

CANADIAN BROADCASTER

AND TELESCREEN

Vol. 8, No. 19

TORONTO, ONTARIO

October 5th, 1949

AIR NORONIC FIRE

Toronto. — When 139 carefree holiday-makers met a tragic death in the burning hulk of the Great Lakes luxury cruiser, "Noronic," the morning of September 17, newsmen from Toronto radio stations worked quickly and tirelessly to keep frantic relatives, and outsiders in general, informed of the extent of the tragedy. The speed with which the four American networks were able to send out urgent calls for information and material, long before the last puffs of smoke had cleared from the wreck, was directly attributed to the on-the-spot reporting of this city's radiomen.

While the Queen City slept and a bloody glow grimly lit up the waterfront, Mike Hopkins, Larry Mann and Bob Hall of CHUM, arrived at the scene and started tape-recording, minutes after the first alarm for equipment was sounded. This was at 3 a.m. At 3:30 they were still at it from the pier, the emergency morgue at the Exhibition grounds and the Royal York Hotel.

Commercials went by the board to permit a full day of news bulletins, with on-the-spot interviews, which were credited with reuniting at least two families.

Manager Rolly Ford took motion picture film, which was released to NBC-TV the same morning, and the station supplied "TAM, Cleveland, hometown of many of the dead and surviving, and also NBC, with an 80-minute recording.

At CKEY, Johnny Williams and Al Kelly started an actuality broadcast at 7 a.m., while Lorne Greene and Mickey Lester did interviews at the scene of the fire and with various people working at the temporary morgue. Program director Don Insley talked to men of the life-saving station, he took part in many daring rescue attempts, and later broadcast an appeal for private cars to assist the Red Cross. Within a few minutes, at least 5,000 car owners had volunteered.

Most of the broadcasts carried throughout Saturday, and a 90-minute recap on Sunday afternoon on CKEY, were fed to the sister station, CKOY, Ottawa.

John Collingwood Reade, CFRB's morning and evening newscaster, did many special newscasts and bulletins from interviews, as well as his own on-the-scene accounts. In addition to regular news spots, he also broadcast three detailed reports over

"MISTER RADIO" PASSES



On Thursday, September 22, C. M. Pasmore signed a letter, requesting network time on the CBC for the NHL Hockey Broadcasts, hailed a taxi, went home and quietly died.

This was the undramatic exit of the man who organized network broadcasting before the CBC came into being, and then helped create the CBC chain to carry his hockey games; the man who has started more young radio men on their careers than you would ever believe, and then stood by to act the Pater Confiteor when they fell by the way; the one man above all others who has earned the title of "Mr. Radio."

His first name was Clarence, but nobody ever called him anything but Pas. Nobody, that is, except Kay Dale, who worked for

CBS and stations in Cleveland.

The CBC provided coverage to the Canadian networks through recordings made by Bill Beatty. These were aired twice on Saturday and fed across the border to MBS, NBC and ABC. Bob Kesten and Phil Carscallan voiced two broadcasts to the Trans-Canada net.

him and idolized him. Kay called him "The Thin Man."

The significant thing about that letter to the CBC was that Pas went out of the radio picture exactly where he came in, nurturing his baby—a baby that never grew up in his parental eyes—"Hockey Night in Canada." His was the voice behind all the voices—Foster Hewitt, the Hot Stove League, all of them—a voice that was seldom heard but always steering... guiding... coaxing. As Foster put it, the hockey broadcasts will always be his memorial.

Pas' history goes back to radio in the twenties (when he opened the first agency radio department in Canada, for Campbell Ewald, now MacLaren's), and before that into newspaper, trade press and the family drugstore. Scores of radio men are mourning the loss of the "man who gave them their start." But Pas' passing is a loss for today as well as for yesterday.

Pas was a perfectionist.

Once he was going to retire to write his memoirs. He changed his mind but it really didn't make any difference. He would never have been sufficiently satisfied

with his manuscript to let it go to the printer. The only reason a program of his ever got his okay was because air time was arriving.

Bill Baker of CFRB tells how Pas, the producer, made him hang sacking from the studio walls to improve pickup. After the program had been running six weeks, Pas decided to catch it from home. Bill didn't bother to clutter up the studio with the sacking that night. He knew that no one would notice the difference.

After the program Pas phoned to say "good show." Then he added: "But I think we'll use the sacking again next week."

Hugh Horler, who worked for him, tells how Pas, the editor—a more exacting editor than he ever worked for himself, Hugh adds—broke his heart for the first six months he spent under his tutelage.

"First," says Hugh, "he just read my commercials and tossed them aside. One great day he used my idea, but in his own language. Then he started editing the heart out of them in his scrawly writing. I used to live in awe of that pen, which he promised to leave me. He was almost merciless, but he never changed a letter without giving a reason."

One day Pas called Hugh into his office, sat him down with a drink and said: "I suppose you think I treat your copy pretty roughly."

Hugh did, but he didn't say so.

Then Pas pulled a sheaf of papers from his inside pocket—the most spiderous and scrawled-over documents you ever saw, with almost every word written and rewritten and then written again. "You think I am tough with you, but look what I do to myself," he drawled. Hugh still treasures that script.

Pas has gone. His influence on radio will never go. Because of his inclination to share, radio is a better thing.

RADIO STACKS HIGH IN PUBLISHER'S SURVEY

New York, N.Y.—"Life Magazine," through the use of a full-page newspaper advertisement, is treating radio generally, and the four U.S. networks in particular, to a free ride on the sales promotion bandwagon.

In the advertisement, which appeared in the "New York Times" and is also scheduled to be run in the "Herald Tribune" and other newspapers in Chicago, Detroit and Philadelphia, "Life" showed a list of the nation's top 10 advertising media, graded by dollar volume of advertisers' investment, with the four webs capturing second, third, fifth and eighth place honors.

Power

50,000 WATTS

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
800 KC
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.

CAB

Wants No Share of Fees

Toronto.—The Canadian Association of Broadcasters' board of directors forestalled any possibility of private radio being subsidized by any part of listener license fees, in a meeting held here last week, when it expressed the view that CAB member stations would continue to sink or swim according to their ability to serve and please the public.

The board's statement was occasioned by a question put forward during the Royal Commission's hearing of the CAB brief. At this time the CAB was asked if it felt its stations should be a part of the \$2.50 license fee, which is now turned over entirely to the CBC. The CAB directors expressed the feeling that private radio stations should continue to finance themselves entirely from commercial revenue, based on their ability to attract listeners.

...

The board decided that it would make an appeal, jointly with Northern Broadcasting Co. Ltd., to the Supreme Court of Canada, in an attempt to eliminate property tax on transmitters and accessory equipment. The appeal, which will be heard in February, will be based on the fact that transmitters are removable and on the premise that they are therefore not part of the property on which taxes are levied. Permission to appeal has already been granted. CAB and Northern Broadcasting will be legally represented by H. E. Manning, K.C.

...

A CAB agency franchise was granted to Associated Broadcasting Limited, Montreal.

...

Applications for CAB membership were approved for: CHUB, Nanaimo, B.C.; CHFA, Edmonton, Alta.; CKY, Winnipeg, Man., and

effective January 1, 1950, CKRD, Red Deer, Alta.

...

The board announced that it is studying a plan of scholarships and awards, sponsored by the Association, and designed to encourage the promotion of talent. A presentation on this project will be made to the CAB at its 1950 convention.

...

Location of the 1950 CAB Convention has been changed to Niagara Falls, Ontario. It will be held March 27-30.

...

CAB member stations will, as a result of deliberations at this meeting, be given an opportunity to consider new ways of electing their directors. There is a general feeling that the board, which now consists of 11 directors, representing 11.7 per cent of the total membership, is too large.

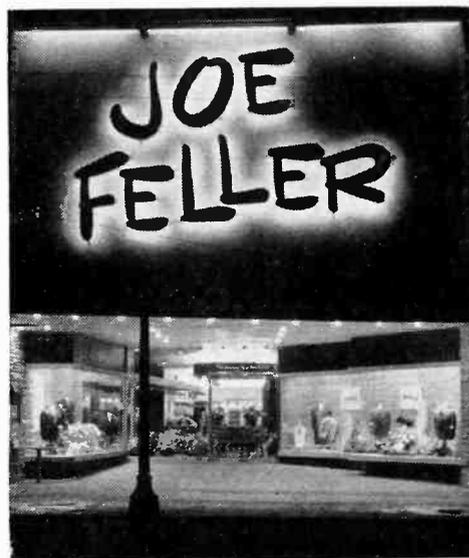
CKMO YOU MAKE FRIENDS
in Vancouver when you
Buy neighborly CKMO
CKMO 1000 WATTS
1410 on your DIAL

CFCO — Chatham

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

JOHN BEARDALL,
Manager-Owner.

CFRA Scores For The Sponsor



And JOE FELLER - Top Ottawa Merchandizer - Continues The Teamwork By DOUBLING HIS HOCKEY BROADCAST CONTRACT

... With This Comment ...

"Never have I spent money on any form of advertising and enjoyed it as much as sponsoring the Q.S.H.L. Broadcasts on CFRA. Last year I sponsored the away games only but this year I'm going to sponsor all games—at home and away. I'm grateful for the co-operation I've had from FRANK RYAN and to TOM FOLEY for his marvelous job of play by play description. AS LONG AS THE PUBLIC CONTINUE TO SHOW SUCH ENTHUSIASM . . . I SHALL ENDEAVOUR TO SPONSOR THE GAMES EVERY YEAR."

JOE FELLER

Proprietor of Ottawa's "Doorway To A Man's World" wants to serve the public that have supported him . . . to do it HE PLAYS ON THE CFRA TEAM!



TOM FOLEY

Expertly handled some 40 games for Joe Feller last year. During the 1949-50 season Foley will broadcast SOME 80 GAMES FOR THE SAME SPONSOR!



THE PUBLIC CAN'T BE ENTHUSIASTIC UNLESS IT'S LISTENING . . . SURVEY SHOWS IT IS LISTENING . . . TO . . .

CFRA

"OTTAWA'S OWN STATION"

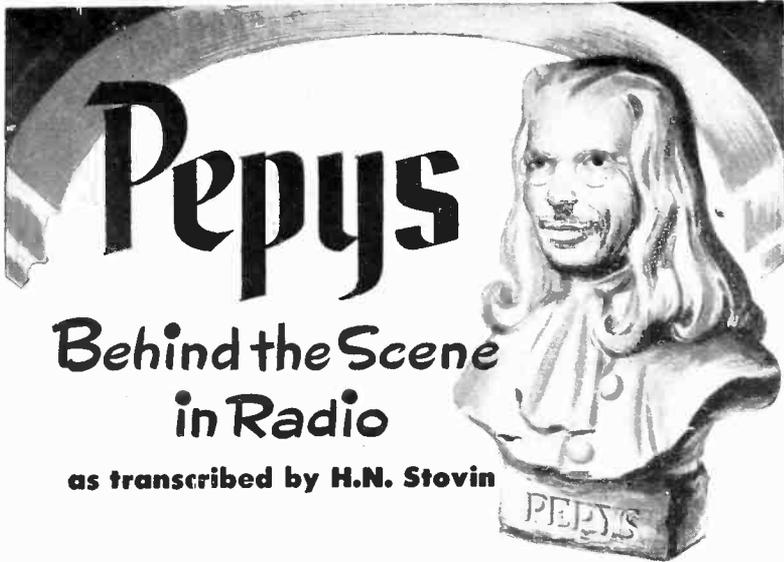
NOW

A SUPPLEMENTARY STATION of the TRANS-CANADA NETWORK

CJDC

Covering DAWSON CREEK and the entire Peace River District of Alberta and B. C.

Ask Radio Reps. Ltd.



Was this day told by my faithful secretary that I must purchase me a new travelling bag, my trusty gladstone being now worn out. And no wonder, for we do render service from coast to coast, and in a country as wide as Canada there is much travelling to be done, if we do keep the close personal contact we feel is necessary

• • • So there is scarce a week ever goes by when Pepys or one of his busy salesmen is not piling up mileage in travelling to radio stations, or visiting manufacturers, present and potential advertisers, distributors and advertising agencies. The sales manual rightly says that you have to make calls to get results, and that keeps Pepys and his busy men on the jump

• • • As an example, within these past few days we talked with George Cromwell in Saint John, and Fred Lynds in Moncton; then did speed westward to see George Chandler of Vancouver and Lloyd Moffatt in Winnipeg. Somewhere in between did sandwich in a round of the Montreal agencies with Ralph Judge and a sales meeting in Windsor, where the Toronto Stovin men were checking over the advantages of Ted Campeau's new 50-kilowatt

• • • My faithful secretary, who is writing down these thoughts of mine in a new-fangled way of fast writing, does interrupt to say I should give a reason for all this boasting about travelling, and she is right. We do gather first-hand information, and prepare ourselves to give out facts which we know from personal contact to be so. In a word, we do strive to do a BETTER job for stations and buyers alike, and so give Pepys the right to reiterate the admonition "To be a real salesman, first be of real service."

HORACE N. STOVIN
& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

Representative for these live Radio Stations

CHSJ Saint John	CHOV Pembroke	CHAB Moose Jaw
CKCW Moncton	CFOS Owen Sound	CJGX Yorkton
CJEM Edmundston	CFOR Orillia	CKLN Nelsan
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	

PROGRAMS

Town Meeting Hits The Road

Vancouver. — Six years ago Arthur Helps started an experiment with the twofold purpose of providing individual citizens, by private radio, with an opportunity to voice their opinions on problems of national and international interest and, possibly a more difficult task, to sell Canada to Canadians in a manner never before attempted.

Today "Town Meeting in Canada" has begun its Dominion tour of cities and communities, the first Canadian program of its type to travel across the country, so that "free speech and the free interchange of personal opinions," the forum's principle, might be realized.

Conceived and fostered by Arthur Helps, the forum's moderator, "Town Meeting" aired the first program of its tour from Port Alberni two weeks ago, when a record meeting discussed the topic "How Can World-Wide Freedom Be Made A Reality?" Dr. Mladan Giunio-Zorkin, eminent lecturer and twice a speaker on the forum, observed in his opening remarks to the Port Alberni audience that a free radio forum is an impossibility in Europe where free speech has been a far-off dream for many years. "European dentists," he said, "have discovered a method of removing teeth through the patient's nose—because everyone is afraid to open his mouth."

Helps, erstwhile clerk in the Vancouver City Hall, expressed "Town Meeting's" purpose in the trans-Canada tour as being an effort to acquaint as many Canadians as possible with the work-

ings of a radio forum, and to give the largest possible representation a chance to see, hear and take part in a nation-wide broadcast.

The program is recorded in Vancouver and shipped to various private stations across Canada, from CJAV, Port Alberni to VOXM at St. John's.

At the Columbus, Ohio, award presentations earlier this year, made by the Institute for Education by Radio, "Town Meeting in Canada" scored a first in recognition of a broadcast made from Powell River in 1948.

A new member of the "Town Meeting" staff is Keith Cutler, who has been appointed producer and announcer for the program. Cutler began his career in radio with CJOR, Vancouver, and comes to the forum from two years in Eastern Canada where he worked in broadcasting at CKOC, Hamilton, and radio news writing, with Press News.

"It's taken six years to get us this far, that is, to national coverage," says Arthur Helps in summing up his project's history. "Another six months and we hope to have added another boast, national representation," he hopes.

THESAURUS REORGANIZES

New York. — Transfer of the operations and personnel of NBC's Thesaurus Musical Program Service and Syndicated Programs to RCA Victor has been announced.

In making the announcement, J. G. Wilson, executive vice-president in charge of the RCA Victor Division, said that recordings now appearing under the Victor label will be available for Thesaurus and Syndicated programming.

Under the new set-up Don Mercer, formerly director of NBC's Radio Recording Division, becomes head of the new RCA Recorded Program Services.

Will you be

JOHNNY ON THE SPOT ?

COMMUNITY STATION FOR 200 COMMUNITIES



CFBC — Saint John

(With the Nova Scotia Bonus)

SUCCESS STORY: "Sarnak" ran six flashes per day beginning September 9th.

Then, on September 16th the following advertisement appeared in the local press:

"TO THOSE BUYING THE NEW MEDICINE 'SARNAK' . . . OVER 15,000 BOTTLES WERE SOLD IN THE FIRST FOUR DAYS. YOUR DRUGGIST MAY BE TEMPORARILY OUT OF STOCK DUE TO THE OVERWHELMING DEMAND. PLEASE BE PATIENT!"

CFBC — Saint John

"The Station With the Sockeroo Selling PUNCH!"

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.

NEW YORK'S RADIO ROW

by
Richard Young

New York, N.Y.—Not too many months ago the trade experts (and we use the term loosely) predicted that NBC had received a crippling blow from the much-publicized talent raids by CBS. However, judging from the reports emanating from the third annual convention of NBC affiliates at White Sulphur Springs, W. Va., all is sweetness and light along the chain's coast-to-coast hook-up.

To put the whole story in a nutshell,

the NBC top brass offered the affiliates a bill of goods and the station operators bought it with warmth in their hearts for everyone.

No one will deny that there has been unrest in the broadcasting business and the NBC affiliates, forced to sit by and watch such stars as Jack Benny, Edgar Bergen, Red Skelton and Ozzie and Harriet move to other networks, were understandably concerned. In addition, they were haunted by the big to-do being made over their younger brother, television, by network executives in New York Hollywood and Chicago.

Several months ago in Chicago at another NBC affiliates meeting, network officials got out the bottle of salve and soothed the operators with a new scheme of operations designed to meet the challenge of the buyers' market—as well as CBS. This scheme included the introduction of a number of new package programs in the lower price range.

Last week the affiliates met to hear the initial results. What they heard was cheering news. NBC executives claimed that the network now has less evening time available for sponsorship than any of the other chains. As a matter of fact, its daytime schedule is sold out except for one 15-minute period. Incidentally, it was significant that the major part of the meeting was devoted to sound broadcasting although television also received kudos. The emphasis,

however, was on radio, as it will be when NBC tees off its biggest-in-radio-history promotion campaign next month.

Niles Trammell, able and genial NBC prexy, had the affiliates practically eating out of his hand. He told the operators that the business scare earlier this year is over and he assured them that there never was any real basis for fears of an American business collapse.

"During the past year some people were well on the way to convincing themselves that the American economy was about to fall apart at the seams, that a depression was just around the corner and that black times were ahead for the advertising business," Mr. Trammell stated. "Let me add that the contagion spread to many of us broadcasters. We thought we saw the economic props being pulled out from under us. We were shaken by the easy prophecies that radio was all washed up—even before television itself was profitable."

Mr. Trammell pointed out that the following measurements show there is no basis for fear: (1) real purchasing power is 53% higher than in 1940 and 6% higher than in the first quarter of 1948; (2) present liquid savings exceed \$200 billion, or three times the 1940 volume; (3) as a result of population growth, business in the next decade will have 27,000,000 more customers than before the war, with 16,000,000 already added since 1940; and (4) employment remains at a high level.

CHRC

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

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

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

"LA VOIX DU VIEUX QUÉBEC"

It's BANNER SEASON ON VANCOUVER'S CKWX

Ranson's TWENTY QUESTIONS

Vancouver Motors SMITHS OF HOLLYWOOD

Player's GUY LOMBARDO SHOW

Garvin Ice & Fuel BOSTON BLACKIE

Shirriff's FUN PARADE

Home Gas HOCKEY BROADCASTS

Kingsway Motors MICHAEL SHAYNE

Albion Lumber DAMON RUNYON THEATRE

Wildroot's WHAT'S THE NAME OF THAT SONG?

MORE AND BETTER NEWS BROADCASTS

Adams' TAKE A CHANCE

Listerine's TREASURE TRAIL

JOIN THE PARADE OF CKWX ADVERTISERS

TOP-RATING AUDIENCES for Advertisers . . . Top-ranking Shows for Listeners . . . that's what BANNER SEASON ON VANCOUVER'S CKWX means! This season, 'WX Listeners will enjoy several old favorites . . . many new features (some named above). This season, 'WX Advertisers will benefit by added service . . . more news . . . greater promotion.

Yep! It's BANNER SEASON for everybody on CKWX ● JOIN THE PARADE

CONSULT ALL-CANADA OR WEED & COMPANY

Vancover's CKWX MUTUAL
The Station with the PROMOTION PARADES

in describing radio as a better than ever before, the NBC chief said that more than 5,000,000 families have been added to the radio population in the past three years. In comparing radio with television, Mr. Trammell said that even in 1951, the radio homes without television will exceed the total radio homes of 1946. Everything we know points to the conclusion that it will be some time before audience diversion to television will offset the huge home circulation which radio has been accumulating since 1939," Mr. Trammell declared.

It is understood that Mr. Trammell told the affiliates, off the record, of proposals to split the network into two separate organizations—NBC Radio Network and NBC Television Network. As a matter of fact, he might have hinted at this possibility when he said that "in our approach to organization in the network field we are seeking to eliminate any possibility of burdening radio with television or burdening television with radio."

And by the way, NBC's administrative vice-president in charge of sales, Harry C. Kopf, disclosed that National has been able to sell all the time periods opposite the former NBC shows raided by Columbia. A very interesting operating battle looms this fall. We'll be watching it for

Well, as things stand at this writing, it looks as though most of the broadcasters are cooling to the idea of accepting liquor advertising. It is understood that a majority of the NBC affiliates have given thumbs down on the proposal and this week the ABC network officially announced that it will not accept liquor ads "at the present."

Now if the hucksters along Radio Row would only get hep to give-aways!

And speaking of give-aways, buy - the - listening - audience has won the first round this week when a judge in the Federal Court in Chicago enjoined the FCC from proceeding on its give-away ban until a three-judge court makes at least a preliminary injunction on October 7. The ban was scheduled to go into effect October 1.

As far as your correspondent is concerned, the radio advertiser is as much to blame as the broad-

INTERNATIONAL

NARBA Discusses Re-allocation

Montreal.—The problem of accommodating approximately 2,500 radio stations on 107 radio channels is the primary item on the agenda of the North American Regional Broadcasting Association conference which got under way here last month and is expected to continue for about another five weeks.

Delegations from NARBA nations include Canada, Cuba, Haiti, Dominican Republic, Bahamas and United States. These groups will attempt, for the third time since 1937 when the Havana meeting produced the agreement,

caster for the type of programming on the air today. We're prompted in this statement by the case of the Ozzie and Harriet show, scheduled to bow shortly over the ABC network—as a sustainer, of all things. Here's a near-perfect family entertainment as you'll find around these days and nights. It has warmth. It has everything—except a sponsor. There just ain't any justice.

On the Cuff Notes . . . Walter Winchell's next sponsor (after Kaiser-Frazer) may be Chesterfield cigarettes . . . MBS network picked up General Foods as sponsor of a new series starring television's own Hopalong Cassidy . . . Wildroot's Adventures of Sam Spade moves from CBS to NBC on September 25 . . . Insiders are again forecasting the merger of the FM Association and the Television Broadcasters Association with the NAB . . . U.S. Commerce Department planning to set up an advertising unit . . . And that's the news till next issue.

to arrive at a system of better spacing, through re-allocation of frequencies, to eliminate the serious inter-station interference that has developed.

Mexico, a member of NARBA, was not officially represented, having asked that the meeting be postponed because of her inability to complete technical data needed for the conference.

Before the 1937 Havana Conference, about 1,500 stations were trying to keep out of each other's air channels by using the 107 frequencies available on the Continent. Now, that number has increased, especially since the war, to an estimated 2,500, and attempts to squeeze them all into the limited space have aggravated the existing serious situation.

It has been pointed out that, practically speaking, it is impossible to allocate 107 channels to so many stations, even when they are not close to one another. Many informed circles are of the opinion that the only hope lies in "deals" by which some standard band privileges are abandoned in return for privileges in other fields, such as television. However, if those attending the conference, numbering about 150 including advisors, decide that nothing can be done about the allocation problem at present, other technical requirements of the signatory countries will be dealt with.

Among representatives of Canada's radio industry at the conference are: C. P. Edwards, C.M.G., Deputy Minister for Air Services of the Department of Transport; G. C. W. Browne, Controller of Radio, T. Jim Allard, General Manager of the CAB; A. Davidson Dunton, Chairman of

the CBC's Board of Governors; and other representatives of the CAB and CBC.



B.U.P.
"COVERS THE WORLD"
BRITISH UNITED PRESS

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

★

HEAD OFFICE
231 St. James Street
MONTREAL



CJCA
Edmonton

NIGHT
Sets-in-use
35.8
Average — 6 months



CKCH

1000 WATTS — 970 KC.
RATINGS FROM 20.9 to 42.8

Representing between 80% to a high of 90% of all sets turned on during daytime hours.

385,167 French people in CKCH's coverage area — Ottawa, Hull — and all or part of 19 surrounding counties.

CKCH French programs outdraw nationally known programs.

CKCH Studios
121 Notre Dame St., Hull, Que.
Canadian Representative: Omer Renaud & Co., Montreal, 1411 Stanley St. Toronto, 53 Yonge St.
U.S. Representative: Adam J. Young, Jr., Inc., 22 East 40th Street, New York, N.Y.

Stretch
YOUR PUBLICITY BUDGET WHERE A DOLLAR REACHES MORE PEOPLE

FOR SALE
A RATING OF 29.5 (JUNE, 1949)
Appeal — women

The CFNB "News at 3:55" is a low budget 5 minute - 5 a week business getter . . . geared to the heavy women's audience of the soap serials that follow.

GET DETAILS FROM THE ALL-CANADA MAN

CFNB
FREDRICKTON, N.B.



- Lux Radio Theatre • Fun Parade • Red
- Skelton • Edgar Bergen • Hollywood Theatre
- John Collingwood • Take a Chance
- Curt Massey • Trull Hour • Arthur Godfrey
- Jimmy Shields • CBS Symphony Orchestra
- Adam • Mystery Theatre • Jack Dawson
- Big Sister • My Favorite Husband • Ann
- Saver • Wes McKnight • Family Hour of Stars
- Rosemary • Doris Veale • Mr. & Mrs. North
- Loy Owens • Share the Wealth • Contented
- Hour • Guiding Light • Dick Haymes
- Gordon Sinclair • Double or Nothing • Amos
- 'n Andy • Strollin' Tom • Rex Frost • Perry
- Mason • Inner Sanctum • Big Four Football
- Church Service • Kate Aitken • Jaff Ford
- Jack Smith • Our Miss Brooks • Club 15
- Frank Grant • Aunt Lucy • Garry Moore
- Reflections • Wally Crouter • Ed Luther
- Boston Blackie • Mr. Chameleon • Corinne
- Jordan • Beulah • Gene Autry • Mary
- Garden • Neighbourhood News • Life With
- Luigi • Young Doctor Malone • Headliners
- Lady in Black's • Royal Conservatory of Music
- Salt Lake City Choir and Organ • Suspense
- Quarterbacks Club • Choraliers • Music
- Hall of Fame • N.H.L. Hockey • Mr. Keen • D
- Herman Harmonies • Danforth Radio
- Ross • Guy Lombardo • Ma Perkins • Gord
- Jack Dennett • Women in the News • Aunt M

ALL HEAR THEM ALL CFRB

BUY IN CANADA'S No.1 MARKET

Next year CFRB continues to bring to its listeners the outstanding programs and personalities on the air. Thousands and hundreds of the biggest names in Canadian radio know where to place their advertising dollars for results. They choose and use CFRB.



**REPRESENTATIVES
ADAM J. YOUNG, JR., INC.
IN U S A
ALL-CANADA RADIO
FACILITIES LTD.
IN CANADA**

335 MILLION BUSHELS

is the estimate for 1949 Harvest for

Saskatchewan
FARMERS



SHARE THIS HARVEST BY ADVERTISING OVER

CKRM

REGINA, SASK.

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 second follows.

SECTION 2

It has been indicated to you that the prime consideration of the privately-operated radio stations is commercial. This is not, as a matter of fact, a true statement of the situation. In practical operation, commercialism does not precede public interest. It follows it. Any operator of a privately-owned radio station knows that he cannot secure commercial revenue until after he has secured listeners. As a matter of fact, over a period of time the people of this country will assert their will. They may be diverted from time to time—they may appear to rush this way and that, but inexorably they do assert their will.

No one can deny that the quality of commercially-sponsored programs has improved tremendously during the past 20 years. It must be admitted that the commercial message on such programs is in

better taste today than it was 20 years ago.

The broadcasting schedules of privately-operated radio stations include more of what is called minority audience programs than they did 20 years ago. These are not the result of rules and regulations. These are the results of the inevitable impact of the listeners' wishes upon radio station operators guaranteed indeed by the uncontested fact that the operator of a privately-owned radio station cannot long resist the desires of listeners and continue profitably to operate his business. We have an abounding faith in the ability of Canadians to make their wishes known, and personally I have confidence that the private station operators of Canada will abide by those wishes. They must.

My observation as a broadcaster during the past 17 years is that the privately-operated radio stations are today providing a larger measure of minority audience programs than they did 17 years ago. Many of these programs are provided by the private stations themselves and not by the network. While survey figures on the subject are not to my knowledge available, I am of the opinion that there has been development of interest in this type of programming by the listener as a result of the private operator's activities along these lines.

While it is true that private broadcasting stations have thus made a significant contribution to the development of expanding cultural horizons in their communities, credit must also be given in this connection to the church, to the schools, to printed media, and to voluntary groups of citizens who have contributed their able and valued support. It is our opinion that continued development of this type will be slow, and for the sake of stability and permanence, should be slow. It is a development that can only be brought about with all these forces continuing to accept their fair share of responsibility for this development.



In the presentations you have already heard, Mr. Chairman, there has been the suggestion that the operation of Canadian Radio on a completely private and commercial basis would lead to greater importation of United States pro-

FOR SALE

Marconi Model 37B Broadcast Transmitter. Carrier output 100/250 watts, 115 volts, 60 cycles. Single phase. Also—
TOWER, Blaw - Knox. vertical self-supporting. Height 204 feet.

PRICE FOR BOTH

\$4,000.00

Box A-29

Canadian Broadcaster & Telescreen

163½ Church St., Toronto

Found!



A wandering child, picked up by a Moncton resident, was too young for helpful information. A call to CKCW resulted in an S.O.S. for the child's parents on the noon newscast. Three minutes later, the newscaster was handed a further bulletin . . . "parents and baby re-united."

How did Lionel work it so quickly!! Shucks, t'wernt nothin'! The parents were right where Lionel knew they would be . . . listening to the CKCW newscast. They had to hear the call.

WHEN LIONEL BROADCASTS THE NEWS EVERYONE IN CKCW'S COVERAGE AREA IS LISTENING. WHAT A VEHICLE FOR YOUR SALES MESSAGE!

CKCW

MONCTON NEW BRUNSWICK

The Hub of the Maritimes

REPRESENTATIVES: STOVIN & CO. TORONTO MONTREAL



Continuous Radio Audience Measurements Since 1940



Elliott-Haynes Limited

Sun Life Building
MONTREAL
PLateau 6494

515 Broadview Ave.
TORONTO
GErrard 1144

programming. In view of the fact that private radio of today has not been given an opportunity to demonstrate its inclinations in this connection, we submit that such a statement is purely conjecture and one with which we cannot agree. However, in a further analysis of such a statement, I feel that I cannot pass up the opportunity to stress once again that the development of Canadian art, Canadian music, and Canadian literature would come about through the interpretation by Canadians of the cultures to which they are exposed as related to the influences of the land in which they live.

In the other activities of a cultural nature being discussed before this Commission, there will, I would think, be recommendations of endowments, scholarships and foreign travel grants. Any making Canadian would, I believe, endorse the granting of opportunities to young Canadian artists, musicians, writers, and others in cultural fields to expose themselves to the works of foreign masters. There seems no doubt that if such a general policy is established, some of these people would wish to acquire the advantage to be gained by studying first hand, and at close range, developments in these fields in the United States. It does not then seem consistent to us that any statement should be made regarding the importation of American radio programs which might be construed as the erection of the cultural "iron curtain" between the two lands.

As a matter of fact, Canadians generally must be proud indeed that whatever today can be called Americanism (and I refer to the United States) has felt the desired impact in the various fields of artistic development and higher learning by such people as: Mr. Jacob Gould Schurman, long-time president of Cornell University, who later became United States Ambassador to Germany; Lewis Douglas, a principal of McGill University, who left Canada and became U.S. Ambassador to the Court of St. James; Edward Janson, manager of the Metropolitan Opera Company; Dr. MacCacken of Riverside Cathedral in New York. All these are Canadian born. So is Percy Corbett of Princeton, John Bartlet Brebner of Columbia, A. L. Burt of

Minnesota, and Frank Graham of Princeton. Sir William Osler left Canada for the United States. So, in literature, did Thomas Costain and Merrill Denison. Canadian born were Franklin Lane, Secretary of Agriculture in Woodrow Wilson's Cabinet; Lauchlin Currie, personal assistant to the late Franklin D. Roosevelt during the war; Cyrus Eaton, partner in the Cleveland investment house of Otis and Company and one-time chairman of the U.S. Senate Foreign Affairs Committee. To Hollywood, Canada has contributed such distinguished names as Marie Dressler, Mary Pickford, Ruby Keeler, Hume Cronyn, Alexander Knox, Judy Garland, Deanna Durbin, Louis B. Mayer and Walter Pidgeon.

It is quite possible, Mr. Chairman, that you will hear at a later date from an organization known as Broadcast Music Inc. of Canada. This organization, sponsored in its Canadian origin by the privately-operated stations in Canada, is jointly owned by the Canadian Broadcasting Corporation and the Canadian Association of Broadcasters. I am certain you will be interested to learn that we in the private radio industry in Canada have been able by this action to help immeasurably in the publication and use of the works of Canadian composers, not only in Canada but in the United States as well. We can be highly pleased that some of these works are rapidly gaining most important stature in the music world.

Contrary to the statements already made to you by others regarding the importation of American radio material, we subscribe to the theory that the cultural development of both countries will undoubtedly profit from the free exchange between each nation of the best it has to offer. In this connection, we wholeheartedly praise the Canadian Broadcasting Corporation for making available to Canadian listeners the commercially-sponsored broadcasts of the Metropolitan Opera Company of New York, which for several years has been under the direction of a distinguished and renowned Canadian.

You have been told that "the need for profit on straight commercial broadcasts tends to concentrate programming on the certain types that pay off, and to

concentrate distribution of programs where it pays best." On the first part of this statement, we have already expressed our views. On the second part of the statement you will recall that we pointed out in our brief some of the many thinly populated areas of Canada served only by privately-operated stations. I should like to amplify that point by bringing to your attention the fact that there are 43 radio stations in the Province of Ontario. Of these 43 stations only three are owned and operated by the CBC. Two are in the City of Toronto, and one in the City of Ottawa and all three in the more dense areas of population in this province. In view of this it seems hardly accurate to say that the concentration of distribution of programs where it pays best is based on the need for profit, for obviously the CBC decision to so locate their broadcasting stations was not based on the need for profit.

(To be concluded next issue)

THE TOP MEDIUM
IN THE WEST'S TOP
FARM MARKET



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.

"THEY BUY THE THINGS
WE ADVERTISE ON CKSF!"

Messrs. McDermid and Barton are general store merchants and implement dealers at Martintown, a rural community some 15 miles from Cornwall, Ontario. This unsolicited testimonial is one of dozens on the files of CKSF, the only radio station in the United Counties of Stormont, Dundas and Glengarry. Here's what Mr. Ken Barton, one of the partners, has to say:

"We tried CKSF in 1945 with two 15-minute morning programs weekly. It was so successful that the next season we increased our broadcast order, for a daily 15-minute early-morning program. We have kept it ever since.

"Folks sure must listen, because they tell us - - - What's more, they buy the things we advertise on CKSF!"
"We wouldn't be without it."

To reach the people in the industrial city of Cornwall or the rich agricultural area of the United Counties, get your sales message on

CKSF AND CKSF-FM
CORNWALL, ONTARIO

ASK HORACE N. STOVIN CO. ABOUT US

DID YOU KNOW?

That CKCL is in the heart of a trading area with annual retail sales of over \$9 millions? Yes, it's an important market, and the local advertisers, the men who KNOW (over 150 of them) have found CKCL their logical medium for quick results.

CKCL

TRURO BROADCASTING CO. LTD.

J. A. MANNING
Manager

WM. WRIGHT, Representative
Toronto and Montreal

HEY, Look At Us !!

We're Growing!

Do you remember our first ad in July? Well since then our progress has been by leaps and bounds not only as a package - production house, but as Radio Advertising Consultants.

— SO NOW —

We are moving to larger quarters at 74 College St. in Toronto, with a larger staff to service ad agencies from coast to coast.

OUR Service Starts BEFORE the Sale!

Monty Hall Productions

74 COLLEGE ST. MI. 6010

AGENCIES

F. H. HAYHURST

Toronto. — British Ceramics & Crystal (Canada) Ltd. has renewed the quarter hour weekly "Music Hall of Fame" (All-Canada) until the end of the year on 13 stations coast to coast.

Dr. A. W. Chase Medicine Co. has added nine Ontario and eastern stations to the 15-minute "Strollin' Tom" series (All-Canada) with an increased schedule for Ontario and the Maritimes, making a total of 46 stations coast to coast.

Lakeside Milling (Campbell Cake Mix) has renewed its participating spot campaign on Women's feature programs on CFOS, Owen Sound, CKTB, St. Catharines; CJBQ, Belleville; CFRA, Ottawa; CJCB, Sydney, and has added CKMR, Newcastle, N.B.

Gooderham & Worts starts a four-a-day flash campaign October 24 over 17 stations between

Winnipeg and Halifax advertising Hot Shot Anti-Freeze.

Nucoa Margarine has renewed the 15-minute five-a-week "Pick the Hits" over CKEY, Toronto, along with a five-a-week spot series on seven Ontario stations.

JAMES LOVICK

Vancouver. — British American Oil Company brings back the "B-A Pop Concerts" to the Pacific region of the Trans-Canada network on October 11 featuring the Vancouver Symphony Orchestra.

Nabob Foods Ltd. has returned "Harmony House" for the seventh season over the Prairie and Pacific regions of the Dominion network.

Associated Salmon Cannery of B.C. starts an extensive six-month spot campaign over 40 stations coast to coast beginning in October.

Canadian Bakeries Ltd. has a daily spot series going to 17 western stations until the end of the year advertising 4X Bread.

Canada Nut Company has renewed its spot announcement series over 14 western stations through June 1950 advertising Squirrel Peanut Butter.

BAKER ADVERTISING

Toronto. — General Foods is starting the 15-minute six-a-week live "Ken Hughes Show" on CKWX, Vancouver, October 10, advertising Jello and Maxwell House Coffee.

Feen-A-Mint has started an ex-

tensive spot announcement campaign over a wide list of stations coast to coast running through June 1950.

VICKERS & BENSON

Toronto. — Lipton Chicken Noodle Soup Mix has an extensive spot campaign featuring Ann Adam going to a wide list of Ontario and eastern stations.

Grove Laboratories starts a winter series of spots and flashes October 31 in major Ontario and Quebec markets.

D'ARCY ADVERTISING

Toronto.—Coca-Cola Ltd. is piping in the "Edgar Bergen-Charlie McCarthy Show" from Columbia to CFRB, Toronto, and 38 stations of the Dominion network beginning October 2. The show again features Ray Noble and orchestra with guest stars and is aired Sundays at 8 p.m. (EST).

COMPTON ADVERTISING

New York.—Procter & Gamble (Tide) is piping in the "Red Skelton Show" from CBS to CFRB, Toronto, beginning October 2 with Joel Aldred handling the cut-ins.

KENYON & ECKHARDT

Toronto.—Kellogg's has a five-a-week spot campaign going to 23 English stations until the end of the year, advertising Pep Flakes.

RONALDS ADVERTISING

Toronto.—L. K. Liggett Co. Ltd. has returned the 15-minute transcribed "Drama of Medicine" for the fourth year to 13 stations in Ontario and the prairies. The show is heard on Sundays and has been scheduled until April 1950.

Will you be

JOHNNY ON THE SPOT ?



"Meet Our Mr. Mulvihill!"

We can't really introduce our N.B.S. Sales Executives to visitors during a large part of the day. Why? They're out calling on their prospects and customers, of course—

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 CFPA 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

AVAILABLE EDITORIAL SECRETARY, male, presently employed, married, age 35, university background with sound business knowledge. Experience includes: public relations, community newspapers, house organs, club, institutional and legal secretarial. Can handle research and interviews, manuscript and script drafting and revision, proof-reading. If full-time position not open would be interested in evening work. Box A-30 Canadian Broadcaster & Telescreen 163 1/2 Church St., Toronto

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

I reckon it'd mean work but I sure envy them St. Catharines district farmers with their \$15,000,000 fruit crop.

Fruit produces but a small part of the diversified \$200,000,000 buying power of the rich Niagara Peninsula served by CKTB St. Catharines.

CANADIAN TELESCREEN

TV LAUNCHED AT CNE

Toronto.—Canada has had her first television station. Twelve hours daily for two weeks, station manager Walter Ward, chief engineer Graydon Lloyd, and production manager Spence Caldwell, 30 operators and technicians and hundreds of thousands of dollars worth of equipment through their television paces to show a large part of a two and a half million crowd just what goes on behind the telescreen.

The life of this station, CGE-TV as it was called, owned and operated by the Canadian General Electric Company, was limited to two weeks because its offices, studios and equipment in the Electrical Building were all a part of this year's "biggest annual fair in the world," the Canadian National Exhibition.

The crowds, and those from the broadcasting industry who attended by special invitation, witnessed the operations of a fully equipped television station, complete except

for a transmitter. They saw "live" shows, kinescope recordings, films, slides and "pick-up" programs, all through the magic of TV.

To simulate the operation of a fully-fledged commercial station 12 hours a day for two weeks was no simple task, but since that is what Genelco's "top brass" had ordained for CGE-TV, Messrs. Lloyd, Ward (both of CGE), Caldwell and crew set out to do just that. Ask these three fellows what it is like to be responsible for such a job and you will probably learn that it is a problem, a big problem, and that a lot of fun, headaches and hard work are involved in the solution.

Assets for making this operation a success consisted of: all the latest and best television equipment CGE had available; the top technicians and engineers on the company's staff; a liberal expense account; co-operation from outside interests called upon to assist; and general enthusiasm displayed by all who took part. The sole liability was the fact that this was the first time in Canada that such an operation, under actual conditions, had been attempted for such a full program schedule.

Commencing daily at 9.45 a.m. and continuing throughout the day, programs were sent from the cameras, by closed circuit, to numerous "slave" receivers situated about the exhibit, and perpetually thronged by large groups of on-lookers.

A typical morning and early afternoon program schedule included a 15-minute test pattern, followed by one hour of the Arthur Godfrey CBS show, an hour of the Fred Waring show, nine minutes of "Hot Ice" from a National Film Board film, the quarter hour "Lucky Pup" show, "Toast of the Town" to fill a one hour slot, "Art of Skating" from the National Film Board, and many "shorts," including a world-prize NBC film of the Leslie Bell Singers, and animated commercials. This schedule, with some juggling and changes, was aired three times daily, with the addition of a two-hour pickup from WBEN-TV in the early evening. "And that," says Spence Caldwell, who heads his own transcribed program and TV business and was entrusted with the entire production by CGE, "is a lot of telecasting, even for a regular station."

In television, as in AM broadcasting, timing is of the utmost importance, but with the visual medium new problems arise.



An exhibit which attracted many CNE-goers, the CGE television station, is shown above, with Spence Caldwell taking it easy in front of the "Synchro-Lite" projector beside the camera and mirror change-over unit. Jimmy Smart (centre) is placing slides in the slide projector while Graydon Lloyd does the monitoring at the console. That's Harry Dawson on the right revealing the interior of the amplifier supply panel.

With an untrained crew of about 20 operators — two each from CFRB, CKEY, and CBC, the remainder from the School of Electronics of Ryerson Institute of Technology—it was first necessary to become familiar with the intricate television equipment, and then to iron out timing difficulties.

Since the majority of program material was on film, borrowed mainly from the Columbia Broadcasting System, through the co-operation of CFRB, and from the National Film Board, cutting and splicing had to be done to eliminate unwanted scenes and at the same time fit the finished film into its allotted time period. This task was further complicated by the fact that the sound track on the film precedes the corresponding scene by some eight inches, and care is necessary to fit scene and sound together.

Then came the planning and production of commercials. Spectators watching TV for the first time got an idea of what to expect in sight-and-sound selling.

The commercial announcements were fitted into time periods and were mainly of the slide-plus-transcription variety, employing a

Goldberg-like machine known as a "Synchro-Lite" projector. This projector, fitted with a dissolving device and a swastika-shaped slide holder, made it possible to show a succession of slides without any visual break during the change, other than a gradual dimming and brightening. Various combinations of slides, such as transparencies and opaques, or slides side by side, were used.

AM broadcasting's problem of replacing network commercials with local spots during network shows was handled on CGE-TV when beer and wine announcements were cut from WBEN's shows. These cut-ins were done with slides and transcriptions, timed to fit the commercial breaks.

For those of the broadcasting industry who toured the exhibit and those whose interests were in the technical field, the "station" proved to be quite a feat in engineering.

Erecting an ordinary television antenna is a very simple task compared to setting up an Ajax tower, so high it required aircraft warning lights, designed to reduce

(Continued on next page)

Call **RATE**

Waverley 1191

AM, FM, TV, WXY

FOR THESE ARTISTS

- ARLOW, Herb
- COWAN, Bernard
- DAVIES, Joy
- 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

The Office of **MART KENNEY**

FOR THE FINEST IN ORCHESTRAS, ACTS, AND ENTERTAINMENT...

125 DUPONT ST. TORONTO, ONTARIO • PHONE KI.3147

CKBB
Barrie
 Serving
SIMCOE
COUNTY'S
100,000 PEOPLE

*Ralph Snelgrove invites you
 to contact*

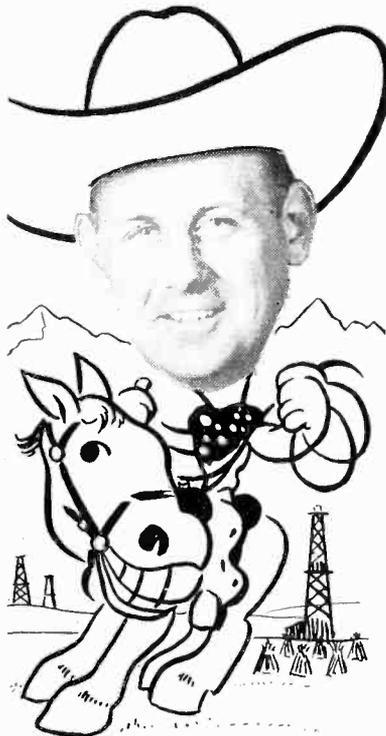
NATIONAL BROADCAST SALES
for facts and availabilities

He didn't ride to Winnipeg
 to tell the folks down there
 about *CFCN's* bang-up
 schedule of new network
 shows.

CFCN's
**JIM
 "DANDY"**
 LOVE

Returned Riding
 Double

**RADIO
 REPS**
 have the story
 Toronto
 Montreal



(Continued from previous page)

"fringe area reception" interference from Buffalo to a minimum.

A special generating unit was required to supply the large amount of electrical current necessary for the many pieces of equipment, when it was found that the ordinary supply was too weak.

"It's awfully complicated," was the usual layman's understatement to be heard when the lights flashed, the wheels turned and the tubes hummed.

Television cameras, larger than most movie cameras, were in continuous operation. The special film projector, which converts the usual 24 frame per second film into a 30 frame per second picture for TV, is a giant compared with the home-movie size. The slide projector can do tricks with film slides that make the average viewer think in terms of complicated lighting effects and magic. And controlling it all are consoles and monitoring telescreens, with more knobs than are normally found on a crocodile's back.

That same layman possibly realized too that here was Canada's television, but for a transmitter and the CBC's "green light." This is what will bring him his evening variety and comedy shows, his Saturday afternoon football and Sunday symphony. And maybe, when he has saved enough money to buy one of the hundred TV sets on display at this year's "Ex," the time will have arrived for color.

—Tom Briggs.

**TEE VEE
 ACTION**

New York, N.Y.—The contestants in the new controversy over color television, which got under way before the FCC in Washington on September 26, got in their first licks in papers filed with the Commission.

In a 16-page statement, CBS implied that the RCA color is only a paper system and asked that the Commission distinguish between a paper system and an actual operating system. According to the CBS report: "The virtues of a system which exists only on paper may not be attainable in actual operating practice, or if attainable, the dollar cost, either in the studio or in the receiver, or both, may be exorbitant. Another aspect of the distinction is the time within which a paper system can be converted into an actual broadcasting service."

CBS conceded that it will support other color systems if they out-perform CBS' and if they are ready for public use immediately.

Meanwhile, RCA announced that during the FCC hearings it would inaugurate a regular schedule of color video programs in Washington to demonstrate its new system of high-definition, all-electronic color. The demonstrations include transmission of live studio shows and motion pictures over NBC's Washington outlet WNBW.

Dr. C. B. Jolliffe, executive vice-president in charge of RCA laboratories, said "we also expect to televise some of our regularly scheduled black-and-white programs in color. Since this color system is completely compatible with the present black-and-white system, this will not interfere in any way with the present service of WNBW or change the character of the pictures received by the television audience."

Dr. Jolliffe said that RCA is now preparing bulletins to make data regarding its color receiver available to the industry. He said other manufacturers may make sets and test them. If other transmitting stations desire to undertake field testing, RCA will make experimental studio equipment on order.

Dr. Allen B. Du Mont, president, Allen B. Du Mont Laboratories, Inc., requested that he be allowed to make direct comparisons of black - and - white television with the new color systems of RCA, CBS and Color Television, Inc., at the FCC hearings. Dr. Du Mont asked permission to install commercial black - and - white receivers alongside the color sets so that the quality of transmission and reception can be compared by a series of tests.

NBC-TV picked up Admiral Radio as bankroller of its "Lights Out" program starting October 8.

CBS-TV's new Ed Wynn program will receive a real Hollywood premiere on September 22.

Will you be

**JOHNNY
 ON THE
 SPOT
 ?**

ALPHA MILK
 and
*PRIMROSE
 CHEESE*
 have chosen

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.

LEWISITE

DECAYED BROADCAST

The Smiths Falls Record-News reports that scientists claim some people can hear radio programs through their teeth, so any day now we can expect to have license fees slapped on all molars.

—North Bay Nugget.

NEW ANGLE

It isn't that Sam Ross is any thinner, it's just that he walks around with his chin in the air since they made him assistant manager of CKWX.

CRITIQUE

His script was so lousy, they made him rewrite it so they could throw it in the wpb.

OPINION MAIL

Sir: I understand that on the top of the Liberals' things - that - helped - us - win - the - election list is the Canadian Broadcaster & Telescreen.

—Unowot.

CLUB NEWS

"Cab Calloway, the old Hide-hormone."

—Fred Bass, CKWX.

EDITORIAL

Isn't it a good thing for the Chinese nationalists that Steve Canyon is on their side?

PROBLEMS UNDER THE SKIN

An announcer dropped in to meet his opposite number in the publishing business, so we introduced him to the type-setter. Both were insulted.

CLUBS THAT PASS

The Radio Executives Club of Toronto was a good club, as clubs go, and as clubs go, it went. Or did it?

THE SHOW MUST GO ON

Then there's the quizmaster who refused to take a three-months' layoff on doctor's orders for two reasons. First, it might hurt the ratings. Second, it might not hurt the ratings.

PANORAMA

TO MANAGE ERWIN, WASEY



Montreal.—The appointment of Brian Devlin as manager of the Montreal office of Erwin, Wasey of Canada, Limited, has been announced.

Devlin was most recently an account executive and head of the creative department of Young & Rubicam Limited, in Montreal, and has been connected with advertising agency work for over 20 years.

Prior to entering the advertising field, Devlin was a sports-writer and columnist, and is presently a director of R. J. Devlin Co. Limited, of Ottawa.

AIR-BORNE DISC JOCKS

As an experiment, several American airlines are using disc jockey systems in their planes. For ex-

ample, Pan-American World airlines have recently installed a Victor 45 r.p.m. machine in its Stratocruiser, plying the New York to London run. The stewardesses and pursers handle the announcing and the music is piped in through the pane's p.a. system.

Although the experiment is to last only 30 days, officials believe that passenger response will make air-borne disc jockeying a thing of the future.

JOINS AIKIN-McCRACKEN

Toronto.—H. Ernest Paul has been appointed a vice-president of Aikin-McCracken Limited, Toronto advertising agency.

Paul started in advertising 20 years ago with the T. Eaton Co. Ltd., served several years with A. McKim Ltd., of Winnipeg, and was latterly a senior account executive with J. J. Gibbons Ltd.

LIFE SENTENCE



Caught by the CPR camera at the WAB Convention in Banff last month are Tony and Dinah Messner, he of Broadcast Reps Ltd., Winnipeg, who were hailed by delegates and guests when it was learned that they were quietly celebrating their thirtieth wedding anniversary.



Jos. Hardy Talks ON

QUEBEC MARKET NO. 2

"Here is Jos. Hardy again—the man who always has a story on Quebec Market No. 2. And there is always a new story to tell, because it is a progressive section of Quebec, with money to spend on improvements. Quebec City, for example, has added 15,000 new telephones in the past three years — has almost doubled the number of subscribers since 1939. This despite shortages of material and rising costs! The advertiser who does not offer his goods or services to Quebec Market No. 2 is missing a receptive market, where there is money to spend. In this market Radio is not only the most productive and economical medium of advertising—in some areas it is the only one. Ask Jos. Hardy!"

We have changed the address of our Montreal Office to: 1015 Dominion Square Bldg. (No change in telephone number)

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.

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

Now 1000 WATTS

CKNW

The Wright STATIONS

Local Advertisers Prefer CHNO

LARGEST AUDIENCE AT LOWER COST

Sudbury's Bilingual Station

SEE **William Wright** TORONTO MONTREAL

VICTORY BUILDING EMPIRE LIFE BLDG.

"Eye-Witness"



"An eye-witness account" of what's going on... is the feeling you get listening to Wes McKnight, popular CFRB sportscaster. Wherever things are buzzing in the world of sports, you'll hear Wes' intimate, fast-moving delivery... highlighting every interesting event. Listen to Wes McKnight's "Sportviews" at 6:40 p.m. daily... also his well-balanced newscast at 12:30 p.m. every week-day on CFRB, 1010 on your dial, where your favourites are!

Rise and Shine Man!



There's no substitute for sleep, agrees Wally Crouter! But those extra forty-winks you can't steal in the morning are replaced by Wally's breakfast recipe of bright music, cheerful chatter and humour—on his CFRB show "Top O' The Morning" at 6:35 a.m. Start the day right with Wally at 6:35 a.m.—the NEWS at 7:30—back with Wally for News at nine o'clock on CFRB—1010 on your dial! Where your favourites are!

News Wrapper-Upper!



Thousands listen—daily—to Jack Dennett's popular newscast over CFRB—at 4 p.m. and again at 11 p.m. Dennett fans say no one else gives them the news as fast, as 'completely-packaged!' 'It's his friendly, easy style'... they say! That's why Jack is one of Toronto's most popular broadcasters. Once you've acquired the 'Dennett' habit, you'll listen to him regularly at 4 p.m. and 11 p.m. on CFRB—1010 on your dial! Where your favourites are!

We, too, are interested
in readership ratings!



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CFRB

50,000 WATTS—1010 KC.

THIS Fall, similarly to last Spring, a series of advertisements depicting CFRB programs and personalities is appearing in a list of Ontario daily and weekly newspapers. Judging by their higher than average readership ratings, thousands like to see as well as listen to personalities heard on CFRB programs.

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.

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