If You’re Interested In Selling Halifax HOUSEWIVES . . .

YOU’RE WISE TO USE THE STATION WITH THE MOST “SEX AND SALES APPEAL”!

Here are the latest facts about the “housewife” listening audience in Halifax—taken from the July 1949 Elliott-Haynes share of audience report, and covering the period January-June 1949. Right through the morning, from 10.00 a.m. to noon, CJCH averages over 45% of the listening audience, because CJCH programs give the women the kind of entertainment they want. It’s too good a proven market for sales-minded advertisers to neglect cultivating!

ISN’T THIS TERRIFIC?

<table>
<thead>
<tr>
<th>Monday thru Saturday</th>
<th>Station “A”</th>
<th>Station “B”</th>
<th>Station CJCH</th>
</tr>
</thead>
<tbody>
<tr>
<td>10.00-10.15</td>
<td>14.0</td>
<td>31.4</td>
<td>52.9</td>
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<td>10.15-10.30</td>
<td>11.7</td>
<td>23.4</td>
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<td>10.30-10.45</td>
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<td>11.30-11.45</td>
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<td>41.1</td>
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<td>11.45-12.00</td>
<td>49.1</td>
<td>21.5</td>
<td>23.9</td>
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<tr>
<td>Morning Average</td>
<td>17.6</td>
<td>31.6</td>
<td>45.3</td>
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</tbody>
</table>

“Four-star” entertainers that are “ladies’ choice” on Halifax radios each week-day morning. They’re sponsored by national advertisers who aim to make their advertising dollars pay real dividends. Get the facts today about CJCH morning programs and available times.

DON LOUGHNANE

GEORGE RICH

ABBIE LANE

DANNY GALLIVAN

“5000 WATTS SERVING HALIFAX, DARTMOUTH AND GREATER NOVA SCOTIA EIGHTEEN HOURS EACH DAY.”

Representatives: NATIONAL BROADCAST SALES, TORONTO, MONTREAL
DONALD COOKE, INC., NEW YORK CITY, U.S.A.
Ever since the days when I begged to be a rah-rah girl and game sufficiently adult to wear coat which was a need (I thought), I've been an avid of rugby games. That is one reason I was so keen on hearing
Hamilton Wildcats-Toronto goos game recently over CFRB.
Knight gave his listeners a fieldscopic view of the players, each play, and all the ongs. He must have been a hit on his touch-describe such fast-moving game so cleverly.
The sponsor was Sweet Caporal cigarettes and the commercial was of the short and punchyuity. Jack Dennett was in the year's seat on this occasion and I truly good job. I probably get an argument from some one who says: "Oh, well, Dennett a favorite of yours anywhow."

As I think Dennett is one of the better announcers and, together with McKnight, they teamed up to put across a bly successful show.

While we are on the subject of CFRB, I was truly amazed at hearing some broadcasts of "Spins d Needles" where Wally Crouter the emcee. While the recorded disc is of a good class, didn't put out a thing on his final broadcast, as a lot of the public over a phonetin. Crouter succeeded in intruding. Gallagher has appeared on big-time programs and has a name band. Sure this piece of interview is a bit uncalled for.

Just what causes some emcees to talk when their guest is speaking is difficult to understand. Maybe they are amateurish and at their game is new to them. It may be a case of microphone jitters.

I have heard many favorable reports about Mike Wood, so anxiety overcame me and I tuned in to hear a few minutes of his program. Much to my further amazement, I found a repeat of this performance, so those who want to listen to Mike Wood on CFRB, do put that: I'll find other entertainment. To me, Wood sounded as though he may have listened to Elwood Glover's "Musically Yours" program and was trying to bring his show to that level. At times he resembled Bob Morrison whom I last heard from Vancouver, and, doubtless, there was a sprinkling of Wood.

My summer mail revealed two letters from John and Mary Martin, sent from their summer home near Deep Bay in the Parry Sound district. Just off hand I'd say this man Martin writes very interesting letters. It was nice to hear from them despite their boasting of being cool as cucumbers while our thermometers hovered around 100.

There are dozens of people right in this building who have asked me why this show is not on the air. You never seem to arrive at a satisfactory answer. For my money, "The Martines" is sold stuff.

**SYMPHONIC PREVIEWS**

Winnipeg: — This city's symphonic orchestra is now a going concern, but CJOB figures a little publicity won't deter the music-makers.

So every Sunday night during the winter season the station is airing a program titled "Walter Kaufman Selects."

Kaufman, conductor of the orchestra, picks out for the program selections the orchestra is going to present during the winter concert series. Also, a personality from the orchestra is interviewed each Sunday night. Narrator is James Henderson, symphony manager.

**ADVERTISERS!**

Closing Date: For Our
ACA Convention Issue Is SEPTEMBER 28

---

**Top Shows For Winter Listening... CFRA's...**

**Formula For The Family**

- Shirriff's Fun Parade
- Adam's Take A Chance
- Wrigley's Cisco Kid
- Showtime From Hollywood
- Dramas From the Courts
- Damon Runyon Theatre
- Boston Blackie
- Bulldog Drummond
- The Green Hornet
- Philo Vance
- The Adventures of Mike Shayne
- Music Hall of Fame
- The Eddy Arnold Show
- The Sons of the Pioneers
- Children's Record Club
- The Family Theatre

**First Station In The**

Hearts Of Ottawa
Valley Listeners

Serving as well as Entertaining

---

**CFRA**
Did in one of the publick journals read a phrase which pleased me mightily, that "Advertising is the friendly hand-clasp of introduction." The which I do interpret to mean that if a man have a good product or service, he may tell of it in a friendly way. And it does, therefore, please me well to tell something of the service which Stovin and Company do render to radio and those who are concerned with it as an advertising medium – Radio is long past the days when it was sold joyously for its novelty. Advertisers and their Agencies, long-trained in Truth in Advertising, now buy Radio on facts – It is with some pride, then, that I do record the way in which Stovin and Company, who render service to radio stations, to advertisers, and to advertising agencies, have geared that service to today's requirements – They have no salesmen who depend on a glib line whereby to sell radio. Each man must undergo at least six months of intensive training before he is permitted to service any agency. He must, in short, know his facts before he can present them. To assemble all that is needed on station coverage, market potentials, listenerhip habits, and the like, Stovin and Company do maintain a Research Department, who does not only collect, but does check and re-check facts before they are put to use – As a result of this policy, which we do truly believe is Scientific Selling, we are proud that Advertising Agencies do more and more call on us for the complete laying-out of campaigns across Canada, and have confidence in the full information we prepare for them that they may approach their clients with all the needed facts and figures – Do close by quoting our own precept “To be a real Salesman, first be of real service,” and do feel proud to see it in daily use in this house of business.

STATIONS

Co-operative Promotion
For Individual Stations

Banff, Alta. – A tendency towards a growing consciousness of the need for more promotion and publicity on the part of individuals, to be done more and more by the national network, was one of the more important developments announced at the C&AB Convention held here Sept. 8 to 10.

The 16 stations represented in the national sales field by Radio Representatives Ltd. held at least two private meetings at which plans were discussed for the establishment of a co-operative promotion and publicity department located presumably in Toronto.

This department which will, it is planned, be headed up by a "top-flight promotion and publicity man," will undertake a co-operative promotion of the group and provide participating stations with advice in merchandising programs, dealer tie-ups and so forth.

Emphasis in these undertakings, according to Gordon Love, CFCN, Calgary, who disclosed the project to Canadian Broadcasters & Telescreen, will be upon maintaining the operation of each station, in complete independence from the rest of the group, yet giving them each the advantage, in both efficiency and cost, of multi-station promotion.

NEW STATION AND JAYCEES
SPARK HOSPITAL DRIVE

Newcastle, N.B. – Due to the efforts of station CKMR and the Junior Chamber of Commerce here, the drive for funds, which will add a new wing to the Miramichi Hospital, went over the top with $11,000 contributed in the first three weeks.

Since the campaign opened many programs and publicity stunts have been aired by CKMR. A morning program carried by the station, in which nurses and prominent women spoke on health and the hospital, received very favorable comments, and contributions, and a "request" show, featuring local talent, brought in so many pledges of financial support that it was carried into a fourth week to discharge the backlog of program requests.

A feature of the building fund campaign was the "Share the Wealth" project, launched with the help of CKMR and the Jaycees. It consists of a jackpot of goods and services valued at $2,000 and tickets sold went into a lucky draw. It was expected that this part of the drive would result in an additional $10,000 being raised.

During the evening "request" show, people bid on certain vocalists they would like to hear sing on the air and orchestras throughout Northumberland County played, without charge, in dance halls donated for the programs. Taxi drivers and the bus company provided free transportation to the shows.
Opinions Must Be Aired

Unless you're a standard to fight for;
Unless you're a banner unfurled,
Much better by far
To stop where you are
And never go out in the world.
—School Song.

The question of editorializing by radio is one which was discussed at considerable length by the delegates to the Canadian Association of Broadcasters Convention at Banff this month. It was decided, and we are inclined to think rightly, that this is a matter which should be left to the individual stations who are actually the only ones responsible for their stations' policies.

We feel very keenly on this subject. It seems no argument to us that the editorial page is one way in which the daily newspaper is able to capture and public interest. Is it not, therefore, a pity that radio fights for it, because it is contentious, while so far is what makes it of value the press?

...We are not too convinced that opinions and admonitions brought to public view on the editorial pages influence public opinion as much as their editors and publishers would like to believe. We do think, though, that in bringing matters of public interest out into the light of day, and with each paper presenting its own views on the subject, public service is rendered both in aiding and abetting general discussion of important matters, and also in stirring interest in such matters which might otherwise have lain dormant forever.

We believe that radio had a duty of bringing contentious matters of public importance out into the light present to the Massey Commission, and would have more success story told to the long list it is currently presenting.

Many strong statements are made out radio's duty to improve the cultural standards of the public by disseminating better music, drama and other entertainment. This is what the CBC tries to do. Because of its national character, the CBC cannot come out for cause, whether it be a subterranean liarsway, a political party, or pensions for veterans. Yet how much more important is a knowledge of the affairs of the country than an appreciation of the masters of music?

A Challenge To Station Managers

In no sense would we depreciate the excellent presentations made by the Canadian Association of Broadcasters to the Royal Commission in Ottawa early this month. We are, however, of the opinion that there is at least one story that remains to be told, or at least made more fully, and that is the story of the extent to which the various communities rely on their community stations under various sets of circumstances ranging from charity drives to emergencies like fires and floods.

This editorial should not be regarded as a criticism of the institutional briefs filed by the CAB. It might well, however, be regarded as a lead for those stations—and it is to be hoped that there will be many—which will appear before the Commission as it proceeds across the country.

We believe that this part of private radio's case should be presented in a factual way. Just as a news story of radio at work needs no adjectives to point out how good it is in such a publication as this, in the same way, an objective handling of the story of funds raised or disasters relieved by means of radio needs only to have its facts plainly and simply set down to earn for them an understanding hearing by the Commission which has already shown itself most willing to listen.

The Flitch Hangs High

In our issue of October 30, 1948, Lewsite column, we suggested that with George Bertram of Swift's heading up the ACA, an apt slogan for this year's Convention might well be "Bringing Home the Bacon." We are not a little flattered to find that our suggestion has been adopted.

From the standpoint of radio and other advertising media, there is no question but that it is in very truth the ACA which brings home the bacon. There are times when the media are a little inclined to forget all about the people who foot the bills. There are those who forget that perhaps there is no one to whom the tremendous job which has been undertaken by the ACA for the good not of its individual members, not of its association but of the advertising craft as a whole.

Each fall this association of buyers of advertising holds its convention, which it graciously opens even to those on the selling side. We question whether there are many other businesses which reverse the customary procedure and entertain their "suppliers" as is done at this annual function by the ACA.

...This year the ACA Convention takes place at the Royal York Hotel, Toronto, October 19 to 21. Its general format will follow the pattern established by general manager Athol McQuarrie over the past years. That is to say it will consist of discussion panels, and the topics chosen for these panels will cover virtually every phase of advertising. Of especial interest to our readers is the afternoon session of Wednesday, October 19, headed by C. W. Hart of the Procter and Gamble Company of Canada Ltd., which will be devoted to radio and television, with the accent on the latter.

You don't have to be a broadcaster to be attracted by this feature of the convention, because television is a topic on every tongue. But we are inclined to believe that there will be a message of especial interest to this industry's readers. Its sponsors when CBC chairman Dave Dunlop winds up this particular session with an address entitled: "Canada's Television Future."

In wishing the ACA success with its 35th annual convention, we are sure that we are joined by the radio industry and all about it.
CKTS
SOS.
wealth
bougaman, pushing
long,
news
RC
-quarter
by
commercial
Representing
power, all linked
Quebec
Radio
Actual
Market
of all
north,
again with more
Jos.
150
Toronto
in
250

2

CJIB, and

CJIB,

Forum
asked flat-
viewing
"Finally," says Mr. Pitt, "producing a broadcast which main-
tains interest without becoming 'stuffy' is a task worthy of any

man.

Sudbury.—A different approach to the business of interviews and
audience participation has been taken by station CHNO through its
program, "Curb Service," a midnightly, except Sunday, hour
and a quarter show which is drawing
interest from a long line of
cars and sponsors.

The program is literally a "curb service." CHNO's studios are loc-
cated in a residential section of Sudbury's main street and out-
side every night, about 11.15 p.m., a long row of cars is to be seen
waiting for the broadcast to start. The program is based on inter-
views with people in the cars out
side the studio and Alan Conroy, who handles the interviews,
reports that frequently the inter-
viewers are of more than usual
interest, especially some American tourists who always seem to
quite taken with the show. On
an average evening the occupancy
of about 25 cars get on the broadcast
and each person involved is
asked to name a favorite rec-
cording, to be played on the show
later, and, while the next inter-
view is being handled, Bill Dan-
luck and Wally Roberts sort through the library to find the
request number.
Sponsors for the show are pri-
marily local merchants: garages,
men's and ladies' wear stores;
soft drink franchises; and
side restaurants. For the benefit
of some of the restaurants, the
show is occasionally aired for
their parking lots, usually changing
in the lot being jammed with

cars.

Man On The Curb

In CKCK's Home Rural Divisions
6A, 6B, 6C, 6D
Representing A Block Of
14.6% Of Total Sets In Province

By Actual Survey

CKCK RECEIVES 51.6%
More Than All Stations Combined

CKCK — First BUY In Saskatchewan

 Performances scheduled as follows:

**NEW TALENT FOR "C-I-L SERENADE"

Montreal. — Cockfield, Brown
Montreal, have announced
that they have signed up Morley Mar
golis, runner-up in last season's
"Singing Stars of Tomorrow"
series, to start a C-I-L "Serenade"
which begins on Sunday
October 16, from Montreal to the
Dominion network. Margolis is a
winnepegger, a baritone with
wide repertoire, ranging from
popular ballads to some of the
most exacting of operatic works
He spent this summer as a
vocalist at Banff Springs Hotel
and the Chateau Lake Louise.
Another addition to the
"Serenade" show is the Bay John
son Choir, consisting of eight
to voices, male and female. This
group was drawn from the large
choir of the same name which
has been performing for several
years at Instituto Tad
Rocco's "Light Up & Listen"
broadcasts.
Complete line consists of 250 Watt, 1 KW, 5 KW (shown) and 50 KW transmitters—Antenna Coupling-Phasing Equipment and Accessories.

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

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

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

Most western broadcasters left Banff with the feeling that their convention had been a success, mainly because issues were clearly defined, freely discussed and acted upon, or else confidently turned back to President Bill Guild and his board for disposition at their discretion. It was our impression that this was in no sense a case of buck-passing, but rather a result of the unanimous feeling (unanimity expressed at fully attended meetings — even the one called for 8.30 a.m. — with all delegates voting), that his presentation to the Royal Commission had proved him competent to carry their standard.

It was a foregone conclusion that Guild, who was named chairman of the parent association, CAB, at its convention at St. Andrews last June, would step down from the leadership of the western association at this meeting. He did. It was also to be expected that someone would suggest that he carry on with the WAB presidency too. But the enthusiastic roar of approval with which he was acclaimed back into office — a roar lead, incidentally, by the only other contender for that office, Ed Rawlinson of CKRI, Prince Albert — left no doubt in the minds of the most sceptical that the organization was behind him to a man.

Bill Guild is where he wants to be — on top. This is the spot he must have been aiming at since 18 years ago, in 1931, when he and yours truly vied with one another for an 18-dollar-a-week continuity writer's job at pre-All-Canada CKOC, Hamilton. (We need hardly say who won out.)

As part of the fight Bill started then, he used to take home his typewriter after writing his commercials all day, and grind out the scripts (three half hours a week) for that early but still remembered network program "Black Horse Tavern." The assignment, incidentally, netted him five bucks the stanza. We know, because we couldn't get it away from him even by cutting prices!

Remaining at the station under its All-Canada managers, M. V. Chesnut and Bill Cranston, Guild rose to commercial manager. Now, as manager of CKOC, Lethbridge, he has built up revenue to the point where he is the subject of corridor conversation whenever two or three broadcasters are gathered together.

Bill Guild came up the hard way by blasting through every petty obstacle. It is our opinion that both CAB and WAB will thrive under his leadership.

We are writing this column on the way home from Banff, on Train 4 of the CPR. We are writing it between pleasant but unprofitable rummaging sessions with PN's Chuck Edwards and Mike Duggan. We are writing it under the peering eye of a young lady, four, who is so fascinated by the flight of our fingers (both of them) over the keyboard that one by one she has submitted to the scrutiny of her mother and an estimated nine brothers and sisters. Then Jack Whitehead, homeward bound to Horace Sporin's Winnipeg office, stopped by for a spot of sociable yak-yak. Ingeniously we showed him the first four items of the Lewiston column, and asked for a contribution. Now we are alone. Ah, us!

CXV had fun and games acquiring their new transmitter site. The deal with the farmer was all taped up at somewhere around 11 p.m. Then the farmer got expensive ideas. Pen poised over the agreement to purchase, Lloyd Moffatt was blandly told he couldn't have the land without the pig. The pig was twenty-five dollars. Lloyd paid.

Les Garside of Winnipeg recently said farewell to radio, but it didn't last long. He looked us up on our home train, as we passed through the Manitoba Metropolis, to tell us that he was back where he came in or something.

Finally we deduced that Les has been renamed general manager of Inland Broadcasting Service, 171 McDermot Avenue East, from which concern he resigned not so long since. Les will be presiding over Inland's transcription business and will merge his Winnipeg representation business into the same operation. And speaking of operations, Les' friends will be glad to know that his wife, Hazel, who has been through a succession of them, is home, happy and recovered.

Love vs. Carmichael: Jim Love of CFCN, Calgary, commences a life sentence September 30, to be pronounced at St. George's Church, Winnipeg. He will be committed to the custody of Mary Carmichael of that city. We wish them all the happiness the circumstances permit.

Tom Holub, one-time editorial assistant on this paper, is now answering to the title of continuity editor at CKCK, Regina.

The elements took a hand — the back of their hand — in the opening of Ralph Snelgrove's station.

DON'T TRAVEL — DO BUSINESS

You can reach Oshawa by either one of two efficient railway systems but you can't do much business on the station platform. In order to effectively cover the city you must use local transportation.

You can advertise on several radio stations which reach Oshawa but in order to effectively reach the city's radio homes you must use the station to which most sets are tuned. Ed Haynes' latest figures show a CKDO listnerhip of more than twice that of any other station in this area.

Ask for CKDO facts from:

JAS. L. ALEXANDER
Canada

WEED & COMPANY
U.S.A.

CRDO

OSHAWA, ONT.
EEE GENERATIONS OF CHEESE alternatives participated in opening ceremonies of station CHML.

From left to right they were Mrs. C. F. (grandma): Eve (momma): eight-year-old Lyn, of the show; Ralph (pop and prop).

A surprisingly eloquent: "He hit! He scores!" And right up, the heavens roared their private welcome to CKBB. A long and loud clap of thunder which knocked the stage momentarily off the air. For finished with an imaginary play-by-play of the Barrie Flyers winning the Memorial Cup.

Among other speakers were Ken Leonard of CHML. Hamilton, who listens what a forward step launching of their community would prove to be. Then told the merchants and business people who were listening to how radio would help them.

Inspirated a whisper from a member of studio audience: "Hold it. Ken! You can't hear us in Hamilton."

Jean J. M. Clair, Catholic Bar pastor, told listeners of his longest interest in radio:
It is near 40 years since I hit my first radio receiver—a small set—tuning coil wound on piece of a limb of a dead tree.iding contact made from the inside of a pair of old suspenders for condenser and a head phone. Total cost about $2.55.

The four-wire aerial was a piece of wonder to passersby, then they would come in to find out what kind of gadget it was. Well do I remember the excitement in my attic studio one rainy afternoon when for the first time I heard the buzz-buzz (or dit-dah) of the Continental Morse Code. Even before World War One we used to receive the news, baseball scores and weather.

"There was no such thing as a voice transmission in those days—not for years afterwards; but I used to hear voices on the crystal set and finally traced them to the Bell Telephone wires that passed along the road nearby. So I claim to be one of the discoverers of Radio Phone. Dr. Lee De-Forest, inventor of the vacuum-tube and the RCA collect the royalties.

"The modern radio station is a much more elaborate place than our attic with its trunks and furniture. Unsightly instruments are hidden behind stately panels with their dials and meters. The control room and studio are wonders of order and acoustical perfection. The neat "mike" modulates your voice so that the radio audience is able to recognize and understand it. The radio station is a busy place and must be handled with the precision and exactitude of a railway dispatcher's office.

"A radio receiver is standard equipment in the modern home. It is a source of entertainment, of education, of social unity, of mutual understanding. It makes the world a much smaller place. It should be a great power for good, and no doubt it is in our part of the world at least.

"In some places it is a source of propaganda, which is often a fabric of untruths. There is evidence that in some parts of the world people do not know or have forgotten that there is a commandment of God: 'Thou shalt not hear false witnesses.'

"I am very glad that Barrie has a radio station. I congratulate those who were instrumental in establishing a station here. May I extend my best wishes and felicitations to Mr. Shegrov and his associates in station CKB. I hope their undertaking will be a great success. And so, in the ling of the amateurs, may I say '73, which means 'Good-bye and thanks for listening.'"

Canadian BAKERIES has renewed on

DJDC

DAWSON CREEK

to reach the $5,000,000 crop area of Dawson Creek

PLUS

The vast Peace River Districts of Alberta and B.C.

Ask Radio Reps. Ltd.

Canadian Broadcasters & Telescreen

Page Nine
EDUCATION

Radio Requires Matric Or Better

Twenty-three of the 68 private stations which replied to a Canadian Broadcast & Telescreen survey on personnel requirements asked for a minimum education of four years College or High School, while 17 felt that three years is sufficient. Fourteen station managers would prefer five years College or High School; 11 express a preference for two years University and a like number for four years. Most managers pointed up the fact that a flare for the business is the prime requisite and many of them stated quite flatly that formal education is not regarded as important.

Fifty-two of the 68 managers proffered themselves as being prepared to consider applications for vacancies on their stations, when they exist, from people without actual station experience. Sixteen managers answered "No." Forty of them stated that they favor applicants who have taken courses in broadcasting, while 28 replied in the negative. Forty-four managers expressed their view of what should be taught in broadcasting courses. Forty-two of them checked "announcing"; 39 "writing commercials"; 30 marked "program continuity writing"; and 26 marked both "operating" and "news editing."

The following are the complete returns from the questionnaire.

Question 1. Are you prepared to consider applications for positions on your station from people without actual station experience?

250 watts and less Yes = 14 No = 5

1,000 watts Yes = 20 No = 5

5,000 watts and over Yes = 18 No = 6

Totals Yes = 52 No = 16

Question 2. Do you favor applicants who have taken courses in broadcasting?

250 watts and less Yes = 14 No = 5

1,000 watts Yes = 13 No = 12

5,000 and over Yes = 13 No = 11

Totals Yes = 40 No = 28

Question 3 (a). Please indicate MINIMUM educational requirements for aspiring members of your staff.

250 watt stations and less

5 years College 5

Senior Matriculation 5

Junior Matriculation 4

2 years College 2

1 year University 1

No Minimum 1

1,000 watt stations (26 replies)

Senior Matriculation 11

Junior Matriculation 5

2 years College 4

1 year University 1

No Minimum 3

5,000 watt stations (21 replies)

Senior Matriculation 8

Junior Matriculation 3

2 years College 2

1 year University 1

No Minimum 4

Totals (58 replies)

Senior Matriculation 23

Junior Matriculation 21

1 year University 17

2 years College 5

1 year University 2

2 years University 1

No Minimum 8

Question 3 (b). Please indicate PREFERRED educational standards for aspiring members of your staff.

250 watt stations and less

4 years University 5

4 years College 4

Senior Matriculation 4

Junior Matriculation 2

3 years University 1

1 year University 1

3 years College 1

No Preference

1,000 watt stations (26 replies)

2 years University 6

1 year University 4

1 year College 1

Senior Matriculation 3

Junior Matriculation 3

3 years University 2

2 years College 2

No Preference

1000 watts (25 replies)

1 year University 3

3 years University 5

Junior Matriculation 3

4 years University 4

3 years College 2

2 years College 1

No Preference

Totals (68 replies)

Senior Matriculation 12

Junior Matriculation 11

1 year University 7

2 years University 6

3 years College 5

2 years College 1

No Preference

Question 4. If your answer to number 2 was "YES," please check courses you feel should stress in the training.

250 watt stations (19 stations)

Announcing 7

Writing Commercials 4

Operating 3

Writing Programs 3

Activity Broadcasting 1

News Editing 2

Total 16

No Answer 3

5,000 watt stations (24 stations)

Announcing 3

Writing Commercials 15

Writing Programs 10

Operating 6

News Editing 6

Activity Broadcasting 9

Operating 7

Acting 2

No Answer 1

Totals (43 stations) 63

Announcing 13

Writing Commercials 16

Writing Programs 10

Operating 6

News Editing 7

Activity Broadcasting 13

Operating 7

Acting 2

No Answer 1

Courses of instruction not listed in the questionnaire were added by some stations. Figures in brackets indicate the number of stations which suggested the added courses.

Sales (2)

Oral English (1)

General Music (1)

Public Relations (1)

Broadcast Procedure (1)

Station Analysis (1)

Production (1)

General Business (1)

The antics of "Fibber McGee & Molly" pulled a thumping rating of 43.4 on CJOC. Enthusiastic, loyal listeners in Southern Alberta's richest market will respond to YOUR sales messages, too!

"YOU CAN'T AFFORD TO MISS THE LETHBRIDGE MARKET!"

CJOC NOW 5000 WATTS

LETHBRIDGE ALBERTA ALL-CANADA STATION

CKMO YOU MAKE FRIENDS in Vancouver when you

Buy neighborly CKMO

CKMO 1000 WATTS

1410 on your DIAL
that some advertisers contemplating sponsorship of give-aways have now turned their pocket-books in other and less controversial directions. George S. McMillan, board chairman, Advertising Federation of America and vice-president in charge of public relations, Bristol-Myers Co., said the decision of the Commission smacked of "little too much of political power."

Mr. McMillan said that "The Advertising Federation of America is not concerned here with whether the give-away programs are effective. It does deplore the attempt by a government bureau to set itself up as a censor of programs and advertising. If the lottery laws are broken—and we doubt very seriously that they are—it is the duty of the Department of Justice to take whatever steps are necessary to stop the job of the FCC."

This column is inclined to agree with Mr. McMillan in that we deplore the give-away type of programming and we also feel that it isn't the Commission's duty to crack down on the broadcasters although we're not completely convinced of the latter.

We do think that if the present lottery laws don't cover these greenbacking give-aways, then somebody down in Washington should step in as quickly as possible and make damn sure they do. If forcing this type of programming into the eyes and ears of the public isn't a criminal offense, then it'll be convinced that Jesse James was a member of the Ziegfeld Follies chorus.

When the networks complete the debuts of their fall-winter schedules this month and next, you'll notice that there has been quite an upheaval in programs. In addition to the number of shows that have switched networks, there will be an overwhelming number of "new" programs. (We put "new" in quotes because most of these programs are new in title but hardly new in type of format.)

Next issue we hope to bring you details of these new shows. Let it suffice to say here that NBC seems to be in the lead, with its approximately 26 new programs announced in this space several weeks ago. When the network revealed its plans to challenge the CBS raids on its talent.

Other program switches are currently in the works. ABC will pick up about $1,000,000 in billings when Philip Morris cigarettes drops sponsorship of "Against the Wind" and "Queen for a Day" over MBS and picks up the tab for American's "Ladies Be Seated," and "One Man's Opinion" in October.

In turn, ABC stands to lose approximately $750,000 billing when the American Association of Railroads moves its "Railroad Hour" musical series to NBC beginning October 3. The show will keep the same time period, 6 p.m. on Mondays, to tie in with NBC's brace of mood music programs on that evening.

Again in turn, NBC will lose an unrevealed sum when Carnation switches its "Contented Hour" to CBS (Collects Better Shows) on October 2. The program will follow the Horace Heidt show on Sunday nights. Horace is another 550 ABC star.

It's the same old story—rising costs and shrinking profits—for all advertising media and radio is no exception. Newest NAB figure shows that during 1948 the ratio of operating expenses to station revenue was 82% compared with 70% in 1941 and 73.5% in 1946. Station profits on sales of the same size from 26.5% of station revenue in 1946 to 21% in 1947 and to 18% last year. Largest single cost item for all classes of stations was wages and salaries.

On the Cuff Note... As we predicted in a recent issue, we have a new tentative debut date for the All-Industry Presentation motion picture. Newest date is January 1... Lack of sponsor interest said to be responsible for ABC dropping the Eleanor and Anna Roosevelt show last week. (The Roosevelts probably refused to insert a give-away gimmick)

Incidentally, ABC's vice-president in charge of television, Charles C. (Bud) Barry, the lad mainly responsible for putting "Stop the Music" on the air (that's a distinction!), has been appointed v.p. in charge of programs for AM and TV. He told us that Jimmy Durante's former straight man, Garry Moore, will head up a new five-a-week full variety show over CBS starting later this month... and that's the news till next issue.

BRUSH UP ON THE FACTS!

More People in the booming ALBERTA market listen to CFCN

THE VOICE of the PRAIRIES

CALGARY

*SEE the 1948 BBM survey report OR ASK RADIO REPRESENTATIVES LTD.
VERBATIM

The Case For Private Radio
SUPPLEMENTARY PRESENTA-
TION by the Canadian Asso-
ciation of Broadcasters to the
Royal Commission in the Arts,
Lettres and Sciences, delivered
by William M. Guild, chairman
of the board of directors of the
CAR. This presentation will
appear in full, in three sections,
of which the first follows.

I was very interested yesterday
morning, during the introduction
to the subject before you at the
present time by Mr. Wright of
his very able sketch, of the de-
velopment of Canada since Con-
1867, as well as the par-
allel of the development of
Canadian Radio with the growth
of the Dominion. We as Canadians
can be more than proud of Can-
da's increasing stature among
nations and in virtually all fields
of endeavor under private enter-
prise and our democratic consti-
tution. As operators of privately-
owned stations in Canada we are
pride indeed that the evidence
already presented before you illus-
states strikingly the part that
we have played in the development
of Canada's radio and of the
nation.

It is fortunate for Canadians
that this Commission is sitting at
a time when the concepts of in-
dividual freedom and enterprise
are endangered or destroyed by
authoritarian doctrines in many
countries of the world. The very
essence of democracy is demon-
strated in the fact that our gov-
ernment has seen fit to place an
analysis of Canadian Radio and
teach television as well as its future
developments in the hands of an
impartial Commission. World
events of the last decade have
demonstrated that democracy is
best preserved by diverse owner-
ship and the free expression of
opinions and preferences. It is
possible in the preservation of
these principles that the privately-
owned radio stations of Canada
have beserved their people.

The geographical characteris-
tics of the various regions of this
extensive Dominion differ consid-
crably. Means of livelihood and
living conditions vary widely be-
tween provinces. In consequence,
the tastes and desires of our peo-
ple present an interesting and
diversified pattern of character.
As was pointed out to us yester-
day, Manitoba joined Confed-
eration in 1870, British Columbia
in 1871 and Prince Edward Island
in 1873. Beyond the economic and
political consideration involved, it
must have been observed that the
these three provinces, touching as
do they do the western extremity,
the geographical centre and until
recently the eastern extremity of
our Dominion, would add to the
national character their individual
contributions. Nor can it be con-
cluded that the original Confed-
eration compact envisaged the
importance of the language and
traditions of Upper Canada, Lower
Canada or the replacement
character of Upper Can-
da by that of Lower Canada.
The very purpose of Confeder-
ation was by unity to defend
other each rather than to absorb
each other. It is natural then and
indeed desirable that the character
shall be diversified and of many
parts.

We have been told, Mr. Chair-
man, in yesterday's evidence, and
I quote: "Clearly the air chan-
nels of a nation, part of its pub-
lc domain, should be developed in
a way and under conditions thought
best to meet the inter-
est of the nation," unquote.

This nation comprises the lum-
berjack, the miner and the store-
dweller of British Columbia, the
rancher of the foothills, the oil
rigger and grain farmer of the
prairies, the industrial worker
of Ontario, the bourgeoisie of
metropolitan centres, the sturdy
habitats of Quebec and the patient
fisher-folk of our Atlantic
provinces. The air channels must
be preserved for these people. The
channel assigned to Lethbridge
belongs to the people of Leth-
bridge and the surrounding com-
munity. The channels assigned to
Sherbrooke belong to the people
of the eastern lowlands.

This is a theory to which the
operators of the privately-owned
stations in Canada wholeheart-
dedly subscribe. It is our opinion
that the future of Canadian char-
acter, and the cultural de-
velopment of our nation begins at
the local level and grows to be
the diverse Canadian pattern ben-
utilized by Confederation. It is
PEOPLE

Starts 26th Year

Toronto.—Back in 1923, when CFRB's studio engineer Bill Baker started in radio, you needed half a dozen letters after your name to operate one of those cumbersome battery sets which were then the last word in radionic development. In his quarter century with the radio industry, which he celebrated early this month along with his 41st birthday, Baker has seen the complete evolution thus far of the sound industry, a change from the cumbersome crystal to the push-button console.

Bill was only 15 when he started to work with Standard Radio, which was then solely in the business of manufacturing receiver sets. In those days, as Bill recalls, electrical current came from dry cell batteries and each set owner almost needed an engineer's degree to operate his set.

He moved to CFRB in 1928, during the revolution that saw batteries become a thing of the past, and by this time, Bill says, two knobs could be relied upon to bring in a wide choice of stations where formerly you were lucky to get even one.

In handling his job as studio engineer at CFRB, where he has been ever since, Bill believes he has been put just about every type of actuality broadcast there is, with one notable exception. As yet he hasn't been on a hanging. His favorite special event jobs are sport broadcasts and he is invariably the man behind the mike whenever his station covers sporting events.

B M I  N A M E S  E D I T O R

Toronto.—Dr. Claude Champagne, eminent Canadian composer and musician, has been appointed to the newly-created post of Editor-in-Chief of BMI Canada Limited.

In assuming this post at BMI Canada Limited, while continuing to act as assistant director of the Conservatory of Music and Dramatic Art of the Province of Quebec, Dr. Champagne plans to extend the scope of Canadian composers through broad publication policies and performances of their works in concerts and by radio.

Since its publishing activities started in September of 1947, BMI Canada has issued about 36 compositions by Canadians, and it is Dr. Champagne's aim to develop Canadian composers' talents even more fully and to have their works performed not only in Canada but in other countries as well.

"Sorry! Mr. McLay is Out!"

You'll often get this reply when you phone N.B.S. Sales aren't made in the office—and N.B.S. Sales Executives are out calling on their accounts and prospects.

"Mr. McLay will return your call when he returns to the office at 4:30." Yes, you get good service—but N.B.S. salesmen are out selling these active, sales-producing stations:

ONTARIO

Barrie CKBB 250 W.

Hamilton CHML 5000 W.

Kingston CKWS 5000 W.

Kirkland Lake CJKL 5000 W.

North Bay FCCH 1000 W.

Ottawa CCKO 5000 W.

Peterborough CHEX 1000 W.

Peterborough CIFA 750 W.

St. Catharines CKTB 1000 W.

Sarnia CHOK 5000 W.

Timmins CKGB 5000 W.

Toronto CKET 5000 W.

QUEBEC

Montreal CJAD 5000 W.

Amos CHAD 250 W.

Rouyn CKRN 250 W.

Val D'Orr CKVD 100 W.

Maritimes

Halifax CJCH 5000 W.

Antigonish CFPR 5000 W.

British Columbia

Vancouver CKMO 1000 W.

Nanaimo CHUB 250 W.

British Guiana

Georgetown ZFY

*Represented by us in Montreal only.

NATIONAL BROADCAST SALES

TORONTO: 3320 Bank of Commerce Bldg. — AD 8995

MONTREAL: 106 Medical Arts Building — FL 2439

$3.00 a Year

($3.00 for 2 Years)
insures regular delivery of the
CANADIAN BROADCASTER and TELESCREEn
On September 7th, 1949, CKLW took a "Power-Full" step forward in Windsor and Western Ontario's march of progress. It marked another great advancement in the life of your "Good Neighbor Station," now in its 18th year. Yes, our dream of a 50,000 watt station to present better in the interest of Community Service—the best programs in Home Economics, Industry, Farming, News, Politics, Sports, Government and countless other full-length features, is at last realized. We are keenly interested in promoting "Good Will" for Windsor and district, both at home and abroad.

Our slogan "Your Good Neighbor Station" is not just so many words grouped together to make a nice sounding phrase. It is our goal. Its theories have been intensively practiced and carried out every day by all the members of our staff. Our aim is to continue to serve you as well in the future as we have in the past. Tune in 800 on your dial for outstanding entertainment, arranged for you as an introduction to our new and powerful station.

CKLW
800 KC

J. E. Campeau
President
AGENCIES

SPITZER & MILLS
Toronto. — Colgate-Palmolive-Peet returns "Share the Wealth" into the Trans-Canada network September 24 with details of the following night over CFRB, Toronto and CJAD, Montreal. The French counterpart, "La Mine d'Or," airs back over eight stations Trans-Quebec group September 20. Same sponsor brought out the "Happy Gang" September 12 to the "Trans-Canada" network while the French version, "jeux Troubadours," returns the latter date to the French network. "Miss Brooks" is being piped from CBS to the Dominion network and CFRB, Toronto, for Colgate starting October 1.

The Tenor Company returns the "Fame & Shuster Show" to the Trans-Canada network October 6. Quaker Oats starts the "Roy Rogers Show" over the Dominion network from Mutual on October 9.

COCKFIELD BROWN
Toronto. — Maple Leaf Milling is starting a flash campaign October 3 over 50 stations coast to coast advertising its various products.

York Knitting Mills has a spot announcement series under way 19 stations coast to coast advertising Kroy Wool.

Montreal. — Imperial Tobacco is running a 15-minute 3-week recurring "Saddle Rockin' hymn" (All-Canada) October 3 over Ogden's Fine Cut over 30 stations coast to coast.

Dominion Textiles has scheduled a 15 minute 5-a-week recurring "Aunt Mary" (All-Canada) daytimer beginning October over CFRB, Toronto and CFGB, Montreal.

THEMETROPOLITAN BROADCASTING
Toronto. — E. Herman & Company Ltd. (Fura) has renewed the 11-hour weekly "Herman Harnies" over CFRB, Toronto, for its sixth year. The show is written and announced by Harvey J. Bowley and is heard Sundays at 4 p.m. (E).

McCONNELL EASTMAN
Toronto. — McCormick's Ltd. (Edibles) returned the transcribed "Corinne Jordan" program week of September 15, to 21 eastern stations for the fifth season. Same sponsor also brings back the French "Collette et Roland" (live) to stations CKAC, Montreal and CHRC, Quebec.

London Life Insurance again sponsors the inter-collegiate football games this fall beginning October 8 and heard over a hook-up of 21 stations including CFPL, London, CJBC, Toronto, CKWS, Kingston, and CJAD, Montreal. Ward Cornell and Roy Dilworth handle the play-by-plays while Don Fairbairn and Dick Gluskin look after production.

JACK MURRAY LTD.
Toronto. — Lambert Pharmacal (Listerine) returned "Treasure Trail" September 2 to the Dominion network with origination from CFRB, Toronto. Cy Strange and Wally Courier again act as emcees with Jack Dennett handling the commercials. The French counterpart "La Course Au Trésor" comes back to CKAC, Montreal and CHRC, Quebec, after a lapse of three years, beginning October 2. Same sponsor also starts the show over CKW, Vancouver, on October 5.

BAKER ADVERTISING
Toronto. — Carnation Company (Evaporated Milk) is switching the "Carnation Hour" from NBC to CBS October 2 and piping it in to CFRB, Toronto and the Dominion network.

Canada Packers Ltd. has started the six-week 9 p.m. newscast over CFRB, Toronto, and CFGB, Montreal.

MASON'S UNITED ADVERTISERS
Toronto. — Charles E. Rea Ltd. (The Department Store of Insurance) is starting the 15-minute 3-week "Hollywood Theatre of Stars" October 2 over CFRB, Toronto. The series is produced by C. P. McGregor and will be heard Sundays at 7 p.m. (E).

YOUNG & RUBICAM
Toronto. — The Borden Company returns "Canadian Cavalcade" to the Trans-Canada network October 4, again featuring Mart Kenney and orchestra with Norma Locke. Wally Koster replaces Roy Roberts as male vocalist. J. Frank Willis takes over production from Ray Purdy while Bob Kesten looks after the scripting. Herb May moves into the emcee spot.

E. W. REYNOLDS
Toronto. — Simms Brush Company has started a fall campaign of transcribed singing jingles over 15 stations coast to coast. Caffield Washing Machines breaks into the radio picture with a 13-week singing jingle campaign October 10 over seven stations in major markets.

BROADCAST ADVERTISING
Toronto. — Eddie Black Ltd. (Radios and Appliances) is starting the 15-minute "The Lady in Black's" over CFRB, Toronto, September 29. The show will be heard Sundays at 12.30 p.m. (E).

J. WALTER THOMPSON
Toronto. — William Wrigley Jr. Co. Ltd. is starting the half hour transcribed "Coca Kid" (All-Canada) for Spearmint Gum over CFRB, O.tawa; CFPL, London, and CKEX, Toronto, first week in October.

MCKIM ADVERTISING
Toronto. — The Ontario Department of Agriculture has started the 15-minute 5-a-week "Farm and Home News" over CFRB, Toronto, featuring Rex Frost.

TELEVISION

is but one of the new departments and features in the new 1949-50 edition . . . out in December . . . the only complete handbook of all radio and broadcasting activities . . . it includes every name in the industry . . . forms close Oct. 31st.

CANADIAN RADIO YEARBOOK
AND TELEVISION ANNUAL
362 Bay Street
Toronto

"The most valuable book on any radio executive's desk."—a station owner.

Walter A. Dales
Radio Scripts
319 EMPIRE LIFE BUILDING — MONTREAL, P.Q.

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

Here's Twelve Gun Tobias

... the toughest, the hardest, the most terrible character on Broadway!

BE SURE TO MEET TOBIAS THE TERRIBLE ON
THE DAMON RUNYON THEATRE

Everything you've asked for in a big-time production for local sponsorship. ASK THE ALL-CANADA MAN

"What is this life if, full of care,
We have no time to stand and stare.
No time to stand beneath the boughs
And stare as long as sheep and cows.
No time to see, when wood's we pass,
Where squirrels hide their nuts in grass.
No time to see, in broad daylight,
Streams full of stars, like stardust at night."

Who wrote that? Sure, you remember it! It's right on the tip of your tongue—used to memorize it at school, didn't you?

We're not going to tell you! Look it up! Or, better still . . . write us for details of our quiet program of verse and melody with a gimmick to it. Just ask for details about the weekly, fifteen-minute show called. "I QUOTE."

www.americanradiohistory.com
RESEARCH

More And More Radios
Banff, Alta.—Even the tremendous listenership to radio programs, as indicated by the existing coincidental surveys does not reveal the actual listening story, according to Pat Freeman, CAB Director of Sales, who told the Western Association of Broadcasters, in convention here earlier this month, of the phenomenal increase in radio sets over the past year.

Well over three million new radio sets will have been installed in Canadian homes during the years 1946-49 inclusive, Freeman said. "Whereas some sets do become obsolete and are discarded," he pointed out, "nevertheless the great significance of these figures is that more and more homes are becoming multi-set homes."

"However carefully the survey be made," Freeman said, "it is an unmistakable fact that coincidental telephone surveys must be becoming more and more inaccurate. For example, Auntie Eleanor is up in her bedroom on the second floor, quietly listening to her favorite program. Junior, in the basement, is enjoying a little swing to enliven his otherwise dreary homework. Dad is out driving with the car radio turned on. Each together, who turn off the living room radio a few minutes ago, answers the telephone coincidental surveyor and says, "No, I am sorry, our radio is not on."

Freeman prophesized that the industry will soon have to "spend very considerable sums of money to offset the beating we are taking under the heading of 'the unaccounted-for listener.'"

The per inquiry system of virtually buying radio time on commission was condemned by Freeman as being "both hazardous and immoral." Stations which indulge in such "rackets" may be violating clause 5 of the CAB-CAAA standard contract form. "(This clause reads: "It is agreed that the rate named in this order is the lowest rate made by the station for like services."

Crites notwithstanding, Freeman continued, "94% of all Canadian homes have at least one radio; the human voice is the God-given method of communication, the messages of His Majesty the King, of Winston Churchill, of our statesmen and those of other lands, all come to the world by radio. In the South American revolutions, in the march of the Nazis, in Fifth Column coups, in the cold war with Russia, it's the country's radio that is seized as the number one prize."

WANTED

SALESMAN, real live wire to sell radio time and advertising. Exceptionally good local market and good pay for the right man. Apply stating previous experience and background, salary expected, etc.

Box A-26
Canadian Broadcaster & Telescreen

-quality counts!

Ask our reps to show you evidence of CJOR SELLING... evidence that proves that advertising placed on CJOR pays off where it counts — at the cash register!

Represented by: H. N. Stovin (Canada)
Adam Young Jr. (U.S.A.)
OUR 21st YEAR
5000 Watts, 600 K.C.

Canadian Broadcaster & Telescreen

September 21st, 1949

REUNION IN THE ROCKIES

We enjoyed renewing acquaintances at the WAB Convention with practically everyone.

BREAKFAST AT BANFF

Afternoon sessions, with mornings given over to fun and games, got more people out of bed than ever before.

TIMB-E-R

Found out why we've had such a lumber shortage. It all in those trees at Banff.

EUPHENISM

"We shall now hear a word from George Young, station relations supervisor of the CBC, who programs my station."

—Bill Guild

UNCONVENTIONAL

Our fellow traveler, Charly Edwards, deeply hurt us when he said the guy who called us a wit was half right.

MEN WANTED

With at least one wife per delegate turning out for the WAB gabfest, small wonder three drinks knocked on our bedroom door as we asked if we had any men to spare.

UNDERSTATEMENT

"I shall now read a memo from Jim Allard and reply. Mine is the one with the short words."

—Bill Spéers

GLARING OMISSION

In our station personnel survey (story on page 5) we omitted to enquire whether the education the respondent had received.

YANKEE DOODLE DANDY

Pretty soon we may be hearing from some American sources that British should have gone into the war anyhow because it couldn't afford it.

—Saturday Night.

EUREKA

The Toronto Star's decision to start a radio column indicates that radio and TV are here to stay.
Laughable!
Lovable!
- Meet that famous "Lady for a Day"

BERT LOWNDS lost no opportunity to use his "Associated Shows That Sell" stickers, at the WAB. Here he is seen pinning one on the lapel of his fellow U.S. guest, Joe Weed, who attended the big show with Mrs. Weed and the family.

WANTED
MANAGER with selling ability for 250 watt radio station in operation one year, located in progressive eastern town. Apply stating qualifications and salary expected to:
- Box A-27
Canadian Broadcaster & Telescreen

SET SALES SOAR
Toronto.—Sales of radio receivers in Canada jumped 50 per cent in the first six months of this year over the same period last year, and the total of units sold in June of this year was double the number sold in June of '48, the Radio Manufacturers' Association of Canada has reported.
The actual figures reported by the RMA show that from January through June of this year 301,002 sets were sold, compared with 191,262 for the same period last year. Sales for the month of June totalled 63,353, representing a considerable increase over the 28,963 figure reported for June of last year.
Production of receivers for June hit almost 80,000, and was the largest monthly production figure reported since the all-time peak month of November, 1947.
Sales of radio receivers for the month of April, by provinces, as reported by the Dominion Bureau of Statistics, are as follows: Maritime, 3,207 units; Quebec, 8,300; Ontario, 29,061; Manitoba, 2,269; Saskatchewan, 1,794; Alberta, 2,910; British Columbia, 2,908; the Dominion total for the month being 50,423 units.

ROSS FOLLOWING COMMISSION
Vancouver.—Sam Ross, assistant manager of CKWX, will travel across Canada with the Royal Commission on Arts and Sciences and sit in on their hearings. Ross, who helped prepare the ERB brief to the commission, was in Ottawa when it sat there. Now he will move across the country with the commission.

SAFETY FIRST
Vancouver.—CJOB has been using a back-school safety slogan. Numerous talks on the importance of school children taking precautions on city streets have been aired over the station. The kids are being reminded of traffic rules and how to go about obeying them.

DRAMAS RESUMED
St. Boniface.—Drama is returning to CKSB airplanes this fall in absence of a year. Starting the first week in October, half-hour weekly programs will be aired featuring the LeMoisiere players. Leo Millard will direct.

Panorama

FIFTH BIRTHDAY
New Westminster. — CKNW offers observed the station's fifth birthday recently with a sit-down roast and hot dog feed in the main studio.

Owner Bill Rea presented all adult male members of the staff with solid gold, engraved tie clips, as their wives and cheques. Original female staffers got cheques.

Presentations were also made to Barbara Scollan, continuity writer, who is returning to CJCA and Edmonton and who worked at CKNW for the summer; Hector MacKay, who returns to Trail to teach; Vic Fergie, who was leaving to be married in Calgary.

Owner Rea announced that he plans to bring RCA Victor cows and recording star Wilf Carter to Vancouver shortly for a three-weeks stay. Carter would appear daily on "NW."

Money to Burn in Dawson Creek

now celebrating

A $5,000,000 WHEAT CROP

CJDC

Covers Dawson Creek and the entire Peace River District of Alberta and B. C.

Ask Radio Reps. Ltd.

September 21st, 1949
Canadian Broadcaster & Telescreen
Page Seventeen
RCA ANNOUNCES COLOR TV

New York.—A new system for the transmission of color television, which is all-electronic, of high definition and completely compatible with the present monochrome video, has been revealed by Radio Corporation of America in a statement to the Federal Communications Commission. The new system, which reportedly fulfills most, if not all, of the requirements the radio industry has been hoping for as an "ideal" system, will be demonstrated in Washington next month during the FCC hearings on the ultra-high frequency band and color TV. It is expected that RCA will press for immediate adoption of its system by the industry and the FCC, following the hearings.

With its new system, spokesmen for RCA said, no changes in the present standards of transmission will be required. Results of trials indicate that reception of color, via the RCA system, will equal that of present black-and-white performance, and receivers not equipped for color will get good black-and-white reception from color transmissions.

RCA says present receivers may receive color programs in monochrome without any additional equipment or modification, while new color receivers, or present receivers with a color adapter, will receive polychrome.

The same transmitters presently used by television stations can be used for the transmission of the RCA color system. It is also possible for transmitting stations to change at will, either from color to black-and-white or the reverse, without disturbing the viewers of either the existing receivers or color receivers, without requiring adjustments to either type of receiver and, therefore, without any loss of audience.

We Believe . . . .

That in the new and exciting show, "Who Am I?" everyone can play at home . . . .

We Have . . . .

An outstanding package for local origination.

Why?

Because in our first test market, CFRB, Toronto, we jumped the % of audience from 19.0 to 34.9% in our FIRST month.

We are now finishing negotiations for sponsorships in Toronto and Montreal, but this show can do a job in any town. The thrill of the mystery voice and the fun of playing "Who Am I?" is available to national and local accounts NOW!

CALL

Monty Hall Productions
398 AVENUE RD. MI. 6010

KI. 3147 - - -

For The Finest In

ORCHESTRAS, ACTS
AND ENTERTAINMENT

THE OFFICE OF MART KENNEY
125 DUPONT ST.
TORONTO

MANITOBA BY TV

Winnipeg.—Scenes of northern Manitoba will soon be flashing across National Broadcasting Company television circuits.

At the moment a trio of photographers is busy capturing few of the sights between Brandon and Cranberry Portage. On the job are Willard and Margaret (Peg) McGraw of McGraw Associates Inc., New York, and James Rose, Hollywood motion picture photographer.

The McGraws hope to have some of the scenery shots on the television series—"Wish You Were Here."

Cranberry Portage has provided shots of a Saturday night dancing, shopping in the community store, an interview with a local character named Carboron Bill Anger and fishing on Lake Athapaskov.

The photographers also visit Flin Flon, where pictures of the Hudson Bay Mining and Smelting Co. operations were taken. Some film was used at The Pas, an Riding Mountain National Park was also filmed.

FOR THESE ARTISTS

ARLOW, Herb
COWAN, Bernard
DAVIES, Roy
DENNIS, Laddie
DIAMOND, Marcia
FITZGERALD, Michael
FOSTER, Dianne
FOWLER, Dorothy
GARDEN, Mary
GOTT, Herb
HARRON, Donald
HUMPHREYS, Peter
LAFLER, Joy
LOCKERBIE, Beth
MILSTON, Howard
NELSON, Dick
NEBBIT, Barry
O'HEARN, Mona
RAITIN, Maurice
ROUSE, Ruby Ramsey
SCOTT, Sandra
WALSH, Elizabeth
WILLIS, Austin

Day and Night Service at Radio Artists Telephone Exchange

September 21st, 1941
EFFECTIVE COVERAGE
THAT BLANKETS
THE PROVINCE

B.C. RADIO
DOES THE JOB

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

BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

CHWK CHILLIWACK
CFLC KAMLOOPS
CKOV KELOWNA
CJJB VERNON
CJDJ DAWSON CREEK
CKOK PENTICTON
CIJY PORT ALBERNI
CKPG PRINCE GEORGE
CIAT TRAIL
CJOR VANCOUVER
CKMO VANCOUVER
CKWX VANCOUVER
CIJI VICTORIA
CKNW NEW WESTMINSTER
Whether it's the
Belleville Intelligencer
or the
WIARTON ECHO...

East to Belleville, northwest to Wiarton and at
points in between, a series of newspaper adver-
tisements is bringing CFRB listeners a glimpse of
program personalities.

To you the advertiser, this active promotion of
CFRB in the Ontario press in addition to continuous
air promotion means a strengthening of CFRB
Ontario listenership...another reason why CFRB is
still the No. 1 buy in Canada's No. 1 market.

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 Limited