

CANADIAN BROADCASTER

AND TELESCREEN

Vol. 8, No. 15

August 10th, 1949

CBC MAINTAINS NIGHT SPOT BAN

Montreal. — Requests by the Canadian Association of Broadcasters to have sections of the Broadcasting Act amended to allow the broadcast of spot announcements between the hours of 7.30 and 11.00 p.m. and the insertion of spot announcements during network intervals have been denied, after consideration, by the CBC Board of Governors. In a statement after the three-day meeting the Board said that

"believes that the prohibition of spot announcements in the evening hours should be continued as providing some check in the interests of listeners against saturation of good listening time with commercial announcements." Also said "to be in the interest of the public" was the Board's continuing stand of prohibiting spot announcements between network programs.

Parts of Regulation 12, which are concerned with continuity submission to the CBC, came under consideration when the CAB asked that commercials affected by this regulation be sent directly to the Department of National Health and Welfare, rather than to the CBC, as is the practice. This request was denied, and the former procedure still stands, since the CBC Board was of the opinion that the present arrangement is satisfactory for both the CBC and Health Department, and that time in securing approval of continuity would not be saved by the proposed change.

Other changes sent by the CBC Board to the Department of Transport with recommendations or approval are as follows: CJGX, Toronto — increase in power to 1 kw. day and 1 kw. night on 40 kc.; CKY, Winnipeg — increase in power to 5 kw. on 1080 kc.; CKNW, New Westminster — increase in power to 1 kw. omnidirectional day and 1 kw. directional-antenna night on 1320 kc.; CHWK, Chilliwack — change in frequency from 1340 kc. to 1230 kc. with 250 watts; CFPL-FM, London — change in frequency from channel 228 (93.5 mc.) to channel 240 (95.9 mc.).

The Board also recommended approval of the re-applications for emergency transmitter licenses of the following stations: CFQC, Saskatoon; CFCF, Montreal; CKEY, Toronto.

A request by CJOY, Guelph, for a broadcast pick-up licence received the CBC's approval.

A public commercial licence for CKRD, Red Deer, to permit the transmission of personal messages, normally from midnight to noon,



Calgary, Alta.—Don Macmillan of CFAC, Calgary, and F.O. Doug McBurney are seen preparing to go aloft to broadcast a description of the Chuckwagon Races, a feature of the Calgary Exhibition and Stampede. Coverage of the races hit a literal "all-time high" this year when Macmillan, through the co-operation of the RCAF, which loaned the helicopter and pilot, was able to give listeners a fast-moving description of the races from his perch above the field as the wagons sped around the half-mile track.

where other electrical means of communication are not available, was approved.

Licences for new stations were denied H. A. Corning, applicant for St. Stephen, N.B., and La Societe St. Jean Baptiste de Montreal, applicant for Montreal. A request by VOWR, St. John's, Nfld., for transfer of licence, and permission to operate commercially from 10 a.m. to midnight with an increase in power, was denied.

The following items on the agenda were deferred by the Board: VOCM, St. John's, for increase in power; CKAC, Montreal, to use authorized 50 kw. directional antenna pattern at a new location with a power of 10 kw. on 730 kc.; Radio La Sarre, Inc., for licence at La Sarre, P.Q.; Newfoundland Enterprises, for a licence at St. John's, Nfld.

The complete coverage of the races was done from three pick-up points with Earle Connor, CFAC's technical director, in charge of controls. The nightly broadcasts opened from the grandstand with descriptions of the entries, the grandstand and the crowds, and then a mid-field crew of announcers and operators took over to air the starting of the races which included the loading of the stoves and a "figure 8" around barrels.

Once the checkwagons and riders hit the track, controls were switched over to Macmillan, hov-

ering above the field. In order to capture the colorful finish, the mid-field crew again took over the announcing and described events as horses and wagons broke the finish line, and then switched the scene to the grandstand platform, where judges gave the official times and winners.

In the inset, wearing the special CFAC shirts and ties which members of the station staff sported at the Stampede, Earle Connor and Ken Buhr are seen manning controls in the mid-field hut.

ACA UPSETS CDNA CLAIMS

Toronto. — The Association of Canadian Advertisers has circularized its entire membership as well as agencies and other subscribers to their "Blue Book," in connection with the recently published brochure entitled "Daily Newspapers and Radio as Advertising Media," claimed by the CAB to contain misleading statements concerning the broadcast medium.

The ACA letter, mailed last Friday after the CDNA had failed to comply with a request to send out a corrective memorandum, referred to "certain unfortunate references (which) were made to data on Canadian radio" in the ACA Blue Book.

The letter quoted the following paragraph from the CDNA brochure: "The potential audience of this network program, according to the ACA Blue Book (number of homes listening to the stations as infrequently as once a week) is 657,000."

The ACA letter brought up these points: (a) "The ACA Blue Book figures were clearly labelled: 'Canadian Radio Homes Estimates (1944)' and were the latest available at the time the page was issued. They have there-

fore absolutely NO relationship to audience figures for any network, station or program; (b) These Blue Book Radio Homes Estimates are for URBAN centres named. No RURAL radio homes are included in the estimates for each urban centre; (c) The only BBM information carried on this page were the Radio Homes Estimates and the BBM member stations indicated by an asterisk. No BBM audience figures were shown because up to that time the ACA Blue Book Committee had not received permission from the BBM to quote actual audience figures (d) This daily newspaper promotion implies in the paragraph quoted above that the ACA Blue Book is authority for the definition that the figures carried in its radio page and clearly named 'Canadian Radio Homes Estimates (1944)' represent the 'number of homes listening to the stations as infrequently as once a week.' This is incorrect. No application of Blue Book figures as shown on the Radio Page you now have could possibly reveal any actual audience figure."

The letter went out over the signature of the ACA Blue Book

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.

PROGRAMS

Gospel Singer In Radio 28 Years

Toronto.—"Employing music as a medium to put across the message—the message contained in the old hymns that are forever familiar," is to what Edward McHugh, 57-year-old veteran Gospel Singer, attributes his success. And a measure of his success can be gathered from the fact that now, more than ever before, his recordings and personal appearances, in addition to his radio programs, are in demand.



"It is very gratifying," says McHugh, "to receive letters, sometimes enough to keep six stenographers busy, from people who have received some message and inspiration from my programs."

McHugh, visiting Toronto recently for public appearances in local churches and radio stations, has been carrying his messages, and the messages of his sponsors, to people all over the North American continent via radio for over 23 years. He has been heard in many other countries as well on a series of short-wave broadcasts.

After acting with the Scottish Players of Boston for seven years after his arrival in America from Scotland, McHugh entered radio as a Gospel Singer in 1921 over station WEEI, Boston. Four years later he moved to the NBC network and did a morning "live" show until 1939, at which time his programs were transcribed, due to time-zone differences and the fact that many stations wanted

to carry more than one program daily. Currently, his 15-minute programs are aired by about 100 stations in the U.S., including the CBS Don Lee network, with local sponsors as drug firms, department stores and dinner manufacturers. In Canada, the show is heard transcribed over 30 stations and is sponsored by Ampleton's Ltd., Toronto drug firm. The Gospel Singer claims that "officially, I have tried to retire, but unofficially, they won't let me." He receives many requests for public appearances every day, and, in conjunction with his broadcasts, he works at his hobby of promoting community efforts which are designed to benefit children and teen-agers. What the free time he has left, McHugh says, is spent vacationing in Florida or Woodstock, N.B., his home.

AIRS DANCE INSTRUCTIONS

Vancouver.—Jack Cullen, editor of CKMO's "Owl Prowl," is putting his heart and soul into the rhumba and samba these days.

Arthur Murray's School of Dancing sponsors a 15-minute portion of his nightly program, featuring popular, novelty and swing pieces.

Unique is Jack's method of selling the dancing school to the radio audience. He's taking his instructions at the school and passing on word-of-mouth descriptions of his progress to his audience each night.

LISTENER WINS \$1,800.00

Winnipeg.—Name of Mrs. J. Halls of Fort Garry popped out of a basket containing some 1,000 entries in CJOB's "Mister Mystery" contest. She correctly identified the mystery man as Harry Carson Ashdown, member of a pioneer Winnipeg family.

**33,000 WESTERN
CANADIAN FARMS ARE
EFFECTIVELY COVERED BY**

**CJGX
YORKTON**

CFBC

Saint John's NEW Station



- ★ Carries 6 of the 10 most popular programs in Saint John. (Elliott-Haynes June Survey.)
- ★ Makes its 200-seat audience studio available for public meetings and dealers' conferences.
- ★ Fights the battle for margarine in New Brunswick.
- ★ Provides music in King Square nightly during summer months.
- ★ Operates tourist information bureau to promote business for sponsors.

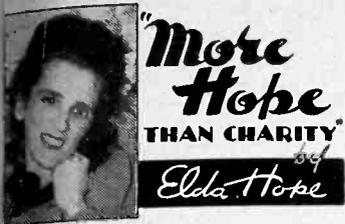
Canadian Representative:
James L. Alexander

CFBC

5 KW.

Saint John, N.B.

930 KCS



It's longer ago than I care to admit since I received a missive at so completely ruffled me as the one appearing in Broadcaster under my name on July 13. Not much wonder some men are called here." Yes, the writer managed to give himself away either intentionally or otherwise. While minding me of all the stations I can hear, I may say I have heard them all and just the other day had a lengthy conversation with a girl from Niagara Falls who, at one time, sang over CFRB. She told me a lot about the station at the Falls and we had a spot of reminiscing. Mentioning CFRB serves to remind me that it occurred to me more sharply than ever recently that an extensive vocabulary portscaster Wes McKnight must have. While listening to one of his Bee Hive "Sportviews," I noted he began on the subject of regatta, switched unnoticeably to Newcastle United's soccer games, then smoothly described some horse races, took his listeners for a few rounds of golf and wound up with baseball. Now, if that isn't covering the news in sports, what is?

Still directing thoughts toward B, it is my thought that the station is just plain fortunate in acquiring the services of Jack Dawson on their announce staff. I were a prospective sponsor and had a product to be advertised, I'd certainly count him among those auditioned. Dawson an lift lines off paper and give them their full meaning, it seems no matter little whether the sentences are prolonged or short—we can punch them. Again I say I think he is an asset to CFRB.

It may go back to the fact that we always been a fan of Bing Crosby, that is ever since the days when he and Russ Columbo sang with Gus Arnheim's band, but I have fallen hard for "Club Crosby" on RB each Saturday. It's true this program consists of Crosby's recordings, but they seem to do the Groaner justice. Narration is well handled by Lord Atkinson.

So you see, my friend, I have heard a cross-section of shows on B. Just be careful I don't attack you with another station later. In meantime, maybe you would be interested in hearing I had a letter from Walter Dales in Montreal telling me how fortunate Dick (Lewis, that is) is in being able to count me among his staff. Maybe this is extremely opposite to your letter but it does one good time. The letter commended me for mentioning the individual artists who make the shows successful. And, that's the way it is going to be.

CFCO — Chatham

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

JOHN BEARDALL,
Manager-Owner.

CKMO YOU MAKE FRIENDS
in Vancouver when you
Buy neighborly CKMO

CKMO 1000 WATTS
1410 on your DIAL

GALS ONLY PLEASE

The young woman we want has to be triple threat—a competent stenographer able to do air shots on a regular woman's show and per occasion appearances as well.

It spoils our dinner to share 8 hours a day with a sourpuss so she must be reasonably efficient, neat and cheerful. As far as we can find out the salary we pay is somewhat better than average for this city.

The future (?) we wouldn't know about that. The kind of girls we hire are so nice that various males keep on taking them away from us. So line up, girls. For the job, that is, no husbands left.

We are all old married men or confirmed bachelors. Replies in confidence.

CGOY
GUELPH

In CFRA...

The "C" is for CONFIDENCE

... We don't mean confidence in our own ability ... but we have that too ... we're referring to the confidence that sponsors are showing in the job we're doing. Take the case of ELGIN MOTORS ... Austin and Ferguson Tractor dealers in Ottawa.



Mr. Earl Quarrington, Ottawa Valley-Hull Dealer for Austin Cars and Ferguson Tractors, Smiles Broadly.

Here's The Story On Elgin Motors

- Started with three flashes.
- Added 64 Quarter Hours—Variety Parade.
- Added 20 Quarter Hours—Hill Billy Hit Parade.
- Added 52 Half Hours — Dramas of the Court.
- Added 104 Quarter Hours — Variety Parade.

Elgin Motors Sponsors Three Distinct Shows Every Week on CFRA ... On the Air Monday, Wednesday (two shows), Friday and Saturday!

The First Program Sold A Tractor — Three Flashes
Have Grown To 73 Hours Total Time

It's Been Another Story of
Sponsor Confidence in

CFRA
—By Actual Survey—
Has the Greatest
Coverage in the
Ottawa Valley.

CFRA
OTTAWA'S OWN STATION

Lloyd Moffat hustling to ready return CKY radio service for Manitoba listeners.

How to cut a two-day sale down to one!

The Hudson's Bay Department Store in Vancouver used their regular quarter-hour on CJOR to promote a two-day sale of women's Stetson hats for two broadcasts. The Bay advertising department reported a bigger crowd than expected and nothing left for the second day of the sale.

If you got a letter from CHAB, Moose Jaw, you would find a tagline at the bottom of the page saying:

"CHAB promotes its advertisements and programs by 45,000 flashes and announcements per year!"

Ask a Stovin man about this promotion service.

Do note that CJGX, Yorkton, making application for power increase to 5,000 watts. More value for the advertisers who have found the large volume of business available in CJGX valuable farm market.

CFJM, Brockville, taking an active part in the centennial celebrations in that city. No truth in the statement Jack Radford has been operating the station that long.

International goodwill pays off — which is what CHSJ, Saint John, N.B., found out when the station undertook to help promote the four-day celebrations staged by residents of the St. Croix Valley. Sixteen enthusiastic merchants of the International cities of Calais, Maine, and St. Stephen, N.B., united for a daily hour-long program on CHSJ.

By the by—CHSJ now the Maritimes' early and late—continuing its opening at 6.00 a.m. of a morning, the night time service has been extended to 1.00 a.m.

Probably no need to remind all the many national advertisers who Lionelize their products and services on CKCW, Moncton, but—Alf Parkes sure has fine promotion extras for the well-known full CKCW treatment.

NEW YORK'S RADIO ROW

by
Richard Young

New York, N.Y.—The summer doldrums have finally produced a major broadcasting industry story. In answer to repeated demands of its membership (and some departed members), the National Association of Broadcasters has revamped its structure and reduced its dues as from August 1. (CAB management offered members a 10% reduction at this year's convention, but the offer was gratefully declined.)

In addition to streamlining the association, the NAB board of directors, at a three-day meeting in Portsmouth, N.H., provided for a 12½% discount in dues of active members. During the period of the discount, the group's finance committee is scheduled to set up a plan for a new dues structure designed to give members the benefits made possible by the streamlining operation.

It was also announced that the working budget of the NAB for the fiscal year of 1949 has been reduced to \$701,511. Major economy moves saw the directors eliminate the program department as well as the office of executive vice-president. This post was held by the genial and outstanding speaker, Jess Willard, who declined to head up the NAB's television activities to return to private business—in radio, of course.

Functions of the program department will be absorbed by two new divisions set up by the directors—an audio division, to include AM and FM, and a video division, to include television.

The directors also voted to continue NAB financial support of the newly formed Broadcast Advertising Bureau. It will remain as an integral part of the association "until such time as it has progressed sufficiently to become an independent entity."

Last issue we talked about the increasing number of give-away shows coming on the air during the summer and the others being

planned for the fall.

That's just our way of informing you that the creator of some of the most popular give-away shows on the air (Stop the Music, Warner Take All, etc.), Mark Gordon, is currently looking high and low for the programming gimmick or technique that will capture the imagination of the public. He hasn't found it yet.

American Broadcasting, which is in up to its waist in radio and television, has caught the promote-radio fever and has just released a handsome booklet which tells its readers that radio today reaches "more people more often than ever before."

Hardly a day goes by that such a brochure doesn't reach us from the networks and stations. A great deal has also been done in behalf of summer radio but most of it is on radio in general.

In describing projected growth of radio and teevee, the ABC booklet finds that in 1950 there will be 40,250,000 radio homes in the U.S. — 37,500,000 exclusively radio and 2,750,000 radio and video combined. ABC concludes that "network radio is the most efficient medium to serve as the basis of a national campaign, with television as the best supplementary medium to increase spending in major markets so that advertising expenditures can be aligned with market values to realize maximum sales."

On the cuff notes . . . Have on good authority that The Chicago Tribune and other papers in the Windy City will be selling special ad space in their radio television listings beginning in fall . . . MBS network has revised its rate card to give more flexibility in selection of stations and more liberal discounts. (Something we'll probably hear more about in the months to come . . . NBC network's Duffy's Tavern should acquire a sponsor before next issue . . . Incidentally NBC and CBS are currently leasing figures on the number of evening hours available in the for both chains. Both chains around five hours for themselves and around 12 hours for each other.

CKTB is sure pulling them in from all over the Niagara Peninsula for *Fay Jackson's summer clearance sale!



*Fay Jackson's is one of over a hundred local advertisers profitably using CKTB St. Catharines, the station with more audience here than all other Canadian stations combined.

HORACE N. STOVIN
& COMPANY
MONTREAL TORONTO WINNIPEG VANCOUVER

Representative for
these live Radio Stations

CHSJ Saint John
CKCW Moncton
CJEM Edmundston
CJBR Rimouski
CKVL Verdun
CKSF Cornwall
CFJM Brockville
CJBQ Belleville

CHOV Pembroke
CFOS Owen Sound
CFOR Orillia
CJBC Toronto
CJRL Kenora
CKY Winnipeg
CKLW Windsor
CFAR Flin Flin
CJNB North Battleford

CHAB Moose Jaw
CJGX Yorkton
CKLN Nelson
CFPR Prince Rupert
CJOR Vancouver
ZBM Bermuda
TBC Trinidad
VOCM Newfoundland

CANADIAN BROADCASTER AND TELESCREEN

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

The Ham Strings High

The CBC was acting within the meaning of the Broadcasting Act when it declined a request presented to its Board of Governors by the CAB at the meeting in Montreal last week to lift the ban on the use of chain break commercial announcements, and announcements between the hours of 7.30 and 11 p.m. But this decision on the part of the Board lays the CBC open to criticisms which may or may not hold water, but which nevertheless exist.

One such charge might well be that it succumbed to pressure applied by newspaper publishers, fearful that the relaxation of the present restrictions would impair their own revenues. Evidence of this is seen in at least one editorial, entitled "Overdoing the Blurbs," which appeared in The Toronto Globe & Mail for August 2.

In this editorial it was pointed out that "the CAB has made many requests and complaints of real merit in the past, but this latest is not one of them."

The article goes on to state that "radio is already over-burdened with advertising which is simply defeating its own ends."

It seems rather unfortunate that this newspaper, known well and widely for its championship of freedom of speech both in print and on the air, should choose to champion this one piece of governmental restraint, and by so doing to hamper the business progress of the broadcasters, who happen to be its competitors, in the field of advertising.

We have advocated and will continue to advocate radio's co-operation with the press, the other medium of information, to the greatest degree. Standing as they both do, or should do, for the democratic principles of freedom of speech, we maintain that these two great media have much in common, including the ever-raging battle against bureaucracy.

The CBC's stated reasons for declining the CAB's request to make this extra period available to advertisers, were truly to provide "some check in the interests of listeners against saturation of good listening time with commercial announcements," illogical though this stand may seem when it is



realized that the "saturated" commercial program consistently gain higher listener ratings than the CBC's advertising-free productions. But there was another request, denied by the CBC Board, which seems to us to shed a light on basic CBC and Department of Transport thinking.

The CAB drew to the Board's attention the current practice of referring continuities for drug and food products to the CBC, who, in turn, submit them to the Department of National Health and Welfare for approval. In order to preclude the delays inevitably occasioned by this somewhat cumbersome system, the CAB asked that the regulations be amended so that copy could be submitted directly to the department. This request was denied by the Board because it was their opinion that this arrangement was satisfactory for both the CBC and the department. In other words, this particular agency of government is loath to streamline a clumsy procedure if the process will deprive it of any of the power it has.

The gentlemen of the press should examine the peregrinations of the bureaucratic mind a little more carefully. They may realize then that radio programs and newspaper displays are both advertising, and that Liberalism, which cherishes every restrictive power it has taken to itself under one pretext or another, will go to any extreme to maintain any control on the show window of business, which is advertising.

An Error Is Corrected

Credit in no small measure is due to Pat Freeman, CAB ambassador-at-large, for his able handling of the recent fracas caused by the highly volatile and quite inaccurate attack launched against radio by the Canadian Daily Newspapers Association.

Freeman acted with great speed. His first step was to digest thoroughly the CDNA brochure and then to prepare and circulate his detailed rebuttal.

Following this he approached the Association of Canadian Advertisers, pointing out that that body's Blue Book had been misquoted or misinterpreted by the CDNA. As a result of this, a letter was mailed by the ACA to its membership, pointing out this misinformation, after the CDNA had failed to respond to a request that they mail out a corrective memorandum. (Details of the ACA's letter will be found on page 1 of this issue.)

This incident goes to prove that the tri-partite system set up at the instance of Athol McQuarrie, ACA general manager, where advertisers, agencies and media meet to iron out their problems, gives the whole structure of the advertising business a firm and secure foundation. It is through this plan that the Bureau of Broadcast Measurement has flourished and grown, while its American counterpart has shown frequent signs of withering. A comparable organization in the business paper field, the Canadian Circulations Audit Board (CCAB), has grown up on the same treatment. The ACA Blue Book and countless other activities in the field of research have developed because of the interest of ACA and its guiding genius.

The CDNA episode is over now. Because of Pat Freeman's prompt action, it is questionable whether the harm it seemed to be doing radio at first glance has not been turned to good. Fair competition is to be encouraged in all fields of business, but it is to be hoped that this incident will serve as a lesson to those who are tempted to resort to unfair practices in their efforts to wean business away from their competitors.



Joe Hardy Talks
ON

QUEBEC MARKET NO. 2

Good day—and I hope you are enjoying a pleasant vacation season. Some of you, I expect, visited historic Quebec City, and were thrilled by its Old-World charm. We welcome our summer guests, who each year spend many dollars in our district. But Quebec City is also an all-year market for any advertiser's goods and services. Station CHRC has 1,196,260 people in its coverage area—no less than 184,640 French-speaking radio homes.

B.B.M.'s latest Station Audience Report shows CHRC Quebec with 75% Day Time coverage, and 68% Night Time coverage—both figures referring to our Primary Area only. Besides this, we have a big secondary coverage as well, which we'd like to tell you about.

Tell your sales story in this big, wealthy, French-speaking market. Our listeners will listen, and respond, when you address them, in French, over their own stations. Just ask Hardy!

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

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

STATIONS

STATION SPARKS TOURIST TRADE

St. Thomas. — A program designed to make citizens and merchants of this city tourist-conscious, called "Welcome Tourists," is being aired by CHLO, St. Thomas, on a three-a-week basis and is expected soon to jump to five times weekly, due to the co-operation of local merchants who have already over-subscribed for the show.

The month-old program consists of "on the street" interviews with visiting tourists and has received the endorsement of the City Council, in the form of \$100.00, contributed toward engineering and recording costs, and by the Police Commission, which has authorized "guest cards" to be placed on all visiting cars informing the visitor that he is not required to contribute to parking meters or to observe the time limitations on parking.

Interviews for the show are tape-recorded in the streets and are later recorded with commercials dubbed in at the CHLO studio. Tourists taking part in the interviews are presented with a Gift Certificate, theatre passes and a copy of the Tourist Guide for the surrounding country.

■ ■ ■
CKY PICKS SITE

Winnipeg. — Studios of CKY, due to go on the air in the fall with 1,000 watts, will be located in the London Block on Main Street, just a few doors from the intersection of Portage Avenue.

The station has leased the entire first floor of the building, and will erect studios as soon as the present tenants move out.

Land for the transmitter has been purchased on Dawson Road, about eight miles out of the city. Three towers are planned and coverage will be concentrated on the south and western parts of the province.



—Photo by Jack Lindsay

CHALLENGE TROPHY AWARD highlights one of the many combinations of public service broadcasting and goodwill advertising in Canadian radio. The program is Crone Safety Club of the Air, carried by CKW Vancouver for the past eight years. Above, W. H. "Bill" Crone, president of the sponsoring firm, Crone Storage Co., presents the challenge trophy to Kenny Sewell, captain of a schoolboy traffic patrol team. His team holds the cup, presented for safety which is promoted through the program, for 1948-49. Symbolic of the support the program receives, Walter Mulligan, Vancouver chief of police, applauds at the extreme left. Next to Chief Mulligan sits Arthur Muir of B.C. Automobile Transport Association, with James Plaskett of Vancouver Traffic and Safety Council at the extreme right.

SINGER VISITS HOME STATION

St. Boniface. — Rene Dussault and the boys around CKSB feel pretty good these days about the success being currently enjoyed by Louise Roy.

The young French-Canadian singer, who took top honors in this year's "Singing Stars of Tomorrow," has a special corner in the collective hearts of the CKSB gang. For Louise has spent a good deal of time around the St. Boniface station. She was one of the first performers the station had when it opened up, and every time she comes home she makes a point of dropping around to CKSB, usually ending up by singing a few songs over the air.

RADIO MEN TURN PROSPECTORS

Winnipeg. — Reported finds uranium in the Whiteshell Fore Reserve sent operatives of CKF and CJOB scurrying that-a-way with tape recorders. They brought back descriptions of the scene and interviews with some of the hundreds of prospectors, armed with Geiger counters, who poured in the area.

George Dawes, announcer, and Keith McConnell, operator, covered the story for CKRC.

CJOB sent down George Davis, Jim Gibson and Greg Anderson. The last named was so fascinated at the thought of picking up a little uranium, he decided to spend his holidays prospecting.

■ ■ ■
REVISE SALES SET-UP

St. Boniface. — CKSB has resumed its own local sales operations. Head man is Roland Couture, with Ralph Normandeau and Roger Blanchette making up the rest of the staff.

The station was formerly represented in Winnipeg by Les Gaudin. William Wright continues as national rep.

The Wright STATIONS

CKAC
reaches 85% of the
Billion Dollar Quebec Market

Direct your sales talk to the French Market in French over Quebec's Pioneer Station.

ON THE AIR 24 HOURS DAILY
— See —
William Wright
VICTORY BUILDING TORONTO

CJCA

AVERAGE NIGHT PROGRAM RATING

CJCA...17.7

JUNE 1949

Station #2...9.5

Funny Money Program

Montreal. — On July 25 CFCF launched a series of participating programs, backed by an extensive advertising - merchandising promotion for retail merchants in Notre Dame de Grace, a prosperous and populous subdivision of Montreal.

Gordon Keeble, station manager, pointed out that it is not so much a new venture as a tried pattern with several new twists. "I believe CHUM used something the same last year. We've added a few wrinkles perhaps," he said.

The plan purposes to build circulation in the NDG ward, one of Montreal's wealthiest. Operation of the scheme is relatively simple. Ten participating announcements are aired in a daily, hour-long show. Window cards, and a supply of "Funny Money" streamers are supplied to all participating merchants. Shoppers get ten dollars' worth of "Funny Money" every time they make a one-dollar purchase in a participating store. At the end of the eight-weeks' run, they can use their "Funny Money" to bid on a long list of handsome prizes. Bidding will take place at a carnival auction sponsored by the NDG Business Men's Association.

The show opened solidly sold out, and NDG stores are ablaze with CFCF promotion stickers, streamers and counter cards. Lee Hamilton emceed the stint, which runs from 2.30 to 3.30 p.m. Monday to Friday, and 10 to 11 a.m. Saturdays.

Gordon Keeble has offered to provide any station with full details of the plan, together with presentation sheets, on request. Enquiries should be addressed to him at CFCF, 1231 St. Catherine St. West, Montreal.

PUBLIC FOR PRIVATE RADIO

Winnipeg. — Three out of four Winnipeggers plumped for private radio when asked if they preferred it or a government-sponsored product.

The question came up in "Tribune Talkies," a daily quiz carried out by The Winnipeg Tribune.

The only man-on-the-street to vote against private radio was a chap with a sharp dislike for commercials. He said if a government network could cut down on the number of commercials he was all for it.

ORIGINATE SHOWS FROM EX

Vancouver. — The Vancouver public will have an opportunity to witness the operation of a broadcast studio during the Pacific National Exhibition August 24 to September 5.

CKNW, New Westminster, has completed plans for installing the studio on the "Midway" and all station programs will be originated from this studio during the PNE period.

CJOB STAFF CHANGES

Winnipeg. — Latest individual to take over the graveyard shift on CJOB is Vic Price, formerly of CKFI, Fort Frances. Vic replaces Dave Robertson on the "Night Owl" program. Robertson is a day man now.

Also at CJOB, Hugh Dollard has parted company to take a post with General Electric in Toronto. His job of studio engineer is being filled by Bill Green.

AIR DRIVE-IN THEATRE OPENING

Winnipeg. — First drive-in theatre in the history of Winnipeg was opened a couple of weeks ago.

CJOB sent out announcer George McCloy to cover opening ceremonies. A tape recording of speeches and other events was taken and later broadcast.

ADDRESSES

Vancouver. — CKMO aired addresses by two prominent Eastern Canada women journalists here recently, during the Canadian Women's Press Club triennial in Vancouver.

CKWS . . . the STRONG LINK between TORONTO and MONTREAL

CKWS Kingston offers strength in the weak spot between Toronto-Montreal radio coverage.

CKWS covers the rich, well-balanced Eastern Ontario market—including the cities and towns of Kingston, Belleville, Brockville, Picton, Perth and Smiths Falls.

Listening Audience Reaches New High—

DAYTIME AVERAGE 85.6%*

EVENING AVERAGE 89.9%*

Avoid a weak spot between Toronto-Montreal by using

CKWS Kingston

5000 WATTS

960 KCS.

CKWS - FM

Get the facts from

NATIONAL BROADCAST SALES

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

*Elliott-Haynes—Daytime June 1949.
—Evening March 1949.

UP! UP! UP! UP!

Saskatchewan

FARMERS CASH RECEIPTS

\$335,070,000.

Aug. '47-March '48 . . . for the eight-month period, cash receipts for Saskatchewan Farmers from grain, livestock and butterfat alone are estimated to total \$335,070,000 as compared with \$287,580,000 for the corresponding eight months of the previous year, an increase of \$47,490,000.

COVER THIS RICH MARKET WITH

CKRM

REGINA
SASK.



DIAL
980

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

Now 1000 WATTS

CKNW



A.M. 800 Kil. (5000 WATTS)
F.M. 98.1 Meg. (600 watts E.R.P.)

Your guide and salesman in the heart of Old Quebec - complete coverage of the district East of Montreal.

Representatives CANADA U.S.A.
JOS A. HARDY & CO. LTD. ADAM J. YOUNG JR. INC.
"LA VOIX DU VIEUX QUÉBEC"



Calling all Stations

**Be sure to see
Program Listing No. 15
Effective August 15, 1949**

NOW - MORE THAN EVER BEFORE - IT PAYS TO BUY

Canada's Program Division

**ANNOUNCES A NEW
DOLLAR - STRETCHING
PRICE STRUCTURE**

**FOR THE BEST IN
PACKAGED PROGRAMS**

BROADCAST THE FINEST IN TRANSCRIBED RADIO SHOWS

JUNE
Elliott-Haynes Ratings
Average

25.7%

HIGHEST RATINGS

33.7

LOWEST

17.9

CKSO

SUDBURY, ONT.

5000 WATTS

Ask

ALL-CANADA

in Canada

WEED & CO.

in the U.S.A.

Over The Desk

Bob Francis, our Vancouver correspondent, is doing a European and U.K. material hunt with his wife, Margaret Ecker Francis. Before they left, we prevailed upon Margaret to do a letter from London, giving us and our readers the low-down on the British food situation. Last week Maggie cracked through. Her letter follows.

♦ ♦ ♦

Dear Dick: Maybe you will remember that last April we had a very fine meal indeed in Little Denmark and talked, fairly disinterestedly, about food in England. With a smorgasbord under our belts, it was easy to be disinterested.

Now, after four months in Austerity Land, I can put you in the picture. If you want to print this, go ahead, because round about September all our friends who have friends and relatives over here will be wanting to send parcels. Maybe what I have to say can be of some use to them—and to you.

We spent a week-end with your Mother and charming sister (your mother is charming too!) and we ate very well. Except we knew, as well as they did, that for Sunday dinner, we ate their entire meat ration for the week. For Sunday breakfast, we had all the bacon they will get for a week. We appreciated their sacrifice and we couldn't do anything to



stop them making it. They'd do it for any friend of yours. I'm mentioning it here to point out exactly what the situation is here.

If you are kind-hearted and hospitable you give the little you have to guests, and the rest of the week you eat fish, and fish, and fish. That's that.

So my advice to anyone who is thinking of sending along a parcel is SEND MEAT. Those small hams and pieces of bacon you can get anywhere in Canada cost very little but they are gifts from heaven over here. A piece of bacon costing about \$2 is the equivalent of a couple of months' bacon ration. Think that over.

Meat in tins is also gratefully received. The other day for all the points one person gets in a month I bought an inferior tin of meat which would do four people one meal. In case you have forgotten, every person here gets 24 points a month, with which they can buy canned meat to supplement their ration—20 points at least a tin—rice, extra cheese, canned fruit—12 points a tin—macaroni and the like. You can see how far one person's ration goes.

Meat isn't the only shortage. For one week, one person's ration of butter is what the average Canadian might eat in two meals. You get margarine to spell it out, but not very much. You get some cooking fat, too, but again not enough to fry many potatoes or make many pies. So therefore, anyone bitten by the Christmas spirit should send fats.

Tinned butter isn't too expensive, neither is tinned Crisco (no advt. intended) and it is received like diamonds or uranium.

Packages of cheese are a help too, and they travel quite well. You get a small cheese ration here and you can buy luxury cheeses, at luxury prices, such as Gorgonzola and Camembert, but plain ordinary cheese can be very useful.

Other tightly rationed articles are sugar, tea and soap. For example, two people's soap ration for a month buys three packages of soap chips. That isn't enough to do much washing, and it leaves you without the wherewithal to wash your face. Send someone bars of nice toilet soap and you think you'd given them mink.

All kinds of sugar are also high on priority lists. Send a couple of pounds and it means a sweet young family will be able to have a couple of cakes that month on sugar on their fruit, as well as some in their tea. One month's ration for one person isn't much more than you would put in the family sugar bowl in Canada, but have it all used up in a week.

Tea, of course, is very welcome and a half a pound from Canada means the difference between buying one cup of tea a day and buying three or four.

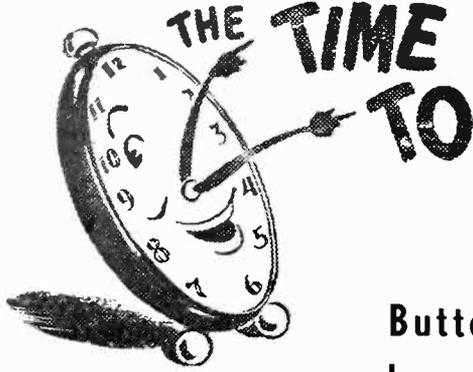
I mentioned tinned fruit as rationed. I gave a friend a tin of pineapple and she said it was the first they'd seen in ten years, but if it was on the market here it would take so many points that most families couldn't have it. The same goes for tinned peaches.

Rice is useful too. It takes points and it's hard to find anyway. English people also like those packages of cheese macaroni. In Canada they cost a few cents, but here they mean a substitute for a meatless dinner (and try as you can, meat ration do not provide meat for more than two meals per person, a week).

A box of chocolates is another thing that will make the person receiving it very happy. Candy was off ration for a few weeks this spring, but as a result, you one could find any anywhere. back on ration now, but you seldom see really good chocolate.

A list of all the things that could send would be endless, but if you send off a few of the things you'll be making somebody very happy.

Margaret Ecker Francis



Button up that
booming ALBERTA
market with
CFCN!

CFCN

The Voice of the Prairies Ltd.

CALGARY, ALBERTA

10,000 WATTS

ASK RADIO REPRESENTATIVES LTD., Toronto • Montreal

Complete Coverage?
AVERAGE RATING
ALL PROGRAMS - FROM
35.6
FEBRUARY, 1948 TO JUNE, 1949!
9:00 A.M. TO 6:00 P.M. . . .
37.7 - 18 MONTH AVERAGE, SETS IN USE!
94.3 - 18 MONTH AVERAGE, % OF LISTENERS!
Complete Coverage!
CFNB
FREDERICTON, N.B.
THE DOORWAY TO NEW BRUNSWICK

We don't propose to run Monte Roberts' rather stilted and, oh, so formal announcement that he, for the past three years P. R. director of a senior copywriter with F. H. Hurst Co. Ltd., Toronto, has left that firm to resume operations as a freelance writer. Why do we think it of earth-shaking interest to our readers to be apprised that he has been associated with newspapers and advertising agencies, that he specializes in industrial motion pictures, direct mail, general publicity and advertising writing for the media, or that he can be reached at 106 Adelaide St. W., Toronto, ELgin 5647. What we want to run though is the somewhat less frigid note which accompanied his release. It went like this. "Attention Dick Lewis. F. Me." The undersigned, your ever-loving and humble, not to be obedient servant, will salaam most gratefully in your direction if you can squeeze some portion of the attached into your esteemed publication. After all, you're not the independents, ain't you? Al I'm being independent. Many thanks. Monte Roberts."

Funny thing about publicity man. Aw, what's the use?

While we're on this mail-answering jag, here's one from Bill Jenkins, newly appointed manager of station CFOS, Owen Sound. Writes Bill: "Congratulations on your article in last week's edition, setting forth the obvious pitfalls in entering into an agreement to accept as payment for advertising, a commission on the number of units sold. I agree with you—the set-up is a 'bait' for stations. The prospect to us included a tear sheet of a reasonably large newspaper advertisement. It is ironical that an advertisement should be used as supporting evidence to induce radio stations to accept a commission plan."

The telephone just rang and we were informed that Alex Sherwood (Standard Radio's grey bow-cut and bow tie) is descending on us for the week-end. We inform our readers that this column may end abruptly.

Mr Lewis of Atherton & Curran reports an incident which occurred when he recently visited

CKPC, Brantford. Writes Alf: "... visited CKPC, Brantford ... a few coverage words with (owner) Mrs. Buchanan ... she invited me to her home ... the phone rings ... she answers and invites me to go with her for a short ride."

They drove a few minutes and came to "the worst car accident I have ever seen ... On one side of a half-turned car lay a dead man ... his clothes were practically ripped from his body and the blood was flowing in small streams.

Alf describes the gruesome details, and continues: "There she (Mrs. Buchanan) stood amidst this blood and gore taking down notes, asking questions, posing others and in general acting as the most efficient newshawk I've ever seen ... Then we tore off to the station where she gave a first-hand account of what was going on to her newsman, who in turn wrote the story ..."

Miss Yolande Chevrier, a recent B.A. of the University of Ottawa, has joined CKSF, Cornwall, and will conduct two daily women's programs over that station ... Phil Stone, sports director of CHUM, Toronto, is liable to be writing our Lewisite column any time in pursuance of his hobby of writing gag lines. Phil copped a first while in the army for the cut lines for a gag in "Khaki"; two years ago he scored again from Tide Magazine; now this same journal has notified him that he is again a winner in their 1949 contest ... hah! a tramping on our 39 steps. Perhaps it's Sherwood ... It's a man with a bag ... and a grey crew-cut ... and a package of transcriptions ... and a turntable ... and a bow-tie ... it IS Sherwood. S'long.

STATION WANTED

Two experienced, successful commercial station men interested in acquiring ownership AM station in fair-sized market. Replies held confidential.

Box A-25
Canadian Broadcaster & Telescreen

DID YOU KNOW?

That over 150 local advertisers spend all or a major part of their advertising dollar on CKCL? They're the ones who KNOW—from RESULTS—that CKCL is the logical means of tapping one of Nova Scotia's richest markets.

CKCL

TRURO BROADCASTING CO. LTD.

J. A. MANNING
Manager

WM. WRIGHT, Representative
Toronto and Montreal

Your Listeners Sit Up and Take Notice When Your Announcer Asks - - -

"What do your children think of you?"

"Who invented the zipper?"

"How many women dye their hair?"

"How do funny papers look at love?"

"How's business in Russia?"

"How can you get free drinks for the fest of your life?"

"What's the newest way to kill mosquitoes?"

Aren't you, too, interested in feature stories like these? Our weekly 15-minute feature, "THE WORLD IN PRINT," presents stories like the above in condensed, listenable form. Send for a sample today.

Walter A. Dales

Radioscripts

319 EMPIRE LIFE BUILDING — MONTREAL, P.Q.

W. A. Dales S. Macdiarmid H. G. Bowley

CORNWALL FOLKS LISTEN WHEN THESE GIRLS TALK!



THREE OF THE REASONS - - -

Why radio sets in Cornwall and the United Counties of Stormont, Dundas and Glengarry are tuned to CKSF are shown above. They are part of CKSF's varied and lively programming which draws the audience and holds it. Mrs. Ruth Welsh conducts a local fashion broadcast and also runs a "Good Neighbor" Contest with high listener appeal. Miss Madeline Paradis, centre, conducts a weekly broadcast of parochial and church news that is popular all over the counties. Miss Yolande Chevrier, right, is mistress of ceremonies of a five-times-a-week Women's Digest that housewives don't like to miss.

"I'M SOLD ON IT" - - -

Says one local merchant, who used CKSF to "plug" a new product. "I had customers coming in from 35 miles away saying they had heard my broadcast on CKSF. Down this way, they like the local programs."

CKSF AND CKSF-FM

CORNWALL-ONTARIO

Owned and operated by The Standard-Freeholder Limited,
Cornwall, Ontario

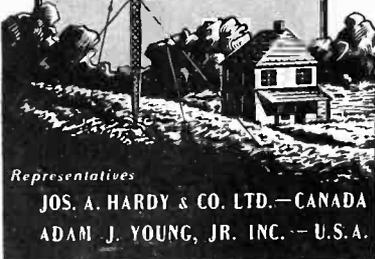
ASK HORACE N. STOVIN & COMPANY

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.

PEOPLE

COWBOY GUEST

Winnipeg. — George McCloy of CJOB had a distinguished personality on his western show for a couple of days. He was Hank Snow, better known as "Hank, the Yodelin' Ranger."

Hank, who was born in Moncton, N.B., now makes his home in Dallas, Texas. He records for Victor.

BILL REA BUYS BALLROOM

New Westminster. — CKNW President Bill Rea has expanded his interests with purchase of Alexandra Ballroom in Vancouver. He will feature old-time, cowboy music and dancing.

WRONG PARTY

Vancouver. — Nina Anthony, program and promotion director of CKMO, became the "mother" of twins recently—all to her bewilderment!

A Vancouver hospital official called the station, asked for Mrs. Anthony and informed Nina: "Your twins are doing fine, Mrs. Anthony. You can take them home now."

Many and varied, Nina confides, are the thoughts that flashed through her mind for a few moments.

Then she remembered that Jack Anthony, new announcer on CKMO, had had twins recently, that is, his wife had had twins.

The hospital had the wrong Mrs. Anthony.

Jack, incidentally, is well known in Canadian radio circles, having worked as an actor on CKRC, Winnipeg, among other stations.

PROLIFIC SONG WRITER

New Westminster.—It took a 14-year-old Ladner, B.C., girl to "put the finger" on cowboy singer Jimmy Morris' repertoire.

The western singer appears on "Bill Rea's Roundup," a program personally emceed by the CKNW president Procter and Camble, a sponsor, conducted a contest in which listeners were to guess the number of cowboy melodies Morris had in his repertoire.

Fourteen - year - old Florence Dudley guessed 4,562. The right answer, believe it or not, is 4,667 songs.

Florence won an automatic toaster, which she plans to present to her dad and mother later this month on their anniversary.

NAMED ACCOUNT EXEC.

Toronto.—Albert W. Hamilton has been appointed account executive in the Toronto office of Harry E. Foster Advertising Limited. Hamilton was formerly associated with the T. Eaton Company Ltd., where he served as assistant advertising manager in the Toronto, College Street, store.

STARTS OWN COMPANY

Montreal. — Michel Normandin, formerly with Canadian Advertising Agency Limited, has resigned from that organization to form his own company, "Michel Normandin — Broadcasting Services, Limited," located at 1265 Stanley Street, telephone BE. 9644. Mr. Andre Sauve now handles the radio department at Canadian Ad.



DEDICATION

This column is dedicated to all account executives and the witty things they would like to say if they could only think of them.

WANTED: DEAD OR ALIVE

The operator who went away on a short holiday leaving the wrong disc on the other turn-table.

MALPRACTICE

"I'm not prejudiced against that announcer," said the producer, "but I'm afraid that when they remove his adenoids, they threw away the wrong piece."

DOLLAR SHORTAGE

J. Walter Thompson's Jack Napier bet Bob Campbell of the same stable, one dollar for every seat the liberals won over 100, and for England. Wired Campbell: "Don't come here. You can't afford it." Campbell Napier: "I refuse to spoil my holiday with political peccadilloes."

ONE OF OUR AUTOS IS MISSING

Then there's the sheriff who showed the driver a diagram how to make a U-turn on a one-way street. Our Mr. Briggs still drives the street-cars.

MOURNING AFTER

It's a great life if you're dead on a week-end.

—Don McN

TV TOMORROW

"You have been looking on an appendix of my brought to you through the courtesy of the Canadian Medical Association. I am patient's appendix iram ed? Has he peritonitis? well? Will he live? Will he die? Look in next fortnight's paper."

RADIO ROW

Just returned from Montreal at the St. Regis, where CHUM's Mike Hopkins was knocking himself out trying to say something intelligent enough to make this column.

POSTSCRIPT

Attar of Seagram can make you any cooler than it sure makes the weather more bearable.

★
Continuous Radio Audience Measurements Since 1940



Sun Life Building
MONTREAL
PLateau 6494

515 Broadview Ave.
TORONTO
GErard 1144

**1000 WATTS
970 KC**

CKCH

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

STUDIOS
121 NOTRE DAME ST., HULL, QUE.

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

THE KEY TO THE TREASURE CHEST OF THE WEST

**CKGX
YORKTON**

CANADIAN TELESCREEN

Vol. 2, No. 15 TV and Screen Supplement August 10th, 1949

FIRST USE OF TV BY CMA

Saskatoon, Sask.—A Canadian first in television was chalked up here when a thousand doctors witnessed a series of TV programs featuring medical and surgical techniques during the recent Canadian Medical Association Convention. The telecasts originated at Saskatoon City Hospital and were viewed on a dozen 10-inch and 16-inch receivers in convention headquarters at the Bessborough Hotel, about a mile away. In addition, a salon capable of seating 75 persons was equipped with a six-by-eight foot screen and a life-size projection-type receiver.

The telecasts were sponsored by R. Squibb & Sons of Canada Limited, and equipment and technical operation was supplied by CMA.

Three programs a day originated in the hospital. Six of them were surgical operations, the remaining three were medical, tuberculosis and cancer clinics. A surgeon selected by the operating surgeon gave a running commen-

tary of what was taking place. The commentator was located in a studio some distance from the operating room and based his remarks upon what he saw on his viewing screen. It was pointed out that this is one of the features of televised operations; the commentator can make difficult points clear to students without hindering the operating surgeon.

■ ■ ■

TV In Prairies

Winnipeg.—Looks like Winnipeg, way out here in the western prairies—may be one of the last cities to be graced with television screens—if and when the entertainment device enters the Dominion.

O. W. Rodomar, general sales manager of Philips Industries Ltd., Toronto, explains Winnipeg's predicament.

He says cities like Winnipeg will be restricted in the television field by their distance from the larger centres of population.

Another problem posed by the radio executive would be maintenance of a full schedule of entertainment because of the difficulty of providing talent in smaller cities. Toronto and Montreal could possibly keep up full schedules, he said.

Mr. Rodomar recalled that in 1947 "I predicted Vancouver would be buying television sets by 1951. But they set up transmitters in Seattle, and Vancouver and Victoria have television reception now."

He said he understood licenses would be granted for television transmitters in Toronto and Montreal.

Canadian video sets would sell for around 35 per cent higher than U.S. prices, owing to difference in economic conditions, he said.

He said three Canadian-made models would be offered by his firm before winter. They would contain a device to throw an image four by three feet onto the wall.

TEE VEE ACTION

New York, N.Y.—Hearings are scheduled to get under way on August 29 on the Federal Communications Commission's proposed plan to allocate 42 television channels in the ultra-high-frequency band to provide for 2,245 stations in metropolitan cities and communities.

Many of the nation's top-ranking markets will be unaffected by the plan — including New York, Chicago, Philadelphia, Los Angeles, San Francisco, Kansas City, Omaha, New Orleans, Birmingham, Denver and Milwaukee. Other cities, such as Washington, Baltimore, Philadelphia, Atlanta, San Diego, Louisville, Detroit, Seattle, Cleveland and Dayton, would receive UHF channels.

The FCC stated that in developing the allocations it adhered to the following set of priorities in distributing the channels: (1) To provide at least one television service to all parts of the country; (2) to provide each community with at least one station; (3) to provide a choice of at least two video services to all areas; and (4) to provide each community with at least two stations.

The addition of UHF would continue the channel numbers of stations, at two through 13, up to 55. In addition, the FCC invited proposals for color video on these channels, stipulating that an acceptable system must operate on present sets with minor modifications.

■ ■ ■

The Sociology Department of Rutgers University is working on a continuing survey of television for the Columbia Broadcasting System. The study compares the social activities of three groups of persons—non-owners of video sets, owners of sets for less than six months and owners for more than six months.

The Rutgers study found that more than 70% of the teevee own-

ers spend an average evening looking at their sets. It showed that 44% of non-TV families went to the movies the week of the report while only 27% of set owners visited the flickers. Approximately 60% of non-TV families went visiting friends or neighbors that week while only 35% of the set owners had gone visiting. Set owners also selected television in preference to radio during the evening but their daytime radio habits had not changed materially.

■ ■ ■

ABC-TV is planning, among other things, a Kate Smith video hour, a Li'l Abner series and a horror program signing that old chiller-diller, Boris Karloff.

■ ■ ■

Ford is said to be interested in a new Ozzie and Harriet (lately of radio) television show.

■ ■ ■

The popular radio show, Army Hour, may make its video debut next fall over NBC-TV. Incidentally, NBC has launched the video version of another former popular radio series, Lights Out.

Monty Hall PRODUCTIONS

Agency Execs!

Do you need something for the Fall in a hurry? Is your client demanding results with a limited budget?

Well, give us a call — Hand us the problem — Then go on your holidays with a relaxed mind — We love the headaches. When you come back we'll have the solution for you — The show — The markets — The entire picture — Absolutely No Cost To You! Pick up that phone Now — then PACK - - -

MI. 6010
398 AVENUE RD.
TORONTO



The Office of
MART KENNEY
FOR THE FINEST IN ORCHESTRAS,
ACTS, AND ENTERTAINMENT...
125 DUPONT ST. TORONTO, ONTARIO • PHONE KI.3147



FOR THESE ARTISTS

- BROWN, Sydney
- COWAN, Bernard
- DAVIES, Joy
- DENNIS, Laddie
- DIAMOND, Marcia
- FITZGERALD, Michael
- HARRON, Donald
- LAFLEUR, Joy
- LOCKERBIE, Beth
- MILSOM, Howard
- NELSON, Dick
- NESBITT, Barry
- O'HEARN, Mona
- RAPKIN, Maurice
- ROUSE, Ruby Ramsay
- SCOTT, Sandra
- WILLIS, Austin
- WALSH, Elizabeth
- WOOD, Barry

Day and Night Service
at
Radio Artists Telephone
Exchange

IT'S A LONG STORY

to tell you why
B.C. shows
the fastest growth
of any province in
Canada and



THE OKANAGAN VALLEY

the fastest growth of any part of B.C.

B-U-T

WE CAN SAY IN SHORT ORDER THAT

CJIB VERNON, B.C.

Located in the heart of this rich and prosperous country and the only station in the interior of B.C. carrying the Dominion network.

WILL DO A JOB FOR YOU!

Reps.: Radio Representatives, Toronto, Montreal, Winnipeg
John N. Hunt & Associates, Vancouver

NEW FIELDS FOR TV

Television, since it was first successfully demonstrated in England by its inventor, John L. Baird, less than 25 years ago, has reached the point where it is no longer of interest just to the broadcasting industry. Many new uses for the medium are being found daily, latest of which is reported by a London, England, bank, where television has, at least partially, solved storage problems and cut overhead costs.

Ground rents in the City of London are the highest in the world and banks are faced with the problem of storing many thousands of their customers' statements, which must be produced on demand, in a minimum of space. British television experts tackled the problem and came up with a low-cost transmitter, called a "telemeter," with a range of from 30 to 40 miles, that would allow account sheets, stored in the country, to be televised and received on a screen at the bank in London at a moment's notice.

In the field of medicine, surgery and physiotherapy, it is now being realized what a great part television can and will play in teaching these sciences. Students of the Middlesex Hospital School in London, appearing before the BBC television cameras at Alexandra Palace, gave a demonstration recently of physiotherapy. A lecturer in physiotherapy at the Hospital School showed the latest apparatus and the students, acting as patients, showed its application to the treatment of muscles weakened by various diseases.

Guy's Hospital in London recently set the pace by installing the first permanent hospital television system in the world. Fifty newspapermen were invited to attend the debut and were seated before a television screen to watch an on-the-spot appendectomy, with a running commentary by the operating surgeon.

During the operation, an enamelled and chrome-trimmed television camera, run by remote control, was suspended over the operating table, and a microphone was incorporated in the table light. Throughout the entire 27 minutes of the operating session, the surgeon's work was viewed

at an angle just above his hand. Not once did his head come in the line of vision.

At a press conference following the operation, the surgeon commented on the value of the installation for teaching surgeons to postgraduate students. "The great advantage of television that students can hear the surgeon's observations as well as watch his skill as the operation proceeds," he said. "Soon to appear are the days when spectators gather close behind the surgeon in the operating theatre, peering over each other's shoulders for a fleeting glimpse of what is going on."

One of the main drawbacks of this type of teaching was noticed by many of the reporters attending, who later visited the operating theatre to see the finish of the operation. They were struck by the importance of the vivid red, white and pink hues of the bared flesh and organs which were lost on the black and white video screen. The answer to this problem, members of the hospital staff pointed out, would be color television.

In Philadelphia recently, the problem was answered when, for the first time, surgical operations were seen by means of natural color television at the Hospital of the University of Pennsylvania. Dr. I. S. Radwin, professor of surgery, said that color television for this purpose was "one of the greatest advances ever made in medical teaching." Harold Stassen, president of the University, said that he was "tremendously impressed" after seeing the color video demonstration and stated that he hoped plans to equip the University's new projected \$10,000,000 medical center with color TV would materialize.

The closed-circuit transmitting equipment used was developed by the Engineering and Research Laboratories of the Columbia Broadcasting System at the request of Smith, Kline and French Laboratories, a Philadelphia drug firm. Zenith Radio Corporation and Webster-Chicago Corporation operated in the manufacture and design of the receivers. The specially-designed CBS camera can be so focused that the image



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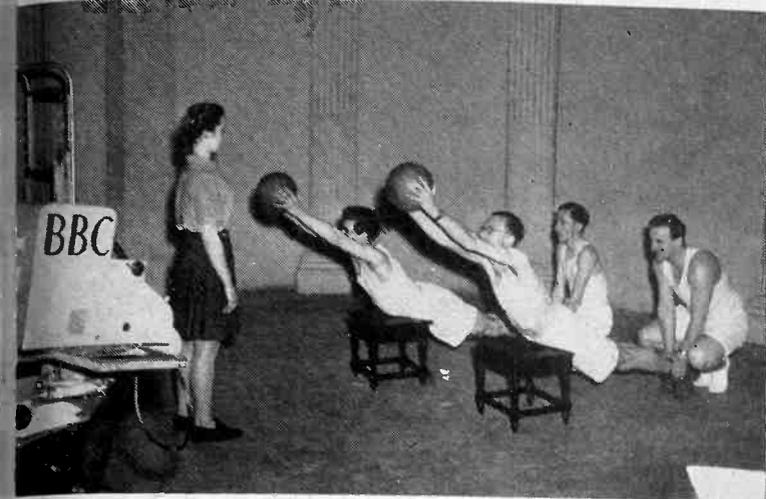
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STUDENTS OF THE Middlesex Hospital School in London are seen above demonstrating, before the BBC television camera, the newest physiotherapy apparatus and exercises that can be performed to regain the use of injured muscles.

the receiving screen is several times larger than what the operating surgeon sees.

Dr. Ravdin pointed out that color TV provides a sense of depth which is necessary in teaching surgery. He explained that the deeper recesses of body cavities which ordinarily are difficult to discern can now be readily observed because of the various gradations."

Color television, as developed by CBS, is the sequential type which operates on the same principle as black and white television where the picture element, line by line, frame by frame, is transmitted in rapid enough suc-

cession to present a complete picture to the eye. To introduce color, further use is made of the retentivity of the eye. The scene to be transmitted is picked up by a camera lens and filtered through rotating filter discs in such a way that first, only the red components of the scene are transmitted, followed by red and green, each color requiring 1/150 of a second. Thus, in 1/50 of a second a complete color cycle passes.

There are two types of receivers in the sequential system. One is the projection all-electronic type, using a single tube on which three color images are produced. The images are superimposed on

a projection screen by three lenses. The other type of receiver is the direct view type using a color disc which rotates in synchronism with the color disc of the camera.

• • •

Back in England, another recent invention that can be accredited to British ingenuity is a "television eye." This is a new electronic device, perfected by a London firm which claims that it can "read" a book 50 miles away. The device is a form of television and is the outcome of experiments conducted by Dr. Hereforth, research director of a leading U.K. radio manufacturing company.

Explaining the possibilities of the new "eye" at a press conference, Dr. Hereforth said: "Underwriters usually insist on dry-docking after repairs before they will insure a ship. But if they could give the hull a thorough inspection through the medium of a television screen in an office, there would be no need to incur all the expense now involved." By the same means, it was pointed out, bridges and sunken objects could be examined and planes would be able to land and take off in inky darkness with much greater accuracy than radar now provides.

Meanwhile, Canada awaits television in its simplest form.

—Tom Briggs.

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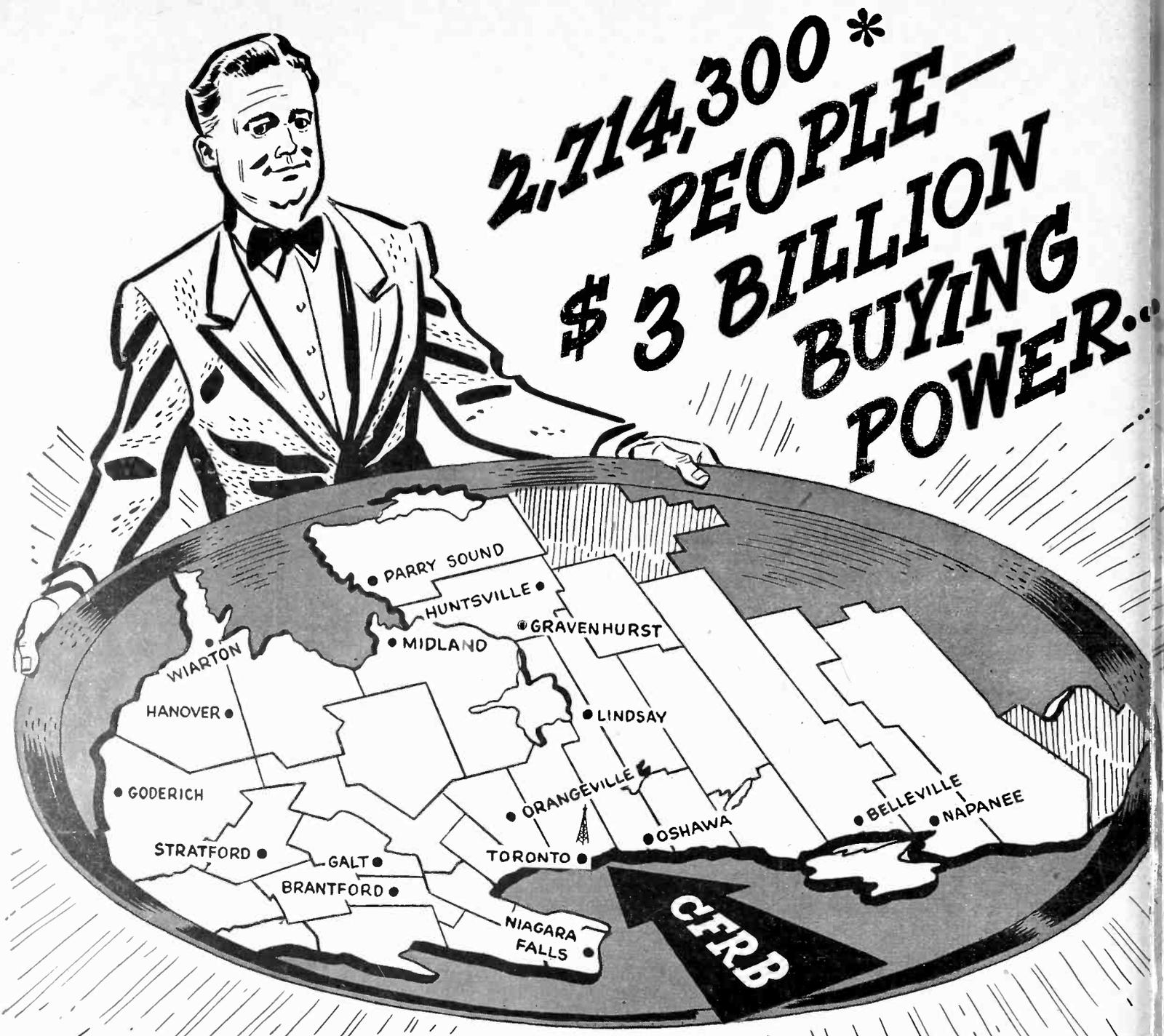
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