

# CANADIAN BROADCASTER

## AND TELESCREEN

Vol. 7, No. 10

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

May 29th, 1948



Photo by Roy E. Milne.

Thursday nights at 9.30 press and radio sit peacefully side by side around a CFRB mike in the Toronto Men's Press Club, and subject themselves to a quiz on the news with radio asking the questions and press displaying how much it remembers about what it has been writing the past week. The program is aired by CFRB as a sustainer, and the performing fees go into the press club coffers. Caught during a recent airing are the contestants of one program, left to right, Ted Reeve, Toronto Evening Telegram; John J. Robinette, K.C., well-known barrister; Hamish McGeachy, Globe and Mail; N. J. "Tip" O'Neil, Financial Post. Insets, from left to right are Jack Dennett, CFRB announcer who does the show; Bill Baker, studio engineer, who monitors it; Alan Savage, who produces.

## TRIAL SPIN FOR PRICE MENTIONS

Montreal. — The CBC Board decided at its meeting here last week to suspend regulation 10(b) prohibiting price mentions on the air for a six months' trial period from September 1, 1948. On expiration of the trial period it will review the situation and presumably decide upon a future and permanent policy.

CBC statement issued following the meeting, says: "If it (the board) finds that the lifting of the restriction is lowering the standards of broadcasting, and is detrimental to radio listening, it intends to reimpose restrictions on advertising of prices."

Two AM applications were recommended. The Board expressed its approval of a 250 watt station on 1340 kc at New-

castle, N.B., in the name of L. W. Flett. It also sanctioned the conversion of station CKOK, Penticton, B.C., from a satellite station of CKOV, Kelowna, into an independent station operating separately from CKOV. This license was requested and approval given in the name of CKOK Ltd., with control held by J. Reg Beattie, formerly with All-Canada Radio Facilities Ltd. and CHML, Hamilton. The board also approved a new 1 kw station on 1570 kc for the CBC, at Sydney, N.S.

A power boost to 5 kw on 800 kc was approved by the board for station CJAD, Montreal. CJBR Rimouski's bid for a boost to 10 kw was deferred to permit further study.

Transfer of control of station CHNO, Sudbury, from G. M. Miller to B. F. Ricard was approved.

AM applications recommended for denial were from B. Allen Heeney, Geraldton, Ont.; Gerard Moreault, Hull, Que. (application withdrawn by applicant); La Société Radio-LaTuque, La-Tuque, Que.; Fernand Levesque, Roberval, Que.; Warner, Warner, Pollie, Cullen and Coy, Smith's Falls, Ont. An application from A. E. Dobbie, also of Smith's Falls, was deferred.

CKNW, New Westminster's application for an FM license was approved. However, the same station's request for a power boost to 1 kw on 930 kc was denied as also was the same station's bid

for a 250 watt relay transmitter at Matsqui, B.C.

The only FM application to gain the board's approval was from CKLW, Windsor, Ont., for 250 watts, pending implementation of their authorized 3 kw FM station. FM applications denied were Southam Company Ltd. (Vancouver Province Division), Vancouver; LE SOLEIL, Quebec City. An application from the Board of Education for the City of Hamilton for a license to establish a new FM educational broadcasting station in that city was deferred.

Television applications heard at this meeting of the board are reported upon in the Telescreen section of this issue on pages 12 and 13.

### Second French Net Now Likely Soon

Montreal. — After expressing its approval of the basic principle of the project, the CBC board has decided upon "further negotiations" on the establishment of a second French network with stations CKVL, Verdun; CKCV, Quebec; CHLT, Sherbrooke; CHLN, Three Rivers; CJSO, Sorel and CHEF, Granby.

In voicing its decision to pursue the matter further, the board expressed the view that "there would be advantage in setting up a network which would draw on the talent of smaller centres in addition to Montreal and Quebec."

A final clause in the CBC release states: "the board will study further the financial considerations involved for the national system."

### ANDY CLARKE SIGNS OFF

"The Mayor of Little Places" won't be holding his Sunday morning sessions at the CBC microphone any more, because on Wednesday of last week, Andrew David — known everywhere affectionately as Andy—Clarke passed on at his home in York Mills, after a heart attack.

The former newspaperman whose *Neighbourly News* reached the remotest corners of Ontario and Quebec, was in his sixty-sixth year, and his kindly and slightly husky voice has, for the past eight years, been painting a picture of the week's events in "those important centres that lie outside the big cities".

# From the World's Largest Program Library

**MORE  
PROGRAMS**

to sell

**MORE  
MERCHANDISE**

for

**MORE  
ADVERTISERS**

● Here are six new additions to the ALL-CANADA roster of fine radio entertainment. *One of them is for you*—to do an audience-building, sales-producing job locally, regionally or nationally. Choose the *tested* show that's right for you!

**Variety: THE SPICE OF LIFE** The Billboard says: "... A wax show packed with musical talent, both instrumental and vocal, and *all* buttressed by a lively orchestra." 39 thirty-minute programs.

**Favourite Music: THE FAMILY ALBUM** Gene Jones, singing emcee, heads this informal get-together with "The Girl Friends," pianist Don Hicks and Hammond artist Hal Freede. 78 fifteen-minute programs.

**Drama: THE ROMANCE OF FAMOUS JEWELS** Thrilling stories of how beautiful women plotted and schemed . . . how ruthless men fought and died to possess the fabulous gems of history. 52 fifteen-minute programs.

**Adventure: RIP LAWSON** Action-plus, in the air and under water with Rip Lawson. Combines all the suspense and excitement kids love—keeps them spellbound! If kids count in your business, this is for you! 65 fifteen-minute programs.

**Public Service: THIS BUSINESS OF LIVING** Rod Hendrickson chats about life with a simple philosophy anyone can understand. No preaching—just down to earth friendly talks. Proven popularity . . . enormous mail pull! 260 fifteen-minute programs.

**Popular Songs: THE DAVID STREET SONG SHOP** It *sells* with music. A sure-fire hit with wide audience appeal, featuring the tip-top vocal stylings of David Street, Lucille Norman and the Mello-Larks. *Everyone* likes a good musical show! 117 fifteen-minute programs.

ALL CANADA has the program you want at a price that's right. Take this economical, trouble-free route to bigger audiences and sales!

It's easy to do business with ALL-CANADA!

## ALL-CANADA PROGRAM DIVISION

VANCOUVER CALGARY WINNIPEG TORONTO MONTREAL

A DIVISION OF ALL-CANADA RADIO FACILITIES LIMITED



# TALENT

## Art For Dough's Sake

Toronto.—Despite Gordon Keeble's (F. H. Hayhurst) frank statement that he thought that the radio artists' union should be done away with, the Radio Executives Club's penultimate meeting of the 1947-8 season took the form of a strictly informal, highly entertaining, complacently amicable and oh so constructive discussion on the desirability of exterminating the actors' union, or to give it its full appendage, the Association of Canadian Radio Artists.

Ever for one moment jeopardizing the future of the well entrenched union, Gordon Keeble asked for the death sentence, following a peculiarly commendatory opening by Hugh Horler, leading counsel for the prosecution, who suddenly realized he was too young to remember radio before the union's advent. Ramsay Lees (Lithrauff & Ryan) added to the weight of the Crown's case by saying: "I'm going to be sorry for this, but what has the union done to better radio artistry?" He was sorry.

Facidly taking up the cudgels for the defence was Ernest Berry, secretary-treasurer of ACRA, who told the court that in his opinion ACRA is a very good thing, largely because it enables him and his fellow artists to make more money. Messrs. Keeble and Horler, however, felt the opposite because (presumably) it made it cost more for them to make theirs.

Earle Grey, the veteran actor who has been president of ACRA for the past three years, rose languidly to save his charge from the gallows, and, with a smile firmly implanted in cheek, proceeded to subject the agency and other "business boys" to the best bit of good natured ribbing we have heard in years. His ribbing said "business boys" back and took, largely because he didn't quite know what to answer.

Gordon Keeble earned the gratitude—spoken of course—of all present, when he averted the meeting's falling apart on its face due to Hugh Horler's dragging the prosecution down the river, if we may mix a metaphor—by passing the ball through his own goal.

Keeble advanced three reasons for wanting the union. These were: (1) under Union scale a seasoned professional can be hired for the same price as a greenhorn; (2) because the novice on scale, the pro wants more; (3) paying the novice the same as the pro means the novice doesn't realize he has to work harder than the pro, and

the pro won't increase his own competition by encouraging the novice.

Suggesting that the union be replaced with a "Guild", he cited the system endorsed by such organizations through the years (and also the CANADIAN BROADCASTER, but without credit), under which membership in this Guild would be classified into three groups—novices, sophomores and professionals. "Pay the professionals 100 per cent scale", he said, "the sophomores 80 per cent and the novices 60 per cent, or else give us more rehearsal time to whip those with less experience into shape.

Counsel for the defence, well scattered through the meeting, and including, besides Berry and Grey, Bernard Cowan, free-lance announcer, and Ron Fraser, the CBC producer from the Maritimes who recently took over the P & I seat at the CBC, all had their say along similar lines.

Earle Grey, whose few minutes on his feet qualified him as the best after dinner speaker we have heard (only this was lunch) snafud the whole proceedings very effectually by agreeing cordially with Keeble's suggested three rates of pay. "It is a perfectly splendid idea", he opined, "so I shall suggest to our executive that it be adopted—with the present scale established for the novice performers."

## COPS AND ROBBERS JOIN FUN PARADE

Vancouver.—The cops were called out when Roy Ward Dickson and his FUN PARADE came to Vancouver for two performances in aid of the Y.C.M.A.'s Camp Howdy.

A prowler car discovered contestants running from door to door collecting milk bottles, one of the requirements in the night's contest.

The officers released the contestants "after being satisfied they were not stealing the bottles".

Sixty-five "fall guys" altogether appeared on the program, and kept 6,000 people in the Exhibition Forum rolling in the aisles.

Usually produced in Toronto, FUN PARADE, now doing a tour across the country, was aired over CKWX in Vancouver. The station has carried the program for several years.

# CKNB CAMPBELLTON N.B.

May 29, 1948

Dear Mr. Time-Buyer:-

It just isn't true.

Somewhere and somehow, Dominion-wide, the impression got around that the Maritimes were suffering an economic slump; that we were getting in ahead of the field on a general depression.

It just isn't true. Seasonal slacks in employment at specific places and in specific industries come to us as they do to all. But the Maritimes are doing all right...and if you want a layman's guess, which seems to be about as good as an expert's these days, we're going to go on doing all right. So is the rest of Canada. So is the North American continent.

Invest some advertising money via CKNB, and our listeners will return it to you a thousand...well, with good interest.

Yours very truly,

*Stan Chapman*

CSC-FR

Station Manager

AN ALL-CANADA STATION

1000 WATTS — 970 KC

*The French Voice of the Ottawa Valley*

# CKCH

Studios . . . 121 Notre Dame Street, Hull, Que.

Canadian Representative  
 Omer Renaud & Cie,  
 3474 Cotes-des-Neiges,  
 Montreal.  
 Toronto Office—43 Scott St.

American Representative  
 Adam J. Young Jr., Inc.,  
 11 West 42nd Street,  
 New York 18.

*Programming  
 Especially for the  
 French Listeners in  
 the Ottawa Valley...*



**Continuous Radio  
 Audience Measurements  
 Since 1940 . . . . .**



## Elliott-Haynes Limited

Sun Life Building  
 MONTREAL  
 PLateau 6494

515 Broadview Ave.  
 TORONTO  
 GErrard 1144



**Around the Globe  
Around the Clock  
6,000 Veteran  
Correspondents  
Gather Material  
For Your B.U.P. Report**



**World News  
National News  
Regional News**

— PLUS —

**Ten Daily Features**



**Radio Stations In  
All Nine Canadian  
Provinces Like  
The Bright, Breezy  
B.U.P. Style**



**The World's  
Best Coverage  
of the World's  
Biggest News**



**HEAD OFFICE:  
231 St. James Street  
MONTREAL**

## RESEARCH

### Need Better Research

Los Angeles. — Advertisers are going to need more and better research to break down consumer resistance to higher prices, Hugh Feltis, President of Broadcast Measurement Bureau, told the annual convention of the NAB here, May 18th.

Pointing out the rapid growth of commercial radio from 25 years ago to its present day proportions, where advertisers buy 350 million dollars worth of time and support 1,500 stations, Feltis stated that all advertising is up, by over one and a half billion dollars since that time. It has risen with income, which means opportunity to buy, and with production, which means having things to sell.

Maintaining this phenomenal growth and educating consumers to the new scale of prices calls for facts on which to base sound decisions, he said. The need for facts is especially due to the radical change in radio during the past few years, and the introduction of FM and TV which has reduced the ability of advertisers to base judgment on past experience.

These facts, according to the speaker, are not only needed by radio but by all advertising

media, which want the kind of research that will permit valid comparisons. Advertisers need facts about radio audience—where it is—how large it is—not only in order to be able to buy time intelligently, but also to get the greatest value out of broadcast advertising through merchandising the campaign to the trade. "Radio", he said, "is one of the most merchandisable of all advertising media, and advertisers realize that to use radio without merchandising is to fail to use one of its great advantages."

But to merchandise the campaign, he pointed out, advertisers must be able to show each distributor and dealer that the station which carries the campaign has a sizable audience in his own sales area, just as he is able to show how many copies of Life or Saturday Evening Post are sold there. This is becoming a major use for BMB data, he said, and as advertisers recognize the need for and value of merchandising their programs they will find that lack of BMB data militates against use of a station.

"Just as advertising is essential to modern industry, so research is essential to radio," he concluded. "And just as advertising is an investment which pays for itself, so too is sound radio research. But to go forward we must move forward together — broadcasters,

advertisers and agencies — through the use of research jointly formulated, jointly accepted, jointly used."

### ASK THE MAN WHO OWNS TWO

Elliott-Haynes Ltd., Canadian Facts, Dr. George Gallup, International Surveys and Gruneau Research are no doubt running in all directions at once in their attempts to secure the Canadian rights to a new research plan called the "The Hart Listeners' Participation and Rating System", operated by Hart Enterprises Inc., New York 23.

A circular letter describes the system as one which will enable people "to check on the number of people listening to or viewing their programs" and also "impress the sponsor's commercial announcements upon the listener to a far greater extent than has been the case heretofore."

All of which, we are frank to admit, is a very good thing. But let us explore a little further.

Further on Mr. John G. Hart, president, elucidates.

"The H. L. P. & R. System," he discloses, "is based on the principle of errors made in the commercial announcements of radio and television programs and broadcasts. By inviting listeners and viewers of radio and television programs to spot these errors in the commercial announcements," continues the prexy, "and by awarding prizes to those listeners who report the greatest number of errors over a designated period, the radio or television sponsor can, to a certain extent, determine the number of people listening to his program, and also impress his commercial announcements . . ." as quoted in our first paragraph. (As you say, Mr. H., to a certain extent.)

A rating system could be set up, Mr. Hart feels, through a central office, receiving the reports.

Lifting adroitly from a legally phrased paragraph of the FCC's book of rules (we should judge), the presidential pronouncement continues like this: "The system is based upon the premise that the radio or television announcer, or any other person or mechanical device, employed by a radio or television broadcast station, to read, sing, speak or show commercial an-

Mr. Torontonian Timebuyer,  
Toronto.

COULD BE VERSE!

THERE WAS A YOUNG MAN FROM TORONTO  
WHOSE CLIENT SAID "GET OVER HERE PRONTO,  
MANITOBA I'M SELLING,  
YOU NOW I'M TELLING,  
GET CKRC OR OUT YOUGO!"

movements, occasionally or continually makes wilful errors in these commercial announcements." (*We never know these were deliberate.*) "These errors may be in the form of incorrect statements, wrong descriptions, incorrect claims, variations of design, as in statement of slogans or advertising expressions or in the form of incongruities or deliberate falsehoods." (*Oh Mr. J. G.*)

To make quite sure his deep-rooted bias is understood by the busy radio listener in its full significance, Mr. Hart proceeds to quote such examples of the subtle deceptions he proposes to perpetrate as: "... if the announcer sees that the program is brought to the listener through the courtesy of the Maxwell House Coffee Co., whose slogan is 'nothing could be finer', this would constitute a mis-statement of slogans, inasmuch as the Maxwell House Coffee Co.'s slogan is 'good to the last drop', and the slogan 'nothing could be finer' is used by the Ford Motor Co. for their Lincoln automobiles." (*Or vice versa.*)

Again," he proceeds, determined on hammering his point home, "if an announcer stated that his product 'saves you from neuralgia', and then added that 'it also gives a smoother, more comfortable shave', this would constitute an error." (*Read it over again, and you're sure to get it.*)

J. G. (*you'll pardon the familiarity.*) then proceeds to point out, in his grandchild's behalf, that "the listening public, in their efforts to capture the prizes offered, would pay infinite attention to the commercial announcements and would probably copy or transcribe them." (*He's probably selling record-machines on the side.*) "The public should familiarize itself with the slogans of the various companies and their products," (*He doesn't say whether this would be with the right ones or the wrong ones*) "and, in order to determine as to whether there might be an error in the description or function (*like Ex-Lax*) of the articles sold by the sponsor, would actually buy the sponsor's products." (*Oh Mr. H.!*)

\*\*\*

Apart from the fact that Mr. Hart's proposal overlooks one of two fundamentals, such as the efforts of radio to eradicate mistakes rather than add to them—to tell the story of its sponsor's products in fact and not fiction; apart also from the obvious inference that before attaining his presidential stature, John G. did a stretch in the ossified advertising department of some gimmick-minded newspaper; quite apart from all this, we should like to sum up our study of the plan with a simple question: "Who in hell's going to pay for it?"

Thanks, anyhow, for the morning file, J. G.



**More Hope THAN CHARITY**  
*Elda Hope*

It can't be just the easiest thing to follow in the role of Claire Wallace but that is exactly what happened to her assistant, Florence Craig. When Claire flew to Bermuda to gather additional stories for her "They Tell Me" broadcasts, Miss Craig took her stand at the mike much like a veteran. What we need are more replacements as good as this one.

As to the outstanding talent of Claire Wallace as a commentator, she is one of the tops in her profession, for my money. I'd say that Robin Hood Flour chose the cream of the crop in her and in announcer Elwood Glover. Whether Claire is down in a cave or up in a plane, she always finds material of interest to pass along to her listeners. There just isn't anything she fails to attempt. A very definite loss to listeners is this summer termination.

Summer is approaching very fast, judging by the way programs are leaving the air. That season of replacements seems around the well-known corner. I tuned in Borden's *Canadian Cavalcade* the other night only to find out it was the final program.

There is no doubt in my mind that this series of shows, under the baton of Mart Kenney, has attracted a huge higher ratings than ever before.

Maybe it started back in my "Once upon a time" days but I find I'm very keen on radio stories. That is, of course, if they are told cleverly, which is certainly the case when *Bernie Braden Tells a Story* on both the Trans-Canada and Dominion networks. I must not fail to credit the writers of these narrations. One I like particularly of late, written by Beaver-winner Dick Diespecker of CJOR and another by Alan Sangster, who, while learning the rudiments, was a contemporary of mine at school.

It was a smart stroke of business on the part of Coca-Cola to pipe in

the bands of Percy Faith and Spike Jones for Canadian consumption. They are almost as much alike as symphony to sound effects, but both are very acceptable. I'm not keen on Jones' Professor nor on Faith's soloist, Jane Froman, but the orchestras are still in there solid. The Professor's talents seem to be minimized by some of his antics and La Froman appears to scoop up to her high notes. However, I'd say that when better arrangements are made they'll very probably be scores by Faith.

Elda.

DO YOU NEED A

- **MANAGER** •
- **PROGRAMME DIRECTOR** •
- **PROMOTION MANAGER** •

?

Write Box N  
CANADIAN BROADCASTER

*Full Coverage!*

TRANS-CANADA NETWORK

**CKKY**

WINNIPEG

15000 WATTS

25<sup>TH</sup> Anniversary Year

Exclusive Sales Representative:  
**HORACE N. STOVIN**  
TORONTO WINNIPEG MONTREAL

The **Wright STATIONS**

Serving . . .

Agencies — Stations — Advertisers

**WILLIAM WRIGHT**

Representing

- CKCO Ottawa
- CKCR Kitchener
- CKOX Woodstock
- CKAC Montreal
- CKSB St. Boniface
- CKCL Truro

**News Writer**

Daily Newspaper Experience

Until recently writer for Lorne Greene Commentaries

AVAILABLE NOW

ROY JACQUES

7 Pawnee Ave. - Toronto

## CJKL-Partner in Success

Northern Ontario is noted for mining and successful enterprising merchants.

In the Kirkland Lake area successful merchants budget a regular campaign on CJKL just as they budget rent and the payroll. For 14 years CJKL has been getting sales for these advertisers.

### The Reasons:

- 97% of the audience.
- Sets-in-use almost **DOUBLE** the Canadian average.
- Efficient 5000-watt station operation.

National advertisers, too, get successful **ACTION** with CJKL.

Ask NBS for the facts.

## CJKL Kirkland Lake

5000 WATTS

560 KCS

CJKL - FM

### NATIONAL BROADCAST SALES

TORONTO: 2320 Bank of Commerce Bldg. - AD. 8895

MONTREAL: 106 Medical Arts Building - FI. 6388



## LIONEL HITS A HIGH NOTE

"Outstanding event of the musical season" was the reaction of the community to this year's Moncton Musical Festival staged by CKCW. It's Lionel's Number One Community Service contribution, meeting with the approval of all.

In sponsoring this annual event, CKCW has two thoughts in mind—promotion of Moncton as the Music Centre of the Maritimes and to offer residents an opportunity of having their musical talents assessed by competent critics.

Community endeavors of this nature account for CKCW's popularity in these parts enabling us to guarantee a large enthusiastic listening audience when your advertising is "LIONELIZED".

**CKCW**  
**MONCTON** • **NEW BRUNSWICK**  
*The Hub of the Maritimes*  
 Representatives Stovin & Co., Toronto - Montreal..

## NEW YORK'S RADIO ROW

by

Richard Young

**New York.** — By the time this reaches the printed page, there's little doubt that U.S. broadcasters will be operating under a new standard of practice code! At long last. Finally! Yes, as this is being written we've just received word from Los Angeles (on this, the first day of the 26th annual convention of the National Assn. of Broadcasters), that the revised standards were put to a membership vote and passed with but one dissenting vote. Thus prompted by such an overwhelming vote of confidence, we are certain that the board will have officially adopted the code before you read this.

**The lone dissenter** was Ed Breen, operator of station KVFD, Ft. Dodge, Iowa, who claimed that he had obtained the signatures of some 300 broadcasters on a petition opposing the standards. However, Judge Miller, NAB prexy, would not permit Mr. Breen to produce the petition at the convention. But judging by the voting, any singular attempt to block the code would have been futile. In other words, why didn't at least a few of Mr. Breen's 300 vote against it?—or could it be that none of these dissenters were interested enough to attend the confab?

**No doubt delighted** by the turn of events after nearly a year of wrangling over the code, Judge Miller assured the delegates that passage of the standards at this time does not mean there won't be further revisions. According to the Judge, the formulation of a code as far reaching as the radio industry's is a long continuous process. He predicted that many changes will be forthcoming to meet the ever-changing problems of the broadcasters.

Actually the rapid passage of the standards raised the eyebrows of many a broadcaster including the NAB brass. They were expecting a battle similar to the campaign waged by independent broadcasters at the NAB meet in Atlantic City last year. Most surprising of all was the fact that the passage resolution was made by Ted Cott, manager of programs for station WNEW, New York, and ringleader of the rebel revolt last year! But, as you fellows know, anything can happen in radio!

**Other NAB highlights:** Jess Willard, executive vice-president of the association told the delegates that radio's two major needs are (1) increasing revenues and (2) controlling costs. (Actually, those are the two major problems of all media, Jess. N'est-ce pas?) Jess warned that "broadcasting now faces many perplexing problems that will tax its unusual ingenuity as well as its available resources". Another major problem, he pointed out, is the tremendous increase in the number of stations with the "concomitant possibility of fragmentation of both the listening audiences and the advertising dollar." In a critical mood, Jess struck out at the trend toward increased amounts of sustaining time on stations as one that should be summarily corrected.

**Labor relations** come second only to programming as the greatest single challenge to station management, according to Richard P. Doherty, director of the NAB's employee-employer relations department. He said that it is now imperative that

station management devote its primary attention to labor costs and to raising the volume of local advertising. Two ways of reducing labor costs, he added, are: (1) by increasing the station's revenue since labor is more or less a fixed expense; and (2) by utilizing manpower with the maximum efficiency.

The NAB's director of research, Ken Baker, told the delegates that it doesn't make any difference what the industry thinks about standards of practice, rather it's "what does the listener say?" and "what does he think of us?" Mr. Baker assured the members that this information is available and urged them to use it not only to improve programming but also to sell time and beam promotion. He pointed out that expenditures for radio promotion are pitifully low.

**Speaking of promotion**, Eugene Thomas, sales manager of New York's station WOR, revealed that as of May 17, seventy stations had subscribed to the industry-wide film promotion presentation. (We reported on that a few columns ago) The presentation, by the way, will bear the title "Radio Has Been Strangely Silent". In passing, it's interesting to note that one of the men responsible for a great deal of research on the presentation was formerly a magazine promotion executive! He's Butch Arnold, who formerly served with Magazines of Industry, Inc.

**On the cuff notes . . .** There's talk that the new Mickey Rooney show will be among those missing over the CBS network in the very near future . . . MBS network is pleased as punch (and rightly so) over its food fortune in

(Continued on next page)

### MR. MANUFACTURER!

If you are interested  
in the choice of the  
Nova Scotia Market



### RADIO STATION

# CHNS

Broadcasting House  
HALIFAX

is the Radio Outlet  
you should use.

**5000 WATTS**

**960 on the Dial**

WM. C. BORRETT  
Managing Director



*Jos. Hardy Talks*

**ON QUEBEC MARKET NO. 2**

Here is Jos. Hardy saying 'Good Morning' to you again. I will keep you only a minute to give you some new figures on Quebec City which I know will interest you. There are 172,220 households in CHRC's 5MV/M area, and 146,560 Radio Homes. Take your pencil, my friend, and you will see this is 85.1 coverage by radio. More, in Quebec City itself, we have 93.1 coverage by CHRC. In fact, the whole province of Quebec is good, with 89% of radio homes. Yes, we listen to our French radio, and we will listen to your sales message too, Mr. Advertiser, if you address us in our own language over our own stations. That is the idea I leave with you — Good-bye."

For any information on Quebec Market No. 2 Telephone, Wire or Write to

<b>JOS. A. HARDY &amp; CO. LTD.</b>		
MONTREAL	QUEBEC	TORONTO
CHRC	REPRESENTING	5000
CHNC	QUEBEC	WATTS
CHLN	NEW CARLISLE	5000
CHLT	TROIS RIVIÈRES	WATTS
CKRS	SHERBROOKE	1000
	JONQUIÈRE	WATTS
		250
		WATTS

snaring the Johns-Manville Corp. — sponsored across-the-board five-minute news starring Bill Henry. Now on the CBS net it is expected to move over to MBS in October and possibly earlier . . . NBC network will introduce a radio writers' theatre group which will produce a new weekly series, Radio City Playhouse, starting July 3 . . . CBS network's Family Hour series has been renewed by the Prudential Ins. Co. . . . BMB prexy Hugh Feltis announced that a 5 per cent reduction in the Bureau's subscription rates will go into effect beginning with the new fiscal year July 1. Bargain rate was made possible by operation economies, number of current subscribers (over 600) and the expectancy of many new subscribers . . . ABC network has a new comedy show starring Bill Goodwin moving in May 30th. Another newie featuring dramatizations of superstitions will debut June 6 . . . Understand Jack Benny's announcer, Don Wilson, is being offered around agency row as a star of a new audience participation show titled *Fortune Train* . . . MBS network has signed the Schwerin Research Corp. to evaluate its programs beginning June 1 . . . The Washington Post and CBS are seeking FCC okay to form a new corporation to operate station WTOP, Washington, its FM station and a proposed television station . . . and that's the news for now.

**HEADING OVERSEAS**

Vancouver.—Jack Kyle, announcer for CKWX, leaves at the end of the month for Britain on a trip that will keep him there until August.

**Welcome Neighbor**

Vancouver. — Bob Bowman, manager of CKMO Vancouver, has set out to persuade tourists from the United States that things are not as tough in Canada as they've been led to believe.

The station has established an information bureau at Blaine, Wash., the nearest port of entry to Vancouver, where road maps and data on B.C. are available.

A former Spitfire pilot, George D'Andrae, and his wife, have been hired, and they live in the same building as the bureau.

Each tourist is issued with a card which says, in effect, "Welcome, neighbor," and tells him where to find 1410 on the dial.

If he tunes in on his car radio he'll get periodic bursts of B.C. information, from 10 to 11 in the morning, and 3 to 4 in the afternoon.

He also gets a sticker for his windshield reminding him that the station carries latest U.S. news and baseball scores.

The bureau and the programs are designed to counteract stories about the impossible condition of B.C. roads.

Bowman also says Canadian immigration men report that hundreds of American motorists turn back when they learn it is true that cars will be impounded after even a relatively minor accident, if owners do not have the "pink slip" which all B.C. motorists are compelled to carry.

It's a **STEEL AND PAPER COUNTRY**

Reach **14,000**

**RADIO HOMES ALL WITHIN 7 MILES OF OUR TRANSMITTER**

**ANNUAL PAYROLL**

OVER **\$24,000.000**

**CJOC SAULT STE MARIE**

SEE J. L. ALEXANDER TORONTO MONTREAL J. H. MCGILLVRA USA

**1000 WATTS ★ 680 KC ➔**  
DIRECTIONAL . . . . .

**CHLO**

**ST. THOMAS ONTARIO**

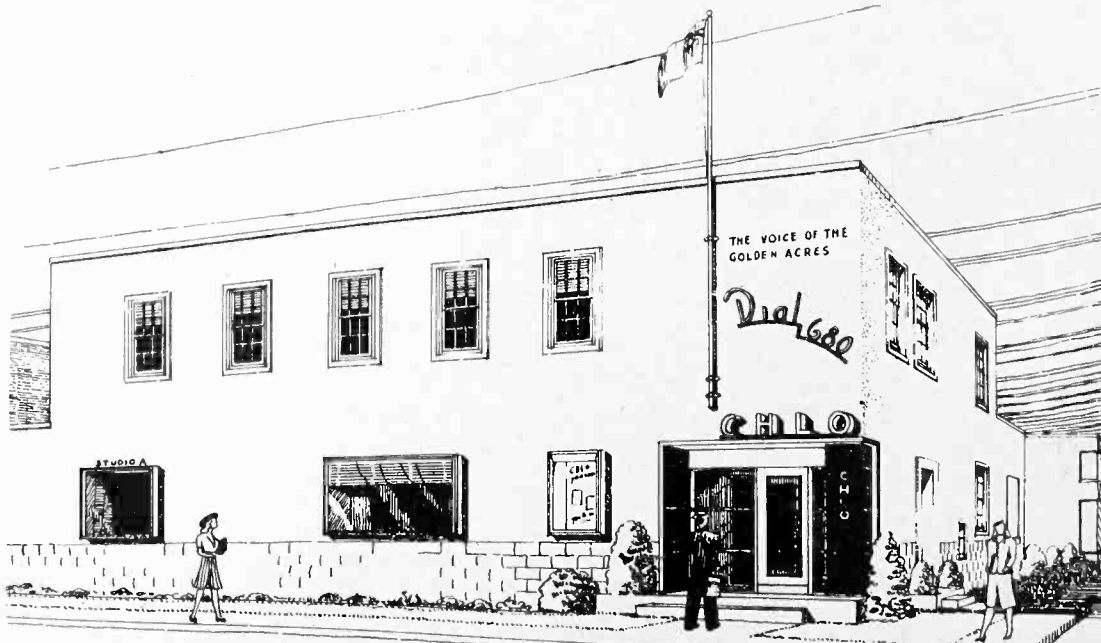
*Thank you . . .*

All of us here at CHLO join in extending our hearty thanks for your support on opening day, Friday May 14th. We sincerely hope that you enjoyed yourself and we remind you that the "welcome mat" is always out at CHLO.

Sincerely,

*Jack Peterson*  
President

National Representatives  
**RADIO REPRESENTATIVES LTD.**  
Toronto, Montreal, Winnipeg, Vancouver  
**DONALD COOKE INC.**  
in the U.S.A.



Radio Centre, St. Thomas



## FIRST with the NEWS

Edmonton's unique position in world commerce and world war strategy, plus the fact that it is literally planted on top of Canada's hotbed of natural wealth, have contributed to a wealth of world news headlines during the past several years. BUT — before a wealth of news becomes news it must be covered, promptly, effectively, thoroughly. That's where

### CJCA's News Bureau

comes into the picture. Time and again CJCA has been "First with the News" on items of world interest. More — time and again, CJCA's newsmen and special events men have been "Johnny-on-the-Spot" with broadcasts on national networks and the International Short Wave Service. This same promptness and initiative is part of CJCA's operation in every department. Time buyers benefit accordingly.



## OPINION

### Voice of the Press

Winnipeg.—Numerous are the columnists these days who are taking it upon themselves to kick the verbal bejabbers out of radio. Latest to take up the cudgel on behalf of those of his readers who can tear themselves away from his deathless prose and expose their sensitive souls to the vapors of modern radio is Ron Poulton of THE TRIBUNE.

Poulton admits modestly he has long been fighting against "a desire which if satisfied would most certainly land me in jail and might make me a champion of the people."

It comes out at length that Poulton would love dearly to hang "John's other wife from the nearest microphone and continue amok through the nearest radio studio smashing great numbers of popular records which have come in for incessant playing."

He writes that everybody picks on radio because it "fathers so many bad programs that the few good ones it bears are quickly forgotten", and then follows with a few words that obviously don't put him in the Corinne Jordan fan class.

Continues Poulton:

"All day and every day the sins that are committed in the name of Marconi continue to assail the public ear with canned jazz, singing commercials, oft repeated news and stuffy forums."

Then Poulton confesses to coming across a series of programs he likes — Bernard Braden's *These English*. He points particularly to one of the series, "My Hat's On The Side Of My Head" as good radio. From the

feature it was proved, says Poulton, "that Canadian radio actors can also be good when they are given something sensible to emote. From it locals who don't make a lesson that an accent is not essential to every role nor does it make an actor."

### Keep The Boss Out Of The Office

Toronto. — Administering a severe reproach to copy-writers for their snobbish treatment of the public, and stating that advertisers are disregarding the tenor of the times when they fail to recognize that the bulk of customers don't have two maids, a country estate and an unlimited income, Bernice Fitz-Gibbon, advertising director of Gimbel Bros. department store, New York, continued to give some startling advertising views to members of the Advertising and Sales Club of Toronto at a luncheon here recently.

The prominence of sex in advertising, according to Miss Fitz-Gibbon, can be laid on the shoulders of advertisers, and she stated that "it isn't fair to tell a woman that by using a certain soap or beauty cream she can land a man. It's like a psychiatric treatment, only the woman is 'cured' with a 50-cent jar of goo instead of a \$50 interview with a psychoanalyst."

Keeping the boss out of the office both "physically and mentally" was Miss Fitz-Gibbon's formula for establishing a successful advertising copy department, for in her opinion, the type of talent that takes someone to company presidency is not the same as that required for writing good copy. The result of company heads supervising their own advertising, according to Miss Fitz-Gibbon, is that the public is confronted with top-heavy ads about

the dependability of the company which is reputed to be the very corner-stone of civilization.

Advice to aspiring ad-men was given by Miss Fitz-Gibbon, when she stated that they should take general cultural courses like languages, arts, and others, that will give a solid background, and that "they should avoid taking courses in retailing, journalism, marketing and the like". Miss Fitz-Gibbon also advocated the golden rule that "no advertising, no matter how good, can sell bad merchandise".

### Guarding The Canadian Home

Few people realize that, in addition to providing them with valuable information about the discovery of prehistoric remains in France, the CBC protects its listeners by a ceaseless vigil against assaults on their moral well-being. Mr. Davidson Duntun, chairman of the Board of Governors, has given an example of how this system works. He explained:

"We probably are a little more uneasy about divorce than the Americans . . . Sometimes, in the entanglement of the soap opera characters, our Commercial Department can see a situation is building up that isn't going to offer a solution compatible with our standards. They communicate with the producers, with the result that frequently changes are made in time."

For weeks, George's Brother's Other Wife has been taking repeated bops over the head, administered by George's Brother with the baby's feeding bottle. From time to time, the cad will vary this by wrapping one or two phonograph records around her neck. Obviously, there is but one way out for George's Brother's Other Wife. If ever a situation shrieked for Reno, this is it.

Grimly the Commercial Department follows the drama. Will he smash the Tchaikowsky Sixth over her head, or won't he? More important still, will George's Brother's Other Wife ever wise up to the fact that George's brother is an out-and-out rotter? If so, will she be able to do anything about it which is compatible with CBC standards?

There comes a day. An anguished voice, despair oozing from every syllable, cries out: "Stop it, Horace, stop it! I can stand no more. I'm going to see my . . ."

Click! The offending words never cross the border. Canadian womanhood has been protected.

Next day, the program goes on. A somewhat confused Canadian audience learns that poor old George's Brother was by no means the boulder he appeared to be, but simply a combat veteran, suffering from delayed battle exhaustion. All George's Brother's Other Wife's finest womanly qualities are aroused. Tenderly she nurses him through his private Hell, smiling understandingly at his little whims and tantrums. She even goes and buys him the Tchaikowsky Fifth—there are more records in it.

Meanwhile, south of the border, George's Brother's Other Wife goes to R—o for a d—c. She collects a nice chunk of a—y. And everyone is happy. Except the Canadian housewife, who feels that the story she heard sounds just a trifle phony.

But then, her innocence has been guarded, so what has she got to lose?

—The Printed Word



Mighty Mike Sez---

New Power and Lotsa Drive

That's what 32 Automobile Dealers who use CKCK weekly think about Saskatchewan's First Station.

Buy

**CKCK REGINA 5000 WATTS**





Immediate Delivery

TYPE 70-D  
RCA HIGH-FIDELITY  
TRANSCRIPTION TURNTABLE

# Standard of the Studios - NEW EDITION

Over 3000 units of this professional series are now in use

• Type 70-D is designed specifically to meet your needs for higher and higher reproduction quality in studio transcriptions.

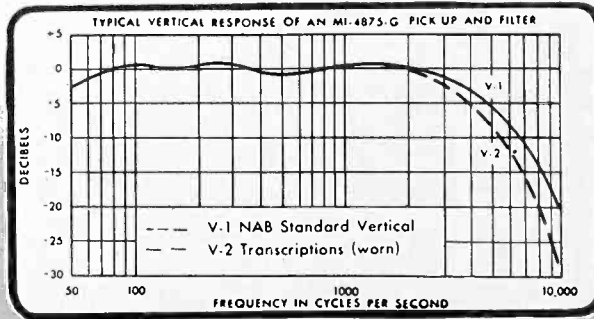
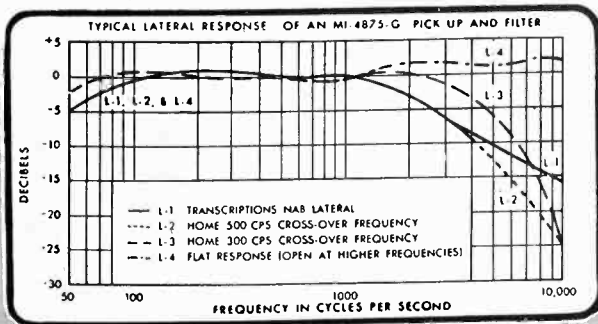
In this unit—latest of the "70 series"—you will find all the exclusive features of the previous models . . . and important new ones. There's the universal lightweight pick-up with the diamond-point stylus . . . unexcelled for high-fidelity characteristics on either vertical or lateral recordings. And the mechanical filters and spring clutch assembly

that *completely* isolate the driving motor from the platter and fly-wheel assembly.

There's the heavy-duty, constant-speed synchronous motor with all the driving power you need for recording *and reproducing* at 33½ or 78 rpm. And there's the handsome new hinged-door *metal* cabinet with its durable formica top . . . with the inside space to house booster amplifiers and record cueing amplifiers . . . and with accommodations on the formica top for adding an RCA

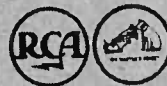
72-D or 72-DX Recording Attachment when you decide to go into recording.

For the finest response from your recording . . . for dependable timing to the very last second . . . for even running and smooth starts and stops, this studio turntable has it! Available in two cabinet-top heights . . . 28 inches and 30 inches. Equipped with convenience-plug outlets for a-c and audio circuits. Ask your RCA Broadcast Sales Engineer for complete data.



For  
Radio Communication  
Today and Tomorrow  
Look to  
RCA VICTOR

# RCA VICTOR



RCA VICTOR COMPANY LIMITED

HALIFAX MONTREAL OTTAWA TORONTO WINNIPEG CALGARY VANCOUVER

# CANADIAN TELESCREEN

Vol. 1, No. 1

TV and Screen Supplement

May 29th, 1948

## TV APPS DENIED and DEFERRED

The CBC Board of Governors, at their meeting in Montreal last week, dispelled any doubts that may have been lingering in optimistic private radio minds that a more or less free hand would be given them in the development of television.

Three applications for TV licenses were heard by the board, two were deferred until October and the third was denied.

Applications from station CKEY and Al Leary, both of Toronto, were deferred because there are only three TV outlets for Toronto, and the board feels that one of them should be held for the national system. Others interested in applying for Toronto licenses will be heard and recommendations will be made at the first board meeting after October

1, 1948, provided applications are received by the Department of Transport by September 15.

The third application, that of station CHML, Hamilton, was denied, because there is "presently" only one channel available in Hamilton, and the Board feels that this should be held for the National system.

### No U.S. Nets For TV

Montreal.—The CBC Board of Governors issued a statement at its meeting here last week to the effect that it will follow a policy of not granting permission "for individual private stations to become outlets for non-Canadian systems, thus destroying any hopes intending telecasters may have had to attach themselves to American networks. As in the case of standard band broadcasting, the Board will recommend that "the channels necessary will be reserved for the national system". The statement also announced that "the Board will exercise great care in recommendations regarding applications from individuals or private companies for licenses".

The full text of the Board's statement follows:—

The Canadian Broadcasting Corporation has devoted much study in recent months to television. It has been in close touch with television developments in other countries. Senior officials have made thorough on-the-spot studies of the well-established television operations of the BBC in Great Britain where programming has made great progress. They visited France and other European countries where work is proceeding. They have also studied at firsthand the rapid and extensive developments in the United States. The Board of Governors has carefully considered questions of television in relation to Canadian needs and conditions.

The Board sees great potentialities in television. It believes that television is likely to become a very important part of broadcasting and may eventually partly supersede straight sound broadcasting in some areas. It believes that Canada should not lag behind, particularly in view of the widespread developments in the United States.

The Board believes that in line with fundamental radio policies laid down by Parliament for radio broadcasting, television should be developed in Canada so as to be of benefit to the greatest possible number of people; so that public air channels should be used in the public interest; and with the overall aim of stimulating Canadian national life and not merely of providing a

means for broadcasting non-Canadian visual material in this country. The Board will strive for the maximum provision of Canadian television for Canadians.

The Board believes that development of television broadcasting by the National system can be of great benefit to Canada. It believes that it should be possible to make available the benefits of this new art to people in many parts of the country; to bring much of interest and value and pleasure into their homes by visual means, and eventually to link together many different parts of Canada by vision as well as by sound. It believes that television, properly directed, has wide possibilities in the cultural and broad educational fields.

The Board sees many problems, particularly of an economic nature, in developing television in Canada. Television is essentially much more expensive than sound broadcasting. The widely separated population centres in Canada will make the cost per head very much higher than in other countries. From studies which have been made, however, the Board believes that over a limited period of years television can be developed by the National system to reach the public in many parts of Canada, to operate on the financial basis of revenues from a television receiving set licence fee and from some commercial income. The Board is, therefore, of the opinion that there should be instituted a licence fee for television receiving sets. This must be considerably higher than the present fee for sound receiving sets because of the higher costs of television and television programming.

Special financing will be needed during the initial and development period. The Corporation will proceed just as soon as necessary financing can be arranged. The Board believes that public television in Canada should not fall behind developments in other countries. In making recommendations regarding applications for licences for private television broadcasting stations, the Board will recommend that the channels necessary be reserved for the National system. In view of the limited number of frequencies likely to be available for television, the Board will exercise great care in recommendations regarding applications from individuals or private companies for licences.

The Board believes that network television broadcasting should be developed in the national interest. It believes that it would not be in the general Canadian public interest for individual private television stations to become outlets in Canada for non-Canadian television systems. Therefore, it will follow a policy of not granting permission for individual private Canadian television stations to become outlets for non-Canadian systems.

## TEE VEE ACTION

New York. — NBC prexy Niles Trammel disclosed this week that his network will experiment with simultaneous transmission of the big radio shows over AM and TV in Los Angeles and New York starting this fall. He hinted that telecasting of such shows as Bergen and McCarthy and People are Funny may begin as early as October on a once-a-month schedule. Simultaneous AM-TV broadcasting has been tested on both coasts but not on a regular schedule. Most recent test —and from all reports most successful —was ABC's telecast of the popular *Breakfast Club* starring Don McNeill. Most successful telecasts tested so far have been those that do not use scripts. No one is quite certain what the audience reaction would be to a half hour telecast of Fred Allen (or any other guy) reading from a script. Most comics are said to be not too happy about the prospects of memorizing a weekly hour-long or even half-hour script.

NBC is doing a dicker, 'tis said, with the U.S. Liberty Magazine for the right to adapt that publication's short stories to TV.

FCC has registered a new high with 19 TV applications recorded in one week. Applications pending FCC action at this writing total 247.

J. Arthur Rank, British film magnate, is conferring with David Sarnoff, RCA chairman, over the sale of TV rights for Rank pix.

BMB executives, at a recent meeting in New York, recorded a resolution for the inclusion of TV as well as radio ownership in the 1950 U.S. census. So far there are 311,250 TV sets in use in the U.S. with an estimated viewing audience of 2,028,500 according to NBC Tele Research.

London, England.—Giving inventors a chance to describe or demonstrate their ideas and how they can be applied to everyday life, whether commercial or domestic, the BBC air-screens a TV program called *Invention Club*. The purpose of the program is to stimulate Britain's export drive by showing interested viewers a selection of labor-saving articles available for export.

Amateur or professional inventors are invited to contribute to this monthly program, and they can have their products discussed or assessed by a panel of experts. Many ideas, some of them long nourished in their creators' minds, have come to light. Inventions to date range from a reversible lifeboat, which can be launched from a ship's side and is seaworthy whichever way it lands, to a knife which makes the task of spreading hard butter in cold weather comparatively easy.

If You Want Music  
With A  
PERSONAL PLUS  
In Your  
Program-Planning

Let us take care of your  
talent problems with . . .

. . . years of entertainment-  
world experience to help  
YOU select . . .

. . . the orchestra, act, or  
entertainment YOU want  
. . .

. . . in the type, style or size  
YOU choose . . .

. . . promoted by full publi-  
city services . . .

. . . And All At No Extra  
Cost To YOU.

THE OFFICE OF  
MART KENNEY  
125 DUPONT STREET  
TORONTO, ONTARIO

# Screen Is Liaison Between AM & TV

Seventy per cent of the member companies of the Association of National Advertisers (U.S.A.) had recent experience with commercial movies, slide films or both, according to a survey made by the association in 1946.

Of these companies it was found that 85% use movies to promote the sale of their products; 70% are looking for institutional values; 57% use them for sales training; 57% seek school showings; 35% use movies in employee education programs.

This information is contained in "McKim Film Facts", a sizeable brochure on motion pictures and their use in business, published for distribution to their clients by McKim Advertising Ltd., which, operating under Stewart Gillespie, with Pete Morrison as first aide, has been responsible for the production of innumerable pictures, with twenty-two currently on the griddle.

These vary from a highly educational documentary on the lumbering and paper industries, for Bitibi Power and Paper, designed for schools and other educational groups, and produced for McKim's by Shelley Films Ltd., a sizzling sound slide film for National Drug, in which pharmacists are shown the latest techniques for building sales and selling the "large family size". Production in this instance is by Associated Screen News.

It is a good many years since this scribe was engaged by British-American Oil Co. Ltd. to work on scripts for a long series of sound slide films, which were designed to promote customer goodwill in B-A service stations by teaching attendants the best, fastest and most convenient way of servicing a car, and making the customers happy enough to spend more money, by means of dialogue, animated with still pictures of the ideal service men at work.

This brings to mind the thought that in putting together this first screen article for this paper, which has hitherto been devoted to broadcasting, there is a great deal that the radio and film media have in common, and that this community of interest will grow with the development of television, which is, after all, just a means of giving sight and sound a wider scope than a screen in a sales office, a service club, a theatre or a church hall.

The B-A project we have just mentioned was spoken almost entirely by radio actors. Recently completed is a film called "Sins

of the Fathers", a health documentary, shot on radio producer Paul L'Anglais' Quebec Productions Ltd. lot, for Canadian Motion Picture Productions Ltd. This film was cast almost entirely from radio's ranks.

Distribution of films is a vital phase of the business, and it is interesting to note, from a release of Crawley Films Ltd., Ottawa, that "in Canada, 160 community 16 mm film libraries now serve thousands of organizations in every province who regularly use films in their program. All of these libraries are anxious to obtain good sponsored films on many subjects, and the librarians are the people who really know films."

Pertinent facts, if we may be permitted to continue to scalp the "Crawley Commentary", are that according to a recent survey, all these librarians are interested in having sponsored films placed in their libraries, with a preference for 19 minutes in length. 91% said that color was very much better than black and white, with the others favoring color only slightly. The same survey disclosed that a sponsored film placed with each library would be shown forty-two times a year to an average audience of sixty-seven each showing.

Photo-Facts, a division of Elliott-Haynes Ltd., uses film slides and motion pictures for all forms of visual presentation for commercial purposes. Elliott-Haynes, being market researchers, find this an ideal method of presenting the results of a survey to groups from a board of directors to a large sales meeting or gathering of consumers. Instances of this application are two presentations which were made by Photo-Facts to this year's meeting of the Canadian Association of Broadcasters. These were, first, the presentation of the Radio Executives' Club of Toronto's listener research project, and, second, the annual presentation of the Bureau of Broadcast Measurement.

This article, necessarily a combination of introduction and experiment, is offered as a meeting place for those engaged in film production and those whose businesses are such that film promotion is or could be an intrinsic part of their sales programs.

We are interested in news about your activities in this field, your criticism of our endeavors, your success stories, your ideas. As from this date CANADIAN TELESREEN forms an intrinsic part of CANADIAN BROADCASTER AND TELESREEN,

## WORLD GEARS FOR TV

From all over the world comes news of TV developments, while in Canada two of the first three applications to operate transmitters were adjourned and the other denied, motive in each case being to keep the way clear for nationally owned outlets.

In the U.S. 225 applications for new stations have been filed to date with the FCC. Retail sales during 1947 totaled \$1,000,000.00 and the first quarter 1948 production figure for receivers was 118,027 (representing 66% of the total output for 1947).

The FCC has recently re-allocated the present TV channels to allow for the rapid expansion of the new medium, and also to prevent possible interference between stations.

Broadcast Music Inc. recently prepared and presented to network transcription officials a new catalogue slanted for TV usage. . . . Petrillo has signed his American Federation of Musicians into a six month wage agreement covering TV performances. . . . the Associated Actors and Artists of America TV Committee are in conference with the networks with a view to setting up a blanket contract covering TV performances by members of the AAAA and its four associated AFL unions.

A total of 215 U.S. TV sponsors in February are listed in BROADCASTING, these are broken down into twenty-eight industry classes. Retail stores and shop advertisers head the list with a total of 56. Automotive, automotive accessories and equipment placed second with 22.

Great Britain, with TV in operation for some considerable time, has laid plans to extend its present set-up and eventually to organize a complete network. Negotiations have been made by Britain in foreign markets to export TV receivers, and with an anticipated three year delay in delivery of U.S. sets to Canada, Britain has the chance to supply approximately 200,000. Research developments are going ahead, and steps are being taken to prevent interference and to increase the TV viewing area. A British movie company is making TV newsreels for the NBC. Large screen TV in movie houses is under way, though the prohibitive cost of co-axial relay cables will probably hold up this project.

Radio Diffusion Française is responsible for the French TV

system. Although small in equipment and audience, the system is operating successfully. There is, at present, an arrangement between RDF and the American Broadcasting Company for the exchange of cultural, educational and economic TV films. This French enterprise took its equipment to Denmark in late 1947 and gave an impressive demonstration which aroused great interest amongst the Danes. The latest development from French TV is the introduction of an 850-line system, which is claimed to be superior to the 525-line standard operating in the U.S. Experiments are also going ahead in France for a 1000-line standard.

Aimed at developing TV in Belgium, France, Holland and Luxemburg, a Continental TV society has been formed. The society, which is non-commercial, will study research and developments in transmitting and receiving equipment, and will exchange its findings with other countries. The establishment of a standard TV system is also an aim of the society.


—Ian Thomson




### FOR THESE ARTISTS

- Bochner, Lloyd
- Bond, Roxana
- Cowan, Bernard
- Dennis, Laddie
- Diamond, Marcia
- Elwood, Johnny
- Fitzgerald, Michael
- Gerow, Russ
- Grove, Vic
- Hamilton, Lee
- Lockerbie, Beth
- McCance, Larry
- Nelson, Dick
- O'Hearn, Mona
- Rapkin, Maurice
- Rouse, Ruby Ramsay
- Scott, Sandra
- Willis, Austin
- Wood, Barry

Day and Night Service  
at  
Radio Artists Telephone  
Exchange



**The Voice of the Prairies Ltd.**  
**CALGARY, ALBERTA**  
**10,000 WATTS**



**TALKS TO MORE PEOPLE  
 IN ALBERTA EVERY DAY  
 THAN ANY OTHER STATION**

Ask  
**RADIO REPRESENTATIVES LTD.**  
 TORONTO MONTREAL

**EXPERIENCE COUNTS**

CJOR's large staff of producers, writers, announcers and technicians are experienced performers. They are at the top of their profession in Western Canada — and their experience is available to you at any time. In British Columbia, the station with the experience is 21-year-old, 5000-Watt, CJOR.

Represented by: H. N. Stovin (Canada)  
 Adam Young Jr. (U.S.A.)

**OUR 21st YEAR**  
 5000 Watts, 600 K.C.

**\* CJOR**  
**VANCOUVER B.C.**  
 CBC - DOMINION NETWORK

# LETTERS

## WELCOME, I'M SURE

*Dear Dick:* Earlier this week I received my copy of the BROADCASTER and was taking it in stride when I came upon your "Over The Desk" column. Naturally, the first thing I spotted was my name. Wondering just what evil I had committed that was responsible for my bursting into print, I read on and, very shortly, buttons were popping all over the office. I don't know whether I deserve the nice things you said about me, however, you can rest assured that I was flattered and I find myself almost wordless (some predicament for a radio columnist in which to find himself).

All I can say is, "thanks for them kind words", and I'll keep plugging.

*Claude Hammerston,  
 (Ottawa Citizen).*

## TOUCHE

*Sir:* I've never sat down and written to an editor before, and I wouldn't now if you hadn't got me good and mad. Now I simply have to get it off my chest, so here goes.

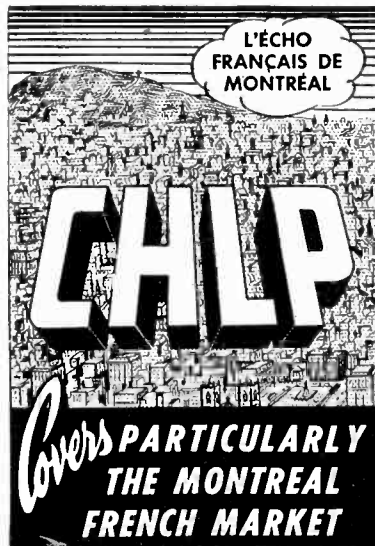
I've just finished reading your issue of May 15th which I notice you call "Community Radio Week" issue. I liked your editorial called "No Other Medium Can Make This Claim" and I also liked the cartoon with the girl in the bath-tub. I pass lightly over your column "Over The Desk", which I suppose tries to be cute, but what really got me down was that Lewisite column.

Why do you have to get sarcastic every item every issue? Isn't there anything funny except poisoned arrows? Isn't there enough bitterness in the world without sitting down and scratching your head trying to make some up? What we want in this day and age is a return to beauty, love, friendship and all that sort of thing. And all you do is keep sniping at people, and think you're clever. Well I don't and I'll bet there are plenty more like me.

I've been reading your paper ever since it started in 1942 I think it was. I like it because it speaks plainly about what it likes and what it doesn't like. But that Lewisite column is just the bunk as far as I'm concerned, and now you know.

*—I. M. Mad.*

## 1000 WATTS SOON!



**L'ÉCHO FRANÇAIS DE MONTRÉAL**

**CHLP**

*Covers PARTICULARLY THE MONTREAL FRENCH MARKET*

Representatives:

Canada: James L. Alexander  
 U.S.A.: Joseph Hershey  
 McGillvra Inc.



## UNFAIR COMPETITION

A complaint has been received from a Winnipeg station, unnamed, over the inclusion in CKRC's Free Press schedule of the following item: "5.10 — Tit Parade".

• • •

## DON'T DO AS WE DO

According to CBC rulings, Canada would be somehow soiled by having private TV stations bring in U.S. shows. It remains to be seen though whether when the CBC sees fit to bring them in itself it won't be strictly in the public interest.

• • •

## ONLY THE BRAVE

We have incorporated our first "Telescreen" supplement into this issue (1 page back) without the permission of a single department of government.

• • •

## HIGH COST OF NOTHING

CBC seems devoid of any idea as to when or how it will develop TV in Canada, but of one thing it is quite sure—a higher license fee.

• • •

## CONTRIBUTED

Salesman who cover chair instead of territory always on bottom.

*—K. D.*

• • •

## AMBIDEXTROUS HELP WANTED

Radio commentator wants writer for two sponsors. Must have convincing opinions—left and right.

• • •

## FOR BETTER LISTING

*Sir:* In reply to your recent Lewisite jibe to the effect that somebody ought to give me an award for my services to private radio by managing CJBC, I should like to advise you that my name is Kesten and not Keston. Please attend to this.

*—Bob Kesten.*

• • •

## ONTARIO ONLY

Even the radio industry has no excuse for not voting, because all you have to do is make an X.

# 13 OF CANADA'S 89 INDEPENDENT STATIONS

## ALERT...Progressive...And Doing THE Job In A Major Canadian Market



## B.C. - A Growing Province!

B. C. — A PROVED EXPANDING SALES MARKET!

Based on the statistical average of 100 in 1939 these are the figures for RETAIL SALES in FOOD STORES in the Province of British Columbia!

January 1941 — 115.3

January 1948 — 249.1

Sell YOUR PRODUCT in this increasing competitive market BY RADIO!

**YOU'RE NOT SELLING CANADA ... UNTIL YOU COVER BRITISH COLUMBIA BY RADIO**

Chilliwack <b>CHWK</b>	Kamloops <b>CFJC</b>	Kelowna <b>CKOV</b>	Nelson <b>CKLN</b>	New Westminister <b>CKNW</b>	Vernon <b>CJIB</b>
Prince George <b>CKPG</b>	Trail <b>CJAT</b>	Vancouver <b>CJOR CKMO CKWX</b>	Victoria <b>CJVI</b>	Port Alberni <b>CJAV</b>	



# HOMES as low as 28¢ a thousand

## Potential radio homes, that is!

You know how it is with *local* radio advertisers: they can measure, by actual sales results, the effectiveness of their broadcasting on a given station. Well, CFRB's local advertisers report pretty solid success. You can easily check on that. We've published some of their statements.

... And one big reason for any advertiser's success on CFRB is simply this; you reach *more homes on CFRB, for every Dollar you spend.*

You can see this for yourself, by comparing CFRB's Bureau of Broadcast Measurement

standing, and Elliott-Haynes ratings, with those of other stations in the Toronto area.

A breakdown of latest figures shows that on CFRB after 7 p.m., you buy 1000 potential radio homes for 54c.

You buy 1000 potential homes between 6 and 7 p.m. on CFRB for 36c.

At other times on CFRB you buy 1000 potential homes for 28c.

So—invest your radio dollar on CFRB. You'll reach *more* homes in Canada's richest market. You'll get *results!*

*Ontario's favourite  
radio station*

# CFRB

## TORONTO

**Representatives:** *United States:* Adam J. Young Jr. Incorporated    *Canada:* All-Canada Radio Facilities Limited.