

**If You're Interested In Selling Halifax HOUSEWIVES . . . .**

**YOU'RE WISE TO USE THE STATION WITH THE MOST "SEX AND SALES APPEAL"!**

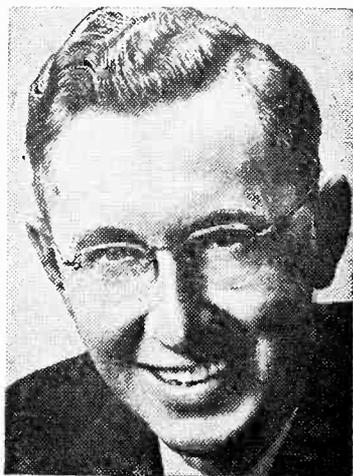
Here are the latest facts about the "housewife" listening audience in Halifax—taken from the July 1949 Elliott-Haynes share of audience report, and covering the period January-June 1949. Right through the morning, from 10.00 a.m. to noon, CJCH averages over 45% of the listening audience, because CJCH 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? ➔

Monday thru Saturday	Station "A"	Station "B"	Station CJCH
10.00-10.15	14.0	31.4	52.9
10.15-10.30	11.7	23.4	62.8
10.30-10.45	14.5	18.1	65.2
10.45-11.00	12.8	33.9	51.4
11.00-11.15	8.8	19.1	67.7
11.15-11.30	11.2	22.4	60.3
11.30-11.45	26.4	28.7	41.1
11.45-12.00	49.1	21.5	23.9
Morning Average	17.6	31.6	45.3



DON LOUGHNANE



GEORGE RICH



ABBIE LANE



DANNY GALLIVAN

"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.



HALIFAX, NOVA SCOTIA

Representatives: NATIONAL BROADCAST SALES, TORONTO, MONTREAL  
DONALD COOKE, INC., NEW YORK CITY, U.S.A.

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



Ever since the days when I belonged to the rah-rah girls and came sufficiently adult to wear a brown coat which was a necessity (I thought), I've been an avid fan of rugby games. That is one reason I was so keen on hearing Jack McKnight's commentary of the Hamilton Wildcats-Toronto Argos game recently over CFRB. McKnight gave his listeners a kaleidoscopic view of the field, the players, each play, and all the things on. He must have been tight on his toes to describe such a fast-moving game so cleverly. The sponsor was Sweet Caporal cigarettes and the commercials were of the short and punchy variety. Jack Dennett was in the driver's seat on this occasion and did a truly good job. I'll probably get an argument from someone who says: "Oh, well, Dennett is a favorite of yours anyhow." That is quite true. I think Dennett is one of the better announcers and, together with McKnight, they teamed up to put across a really successful show.

While we are on the subject of CFRB, I was truly amazed at hearing some broadcasts of "Spins and Needles" where Wally Crouter was the emcee. While the recorded music is of a good class, didn't Crouter, on his final broadcast, stuff things badly to my ears? As a sitting guest, Frank Gallagher was in the studio and, almost every time Gallagher answered a question, Crouter succeeded in interrupting. Gallagher has appeared on big-time programs and is going with name bands. Surely this type of interview is a bit uncalled-

Just what causes some emcees to talk when their guest is speaking is difficult to understand. Maybe they are amateurish and the whole set-up is new to them. Or it may be a case of microphone jitters.

I have heard many favorable comments about Mike Wood, so curiosity overcame me and I tuned in to his afternoon disc jockey program on CJBC. Much

to my further amazement, I found a repeat of this performance, so those who want to listen to Mike Wood can do just 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, doubtlessly, 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 were hovering 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 Martins" is solid 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**

# CJAD

MONTREAL,

## Covers

the

### QUEBEC ENGLISH MARKET

Greater Montreal,  
Laurentians, Eastern Townships,  
Lower Ottawa Valley

—providing the ideal combination  
of coverage and listenership

## 5000 WATTS 800 KC.

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

# Formula For The Family

Take the best shows available... mix in some smart programming... add an imposing record of public service... a liberal amount of enthusiasm and a touch of the quality that makes for easy, happy listening and you've got the recipe that made CFRA the most popular Ottawa area station in two short years.

The list on the right is a part of CFRA's winter schedule... Sponsors, national and local, have recognized Ottawa's own station and backed top quality entertainment for CFRA's half million listeners... by actual survey the greatest coverage obtainable in the Valley!

- ★ 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

CFRA's programming is aimed at the whole family and hits right at the centre of the circle... it is one of the first calls when death or disaster strikes... CFRA is "humanized" all the way! It's the...

**First Station In The  
Hearts Of Ottawa  
Valley Listeners**

... All Currently On...

# CFRA

**Serving as well as Entertaining**

The Voice of the Eastern Townships

## CHLT

(FRENCH) 900 Kc. 1000 Watts

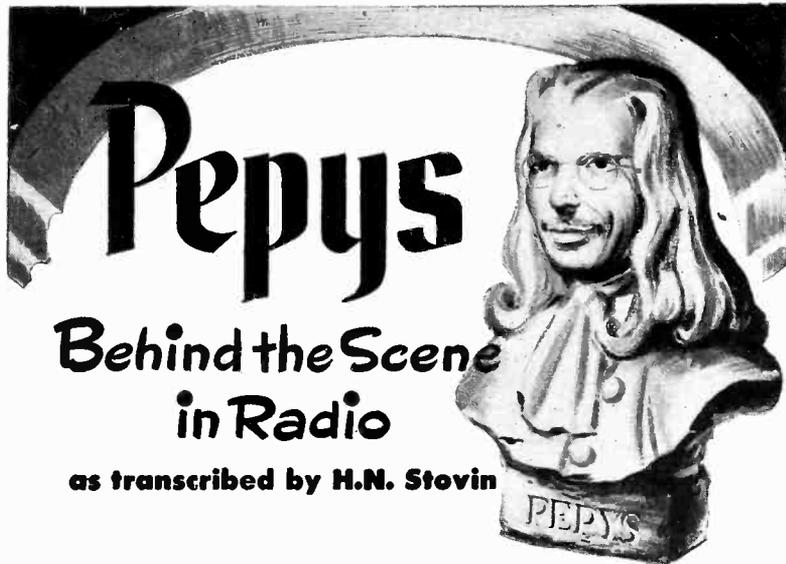
## CKTS

(ENGLISH) 1240 Kc. 250 Watts

SHERBROOKE, QUE.

Representatives

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



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, listenership 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.

**HORACE N. STOVIN**  
& COMPANY

MONTREAL      TORONTO      WINNIPEG      VANCOUVER

*Representative for  
these five Radio Stations*

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

## 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 individually owned and operated private radio stations was apparent at the WAB Convention held here September 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 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 Broadcaster & 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 many 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.

## 3-In-One For the Price Of One!

NATIONAL advertisers who are really interested in reaching the growing Nova Scotian market always choose the station that gives real results.

Economy too... when you consider the 3-way send-off given your sales message at Halifax's pioneer station... actually a 3-in-one buy at no extra cost.

# 96

## ON THE DIAL

and  
CHNX Short Wave  
6130 Kcs.

960 Kilocycles A.M.  
96.1 Megacycles F.M.



*The Voice of Halifax*



## He was great at picking the horses...

... but he finished out  
of the money in the  
matrimonial sweep-  
stakes!



THE LEMON DROP KID

Another fabulous,  
hilarious character on

## THE DAMON RUNYON THEATRE

52 half-hours available  
for local sponsorship.

Ask the All-Canada Man



# CANADIAN BROADCASTER AND TELESCREEN

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

Published by

G. LEWIS & COMPANY, LTD., 163 1/2 Church St., Toronto 2, Canada  
AD. 5075

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

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Montreal	-	Walter Dales
Winnipeg	-	Dave Adams
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New York	-	Richard Young



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

8, No. 18

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

September 21st, 1949

## Opinions Must Be Aired

*Unless you've a standard to fight for;  
Unless you've 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 at the Western 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 so apparent to us that the editorial page is one way in which the daily newspaper is able to capture and hold public interest. Is it not, therefore, rather a pity that radio fights shy of it, because it is contentious, while the very fact is what makes it of value to the press?

We are not too convinced that opinions and admonitions brought into publication 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 even that had radio had a history of bringing contentious matters of public importance out into the light present to the Massey Commission, it would have one more success story to add to the long list it is currently presenting.

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

## RADIO RABX



If restrictions or fears of restrictions could be removed from their orbit, private radio has a new field of endeavor to explore, a field that is thus far practically virgin.

## 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 told 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 Fitch Hangs High

In our issue of October 30, 1948, in the Lewisite 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, as well as the advertising agencies, 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 — or perhaps never knew—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 and its sponsors when CBC chairman Dave Dunton 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.



*Jos. Hardy Talks*  
ON

**QUEBEC MARKET NO. 2**

"Good day, here is Jos. Hardy in your office again with more news about Quebec Market No. 2. This time I want to point out to you how it is pushing out and taking in new boundaries. Some of you know the new Chicoutimi-Quebec highway, 134 miles long, and know that Chicoutimi is a busy, commercial centre of 16,400 people. Near it is Arvida, from whence comes one-quarter of all the aluminum produced in the world. Close by are Jonquieres, Kenogami, and other centres, known for their production of electrical power, all linked by bus or rail. The new bridge, near Shipshaw will improve transportation for the Saguenay and Lac St. Jean districts. And a new road, 150 miles long, from St. Felicien to Chibougamau, pushing further and further north, to new wealth in minerals, lumber and power. Radio is your key to Quebec Market No. 2 — Ask Jos. Hardy!"

For any information on Quebec Market No. 2

Telephone, Wire or Write to

**JOS. A. HARDY & CO. LTD.**  
Montreal — Quebec — Toronto  
Representing

- CHRC Quebec 5,000 w.
- CHNC New Carlisle 5,000 w.
- CHLN Trois Rivières 1,000 w.
- CHLT Sherbrooke 1,000 w.  
(French)
- CKTS Sherbrooke 250 w.  
(English)
- CKRS Jonquière-Kenogami 250 w.
- CKBL Matane 1,000 w.

**PROGRAMS**

**Wide Open & Red Hot**

Vernon, B.C.—Can the smaller station successfully and profitably operate a forum broadcast? Charles Pitt, of CJIB, Vernon, gives as his answer, "Yes, but with qualifications." And his answer is born of a year's experience with CJIB's "Town Forum."

Pitt claims that citizens have a natural reluctance to speak frankly over the air about controversial topics and "Town Forum," in its first few broadcasts, had to tread gently. Now, since the people in this area have become acquainted with the program's form and purpose, the subjects are wide open and red hot. For instance, they are currently telling this one:

Okanagan Lake's elusive but famous monster, Ogoopogo, is taken seriously in this lake country, and when "Town Forum" asked flatly: "Is there really an Ogoopogo?" listeners in the B.C. interior settled back to hear the first radio discussion of the Valley's number one summertime topic. Personal experiences in viewing the serpent were given by four prominent citizens. These included two garage operators, brothers, incidentally, who almost came to blows while airing their views during the 15-minute debate. The forum established that there really is an Ogoopogo. Possibly more startling, however, were statements that indicated Ogoopogo has a brother sea monster in nearby Kalamalka Lake.

One of Pitt's "qualifications"—that of getting guests to give with their opinions—has been overcome at CJIB, and local, national and

world problems are most frequently dealt with, although topics include everything from "Is the Communist victory in China a disaster?" to "What's wrong with the modern husband?" Dozens of Vernon's businessmen and community leaders have now appeared as guests on forum broadcasts. Topics are presented to participants several weeks in advance to enable them to think about the problem, although prepared speeches or written statements are not permitted in the studio.

Another problem which must be met is that of gathering the panel together at a time convenient to all, and sometimes it involves hours of telephone calls and many letters. For convenience, the forum is recorded at a suitable time and broadcast later.

"Finally," says Mr. Pitt, "producing a broadcast which maintains interest without becoming 'stuffy' is a task worthy of any radio man."

Says he: "CJIB has proved it can be done and 'Town Forum,' now being eyed favorably by more than one radio advertiser, goes into its second season this autumn assured of a large and friendly audience eager to join the discussion group."

**Man On The Curb**

Sudbury.—A different approach to this business of interviews and audience participation has been struck 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 located in a residential section of Sudbury's main street and out-

**HOW THEY STAND**

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

**DAYTIME**

English		
Ma Perkins	12.8	+1.5
Pepper Young	11.9	+1.0
Big Sister	11.8	+1.0
Right to Happiness	11.2	+1.0
Aunt Lucy	10.8	+1.0
Life Can Be Beautiful	10.5	+1.0
Road of Life	9.9	+1.0
Laura Limited	8.9	same
Claire Wallace*	6.2	+1.3
Brave Voyage	6.0	+1.2
French		
Jeanette Doree	18.9	+1.5
Rue Principale	18.4	+1.2
Grande Soeur	17.0	+1.0
Maman Jeanne	15.9	+1.2
Tante Lucie	15.7	+1.2
L'Ardent Voyage	14.4	+1.1
Quelles Nouvelles	14.2	+1.3
Quart d'Heure**	13.8	+1.2
Francine Louvain	13.1	+1.2
The Platter Corner	4.9	+1.2
*3 a week, all others 5 a week.		
**2 a week, all others 5 a week.		

**EVENING**

English		
Twenty Questions	12.1	+1.0
King's Men	11.4	+2.3
Mystery Theatre	10.3	+1.2
Kraft Music Hall	9.2	+1.0
Carnation Contented Hour	7.2	+1.0
French		
Librairie Metropole	6.1	+1.0

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 interviews with people in the cars outside the studio and Alan Conroy, who handles the mike end, reports that frequently the interviewees are of more than usual interest, especially some American tourists who always seem to be quite taken with the show. On an average evening the occupants of about 25 cars get on the broadcast and each person interviewed is asked to name a favorite recording, to be played on the show later, and, while the next interview is being handled, Bill Danyluck and Wally Roberts scurry through the library to find the request number.

Sponsors for the show are primarily local merchants: garages, men's and ladies' wear stores, soft drink companies, and roadside restaurants. For the benefit of some of the restaurants, the show is occasionally aired from their parking lots, usually resulting in the lot being jammed with cars.

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

Montreal. — Cockfield, Brown Montreal, have announced that they have signed up Morley Margolis, runner-up in last season's "Singing Stars of Tomorrow" series, to star on "C-I-L Serenade," which begins on Sunday October 16, from Montreal to the Dominion network. Margolis is Winnipegger, a baritone with wide repertoire, ranging from popular ballads to some of the most exacting of operatic arias. He spent this summer as guest vocalist at Banff Springs Hotel and the Chateau Lake Louise.

Another addition to the "C-I-L Serenade" show is the Ray Johnson Choir, consisting of eight voices, male and female. This group was drawn from the large choir of the same name heard some years ago on Imperial Tobacco's "Light Up & Listen" broadcasts.

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

**CHNW**

In CKCK's Home Rural Divisions  
6A, 6B, 6C, 6D

Representing A Block Of  
14.6% Of Total Sets In Province

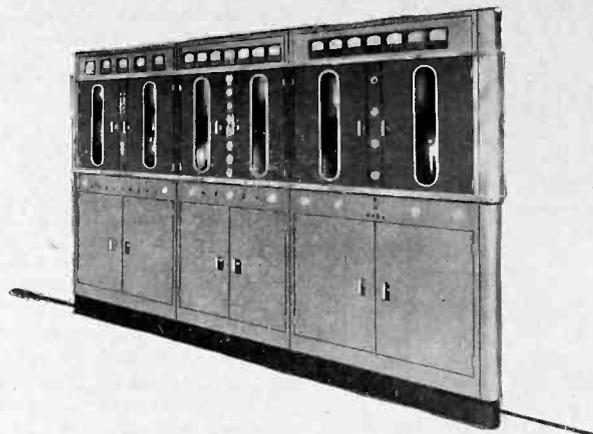
By Actual Survey

**CKCK RECEIVES 51.6%**

\*More Than All Stations Combined

**CKCK — First BUY In Saskatchewan**

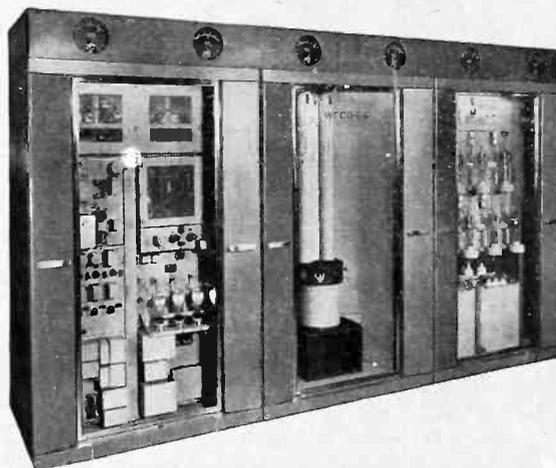
your  
best  
buy  
in.....



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

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

your  
best  
buy  
in.....



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

YOUR BEST BUY IN FM! Only Northern Electric transmitters give you the striking appearance and full visibility of 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.

*Northern Electric*

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

# Tears and laughter...

... In the story of Sorrowsful Jones (Bob Hope's latest film role) and



LITTLE MISS MARKER  
**ON**  
**THE**  
**DAMON**  
**RUNYON**  
**THEATRE**

Ask the All-Canada man for a free audition disc today!

# 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 CKBI, 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 CJOC, Lethbridge, he has built up revenue to the point where he is the subject of corridor conversation wherever two or three broadcasters are gathered together.

Bill Guild came up the hard way by blasting through every 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 rummy sessions with PN's Chuck Edwards and Mike Duggan. We are writing it under the peering eye of a young lady of four, who is so fascinated by the flight of our fingers (both of them) over the keyboard that one by one she has submitted us to the scrutiny of her mother and an estimated nine brothers and

sisters. Then Jack Whitehouse homeward bound to Horace Stovin's Winnipeg office, stopped by for a spot of sociable yak-yak. Ingenuously we showed him the first four items of the Lewisite column, and asked for a contribution. Now we are alone. Ah us!

CKY had fun and games acquiring their new transmitter site. The deal with the farmer was a taped up at somewhere around 11 gees. 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 homeward 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

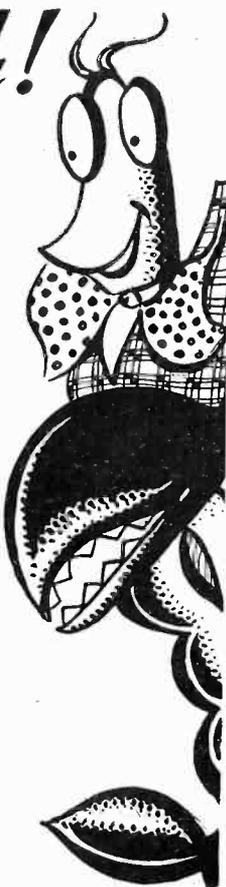
# Eyes Right!



On a recent program, one of Lionel's announcers tossed off a few general causes of eyestrain with the advice that periodic checkups of eyes and glasses could alleviate a lot of discomfort.

The following week, Moncton's leading optometrist requested a copy of the script saying he had been deluged with appointments from folks stating they were CKCW listeners.

LIONEL IS EFFECTIVE AT ALL TIMES. IMAGINE WHAT A FULL "LIONELIZING" TREATMENT COULD DO FOR YOUR PRODUCT.



**CKCW**  
**MONCTON NEW BRUNSWICK**  
*The Hub of the Maritimes*  
REPRESENTATIVES: STOVIN & CO. TORONTO MONTREAL

## 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. Elliott-Haynes' latest figures show a CKDO listenership 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.



OSHAWA, ONT.

BB, Barrie, Ont., on August 31 (time does fly). First opening ceremonies had to be deferred at the last moment as the studios due to rain. Then Worship the Mayor (name of Mayor) welcomed the station onto the air. His stint over, Mayor introduced the next speaker, Foster Hewitt, whose Billy, is on the station's staff,



THREE GENERATIONS OF Snelgroves participated in opening ceremonies of station CKBB. From left to right they are Mrs. C. F. (grandma); Eve- (momma); eight-year-old Lyn, of the show; Ralph (pop and prop.).

...a surprisingly eloquent: "He scores! He scores!" And right cue, the heavens roared their private welcome to CKBB a long and loud clap of thunder which knocked the station momentarily off the air. Foster finished with an imaginary by-play of the Barrie Flyers winning the Memorial Cup. Among other speakers were Ken Le of CHML, Hamilton, who told listeners what a forward step launching of their community station would prove to be. Then he told the merchants and business people who were listening to how radio would help them in their wares. This inspired a gentle whisper from a member of the studio audience: "Hold it, Ken! You can't hear you in Hamilton."

...ean J. M. Clair, Catholic Parish pastor, told listeners of his long interest in radio:

It is nearly 40 years since I bought my first radio receiver—a crystal set—tuning coil wound on a piece of a limb of a defunct tree. The sliding contact made from the middle of a pair of old suspenders, one condenser and a head phone. Total cost about \$2.55.

The four-wire aerial was a source of wonder to passersby when 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-daw) 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 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 DeForest, 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 evi-

dence that in some parts of the world people do not know or have forgotten that there is a commandment of God: 'Thou shalt not bear false witness.'

"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. Snelgrove and his associates in station CKBB. I hope their undertaking will be a great success. And so, in the lingo of the amateurs, may I say '73,' which means 'Good-bye and thanks for listening'."

*CANADIAN BAKERIES*  
has renewed on  
**CJDC**  
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.

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

Canadian Representative  
● Omer Renaud & Cie,  
1411 Stanley Street,  
Montreal.

Toronto Office, 53 Yonge St.

American Representative  
● Adam J. Young, Jr., Inc.,  
22 East 40th Street,  
New York 16.

**WANTED**  
EXPERIENCED ANNOUNCER with flair for special events for aggressive Ontario city station. The man we want is probably quite satisfied with his present job but we have an unusual opportunity worth looking into. Our staff know about this advertisement.

Box A-28  
Canadian Broadcaster & Telescreen

*Sell! Sell! Sell!*  
**MANITOBA**  
WITH  
**CKRC**  
WINNIPEG  
5000 WATTS      DOMINION NETWORK  
REPRESENTATIVES  
ALL CANADA RADIO FACILITIES      IN U.S.A. - WEED and CO.

**NORTHERN  
ONTARIO'S  
Greatest  
ADVERTISING  
MEDIUM**

**CKSO**  
Northern Ontario's  
High-Powered Station  
SUDBURY, ONT.

Ask  
**ALL-CANADA**  
in Canada  
**WEED & CO.**  
in the U.S.A.

## EDUCATION

### Radio Requires Matric Or Better

Twenty-three of the 68 private stations which replied to a Canadian Broadcaster & Telescreen survey on personnel requirements asked for a minimum education of four years Collegiate or High School, while 17 feel that three years is sufficient. Fourteen station managers would prefer five years Collegiate 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 expressed 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 and over	Yes—18	No—6
<b>Totals</b>	<b>Yes—52</b>	<b>No—16</b>

**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
<b>Totals</b>	<b>Yes—40</b>	<b>No—28</b>

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

<i>250 watt stations and less (19 replies)</i>	
3 years Collegiate	5
Senior Matriculation	5
Junior Matriculation	4
2 years Collegiate	2
1 year University	1
2 years University	1
No Minimum	1
<i>1,000 watt stations (25 replies)</i>	
Junior Matriculation	11
3 years Collegiate	5
Senior Matriculation	4
2 years Collegiate	1
1 year University	1
No Minimum	3
<i>5,000 watt stations (24 replies)</i>	
Junior Matriculation	8
3 years Collegiate	7
2 years Collegiate	2
Senior Matriculation	2
4 years University	1
No Minimum	4
<b>Totals (68 replies)</b>	
Junior Matriculation	23
3 years Collegiate	17
Senior Matriculation	11
2 years Collegiate	5
1 year University	2
2 years University	1
4 years University	1
No Minimum	8

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

<i>250 watt stations and less (19 replies)</i>	
4 years University	5
2 years University	4
Senior Matriculation	4
Junior Matriculation	2
3 years University	1
1 year University	1
3 years Collegiate	1
No Preference	1
<i>1,000 watt stations (25 replies)</i>	
2 years University	6
4 years University	4
1 year University	3
Senior Matriculation	3
Junior Matriculation	3
3 years University	2
3 years Collegiate	2

No Preference	2
<i>5,000 watt stations (24 replies)</i>	
Senior Matriculation	7
1 year University	3
3 years University	3
Junior Matriculation	3
4 years University	2
3 years Collegiate	2
2 years University	1
2 years Collegiate	1
No Preference	2
<b>Totals (68 replies)</b>	
Senior Matriculation	14
2 years University	11
4 years University	11
Junior Matriculation	8
1 year University	7
3 years University	6
3 years Collegiate	5
2 years Collegiate	1
No Preference	5

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

<i>250 watt stations (19 stations)</i>	
Announcing	14
Writing Commercials	14
Operating	13
Writing Programs	12
Actuality Broadcasting	11
News Editing	10
Acting	4
No Answer	4
<i>1,000 watt stations (25 stations)</i>	
Announcing	13
Writing Commercials	10
Writing Programs	8
Operating	6
News Editing	6
Acting	1
No Answer	10
<i>5,000 and over (24 stations)</i>	
Announcing	15
Writing Commercials	15
Writing Programs	10
News Editing	10
Actuality Broadcasting	9
Operating	7
Acting	0
No Answer	9
<b>Totals (68 stations)</b>	
Announcing	42
Writing Commercials	39
Writing Programs	30
News Editing	26
Operating	26
Actuality Broadcasting	24
Acting	5
No Answer	24
<p style="text-align: center;">■ ■ ■</p> <p>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.</p>	
Sales	(2)
Oral English	(1)
General Music	(1)
Public Relations	(1)
Broadcast Procedure	(1)
Station Analysis	(1)
Production	(1)
General Business	(1)

## CJOC Sells WAX!



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!

\*See Elliott-Haynes Survey, April, 1949.

**"YOU CANNOT AFFORD TO MISS THE  
LETHBRIDGE MARKET!"**



ASK your local  
ALL-CANADA MAN!

**LETHBRIDGE ALBERTA ALL-CANADA STATION**

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

**CKMO** 1000 WATTS  
1410 on your DIAL

# NEW YORK'S RADIO ROW

by Richard Young

New York, N.Y.—The same day that your correspondent departed for a two-week vacation, far (he hoped) from the trials and tribulations that prevail along Radio Row, the Federal Communications Commission (at least part of it) announced its ban on give-away programs, effective October 2. Wonderful timing on our part, we call it.

Since you have already read the details as passed along by the national wire services, we'll try to bring you up on the latest developments although no definite decision has been taken by the broadcasters at this writing. Then, too, we're happy to report that it takes at least several hours for laws of radio and television to filterate our present Long Island great. But we'll give you what we have at the moment—as they say on the wireless.

Three of the four networks, NBC, ABC and CBS, have made known that they will not take decision on their give-aways hanging down. They will file objections in Special Statutory Court charging that the Commission was without authority to initiate its proposed rules and that anti-give-away definitions were misinterpretation of the lottery laws. ABC was expected to file complaint this week and to ask a restraining order to halt FCC regulations from becoming effective the first of next month. If this order is denied, it is understood that the "Stop the Music" network will appeal to the U.S. Supreme Court.

CBS's official viewpoint was expressed by prexy Frank Stanton who said that "not only do the laws go far beyond the Federal statutes relating to lotteries and other enterprises, but the authority and jurisdiction of the Commission to impose an absolute prohibition upon a particular type of program is open to serious question under the law which contemplates that broadcasters themselves shall determine what programs will be broadcast, consistent with the needs and desires of listeners."

Most of the advertisers currently bankrolling give-aways remained mum, apparently having been assured by the networks that their programs are safe from FCC action. It is understood, however,

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 "a little too much of power politics."

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 . . . not 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 greed-creating 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 — we'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 this issue 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 Storm" 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 in billings 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, 8 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 ex-NBC star.

It's the same old story—rising costs and shrinking profits—for all advertising media and radio is no exception. Newest NAB figures show that during 1948 the ratio of operating expenses to station revenue was 82% compared with 70% in 1947 and 73.5% in 1946. Station profits on sales of time dwindled 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 Notes . . . 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 . . . 'Tis said that Jimmy Durante's former straight man, Garry Moore, will head up a new five-a-week full hour variety show over CBS starting later this month . . . and that's the news till next issue.



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

★

HEAD OFFICE  
231 St. James Street  
MONTREAL



Edmonton

DAY

Sets-in-use

**23.1**

Average — 6 months.



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.

**CKNB** CAMPBELLTON N.B.

September 21, 1949

Dear Mr. Time-Buyer:

Fall Business looks good at all levels but particularly impressive at the local level.

Our local business volume is your best assurance that we do an adequate, honest job that inspires sales.

Yours very truly,

*Stau Chapman*

CSC/LG

Station Manager

AN ALL-CANADA STATION

# VERBATIM

## The Case For Private Radio

**SUPPLEMENTARY PRESENTATION** by the Canadian Association of Broadcasters to the Royal Commission in the Arts, Letters and Sciences, delivered by William M. Guild, chairman of the board of directors of the CAB. 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 development of Canada since Confederation in 1867, as well as his parallel of the development of Canadian Radio with the growth of the Dominion. We as Canadians can be more than proud of Canada's increasing stature among nations and in virtually all fields of endeavor under private enterprise and our democratic constitution. As operators of privately-owned stations in Canada we are proud indeed that the evidence already presented before you illustrates 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 individual freedom and enterprise are endangered or destroyed by authoritarian doctrines in many parts of the world. The very essence of democracy is demonstrated in the fact that our government has seen fit to place an analysis of Canadian Radio and 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 ownership and the free expression of opinions and preferences. It is possibly in the preservation of these principles that the privately-owned radio stations of Canada have best served their people.

The geographical characteristics of the various regions of this extensive Dominion differ considerably. Means of livelihood and living conditions vary widely between provinces. In consequence,

the tastes and desires of our people present an interesting and diversified pattern of character. As was pointed out to us yesterday, Manitoba joined Confederation in 1870, British Columbia in 1871 and Prince Edward Island in 1873. Beyond the economic and political consideration involved, it must have been conceived that these three provinces, touching as 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 conceived that the original Confederation compact envisaged the imposition of the language and tradition of Upper Canada upon Lower Canada or the replacement of character of Upper Canada by that of Lower Canada. The very purpose of Confederation was by unity to defend each other rather than to absorb each other. It is natural then and indeed desirable that the national character shall be diversified and of many parts.

■ ■ ■  
We have been told, Mr. Chairman, in yesterday's evidence, and I quote: "Clearly the air channels of a nation, part of its public domain, should be developed in a way and under conditions thought best to meet the interests of the nation," unquote.

This nation comprises the lumberjack, the miner and the stevedore of British Columbia, the rancher of the foothills, the oil rigger and grain farmer of the prairies, the industrial worker of Ontario, the businessman of our metropolitan centres, the sturdy habitant 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 Lethbridge and the surrounding community. The channels assigned to Sherbrooke belong to the people of the eastern townships.

This is a theory to which the operators of the privately-owned stations in Canada wholeheartedly subscribe. It is our opinion that the future of Canada, the character, and the cultural development of our nation begins at the local level and grows to be the diverse Canadian pattern visualized by Confederation. It is

# CJRL

COVERS

**KENORA-KEEWATIN  
LAKE OF THE WOODS DISTRICT  
NORTHWESTERN ONTARIO**  
effectively . . . exclusively

To reach this wealthy market, use CJRL — the station listened to in over 90% of the radio homes in Kenora-Keewatin and used by most of the local merchants. Include CJRL in your fall and winter schedules and reach a one-station audience which dominates the field.

Arrange for this practically exclusive coverage by consulting your nearest National Representative:

**HORACE N. STOVIN & CO.,**  
Toronto and Montreal  
**A. L. GARSIDE,** Winnipeg  
**DONALD COOKE,** U.S.A.

KENORA-KEEWATIN

96%  
DAY

NIGHT  
92%

B.B.M.

# CJRL

**KENORA ONT.**  
DOMINION NETWORK

## GO WEST- Young Man

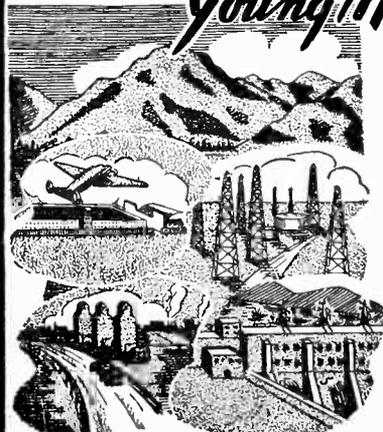


**AND BANKER too!**  
**ALBERTA'S WAGES  
SECOND HIGHEST**

■ The Bureau of Statistics reports Alberta's average weekly salaries and wages as second highest in Canada.

■ This busy, rich area is served by CFRN, Canada's fastest growing action station.

**CFRN** 1280 ON YOUR DIAL  
EDMONTON — ALBERTA



opinion, therefore, that the privately-operated stations in Canada are in fact providing the primary radio service and that the national system should function as an outgrowth of their service. Confederation provides us with a national form of government but it is made up of representatives from every part of the Dominion. Its primary function indeed is to protect the rights of the individual, reflect the will of the public, and protect the interests of the nation. The national form of government has never attempted to supplant the provincial governments, the municipal authorities or indeed the will of the people.

We visualize radio broadcasting on much the same basis. This natural resource, so much a part of the people of Canada because of its ability to express their will at their desires, requires, we believe, a national system but that national system should never regulate or control the basic elements which created it; for the national system was born out of the pioneering of privately-financed and operated stations at the desire of our people to use to this great medium of mass communication. We believe that the national system of broadcasting should neither destroy nor supplant the two elements which brought it into being—pioneering private enterprise and the will of the people.

You have heard a great deal, Chairman, about the exclusive nature of the use of a wave-length. There is no question in the mind of any private operator of a broadcasting station about public interest that is inherent in the operation of such a wave-length and, in fact, the very principle of sampling the opinion reactions of the listeners in an individual area of influence developed by the privately-owned stations so that they could, at all times possible, add their broadcasting activities to the expressed desires of those whom they are serving. The very nature of radio listening, turned on and on at will by the flick of a switch, makes it a very accurate barometer of public opinion and dare.

I would like, if I may, to go a step further on this subject of the monopolistic use of a natural resource in the way of a wave-

length owned by the people. There is a vast difference between such a natural resource as a radio wave-length and, for example, timber. In the case of timber rights, the development of such a franchise by private industry destroys the original natural resource and then transforms it to the use of the public as a commodity which can be purchased for a price. The radio wave-length as a natural resource, is without substance—is subject to being expropriated by other nations if not developed—and is completely useless to the public until some person or persons invest the necessary money, time and energy to translate that air channel into the useful means of education, information, entertainment, and expression of opinion.

Under private enterprise the development of this natural resource into a product for public benefit and consumption is provided to the public at no cost to them. Further, the use and development of that natural resource does not deteriorate it, and circumstances require the user to turn it into public domain. It comes back in its same original form, completely capable of reuse. I feel, sir, that in view of the fact that radio wave-lengths have here been referred to as publicly-owned natural resources, these unusual characteristics are worthy of note.

I am quite confident that your review of the activities of the privately-owned broadcasting stations in Canada will reveal that they are being operated, in effect, by the listeners themselves. It is a simple economic fact that no privately-owned radio station can long remain in business without listeners. The degree of financial success of such stations can, as a matter of fact, be measured largely by the number of people in that particular area who are so satisfied with the operation of that radio station that they listen to it.

(To be continued next issue)

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

# 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 almost the complete evolution thus far of the sound medium; a change from the cumbersome crystal to the push-button console.



Bill Baker

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.

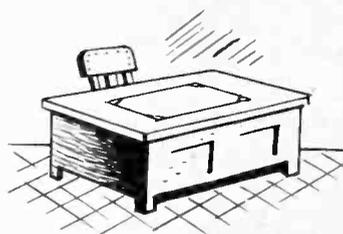
In handling his job as studio engineer at CFRB, where he has been ever since, Bill believes he has been out on just about every type of actuality broadcast there is, with one notable exception. As yet he hasn't been in on a hanging. His favorite special event jobs are sport broadcasts and he is invariably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

### BMI NAMES EDITOR

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 CFCH 1000 W.
- Ottawa CKOY 5000 W.
- Peterborough CHEX 1000 W.
- Port Arthur CFP A 250 W.
- St. Catharines CKTB 1000 W.
- Sarnia CHOK 5000 W.
- Timmins CKGB 5000 W.
- \*Toronto CKEY 5000 W.

#### QUEBEC

- Montreal CJAD 5000 W.
- Amos CHAD 250 W.
- Rouyn CKRN 250 W.
- Val D'Or CKVD 100 W.

#### MARITIMES

- Halifax CJCH 5000 W.
- Antigonish CJFX 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: 2320 Bank of Commerce Bldg. — AD. 8895  
MONTREAL: 106 Medical Arts Building — FI. 2439

54,820 daytime BBM  
37.9 average E.H. rating, Feb '48 day

493380  
383740  
164960  
20,776,780 average daytime radio homes

00.077 Cents per radio home  
20,776,780 — 1/4 hour cost

20,776,780  
14,5432  
16,5680  
14,5432

**CFNB**  
FREDERICTON, N.B.

THE DOORWAY TO NEW BRUNSWICK

# 50,000 WATTS POWER

**CKLW**  
Your Good Neighbor Station

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 AM-FM**  
CANADIAN BROADCASTING CORPORATION  
MUTUAL BROADCASTING SYSTEM  
MEMBERS OF CANADIAN ASSOCIATION OF BROADCASTERS

J. E. CAMPEAU  
President

TOP AUDIENCE ACCEPTANCE ACCORDING TO ELLIOTT HAYNES RATINGS

TOPS IN ENTERTAINMENT 24 HOURS DAILY

COVERAGE 222 COUNTIES IN CANADA AND U.S.A.

POPULATION OVER 18,000,000

NUMBER OF FAMILIES 5,226,450

RADIO HOMES 5,106,088

1947 RETAIL SALES 15,371,171

1947 FOOD SALES 4,124,731

GENERAL MERCHANDISE SALES 2,203,396

1947 DRUG SALES 453,294

**SOURCES:** Coverage data compiled from county data of Bureau of Broadcast Measurement, 1948 (Radio Homes). Sales Management, May 10, 1948 for balance of data.

# AGENCIES

## SPITZER & MILLS

**Toronto.** — Colgate-Palmolive returns "Share the Wealth" to the Trans-Canada network September 24 with delays the following night over CFRB, Toronto and CJAD, Montreal. The French counterpart, "La Mine d'Or" starts back over eight stations of the Trans-Quebec group September 20. Same sponsor brought back the "Happy Gang" September 12 to the Trans-Canada network while the French version, "Yeux Troubadours" returns the same date to the French network. "Our Miss Brooks" is being piped from CBS to the Dominion network and CFRB, Toronto, for Colgate starting October 2.

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

## 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 over 19 stations coast to coast advertising Kroy Wool.

**Montreal.**—Imperial Tobacco is starting the 15-minute 3-a-week transcribed "Saddle Rockin' Rhythm" (All-Canada) October 3. **Ogden's Fine Cut** over 30 stations coast to coast.

**Dominion Textiles** has scheduled a 15-minute 5-a-week transcribed "Aunt Mary" (All-Canada) daytime beginning October 1 over CFRB, Toronto and CFCF, Montreal.

## METROPOLITAN BROADCASTING

**Toronto.**—E. Herman & Company Ltd. (Furs) has renewed the half hour weekly "Herman Harmonies" over CFRB, Toronto, for the sixth year. The show is written and announced by Harvey Robbins and is heard Sundays at 10 p.m. (E).

**McCONNELL EASTMAN**  
**Toronto.** — McCormick's Ltd. (Biscuits) 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 Ontario 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 Gluns 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 Crouter 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 CKWX, 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-a-week 9 a.m. newscast over CFRB, Toronto, featuring Fred Cripps and advertising Maple Leaf Soap Flakes.

## MASON'S UNITED ADVERTISERS

**Toronto.**—Charles E. Rea Ltd. (The Department Store of Insurance) is starting the transcribed half hour "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 Rai 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.

**Coffield 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 25. 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 "Cisco Kid" (All-Canada) for Spearmint Gum over CFRA, Ottawa; CFPL, London, and CKEY, 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.

# 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 or cows.*

*No time to see, when woods we pass,  
Where squirrels hide their nuts in grass.*

*No time to see, in broad daylight,  
Streams full of stars, like stars 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."

Walter A. Dales  
Radioscripts

319 EMPIRE LIFE BUILDING — MONTREAL, P.Q.  
W. A. Dales      S. Macdiarmid      H. G. Bowley

# 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

302 Bay Street

Toronto

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

# 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. But mother, who turned off the living room radio a few minutes ago, answers the telephone coincidental surveyer and says: 'No, I am sorry, our radio is not on.'"

Freeman prophesied 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 unmoral." 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...")

Critics notwithstanding, Freeman concluded, "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."



## 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-E-R

Found out why we've had such a lumber shortage. It's 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 traveller, Charlie 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 and asked if we had any more to spare.

## UNDERSTATEMENT

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

—Bill Speers.

## GLARING OMISSION

In our station personnel survey (story on page 10) we omitted to enquire whether education the respondent had received.

## YANKEE DOODLE DANDY

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

—Saturday Night.

## EUREKA

The Toronto Star's decision to start a radio column indicates that radio and The Telegram are here to stay.

**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.

**CJOR**  
VANCOUVER B.C.  
CBC - DOMINION NETWORK

**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

The **Wright STATIONS**

Far-Sighted National Advertisers are investigating **TRANS-QUEBEC RADIO GROUP** for complete **QUEBEC COVERAGE** IN ONE PACKAGE ASK **William Wright** VICTORY BUILDING TORONTO

# PANORAMA

## FIFTH BIRTHDAY

New Westminster. — CKNW staffers observed the station's fifth anniversary recently with a bon roast and hot dog feed in the main studio.

Owner Bill Rea presented all original male members of the staff with solid gold, engraved tie clips, and their wives with cheques. Original female staffers got cheques. Presentations were also made to Barbara Scollan, continuity writer, who is returning to CJCA in Edmonton and who worked at CTV 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 cowboys recording star Wilf Carter to Vancouver shortly for a three-weeks stay. Carter would appear daily on 'NW.'

## 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 CEB brief to the commission, was in Ottawa when it sat there. Now he will move across the country with the commission.

## SAFETY FIRST

Winnipeg. — CJOB has been pressing a back-to-school safety campaign. 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 after absence of a year. Starting the first week in October, half-hour weekly programs will be aired featuring the Le Cele Molière players. Leo Emillard will direct.

## SET SALES SOAR

Toronto. — Sales of radio receivers in Canada jumped 50 per cent during 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 201,262 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: Maritimes, 3,207 units; Quebec, 8,300; Ontario, 29,061; Manitoba, 2,269; Saskatchewan, 1,748; Alberta, 2,910; British Columbia, 2,928; the Dominion total for the month being 50,423 units.

## PRAYER CRUSADE

St. Boniface. — CKSB will air proceedings at a monster rally being sponsored by local Catholics at Polo Park September 25.

The mass meeting is part of a family prayer crusade under way at the moment. Father Peyton, a U.S. priest, is in charge of the crusade.



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

# Laughable! Lovable!

• Meet that famous "Lady for a Day"



MADAME LA GIMP

## on THE DAMON RUNYON THEATRE

All-Canada's BIG, PRE-SOLD audience attraction

AUDITION IT NOW!

QUEBEC  
GASPE  
NEWFOUNDLAND  
NEWCASTLE  
PRINCE EDWARD ISLAND  
NEW BRUNSWICK  
SUMMERSIDE  
CHARLOTTETOWN  
CAPE BRETON  
SYDNEY  
AMHERST  
NEW GLASGOW  
TRURO  
NOVA SCOTIA

COVERED BY  
**CFCY**  
CHARLOTTETOWN

SERVING 5 OF CANADA'S  
TEN PROVINCES  
**CFCY**

CHARLOTTETOWN PRINCE EDWARD ISLAND

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.

# CANADIAN TELESCREEN

Vol. 2, No. 18

TV and Screen Supplement

September 21st, 1944

## 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.

In the RCA letter to the Commission, which was signed by Dr. C. B. Jolliffe, executive vice-president in charge of RCA Laboratories, the new system was technically described this way: "This (RCA color TV) equipment provides three signals, one for each primary color. Following this and preceding the transmitter modulator, the signals are rapidly sampled electronically in time order for each color and then combined. The resulting single channel signal is transmitted in time multiplex fashion requiring a total modulation band width of only 4 mc."

Dr. Jolliffe's letter further stated that the RCA color system had the following characteristics: 6 megacycle channel; fully compatible; 525 lines; 60 fields per second; field interlaced; picture dot interlaced; 15 color pictures per second; time multiplex transmission; and all-electronic.

The other system of color TV presently in limited use is the mechanical type developed by Columbia Broadcasting System. This system uses a revolving filter-disc which filters colors in rapid enough succession to present a polychrome picture to the eye.

Commenting on the RCA announcement, CBS President Frank

Stanton declared: "We have consistently favored color as the ultimate service in TV and it is more important to us as broadcasters to have color TV come quickly by the best available system, than that the CBS system be adopted. CBS color TV has been proved through numerous tests and demonstrations in the past and we will look forward to studying similar tests and demonstrations of the latest RCA system."

### Wired TV

**Washington.**—Zenith Corporation has filed a petition with the Federal Communications Commission asking that permission be granted for a three-month trial in Chicago of Phonevision, a piped-in subscriber development of Zenith. The plan, as outlined before the FCC, calls for supplying 300 telephone subscribers in Chicago with a Zenith receiver, the installation of special telephone lines, and the telecasting of first-run films, current stage shows and sports events over the Zenith Chicago station, W9XZV.

The purpose of Phonevision, Zenith claims, will be to provide television receiver owners, by means of a special attachment, with exclusive programs beamed from the Zenith station. Subscribers to Phonevision wanting to receive a program will call the telephone company, place the request, and a special signal will go out which electronically releases a key in the Phonevision unit of the subscriber's set, making the program appear on the screen. On all sets not equipped with Phonevision Zenith's special programs come in completely scrambled.

The plan will permit a subscriber to select only those programs he desires, with monthly billings on the basis of programs for which the special unscrambling signal has been given. The charge for the service is reportedly about one dollar per show, and is collected with the telephone bill.

In the proposed Chicago test regular charges will be made to test homes and Zenith hopes this will prove the extent of interest in the service. It is claimed that any TV set now in existence can be equipped with Phonevision.

### 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 a 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 their television series—"Wish You Were Here."

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

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

### We Believe . . . .

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

### We Have . . . .

An outstanding package for local originations.

### Why?

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

We are now finishing negotiations for sponsorship 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



### FOR THESE ARTISTS

- ARLOW, Herb
- COWAN, Bernard
- DAVIES, Jernard
- DENNIS, Laddie
- DIAMOND, Marcia
- FITZGERALD, Michael
- FOSTER, Dianne
- FOWLER, Dorothy
- GARDEN, Mary
- GOTT, Herb
- HARRON, Donald
- HUMPHREYS, Peter
- LAFLEUR, Joy
- LOCKERBIE, Beth
- MILSOM, Howard
- NELSON, Dick
- NESBITT, Barry
- O'HEARN, Mona
- RAPKIN, Maurice
- ROUSE, Ruby Ramsay
- SCOTT, Sandra
- WALSH, Elizabeth
- WILLIS, Austin
- WOOD, Barry

Day and Night Service  
at  
Radio Artists Telephone  
Exchange

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



# 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 advertisements 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