

CANADIAN BROADCASTER

AND TELESCREEN

Vol. 8, No. 3

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February 9th, 1949

TALENT GETS NEW DEAL IN ALL-CANADA MOVE

All-Canada Radio Facilities Ltd. has signed an agreement with MGM (Record Division) to manufacture and distribute phonograph recordings for the whole Canadian market in a deal which will provide a new international support field for Canadian talent. His new All-Canada offspring will operate as Quality Records Co.

The agreement grants a franchise to Quality Records for the exclusive manufacture and distribution of MGM records in Canada and Newfoundland. It also clears the way to a new market for Canadian talent through the exchange of original recordings between the two companies.

Quality Records Ltd. is a new corporation controlled by All-Canada Radio Facilities Ltd., an organization which owns or operates a number of radio stations and handles the sale and distribution of the majority of transcribed radio programs in Canada.

The board of directors will be comprised of Harold R. Carson, president of All-Canada Radio Facilities; Clifford Sifton, president of Armadale Corporation Ltd.; Duncan MacTavish, K.C., presenting Southam Newspapers; A. G. A. Spence, of Mills, Spence and Company Limited, investment dealers; Guy Herbert, general manager of All-Canada Radio Facilities; C. C. Moskowitz and Leopold Friedmann, vice-presidents of Loew's Inc., and Frank Walker, head of MGM Record Division. Harold R. Carson has been elected president, and Guy Herbert, vice-president.

A complete plant for the manufacture of records will be erected in Toronto. MGM Records will provide matrices of its discs for pressing in the Toronto plant as soon as equipment has been installed. In the meantime, Quality Records will begin distribution of MGM discs pressed in the American plant at Bloomfield, New Jersey.

In addition to processing phonograph records, the new company plans to record and press sixteen-inch transcriptions for broadcast purposes. Full production facilities will also be installed in the new building.

In its export of matrices produced in Canada and featuring Canadian talent, Quality Records will participate in a three-way exchange with MGM and Electrical and Musical Industries Ltd., of Great Britain. This company holds a similar contract with the MGM Record Division, giving the MGM label wide distribution throughout the world.

TWO TIME LOSERS IN RACE FOR "JUG"



The "Killercycles" hockey team of CJOR, Vancouver, who recently took the ice against CKNW, New Westminster's "Rink Rats," were two-time losers for a hockey trophy put up by themselves. Standing, left to right, are Dave Hill, Derek Gunderson, Ray Peters, Jack Short, Billy Brown, Jr., Colin Fitzgerald, Bob Tweedy and Bill Skelcher. Kneeling in the same order: Jim Stovin, Ricky Diespecker, Bill Stephenson, Ray Bourque and coach Ray Perrault. CJOR donated an old type Kentucky moonshine crock as a trophy, and lived through two games to present it to the opposition, going down 8-7 in the first game and 5-2 in the second. Reports from the hospital after the second beating indicated that the players had decided to take up checkers. The winners will now have to accept challenges from other stations, and according to the rules they can pick their own weapons, bridge, baseball, darts or parcheesi.

New CAB Officer

Toronto (at last).—Pat Freeman, newly appointed CAB Director of Sales and Service, literally shovelled his way over 2,600 miles of detours, via Havre, Montana; Bismark, N. Dak.; Omaha, Neb.; Joliet, Ill.; and Detroit, Mich., during the recent mammoth blizzard, to reach his new desk at 37 Bloor St. W., Toronto, ready to start work well ahead of February 1.

Pat, who relinquished the production management of CFAC, Calgary, to take the CAB appointment, has been back at his 18-year-old love, radio, since he packed away the uniform he wore as major of the Canadian Intelligence Corps. He has made an exhaustive and continuous study of program research from the standpoint of getting more people to listen to more programs. He has promised a look-see at some of the results of this research, but right now is concentrating on contacts aimed at a better understanding of the radio medium by existing and prospective sponsors and their agencies.

Six NHL games have been played in Toronto since Pat arrived, but between getting dug in, finding a house and what not, last Saturday was his first chance to indulge in his favorite pastime of watching hockey. "This big league hockey is more scientific," he commented, "but proportionately duller than the Western leagues."

Quebec Wants Own Radio

Quebec.—Stating that Ottawa should realize that Quebec has a right to its own radio system, particularly as the province has a double culture, Premier Maurice Duplessis told the Legislature last week that the Quebec Government had not given up the idea of setting up a provincial broadcasting system, in spite of such an application being held up by Federal authorities.

The Premier was replying to Liberal Leader George Marler who asked, during a discussion of a bill to set up a Provincial Public Services Board, if a clause concerning "radio transmission" applied to radio.

The Premier stated that events in Quebec were sometimes "falsified" as they were represented, and said it was necessary to "make known the face of the province" by a provincial radio

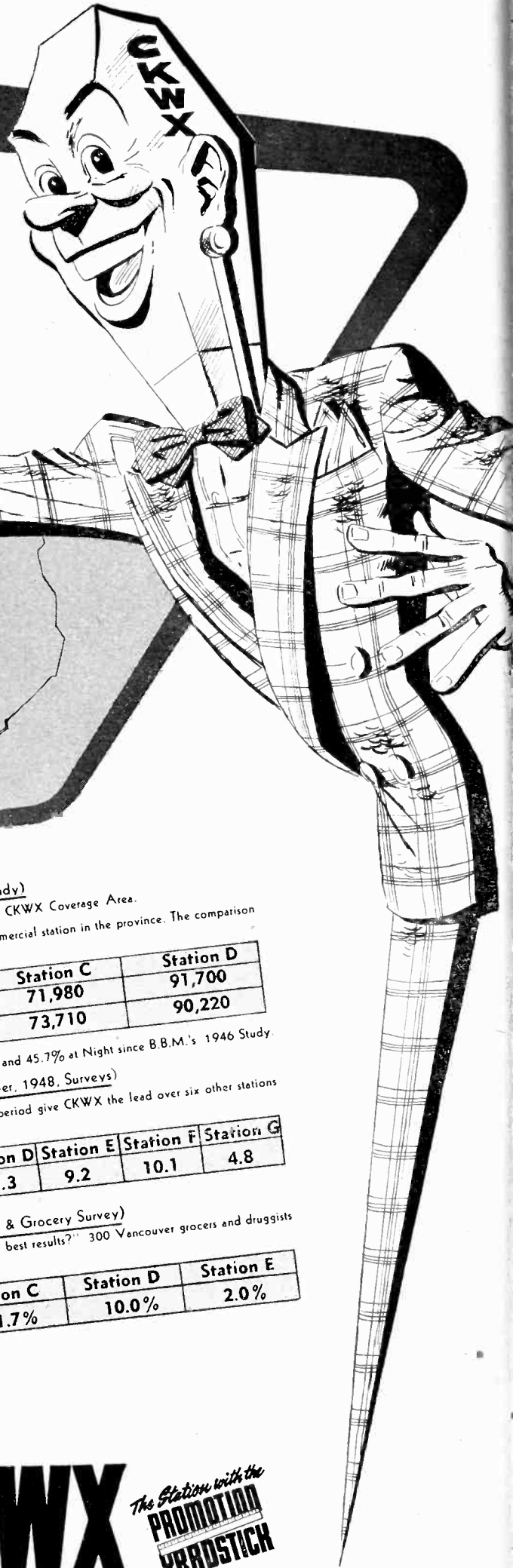
system. The Board would, the Premier stated, have jurisdiction over all matters in the provincial field, adding: "It is clear that on the question of radio, Ottawa assumes rights that do not belong to the Federal Government."

The 1945 Legislature had approved and authorized expenditure of \$500,000 for a provincial system, he said, but application to Federal authorities for permission to go ahead brought the reply that such a step would lead to "multiplicity of state controls."

M. Duplessis added that he considered the problem important, but it was not as urgent as some others that had to be dealt with when he came to power.

The bill is part of government plans for reorganization of provincial boards controlling public utilities.

In Canada's Third Market Vancouver's CKWX points the way



(Bureau of Broadcast Measurement 1948 Study)
Over 84% of British Columbia's 1,045,500 population live in the CKWX Coverage Area.
CKWX goes into more B.C. homes than any other independent commercial station in the province. The comparison of radio homes shows:

	CKWX	Station B	Station C	Station D
DAY	162,220	158,290	71,980	91,700
NIGHT	171,130	162,300	73,710	90,220

And CKWX increased its coverage 39.3% in Daytime and 45.7% at Night since B.B.M.'s 1946 Study.
(Elliott-Haynes Ltd., May to October, 1948. Surveys)

Percentage Distribution of Audience Figures for the six month period give CKWX the lead over six other stations regularly heard in Vancouver.

	CKWX	Station B	Station C	Station D	Station E	Station F	Station G
All-Day Coverage	20.8	15.1	18.0	17.3	9.2	10.1	4.8

(Canadian Facts Ltd. 1948 Drug & Grocery Survey)
When asked "What radio station should be used to get the best results?" 300 Vancouver grocers and druggists answered:

	CKWX	Station B	Station C	Station D	Station E
1st. Choice	41.0%	28.0%	11.7%	10.0%	2.0%



Vancouver's

CKWX
MUTUAL

The Station with the
PROMOTION
YRARDSTICK

GET THE FULL STORY! CONSULT ALL-CANADA OR WEED & COMPANY



"We can't make the loan, friend, but I'll get you a couple of passes for the Lotsa Dough Show."

Tomorrow's Mr. Bigs

Toronto, February 9.—This is Radio Day at the Young Men's Advertising & Sales Club. Guest speaker is John Fisher of the CBC, who doubles in private enterprise with his "The People's Paper" for Canada Pulp and Paper Company.

Founded twelve years ago by Alec Phare, the club now has a membership of some two hundred enthusiasts in advertising and sales work, who meet twice a month to rub shoulders with one another and take on a load of knowledge of their chosen crafts from the experts they invite to address them.

So far, the prime concern of this aggressive organization has been the enlightenment along craft lines of its own membership. A new purpose is now born and that it to spread knowledge of the business farther afield. Along these lines, a presentation of the club is before local educational authorities, which, if it gets the green light, will cause advertising and selling work to be undertaken by the secondary schools.

While a spirit of co-operation is maintained between the senior Ad Club and the juniors, the latter organization runs entirely on its own steam. Recently the oldsters turned over an entire luncheon meeting to them, and during this, through the co-operation of Len Headley of RCA Victor, they cut two recordings. One of these was given over to a short history of the club, and the other gave case histories of some of

the scores of former members who have reached positions of prominence in Canada, the United States and Great Britain.

Winding up this function, Chairman Noel Barbour of the senior club quipped a pretty tribute to the vim and vigor with which the club is run. Said he, aiming his shaft at the seniors who attended, "YMASC is gaining a new meaning—'You May Anticipate Stiff Competition'."

♦ ♦ ♦

COWBOY DISC JOCK

Winnipeg.—Teen-agrs — and they are legion — who make a point of catching CJOB's "Club 1340," have a new man whirling the discs for them. George McCloy, better known for his work on western shows, doffs his chaps and spurs daily and rides herd on some groovy stuff.

Ed Farey, former emcee on the show, is heading stateside any day now.

**IN NORTH EASTERN
SASKATCHEWAN
FOLKS TURN FIRST TO—**

CFCO — Chatham

now covers "Southwestern" Ontario like a blanket with the 1 Kw. Northern Electric day and night all-Canadian coverage directive array. Ask anyone.

JOHN BEARDALL,
Manager-Owner.

**Selective Radio's Greatest
Dramatic Success**

**MOVIETOWN
THEATRE**

(“SKIPPIY HOLLYWOOD THEATRE” IN THE U.S.)

produced by Les Mitchell
and starring



GINGER ROGERS



JOHN PAYNE



CELESTE HOLM

- ROBERT MONTGOMERY
- VIRGINIA BRUCE
- BORIS KARLOFF
- ZACHARY SCOTT
- ANITA LOUISE
- RODDY McDOWELL
- BARBARA LUDDY
- BILL GOODWIN

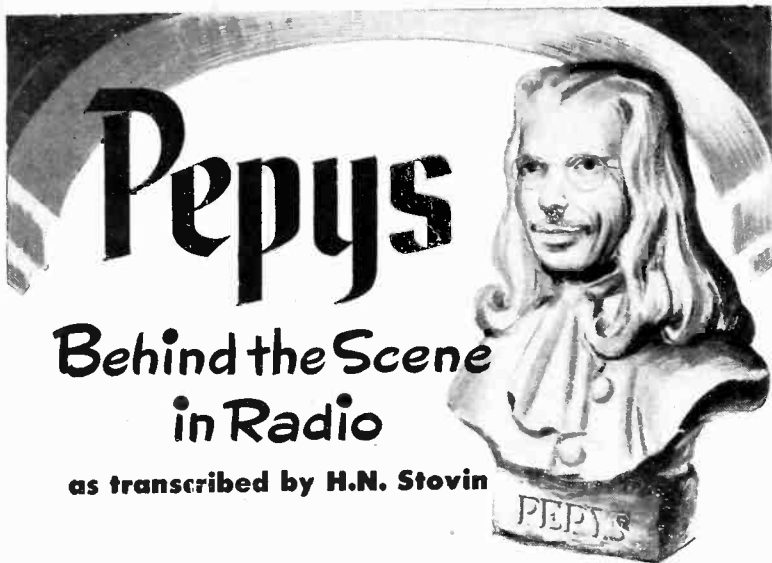
- JANE RUSSELL
- VICTOR MATURE
- GAIL PATRICK
- ADOLPH MENJOU
- NANCY COLEMAN
- PAT O'BRIEN
- LURENE TUTTLE
- PAUL HENREID

104 HALF-HOUR PROGRAMS

Contact Your All-Canada Program Man
for free audition and full information

ALL-CANADA PROGRAM DIVISION

- VANCOUVER
- CALGARY
- WINNIPEG
- TORONTO
- MONTREAL



Did walk abroad in the publick streets and coffee houses on Groundhog Day and noted bright sunshine which is said to portend more weeks of winter. Do pay no heed to such old wives' tales, but do find the sunshine hath got into this column, however, for it is all sweetness and light this time • • • That there be many nice people in this town was shown by Dave Price on his Sportscast on CJBC. His one announcement that Bud Munro of our sales staff was ill and in need of transfusions of a rare type of blood did produce amazing fine response from radio folk • • • From CFOR Orillia the news that when two families were burned out of house and home just after Xmas, that station did raise over \$3,000 in their aid. Likewise CHAB Moose Jaw hath raised more than \$11,000 for victims of the Estevan airport fire, and all stations in Southern Saskatchewan together raised over \$37,000—a goodly sum which shows that both radio and people are wonderful • • • Greetings to CJNB North Battleford on celebrating its second birthday, and to its new manager Wilf. Collier. Greetings, too, to CFOS Owen Sound, which doth open new studios this month, truly modern in every way and worth a visit of inspection • • • A promise from CHOV Pembroke that they will soon release a mightily interesting study of listening habits which will tell a complete story of how much and when the Ottawa Valley doth listen to its favorite station • • • CJOR Vancouver has good reason to be proud of its list of 45 local advertisers who have been on the air continuously for 4 years, and of the 15 of whom who have used CJOR without interruption for 10 years, thus gladdening the Chandler countenance • • • Do wish with all my heart that much success attend Radio's combined efforts to aid Ontario's Crippled Children, on which much good work now goes on under Chairman Len Headley • • • And so to bed.

SPEECH DIGEST

Radio's Big Bad Wolf

Digest of an Address to the Radio Executives' Club of New York by Jose Ramon Quinones, President of WAPA, San Juan, Puerto Rico

There is a basic principle which is fundamental in this great country, the freedom of the press, which the U.S. Supreme Court has construed to include freedom of radio. This means that no governments under the United States flag should control public opinion by owning or controlling the press or the radio. If here, in the United States, a newspaper is organized or bought by the government to compete with the other newspapers, owned by private entities, that would be the first step to control public opinion, for if the government can own a newspaper, there is no reason why it should not own one, ten, twenty or fifty newspapers all over this country. If any State or Federal government can control or own a radio station, why can it not control or own ten, twenty or fifty stations all over this country?

It is a fundamental principle in this great American democracy that government, with the people's money, should not enter into business in competition with private enterprise. Let me remind you that San Juan, Puerto Rico, is just as much a part of this nation as Broadway in New York City, Canal Street in New Orleans, or Market Street in San Francisco.

In Puerto Rico, there is a government agency known as a Communications Authority. This insular government agency applied to the FCC for a construction permit to build a 10,000 watt radio station in San Juan, the capital city of our island, and also for two FM stations. The AM 10,000 watt outlet was granted, with the express provision authorizing this government radio station to operate commercially in competition with the stations owned or controlled by private citizens and entities. This government station was built and constructed with money appropriated by our legislature; in other words, with the taxpayers' money.

If this situation is allowed to develop in an American territory, where American citizens live, where American law prevails, and a precedent is definitely set, how can there be objection to any government, State or Federal, constructing or owning one, two, ten or fifty radio stations in their respective states, and operating commercially in competition with the rest of the stations owned by private persons or entities?

As most of you know, Puerto Rico was recently visited by representatives of the select committee to investigate the Federal Communications Commission. They looked thoroughly into the operation of the government station, and conferred with Governor-elect Louis Munoz Marin. I quote from the committee's report.

"Mr. Munoz Marin, stated that when he approved the government station in Puerto Rico, it was not on the basis of a commercial station in competition with local radio stations, but rather he anticipated a cultural station, operated by the department of education or the University of Puerto Rico; a station that would take to the less fortunate peoples of the island education, health and instruction in agriculture. Mr. Munoz Marin indicated that he would approve the transfer of the station to one of these departments of government and eliminate the commercial privileges in the license."

Summarizing their investigation in Puerto Rico, the committee stated in their final report to the U.S. Congress, and I quote:

"On the basis of the investigations in Puerto Rico, your committee recommends that the Congress enact laws to protect private broadcasters from competition by government stations or agencies and sub-divisions of government.

"Not only does the grant of such licenses create a serious threat to the economic survival of a great industry, and do violence to our system of government, but such an act places in the hands of the government, and the party in power, a propaganda outlet without precedence in American history. History of the totalitarian nations bespeaks the dangers of such grants. We need but study the techniques of Hitler, Stalin and Mussolini."

DID YOU KNOW?

That building permits issued last year in the City of Truro totalled over 1 1/4 million dollars? That's real evidence of progress and prosperity. Over 150 local advertisers have found CKCL the logical means of tapping this important market.

CKCL

TRURO BROADCASTING COMPANY LIMITED

J. A. MANNING
Manager

WM. WRIGHT, Representative
Toronto and Montreal

HORACE N. STOVIN
& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

*Representative for
these live Radio Stations*

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

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AND TELESCREEN

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The Liberals Will Listen

Announcement in the Speech from the Throne that the present federal government would appoint a Royal Commission to investigate radio and television brings Canadian radio one step nearer to the CAB's old plea for the establishment of an independent body to regulate both the private stations and the CBC.

Timing of this move is significant. With the quest for an independent body still being conducted quietly, the radio fire has broken out into flame in a new place with the advent of the television problem. The government is faced with the virtual certainty of an election this year. It is harassed with the fact that the radio question has been written into the Conservative platform. It is caught between the devil and the deep in the television fracas. Rather than permit radio to become a major factor in the coming election, it seems apparent that it has decided to remove this *bête noir* from the list of issues, even at the cost of giving way to demands it has previously refused to consider.

In following this course, the St. Laurent government is staying closely to the trail blazed by Mr. King. Just as it countered threats of socialism by the introduction of all kinds of socialistic measures, in the same way any back-stepping that may be read into the latest radio move is simply a subtle attempt to retard the very swift progress being made by Mr. Drew, by stealing at least one of the planks from the Conservative platform.

The coming of the Royal Commission will provide those who want to delay the introduction of TV into Canada with all the alibis it needs to stall any decision. At the same time, it indicates that radio is one worry the dying government would like to dispose of very much indeed. The indication is then that the time is more than ripe for radio to gird up its loins once again and get into the battle, because now, if ever, the government is in the mood to listen.

One fact that has to be recognized by those interested in independent radio is that neither this government nor any other is going to be prepared

to relinquish complete control of this powerful medium. The best that can be hoped for is a revision of the Radio Act which would divorce the regulation of the radio industry from the broadcasting activities of the CBC, by the establishment of the long-sought independent body; an opportunity for those private stations which wish to participate, to establish a commercial network; a code of regulations which would govern the operations both of the independent stations and of the CBC without favor to either side.

Let's Edit The Advertising

A great deal has been written and spoken of late about the part advertising can play in the furtherance of the cause of the competitive system. Yet scarcely anyone who propounds this doctrine brings his thinking to a workable conclusion.

Nobody can question the good sense behind the idea, and the reason is obvious. Yet the execution of the plan seems shrouded in mystery.

Obviously "big business" can devote hours of time and reams of paper to statements to the effect that competition is a very good thing. It can—and does—go farther than this, and proves it. But this is the large corporation whose size removes it so far from the average citizen, that too often it is passed over. But what of the smaller advertiser, the smaller manufacturer, the department store and even the corner grocer? Is there a place for him in all this?

There most certainly is.

There exists in Canada today a formidably strong element which does not believe that our present system of business should be allowed to survive. It believes in a system of public ownership which sells the public its goods for less than they cost to make, and contrives to shut its eyes to the fact that the difference has to be made up in hidden taxes, which result in shortage and inflation beyond belief.

We have had the sad but revealing experience of crossing the Atlantic to see socialism at work in England twice in the past two years. We found that

the country Napoleon once described as a nation of shop-keepers has had to put the shutters up for want of anything to sell, in the domestic market. We saw a people, still convalescing from the awful ravages of war, stripped of the initiative which, through the centuries, has made that tiny country the trading post of the world.

In their case, socialism stampeded into power as they lay gasping after their five-year holocaust.

Here, in Canada, we have escaped complete socialism so far. And business, which stands to lose its possessions, as well as its freedom, sits smugly in its counting houses, blinded to what is going on around it by the glitter of its own gold.

The same dire fate that has fallen upon Britain will come to us, just as inevitably as night must follow day, unless we look to our defences. And what are these defences?

First we must conduct our business affairs in an exemplary manner, as most of us do, as open evidence of how the system of business can be made to succeed, recognizing our shortcomings and correcting them, serving, in the fullest sense of the word, the public from whom we derive our livelihoods. Then, and this is where we fall down, we must use every means in our power to get the story of what we are doing over to that public.

Blatant and extravagant statements in advertising, that may mislead people about the quality of goods, dub business a cheat and a liar. Sincere, intelligent and informative advertising displays a desire on the part of the business responsible for it, to operate usefully and earn its public acceptance by sheer force of services rendered.

Advertising is the show-window of business. Advertising is the outward and visible sign of what goes on inside your office, store or factory. And that is perhaps the main reason why, now more than ever before, advertising needs the editor's blue pencil.

Richard G. Lewis

Editor.



Jos. Hardy
Talks
ON

QUEBEC MARKET NO. 2

"Good morning to you from Jos. Hardy. I am in Sherbrooke, which enjoys the highest standard of living of any Canadian city—using food and other purchases as a basis. Its average food purchases were \$191.00 per capita in 1947, compared with \$109.00 in all Canadian cities.

"This represents an increase of 13.3% over the preceding year, in spite of higher cost of food products—compared with an increase of 10% in all other Canadian cities.

"Other comparisons show that Sherbrooke ranks first in purchases of general merchandise and drugs.

"Sherbrooke is solidly established as a high quality centre. Tell your sales story in this quality-conscious market on Radio Station CHLT."

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

Jos. A. HARDY & CO. Ltd.		
MONTREAL	QUEBEC	TORONTO
CHRC	REPRESENTING	5000
CHNC	QUEBEC	WATTS
CHLN	NEW CARLISLE	5000
CHLT	TROIS RIVIÈRES	1000
CKRS	SHERBROOKE	WATTS
	JONQUIÈRE-KENOGAMI	250
		WATTS

NEW YORK'S RADIO ROW

by **Richard Young**

New York, N.Y.—There's little doubt that when the final votes are in, Mr. William Paley, chairman of the board of the Columbia Broadcasting System, will be elected as Radio Row's Man of the Year.

As you've probably learned by now, Bill (Wonder Man) Paley's newest acquisitions are Bing Crosby (from ABC) and Red Skelton (from NBC). And as Bill Gittinger, Columbia's v.-p. in charge of sales, pointed out last week at the network's television clinic, there's "more to come."

Mr. Paley returned from Hollywood this week and top sources report that he has approached many other NBC stars including Bob Hope, Fibber McGee and Molly, and Ozzie and Harriet. The latest-named Mr. and Mrs. team, you'll remember, moved over to NBC from CBS last year, but it's said that they have not been too happy over the reduced Hooperating they've received on National. Anyway, most of these shows are expected to join their confreres on CBS in the near future as is Edgar Bergen—but for Coca-Cola and not General Foods as previously supposed.

In addition, this column has just learned that Columbia has also made a pitch for the ABC network's Milton Berle—NBC's Mr. Television himself. Negotiations are only in the initial stages and only for the radio show but it is startling news indeed. After all, when you've come down to Milton Berle—who else is there?

Seriously, CBS talent raids have been the talk of the industry these past few weeks and nearly everyone is wondering just when Mr. P. will run out of

\$1,000,000 checks. Thus it's pretty significant to learn that the network has negotiated a 15-year loan of \$5,000,000 at 3½% interest from the Prudential Insurance Co. However, CBS claims that the purpose of the loan is to build up cash reserves for the expansion and operation of television. As a matter of fact, CBS prexy Frank Stanton said the web's purpose in building up strong AM program structure is to maintain a pre-eminent place in AM so it can continue to provide for video expansion. (We still maintain that the network's long-range plan is to boost itself as the No. 1 television network with a terrific talent backlog.)

But what about NBC? Actually, there's isn't too much cause for worry since National still has less time for sale than any other network. But this doesn't mean that the network will sit idly by and watch its star system go to pot without a fight. This correspondent has it on good authority that NBC currently is considering the audition records of at least 51—that's right, 51 new programs!

We're convinced that the full effect of the CBS vs. NBC battle won't be felt or known at least for another year. Thus it will supply tavern talk and editorial fodder for many months to come.

Incidentally, we almost forgot. NBC tried a raid of its own during recent weeks but at last report the deal was nixed by the sponsor. The show was the U.S. Steel's "Theatre Guild of the Air," heard every Sunday evening over the ABC network.

And while we're on the subject of ABC, that network's sale to the 20th Century-Fox film company has not gone through despite a story to that effect in the weekly advertising publication, "Advertising Age." Negotiations were broken off about four weeks ago and had not been resumed at this writing. No one

doubts that ABC will be sold—and when the price is right.

Despite denials by some officials, all is still not sweetness and light at the Broadcast Measurement Bureau. One more staff resignation has been chalked up since last issue—that of Phil Frank, the Bureau's hard-working secretary.

Phil's exit has revived the reports of serious financial difficulties at the Bureau and the possibility that it might not be able to go through with its second nation-wide study of station and network audiences. However, Dr. Kenneth Baker, NAB research director on loan to the BMB, said last week that the first ballots for the new survey will definitely be mailed out on March 1.

Nevertheless, the situation is still described as tense by those allegedly in the know. Meanwhile, the Bureau's representatives are out in full force in an extensive campaign to sign new subscribers. Subscriber list is now up to 814 but the goal is 1,000 and the Bureau is finding it a long, long pull. The adverse publicity isn't helping.

Publishers' Information Bureau reports that gross time sales of the four major networks totaled \$198,995,742 in 1948. This represents an increase of 4.7% over the total gross of \$190,930,336 recorded by the PIB in '47.

Five product classifications spending the most on the networks were: Food and food products, toiletries, drugs and remedies, soaps, cleansers and polishes and smoking materials.

The nation's 56 TV stations are doing all right for themselves in moving slowly but surely in the direction of the break-even point via a tremendous selling job for local advertisers. Now in recent week's, video's big brother, radio, has also jumped in to the act in earnest.

Maurice B. Mitchell, broadcast advertising director of the NAB, has been making a series of impressive talks before retailers in cities throughout the East and South. At Memphis last week, Mr. Mitchell minced few words in attacking newspapers as a medium for retailers. Mr. Mitchell referred to the Printers' Ink 1948 newspaper circulation estimate of 52,000,000 compared to the '47 daily average of 51,673,276 and called the increase the "last twitch in the growth of newspapers in the U.S. Newspapers are going out of business rapidly, with consolidations and mergers. Retailers no longer figure they have to use every newspaper in a city."

And, Mr. Mitchell continued, "the retailer has always considered radio his best friend, but has been the slowest to get in. Major retailers have urged small stores to use the medium, prodding the little guys. The little stores have pulled radio's local advertising above network expenditures. Major retailers are the only hold-outs but the little stores with their radio campaigns are cutting into their sales and hurting them."

The Wright STATIONS

First Complete data and statistical report on the SUDBURY MARKET

READ THE "CHNO information digest"

SEE **William Wright** TORONTO MONTREAL

VICTORY BUILDING EMPIRE LIFE BUILDING

Books **BY MAIL.....**

"NEWS ON THE AIR"

A breezy "how-to" handbook for newscasters and would-be newscasters by Paul White, wartime news chief for CBS.

\$4.00

"Your Creative Power"

How to use imagination to brighten life and get ahead by Alex Osborn, partner in the mammoth U.S. ad-agency of Batten, Barton, Durstine and Osborn

\$3.75

As a service to its readers, Canadian Broadcaster & Telescreen operates this Book Department which will mail you the book you want at the regular price, post free. Please enclose your cheque—par Toronto—and we'll pay the postage.

"Harvard Dictionary of Music"

by Willi Appel

Now in its 5th printing, here is an 833-page "must" for those interested in all musical subjects.

\$7.50

"RADIO WRITING"

The accepted textbook on writing for Radio by Max Wylie.

\$4.00

The Radio Announcer's **HANDBOOK**
by Ben G. Henneke

\$5.50

You bought the Canadian stock clean out, but there is another shipment on the way.

"Broadcasting Music"

The story of what lies behind a musical broadcast both in the big networks and the local stations, with a chapter on "Music in Tomorrow's Air" by Ernest LaPrade, NBC Director of Music Research.

\$3.25

SEND US THE TITLE

And whatever your book requirements may be, we'll track them down for you.

**BOOKS BY MAIL
CANADIAN BROADCASTER
& TELESCREEN**

371 BAY STREET

TORONTO 1

DEMAND Complete Coverage



51 cents of every New Brunswick income dollar comes from the forests. -- Forests concentrated in the central and northern counties. -- So are the people who harvest, process, administer and protect this bonanza

Don't beat around the bush --Get at the heart of the matter with "complete coverage" using CFNB, 5000 watts located within 50 miles of the centre of the province.

CFNB

FREDERICTON, N.B.



THE DOORWAY TO NEW BRUNSWICK



More Hope THAN CHARITY

by Elda Hope

My radio set has been on the blink and, until that happens to you, a major source of entertainment and information may not be fully appreciated. You truly feel as if the world is hurrying by you and you are practically motionless, at least I did.

When my set was returned, it was set at station CBL and when I tuned it in, "Musically Yours" was just coming on the air. That suited me right down to the ground and, upon listening briefly, I discovered emcee Elwood Glover had a guest. It was none other than Pauline Rennie who told a little about flights in

the Royal Dutch Airlines to New York and more about radio in that country. Probably the interview was of natural interest to me but Glover seems to have a flair for turning one from a question and answer series to something quite conversational. I don't feel biased in my feelings now, for I've heard the comments of several people.

■ ■ ■

The very first Sunday I had reception again I made a point of hearing the Leslie Bell Singers because, in my opinion, this is one of the brightest programs on Canadian airlines today. The producer is Esse Ljungh and I've called him a perfectionist before this. That still goes and in capitals after hearing this show. Of course he has top talent to work with but the results are truly gratifying. Conductor Howard Cable's arrangements are brilliant and the Leslie Bell Singers are talent if I've ever heard it. To top it all off, baritone Charles Jordan is my idea of an artist. The voice of John Scott almost seems made - to - measure. Altogether it's a "must" with me.

■ ■ ■

Far East romance, dashing sheiks, fabulous maharajahs, beautiful Egyptian princesses, dainty Geisha girls, Taj Mahal, golden palaces, jewels and more jewels—wouldn't you love to conjure up a magic carpet and away?

Well you can do just that, for Kate Aitken has given you open sesame to all this Arabian Nights display through her seventeen and a half day flying trip, and her broadcasts. Both Tamblin's and Ogilvie Flour Mills certainly chose the right commentator. Her capable, alert eye, agile brain and innate kindness produce the right personality for prying (not polly) necessary. Now she's home, and, with material gathered is giving us a most colorful word picture of her experiences. On her three broadcasts last week she relived for us the entire trip, not only fairyland but down to the filth, squalor and pitiable conditions, without being maudlin or morbid.

Please, Mrs. Aitken, give us more of this trip—the little details you are so adept at relating.

PROMOTION! HERE'S THE PROOF



THIS KIND OF PROMOTION CARRIES QUITE A WALLOP!

Back in '25 and '26, Queen's supporters invariably said, "Queen's won rugby games because they were always ready to take advantage of the breaks" . . . We pride ourselves here at CFRA that we don't muff many of them either. Here's an example: "Trapped by Boston Blackie" came to the Nelson Theatre. Alerted, our promotion department went to work. In return for "status quo" the Nelson put up lobby displays, ran newspaper ads, and put a trailer in the theatre featuring "Boston Blackie" on CFRA. We scratched their backs too! As a result, the Nelson got larger than average attendance, "Boston Blackie" got more than the normal number of listeners for Canada Starch . . . so everybody was happy. You will be too, on

CFRA

THE STATION THAT MADE OTTAWA "RADIO CONSCIOUS"

\$3.00 a Year

(\$5.00 for 2 Years)

insures regular delivery of the

CANADIAN BROADCASTER and TELESCREEN

Over The Desk



When a radio program attracts public attention, it is dubbed a successful show. When it inspires a judge to telephone and arrange for a studio re-presentation—well there is no precedent to go on. This is, however, what happened at CKEY last week when, in response to a request of Judge Stewart of the Toronto Domestic Court, to rebroadcast BBC's transcribed documentary, in which the personification of British Justice stood trial, the Toronto station invited the domestic and children's courts to move over into their studio and hear the hour-long show replayed for the benefit of two judges, Messrs. Stewart and Mott, and about forty probation officers and other judicial officials.

This formidable gathering gave close attention to the performance right through, and expressed interest and satisfaction over a cup of tea after it was over.

Our attempt at a sort of mass interview with pictures, bore scant fruit, and our confusion was reported gleefully in Kesten's Corner in the Telegram. Also it inspired Judge Stewart's almost expressing the view that if more people knew about the ramifications of Justice in general and the Family Court in particular, it would be a deterrent to crime and delinquency, and we are going to read out of this the thought that radio stations and producers might be able to assist materially by integrating their plays and sketches with authentic scenes built around this particular phase of justice at work.

A word of warning though.

Officials of the Toronto Domestic Court are proud and perhaps a little jealous of their success, not in bringing offenders to justice, but rather in stemming crime by prevention. Doubtless those who function similarly in other parts of the country cherish the same or comparable feelings. So writers and producers who cotton onto what reads to me like a constructive idea would be well advised to consult with their local judges and other officials before putting words on paper which might be interpreted as anything but helpful.

The program we heard was one of a series of BBC documentaries which are aired Sunday evenings over CKEY. Discs are released by Michael Barkway's BBC Toronto office through Dominion Broadcasting Company.

This program, incidentally, handled a subject which might have been dull with a farther reaching appeal than to the legal profession. On a realistic trial background, with all the rites and rituals of a British court of law, Justice appeared in the dock before the learned judge, and listeners heard witnesses from way back in King Alfred's day down to the present time complain about the treatment they had received from the veiled lady. The defence called their

witnesses, the judge summed up and threw it to the jury. I enjoyed all sixty minutes of it, and have heard many documentaries of half the length which sagged in the middle.

Habit breeds nostalgia, and even a too small office, often too hot or too cold in the wrong seasons, noisy beyond belief, finds itself a place in your affections. That is how we're feeling right now over Room 409, which has housed the Broadcaster since December, 1943. But we've grown out of it, and will be moving into the more commodious quarters we have found at 163½ Church Street at the end of the month. It's only five short blocks from the old place, but it feels like moving into another country. It doesn't seem as though the Venetian blinds and the brand-new paint job with which our new landlord has equipped the new spot will make up for the cigarette burns on the window sill here, or the stain on the floor where Art Benson spilled the bottle of rye. Oh well! Progress! It seems to have come to stay. With the change of scene comes one consoling thing. We shall still have the same phone number.

Norm Botterill dropped in half way through the last paragraph to say hya. He has just got his papers which will repatriate him to the West, and by the time this

looms into print will be nestling snugly in the managerial chair at CKRM, Regina, trying to fit into the contours left by Bill Speers and Stu MacKay in quick succession. Norm, you will remember, just left CFBC, Saint John, N.B., to take over from MacKay who is coming to Toronto to take over from Spence Caldwell at All-Canada (Program Division), who is hanging up his own shingle. Norm was not a little gratified by the large number of letters and wires he received following the break of the story of his move in our last issue. We were surprised too. We didn't know so many people could read. Norm promises a better picture than the last effort as soon as he gets settled in. Then he'll have to do something news-worthy so that we can use it.

In a nutshell . . . Bud Munro, who has been very ill, is on the way back to recovery and his desk in the Stovin office . . . Bob Buss will have taken the jump to Montreal by the time this appears in print . . . Norm Botterill's successor at CFBC, Saint John, does not appear to have been named as yet . . . Jack Davidson is up at Port Arthur visiting CFPA . . . Spence Caldwell's new address is 21st floor, Victory Building, and the firm name and style is S. W. Caldwell Ltd. Phone ELgin 6586 . . . and that cleans us down to the oak top for now.

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Edmonton's
POPULATION
IN 1948 INCREASED
8,608 OVER 1947

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SOARED TO
27 MILLIONS

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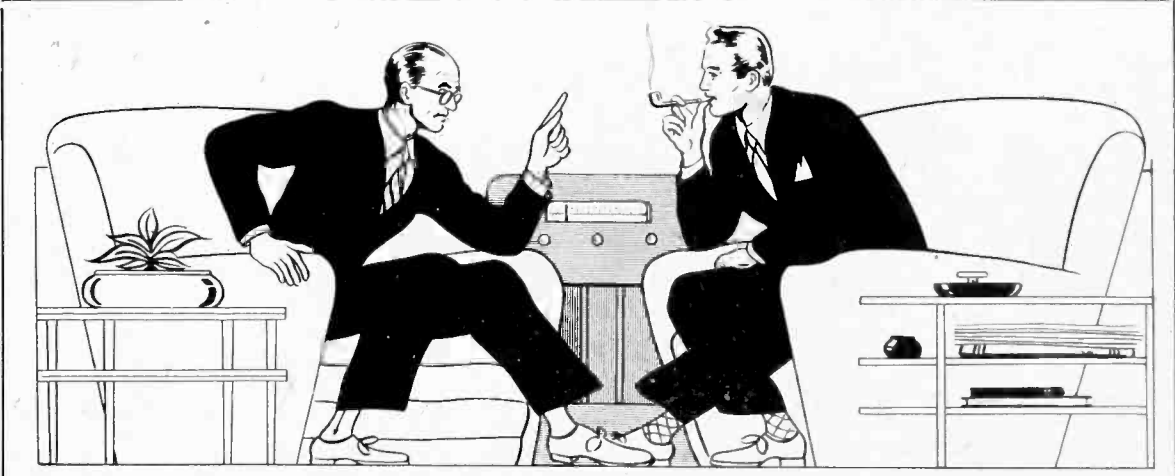
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1949 Building Permits
TO REACH
40 MILLIONS

• • •

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"And furthermore, per capita, Winnipeg people spent more in 1947 than any other Canadians,* and the economical way to reach the rich Manitoba market is CKRC."

*Survey by Walter P. Burn—Printer's Ink—September 3, 1948.

Representatives: In Canada - All-Canada Radio Facilities Ltd. U.S.A. - Weed & Co.

ESTIMATED

Saskatchewan HARVEST

Wheat	184,000,000	Bushels
Oats	86,000,000	"
Barley	42,000,000	"
Flax	4,000,000	"
Rye	11,100,000	"

This represents a Big Purchasing Power for your products and CKRM Regina covers this Rich market.



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REGINA, SASK.

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980



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the Industrial City of Cornwall and The Three United Counties of Stormont, Dundas and Glengarry

CKSF

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TUESDAY, FEBRUARY 15th

February 15th also marks the Fourth Anniversary of CKSF, a station devoted to Public Service in a rapidly expanding community where the consumer market is considered one of the most responsive in Canada. This great market can be reached most effectively through

CKSF AND CKSF-FM

1230 KILOCYCLES 104.5 MEGACYCLES

CORNWALL - ONTARIO

OWNED AND OPERATED BY THE STANDARD-FREEHOLDER, LIMITED

Ask Horace N. Stovin & Company

REVIEWS

Hoist For Talent

On the air for a decade or two, Ken Soble's Amateur Show has grown from a local program into one that reaches out over most of Ontario and into Quebec. Recently it has been broadcast in the interest of the United Emergency Fund for Britain, over a network of 14 Ontario stations. Its talent is drawn from an area just as wide, and the Sunday afternoon broadcasts have originated in Toronto, Montreal and many points in Ontario, as well as its home base, CHML in Hamilton.

CHML owner Ken Soble, who takes pride in the claim that this is "Canada's Original Amateur Show," can point out several ex-amateurs who have risen to the top of the Canadian entertainment field. These include comedienne Mildred Morey, pianist Oscar Peterson and "Happy Gang" singer Eddie Allen. Ken himself takes charge of the Sunday broadcasts, presiding over a line-up that generally proves entertaining for listeners.

Except for the occasional appearance of tap dancers on the show, who will be more acceptable to this scribe when CHML-TV takes over, there is one main criticism of the "Amateurs." This concerns seasoned professional Ken Soble himself, who, possibly from an innate modesty or perhaps a determination not to overshadow or detract from the performances of his amateur guests, makes his introductions somewhat brief, a little awkward and quite dull. No doubt he feels this is in order, but, as a result, the half hour remains a series of acts instead of a smooth flow of entertainment. Some more imaginatively scripted productions, and a bit more effervescence in his voice, would add pace and interest to the show.

Each week's winner on this program is chosen by mail votes, and he or she makes a return appearance on the broadcast of the following week. Winners and runners-up are also rewarded with merchandise prizes.

The method of selecting winners on shows of this type is occasionally open to criticism. Mail votes come close at least to the concept of giving listeners what they prefer—though conceivably a performer might be able to swing the decision in his favor by persuading a large number of relatives and friends to vote for him. "Rai Purdy's Search for Talent," aired last season over CFRB, relied wholly on studio applause to select the top artist. This had the advantage of picking the winners right on the broadcast, nicely rounding out the show. "Search for Talent" was a capably handled, well-integrated program, but by thus leaving the listener out of the judging in favor of a measurement of the studio audience's applause, the choice of winners often appeared arbitrary; sometimes even exactly reversing this listener's choice.

"Opportunity Knocks," produced by John Adaskin, with CBC's Ian Reid in the booth, and aired on Dominion, avoids the shortcomings of both these methods of selection by combining the two. It is not so much an amateur show as a showcase for talent, both amateur and professional—a chance to play to a nation-wide audience. Production and scripting of this show, now staged at the Fairlawn Theatre in Toronto, as well as the quality of the performers, are largely responsible for its success as pure entertainment. A weekly feature, which incidentally provides a chucklesome comic interlude, is the audition for aspiring announcers, who are judged independently of the other performers, by a three-man panel of experts. (Incidentally, now in its seventh cycle on the air, this

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TORONTO
GERRARD 1144

feature has started about 20 young men on their careers as announcers.)

Aspirants are given two or three bogus announcements to read. Clever script-writing here produces amusing parodies of typical commercials, and even makes entertaining use of sound effects. Winners, and sometimes runners-up from earlier broadcasts, are given guest spots on "Opportunity Knocks." The program runs in 13-week cycles, at the end of which a grand winner is selected, with the award a regular program on a CBC network.

Amateur talent shows depend heavily for their success upon the quality of their talent. But such shows when broadcast fulfil a dual purpose—that of providing a hearing for up-and-coming artists, and that of entertaining the listener. Unless they succeed in entertaining the listener the artists will not get a hearing.

—:Carp.

People Aren't Professors

(Reprinted from The Ottawa Citizen)

This week I'm going to do a bit of criticism of the CBC's Sunday afternoon program, "Critically Speaking."

My criticism will not be aimed at the critics as much as at the CBC, which is responsible for the choice of those who review radio and books on this program each week. You note, perhaps, that I fail to mention Clyde Gilmour, the movie critic. I omit him purposely because he does not fall into the category about which I wish to make criticism.

Here is my question.

Why does the CBC consistently choose as critics of radio fare and books none other than learned university professors?

Why do we not hear criticism from an average radio listener?

Why must the CBC continually persist in acting as a teacher with the idea that the radio listeners must as a whole be taught and that they constitute a class?

I have no objection to learning and to being taught, but I feel that current events, radio programs, plays and such subjects as are chosen for comment over the radio, should be offered and classed as informative, and not subjected to classroom tactics.

Once in a while I would be very happy to hear what Joe or Jane Doaks has to say about what they hear over their radios. I would also be interested to hear what the taxi drivers, the clerk in the store, the office worker and even the often-sniffed-at refuse collector thinks and what he has to say about what he hears on the CBC and what radio in general does to entertain him.

The people mentioned above are certainly in the majority, so why not give them the opportunity to speak their mind? Among these people there must certainly be many who are counted among the listeners of the CBC's "Wednesday Night" and the Sunday night "Stage" series of programs.

It is the criticism of these people I would like to hear.

On Monday morning of this week, I discussed the "Stage '49" presentation of "The Hero" with several people. It was the type of play that when finished caused people to think. This is a very healthy situation and can be termed as good radio. However, it can be carried too far with the net result that the listener finally becomes uninterested and moves along to some other phase of radio from some other place that calls for no thinking and scratching for forgotten knowledge.

Some of the ideas expounded in our discussions of the play aforementioned might very readily be the same as those held by a college professor — and then they might not. A college professor is a dyed-in-the-wool teacher and he never forgets it. The fact crops up time and time again when such a person is heard in commentary on the radio.

I hold nothing against college professors. I count one, especially, among my very good friends and without his able assistance I would many times be left floundering.

If the CBC wishes to set itself up as an institution of higher

learning that is all right by me. It has a whole evening once a week in which it can teach to its heart's content. This weekly period is set aside for those who cannot find what they class as radio entertainment anywhere else and, where the CBC can experiment with what it will.

But, if the CBC wants to number among its programs commen-

taries such as "Critically Speaking," especially, I'd like to hear it from an ordinary listener from among the CBC's vast audience and not from a university professor who, too often talks away over the heads of his audience with the net result that what he has to say passes without understanding.

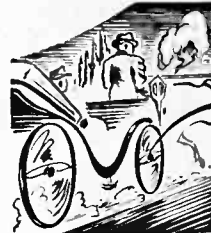
—Claude Hammerston.

CHRC

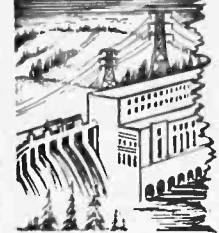
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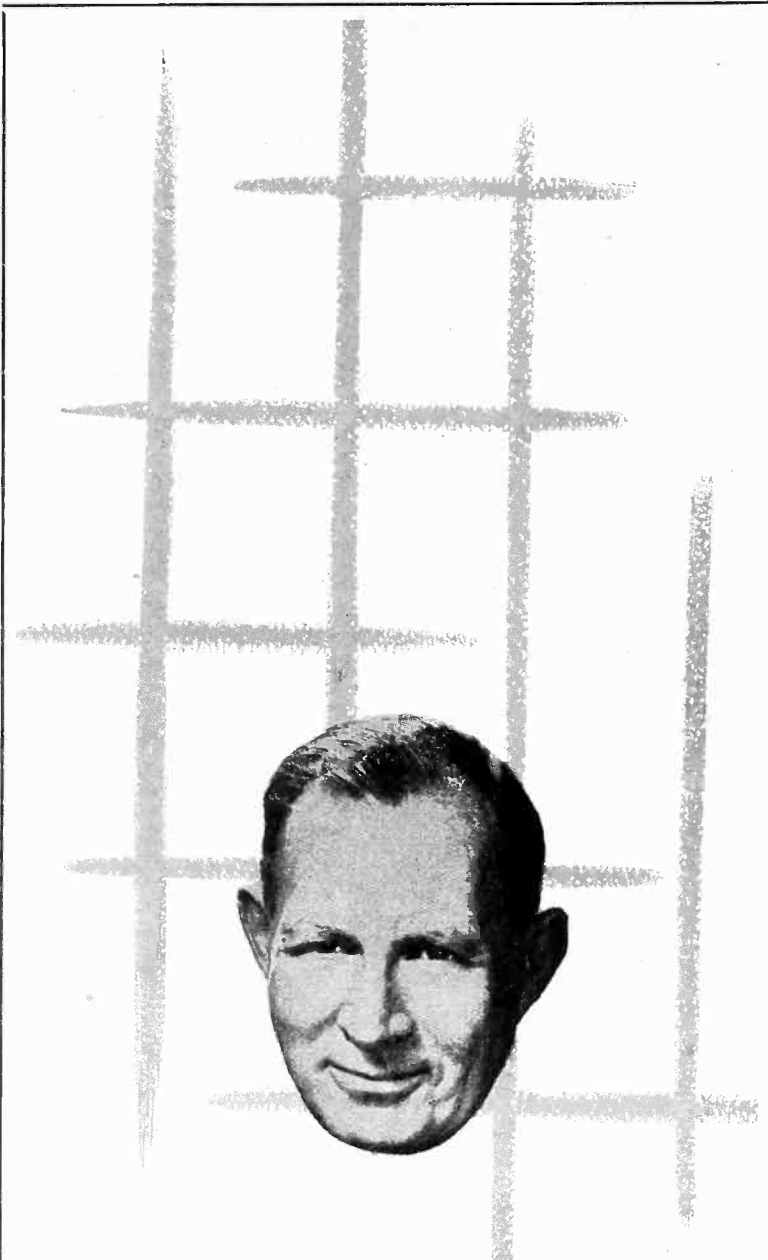
TIME PERIOD	NATIONAL AVERAGE	OTTAWA
9 a.m. to 11 a.m.	22.3	35.1
11 a.m. to 1 p.m.	26.7	40.6
1 p.m. to 3 p.m.	26.4	39.5
3 p.m. to 5 p.m.	22.5	38.0
5 p.m. to 7 p.m.	29.5	40.5
7 p.m. to 9 p.m.	40.2	47.0

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TORONTO

STATIONS

NEW CHIEF FOR CJNB



Regina. — Wilfred E. Collier, production manager for station CKCK, has left the station to take up the position of manager at station CJNB, North Battleford, Saskatchewan, succeeding Jack Coalston. The appointment was effective from February 1.

Collier entered radio in 1931, joining CKCK as operator-announcer. He took on the triple role of assistant engineer, announcer and operator in 1933, and after a year at the station's transmitter during 1937, he was operator-announcer-writer-assistant engineer until his promotion to production manager in 1940.

Lawrence Dillibaugh, formerly program manager for CKCK, takes over as production manager.

He began his radio career on leaving school in 1933, and spent two years at station CJVI, Victoria, B.C. He joined CKCK as program manager in April, 1948.

TO MANAGE CJAT

Vancouver. — John Loder has left the sales staff of CKWX to take over managership of CJAT, Trail, in place of the late Eric Aylen. His new job commences February 12.

Loder, who is somewhere north of 40, and is often taken for one of Lord Calvert's "Men of Distinction," has devoted his life to sales work. He got into radio a little over two years ago when he joined the sales staff of the Vancouver station.

NAMED PROGRAM DIRECTOR

Ottawa. — Fred Davis, announcer at station CFRA, has been promoted to program director. After musical training in Toronto, Davis joined Art Hallman and later saw overseas service with the Army Show. A graduate of the Academy of Radio Arts, he joined the station a month before it went on the air.

Davis succeeds Brian Hodgkinson, who has resigned to go to the United States to study television.

RESCUE IS AIRED

Winnipeg.—Rescue of 12 men from a Hudson Bay iceflow recently, after an R.C.A.F. mercy plane had been forced down, received on-the-spot coverage by broadcasters.

Three stations, CJOB, CKSB and CBW, had men aboard a special plane that pulled into Churchill a few hours before the rescue took place.

George McCloy, announcer, and Al Tasker, engineer, were CJOB representatives; Henri Pinvidi and R. Dussault, acting manager, carried on for CKSB; Charles Gunning, CBC news editor in Winnipeg, and Maurice Burchell, chief announcer, stood by for CBW and the CBC network.

All three stations devoted much time to a word picture of the rescue.

BCAB MEETING

Vancouver.—The semi-annual meeting of the B.C. Association of Broadcasters will take place during the third week of February, according to present plans. Last fall's meeting, also held here, brought out representatives from every station in the province but one.

TO COVER PARLIAMENT

Vancouver. — Bert Cannings, head of the CKWX news bureau, will go to Victoria early in the month to cover the spring session of the provincial legislature, the only radio man scheduled so far to sit regularly in the press gallery.



FOR THESE ARTISTS

- BARRY, Pat
- BOCHNER, Lloyd
- BOND, Roxana
- BROWN, Sydney
- COWAN, Bernard
- DAVIES, Joy
- DENNIS, Laddie
- DIAMOND, Marcia
- FITZGERALD, Michael
- HAMILTON, Lee
- HARRON, Donald
- LOCKERBIE, Beth
- McCANCE, Larry
- MANTLEY, John
- NELSON, Dick
- NESBITT, Barry
- O'HEARN, Mona
- OLDFIELD, Kipp
- RAPKIN, Maurice
- ROUSE, Ruby Ramsay
- SCOTT, Sandra
- WADE, Frank
- WALSH, Elizabeth
- WOOD, Barry

Day and Night Service
at
Radio Artists Telephone
Exchange

Hockey Ban Lifted

Halifax.—The broadcast ban on coverage of the major hockey games here, reported in our last issue, was lifted thirty-seven hours after the CJCH broadcasters were ejected from the Halifax Forum. The two teams, Halifax St. Mary's and Dartmouth Arrows, bowed to the weight of public opinion after the station aired a vigorous campaign against the ban, which resulted in Mayor J. E. Ahern receiving 4,600 letters and telegrams of protest from local citizens.

The station initiated its campaign by airing, every fifteen minutes, the catch phrase: "If you want to protest the ban, write or wire immediately Mayor J. E. 'Gee' Ahern. 'Gee' didn't start it but he can stop it." The phrase soon caught on all over town, and the CBC put its oar in by signing off its "After Breakfast Breakdown" show with: "If you want to protest this program, write to 'Gee' Ahern—he didn't start it, but he can stop it."

The flow of protests to the Mayor, and the publicity resulting from the campaign, soon brought a statement from the two teams which stated that: "By assent of both teams and for the benefit of the public of Halifax and the shut-ins, games both in and out of town will be broadcast from now on." The teams also indicated that financial benefit gained from the ban would not compensate for the bad will received by such a move.

The issuing of complimentary tickets for the games, which CJCH stated was one of the reasons for low gate receipts, was also withdrawn by the teams, and everyone will in future have to pay full admission prices.

At a public banquet, held by the Nova Scotia Society of Engineers on the night the ban was lifted, Mayor Ahern rose to speak and was greeted with "You didn't start it 'Gee' but you can stop it." The Mayor said that although he took no part, as chairman of the Forum Commission, in putting the station off the air, he would nevertheless see to it that unless Finlay MacDonald, manager of the station, proved his remarks to be true he would end up in court.

"Luckily," comments MacDonald, "we substantiated all our charges and are still breathing the fresh air of freedom."

TRAPPERS' FESTIVAL

Winnipeg. — The dog-days of January in the north country are given a real shot in the arm by the annual Northern Manitoba Trappers' Festival staged at The Pas.

The event is a natural for radio coverage and affording themselves of the opportunity were stations CFAR and CBW. Thorough coverage was given a variety of events including ice races, dog derby and crowning of a princess.

Only one thing bothered the radio boys — temperatures were hovering around the 40 below mark.

• • •

M.P. Plays Disc Jockey



New Westminster.—Tom Reid, M.P. for New Westminster, did a one-platter stint as disc jockey as CKNW's new transmitter, with an increase to 1000 watts, went on the air for the first time.

The station will broadcast for the time being at 1000 watts by day and 500 by night.

A few weeks earlier, on Jan. 1, the station went onto a new frequency of 1320.

In the picture, from the left, owner Bill Rea and Mayor Lewis Sangster keep an eye on Tom Reid as he puts the needle to a Scotch tune in the new transmitter building.

Since its opening on Sept. 1, 1944, with 250 watts, the station has grown to a staff of 36. Chief engineer Bill Collins was in charge of the new installation job.

• • •

SEPARATE PROGRAMMING

Montreal.—Programming plans are currently being pushed ahead by station CFCF for their FM outlet, which was given the nod by the CBC Board of Governors for separate programming on a year's trial spin.

FM programs in Montreal will come directly from the station's studios in the Sun Life Building. It is expected that a regular staff will handle these shows.

• • •

ASSISTANT SALES MANAGER

Windsor, Ont. — Charles (Chuck) Gunn has been appointed to the newly created post of assistant sales manager for station CKLW here.

Gunn has a broad background of radio experience in the Detroit market, having spent fifteen years with station WXYZ.

The line forms on the right

Metropolitan markets get the radio campaigns first. Then time-buyers look at the next group.

Right at the head of the line of the secondary market group is CKGB Timmins:

- High purchasing power (and they're Spenders)
- A young aggressive market
- A well-operated, popular station — CKGB

The perfect combination for increasing sales.

Pick your metropolitan markets; and then take a look at the station at the head of the line:

CKGB - Timmins

5000 WATTS

680 KCS.

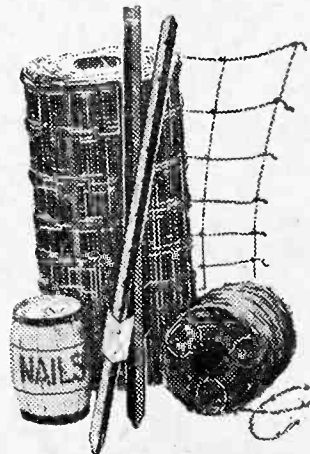
CKGB - FM

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MONTREAL: 106 Medical Arts Building - FI. 2439



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Toronto Office, 53 Yonge St.

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

NEWS

Forty Nine Steps Out



Here is Sinclair, pictured with Alan Savage, at the time they collected their joint Beaver Award for "Ontario Panorama."

It took a five-year stretch in radio, as newscaster and actuality man, for Gordon Sinclair, now pushing forty-nine, to get himself invited back to do a world tour for the Toronto Star. This is the paper which used to send him a-globe trotting back in the '30's, and then coventried him to funerals, garden parties and church meetings until he escaped into radio.

Last Wednesday, Sinclair, whose previous careenings include India in 1932, the South Sea Islands in 1933, mid-central Asia in 1935, and China, Japan and Manchuria, in 1939, took off by plane, and Sunday he was breakfasting in Tokyo. This time his ports of call are China, Indo-China, Siam, India, where he will spend most of his nineteen weeks; Persia, London and most countries of Western Europe.

For the time, he is leaving four radio sponsors on CFRB, whose fees have been netting him around \$360.00 a week. These are Alka-Seltzer (daily "News at Noon"); Mutual Accident and Benefit (daily "Headliners") which he has been writing; Shirriff's Ltd.; and the CFRB sustainer, "Press Club News Quiz." Two of these — he won't say which — will take him back on his return; one doesn't know; and the other has cancelled. He is said to be getting well over \$400 a week for the Star stint, and expects to be back June 27.

Sinclair is no stranger to these columns. He has taken our periodical barbs with varying degrees of grace for his mispronunciations on the air. We gave the colorful character one of our Beaver Awards in 1946, for his part in Alan Savage's "Ontario Panorama." Elliott-Haynes rates his news the most listened to day time program in the Toronto area after "The Happy Gang." But this does not include personality newscaster Jim Hunter, who is aired at 8 a.m., before the rating calls begin.

As a bi-product of his travels, Sinclair has authored a half dozen books. These are: "Foot-loose In India," "Cannibal Quest," "Loose Among Devils," "Khyber Caravan," "Bright Paths To Adventure" and "Sign Posts To Adventure."

Still at — 680

CHLO
ST. THOMAS
ONTARIO
680 K.C.
1000 WATTS

U.S.A.

LAKE HURON

LAKE ERIE

LAKE

ONTARIO

KINCARDINE
LUCKNOW
WINGHAM
PALMERSTON
HARRISTON
ARTHUR
ELMIRA
FERGUS
WATERLOO
KITCHENER
GALT
STRATFORD
MITCHELL
SEAFOORTH
EXETER
ST. MARYS
WOODSTOCK
BRANTFORD
WATERFORD
SIMCOE
AVLMER
INGERSOLL
LONDON
ST. THOMAS
WATFORD
FOREST
SARNIA
PETROLIA
WALLACEBURG
DRESDEN
CHATHAM
BLENHEIM
WINDSOR
TILBURY
LEAMINGTON
ESSEX

THE MAGIC KEY TO THE "GOLDEN ACRES"

The contour map of CHLO's area of intensive coverage closely resembles a key. The literal application of this is quite definitely proving to be very, very true.

Sponsors throughout the area are finding CHLO to be the MAGIC KEY to the ever present problem of inexpensive and yet complete coverage of their potential consumer market.

Here — Mr. Businessman — is the MAGIC KEY — the Open Sesame to the bulging pocketbook of these Golden Acres of Western Ontario.

Stick-Up Scoop

Vancouver.—In the midst of the recent wave of bank holdups, Dorwin Baird of CJOR thought he'd walked into the middle of a neat news beat, but he figures his slight embarrassment was worth the chance of witnessing a stickup.

When the police radio ordered cars to check on a suspicious blue sedan loitering near a bank at Granville and Robson, two blocks from the station, Baird lit out for the corner.

As he arrived, police cars were converging and trying, as Baird said, to look inconspicuous while they waited for somebody to start something.

Baird crossed Granville to go into the bank, and as he set foot on the steps a pistol-sharp explosion a few feet away sent him diving for a non-existent foxhole on the pavement.

"This is it," Baird told himself, "and they probably got me too." When he looked up, the "hold-up" was over. Business was going on as usual in the bank, the police cars moved off, and the owner of the blue sedan, who finally had his car started, was driving away, backfiring every fifteen feet.

AGENCIES

HARRY E. FOSTER ADVERTISING LTD.

Toronto.—Orange Crush Ltd. has started an extensive spot campaign over a number of stations in Manitoba, Ontario and Quebec along with a five-minute six a week segment of "Club 580" over CKEY, Toronto.

VICTOR VAN DER LINDE CO. LTD.

New York.—Dolcin Ltd. (Arthritic Tablets) has started the fourth a week fifteen-minute transcribed "Rendezvous with Ross" featuring David Ross and going to CFRB, Toronto, through 1949.

CANADIAN ADVERTISING AGENCY LTD.

Montreal.—The Dominion Department of Agriculture has a daily transcribed flash campaign (encouraging the sale of honey) over a wide list of stations coast to coast.

F. H. HAYHURST CO. LTD.

Toronto.—Hollywood Home Permanents has started an introductory spot campaign scheduled for 13 weeks over five Ontario stations including CFRB, CKEY, Toronto; CHML, CKOC, Hamilton, and CFRA, Ottawa.

PERSONNELITIES

Montreal.—Joan Bridge, who worked in McKim's radio department as assistant to Jack Busby, has moved over to Whitehall Broadcasting to take over Mary Moran's old job. Mary, as reported last issue, is now with MacLaren's local office.

COCKFIELD BROWN & CO. LTD.

Toronto.—The Maple Leaf Filling Co. Ltd. has started a wide spot campaign over 21 stations between CFCY, Charlotteown and CJAT, Trail.

Trans-Canada Airlines has renewed its spot series over a number of Ontario stations.

Maclean-Hunter Publishing Co. Ltd. has a spot campaign going to VPCM, Newfoundland, in addition to its current spot series over CKEY, Toronto and CHML, Hamilton.

Miles Laboratories (Alkalizer) has started a flash announcement campaign over a number of coast to coast stations. Same sponsor has renewed its daily ten minutes before noon newscast over CFRB, Toronto, with Dave Price replacing Gordon Sinclair during his world tour.

Shirriff's Ltd. has renewed its early-morning transcribed "Good Jews" heard five minutes three times a week over a wide list of stations coast to coast with Stan Francis anchoring for Gordon Sinclair.

MACLAREN ADVERTISING CO. LTD.

Toronto.—Dalglish Chemicals Ltd. (Javex) has started an extensive transcribed spot campaign featuring the "Javex Jingle" over stations in major markets in western Canada.



Program: "CHUM TELEFLASH NEWS"

Format: 1-minute local news stories (plus commercial) as phoned in to CHUM by eye-witnesses; verified by police.

Schedule: Hourly, 7 a.m. to 7 p.m., Mon. thru Sat.

With every listener a "reporter", holdups, fires, accidents and other local news happenings are reported by eye-witnesses within a matter of minutes. CHUM leads all other news sources by as much as two hours on every major news story of the year!

Here are the facts:

1. More than 1,600 phone calls received each month.
2. Up to 40 calls received on every major happening.
3. CHUM pays \$1 to \$5 to listener first reporting each Teleflash news item used, plus \$5 for best news story of the week.
4. CHUM pays over \$200.00 each month to listeners.
5. Every Teleflash news story filed for 12 months, along with name and address of listener.
6. 12-newscasts daily, 6-days a week, regularly heard each week by:
 - 31% of radio homes in Toronto--12% Hamilton--
 - 11% Guelph--10% Welland--25% Orillia--
 - 22% Oshawa--23% Muskoka--18% Haliburton--
 - 26% Durham--27% Simcoe--etc., etc.

Cost: \$1,000.00 per month (package price) on a 3-month, exclusive sponsorship basis. (936 Newscasts, average cost \$3.20 each)

Ratings: 31.0 Effective Weekly Program Rating in Greater Toronto (see also ratings above—survey data available upon request).

Can You Offer Your Client BETTER Radio Value?

In the interests of your clients, may we send you a complete brochure telling you the entire story, facts and figures? Phone ELgin 4271...or drop us a line!

Sincerely,

CHUM — "The Friendly Station"

Rolly Ford, Manager.



A Wow with the Women!

And why wouldn't he be? Lionel is always on deck to help them with their community service and social activities. That's why their shell-like ears are always glued to the CKCW frequency.

Lionel's a bit of a statistician too. He knows that women do 85 per cent of the buying of your goods. So why not give your Stovin man a ding?

CKCW

MONCTON NEW BRUNSWICK

The Hub of the Maritimes

REPRESENTATIVES: STOVIN & CO. TORONTO MONTREAL

P.S. \$1 gets you \$5 that CHUM Teleflash News reaches MORE Toronto listeners each week than ANY network show in town? Want to bet?

CANADIAN TELESCREEN

Vol. 2, No. 3

TV and Screen Supplement

February 9th, 1948

CANADIAN FILM FOR U.S. T.V.

Toronto. — A new Canadian company, Cinevision of Canada, is currently making movies slanted for TV usage, and has already sold two three-and-a-half-minute musicals to the Film Equity Corporation in New York, one of the largest distributors of TV film in the States. This company has also accepted a series of fifteen short open-end commercial movies from Cinevision for distribution on a royalty basis.

Bill Forbes, president of Cinevision, announced that his company plans to concentrate on material for the U.S. market, at least until TV arrives in Canada, with technicians and talent drawn from the Canadian radio and movie industries. He said he was unable to name the other officers of his company at present owing to internal organization.

Forbes started this new venture after a varied career as a newspaper man for the Toronto Star, publisher of a chain of pulp magazines, associate editor of the now defunct "New World" magazine, and a writer and research man for the National Film

Board. He spent a large part of last year in New York studying TV film techniques at NBC and CBS.

The two musicals, sold outright to Film Equity, were titled "Saskatchewan" and "Twilla Dances." They run for approximately three and a half minutes, and were shot in color and printed in black and white to see if sharpness could be toned down a little. "However," said Forbes, "this proved an expensive business and was not very satisfactory." Both movies were complete packages and were slated for use as material for TV movie jockeys, or for fill-ins.

The series of fifteen one-minute shorts, titled "Charlie the Cheerful Chef," with freelance radio man Monty Hall as "Charlie," were shot in black and white and feature household hints. They were made to allow for the insertion of local commercials at the beginning and end of each short. Distribution of these will be on a non-exclusive basis.

Discussing the future plans of Cinevision, Forbes said that the company had approximately forty-one movies in the blueprint stage at present. These will be completed and shipped to the U.S. for distribution through Film Equity Corporation. The company also plans to produce another series of shorts, tentatively titled "Everybody's Maid," and will shortly screen test a number of local freelance radio actresses for the character part.

TV in the U.S. is starved for commercial movie material, Forbes said, and he intimated that here is a splendid opportunity for Canadian movie firms to market Canadian film products and talent. He said that United Artists and Telecast Inc., two large American movie-TV distributors, had already shown interest in his company's products, and that he had been asked for a quotation from a U.S. company to continue a series of 7 1/2-minute dramas, which were previously made in England.

Pre-TV Censorship

Victoria. — British Columbia's eagle-eyed movie censors are working so hard to guard the morals of the province that they're already reported to be concerned about TV, a medium which has not even reached the province commercially.

Some TV tests were made near the city, and apparently came off all right, from a technical point of view. The censors immediately set to work worrying how they could control the contents, because, they said, the glimpse they got obviously had not been cut according to their standards.

TEE VEE ACTION

New York, N.Y. — Television will not put radio out of business. That at least is the opinion of William C. Gittinger, vice-president in charge of network sales, CBS radio network.

Speaking at the recent CBS television clinic for agencies and advertisers, Gittinger said he felt that radio and television will be developed as complementary media — the same as magazines and newspapers. He predicted that video will even increase radio listening. In pointing up his argument, Gittinger told his listeners that television will encourage people to spend more of their growing leisure time in the home. Thus there will be more time for radio listening, and newspaper, magazine and book reading.

"Radio will be blitzed temporarily in some markets," he said, "just as phonograph records were temporarily blitzed by radio." However, he added, radio will survive television as robustly as records survived radio.

Current trends show that video is attracting new advertisers who never used radio, Gittinger continued. He predicted that there will be enough advertising money available to keep both radio and the sight-and-sound medium in business.

J. L. Van Volkenburg, vice-president and director of television operations, compared the cost-per-thousand viewers of three CBS programs and the cost-per-thousand readers of full-page ads in three New York newspapers. According to the CBS calculations, here's how the two media stack up:

Television — "Toast of the Town," \$7.21; "Lucky Pup," \$3.77; and "Winner Take All," \$6.45.

Newspapers — "New York World-Telegram," \$7.44; "New York Herald Tribune," \$9.10; and "New York Times," \$7.15.

FCC chairman Wayne C. Coy predicted this week that additional video channels will be opened in the near future.

ABC network is reportedly preparing a video version of its "You Bet Your Life" quiz show starring Groucho Marx.

Newest station — No. 56 — to take to the airlines is WHIO-TV, Dayton.

Printers' Ink Magazine has a task force of staffers working on a special TV progress report section for its February 18 issue.

C. E. Hooper is now measuring video viewing in nine cities.

Station WCBS-TV plans to launch 16 hours of daily operation by the end of spring. Some shows are expected to be fed to the newly opened East-mid-West coaxial network.

Over 957,000 TV receivers were produced in the U.S. during 1948 according to a recent report from the U.S. Radio Manufacturers Association. This figure brings the total post-war production figure to approximately 1,160,000. An additional 30,000 unassembled TV set kits were also manufactured during 1948.

Six minutes worth of TV for a nickel is now offered to restaurant and tavern patrons in the U.S., with the installation of coin-operated receivers. A screen for each station will be visible to everyone, with the nickel supplying the sound.

Offering a complete TV set at prices considerably lower than current set prices, a Canadian company will shortly be formed to produce and market sets in knock-down form. Customers following printed instructions will be able to assemble their own receiver. The new company will be a subsidiary of the U.S. firm, Transvision Inc., which is currently selling the kits in the U.S.

The need for additional TV channels in the U.S. will be met before the end of this year, according to Wayne Coy, FCC chairman, speaking at a meeting of the Radio Executives Club and the Advertising Club of Boston recently. Coy also predicted that the freeze on video channels would also be lifted before the year's end.

Regional Station in Progressive Western Ontario City requires Transmitter and Studio Operators — Technical knowledge essential. Attractive salary — Group Insurance.

Details to Box A-6
Canadian Broadcaster

Don't Overlook Music With A PERSONAL PLUS In Your Program - Planning



ART HALLMAN

A Household Name As A Top-Flight Leader
Versatile Vocalist
Outstanding Arranger

CONSULT:

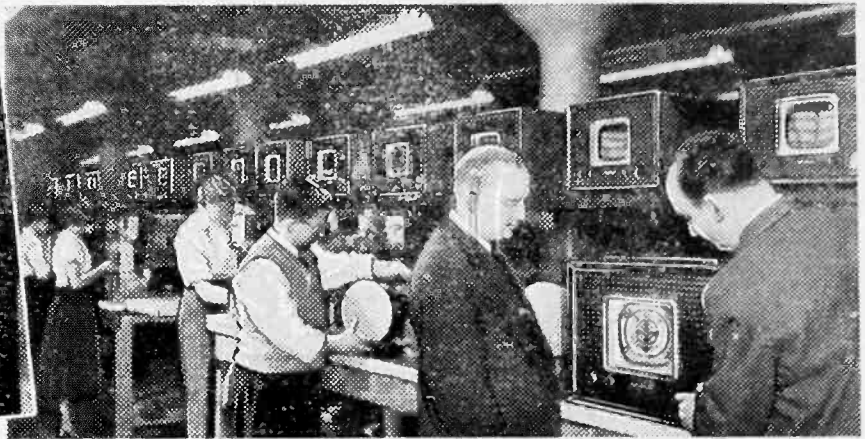
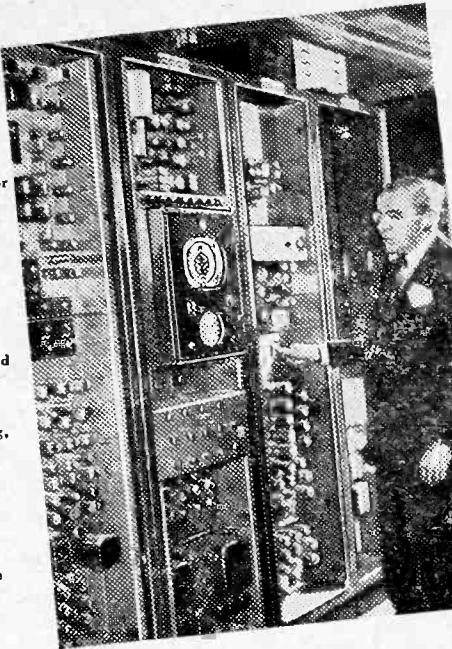
THE OFFICE OF
MART KENNEY
125 DUPONT STREET
TORONTO, ONTARIO

It's TELEVISION it's RCA VICTOR

*from Camera...
to Home Receiver!*

This complete television transmitter has been installed in the Montreal plant of RCA Victor to provide the visual test patterns and other signals used for precise adjustment of RCA Victor television receivers in production. A. B. Oxley, Chief Engineer, RCA Victor Radio Division, is adjusting the controls.

An important step forward in the progress of television in Canada. At right, H. B. Prinsky, Manager of Manufacturing, is demonstrating to F. W. Radcliffe, Commercial Vice-President, the high quality and clarity of the image of the first RCA Victor Eye Witness television receiver to come off the production lines in the RCA Victor plant in Montreal.



... and RCA VICTOR Engineers are ready now to help you in preliminary TV planning

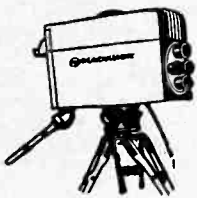
From preliminary how-to-go-about-it information right through to the projection of sharp, bright, jitter-free pictures in the homes of your TV station audience . . . RCA Victor can go the whole way with you in Television Planning, Equipment, Installation, Staff Training and Service.

Out of 27 years of pioneering in every stage and phase of television, RCA Victor has distilled

practical, down-to-earth experience that simplifies station planning, avoids expensive experiments and enables this company to accept complete responsibility for the overall performance of the RCA Victor equipment you select.

Call in your nearest RCA Victor TV Engineer or write to Engineering Products Division, RCA Victor Company Limited, Montreal.

RCA VICTOR TELEVISION EQUIPMENT... choice of the Majority!



Remote Pick-up Equipment



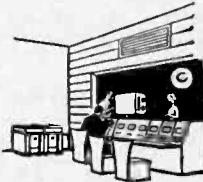
Relay Equipment



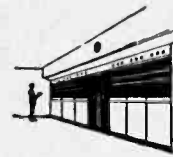
Film Equipment



Studio Equipment



Control-room Equipment



Transmitting Equipment



Antennas



RCA VICTOR

RCA VICTOR COMPANY LIMITED

*World Leader in Radio...
First in Television*

HALIFAX

MONTREAL

OTTAWA

TORONTO

WINNIPEG

CALGARY

VANCOUVER



ONCE AGAIN

B.U.P.

EXPANDS IN WESTERN CANADA

with

THREE NEW BUREAUS

in

- REGINA
- CALGARY
- EDMONTON

Joining our Winnipeg and Vancouver bureaus to make B.U.P. radio news wire the most complete coverage of Canada's news-making West.

AS THROUGHOUT THE WORLD, SO IN CANADA

B.U.P.

brings you

"THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS"

BRITISH UNITED PRESS

HEAD OFFICE

231 ST. JAMES ST. W.

MONTREAL

ROUND UP

SICK BAY

Montreal.—Don Cameron, who handles "Make-Believe Ballroom" over station CJAD and acts as emcee on Sweet Caps' "Talking to the Stars," spent a couple of weeks here in hospital having his appendix removed.

Don just about made it for he was rushed on to the operating table after finishing a recording date in agony.

Another casualty in radio row here is veteran Chris Ellis, who is laid up for a month or so with repercussions from a severe cold.

■ ■ ■

BOARD OF TRADE

Vancouver. — F. H. Elphicke, manager of CKWX, was elected to the council of the Vancouver Board of Trade at its annual meeting.

■ ■ ■

NEW TO RADIO

Montreal. — A five-minute, three-a-week, early morning sportscast has been bought over station CFCF, by Toledo Motors Company who handle English cars in Montreal.

The show, a first for this company, occupies the 8.10 to 8.15 a.m. spot, with announcer Fred Gowin doing the chores.

For Western Ontario Station, **ANNOUNCER-WRITER - PRODUCER.**

Network calibre, voice and scripts.

All details to Box A-7
Canadian Broadcaster

STAFF MOVES

St. Boniface.—Henri Bergeron, announcer at CKSB, is moving east. Bergeron has accepted an announcing position on the staff of CKCH, Hull. He takes over his new duties February 23.

Latest addition to the announcing staff of the French station is Max Desaulniers. Max is a St. Boniface product and this is his first radio post.

■ ■ ■

FRESH HAMS

Nelson, B.C. — A new ham group at this interior centre, the Nelson and District Radio Amateur Club, elected Jim Hill as president; Vic Howard, vice-president; Con Rutherglen, secretary; Hugh Worsfold, treasurer, and Ralph Scott, publicity.

STATION AD SURPRINTS SKEDS



Vancouver. — CJOR pulled a fast one on other local stations with an advertising gimmick used for the first time in Canada, and scheduled to run every Saturday in the Vancouver Sun.

In heavily screened red type, the ad reads: "Tune to CJOR, Dial 600, 'The Station of the Stars'."

It goes four columns wide and a half page deep and is printed right over the broadcast sched-

ule for all stations for Saturday and Sunday programs. The ink used has a translucent quality, so that the schedule can be read through the red printing of the ad. Legibility of the schedule is not affected as it is in the above one-color reproduction.

The station has a good position on the eight-station schedule at any time in the left hand column. Other stations now find their listings flushed a significant red by the CJOR plug.



64 ANSWER

Did you hear about the man who told the Elliott-Haynes phone interviewer that he wasn't listening to any station because he was in bed. In case you didn't, the E-H lass apologized for disturbing him, to which he replied: "Oh, it's all right. I had to get up to answer the phone anyway."

...

CONDUCTIVITY

We're still chortling about the pianist whose fingers run over the key-board like greased lightning. They never strike twice in the same place.

...

HA! HA! HO! HO!

The incomparable humorists who returned our "we'll pay the postman" envelopes with the information that they didn't want any books might be more gainfully employed putting humor into radio programs.

...

EUCLID NOTWITHSTANDING

Canadian TV trends prove conclusively that the shortest distance between two points is a circle.

...

ONLY A SONG

Is it reasonable to hope that someone will be appointed to the Royal Commission on Radio who owns a receiving set?

...

GRAND AMEN

Thanks to John Clarke, who thinks a house organ is a domestic Wurlitzer.

...

ABBOTAGE

The new income tax forms will make paying easier.

Saturday Night

Goody goody goddam!

...

DEFINITIONS DEPT.

A copy-writer is the character who writes first drafts of commercials for account executives to throw in the waste basket.

...

MEETING ADJOURNED

Hats off to the Ad-Club speaker who obeys the three cardinal rules—stand up, speak up and shut up.

382 Personal Interviews tell the story!

HOW GREATER MONTREAL FRENCH FAMILIES ARE LISTENING

AMONG THE 'INDEPENDENTS' IT'S

52 to 9 for CKVL

If you would like a copy of an illuminating survey, made for "BROADCAST RELAY SERVICE (OVERSEAS) LIMITED" in connection with their proposed wired-radio facilities by "CANADIAN OPINION COMPANY" (Gallup in Canada), we have one for you.

"The Old Order has Changethed" . . . and how!! See what 382 personal interviews in French Canadian homes demonstrate about the listening habits of the French Canadian in Greater Montreal . . . today!

980 kc. **CKVL** 1,000 WATTS

VERDUN, QUE.

Horace N. Stovin & Co.,
Victory Building,
TORONTO, Ont.

Donald Cooke Inc.,
351 - 5th Avenue,
NEW YORK CITY



WES MCKNIGHT

GOOD NEWS

for advertisers



JIM HUNTER

Who listens to newscasts? Just about everybody! And when listeners want to hear news that's hot off the teletype and broadcast "straight" . . . without commentary or embellishments . . . they naturally tune to CFRB. Because CFRB has a well-earned reputation for giving accurate, up-to-the-minute news . . . and CFRB newscasters know how to broadcast the news *in the way listeners want to hear it!*

In countless Ontario homes the names of Jim Hunter, Wes McKnight, Gordon Sinclair and Jack Dennett—CFRB'S principal newscasters—are household words. Their newscasts are listened to regularly day in and day out. The measure of the popularity of these newscasts is their Elliott-Haynes listenership ratings!



GORDON SINCLAIR

Dispensing accurate, interestingly-presented news is yet another phase of CFRB's *balanced programming*, designed to appeal to all types of listeners. This balanced programming is your best guarantee of high listenership on CFRB, in an area noted for its high buying-power. Over CFRB you, the Advertiser, get more for your advertising dollar. In terms of listenership and program appeal, CFRB is unquestionably your No. 1 buy in Canada's No. 1 market!



JACK DENNETT

CFRB

**Your No. 1 buy
in Canada's
No. 1 market**

REPRESENTATIVES:

United States: Adam J. Young Jr., Inc.

Canada: All-Canada Radio Facilities Limited