

CANADIAN BROADCASTER

AND TELESCREEN

No. 8, Vol. 20.

TORONTO, ONTARIO

October 19th, 1949

CBC READY FOR TV ROAD UP TO THEM

Toronto.—The CBC is set to go ahead in television as soon as the present session of Parliament grants it the necessary funds, E. L. Bushnell, CBC director general of programs, told the radio and panel at the ACA convention this afternoon. He was speaking before CBC chairman A. D. Dunton, who was unable to appear himself.

The amount of participation of private interests at this stage in station operation, depends first of all foremost on themselves, and on the making of sound and suitable applications," he said.

Bushnell recapped and commended the "interim plan" for television announced by the then government last March, under which the CBC is to establish TV production centres in Montreal and Toronto with associated transmitting stations.

He reminded the meeting that the government plans to issue licences for privately owned stations in different areas, including one in Montreal and one in Toronto, in addition to CBC stations, with the suggestion that individuals or groups interested in any area join in applying for a licence and so be able to pool their resources."

■ ■ ■
The speaker upheld the belief that the Canadian way for TV probably lies in a compromise between the completely commercial system in the United States and "development by a public agency without any commercial participation, as in Great Britain."

Bushnell emphasized that Canada's TV problem is an individual

one. In television, he said, it must be "in the national interest to have a system that expresses Canadian ideas, that uses Canadian talent, that stimulates the thinking and imagination and creative power of Canadians, that adds to the richness of our national life."

The completely commercial system of the United States, with 12 times our population, would tend to swamp Canadian video lanes with an over-abundance of American programs, he said, while the British system could not be economically put into effect because of Canada's size and lack of population.

The "compromise system," he thought, "provides for opportunities for, and contributions from advertisers, both on a wide scale and at a local scale. It provides for essential co-operation between private enterprise and public service."

POLYSYLLABIC PRESIDENT



—Photo by Everett Roseborough.

If "Bringing Home the Bacon" was an apt slogan for the ACA during the presidency of George Bertram, of Swift Canadian, then, under Lee Trenholm, named to that office today, it should be amended to read: "Bringing Home the Right Thickness, Weight and Quality of Bacon," because Lee Trenholm is a perfectionist par excellence.

Born in Nyack, New York, less than half a century ago, Lee started his working days on the "Washington Times." This baptism of words has taken him through the presidential chair of the Toronto Advertising and Sales Club twice, the presidency of the Canadian Circulations Audit Board and the vice-presidency of the Public Relations Society of America.

It has also gained him the reputation—in this office at least—of being the only man in the world who can bandy fifty-seven syllable words in the right places. When

he introduces a speaker with his delightful flow of language, he leaves nothing unsaid that should have been spoken. Neither does he commit the common sin of saying the unnecessary.

By vocation, he is manager of the Public Relations Department of Provincial Paper Limited; by avocation, a student of the English language and its application to human relations. He possesses the enviable combination of an acrid tongue, sweetened by a rare sense of humor. Doubtless he will express himself critically about some linguistic incoherency which we have been unable to detect in this story. He will also have some person unknown to us send for several copies for his scrap book.

Under Lee Trenholm's experienced leadership, ACA may look forward to the year when the Canadian public will hear the story of advertising.

MASSEY COMMISSION TOURS COUNTRY

Ottawa.—Urging "presentations showing public service, and examples of regulatory injustice or discrimination" to the Royal Commission on National Development in the Arts, Letters and Sciences by as many stations or groups of stations as possible, T. Jim Allard, general manager of the Canadian Association of Broadcasters, in a release to the membership, said that the decision of this commission will determine the futures of everyone in, or connected with, broadcasting in Canada. Allard also requested that "letters or appearances from other citizens or groups supporting your operations and/or urging a separate regulatory body for broadcasting," be brought before the commission.

The Royal Commission, currently holding hearings here, left on the first half of its Dominion-wide tour for Winnipeg on October 9, and for the period of one month will hear presentations in the principal cities of western and central Canada, of which it has already visited Winnipeg and Saskatoon.

Throughout the tour, which will end about February 1, after covering the eastern provinces, members and staff of the Massey group will monitor all broadcasting stations whose signals can be picked up.

The revised schedule for the balance of Commission hearings is as follows:

Edmonton—Oct. 19-Oct. 21.
Vancouver—Oct. 24-Oct. 26.
Victoria—Oct. 28 and 29.
Calgary—Nov. 1 and 2.
Regina—Nov. 3 and 4.
Toronto—Nov. 15-Nov. 19.
Montreal—Nov. 23-26.
Quebec—Jan. 10-12.
Fredericton—Jan. 17 and 18.
Halifax—Jan. 23 and 24.
Charlottetown—Jan. 26 and 27.

NATIONAL RADIO WEEK

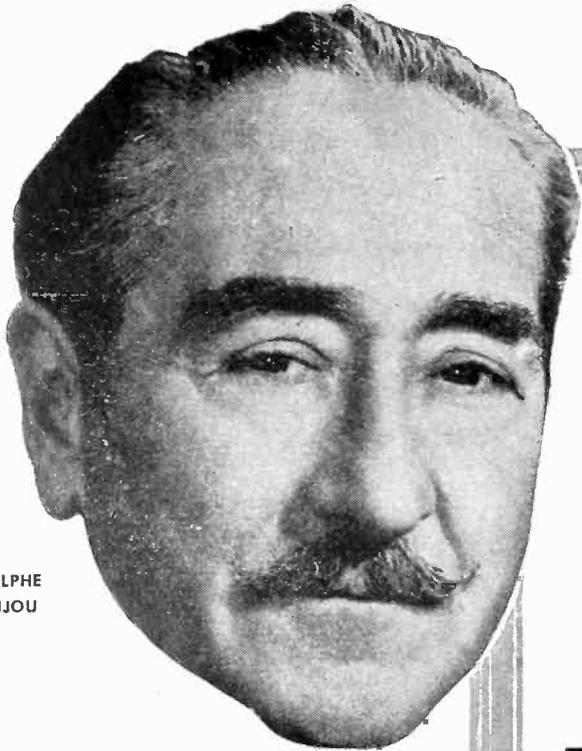
Radio stations, manufacturers, dealers and their various trade papers, are co-operating in a coast-to-coast National Radio Week, October 29 to November 5, paralleling a similar week which is being held at the same time in the United States.

The twofold purpose is to stress radio's part in Canadian life on both the local and national levels and to further the objective of putting "a radio in every room."

Organizations participating in this venture are: Canadian Association of Radio and Appliance Dealers; Canadian Association of Broadcasters; Canadian Broadcasting Corporation; Canadian Radio Manufacturers Association of Canada; and the various radio trade publications.

*All-Canada answers
your demand for*

**BIGGER AUDIENCES—
FASTER SALES—
GREATER PROFITS—
AT LOWER COST!**



ADOLPHE
MENJOU

*“MEET
THE
MENJOUS”*

**Now available for
National Sponsorship**

FIVE PROGRAMS EVERY WEEK TO BRING
YOUR LISTENERS BACK DAY AFTER DAY!
THREE COMMERCIALS ON EVERY PROGRAM
TO PRESENT . . . REPEAT . . . EMPHASIZE . . .

**YOUR SELLING
STORY!**

**THE NEW YORK TIMES
SAYS:** "Easily among . . . the
most enjoyable items

on the daytime schedule . . .
Relaxed and intelligent . . . makes
the fifteen minutes slip by
so quickly."

VARIETY SAYS:

"Duo has the glamour of the Menjou film
name . . . but they'll hold their audience
on basis of subject matter and easy,
cultivated, informal style of delivery
. . . The program is a breath of fresh
air to jaded listeners."

● BE SURE TO INVESTIGATE! ASK
ALL-CANADA FOR THE FULL,
FACTUAL STORY AND AN AUDI-
TION AT YOUR CONVENIENCE—
WITHOUT OBLIGATION!



VERREE
TEASDALE
MENJOU

ALL-CANADA PROGRAM DIVISION

A DIVISION OF ALL-CANADA RADIO FACILITIES LTD.

- VANCOUVER
- CALGARY
- WINNIPEG
- TORONTO
- MONTREAL

JOINT RESEARCH COMMITTEE



Recently granted a Dominion charter is the Canadian Advertising Research Foundation, a co-operative venture of ACA and CAAA. Officers and directors are pictured above. (Front Row)—Mark Napier, J. Walter Thompson Co. Limited, Vice-Chairman; F. S. Auger, Procter & Gamble Co. of Canada, Ltd.; J. E. Brittain, Russell T. Kelley, Limited; A. W. Lehman, Advertising Research Foundation Inc.; Douglas C. Brace, The James Finlay Co. Limited; R. E. Sewell, Coca-Cola Ltd. (Front Row)—J. W. Lawrence, The Canadian Company Limited; Athol McQuarrie, Association of Canadian Advertisers, Inc.; L. Phenner, Canadian Cellucotton Products Co. Limited; H. H. Rimmer, Canadian General Electric Company Limited, Chairman; John A. M. Galilee, Association of Canadian Advertisers, Inc., Secretary. Members unable to be present when above photograph was taken are: A. M. Miller, Canadian Association of Advertising Agencies and H. M. Tedman, J. J. Gibbons Limited.

ACA CONVENTION SPEAKERS

George J. Abrams (Block Drug Inc., Jersey City, N.J.): "The Latest Advertising Story of 1949" — 2.30 p.m. Thursday.

John Brittan (Canadian Westhouse Co. Ltd.): "A Hundred Businessmen Build an Effective Mail-List" — 4.10 p.m. Thursday.

Walter Brown (Bristollers Co. of Canada Ltd.): "Marketing Research Uses and Abuses" — 10 a.m. Thursday.

Mr. Lyndon O. Brown (Dancer-Gerard-Sample Inc., N.Y.): "How Market Research Can Help in the Current Buyer's Market" — 9.15 a.m. Thursday.

Leonard Bush (Compton Advertising Inc., N.Y.): "What Happens Radio With the Advent of TV" — 10 p.m. Wednesday.

L. L. Bushnell (Canadian Broadcasting Corporation): "Canada's Future" — 4.20 p.m. Wednesday.

John Caples (Batten, Barton, Dineen & Osborne, N.Y.): "How to Test Advertisements" — 9.30 a.m. Friday.

Philip J. Everest (National Association of Transportation Advertising, N.Y.): "How to Use the Continuing Study of Transportation Advertising" — 2.30 p.m. Friday.

D. C. Kaufherr (Irwin Vladimir & Company, N.Y.): "Problems in Export Advertising Today" — 10.25 a.m. Friday.

Charles G. Mortimer, Jr. (General Foods Corporation, N.Y.): "Advertising as a Force in Distribution" — Wednesday luncheon.

George L. Moskovics (Columbia Broadcasting System): "Television Success Stories" — 3.50 p.m. Wednesday.

Mark Napier (J. Walter Thompson Co. Limited, Toronto): "Why the Canadian Magazine Survey Was Made" — 3 p.m. Friday.

Victor H. Pelz (Traffic Audit Bureau, N.Y.): "Measuring Sticks for Outdoor Advertising" — 10.55 a.m. Thursday.

N. Roy Perry (Maclean's and Chateleine, Toronto): "Presentation of Magazine Study" — 3.30 p.m. Friday.

Charles Sauriol (Le Samedi and La Revue Populaire, Montreal): "The Canadian Magazine Audience Study As It Affects the Province of Quebec" — 3.50 p.m. Friday.

Henry Schachte (The Borden Company, N.Y.): "Advertising's No. 1 Obstacle" — Thursday luncheon.

Paul B. West (Association of National Advertisers, N.Y.): "Boom or Bust" — Friday luncheon.

CKNB CAMPBELLTON N.B.

October 19, 1949

Dear Mr. Time-Buyer:

Again this year a sincere word of greeting to the members of the Association of Canadian Advertisers.

You have a record of splendid accomplishment and I know that your plan for the future will be no less sound and progressive. Good luck to you all.

Yours very truly,

Stau Chapman

CSC/LG Station Manager

AN ALL-CANADA STATION

H'ya ACA!

AND A VERY WARM "HYA LIONEL!" RIGHT BACK.

National advertisers know Lionel well. They know his human understanding of CKCW's thousands of Maritimes listeners. They know that he uses this understanding to keep these listeners eternally tuned to the program you place on his station, by his own private and patented process — "LIONELIZING."

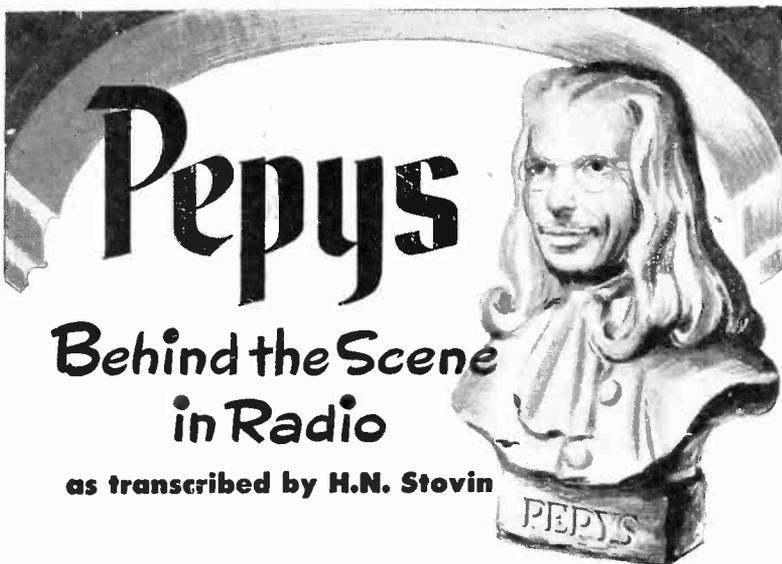
CKCW
MONCTON NEW BRUNSWICK

The Hub of the Maritimes

REPRESENTATIVES: STOVIN & CO. TORONTO MONTREAL

CKMO YOU MAKE FRIENDS in Vancouver when you Buy neighborly CKMO

CKMO 1000 WATTS 1410 on your DIAL



Did rise betimes this morning and walk in my garden, enjoying a mellowed churchwarden pipe while I admired the changing leaves of the maples, which seem more wonderful each season ● ● ● Did muse, too, on other changes which have taken place in the business scene, and remembered the gathering of the Association of Canadian Advertisers—to whom sincere greetings, and congratulations on a fine line-up of forums and speakers. The John Capels exposition on Copy Testing is a must with me—and do trust he mentions radio copy, too ● ● ● As for other changes, what better than to remember how Radio has itself changed as a selling medium. Only a few years back it seemed that it could sell only soaps and pills and cough-remedies—no slur being intended to such necessities. Then came the War, and Radio did prove it could outsell all other media in awakening people to give to patriotic projects, and to buy War Bonds. The power of the human voice to carry a sales appeal into the home, and produce immediate response, was demonstrated beyond expectations ● ● ● With the war over, most big advertisers looked for a buyer's market—but did not find it. They allowed their ideas of radio to drop back to soap and pills and cough-remedies. But, while they did so, the retailer—who can tell public response by the ringing of his cash register—discovered radio in a big way. Today, more than 60% of a station's revenue is from local business—retailers are selling in new fields — getting sales results no National Advertiser ever dreamed Radio could deliver ● ● ● In Cornwall, a \$154.00 spot announcement campaign, over a 250-watt station, sells \$378,000.00 worth of houses. In Yorkton, a Saskatchewan machinery company sells 104 Combine thresher machines, each a \$4,800 item, through \$162.00 worth of spot announcements. In the Maritimes one series of spot announcements sells more than 300 pounds of lobsters in two days. Out on the Pacific Coast, a Vancouver station steadily sells sawdust regulators ● ● ● Mr. Advertiser, broaden your ideas of what Radio can do—for you!

HORACE N. STOVIN
& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

Representative for these live Radio Stations

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

RED FEATHER QUIZ

All over Canada Red Feathers are appearing this month denoting more than forty community campaigns for more than seven hundred Red Feather services.

Radio stations and sponsors will as usual be supporting these drives with plugs on their programs.

Here is a different way for producers of quiz programs to help sell the Red Feather idea.

Selections from the following twenty questions can be used on existing programs, or here is a complete show suitable for use, sponsored or otherwise, during the campaign.

- Why was the Community Chest movement started?
To eliminate multiple requests for funds.
- Name five Red Feather services in our community.
(To be determined by city or town where quiz held.)
- What is the most popular recreational facility in Canada and is it a Red Feather service?
It is the YMCA and it does receive financing through the Community Chest.
- What is the slogan of every Community Chest campaign in Canada?
Give . . . Give Enough for ALL Red Feather Services.
- What percentage of contributions are Community Chest canvassers allowed to keep for themselves?
Not any, they don't receive one cent. All contributions are turned over to the Red Feather services.
- Who sponsors the Red Feather services?
You and I. Every single person in the community should be an active member.
- What racial, political or religious connections do Red Feather services have?
None at all. In fact all religious, political and racial groups benefit from the Community Chest campaign and band together to assure its success.
- Last year Community Chests across Canada raised over 9 million dollars. This year they hope to raise more. Why?
Because Red Feather services, like individuals and businesses, are governed by the rising cost of living and must boost their campaign objectives to assure adequate services to the public.
- Community Chest campaign expenses are less than three per cent. Why are they so low?
Because thousands of citizens volunteer their time and talents free of charge and do their utmost to making the campaign a success.
- Why does business management endorse the Community Chest?
Because top business executives realize that Red Feather services keep families intact and happy, and workers healthy, and thereby help assure top production from employees.
- Does a person have to be indigent or handicapped to benefit from Red Feather services?
No! Many persons with good financial means pay full rates to these community services because they appreciate the assistance derived from them.
- Who benefits when you contribute through the Community Chest?
Everyone benefits because the money raised is spent by the Red Feather services for the good of the community.
- What is wrong with this statement: "I gave one dollar to the Community Chest last year"?
Grammatically the sentence is correct. However, you don't actually give anything to the Community Chest. The Chest is merely a means of uniting many Red Feather services in one campaign. You give your money to them.
- What is the most economical method yet found for the financing of social services?
The Community Chest. The Chest campaign costs less than three per cent as compared to 15 and 25 per cent spent by many single efforts.
- Can you contribute to the Red Feather services at any other time but during the annual campaign? If so, when?
Yes! When you make your yearly contribution to the Red Feather services through the Community Chest you may also pledge a contribution to be made later in the year.
- What is the symbol of all Red Feather services in Canada?
The Red Feather—the symbol of service.
- If you were a mother with children and had to work outside the home every day what Red Feather service could you use?
A Day Nursery where children are given meals and supervised play.
- What public service campaigns are held in October in more than 40 Canadian cities and towns?
The Red Feather or Community Chest campaigns.
- Can you name one group of visiting nurses that receive funds through the Community Chest campaign?
The Victorian Order of Nurses or the St. Elizabeth Nursing Association.
- What leading Canadian citizen recently made a radio broadcast urging his countrymen to support the Community Chest campaign?
Prime Minister Louis St. Laurent.

CANADIAN BROADCASTER AND TELESCREEN

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

Published by

R.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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New York	Richard Young



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

Vol. 8, No. 20

50c a Copy — \$3.00 a Year — \$5.00 for Two Years

October 19th, 1949

Implementing the Diagnosis

The agenda for the 35th annual convention of the Association of Canadian Advertisers shows more clearly than ever has been shown before, the strides that have been made in the development of advertising from barker-like beginnings to the state of scientific precision it has now reached.

There is a close affinity between this convention and the granting to the Canadian Advertising Research Foundation of its Dominion charter last month. From it we realize that advertising's prime desire of the moment is to find ways and means of diagnosing consumer reactions, in order that they may be treated accordingly.

■ ■ ■

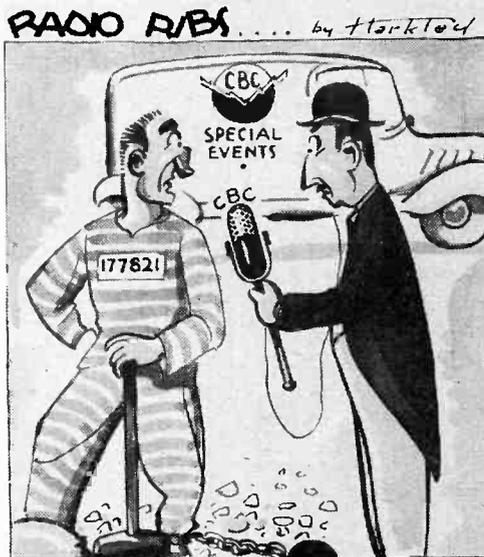
CARF, a string of initials which will grow in significance in Canadian business, is a venture which was planned and nurtured by the ACA, and this organization was joined by the Canadian Association of Advertising Agencies. From these two groups has been built a formidable committee of eleven advertisers and agency men, who have agreed to shoulder the arduous task that CARF has organized to perform, that of peering further and further into public habits and preferences and the various means business uses to gratify them.

■ ■ ■

Throughout the agenda for this year's ACA Convention will be found a panoramic view of the kind of work that is forever being undertaken from behind the scenes. And the universal mood of it all is heartening to those who still believe that free business, striving ever to win more and more public patronage by offering its customers greater advantages in quality, price and service, is the only basis on which the economic growth of a country can be healthily maintained.

■ ■ ■

Research means a great deal more than estimating the number of people who hear a radio program or read an advertisement. By closely scrutinizing public discriminations, it is able to discard the old principle of making a product and then stuffing it down the customer's gullet. Instead it finds out that thousands of people just live, let us say, in bow ties and leather-upholstered cars, although these products are not being widely offered for sale. So it goes ahead and serves the public by making them available. It puts competitive products under the microscope



"Don't get so high hat, Buster. We're both working for the government!"

and thereby improves the quality of their own, to great public advantage. And perhaps, more important than anything else, it makes sure that claims made in advertising conform with the quality and ingredients of goods.

This is of inestimable advantage to everyone. It enables the advertiser and his agency to get more for their advertising dollar. It makes the media—all of them—more potent and therefore more widely usable tools for industry's sales departments. Finally it gives the public the goods they would like to buy, with sales stories presented factually and honestly, rather than by the old medium, which might be compared to the barking braggadocio of the old-time medicine man, ballyhooing his bath-tub nostrums to a crowd of gullible yokels on the market square.

■ ■ ■

In all this progress there is still one job to be done. And it is a job which the media are best qualified to perform.

Such activities as those of CARF are performing a function comparable in importance to that of the diagnostician in medical science. The use of CARF's findings by advertisers implements these diagnoses with the right prescriptions, but only up to a point.

The science of research is contributing more than any other factor to the maintenance and heightening of Canadian standards of living. No one who can remember back fifteen or twenty years can dispute this statement.

But isn't it time to let the public in on all the things that are being done,

as well for its good as for that of business? Isn't it a fact that business, so constantly under barrage, is judged by the public by its only outward and visible sign, its advertising? And is it not also true that the public might well hold advertising in higher esteem than it does?

Isn't it therefore highly desirable that a continuing campaign be started to teach the public that claims made in advertising are honest claims, and that advertising's prime interest—a selfish one if you like—is to see to it that it loses no opportunity to gratify public desire, which it is able to determine from the research it conducts for the public's good at considerable expense to itself?

■ ■ ■

No group or association of groups could conduct this educational campaign as could the media themselves, with combined listenerships and readerships equalling the population of Canada many times over.

Rival manufacturers sit around the ACA conference table to confer for the good of the advertising craft. Is it too utterly inconceivable then that, in the same way, representatives of press, radio, billboards and all the others could form a joint committee designed to dream up ways and means of showing the public—and proving to them—that advertising is doing all these things to fulfil their desires and earn their trust?

■ ■ ■

Government By The People

In the 1949 general elections, 49.9% of the total votes cast won the Liberals (excluding Independent Liberals) 73.7% of the total seats in the House; 29.5% of the votes won the Progressive-Conservatives 15.6% of the seats; 13.4% of the votes gave the CCF 5% of the seats; 7.2% of the votes gave Independents and "others" 5.7% of the seats.

Comparison of these figures with the parallel figures for the 1945 elections, prior to the King Government's rearrangement of the constituencies, and the entrance of Newfoundland into Confederation, shows that: 38.1% of the popular vote gave the Liberals (excluding Independents) 48.2% of the seats; 27.2% gave the Progressive-Conservatives 26.5%; 15.6% won the CCF 11.4% of the seats; 19.1% of the votes gave Independents and "others" 13.9% of the seats.

OUR FIRST
**ELLIOTT-
HAYNES**
WAS
A DOOZER!

Here are the ratings of our regular daytime programs for September:

Time	Program	Rating	%
9.30	Oxford on Parade	9.2	50.8
10.00	NewsCast	11.6	54.6
10.05	Supersuds	11.7	56.3
10.10	Women in the News	12.7	55.9
10.15	Gospel Singer	11.9	47.8
10.45	Wife Saver	13.6	54.3
11.00	Ingersoll Hour	11.2	36.8
12.15	NewsCast	16.9	61.4
1.15	County News	12.9	42.3
1.25	Crossword Caravan	14.2	47.6
2.45	Chapel by the Side of the Road	10.9	46.2
3.00	Concert Hour	9.6	44.1
4.00	NewsCast	10.9	52.2
4.05	Kiddies' Concert	10.7	49.5
5.00	Columbia Record Shop	10.3	54.5

You Can't Cover
Oxford County
without
OXFORD COUNTY'S
RADIO STATION
CKOX
AND CKOX-FM
WOODSTOCK
and
INGERSOLL
REPPED BY WM. WRIGHT

**NEW YORK'S
RADIO ROW**

by
Richard Young

New York, N.Y.—Frankly, this is going to be a tough column to write since most of the news in the broadcasting business these past two weeks has been wrapped around radio's little brother, television. Radio has been as dull as your Aunt Clara.

But then radio has no one to blame but radio. With the many program changes that went into effect this season—including program cancellations as well as switches in networks—the broadcasters had an excellent opportunity to come up with some new creations. They did come up with some new shows but you can hardly call them creations. A new idea in radio these days is as scarce as a new automobile in this correspondent's budget. (*Cheque going out tomorrow.—Ed.*)

One of the major networks has garnered much publicity with its enthusiasm over the addition of a number of new programs that are more blue than new. They include one dramatic series featuring a movie and Mr. and Mrs. team, another dramatic series featuring a whole stable full of cinema names and another starring two night club comics. Don't they all ring a familiar bell?

Another major network recently spent much moolah so it could boast of the world's most star-studded lineup. Now it has the lineup after many months of

blood, sweat and tears, and the stars it acquired have done nothing to guarantee listenership. Jack Benny is probably the best example of this do-nothing attitude on the part of high-salaried talent. Mr. Benny is currently broadcasting a program that has changed little in some 15 years. This includes the jokes.

For some unknown reason, the broadcasters and talent seem to forget (or don't care) that the public is fickle and that this old land of ours is continually moving ahead. It's progressive. People change. Tastes change. But Jack Benny and the others roll along in the same old Maxwell.

To back up our belief, simply check back a few issues and read up again on the Hoopering of one Fred Allen as he quit the air-planes last season. Mr. Allen—one of our greatest wits—was also afraid of change. We'll bet dollars to doughnuts that there will be more surprised faces looking up from the bottom step of the Hooper ladder at the end of this season.

C'mon in, television, the livin's gonna be easy!

Now that we've got that off our mind—and several bigger minds along this beat—let's scrape the bottom of the barrel for some news.

As you may or may not have heard, the FCC has suspended its proposed ban on give-aways until the various court actions launched by the broadcasters have been cleared up. Earlier, the broadcasters, including NBC, CBS and ABC, had been granted a stay order against the ban in New York and Chicago. From here on in it's up to the legal eagles and

from where we sit it looks like give-aways will be with us—at least until the Hooper reports come out in the spring.

You know, network radio might be able to cure a lot of its ills if it were to pay a bit more attention to the techniques of the independent stations. Take station WNEW, New York, for instance. (We only wish we could take it!)

WNEW has been known as the leader in the field. It has created new techniques and broadcast methods that have been copied (in most instances, with permission) . . . (how naive can you get?) by leading indie outlets all over the U.S. Last week WNEW did it again by announcing that it was giving up give-away programs and returning to the old-fashioned quiz show. No telephone gimmicks. No \$99,000,000 prizes.

And that's not all. WNEW has just launched a new promotion campaign telling its listeners (and any others who can read) that they'll find no mystery shows or sob sister programs on its schedule.

Now if we could only find a way to eliminate excessive commercials. (Mr. Young, you fool, you!)

Gross time sales on the four major networks were down in July compared with the same month last year. However, industry-ites see no cause for alarm since times are getting tougher all over. As you all know, there has been a general decline in business—a decline, however, normal in every way during the transition from a seller's to a buyer's market.

Gross time sales totaled \$12,090,579 for the month, according to the Publishers Information Bureau. The total was 8.6% below that recorded in the same period in 1948.

Apparently we haven't seen the last of program raiding by the various networks.

Last week Fatima cigarettes revealed that it is dropping its "Tales of Fatima" show on CBS. A short time later NBC announced that Fatima will be the bankroller of its new Dragnet program. In addition, it is understood that NBC is pitching like mad to woo over Gulf Oil Co.'s "We The People" program. In addition to addition, Elgin-American is expected to drop Groucho Marx on CBS and the other chains are baiting the trap for our favorite ad-libber.

On the Cuff Notes . . . Ted Granik's "American Forum of the Air" program, which is expected to bow on NBC and NBC-TV in the near future, is said to be attracting the sponsor interest of the Pennsylvania Railroad . . . Vera Vague, formerly featured comedienne on the Bob Hope show a couple years back, is reportedly on the verge of a starring series on the ABC web . . . Schlitz Beer said to be interested in sponsoring a new program, "Halls of Ivy," starring cinema actor Ronald Colman as a college professor, on the CBS net.

**1000 WATTS
970 KC**

CKCH

Selling 80% to 90% of all sets turned on during daytime hours, with 385,167 French people in coverage area of Ottawa, Hull and all or part of 19 surrounding counties.

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.

STUDIOS . . .
121 NOTRE DAME ST., HULL, QUE.

**PROGRAMMING ESPECIALLY FOR THE
FRENCH LISTENERS IN THE OTTAWA VALLEY**

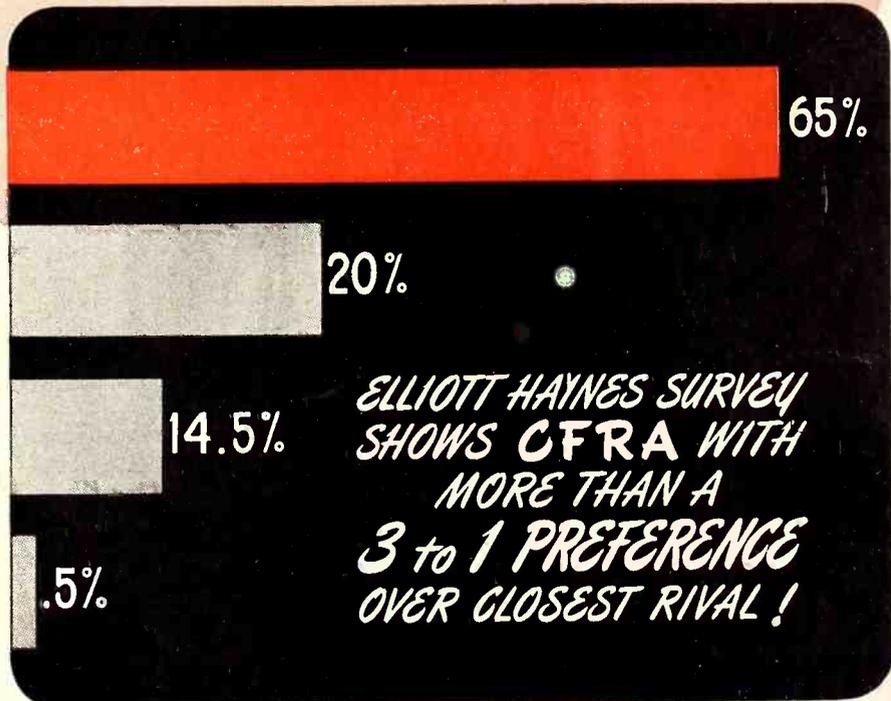
Ottawa's Grocers Choose CFRA

IN OTTAWA—where more and more food advertising is taking to the airwaves—ELLIOTT-HAYNES LIMITED—research and survey experts asked Grocers this question . . .

“If a food manufacturer was planning to use radio advertising in Ottawa . . . which station would you recommend?”

HERE ARE THE RESULTS —

CFRA



TWO hundred Ottawa Grocers — and there are only 225 in Ottawa— were questioned. The survey was correct to within 2 per cent. These were men who know the area . . . who do business in Ottawa and must make their business pay. They weren't talking idly. They were voicing a preference that you'll find right through the piece! It's the same with other accounts . . . the identical story with listeners in the area.

- ✓ TOPS IN COVERAGE
- ✓ TOPS IN PREFERENCE
- ✓ OTTAWA'S BEST BUY IS

CFRA

IT REACHES ALL CORNERS OF THE RICH OTTAWA VALLEY



Jos. Hardy Talks
ON

QUEBEC MARKET NO. 2

"It is a pleasure to say 'Good Morning' again, and may I have one minute to tell you something new about Sherbrooke. When a city is building, there is money there! Sherbrooke is busy on a new \$2 Million Hospital, which will double the present accommodation. In private housing, no less than 100 new homes will be built within a year in a new section of the city which is growing rapidly. Bishop's College, in suburban Lennoxville, has completed its \$2½ Million building campaign, and is now busy on major construction. Other building permits show substantial increases over last year. Yes, there is money in Sherbrooke — money to buy your product, Mr. Advertiser, if you tell your story, by Radio, to its people. Throughout Quebec Market No. 2, Radio is not only the most productive medium of advertising, as well as the most economical—in some areas it is the only one. Ask Jos. Hardy!"

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.

Over The Desk

This ACA issue is one we look forward to. For one thing it carries a lot of ads, which means that we can bring a lot of extra advertisers a lot of publicity for their stations and other businesses. (Maybe this isn't going to be a bad column after all.)

It is also extremely interesting to see advertisers, agencies and media breaking bread together, a state of affairs brought about by ACA's generally genial general manager, Athol McQuarrie, whom we commend most sincerely to some ACA or other awards committee who may at some time be looking for someone on whom to bestow something or other. Another interesting and surprising feature as well is the amount of work that is done at the ACA Conventions. (N.B.—This is not a gag.) One of these days we're going to run a poll to try and determine just what people go to conventions for — illumination, mental or liquid. Each seems a justifiable motive to us, but no one seems to know which is the right one. Possibly ACA has the right idea—a combination of both.

Monty Werry and Stan Smith, both of CKOX, Oxford, have been in Toronto and Montreal (in the opposite order to be exact) throwing lunches and things in conjunction with Bill Wright, their Rep, and Bill's Walter Dales in Montreal, to brag to the agencies and anyone else who would listen about their first Elliott-Haynes ratings which they have displayed for your edification in an ad elsewhere in this issue. (Pl-ugh!)

The presentation was as inge-



nious a one as we've seen and/or heard. It took the form of a bright 15-minute disc, originally planned as a two-hour do, reduced to an hour by the station, and then to a half hour by Bill Wright, and then presented in 15 minutes. (Other presentation presenters please copy.)

The platter made good listening even at the press table. It gave excerpts from actual CKOX run-of-the-mill programs, tied together by an able running commentary by the station's program director, Bruce Marsh. Agency types and others who attended the affair were able to hear sample programs, the voices of quite a number of CKOX staffers and the general tone of the station.

Particularly worthy of comment was the pickup on a church service which prompted us to ask whether they had a dozen microphones or if the church was next door to the studio. Actually it was so acoustically good that it didn't sound like a church broadcast at all.

Our merry quip in last week's Lewisite column about the late

lamented (?) Radio Executives Club of Toronto seems to have stirred up at least a mild amount of interest in a possible revival. If our opinion is sought, as it doubtless will not be, we shall say that it would be a good thing, given reasonable enthusiasm by a reasonable number of reasonable people; if it can aspire to a purpose beyond just trying to help everyone make more dough (to which there will be comments "What else is there?"); also, as was brought out by Frank Flint at the CKOX-Bill Wright lunch, if a means can be found of expanding it to cover not just the radio enthusiasts, but those who are still not too sure that the radio is here to stay. Expressions of opinion will be appreciated from any of our Toronto readers who can also write.

Our conscience has been wearing a red face ever since a recent issue when we omitted to state that Lew Roskin's CJDC was among the stations accepted for membership in the Western Association of Broadcasters at the Banff convention last month.

Our crystal ball has been popping up around noontime with a voice that bears listening to on CHUM, Toronto. It is the voice of 18-year-old Adele Evans whose children's stories—she reads 'em and writes 'em too—are exceedingly well handled. On the program she's Aunt Susan.

Today's guests at the office have somewhat impeded the committal of this cameo to paper, but they have not been completely lacking in interest.

First off we had a call from a joker who wants to print this paper next year. Quite a pitch he gave us, just like the buyer's market was back once more. Then he went back to his office to figure it all out, phoned in and quoted us nearly double what we are paying. We told him quite bluntly where he stood, told him, in fact, just what we were paying. Minutes later he phoned again to say he had made a mistake and quoted us just 75 cents a page below our present price. Cripes! We must look simple.

Have people lost the knack of intelligent selling? If this is a sample, the next crop of salesmen is going to have to look mighty hard to find elders in its craft

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

MIGHTY MIKE Sez...

BUY COVERAGE

MERCHANDISING

AND RESULTS

ON

SASKATCHEWAN'S TOP STATION

CKCK REGINA

YOUR 5000 watt TOP NETWORK STATION

DIAL 620

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

respect and emulate, which is pity, because after all said and done, the hard, intelligent-selling guy is the competitive enterprise guy.

On top of the printer came a thirty-five-dollar-a-week announcer, intent on selling his services for a flat fifty. Right on his heels came a station manager, in search of a regular fifty-dollar spieler for thirty-five. We brought them together for an even forty-two. It only took a two-and-a-half-hour lunch.

We pass lightly over an octonarian who was quite sure he had the makings of a disc-jockey; a SOS from the printer to cut six lines out of the second editorial; a yowl from Art Benson for this column; a session with Tom Briggs over a sonnet he's written for the issue after next; nine calls from the printer for copy; nine calls to the printer for proofs . . . Another day, another eighty-five cents. (We just got a raise.)

Back at the Underwood after dinner, we're immune from visitors and telephone calls. We're going to bash out the rest of this column secure in our solitude. Excuse us, please, a lady just phoned to ask if we'd be interested in her dramatized life of an African butterfly. (Why did the CBC have to choose a name so close to ours?) Now then . . . Well! Just remembered Jim Maxwell from CFCA-FM, Kitchener, who joined us for dinner and is now making himself heard from the regions of the yew-no-where. Just as we thought! He'd kicked himself in!

Which reminds us—the FM part we mean—that we had a visit from Dave Kerr, presiding genius of the embryonic CJSH-FM which will be taking to the air as nearly as possible to Remembrance Day. Dave was accompanied by his assistant manager, Gerry Quinney, lately of CFAR, Flin Flon. CJSH-FM, incidentally, is owned by the Hamilton Spectator.

We're down to the oak top now, which will enable Pat, our knight of the broom, to change the dust, so here's where we write our three times ten which makes—thirty.

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.

KITCHENER-WATERLOO'S FIRST STATIONS

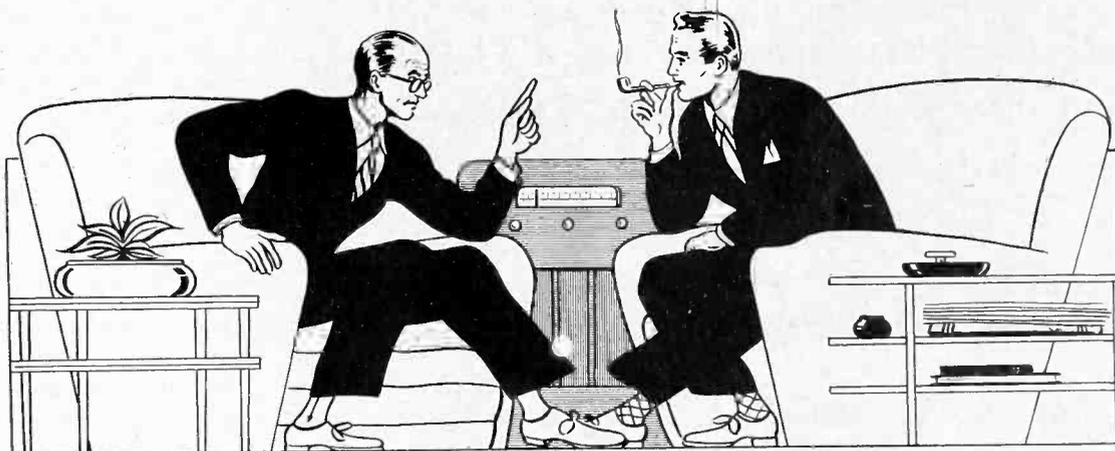
CKCR 1490 K CS.

CKCR-FM 96.7 MEG.

Making Coverage Count

For CKCR & CKCR-FM FACTS

See "Bill" Wright, Victory Building, Toronto,
or Walter Dales, Empire Life Bldg., Montreal.



**"... IT'S THE LISTENERS WHO BUY
THE PRODUCTS and in MANITOBA
CKRC HAS THE LISTENERS!"**

**Right - - - that's because
THEIR FAVORITE PROGRAMS ARE ON**

630 on your dial

CKRC

Winnipeg, Manitoba

REPRESENTATIVES: IN CANADA—ALL-CANADA RADIO FACILITIES U.S.A.—WEED & CO.

A & P STORES
and
S. S. KRESGE Ltd.

join the ranks of leading
advertisers now using

CHUM in Toronto

- More local advertisers use CHUM than ALL other Toronto Stations combined! CHUM gets results!

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 CANNA AFFORD TO MISS THE
LETHBRIDGE MARKET!"**

CJOC
NOW 5000 WATTS



ASK your local
ALL-CANADA MAN!

LETHBRIDGE ALBERTA ALL-CANADA STATION

MUSIC

Smaller, Lighter & Longer

New York.—The development of a new type of plastic recording which is smaller, lighter, longer wearing, and with considerably less surface noise, has been announced by Lang-Worth Feature Programs Inc.

The inventor of this new plastic disc, cut at 33 1/3 r.p.m., and many changes in the standard system of sound reproduction, is James A. Miller, veteran radio engineer and the brains behind many broadcasting and sound reproduction developments. With the addition of his latest accomplishment to the Lang-Worth library, Miller becomes research and engineering director of this company.

The new recordings are of colored translucent plastic, the result of research with a new, and as yet secret, formula. They measure eight inches in diameter with a weight of only two ounces. Each side of the new discs can accommodate slightly over seven minutes of sound and, it is pointed out, the required storing space is half of that needed for the standard 16-inch transcription.

C. O. Langlois, president of Lang-Worth Feature Programs, in announcing the addition to the library, emphasized that the recordings were not microgroove but cut coarse line at 133 lines per inch in a tapered "V," making it possible to use either a fine radius diamond point or a standard coarse stylus. It is also said that a high level uniformity is maintained in producing the discs and it is possible, after the initial level has been set, to broadcast continuously from any number of Lang - Worth selections without further monitoring.

The high degree of performance reported for the new transcriptions is said to be largely due to the processing techniques which have been developed by Miller. A new cutter, with negligible distortion, has been developed, and the transcription is pressed directly from a metal master. Miller claims that his patented method of pressing delivers transcriptions which are true plastic duplicates of the original.

Radio-Music Corporation of Port Chester, N.Y., which submitted an over-all engineering report on the plastic transcriptions, said that "there was no appreciable change in high frequency response or scratch level until the test following the 200th playing." Radio-Music also reported that scratch level was lower and signal level higher in the Lang-Worth discs than in standard transcriptions, and listening tests indicated freedom from harmonic and other forms of audible distortion.

ACA STAFF



The ACA's multitudinous activities require the services of a full-time staff of 10 people.

Pictured above, they are (left column): Athol McQuarrie, C. Follett, Violet F. Bond, Margaret J. Morison, Florence Clancy Eanswythe Flynn; (right column): John A. M. Galilee, Mace Maxwell, Dorothy M. Lumbers, Rita Cowell, Margaret McQuarrie, Ruth Wallis.

Millions!

The Northern Alberta Railway
ways has estimated this
year's crop in the Peace

River District at

\$30,000,000

CJDC

DAWSON CREEK

Covers ALL of
This Area

Ask Radio Reps. Ltd.

15 LINES TO CENTRAL



FOUR ESTABLISHED OFFICES

link time buyers everywhere
 with fifteen live independently
 owned stations, working
 co-operatively for sales and
 promotion purposes, but steadfastly
 maintaining independence of
 programming to carry your
 sales messages to listeners in
 each area through the shows
 they like the best.



JACK SLATTER
Toronto
WA. 6151



WILF DIPP
Montreal
HA. 7811



TONY MESSNER
Winnipeg
9-6374



JOHN HUNT
Vancouver
PA. 2888

THESE 15 LIVE STATIONS
 OFFER TOP LISTENERSHIP
 IN THEIR
 RESPECTIVE AREAS

*Owned and Operated by
 Home - Towners*

CJAV
Port Alberni

CFQC
Saskatoon

CKNW
New Westminster

CKX
Brandon

CJIB
Vernon

CJOB
Winnipeg

CJDC
Dawson Creek

CKPR
Fort William

CFCN
Calgary

CHLO
St. Thomas

CKRD
Red Deer

CJOY
Guelph

CFRN
Edmonton

CKBW
Bridgewater

CJRW
Summerside

Radio Representatives Limited

TORONTO

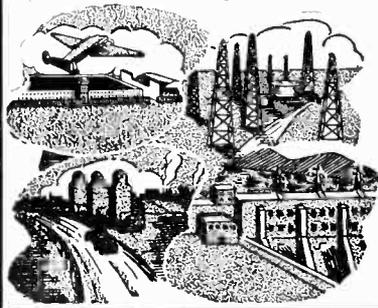
MONTREAL

WINNIPEG

VANCOUVER

How are SALES in Northern ALBERTA?

The No. 1 market in the west is served by a No. 1 Salesman



... **CFRN** ... A Better Buy! - A More Persuasive Voice!



AGENCIES

HARRY E. FOSTER

Toronto.—Orange Crush Ltd. is starting the 15-minute twice a week "Orange Crush Safety Club" late in October over CFRB, Toronto; CKOC, Hamilton; CFPL, London; CKWX, Vancouver; CKRC, Winnipeg; CJAD, Montreal. The children's program will also be heard in French once a week over CKAC, Montreal.

Colgate-Palmolive-Peet is taking a five-minute segment of the "Marcel Baulu Show" five times a week over CKVL, Verdun, advertising Vel.

Smith Brothers Cough Drops has an extensive spot series going to 31 stations coast to coast running through until next spring.

GRANT ADVERTISING

Toronto.—W. K. Buckley Ltd. has started a series of transcribed spot announcements over 86 stations coast to coast, to run through the winter. In addition five-minute news and weather reports are going to seven stations while the CBC Newfoundland stations are taking 78 quarter hours of "Zeke Manners & His Gang". Same sponsor also has the five-minute five-a-week "Club Diary" going to CJCA, Edmonton for five months.

Lewis-Howe Ltd. (Tums and Nature's Remedy) has scheduled 78 transcriptions of the five-minute "Your Hymn for the Day" over each of 30 stations coast to coast, besides a six-a-week one-minute spot series over 14 stations.

J. J. GIBBONS

Toronto.—Rootes Motors Ltd. has started a five-minute three-week portion of Bruce Smith's morning show, "Toast and Jamboree" over CJBC, Toronto, advertising Hillman - Minx Motors Cars.

FERRES ADVERTISING

Hamilton.—E. D. Smith & Sons Ltd. has taken a five-minute segment three-a-week of Bruce Smith's morning show, "Toast and Jamboree" over CJBC, Toronto, advertising their jams.

ATHERTON & CURRIER

Toronto.—Scott's Cough Syrup has a test campaign of transcribed spots going to 13 Ontario stations beginning November 1.

COCKFIELD BROWN

Montreal.—Imperial Tobacco has renewed its spot announcement series for Pall Mall cigarettes until the end of the year over 40 odd stations coast to coast.

JOINS AIKIN-McCRACKEN

Toronto.—Alf Lewis, formerly with Atherton & Currier, has been appointed to the radio director post at Aikin-McCracken Ltd. Toronto advertising agency. Through his experience with commercial film production and knowledge of television technique gained while studying at CBS and DuMont, Lewis will also take charge of Aikin-McCracken's film and TV departments.

Lewis started his radio career at CJIS, Yarmouth, and since then has been producer-announcer at CHML, Hamilton, special even man with CHUM, Toronto, and for three years was associated with Exclusive Radio Features.

MARKET

The Wingham market is an agricultural market. Within a 75-mile distributing radius of the town lives 16% of Ontario's population; and within the same ten-county area 65% of the province's farm production is grown or raised.

COMMUNICATION

... The Ontario Farm Station CKNX, Wingham, serves the entire ten-county market offering an excellent advertising outlet for nearly every type of product or service. A recent survey shows that CKNX has more listeners in the area than all other stations combined.

SHOPPING

Wingham has 73 Retail Stores ... more stores than all but one of 18 towns of comparable size in Ontario. Retail trade volume exceeds 14 of the 18 towns, according to the Business Year Book 1949. These figures speak for the quality and diversity of the products offered.

(Excerpts from a Wingham Chamber of Commerce booklet)

To Serve!

For

FACTS AND FIGURES

on the

Ontario Farm Station

See

JAMES L. ALEXANDER

Toronto

Montreal

CKNX WINGHAM



The ONTARIO FARM STATION

REPRESENTATIVES JAMES L. ALEXANDER TORONTO & MONTREAL

CJCA

Edmonton

Edmonton's

Building Permits

4 1/2 Million Higher NOW

THAN ALL 1948!

PROGRAMS

Rugby Rates High In 'Peg

Winnipeg.—Year in and year out the brand of football displayed by Winnipeg's high schools keeps spectator interest at a high pitch.

Unfortunately the local stadium can't accommodate everyone so many adults, making way for the younger fry, stay at home.

CJOB figures to fill this gap by broadcasting one of the loop's games each week. Jack Wells ably carries out the commentary.

Keeping in the football vein, we find the monicker of Wells cropping up again on CJOB. Each Saturday night Jack settles behind the mike to give an over-all picture of the nation's football doings. He keeps up the chatter for some 10 minutes.

Over at CBW, George Kent, who does the brunt of the sport-casting for the CBC outlet, has inaugurated a gabfest which is aired before home games of the Winnipeg Blue Bombers.

On each broadcast, George calls in a panel of experts and has them go over the foibles of this year's edition of the blue and gold squad. Usually the tears are knee-deep before George ends it all. Reason: Bombers have won but one game—and don't figure to improve much over the season.

Besides all this football activity, Wells airs home games of the Bombers for Sweet Caporal over CKRC.

Right now the pigskin diet is heavy hereabouts.

• • •

Spot The Sponsor

Winnipeg.—CJOB has wound up its "Spot the Sponsor" give-away by handing out \$1,000 to a St. Boniface woman.

Winner was Mrs. E. W. Adams, who took the dough in preference to a week's holiday in Bermuda.

Idea of the contest was for the listener to spot the sponsor behind the telephone call put out by the station. Those successful had their names pooled and when the draw came up the name of Mrs. Adams was first to appear.

CHIEF ENGINEER WANTED

Are you interested in the No. 1 technical job with wide-awake station with top rating in its area — all new equipment; average over 25 remotes a month; permanent job, co-operative staff, good salary.

Box A-31
Canadian Broadcaster
& Telescreen
163½ Church St., Toronto

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	15.1	+2.3	
Big Sister	15.1	+3.3	
Pepper Young	13.9	+2.0	
Happy Gang	13.9	resuming	
Right to Happiness	13.4	+2.2	
Aunt Lucy	12.7	+1.9	
Life Can Be Beautiful	12.2	+1.7	
Road of Life	11.9	+2.0	
Laura Limited	10.8	+1.9	
Rita Martin's Musical Kitchen	9.9	new	
French			
Rue Principale	20.8	+2.4	
Jeunesse Doree	20.5	+1.6	
Tante Lucie	17.8	+2.1	
A L'Enseigne des Fins Gourmets	17.8	resuming	
Maman Jeanne	17.7	+1.8	
Grande Soeur	17.4	+1.4	
Joyeux Troubadours	17.0	resuming	
Quart d'Heure de Detente	16.8	+3.0	
Quelles Nouvelles	16.0	+1.8	
L'Ardent Voyage	15.8	+1.4	

EVENING

English			
Lux Radio Theatre	25.9	resuming	
Twenty Questions	15.1	+3.0	
Suspense	13.4	resuming	
King's Men	13.1	+1.7	
Mystery Theatre	12.9	+2.6	
Treasure Trail	11.7	resuming	
Carnation Contented Hour	10.9	+3.7	
Campbell's Club 15	10.8	resuming	
Arthur Godfrey Talent Scouts	10.6	resuming	
Kraft Music Hall	10.3	+1.1	
French			
Un Homme et Son Peche	32.2	resuming	
Metropole	24.4	resuming	
Prix D'Heroisme	20.0	resuming	
Juliette Beliveau	18.3	resuming	
Jouez double	15.7	+6.7	
Peintres de la Chanson	14.3	resuming	
Cafe Concert	13.9	resuming	
Qui suis-je?	9.9	resuming	
Rigolade	9.4	resuming	
Au coin du feu	8.7	resuming	



"Mr. Packer?
He's out until noon."

When you call CFCH you'll often find that Keith Packer (commercial manager) or Gordon Burnett (merchandising and sales) are out servicing an account, doing a stock-check for a National Advertiser, or urging special counter and window displays. That's part of the COMPLETE CFCH sales job provided for National accounts

North Bay is a better advertising buy than cities three times its size! Listening surveys show almost double the Canadian average; CFCH attracts practically all these listeners (95.7% average). To reach the "Gateway to the North" you must use

CFCH - North Bay
1000 WATTS 600 KCS.

CFCH-FM

Get the facts from

NATIONAL BROADCAST SALES

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

WE WOULD LIKE TO THANK...

- ODEON THEATRES
- WESTON'S BISCUITS
- MIGO SHIRTS
- CASHMERE BOUQUET
- TUMS
- N.R. TABLETS

and our

other clients through their advertising agencies for making our first six months in business a happy time...

Now in our new large quarters, equipped with a larger staff to serve you from spots to major productions.

Monty Hall
PRODUCTIONS

74 College St. MI. 6010



Take a peek at that line-up of Dominion Network shows over *CFCN* - - - -

WHAT A SPOT FOR SPOT RADIO



Ask
RADIO REPS.
Toronto and Montreal

The Powerful Voice of the Prairies

They Don't Have To... But They Do!

ONE DOZEN DOMINION NETWORK ADVERTISERS

- Burns and Co.
- Campbell Soup Co.
- Canadian General Electric
- General Foods
- Ford Motor Co.
- Gillette Co. of Canada
- Canadian Industries Ltd.
- Kelly, Douglas Co.
- Kraft Foods
- Ogilvie Flour Mills
- Quaker Oats Co.
- Tuckett Tobacco Co.

HAVE ADDED CHAT

MEDICINE HAT

on a Supplementary Basis
To
The Basic Dominion Network

**A CAMPAIGN WITHOUT CHAT
means No Coverage in
Medicine Hat**

ASK THE ALL-CANADA MAN
ABOUT CHAT's 1000 PERSUASIVE WATTS

STATIONS

Tri-Station News Service

Fredericton, N.B.—A preview of the day when radio will operate its own news service is seen in Radio Press Limited, a tri-station link news system, run co-operatively by CFNB, Fredericton; CKCW, Moncton, and CFBC, Saint John.

The three stations on the RPL link are British United Press subscribers, and Claude Cain, previously wire chief for BUP in Montreal, has taken over the general management and has been named director of the Fredericton bureau, while M. B. Gausden, another BUP-trained man, assumed command of the Saint John bureau. In charge of the Moncton office is Dane Crosby, formerly editor of the Saint John Telegraph-Journal.

Working with the editors in each bureau are two experienced reporter-writers, whose job it is to cover all local stories. A network of correspondents is being

formed to gather news from the smaller centres of New Brunswick. Radio Press Limited boasts that "no worthwhile story is reached the street in any part ahead of the air release in the past six months."

BUP wire and teletype facilities are used for transmission between bureaus. In return for the city link, BUP gets complete news service on all New Brunswick stories carried by RPL.

Broadcasters Honored

Toronto.—"For outstanding coverage of the S.S. Noronic disaster" is the inscription which appears on cigarette lighters presented by NBC and WTAE, Cleveland, to nine members of station CHUM, Toronto, who took part in gathering news of the dramatic fire early last month broadcast in the U.S.

Lighters were presented to manager Rolly Ford, Larry Mac, Mike Hopkins, Phil Stone, Ed Hall and Verne Hill, announcer chief engineer Aurele Boisvert and operators Ken Smith and M. Lovell.



Canada's Prime Minister, the Right Honorable Louis St. Laurent, here receives an album of eight recordings from Phil Lalonde (left), manager of CKAC, Montreal, and Ferdinand Biondi, the station's program director, which included a dramatization of the P.M.'s life, produced in the form of a half hour show, as well as election congratulations from French authors André Maurois, Jules Romains and Francis Ambrière. The album also contained Mr. St. Laurent's official election speech, delivered June 27, as Prime Minister of the Dominion following the Liberal landslide, and his speech as the newly-elected M.P. for Quebec East. Roland Beaudry (right), M.P. for St. James, accompanied the party for the presentation in the P.M.'s Ottawa East Block office.

Congratulations
TO THE
Association of
Canadian Advertisers

with best wishes for
a successful convention

KENORA-KEEWATIN
96%
DAY
NIGHT
92%
B.B.M.

For rates and availabilities
on CJRL consult our nearest
National Representative:

HORACE N. STOVIN & CO.,
Toronto and Montreal
A. L. GARSIDE—Winnipeg
DONALD C. OKE INC.—U.S.A.

CJRL

KENORA ONT.
DOMINION NETWORK

FREDERICTON IS A GOOD MARKET!
35,000 to 50,000 trading area population.
16.8% increase in new housing units—2 years.
11.6% store fronts modernized—2 years.
1.9% current unemployment.

FREDERICTON IS A GOOD
& GROWING MARKET
FREDERICTON IS A SINGLE
RADIO STATION MARKET!
CFNB IS THAT STATION!

CFNB
FREDERICTON, N.B.



THE DOORWAY TO NEW BRUNSWICK



THE 1949 CROP SURVEY for SASKATCHEWAN Tells the Story —

HAPPY BIRTHDAY ACA
or
HOW WE LOVE OUR SPONSORS IN OCTOBER
(With adequate apologies to Mr. O. Nash)

■ ■ ■

A sponsor is a man who buys radio programs and issues mandatory pronouncements

About the need for blonde singers, organ backgrounds and sometimes extremely lengthy commercial announcements.

He is the man who takes years off a time salesman's life.

By insisting that his programs must all be acceptable to his daughter, her boy-friend, his mother-in-law, and very frequently, we regret to say, his wife.

He is the man who has been known to scheme to launch national campaigns at rates which are local.

Which makes the reps obscenely vocal.

He's a man whose life is lived in conformity with prevailing fashions;

Possessed of the usual quotient of aches, diseases, likes, dislikes, relations and — ahem — passions;

Does human things like drinking alcoholic liquors and an occasional soupçon of promiscuous flirting;

But insists on referring to the shirts he makes as shirting;

Demands that writers and announcers refer to horological chronometers instead of common or garden clocks;

Says hose for socks;

Derives his living from private enterprise which he defends from A to Zee,

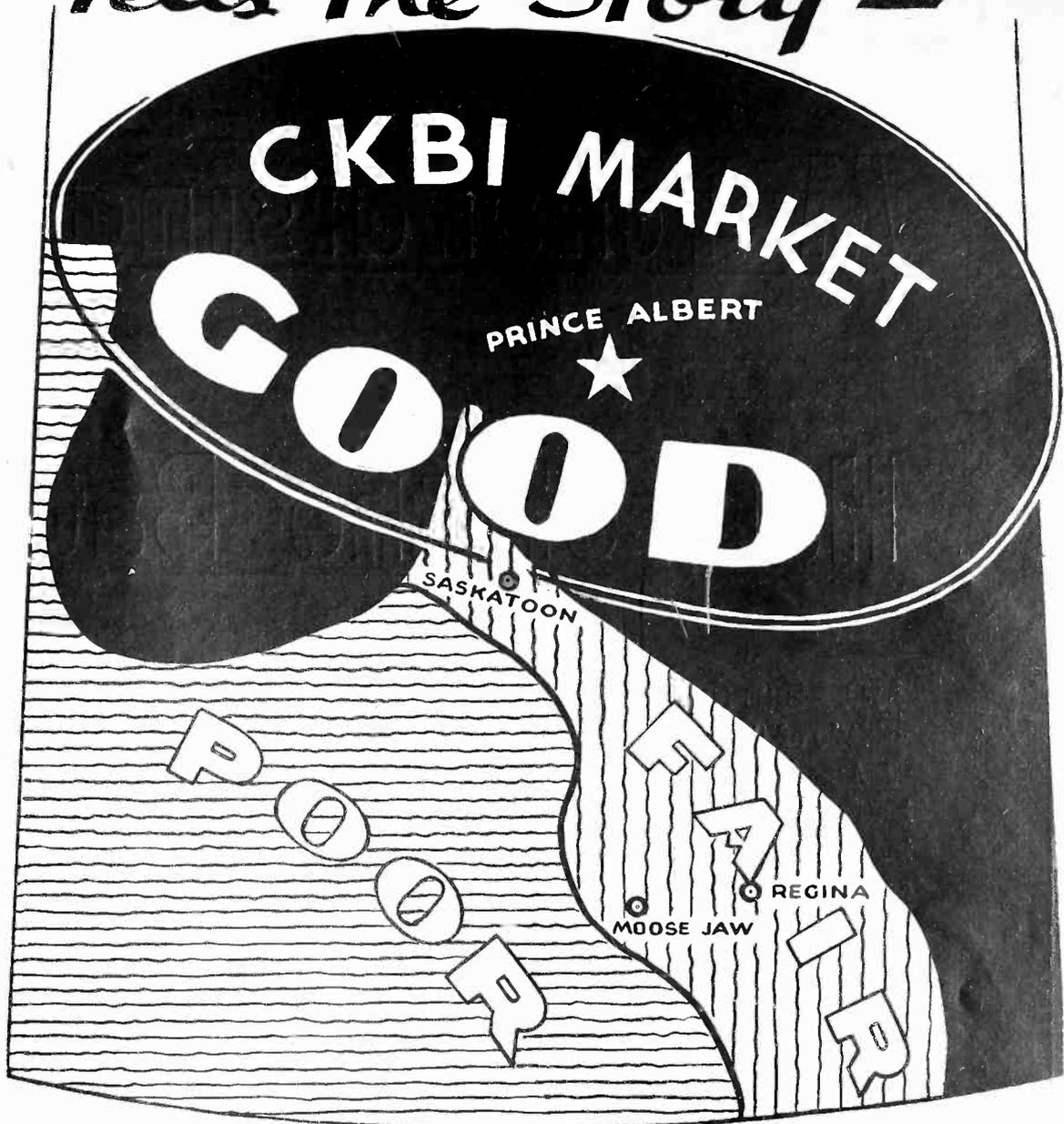
And then puts his programs on the CBC.

■ ■ ■

We love our sponsors very dearly, And will continue to do so from one ACA convention to the next, or very nearly,

Because in spite of all these real or imaginary ills,

The sponsors always have been and will always continue to be the men who pay the bills.



ADD CKBI, Prince Albert (Ask All-Canada)
Centre of Saskatchewan's "BUMPER CROP" Area

The Wright STATIONS

Congratulations

FROM THE WRIGHT STATIONS TO THE ACA's 35th ANNUAL CONVENTION

- CKAC, Montreal
- CKCR, Kitchener
- CKCL, Truro
- CKMR, Newcastle
- CKOX, Woodstock
- CHNO, Sudbury
- CKOK, Penticton

William Wright
TORONTO
MONTREAL

VICTORY BUILDING
EMPIRE LIFE BLDG.

Merchandising

IS THE OTHER

Half of the Battle

IF THERE is any one outstanding characteristic of the member stations of the Canadian Association of Broadcasters it is their realization that making a program **sell merchandise** involves greater effort than merely putting it on the air.



The **local** merchants must be sold on the program. The **local** sales force must be enthusiastic. Everyone connected with the **local, privately owned** broadcasting station is on their toes to follow up—to insure that every effort is made to **make listeners buy**.



To a degree unknown anywhere else in the world of radio, the member stations of the "C.A.B." bend every effort to see that **merchandise is sold**, not merely programs aired.



Bring **your** problems, without cost or obligation to the



CANADIAN ASSOCIATION OF BROADCASTERS

HEAD OFFICE: 108 Sparks St., Ottawa
ADVERTISERS SERVICE: 37 Bloor St. W., Toronto

RADIO STATIONS AND THEIR REPRESENTATIVES

Listed Alphabetically by Provinces

City	Call	Canadian Reprs.	U.S. Reprs.	Manager	Comm. Mgr.	Libraries	News
● BRITISH COLUMBIA							
Chilliwack	CHWK	All-Canada	Weed & Co.	Jack Pilling	W. G. Teetzel	Cole	—
Dawson Creek	CJDC	Radio Reprs.	—	Lew Raskin	—	Associated	PN
Kamloops	CFJC	All-Canada	Weed & Co.	Ian Clark	—	UTS	PN
Kelowna	CKOV	All-Canada	Weed & Co.	J. W. B. Browne	Walter Harwood	Lang-Worth NBC World	PN
Nanaimo	CHUB	Nat'l. Broadcast Sales (John N. Hunt in Vancouver)	Donald Cooke Inc.	Jaan Orr	—	World	PN
Nelson	CKLN	H. N. Stovin	Adam Young	Mrs. K. Horyett	—	—	PN
New Westminster	CKNW	Radio Reprs.	Forjoe & Co.	William Rea, Jr.	D. M. Armstrong	Associated Cole World	PN
Penticton	CKOK	William Wright (Inland in Winnipeg, John N. Hunt in Vancouver)	Donald Cooke Inc.	Harry O. Watts	Jean Griffiths	Standard	PN
Port Alberni	CJAV	Radio Reprs.	—	Chas. Rudd	Chas. Patrick	Cole	PN
Prince George	CKPG	All-Canada	Weed & Co.	Cecil Elphicke	Jack Boates	—	—
Prince Rupert	CFPR	H. N. Stovin	—	C. H. Insulander	S. J. Anderson	—	—
Trail	CJAT	All-Canada	Weed & Co.	John Loder	—	NBC	PN
Vancouver	CBR	CBC	CBC	Ker. Caple	Harold Paulson	—	CP BUP
Vancouver	CJOR	H. N. Stovin	Adam Young	G. C. Chandler	D. E. Laws	NBC UTS	BUP PN
Vancouver	CKMO	Nat'l. Broadcast Sales (A. J. Messner in Winnipeg)	Donald Cooke, Inc.	Mrs. K. M. Willis	Tom Slattery	Sesac Standard Associated	PN BUP
Vernon	CJIB	Radio Reprs.	Donald Cooke, Inc.	Sid Lancaster	—	Associated Cole	PN
Vancouver	CKWX	All-Canada	Weed & Co.	F. H. Elphicke	Jack Sayers	Lang-Worth World	BUP PN
Victoria	CJVI	All-Canada	Weed & Co.	M. V. Chesnut	Lee Hallberg	NBC World	PN

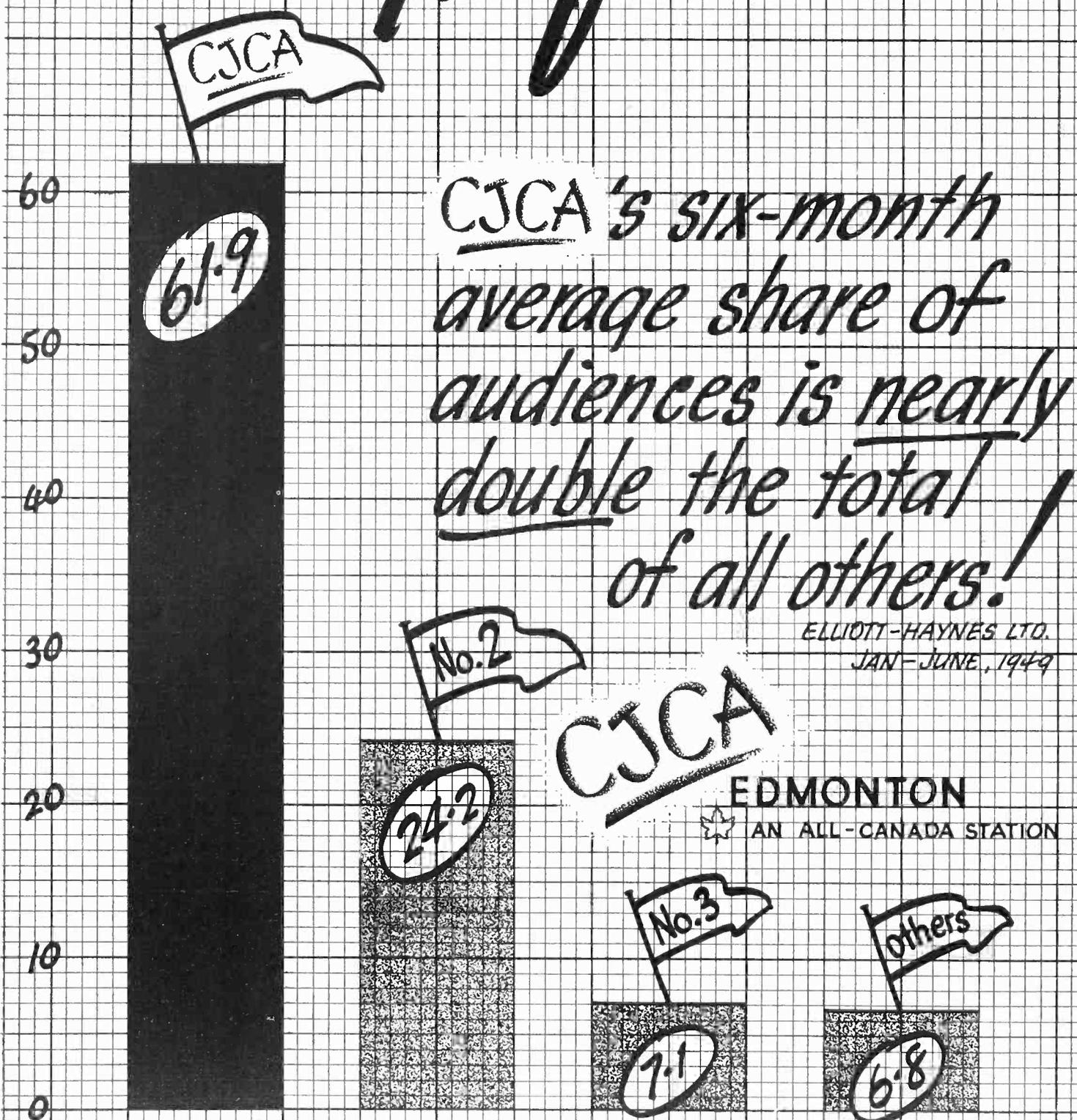
● ALBERTA

Calgary	CFAC	All-Canada	Weed & Co.	A. M. Cairns	F. R. Shaw	Associated NBC World	BUP PN
Calgary	CFCN	Radio Reprs.	Adam Young	H. G. Love	E. H. McGuire	Lang-Worth Standard	BUP PN
Calgary	CJCJ	J. L. Alexander (Inland in Winnipeg)	J. H. McGillvra	D. H. Mackay	—	—	BUP
Edmonton	CBX	CBC	CBC	Don Cameron	—	—	CP BUP
Edmonton	CFRN	Radio Reprs.	Adam Young	G. R. A. Rice	A. J. Hopps	Lang-Worth Standard UTS	BUP PN
Edmonton	CHFA	Omer Renaud & Co.	Donald Cooke Inc.	Romaine Le Clair	—	—	—
Edmonton	CJCA	All-Canada	Weed & Co.	Gerry Gaetz	Rolfe Barnes	NBC Standard World	PN BUP
Edmonton	CKUA	Non-commercial	—	Walker Blake	—	Associated	PN
Grande Prairie	CFGF	All-Canada	Weed & Co.	Arthur Balfour	—	NBC Cole Sesac	PN
Lethbridge	CJOC	All-Canada	Weed & Co.	Wm. Guild	C. A. Perry	Lang-Worth NBC	PN
Medicine Hat	CHAT	All-Canada	Weed & Co.	R. J. Buss	—	Standard	BUP
Red Deer	CKRD	Radio Reprs.	Adam Young	G. S. Henry	Hal Yerxa	Standard	BUP

● SASKATCHEWAN

Moose Jaw	CHAB	H. N. Stovin	Weed & Co.	Sid Boyling	Lloyd Crittenden	Cole Lang-Worth	BUP
North Battleford	CJNB	H. N. Stovin	—	Hume Lethbridge	—	World	BUP
Prince Albert	CKBI	All-Canada	Weed & Co.	E. Rawlinson	G. Prest	NBC	PN
Regina	CKCK	All-Canada	Weed & Co.	H. Crittenden	G. L. Seabrook	World	PN BUP
Regina	CKRM	All-Canada	Weed & Co.	Norm Botterill	Don Oaks	Lang-Worth	PN BUP

Program Preference!



CJCA's six-month average share of audiences is nearly double the total of all others!

ELLIOTT-HAYNES LTD.
JAN-JUNE, 1949

CJCA
EDMONTON
AN ALL-CANADA STATION

City	Call	Canadian Reprs.	U.S. Reprs.	Manager	Comm. Mgr.	Libraries	News
Saskatoon	CFQC	Radio Reprs.	Adam Young	A. A. Murphy	V. Dallin	Lang-Worth Cole Standard	BUP PN
Watrous	CBK	CBC	CBC	J. N. Moggridge	W. G. Carpentier		CP BUP
Yorkton	CJGX	H. N. Stovin (Inland in Winnipeg)	Adam Young	Ken Parton	---	World	PN

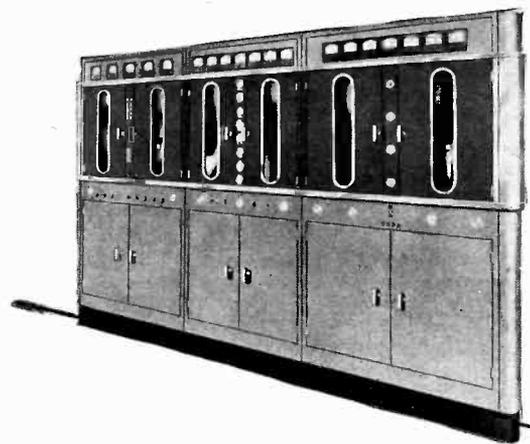
● MANITOBA

Brandon	CKX	Radio Reprs. (A. J. Messner in Winnipeg)	Donald Cooke, Inc.	John Craig	E. Holland	NBC World	PN
Flin Flon	CFAR	H. N. Stovin	Adam Young	C. H. Witney	---	Lang-Worth	PN
St. Boniface	CKSB	William Wright (John N. Hunt in Vancouver)	Donald Cooke, Inc.	Roland Couture	---	Associated World	BUP
Winnipeg	CBW	CBC	CBC	J. N. Moggridge	W. G. Carpentier		CP BUP
Winnipeg	CJOB	Radio Reprs. (A. J. Messner in Winnipeg)	Donald Cooke, Inc.	J. O. Blick	A. J. Messner	Associated NBC Standard World	BUP PN
Winnipeg	CKRC	All-Canada	Weed & Co.	William Speers	Bruce Pirie	Lang-Worth Standard	BUP PN
Winnipeg	CKY	H. N. Stovin	Adam Young	Lloyd Moffat	Jack Shortreed	Capital	BUP

● ONTARIO

Barrie	CKBB	Nat'l Broadcast Sales	---	Ralph Snelgrove	---	---	PN
Belleville	CJBQ	H. N. Stovin	Adam Young	W. H. Stovin	J. H. MacDonald	NBC World	PN
Brantford	CKPC	J. L. Alexander	---	Mrs. J. D. Buchanan	---	UTS World	PN
Brockville	CFJM	H. N. Stovin	Adam Young	J. R. Radford	---	---	BUP
Chatham	CFCO	---	J. H. McGillvra	J. Beardall	P. A. Kirkey	Cole	BUP
Cornwall	CKSF	H. N. Stovin	J. H. McGillvra	H. H. Flint	---	World	PN
Fort Frances	CKFI	J. L. Alexander (A. J. Messner in Winnipeg, John N. Hunt in Vancouver)	Donald Cooke, Inc.	J. G. McLaren	R. S. Mitchner	---	PN
Fort William	CKPR	Radio Reprs. (H. N. Stovin in Winnipeg)	Adam Young	Hector Dougall	G. D. Jaffray	NBC UTS	PN
Guelph	CJOY	Radio Reprs.	Donald Cooke, Inc.	Wallace Slatter	Fred Metcalfe	Cole Lang-Worth	PN
Hamilton	CHML	Nat'l Broadcast Sales in Montreal John N. Hunt in Vancouver	Adam Young	Tom Darling	Denny Whitaker	Associated Standard	BUP
Hamilton	CKOC	All-Canada	Weed & Co.	W. T. Crnston	Lloyd Westmoreland	NBC World	PN
Kenora	CJRL	H. N. Stovin (Inland in Winnipeg)	Donald Cooke, Inc.	Geo. McLean	Tom Lavers	NBC	PN
Kingston	CKWS	Nat'l Broadcast Sales (John N. Hunt in Vancouver)	Donald Cooke, Inc.	Roy Hofstetter	Gordon Sweetman	Lang-Worth World	PN
Kirkland Lake	CJKL	Nat'l Broadcast Sales (John N. Hunt in Vancouver)	Donald Cooke, Inc.	Harry Edgar	Don Lawrie	Lang-Worth NBC Standard	PN
Kitchener	CFCA-FM	---	---	Carl Pollock	(Miss) Chris Fairley	Cole Lang-Worth World	PN
Kitchener	CKCR	William Wright	---	W. C. Mitchell	G. Liddle	Associated UTS	PN
London	CFPL	All-Canada	Weed & Co.	Murray Brown	Keith Chase	Lang-Worth Standard World	PN
Niagara Falls	CHVC	J. L. Alexander (John N. Hunt in Vancouver)	---	B. H. Bedford	---	World	BUP
North Bay	CFCH	Nat'l Broadcast Sales (John N. Hunt in Vancouver)	Donald Cooke, Inc.	C. Pickrem	K. Packer	Lang-Worth Standard	PN
Orillia	CFOR	H. N. Stovin	---	G. E. Smith	Russ Waters	Cole	BUP
Oshawa	CKDO	J. L. Alexander	Weed & Co.	Ross Rowlands	Eddie Bond	NBC World	PN
Ottawa	CBO	CBC	CBC	Chas. P. Wright	---	---	CP BUP
Ottawa	CKOY	Nat'l Broadcast Sales (John N. Hunt in Vancouver)	Donald Cooke, Inc.	Edgar Guest	---	Associated Lang-Worth	PN BUP
Ottawa	CFRA	All-Canada	Weed & Co.	Frank Ryan	George Gowling	Standard World Cole	BUP
Owen Sound	CFOS	H. N. Stovin	Adam Young	W. N. Hawkins	---	World	PN
Pembroke	CHOV	H. N. Stovin	Adam Young	E. G. Archibald	Ramsey Garrow	NBC Sesac	BUP

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 TRANSPARENT 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 performance characteristics.

Northern Electric

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

City	Call	Canadian Reprs.	U.S. Reprs.	Manager	Comm. Mgr.	Libraries	News
Peterborough	CHEX	Nat'l Broadcast Sales (John N. Hunt in Vancouver)	Donald Cooke, Inc.	Russ Boer	E. L. Jones	Lang-Worth World	PN
Port Arthur	CFPA	Nat'l Broadcast Sales (A. J. Messner in Winnipeg, John N. Hunt in Vancouver)	Weed & Co.	R. H. Parker	---	Lang-Worth Standard	
Samia	CHOK	Nat'l Broadcast Sales (John N. Hunt in Vancouver)	Donald Cooke, Inc.	Claude R. Irvine	Gerald Hall	Lang-Worth Standard	PN
St. Catharines	CKTB	Nat'l Broadcast Sales (John N. Hunt in Vancouver)	J. H. McGillvra	W. Burgoyne	C. Wingrave	UTS NBC	PN
St. Thomas	CHLO	Radio Reprs.	Donald Cooke, Inc.	J. F. Peterson	George Miller	Associated Lang-Worth	PN
Sault Ste. Marie	CJIC	J. L. Alexander	J. H. McGillvra	J. G. Hyland	Basil Scully	World	PN
Stratford	CJCS	All-Canada	Weed & Co.	Frank Squires	Stan Tapley	World	BUP
Sudbury	CHNO	William Wright	Adam Young	Rene Riel	---	Associated	PN
Sudbury	CKSO	All-Canada	Weed & Co.	Wilf Woodill	---	NBC World	PN
Timmins	CKGB	Nat'l Broadcast Sales (John N. Hunt in Vancouver)	Donald Cooke, Inc.	H. C. Freeman	Ed. Bowser	Lang-Worth Standard	PN
Toronto	CBL	CBC	CBC	H. J. Boyle	E. A. Weir	---	CP BUP
Toronto	CFRB	All-Canada in Montreal	Adam Young	E. L. Moore	Waldo Halden	Associated NBC World	BUP PN
Toronto	CHUM	J. L. Alexander	J. H. McGillvra	R. Ford	---	Standard UTS	BUP
Toronto	CJBC	H. N. Stovin	H. N. Stovin	Bob McGoll	---	Lang-Worth Standard	CP BUP
Toronto	CKEY	Nat'l Broadcast Sales (John N. Hunt in Vancouver)	Donald Cooke, Inc.	Hal Cooke	Bob Lee	Lang-Worth Associated Standard World	BUP PN
Windsor	CKLW	H. N. Stovin	Adam Young	J. E. Campeau	E. W. Wardell	Standard World	INS
Wingham	CKNX	J. L. Alexander (John N. Hunt in Vancouver)	---	W. T. Cruickshank	John Cruickshank	Cole Lang-Worth World	BUP
Woodstock	CKOX	William Wright	---	M. J. Werry	Stanley Smith	Lang-Worth World	PN

● QUEBEC

Amos	CHAD	Nat'l Broadcast Sales (John N. Hunt in Vancouver)	Weed & Co.	D. A. Gourd	L. Duchesnay	---	PN BUP
Chicoutimi	CBJ	CBC	CBC	Vilmont Fortin	---	---	CP BUP
Granby	CHEF	Omer Renaud & Co. (John N. Hunt in Vancouver)	Donald Cooke, Inc.	G. Laliberté	---	---	PN
Hull	CKCH	Omer Renaud & Co. (John N. Hunt in Vancouver)	Adam Young	J. P. Lemire	---	---	PN
Jonquière-Kenogami	CKRS	Jos. A. Hardy	Adam Young	Gaston Voyer	---	World	PN
Matane	CKBL	Jos. A. Hardy	---	Roger Bergeron	Rene La Pointe	World	PN
Montreal	CBF	CBC	CBC	Marcel Ouimet	M. Valiquette	---	CP BUP
Montreal	CBM	CBC	CBC	W. J. O'Reilly	(Through Toronto)	---	CP BUP
Montreal	CFCF	All-Canada in Toronto	Weed & Co.	Gordon Keeble	Tom Qulgley	Standard	BUP
Montreal	CHLP	J. L. Alexander	J. H. McGillvra	C. A. Berthiaume	F. Bergevin	Associated	PN
Montreal	CJAD	Nat'l Broadcast Sales (John N. Hunt in Vancouver)	Adam Young	J. A. Dupont	---	Associated Lang-Worth World	BUP PN
Montreal	CKAC	William Wright	Adam Young	Phil Lalonde	Georges Bourassa	Associated Lang-Worth World	BUP PN
New Carlisle	CHNC	Jos. A. Hardy	Adam Young	Dr. Chas. Houde	Viateur Bernard	---	---
Quebec	CBV	CBC	CBC	Guy Dumais	M. Valiquette	---	CP BUP
Quebec	CHRC	Jos. A. Hardy	Adam Young	Henri LePage	Aurele Pelletier	Lang-Worth NBC	BUP PN
Quebec	CJNT	---	---	J. N. Thivierge	---	Sesac	---
Quebec	CKCV	Omer Renaud & Co. (John N. Hunt in Vancouver)	Weed & Co.	Paul LePage	St. Georges Coté	UTS World	PN
Rimouski	CJBR	H. N. Stovin	Adam Young	Guy Caron	---	UTS Standard	PN
Rivière-du-Loup	CJFP	Omer Renaud & Co.	Adam Young	A. Poivin	---	---	---
Roberval	CHRL	Omer Renaud & Co.	---	L. Marin	---	---	PN
Shawinigan	CKRN	Nat'l Broadcast Sales (John N. Hunt in Vancouver)	Weed & Co.	D. A. Gourd	L. Duchesnay	World	BUP PN
St. Anne de la Pocatière	CHGB	Omer Renaud & Co. (John N. Hunt in Vancouver)	Adam Young	G. T. Desjardins	---	Sesac	PN
Sherbrooke	CHLT	Jos. A. Hardy (John N. Hunt in Vancouver)	Adam Young	A. Gauthier	---	NBC World UTS	---
Sherbrooke	CKTS	Jos. A. Hardy (John N. Hunt in Vancouver)	Adam Young	A. Gauthier	---	---	---



**MEET THE NEW
CHAMP**

With its big 50,000 watt wallop CKLW is indeed the new heavyweight sensation in Canadian Broadcasting. Coverage problems are K.O'd fast under the two-fisted impact of this great selling force. To thoroughly saturate the lucrative, free-spending Western Ontario market — urban and rural — to batter the barriers of sales resistance — to send advertising costs down for the customer — wise time-buyers channel their sales messages through powerful, hard-hitting CKLW. You, too, will find that their purses are big — big in increased sales — in product name identification — in sound value for every dollar invested. You can depend on CKLW's big new "Sunday Punch" — every day! Remember — It's CKLW 800 on the dial, for Sales results in Western Ontario urban and rural.

CKLW
AM-FM

THE GOOD NEIGHBOR STATION WINDSOR • ONTARIO

800 ON THE DIAL

CANADIAN BROADCASTING CORPORATION
MUTUAL BROADCASTING SYSTEM
MEMBERS OF CANADIAN ASSOCIATION OF BROADCASTERS

REPRESENTATIVES: H. N. STOVIN, CANADA • ADAM J. YOUNG JR. INC., U.S.A.

City	Call	Canadian Reprs.	U.S. Reprs.	Manager	Comm. Mgr.	Libraries	News
Sorel	CJSO	Omer Renaud & Co. (John N. Hunt in Vancouver)	Donald Cooke, Inc.	G. Boulay	—	World	PN
Three Rivers	CHLN	Jos. A. Hardy	Adam Young	Leon Trepanier	Chas. Couture	UTS World	PN
Val D'Or	CKVD	Nat'l Broadcast Sales (John N. Hunt in Vancouver)	Weed & Co.	D. A. Gourd	L. Duchesnay	UTS	PN BUP
Verdun	CKVL	H. N. Stovin	Donald Cooke, Inc.	Jack Tietolman	Corey Thomson	Lang-Worth UTS	BUP PN

● **NEW BRUNSWICK**

Campbellton	CKNB	All-Canada	Weed & Co.	C. S. Chapman	—	—	—
Edmundston	CJEM	H. N. Stovin	Adam Young	Maurice Lacasse	Georges Guerette	World	—
Fredericton	CFNB	All-Canada	Weed & Co.	Malcolm Neill	Austin Moore	NBC Standard Cole	BUP
Moncton	CKCW	H. N. Stovin	J. H. McGillvra	F. A. Lynds	Al Bestall	UTS World	BUP
Newcastle	CKMR	William Wright	—	Arthur Martin	—	Standard	PN
Saint John	CFBC	J. L. Alexander	Weed & Co.	Bob Bowman	—	Standard	BUP
Saint John	CHSJ	H. N. Stovin	Adam Young	Geo. Cromwell	—	Associated Lang-Worth UTS World	PN
Sackville	CBA	CBC	CBC	W. E. S. Briggs	—	—	CP BUP

● **PRINCE EDWARD ISLAND**

Charlottetown	CFCY	All-Canada	Weed & Co.	Col. Keith Rogers	Bob Large	Associated Lang-Worth Standard	PN
Summerside	CJRW	Radio Reprs.	—	A. G. Rogers	—	World	BUP

● **NOVA SCOTIA**

Antigonish	CJFX	Nat'l Broadcast Sales	Adam Young	J. C. Nunn	—	Lang-Worth UTS	PN
Bridgewater	CKBW	Radio Reprs.	Donald Cooke, Inc.	John Hirtle	Lester Rogers	Associated	PN
Halifax	CBH	CBC	CBC	S. R. Kennedy	—	—	CP BUP
Halifax	CHNS	All-Canada	Weed & Co.	Gerald Redmond	—	Lang-Worth NBC UTS World	BUP PN
Halifax	CJCH	Nat'l Broadcast Sales (John N. Hunt in Vancouver)	Donald Cooke, Inc.	E. F. MacDonald	Clair Chambers	Standard World	PN
Kentville	CKEN	J. L. Alexander	Adam Young	J. A. C. Lewis	—	Cole UTS	PN
Sydney	CBI	CBC	CBC	Barry MacDonald	—	—	CP BUP
Sydney	CJCB	All-Canada	Weed & Co.	N. Nathanson	—	NBC UTS Lang-Worth World	PN
Truro	CKCL	William Wright	—	J. A. Manning	Alex Thomson	Associated	PN
Windsor	CFAB	J. L. Alexander (John N. Hunt in Vancouver)	Adam Young	J. A. C. Lewis	—	Cole UTS	PN
Yarmouth	CJLS	All-Canada	Weed & Co.	L. I. Smith	—	UTS	PN

● **NEWFOUNDLAND**

Cornerbrook	CBY	CBC	CBC	C. V. Hierlihy	—	Standard	CP BUP
Gander	CBG	CBC	CBC	A. Barrett	—	—	CP BUP
Grand Falls	CBT	CBC	CBC	John J. Grace	—	—	CP BUP
St. John's	CBN	CBC	CBC	W. F. Galgay	—	Standard Associated	CP BUP
St. John's	VOCM	H. N. Stovin	H. N. Stovin	J. L. Butler	—	NBC World	PN

MR. ADVERTISER:

1. The Province of Quebec has the **SECOND HIGHEST** radio ownership figure in Canada ...
2. Over **90%** of our radio audience either speaks French exclusively — or prefers French ...
3. There is only one **BEST** way to cover the most industrialized French counties of Quebec ...

...by the multi-station penetration of "THE GROUP"★

For full information, write:

FRENCH RADIO ASSOCIATES
1434 St. Catherine St. West, Montreal

OR OUR REPRESENTATIVES:

Horace N. Stovin & Co., Toronto & Montreal
Omer Renaud & Co., Montreal & Toronto
Donald Cooke Inc., New York

FRENCH RADIO ASSOCIATES LTD.
LES ASSOCIÉS DE LA RADIO FRANÇAISE LTÉE
FRENCH RADIO ASSOCIATES LTD.

Owned and Operated Co-operatively by

CKVL - CKCV - CHLT - CHLN - CJSO - CHEF
VERDUN—MONTREAL QUEBEC SHERBROOKE TROIS-RIVIERES SOREL GRANBY

*The GROUP means six stations operating together under the subsidiary network rules of the CBC — sold as a GROUP.

STATION FREQUENCIES AND POWER

City	Station	Kcs.	Watts
Amos	CHAD	1340	250
Antigonish	CJFX	580	5,000 DA
Barrie	CKBB	1230	250
Belleville	CJBQ	1230	250
Brandon	CKX	1150	1,000
Brantford	CKPC	1380	5,000 DA-N
Bridgewater	CKBW	1000	1,000 DA-N
Brockville	CFJM	1450	1,000 DA-N
Calgary	CFAC	960	250
Calgary	CFCN	1060	10,000 DA-N
Calgary	CJCJ	1140	1,000 DA-N
Campbellton	CKNB	950	1,000 DA
Charlottetown	CFCY	630	5,000 D
Chatham	CFCO	630	1,000 N
Chicoutimi	CBJ	1580	1,000 DA
Chilliwack	CHWK	1230	10,000
Corner Brook	CBY	790	250
Cornwall	CKSF	1230	1,000
Dawson Creek	CJDC	1350	250
Edmonton	CBX	1010	1,000
Edmonton	CFRN	1260	50,000 DA
Edmonton	CHFA	680	5,000
Edmonton	CJCA	930	5,000 DA
Edmonton	CKUA	580	5,000 DA-N
Edmundston	CJEM	1230	1,000
Flin Flon	CFAR	590	250
Fort Frances	CKFI	1340	250
Fort William	CKPR	580	250
Fredericton	CFNB	550	1,000
Gander	CBG	1450	5,000 DA-N
Granby	CHEF	1450	300
Grand Falls	CBT	1350	250
Grande Prairie	CFGP	1050	1,000
Guelph	CJOY	1450	1,000
Halifax	CBH	1330	250
Halifax	CHNS	960	100
Halifax	CJCH	920	5,000 DA-N
Halifax	CHML	900	5,000 DA
Hamilton	CKOC	1150	5,000 DA-N
Hamilton	CKCH	970	5,000 DA
Hull	CKRS	1240	1,000 DA
Jonquiere	CFJC	910	250
Kamloops	CKOV	630	1,000
Kelowna	CJRL	1220	1,000
Kenora	CKEN	1490	250
Kentville	CFRC	1490	100
Kingston	CKWS	960	5,000 DA
Kingston	CJKL	560	5,000 DA-N
Kirkland Lake	CKCR	1490	250
Kitchener	CJOC	1220	250
Lethbridge	CFPL	980	5,000 DA-N
London	CKBL	1250	5,000 DA
Matane	CHAT	1270	1,000 DA
Medicine Hat	CKCW	1200	5,000 DA-N
Moncton	CBF	690	50,000
Montreal	CBM	940	5,000
Montreal	CFCF	600	5,000 DA
Montreal	CHLP	1410	1,000 DA
Montreal	CJAD	800	5,000 DA
Montreal	CKAC	730	10,000 D
Moose Jaw	CHAB	800	5,000 N
Nanaimo	CHUB	1570	5,000 DA
Nelson	CKLN	1240	250
New Carlisle	CHNC	610	5,000 DA
Newcastle	CKMR	1340	250
New Westminster	CKNW	1320	1,000
Niagara Falls	CHVC	1600	1,000 DA-N
North Battleford	CJNB	1240	250
North Bay	CFCH	600	1,000 DA
Orillia	CFOR	1450	250
Oshawa	CKDO	1240	100
Ottawa	CBO	910	1,000
Ottawa	CFRA	560	1,000 DA
Ottawa	CKOY	1310	5,000 D
Owen Sound	CFOS	1470	1,000 DA-N
Pembroke	CHOV	1350	1,000
Penticton	CKOK	800	250
Peterborough	CHEX	1430	1,000 DA
Port Alberni	CJAY	1240	250
Port Arthur	CFPA	1230	250
Prince Albert	CKBI	900	5,000 DA
Prince George	CKPG	550	250
Prince Rupert	CFPR	1240	250
Quebec	CBY	980	1,000
Quebec	CHRC	800	5,000 DA
Quebec	CJNT	1340	250
Quebec	CKCY	1280	1,000 DA-N
Red Deer	CKRD	1230	250
Regina	CKCK	620	5,000 DA-N
Regina	CKRM	980	5,000 DA-N
Rimouski	CJBR	900	5,000 DA-N
Riviere-du-Loup	CJFP	1400	250
Rouyn	CKRN	1400	250
Roberval	CHRL	1340	250
Sackville	CBA	1070	50,000
St. Boniface	CKSB	1250	1,000 DA
St. Catharines	CKTB	1550	1,000 D
St. Anne de la Pocatiere	CHGB	1350	250 N
Salt John	CFBC	930	5,000 DA
Salt John	CHSJ	1150	5,000 DA-N
St. John's	CBN	640	10,000
St. John's	VOCM	1005	1,000
St. John's	CHLO	680	1,000 DA
St. Thomas	CHOK	1070	5,000 D
Sarnia	CHOK	1070	1,000 DA-N
Saskatoon	CFQC	600	5,000 DA-N
Sault Ste. Marie	CJIC	1490	250
Sherbrooke	CHLT	900	1,000 DA-N
Sherbrooke	CKTS	1240	250
Sorel	CJSO	1400	250
Stratford	CJCS	1240	250
Sudbury	CHNO	1440	1,000 DA
Sudbury	CKSO	790	5,000 DA-N
Summerside	CJRW	1240	250
Sydney	CBI	1570	1,000
Sydney	CJCB	1270	5,000 D
Three Rivers	CHLN	550	1,000 N
Timmins	CKGB	680	1,000 DA
Toronto	CBL	740	5,000 DA
Toronto	CFRB	1010	50,000 DA
Toronto	CHUM	1050	1,000 D
Toronto	CJBC	860	50,000
Toronto	CKEY	580	5,000 DA-D
Troll	CJAT	610	1,000
Truro	CKKL	1400	1,000
Val d'Or	CKVD	1230	250
Vancouver	CBR	1130	100
Vancouver	CJOR	600	5,000
Vancouver	CJOR	600	5,000 DA

MEMO TO ADVERTISERS

RESULTS POSITIVE!

When **YOUR** sales message is broadcast over these **ACTION STATIONS**

- CKPC BRANTFORD, Ontario.
- CKFI FORT FRANCES, Ontario.
- CHVC NIAGARA FALLS, Ontario.
- CKDO OSHAWA, Ontario.
- CJIC SAULT STE. MARIE, Ontario.
- CHUM TORONTO, Ontario.
- CKNX WINGHAM, Ontario.
- CHLP MONTREAL, Quebec.
- CFBC SAINT JOHN, New Brunswick.
- CKEN KENTVILLE, Nova Scotia.
- CFAB WINDSOR, Nova Scotia.
- CJCJ CALGARY, Alberta.

REPRESENTED BY

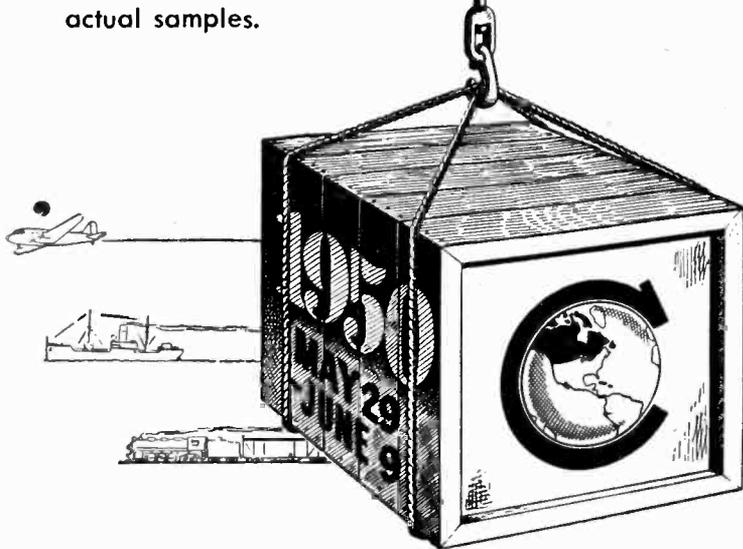
JAMES L. ALEXANDER

Radio Station Advertising Representative

Concourse Building Drummond Building
 100 Adelaide Street West 1117 St. Catherine St. West
 Toronto, Ontario Montreal, Quebec
 Telephone AD. 9594 Telephone HARbour 6448

SHOW the goods you sell SELL the goods you show

You can develop both your domestic and export markets in one operation at the Canadian International Trade Fair. The majority of visitors are from Canada, but businessmen from many nations will also see your display. Show them your products—and sell them the sure, effective way . . . on the basis of personal contact and actual samples.



For complete information write to:

THE ADMINISTRATOR
CANADIAN INTERNATIONAL TRADE FAIR
Exhibition Park, Toronto

Canadian International Trade Fair

MAY 29—JUNE 9, 1950  TORONTO, ONTARIO

DEDICATED TO THE PROMOTION OF INTERNATIONAL TRADE BY THE GOVERNMENT OF CANADA

Vancouver	CKMO	1410	1,000
Vancouver	CKWX	980	5,000
Verdun	CKYL	980	1,000
Vernon	CJIB	940	1,000
Victoria	CJVI	900	250
Watrous	CBK	540	50,000
Windsor, N.S.	CFAB	1450	250
Windsor, Ont.	CKLW	800	50,000
Wingham	CKNX	920	1,000
Winnipeg	CBW	990	50,000
Winnipeg	CJOB	1340	250
Winnipeg	CKRC	630	5,000
Winnipeg	CKY	1080	5,000
Woodstock	CKOX	1340	250
Yarmouth	CJLS	1340	250
Yorkton	CJGX	940	5,000
			1,000

FREQUENCY MODULATION STATIONS

City	Station	Mcs.	E.R.P.
Brantford	CKPC-FM	94.7	250
Cornwall	*CKSF-FM	104.5	522
Edmonton	CFRN-FM	100.3	279
Edmonton	CJCA-FM	99.5	414
Edmonton	*CKUA-FM	98.1	352
Fort William	*CKPR-FM	94.3	250
Haileybury		98.7	360
Halifax	*CHNS-FM	96.1	250
Hamilton	*CHML-FM	94.1	400
Hamilton	CJFM-FM	91.3	390
Hamilton	CJSH-FM	102.9	745
Jonquiere	CKRS-FM	95.7	454
Kamloops	CFJC-FM	98.3	250
Kingston	*CKWS-FM	96.3	350
Kirkland Lake	*CJKL-FM	93.7	250
Kitchener	*CFCA-FM	106.1	10,000
Kitchener	*CKCR-FM	96.7	350
Kitchener	*CFPL-FM	95.9	4,440
London	*CKCW-FM	95.9	250
Moncton	*CBF-FM	95.1	4,200
Montreal	*CBM-FM	100.7	3,000
Montreal	*CFCF-FM	106.5	7,700
Montreal	CJAD-FM	94.3	6,020
Montreal	CKAC-FM	99.3	2,380
Moose Jaw	CHAB-FM	95.7	280
New Westminster	CKNW-FM	101.1	250
North Bay	*CFCH-FM	106.3	250
Ottawa	*CBO-FM	103.3	250
Ottawa	*CFRA-FM	93.9	383
Owen Sound	CFOS-FM	92.3	340
Peterborough	*CHEX-FM	101.5	250
Port Arthur	CFPA-FM	102.7	250
Prince Albert	CKBI-FM	100.7	455
Quebec	*CHRC-FM	98.1	250
Quebec	CKCV-FM	101.1	595
Rimouski	*CJBR-FM	101.5	570
St. Catharines	*CKTB-FM	97.7	250
Saint John	*CHSJ-FM	100.5	325
Sarnia	*CHOK-FM	97.5	250
Saskatoon	CFQC-FM	99.1	375
Sault Ste. Marie	*CJIC-FM	100.5	250
Simcoe	CJRS-FM	93.1	367
Stratford	CJCS-FM	98.3	2,176
Sydney	*CJCB-FM	94.9	630
Timmins	*CKGB-FM	94.5	425
Toronto	*CBL-FM	99.1	5,580
Toronto	*CFRB-FM	99.9	600
Toronto	CHUM-FM	100.7	3,200
Toronto	CKEY-FM	98.1	557
Vancouver	*CBB-FM	105.7	1,400
Vancouver	CKWX-FM	99.3	324
Verdun	CKYL-FM	96.9	7,200
Windsor, Ont.	*CKLW-FM	93.9	250
Winnipeg	*CJOB-FM	103.1	250
Woodstock	*CKOX-FM	106.9	262

NEW STATIONS NOT YET IN OPERATION

City	Station	Kcs.	Wat
Dawson City		1230	250
Haileybury		910	1,000
Shawinigan Falls		1470	1,000
Ville Marie	CKVM		
Yellowknife	CKYK	810	250

D—Day
N—Night
DA—Directional Antennae
DA-N—Directional Antennae Night
*Now in operation.
**Temporary.

BACON BRINGER

Like breakfast bacon? Or back bacon? Like it chewy or crisp and crunchy? Grocers and restaurateurs must be prepared to meet the tastes of many different people.

A radio station's output must be shaped not only to meet the varied tastes of listeners, but also designed to please the sponsors' varied tastes.

And CKDO is "cooking with gas"—providing both a sound medium for advertisers and a program schedule that is building an ever-increasing listening audience.

If you're to "bring home the bacon" from the Oshawa area why not have CKDO give you a hand?

Ask for CKDO facts from:

JAS. L. ALEXANDER
Canada

WEED & COMPANY
U.S.A.

CKDO

OSHAWA, ONT.

STATIONS OF THE CBC NETWORKS

Trans-Canada Network

Atlantic Region (Basic)
 CBN St. John's
 CBY Cornerbrook
 CBG Gander
 CBT Grand Falls
 CBI Sydney
 CBH Halifax
 CFNB Fredericton
 CBA Sackville
 CHSJ Saint John

Atlantic Region (Supplementary)

CJCH Halifax
 CKBW Bridgewater

Mid-Eastern Region (Basic)

CBM Montreal
 CBO Ottawa
 CKWS Kingston
 CBL Toronto
 CKSO Sudbury
 CFCH North Bay
 CJKL Kirkland Lake
 CKGB Timmins
 CJIC Sault Ste. Marie
 CKPR Fort William

Mid-Eastern Region (Supplementary)

CHOK Sarnia
 CJNT Quebec
 CKOC Hamilton
 CHLO St. Thomas

Prairie Region (Basic)

CBW Winnipeg
 CBK Watrous
 CBX Edmonton
 CJOC Lethbridge

Prairie Region (Supplementary)

CKCK Regina
 CFAR Flin Flon
 CFGP Grand Prairie
 CJCA Edmonton
 CFAC Calgary

Pacific Region (Basic)

CFJC Kamloops
 CKOV Kelowna
 CJAT Trail
 CBR Vancouver

Pacific Region (Supplementary)

CKLN Nelson
 CKPG Prince George
 CFPR Prince Rupert

French Network

(Basic)
 CBF Montreal
 CBV Quebec
 CBJ Chicoutimi

(Supplementary)

CKCH Hull
 CHGB Ste. Anne de la Pocatiere
 CJBR Rimouski
 CHNC New Carlisle
 **CKRN Rouyn
 **CKVD Val d'Or
 **CHAD Amos
 CHLT Sherbrooke
 CJEM Edmundston
 CJFP Riviere du Loup

Dominion Network

Atlantic Region (Basic)
 CJCB Sydney
 CJFX Antigonish
 CFCY Charlottetown
 CHNS Halifax
 CKCW Moncton
 CKNB Campbellton
 CJLS Yarmouth
 CFBC Saint John

Mid-Eastern Region (Basic)
 CKTS Sherbrooke
 CFCF Montreal
 CKOY Ottawa

CHOV Pembroke
 CFJM Brockville
 CJBC Toronto
 CHEX Peterborough
 CFPL London
 CFCO Chatham
 CFPA Port Arthur

Mid-Eastern Region (Supplementary)

CKTB St. Catharines
 CHML Hamilton
 CKPC Brantford
 CKCR Kitchener
 CKNX Wingham
 CJCS Stratford
 CFOS Owen Sound
 CKSF Cornwall
 CJBQ Belleville
 CFOR Orillia
 CKFI Fort Frances
 CHNO Sudbury

Prairie Region (Basic)

CJRL Kenora
 CKRC Winnipeg
 CJGX Yorkton
 CKX Brandon
 CKRM Regina
 CHAB Moose Jaw
 CFQC Saskatoon
 CKBI Prince Albert
 CFCN Calgary
 CFRN Edmonton

Prairie Region (Supplementary)

CHAT Medicine Hat

Pacific Region (Basic)

CHWK Chilliwack
 CJOR Vancouver
 CJVI Victoria

Pacific Region (Supplementary)

CJIB Vernon

**These three stations sold as a group.



FOR THESE ARTISTS

- ARLOW, Herb
- COWAN, Bernard
- DAVIES, Joy
- DENNIS, Liddle
- DIAMOND, Marcia
- FITZGERALD, Michael
- FLETCHER, Susan
- FOSTER, Dianne
- FOWLER, Dorothy
- GARDEN, Mary
- GOTT, Herb
- HANDLEY, Joe
- HARRON, Donald
- HUMPHREYS, Peter
- LAFLEUR, Joy
- LOCKERBIE, Beth
- MILSON, 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

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.

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

COVERED BY
CFCY
 CHARLOTTETOWN

SERVING 5 OF CANADA'S
 TEN PROVINCES
CFCY

CHARLOTTETOWN PRINCE EDWARD ISLAND



Sage advice for those who know the good earth . . . admired by a growing rural audience.

Zany antics that start Western Ontario off to work smiling . . . soothe and smooth the home-makers' afternoons.



LLOYD WRIGHT
"YAWN PATROL"
"SPINNER SANCTUM"

Headline happening fresh from the CFPL news room . . . compressed into fifteen informative minutes with an 18.2 rating.



BOB REINHART
"NINE A.M. NEWS"

Stars shine all day at CFPL . . . 980

CFPL air personalities put live, human, individual showmanship into a glittering array of stellar programs . . . day-by-day attracting more London and Western Ontario listeners to 980! Night and day, CFPL rates with ratings . . . so, shrewd selective radio buyers select the centre aisle on the dial.

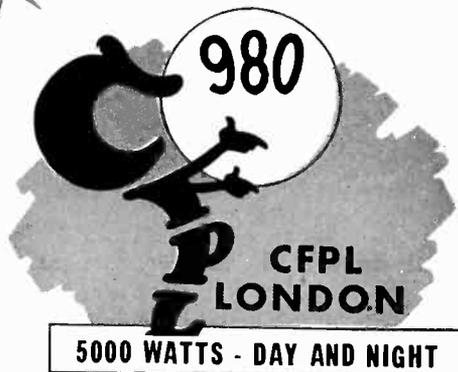
REPRESENTATIVES:

CANADA—

All-Canada Radio Facilities Limited

U.S.A.—

Weed & Company



NATIONAL SALES REPRESENTATIVES

CANADA

- JAMES L. ALEXANDER**
Toronto: 100 Adelaide St. W. J. L. Alexander
Montreal: Drummond Building Frank Edwards
- ALL-CANADA RADIO FACILITIES LTD.**
Toronto: Victory Building John Tregale
Montreal: Dominion Square Building Burt Hall
Winnipeg: Childs Building Percy Gayner
Calgary: Taylor, Pearson & Carson Building H. R. Carson
Vancouver: 198 W. Hastings St. J. E. Baldwin
- BROADCAST REPRESENTATIVES LTD.**
Winnipeg: Lindsay Building A. J. Messner
- CANADIAN BROADCASTING CORPORATION**
Toronto: 354 Jarvis St. E. A. Weir
Montreal: 1231 St. Catherine St. Maurice Valiquette
- JOS. A. HARDY LTD.**
Montreal: 1015 Dominion Square Bldg. Jos. A. Hardy
Toronto: 1004 Victory Bldg., serviced by William Wright
- JOHN N. HUNT & ASSOCIATES**
Vancouver: 505 Dunsmuir Street J. N. Hunt
- INLAND BROADCASTING SERVICE**
Winnipeg: 171 McDermot Ave. A. L. Garside
- NATIONAL BROADCAST SALES**
Toronto: Bank of Commerce Building Jack Davidson
Montreal: Medical Arts Building R. A. Leslie
- OMER RENAUD & CO.**
Montreal: 1411 Stanley Street Omer Renaud
Toronto: 53 Yonge Street John Fox
- RADIO REPRESENTATIVES LTD.**
Toronto: 4 Albert Street Jack Slatter
Montreal: Dominion Square Building Wilf Dippie
Winnipeg: Lindsay Building A. J. Messner
Vancouver: 505 Dunsmuir Street J. N. Hunt
- HORACE N. STOVIN & CO.**
Toronto: Victory Building H. N. Stovin
Montreal: Keefer Building A. A. McDermott
Winnipeg: 432 Main Street Ralph Judge
Vancouver: 846 Howe Street J. Whitehouse
J. W. Stovin
- WILLIAM WRIGHT**
Toronto: 1004 Victory Building William Wright
Montreal: Empire Life Building Walter A. Dales

UNITED STATES

- DONALD COOKE INC.**
New York: 551 Fifth Avenue Donald Cooke
Chicago: 360 North Michigan Avenue Jerry Campbell
Los Angeles: 5225 Wilshire Blvd. Gene Grant
San Francisco: 681 Market Street Les Meek
Detroit: 2472 Penobscot Building Chas. J. Sheppard
- FORJOE & COMPANY**
New York: 19 West 44th Street Joseph Bloom
Chicago: 360 North Michigan Avenue J. R. Connor
Los Angeles: 1509½ Wilshire Blvd. L. Krasner
San Francisco: 607 Market Street Harold Hoffman
Philadelphia: Widener Building Fred Bernstein
St. Paul: Paul Brown Building Leslie Ware
Washington: 1000 Connecticut Avenue Ben Strouse
- JOSEPH HERSHEY MCGILLVRA INC.**
New York: 366 Madison Avenue J. H. McGillvra
Chicago: 185 North Wabash Avenue William Lee
Los Angeles: 684 S. Lafayette Pk. Place R. W. Walker
San Francisco: 68 Post Street Roger Parratt
Atlanta: Triangle Building Dora Dodson
- WEED & CO.**
New York: 350 Madison Ave. Joseph J. Weed
Chicago: 203 North Wabash Ave. Peter A. McGurk
Detroit: Book Building Cornelius C. Weed
Hollywood: 6253 Hollywood Blvd. Bernard Pearse
San Francisco: 68 Post Street Lincoln P. Simonds
Boston: Statler Building Lincoln P. Simonds
Atlanta: Palmer Boulevard Dana Baird
George Swearingen, Jr.
- ADAM J. YOUNG JR. INC.**
New York: 22 East 40th Street Adam J. Young, Jr.
Chicago: 55 East Washington Street Wm. J. Reilly
Los Angeles: 2978 Wilshire Blvd. A. O. Dillenbeck, Jr.
San Francisco: Mills Building D. A. Scot
Seattle: Securities Bldg. Richard Goebel



DEPARTMENT OF EDUCATION

SERVING INDUSTRY — Steered by Industry

The Ryerson Institute of Technology is rapidly establishing itself as the centre of technological education in the Province of Ontario.

• • •

Now operating eleven schools, serving eleven important industries at the "Junior College" level, Ryerson will shortly launch its new 3 kw. radio station CJRT-FM. This station will air educational and experimental programmes, making its facilities available to educational and cultural groups, the province over—part of its function as a practical Institution of advanced technical education.

• • •

Each Ryerson School is steered in its curriculum by an advisory committee of representatives from the industry it is designed to serve. Fees are nominal (e.g. \$50 per annum for full time day courses).

• • •

Employers in industries served by the Institute, seeking personnel with thorough and practical training, are invited to direct inquiries to the Registrar.

• • •

Tours of inspection will be arranged to suit the convenience of those desiring to see the Institute at work.



SNAPPED BY A STUDENT photographer in the control room of the Ryerson Radio Studios are: Eric Palin (right), director of the School of Broadcasting and Electronics, and J. W. Barnes, programme director of Station CJRT-FM.

The

RYERSON INSTITUTE of Technology

consists of eleven schools
offering 2-year' Diploma Courses

- BROADCASTING & ELECTRONICS: practical courses in commercial announcing, production and writing, as well as all technical aspects of radio and television. On-the-air experience, through the medium of Station CJRT-FM.
- GRAPHIC ARTS: preparation for opportunities in the composing, press, bindery, editorial and business branches of the industry, with practical experience in the monthly publication of "The Ryersonian."
- PHOTOGRAPHY: the art, science and practice of black and white professional photography, taught in modernly equipped studios.
- BUSINESS: a course combining the theory of retailing and merchandising with practical experience in established businesses.
- FOOD TECHNOLOGY
- COSTUME DESIGN
- FURNITURE ARTS
- ARCHITECTURAL DRAUGHTING
- MECHANICAL TECHNOLOGY
- JEWELLERY ARTS
- INDUSTRIAL CHEMISTRY

The **RYERSON INSTITUTE of TECHNOLOGY**

50 Gould StreetToronto 2

CANADIAN TELESCREEN

Vol. 2, No. 20

TV and Screen Supplement

October 19th, 1959

TV FILM PRODUCTION TERMS

By Jack Boyle

(Reprinted from *Printers' Ink*)

THE HARASSED ADMAN, currently master of many strange languages, is suddenly confronted with a new and wondrous speech—that of motion picture production. As he has absorbed the patois of copy, art, research, media, production, radio and the various businesses of his clients, one more should come pretty easily.

First attempt to talk movie production, however, has been an experience full of shocks and frustrations for many an otherwise ready-tongued agency man. The glossary presented here is not a complete directory of film production, and it is not for television specialists. It is just a collection of the terms most commonly used in producing TV shorts or commercials, intended for agency personnel who are now adding television to their other advertising problems.

ANIMATION: Cartoon animation: Animated movies shot from cartoon-type drawings. **Cyclic animation:** Set of drawings repeated over and over to create action. **Live animation:** Animation of objects or products. **Mechanical ani-**

mation: Drawings made to move with a rig.

ANIMATION CAMERA: Camera specially equipped to take single frames for stop motion cartoon animation, etc.; also zooms, pans, etc.

BLOOP: Splice bump causing a dull thud in sound reproduction. Eliminated by **Blooming Patch**—a triangular or oval black section introduced over splice in positive film, causing a sound too low to be heard.

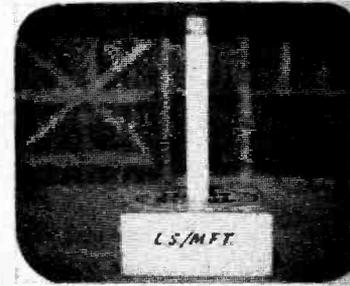
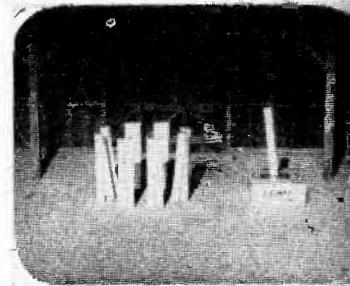
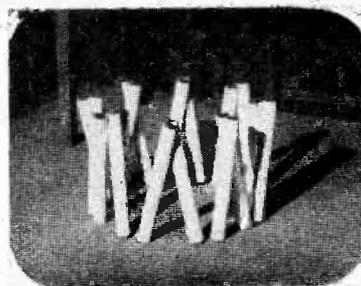
BUCKLING: Film entangled in camera or projector due to improper threading or intense heat.

COMMERCIALS: **Film:** The commercial recorded on film either with sound on film, or silent, or live studio narration. **Live:** Acted and narrated directly in front of television camera. **Slides:** Still photographs, illustrations or posters, usually used as part of a live commercial. **Combination:** Any combination of the above.

COMPOSITE PRINT: Positive film with sound track at left and picture at right.

CONTINUITY: See **SCRIPT**.

COOKED: Overdeveloped negative.



These 4 single-frame photos illustrate stop motion where the object moves by photographing a single frame at a time moved by hand. The total motion is a lively square dance.

CROPPING (Projection): The marginal area of the film lost by televised projection.

CUT A WAX: Make a record or disc.

CUTBACK: A flash to something already shown.

DOLLY: Wheeled camera mount used for trucking shots.

DOUBLE FRAME: Every negative scene printed twice to slow up action.

DOUBLE SYSTEM: See Single system.

DUBBING: Re-recording of all or part of a sound record for the preparation of a new master record for editorial purposes, or to change the recording medium—film to disc or disc to film.

DUPE: To make a duplicate negative or a duplicate positive print reproducing original negative.

EMULSION: Gelatinous substance containing particles of silver nitrate, highly sensitive to light, which coats one side of the celluloid film.

END HOLE: Continuation of last scene in commercial to give time leeway to station projectionist. Also called Freeze frame.

FADE: Pause between scenes corresponding to intermission between acts on the stage; momentary blackness between scenes not found in the disc.

FADE-IN: From darkness through gradual increases in light, to full lighting.

FADER: Instrument used to lower or raise sound level.

FILM CLIPS: Several frames taken out of film, usually to be put up into stills.

FOLLOW FOCUS SHOT: Shot in which cameraman adjusts focus as distance changes between lens and objects; or a cut shot.

FRAME: The square picture made by a single exposure of film.

FREE HEAD: A camera mount swinging freely in all directions.

FREEZE FRAME: See hold.

GRAIN: The tiny clusters of silver grains on a developed film, when film is too grainy, showing up as a black or grayish spot in projected film.

INKIE: Incandescent light.

IN THE CAN: Completed material that has gone through laboratory and is in metal containers, ready for shipping.

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

The Office of
MART KENNEY

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

125 DUPONT ST. TORONTO, ONTARIO - PHONE KI.314

INSERT: Photographic close-up of any written explanatory item, such as a letter, sign, trade-mark or label.

KINESCOPE RECORDING: Filming off face of receiving set tube by means of special synchronization of image and camera speed.

LAP DISSOLVE: Visual effect achieved on optical printer or in camera as fading picture is quickly overlapped by new scene fading in.

LIP SYNC: Exact register of sound of speech or song with the lip movements of actors.

LOCATION: Any place, other than studio, suitable for filming.

MACRO PHOTOGRAPHY: Magnification of small objects photographed with extension tubes for finer visibility.

MICRO PHOTOGRAPH: Picture taken through microscope.

MIST PHOTOGRAPH: Shot through gauze or with lens out of focus to give soft or blurred effect.

MIXING: Making a composite of several sound effects such as narration and music, or other sounds.

OFF SCREEN NARRATION: All narration that is not lip sync.

OPTICAL PRINTER: Apparatus used to get positive varying in speed and size from action recorded on negative. Used in making wipes and other effects.

OUT TAKES: Any film discarded during editing.

PAN: Camera movement sideways; any camera movement, horizontal or vertical, to follow a scene without cutting.

PRINT: To produce positive film from negative; a positive copy of the film.

PROJECTION AXIS: Straight line from centre of aperture to centre of screen.

PROCESS SHOT: Projected background; also background or foreground — painted on glass plate.

RACK: Frame on which film is wound for tank development.

RAW: Undeveloped negative.

RELEASE PRINT: Final print delivered to client.

RIG: Machine used to hold or move object to be photographed.

RUSHES: Complete photographic record of all footage printed from best exposed negative, usually developed overnight so producer can examine production of previous day.

SCENARIO: See Script.

SCRATCH PRINT: A quick print used for editing.

SCRIPT: Complete film story written in sequences suitable for filming. Also synonym for continuity or scenario.

SET: Constructed scene, indoor or outdoor, where action takes place and film is shot.

SINGLE SYSTEM: Sound and picture recorded on the same film at the same time. Double system means that sound and picture are recorded at the same time, but on different film. More expensive than the Single System but produces better results since no one emulsion is equally good for developing picture and sound.

SOUND TRACK: A narrow band along film which carries the sound record.

SOUP: Film developing mixture.

SPLICE: To join together two pieces of film by cementing the ends.

SPLIT FRAME: A composite print of several actions on same frame.

STEP PRINTER: Machine that prints film a frame at a time as opposed to continuous printing.

STOCK SHOT: Strip of film bought by the foot of stock locations such as Eiffel Tower or Statue of Liberty, inserted for atmosphere.

STOP MOTION: Making objects move by single frame photographs. Object or objects are usually moved by hand a fraction of an inch for each exposure according to a predetermined pattern.

STORY BOARD: A set of drawings used to show the sequence of a story, usually one drawing for each change of action or scene, generally including both pictures and script.

SYNOPSIS: Film story written in action sequences but without the technical directions of the continuity or script.

TAKE: One version of a scene. Other variations or takes are made with same camera setup and actors going through same business.

TITLE MUSIC: Background music behind opening and closing titles and introductions.

TREATMENT: An intermediate step between the synopsis and script. Preparation or adaptation of a story for the screen.

TRUCKING SHOT: One in which camera is pushed along on a dolly.

VIEWER: Machine used to examine film for editing or cutting.

WIPE-OVER: Optical printing effect by which one scene moves into another geometrically. (Also called Wand-shot or Sliding parallel.)

ZOOM: Swift camera movement toward an object: Medium shot to close-up. The effect on screen is that object is moving toward the camera.

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**TEE VEE
ACTION**

New York, N.Y.—First color television receivers produced by the Radio Corporation of America will range in price from \$400 to \$1,000, according to an announcement during the color hearings by the Federal Communications Commission.

RCA, which had previously remained mum on estimates of set prices, revealed that it will probably cost around \$125 to \$175 for converters that will permit existing black-and-white sets to pick up color telecasts. Elmer W. Engstrom, RCA's vice-president in charge of research, said an extra \$20 will be charged for installation.

Mr. Engstrom said that the major advantage of the RCA system is that it is easily adapted to the 1,500,000 sets said to be in operation to date. He told the Commission that under this system present set owners could receive color pictures in black and white without altering their sets. Purchasers of the proposed new color video receivers also could receive black-and-white pictures without extra equipment. He said that the CBS system would force present set owners to buy an adapter (or converter) before they could receive color pictures either in color or black-and-white.

Earlier, Thomas T. Goldsmith, Jr., Du Mont engineer, said that 30 days of exhaustive field tests should be held by the FCC before it decides on any particular system. "Frankly, we in the industry don't think there is enough information on color television right now for you to make a decision. But the time is not far off," Mr. Goldsmith declared. The Philco Corp. joined the ranks of those in favor of putting off any decision.

During the early part of the hearings, Raymond C. Cosgrove, president of the Radio Manufacturers Association, another member of the "let's wait" team, reported that "no system has been proved by tests to be ready for commercial use. Therefore, no standards should be adopted by the Commission at this time. It is our view that if standards are established now, the experimen-

tation necessary to develop systems and the testing necessary to prove their acceptability as a permanent service for the public would be prematurely shut off. The results would be disastrous to the public and the entire television industry."

Mr. Cosgrove said he could not set a date for commercial color operations when asked to enlarge upon an RMA prediction that would be "several years." The RMA chief estimated that black-and-white sets ever got down to around \$50, then color sets will cost around \$80 to \$100. He said that modification of presently designed sets to receive color in the UHF bands as black and white would cost about \$100 at the factory but \$30 to \$40 in the field.

Demonstrations of the new systems developed by RCA, CBS and Color Television, Inc., are scheduled to get under way during the first two weeks in October.

Ralph Bellamy will star in new detective series over CBS TV.

Station WOR-TV will make its official debut with the telecast of the World Series starting October 5 and begin regular evening programming on October 11.

Goodyear Tire and Rubber Co. reportedly set to sponsor a new television show starring Pat Whiteman.

WOULD CURB "HOWDY-DOODY"

New York.—An action for injunction, certain to raise some broadcasters' eyebrows on both sides of the border, was filed here recently by Joseph Balaber, who claims that, because TV receivers in Canada are picking up the "Howdy-Doody" show, Canadian television rights to 100 Max Sennett comedies are being violated.

Balaber claims that, since Sennett subjects are used in the "Howdy-Doody" show and his license agreement with the network only covers the U.S., advertising and performance of the shorts, directly or indirectly in Canada, should be halted.

He asks that WNBT New York, the originating station; WBBB Buffalo, WNBK Cleveland, and WWJ Detroit, be restrained from telecasting the subjects.

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