience figures for six months, July through December, 1948, show...

**24.6% MORNING**

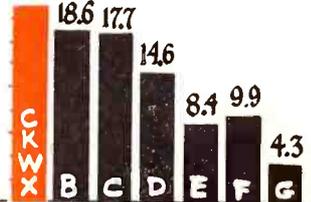


CKWX holds 24.6% of the morning listeners—a lead of 38.1% over the next most popular station. CKWX is your best buy in the Morning.

**21.7% AFTERNOON**

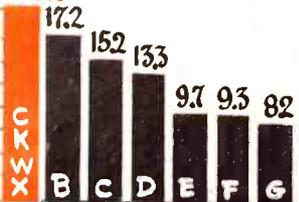
CKWX holds 21.7% of the afternoon listeners — a lead of 16.6% over the next most popular station. CKWX is your best buy in the Afternoon.

**21.7% AFTERNOON**



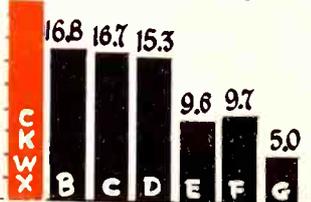
CKWX holds 20.3% of the evening listeners—a lead of 18.0% over the next most popular station. CKWX is your best buy in the Evening.

**20.3% EVENING**



CKWX holds an average 22.2% of all the listeners, all day—a lead of 32.1%, proof that CKWX is your best buy in Canada's third market.

**22.2% ALL-DAY**



BOOST YOUR SALES

...Buy...

Vancouver's

**CKWX**

MUTUAL

The Station with the PROMOTION YARDSTICK

CONSULT ALL-CANADA OR WEED & COMPANY

**B. C. A. B.**

**B.C.A.B. In Annual Meet**

Vancouver. — Deliberations of the B.C. Association of Broadcasters ran the gamut from selling radio to the provincial government, educating the agencies on the medium, the Royal Commission, the more receptive mood of the Liberals and an industry campaign to encourage the use of car radios, when the Association held its annual meeting here last month.

George Chandler was re-elected president by unanimous vote; J. W. B. Browne, of CKOV, Kelowna, was returned as vice-president, and Jack Pilling, of CHWK, Chilliwack, as director.

The meeting felt that with a big year coming up, including the Royal Commission and re-negotiation of the North American Regional Broadcasting Agreement, last year's officers should remain since they were closely in touch with developments.

Station CJDC, Dawson Creek, applied for membership through manager Lew Roskin and were admitted.

**WHY RADIO?**

A "flying squad" of industry representatives to explain and sell radio to the provincial government, agencies, service clubs and other groups was proposed by F. H. Elphicke, manager of CKWX.

In a presentation entitled "Why Radio?" Mr. Elphicke outlined the job as he would have it presented to cabinet members as a start in educating government officials in the use of radio as a medium.

He said there was great scope for radio in selling the government time, either spots or longer periods, in which to explain their policies to the electorate.

Although he based his talk on the proposition of selling radio to the government, he emphasized also that the industry still had much work to do in selling their medium to the agencies.

Thus he foresaw the "flying squad" would be prepared at any time to send a speaker or delegation to appear before business or other groups to explain where they could make greater use of radio.

His outline was built around these points:

1. Radio is universal—quoting population statistics and number of radios in an area.
2. It is a personalized medium, with the voice making it the closest thing to individual salesmanship.
3. Radio creates a lasting impression.
4. The conclusions of researchers on the proposition that a fact heard stays with the listener longer than a fact read.
5. "Rates of remembering" after the passing of various periods of time.
6. A graph on the time used by an average person in various phases of communication behavior — reading, talking, listening



**GEORGE CHANDLER**  
Renamed President

and writing.

7. Quotations of university researchers to back all figures and findings with scientific proof—not simply the say-so of the industry.

Mr. Elphicke mentioned that the success of Aberhart in Alberta and Douglas in Saskatchewan had been due in great part to radio.

There should be no running down of the newspapers, he said, but rather a positive approach of the advantages of radio should be the keynote.

However, he added, it would have to be assumed that many groups before whom the presentation was made would know little about radio, and comparisons should be made with the newspapers as a more familiar medium.

The government, he said, is the biggest business in B.C., with everyone a customer, and they should use radio to tell their story to a much greater extent than they do.

Outside of a few big centres, he pointed out, radio is the only daily form of communication available.

Mr. Elphicke recommended that the government appoint a radio liaison officer, and that as a start the industry should shoot at a target of one quarter hour weekly from the government on every station, plus one spot daily through the year.

During discussion of his talk, Nina Anthony, production manager of CKMO, commented that radio is a mysterious medium to most agencies.

"Agencies don't understand radio," she said. "They tend to take their clients' business to the papers and billboards, simply because they are more conversant with them."

"They need to sell radio as a medium to their clients. This trouble is nothing to do with the cost, it's just a misunderstanding of the medium."

**WANTED**

250 - watt or 1,000 - watt used broadcast transmitter. Send particulars of age, model, make and price to:

Box A-8

Canadian Broadcaster

**THE LIBERALS WILL LISTEN**

The coming Royal Commission may be the turning point for or against complete socialization of radio broadcasting in all forms, George Chandler of CJOR told the BCAB meeting.

"It may give us our last opportunity of burying forever the false theories being circulated about our businesses," he said.

"We must try to establish that it is wrong in principle for crown corporations to monopolize and exploit foreign commerce, particularly foreign commerce in the realms of communications and information."

Mechanical and production costs would prevent the Canadian TV industry from being self-sustaining, he said, and it would have to depend more on U.S. originated programs than in the case of ordinary broadcasting.

"The proponents of completely socialized radio have used as a major theme the suggestion that radio in private hands would quickly become a satellite of U.S. interests. They point out that the CBC is one protection Canadians have against this so-called danger.

"The facts are that the Crown-owned CBC is dependent upon foreign-originated programs for a large portion of its operation.

"Yet one of the arguments which will be advanced with the aim of keeping private enterprise out of TV will be the danger of private TV becoming dominated by U.S. interests.

"I am at a loss to understand why radio broadcasting is singled out as one of the few enterprises in Canada that is forbidden by law to enter into normal commercial contacts with foreign business.

"The CAB must make the strongest possible case," Chandler concluded, "on behalf of private enterprise and TV before this Royal Commission, or private enterprise and the whole field of radio broadcasting may soon perish."

Mr. Chandler also suggested to the meeting that the present administration appears to be more receptive to the idea of a separate regulatory body for radio than any government has been in recent times.

"There have been definite indications," he said, "that the present government desires to avoid further fights with the independently owned stations.

"There is no doubt but that there has been considerable revision of thinking in CBC circles within the past two years."

He added, however, that since a Royal Commission has been decided upon, "it now seems unlikely that any change will be made in radio legislation this session."

Mr. Chandler, in commenting on the government's new trend of thinking, quoted Prime Minister St. Laurent's remarks in Commons that, "... it may be that the governors of the CBC should not ... be the ones to operate the publicly owned sys-

tem and to make regulations for the others."

F. H. Elphicke of CKWX urged that if the Commission came to the west coast, a full delegation of BCAB members should appear.

Mr. Chandler added: "The aim of the government in appointing a Royal Commission is perhaps with the objective of trying to keep radio away from campaign issues."

Touching on broadcast station fees, he believed: "We should continue unceasing efforts to have these license fees returned to a nominal figure, such as \$50 per annum.

"Certainly we should lend our efforts toward the aim of ensuring that none of our license funds are used to subsidize the competing CBC."

**LISTEN WHILE YOU DRIVE**

An industry campaign to encourage more listening in autos and the sale of portable radios for outdoor use was urged by Bill Rea of CKNW at the BCAB meeting here.

"We must not wait until TV is here to start a campaign to help manufacturers sell auto, portable and office sets," Rea said.

"Radio circulation is at its peak now," he said, "and TV will be developing. We must still help sell all the radio we can.

"Though most new cars have radios now, the time may come when there will be a buyers' market and car radio sales will fall off."

You can't watch TV and drive, Rea said, although it might be

something to keep back-seat drivers occupied.

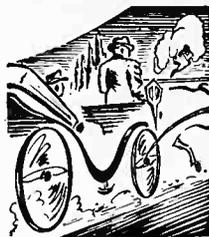
An auto radio campaign, he said, could be pushed on such a basis as "Stay awake at the wheel," and "Don't be lonely."

George Chandler of CJOR called the idea a good one, and said it needed attention at the CAB level.

**CHRC**

800 Kil. 5000 Watts

**PICTURESQUENESS AND INDUSTRY**



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"LA VOIX DU VIEUX QUÉBEC"

go hand in hand throughout the rich territory East of Montreal. Reach this area through the voice of old Quebec.

Representatives



U.S.A.

ADAM J. YOUNG JR. INC.

**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



Joe Hardy Talks ON

QUEBEC MARKET NO. 2

'Here is that man Hardy again, asking you if you thought Quebec Market No. 2 was a small one! 'Let me remind you that products from Quebec Market No. 2 go out all over the world... that from the plant of the Aluminum Co. of Canada Ltd. at Arvida comes one quarter of all the aluminum produced in the world... that there is a second large plant at Shawinigan Falls... that work is just being completed on a generating station at Shawinigan Falls which will add 195,000 H.P. to the present 1,090,400 H.P. output... that 3,000 workers and engineers are now in La Trenché, 100 miles upstream from Shawinigan Falls, where a dam and powerhouse with a potential of 384,000 H.P. will be in full operation by 1952... that the developments in new mineral resources will increase Quebec's importance industrially and enrich Canada as a whole. 'Advertise where the money is — over these French-speaking radio stations.'

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

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MONTREAL	QUEBEC	TORONTO
<b>CHRC</b>	REPRESENTING	5000
<b>CHNC</b>	QUEBEC	WATTS
<b>CHLN</b>	NEW CARLISLE	5000
<b>CHLT</b>	TROIS RIVIÈRES	WATTS
<b>CKRS</b>	SHERBROOKE	1000
	JONQUIÈRE-KENOGAMI	WATTS
		250
		WATTS



Sparks From A Newsman's Anvil

Consider the listener. He is confused. He can't fit the news together. Tell him how, and radio has the key to his house, his heart and his purse.

The plain fact is, some stations go no further than to schedule a half-dozen newscasts a day and pay the news service's account. The announcer on duty puts out newscasts as part of his regular trick. His relief never looks at the file. He follows the daily log: when a newscast comes up he takes just enough off the printer to fill up the time. So both PN and BUP make up packaged news summaries, which are broadcast by stations all over.

Any broadcaster who operates this way is not minding the listener's good. The wire services will make up newscasts as long as the stations allow, but it is patently bad programming.

The trouble with the packaged newscast is that it makes no allowance for the fact that news values vary. If "Gerry" Redmond or Finlay Macdonald broadcast a news item in Halifax, it does not mean that George Chandler or "Tiny" Elphicke will want to carry the same thing in Vancouver. A wheat story means a lot to Syd Boyling in Moose Jaw but considerably less to Malcolm Neil in Fredericton. Ralph Snelgrove's listeners in Owen Sound are interested in different things than Jack Pilling's in Chilliwack or Bill Burgoyne's in St. Catharines.

The wire services have tried some improvements on their own

initiative. Most of their capsule newscasts go out on a regional basis. In practice, however, the same lead stories stay in, while the lesser items get changed. And the same items are repeated over and over each day.

The basic objection is this—standardized newscasts are a poor substitute for intelligent news selection aimed at the individual station's own audience.

There are other troubles besides. The wire services provide basic news. In that field they are indispensable. They gather reports from all over the world, and file them simultaneously to every subscribing station in any one region. It is what the stations do with this news, how they select from it, broadcast it, follow it up to conclusions, and above all how they translate it to local terms, that determines listener response.

How can improvements be made? First, make it someone's job to correlate all the news—in effect, news editor. If a qualified radio man cannot be found, better to bring in an adaptable newspaperman than start training someone from scratch. The main thing is that he be able to handle the news. A newspaperman with some experience can usually be taught radio style faster than a green recruit can be taught what is and what isn't news.

Let him handle all relations with the wire services. Help him build up local news sources. Where a station has a newspaper

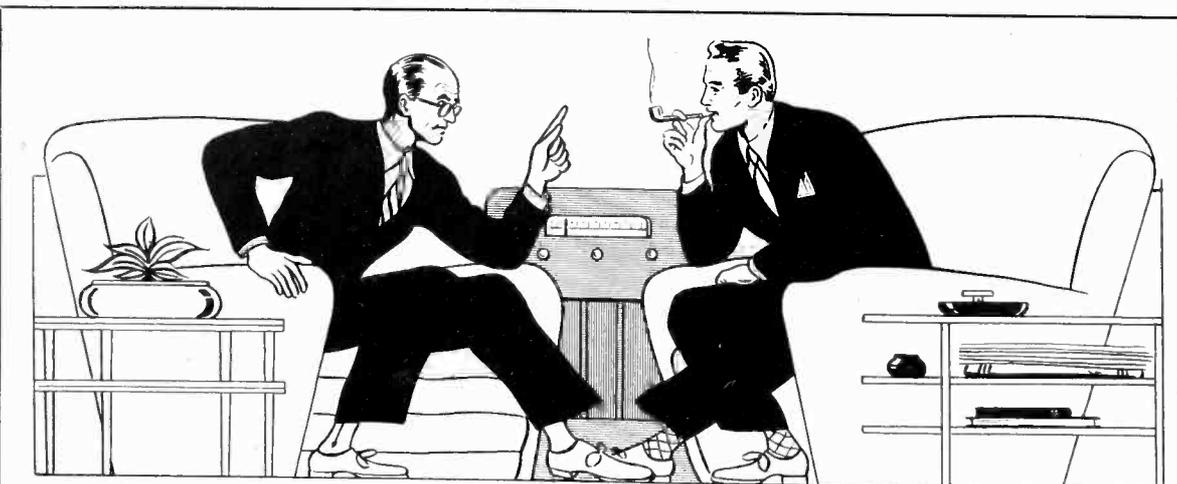


—Photo by Hyndman.

Edmund Morris, the author of this article, has been hammering away at the news for a good many years. He started writing editorials for The Halifax Chronicle while taking his M.A. at Dalhousie. Subsequently he was promoted to reporter, desk man and radio news editor, finally coming out as associate editor. He did a tour of duty with the Wartime Information Board, and later became private secretary to the Government Leader in the Senate. In the last nine months, as CAB News Correspondent, he has travelled 32,000 miles in pursuit of the news, including a trip to Hawaii last October with the navy as the only Canadian correspondent. His daily "Report From Parliament Hill" for The Radio Bureau is carried to 66 stations.

tie-in this is comparatively easy. But there are other ways, too. More and more stations are going out after the news. Some encourage their listeners, by prize awards and the like, to put them in touch with the news. A live-wire editor will soon find ways to bring in the local news. Don't worry too much about fine points: they will come in good time. The CBC has an office that decides how words should be pronounced, and a letter and mailing dime will probably get a reply. The main thing is to settle the first things first.

Make your news rules like a woman's dress—long enough to cover the subject but short enough to be interesting. You probably couldn't do better than never broadcast a news item twice the same way. If it is live



"And furthermore, per capita, Winnipeg people spent more in 1947 than any other Canadians,\* and the economical way to reach the rich Manitoba market is CKRC."

\*Survey by Walter P. Burn—Printer's Ink—September 3, 1948.

Representatives: In Canada - All-Canada Radio Facilities Ltd. U.S.A. - Weed & Co.

ough to stand a repeat — and  
eighty few news items are—re-  
rite it. And follow each item  
rough.

The second step is to use the  
simple word and the well-known  
phrase. You can get around the  
world on eighty cliches while an  
English professor gets stuck. The  
best is to be understood.

Third, add the local touch. A  
housewife's comment on the cost-  
of-living is more interesting to  
listeners than the official govern-  
ment announcement.

Fourth, remember the listener  
wants understanding more than  
he wants information. He can  
get most of the news elsewhere  
he wants to go to the trouble.  
Radio's challenge is to help him  
put the pieces together. And  
radio has a unique chance to  
do it.

■ ■ ■

What this involves is broad-  
casting more interpretative mate-  
rial. Both wire services carry  
excellent features, slanted at spe-  
cial markets. From Ottawa, the  
station's principal news source,  
the Radio Bureau provides its  
subscribers with a daily feature  
commentary in the "Report From  
Parliament Hill" series, the only  
continuing impartial analysis of  
capital developments going to  
radio stations.

Regular broadcast of these  
commentaries is the most effec-  
tive way stations can help their  
listeners understand the back-  
ground and linking of news. Cer-  
tainly it is the easiest. Both PN  
and BUP carry the commentar-  
ies right into news rooms over  
their national wires.

Lastly, the listener's good is  
the thing that concerns radio  
most. That means broadcasting  
the "essential" truth as well as  
the literal truth. And it also  
means that radio newsmen must  
have skill as well as ethics. The  
listener has a right to the truth,  
but he also has the right to  
understand what is communi-  
cated to him. A doctor who never  
splits fees but makes constant  
bad diagnoses is not a good pro-  
fessional man. Neither is the  
radio writer who reports inac-  
curately, writes badly, or mis-  
judges his news, however good  
his intentions.

# JUST OFF THE PRESS "PRACTICAL ADVERTISING"

by  
Harry P. Bridge

A reference handbook for  
advertising men in all media.

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

JOHN BEARDALL,  
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# CKMO YOU MAKE FRIENDS in Vancouver when you Buy neighborly CKMO

# CKMO 1000 WATTS 1410 on your DIAL

# BEAVER AWARD TO CFRA!



# CORUX BLADES — STAR RAZORS MAKE CLEAN SWEEP IN OTTAWA

The Ottawa Winter Carnival is over, but memories linger on—  
and memories of these bearded wonders in our sedate capital  
still bring many a chortle. CFRA—never missing an oppor-  
tunity to give some client a boost, had hundreds of Corux Razor  
Blades, and several dozen STAR SAFETY RAZORS on hand.

As soon as the judges announced their decision at the Board of  
Trade dance, the winners did a "Barber Shop Quartet" over  
CFRA, and, as an "extra sharp" prize, received a year's supply  
of Corux Safety Razor Blades and a Star Safety Razor. Here  
they are flanked by Monsieur Tassé, Chateau Laurier Dean of  
Barbers, who acted as Chief Judge.

This is typical of the merchandising co-operation you get when  
you advertise on

# CFRA

The station that made  
OTTAWA "RADIO CONSCIOUS"

# Opportunity!

Staff expansion by long  
established Maritime  
5000 watt station opens  
way for versatile an-  
nouncers, and a time  
salesman with flair for  
promotional writing.

Good pay — excellent  
working conditions —  
regular hours.

Let's hear from you  
through Box A-9,  
Canadian Broadcaster.

# Are you backing a winner?

CKRM leads where it counts most.

## LOCALLY

145 merchants in Regina on the air every week.

## PROVINCIALY

193 merchants in 29 towns in Southern Saskatchewan, outside Regina on the air every week.

MORE THAN ANY OTHER STATION IN  
SASKATCHEWAN  
BECAUSE

The local merchant buys the station  
his customers listen to.

REGINA **CKRM** DIAL 980  
Check with the All-Canada Man



# 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

# SPEECH DIGEST

## Watch The CBC

Condensed from a radio address over CHAB, Moose Jaw, by Father J. E. Branch, editor of the monthly magazine "Our Way of Life," and of a number of Saskatchewan weekly newspapers.

When you first listened to a radio—those early sets with all their knobs and switches—independent broadcasters brought you the programs. Perhaps you know some of those men who did the first broadcasting in Canada. I know that one was a druggist, who used the profits from his little store to carry on broadcasting, because he had high hopes for its future, and because he loved it. I know that another was a projectionist in a motion picture theatre, and that out of his very small salary he saved the money to buy equipment to start a little broadcasting station. Most broadcasters were of that type. Men with little money but keen brains and big dreams. And many folks thought that they were silly dreams, that radio would never amount to much. Yes, we listened in, with little peanut-sized tube sets, but we didn't pay much attention. Most any one of us could have gotten a radio license and a spot on the dial—but it didn't look like a very profitable investment. It wasn't. Nearly all those little stations lost money every month for many years.

And those men worked at radio on their own. No government came along and offered help. In fact, the government made them pay a license fee to broadcast.

Some of them offered spot advertising for as little as 50 cents apiece. And some of the wise merchants realized that the station was attracting quite a few friends to its spot on the dial, and so they advertised. With this revenue he hired more announcers, or bought better recordings, or a new piano that he could attract still more people to his particular position on the radio dial.

When, after radio was established, the government decided to

become interested in it, these men co-operated. They allowed the government to use the facilities of their radio stations in order that programs of a new work calibre could be heard from coast to coast, at the same time. The people of Canada were asked to pay line charges and the cost of administering this service, by paying a license fee to own a radio receiver. This was the system used in Germany and Italy. And so, even today, you pay \$2.50 in taxes to the CBC to own a radio and listen. But that money, of course, goes not to the private stations . . . but to the radio officials, to pay for lines and network shows.

Some of us were a little worried for fear that the CBC operation of radio might lead to a lack of free speech on the air. However, we felt that as long as there were private stations, where time was for sale to anyone who had a message, freedom would be safeguarded.

It is beginning to seem, and to many looks obvious, that our fears were justified. The Canadian Broadcasting Corporation seems to be gradually preparing to squeeze these private stations out of existence . . . or else push them so much into the sidelines that they will not be effective.

Radio friends, this is a dangerous menace to free speech. Many clever men, who have seen freedom disappear from other lands, are now warning us that we stand to lose . . . if it's not already lost . . . free speech on the air in Canada.

These are some of the things that are happening.

The CBC a few years ago planned to grab the frequencies of some of the private stations. Some centres were mentioned. What other stations will be shown away from their listeners is not yet known.

I wonder if radio listeners are going to stand idly by and see these stations grabbed. If they do not protest, then it will certainly seem that we no longer care to be free!

Now what does that mean to you, personally? What would matter to you if all these private broadcasters are pushed aside, squeezed out, by the CBC? What should you care?

Well . . . there are many reasons



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



# Elliott-Haynes Limited

Sun Life Building  
MONTREAL  
PLateau 6494

515 Broadview Ave.  
TORONTO  
GERRARD 1144

But above all, is the surety of free speech. Already the premiers of most every province have noted and protested against the growing domination of the whole field of radio by the CBC. It protests from premiers of provinces don't mean much . . . what is needed is from the people . . . from the listeners.

Think the people of Canada want a radio set-up which ensures that all voices be heard, that all reasonable opinions and arguments will be presented, and that broadcasting will never get away from the people it serves.

Monopoly of radio has never succeeded in the totalitarian countries and God forbid that we would take them as our models. Once a monopoly of radio is established, watch out! Already the press, which now sees the handwriting on the wall, is showing alarm. One editor states that freedom of the air no longer exists, and in the very nature of things cannot exist under the present system." Premier Douglas, of our own Province of Saskatchewan, has been quoted as saying: "The time has come to challenge the Federal Government's right to such an arbitrary and unconstitutional use of its power."

Alberta, Minister W. A. Fallick is quoted as saying that: "The Dominion Government is determined to make a closed corporation of the national broadcasting facilities of Canada." The Premier of Ontario has protested bitterly the CBC's arbitrary refusal to sell time to that province.

Across Canada there is a growing fear of what the CBC may accomplish, if it is able, at any moment, to shove a private station aside and take its spot on the dial. J. G. Diefenbaker, fearing the loss of freedom, said: "Freedom of radio is of major significance in view of the government's decision to deny the provinces the right to operate radio stations."

Now . . . I want to tell you that this hits you in another way. It hits your pocketbook, and can hit very hard. The CBC, determined to dominate, must spend millions on powerful transmitters, to cover the self-same areas now being covered by private radio. It is expensive business . . . and when they have the field complete, and must do all the experimenting, introduce all

the new aspects of radio such as FM and television . . . you will be paying for it, and paying through the nose.

If you are a radio artist, singer, musician, writer . . . you have more cause to worry. There would only be one market—the CBC. If you had one argument with CBC, your living would be gone . . . unless you wished to move to the United States, as some Canadian radio men are already planning to do if CBC gets complete monopoly. You cannot blame these writers and actors for planning to leave. Suppose as J. B. Priestley said "that there was only one firm of publishers, one great bookshop, and all the theatres were controlled by one man. The very idea chills me. I should loathe such a situation. One bad quarrel, and I might find myself thrown clean out of work."

Well . . . what can you do about it?

That, of course, is up to you. You can sit back and say, "Oh, the CBC will never get away with that. They'll not be able to grab off these audiences from the private operators who built them. I'll just forget it, and let others do the worrying." If you take that attitude . . . you'll remember it some day and wonder that you counted freedom so cheap.

It will be a sorry day for Canada when any government is in full and exclusive charge of the air waves . . . We must watch the CBC, no matter who is the government. It has enough powers, as it is, and we must not permit it to use that power in a dictatorial way. A Royal Commission is appointed to investigate the CBC. Let us follow the investigation carefully and stand on guard against any further encroachment by the CBC. The losers will be the citizens of Canada. Freedom of speech is the cornerstone of democracy. When a government has a supreme and exclusive monopoly over radio, freedom of speech is gone. For example, even the mild criticism that I have given this evening would not be permitted.

Those Canadians who are asking for controls should advocate controls for the CBC to stop any further domination of radio air waves in Canada.

## In 2 months it's "T" Day in North Bay

"T" DAY is Tourist day — and on May 24th the Tourists begin their annual invasion of North Bay . . . 5000 of them daily until September. They're spenders, too . . . 2½ million dollars last season.

CFCH provides their exclusive choice of radio entertainment. Schedule your advertising on CFCH to reach this enormous market during the tourist boom days from May to September.

## CFCH - North Bay

600 KCS.

1000 WATTS

CFCH - FM

Get the facts from

NATIONAL BROADCAST SALES

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

MONTREAL: 106 Medical Arts Building - FI. 2439

**1000 WATTS**  
**970 KC**

# CKCH

THE "French Voice" OF THE **OTTAWA VALLEY**

Canadian Representative  
● Omer Renaud & Cie,  
1411 Stanley Street,  
Montreal.

Toronto Office, 53 Yonge St.

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

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

**PROGRAMMING ESPECIALLY FOR THE FRENCH LISTENERS IN THE OTTAWA VALLEY**

## DID YOU KNOW?

That Government figures on house construction for the first 11 months of 1948 place Truro third of all towns and cities in Nova Scotia? That's real evidence of progress and prosperity. Over 150 local advertisers have found CKCL the logical means of tapping this important market.

## CKCL

TRURO BROADCASTING COMPANY LIMITED

J. A. MANNING  
Manager

WM. WRIGHT, Representative  
Toronto and Montreal

*All-Electronic*  
**TELEVISION**

*is an RCA VICTOR development*

Step by step RCA Victor brought together the elements that made today's all-electronic system of television possible, amassing knowledge and experience unapproached by any other organization in the industry. Here is the evidence of RCA Victor's leadership in action — a leadership you can call upon for advice and guidance in your preliminary television planning.

**1921**

A definite programme of television research was blocked out and set in motion by RCA laboratories.

**1929**

Dr. V. K. Zworykin, RCA scientist, developed the picture tube or kinescope, now universally used in television receivers.

**1930**

RCA began operating the first experimental television station in New York — NBC's W2XBS — pioneering in the televising of sports, news, drama and political conventions.

**1937**

RCA developed mobile television equipment, making possible the remote pickup of news, sports and other events.

**1939**

RCA Victor demonstrated television at the New York's World Fair and in Canada at the Canadian National Exhibition (and again in 1947 and 1948).

**1941**

RCA developed automatic television relay stations for network telecasting and long-distance pickups.

**1945**

RCA developed the supersensitive Image Orthicon, or camera 'eye' that produces brighter pictures under any lighting conditions.

**1948**

RCA Victor commenced Canadian production of TV home receivers, set up complete TV Test Equipment, including a transmitter, to pretest and prealign receivers on all authorized channels.

RCA Victor Super-Turnstile TV Antenna mounted atop RCA Victor FM Heavy Duty Pylon Antenna.

*To those who are planning Canadian Television Stations, RCA Victor offers the full store of practical knowledge it has gained over the last three decades of pioneering leadership in television research, engineering, broadcasting and manufacturing. Call in your nearest RCA Victor Sales Engineer or write to Engineering Products Division, 1001 Lenoir Street, Montreal.*



**RCA VICTOR**

*World Leader in Radio . . .*

*First in Television*

**RCA VICTOR COMPANY LIMITED**

HALIFAX MONTREAL OTTAWA TORONTO  
 WINNIPEG CALGARY VANCOUVER

# CANADIAN TELESCREEN

## TV. FILM MARKET POSITIVE BUT TEMPORARY

Canadian commercial movie producers have a positive, but probably temporary market in the U.S., according to Charles W. Tisdall, Toronto commercial film producer who has just returned from New York where he contacted film executives with NBC, CBS, ABC and Dumont. Tisdall, production supervisor for Danson Productions, Toronto.

His observation was that, in spite of the rapid growth, "the position of TV is as confused on this side of the border as on the other. In the U.S., as far as motion pictures are concerned, the major factor presents the most serious problem." In this respect Tisdall states that the current situation, the price of talent, set designing and production costs, large orchestra combinations contribute in boosting costs. In addition, the Hollywood idea prevails these picture producers who call for large numbers of technicians, actors and designers.

His, Tisdall claims, is where Canadian producers can step in

and offer lower production costs. However, he says that this situation will undoubtedly change as time goes on and that it will be righted by the Americans. "U.S. unions," Tisdall says, "will eventually invade more and more the Canadian field — particularly if the TV-motion-picture industry develops here to any great extent." Therefore the future possibilities for Canadian producers fall into two main avenues—producing for the U.S. as long as the market exists, and producing for Canada when TV stations and networks are finally set up in the Dominion.

The pattern of presentation in the U.S. is constantly changing, he says. A year ago travel features were much in demand. Today they go begging. Six months ago sports were the thing. Today, and while they are still popular, variety shows are taking over.

In planning production methods, Tisdall says that it must be borne in mind that TV motion picture technique is different from the usual motion picture presentation. Simplicity is the keynote and speed in production is absolutely essential if the cost is to be kept at a practical figure.

Describing the growth of the medium in the U.S., Tisdall mentioned that during 1948 thirty-one new stations went on the air and pointed out that it is forecast that one hundred and thirty will be on the air by the end of this year and that by 1952 the total will probably have increased to about seven hundred and fifty.

The increase in the number of receiving sets is also marked, he states, and according to the latest figures released there are more than 1,200,000 sets in operation, mostly concentrated in the east. Approximately 600,000 are within a 75-mile radius of New York City alone.

TV advertising revenue amounted to over \$10 million in 1948, and he pointed out that this year the industry will probably ring up \$30 million, while 1952 expenditures are guesstimated to jump to \$200 million.

## TEE VEE ACTION

Chicago—Coast-to-coast television network operations within five years was predicted by Carleton D. Smith, director of television operations for the National Broadcasting Co., at a two-day meeting of the network's affiliates here this week.

"If all goes well we could have our coast-to-coast network in 1953," Mr. Smith said. "We have been for television through the years while it was costing real money. . . . Of 55 stations now in operation, 29 are NBC affiliates. NBC has given further evidence of its belief in television by having all of its owned and operated stations on the air since January 12."

In telling the affiliates of the American Telephone and Telegraph Co.'s plans for network facilities, Mr. Smith said that "by July 1, 1949, Wilmington will join the cable network. Hartford connections will be available in August. A Boston to Providence channel will be provided in September. The last quarter of the year promises service to Rochester, Erie, Lancaster, Utica, Syracuse, Columbus, Dayton and Cincinnati.

"As of January 1, 1950, a Los Angeles to San Francisco leg will have been added and in the first quarter of 1950, Harrisburgh and Norfolk will be connected to the network cable and a leg from St. Louis to Memphis will have been made available. Indianapolis will be added in March and Fort Wayne in May.

"Johnstown, Reading and York will be connected during September. Louisville will be added in October, three westbound circuits out of Chicago will be extended to Des Moines and to St. Paul-Minneapolis during the fourth quarter of 1950. The Dayton tri-city area will be served by this leg."

In touching on the advertising phrase of video, Harry C. Kopf, administrative vice-president in charge of sales, told the stations that NBC anticipates that all of

its evening advertising periods on television, with very few exceptions, will have been sold or in an advanced stage of sales development before the end of 1950.

Emerson Radio is reportedly dropping sponsorship of "The Toast of the Town" series over CBS-TV effective March 13. The show is expected to continue with comic Robert Q. Lewis taking over from columnist Ed Sullivan as emcee. Other sponsor nibbles have been received.

The new Philip Morris program starring Jinx Falkenburg and Tex McCrary (they're Mr. and Mrs.), "Preview, the living television magazine," bows over NBC-TV on Monday, March 7.

Toni, Inc., has purchased the 9-9.30 p.m. Thursday slot over CBS-TV for an as yet undetermined program. Series is expected to debut in mid-May.

FCC's proposed investigation of radio network operations in the U.S.—first study of its kind by the Commission since 1941—is expected to include television.

### 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

The "STAND BY" Station  
In Thousands Of Homes



### FOR SALE

"The Best Years  
Of My Life"

Plus agency radio production,  
continuity, etc., etc.

Box A-10  
Canadian Broadcaster

Don't Overlook  
Music With A  
PERSONAL PLUS  
In Your  
Program - Planning



MART KENNEY

Leader of Canada's Number One Dance-Band, Mart Kenney is featured on Borden's Canadian Cavalcade, has broadcast over five networks.

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THE OFFICE OF  
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125 DUPONT STREET  
TORONTO, ONTARIO



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**HEAD OFFICE**  
231 St. James Street  
**MONTREAL**

# NEW YORK'S RADIO ROW

by Richard Young

New York, N.Y.—Niles Trammell, prexy of the National Broadcasting Co., outlined the future policies and top-level thinking of the network at a two-day affiliates' meeting in Chicago this week. But what must have amounted to sweet music to Mr. Trammell's ears was the vote of confidence by the affiliates who expressed unanimous approval of network program policies.

Ever since the talent battle between NBC and CBS was launched several months ago, the entire industry has eagerly awaited this meeting between the NBC head and his many outlets. As we have pointed out many times in this space, few tradesters expected the veteran network to sit idly by and show no concern over the CBS raids. There for a time it looked very much as if that was to be the case. However, the long-awaited release of the cat in the bag was made in Chicago.

In reassuring the many affiliates that have yet to see their way clear for the big jump into television, Mr. Trammell said that NBC has under way many new plans to assure itself and its stations of a profitable and permanent future in sound broadcasting. "We have to face up to

the challenge of giving even greater value to present advertisers. We've got to make broadcasting attractive to additional advertisers by bringing total radio costs down. And we must do all this without sacrificing our own economic position or yours during the years ahead," Mr. Trammell stated.

In reference to programming, Mr. Trammell said that "besides being an advertising business, radio is show business. It cannot be satisfied indefinitely with the same material, the same performers and the same programs. It must not only expect programming changes, it must be alert and aggressive in bringing about the changes which are necessary to hold audiences and attract new listeners in competition with other forms of entertainment. If radio is to maintain its competitive edge, it must be constantly developing new personalities and new ideas."

Mr. Trammell said "it will continue to be our policy to direct our efforts towards the highest-rated shows we can build, buy or attract. We have been in the business too long not to realize the importance to us and our affiliates of having top-rated shows. But it would be foolish to fall for any scheme which meant confining all our efforts to top ratings for this season at the expense of the future. And we don't want to limit ourselves to shows priced on a basis which only a few advertisers can consider . . . it is because of our faith in the long range future of sound broadcasting that we deliberately passed up the short term expedient of capital gains deals . . . in spite of all the shouting, NBC today is the strongest network in the field. We certainly are not going to be pushed into any course of action which we believe will lead to the economic ruination of AM broadcasting."

Network officials disclosed that NBC currently has approximately 30 new programs available for broadcast when facilities become open. These new shows include: Dean Martin and Jerry Lewis, comedy; Henry Morgan, comedy (it says here); a dramatic series starring Charles Boyer; a dramatic series starring stage star Jose Ferrer; "Four Star Playhouse" starring four stars, Rosalind Russell, Olivia DeHaviland, Cary Grant and Edward G. Robinson; a dramatic series starring Mr. and Mrs. James Mason; a series based on the stage play "The Man Who Came to Dinner"; a comedy series based on the James Thurber book "My Life and Hard Times," to be scripted by Mr. Thurber and Goodman Ace; a dramatic series starring Douglas Fairbanks, Jr.; a revised version of the "Richard Rogue Program" starring Dick Powell (formerly heard on the ABC network); and a comedy show featuring Kenny Delmar as Senator Claghorn—a resident of Fred Allen's alley.

And while we're on the subject of NBC's programs, Mr. Trammell happily reported that the Rexall Drug Co. has decided to keep the Phil Harris-Alice Faye

show on NBC not only this season—but during the 1949-50 season as well. In addition, he said that Fibber McGee and Molly and Bob Hope will also remain with NBC and he expressed confidence that "Mr. District Attorney" and "Duffy's Tavern" will also say "nay, nay, Mr. Paley."

Incidentally, although NBC will not confirm it, we're told that the network plans to relax its ban on give-away programs and mystery shows on the air before 9.30 p.m. The network reportedly feels that its competitors have used these standards as a valuable weapon in furthering their own ends. As a matter of fact, NBC is said to have been forced to turn down several advertisers that wanted to sponsor give-aways and mysteries over its facilities because of these restrictions. We've been told that the National may buck CBS's Jack Benny (Sundays at 7 p.m. EST) with an elaborate hour-long give-away program. It's sad, but nevertheless we hear it's a fact.

Well, we've taken up quite a bit of space for the NBC yarn, but believe us, it's the major topic of discussion along Radio Row this week and we're sure that you'll recognize the significance attached to it, and bear with us this issue. We'll reserve our own comments for future editions—but we would like to ask Niles one question:

"Does a lad as bald as Charles Boyer come under your classification — 'development of new talent'?" (?????)



The rumor boys are at it again. A week or so ago gossip columnist Walter Winchell predicted that three of the four present presidents of the major networks will be out of work by June. This week it was reported that Edgar Kobak, Mutual Broadcasting System prexy, was on the carpet at a special network board meeting.

The rumors that Mr. Kobak would resign were no doubt prompted by the report that the special meeting was called to investigate the decline in MBS billings as well as its unhurried progress in television. We sincerely hope these rumors are not true since we believe Mr. Kobak to be one of the most sincere and honest men in the business. The meeting is top secret at this writing but we hope to have more on it next issue.



Insiders are attaching great significance to the fact that there has been a decided dropping off of stations grants and applications. During the first two months of this year, the Federal Communications Commission has granted 17 construction permits for new stations, cancelled seven CP's, received applications for 35 and dismissed applications for 23. And most of the CP's granted were for low power and small towns.

Industry officials will say . . . "maybe it's because of general business conditions" . . . then give a knowing nod of the head and add . . . "then there's also television . . ."



## Now it's MENTAL TELEPATHY!

Always out in front, CKCW now uses mental telepathy to better serve its listeners.

Last Saturday night, a guest in one of Moncton's hotels picked up the phone book to call a cab. Just then a voice on the radio said: "9607 is the number you're looking for — that's Diamond Cab."

Recovered from his surprise, the guest called 9607, ordered a cab and told the dispatcher what he had heard.

Naturally that's not the only call the announcement got him, but it is a bit different.

Incidentally Diamond's a regular sponsor on Bob Tabor's "Music After Midnight," heard every Sunday morning from 12.15 to 2.00 a.m.

Sorry, though, it's sold right out.

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



# AGENCIES

## McCONNELL EASTMAN & CO. LTD.

Toronto.—The Department of National Revenue has started a series of flash announcements dealing with the filing of income tax returns over 42 stations coast to coast and running through until the end of April.

Tip Top Tailors Ltd. has scheduled a series of spot announcements through March and April over a wide list of stations coast to coast, advertising men's suits.

## SPITZER & MILLS LTD.

Toronto. — The Quaker Oats Company of Canada Ltd. has started the "Ful-O-Pep Quiz" program for a run of 13 weeks over CFNB, Fredericton, advertising Ful-O-Pep Feeds.

The Bell Telephone Company of Canada Ltd. (Yellow Pages) has a spot announcement campaign in eight week flights going to a wide list of Ontario stations with a similar French series going to Quebec stations.

## COCKFIELD BROWN & CO. LTD.

Toronto. — Miles Laboratories is starting the 15-minute five-a-week "Herb Shriner Show" on March 21 piped in from Columbia to CFRB, Toronto, and advertising Alka-Seltzer.

## DANCER-FITZGERALD-SAMPLE (CANADA) LTD.

Toronto.—Stokely-Van Camp of Canada Ltd. has started the five-minute five-a-week "Women in the News" with Loy Owens for a 52-week run over CFRB, Toronto.

## YOUNG & RUBICAM LTD.

Toronto.—International Silver is switching "Ozzie & Harriet" from NBC to Columbia beginning April 3. The show will be piped into CFRB, Toronto, and the T-Can network.

Birds Eye Foods has extended its current transcribed spot series to 11 Ontario and Quebec stations.

## J. WALTER THOMPSON CO. LTD.

Toronto. — Wm. Wrigley Jr. Co. Ltd. has started the 15-minute three-a-week transcribed "Singin' Sam" (Guild Radio Features) over CKGB, Timmins, for 26 weeks.

Same sponsor has also taken a 10-minute segment of "Make Believe Ballroom" six-a-week over CKEY, Toronto.

## F. H. HAYHURST CO. LTD.

Toronto. — Canadian Cannery Ltd. has started a 50-week spot campaign over seven Quebec French-language stations advertising Aylmer Soups.

## McKIM ADVERTISING LTD.

Montreal.—Emil Genest, director of McKim's French radio department, has resigned to enter the free-lance field.



225 MUTUAL STREET • TORONTO 2, ONTARIO

**PROGRAM:** "LARRY'S COFFEE SHOP"

**Available:** Participating sponsors

**Results:** Consistently produces best results of any program on the station.

### Toronto's Most Unusual Breakfast-hour Show\*

Larry Mann is famous in Canadian network radio as "The man with a thousand voices". His voice characterizations have won him fame on the Wrigley program and other feature productions.

Larry is one of Canada's top-ranking air salesmen—he handles the Canadian commercials on the Bob Hope show, Amos and Andy program, etc.

The Coffee Shop idea provides an ideal setting for Larry's ability to do voice characterizations, resulting in the most fascinating, result-getting commercials on the air in Toronto.

Each commercial is handled in a dialogue style with one or another of Larry's fabulous characters taking part in the presentation of the sponsor's message.

By far the most popular and familiar "Visitor" to the Coffee Shop is Wilber—the lad who drops in every morning at 8.15 and remains with Larry until it is time to leave for school at 8.45.

When Wilber leaves for school, Larry warns him to be careful in crossing streets—and airs a timely warning to motorists to "Watch out for Wilber and all his little schoolmates".

With 34% of radio sets in use during the "peak-listening" breakfast-hour period, this program reaches the office worker and executive as well as the lady of the house.

25% of all retail time-buyers in U.S.A. and Canada use this peak-listening hour of the day. The rate is \$9.00 per broadcast, less frequency discounts. A long list of success stories is available upon request.

Sincerely,

CHUM — "The Friendly Station"

Rolly Ford, Manager.

\*More than 1,000 Toronto retailers Advertised on CHUM last year.

### CASE YOU CARE

Our new quarters provide plenty of room for swinging a cat in case any of our readers have one that needs swinging.

### SATISFIED TENANT

If said quarters were any worse, we wouldn't have taken them, and if they were any better we wouldn't have had enough dough to take them.

### THEY ALSO SERVE

Art Editor Grey Harkley was unable to help materially with the moving, because he wasn't wearing the coat with the muscles built into the sleeves.

### SOAP

We have discarded the suggested slogan: "Thirty-nine Steps Up And Get On The Free List."

### MODERN CONVENIENCES

People who are worried about our move from close proximity to the Richmond St. in-and-outer are advised that the Church and Lombard Lickery is even closer.

### CONTINUED FROM ABOVE

Subscribers wishing to congratulate us on our move are requested not to throw gifts of likker through the transom. We'll be back in ten minutes.

### EASE FORWARD

People who have persisted in sending our mail to 104 Richmond W., which we vacated in 1943, should now address us at 371 Bay Street, since we are holding forth at 163½ Church.

### SIMPLE ARITHMETIC

To remember our phone number, take the old one—ADelaide 5075—double it, subtract 5075, and you have it.

### DIRTY

If you think this column is lousy, you should have seen the first draft.

TAKE  
A CHANCE

FUN  
PARADE

TREASURE  
TRAIL



Share the  
wealth

DID I SAY THAT?

A  
**Quiz-a-Day**

**pulls listeners on CFRB!**

**YES!** For listeners who like quizshows (and that's plenty!) CFRB has a different quiz program every day in the week!

Shows with prizes lure listeners—it's been proven again and again. That's why CFRB was in there quizzing when this kind of program first found favour. And we're still at it—because a pay-

off for audiences is a payoff for your advertisers!

Whatever kind of program the people want to hear—they hear it on CFRB. Yes, Mr. Advertiser, *balanced* programming is your best assurance that more of Ontario will be listening to your message—on CFRB!

**CFRB**

**Ontario's favourite  
radio station**

**REPRESENTATIVES**

United States: Adam J. Young Jr. Inc.

Canada: All-Canada Radio Facilities Limited

DOUBLE  
OR  
NOTHING