O MORNING MEETS FOR CAB

TORONTO.—The CAB Convention, held at: niagara falls, March 30, has something new to offer, according to general manager Jim Allard, in town for this week's third meeting.

With the exception of the first (Monday), Allard says, meetings will only be held in the afternoon. Monday morning will be devoted to a business—pre—

ably closed—meeting.

Each day's proceedings will commence at 12:30 p.m. with a chec and speaker.

The Tuesday speaker will be D. Henshaw of MacLaren Advertising Ltd., who will speak on agency - station relations. Wednesday, Sam Cuff, well-known New York television consultant, will tell his convention "How to Operate TV Station in the Black." The speaker for Thursday has not yet been announced.

Among the experts who will address the afternoon forums are: Bruce Mitchell, director of the Broadcast Advertising Bureau of the NAB. Besides delivering a talk on selling radio, Mitchell will present the Canadian premiere of a NAB promotion film "Lighting that Talking."

* * *

CAB ISSUE

Toronto.—Closing date for ad-

vising in our annual CAB Data

tle is March 1. Early reserva-

tions are requested.

Montreal.—"Bring in American artists if you like, but don't close your doors to Canadian performers. Give them a chance to show you what they can do, not because they are Canadian, but in fair and open competition with the best and the worst—from other places. I think you'll find it'll be worth it."

This is the conviction of John Adaskin, who has been associated with Canada's young performers through seven years as producer of York Knitting Mills' "Singing Stars of Tomorrow" and the three-year-old program "Opportunity Knocks."

Adaskin aired his plea for the greater use of home-breath talent at the conclusion of his "Opportunity Knocks" show here late last month, and said that a lot of bookers and promoters are passing up some really first-class talent in favor of imported artists who are often far inferior.

Pointing out that he was not against the importation of great entertainment figures of other countries, since talent is international and an inspiration and encouragement to our own artists, Adaskin emphasized that he was "against the importation of artists to the exclusion of our own Canadian performers."

Referring to himself as a "very vocal voice in the wilderness" he further stated that this country's entertainers "should be given every chance to perform for their own people."

* * *

"Opportunity Knocks," a Monday—night Dominion network program, has been devoted to bringing the accomplishments of young performers to the attention of the public and possible employers. Since July, 1947, over 2,000 singers and musicians have been auditioned for the show, and about 400 have made the grade for a broadcast, including one hopeful announcer each week.

The top artist on each program, chosen from listeners' votes, makes a paid guest appearance on the following week's edition, and competes for the grand prize, at the end of the 13-week series.

The grand award winner receives a feature role in a network show, while second and third-place get cash prizes.

Many of the people making their radio debuts over this program are now firmly established in radio jobs, Adaskin reports. Bernard Johnston, Doreen Hulme and Lois Marshall, considered by many to be Canada's most promising radio vocalists and now enjoying regular appearances on the network, all gave performances early in their careers on "Opportunity Knocks."

—Canada Pictures

25¢ a Copy — $3.00 a Year — $5.00 for Two Years

O CANADIAN TALENT ON PAR WITH IMPORTS

TWO YEARS CANADIAN RADIO WRITERS are not taking full advantage of the opportunity afforded by the Ford Theatre of the Air, scripts for which rate as high as $450 a piece, according to Alan Savage of Cockfield Brown & Co. Limited, who produces the show. Our pictures show the program in action. At left and from the left: John Drainie, Alice Hill and Don Harron are seen on mike during performance. In the centre, Alan Savage gives his cast the finger during a performance while CBC engineer Mary Muir officiates at the board. At right, Lucio Agostini is seen conducting the orchestra, which plays his original scores. These programs are heard on Dominion network and supps. Fridays at 9 p.m. E.S.T.

February 8th, 1950

TORONTO, ONTARIO

CBC GOVERNORS TO REVIEW 2 APPS.

Ottawa.—Radio bingo programs, and the question of whether or not legislation should be passed barring their use, will be considered by the board of governors of the Canadian Broadcasting Corporation during a meeting being held in Toronto, February 10-11.

It is understood that several Canadian stations are currently carrying radio bingo programs.

CBC board secretary, Hugh Palmer, revealed that any representations on radio bingo similar games would be reviewed by the board at this public hearing.

The board will also consider making recommendations for two new AM stations. Pierre Brison is seeking a license for a 1,000 watt station in Victoriaville, Quebec, and Gibson Bros. Limited have applied for permission to establish a 250 watt in North Vancouver.

CJSH-FM, Hamilton's independent frequency modulation outlet, will have their request for an increase in power from 745 watts e.r.p. to 9200 watts on the same frequency reviewed at this session, the CBC said.

www.americanradiohistory.com
Achievement at Belleville

- Motion picture Sound systems for theatres of all sizes
- Fire Alarm equipment and systems for buildings or municipalities
- Power Line Carrier Systems for voice communication, remote control, or telemonitoring
- Mine Signalling Equipment for voice or signal communication between cage and surface, designed for rigorous use in Canadian hard-rock mining
- Electronic Soundwriters for dictating and dictating machines of distinction for Canadian banks, news rooms, museums, hotels, etc.}

The Hammond Organ
Music's most glorious voice
- For Church and Home

Northern Electric
Expert Engineering and Installation Services at your disposal
Distributing Houses Throughout Canada
The Show Must Go On

Winnipeg, — Residents of the Manitoba town of Swan Lake must like the amateur musical talent in their midst. A couple of Saturday nights ago they jampacked the town hall for a concert and waited nearly two hours for it to start.

Due to go on at 10:10 p.m. was the Associated Commercial Travellers-CJOB Amateur Show. However, a car carrying officials from Winnipeg was snowed in about 20 miles out of Swan Lake and the show was delayed.

Stranded in the car were manager Jack Blick of CJOB; George Davies and Dudley Patterson, who handle announcing duties on the show; and script writer Norm Williams. Somehow, the boys managed to notify the town of their plight and they were picked up by a bus. However, the show didn’t get on the air until a few minutes before midnight.

The station’s personnel stayed in Swan Lake and then followed a snowplow into Winnipeg the next day.

FOOTLOOSE AMONG YOUTH

Toronto.—Noted newsman Gordon Sinclair has been signed to do a series of five-minute programs over CFRB, sponsored by the local YMCA’s and YMCAs.

The five-a-week late evening series, “Footloose Among Youth,” started last week, with Sinclair visiting the places where Toronto’s youth spends much of its time, to do interviews.

Future programs are scheduled to include broadcasts from homes, schools, churches, and the 20 Toronto branches of the YM and YW.

NO HOLDS BARRED

Toronto.—A second series of “No Holds Barred,” chats about citizenship by Dick Lewis, are in preparation, and discs will shortly be available to stations.

Don Fisher, who did the June 6th interview of his life when he went on the air with a visiting rating star from the “Icy Cycles” show. The guest was his brother, and the pair spent 10 minutes catching up on the news since brother Marshall left a year ago to join the show.

Snow or not, I’ll get to Crews Chevrolet showroom and cheer our Church Club on to beat those Lions on “Crews Club Quiz”!
By post this morning a booklet from the Association of Canadian Advertisers—a reprint of Lee Trenholm’s excellent article, “Advertising Looks at 1950—and Vice Versa,” featured in “Marketing” of the fourteenth of January. Inspires a determination to so plan and build that each and every promotion effort may make a maximum contribution not only to the advertiser, but to the national economy and to the advancing welfare and comfort of the citizenry.

Touch by the thoughtfulness of one, Lewis, Editor-in-Chief of the Canadian Broadcaster. His Majesty’s Post did deliver a gift from Richard, concerned in the midst of his holiday pleasures in Britain of denial to me in these winter months of the joys of golf. The gift—a de luxe set of Galloping Golf—is described as originating in the U.S.A. where it has become almost a national indoor table game. Methinks the editor may have found the five cubes turn a “faster buck” than cribbage and that I may have repeated pleasures of his visiting on his return from his sojourn. All of which does remind me that there is no element of luck but, rather, certainty, in the effectiveness of radio broadcasting promotion for products, services, ideas. Do hope I shall not tread on the corns of any good Pacific Coast friends by mentioning their present watery visitations, but must salute CJOR Vancouver for much good service they are now rendering both nearby and to outlying communities.
No News In Virtue

Maclean's Magazine for February 1, 1950, has an article called "The Not-so-Happy-Gang" by June Callwood, which seems to have set a "Gang" and a great many others along Radio Row on their ears, and we don't see why it should.

It is true that the article stresses the faults and lack of friendship that it alleges exist between the characters in the program off-stage. But it also praises the show to the skies, referring to it for its "tireless good humor"; it terms it "the most expensive and most successful daytime show in Canada"; it mentions its "high standard of sin-...
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STATIONS

Fine Response For Polio Plea

Toronto. — “Radio can be exceedingly proud of the role it has played in making the first national annual appeal of the Canadian March of Dimes a success.” Horace Brown, founder and executive director of The Canadian Foundation for Poliomyelitis, announced last week. Brown also stated that the campaign would be extended to the end of February, since other public service drives had cut into the Canadian March of Dimes campaign time.

Through the co-operation of radio, Brown pointed out that “this campaign has been the most economical national campaign of any I know.” The Canadian March of Dimes has not had to spend one penny for its advertising, apart from small production costs, he said, and McGinn Advertising has worked on the entire campaign free of charge.

Some measure of the success of the campaign is that radio alone is expected to raise a total of about $100,000.00 with which to “Fight Polio.”

Reports resulted by some of the stations were revealed by Brown. Bob Large, of CFRN, Saint John, said that they have raised over $5,000.00 with the $6,000.00 mark in sight; from CKRN’s Dick Rice in Edmonton came the word: “Bathtub brimming with five thousand after two weeks.” As the result of an idea used on the “Omar Blondel Show” to fill a bathtub with dimes. A total of over $500 has been realized in the Barrie drive over CKIB, manager Snellgrove advertised, and the third weekly money order on behalf of Yorkton listeners was received by the Foundation from Bill Liska.

Culture Comes High

Vancouver. — Figures presented as a likely working estimate for the proposed “Radio City” for downtown Vancouver are “preposterous,” according to aldermanic candidate Everett Crowley.

He was commenting on Mayor Charles Thompson’s statement that the project would lose about $31,000 for 30 years.

Crowley, who said that “in business things never work out as cheaply as you hope,” thought the annual estimate would be between $100,000 and $150,000.

The civic cultural building as now envisaged would house library, radio stations, symphony orchestra, plays, museums, exhibitions and provide space for travelling speakers and performers.

Mayor Thompson said he estimated the loss on the basis of an income to the cultural centre of $500,000 a year.

It will take 18 months to build the centre, which will be financed by an insurance company, with the city paying off in 30 years at 4 1/2%.
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Those who take umbrage at what is our opinion an interestingly written story are closing their eyes to the fact that magazines don’t make their salt by putting people aimlessly on the back, to get readership they print provocative material. That is what people like to read. And in this instance, readership is just as important to the alleged “Gang” as it is to the publishers.

People on the receiving end of publicity stories, and we know whereof we speak, are perpetually amazed at the time and effort that is wasted turning out material whose utter dullness and lack of human interest absolutely preclude publication.

Top flight publicity men manufacture situations which do not reflect too pleasantly on the characteristics or behavior of their subjects, because they know that this will make good copy from the editor’s standpoint, and that it is not too hard to slither in the things they want to say.

A case in point was the overweight racus precipitated by Conn Smythe of the Maple Leafs Hockey Club against Oaky Turk Broda and others, which cut a front page headline in the Toronto star “ Broda Down To 189.” This was a deliberate attempt to inject new life into a failing Gate, and it worked.

A speaker we know proclaims himself, not the world’s best speaker, but Canada’s best-quoted nobody.

Ford, in his early days, bought and circulated stories that belittled his product.

Eddie Cantor had his writers reverse their technique when he found that his "radio ribs" at Robinoff were gaining the fiddler all the fan mail.

Sponsors pay Arthur Godfrey huge sums to insult their goods on the air. They look at the ratings.

The more people were riled by Lifebuoy’s B.O. commercials, the more soap they bought, and this was just a carbon copy of Listerine’s halitosis ads.

In our opinion “The Happy Gang” owes June Callwood a debt of gratitude, not for the nice things she said about them in her piece, but because she amplified these good qualities by sprinkling her story with the not-so-good. This painted the “Gang” as human beings instead of perfect paragons of nothing in particular.

“Scriptures To His Purpose”

Reprinted (in black ink) from “Canadian Forum”

A few weeks ago, in keeping with its standard practice during election periods, the CBC requested Mayor McCallum of Toronto to relinquish (for the two weeks preceding election day only) the Sunday fifteen minutes during which it had been his custom to present The Mayor Reports. This is, we repeat, standard practice; not even the prime minister may broadcast (unless the other side also is heard) in the period immediately preceding an election in which he is directly concerned.

The purpose of this regulation is clear and in the interest of the people; the purposes of democracy are best served, says the CBC in effect, by preventing any one-sided use of its radio channels by any party or person directly concerned in an imminent election.

Now observe how this simple application of a clear, specific and salutary regulation is distorted to its purpose by Canadian Broadcaster and Tele-

screen, an organ of the private radio interests, whose editor, the eminent Richard G. Lewis, has long been one of the bitterest enemies of privately owned radio. We quote, from the December 21st issue, an editorial headed “A Threat Becomes Fact”:

“When His Worship Mayor McCallum’s popular reports to the citizens of Toronto got the axe from the CBC last week, radio circles and the press expressed complete amazement at what was actually only another of the regular acts of dictatorship on the part of our nationalized radio service.

“Just how long people are going to suffer the grossly undemocratic acts of the CBC, express great indignation when they step farther than usual over democracy’s bounds, and then permit them to resume operations is a question to which we have long sought an answer.

“Leaving aside the grabbing tactics pursued by CJBC when it coerced the program from its original deviser, station CHUM, it is not significant that it not only sanctioned the airings of these programs for four years, but that for a considerable part of that period actually aired them itself?”

The above, we might say, is as fine an example of the quotation of “Scriptures to his purpose” as we have ever seen. We might say that, were it not that almost every issue of the abominable journal from which it came contains examples as specious, plausible, and nauseating. Out of consideration for our blood pressure we have had to forgo it.

The last paragraph, with its reference to “grabbing tactics” is another high, this time in what might be called the Department for Ignoring Unpalatable Facts. Any time that any private station fails to grab any program that it wants and can get, employing for the purpose one or more of the standard procedures of highly ethical business, will, as they say, be a very frosty Friday.
Any time now, when a pan-handler accosts us on the street, we can expect to hear a modern version of the old cry rephrased into—"brother can you spare a dollar?"

With all the Social Security measures that are being thrust upon us by a government, eager to hold favor with a lazy electorate and steal the planks from the platform of a vocal, if numerically weak, Socialist party, Canada stands in danger of going broke through the high cost of giving.

Some years ago, the trade unions instituted a plan of collecting their dues from their members’ employers rather than from the members themselves. This is known as check-off. Besides saving the unions the high cost of collection and administration, at not inconsiderable expense to the employers, the check-off system has a subtle and somewhat insidious purpose, and that is to place as little emphasis as possible on the amount of money it costs a man or woman to be a member of that union.

During the war, the War Finance Committee stole a leaf from the unions’ book by instituting payroll deductions for the sale of War Bonds. This undoubtedly helped immeasurably in the collection of funds with which to prosecute the war. It was obviously a sound and wise way to steer the country through the crisis, and at the same time avoid national bankruptcy.

As far as the unions and the check-off plan are concerned, that is a matter between labor and its employers. But when this same general idea is applied by government to taxation, the kind of taxation which is added to the retail price of domestic merchandise, there creeps in an element of astuteness which borders on dishonesty—

My plaint is not that these taxes are levied. I am concerned rather over the means employed to gather them in. It is my contention that goods sold for let us say a dollar, of which the tax is 30c, should be so labeled—"price 70c, government tax 30c." This is information which the people are entitled to have. And I think that the responsibility for giving it lies with business, which is open to erroneous charges of extortion because of it, except in the case of goods like cigarettes, where a tax stamp which does not disclose the amount of tax it represents is involved.

These thoughts are just introductory to my main point, which is an examination of just why it has been found necessary or expedient to maintain a basis of taxation comparable to that set up during the war, long after the conflict is over.

Stop a minute and think what we are paying for now.

There is unemployment insurance. Labor pays a part, but this comes indirectly from the employer’s pocket, who must also charge his own share against his costs of doing business or else go bankrupt.

Increased Old Age Pensions and Mothers’ Allowances are another charge against our earnings. Baby bonuses fall in the same category.

Organizations called Crown Corporations, like Trans-Canada Air Lines, Canadian Broadcasting Corporation, National Film Board and all the rest of them, are operated by or through the government, often at lower tariffs than those at which they could function under private enterprise. They invariably show deficits, and those deficits have to be met out of the public purse.

Now they are talking about socialized medicine, dentistry, and hospitalization. Heaven only knows what will come next.

Let us by all means encourage the government to spend money—remembering always that it is our money—to alleviate distress, when it is necessary to do so. On the other hand, let us demand—"What do you know?"
February 8th, 1950

Canadian Broadcaster & Telescreen
Page Seven

Another hand let's not shut our eyes to the fact that there is a limit to the extent to which these free services should go.

When an uneducated or otherwise unfortunate person comes in need of relief in its various forms as something he or she has sought and paid for, rather than as an act of neighborliness bestowed by more fortunate, or perhaps more capable fellow citizens, the danger signal is flying high. No human being is constructed without a certain element of laziness in his system. Most of us would rather acquire our daily needs with the least possible effort. So when it reaches the point where we only have to report to a specific government bureau to draw our dole, or pension, or receive medical or dental treatment, ride all too readily goes to the wall, and we are inclined to take everything we can get without asking too many questions or indulging in too much introspection. I am not advocating a sort of Spartan system where only the fit survive, and the weak die because they are better dead. That sort of ruthlessness has no place in a modern civilization. I do feel, though, and there are many who agree with me, that while these social services should be maintained from the public purse, their use should be restricted to those who have absolutely no alternative to calling on them, and that when they do call on them, they should accept them as the gift of their neighbors, rather than as a right they have been paid for.

The unfortunate part of all these things is that they tend to get in the way of people not the healthiest, but rather the right to be idle. And yet, how are we going to let our less fortunate fellow citizens starve . . . suffer . . . die?

I wish I could set out the problem and then propose the answer. It isn't as simple as that, is it?

One point that I think has to be considered is this. There are plenty of men, mostly in their middle thirties, who are bringing up small families on salaries ranging from $250 to $300 a month, depending on the size and character of the district in which they live.

Without having reached the top of the business they are attached to, they have positions of responsibility and trust, for which they are paid adequately, as most of them will agree. Yet at this salary they are able to live in frugal comfort, with a moderate amount of leisure. They carry a few thousand life insurance, yet not enough to secure their families' futures if they died prematurely. Beyond this they are, generally speaking, unable to save money except by denying their families a summer holiday or the occasional new clothes that add glamour to life. Meanwhile, they are paying income tax, plus the innumerable hidden taxes, which means, I would estimate, that they are paying into the public purse in one way or another from five to seven hundred a year to provide those who are incapable of taking care of themselves with the kind of security for which they are paying. I think that the state is well served by this system, which is not the case when the state, when it is not the case when the state, when it is not the case when the state...

There are those who will say that this is perfectly all right because this is establishing the necessary reserves to take care of them all and their families too, should the need arise. To them it will not seem unfair, as it does to me, that these people are being forced into dependence on the state, when it is not the case when the state...

It is small wonder then that people who find themselves in this state of enforced penury find life stripped of its healthy incentive to prosper by more effort, shrug their shoulders and say: "The State wants to take care of us, so let 'em go to it."

Elliott-Haynes

BONUS! 1000 WATTS
970 KC

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o Omar Renaud & Cie.
1411 Stanley Street,
Montreal.

Toronto Office, 52 Yonge St.
American Representative
o Joseph Henchey McGillicay
Inc., 264 Madison Ave.,
New York 17.
Telephone Murray-Hill 2-0755

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

Programming especially for the French listeners in the Ottawa Valley.

While having reached the top of the businesses they are attached to, they have positions of responsibility and trust, for which they are paid adequately, as most of them will agree. Yet at this salary they are able to live in frugal comfort, with a moderate amount of leisure. They carry a few thousand life insurance, yet not enough to secure their families' futures if they died prematurely. Beyond this they are, generally speaking, unable to save money except by denying their families a summer holiday or the occasional new clothes that add glamour to life. Meanwhile, they are paying income tax, plus the innumerable hidden taxes, which means, I would estimate, that they are paying into the public purse in one way or another from five to seven hundred a year to provide those who are incapable of taking care of themselves with the kind of security for which they are paying.

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Over The Desk

Back at "The Desk," I find that things ran disappointingly smoothly while I was away, but have contrived to get things back to their usual state of confusion since my return.

On the top of the pile are a few lines that got squeezed out of the column last issue.

It deals with the food shortage in the UK.

The meat ration is the heaviest cross John Bull has to bear. It's worked out in money and has just been upped (upped, I said) to twenty-two and a half cents a week.

To translate this into concrete terms, I took one week's coupons to the local butcher one day and came away with two pork chops.

This should in no manner discourage people who think of visiting over there. Tourists and business people who cross the Atlantic laden with dollars, and dig in at the Savoy or the Dorchester, find tables well laden with their favorite foods, and haven't the vaguest idea what it is like for residents. Staying with private families as I did with my relatives did not give me a true picture either, because people expecting visitors from overseas hoard their meagre rations for months ahead of time, and completely pull the wool over our eyes, unless we dig down beneath the surface.

To people given to sending parcels overseas, the best advice is to send meat. To people who are not sending them, the advice is to send them, and make them meat.

It's business as usual at the Russell T. Kelley agency's Toronto office following not one but two fires and one burglary the night of January 15.

It was found that fires had started (been started, it is suspected) in the paper vault, and also in the production room, where a few files got singed at the edges. Fortunately all radio scripts and art work are kept in steel filing cabinets, and the only loss of any moment along these lines was a number of transcriptions. Incidentally, a desk lighter was stolen from Jack Bingham's office, and this, we are informed, was identical to the one we have on "The Desk."

Pete Gordon (you know Pete for his fine publicity work with the Crippled Children's campaign of past years) last $500 worth of photographic equipment and supplies, including his enlarger. Bill Scarlett is still congratulating himself for walking out the previous night's fire. Furniture and typewriters took a bad beating from water damage.

Repairs and bigger and better fire equipment are under way, and the staff, which has carried on nobly under the handicap, expects to be sitting on chairs again by the time this issue goes in the mail.

Syllabus for the 1950 Montreal Musical Festival has been released by station CKCW who will again sponsor and operate the annual musical event. The Festival, to be held May 8-13, is an annual community service rendered by CKCW. The syllabus lists 28 classes, the largest classification since the station inaugurated the Festival, with 18 scholarships available to competitors.

To promote the works of Canadian composers, a special "Canadian Composers' Competition" to be incorporated into his year's promotion by the station.

Four prizes are being offered by the Frederick Harris Music Company to be incorporated into his year's promotion by the station.

To promote the works of Canadian composers, a special "Canadian Composers' Competition" to be incorporated into his year's promotion by the station.

Skip Letcher, CHVC Niagara Falls, featured disc jockey, was the only Canadian platter-chatterer to appear in the Columbia picture, "Race Horse Jockey," U.S.A. which will be seen in Canadian movies soon.

Skip does a seven-minute slot of his regular routine but stage singing on the Rainbow Bridge, playing up the international angle.

This station has installed remote facilities and is now doing sports casts (from the new Niagara Falls Memorial Arena).

Actor Kenny Graham's mirrored graphissed messages reach "The Desk" with great regularity. This month he's forsaken the veranda technique. He just says: "I'm a lifesaver when you need someone for that young man role." Attached to the sheet, in a real glassine bag, is a sweet meat of the same name.

At CKMO

We Don't BRIBE Listeners —
We WIN Friends!

GOOD Music Makes GOOD Listening

At 1410

"PIONEER VOICE OF BRITISH COLUMBIA"

The Wright STATIONS

"Casino de la Chanson"

22,967 LETTERS IN JANUARY ALONE

PARTICIPATION

SEE WILLIAM WRIGHT

REFORD BUILDING

Toronto

The Voice of the Eastern Townships

CHLT (FRENCH) 000-k. 1240-k.

CCKS (ENGLISH) 1240-k. 250-k.

SHERBROOKE, QUE.

Representatives:

Jos. A. Hardy & Co. Ltd. — Canada

Adam J. Young, Jr. Inc. — U.S.A.
AGENCIES

MCCONWELL EASTMAN
Toronto.—The Department of
national Revenue (Taxation) has
scheduled a series of transcribed
spots and flashes over 50 stations
east to coast advising people to
file income tax returns early,
thereby getting an early rebate.
The series starts February
14 and runs through April.

Tip Top Tailors has a spot an-
ouncement campaign going to
selected markets coast to coast in
addition to a five-minute weekly
outcast over CKLW, Windsor,
and a 15-minute portion of Paris
going once a week over CKVL,
Verdun.

Winnipeg.—Paulin Chambers
Biscuits has returned the 15-
minute once-a-week transcribed
prime Jordan show for the seventh year to 21 western stations
between Winnipeg and Vancouver.

STEVENS & SCOTT
Toronto.—Dr. Ballard's Animal
Beds Ltd. is sponsoring Parade
la Chansonnette Francaise
over CKLW, Verdun. The 15-min-
te-outcast show has been
scheduled for 13 weeks.

AGENCY SWITCH

Toronto.—Harold D. Roach,
former Toronto manager for Ben-
ton & Bowles Inc., has joined the
local office of Young & Rubicam
as senior account executive.

KELLEY SIGNS SPORTS WRITERS

Toronto.—Yonge-Elgin Mot-
ors (Meteor, Mercury & Lincoln)
have bought 30 minutes once a
week (or 52 weeks on CFRB, To-
ronto) for Sports Writers which
will feature a panel pictured
above from the left: Gord Walker
(Globe & Mail), Trent Freyne
(Toronto Telegram), Ted Reeves
(Toronto Telegram), Joe Perlove
(Toronto Star), Hal Walker
(Globe & Mail) and standing,
Barry Wood who sits in as M.C.
Russel T. Kelly Ltd. directs.

O'NEIL LARSON &
McMAHONE
Chicago.—Rhodes Pharmacal
Company has started the 10-min-
te-three-a-week transcribed Bob
Eberle Show over CFRB, Toronto,
advertising Imidrin.

W. EARL BOTHWELL
New York.—Boyle-Midway
(Canada) Ltd. has started two
15-minute five-a-week day-time
serials, Our Gal Sunday and Ro-
nances of Helen Trent over
CFRB, Toronto. The shows are
piped in from CBS and advertise
Old English Wax.

HARRY E. FOSTER
Toronto.—Superhead Petroleum
Company has scheduled the five-
minute five-a-week transcribed
Reunions over eight Ontario and
Quebec stations commencing
February 22 and featuring Larry
Henderson.

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.

DEER TO THE HEARTS OF
ADVERTISERS IS CFCN'S
WIDE, LOW-COST COVERAGE

Ask Radio
Representatives
Toronto - Montreal
"THE VOICE
OF THE
PRAIRIES"

Calgary

You Hit Hard When You Hit With
CHRC
For Maximum Coverage of the Quebec District, Use CHRC

A.M. 800 KI (800 WATTs)
F.M. 98.1 MG (600 watts E.F.)

You Hit Hard When You Hit With
CHRC
For Maximum Coverage of the Quebec District, Use CHRC

Wise hunters use experienced guides. Wise time buyers
have used CFCN for 28 years.
DID YOU KNOW?

That 89 new dwellings were completed in Truro during 1949—with 23 others under construction? That spells PROGRESS! Yes, Truro is growing, and the local advertisers—over 150 of them—have found CKCL the logical means of reaching this important market, which is in addition to CKCL’s rural coverage.

CKCL
TRURO BROADCASTING CO. LTD.

J. A. MANNING
Manager
WM. WRIGHT, Representative
Toronto and Montreal

***
Continuous Radio Audience Measurements
Since 1940

Elliott Haynes Limited
Son Life Building
MONTREAL
Platou 6494

515 Broadview Ave.
TORONTO
GERrad 1144

Five Years Old

FEBRUARY 15th, 1950
From a humble beginning we now enjoy:
Exceedingly high ratings
Top network and syndicated commercial shows
273 local clients
35 national clients
Competent staff of 25
Many local program studio presentations
Unusually large number of special events
3 local sportscasts daily
3 local newscasts daily

CJDC
DAWSON CREEK

“making radio fame”

IT’S IMPOSSIBLE TO COVER THE RICH PEACE RIVER COUNTRY WITHOUT CJDC
ASK RADIO REPS. LTD.

★ LETHBRIDGE HERALD

CKSF
CKSF-FM, CORNWALL

FOR INFORMATION ABOUT OUR FIVE YEARS OF OUTSTANDING SUCCESS CONTACT US DIRECT OR THE
Horace N. Stovin Company, Canada
Joseph H. McGilvra, U.S.A.

OPINION

Broadcasters Are Inarticate

Vancouver—The general run of broadcasters are inarticulate and incomprehensible, and something ought to be done to improve the standards of speech over the nation’s broadcasting stations, the morning News-Herald commented in an editorial.

As a peg for these remarks, the Herald picked up a report that a Yale professor was spending several months with three infant gorillas to try and teach them to talk.

“The reason for the experiment was not clear,” the paper said. “Our guess is that he has wasted so much time trying to teach speech to humans that he’s turning to more promising material. “But whether by speech lessons to gorillas, or by lessons to humans, something ought to be done to improve the standards of speech over the nation’s broadcasting stations.

With a few outstanding exceptions, the general run of broadcasters are inarticulate and incomprehensible. If there’s any chance that the professor’s gorillas can do a better job, they should certainly be given their chance. “Perhaps the difficulty lies in the lack of incentive to acquire an art which has fallen into disuse. What incentive is there when nearly all the broadcasting stations display such a marked preference for inarticulate talkers? And what guarantee has the professor that his talking gorillas will find an outlet for their talents?”

$3.00 a Year
($5.00 for 2 years)
Issues Regular Delivery
of the
Canadian Broadcaster
& Telescreen

SIGNs OF TIMES

We'll know when business tightens up, because the unemployables will become unemployable again.

TOpical quEsTion

England faces a problem when she entertains Americans. Should she serve corned beef and be dubbed down and out or blow the works and be accused of abusing Marshall Aid?

IT isn’t the heat

“The Desk” is grateful to Gerry Gaetz of CJICA for his Christmas gift of a thermometer and hydrometer except that now we know how hot and humid we are.

C!uck! C!uck!

Next issue we have a story about an announcer who ate 40 eggs, but it doesn’t say who laid them.

March of Science

CHUM’s Larry Mann claims to have invented a mattress made of cellophane so that old maids won’t have to get out of bed and look under it.

It is to laugh

“Marketing” lists the four humorous articles it published in 1949, in case you didn’t notice.

Thy will be dunton

The CBC now insists on having a producer sit in with the agency one on a network commercial. They’ll be taking a slice of the 15’s before you can say Broadcasting Act.

TreatMent by ether

Why don’t hospitals cut their beds with individual radio receivers to insure quick turn-over of patient?

No Sabotage

We saved our last item as one of our customary witty cracks about the CA Convention but decided it was too early.
THEATRE TV GETS GREEN LIGHT

Toronto.—Approval for the first theatre television system in Canada was given to Famous Players Corporation here last month by the Transport Department. Famous Players, who own Imperial theatre here, have already had equipment installed and are preparing with plans to screen local, touring events and public functions.

Through the use of their mobile television unit, the Imperial will be able to transmit events directly over a special frequency to the theatre where the scenes are filmed, processed and either projected immediately or held for a convenient time. The system known as “instantaneous relay” or through high-speed processing, the finished film is ready for use within 30 seconds after leaving the mobile unit cameras.

Famous Players’ president, J. J. Tsigibbons, revealed that to date a company had spent upwards of $100,000 on the new medium and said that the Imperial is the only theatre in Canada so equipped, although it is expected that others in the FP chain will have installations in the near future. Tsigibbons also said that it is possible to make duplicate films for the new equipment for use in other movie houses.

The Department of Transport intimated that its approval affects only special theatre television. Action is still pending on FP’s application, along with many others, for standard tele-broadcasting rights.

Commenting on this latest move, the visual medium by Ottawa, Jack Cooke, CKEY president, said: “I hope this is the beginning of a relaxation of government attitude on television. I hope it will lead to licenses for private broadcasters.” As far as his station was concerned, Cooke said that the money was ready and equipment available. Only Ottawa’s green light was lacking.

TVEE ACTION

New York, N.Y.—A big surge in television set sales is expected during the next few months with the introduction of the new 1950 models at greatly reduced prices.

The only hitch to increased sales is the law of supply and demand. Sales reached a new peak during the Christmas holidays and since that time nearly all manufacturers have been finding it difficult to keep up with the demand. Stores in some cities sold gift certificates to handle the rush at Christmas. Nearly all manufacturers, however, are doing everything in their power to step up production.

The amazing new low prices include Admiral’s combination job including 12¼-inch video screen, AM radio and all-three-speeds phonograph, at $299.95; RCA’s 10-inch table model at $199.95; and Philco’s 12½-inch table model at $199.95. All brands are currently in this price and officials expect these prices to remain stable for the first six months of the year at least.

The next competitive demonstrations for color television are scheduled to get under way February 23-24 with CBS, RCA and Color Television, Inc. (San Francisco), all showing their wares.

CBS is currently demonstrating its system to the public and government officials in Washington. The reaction has been mostly favorable and CBS has gone all out to publicize this approval.

Your correspondent witnessed CBS’s color last week and he will not deny that it is beautiful. In fact he has never denied the beauty of color video ever since he watched early demonstrations during the original FCC hearings more than two years ago. But he believes one thing is ugly. The color wheel needed to adapt present-day black-and-white sets. That, to his mind, is CBS’s biggest bugaboo. Compatibility is the key to the whole color controversy.

Some $200,000 in seasonal business will be recorded by CBS-TV in mid-May when the Joe Lowe Corp. (for its Popsicles) sponsors 10 quarter-hour programs starring Arthur Godfrey, Milton Berle, Groucho Marx, Martin Bayne and many others.

CLAIMS FRANCE FIRST WITH TV

Winnipeg.—A French television expert says that medium of entertainment will never fully replace radios in the average home.

France’s representative on the International Organization for the Standardization of Television, Prof. Pierre Grivet, explains that television shows are 50 to 100 times more expensive to produce than radio shows.

In Winnipeg to speak before a French-language group, he said: “It’s a recognized fact that television cannot reach more than 100 miles from its station. That would keep it from real competition with radio, too.”

“Television is obliged to use short—one to 10 metre—wave lengths.”

Prof. Grivet said France was the “first nation in the world with television.” Back in 1939 an exhibition of television sets was planned for Paris, but the war intervened and the exhibition was finally staged this year.

In Paris, 10,000 television sets are in use. Only one station is on the air but others are currently being built. Cost of sets ranges from $100 to $200.

“On the French system we use 829 lines and get sharper images than the U.S. system which has fewer lines transmitted to the sets’ screens.”

OCCUPATIONAL OPPORTUNITY

SALESMAN to sell local accounts on progressive Interior R.C. broadcasting station. The man we want must have experience and be capable of eventually becoming commercial manager and as such be able to travel and contact advertising agencies and national accounts. Age will not exclude you from this position providing you are of sober habits, ambitious and willing to work. Reply stating age, marital status, wage or commission expected and reference in first letter. This is a good position and no triflers need apply. Send application to:

Box A-41
Canadian Broadcaster & Telescreen
1631½ Church St., Toronto

NOW... Hamilton has a quality medium for a quality audience

Reach it on.... C J S H - F M
Judge us by the company we keep!

ADVERTISERS WE SERVE!

Adam Hats
Adams Brands Sales Ltd.
American Razor Safety Co. (Canada Ltd.)
Associated Laboratories Inc.
Associated Salmon Canneries of B.C.
Audiphone Co. of Toronto
Austin (Ontario) Motors
Dr. Ballard's Animal Foods Ltd.
Bell Telephone Co. of Canada Ltd.
Benjamin Moore & Co. Ltd.
Best Foods Ltd.
Birdseye Food Ltd.
Eddie Black Limited
Blue Cross Hospital Plan
Borden Co. Ltd.
Brand and Millen
B. & A. Motors
British American Oil
British Ceramics and Crystal (Canada) Ltd.
B.C. Tree Fruits Ltd.
British Israel Federation
British Leather Goods
Bromo-Seltzer Ltd.
Browning Chocolates Ltd.
W. K. Buckley
Bulova Watch Co.
Campbell Soup Company
Bank of Canada
Canada Bread
Canada Packers Ltd.
Canada Pulp & Paper Association
Canada Starch Co., Ltd.
Canadian European
Forwards Ltd.
Canadian Industries Ltd.
Canadian Mink Breeders Assoc.
Canadian National Exhibition
Carnation Company
Carter Products
Carter Products Inc.
Central Mortgage & Housing Inc.
Dr. A. W. Chase Medicine Co., Ltd.
Christian Reformed Church
Christian's Bread Co., Ltd.
Church of England
Cities Service Oil Co., Ltd.
Coca-Cola Ltd.
Colgate Palmolive Feet
Colquhoun's Scottish Fur House
Curtis Circulation Co., Ltd.
Domino Oil Co., Ltd.
Department of Finance
Department of Fisheries
Department of Labour
Department of National Defense
Department of National Health & Welfare
Department of Veterans' Affairs
Detroit Times
D. L. & W. Coal Co.
Dodd's Medicine Co., Ltd.
Dolcin Limited
Dominion of Canada Post Office
Dominion Stores Ltd.
Dominion Textiles Co.
Dovercourt Road
Presbyterian Church
Eagle-Lion Films
T. Eaton Co., Ltd.
Edgeworth Tobacco
Electric Auto-Lite Co.
Elias Rogers Co. Ltd.
Emerson Drug Co.
J. C. Eno (Canada Ltd.) Ex-Lax Limited
Fairfield & Sons
Ford Motor Car Co. of Canada
G. T. Fulford Co., Ltd.
General Foods
General Motors
Gillette Safety Razor Co.
Gold Seal Co.
Gooderham & Worts Ltd.
Goodyear Tire & Rubber Co.
Groove Laboratories Inc.
Hartz Mountain Products
E. C. Hackett Co., Ltd.
Hillcrest Motors
Holt Renfrew Ltd.
Household Finance Corporation
Hydro-Electric Power Commission of Ontario
Imperial Oil Limited
Imperial Tobacco Co. of Canada Ltd.
Dr. Jackson's Foods Ltd.
J. W. Johnson Ltd.
Kellogg's Corn Flakes
Kraft Foods Ltd.
Lambert Pharmacal Co.
Langleys Limited
Lantigen Laboratories Ltd.
G. J. Leibich (Canada) Ltd.
Lever Bros.
Lewis-Howe Co., Ltd.
Liberal Association
London Specialties
Longines-Wittnauer Watch Co.
Locie Limited
Lyons Engineering Co., Ltd.
Maier Shoe Co.
Maple Leaf Milling Co., Ltd.
Maple Leaf Gardens
Merrick & Co., Ltd.
M.O.M. (of their Co.)
Metropolitan Life Insurance Co
Miles Laboratories, Inc.
Modern Planned Kitchens Ltd.
Moffat's Ltd.
Monarch Overall Mfg. Co.
Montreal Standard
The Mustard Company
Mutual Benefit Health & Accident Assoc.
MacLean-Hunter Publishing Co., Ltd.
H. R. MacMillan Sales Ltd.
McCormick's Limited
National Celullose Co.
National Drug & Chemical Co.
New Dawn Productions Co.
John Northway & Sons
Odeon Theatres
Ogilvie Flour Mills
Onedia Community Ltd.
Ontario Department of Agriculture
Ontario Department of Lands and Forests
Ontario Fruit and Vegetable Growers Assoc.
Orange Crush Co.
Palmer's Ltd.
Panther Rubber Co., Ltd.
Pascoe's Ltd.
People's Credit Jewelers
Finex Company
Pinegrove Amusement Co., Ltd.
Potter Drug & Chemical Corp. Ltd.
Proctor & Gamble Co., Ltd.
Progressive Conservative Assoc.
Promenade Music Centre
Prudential Insurance Co.
Prudential Life Insurance Co.
Pudicombe Motors Ltd.
Quaker Oats Co. of Canada Ltd.
Charles E. Rea Ltd.
Readers Digest
Reliance Chemicals Ltd.
Reliance Shoe Co.
Ridpath Ltd.
Harold F. Ritchie & Co. Ltd.
Royal Winter Fair
St. Lawrence Starch Co., Ltd.
Salada Tea Co. of Canada Ltd.
Saturday Evening Post
Sarvin Hotel
J. M. Schneider Ltd.
Scott & Bowne (Canada) Ltd.
Shell Oil Co. of Canada Ltd.
Sheridans Limited
Robert Simpson Co.
Smith Bros. Inc.
Society Vacuum Oil Co. of Canada Ltd.
Stafford-Miller of Canada Ltd.
Standard Brands Limited
Sterling Drug Co.
Stetson Hats
Stokley-Van Camp of Canada Ltd.
Suchard (Canada) Ltd.
Supertest Petroleum Co., Ltd.
Swift Canadian Co., Ltd.
G. Tamblyn Ltd.
Taplin Shoe Store
Tea Bureau
Templeton's
Toronto Book Publishers
Toronto Fuel Ltd.
Toronto Globe & Mail
Toronto Milk Distributors Assoc.
Toronto Motor Car Ltd.
Toronto Stai Ltd.
Toronto Telegram
Toronto Watch Hospital
Trans-Canada Airlines
Truck Funeral Home
Tuckett Limited
Henry K. Wampole & Co., Ltd.
W. A. Wavell Ltd.
Wentworth Canning Co.
West York Motors
M. Wintrobe & Sons Ltd.
Wood-Fingard Eaton Co. Ltd.
Wm. Wragby Jr. Co., Ltd.
York Knitting Mills

• Success story—that's the common bond that unites these companies under the CFRB banner. Their success is no coincidence—nor is the fact that with one accord they have chosen CFRB as the medium for their radio advertising. The above list of names represents industrial giants of today and tomorrow. Part of their success they owe to wise investment. And when it comes to advertising, they invest their dollars where they'll get the biggest returns. THEY KNOW THAT CFRB OFFERS THEM MORE LISTENERS PER DOLLAR THAN ANY OTHER STATION IN CANADA.

CFRB—four letters that spell Canada's Foremost Radio Buy.

REPRESENTATIVES:
United States: Adam J. Young Jr., Incorporated
Canada: All-Canada Radio Facilities Limited

YOUR No. 1 BUY IN CANADA'S No. 1 MARKET