INTERNATIONAL QUIZ SPARKS GOODWILL

Windsor, Ont.—There's an international aspect to CKLW's new juvenile program, "Border Patrol," in which the mike is set 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 the Detroiter's Paul Calhoun (honored as "Scout of the Week"); Charles Fry, Bill Byrd and Dick Richards; in the center, 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, 11 of Windsor.

Another recent activity of CKLW, which will step up its power to 50 kw, in a few months, has made the juvenile detention home in Detroit richer by a piano as a result of one request by Toby Saivd 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 something 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 Settel, 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-changers" in professional sport. He was forever lighting for the grim kid on the sand-lot or the public park.

There isn't a sportscaster who wouldn't give anything for 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, Gilheeat & Clem Ltd., operating in Toronto and Kitchener.

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 McCall, 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 meeting in April.
There's a whale of an audience for WESTERNs!

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.

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!

DESTINY TRAILS

THE NOVELS OF JAMES FENIMORE COOPER
Brought to Radio

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.

MUSIC

America's No. 1 Folksinger
Eddy Arnold

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

"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.

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

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. I had to pick a mover, because five years and two months ago, when 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 (the staff) standing by in advisory capacity. We fixed this part of it right at the outset; in fact, one of 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 one by the which sounded the best. That's all there was to it. That's what you think. It was quite imposing, I admit, and one ad that sounded any different to the others, because practically all the copy read the same. We decided to stick to it. "Two lazy veterans with an old broken-down truck..." poverty was not an object. We read it, and that's the mover that got our business. They didn't assure us, with a string of meaningless customers or readers to give it the attention its perpetrators would like to have it rate. This carriage concern gave it this added inducement by the simple expedient of injecting a smile into their ad, and, in good radio style, the salesmanship was 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, and 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 announcer, who shall be nameless, tells me how happy he is in his new job, how much he likes the people he works with, but regrets one fact, 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 unawonted 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 fact that they took encore after encore, and deservedly. Finally after an extra-program t roar of Austrian folk songs, they wound up with Gershwin's "Summer-time." 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 "Stop."
Do feel mighty 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 public 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 Farrow" 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 CFJN 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 CFJN 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.

Pepys

Behind the Scene in Radio

as transcribed by H.M. Stovin

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

**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 CKVY, 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 was 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 a 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 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 Alcathie in Alberta and Douglas in Saskatchewan had been due in great part to radio.

The meeting should be no running down of the newspapers, he said, but rather a positive approach of the advantages of radio should be assessed.

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 offices to every station — plus one spot daily through the year.

During discussion of his talk, Nina Anthony, production manager of CKOM, 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 Royal Commission idea circulating 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 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 Canadi- ans 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. There are many 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 that 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."

"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, he 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.

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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 156,000 H.P. to the present 1,090,400 H.P. output. That 3,000 workers and engineers are now in La Trenche, 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 economically. 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 CRKC."

"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 CRKC."

Consider the listener. He is confused. He can't fit the news together. Tell him how, and why, and put 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 P.N. and B.U.P. 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" Kophicke 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 Snellgrove'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 leads stay up, while the lesser items get changed. And the same items are repeated over and over each day.

The basic objection is that 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 newspaper man 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 tie-in this is comparatively easy. But there are other ways, too. More and more stations are giving out news. Some encourage their listeners, by prize awards and the like, to get 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 news 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 new's 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

Sparks From A Newsman's Anvil

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 22,000 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.

Survey by Walter P. Burn—Printer's Ink—September 3, 1918.

nough to stand a repeat — and
a few news items are—re-
write it. And follow each item
through.

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
last is to be understood.

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

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

What this involves is broad-
casting more interpretative ma-
terial. Both wire services carry
excellent features, slanted at spe-
cial markets. From Ottawa, the
nation’s principal news source,
the Radio Bureau provides its
subscribers with a daily feature
commentary in the “Report From
armament Hill” series, the only
vowing impartial analysis of
spatial 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 spell his words but makes constant
and diagnoses is not a good pro-
essional man. Neither is the
radio writer who reports in-
curately, writes badly, or mis-
judges his news, however good
his intentions.

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.

JUST

OFF THE PRESS

“PRACTICAL

ADVERTISING”

by

Harry P. Bridge

A reference handbook for
advertising men in all media.

$6.50

POSTPAID

BOOK DEPT.

Canadian Broadcaster
& Telescreen

163 1/2 Church St. Toronto

CFCO — Chatham

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

JOHN BEARDALL,
Manager-Owner.

CKMO

YOU MAKE FRIENDS

in Vancouver when you

Buy neighborly CKMO

CKMO

1000 WATTS

1410 on your DIAL

BEAVER AWARD TO CFRA!

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: 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

CORUX BLADES — STAR RAZORS
MAKE CLEAN SWEEP IN OTTAWA

CFRA

The station that made
OTTAWA “RADIO CONSCIOUS”
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—indeed, 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. Yet, we listened, 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 a piece. 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, those men worked co-operated. They allowed the government to use facilities of their radio stations, order that programs of a network caliber could be heard from coast to coast, at the same time. The people of Canada were asked to send in their ideas 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 a year to the CBC to own a radio and listen. But that money, 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 loss of free speech on the air. However, we felt that as long as there were private stations, where was for sale to anyone who had a message, freedom would be safeguarded. . . .

It is beginning to seem, as 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, to make them so much into the sideline that they will not be effective Radio in Canada, this is a dangerous menace to free speech. Many clever men, who have seen free dom disappear from other lands are now warning us that we stand to lose—if it is not a ready 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 squeezed away from their listeners, not yet known. I wonder if radio listeners are going to stand idly by and let 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? Who should you care? Well . . . there are many re-
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Canadian Representative

& Americ

Telescreen Page Eleven

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
spendere, too . . . 21½ million dollars last season.

CFCH provides their exclusive choice of radio enter-
tainment. 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

Get the facts from

NATIONAL BROADCAST SALES
TORONTO: 2320 Bank of Commerce Bldg. - AD 8885
MONTREAL: 106 Medical Arts Building - FL 2439

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 pros-
perity. 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

Canadian Representative

& Owner, Renov. & Cie.

1411 Stanley Street.

Montreal.

Toronto Office, 23 Yonge St.

American Representative

Adam J. Young, Jr., Etc.,

22 East 40th Street,

New York 16.

PROGRAMMING ESPECIALLY FOR THE

FRENCH LISTENERS IN THE OTTAWA VALLEY

1000 WATTS

970 KC

THE

"French Voice"

OF THE

OTTAWA VALLEY

Canadian Representative

& Owner, Renov. & Cie.

1411 Stanley Street.

Montreal.

Toronto Office, 23 Yonge St.

American Representative

Adam J. Young, Jr., Etc.,

22 East 40th Street,

New York 16.

Telescreen Page Eleven

www.americanradiohistory.com
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.

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
TV and Screen Supplement

March 9th, 1949

**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. In the 35 stations new operation, 28 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, Harrisburg and Norfork will be for 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 Davidport 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 9-1230 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.

*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.

**FOR SALE**

"The Best Years Of My Life"

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

Box A-10

Canadian Broadcaster

**FOR SALE**

"The "STAND BY" Station In Thousands Of Homes**

YORKTON

Day and Night Service at Radio Artists Telephone Exchange
NEW YORK'S RADIO ROW
by Richard Young

New York, N.Y.—Niles Trammell, proxy 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 traders 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, who 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, broadcasting is a 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 such 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 programs."

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 to fall for any scheme which means confining all our efforts to top rated shows 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 de Haviland, 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 Dolman 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 Roxall 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 "Green Pastures" will be in the 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 relaunch "Sasha" this fall as a mystery series on the air before 9:30 p.m. The network repeatedly feels that its commitment to these shows is of vital importance to the industry as a weapon in furthering its own ends. As a matter of fact, NBC is said to have been forced to turn down several advertisers who wanted to sponsor give-aways and mysteries over its facilities because of these positions. We've been told that the National may buck CBS's Jack Benny (Sundays at 7 p.m. EST) with an elaborate hour-long program. It sounds good, but we're no longer hearing any of these specials.

Well, we've taken up quite a bit of space for the NBC yarnists, so we'll have to do the most of it. Here's the topic of discussion on Radio Row this week and we're sure that you'll recognize the significance of the issue we will reserve our own comments for future columns, but we do like to ask NBC's one question: "Does a lad as lad as Charles Boyer come under your classification of 'development of new talent'?"
**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.

**HEY 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.”

**ODERN 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 litter 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.

**MULTIPLE ARITHMETIC**

To remember our phone number, take the old one—4PLE ARITHMETIC—double it, subtract 5075, and you have it.

**IRTY**

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

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**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 “Full-O-Pep Quiz” program for a run of 13 weeks over CFNB, Fredericton, advertising Full-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. — Stobiey-Van Camp of Canada Ltd. has started the five-minute five-a-week “Women in the News” with Loa Owens for a 52-week run over CFRB, Toronto.

**YOUNG & RUBICAM LTD.**

Toronto. — International Silver is switching “Vizzie & Harriet” from NBC to Columbia beginning April 8. The show will be piped into CFRB, Toronto, and the T-Can network.

Birds Eye Foods has extended its current transmitted 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 CHGB, 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 Canners Ltd. has started a 50-week spot campaign over seven Quebec French-language stations advertising Aymier Soups.

**McKIM ADVERTISING LTD.**

Montreal—Emil Genest, director of McKim’s French radio department, has resigned to enter the freelance field.

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**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 characteristics 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 successful stories is available upon request.

Sincerely,

CHUM — "The Friendly Station"

Rolly Ford, Manager.

*More than 1,000 Toronto retailers Advertised on CHUM last year.*
YES! For listeners who like quiz shows (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 payoff 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