EFICIENT VOICE OF

AN EFFICIENT VOICE OF

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.

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.

Warden 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.

CABC 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, 4, 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 monochrome patterns, and used only for receiving antenna design and receiver adjustments in development. It is also recommended that steps be taken to insure that interference is not caused to reception of television transmissions."

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, the 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

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 20 watt AM station on 1230 Kea. Dauphin, Man. An application was also presented at the Board's previous meeting by Ken Paron, former manager of station CIGX, Lethbridge.

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

CBC, North Battleford, Sask., filed a nod on a power boost to 500 watts on 1460 Ke. omni-directional CKLW's bid for an emergency transmitter was deemed technically desirable, as was CISH-FM, Hamilton's request for a pickup licence.

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 Edmonton'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 Kingson, Ontario.

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

Dauphin Northern Broadcasting Company Ltd., Dauphin, Man., was recommended for approval by the Board, the premises of which are located at 100 Main Street. The station has been in operation since 1944, and has an effective radiated power of 20 watts at 1230 Kea.

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

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A request from Edmonton'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 Kingston, Ontario.

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.
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.

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

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-spot excitement caused by the announcement of National Advertising Report urging reduced radio rates has died down quite a bit. But it might well be the full impact of 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 leaning such surveys. But results are not expected for quite a time.

However, one major indication of TV's impact may come a lot sooner—even before the end of the current listening year. This indication will be the ratings of listener and viewer ratings. Many industry execs are thinking that the day of the age of 40 ratings for radio have passed. It's expected that radio's ratings will be closer to 15 and 20, that the cost of a radio show is roughly $1,000, and that a rating point you can see that an ad is going to take place when a $20,000 or $25,000 program comes up with a 15 rating for everything that's not the way things turn out as the season gets under way.

A.M. may be prompted to strike 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 think.

Well, it now looks like the lastest Advertising Bureau is being included in even bigger and better things. Long stymied by penny-pinching budget, most broadcasters seem to be in favor of the P.A. to revamp the organization and give it a $1,000,000 budget.

How They Stand

Following appeared in the current C.H. Haynes Report as the top national networks in the fifteen key markets. First figure following the name is the 1950 rating; the second is the change from the previous month.

**DAYTIME**

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**EVENING**

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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 outlets 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, Alfred Hitchcock 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 presxy, 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
Behind the Scene
in Radio
as transcribed by H.N. Stovin

"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 own 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 Campen'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 oftimes 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"

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**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.

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**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.

B. St. Shuttlevorth Chemical Co. has a 10-week test campaign of spot announcements going to CFUE, Edmonton; CFHC, Calgary, and CFCN, Saskatoon, commencing next month and advertising Imunovax Sold Tablets.

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**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.

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**MCKIN ADVERTISING**

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

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**RONALS ADVERTISING**

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

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**RUSSELL T. KELLEY**

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

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**MUTER, CULINER, FRANKFURTER & GOLDF**

Toronto.—Hillcrest Motors has taken two-five minute newscasts six times a week on CFRB's Weekend Jolly-Go-Round, at 11 a.m. and midnight, featuring Barry Wood.

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**BAKER ADVERTISING**

Toronto.—The Tea Bureau has scheduled Tea Time With The Stars to go to 30 selected markets coast-to-coast for 30 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.

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

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

---

**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)
Radio's Place In The World Scheme

Radio 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 in their trees. But the radio man who has the faculty of ringing 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 from the ABC paper bulletin boards and many will recall the large crowds that stood, sometimes in the rain, outside police or fire department 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 observer who has lived through this evolution is that of musical appreciation. There can be no doubt whatever 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 1920 and that of 1930.

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.

"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. Broadcasting has brought the railways to the front. It has placed Maple Leaf Gardens on every street in Moose Jaw. The Blackout gimmer of 'Old Blighty' and 'Flessey 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 rhythmical pound of hooves at Calgary, has been heard in parts of Canada where horses have never been seen.

"Broadcasting! How appropriate that this space gobber 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, enlightenment 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 dark day, thirty years ago. That day, November 2, 1920, when an unknown voice said 'LADIES AND GENTLEMEN, 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 police or fire department 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.
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 forsorek both of her callings for the navy during the war, has crested in the past three summers 35 weeks of summer on CKOC, 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 "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 Liiton, The Family Man, Penny's Diary" and others, Jo is euing the sponsored field again, and this scribe would presume to suggest that she is a good bet for the parts—straight and charac- both—at which she has al- ways shone.

... young people who have the aptitude potential for adver- tising employment; to indicate to particular phase or phases of advertising to which the applicant is best fitted; to screen out the unfit, many of whom find their way around the agencies without any knowledge of the aptitudes re- quired to get into the business.

People who want to take these tests should take prudently apply to CCAAA, 111 Avenue Road, Toronto.

Also from John's news-filed (would they be 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 flashcards to recruit people to pick beans. After one flash, they cancelled. Mission accomplished. The $100 worth of radio on CFGP bought 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 the series. I don't think I can say that, all their shows notwithstanding, the response indicates that there is a definite audience for talks of this type. They run 10 minutes, in cluding opening and close, and we have the proof in our files if anyone would like to see it.

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

To my mind it points up an opportunity to garner in an audience which displays considerable enthusi-asm for the utterings of an unknown, which would certainly be greater were they the spoken words 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 & Telesecreen

163 1/2 Church Street

Toronto
ACHIEVEMENT AT BELLEVILLE

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

Motion picture Sound Systems for theatres of all sizes.

Mine Signalling Equipment for cage, surface communication between cage and surface. Designed for rigorous use in Canadian hard-rock mining.

Power Line Carrier Systems for voice communication, automation control, or remote monitoring. Specifically engineered for the Canadian Central Station Industry.

Fire Alarm equipment and systems for buildings or municipalities.

Electronic Soundwriters, Dictating Machines of distinction for Canadian business men, executives, travellers, teachers, stock supervisors, investigators...

All types of fine radios for the home

THE HAMMOND ORGAN
Muzics most glorious voice
For Church and Home

Distributing Houses throughout Canada

Expert Engineering and Installation Services at your disposal
A GREAT MARKET with A GREAT MEDIUM

* OSHAWA

Central Ontario's Richest Market

** CKLB **
The Station with more listeners in the Oshawa Area than all other Canadian stations combined

** JIM Alexander **
ASK ABOUT

"The Biggest Little Station in the Nation"

** CKLB **
Oshawa
1240 on your dial

* Ontario Bureau of Statistics
• Elliott-Haynes

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** VERBATIM **

The Prisoner Will Stand

Last year's programs rot it with both barrels when Benny Brown, radio editor of the Calgary Herald let loose on the CBC program "Critically Speaking." We reprint it now, as radio moves into a full 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 resorted to 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.

---

** JOS. HARDY talks on QUEBEC MARKET No. 4 **

"Good day, once again, from Jos. Hardy, and I am here to sell you something! I shall not try to dazzle 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 cannot get complete coverage North Western Quebec, or North Eastern Ontario, without it. It reaches French-speaking buyers & Noranda, Rouyn, Amos, Sennerville, Malartic and Val d'Ore, in the Quebec side; and Haileybury Cobalt, Timmins, Kirkland Lake, Cochrane and Hearst (we have listed all our stations on the Ontario side — use Ville Marie). For full details — ask Jos. Hardy.

For any information on QUEBEC MARKET No. 2 and "TRANS-QUEBEC" Radio Grow Telephone, Wire or Write to

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

** REPRESENTING **

CHRC QUEBEC 5000 W
CHNC NEW CARLISLE 1000 W
CHLN TROIS RIVIERES 1000 W
CHLT SHERBROOKE (French) 250 W
CKTS SHERBROOKE (English) 250 W
CKVS VILLE-MARIE 250 W
CKYS JONGLEIRES-KENOGIUMI 250 W
CKBL MATANE 1000 W
CKLD TETFORD MINES 250 W

---

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, in 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 object in mind he should be able to turn out some highly entertaining pieces, not adaptations, which he does well, but original works which could very well be 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 little group of aerial 'theatricals' on the season doesn't have the strangling hold on acting assignments it has held for so long. Toronto's radio voices, and Tommy Tweed's the majority of them, have become so familiar.
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

Harvest Moons Always Shine — On Never — Falling Crops in Northeastern Saskatchewan. Beam Your Message Right — Use Western Canada's Farm Station.

The corporation now is crying for more money with which to carry on its services. If the Parliament Radio Committee members ever listen to the radio, even a few nights a week, they 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 ougut, private radio would have no alternative but to follow suit, and the here-to-for long-suffering listeners, you and I, would reap the benefit.

William Wright

"Shine On Harvest Moon"

November 27th, 1950

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 over-all Canadian radio programmes.

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

Production was slow and ragtag and it took almost half an hour for the program to develop pace or character. Had it only arrived on the scene when he did, most listeners beside or radios might have mistaken it for a program for a slumber hour, rather than a spirit-raising, they-raising all-star revue.

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

If anything, there was Arthur Godfrey. He reminded me of a small boy who becomes the center of attraction by being cute and endearing, a picture of the spirit at the expense of his dotting parents. The fact that Godfrey's antics have earned him an extremely healthy salary, I consider no excuse for his treating listeners as though they were gathering of stuff that children even that bright he.

Having found radio, from the listener's viewpoint, so discouragingly dull during the last season, it is not surprising that more American sponsors were backing 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 Parliament Radio Committee members ever listen to the radio, even a few nights a week, they could understand possible hesitation about increasing the radio license fee or making a government grant to the CBC.

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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 outfit. Private radio would have no alternative but to follow suit, and the here-to-for long suffering listeners, you and I, would reap the benefit.
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 every-day routine?

I can see a lot of braves corroborating 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 picked pears bring grandma out in the hives? Or if little Willy gets the colly-wobbles after an inordinate amount of the 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 isn’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 lets you sleep,” “two-layer underwear,” “shrink-proof shirts,” “more insurance for your money,” “soap that won’t shrink woolens,” “soap that washes whiter,” “soap that fasts,” “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 handicraft, 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 subjected 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 stuck everything on an idea, and was assured 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 where every enterprise must pass. With 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 week-end dessets will be six, 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, all more than that, sees to it that no opportunity is passed up ever to make good goods even better. So what am I beebing about?

That is the way things are.
is a good way. Where are the funds for discussion? What face has this topic in a series of adio talks called "No Holds asked"? I'll tell you.

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

So, you ask, what difference will it make? Who cares whether we beef up our industry when we buy from a privately-operated packing house that is owned and operated by the government?

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

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

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

Various grades of gasoline, each a pride and joy of its refiner, were eliminated. In their place, gas stations gave us two grades. One was called—"with the color of government"—Grade One, and the other Grade Two. It didn't matter what gas station you drove into, as you could buy either one or the other of these grades—combined in exactly the same way stations do all the work at had gone into perfecting every brand of gas in the pre-compulsive field, went by the board—for the time being

It is a matter of fact that you may still get only one or the other of these two grades—combined in exactly the same way stations used to.

But it is also one of the so-called economies a socialized gasoline business would have to put to effect. And I use the word "called" advisedly, because, with measures notwithstanding, government businesses never fail 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 and the part of some manufacturer trying to improve his product to the point where he would attract customers from his competitors. And, of course, the competitors don't stand still. 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, faster 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. Waddington, 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 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-F-L show Singing Stars of Tomorrow.

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

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**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**

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Canadians are proud of their network. They are some of the most loyal listeners in the world. So are we.

Ask the

All Canada Man

---

www.americanradiohistory.com
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 CHXN 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!

The Voice of Halifax
5000 Watts 960 on the Dial
Ask the All-Canada Man

Canadian Broadcaster & Telescreen
September 27th, 1959

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 Maritime's informed on local and regional aspects of the strike, especially schedules of regular and special bus service.

CHSN
The Voice of Halifax
5000 Watts 960 on the Dial
Ask the All-Canada Man

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- CFCHN!

"The Voice of the Prairies Ltd."
A few days ago three staff members, Gene (Porky) Charbonneau, Ben Baib and Maury Desourdy charged 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 Ben illustrated in a skit detailing the many happenings that take place in the background of the radio station.

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

Chuck Cook, the lucky lad, is away surrounding some lascies these lonely mornings.

Cook, early morning funnyman or 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 absolutely nothing except to old our arms, and instead of having Cook in them, let them be told 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 his 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 in her way to collect the awards.

Steve Rowan, newly-returned from Toronto, is taking over a new program for CKY. Steve is sending 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 in various topics.

CKY drew 40,000 letters in the contest staged by the station in connection with the shift on the list 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 electric range down to a puppy dog.

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

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

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

Herbie Brittain, CKRK's musical director, has been mighty busy 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 CKRK staff members are tying the knot that never loosens in October.

Jack McRory of the sales department is marrying Eleanor Erlington on October 8, 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. Dailes, 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. Samantha St.

The move came about when Marconi's overseas telecommunication facilities 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.

MIGHTY MIKE presents

INTERESTING FIGURES

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

Sales Management 1950

CKCK • Regina, Sask.
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.
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

Stations served with Directive Antenna Installation and tune-up.
Successful briefs for new or improved frequency assignments.
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.

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) Lanskai
The Voice of the Army, a new series of half-hour programs which started last week on the Dominion network, gave Army Week a nice loud, brassy launching but may have frittered away its initial promise to men of recruitable age, such, for instance, as myself, God help me!

The show, which is aired from the stage of the Dominion Theatre, featured the competent Canadian Army Band under the direction of Howard Cable. The better-than-heard songstress Frosia Gregory, the guitar-strumming western balladist Ed McCurdy, the Four Soldiers quartet, and Royal Canadian Dragon Trooper Frank Stanley, the Army’s voice, production was by Jackie Rae for Ronald’s Advertising.

When the purpose of the show is considered, it is that attract you 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 audience 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, as a war theatre, he took a whole little down, made his amusing mistakes, and finally emerged victorious over a difficult thought-provoking script. Stanley, as a matter of fact, unwittingly (or was it) provided the only bit of humor, which this sh-w lacks in great quantity, when he referred to the western armoured regiment, the Lord Strathcona Horse, as the Lord Strathcona Hearse.

Cable’s band played technically well and came to life at 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 I did not well, 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 handy, but a sort of on-the-scene interview, complete with genuine sound effects, I feel, make a pretty convincing story.

* * *

The Commodores Quartet, alias the Four Soldiers, seem to have professional demand with a weekly half-hour to themselves over CFTH, Toronto, another on the Trans-Canada network, and as part of the Army’s new show. And this as it should be, I feel, for the four boys, Don Reddick and Brian Ringham, Harvard Reddick and leader Carl Taspick, make a very pleasing combination with their high-grade, well singing, old friends and old, with refreshing abandon and origin-

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 “Tena, Tena, Tena” with the old song “Goodnight, Irene.” One look at the hit parade, though, reveals that the oldie has far outstriped 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 accompanies Edgar Goodall and Don Gordon guitar Blue Richards, who combine to provide a subtle background for the vocal work, and spring into the solo limelight when things threaten to stagnate.

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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!
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 Danjoirth 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 CKY 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 Tamblyns 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.
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 resatement 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 cause TV people who later, with this experience, would be able to move to bigger jobs with the CBC's TV Force.

*C * *

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 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.

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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 question 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 termination of each manufacturer."

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 29—"Television—it's wonderful!" said viewers of 19-year-old Margaret Florence Broads, Miss Canada of 1950, of London, on the almost life-size screen of a battery of RCA Victor television receivers at the Canadian National Exhibition.

The screening of Miss Canada by RCA Vic television engineers took place just before Lenny Bradford left the city to participate in the Mt. America pageant at Atlantic City. At the time, Miss Bradford posed 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.

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compiled by G. E. Rutter

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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.

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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.

Dorothy Veale—Women in the News
National Hockey League—Big Brother
Gordon Sinclair—Star Playhouse—Quarterbacks
Sister—Mr. Chameleon—Hollywood Trail—Our Miss Brooks
Bunny O'Sullivan—Hollywood Club—Majorettes—Treasure
Lavan—Dr. Malone—Guiding Light—Young and New
My Favourite Husband—Arthur Godfrey—Boston Blackie
Double or Nothing—Guy Lombardo—Anos'n Andy
Gene Autry—Lunchon Date—Perry Mason—Backstage Show

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