

# CANADIAN BROADCASTER

## AND TELESCREEN

Vol. 8, No. 9

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May 11th, 1949

### CAB MEETS AT ST. ANDREWS-BY-THE-SEA, JUNE 13-16



C.P.R. Photo

This year, the annual meeting of the CAB is to be held June 13-16 in the Algonquin Hotel, St. Andrews-by-the-Sea, N.B. The tentative agenda has been set for the most important meet for the broadcasting industry in the year.

The first part of the morning of the first day will be given over to the customary preliminary meeting, consisting of an address of welcome by the chairman of the board, Dick Rice; general introductory remarks by CAB manager Jim Allard; appointment of convention officers and committees.

Immediately following these preliminaries L. E. Phenner will present his report of the year's activities of the Bureau of Broadcast Measurement. This will be followed by the annual BBM meeting for the election of officers, directors and discussion of other business.

The afternoon of the first day will take the form of an open meeting, the subject of which is

titled "The Agency Executive Looks at Broadcasting." Bob Campbell, vice-president of J. Walter Thompson Co. Limited of Toronto, will throw the opening curves. A discussion period will ensue.

Stewart Finlayson, general manager of the Canadian Marconi Co. Limited, will open a discussion on "New Forms of the Broadcasting Art."

The final item for the first day is listed as a panel discussion and question period entitled "Publicity for Radio."

Tuesday, June 14, opens up with a "Report on Surveys," with an address and slide presentation by Walter Elliott, president of Elliott-Haynes Limited, with a discussion period to follow.

The balance of the morning will be devoted to another forum "Television — Its Development and Possibilities," with two speakers, as yet unnamed, leading the discussion.

There are three items listed

for discussion at the afternoon meeting. These are: "Selling the Industry," "Keeping Posted" and "Report of Sales Advisory Committee."

■ ■ ■

Wednesday, June 15, starts off with two morning forums: "How to Emphasize Selective Radio" and "Programs on Merchandise."

After lunch the meeting will go into closed session, open to CAB members and associate members only. Subjects on the agenda are: (1) "What BMI Canada Limited Means to Canadian Broadcasters," with presentations by Carl Haverlin and Robert J. Burton, respectively president and general manager of BMI Canada Limited; (2) Report of Dick Rice, CAB chairman; (3) Report of Jim Allard, CAB general manager; (4) CAB Representations to: (a) Parliamentary Committee on Radio Broadcasting; (b) The Royal Commission—Radio and Television.

The morning of Thursday, June 16, will also be a closed meeting

with the following items slated for discussion: (1) North American Broadcasting Agreement — George Chandler, chairman; (2) Report on Further Standardization of Rate Cards—Bill Guild, chairman; (3) Performing Right Fees—report and discussion.

The Convention ends Thursday noon following a variety of administrative and routine matters.

■ ■ ■

On the social side there is a cocktail party on Monday at 5.30, with Canadian Pacific and Canadian National Railways playing host. Tuesday at the same time delegates will be similarly entertained by the Canadian Marconi Company.

The Annual Banquet will be held at 8 p.m. Tuesday, with guest speaker to be announced. Dress for this function will be business suits.



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Here is a modern company with modern FM ideas . . . ready to "talk shop" any time you wish to call on them. The wealth of knowledge displayed by Marconi experts in this relatively new field of FM has amazed station owners everywhere . . . at the same time assured them, here is a company "that knows what it's all about." Enquire today . . . and you will realize why all modern stations that demand the finest . . . insist on FM equipment by MARCONI. Featuring the "EXCLUSIVE" Armstrong Dual Channel FM Modulator.

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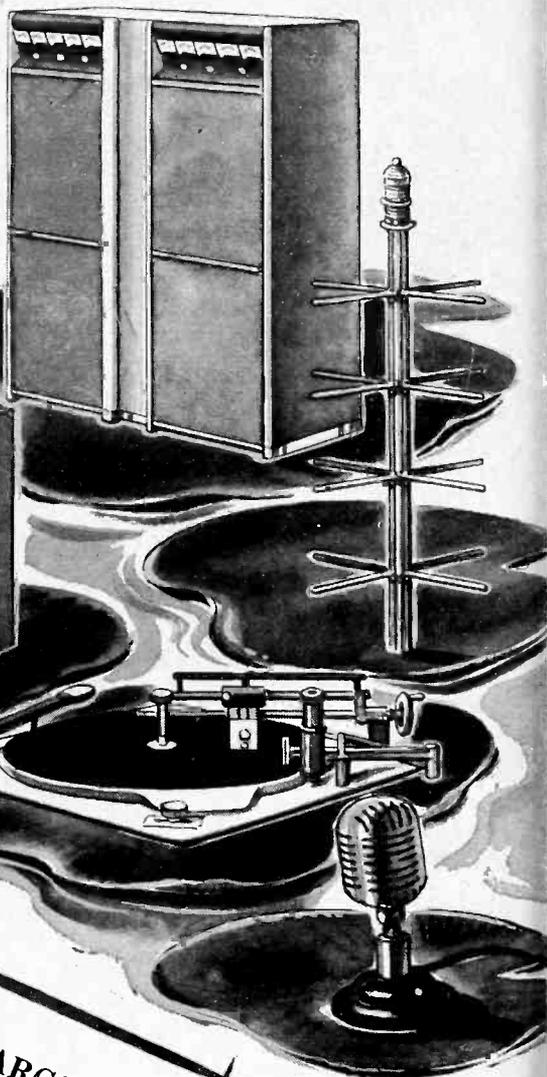
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**MARCONI  
ENGINEERING  
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SERVICE**  
is available to assist  
you with your radio  
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whether it be in estab-  
lishing an FM, AM or  
TV station, or extend-  
ing your present radio  
facilities.



# NEW YORK'S RADIO ROW

by Richard Young

New York, N.Y.—Before adjourning their recent convention in Chicago, the nation's broadcasters served notice on their competitors that from here on in the battle for the advertisers' dollar is going to be a case of the survival of the fittest. The National Association of Broadcasters said as much when it answered the hue and cry of its members for hard-hitting sales promotion by organization of the new NAB Broadcast Advertising Bureau.

During recent months the station and network operators have witnessed rival media launching intensive promotion campaigns that have to all indications proved more than a little successful. In addition, they have been plagued by the tremendous amount of fuss being made over television—not only by the public, but national advertisers as well. All this prompted the operators to needle the NAB to mapping out a selling program for radio that will at least approach the aggressiveness of their competitors.

The new Bureau, which is headed by Maurice B. Mitchell, designed to sell radio everywhere—in every city and town in the country. With an initial budget of close to \$200,000, the NAB will seek to bring new business to radio and will also concentrate on expanded use of the medium by present sponsors, and former advertisers will be urged to return to the fold.

The Bureau is expected to start functioning by June 1 but commendations for the drive will be submitted to the new group's board committee on May 15.

Other media have shown for many months now that they really mean business in the advertising dollar is on the upgrade. It's not too late to see that the broadcasters are going to get their feet wet.

We attended the annual convention of the American Newspaper Publishers' Association here last week and there were a couple of statements on radio that the broadcasters might not enjoy too much. But they pointed out the seriousness of the competitive situation these days (and nights, too).

Item number one, the publishers report that there is a decline in the number of newspaper owners going into the radio business. Also, a few newspaper operators reported that their radio properties are now losing revenue. One publisher said the feeling seems to be that if you really want to get into the radio business, wait a while longer, stations should be a lot cheaper by then."

Item number two, the newspaper boys predicted that television will take revenue away

from other media in this order: (1) radio; (2) magazines; and (3) newspapers. Fact or fiction, we'd nevertheless like to point out that at this year's convention none of the newspaper boys seem to be concerned about the rapid advances of the sight-and-sound medium. Maybe next year will tell a different story.

Incidentally, we should point out here that although the publishers aren't too worried at this date, we understand that they have taken a long look into the future and have planned as their secret weapon against video—color in newspaper advertising—which has also been on the up-beat in recent months.

NBC network has come up with an interesting survey which found that teen-agers between the ages of 13 and 19 represent a potential buying power of more than \$8,000,000,000 a year.

The survey, the second to be

conducted for NBC by the Gilbert Youth Research Organization, also found that: (1) average weekly buying power for boys is \$14.65 compared with \$10.77 for girls; (2) approximately 64% of boys and girls have radios of their own; (3) on the average, from one-fourth to one-third of teen-agers' radio listening time is spent away from home, in friends' homes and in automobiles.

Such buying power should surprise a lot of broadcasters—and advertisers' too.

On the cuff notes . . . A shake-up in top personnel at the NBC network is reportedly pending . . . MBS network expected to come up with a new Saturday evening song series starring Joan Edwards, formerly of the "Hit Parade" program . . . And speaking of that program. It is scheduled to move from Hollywood to New York shortly and a replacement for Frank Sinatra is cur-

rently being kept under wraps. Andre Baruch will take over the announcing chores for Lucky Strike cigarettes when the show hits Manhattan . . . CBS network may move the "Strike It Rich" quizzer into the 7 p.m. Sunday slot during the summer season . . . and that's the news till next issue.

COVERING WESTERN  
CANADA'S RICHEST  
CROP DISTRICT

CGX  
YORKTON

## CFRA Helped Make Hockey PAY



### HERE'S WHAT T. P. GORMAN HAD TO SAY:

Mr. Frank Ryan,  
President & General Manager,  
Radio Station CFRA,  
Auditorium,  
OTTAWA, ONT.

April 1st, 1949.

Dear Frank:—

If you wanted any concrete evidence as to the value of radio broadcasting for hockey, it was furnished in the Pembroke-Sydney series here. There were three broadcasts from the Auditorium last Saturday night. The weather was miserable and a snow storm was threatening. The people, particularly those at Pembroke, Renfrew and Arnprior could have remained in their homes for the broadcasts. Instead, nearly nine thousand jammed into the Auditorium on Saturday and nearly seven thousand on Monday.

Some of these people drove as far as one hundred and twenty-five miles; others came by train and motor coach. It was all the proof I needed that radio broadcasts create additional interest.

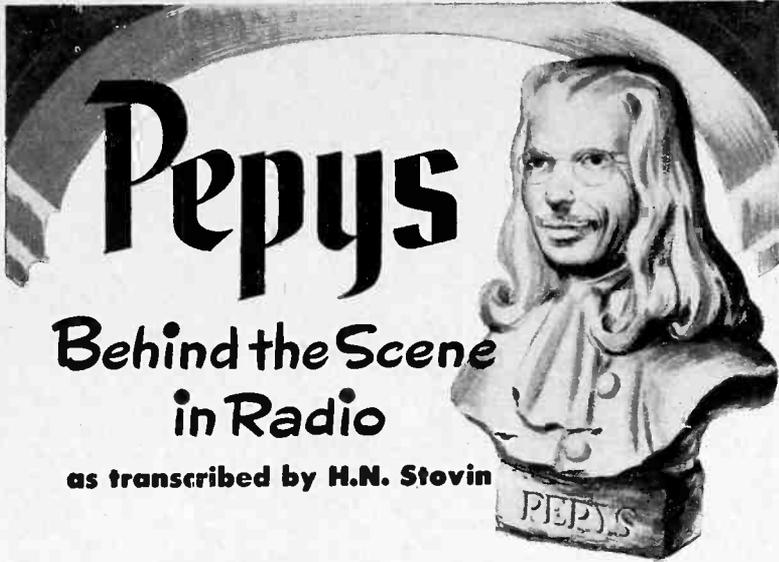
With kind regards, I am,

Very truly yours,

THE OTTAWA FORUM LIMITED  
T. P. Gorman,  
President.

## CFRA is helping Ottawa In Every Way!

"THE PROOF OF THE POWER IS IN THE PULL"



Do settle myself, quill in hand, to compose my thoughts, and find myself toying with the pretty conceit that even the birds are now saying "Lionel, Lionel"! Hope to partake with all goodwill of CKCW's annual Lobster Party, and do congratulate Fred Lynds on one of radio's most successful merchandising promotions, which has grown from a bathroom to the salle a manger of the finest hotels in Toronto and Montreal ● ● ● Am reminded that it is but a scant month to the C.A.B. Convention at St. Andrews-by-the-Sea, which is probably to be complicated by the strain of a federal election year turning "the greatest medium of entertainment, enlightenment and education"—radio—into a bedlam of words "for and agin" ● ● ● Did note with pleasure a fine pictorial story about CFOS Owen Sound, in the Montreal "Standard." This truly community-minded station's system of indoctrinating high school students with the value of radio is well worth the telling, and it did appear fortuitously just at the time of the opening of their new studio ● ● ● Am also gratified to find that Toronto's daily newspapers recognize the value of CFOR in reaching the tens of thousands of summer guests who will invade Orillia in June, for they are buying goodly quantities of time, on which to sell their wares. Agency-wise, do bow in the direction of those alert gentlemen Denne and Fcster ● ● ● While on the pleasant thought of summer holidays, do note that CKVL's bright programming, which already appeals to majority audiences in Montreal, will attract many added listeners during the summer months when major network shows suspend, for CKVL piles a goodly and strong signal northwards into the summer resorts of the Laurentians ● ● ● Truly Radio is a wondrous marvel, what with portables and car-radios and battery sets in cottages and sales results galore. Mr. Abramsky, of Artistic Ladies' Wear, Belleville, summed it up neatly when he signed a renewal contract and remarked "I hate spending the money, but it certainly brings results" ● ● ● And so to bed.

# PEOPLE

## SPORTCASTER HURT

**Winnipeg.**—All is not well with Jack Wells, local sportcaster, these days.

Wells took a nasty tumble recently at the Brandon arena, just before airing a junior play-down game, and ended up with an ankle-ful of torn ligaments.

But the accident pointed up the spirit of co-operation that exists between the sport-calling boys.

Here's what happened after Jack took his tumble. He decided he would carry on the broadcast despite the injury, but when he tried to clamber back into the broadcasting booth he fainted dead away. When he woke up he was in Brandon General Hospital.

In the meantime, Johnny Doig, manager, and Jim Keilback, sports announcer of CKX Brandon, saw Jack's predicament and came to the rescue. Doig gave Keilback the go-ahead signal and Jim doubled in brass, broadcasting the game over both CKX and CJOB.

Lyall Holmes, of Cockfield Brown, who happened to be taking in the contest, spelled off Keilback with between-period and post-game commentary.

Wells can't say enough for all concerned.

## DISTANT FIELDS

**Winnipeg.**—Vic Cotton has left CJOB to seek the green pastures of the United States. His place on the announcing staff has been filled by John McManus, formerly of CJRL Kenora.

## JOINS SALES STAFF

**Vancouver.**—New addition to CKWX staff here is Ed Chown, formerly with CJCA, Edmonton. Ed now is time salesman with the station.

## BROADCASTER CORRESPONDENT



**Vancouver.**— New correspondent in British Columbia Canadian Broadcaster & Telescreen and also the new "Voice of the Sun" in Vancouver is Bill Ryan, pictured above.

Bill, who is "standing in" for Broadcaster correspondent Bill Francis, now completing a number of writing assignments Britain and Europe, took over The Vancouver Sun newscast 10 p.m. over CKWX in January following the death of Reg Chapman. Ryan, by day, is night write chief of The Sun; by night he is the newspaper's newscaster. He has done news work, writing editing and announcing, at different times for CJOR and CKM in Vancouver, as well as over CKWX, and also for CKRC Winnipeg. He has worked with British United Press, Winnipeg Tribune, Vancouver Sun and Province. In Winnipeg for a year during the war, he handled the Central Canada News Report over CKRC under the name "Bill Elliott."

**CKMO** YOU MAKE FRIENDS  
in Vancouver when you  
Buy neighborly **CKMO**

**CKMO** 1000 WATTS  
1410 on your DIAL

**HORACE N. STOVIN**  
& COMPANY  
MONTREAL TORONTO WINNIPEG VANCOUVER

Representative for these live Radio Stations

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

★  
**Continuous Radio Audience Measurements Since 1940 . . . . .**

*Elliott-Haynes Limited*

Sun Life Building  
MONTREAL  
PLateau 6494

515 Broadview Ave  
TORONTO  
GErrard 1144

# CANADIAN BROADCASTER AND TELESCREEN

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

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Production Manager: ARTHUR C. BENSON  
Art Editor: GREY HARKLEY

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



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## Whom The Gods Would Destroy

Squadron Leader Joel Aldred, D.F.C., former announcer with the CBC, has been fired, because, in an article in the Montreal Standard, he was quoted as saying that the CBC's practice of permitting their staff announcers to take commercial announcing jobs on a freelance basis, subject to a deduction of 5% "agency fee," which goes into the CBC's treasury, was unsatisfactory.

In spite of his fine service in the CAF, his ability and his pleasant disposition, had Aldred worked for any privately owned concern but the CBC, and had he made public utterances of a similar nature about the conditions of his employment, he would have received the same treatment, and rightly so.

However, being fired from the CBC and from a privately owned corporation have certain differences.

■ ■ ■

The reason for Aldred's dismissal was that he had broken his "oath of secrecy," which, in common with all civil servants, CBC staff members have to take on accepting employment. The incongruous thing is that the CBC never tires of assuring the country that it is not owned by the government. An explanation of just why employees of such an institution are subjected to the rules governing civil servants, while their employers insist that they are no such thing, is much overdue.

■ ■ ■

An employee in private business, who is fired from his job, is able to utilize his experience with his former employers to secure a position in the same line of work but with another firm. In this case, it might be said that Aldred is at liberty to join the staff of a private station. This, however, is not true. As a network announcer, he has been able to "implement" the salary of \$2,700 a year which he received from the corporation, with a further \$7,000 or \$8,000 a freelance (less, of course, the CBC's 15% off the top), because of his connections with commercial spon-

sors of network programs. He cannot make this kind of money from any private station for the simple reason—and it is an obvious one—that single stations and single station sponsors cannot pay the same kind of talent fees as are paid for networks of thirty or forty stations, and only the CBC is permitted to operate networks.

■ ■ ■

It will be said that the CBC will permit him to continue broadcasting on the networks as a freelance. This is indeed true. In fact the CBC's official statement over the incident, said in part: "On leaving the CBC, he is, of course, free to continue commercial announcing on a freelance basis or to join in American network programs as the (Montreal Standard) article intimates he was planning to do."

This is the important part of the entire issue. By stating that he might use CBC's facilities as an outlet for his freelance activities, the power-drunk CBC is saying in effect that it is granting him leave to do this as a concession, and that it could indeed, if it so wished, prevent him from doing so.

■ ■ ■

This story crystalizes this paper's seven and a half years of trying to point out that, whether it utilizes them or not, the Broadcasting Act bestows powers on the management of the CBC—and TCA and any other "publicly owned" corporation which the government has acquired or may acquire in the future—which are completely undemocratic and wholly dictatorial. A benevolent management will not abuse these powers. But who can say that that management will always be benevolently disposed?

## From Our Transcription Studios

The one-sided competition afforded by the CBC network monopoly not only affects the operations of station managers, striving to attract listeners to their wave lengths with the almost insuperable handicap of single station programming. It also reacts upon the listeners, who may not be interested

in the network fare currently available to them, and dial around the independent stations, to find something which may strike their fancy.

Undoubtedly a great deal of worthwhile local talent is aired, which, together with newscasts and special events, pleases a large segment of the audience. There is, however, another kind of program, the open-end, syndicated transcription, which not only gives non-network programmers appealing material with which to attract listeners, but also provides local business people with worth-while entertainment material at a fraction of its cost. Actually radio is utilizing exactly the same system as that employed for years by the press, in importing syndicated "funnies," "picture features" and "columns," which would be out of reach of any but the largest publications, except on a syndicated basis.

■ ■ ■

Whether they are actually sponsoring such programs or not, these discs shows enhance the value of advertising on the station which uses them. They focus greater audience attention on that station. By providing sponsors and listeners with a greater variety of entertainment, more "name" attractions and production values, stations afford advertisers a more impressive sales vehicle at less cost per listener.

No listener would relish a steady diet of nothing but transcribed programs. On the other hand, neither would the radio audience willingly subject itself to an unending sequence of local and enthusiastic but amateur artists. Even the CBC, with the programs of four American and one British network to draw from, devotes many hours of its air time to the playing of discs.

The station using a balanced diet of transcribed and local features is inviting both audience appeal and sponsor satisfaction.

Editor.



National Advertisers are neighbors with reputable Regional and Local Advertisers on CKWX.

EACH buys CKWX for the same purpose—to sell merchandise or services.

ALL choose CKWX for the same reason—because it enjoys the top listening audience—as proven by up-to-date surveys—has full coverage—as shown by BBM reports.

And most important, CKWX gets results!

So, Mr. National Advertiser, shake hands with your neighbor on 'WX . . . he has things to sell too, and with CKWX he sells them.



" . . . more than seven years on the air with CKWX broadcasting the same program is proof of our satisfaction in results obtained."

W. H. Crone—president and manager of Crone Storage Co.



" . . . and with half our entire 1948 advertising budget used on CKWX we sold over two and a half million dollars worth of automobiles during the year."

W. M. Campbell—Managing director of Campbell Motors Ltd.



" . . . fifteen minutes every weekday for six months on CKWX! A short time, yet results have been sufficient to convince me that radio and CKWX warrants a major portion of our advertising appropriation."

W. R. Morrow—Vice-President and Managing Director, Star Laundry Co. Ltd.

National Advertisers and their Advertising Agencies are invited to study Elliott-Haynes ratings and BBM reports of the Greater Vancouver and B.C. Lower Mainland areas.

COMPARE THE HIGHER CKWX FIGURES WITH THOSE OF OTHERS AND YOU WILL SEE WHY

**ALL ADVERTISERS GET RESULTS WITH**  
*Vancouver's* **CKWX**  
 MUTUAL *The Station with the PROMOTION TRADISTICH*

CONSULT ALL-CANADA OR WEED & COMPANY

## STATIONS

### Jackpot Draw Gets 27G's

The Radio Industry's Crippled Children's Jackpot Draw grossed \$27,227.43 for the Ontario Society for Crippled Children's Easter Seal Fund. The entire proceeds were turned over to the Society without any deductions for operation expenses; all the work, services and \$5,500.00 worth of prizes were donated free to this worthy cause. This assured the 29,994 people who sent in letters and entries to the draw that their donations would be given entirely to the fund. Added to the draw were more than 35,000 letters received from Easter Seal purchasers.

The Crippled Children's Jackpot Draw was a spontaneous promotion of the Radio Committee, which every year fosters the sale of Easter Seals with the aid of Ontario's radio stations, to bring in "extra dollars" above and beyond that raised by Easter Seals. The industry succeeded in putting over this promotion, and, for purpose of comparison, the money raised was equivalent to that raised by the Maple Leaf Hockey Team and the Maple Leaf Baseball Club in their annual benefit games for the children.

Proceeds from Easter Seals and the Jackpot Draw are utilized to support Crippled Children's camps, medical and nursing services, transportation and other aids to the province's

handicapped youngsters.

The draw, staged April 2 during the Marlborough-Ottawa hockey game at the Maple Leaf Gardens, was won by Harry Brennan, 26-year-old RCAF veteran now attending University of Toronto. The list of prizes included: a Ford sedan; RCA television set and installation; Superior automatic electric range; Blue Bird diamond ring; 5 h.p. Evinrude outboard; Stromberg-Carlson radio-phonograph combination; Sherbrooke seamless axminster rug; Underwood typewriter; Premier Aire-Matic vacuum cleaner; Philco portable radio; and a host of other valuable items including jewelry and clothing.

### CKNW CHILDREN'S FUND

New Westminster.—Started a short term appeal to aid orphanages, CKNW's "Children's Fund" kept drawing donations throughout the year and has been allowed to continue.

Recently the donations enabled station owner-manager Bill Rea to supply the Vancouver (Crippled) Children's Hospital with ten specially constructed radios. They were accepted on behalf of the hospital by Miss Erma Eskine, superintendent of nurses.

The hustling Mr. Rea and his staff, on the side, also are arranging to take a host of orphans to Bowen Island resort, by steamship, for a picnic.

The money is still rolling in too, although the only air plus the fund receives is when various "emcees" mention donations received from listeners in request letters.



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 16.

PROGRAMMING ESPECIALLY FOR THE FRENCH LISTENERS IN THE OTTAWA VALLEY

### Opens Barrie In August



old nine provinces. This status will be changed, however, when station VOCM goes through the formality of accepting a Canadian license in place of the Newfoundland one under which it has operated in the past. Incidentally, Ralph got the green light on his Barrie license during Confederation week.

Snelgrove's departure from station CFOS will break up a ten-year triumvirate between Bill Hawkins, assistant manager (who stood in as manager during his period with the navy), Denys Ferry, production supervisor and himself, as the other two will be staying on at Owen Sound. He is married, and besides his wife, Evelyn, has two sons and a daughter. He is director of the CAB, and has been active as chairman of the Small Markets Committee.

Owen Sound, Ont. — Last month, Ralph Snelgrove performed his last official act of importance as manager of station CFOS, when he officiated at the opening ceremonies of the new \$65,000.00 studios which he has nurtured from the turning of the first sod. After a couple of weeks holiday, Ralph will get out the spade again to start packing out his own station — probably CKBB—at Barrie, Ont. Snelgrove, who is 35, started in radio as a Toronto repair man in 1930. In 1932 he established the Truestone Recording Studio. This he sold to Ken Soble, then Metropolitan Broadcasting service, for whom he went to work as recording technician.

On February 11, 1940, he moved to Owen Sound to take charge of Howard Fleming's radio station — then just a license — and put it on the air, the whole 100 watts of it, three weeks later on March 1.

Ralph has managed the station since then, through two power boosts, to 250 and then 500 watts, with three years out of service with the RCNVR from which he was discharged as a lieutenant.

He has not yet closed the deal for a transmitter site for his Barrie station but vows he will be on the air August 1.

A Newfoundlander by birth, Ralph claims to be the only "east provincite" to hold a broadcasting license in any of the

dies production. Incidentally, this Scrapbook must hold a wealth of knowledge for some truly great things come out of it and are broadcast.

Speaking of nuggets of wisdom, I really would miss the "thought for today" broadcast by "Aunt Lucy" played by Muriel Ball. I think announcer Johnny Peters (Jack Dawson of CFRB) could sell Sunlight to a person not intending to buy soap at all. This quarter hour is broadcast over Trans-Canada at noon and on CFRB later in the day.

A sure-fire winner in a spot like this is the "Happy Gang." Never a day passes without Bert Pearl's voice coming from some room. Whether the Gang realizes it or not, it is listened to for various reasons. Probably the foremost of these is because the program is cheery. Blaine Mathe's solos have a guaranteed audience in these parts. Women with maternal instinct have taken Eddie Allen and his ballads quite to heart. Added up, this half-hour carries a load of talent.

Probably the most prominent American voice is that of John Nesbitt with his "Passing Parade." He's one of the ace storytellers of the air and his quarter-hour carries stories that are quite listenable. Altogether, people seem to like it, and I can't say I blame them.



*More Hope THAN CHARITY*  
Elda Hope

Some people may consider that occupying a room in a hospital at the extreme end of a corridor is disadvantageous. I definitely do not agree with this thought. Always having an ear open to things radio, it is amazing the programs you hear from that corridor and it acts as an echo chamber for radio conversation between patients.

The most prominent theme song that floats my way is "A-Hunting We Will Go." Without any doubt people must have the news and on this floor Jim Hunter is far ahead. What amazes me is that these listeners seem quite convinced that the news and even the weather forecasts are Hunter's personal opinions. It is not rare to hear a remark like: "It's going to rain today. Jim Hunter said so."

Another leader in his field is Maurice Bodington with "Bod's Scrapbook" on CJBC for a quarter-hour each morning. Unusually good background music is supplied by Quentin McLean while de B. Holly makes announcements and Kay Stevenson han-



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

★  
HEAD OFFICE  
231 St. James Street  
MONTREAL

## CHRC leads again in the EAST

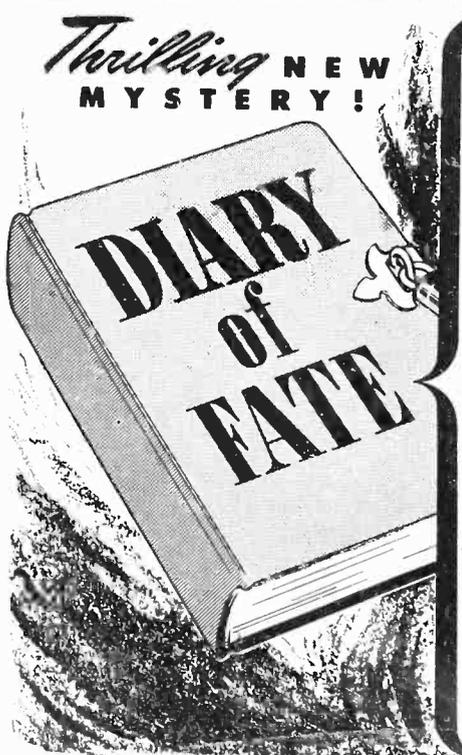
INAUGURATION OF ITS NEW

## F.M. STATION



11. 600 Watts E.R.P.  
98.1 Megacycles

A.M. 5000 Watts  
800 Kilocycles



Thrilling NEW MYSTERY!

WRITTEN FROM THE PAGES OF LIFE!

Psychological mystery that packs an emotional wallop

**52** Half-hour Episodes

Another



Packaged Program

VARIETY SAYS: "... impressive vividness and suspense . . . excellent performances."

Audition it now!

ALL - CANADA PROGRAM DIVISION

Vancouver—Calgary—Winnipeg—Toronto—Montreal



Joe Hardy talks ON

QUEBEC MARKET NO. 2

"A wise old man once told his son 'Don't marry for money, but when you want to fall in love, go where the money is!' In Sales language we might say 'When you want to sell, go where the money is!'"

"We have money in Quebec Market No. 2. According to Dominion Bureau of Statistics figures, the average pay-envelope in Canada is \$42.77. In Quebec it is \$40.83—but remember, more persons per family work in Quebec than in other provinces, so our per family pay-envelope is higher than these figures indicate."

"We have 590,691 employees at work. Their weekly pay cheques total \$24,115,961.00. Advertise where the money is, over these French-speaking radio stations."

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

|                                     |                    |           |
|-------------------------------------|--------------------|-----------|
| <b>JOS. A. HARDY &amp; CO. LTD.</b> |                    |           |
| MONTREAL                            | QUEBEC             | TORONTO   |
| <b>CHRC</b>                         | REPRESENTING       | 5000      |
| <b>CHNC</b>                         | QUEBEC             | WATTS     |
| <b>CHLN</b>                         | NEW CARLISLE       | WATTS     |
| <b>CHLT</b>                         | TROIS RIVIÈRES     | WATTS     |
| <b>CKRS</b>                         | SHERBROOKE         | WATTS     |
|                                     | JONQUIÈRE-KENOGAMI | 250 WATTS |



POLITICAL SPEAKERS PLEASE COPY

By SYD BROWN

Radio time can be a fruitless investment. While often the returns are substantial, sometimes they can be quite meager. This is especially applicable when radio is being used to disseminate talks.

A political address, even a sound, logical and well-organized political address could be a dubious radio investment unless the speaker:

(a) Uses natural and clear speech.

(b) Properly projects and focuses his voice and personality.

(c) Demonstrates or convincingly simulates thoughtfulness and sincerity.

Advertising people realize that their commercials are not sought after as "listening musts" by the radio audience. Therefore they employ all sorts of techniques to attract attention. This may consist of blowing fog-horns, making their voices sound as though they were spoken in a canyon, or even singing the messages. None of these artifices is prescribed for political speakers, especially the last one!

The fact does remain, however, that the only people who will be avidly awaiting a political ad-

dress will be the candidates or other speakers' relatives, and those others who subscribe to his ideals and will vote for them anyhow. It is because of a belief that it is those who are politically opposed to the speaker that he really wants to reach and influence that this article would advocate that a little more attention be paid to broadcasting fundamentals than has been the practice in the past.

If there is time, and if there isn't make the time, to study voice production; develop control; increase resonance. But above all, acquire at least a smattering of microphone technique, that elusive attribute which charges each word with the quality of a highly personalized message to every individual listener. Unlike addresses delivered from the platform, where each member of the audience feels he is being harangued as part of a crowd, words delivered over the air should reach each individual listener as though they were addressed to him or her personally and alone.

Even a well-written radio play, performed by unskilled actors, lacks realism and sinew. It will emerge only as a dull exposition

of reading. Obviously, then, political address, lacking plot, characterization, music and sound effects of a radio play, has still less chance of serving its purpose. Certainly it will get the plaudits of those who are on the speaker's side anyhow, but this will be in spite of and not because of his talks. Few indeed of the unsympathetic or sceptical will it attract, interest, persuade, convince and convert.

Don't shun the advice of professional writers and announcers, trained to prepare material and deliver it by radio. It takes a style, both at the typewriter and the microphone, which is completely different to any other form of public address. Is not those two polemical Senators, Churchill and Roosevelt, enrich their trenchant rhetoric with a shrewd appreciation of microphone's whims? Can it be doubted that, in a world with radio, their historical status would be less than they are?

Come television, the public will see at close range the trade marks of virtue and stinging worth with which all seeking election to public office doubtless stamped. There, for who can afford it, will be revealed the honest, quizzical smile, the ready twinkle, yet fearful glint of the clear grey eyes, the clean-cut jaw, jutting with determination to sweep out waste and corruption. But pending the advent of the world's most recent miracle, the speaker's only contact with his audience, his voice and its manipulation, should be nurtured and cultivated with as much care as an actor's would be.

Waste of good fertile radio facilities is to be deplored. Often cogent political arguments, persuasive enough on paper, have, because of inept presentation, failed to stimulate in the voting listener the desire to keep listening. A button pushed, a knob turns with so little effect.

Competition for listener attention presents to the political speaker a challenge against which is being hurled thousands of dollars at every minute of the day. In Toronto, for instance, you can't hear above the clamor of nearly a dozen rival stations. If you have shock troops, you should march into battle inadequately equipped. You happy warrior, don't go into a tank battle armed with sling-shots. If you can't manipulate the heavy armor of your own political logic before the microphone, don't let it be thrown down. If all else fails, hire a writer and an actor to ghost your job for you properly.

★ 5TH YEAR AS CANADA'S TOP 250 WATTER ★

Now 1000 WATTS

**CKNW**

The **Wright STATIONS**

**CKOX**

CKOX - FM  
WOODSTOCK & INGERSOLL

"Serving Oxford - the banner dairy County of Canada"

SEE **William Wright**  
TORONTO MONTREAL

VICTORY BUILDING  
EMPIRE LIFE BLDG.

# PROGRAMS

## RADIO SELLS THE GOODS

**Winnipeg.** — Gene (Porky) Charbonneau, light-hearted mick of CKRC's early morning show, Porky's Inn, took time out last week to convince a balky sponsor he could do a bang-up selling job.

After some persuading the owner of an electrical store decided to advertise a stock of pop-toasters. In one day, after Porky had aired the article, the sponsor's stock completely disappeared as eager buyers converged on the store.

Here's how Porky went about it. He proceeded to tell listeners how hard it was to burn the toast when you had one of the pop-up efforts. Numerous ways of burning bread were enumerated by CKRC's fatman, but, he was careful to point out, this particular toaster would fool you every time by producing just the quality of toast wanted.

That was enough for the listeners. They could hardly contain themselves until the store opened its doors for the day. And 99 per cent. of the buyers admitted they had been "sold" by Porky.

## MUSICADES

**Winnipeg.** — Kerr Wilson is now airing his pleasant baritone over CKRC on a Sunday night show. Kerr is booked up for 13 weeks by the J. J. H. McLean Co. Ltd., on a show entitled "Musicades." Mr. Wilson handles both the announcing and singing. Hitch Parks tickles his piano on the side.

Kerr formerly was announcer with CKY. When the station went to the CBC, he took a position in the sales department of the Manitoba Telephone system.

## RANGE ROUNDUP

**Winnipeg.**—Al Loewen's "Range Roundup" is reaching way down to the heart of Texas.

News of this was brought to the other day when a stranger from the Lone Star State dropped into CKRC and informed him that a brother near Fort Worth bought his daily western-style program quite frequently.

According to the stranger, his brother especially delighted in hearing his own records on Al's show. The brother's name? Hank the Yodelin' Ranger is the moniker, pardner.

Seems Hank has to go to a bit of trouble if he wants to hear Range Roundup. His car radio is the only set that can pick up CKRC's signal. So he has to do a bit of drivin' with his listenin'.

## PUNGENT CRITIC

**Vancouver.** — Clyde Gilmour, pungent CBC movie critic, has taken a new role as critic over CKWX.

The Vancouver Sun feature writer, known across Canada for his weekly criticisms of the movies over CBR, April 27 launched a new half-hour series on the criticism of classical recordings. Broadcast time each Wednesday is 8.30 to 9 p.m.

Previously the program had been given a trial 10-minute spot each Wednesday.

The witty, blunt spoken Gilmour follows a somewhat unique routine in his new CKWX broadcast. He plays first two or three recordings that appeal particularly to him, and explains why he likes them. Then he plays one that "nauseates" him, and explains his reaction.

## QUIZ ON COMMERCIALS

**Vancouver.**—Something new in give-away programs is now offered to CKMO listeners.

Questions on the program, "Sponsored Jackpot," have to do with commercials heard over the station. Questions about commercials are aired five times daily, and listeners who know the answer must phone the station within 30 seconds.

CKMO listeners shouldn't be surprised to hear the swishing of washing machines in the background of a current station quiz program.

Announcer Wally Garrett each Tuesday visits a different laundrette about town and questions the ladies while they do their washing.

Sponsors' prizes are offered to ladies who are "on their toes."

## AIR HOMEBUILDERS' EX

**Winnipeg.**—First exhibition of the Winnipeg Housebuilders' Association took over the Civic Auditorium for several days, and Al Loewen of CKRC was on hand with a tape-recording machine. Al caught the opening remarks of Hon. J. S. McDiarmid, provincial minister of mines and natural resources. He also toured the various booths and described what the smart home builder is looking for these days.

## AIR BARBER SHOP QUARTET

**Winnipeg.** — Memories of the gas-light era at the turn of the century are recaptured twice weekly in a CJOB program called "Close Harmony."

Barber shop renditions by members of the Winnipeg Kinsmen Club provide a background for Chuck Skelding's smooth commentary of other days.

Sponsor is Hanford-Stevens, local clothing establishment.



# A NEW RADIO STATION

## FOUNDED ON THE PRINCIPLE OF FREE DEVOTION TO THE DISTRICT IT SERVES!

## IN CENTRAL ALBERTA

CENTRAL Alberta is the richest mixed farming area in the Province—the vast territory between Edmonton and Calgary (more than 200 miles apart) that is not satisfactorily served by any other radio station. CKRD will bring you returns from this area—like you've never had before!



## DEMANDED BY THE PEOPLE THEMSELVES!

The City of Red Deer has long sought a radio station of its own. Now, in co-operation with towns and communities tributary to Red Deer, their hopes have come true. Imagine how responsive a listening market for YOUR message—since it's a station demanded by the people themselves!



## CENTRAL ALBERTA BROADCASTING Co. Ltd.



—The Voice of Central Alberta

### REPRESENTATIVES:

- Canada - Radio Representatives Ltd.
- Montreal, Toronto, Winnipeg, Vancouver.
- United States—Adam J. Young Jr.
- New York, Chicago, other key centres.

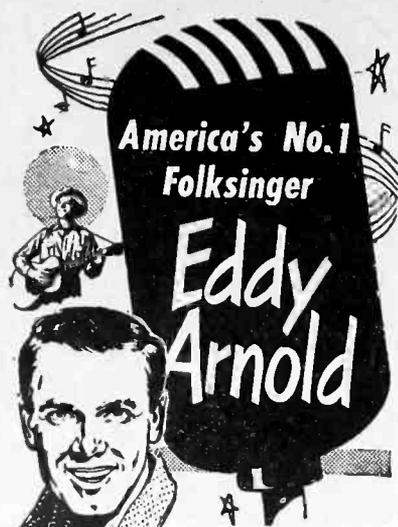
# CFCO — Chatham

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

JOHN BEARDALL,  
Manager-Owner.

Sponsored by  
**HUDSON'S BAY  
COMPANY**

In 5 Prairie Markets



America's No. 1  
Folksinger  
**Eddy Arnold**

AVAILABLE  
IN OTHER AREAS  
AT LOW, LOCAL  
RATES

ALL - CANADA  
PROGRAM DIVISION

Vancouver—Calgary—Winnipeg  
Toronto—Montreal

# AGENCIES

## Comics Form Own Agency

Toronto.—Two veteran comics have entered the radio agency field in the persons of Art McGregor and Frank Deaville, known to the industry and listeners across Canada as Woodhouse and Hawkins. For the past six years, these boys, who hailed originally from the west, have been producing programs over CFRB, Toronto, and a network which has now grown to nine Ontario stations, for Maher Shoe Stores. They started for this account with a show called "Spin to Win," and this has now given place to 'Double or Nothing.'

Using their mike names as their firm style, the boys started operating as a CAB enfranchised agency May 1.

Art and Frank started working as a comedy team in Calgary in 1931 when they were sponsored by the J. H. Ashdown Co. of that city. Through their 18 years in front of mikes across Canada they have been aired commercially by Grape Nuts Flakes (1941); in 1943 they took over production of their own quizzer, "Spin to Win" for Maher; in 1944 Maher changed over to "Double or Nothing," and Woodhouse and Hawkins continued to produce it while airing "Spin to Win" for W. K. Buckley Ltd.

The same year they wrote and appeared in "Crosstown Service"



Left, Art McGregor (Woodhouse) and Frank Deaville (Hawkins) examine a sheet of Easter Seals during one of the annual radio campaigns for the Crippled Children.

for Imperial Tobacco, through Rai Purdy Productions. In 1946 they worked with Gordon Sinclair on "Alexander, the King's Man" for Warren K. Cook Clothing. Intermittently they have been contributing comedy sequences for such programs as "Canadian Cavalcade," the "Army Show" and others. They also wrote and recorded a long series of comedy commercials for Chooz. They have appeared in varying roles on innumerable network programs.

In the network field, the boys were among the original artists to be aired by the CBC (then CRC) out of the west with their "Woodhouse & Hawkins in Nitwit Court." This ran from 1933-7. In Winnipeg they had a half-hour spot on the national net 1937-41, when Geoffrey Waddington lead the band and Dorothy Ault did the vocals. In 1940, this show was disced and flown over the Atlantic for rebroadcast by the BBC for Canadian troops overseas.

Woodhouse and Hawkins came east in April 1941 and broadcast their show with Russ Gerow's orchestra from the RCAF Manning Depot, in Toronto, to the national and Columbia chains.

Throughout the war, they were flown all over the country to appear on recruiting and loan programs.

The new agency kicks off with its Maher program, and has also placed a trial series of spots for Pryal & Nye, automotive supply house, on CFRB.

## MacLAREN ADVERTISING CO. LTD.

Toronto.—The Department of National Defence is moving its weekly "Comrades in Arms" show to the Garrison Theatre, Camp Borden, on May 15 to officially open Army Week in Canada. The show will feature guests Wayne & Shuster in addition to regulars Howard Caban and orchestra, Terry Dale, and the Comrades - in - Song Chorus under the direction of Dr. Leslie Bell. The program is heard Sunday at 8.30 EDT over the Trans-Canada network.

Peoples Credit Jewellers assumes the "Sunnyside Sing-Song" for the fifth season on June 1 over CFRB, Toronto; CHMI, Hamilton, and CFRA, Ottawa. The show originates from Sunnyside Beach, Toronto, and features again Art Hallman and orchestra, and singer Terry Dale. Emcee Monty Hall; announcer Michael FitzGerald and producer Maurice Rapkin.

Dorothy Robb, former continuing writer with CBC Toronto, has joined the radio department of MacLaren's as writer and producer.

## MUTER & CULINER LTD.

Toronto.—The Brownie Chocolate Co. Ltd. has started the 15 minute transcribed "Blackstone the Magician" (All-Canada) over CFRB, Toronto. The show is heard Saturday mornings as children's feature and advertiser Mallowhip bars.

Disney Shops For Men have scheduled 500 time signals on CHUM, Toronto, throughout the spring racing meet and aired prior to the running commentary of each event.

"Wanta Make a Sales Pitch in the Big Alberta League?"

SIGN UP ON  
**CFCN!**

**CFCN**

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

ASK RADIO REPRESENTATIVES LTD., Toronto - Montreal

*Demand* **COMPLETE COVERAGE!**

May 1st.—traditional moving day will see the greatest activity in twenty years in New Brunswick—hundreds of new homes in large and small communities. New families "keeping house" for the first time mean increased furniture sales. Every furniture dealer within 60 miles of Fredericton uses C F N B because of the C F N B complete coverage.

**CFNB**  
FREDERICTON, N.B.

**THE DOORWAY TO NEW BRUNSWICK**



# SPORTS

## LONG DISTANCE PICKUP

**New Westminster.** — Probably the longest single station pickup recorded in Canada was made last month when station CKNW carried a play-by-play account of the Pacific Coast Hockey League playoffs in San Diego.

The commentary was handled by CKNW sports commentator Jim Cox, and his account was relayed over 1,654 miles of telephone lines to B.C. listeners.

Bill Rea, owner-manager, who was in California on holiday, took over the between-period interviews and commentary.

Bouquets go to young Cox—he's just 21—for logging a news beat while broadcasting the series. He heard the announcement over a Pasadena station that little Kathy Fiscus, trapped in a well, was dead. He rushed to CKNW's leased wire and flashed it.

CKNW crew which handled the playoff broadcasts had many a kind word for the staff of station KUSN in San Diego. KUSN

engineers monitored the broadcasts and aided in many other ways to make the long-distance series a success.

Sponsor of the playoff series was Fred Hume, president of Hume and Rumble Ltd., largest electrical contractors in the West.

## BOWLING WIND-UP

**Vancouver.**—CKWX wound up its five-pin bowling league for the year on April 27 and winning team was that skippered by Jack Gordon, chief station engineer.

Other members of the top aggregation were Jack's wife, Ruth; "Midge" Black, secretary to manager "Tiny" Elphicke; Jack Hughes, traffic; Joe Midmore, promotion manager, was spare.

Men's high average honors were taken by announcer Johnny Ansell after a close race with Bill Ryan, the Vancouver Sun news announcer. Calculations had to be carried to the third decimal point to determine the winner.

Vera (Caffrey) Keith, recently married, won women's high average honors.

Dear Mother:  
Next month the CAB is holding its annual convention at St. Andrews-by-the-Sea, N.B., so called because of its close proximity to the ocean.

For the first three days, they'll be holding their meetings in the Casino of the Algonquin Hotel. Toronto has a Casino too, which is like the Casino of prehistoric days, because they didn't wear modern clothes there either.

At one of these meetings, Bob Campbell, of J. Walter Thompson Co. Ltd. (I don't think you've met them) is scheduled to talk "An Agency Executive Looks at Broadcasting." We privately know that all agency executives read Canadian Broadcaster.

You shall be glad to explain the love joke to you when I get home this Christmas.

On the last day, all the meetings will be held behind locked doors, and for this reason are known as "closed meetings," although it's really the doors that are closed and not the meetings.

The difference between the open meetings and the closed ones is that we have to sit through the open ones and do a good job of reporting.

The closed meetings are reported to us too, from information gleaned in bathrooms, and sun-bathing other places. We can say that we like about these, and go sun-bathing while they are in progress.

Somebody is almost sure to deliver an address about Freedom of Speech.

They always do.  
They make most of these speeches during their closed meetings.

They will also record so many resolutions that you would swear it was New Years.

One of these resolutions at least will be aimed at the Government.

This, according to our Canadian democracy, is a committee of ministers which instructs the members of Parliament on how they should vote.

On the 27 is election day though. And all may be changed, provided our side of things political is able to spare time from its busy day to record its votes.

Your loving son, Richard.

(Editor's Note: We unwittingly mailed this issue's Lewisite column to our mother, and have no alternative but to run our letter to her in place of the column.)



J. R. Slein, manager of York Trading Ltd., wholesale grocers in Owen Sound, points out to W. Hawkins (L) Assistant Manager of CFOS . . . "when we learn that a Food Product is to be promoted over CFOS—we stock-up on that item immediately."

MR. SLEMIN explains . . .

I find that metropolitan stations do not have much selling influence in this part of Ontario. Therefore, it is important that you keep us regularly informed on food products advertised over CFOS. We know from experience that Local Radio promotion quickly increases the demand for these items throughout our trading area.

CFOS is the accepted and proven medium for sales results in the Owen Sound market.

Ask Horace N. Stovin and Co. about Us

1000 WATTS

• **CFOS** •

OWEN SOUND

IN SOUTHERN

*Saskatchewan...*

Did You KNOW?

# 201

RURAL BUSINESS MEN

IN

# 32

TOWNS and VILLAGES

OF SOUTHERN

SASKATCHEWAN

USE

# CKRM

## EVERY WEEK

To Sell  
The Farm  
Audience The  
Year Round



*Ask Your*

All Canada  
Man  
About

# CKRM

REGINA

SASKATCHEWAN



# CANADIAN TELESCREEN

Vol. 2, No. 9

TV and Screen Supplement

May 11th, 1949

## ADVERTISING GOES TO THE MOVIES

Montreal.—Quoting that well-worn Chinese proverb, "a picture is worth ten thousand words," Graeme Fraser, sales manager of Crawley Films Limited, in an address to the Advertising and Sales Executives' Club of Montreal, went on to ask how many words a picture is worth if it moves, has sound, drama and music.

Fraser, in his speech titled "Advertising Goes to the Movies," said that because film combines all these "it has tremendous impact on our senses and on our memory. For selling purposes, films are the nearest thing that you can get to a public demonstration by a salesman, and when you combine that fact with mass distribution you have a very potent medium of advertising."

Films and television are two great mass media of communication, Fraser pointed out. "TV film production requires certain specialized techniques but most films can be produced so that they can be used either for television or a general non-theatrical distribution," he said.

"About one half of present TV in the United States is now filmed and films are to television as recordings are to radio," Fraser continued, claiming that "the great majority of all TV commercials are first put on film before being televised, which gives you complete control and a maximum effect. By putting your show on film," he went on, "prints can be sent out to TV stations and simultaneously televised, which is the only present method for giving an advertiser a coast-to-coast TV network. There are now over a million TV sets in the U.S. — up from 10,000 in 1946. Contrary to general Canadian belief, 95% of these sets are operating in homes. Only 5% are located in bars, theatre lobbies, hotel rooms, and other public places."

Quoting the generally accepted estimate that 30 million dollars will be spent this year in TV advertising, the speaker foretold that three years from now there will be over 13 million sets in operation and a \$200 million advertising budget—that is half of present radio billings. "In Canada," he said, "there are 500 sets operating right now—one manufacturer expects to produce 12,000 sets this year."

"Films and television," Fraser said, "can be used as nothing else has ever been, to put across the philosophy of freedom of business and the Canadian Way of Life. Every advertiser who uses those media sells through eye-appeal—sound appeal—music—drama—color—sells his customers in the most direct, memorable way possible. Every advertiser who uses these media must have a sense of responsibility so the Canadian people will always say—I am glad that we have freedom of business here."

♦ ♦ ♦

### HOYLE'S LAST STAND

Teddington, Eng.—In a recent demonstration via television, the operation of a new electrical machine, which is said to be the latest cure for boredom, was shown. The machine, perfected by the National Physical Laboratory, takes the part of a silent opponent in the game of noughts and crosses, and lights up the proper symbols on a screen as the game proceeds.

Commentator Richard Dimbleby undertook to play against the device during the telecast and was beaten. In a second game Dimbleby tried to cheat by marking two crosses before the machine took a move. A moment later the invention hummed, clicked, wiped out the last cross and replaced it with a nought.

## TEE VEE ACTION

New York. — Production of television receivers in the U.S. continues to increase, hitting a new high of 182,361 during the month of March, according to the newest report of the Radio Manufacturers' Association. This figure compares with 113,938 in February and 121,238 in January.

The report covered five weeks and brought the total for the first quarter of the year up to 422,537. Industry observers point out that at this pace total production for the year may exceed the predicted 2,000,000 by a substantial margin. It is also pointed out that the RMA figures do not include non-members of the association who would probably add approximately 15% to the production.

Total post-war TV sets produced by RMA members totals 1,474,416 as of March 31. During March the manufacturers produced 112,537 table models, 53,328 TV-only consoles, 16,496 TV-radio consoles.

♦ ♦ ♦

During the convention of the American Newspaper Publishers' Association, Niles Trammell, president of the National Broadcasting Co., told the publishers that television operators and newspaper-owners are not competitors but "partners in the most exciting new business in America. Mr. Trammell said that newspapers constitute television's largest single block of owners. "30% of the television stations in this country—present or proposed—are owned by newspaper publishers."

The NBC prexy declared that television has some unique ties with the Fourth Estate. "For one thing, newspapers have received substantial advertising revenue from television set manufacturers. The Bureau of Advertising reports a \$14,000,000 expenditure in newspapers last year by radio and television manufacturers. This is seven times their expenditure in 1941," Mr. Trammell continued. He pointed out that in March of this year more than a dozen newspapers were regularly buying time on video to promote circulation. "In short, television is a new way to sell papers," he added.

Mr. Trammell described the financial experiences of a newspaper-owned television station affiliated with NBC. The station went on the air in 1947 "and during the first 27 months showed a total operating deficit of \$250,000," Mr. Trammell stated. "Losses are currently \$1,500 a

month, and the station expects to be in the black by the end of the year. Net loss after all charges will probably not exceed \$20,000 for 1949, and it is possible the station will wind up the year on a break-even basis."

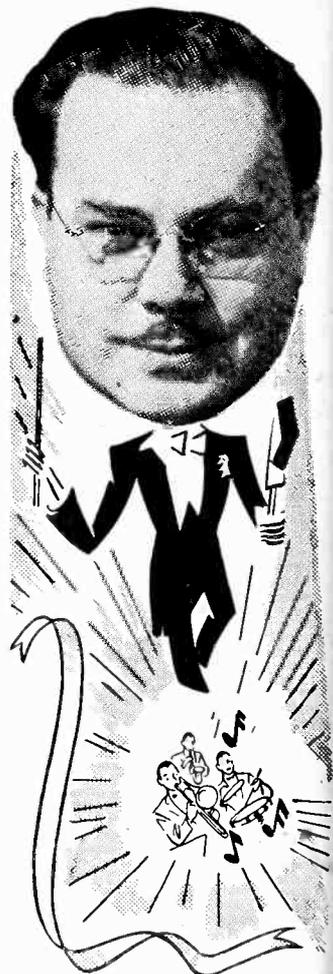
♦ ♦ ♦

Buick will begin sponsorship of the hour-long "Olsen & Johnson Show" over NBC-TV starting June 28 in the Tuesday slot to be vacated by Milton Berle for the summer. Buick show will move to another period when Berle returns in the fall.

♦ ♦ ♦

Toni Co. makes its TV entrance June 2 over CBS-TV with a new program called "That Wonderful Man."

## Canada's No. 1 Dance Band



THE OFFICE OF  
**MART KENNEY**  
125 DUPONT STREET  
TORONTO, ONTARIO

Generally Acclaimed

### The TV Technician's Bible "TELEVISION SIMPLIFIED"

—: SECOND EDITION —:

By

MILTON S. KIVER

**\$7.50**

Postpaid if cheque accompanies order.

Book Dept.

CANADIAN BROADCASTER  
& TELESCREEN

163½ CHURCH ST.

TORONTO 2

### Named TV Co-ordinator

Ottawa.—Alphonse Ouimet has been appointed Co-ordinator of television for the Canadian Broadcasting Corporation, Dr. Rigon, CBC general manager, announced recently.

Ouimet has been engaged in television work and research since 1932, and is the Assistant Chief Engineer for the CBC. His first position on leaving McGill University was as engineer with Canadian Television Limited, a company which operated an experimental TV transmitter in Montreal in 1932. Joining the Canadian Radio Broadcasting Commission in 1934, Ouimet was made Operations Engineer and General Supervising Engineer in 1937 and took charge of technical administration of the Royal our broadcasts.

During 1947, Ouimet, accompanied by H. G. Walker, Manager CBC's Dominion network, made a study tour of television in Britain, France and Holland and has also studied operations in television centres in the United States.

### Launch TV In Movies

Hollywood. — National Theatres Corporation, subsidiary of Twentieth Century-Fox, will be the first major theatre circuit to inaugurate regular television in its chain of movie houses and, it is said, plans are going forward to establish five to ten television theatres in the Los Angeles area within the next year.

Charles P. Skouras, president of NTC, referring to the speculation regarding television in theatres that has been current for some time, is reported as saying that there is only one way to determine whether the idea will work out successfully—that is, to set up a practical operation and see what happens. Skouras believes the key to success lies in the cost of operation and NTC is presently working on a thorough study of costs for the proposed circuit.

The extent to which programming has been explored by the new circuit is not known, but NTC has said that it will be prepared to furnish exclusive programs for television theatres and Twentieth Century-Fox, through its Movietone, has also been examining TV production.

### Fumbling Monopoly

Vancouver. — The "fumbling CBC monopoly" with regard to television was lashed in a recent editorial by The Vancouver News-Herald.

"It is shameful that Canada should lag so far behind in the development of this new entertainment medium, which shows every indication of becoming the most popular of all forms," declared the editorial.

"In most other technological and scientific developments Canada has gone right along with, or followed closely behind, the U.S.

"But not in television—thanks to the CBC."

The editorial pointed out that the Radio Manufacturers' Association estimates that 12,000 television receivers will be made in Canada in 1949.

"But for the purchasers of these sets no Canadian television broadcast will be available for a long time.

"They will have to depend entirely on programs originating from the U.S. television stations.

"Since the normal range of television is 30 miles, and the maximum range is about 60 miles, this limits the potential listeners to those adjacent to the international border in the vicinity of large U.S. cities.

"Radio manufacturers estimate," continued The News-Herald, "that 1,200,000 Canadians, about one-tenth of the population, are within range of existing U.S. TV stations. But practically all of these live along the shores of the Great Lakes. There is some reception of Seattle stations here in Vancouver, but it is limited to the higher parts of the city.

"There will be no Canadian stations this year, and we will be lucky to have any in 1950," lamented the newspaper.

**"BRINGS SELLING POWER  
TO BUYING POWER"**



### DID YOU KNOW?

That according to BBM figures, CKCL's Primary Area covers over 11,000 radio homes? It's a compact market, covered consistently by CKCL—and only CKCL. Over 150 local advertisers have found that out—and they're the men who know.

# CKCL

TRURO BROADCASTING COMPANY  
LIMITED

J. A. MANNING  
Manager

WM. WRIGHT, Representative  
Toronto and Montreal

### This Is Kirkland Lake:

Gold ore production in the Kirkland Lake area is up 40.1%\*. This means more employment, more purchasing power for the 121,000 active buyers in the Kirkland Lake area.

### Covered By CJKL:

- 96% of the listeners in every survey.
- Sets-in-use double the Canadian average.

Reach the rich Kirkland Lake market with

# CJKL Kirkland Lake

5000 WATTS

560 KCS.

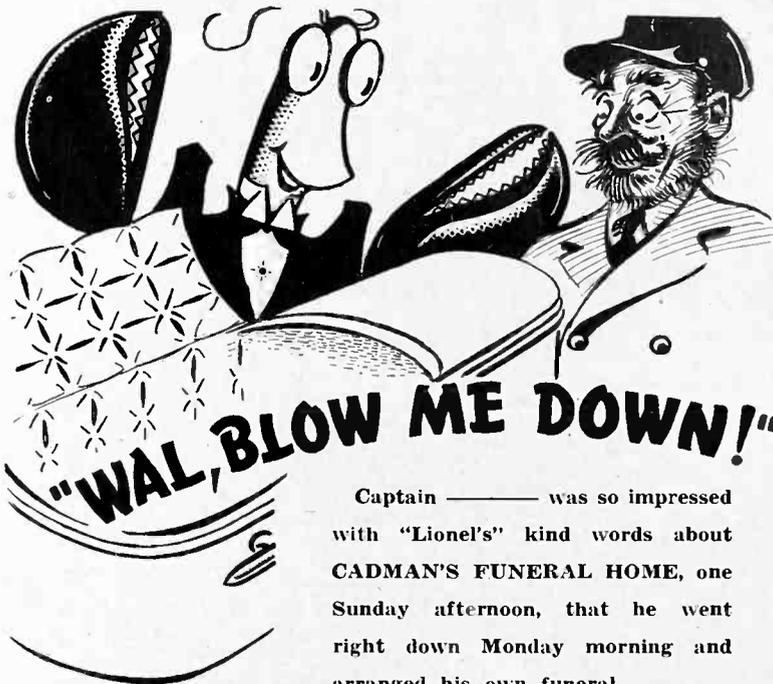
CJKL - FM

Get the facts from

**NATIONAL BROADCAST SALES**

TORONTO: 2320 Bank of Commerce Bldg. - AD. 8895  
MONTREAL: 106 Medical Arts Building - FI. 2439

\*Tons milled, Jan.-Feb. '49 over Jan.-Feb. '48.



Captain — was so impressed with "Lionel's" kind words about CADMAN'S FUNERAL HOME, one Sunday afternoon, that he went right down Monday morning and arranged his own funeral.

LET HORACE STOVIN  
TELL YOU MORE.  
IT'LL KILL YOU.

Just goes to show you that "Lionel's" boys have the know-how to give your advertising the treatment it requires.

# CKCW

MONCTON NEW BRUNSWICK

The Hub of the Maritimes

REPRESENTATIVES: STOVIN & CO. TORONTO MONTREAL

STILL  
THE HIGHEST - RATED  
JUVENILE SERIAL IN  
WINNIPEG, VANCOUVER  
AND MONTREAL

# SUPERMAN



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**ALL - CANADA PROGRAM DIVISION**  
Vancouver—Calgary—Winnipeg—Toronto—Montreal

## FILM STRIDES WITH TV

New York.—Kinescope recording has become big business for the television industry, with one network, NBC, planning to make four to five times more film this year than the 3,500,000 feet it produced during 1948. O. B. Hanson, NBC vice-president and chief engineer, speaking at a press demonstration, said the rapid expansion of the kinescope recording facilities and production during the past year point up more dramatically than anything else in television the tremendous strides taken by the industry as a whole in recent months.

Describing NBC's kinescope recording facilities, Hanson said that his company recorded the first complete half-hour television show ever put on sound film from a kinescope tube, and on March 22, 1948, recorded the hour-long telecast of the NBC Symphony. From this beginning the network went on to produce 3½ million feet of 16 mm. film that year.

Two types of cameras, supplied by the Eastman Kodak Company, are being used: a double-system camera in which picture and sound are recorded on separate negatives and later combined on one positive; and a single-system camera which puts both the audio and video portions of a program on the same film. With a single-system camera it is possible to "play back" a 15-minute program about 30 minutes after

it has gone off the air, while the double-system type of camera requires slightly longer film processing.

Carleton D. Smith, director of television for NBC, said that the major motion picture company produced 369 feature length films or about 550 hours of film during 1948. But NBC, during the same period, produced 700 hours of film, or about 14 hours a week. The network ships an average of 223 prints a week to video outlets from coast to coast.

### CRAWLEY FILM WINS AWARDS

Ottawa.—Crawley Films Limited of Ottawa and Toronto have won top honors in the first annual competition for the Canadian Film Awards with the production, "The Loon's Necklace." The film was sponsored by Imperial Oil Limited, and tells the story of the origin of the bands around the neck of the loon by use of a number of carved Indian masks which have been collected by the National Museum.

The awards, presented to recognize outstanding Canadian talent in the film field, by the Joint Planning Commission, representing 50 national organizations interested in education and the arts, were competed for by 29 films produced by 12 different organizations. All entries were made in Canada, on Canadian themes, by Canadian producers. "The Loon's Necklace," which previously won acclaim in the Edinburgh Film Festival, received the award for achieving a highly dramatic effect, unity of impression, and the excellence of its components of script, photography, musical score, art work and color.



#### FOR THESE ARTISTS

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

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at  
Radio Artists Telephone  
Exchange

**\$3.00 a Year**  
(\$5.00 for 2 Years)  
insures regular  
delivery of the  
**CANADIAN  
BROADCASTER  
and TELESCREEN**

The Voice of the Eastern Townships

**CHLT**  
(FRENCH) 900 Kc. 1000 Watts

**CKTE**  
(ENGLISH) 1240 Kc. 250 Watts

SHERBROOKE, QUE.

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

# FROM CAMERA TO RECEIVER

**WHAT G-E MAKES . .  
MAKES TELEVISION**

## GENERAL ELECTRIC

### **Unsurpassed facilities and equipment for TELEVISION**

G-E Television goes even farther than "Everything from Camera to Receiver"! It means a complete coast-to-coast network of offices, warehouses and technicians to give your television problem prompt and competent attention.

And G-E Television means a capable group of specialists to assist you in the preparation of technical briefs, and to provide assistance in planning and engineering problems. Many Canadian applicants for television station licenses are using this service—a majority vote of confidence in the "plus service" of G-E Television.

*Contact your nearest C-G-E office  
for further information.*

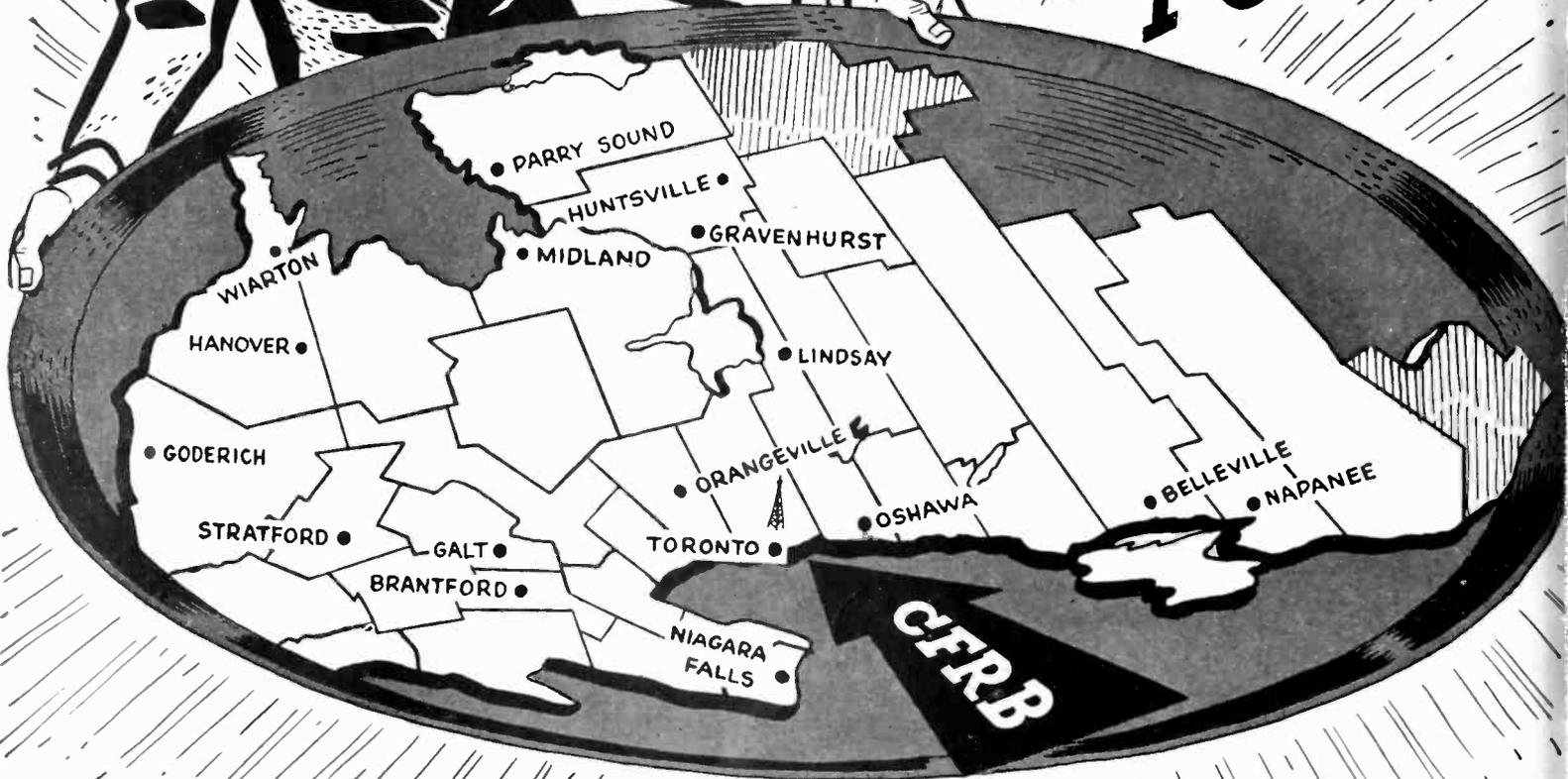
LEADER IN RADIO, TELEVISION AND ELECTRONICS  
**CANADIAN GENERAL ELECTRIC**

49-TE-1

CO  
LTD

HEAD OFFICE: TORONTO — Sales offices from Coast to Coast

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 PEOPLE—  
 \$3 BILLION  
 BUYING  
 POWER.



**... from the number ONE buy  
 in the number ONE market!**

327 regular advertisers agree that CFRB gives them the number ONE buy in the number ONE market! Dollar-for-dollar, CFRB delivers them more listeners than any other station. And more careful listeners.\*

In every place spotted on the map above . . . 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 per cent, to the next independent Toronto station: 13.0 per cent.

Full particulars available at our office or from our representatives.

**Put your  
 dollars where  
 the dollars ARE!**

**CFRB** 50,000  
 watts—  
 1010 kc.

Representatives: United States—Adam J. Young, Jr., Inc.  
 Canada—All-Canada Radio Facilities, Ltd.

\*CFRB listeners listen carefully!

A study of a recent Elliott-Haynes survey shows that average Sponsor Identification is 17.76 points higher on CFRB than on the next independent Toronto station.

Something more . . . CFRB's daytime patterns, measured in the same area with those of the next independent Toronto station, reveal that CFRB's average signal strength is 2/3 times greater within the corresponding half-millivolt radius.