

CANADIAN BROADCASTER

AND TELESCREEN

9, No. 18.

TORONTO, ONTARIO

September 27th, 1950



EFFICIENT VOICE OF AN EFFICIENT VOICE

Boston, Mass., September 27 — School McQuarrie, general manager of the Association of Canadian Advertisers, is here today to accept, on behalf of his Association, an award of merit from the Association of American Trade Association Executives.

The winning of this award makes the ACA the second Canadian organization in 15 years to win a top award in the annual competition.

The award was won by the Canadian association of advertisers for its excellent service to the Canadian public and especially for its steadily expanded program of activities in the past 15 years, according to an ATAE official, which have resulted in its

being recognized as the "efficient voice of the national advertising industry in Canada."

ACA, which centres and manages such organizations as the Bureau of Broadcast Measurement, the Canadian Circulations Audit Board, has, under McQuarrie's management, made full use of regional group meetings, working committees with definite plans of action, many types of bulletins and regular seminars to apply co-operative effort to industry problems.

The significance of this award is that it has been judged to have achieved more than any other association of comparable size on the North American Continent.

DAUPHIN GETS NOD FROM CBC

Vancouver. — The Board of Governors of the CBC, meeting here last week, recommended for approval an application of the Dauphin Broadcasting Company Ltd. for a license to establish a 2) watt AM station on 1230 Kc. at Dauphin, Man. An application was presented at the Board's previous meeting by Ken Parton, former manager of station CJGX, Saskatoon.

The Board approved transfer of control in station CKOK, Penticton, B.C., from J. Reg Beattie and others to Grenville J. Rowland and Maurice P. Finnerty.

CJNB, North Battleford, Sask., got the nod on a power boost to 100 watts on 1460 Kc. omni-

directional. CKLW's bid for an emergency transmitter was deemed technically desirable, as was CJSH-FM, Hamilton's request for a pickup license.

CKOV, Kelowna, were denied their bid for a power boost to 5000 watts, on the grounds that "it would not be advantageous to the general broadcasting service from the various stations in the Okanagan Valley."

A request from Edmundston's bilingual station CJEM for a power boost to 1000 watts was deferred, as was an application by Robert Stuart Grant for a license to establish an AM station at Kings-ton, Ontario.

NATIONAL RADIO WEEK

SEPTEMBER 30 - OCTOBER 7

The entire radio industry in Canada — broadcasters, manufacturers, distributors, dealers and service technicians—are co-operating in the celebration of National Radio Week, September 30 to October 7, marking the thirtieth anniversary of radio broadcasting in Canada.

W. H. Jeffery, chairman of the National Radio Week Committee, points out that "radio in Canada is a highly organized, complex system composed of broadcasters and set producers and wholesale and retail distributors—a system dedicated solely to the service of the people of this great Dominion. This system represents an investment of many millions of dollars and gives employment to many thousands of our citizens.

"From humble beginnings back in 1920, the days of crystal sets and one-tube receivers, radio has developed into a tremendously powerful medium of mass communications. Music and entertainment, the great symphony orchestras, educational features, drama, sport news and the latest spot news are now brought into practically every home in Canada every day in the year.

"The industry which has been developed by the broadcasters and manufacturers over the years now ranks among the greatest in Canada, giving gainful employment to many thousands of Canadians—scientists, engineers, technicians, assembly workers and administra-

tive and sales people.

"During the last war the industry produced over a half billion dollars of radio and radar equipment and it stands ready once again to do its share in the defense of our country and the preservation of our way of life, should the occasion arise. Through its Committee on Industrial Preparedness in Electronics the radio industry is geared up ready for full co-operation with the United Nations whenever it is called upon."

"During National Radio Week," continued Mr. Jeffery, "we shall strive to bring to the attention of the public the great strides that all branches of our industry have made for the benefit of the general public. Everyone in radio is participating in National Radio Week. Locally, the broadcasters are featuring special programs and dealers are holding 'Open House' and putting on special displays. We will be happy to welcome all listeners and we hope that they will enter our great 'Pick Your Own Prize' contest."

A Radio Week talk by John Fisher, which is being broadcast on the *Canadian Westinghouse Presents* program October 1 appears on the editorial page of this issue. Westinghouse was not scheduled to return to the air until a week later, but made the change to help bolster Radio Week.

John Warden To Manage CHLO

St. Thomas.—John C. Warden has been appointed general manager of radio station CHLO here, succeeding Major Jack Peterson, who has rejoined the Canadian Army for service in Korea.

The position of president of CHLO, also held by Peterson, will be filled by Clarence Nichols, who is a member of the board of directors. Peterson remains chairman of the board.

Warder entered radio in 1933 as transmitter operator for CFPL, London, and was made chief engineer there in 1944. After two years as chief engineer at CKPC, Brantford, Warder became the first employee of CHLO and, as chief engineer of that station, supervised the installation of equipment prior to the station's debut in May, 1948.

CBC GIVES SPARTON EXPERIMENT'L LICENSE

Vancouver.—The CBC Governors recommended for approval here last week an application for an experimental TV license, which is understood to be the first time such a recommendation has been made in the case of a private industry.

The Board's recommendation was for a license to operate, experimentally only, on channels 2, 6, 7 and 11. The applicant is Sparton of Canada Ltd., London, Ontario.

In voicing approval of the application, the Board stated that it was "technically desirable to facilitate receiver manufacture provided operation is with a maximum power output of five watts, video modulated only with standard RMA-ROA monoscope patterns, and used only for receiving antenna design and receiver adjustments at their factory. It is also recommended that steps be taken to insure that interference is not caused to reception of television transmissions."

Mr. Station Manager . . .

kick off your fall schedule with an all star line-up!



Here's a sample winning combination guaranteed to move the yardsticks in sales and audience promotion . . .



The new AC-PD 1950-51 Program Listing is your answer for an All Star Selection.

Get in a huddle with the All-Canada man today for full details.

MR. STATION MANAGER AS QUARTERBACK YOU CALL THE PLAYS



No "Bench Warmers" these five minute packages either.

- ★ BEHIND THE SCENES—89 episodes featuring Knox Manning at his best.
- ★ MIK-ING HISTORY—70 five minute parcels with the impact of fifteen minutes.
- ★ JEFF BRYANT—104 comedy narrative yarns.
- ★ WHAT DIFFERENCE DOES IT MAKE—156 live wire episodes with Jim Hayward.
- ★ SPORT STORIES THAT HAVE NEVER BEEN TOLD—104 fast moving slants on sport with Bert Wilson.

ALL-CANADA RADIO FACILITIES Limited

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL

Radio's Foremost Advertiser Service Organization

NEW YORK'S RADIO ROW

by
Richard Young

New York, N.Y.—The on-the-surface excitement caused by the Association of National Advertisers report urging reduced radio rates has died down quite a bit. But it might well be the lull before the storm.

The impact of television on radio is going to be thoroughly studied in the next few months. The National Association of Broadcasters, for one, is among those planning such surveys. But results are not expected for quite some time.

However, one major indication of TV's impact may come a lot earlier—even before the end of the year.

This indication will be in the drop of listener and viewer ratings. Many industry execs are forecasting that the day of the 35 and 40 ratings for radio have gone by the boards. It's expected in some quarters that radio ratings will be closer to 15 and 20. See the cost of a show is roughly (very roughly) figured as \$1,000 per rating point—you can see that an advertiser is going to take twice as much when a \$20,000 or \$25,000 program comes up with a 15 rat-

ing that's the way things turn out as the season gets under way. The ANA may be prompted to cut the hue and cry for cut rates all over again. It's bound to happen one day—and that day might not be as far off as some execs think.

Well, it now looks like the Broadcast Advertising Bureau is leaning for bigger and better things. Long stymied by penny-pinching budget, most broadcast execs seem to be in favor of the idea to revamp the organization and give it a \$1,000,000 budget.

HOW THEY STAND

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

DAYTIME

English Sister	12.2	+.6
Ma Perkins	11.8	+.2
Night To Happiness	10.8	+.3
Upper Young	10.4	+.3
Mad of Life	9.7	+.6
He Can Be Beautiful	8.8	-.6
Int Lucy	8.7	+1.0
Ma Limited	8.6	+.7
Love Voyage	5.8	+.1
Young Widder Brown	5.4	+.2

French		
Le Principale	19.1	-.1
Jeunesse Doree	19.0	-.3
Inte Lucie	16.8	+1.5
Comman Jeanne	16.8	+1.9
Quart d'Heure de Detente	16.4	+2.5
Ronde Soeur	16.3	+2.0
Ardent Voyage	14.7	+.7
Nouvelles Nouvelles	14.6	+1.1
Leclerc Louvain	12.3	-.7
Grand Prix	10.0	+.9

EVENING

English		
Twenty Questions	12.1	-.2
Music That Refreshes	11.2	-.5
Entertained Hour	9.1	-.5
Mystery Theatre	9.0	-.6

French		
Le Deux Double	13.4	-.5
La Route Enchantee	12.6	+.8
Le Concert	9.7	-.3
Les Contes de Chez-Nous	7.8	new

At least such a plan has been winning approval at the various district meetings conducted by the NAB around the country. The proposed organization would be patterned after the newspaper industry's Bureau of Advertising and the Magazine Advertising Bureau.

One of its major projects will be to go out after advertisers who have never taken the plunge into radio or have not been using the medium in recent years. These would include some of the major automobile companies, chain grocery outfits and railroad lines.

The anti-Red protests, brought about by the listing of radio-TV personalities allegedly affiliated with so-called subversive groups in a book called Red Channels, has

had Radio Row in quite a dither. Actress Jean Muir was fired off the NBC-TV show, *Aldrich Family*, by General Foods, because her name was among those listed.

Latest protest was directed at former strip-teaser Gypsy Rose Lee, scheduled to make her debut in a new ABC-TV series shortly. The protest came from an American Legion official in Chicago. But to no avail.

Bob Kintner, ABC prexy, practically told the Legion lad to put up or shut up since no evidence other than the Red Channels mention was offered. Which has been the case in most of the incidents hitting the front pages in recent weeks.

And that's the news till next issue.

PENN McLEOD Research

STATION RATINGS based on new TIME STRIP TECHNIQUES

- Greater stability
- Based only on actual radio homes contacted
- No complicated formulas used

- RURAL AUDIENCE SURVEYS
- AWAY FROM HOME AUDIENCE SURVEYS

POINT OF SALE SURVEYS
measuring effectiveness of media at customer-dealer level

- PROOF OF PURCHASE SURVEYS
effectiveness measurement

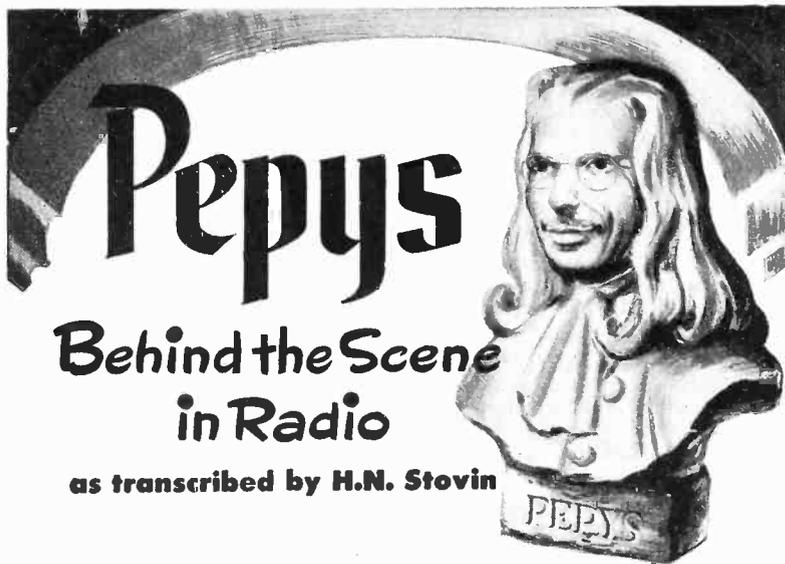
Penn McLeod & Associates Ltd.

VANCOUVER

1673 WEST FOURTH AVENUE

TORONTO

365 YONGE STREET



“Did, while on my travels, meet and have speech with one of our leading advertisers, and enquiring of him the reason for his doleful mien, was told that he deplored the passing of personal salesmanship in our stores, and its replacement with more and yet more self-service—and this in all lines of trade. It had, he said, made the job selling much harder, for the merchants no longer would fill up their shelves with goods unless they were sure their customers would buy them. They feared, he told me, the unknown brands ● ● ● Whereupon I did smile, and pass on. Here, once again, was evidence that Selling has, for many lines, moved right into the home, and that customers are pre-sold before they reach the counter. And surely there is no better medium of advertising for reaching men and women buyers by their own firesides than Radio. For Radio today is part of our lives, and reaches into 96% of all Canadian homes, therefore the advertiser who has not learned how to use Radio is doing himself and his sales staff a sorry service ● ● ● Do look forward with much interest to plans of forward-thinking Western Broadcasters for a more positive approach to radio selling, at the delayed annual meeting of the W.A.B. in Calgary this month-end, the which I do plan to attend. Do believe that now is the time to plan for the future, even though I like not the outlook ● ● ● Must close this page of my diary on a regretful note, since this month-end do part business association with a long and valued friend, CKLW Windsor. Do feel proud of our work during the many years we served them as their representatives, and also proud of Ted Campeau’s words ‘Regardless of the decision, I want you to know we are, and have been, pleased and happy about the way in which you have represented CKLW.’ However, there be oftentimes factors in business which make for different alliances. So today, Mr. Printer, see well to it that you do not use your chisel on the list appended below these words.”

“A STOVIN STATION IS A PROVEN STATION”



HORACE N. STOVIN

& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

Representative for these fine Radio Stations

CHSJ Saint John	CHOV Pembroke	CHAB Moose Jaw
CKCW Moncton	CFOS Owen Sound	CJGX Yorkton
CJEM Edmundston	CFOR Orillia	CJNB North Battleford
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

AGENCIES

By Art Benson

WALSH ADVERTISING

Toronto.—Consumers' Gas Company of Toronto returned the *MGM Theatre of the Air* (All-Canada) for the second season to CFRB, Toronto, September 14, with Bernard Cowan again handling the commercials.

The Dominion of Canada (Post Office) has a daily live spot announcement series going to 50 odd stations coast to coast September 18-25 directed at the improvement of letter-mailing.

■ ■ ■

ALBERT JARVIS

Toronto.—J. Lyons & Co. (Canada) Ltd. started the 15-minute five-a-week transcribed *Bing Crosby Sings* September 18 over CFRB, Toronto, advertising Lyons Tea.

E. B. Shuttleworth Chemical Co. has a 10-week test campaign of spot announcements going to CFRN, Edmonton; CFCN, Calgary and CFQC, Saskatoon, commencing next month and advertising Imunovax Sold Tablets.

■ ■ ■

VICTOR VAN DER LINDE

New York.—Dolcin Ltd. starts the five-minute six-a-week 11 a.m. newscast over CFRB, Toronto, with Gordon Cook and advertising Dolcin Tablets.

■ ■ ■

McKIM ADVERTISING

Montreal.—National Drug has started the 10-minute five-a-week 4 p.m. newscast over CFRB, Toronto, featuring Jack Dennett and advertising Airwick.

■ ■ ■

RONALDS ADVERTISING

Montreal. — The Dominion of Canada has scheduled a series of daily spot announcements over a wide list of stations coast to coast advertising Canada Savings Bonds.

■ ■ ■

RUSSELL T. KELLEY

Toronto.—Parker's Cleaners has started the 15-minute three-a-week transcribed *Meet the Menjous* (All-Canada) over CFRB, Toronto.

■ ■ ■

MUTER, CULINER, FRANKFURTER & GOULD

Toronto.—Hillcrest Motors has taken two five-minute newscasts six times a week on CFRB's *Midnight Merry-Go-Round*, at 11.30 and midnight, featuring Barry Wood.

■ ■ ■

BAKER ADVERTISING

Toronto.—The Tea Bureau has scheduled *Tea Time With The Stars* to go to 30 selected markets coast-to-coast for 36 weeks. The 15-minute transcribed show, written and produced by Maurice Rapkin, will start October 9 on a three-a-week basis, jumping to five after the first of the year.

Tony Martin takes over from Dick Haymes as new star of Carnation Milk's *Contented Hour* (half-hour weekly on Dominion) effective October 8.

P.D's - - - -
**PRODUCERS
DISC JOCKS
ET AL**

Thanks
for past favors
and here's
looking for
more!

You've Spun

**"FAR
FAR
AWAY"**

into prominence
since Sept. 1

(It's a London Record (#754)
by Ozzie Williams and Your
Favorite Music.)

**FAVORITE
MUSIC
COMPANY**

21 SUSSEX AVENUE
TORONTO 5

*P.S. - Watch for "Stay
Home & Be Lonely"
P.P.S. There's still a
lot of life in "Sunday in
Toronto"
(London No. 662)*

CANADIAN BROADCASTER AND TELESCREEN

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

Published by

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

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

Vol. 9, No. 18.

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

September 27th, 1950

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 Art Editor: GREY HARKLEY
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Correspondents

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Montreal	Walter Dales
Winnipeg	Dave Adams
Vancouver	Bob Francis
New York	Richard Young



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

Radio's Place In The World Scheme

National Radio Week is being celebrated in Canada September 30 to October 7. One significance of this annual project is a combined effort on the part of broadcasters and radio set manufacturers to report to the listening public from both of them serve.

For those of us who live close to radio it is sometimes difficult to see the forest for the trees. But there is the radio man who has the faculty of being radio and still telling its story to the people. That man is John Fisher, whose Radio Week talk "Ladies and Gentlemen, You Are Listening To KDKA, Pittsburgh" we are quoting here. The talk is being delivered by radio's Mr. Canada on the "Canadian Westinghouse Presents" program October 1.

■ ■ ■

"The old trapper in a few words explained National Radio Week. He said without this radio I would be bushed sitting up here alone.

"Radio is the greatest medium of mass communication ever devised. Radio means new windows in homes. Radio puts holes in walls, it brings new worlds to the sick and the lonely. It is friend of the curious. It is the twentieth century classroom. It puts Broadway on the remote shores of Great Slave Lake. Radio is a magic carpet with no respect for distance or class or creed or income. Broadcasting is the bulldozer of the skies. It levels all people, rich and poor, sick and healthy, lonely and busy—levels them all to the size of a loudspeaker. The blind man can go to the theatre, the illiterate man can meet Shakespeare and the business peon can hobnob with the jive boys, the farmer can hear the politician, the Eskimo in his frozen igloo can hear the waters spill over Niagara, the housewife has lost her domestic chains for now as she works she can visit a whole new world of magic. Into her kitchen come women who help her with suggestions based on expert study. The statesmen no longer count on the sway of the mob. The humdrum horizons of daily routine are shattered by broadcasting. The printed word carries the record of things accomplished. The spoken word breathes the vitality, the immediacy of history in the making. Radio is now, it is mankind on the march.

"Broadcasting put the front line of battle into the front room. Think of the millions of people who never went to bed without listening to the latest reports from the field of war. Think what the speeches of Churchill, Roosevelt and Mackenzie King meant to our spirits. For the first time in history the people had a box seat. Think of the millions of women who have forged new friendships by radio. All day long they listen. Think of the weather reports, the highway bulletins, the market reports. Why Broadcasting has moved the farmer right to the market door. Broadcasting has shrunk the whole world — Broadcasting has squeezed Canada into an intimate friendly thing. It has robbed distance of its sting. It has picked up Victoria and St. John's and thrown them on magic carpets which hover like Canada geese above, coming down only when called. Ottawa is no longer a distant city on the banks of the Gatineau, Rideau and Ottawa. It now has wings. It is all over the place.

■ ■ ■

"The dream of the Fathers of Confederation has rolled, rocketed, ricocheted and multiplied a million times. Broadcasting is a pair of giant knitting needles. It has picked up the strands and weaved them into the Canadian pattern. It has placed Maple Leaf Gardens on every street in Moose Jaw. The Blackout glimmer of 'Old Blighty' and 'Floosey Flare' of Old Broadway have lit the home of Ecum Secum, Nova Scotia. The railroad workers on strike touched dials to learn they were ordered to throw switches. The rhythmic pound of hooves at Calgary, has been heard in parts of Canada where horses have never been seen.

■ ■ ■

"Broadcasting! How appropriate that this space gobbler which has spread 'round the world in thirty years should be named after one of man's oldest arts—the spreading of seed. To Broadcast is to sow. Radio sows seeds of stimulation, education, edification and relaxation. It grows seeds which choke the weeds of isolation. It hacks at horizons and mirrors mankind. Like it or loathe it, admit one thing on this, the eve of National Radio Week. Admit how fast we have travelled since that day thirty years ago, since that day, November 2, 1920, when an unknown voice said 'LADIES AND GENTLE-

MEN, YOU ARE LISTENING TO KDKA, PITTSBURGH'."

■ ■ ■
1920 - 1950

Only those who are old enough to have a clear recollection of World War I can fully appreciate how tremendously radio science and industry have influenced the lives of everyone. In those days advance information on outstanding events was obtained from newspaper bulletin boards and many will recall the large crowds that stood, sometimes in the rain, outside newspaper offices when some major conflict was in progress. With only the written word as a guide, pronunciation of foreign place names was both varied and grotesque. Written accounts of addresses by important persons, lacking the inflection and emphasis of the original and the personality of the speaker, did not always succeed in conveying the desired message.

In contrast to this, we have today a radio system which, supplementing rather than supplanting the newspaper, eliminates all these deficiencies. Not only is important news conveyed almost instantly to millions of listeners in the comfort of their homes or while driving on the highway, but many of these broadcasts come from the actual scene of the event so that for all practical purposes the listener is there. Furthermore, there is no longer any confusion as to the pronunciation of foreign names which assists in the freer discussion of events among the people themselves.

■ ■ ■

Another change that has been brought about since the advent of radio broadcasting and which will be quite evident to the observant who have lived through this era, is that of musical appreciation. There can be no doubt whatever but that radio has brought fine music to those who, in the old days, would never have heard an opera or a symphony concert. In this respect there is a world of difference between the public of 1950 and that of 1920.

If to this we add the broadcast warnings of impending disasters, the service contributed by radio to isolated communities in the case of flood or fire and the assistance that has been given the police in fighting crime, it becomes self-evident that the radio industry has provided a fine public service and has been a major factor in the development of civilized living in the last 30 years.

NORTHERN ONTARIO'S

Greatest

ADVERTISING

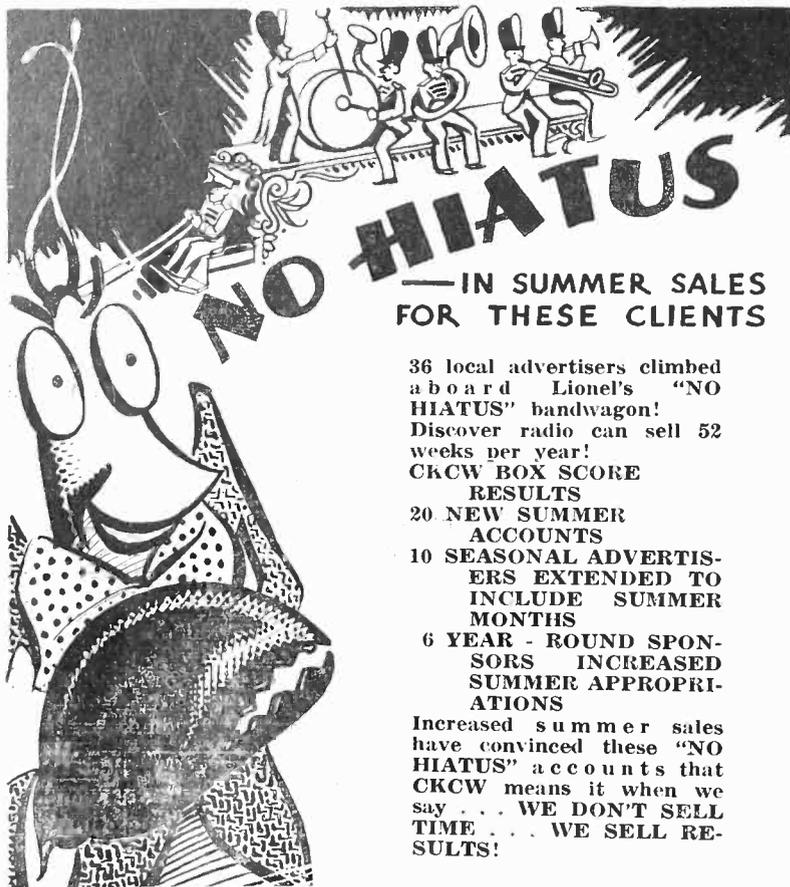
MEDIUM

CKSO

NORTHERN ONTARIO'S
HIGH-POWERED
STATION

Ask

ALL-CANADA IN CANADA
WEED & CO. IN U.S.A.



NO HIATUS
— IN SUMMER SALES FOR THESE CLIENTS

- 36 local advertisers climbed aboard Lionel's "NO HIATUS" bandwagon! Discover radio can sell 52 weeks per year!
- CKCW BOX SCORE RESULTS
- 20 NEW SUMMER ACCOUNTS
- 10 SEASONAL ADVERTISERS EXTENDED TO INCLUDE SUMMER MONTHS
- 6 YEAR - ROUND SPONSORS INCREASED SUMMER APPROPRIATIONS

Increased summer sales have convinced these "NO HIATUS" accounts that CKCW means it when we say . . . WE DON'T SELL TIME . . . WE SELL RESULTS!

CKCW
MONCTON NEW BRUNSWICK
The Hub of the Maritimes
REPS: STOVIN IN CANADA; MCGILLVRA IN U.S.A.



There's an opening smile in the story of the radio license collector who met up with a customer who refused to give. "I don't want one" was all the obstinate fellow would say.

The collector used all his wiles and artifices to talk him out of his obstinacy, but to no avail.

In due course, the recalcitrant one was hauled into court.

"I understand that you refuse to buy a radio license," said the magistrate.

The accused man admitted that such was the case.

"Why?" his worship wanted to know.

"Because I don't want one," came the reply.

"But don't you understand that everyone who operates a radio has to have a license?" he asked.

"Yes."

"Then why won't you buy one?"

"Because I haven't a radio."

Teaching aspiring actors and announcers is a soul-satisfying job, especially when you nurture such prodigies as Lloyd Bochner, Frank Perry, Phyllis Walter, Sandra Scott, Roger Newman, and others. So says Josephine Barrington, whose busy life is divided between teaching and acting. There is a snag, though, says Jo. When a teacher of acting wants to act herself, she's likely to find herself dubbed a teacher only and to be completely overlooked by the casting directors.

In spite of this handicap, Jo, who forsook both of her callings for the navy during the war, has crowded into the past three summers 35 weeks of summer stock at Kingston, Ontario, and has turned down four offers because even as accomplished an actress as Jo cannot contrive to be in two places at the same time.

Radio-wise she has appeared on Al Savage's *Ford Theatre, Stage 50* and a number of the *CBC School Broadcasts*. Thinking back to her pre-war days, when she worked on such commercials as *Lucy Linton, The Family Man, Penny's Diary* and others, Jo is eyeing the sponsored field again, and this scribe would presume to suggest that she is a good bet for the parts—straights and characters both—at which she has always shone.

The CAAA has again rolled out the welcome mat for aspiring agency men, with a session at the Royal York Hotel October 14 "to test aspirants for employment in advertising agencies and advertising departments." The object is to

discover young people who have the aptitude potential for advertising employment; to indicate the particular phase or phases of advertising to which the applicant is best fitted; to screen out the unfit, many of whom make the round of the agencies without any knowledge of the aptitudes required to get into the business.

People who want to take these tests should presumably apply in writing to Mr. Alex M. Miller, manager of the Canadian Association of Advertising Agencies, 111 Avenue Road, Toronto.

John Tregale's current "All-Canada Flashes" quotes this item from the Regina Kinsmen's Club Bulletin, September 1: "Report of the Car Award Committee — I should like to suggest that we use more radio advertising, as I now feel we may have missed the boat in this regard."

Also from John's news-filled (would they were more frequent) bulletin we learn: CKOC, Hamilton, is in the throes of a re-building program . . . the Farm Labor Service in Kamloops, B.C., ordered unlimited flashes on CFJC to recruit people to pick beans. After one flash, they cancelled. Mission accomplished . . . \$100 worth of radio on CFGP brought out almost 100% of Grande Prairie electors, when \$700 of "other media" had brought out only 10% . . . Clare Copeland has left All-Canada's Toronto office to join Burt Hall in Montreal.

My current series of "No Holds Barred" broadcasts is coming to an end on some of the stations which are carrying them, and I think I can say that, all their shortcomings notwithstanding, the response indicates that there is a definite audience for talks of this type. They run 10 minutes, including opening and close, and we have the proof in our files if any one would like to see it.

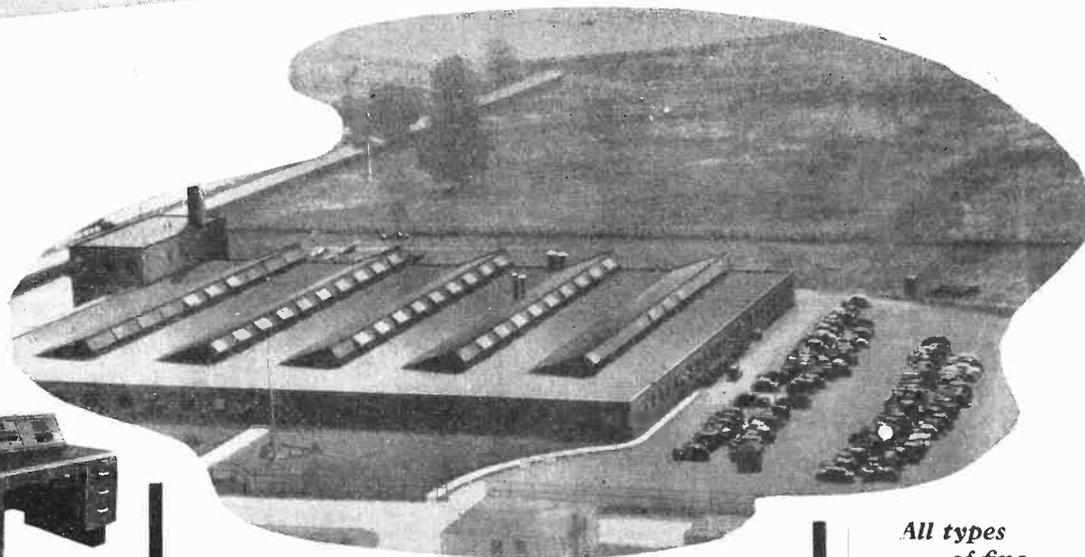
The mail isn't in the avalanche class by any means. What it does show, however, is sufficient interest on the part of a widely variegated group of people not only to write in to a broadcaster but to enclose a quarter or several quarters for copies of his talks.

To my mind it points up an opportunity to garner in an audience which displays considerable enthusiasm for the utterings of an unknown, which would certainly be greater were they the spoken thoughts of a more prominent figure. And even people who are interested in politics are susceptible to sales messages intelligently presented over the radio.

Young lady seeks permanent and interesting job.
Receptionist, typing —
What have you?

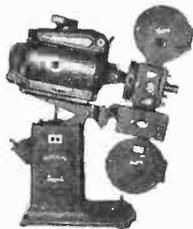
Box A58
Canadian Broadcaster & Telescreen
163½ Church Street
Toronto

ACHIEVEMENT AT BELLEVILLE

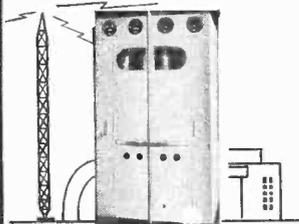


Completely modern Sound Systems for sports arenas, industrial plants, schools, hotels, institutions.

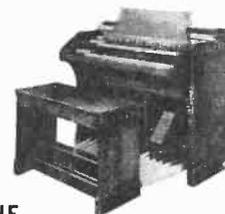
All types of fine radios for the home



Motion picture Sound Systems for theatres of all sizes.



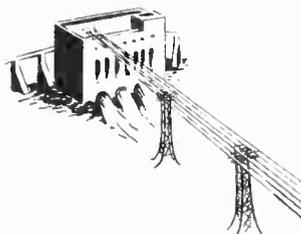
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A GREAT MARKET
with
A GREAT MEDIUM

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Central Ontario's
Richest Market

CKLB

The Station with
more listeners in
the Oshawa Area
than all other Can-
adian stations
combined



ASK

JIM Alexander

ABOUT

*"The Biggest Little Station
in the Nation"*

CKLB

OSHAWA

1240 on your dial

★ Ontario Bureau of Statistics

● Elliott-Haynes

VERBATIM

The Prisoner Will Stand

Last year's programs got it with both barrels when Denny Brown, radio editor of the Calgary Herald let loose, on the CBC program "Critically Speaking." We reprint it now, as radio moves into the fall season over which this critic expressed concern.

Programming during the winter has not been notable for its progress. Very little new has been added. Originality and imagination have been sadly lacking and instead of being able to review an encouraging parade of noteworthy program trends, I can only comment that we have had a dull season, from a listener's point of view.

This may explain the increase in the sale of phonograph records, and the prevalence, in our town at least, of money give-away programs. The stations have not had the worth-while features with which to lure listeners, so they have tried buying them with the give-aways. One local station even boasts that, "You don't have to be listening to the radio; just answer the question when the phone rings, and the jackpot is yours."

The Canadian radio awards of 1949 further reflect the stagnation which has overcome radio.

Wayne and Shuster took the top variety award for the second year, and the program was declared "first-class entertainment."

Now, I agree. Wayne and Shuster have been entertaining a good part of this past season. But the over-all formula of their show hasn't changed one bit from the time they made their debut in commercial radio a few years back.

Why couldn't Wayne and Shuster, and the American comedians too, for that matter, try a switch? There was a time when I hated to miss the Canadian comedians, Fibber McGee and even Bob Hope. In recent months I haven't had the slightest worry about not hearing Hope, and if it has been a choice between the other comedians and a movie, I haven't been especially concerned about them either. I knew I wouldn't be missing much, because their routines would be unchanged, and their jokes merely more timely versions of the old stand-bys.

Also, I noticed the radio awards gave first nod for drama to a Montreal production of *The Trial*. Unfortunately, I didn't hear this, but I do hope it was above the Wayne and Shuster standard of merit.

There have been a few highly interesting dramas on the air this season, but for the most part, drama has been as short on originality and imagination as have radio's other departments. The CBC's Stage Series, which once was at the top of my list for its refreshing approach to radio drama, this season was only slightly ahead of those Monday night soap stories in imagination and creativeness. The daring and experimenting which once characterized the Stage programs, now unfortunately have been forgotten by Producer Andrew Allen.

On the other hand, Tommy Tweed, one of the more versatile and talented Westerners now in the East, has won wide acclaim, particularly for his play *The Man From Number Ten*, which ended the Stage Series. Tweed, during the last couple of years, has displayed a sparkle and a freshness long needed in radio drama.

On the basis of his past performances, I recommend that the CBC commission Tweed to write a series of original plays for next season. With a definite objective, he should be able to turn out some highly entertaining pieces not adaptations, which he also does well, but original works which could very well make him the Stephen Leacock of Canadian radio.

And while discussing radio drama, I think it high time Toronto's radio stock company was disbanded. I hope this tight little group of aerial Thespians next season doesn't have the stranglehold on acting assignments it has held for so long. Toronto's radio voices, and Tommy Tweed's is one of them, have become so familiar



JOS. HARDY

talks

ON QUEBEC MARKET NO

"Good day, once again, from Jos Hardy, and I am here to sell you something! I shall not try to sell you CKVM Ville Marie to sell goods in Sault Ste. Marie — even though it does get in there in the daytime! CKVM Ville Marie is a French-speaking station—and you cannot get complete coverage in North Western Quebec, or North Eastern Ontario, without it. To reach French-speaking buyers in Noranda, Rouyn, Amos, Senneterre, Malartic and Val d'Or, on the Quebec side; and Haileybury, Cobalt, Timmins, Kirkland Lake, Cochrane and Hearst (we haven't listed all our coverage!) on the Ontario side — use Ville Marie. For full details—ask Jos Hardy."

For any information on
QUEBEC MARKET No. 2

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"TRANS-QUEBEC" Radio Group
Telephone, Wire or Write to

JOS. A. HARDY & CO. LTD.
MONTREAL QUEBEC TORONTO

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CHRC	QUEBEC	5000 WATTS
CHNC	NEW CARLISLE	5000 WATTS
CHLN	TROIS RIVIERES	1000 WATTS
CHLT	SHERBROOKE (French)	1000 WATTS
CKTS	SHERBROOKE (English)	250 WATTS
CKVM	VILLE-MARIE	1000 WATTS
CKRS	Jonquiere-Kenogami	250 WATTS
CKBL	MATANE	1000 WATTS
CKLD	THETFORD MINES	250 WATTS

make listening to the radio disconcerting—and annoying. The main of one show emerges a couple of nights later as a kindly, philosophical hero of another program.

His might be regarded as a tribute to the actor's versatility. It could be, but every Toronto actor is doing the same thing. His practice last season reached the point where it was amusing because it was so confusing.

■ ■ ■

Back to those awards, I notice *Wednesday Night* received several salutes. The production of Benjamin Britten's opera *Peter Grimes* was cited as the best musical production of the year, and I'm sure few who heard it would disagree. Considerable time, effort and, I presume, money were spent on *Peter Grimes* and it paid off.

Music generally has been the strong point of *CBC Wednesday Night*. *Wednesday Night*, in turn, I believe, has typified the ultimate in Canadian program planning. The producers have shown the daring and imagination of which I have despaired in other features. However, the corporation must realize that one program—*Wednesday Night*—or one series—cannot carry the network for every week of every year.

■ ■ ■

The immediate defence by broadcasters would be, lack of funds. But I feel sure that it is certain something which money cannot buy which is so lacking in the over-all Canadian radio picture.

For instance, you may recall the recent 90-minute Toronto program on the Manitoba Flood Relief and. The cause was a most worthy one. The program's ingredients were unusually attractive—the Toronto Symphony Orchestra, Fred Waring's aggregation, George Formby, and many others. However, as a gala radio review—well, the show just didn't click.

Production was slow and ragged, and it took almost half an hour for the program to develop any pace or character. Had Formby not arrived on the scene when he did, most listeners beside their radios might have mistaken the program for a slumber hour, rather than a spirit-raising, money-raising all-star revue.

American programs heard this past season have been even more disappointing than the Canadian one, in their failure to get out of the rut of routine.

Of course, there was Arthur Godfrey. He reminds me of a tall boy who becomes the centre of attraction by being cute and childish at the expense of his dot-in-the-eyes parents. The fact that Godfrey's antics earn him an extremely healthy salary, I consider no excuse for his treating his listeners as though they were a gathering of stupid children even less bright than he.

Having found radio, from the listeners' viewpoint, so discouragingly dull during the last season, one wonders what made it so.

I read the other day that more and more American sponsors were plucking most of their money into

television. TV, newcomer to the entertainment field that it is, apparently has a tremendous appetite, both for talent and money. Radio, which sired television, so to speak, has become the underfed, unattractive and unwanted relative.

Although we haven't yet television in Canada, it is relatively easy to understand its connection with our own radio doldrums. The Americans are practically ignoring radio in favor of television, and as their program quality suffers so does ours. Canadians have become a nation of copy-cats in the entertainment field and if we have nothing new to copy in radio, then we plod along on the same old well-beaten trail.

As to the future—television, of course, will continue as the favored medium in the United States. Canadian radio producers, with nothing good to copy, will copy the mediocre turned out by the Americans.

■ ■ ■

The corporation now is crying for more money with which to carry on its services. If the Parliamentary Radio Committee members ever listen to the radio, even a few nights a week, one could understand possible hesitation about increasing the radio license fee or making a government grant to the CBC.

The solution would be for the corporation's program producers to stir themselves, to begin on a march to put new life into Canadian radio. Let them seek that spark of originality, let them make our national radio system a stand-out in aerial entertainment.

If the CBC were to prove itself worthy, it should have little trouble getting financial help from Parliament to tide it over. Meanwhile, the corporation would attract such an appreciative audience with its rejuvenated outlook and output, private radio would have no alternative but to follow suit, and the here-to-fore long-suffering listeners, you and I, would reap the benefit.



At CKMO
 We Don't BRIBE Listeners —
 We WIN Friends!
GOOD Music Makes GOOD Listening
At 1410
 "PIONEER VOICE OF BRITISH COLUMBIA"



Wheatstalk Willie Bovine Bill

"Shine On Harvest Moon"

HARVEST MOONS ALWAYS SHINE—
 ON NEVER - FAILING CROPS IN
 NORTHEASTERN SASKATCHEWAN.
 BEAM YOUR MESSAGE RIGHT—
 USE WESTERN CANADA'S FARM
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Greetings
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again

AT ITS
PALLISER
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PRINCE ALBERT
SASK.

5000 WATTS



MRS. MURGATROYD BAKES A PIE

A RADIO COMMENTARY FROM THE SERIES "NO HOLDS BARRED"

BY RICHARD G. LEWIS

Mrs. Murgatroyd made up a two-ounce sample of the filling for the pies she planned baking for her family. She poured it into a test-tube, took it upstairs to the private laboratory in the air-conditioned attic of her home, put on her chemist's smock, got about three hundred thousand dollars worth of scientific equipment out of the cupboard, poured the filling into a sterilized flask, warmed it over a Bunsen burner, and then proceeded to subject it to twenty-odd chemical tests to make sure it came up to established standards of hygiene before giving it to her family for lunch.

Isn't that the stupidest statement you ever heard?

Did any housewife ever have \$300,000 worth of scientific equipment in her attic?

Who, for that matter, ever heard of a housewife testing her food from a health standpoint?

But did it ever occur to you that to the food manufacturers—

and manufacturers in almost every line you can think of for that matter—this sort of thing is everyday routine?

I can see a lot of brows corrugating as this fantastic statement sinks in. But stop and think a moment.

Whether a manufacturer is making bread, candy, locomotives or silk stockings, it is extremely important to him that his products maintain the same quality, whether it is flavor, wearability, color or what have you?

And why is this so important?

Does he really care if his pickled pears bring grandma out in the hives? Or if little Willy gets the colly-wobbles after an inordinate orgy of Pirate Pecan Puffs?

Actually I don't really think he does.

I think that, from the manufacturer's standpoint, all the things he does, the money he spends and the time he devotes to making his product a better one, is a plain matter of business. He knows that he hasn't a customer who isn't being coaxed to go over to a competitor of his; he knows that every competitor is doing everything in his power to turn out better products than his; he knows that he either has to follow suit or lose out.

So what does he do?

He tries to develop his product along superior lines, higher quality, lower price, added usefulness and so forth. Then he writes these advantages into his advertising copy. And you and I of the public get the benefit of "quick starting oil," "coffee that let's you sleep," "two-layer underwear," "shrink - proof shirts," "more insurance for your money," "soap that won't shrink woollens," "soap that washes whiter," "soap that floats," "soap that stands on the edge of the bath-tub and sings 'If I'd known you were coming I'd have baked a cake'."

The result of all this is that, in a free country, where a man can get an idea and develop it into a business, the public has the advantage of the brains of every enterprising individual who follows his right to make a living by developing his own brainchild, whether it is a jet-propelled locomotive or venetian blinds for bifocal spectacles.

It all works out by a process of trial and error.

After the first phase of experimenting, the finished product is submitted to exhaustive tests. Racing motor cars, scientific analysis of food products by experimental kitchens maintained for just that purpose, testing soap

products in actual use; these are just a few examples of what a manufacturer, who has staked everything on an idea, and wants to assure himself that the public will accept it, has to do.

That, I think, is the keynote of success in competitive business. There is one test which every enterprise must pass. Win it or lose it the greatest invention will gather cobwebs in some attic; the most delectable food product will rot on the shelves. And that test is public acceptance.

That is why the pie filling Mrs. Murgatroyd buys for her family's week-end desserts will be sure, safer, better and even cheaper than the one she makes herself. It is competition between rival manufacturing concerns that keep them forever on their toes, and more than that, sees to it that no opportunity is passed up even to make good goods even better.

So what am I beeping about? That is the way things are and

SALES in the KIRKLAND LAKE market:

Line-Up:

1.



of outside stations in the rich Kirkland Lake market, due to unusual mineral formations.

2. Radio the dominant force in this area for entertainment and information — sets-in-use are almost double the Canadian average.
3. CJKL earns almost all these listeners — see any Elliott-Haynes report.

Win Sales With

CJKL Kirkland Lake

5000 WATTS

680 KCS.

Get the facts from

NATIONAL BROADCAST SALES

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

Simcoe County has 25,410 RADIO HOMES (1949 BBM) and no daily newspaper.

Most of these homes depend for their news, entertainment and shopping information on

CKBB
BARRIE ONT.
RALPH SNELGROVE
Manager

REPS. NATIONAL BROADCAST SALES

is a good way. Where are the rounds for discussion? What place has this topic in a series of radio talks called "No Holds Barred"? I'll tell you.

There is a growing tendency in Canada—all over the world in fact—for governments to step into business, and play provider to the public, by supplying it with all its needs, or the more vital ones anyhow, from government factories and warehouses.

So, you ask, what difference does it make? Who cares whether the beef we buy comes from a privately-operated packing house or one that is owned and operated by the government?

When government steps in the way, competition flies out of the window. And without competition, incentive disappears, because the urge to do more than an adequate job ceases to exist.

This isn't one of those rash statements of opinion which I am often accused of making. It is plain, incontrovertible fact.

The system governments adopt when they get into industry is very similar to what they made the gasoline people do during the war.

Various grades of gasoline, each with its pride and joy of its refiner, were eliminated. In their place, Ottawa gave the companies two formulae. One was called—with the color of a government registration—Grade One; and the other Grade Two. It didn't matter what gas station you drove into, you could buy either one or the other of these grades—compounded in exactly the same way at all stations. So all the work that had gone into perfecting every brand of gas in the previously competitive field went by the board—for the time being—and instead, you could get only the take-it-or-leave-it brands, either 1 or 2. This was a war measure and thank heaven, it is over.

But it is also one of the so-called economies a socialized gasoline business would have to put into effect. And I use the word "so-called" advisedly, because, such measures notwithstanding, government businesses never fail to end up with a financial loss, which has finally to be met out of our personal pocket books by means of more and more taxation.

Every luxury we have to lighten our lives has been produced as a direct result of tireless research on the part of some manufacturer to improve his product to the point where he would attract customers from his competitors. And of course, the competitors don't stand still either. They, in their turn, are giving their product exactly the same treatment. And always, in the final analysis, the public is on the receiving end in terms of faster cars, tastier food, more effective medicines and so forth.

And who said it would ever be any other way?

Do I really have to tell you? Well, here it is.

Ottawa still seems to think that the people of Canada want it to regulate and control their economic lives by appointing itself their provider of many of the essentials of life.

It operates the Bank of Canada, Trans-Canada Air Lines, the Canadian National Railways, the Canadian National Hotels, the Canadian Broadcasting Corporation, the National Film Board, to name just a few.

Power begets power, and there is absolutely no reason to believe that it will stop where it has already gone unless we the people speak our piece.

Opportunity Knocks Twice For Canadian Talent

Vancouver.—A nation-wide talent search machine is being set up by H. G. Walker, manager of the Dominion network of CBC, and Geoffrey Waddington, musical adviser.

The two are here from Eastern Canada to start the job, which hinges on finding non-commercial groups which will pay for trips to Toronto and the Opportunity Knocks program, for potential talent.

In major cities, the two CBC men, assisted by local drama critics, will audition both amateur and professional performers to pick talent for the network show.

Then all they have to do is find themselves some angels who come equipped with check books and fountain pens.

All types of talent is in demand, including singers, pianists, violinists, mimics, actors and so on right down the entertainment line.

At the same time, another talent search was actually under way in the West, with 100 youngsters auditioning to be candidates for the \$1,000 scholarship from Canadian Industries Limited.

Bill Hannah and John Adaskin conducted the auditions here and

in Victoria. Winners will appear on the C-I-L show *Singing Stars of Tomorrow*.

Winners will go to Toronto to appear on the program, with travelling expenses and a fee be-

sides. Besides the \$1,000 prize, there's a \$750 scholarship for the best performance by a candidate of the opposite sex to the winner, and \$500 each for the second best performance by a girl and a man.



Encore!

We sent you our greetings to Lac Beauvert, But you couldn't get there to receive 'em, Unless you had travelled on "shank's mare." So—again—our best wishes—believe 'em—

FOR AN ENJOYABLE AND SUCCESSFUL CONVENTION AT THE PALLISER HOTEL, CALGARY, SEPTEMBER 28 to 30th.

And for Successful Selling in the rich Kenora-Western Ontario territory, consult our nearest

National Representative HORACE N. STOVIN & CO., Toronto and Montreal INLAND BROADCASTING AND RECORDING SERVICE, Winnipeg DONALD COOKE, U.S.A.



How's Business? Up 5.4% in the Maritimes!

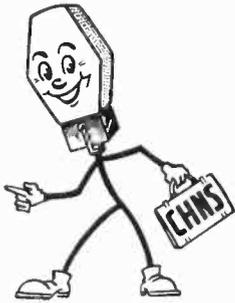
Second largest increase among Canadian survey zones National index up 4.5% (D.B.S.—Jan.-June 1950 to Jan.-June 1949)

Sets-in-use figures are up too! 6.9% in the Fredericton Area.

MORE LISTENERS — MORE BUYERS — MORE BUSINESS

Ask the All Canada Man





MR. ADVERTISER

This fall be sure to have Nova Scotia's greatest salesman deliver your sales message.

CHNS LEADS

IN AUDIENCE MORNING, NOON AND NIGHT ADD TO THIS . . .

CHNS-FM & SHORT WAVE CHNX and

Complete co-ordinated promotion with merchandising which builds listener - viewer - reader - shopper interest in your program, your sales story and your product—The answer—Results!

CHNS

The Voice of Halifax

5000 Watts 960 on the Dial

Ask the All-Canada Man

SELECTIVE RADIO

Strike Story

By Tom Briggs

(Continued from last issue)

Inconvenience, resulting in displays of ingenuity, was about the total extent of the railway strike's effect on Canadian radio.

At CKOV, Kelowna, a special broadcast, taped by Bob Morrison for the B.C. Division of the Canadian Manufacturers' Association earlier in Vancouver, and air-expressed as far as Penticton, was missing as broadcast time drew near. It was discovered that no provision had been made to forward the tape to Kelowna by bus. With only a couple of hours to go, CKOV manager Jim Browne, Jr., took off from the local airport, piloting a chartered plane, and made the return trip to Penticton for the tape just in time.

Radio Press Limited, the cooperative organization supplying news to CFBC, Saint John; CKCW, Moncton; CFNB, Fredericton; CKCL, Truro; and CKMR, Newcastle; over BUP wires, had a field day when news editors Dave Rogers and Jos. Emery filed over 11,000 words during a 16-day period. This kept Maritimers informed on local and regional aspects of the strike, especially schedules of regular and special bus service.

In the news room of CHRC, Quebec, organized bedlam broke

out as strike deadline drew near. While teletypes rattled off national and regional coverage by the yard, local news poured in by phone. Newsmen Gaston Blais, Paul Legare, Gaetan Plante, Philippe Langlois, Georges Patry, and Roger Blancher answered over 2,000 phone calls from all over the province, filed thousands of words for airing, and kept the station transmitting bulletins all night. At 5.30 Tuesday morning the boys went home; the "strike that couldn't happen" was on.

On the west coast, strikers in Hotel Vancouver even managed to confuse a group of radio men from CJOR.

Wallie Peters took a crew to the hotel at 6 a.m. daylight time, believing the strike would go on then, and looking for a color story on the employees knocking off and guests trying to look after themselves.

Only trouble was, the hotel strikers didn't go out till 6 a.m. standard, along with the rest of the railway system. By the time the extra hour was up, and having rolled out of bed under protest at dawn, Peters and his crew thought the strike was even less funny than they had thought.

It wasn't CKY's fault if Manitobans weren't familiar with the causes of the dispute, and what was being done to organize alternative transportation. In the series, The Week in Winnipeg, many of the personalities who were to make the news in the next nine days, faced the CKY microphone to give various sides of the story. Prior to the strike Jack Thornton, public relations officer for the CNR and Sid Simpson, strike leader for Manitoba, voiced their positions, followed by representatives of the Retail Merchants' Association, Trans-Canada Air Lines, the British-American Oil Company, and the bus companies. A. V. Gonder, general manager of the CNR, was heard from later in the series, with George S. Jones, Winnipeg strike leader, representing the other side, and H. E. Wood, from the Manitoba Department of Agriculture, explaining the shut-down's effect on farmers.

Ken Ellis, news and sports editor of CFPL, London, along with chief operator Kevin Knight,

lost some sleep the night it was all over, covering the return work of employees and trains. Two finished a late ball game and then headed for the scene of action, as London's CNR and CF yardmen started to breathe life back into cold engines. At London's east yard of the CNR, the general yardmaster was interviewed as he went into action lining up the make-up for the first train out. Ellis and company then moved a recorder to the roundhouse, where crews were rolling out big engine 6233, watched as it was taped as the black beauty was coaled and watered up, and shepherded out to the main track. The engineer and fireman, who would take this first train out to Windsor, showed up for an interview.

Back at the east yard the D cars were ready, and as train and engine were brought together, the conductor added a word to the broadcast before he swung aboard for the run.

After returning to the studio, the boys of CFPL's special evening crew hurriedly completed the editing and timing of the tapes, and at 7.45 in the morning wrote "3" to their part of the biggest national news story of the year.

With studios in the CPR building in Edmonton, CFRN staffs met pickets whenever leaving or entering the station. One morning one of the station staff was asked by pickets if the Winnipeg home football game against Edmonton would be broadcast as usual on CFRN. The pickets were told that, if nothing happened to the lines due to the strike, the game would be carried. The union men felt this was serious, and one replied: "Maybe we'd better get back to work, or we'll miss the game."

And that is about how all Canada and Canadian radio accepted the situation. Business was pretty much as usual, but everyone was thankful it didn't last longer.

'Peg Starts Fall Schedules

By Dave Adams

Winnipeg.—CKRC is not passing up any chance to introduce mike stars to the public. Any and all invitations in the personal appearance vein are being accepted.

THE GOOD EARTH



Alberta soil is the key to Alberta's prosperity. From it come bountiful harvests of grain—from beneath it a gushing fortune in oil. These combine to form a rich and growing market.

Your Best Radio Buy in the Alberta Market-CFCN!



"The Voice of the Prairies Ltd."

Ask Radio Reps.: Toronto, Montreal, Vancouver Broadcast Reps.: Winnipeg Adam J. Young, Jr.: New York, Chicago, San Francisco Harlan Oakes: Los Angeles

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

CHLT SHERBROOKE QUEBEC CKTS The Voice of the Eastern Townships FRENCH 900 Kc. 1000 Watts ENGLISH 1240 Kc. 250 Watts

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

A few days ago three staff members, Gene (Porky) Charbonneau, Ken Babb and Maury Desourdy journeyed out to Portage la Prairie to appear before a dinner meeting of the local Lions Club.

Maury gave a short talk on radio, while Porky and Ken participated in a skit detailing the funny happenings that take place in the background of the radio edge.

The boys liked the experience so much they are looking for more of the same.

Chuck Cook, the lucky lad, is busy surrounding himself with winsome lassies these lonely mornings.

Cook, early morning funnyman on CKY, has "cooked" up a stunt known as the "Career Girl of the Day" and involves some lucky girl being selected by Cook each and every morning with the exception of Sunday.

The girl selected is called on to do absolutely nothing—except to hold out her arms, and instead of taking Cook in them, let them be filled up with prizes. These include such things as candy, cigarettes and flowers, donated by local firms.

Here's the way Cook goes about selecting the daily winner. He asks listeners to write in suggesting someone they know who would be a likely candidate for "career girl" honors.

Cook selects what he considers the top letter and the girl is on her way to collect the awards.

Steve Rowan, newly-returned from Toronto, is taking over on a new program for CKY. Steve is handling an interview-quiz type of show from a downtown restaurant. The 30-minute show is heard three times weekly.

The restaurant, known as the Chocolate Shop, is backing the show. Steve keeps it on a light plane, interviewing the customers on various topics.

CKY drew 46,000 letters in the contest staged by the station in connection with the shift on the dial to 580. Letters were received from listeners all over the province who had noted the switch.

Eight winners were selected out of the massive pile of letters and they received prizes ranging from an electric range down to a puppy dog.

CKSB, St. Boniface, kicked off its fall and winter program schedule with a giant visual show Wednesday, September 27, in the auditorium of St. Boniface College.

Two hours of entertainment unrolled before the packed building highlighted by quiz and musical shows. Station officials say it is their intention to run such a show every month—on the fourth Wednesday. The show runs from 8 to 10 p.m.

An added feature will be the presentation of an orchid to a woman who has done something outstanding. Selection will be made anywhere in the province.

It is the intention of the station to plug other regular shows during the visual effort. Regular newscasts will be cut in during the monthly show.

Several personnel changes have taken place at CKSB. Denis

Belair of Winnipeg has been added to the announcing staff, while Rosemarie Bissonnette has vacated her continuity post to take up full-time announcing.

Leslie Day has been added to the station's transmitter crew.

Returning back across the river, CKY announces the acquisition of Bart Brown to its sales staff. Bart formerly did his selling for CKCK, Regina.

Herbie Brittain, CKRC's musical director, who has been mighty ill for what passed as summer in these parts, is back on his feet again and delving into the old routine.

Herbie came down with a stomach ailment and it was a nip and tuck battle for a while.

Talking about Herbie, he has been asked by a prominent American musical instrument company to pose in a picture with one of their trumpets. It is believed to be the first time a Canadian has been asked to carry out such duties.

Two CKRC staff members are tying the knot that never loosens in October.

Jack McRory of the sales department is marrying Elinor Erlington on October 6, while announcer George Dawes is taking the same step the next day. His bride will be Denise LaPorte.

JOINS DALES

Montreal.—J. Gordon, Montreal writer, has joined the firm of Walter A. Dales, Radioscripts, it was announced here.

He will handle local accounts which are not served by an advertising agency.

MARCONI MOVES

Montreal.—The Canadian Marconi Company has moved its head office to its manufacturing plant at 2440 Trenton Ave., here, from the Marconi Building on St. Sacrament St.

The move came about when Marconi's overseas telecommunication services were acquired by the newly-formed Canadian Overseas Telecommunication Corporation, along with the Marconi Building.

NW Cops 3 Prizes

New Westminster.—Artists from CKNW did a wholesale job of award-winning in the huge Western Musical Roundup which was a feature of the Pacific National Exhibition at Vancouver August 23 to September 4.

The Rhythm Pals, Mike Ferby, Marc Wald and Jack Jensen, knocked over the \$1,000 first prize in the World Open event for western groups. Jack Jensen personally carried off an extra \$1,000 cash as first prize in the World Open Singles vocal event for men and women.

Another CKNW man, Jimmy

Morris, took the \$500 first prize in the Northwest Open vocal contest.

Pat Gerow and his Western Gang took a \$500 first in the Northwest Open Square Dance Orchestra event.

Roy Warhurst, 15-year-old fiddler of the station's Fraser River Boys, took \$75 as second prize in the Northwest Open for Old Time Fiddlers. Between them the CKNW boys justified their years of making CKNW the "Western" station by taking a total of \$3,075 in prize money in the Western Musical Roundup. They competed with entrants from all parts of Western Canada.

Are YOU Selling ALL of the Ottawa-Hull Market?

CKCH IS USED BY 96 NATIONAL AND 103 LOCAL ADVERTISERS TO SELL THE 385,167 FRENCH-SPEAKING CANADIANS IN OTTAWA, HULL AND SURROUNDING COUNTIES.

CKCH

Studios—121 Notre Dame St., Hull, Que.
 Canadian Representative: Omer Renaud & Cie.
 Montreal—1411 Stanley St. • Toronto—53 Yonge St.
 U.S. Representative: Joseph Hershey McGillvra, Inc.
 366 Madison Ave., New York 17, Phone Murray-Hill 2-8755



MIGHTY MIKE presents INTERESTING FIGURES

★ **360 MILLION DOLLARS SPENT DURING 1949 WITHIN 150 MILES OF REGINA. WERE YOU IN THE SWIM?**

★ Sales Management 1950



CKCK • Regina, Sask.

*Our
specialty*

Consulting and engineering
services to Canadian broadcast
stations on

AM • FM • TV



Over the last quarter century, RCA Victor has worked hand in hand with Canadian Broadcasters in the technical development and operation of an ever expanding industry. Today, RCA Victor engineers command the experience and are equipped with the modern specialized measuring equipment to provide the following services to Broadcasters:

1. Preparation of briefs for new applicants for Broadcast licences.
2. Preparation of briefs for new frequency assignments, improved facilities.
3. Directive Antenna installation.
4. Proofs of Performance.
5. Installation supervision and measurements of transmitting, studio and accessory equipment, AM, FM, or TV.
6. Instructing and training of station operating personnel.
7. Measurement and curves of FM and TV antennas and accessory equipment, including transmission lines, matching networks, diplexers.
8. Prompt help in emergencies, Technical advice, service and assistance on special problems.
9. Performance measurements and adjustments for station compliance with Department of Transport regulations.



101
proofs
of
results

33

Stations served with Directive Antenna Installation and tune-up.

+

23

Successful briefs for new or improved frequency assignments.

+

45

Antenna proofs of performance completed and accepted by D.O.T.

Let us help you, too! Write to Engineering Products Department, RCA Victor Company Limited, 1001 Lenoir St., Montreal. Or call in your nearest RCA Victor Engineer.



RCA VICTOR

RCA VICTOR COMPANY LTD.

Halifax • Montreal • Toronto • Winnipeg • Calgary • Vancouver

It's experience and know-how that count!

There's no substitute for experience . . . and RCA Victor can bring vast resources in research, factory and field experience to bear on your problems. Please contact your nearest RCA representative:

- ★ HALIFAX — R. G. (Bob) Powers
- ★ MONTREAL — E. W. (Ernie) Miller
- ★ TORONTO — K. G. (Ken) Chisholm
- ★ WINNIPEG — W. C. (Wes) Fisher
- ★ VANCOUVER — R. B. (Bruce) Lanskaill



PROFESSIONAL AND SERVICE Directory

A NEW SERVICE TO RADIO

Our Professional and Service Directory is available to radio artists and those offering associated services, who wish to get regular coverage of our readership of national advertisers, advertising agencies and radio people.

Rates, payable in advance, are as follows:

6 months (12 issues) 20 words minimum — \$24.00. (Additional words, add \$1.20 per word.)

12 months (24 issues) 20 words minimum — \$40.80. (Additional words, add \$2.40 per word.)

Copy changes are permitted with two weeks' notice in writing. Agency commissions cannot be allowed on these advertisements.

ACTING

BETH ROBINSON — 15 years stage—radio. Straight leads, boy-girl, 'teen parts a specialty — English, French, Scotch dialects. HY. 3603. (R)

MARCIA DIAMOND — Just back from Vancouver, after playing leads in CBC's "Summer Theatre." Available for Commercial — Drama calls. RE. 0319. (E)

LUCILLE BIRCHALL — Tops in child acting—has played all leading shows — Commands five dialects — Commercial — Acting—Phone 533W Richmond Hill. (E)

JOAN FOWLER — Enthusiastic young actress. Specialist in boy and girl parts, several years' experience at CBC—Phone PR. 4481. (L)

ANNOUNCING

MICHAEL FITZGERALD — Kingsdale 0616. (M)

JACK DAWSON — Lever Bros., Cities Service Oil Co. Ltd., Arthur Murray School of Dancing—CFRB. (L)

WALLY CROUTER — "Top O' the Mornin'." "Treasure Trail." CFRB Special Events — Call CFRB. (X)

BETH LOCKERBIE — Women DO listen to women — sell your lady listeners with commercials by one of Canada's top announcers. WA. 1191. (B)

JAFF FORD — Ten years of experience SELLING PRODUCTS and SERVICES by microphone. For commercials that SELL — phone me at CFRB. (L)

LOY OWENS — A record of consistent sales through Ontario's long established and most powerful independent outlet—CFRB, Toronto. (X)

BOOKS

RADIO & TELEVISION WRITING, a basic text and excellent guide for both media, edited by the radio and TV authority Max Wylie, with over 600 pages of authoritative information by experts in their various fields. Price \$7.75, post paid if cheque enclosed with order. Book Dept., Canadian Broadcaster & Telescreen, 163 1/2 Church St., Toronto 2, Ont. (L)

JANE MALLETT — Heard on most national programs since radio began, is available for some spots and commercials. HU. 4132. (P)

No globe-trotting for **LADDIE DENNIS** this fall, staying on the job. Available for acting, commercials and commenting. WA. 1191. (L)

LIONEL ROSS — Juvenile—10 years' Professional Radio and stage experience. Available for radio—stage—films. 29 Northcliffe Blvd.—LA. 8612. (O)

VERLA MORTSON — Commercial — acting. Young, attractive, ambitious. Considerable commercial and CBC experience. WA. 1191 or WA. 9659. (O)

IRID COOPER — Competent actress not heard every day — "Slovak" dialects a specialty. Considerable CBC experience. RA. 0440 (X)

RENA MACRAE — Commercial — acting, mother-housewife type, testimonials, etc., substantial experience — Rinso, etc. Phone MO. 1593. (R)

PHOTOGRAPHY

ANTHONY TRIFOLI STUDIOS — Personalized professional portraits and publicity shots. Appointments at artists' convenience — MI. 9276 — 574 Church St. (C)

PRESS CLIPPING

ADVERTISING RESEARCH BUREAU — Press Clipping, Lineage Research, Checking Service. 310 Spadina, Toronto; 1434 St. Catherine St. W.—Montreal. (X)

PROGRAMS

ANYTHING FOR LAFFS — Peter Donald Show — Keep 'em happy with 138 hilarious 5-minute programs. S. W. CALDWELL LTD., 80 Richmond West, Toronto. (O)

METROPOLITAN BROADCAST SALES — Radio Programme Specialists — Producers of "Mother Parker's Musical Mysteries" and "Did I Say That"—AD. 0181. (P)

RECORD'G SUPPLIES

IMMEDIATE RESHARPENING SERVICE—By special arrangement with Audio Devices Inc., we carry a large stock of Cappel's resharpening sapphire needles. Mail us your used Sapphire Needles and we will immediately return to you resharpened a fraction shorter than those supplied to us. This remarkable service has already been tried by leading broadcast stations and has proven to be highly successful. Net price each... \$2.50 — ALPHA ARACON CO. LTD. — 29 Adelaide St. W., Toronto. (O)

RESTAURANTS

LITTLE BIT OF DENMARK TAVERN — When in Toronto, eat in old world atmosphere. Famous for Danish Smorgasborg. Dancing nightly from 9-12. 720 Bay St., Toronto. (O)

SINGING

FREDA ANTROBUS — Lyric Soprano—available for radio calls September 1st — KI. 3840. (L)

FROSIA GREGORY—Just finishing "Frosia Tells a Story," singing, narrating children's stories with Auto-Harp accompaniment — sponsors' inquiries welcomed. RE. 7718. (O)

EVELYN GOULD—Former coloratura star. "Music for Canadians," now in Toronto, available for fall. Write, care of Canadian Broadcaster and Telescreen. (O)

SHIRLEY PACK — Soprano, New York, San Francisco, available for radio after Danny Kaye Show, Sept. 10 —RA. 2601. (B)

TELEVISION

RYERSON INSTITUTE OF TECHNOLOGY — Toronto—Announces a Familiarization Course in Television. Commencing Oct. 16, sixteen evening lectures—\$15.00. (L)

WRITING

ROXANA BOND — Sparking original scripts that please sponsors and audiences. Children's shows a specialty. Phone Zone 8986 Willowdale. (L)

TALENT TRAIL

By Tom Briggs

The Voice of the Army, a new series of half hours, which started last week over Dominion network, gave Army Week a nice loud, brassy launching but may have fallen short at times in its appeal to men of recruitable age, such, for instance, as myself, God help me!

The show, which is aired from the stage of the Odeon-Toronto Theatre, featured the competent Canadian Army Band under the vigorously waved baton of Howard Cable, the better-seen-than-heard songstress Frosia Gregory, the guitar-strumming western balladier Ed McCurdy, The Four Soldiers quartet, and Royal Canadian Dragoon Trooper Frank Stanley as the Army's voice. Production was by Jackie Rae for Ronald's Advertising.

When the purpose of the show is considered, that is, to attract young men into the army generally and the Armored Corps in particular, the best performances were done by Miss Gregory and Tpr. Stanley. With her charming song, *Wonderful Guy*, Frosia gave the program a spark of universal appeal, while Stanley opened up with a voice that peculiarly represented the army. Like the army, his voice is powerful, well suited to the job, but when under fire on a stage theatre, like a war theatre, he took a while to settle down, made his amusing mistakes, and finally emerged victorious over a difficult though competent script. Stanley, as a matter of fact, unwittingly (or was it) provided the only bit of humor, which this show lacks in great quantity, when he referred to the western armored regiment, the Lord Strathcona Horse, as the Lord Strathcona Hearse.

Cable's band played technically well and came to life in spots. But the program could do more to attract young fellows besides medleys of army marches, and Ed McCurdy singing the *Big Rock Candy Mountain*, even when well done, as they were here.

I also think the commercials would "sell" more fellows on army life, if they were taped on the armored firing and driving ranges and in the wireless schools at Petawawa. A word picture of what a recruit can expect sounds a little too hammy, but a short on-the-scene interview, complete with genuine sound effects, would, I feel, make a pretty convincing story.

The Commodores Quartet, alias the Four Soldiers, seem to be in popular demand with a weekly half-hour to themselves over CFRB, Toronto, another on the Trans-Canada network, and as part of the Army's new show. And this is as it should be, I feel, for the four boys, Don Parrish, Jack Ringham, Harvard Reddick and leader Carl Tapscott, make a very pleasing combination when attacking melodies, both young and old, with refreshing abandon and orig-

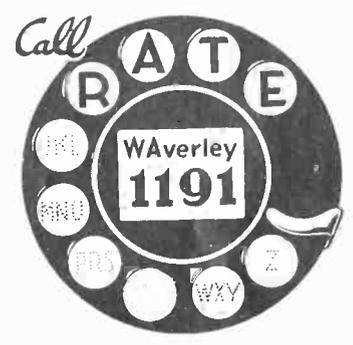
inality. However, they have shown good judgment by placing the accent on old familiar songs and sea chanteys.

It seems, as the story goes, that it was by pure accident and only as a last resort, that the recording company backed the newest release of "Tsena, Tsena, Tsena" with the old song "Goodnight, Irene." One look at the hit parade, though, reveals that the oldie has far outstripped its plattermate in popularity. And that is apparently the Commodores' view.

Too, there is in this group a pleasing harmony of both tones and personalities. None of them is the star, yet each singer, when a solo occurs, is perfectly able to stand on his own two tonsils.

An appropriate musical introduction and sign-off is sung by the quartet on its two major shows, which add a high-grade lustre to the production. If this could be carried throughout, cutting the cute announcing to a minimum, it would be an improvement.

Kudos should also go to the quartet's keyboard accompanists Edgar Goodaire and Don Gordon and guitarist Bill Richards, who combine to provide a subtle background for the vocal work, and spring into the solo limelight when things threaten to stagnate.



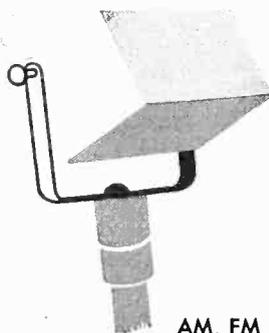
FOR THESE ARTISTS

- ARLOW, Herb
- DAVIES, Joy
- DENNIS, Laddie
- EWING, Diane
- FOWLER, Dorothy
- GOTT, Herb
- HARRON, Donald
- HULME, Doreen
- KLIGHMAN, Paul
- LAFLEUR, Joy
- LOCKERBIE, Beth
- LYONS, John
- MacBAIN, Margaret
- MILSOM, Howard
- MORTSON, Verla
- NELSON, Dick
- NESBITT, Barry
- O'HEARN, Mona
- RAPKIN, Maurice
- SCOTT, Sandra
- WOOD, Barry

Day and Night Service at Radio Artists Telephone Exchange

*ear & eye
specialists*

**to
Canadian
broadcasters**



AM, FM and TV — it's Marconi for all three.

You'll be first with the latest equipment, first in performance, first to receive the benefit of the latest technical advances, because Marconi are specialists in broadcasting equipment.

Marconi Engineering Consulting Service can help you with engineering problems, plans, surveys and submissions to broadcasting authorities. If you're planning to establish a station or enlarge your present equipment, call or write us.

We are also distributors of measuring equipment manufactured by General Radio Company and Marconi Instruments Limited.

CANADIAN MARCONI COMPANY

Established 1903

VANCOUVER • WINNIPEG • TORONTO • MONTREAL • HALIFAX • ST. JOHN'S



MARCONI — THE GREATEST NAME IN RADIO and Television!



... people our communities could do very nicely without.

Dedicated to Community Radio (week, September 30 to October 7)

... ere lies the body of Stephen J. Black. ... le took everything out and put none of it back.

■ ■ ■

... and here is the tombstone of Anthony Strong, who thought that the customer always was wrong.

■ ■ ■

... Next the remains of Clerk Gerry Manette— did the least he could do for the most he could get.

■ ■ ■

... and also the manager, Percy Mulveen, who thought that his help was just like a machine.

■ ■ ■

... We all knew old Hilary Jones— don't doubt it. ... le grumbled a lot but did nothing about it.

■ ■ ■

... Like old Ebenezer, who worked at the forge, he knew what was wrong, but he left it to George.

■ ■ ■

... Oh, yes, and Reformer T. Mercer McVittie, who wanted to help but disliked the Committee.

■ ■ ■

... "This city is hell for a man of my station," said he. Now he's gone to just such a location.

■ ■ ■

... We all know these types. For their ills there's a cure. But first to the mirror, men, just to make sure.



It's a pretty sure thing to bet on the success of gals in radio.

When our charge nurse asked me if I'd like to see a movie, I accepted but with little enthusiasm. Was I thoroughly ashamed of myself, for the second short brought forth a picture of the mighty arms and hands and when the face came in view, who was it but Dr. Leslie Bell? Needless to say the background music was the Bell Singers and these girls truly are a mighty aggregation.

At the beginning of a number these girls take their down beat from Dr. Bell, they sing mightily and with a liberal sprinkling of art. When the whole thing is over Dr. Bell may compliment them with, "Well, it wasn't good but it was loud." That's what I call being goaded on to better things.

■ ■ ■

Never let it be said I went out on a limb and prophesied big things about Danjorth Radio Hour on CFRB Thursday nights. But I class it among the shows I want to hear and the Kenny sisters aren't the least reason. If these girls don't make the big-time, I'm surprised. In passing I must pay tribute to the outstanding selling job done by announcer Eddie Luther.

■ ■ ■

Another singing team that should go far is the O'Leary girls heard on Hayloft Hoedown on CKEY. Producer Ed Houston has developed something very listenable here.

Still another good reason for boasting on our feminine part is Kate Aitken. She does have bumper broadcasts for Tamblins on CFRB aided and abetted ably by Cy Strange. Doing these shows from the CNE was not a simple chore but Kate Aitken came through with flying colors.

■ ■ ■

Girls seem to have entered practically every phase of radio there is and to be making a success of it. Among the producers on the distaff side comes to mind the name of Kay Stevenson who is responsible for many successes. More than once I've seen Mary Muir throwing the switches on Happy Gang show and each time the show has been on the nose for the network. Then there was announcer Laddie Dennis whose work always rated high. In the dramatic field there are numerous successes—we naturally point to Grace Matthews who is playing the lead in Big Sister.

Admit it, fellows.

CJCH JUNE BRIDE

- ★ Ran five weeks.
- ★ Received a top rating.
- ★ Put the main emphasis on information, entertainment and merchandising.
- ★ Gave a June Bride \$1,000.00 in merchandise.
- ★ Grossed \$76,386.66 in retail sales for 17 local sponsors. (This is exact figure—not estimate. Break-down upon request.)
- ★ Again proved the reason why 70% of Halifax radio-minded merchants use

CJCH

5000 WATTS ON 920

24 HOURS EACH DAY



Imperial Tobacco's Guy Lombardo show pulled an E-H rating of 33.4 in January over CJOC. And that's just a sample! Get all the facts on CJOC's amazing success in Southern Alberta's richest market NOW!

"YOU CANNA AFFORD TO MISS THE LETHBRIDGE MARKET!"



Ask your local All-Canada man!

LETHBRIDGE ALBERTA ALL-CANADA STATION

CKNW
GINW

NIGHT AND DAY
1000 WATTS
FIRST IN
VANCOUVER AND
NEW WESTMINSTER

CANADIAN TELESCREEN

Vol. 3, No. 18.

TV and Screen Supplement

September 27th, 1950

BC CHAMBER URGES TV ACTION

Vancouver.—B.C. members of the Canadian Chamber of Commerce are again urging their parent body to come out flatly with a policy urging development of private TV in Canada.

The Chamber has in the past stated its belief that private enterprise should be permitted to make a start in television, and western members have urged a restatement of this stand in very definite terms.

New Westminster Board of Trade has also backed this policy, specifically in connection with two applications for a TV license by Bill Rea, owner of CKNW, New Westminster, both of which have been turned down by the CBC Board of Governors.

F. H. Elphicke, manager of CKWX, Vancouver and president of the B.C. Association of Broadcasters, said his group "welcomed support from the Chamber of Commerce."

He added that "their help may well speed the time when the present government red tape can be removed. There's no reason

why Canada should miss out on what has become a major new industry in the United States."

Meantime in a speech to New Westminster Lions Club, Rea said an independent TV station would actually help government TV when it was finally established.

Experienced TV technicians and actors will be too expensive to import from the U.S., he contended. A TV station on the west coast would train TV people who later, with this experience, would be able to move to bigger jobs with the CBC's TV effort.

Manufacturers Balk At Color Squeeze

New York. — The Radio-Television Manufacturers' Association is far from happy over the FCC's order for immediate production of color receivers or converters, it was learned here this week. What is more, the association told the Commission so in a letter to Chairman Wayne Coy.

The manufacturers contend that making receivers and converters at this time, without having given the situation sufficient study, would not only injure themselves but jeopardize the whole medium of color TV.

In its statement earlier this month giving tentative approval to the CBS system of color transmission, the FCC gave the set makers 30 days in which to finalize and report on plans to go into immediate production. That period is up September 29 and if the reports don't come in the CBS system will be adopted.

This isn't long enough, the RTMA members complained. They pointed to the shortage of critical components for TV receivers, caused by vastly increased purchases for defense, and a recent surge in consumer buying, as two reasons for not wanting to make long-range plans hastily.

Another cause for dissatisfaction with FCC's statement is the

MISS CANADA of 1950 TELEVISED AT C.N.

Future of Canadian TV looked very bright as blue-eyed, blonde charmer screened for first time.

Toronto, September 13—"Television—it's wonderful!" said viewers of 19-year-old Margaret Elenore Bradford, Miss Canada of 1950, of London, on the almost life-size screens of a battery of RCA Victor television receivers at the Canadian National Exhibition.



The screening of Miss Canada by RCA Vice television engineers took place just before Miss Bradford left the city to participate in the Miss America pageant in Atlantic City. At the left, Miss Bradford poses for the RCA Victor television camera. Above is a photo of the screened image of the lovely Miss Canada.

RTMA group's flat objection to the CBS system, in that Columbia cannot offer the large-size picture in color that is now available in monochrome.

Many of the top-ranking companies are reportedly waiting to learn the statement of RCA before making any decision. Insiders predict that the RCA statement won't be released until a few days before the deadline.

Meanwhile, the board of directors of the Radio and Television Manufacturers' Association said that any stand on the problem will have to come from the individual companies. No industry-wide statement will be issued.

In their letter to the Commission, the RTMA also said "the association has never attempted to, and cannot, require its members to build, or refrain from building particular sets or sets with particular capabilities. So far as this association is concerned, the decision whether to build sets

incorporating bracket standards must be left to the individual determination of each manufacturer."

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

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



HEAD OFFICE
231 St. James Street
MONTREAL

CANADIAN RETAIL SALES INDEX

compiled by G. E. Rutter

CONTAINING

1949 estimates of Retail Sales, in 19 types of business, by Counties and Census Sub-Divisions (also Radio Homes in the same area).

\$5.00 PER COPY

R. G. LEWIS & CO. LTD.

163½ CHURCH STREET—TORONTO 2, ONT.

BETTER CALL SWC

FOR DISCS, TAPE & T.V.

The first disc show built exclusively for

MONUMENT MAKERS AND FUNERAL HOMES

THE MEMORIAL HOUSE

26 Quarter-hours of charm
Girls' Choir sings familiar nostalgic standards
no religious or secular music
James Conway narrates fascinating stories of the Taj Mahal, Notre Dame and the World's renowned Memorials.

SEE SWC
Canada's Fastest Growing Programming Service

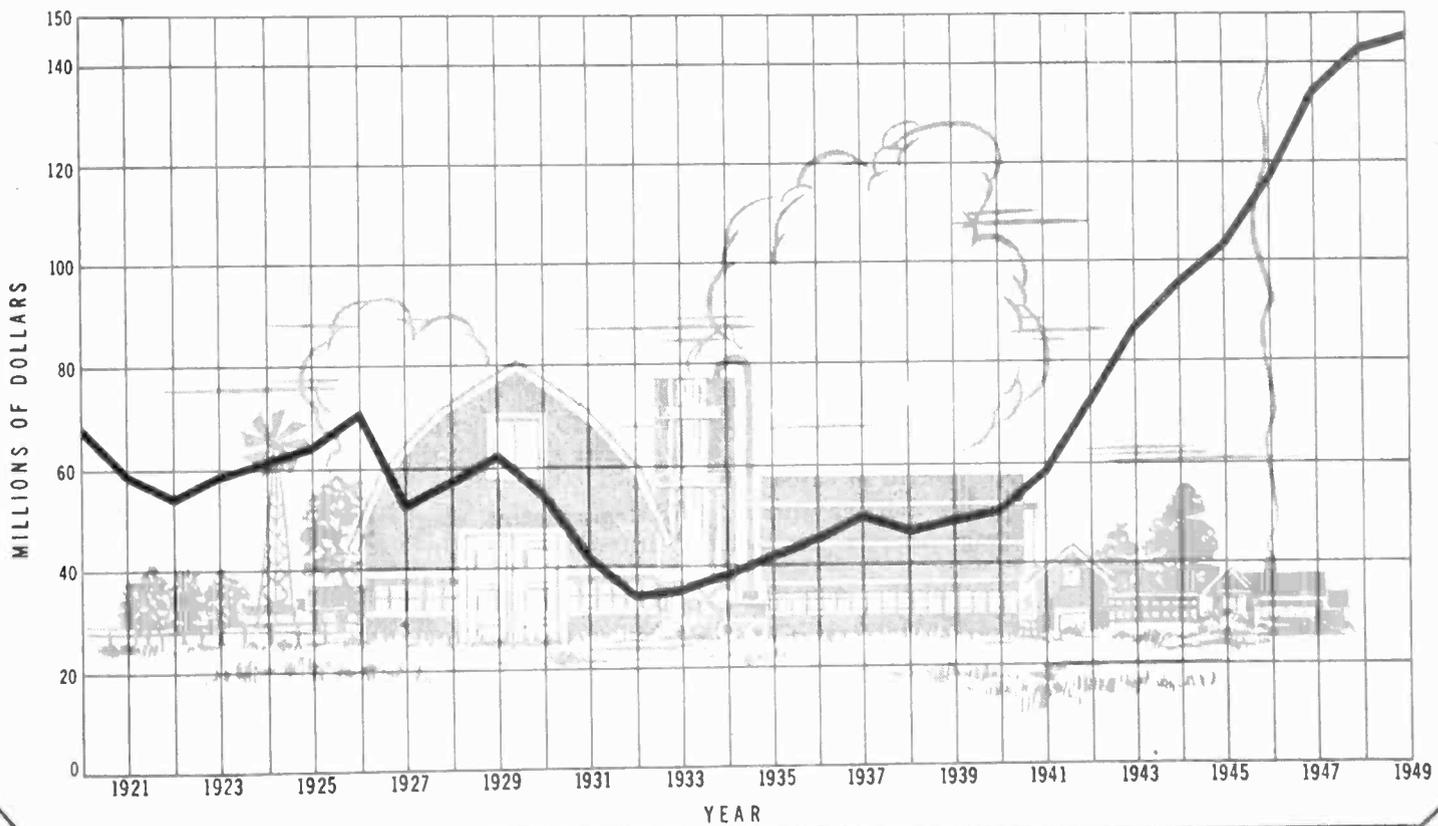
S.W. **Caldwell** LIMITED
2100 VICTORY BLVD.
80 RICHMOND ST. W.
TORONTO

TIME to UP

Your B.C. Budget!

AGRICULTURE Shows Why..

VALUE OF AGRICULTURAL PRODUCTION OF B. C., YEARS 1920 TO 1949



The value of agricultural production in B.C. has been increasing year by year. In 1949—at approximately \$145,000,000—it was \$3,000,000 better than the previous year; \$100,000,000 better than ten years ago. And the increase has been consistent. Make sure your radio appropriation in B.C. is adequate to “share the wealth.”



BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

CHWK CHILLIWACK
 CJDC DAWSON CREEK
 CFJC KAMLOOPS
 CKOY KELOWNA
 CHUB NANAIMO
 CKLN NELSON

CKNW NEW WESTMINSTER
 CKOK PENTICTON
 CJAV PORT ALBERNI
 CKPG PRINCE GEORGE
 CJAT TRAIL

CJOR VANCOUVER
 CKMO VANCOUVER
 CKWX VANCOUVER
 CXDA VICTORIA
 CJVI VICTORIA
 CJIB VERNON

Again this fall, you'll hear them all...on CFRB

YES, this Fall you'll hear them all on CFRB. The nation's favourite programs... the cream of radio talent... gathered together on one station for greater listening pleasure. That's why more and more people from Sudbury to Brockville and Pembroke to Strathroy tune 1010 on the dial regularly.

So it's still the Number One Buy in the Number One market... CFRB! More so than ever, now that even more top-rated shows are being heard over CFRB commencing with the Fall season.

Place your message where it will reach the audience that is not only the largest but the most receptive, too. CFRB listeners *really* listen... they are the young and old who dial 1010, not at random, but because the most popular, the most-regularly-listened-to, programs are there. Let the good word about your product drop into the circle of warmth and cheer that is CFRB, rather than into the barren ground of casual listenership.

This Fall, as always, CFRB guarantees your message *listeners*, not just dial drifters.

REPRESENTATIVES:

United States — Adam J. Young, Jr., Inc.
Canada — All-Canada Radio Facilities Ltd.

Club 15
Doris Veale
Women in the News
National Hockey League
Gordon Sinclair - Fun Parade - Big Sister - Mr. Chameleon - Quarterbacks
Club - Hollywood Star Playhouse - Treasure
Trail - Our Miss Brooks - Charlie McCarthy - Meet the
Menjous
Farm News
Aunt Mary
Helen Trent
Aunt Lucy
Anne Adam
Barry Wood
Brighter Day
Contented Hour
M.G.M. Theatre
Share the Wealth
Hollywood Reporter
Wes McKnight - Rex Frost
Our Gal Sunday - Mr. Keene
Red Skelton - Kate Ritken - My Friend Irma
Take a Chance - Mystery Theatre - Young Widder Brown
Danforth Radio Folks - Jimmy Shields - Mary Gard
My Favourite Story - Mr. & Mrs. North - This
the Story - Hollywood Theatre of Stars
Songs of our Times - Who Am I
Boston Blackie - Suspens
Hopalong Cassidy
The Stars Sing
Beulah