

CANADIAN BROADCASTER

AND TELESCREEN

Vol. 8, No. 8

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

April 27th, 1949

COMMUNITY STATIONS STAGE JOINT DRIVE



Wayne and Shuster clowned; Lawrence Tibbett sang.

Toronto. — At the wind-up of the Easter Seal Campaign for Crippled Children, the radio industry, in its third annual appeal, went well over the top in helping to raise the money needed to carry on the work of the society for the coming year.

Saturday, at the Maple Leaf Gardens, between periods of the Allan Cup game, the grand jackpot was drawn for before a crowd of 13,000 people, and Harvey Brenman, of 68 Borden St., Toronto, went home with enough prizes to sink the proverbial hip.

Breaking the campaign into three parts, the kick-off on March 21 started with a continuous radio barrage for people to buy Easter Seals.

The second phase went into effect March 28, when all the radio stations in Ontario boosted the big broadcast, featuring all the top names in Canadian radio

and guest star Lawrence Tibbett, who flew up to Toronto for the occasion. The big show, staged from the Maple Leaf Gardens here April 3, drew a capacity audience estimated at 18,000 people. The broadcast itself was carried over 38 Ontario stations and CJAD, Montreal.

The third phase of the campaign started with the announcement made at the Gardens show of the Crippled Children's Jackpot draw. Over \$5,000 in donated prizes were given away, including a 1949 Ford sedan; RCA Victor television set and installation; Superior Electric range; Underwood typewriter; Stromberg Carlson radio-phonograph; Philco portable radio; Bulova watch; Premier vacuum cleaner; International silverware; Evinrude outboard motor; Regal Park man's suit; six months' supply of Heinz foods; Charme jewellery; and numerous other items. The draw was staged at no cost to the O.S.C.C. or to the

125 service clubs throughout the province which have been working on the campaign.

This year, the radio show featured Lawrence Tibbett, Metropolitan Opera star, who acted as master of ceremonies and also contributed three songs. Six top orchestra conductors also took part: Lucio Agostini, Howard Cable, Art Hallman, Samuel Hershoren, Mart Kenney and Ellis McClintock. Andrew Allan produced a specially written ten-minute portion of "Stage 49," written for the occasion by Lister Sinclair. The Leslie Bell Singers sang and Wayne & Shuster clowned. The opening part of the show, which was not broadcast, featured six stage acts produced by George Taggart. These were "The Marquettes" and their puppets; Mildred Morey, comedienne; Allan and Blanch Lund, dance team; Albert Marsten, tenor; comedian Doug Romaine; and Ernie Bray. Rai Purdy produced the broadcast presentation.

Radio promotion of the drive started off with a bang right from the outset. Jim Alexander, chairman of the station representatives' committee, reported that right from the start the stations were carrying an average of 12 spots a day. One station received over 14,000 letters with entries for the Jackpot draw.

Final results of the campaign, and names of stations cited for their promotional activities, will appear in our next issue.

DRAMA LAB RETURNS

Winnipeg. — CKRC's Drama Lab, directed by Maury Desourdy, has again hit the airwaves, and will be heard for a 10-week period.

Maury intends to produce some plays written by George Salverson, who is now hard at work in eastern Canada. He also has on tap several plays turned out by some of the students in his radio acting classes.

During the present series, Maury predicts at least 40 of his pupils will take part in the plays.

FRESH HEIR DEPT.

Winnipeg.—Jim Gibson, CJOB newscaster, has taken on a paternal air. Just the other day his wife, Betty, presented him with a nine-pound baby boy. It was the Gibsons' first.

MISTER SEVENTY-FIVE

Winnipeg.—CJOB is staging a give-away contest to publicize Winnipeg's 75th anniversary celebrations. June 5-11.

The station has lined up a mystery man, known as "Mister Seventy-Five" for the show. On a special "Mister Seventy-Five" program every Tuesday night clues are aired as to his identity. These take the shape of recordings of his voice and rhyming clues.

The winning entry will be selected on the night of Thursday, June 9, on a special broadcast from the stage of the Odeon Theatre.

The winner will stagger away with more than \$1,800 in merchandise awards including a refrigerator, electric range, washing machine, chesterfield suite, radio - phonograph combination and a silver tea service.

FORUM NOW SPONSORED

Vancouver.—"Town Meeting in Canada," originating over CJOB and carried by some 18 stations across the Dominion, now is sponsored in one city for the first time.

A fuel dealer sponsors the radio forum over CJOB in Port Alberni.

The program, under moderator Arthur Helps, is now beamed over stations from Vancouver Island in the extreme west to Newfoundland in the extreme east.

ASSOCIATE EDITORSHIP

Toronto. — Wells Ritchie, former CBC supervisor of Press and information, who left radio to join Maclean-Hunter Publications Ltd., has been named associate editor of the new publication, "Civic Administration."

Since joining Maclean's, Ritchie has worked on "Mayfair Magazine" and "The Financial Post."

STAFF CHANGES

Winnipeg. — Several changes have taken place at CKRC.

Jack Anthony has left the announcing staff, and is at present basking in California sunshine — Hollywood brand. Jack may get back into radio dramatics when he returns to this country.

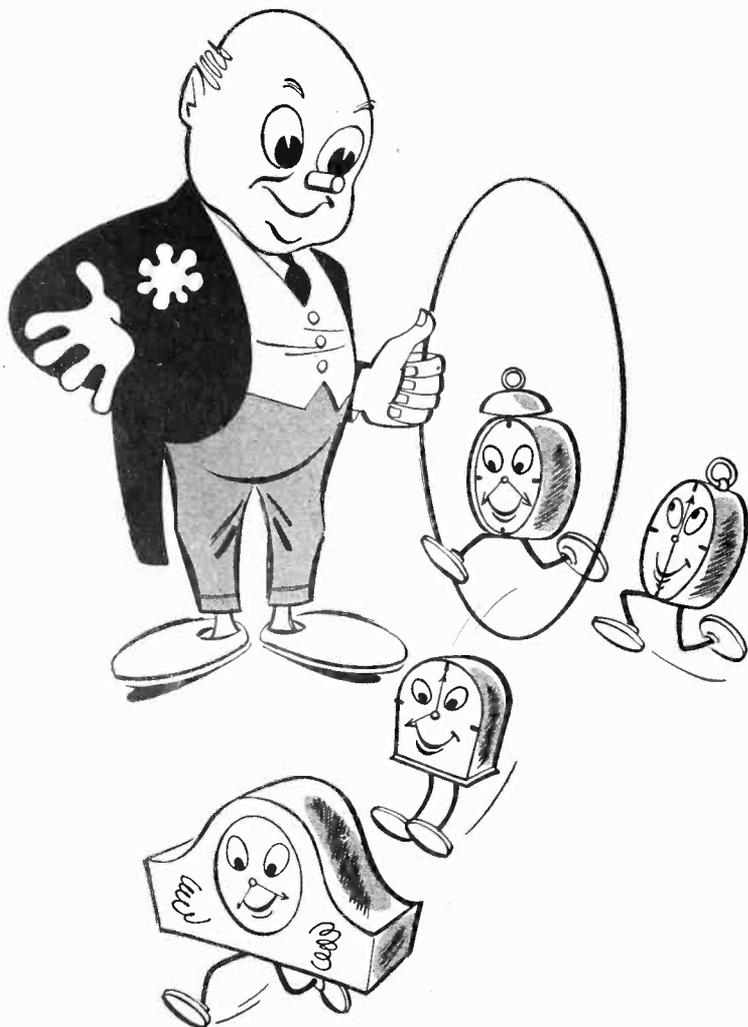
Terry Clark has taken over as the Hudson Bay Shopping Reporter. She replaces Elaine Wilson on the daily morning show.

Ken Babb is moving over from the continuity to the sales department.

COMMUNITY RADIO WEEK

MAY 8 to 14

WITH **SELECTIVE RADIO** YOU CONTROL LOCAL BROADCAST TIMES



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

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

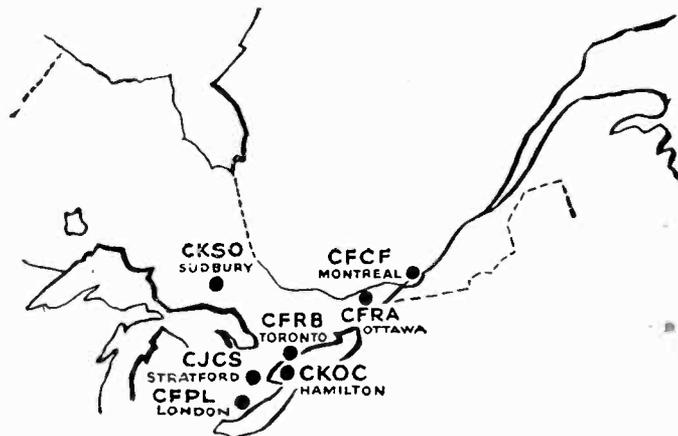
SELECTIVE RADIO is the opposite to buying a fixed group of stations, which broadcast simultaneously without regard for different time zones and different local peak listening times. With **SELECTIVE RADIO**, you treat each station *individually*—you select an effective *local* time on that station's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

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

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

All-Canada in the mid-eastern provinces

● HERE'S where the most dollars change hands in Canada! The buying power of the middle-east is almost *two-thirds* of the Dominion's total. Here are the most people, the most pay-cheques, the biggest retail sales. Mid-eastern Canada spends more than *four times as much* as any other two provinces! Seven All-Canada stations give you the coverage you want in this rich market!



ALL-CANADA RADIO FACILITIES *Limited*

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL

Over The Desk

Even if York Knitting Mills' "Singing Stars of Tomorrow" is a network program, it is a story of private enterprise. It is heard largely on the private stations, which go to make up the network, and it is sponsored by a company in private business which, through it, has now for years made a greater contribution to musical culture and encouragement, in our humble opinion, than any one of the BC's own offerings.

The Easter Sunday presentation of the "Singing Stars" scholarships brought out an audience that crowded venerable Massey Hall to the doors, and the whole affair was a credit to the industry of which we are all a part. The series will return next year, as was announced, for its seventh consecutive season.

"No Holds Barred," my own series of commentaries on the Canadian scene (a description which inspired one friend of mine to mention that I always was a camera bug), will be on the air by the time this issue reaches its readers in many parts of the country, and will be about to go on in others.



All in all, there will be thirty-nine stations carrying them (that is the number at the time of writing) and these are: in B.C.—CFJC, Kamloops; CJVI, Victoria; CKOV, Kelowna; CKOK, Penticton; CJDC, Dawson Creek; and CHUB, Nanaimo as soon as they get on the air; in Alberta—CFRN, Edmonton; CFCN, Calgary; CFGP, Grande Prairie; CHAT, Medicine Hat; CKRD, Red Deer; in Saskatchewan—CKCK, Regina; CJGX, Yorkton; and CJNB, North Battleford; in Ontario — CKCR, Kitchener; CFRB, Toronto; CFCH, North Bay; CJKL, Kirkland Lake; HVC, Niagara Falls; CFCA-FM, Kitchener; CHUM, Toronto; CKGB, Timmins; CKDO, Oshawa; CKFI, Fort Frances; CJRL, Kenora; CJCS, Stratford; CHOK, Sarnia; CKPC, Brantford; CHNO, Sudbury; CJBQ, Belleville; CJIC, Sault Ste. Marie; CHOV, Pembroke; in New Brunswick — CKCW, Moncton; CFNB, Fredericton; in Nova Scotia—CJCH, Halifax; CKCL, Truro; CKBW, Bridgewater; in P.E.I. — CJRW, Summerside.



"And now, before we give you further instructions, here's a word from our sponsor."

Latest recruit to Toronto's army of freelance announcers is #5647393, Cripps, Fredk., the Regina lad (CKCK alumnus) who came to Toronto in the summer of 1945, joined CKEY, and is now on the freelance market. Fred starts off with three Miles Laboratory accounts. These are "Strike Up The Band" (One-a-day Vitamins); CFRB Noon Newscast (Alka Seltzer); and "The Herb Shriner Show" (Alka Seltzer). Fred claims he is still working on his first million.

Most hush-hush secret on the Airtel right now is a major network for an unnamed sponsor, still in the testing and trying-out stages, in the deepest recesses of the Cockfield Brown office. If it jells it will take the form of hour-long dramatizations of Canadian books and British films.

We have been asked to correct the idea that CAB Convention dates have been changed. This, writes Arthur Evans, is not the case. The CAB Convention takes place at the Algonquin Hotel, St. Andrews-by-the-Sea, N.B., on June 13-16.

And while we're on the Convention topic, the WAB meeting has been set, according to President Bill Guild, for September 8-10. This function will take place at the Banff Springs Hotel. September 8, incidentally, is the Thursday following Labor Day.

Rumors on the Yak-Yak network have it that Spence Caldwell, who recently left All-Canada to start his own transcription—pardon us—program business, may be making room in his Victory Building penthouse for his fellow ACRF alumnus R. E. "Mickey" McGuire.

And that cleans it off for this issue.



ON QUEBEC MARKET NO. 2

"Here comes Jos. Hardy again! I wonder if you have the full picture in your minds of the huge power developments now going on in the Shawingan area. It is 50 years ago since a group of business men visited Three Rivers and realized the potentialities for power in the racing waters of the St. Maurice. From the original development of 10,000 H.P., five great power plants now serve an area of 25,000 square miles—and the total output in sight is 2,289,400 H.P. The newest development at La Trenché will serve smelting plants which handle the recently-announced ilmerite discovery near Havre St. Pierre—so Quebec power, besides serving newsprint, aluminum, and countless smaller industries, will now help the development of a new mineral resource which will enrich Canada as a whole."

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

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

CHRC	REPRESENTING	5000
CHNC	QUEBEC	WATTS
CHLN	NEW CARLISLE	5000
CHLT	TROIS RIVIÈRES	1000
CKRS	SHERBROOKE	WATTS
	JONQUIÈRE-	1000
	KENOGAMI	250
		WATTS

Sell! Sell! Sell!

MANITOBA

WITH

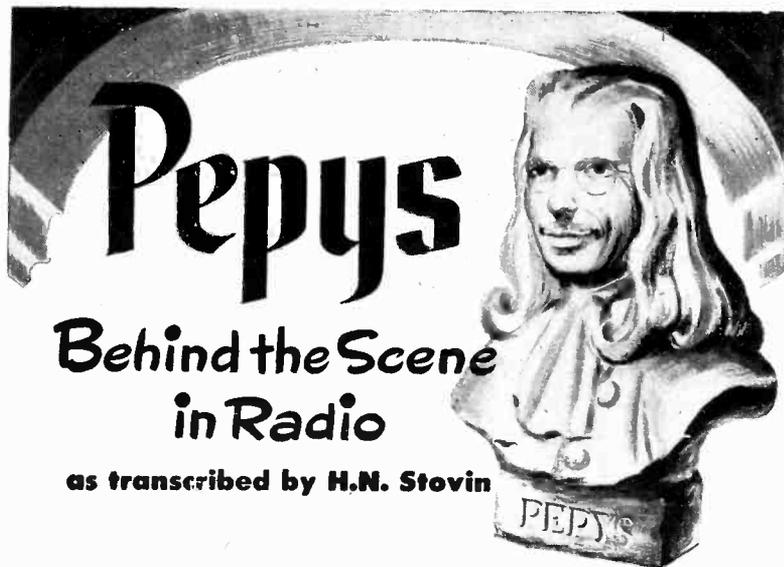
CKRC

WINNIPEG

5000 WATTS DOMINION NETWORK

REPRESENTATIVES

ALL CANADA RADIO FACILITIES IN U.S.A. - WEED and CO.



Having this night dined well, though not lavishly, do take quill in hand with much contentment, and some thanks that I am now recovered from a truly strenuous N.A.B. Convention in Chicago. Met many good Canadian friends while there, and was right glad to learn that Johnny Gillan has been appointed official representative to the C.A.B. Convention at St. Andrews-by-the-Sea next June. Did hear much talk about Television—almost as much as the confused talk in Canada about the same thing • • • Do note with gratification reports on continued good business conditions across Canada, that in Saskatchewan last month department store sales were up 27%, which bears out the wisdom of CJGX Yorkton's claim that "now is the time to contact the farmer" • • • Do in the publick journals read that Bermuda and the British West Indies are discussing adopting the dollar system instead of sterling; which, if done, will greatly help ZBM Bermuda and T.B.C. Trinidad • • • Have had stimulating and enjoyable conversations of late with Harry Flint, now touring Agencies on behalf of CKSF Cornwall • • • Do once again note the quick action of radio, through this story from Saint John. CHSJ has for some three weeks been airing Fred Blezzard, the Wildroot Sportcaster. When introduced before a basketball crowd, he was greeted with a resounding "Hi-ya Baldy"—the same being the Wildroot slogan • • • And do myself chuckle over that red-faced Toronto account executive who has at last written his first fan letter to any station. His children, filled with the pulling power of Byng Whittaker's "Small Types Club," on CJBC, did demand that he write the letter. Did tell him not to be so self-conscious, since Byng has in two weeks drawn 3799 other letters—a goodly record • • • And so to bed.

HORACE N. STOVIN
& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

Representative for these five Radio Stations

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

NEWS

Newsman Reunites Mother and Son

St. Catharines, Ont. — Norm Marshall, CKTB newscaster, recently came up with one of those "one-in-a-lifetime" news breaks which are the goal of every reporter, and his subsequent follow-up work on the story kept Niagara District listeners pinned to their sets waiting for what turned out to be a story-book ending.

The whole business started when the CKTB news desk received a run-of-the-mill letter from a young American university student, William Elwell Carey, Jr., of New York City, who was travelling through the Niagara Peninsula, searching for his mother, whom he hadn't seen or located since she was forced to abandon him, for economic reasons, when he was just four days old.



Marshall used the story because of its human interest angle, and was surprised when, four minutes after the newscast, he received a tip from a Humberstone listener which led him to the mother, who was living on a farm near Port Colborne, Ontario. She had remarried and was now known as Mrs. Louis Knoll.

Marshall dug out the details of a bizarre story of poverty, religious differences and family feuding and aired them for his audience. Going a step further, and working alone on the yarn, the reporter was instrumental in bringing about a reunion of the mother and son who had been parted for eighteen years.

Climax of the story came recently when Marshall received a handsome gift of rare Beleck Irish China from the son who had decided, after seeing his mother, to return to a point along the Niagara frontier where he could build a new home.

To add to the human interest of the story, it develops the young son is related to Upton Close, one of radio's most colorful news figures.

BUP Appointment



Montreal.—Jack Coalston, formerly manager of station CJNI North Battleford, has been named manager of special services for British United Press, according to an announcement made by Philip Curran, BUP's managing director.

Coalston, who broke into radio at CHWK (now CKCK) in 1930 will make his headquarters in BUP's Toronto office, which recently moved to the Concourse of the Union Station. He is currently touring BUP client stations in Ontario, introducing special features. Later he will cover the other provinces. His job described as "rendering general assistance to stations in liaison with their sponsors, and arranging special coverage, on assignment, of specific events."

PRESS PARITY FOR RADIO

Washington, D.C.—Radio and television newsmen in Arkansas are no longer subject to jail sentences or fines for refusing to disclose sources of information according to a recent statement made by the National Association of Broadcasters.

The passage and signature of the bill, known as the Garner Bill (after Sen. Pat Garner, general manager of KFPW, Fort Smith, Ark.), means that the radio industry will now enjoy the privilege formerly limited to the press.

Arkansas is the first state in the Union to pass such a bill and the radio industry is putting on a nation-wide campaign to "eliminate such discrimination against radio newsmen" in 11 states which have newspaper privilege laws. It is also trying to obtain privilege legislation in the 37 other states for all media of mass communication.

Community Station To

200 Rural Centres

CJGX
YORKTON

CANADIAN BROADCASTER AND TELESREEN

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

Published by

G. LEWIS & COMPANY, LTD., 163 1/2 Church St., Toronto 2, Canada

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

Vol. 8, No. 8

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

April 27th, 1949

Editor: RICHARD G. LEWIS
Production Manager: ARTHUR C. BENSON
Art Editor: GREY HARKLEY

Correspondents

Toronto	-	-	-	Elda Hope
Winnipeg	-	-	-	Dave Adams
Vancouver	-	-	-	Bill Ryan
New York	-	-	-	Richard Young



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

Radio Is Here To Stay

Jim Smith stirred in bed as his electronic clock turned on the radio, and slowly swelling melody brought him soothingly to full consciousness. He lay luxuriously in bed for a moment, until the announcer told him that it was 7.45, and then sprang out, and into his tub, and was back in his room just as the same announcer brought in the morning news.

Jim dressed to the background of the newscaster's voice, and, by a coincidence, the weather report came in just in time to make him choose a lighter suit than he had intended to wear.

The soft purr of the radio gave a fitting background for the Smith family at breakfast, with the music being interrupted for time signals which sent the kids off to school each at the right time.

During the morning, Mrs. Smith went about her housework, with her radio programs for company, and sat down to lunch and the noon news.

A few friends dropped in during the afternoon, and gossiped until it was time to listen to the serial stories which they all heard and liked to discuss when they got together.

Then the kids started trouping in from school, which was the cue to switch the radio over to the thrills and excitement which their parents used to get from books and magazines, and which radio now provides so much more simply.

The rest of the day followed in much the same pattern: dinner and news; a couple of favorite programs; Dad's "Whodunnit," a quiz for Mom; then the sportscast from the Gardens; the 11 o'clock news and so to bed.

■ ■ ■

In radio work, we're so close to it all that we can't see the forest for the trees. But take away the Smiths' radio, and what would happen?

It has often been said, but it bears repeating, that people listen to the radio more than they do anything else except sleep. Said like that, it sounds like a smart selling sentence. But ask the Smiths just what their radio means to them. Follow them around for a day. Then take the set away from them—if you can.

■ ■ ■

On the eve of "Community Radio Week," it might be well for the industry, the agencies and their clients—for they all have a stake in broadcasting—to do their share in seeing to it that radio's story is a little better told; that people who work in radio gain a little more recognition. Radio is not only the world's number one dispenser of entertainment and information. It is also the most potent sales weapon that the industry has. And sales are the essential foundation of the better living born of a competitive economy.

Fiddle-Faddle

Of all the thoughts that have been expressed about television, and Canada's tardiness in developing the new medium, the CBC's suggestion that the private stations seeking licenses form themselves into "associations," meaning presumably partnerships, is the most absurd. Yet it has its purpose.

The problems that confront an under-populated country of the size of Canada in developing the new medium are not to be belittled. This, and the fabulous cost of establishing transmitters, building coaxial cables, and all the rest of it, makes the project loom up like a tremendous bill of expense for the taxpayers to meet. But this premise is predicated in the necessity for the government going into television in the same manner as it has entered the broadcasting business, and why should it?

■ ■ ■

Not long ago, Mr. C. D. Howe, minister of trade, who still seems to rule the radio roost, Dr. H. H. McCann notwithstanding, pointed out the inequity of levying taxes in his own home town of Fort William in order

to provide Toronto and Montreal with television. He said, or he was at least quoted as saying, that television was a matter for private enterprise, and that if there were business concerns prepared to invest the necessary money, they should be granted licenses.

Then the government issues a statement that there should only be one license allocated in each of the two cities, and the CBC finds itself sitting on a barb-wire fence, having to choose one Montreal concern and one from Toronto, and inspire the wrath of the others whose applications would have to be denied.

■ ■ ■

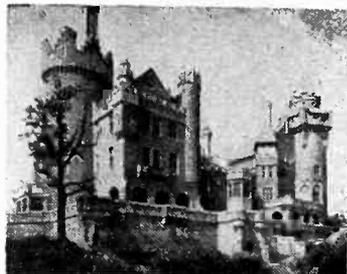
For some reason, the CBC governors, who have not been over-generous in their explanations of their movements in the past, found themselves either unable to decide on whom to bestow their blessing, or, and this is perhaps more likely, to whom they might give the bird, with the least embarrassment to themselves, and to their masters, the government, who are now preparing for their quinquennial pre-election baby-kissing sorties, and want everyone to think they are just peachy.

So some wise-acre thought up the wonderful idea of suggesting that station-owners form mergers with their closest competitors, entrust each other with their closest business secrets, and proceed along their joint way in happy tryst.

■ ■ ■

The CBC has apparently forgotten that one of the alleged reasons for its existence is to protect the poor people of Canada against control of broadcasting passing into the hands of "vicious monopolies." This was the cry which enabled it to assume the dictatorial power it now enjoys. But the scene changes, and it wants to impede "business" from getting started with television, so it cooks up this ridiculous merger plan, knowing full well that it is hopelessly impractical, but knowing also that it will provide a splendid means of stalling the issue until a more propitious time arrives.

Editor.



CASA LOMA

P-R-E-S-E-N-T-S

BOYD VALLEAU
AND
HIS ORCHESTRA

Under the Exclusive
Management of:

THE OFFICE OF
MART KENNEY

125 DUPONT STREET
TORONTO, ONTARIO

MUSIC

Singing Stars Finalists Close Sixth Season

The sixth series of York Knitting Mills' "Singing Stars of Tomorrow" broadcasts came to an end Easter Sunday with a special hour-long program originating in Toronto's Massey Hall. A capacity audience of three thousand saw Canada's top four youthful singers presented with their scholarship awards on the flower-decked stage.

Manitoba was in the spotlight with Louise Roy of St. Boniface being given highest marks by the program's independent panel of adjudicators. Mr. Hugh Lawson, a vice-president of York Knitting Mills Limited, the firm sponsoring the broadcasts, presented Miss Roy with a check for \$1,000. To make it a clean sweep for Manitoba, Morley Margolis of Winnipeg won the first scholarship award for men of \$750. Ernest Adams of Vancouver won the second scholarship for men and Miss Lois Marshall of Toronto the second scholarship for young women. Each of these awards was \$500. In addition the young ladies were given sterling silver compacts, suitably engraved, as mementos of the occasion. The men were presented with gold pocket watches.

Approximately 500 young Canadian singers auditioned for the



"Singing Stars" winners in the 1948-49 series, left to right: Morley Margolis; Louise Roy; Ernest Adams; and Lois Marshall.

opportunity of competing for the program's scholarship awards. Of this number 44 were chosen as candidates and were heard throughout the season. The adjudicators selected eight to appear as semi-finalists and selected the four award winners on the basis of their two performances before the microphone. The panel is made up of Mr. Rhynd Jamieson of Vancouver; Mr. A. A. Aldrick of Winnipeg; Dr. Healey Willan of Toronto; Mr. Jean Dufresne of Montreal; and Mr. Rex Battle, the program's musical director.

The first radio program to seek out and present Canada's most promising young singers, "Singing Stars of Tomorrow" will return to the air in the fall for its seventh series.

Louise Roy, young dramatic soprano from St. Boniface, Manitoba, who topped this season's scholarship award winners by winning the grand scholarship of \$1,000, had previously won a second award in the fourth series of broadcasts. The daughter of Judge and Mrs. L. P. Roy of St. Boniface, the young singer has had many successes since she started the study of voice six years ago. Among them have been guest soloist performances with the Toronto Symphony Orchestra, many network broadcasts and leads in opera school presentations.

Miss Roy's parents like to tell of the time when, at the age of two, she would sing arias from operas which she had learned by listening to phonograph records. Naturally the youngster had no idea of what she was singing, but her early talent was a sign of her present love and appreciation of good music.

Now 24 years old, Miss Roy's ambition is for a career on the concert stage and in opera.

Vancouver audiences know Ernest Adams particularly well for his fine performances in "The Theatre Under The Stars" presentations, and for his own radio program "The Ernest Adams Show," heard for a time on the Western network. A veteran of 3½ years' service in the RCAF, he started studying voice 12 years ago. Since that time he has won numerous scholarship awards, among them a scholarship at the Vancouver Institute of Music and

Drama, an award from the Women's Philharmonic Club, and second award for young men in both the fifth and sixth series of "Singing Stars of Tomorrow" programs.

Winner of the first scholarship award for young men, an award of \$750, Morley Margolis intends to continue his musical studies in New York City. His home is in Winnipeg, Manitoba. The young baritone's career as a singer started seven years ago but was interrupted by the war and his 2½ years' service in the Canadian Navy. Resuming his studies on his discharge, he has been forging steadily ahead having won, in addition to his "Singing Stars" scholarship, an award in the Winnipeg Rose Bowl Festival and making a concert tour sponsored by the Canadian Federation of Music Teachers. His radio appearances have originated in Winnipeg, Toronto and Montreal under the batons of such distinguished conductors as Rex Battle, Geoffrey Waddington and Alan McIvor. His ambition for a varied career in opera radio and the concert stage.

Lois Marshall, 23-year-old charming, petite young lyric soprano of Toronto, won the second scholarship award for young women. This little lady has had the distinction of appearing as a guest artist with the Toronto Symphony Orchestra in its Pops Concert presentations and has guested on many network radio programs. She will devote her scholarship award of \$500 to furthering her studies and she hopes eventually to become a full-fledged concert artist.

FIDDLERS' CONTEST

St. Boniface.—Andy Casjar came out top man in the old-time fiddlers' contest sponsored by CKSB. He and Leo Ferland, who was awarded second place, both received a trophy and a sum of money from Rene Dussault, station manager.

More than 100 people crowded into CKSB studios to see the wind-up of the contest which lasted for five weeks. Twenty-four fiddlers took part.

Judges were Jimmy Gowling, Pete Couture and Art McEwinn, all well-known Winnipeg musicians.

One-Third*

more people now live, work and spend in Sarnia than in 1941. They have the third highest annual industrial earnings per capita in Canada—and they're

Influenced By CHOK

in their buying habits. No other Canadian station earns sufficient audience to appear in the Sarnia Elliott-Haynes surveys (July 1946 to March 1949).

Sell these 50,000 buyers on your product by using

CHOK Sarnia

5000 WATTS

1070 KCS.

Get the facts from

NATIONAL BROADCAST SALES

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

MONTREAL: 106 Medical Arts Building - FI. 2439

*1947 Sarnia population—25,277 (city clerk)
35% MORE than 1941 D. B. S.—18,734.

CJCA

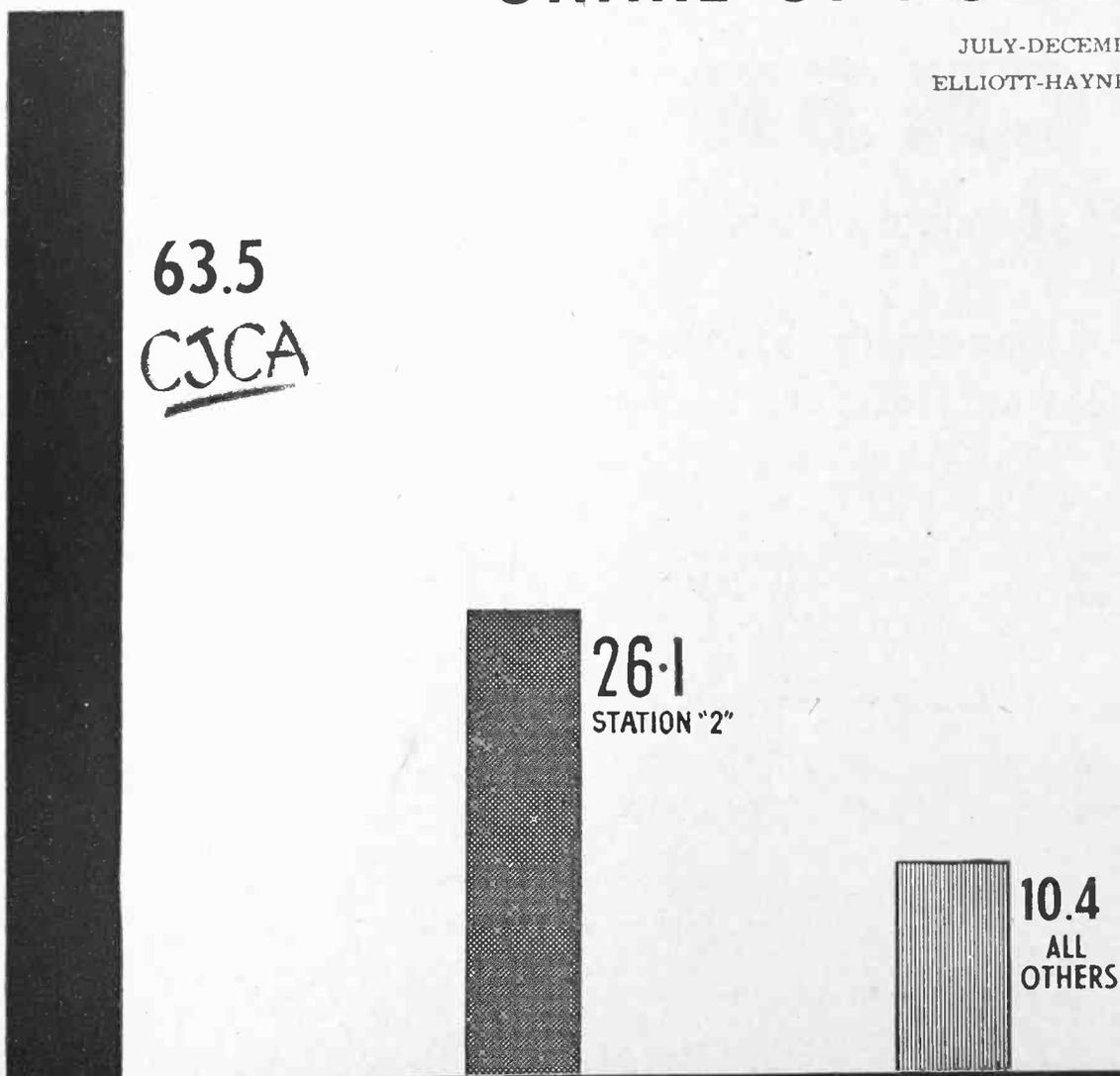
EDMONTON

★ AN ALL CANADIAN STATION

In the heart of the oil boom . . . wealthy farm lands . . . rapidly increasing population . . . expanding business and industry . . . CJCA is Northern Alberta's most popular station by **MORE** than two to one!

● SHARE OF AUDIENCE

JULY-DECEMBER 1948
ELLIOTT-HAYNES SURVEY



ANOTHER

1ST

FOR THE VOICE OF HALIFAX

Since Feb. 7, 1949, Station



has been broadcasting regular programs on both AM and

FM

So once again Nova Scotia's favorite station pioneers in the field of greater public service in Halifax.

MARITIME BROADCASTING COMPANY LIMITED

Wm. C. Borrett, Managing Director



THE CUSTOMER IS ALWAYS RIGHT

From "No Holds Barred," a series of commentaries being broadcast from coast to coast.

By RICHARD G. LEWIS

There's an old story about a man who drove one of those baby English cars into a gas station and ordered half a pint of gas. After the attendant had put it in, he asked him if there was anything else he would like. The man thanked him for his trouble but said there wasn't. "That's okay," said the attendant, "but I'll be glad to spit in your radiator or sigh in your tires if you'll say the word."

This may be rather an exaggerated picture of what business does to please its customers in the way of service, but it opens up an interesting subject to which I thought we might devote this talk.

Here is a story—a true one—which illustrates what I really have in mind.

A man once found himself held over unexpectedly away from

his home without any overnight baggage. He went to the hotel and explained his predicament.

He was quite embarrassed, but the clerk took it all in, nonchalantly rang for a bell-boy, who quickly produced pyjamas, razor, tooth brush and other necessities, and the man went off to bed quite overwhelmed with all this hospitality. The next day, when he went to the desk to check out, he was astonished to find that he was charged only for the room. Thinking it was an oversight, he drew it to the clerk's attention. "I appreciate your thoughtfulness in providing me with all the things I needed," he said, "but I certainly expect to pay for them."

The clerk smiled. "That's just part of our service," he said. "I'm glad we were able to help you out."

The interesting part of this story to me is that the management of this hotel, who really weren't overly concerned because a man they didn't know was stranded in town without tooth brush or pyjamas, went to all that trouble to fix him up—in the house.

There are plenty of other examples of the way business works. When we go in for a hair cut, the barber has a man there especially to brush us off. Gas station attendants spend many hours a week checking tires and batteries. Drug and other stores carry postage stamps simply as a convenience to their customers. Department stores maintain nurseries where mothers can leave their children while they do their shopping. Shoe stores equip themselves with expensive X-ray machines to make sure their cus-

tomers are properly fitted. watch manufacturer I know maintains a special phone number and operator so that people can call up when they want to know the right time. Book and magazine publishers maintain whole departments through which they will answer questions submitted by their customers or subscribers. A brewery fits out its trucks with first aid and mechanical equipment so that the drivers can help people who get in trouble on the highway. If you have a train to catch in the morning, a taxi company will willingly phone you to make sure you will be ready to leave when they call for you.

These are just some of the things that people do for the customers—and do them free. Why is this? Why is it worth their while to devote some of their profits—because that's what they are doing—just make people contented?

Business today has developed to the point where there is a way somebody waiting to attract you away from the place where you are dealing to their own store or office. Business people know that the best way they can hold their trade is by making themselves useful to their customers.

It is not so long ago that a motorist with a flat tire just got out and pumped. Then somebody started keeping a pump handy so that motorists might borrow it when they came in for gas. Next the man across the street finding this was costing him customers, hired a boy to do the pumping for them. Today, when we drive into a modern gas station

CKSB

St. Boniface, Manitoba

A Community Station in the true sense of the word.

There are

62 French Canadian communities in rural Manitoba that CKSB can really call its own.

Because these

62 French Canadian community groups own and operate station CKSB.

Representatives:

Winnipeg: A. L. Garside
Toronto and Montreal: C. W. Wright
Vancouver: John N. Hunt

GO WEST-Young Man and TRADERS TOO! Ottawa, Mar. 30 - Transport Minister Chevrier outlines \$250 MILLION Oil and gas pipeline program. Trading Eastern Steel for Western Oil! Trade YOUR goods or services by advertising on Canada's fastest growing action station. CFRN 260 ON YOUR DIAL EDMONTON, ALBERTA

tion, a swarm of men climb all over the car, checking everything. So when we leave, we are sure that everything is in order, and we won't get stuck on the highway with a dead battery or a flat tire in our trunk. And they make sure we'll be back again every time we need gas or oil.

■ ■ ■

This is the success story of the competitive system of business. It is the system that has given Canada her enviable standard of living. It is the system from which every one of us derives his or her living. Yet by some paradox of human misunderstanding, it is also the system that a certain group of people lives only to destroy.

Do you remember what it was like when you went shopping during the war? Can you ever forget?

As, month by month, the various commodities we were accustomed to using in our homes or places of business became scarcer and scarcer, eventually to disappear, our buying habits were forcibly changed. It was no longer a case of deciding what we would buy. It developed into a simple question of what—if anything—we could get. Erstwhile smiling and courteous clerks told us firmly, and only sometimes politely, that there were no oranges, that we could have a half pound of prunes instead of the three pounds we wanted, and that we had better carry them with us, as deliveries were uncertain. The stores were not worried that we might go to their competitors. In fact they rather hoped we would. That was the way it went when the competitive system went out of style for the duration of the war.

Actually what we went through during the war was a form of socialism. To keep scanty supplies as fairly distributed as possible, the government wisely put restrictions on their use. No longer did merchants and their clerks go to every extreme they could to make us happy. They could sell every article they had on their shelves ten times over, so why should they go to all that trouble? Gasoline was in short supply, so gas stations were closed at seven o'clock by law. Time payments were restricted by making installment

purchasers make larger down payments. Help was short, so hours of business were cut down. One restaurant I know displayed signs on its tables which read: "Please do not offend our help. We can get lots of customers."

Perhaps most serious of all, prices were controlled, which made it necessary for the government to make up the difference to manufacturers between what their goods cost and what they were allowed to sell them for. And the money with which to pay these subsidies came from where? Out of your pocket and mine in the form of tremendous taxes.

And now what?

■ ■ ■

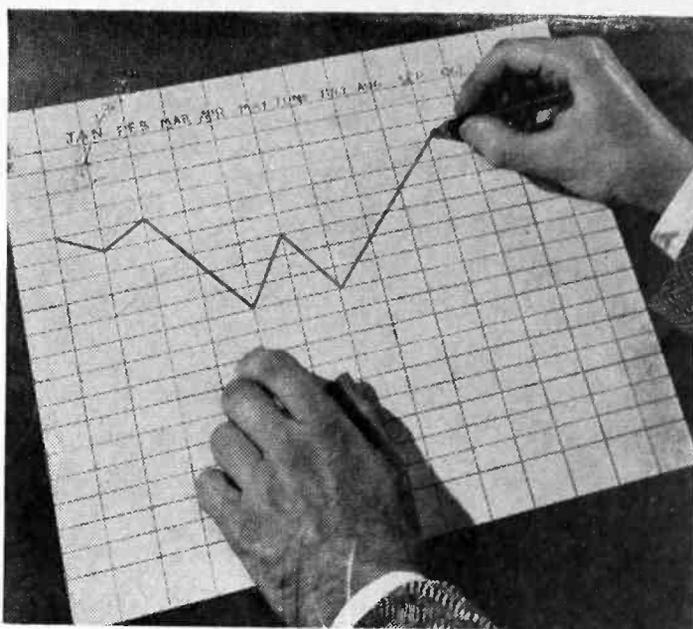
A group of people has grown up who remember only that, during those days of war-time controls, we had a government which did all our worrying for us, and they would like to continue along these lines. They would throw over the competitive system, under which every business is trying, by every means in its power, to make you and me and its other customers happy and contented, simply by doing a better job for them. And in its place they would like to set up a continuation of the war-time scheme, under which we all had a bare sufficiency of life's necessities—no more and no less. They want, in the language of Winston Churchill, to throw over capitalism, with its uneven distribution of wealth, for Socialism, with its equal distribution of misery.

In Canada, this return to the emergency measures of war is only a dream, so far. In Great Britain, the Socialists contrived to get themselves elected to power, while the people were still stunned by the war. Today, Britain is still groaning under the yoke of regimentation and controls; supplies are as short as they were during the war and in some cases even shorter; prices are higher; conditions are worse; competition and incentive are gone.

■ ■ ■

The time for Canada to decide whether she is going to take the enterprise path or the path of Socialism and regimentation is at hand. Freedom—not regimentation—is the essence of the Canadian democracy.

IS YOUR SALES GRAPH SHOWING?



Planned Publicity And Public Relations By

- ★ Public Relations
- ★ Publicity
- ★ Sales Promotion
- ★ House Organs
- ★ Direct Mail Advertising
- ★ Copy Layout
- ★ Printing
- ★ Mailing Lists
- ★ Addressing & Mailing

Glanzer News Service

Suite 1, Tivoli Theatre — 15½ Richmond St. East

WA. 4641 — Toronto 1

NO HALO FOR HELPING

CKDO wears no self-polished halo for the support it has given Oshawa services and organizations. It's part of CKDO's job to serve the community in this manner and a boost is as readily given to Alcoholics Anonymous as it is to the C.G.I.T.

Naturally, we're proud of the record—per capita contributions to Community Chest, for instance, were higher in Oshawa than in any other place in Canada. But CKDO's service to advertisers is just as impressive.

Get CKDO facts from

JAS. L. ALEXANDER
Canada

WEED & COMPANY
U.S.A.

CKDO

OSHAWA, ONT.



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

★

HEAD OFFICE
231 St. James Street
MONTREAL

EDUCATION

School Has Station

Toronto. — Station CJRT-FM will start broadcasting early this fall on 88.3 mc. and its opening will mark the initiation of the first FM educational station in Canada.

To be operated by the Broadcasting and Electronic Departments of the Ryerson Institute of Technology, formerly the Rehab School, but now operated by the Province of Ontario, CJRT-FM will broadcast with a power of 3 kw., and will be manned by students of the school under professional radio instructors.

John Barnes, former CBC producer, has charge of the Institute's courses in broadcasting, under Eric Palin who supervises all electronic studies. Principal of the Institute, which operates ten "schools," is H. H. Kerr, director of Technological Institutes for the province.

■ ■ ■
The purpose of the broadcasting courses, according to Barnes, is to provide training for program personnel, including announcing, writing, production and acting, and the new station will afford students actual on-the-air experience.

In order to make sure that teaching lies along useful lines from the industry's standpoint, a steering committee of radio men



ERIC PALIN



JOHN BARNES

and others in allied business is being set up to advise on the general nature of the instruction.

A variety of courses in broadcasting is being made available to students. These include: a day course in announcing and production (September to June); night courses in announcing, production, acting and writing; July 4 to August 5, the school will hold its first "Summer Institute in Radio"; next fall courses in television will be added to the curriculum.

taining a strict policy of working in co-operation with each industry whose skills it teaches.

In each of the Institute's activities, an attempt is made wherever practical, to bring students in actual contact with the public; the school of food technology, through its restaurant; the school of graphic arts through its newspaper. Now the school of broadcasting, through its radio station, will be able to give students the benefit of public reaction to its programs.

■ ■ ■
Through its history, both as the Rehab School, and its transformation into a civilian training centre, 215 aspiring announcers and technicians have taken training and found employment in the industry.

Besides radio, the Institute's schools include graphic arts, photography, fashion designing, retail merchandising and machine technology, to mention a few. The Institute, and the Ontario Department of Education, under whose aegis it falls, are main-

In their presentation to the CBC board, which was the only unopposed application at the last session, an idea was given of the wide variety of types of programs which will be prepared and broadcast on the station, a program from which students will gain practical experience.

The ten different schools within the Institute will provide plenty of material for broadcasts. Plans include the inception of a "Night School of the Air" which will broadcast courses on a great number of subjects.



Hold it!

There's an easier way to drive home a sale in the booming ALBERTA market.

CFCN is more persuasive with more people

CFCN

The Voice of the Prairies Ltd.
CALGARY, ALBERTA
10,000 WATTS

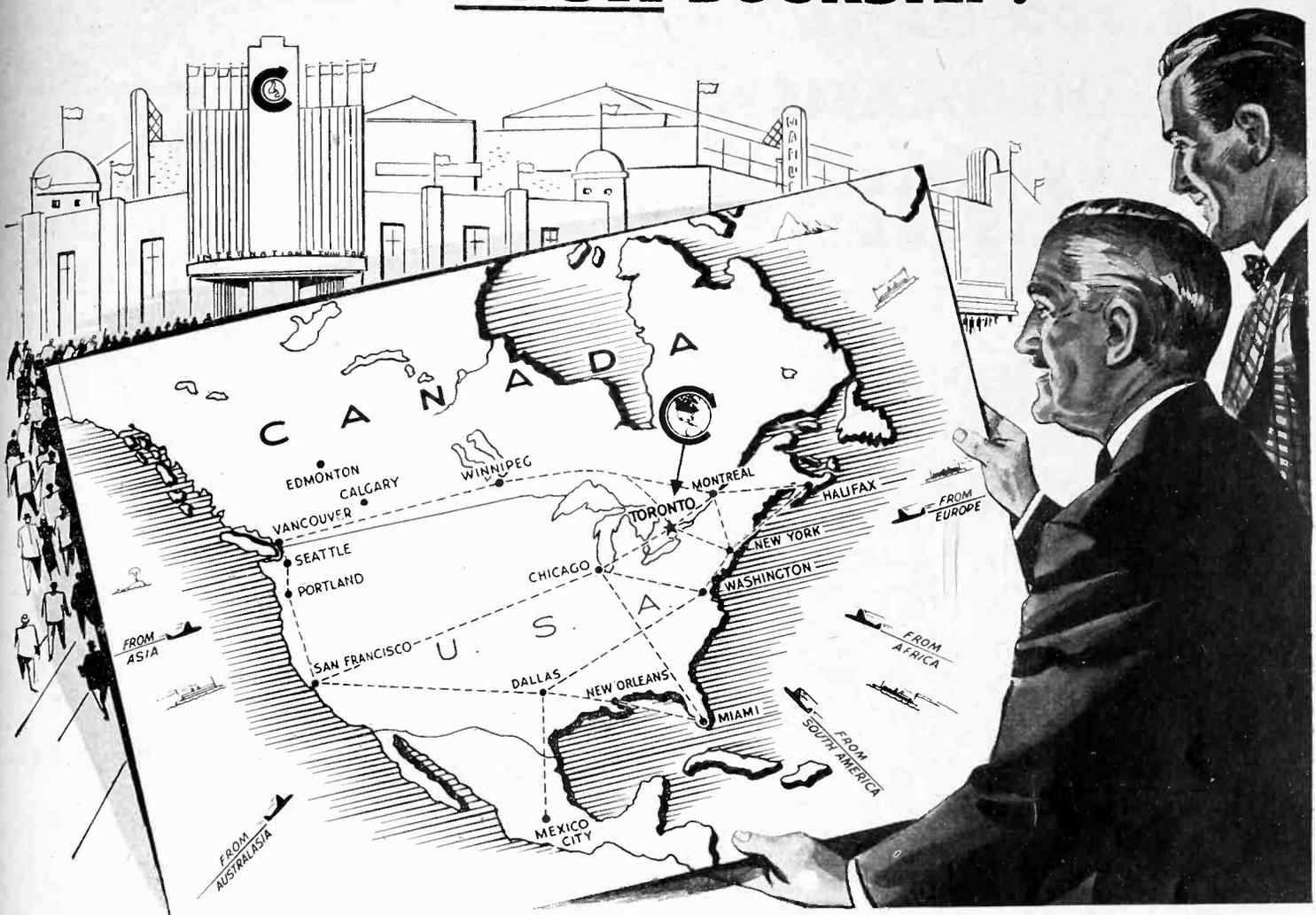
ASK RADIO REPRESENTATIVES—TORONTO, MONTREAL



The Ryerson Institute Radio Studio

The New World Marketplace

RIGHT ON **YOUR** DOORSTEP!



CANADIAN INTERNATIONAL TRADE FAIR

May 30-June 10, 1949... Toronto

YOU CAN ACCOMPLISH the results of a long, expensive business trip abroad in a few days at the Canadian International Trade Fair . . . only a few hours by air from any city on the continent!

IN THIS GREAT WORLD SHOWROOM you'll find the products you need in your business or can sell at a profit . . . grouped according to trade classification regardless of national origin. You can compare all the goods that interest you . . . see all the new ideas in your own field . . . and make valuable contacts with businessmen of other nations.

THE TRADE FAIR SITE contains the world's largest permanent exhibition buildings and offers unique facilities (such as special interpreters and private club rooms) for you to do international business quickly and conveniently. All businessmen are cordially invited to attend.

For full information write directly to the
 Administrator, Canadian International Trade Fair, Exhibition Grounds, Toronto

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



Canada is host—but the Trade Fair belongs to businessmen of every nation. The products of 28 nations were shown in 1948. Businessmen attended from more than 70 countries.

FEDERAL

A TOP NAME IN COMMUNICATIONS

AVAILABLE IN CANADA

FEDERAL TUBES

with

LONGER LIFE

and

ENDURING

PERFORMANCE

In tube manufacture, the smallest details are a big factor in lasting performance.

That's why every Federal tube is subjected to the most rigid quality control and test procedure all along the line. For example, every tube gets X-ray tests to assure accuracy of internal construction details not otherwise visible. These and other exacting test procedures are the result of Federal's 37 years of experience in designing and building better tubes.

Write Federal for complete information on electronic tubes for your requirements — Dept. 800.

Federal
FM & AM
Transmitters

Federal
Transmitter
Tubes

Federal
FM Antennas

Federal
FM Mobile
Radio Units

Federal
Transmission
Lines
(Solid)

AGENCIES

F. H. HAYHURST & CO. LTD.
Toronto.—Dr. Chase Medicine Co. Ltd. has added CBN, St. Johns, Newfoundland, to the "Strollin' Tom" series (All-Canada), making a total of 36 Canadian stations advertising nerve food, kidney-liver pills, ointment and paradol.

Montreal. — John B. Leupold has been appointed manager of the Montreal office of F. H. Hayhurst Co. Ltd. Leupold has been associated with the company for a year in the sales promotion and public relations department.

McCONNELL EASTMAN & CO. LTD.

Winnipeg. — General Bakeries Ltd. has started the 15-minute 3-a-week transcribed "Superman" (All-Canada) for one year over CKRC, Winnipeg. Same sponsor also has the same show going to CKWX, Vancouver, on a 5-a-week basis.

E. W. REYNOLDS & CO. LTD.
Toronto. — David Lown has been appointed radio director of the Toronto office of E. W. Reynolds & Co. Ltd., replacing Howard Cain, who is leaving for New York to study television. Lown was formerly associated with the American networks, headed his own advertising agency in New York and was the first president of the Television Guild.

COCKFIELD BROWN & CO. LTD.

Montreal. — Imperial Tobacco for Ogdens Fine Cut has renewed "Plantation House Party" (All-Canada) over CFRB through July.

AVAILABLE
Practical Communication/
Radio Engineer, 35 years
of age, married, eleven
years' experience with LF,
HF, and AM in the Mer-
chant Marine, Aircraft,
Naval Service, and broad-
cast (1 and 5 kw.) instal-
lations, station supervision
experience with 2nd Class
Commercial and Amateur
licenses. Background as-
sures prospective employer
satisfaction in managerial,
sales, engineering or tech-
nical requirements. Best
of references.
Box A-15
Canadian Broadcaster
& Telescreen

WHITEHALL BROADCASTING LTD.

Montreal. — Imperial Tobacco has renewed the "Guy Lombardo Show" (All-Canada) for 26 weeks over a wide list of stations coast to coast, advertising Playe Cigarettes.

Same sponsor also has started the 15-minute weekly "Les Petres de la Chanson" for same product over the French network, originating in Quebec City.

MIDDLE AISLE

Toronto. — Bob Amos, radio chief at F. H. Hayhurst's Toronto office, will hear wedding bells April 30 when he marries Irene Whittle of Dundas, Ontario.

HOW THEY STAND

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

DAYTIME		
English		
Pepper Young	18.0	+
Ma Perkins	17.9	-
Happy Gang	17.7	+
Right To Happiness	17.1	+
Big Sister	16.9	+
Life Can Be Beautiful	15.7	-
Aunt Lucy	15.3	+
Laura Limited	15.2	+
Singalong	14.8	-
Road of Life	14.7	-
French		
Jeunesse Doree	30.5	+
Rue Principale	29.4	+
Grande Soeur	24.9	+
Joyeux Troubadours	24.6	+
A l'Enseigne	23.6	+
Tante Lucie	22.4	+
Meta'rie Rancourt	21.8	+
Quelles Nouvelles	21.1	-
Quart d'Heure	20.5	-
Maman Jeanne	20.0	-
EVENING		
English		
Lux Radio Theatre	35.0	-
Fibber McGee & Molly	34.4	+
Bob Hope	26.7	+
Amos 'n' Andy	26.2	+
Fred Allen	26.2	+
Orzie & Harriet	24.6	+
Ford Theatre	24.2	+
Twenty Questions	23.7	+
Wayne & Shuster	23.2	+
Alb. of Familiar Music	20.4	-
N.H.L. Hockey	20.1	-
My Friend Irma	19.8	+
Mystery Theatre	19.0	+
Boston Blackie	18.8	+
Kraft Music Hall	18.7	+
French		
Un Homme et Son Peche	43.2	+
Radio Carabins	37.8	+
Raillement du Rire	36.2	+
Enchantant de la Vivolo	36.1	+
Metropole	32.8	-
Qui suis-je?	30.2	-
Ceux qu'on aime	29.7	-
Theatre Ford	27.9	-
Rolande et Robert	27.2	+
Y'A du soleil	26.9	+
Fabourga m'lasse	25.7	+
Tentez Votre Chance	25.7	+
N.H.L. Hockey	24.2	-
La Mine d'Or	23.7	-
Juliette Belliveau	23.0	-

FEDERAL ELECTRIC
MANUFACTURING CO. LTD. MONTREAL 14, CANADA

Export Distributors: International Standard Electric Corporation, 67 Broad St., New York

In U.S.A.: Federal Telephone & Radio Corporation, 100 Kingsland Road, (Lithia, N.Y.)

9600 ST. LAWRENCE BLVD.

MONTREAL 14, P.Q.

CKMO YOU MAKE FRIENDS
in Vancouver when you
Buy neighborly CKMO
CKMO
1000 WATTS
1410 on your DIAL



With an ear to better listening, I tuned to CFRB and got a kick again out of that dizzy, crazy master of shenanigans, Roy Ward Dickson on Shirriff's "Fun Parade." If you have that sense of humor it must tickle your fancy no end — it proves folks are the craziest people. Personally, I preferred his scrapbook and quaint facts, but these are gone and the zany type program remains, proving me wrong

What could be nearer perfect late-evening listening than "Music woven with the golden thread of words" that we hear on "Reflections" over CFRB sponsored by Household Finance Corporation? Announced by Jack Dennett, solo work by Russ Titus with music in the Hersenhoren manner and narration as only Frank Willis narrates (none of this graveside manner so accepted in this type of show), all in all it is a most enjoyable program.

Have you a teen-ager in your home? If you have you've probably been forced to hear Joe Chrysdale on "Club 580" over CKY. That man can certainly handle that brand of young wild cat, proving to my mind that youth must and expects discipline. After all these months he still packs them in every afternoon and Saturdays as well — more power to you, Joe.

Turning to give-away programs again, I heard one on CHUM that sounds like good prizes. After Dominion-wide advertisements are heard so repetitiously, it was good to hear the "little-man around the corner" houting his wares. If you want to buy kids' togs or mend a kettle or pan, give a listen. They are all here. Each purchase from an advertiser gives you a bid on the "Dollars to Doughnuts" show. This something for nothing is here to stay. Hence Pyramid Clubs. I wonder if they started in Egypt?

The Wright STATIONS

A COMMUNITY is a society of people having common interests. A COMMUNITY STATION caters to the community and its interests with entertainment and information.

Let These Nine Community Stations Inform Their Communities About Your Goods

CKAC, Montreal
CKCO, Ottawa
CKCR, Kitchener
CHNO, Sudbury
CKSB, St. Boniface
CKOX, Woodstock
CKCL, Truro
CKOK, Penticton
CKMR, Newcastle, N.B.

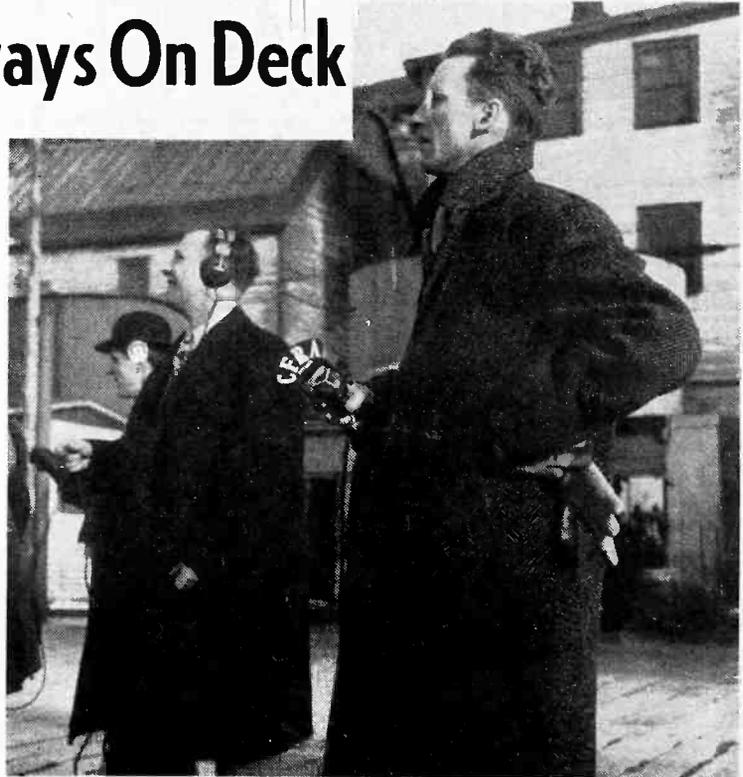
SEE WILLIAM WRIGHT

TORONTO
Victory Building
AD. 8481

MONTREAL
Empire Life Bldg.
HA. 7240

CFRA Always On Deck

Around Ottawa they expect CFRA to be on the spot and the station always comes through. When Newfoundland joined Canada, CFRA's news-feature team of Brian O'Connell and Ches Beachell were on the Island. They brought back informative interviews with headline names; with the people of St. John's . . . of the Outports and scored a first with a color-packed story of the first sealer home from the flocs. Big events . . . Civic . . . Regional . . . National . . . CFRA IS ALWAYS ON DECK!



O'Connell and Beachell watch the rugged little "Terra Nova" with a \$75,000 cargo of 15,000 seals enter St. John's Harbour. They broadcast the 300-year-old ceremony of welcome from her decks. In lower photo Beachell fights to pick up authentic harbour background.

CFRA was the only private station from the mainland present for Confederation events. Before their plane had touched Gander CFRA staff men had air-mailed back an air-borne interview with Hon. Colin Gibson, Canada's official emissary.



The Station That Assumes "Radio Responsibility" In OTTAWA

CFRA

The Voice of the Eastern Townships

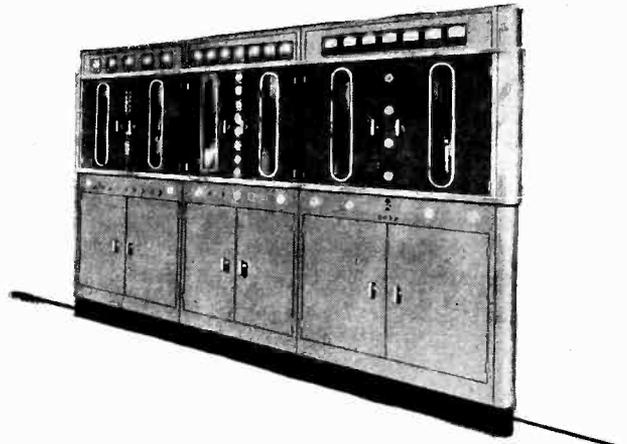
CHLT
(FRENCH) 900 Kc. 1000 Watts

CKTS
(ENGLISH) 1240 Kc. 250 Watts

SHERBROOKE, QUE.

Representatives
JOS. A. HARDY & CO. LTD. — CANADA
ADAM J. YOUNG, JR. INC. — U.S.A.

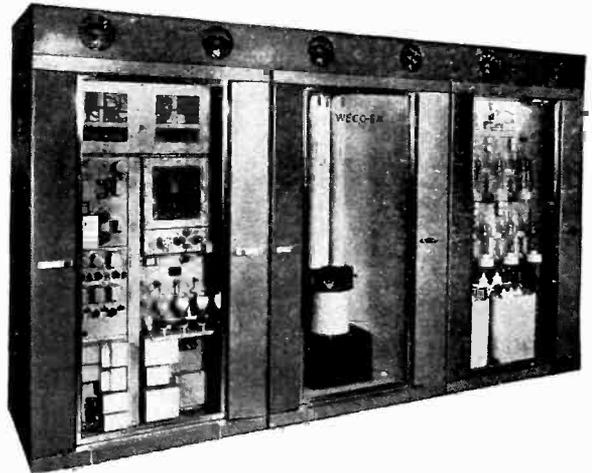
your
best
buy
in.....



Complete line consists of 250 Watt, 1 KW, 5 KW (shown) and 50 KW transmitters—Antenna Coupling-Phasing Equipment and Accessories

YOUR BEST BUY IN AM! All Northern Electric AM transmitters offer stabilized feedback, maximum accessibility through central chassis design, attractive appearance and unusually low power consumption. These features, plus the Doherty High Efficiency Amplifier Circuit used in the higher powered units, have given hundreds of broadcasters years of dependable economical operation.

your
best
buy
in.....



Complete line consists of 250 Watt, 1 KW, 3 KW, 10 KW (shown) and 50 KW transmitters—Clover-Leaf Antenna and Accessories.

YOUR BEST BUY IN FM! Only Northern Electric transmitters give you the striking appearance and full visibility of TRANSPARENT design, plus the protection of the Frequency Watchman to keep your station on frequency, the Arc-Back Indicator to utilize full life of rectifier tubes, the new RF Wattmeter that gives constant direct reading of output power—and a new high in performance characteristics.

Northern Electric

C O M P A N Y L I M I T E D

RADIO DIRECTORS
ACCOUNT EXECUTIVES
SPONSORS

HIGHEST RATINGS

of ANY Toronto "Disc-Jock" M.C.!

HIGHEST RATINGS

of ANY Toronto "Quiz-Show" M.C.!

YES! Free Lancing & Available

So When Planning Your Next Show
I'd Be Happy To Work With You

"Stu" Kenney

PL. 3655

WA. 3881

SPEECH DIGEST

"Don't Sell Quebec Short"

Condensed from an Address to the Advertising and Sales Club of Toronto.



By
EMILE JEAN
Quebec Publisher

One third of the people of Canada are French-speaking. There are roughly 4,000,000 of us. In the Maritimes one out of four speak French. In Ontario, one out of ten, and in the West one out of twenty. In the Province of Quebec we are more than four out of five of the total population.

Even though a good number of French Canadians in all of our larger urban centres speak English in addition to our native tongue, when it comes to advertising the vast majority of us read in our own language. The Eastern Townships, which have been known in the past as an English market, are now 88% French speaking. In the St. Maurice Valley district the percentage increases to 96%. In the strictly rural or lumbering centres, you find only an occasional person who does not both speak and read exclusively in French.

All of us definitely appreciate your modesty when you talk to us through the written or spoken words of our own language. We not only appreciate it, but we understand better what it is that you want us to know.

But I am afraid that a great many people from the other provinces of Canada, from the United States and from Great Britain, build their impressions received while staying at the Mount Royal or the Chateau Frontenac.

And I know that these impressions are not the kind that will help you in your effort to develop the Quebec market for your products or service.

For the French Canadians that you meet there, or in any place which is frequented by English-speaking people, are doing their best to adapt themselves, not only to your language, but to your manner of living, and even perhaps to your way of thinking.

In part that is the result of

their dealing with you as a person. They like you—and they want you to like them.

But when advertising appears in their French language newspapers, or when your product appears on the shelves of their stores, they are there without the support of your own personality

I say in French that "his dog is dead" and you say in English that "his goose is cooked."

If I "laugh in my beard" you should understand that I am "laughing up my sleeve."

I "pay for the broken pots" and you "pay for the fiddler."

I "come off the hinges" when you "fly off the handle."

"Happy as a fish in water" is the French way to be "snug as a bug in a rug."

You "get a friend out of hot water" and I "pull a thorn from his foot."

To be the French counterpart of a "Lady-Killer," would you believe that I would have to become the "Ladies' Whoopin' Cough"?

You would not be interested in an advertisement that I might write and display for you in your English publications—because you would not be in the English that you ordinarily speak or read. I would be in my version of what I think is readable English.

And you will forgive me if I say that French advertising which is placed before the people of my province, must be as easily readable and understandable in order to do its job effectively for you.

Even if the advertising does not raise enough interest to get the French-speaking reader to inquire about your product at his store—what has the storekeeper got to say about it?

How well does he know your product?

How well do you know his store?

Do you know whether your product, in its present form or in its present package, is actually practical for his customers?

Does your package describe the product, in French, and give the proper instructions for its use?

Has the French-speaking retailer been trained to answer intelligently the questions that may arise in the minds of his French-speaking customers?

Are you sure that the French wording on your package or in your advertisements is the French that we commonly use and understand best?

I do not mean what you call "high school French" or "dictionary French." That is a horse of an entirely different color. I do mean just simple, straightforward French, the same as the simple straightforward English on the other side of the package.

The successful development of a market in the Province of Quebec, as in any other market, depends to a tremendous extent on the thoroughness with which you have come to know the people and the needs of the market.

Three steps can be considered as essential.

CKNB CAMPBELLTON N.B.

April 27, 1949

Dear Mr. Time-Buyer:

Pardon any seeming neglect while CKNB takes time out to salute all the other Canadian Broadcasting stations which are receiving well earned accolades from the public during Community radio week.

Yours very truly,

Stau Chapman

CSC/FR

Station Manager

AN ALL-CANADA STATION

QUEBEC MARKET FACTS Quoted from Emil Jean's Speech

- About 3,200,000 Quebec people are French to roughly 800,000 English.
- Two thirds of the people live in the urban centres.
- Quebec's 49 pulp and paper mills produce the paper for three out of every ten pages of newspapers printed throughout the world.
- Total mineral production for 1948 was \$147 million, just a little less than 1/5 of total Canadian production.
- Agriculture in 1947 was responsible in 1947 for \$202 of Quebec's net income.
- 45% of Quebec farms are electrically equipped; 93% are owned by the families which operate them.
- One third of Canadian water power possibilities of 52 million h.p. is to be found in Quebec.
- Quebec has:
 - 60% of Canada's textile industry.
 - 64% of clothing factories and producers.
 - 54% of railway rolling stock.
 - 65% of boot and shoe production.
- In 1946, Quebec had:
 - 31% of the gross value of Canadian production.
 - 35% of capital invested (1943).
 - 33% of the total employees.
 - 32% of the salaries and wages.
- Life insurance sales almost doubled to \$324 million last year.
- Last year Quebecers spent \$1.7 billion in retail outlets.
- In the last week of October, 1948, 627,179 employees of Quebec firms (employing over 15) received in salaries and wages \$25,-265,443.00. This is at the rate of \$1.3 billion a year.
- The average weekly pay in Quebec was \$40.28 against \$43.50 in Ontario. (1.73 per family are gainfully employed in Ontario against 1.91 in Quebec.)

The first one is Sales Research by field men who speak the language and are sensitive to the exact reactions of the people in the territory being investigated.

Is there a need or a place for your products amongst the people to whom you are trying to sell? What are their likes and dislikes? If they are not buying—why not?

Is the distribution sufficient in depth as well as breadth?

The second step is merchandising.

Are the retailers sufficiently well informed about your product?

Are they "sold" on it? Have they been convinced to their own satisfaction that it is worthy of being aggressively merchandised?

Does the merchandising material stress the points that are of interest to the French Canadian people? (These may be different from those which interest the English prospects.)

Are your distributors capable of contacting their French-speaking retail customers in their own French tongue? This is most important.

The third step is advertising.

If the French market is new or your products, do be sure that our advertising explains them as fully as the advertisements you used when you first started selling the English markets!

Please don't try suddenly to translate chapter 15 or 20 from the English sales story, to French! You must start with chapter one — and rewrite — re-plan.

■ ■ ■
If a manufacturer from some centre in my province who did not have very many opportunities to speak to English Canadians, were to come up here to your province

to sell his products to you, I think you will admit that he would have considerable difficulty in making you understand what it was that he was trying to sell, and why you should buy it.

He would do much better if he could move up here and learn

about his new market at first hand, or to ask one of you to represent him here, and to make you as well acquainted as he possibly could with all the merits and uses and the advantages of his product.

And he would get you to uncover for him, any weakness that might appear in his product from the point of view of your market.

The problems are certainly not insurmountable. We know that because some of the products that have the widest sales within my province originate here in your province.

There is no reason at all why those firms which in the past may have been disappointed with the results of their sales efforts in Quebec cannot ultimately achieve a good measure of success in the future.

■ ■ ■
"Quebec is an Opportunity Market, ready now and expanding in the future for the manufacturer, the salesman, the businessman, who recognizes its individual characteristics, and adapts his methods to its special needs."

These words express the matured opinion of the advertising manager of a very well-known food company which, year after year, looks with satisfaction at the upward curve of its mounting sales in the Province of Quebec.

The market which represents one third of the productive capacity, and roughly one third of the people and one third of the earning power of the total Canadian market cannot be considered as unworthy of adequate attention.

**1000 WATTS
970 KC**

CKCH

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

Selling 80% to 90% of all sets turned on during daytime hours, with 385,-167 French people in coverage area.

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 18.

PROGRAMMING ESPECIALLY FOR THE FRENCH LISTENERS IN THE OTTAWA VALLEY

Why CKTB is THE

Niagara District Station

Here are just four of the many reasons:

CHARLES COMPLIN



CKTB's News Editor with veteran Newscaster Norm Marshall and thirty-two correspondents in Niagara Falls, Welland and other centres throughout the Peninsula, keep listeners posted on every local happening and national event.

REX STIMERS



CKTB's colorful sports ace of Henley and King's Plate fame, grips district listeners with his airing of hockey, boxing, lacrosse, rowing. Daily 6.45 "Spice of the Sports News" frequently originates from head tables at club banquets throughout district. His partner, Tommy Garriock, gives late sports coverage daily at 11.15 p.m.

ELDA FLINTOFT



CKTB's Women's Commentator, keeps Niagara District listeners posted daily on what's doing in the women's clubs and community activities. Interviews important visitors: Kate Aitken, Agnes Macphail, John Fisher, Leslie Bell, and interesting local women.

CEC McKNIGHT



CKTB's Farm Director, active in farm clubs, close to agricultural reps in Lincoln and Welland, also experimental stations at Vineland and St. Catharines; developments at O.A.C.; airs farm information, interviews agricultural specialists, gives rural news on early morning and noon farm broadcasts to district-wide audience.

These and ten other CKTB air personalities will open the door for your products in 49,190 Niagara District homes.

CKTB And CKTB-FM

Locally Owned and Operated by
The Niagara District Broadcasting Company Ltd.
Reps.: N.B.S., Canada
McGillvra, U.S.A.
ST. CATHARINES, ONT.

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

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

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

CJOC

SAULT STE MARIE

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

OPINION

See Independent Commission To Regulate All Radio

Vancouver.—The real need in investigating Canadian radio is a Royal Commission as soon as possible, rather than a parliamentary radio committee, the Liberal Vancouver Sun believes.

Commenting on the government's promise of a Commission and the opposition's demand for a committee, the Sun said: "The obvious solution is to resist the demand for a parliamentary committee and get the Royal Commission operating as early as possible.

"The Commission should be instructed to give radio first priority, and to have its report ready for the next session of Parliament."

The editorial commented that: "There is some reason to believe that the government may be coming to the view that the present setup in radio, by which the government monopoly regulates its own competition, is wrong, and that an independent radio commission having power to deal impartially between both privately and publicly owned radio is necessary.

"It would be better, if this were so, if the government boldly declared itself and advanced legislation at this session to divorce the public radio system from its police functions.

"But, again, the prospect of this being a short session no doubt would deter the government from introducing such highly controversial legislation now."

CCF Raps Own Member

Winnipeg.—Wilbert Doneleyko, C.C.F. member for St. Clements in the Provincial House, has gotten himself into hot water for certain remarks he made in a broadcast over CKRC. In it he delivered an attack on the Marshall Plan and the North Atlantic Pact.

The C.C.F. heads hereabouts didn't take kindly to the speech and a meeting of the C.C.F. executive was called. Then Mr. Doneleyko issued a statement saying he was expressing his own personal opinion, not the view of the C.C.F.

In his speech, Mr. Doneleyko declared that the Marshall Plan "was introduced and operated for no other reason than to pacify and nullify the rise of the European people for a better social order than they have had in the past."

He cited it as a device to expand American imperialism and was a well-ordered plan of big business.

Want Tax Free Homes

Winnipeg.— Seems like the poor old CBC can do no right. The corporation's programs and general radio tactics have often been taken to task, but The Winnipeg Tribune, in an editorial, comes up with a new one.

The target this time is the CBC legal department. The paper raps the department's goings-on at the town of Carman where the new transmitter for CBW is located.

Says the paper:

"It seems that when CBW was built, the CBC bought a number of houses in Carman for its staff. Since that time the town solicitor has been informed by the CBC legal department in Ottawa that Carman may no longer collect municipal taxes on these houses — even though some of them had previously been on the tax rolls. The CBC legal lights cited court cases as precedents to prove that these houses were Crown property and therefore tax exempt.

"Carman has gone ahead and assessed the houses for tax purposes in spite of the ukase, but officials do not seem to be too hopeful of collecting.

"To the average citizen, the stand taken by the legal department may be good law, but it is also poor sense. Why should houses be exempt from municipal taxation just because they happen to be owned by the CBC? Why should the taxpayers of Carman have to foot the bill for supplying these homes with municipal services?

"Probably the next step will be to have Ma Perkins' house declared Crown property."

RESEARCH

BMB Folding

New York.— The Broadcast Measurement Bureau, American radio research organization, is reported as ceasing operations in its present form after the completion of the Second Study of radio audiences, which has just started. The announcement, expected for some time due to recent upheavals within the organization, follows the resignation of George Baillie, production manager and last of BMB's original executives. Cor Langley, assistant to retiring president Hugh Feltis, the bureau's only remaining executive, will move to the offices of the Statistical Tabulating Company and complete audience sampling and other mopping-up operations.

BMB has been harassed the last few months by a series of unfortunate circumstances including a criticism of survey methods and data, the resignation of the president, Hugh Feltis, and other top men, and finally a demand for \$100,000 from the Statistical Tabulating Company, which was necessary to complete the survey. Station advertisers and agencies who finance BMB, rallied around the Bureau and underwrote the \$100,000 bill.

C. E. Hooper is reported to be the strongest bidder for the remains of BMB and it is expected that at the convention he will offer to take over audience measurement operations. It is said that Hooper has been sounding out BMB leaders for the past few weeks.

Opinion Meter

New York.—General Electric Special Products Division has just announced the development of a special device to be known as a "recording opinion meter" which can electrically record and compile the opinions of a group of individuals. The new device to be used for the study of audience reactions to various radio and television programs.

The equipment consists of a recording unit and a control unit each about the size of a table model radio, and 100 individual hand-held station units. The operation of the meter consists of assigning a station unit to each member of an audience up to one hundred and the audience member makes frequent registers his opinion on sections of a radio television or motion-picture show on the "Very Dull," "Dull," "Normal," "Good," "Very Good" scale. The composite result from station units is recorded on a moving strip of paper, marked in units of one minute, and this enables audience researchers to match audience reaction to various stages of the program.

The first of these new meters was delivered by GE to Youn & Rubicam, Inc., New York City.

"You canna afford to miss the Lethbridge Market!"



Mon
it has everything!

SAMPLE: NEW WEALTH — \$151,950,000.00*
Compared to pre-war returns of forty to fifty million dollars, Southern Alberta's 1948 returns were phenomenal. One station — CJOC — gets phenomenal ratings in this rich market. Check any E-H . . . then call your local A-C man!

*Canadian Markets, February, 1949, p. 7.

CJOC

NOW 5000 WATTS

LETHBRIDGE, ALBERTA ALL-CANADA STATION



Calgary's CFAC delivers Southern Alberta's mass market right into your mitt!



One Quick lesson on

"HOW TO SELL THE CALGARY MARKET"

By latest Elliott-Haynes "Share of Audience Report"

You can't sell the Calgary Market with fractions like this.

You've got to get mass buying power like this.

PERIOD	Station 2 Share	Station 3 Share	Outside Stations
Mornings 9:00 to 12:00	23.7	13.3	5.2
Afternoons 12:00 to 6:00	29.9	13.9	7.4
Evenings 6:00 to 10:00	23.9	17.2	9.7

CFAC SHARE
57.8
48.8
49.2

REPRESENTATIVE ALL-CANADA RADIO FACILITIES LIMITED

COMMUNITY SERVICE WORK has taken us into almost every town and village in our market of Northern and Central Saskatchewan. As a direct result of this work 112 merchants from these towns and villages, apart from the City of Prince Albert, use our facilities to sell their merchandise to a loyal audience of over a quarter of a million listeners.

CKBI
PRINCE ALBERT, SASK.

900 Kcs.

5000 Watts

Ask the "All-Canada" Men.

STATIONS

Stages Red Cross Day

Prince Albert, Sask.—The success of "Red Cross Day" on March 18, during which everyone in this community heard and saw all types of Red Cross publicity, was in great measure due to the efforts of CKBI and its staff.

Prior to Red Cross Day, CKBI contacted 150 local Red Cross committees across northern and central Saskatchewan and got information on the progress of local campaigns, names of canvassers and officers, human interest stories, and community events used to raise money. Then, on March 18, the station devoted its entire 18 hours of broadcasting to making its listeners Red Cross conscious. Mailed, telegraphed, and phoned reports on progress were aired. Special programs were presented with sponsors using advertising copy geared to the Red Cross theme. Studios were decorated with posters and members of the staff sported Red Cross hats.

F. W. Miles, commissioner of the Saskatchewan Division, thanked the station on behalf of Red Cross, and stated that the Red Cross Day broadcasts were a tremendous success.

French and English Listen To CKSB

St. Boniface.—Roland Couture, president, told the annual meeting of CKSB March 22 that Manitoba's only French-language station was entering "its most climactic year."

More than 150 delegates, representing every community in the province, attended the meeting. CKSB, a co-operatively owned project, has been on the air since May 27, 1946.

Mr. Couture said that continued support from its listeners would insure that the station would fulfil its dual obligation—"to conserve and spread our religious and nationalistic heritage."

The president's report showed that the station had, during the year, increased its listening hours from 12 to 16 daily.

A survey had shown that the station now had an audience of 34,000 homes in the evenings, although only 12,000 French Canadian families have radios in their homes.

Distinguished visitors during the year included James Cardinal

McGuigan, Msgr. Laurent Terault, Bishop of Africa and graduate of St. Boniface College, Hon. Paul Martin, minister of health and welfare, and Mrs. George Drew.

Mr. Couture urged every delegate, shareholder and listener to be a "constant salesman" for the enterprise. He said that to date the support of both French and English-speaking elements of the province had been "most encouraging."

Technical problems faced by the station during the year were outlined by Rene Dussault, manager of CKSB. Although a news reports had to be translated into French, the station now issues a total of 109 new broadcasts per week, he said.

He listed several new programs, including a dramatized version of "I Chose Freedom," by Victor Kravchenko, ex-Communist. CKSB would have a special daily program devoted entirely to the Manitoba farmer within a few months, he said.

He predicted the coming year "will see us reaching every objective set before us when this station was born."

DOM. NET. ADDS B.C. OUTLET

Vernon, B.C.—Duplicate network service for listeners in the Okanagan Valley of south central B.C. went into effect this month with the addition of CJII, Vernon to the Dominion network.

Previously, Dominion network outlets in the province consisted of CJOR Vancouver, CHWF Chilliwack, and CJVI Victoria.

For some time CKOV Kelowna has been with Trans-Canada, so that the area now has an additional choice of programs.

C. H. Pitt, manager of CJIE said the station would normally carry the majority of Dominion network programs.

Mayor T. R. B. Adams of Vernon attended opening ceremonies with H. J. Fosbrooke, president of the Board of Trade, and J. D. Mutrie, president of Interior Broadcasters Ltd.

HEROES RETURN

Winnipeg.—Triumphant return of Ken Watson and his rink of Dominion curling kings, March 15, was covered by a CJOB crew. George Davies recorded the reception given Watson's rink at the railroad station.

Watson came through with an unblemished record at Hamilton where the Dominion tourney was held. It marked his third such title.

PREPARES FOR FLOODS

New Westminster.—"Rive stay way from my door," is the prayer of CKNW's staff here, as spring returns to British Columbia's lush Fraser Valley.

With an eye to the disastrous Fraser River flood of last year the station is building an emergency transmitter on nearby Lulu Island, well above possible flood waters.

The station has received word that CBC Board of Governors has approved its application for an emergency transmitter license.

COMMUNITY SERVICE —

that supports every worth-while community effort and creates responsive goodwill in every home, is one of the main reasons why 90% of the local merchants of Kenora-Keewatin use CJRL, and accounts for its exceedingly high B.B.M. audience rating.

KENORA-KEEWATIN
96% DAY

NIGHT
92% B.B.M.

Consult our nearest National Representative:
HORACE N. STOVIN & CO.
Toronto and Montreal
A. L. GARSIDE, Winnipeg.
DONALD COOKE, U.S.A.

CJRL

KENORA ONT.
DOMINION NETWORK

WANTED

Good engineer required for 1000 watt station who can take care of material and keep the station on the air. The station is located in a city of 50,000 people. State experience and salary required.

Box A-17
Canadian Broadcaster & Telescreen

LAUNCH NEWCASTLE STATION



Newcastle, N.B.—Monday, April 25, was a gala occasion for Newcastle, N.B. and the Miramichi Broadcasting Company, for it was the opening date of radio station CKMR, operating with 250 watts at 1340 kcs.

The inaugural broadcast and official opening by Premier John McNeil of New Brunswick, Hon. J. L. MacLaren, Lieut-Governor of the province, and other promi-

nent citizens, was held in the local theatre. Proceeds from the sale of tickets went to the Red Cross, Newcastle Branch.

CKMR's coverage will centre around the communities of Newcastle and Chatham, N.B.

The new station is represented nationally by Wm. Wright.

Pictured above are the station's offices with manager Art Martin in inset.

VOCM Swells List Of Canadian Indies

St. Johns, Nfld. — Station VOCM, only privately owned station in operation in Canada's northern province, was feted by fellow-Canadian stations on Consideration Day.

Among programs disc'd and aired for airing here were: "Town Meeting of the Air," sent by CJOR, Vancouver, and now a regular feature of the station; some choral numbers and an address by the mayor of Nelson, B.C., provided by CKLN; a program of western music from HAB, Moose Jaw; a five-minute talk from CJGX, Yorkton; fifteen minutes of Hal Stubbs and Corey Thompson from CKVL, Verdun. Other stations contributing greetings were CKCW, Moncton; KSF, Cornwall; CKCK, Regina; JBR, Rimouski; and CKLW, Windsor.

ICE CREAM FOR ESKIMOS

Winnipeg. — Radio advertising yields a big stick. It can force housewives out of their warm dwellings in midwinter in desperate search for—of all things—ice cream pies.

This came out recently when KRC, through an error in a

commercial, let it be known that drivers for a local dairy were carrying the frozen pies. As a result the poor drivers were swarmed under by irate housewives demanding the product which was resting safely in the refrigerators of dealers.

The commercial was aired in the morning. By noon the dairy manager was at the station asking that a correction be broadcast. His drivers and offices of the dairy were in a virtual state of siege, he explained. Out went the correction and things took on a brighter hue.

But the mistake proved one thing to the dairy officials: Listeners in the Winnipeg area kept a close ear on commercials!

BREAD BRINGS DOUGH

Winnipeg.—Two of CJOB's announcers turned auctioneers for a couple of nights recently.

The men were George McCloy and Jim Gibson. The event was staged by the Y.M.C.A. Men's Club, and proceeds went to a \$25,000 fund for Camp Stephens on Lake of the Woods.

The auction was held in the showrooms of a downtown motor company. Jim and George aired the prizes, all donated by local merchants, and invited people to phone in their bids to the showrooms. The event was on the air 1½ hours the first night and raised \$779.

What with the bread strike, auctioning off of a loaf caused a flurry of excitement. A local restaurant owner finally purchased the precious commodity for \$3.25.

People had a pretty good idea how much to bid on an article. A refrigerator put on was valued at \$395.50. It sold for \$395.

The Flags Will Fly With Fireworks And Festivities IN NANAIMO MAY 24th

For

The Opening Of Canada's Newest Station

CHUB

NANAIMO

The Hub Of Vancouver Island

1570 kc. at the top of the dial for top radio entertainment.

250 WATTS

HOTEL MALASPINA
NANAIMO, B.C.



"Dear Lionel:

As you know, we have just introduced the new 1949 models to Moncton. The showing was a huge success—due entirely to the efforts of CKCW.

Although we had planned an extensive newspaper campaign, a mix-up occurred and the ads were missed.

Our successful showing was all the more remarkable considering the fact that we have moved to new quarters that are away from the central section of town.

Please accept my sincere thanks for your co-operation.

Very truly yours,
Alec Tait, Pres.,
CENTRAL MOTORS, LTD.

Lionel's Note:

"Alec's another happy CKCW 'mouth piece.' Are you?
Horace Stovin's got an order pad."

CKCW

MONCTON NEW BRUNSWICK

The Hub of the Maritimes

REPRESENTATIVES: STOVIN & CO. TORONTO MONTREAL

Community Station To

200 Rural Centres

CJGX

YORKTON



1750 Local Salesmen for You

THE 1,750 men and women, who manage and staff the 89 independent stations of the C A B, gain their knowledge of the areas they serve, because they live in them.

They go to their clubs and churches with their listeners; their children attend the same schools as their listeners' children; they pay taxes into the same coffers; they share in and work together on the same problems; they speak the language of their own community; know its notables; its history; its traditions.

Intimacy is the essence of Selective Radio.

When this crew of 1,750 salesmen carries your sales message to its friends and neighbors, your potential customers hear your message from one of their own kind - - spoken in their own language.

A Message From

The 89 Independent Stations Who Are

THE CANADIAN ASSOCIATION OF BROADCASTERS



Canada's Safeguard... An Informed People

PN's fast, accurate news reaches Canadians from coast to coast through these . . .

86* COMMUNITY STATIONS

MARITIMES

CJFX	Antigonish	CJCH	Halifax	CJCB	Sydney
CKBW	Bridgewater	CKEN	Kentville	CKCL	Truro
CFCY	Charlottetown	CKMR	Newcastle	CFAB	Windsor
CHNS	Halifax	CHSJ	Saint John	CJLS	Yarmouth

QUEBEC

CHAD	Amos	CJAD	Montreal	CJSO	Sorel
CKCH	Hull	CKAK	Montreal	CHGB	Ste. Anne
CKRS	Jonquière	CHRC	Quebec	CHLN	Three Rivers
CKBL	Matane	CKCV	Quebec	CKVD	Val d'Or
CHLP	Montreal	CJBR	Rimouski	CKVL	Verdun
		CKRN	Rouyn		

ONTARIO

CJBQ	Belleville	CJKL	Kirkland Lake	CJIC	Sault Ste. Marie
CKPC	Brantford	CFCA-FM	Kitchener	CKTB	St. Catharines
CKSF	Cornwall	CKCR	Kitchener	CHLO	St. Thomas
CKFI	Fort Frances	CFPL	London	CHNO	Sudbury
CKPR	Fort William	CFCH	North Bay	CKSO	Sudbury
CJOY	Guelph	CKDO	Oshawa	CKGB	Timmins
CKOC	Hamilton	CKCO	Ottawa	CFRB	Toronto
CJRL	Kenora	CFOS	Owen Sound	CKEY	Toronto
CKWS	Kingston	CHEX	Peterborough	CKOX	Woodstock
		CHOK	Sarnia		

PRAIRIES

CKX	Brandon	CFAR	Flin Flon	CKRM	Regina
CFAC	Calgary	CFGP	Grande Prairie	CFQC	Saskatoon
CFCN	Calgary	CJOC	Lethbridge	CJOB	Winnipeg
CFRN	Edmonton	CHAB	Moose Jaw	CKRC	Winnipeg
CJCA	Edmonton	CKBI	Prince Albert	CJGX	Yorkton
CKUA	Edmonton	CKCK	Regina		

BRITISH COLUMBIA

CJDC	Dawson Creek	CKNW	New Westminster	CKMO	Vancouver
CFJC	Kamloops	CKOK	Penticton	CKWX	Vancouver
CKOV	Kelowna	CJAV	Port Alberni	CJIB	Vernon
CKLN	Nelson	CJAT	Trail	CJVI	Victoria
		CJOR	Vancouver		

These stations offer advertisers complete world and domestic coverage of

THE CANADIAN PRESS
REUTERS
THE ASSOCIATED PRESS

Three Great Services In One

PRESS NEWS

HEAD OFFICE — TORONTO

*86—and more coming.

TV POLICY

This is a delayed broadcast.

AN MAIL

Sir: Is it true that you spend 13 days preparing Lewisite and the other one on the rest of the publication?
—Bob Kesten.

SUGGESTION BOX

Stations desirous of using our "No Holds Barred" 10-minute weekly commentaries, but not having the time available, might play the discs at 78 rpm thereby conserving five minutes, a correspondent writes.

DAGE DEPT.

There's nothing wrong with socialism that good democracy can't cure.

THIRD FLOOR BACK

One reason why CBC wants TV for itself is because it's such a swell place for kicking people upstairs.

IGOR MORTIS

The CBC will have to slash its service unless more money is provided.
—A. D. Dunton.

I. P.

Cliff (CKTB) Wingrove plays the discs right through now. The client was that way over the harps and such, so he bought the show half way through the first number. The program went on the air. The second number was "Bury me out on the Lone Prairie." The client was an undertaker.

PROGRAM IDEA

Is it true that a sponsor is currently discussing with his agency the formation of a "Pyramid Club of the Air"?

ORDER IN COUNCIL

Mr. Howe has ordained that an export permit is required for Lewisite, and then to make certain doubly sure he adds "both chlorvinylidichlorarsine and dichlordivinylchlorarsine."

CANADIAN TELESCREEN

Vol. 2, No. 8

TV and Screen Supplement

April 27th, 1949

THEY WANT THE BEST OF BOTH British Mag. Flays TV In U.K.

London, Eng.—In a series of three articles which appear in "Television," the quarterly British TV magazine, the state of television in Britain is taken to task. "What's British Television Worth?" is the title of an article by Maurice Gorham, formerly head of the BBC Television Service, in which he describes England's television as "a little old-fashioned."

Television may have been a British triumph in 1936, but, unfortunately, in 1949 we are still using the same one station, the same two studios, still too much of the same gear. Gorham goes on to say that the Hankey Report of 1944 estimated that one-station television for Britain would cost a million pounds (4 million) annually, but expenditures for 1947-48 by the BBC were only £700,000 (\$2,800,000) and he doubts if this is enough.

As far as programming is concerned the BBC puts on a few big shows but a lot of inferior films are used in the afternoons with repeat performances at night. BBC staff members, whose technical skill and know-how is vital to the service, are underpaid, and mobile units, like those used in America for years, have just arrived. They are still waiting for much-needed new studio cameras, new studios at Alexandra Palace Theatre provide only a temporary solution to overcrowding that was overdue years ago, says Gorham.

Gorham points out that as television spreads it will begin to rival sound broadcasting as a factor in the nation's life. Is that one reason why the BBC is not putting more effort into pushing it ahead? he asks.

He concludes by saying that Britain's position is growing urgent and that the pre-war prestige of television cannot keep it alive for long. "Britain glories in a lot of quaint old survivals, but we don't want our television service to be one of them while America goes speeding on its way."

Ian Leslie continues this theme by saying that England has longer daily programs for more years than any other country in the world, but all with 1936 equipment. This is in his article, "1936 Cameras in the Studios—1949 Models Are Exhibits." They have now reached the stage where engineers can no longer do more patching and mending on the present equipment and that they must replace it with new immediately, he says. Britain still has the finest engineers and can still make the finest of equipment,

but the great difference is that in America the equipment is not only made but used. This fact, even though our studio and outside technique for TV broadcasts is still superior, has enabled the United States to catch up and threaten our lead, Leslie points out. It seems ironical, he says, that while breakdowns are occurring with embarrassing frequency, Sir Noel Ashbridge is stumping the country delivering Faraday lectures and "demonstrating television with our new equipment."

There is a great deal of confusion and resentment in Britain due to the conflicting interests of the film industry and television. This problem is discussed in "They Want the Best of Both Worlds," in which it is pointed out that the film industry is divided into three camps: one section wants television rights; another wants to ban television; the other wants to provide old films for transmission on the BBC Service.

The cinema producers are worried, the magazine states, because the people are spending less money on movies both in Britain and the United States, and the resulting loss on many first-rate films and lack of work for many in the industry has been blamed on television. However, while it may be true in the U.S., the same charge cannot be true in Britain's case since only in the south is television available, yet the drop in film takings is universal. The article suggests that since people have less money they are spending less on movies.

The two interests presumably want to get together with a workable solution. The BBC needs good films for telecasting and the movie people need another outlet for their productions to provide additional revenue. But all that has been done to date is the forming of a proposal by a joint committee, which so far has not matured. The proposal was, briefly, that BBC would rent annually 18 first feature films and 52 seconds (British and American), some human interest and educational and children's films, at costs ranging from £50 to £300 per film per showing. In return, BBC offered a choice of regular and special events telecasts to be shown in theatres. "So, for the privilege of paying a high rate for advertising one first feature film each month, and a proportionately high rate for fill-up items, the BBC was expected to waive the conditions

of its licences and to permit its own programs to be screened before paying audiences, who would, presumably, benefit the exhibitors," this article states. The film people are not satisfied with this proposal for it is said they want three transmitting stations, each with two wave-bands, and entirely exclusive of the BBC, to televise programs to their theatres. Further, it is said that if the construction of these stations is approved they will then be in a position to "discuss" how they can provide some of the films the BBC wants.

In concluding, the article points out that the BBC has a responsibility to the people and that it

should create its own full programs from suitably equipped studios rather than have its "fingers go, cap in hand, to beg few old films."

"Let the GPO and the BBC stand on their dignity," the writer urges. "They have something to offer the cinemas, that is direct transmission of historical and sporting events. If they have adequate money spend in providing these programs and let them transmit them to licensed cinemas for screen projection. Let us keep our other programs as intimate family affairs to be enjoyed between ourselves and the people who bring them to us."

New Style TV Receiver

Toronto.—A new and different type of television receiver will soon be made available to Canadians, says Fred Cable, vice-president and technical director of the newly-formed Mastervision Corporation Limited. The company is starting production immediately on a receiver which is made in three separate sub-assemblies, which makes replacement more practical than on-the-spot repairs. It is claimed that the sets will never become obsolete and can be converted to any frequency. They can be used on currents anywhere from 25 to 100 cycles, provide reception on any of the 12 TV channels when within range of transmitting stations and are as easy to operate as turning a knob. No pre-amplification or boosting is necessary.

"Normally," Cable pointed out, "if you were to have your television set repaired, the mechanic would spread all the bits and pieces over the table. Much time and pleasure would be lost. If

you do not see things on television when they happen, you miss them altogether. The set plan to make has three main sub-assemblies. Any one of them can be taken out, like a radio tube, and replaced in a few minutes. Interruption to television programs is reduced to an absolute minimum."

The technical aspects of television are not new to Cable. Since 1927 he has been associated with John Logie Baird, inventor of the British system of television, and has done extensive work on color television, which he hopes to develop in Canada.

Mastervision Corporation now occupies 17,000 square feet of floor space on the Kingston Road in Toronto, and employs 100 people. Plans for expansion have been made as production is increasing. For the present, Cable says, the company will concentrate on producing console sets, but development has been started on portable domestic receivers.

Demand COMPLETE COVERAGE!



May 24th sends thousands to New Brunswick Streams and lakes—the beginning of activity for the "Isaac Walton's" beginning of the "guest season." Hundreds of thousands of vital American dollars will buy necessities and luxuries for the woodsmen guides and their families. CFNB gives you complete coverage of the "Centre of Sport" the centre of New Brunswick.

CFNB
FREDERICTON N.B.

THE DOORWAY TO NEW BRUNSWICK



FLASH!

Now . . . Adaptable for playing the new 45-rpm records

ONLY \$673

Special 90-Day Offer

The Famous RCA 70-D Turntable

Favourite of Broadcasters From Coast to Coast

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

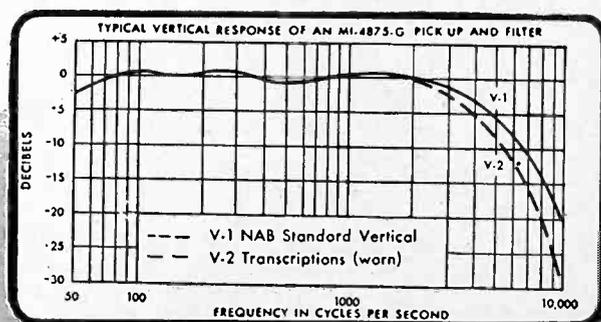
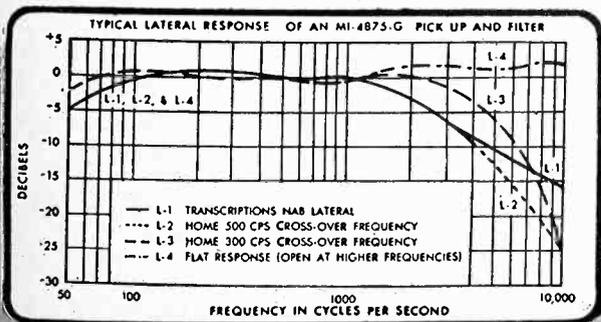
Check these exclusive features against your studio needs. There's the universal lightweight pick-up with the diamond-point stylus . . . unexcelled for high-fidelity characteristics on either vertical or lateral recordings. There's the spring clutch assembly and mechanical filters that *completely* isolate the driving motor from the platter and fly-wheel assembly.

And here's *NEWS* . . . with an inexpensive extra attachment the 70-D Turntable will play the new 45 rpm records.

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

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

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



For
Radio Communication
Today and Tomorrow
Look to
RCA VICTOR

RCA VICTOR



RCA VICTOR COMPANY LIMITED

HALIFAX MONTREAL OTTAWA TORONTO WINNIPEG CALGARY VANCOUVER

A Reference Library In One Volume

738 Pages :- 43 Departments :- 44 Experts

"MODERN RADIO Advertising"

with an Analysis of
Television Advertising

by
CHARLES HULL WOLFE

Radio Dept.
Batten, Barton, Dustine Osborn

—: Copyright 1949 :—

How To

PLAN IT — BUY IT — WRITE IT — TEST IT

In Seven Parts

1. Fundamentals of Radio Advertising.
2. Radio Advertising Techniques.
3. Network Advertising.
4. Spot Radio — for National, Regional and Local Sponsors.
5. Commercial Announcements.
6. Past, Present and Future.
7. Opportunities in Radio.

\$9.00

Post Free if
cheque enclosed
with order.

USE THE HANDY COUPON NOW!

Book Dept.,
Canadian Broadcaster & Telescreen,
163½ Church St.,
Toronto 2, Ont.

Send me my copy of "Modern
Radio Advertising."

*Cheque for \$9.00 enclosed.
Bill me, plus postage.

Signed

Address

*Delete whichever does not apply.

TEE VEE ACTION

New York, N.Y. — At least 1,580,000 families in the U.S. will purchase television receivers in 1949, but as many as 2,710,000 sets may be sold if the industry improves its selling techniques, according to a new survey, "Attitudes of Non-Owners of Television," issued by Sylvania Electric Products, Inc.

The 2,710,000 figure is possible, according to Frank Mansfield, Sylvania's director of research, but the figure of 1,580,000 must be considered the probable industry volume under present conditions of salesmanship, promotion, programming and confusion regarding pricing, frequencies and screen size.

The study found a "terrific increase in the latent interest in, and knowledge of, television since a previous analysis of attitudes by Sylvania in 1945." In 1945, about 9,603,000 families at most could be considered as prospects for the purchase of a video set at some time in the future. In today's findings, the number of prospects is easily projected at about 16,000,000, or an increase of 70%. The new survey reports that three out of four families in television areas have purchased, intend to purchase, or are favorable toward television. (In 1945, less than half had a comparable interest.)

Television has made a favorable impression on most of those who have seen it, the report continues. Three out of four people who have seen it are enthusi-

astic or moderately favorable. 191% of the total families or member of every family is favorable to television.

When asked why they had not bought sets, families considering purchase said that they are "waiting for a cheaper set" or "I can't afford it right now." Of this group, 66% gave these two reasons for not buying. Others said they are waiting for "larger variety of programs" and "better quality of programs." Of the 4,600,000 families interested in buying sets, 2,700,000 said they probably will or may buy in 1949.

Insiders predict that the FCC current freeze on new television applications will not be lifted until late summer or early fall.

Time-Life magazines had a side track on sponsorship of I. Eisenhower's tele-film, "Crusade in Europe," over ABC-TV, but press-time the official signing hadn't taken place.

Eddie Cantor will star in new tele series, "School for Show Business," over NBC-TV, beginning in October. Eddie will show tradition and do a twice-monthly program instead of the usual weekly stint. Pabst Beer, radio sponsor, will also bankroll the teevee show.

New York City's station WO TV expects to take to the air lanes by June 1.

ABC's "Lone Ranger" program will be filmed and televised over ABC-TV with General Mills picking up the tab.

Bridge By Video

Toronto. — Dominion Broadcasting Company has taken the first step towards entering the TV field in the United States, signing up the exclusive video services of Charles H. Goren, world's champion bridge player and top authority on the game.

Programs, which will be presented live, and filmed on the spot for re-transmission, when a deal is closed, will be emceed by N. LeRoy, and will take the same format as LeRoy is using on current Canadian AM series "Let's Play Bridge" (Dominion Net, Tuesdays, 9.30 p.m. EDT).

Hal Williams, of Dominion Broadcasting, recently recorded an interview between Goren and LeRoy, which is being used part of the presentation. To date several U.S. agencies and networks have expressed interest.

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

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

RADIO COVERS B.C.'s MAJOR MARKETS!

You're Not Selling Canada...Until
You Cover British Columbia By Radio



BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

- | | | |
|-------------------|--------------------|----------------------|
| CHWK CHILLIWACK | CKOK PENTICTON | CKMO VANCOUVER |
| CFJC KAMLOOPS | CJAV PORT ALBERNI | CKWX VANCOUVER |
| CKOV KELOWNA | CKPG PRINCE GEORGE | CJVI VICTORIA |
| CJIB VERNON | CJAT TRAIL | CKNW NEW WESTMINSTER |
| CJDC DAWSON CREEK | CJOR VANCOUVER | |

2,714,300*
 PEOPLE—
 \$3 BILLION
 BUYING
 POWER..



*

2,714,300 people represent the populations of Brant, Bruce, Dufferin, Durham, Elgin, Grey, Haldimand, Haliburton, Halton, Hastings, Huron, Lincoln, Middlesex, Muskoka, Norfolk, Northumberland, Ontario, Oxford, Peel, Perth, Peterborough, Simcoe, Victoria, Waterloo, Welland, Wellington, Wentworth, York—counties . . .

In every place on this map, an independent research organization checked a random sample as to the extent Toronto stations are listened to regularly.

The median average listenership to CFRB was 61.0%—to the next independent Toronto station 13.0%. Full figures available at our office or from our representatives.

ON A SILVER PLATTER!

In the area of 26,780 square miles shown above—live 21.6% of Canada's people and 26.2% of the Dominion's buying power.

CFRB is listened to *regularly* by from 20.0% to 93.0% of the people.

That is a simple statement of fact, as 327 regular advertisers on CFRB well know . . . they have found that in the cold, hard light of competition per sale, CFRB is the number ONE buy in the number ONE market.

Put your
 dollars where
 the dollars are!

CFRB 50,000
 watts
 1010

Representatives:

United States: Adam J. Young, Jr., Inc.

Canada: All Canada Radio E.