

CANADIAN BROADCASTER

AND TELESCREEN

Vol. 8, No. 14

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

July 27th, 1949

BC SENDS CHANDLER TO CAB BOARD

Chilliwack.—George C. Chandler, CJOR, Vancouver, president of the British Columbia Association of Broadcasters, was elected BCAB director to sit on the Canadian Association of Broadcasters board at the summer meeting held here July 9.

Representatives from 16 B.C. stations attended, and a record attendance was recorded.

Chandler took a stand against the limitations placed by the CAB on the number of CAB directors that may be appointed by this Pacific province, and accepted the election as director with reluctance. However, the choice by B.C. broadcasters was unanimous.

His chief objection was against the limitation that one western director of the CAB must be from British Columbia. His contention is that "at least one," which would open the door to the election of more than one, should be elected from this province.

The BCAB, by resolution, offered assistance and guidance to the University (of B.C.) Radio Society, and a committee was named to discuss the matter with the Society. Dorwin Baird, CJOR, Vancouver; Murdo McLaughlin, CHWK, Chilliwack, and Sam Ross, CKWX, Vancouver, likely will serve on this committee.

Jim Allard, general manager of the CAB, who attended the session, reported on the national convention held a month ago at St. Andrews, N.B., and the plans being made for submission of a brief to the Royal Commission on Arts and Culture.

The BCAB will make a provincial submission to the Commission.

The Association will continue its program of general advertising to promote the use of radio in B.C. through trade papers. It will be under direction of the Promotion Committee, and will be carried out by James Lovick and Company.

A report on the "Get Out The Vote" campaigns (CB&T, July 13) in two elections in this province, the provincial and federal elections, was made by F. H. Elphicke, CKWX, Vancouver, chairman of the Promotion Committee.

Resolutions were passed congratulating Jim Allard and Pat Freeman, CAB Director of Broadcast Advertising, for their excellent work on behalf of the industry.

Social events included a BCAB luncheon and a dinner tendered delegates by the host station, CHWK, Chilliwack.

BROADCAST FROM UNDER COVER



Toronto.—Claire Wallace went to Australia for a material-hunting look-see down under. She came home flat on her back.

With a back-log of radio experience that includes covering a peace conference, interviewing a singing bear and a volcano, flying to London for the Royal Wedding and becoming an Indian Princess, she achieved the ultimate in anticlimaxes when she slipped on the pavement and broke her hip, and

had to do her first broadcasts for Rayve Home Permanent from a bed in an Australian hospital.

Heard three times a week on Trans-Canada, with her "They Tell Me," which switched sponsors this season from Robin Hood Flour to Rayve, Claire kicked off the current campaign by interviewing Canadians living in Australia. Discs which were made at her bedside with the friendly cooperation of Robin Wood of Radio

Australia, were flown across the Pacific and fed to the T-Can net less than 72 hours after being dubbed.

Back home in Toronto Claire is holding forth from her own bed. Rumor has it that, between shows she wards off boredom by trying to devise some means of making her 4-poster take wings and fly out of the window. She probably will.

\$9,000.00 IN RELIEF GIVEN FIRE VICTIMS

Grande Prairie, Alta.—Art Balfour and Jack Soars, manager and commercial manager of CFGP, Grande Prairie, signed over \$9,000 worth of fire relief cheques, when over thirty families were burnt out in a recent Slake Lake forest fire. Contributions poured in from every town, village, hamlet and country community in the Peace River district.

Hailed in The Edmonton Journal as "one of the crowning achievements in humanitarian endeavor" the Fire Relief Fund was launched when Balfour and other station men, while doing actuality broadcasts from the scene of the great blaze, were moved by the hardships they saw the fire victims suffering.



Only with **SELECTIVE RADIO** can you control local timing



... and you select only the stations that pinpoint your **most profitable markets!**

IT'S harder nowadays for the advertiser to stretch his dollar—harder to show *profitable* sales results on a limited advertising budget. That's why so many radio advertisers are turning to **SELECTIVE RADIO** for economical selling!

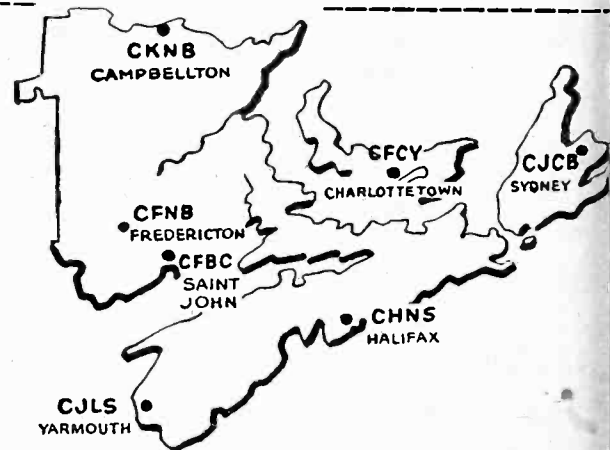
SELECTIVE RADIO is the opposite to buying a fixed group of stations, which broadcast simultaneously without regard for different time zones and different local peak listening times. With **SELECTIVE RADIO**, you treat each station *individually*—you select an effective *local* time on that station's program schedule—unhampered by time-zone difficulties.

With **SELECTIVE RADIO**, you cut waste also by selecting *only those stations that cover your profitable markets*—choosing from thirty **ALL-CANADA** stations across the country.

Let **SELECTIVE RADIO** help you *pinpoint* your audience—*when they're listening!* Call the **ALL-CANADA** man for full information.

All-Canada in the Maritimes

In a ten-year period, Maritime retail sales increased more than in any other section of the country! That's why sales curves for these three provinces are being watched. It will pay you to make the most of this growing market. You get complete coverage of the Maritimes over seven All-Canada stations. Call the All-Canada man about broadcasting in this region by the **SELECTIVE RADIO** method!



ALL-CANADA RADIO FACILITIES *Limited*

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL

PROMOTION

A Lobstering We Will Go

Shediac, N.B.—CKCW's "Lionel the Lobster" moved right in on the Shediac Lobster Festival held here July 7-8-9. He shook hands with the Festival "Queen"; snuggled right up to Miss Canada and Miss Halifax; and got right into the thick of things at the grandstand proceedings.



Miss Halifax (Betty Kane, CBC receptionist) samples a "Pookie Pattie" from tray of Bob "Pookie" Hugh, emcee on CKCW's "Daily Matinee" at Shediac Lobster Festival.

"Lionel," in the form of a CKCW microphone stand, fronted the outdoor platform from which the festivities were aired each afternoon.

A promotion stunt by the station, on behalf of Five Roses Flour and "Daily Matinee," Lake of the Woods Milling Co. program, drew plenty of attention with Bob Hugh, emcee, known to his listeners as "Pookie," handing out "Pookie Patties" from a canopied tray. "Pookie Patties," pattie shells filled with lobster meat and garnished with salad dressing, made a natural tie-up as both patties and dressing contained Five Roses Flour as an ingredient. Copies of the recipe were distributed by Festival "Princesses" wearing "Lionel" aprons stamped with "Lionel presents Princess Shirley, etc."

Place mats, showing "Lionel" and plugging CKCW programs, replaced tablecloths in the main dining hall where over two thousand lobster dinners were served.

Window displays, as a tie-up for Five Roses Flour and the "Daily Matinee" program, were placed in all grocery stores.

Photographers, both professional and amateur, had a field day with "Lionel" and "Pookie," and one local store, displaying prints along with general shots, reported a brisk sale.

As this issue was going to press, TCA delivered a parcel to the broadcaster office, bearing the legend: "Special order of Pookie Patties for Richard G. Lewis, mailed this morning at Moncton, N.B., and flown via TCA with compliments of Lionel the Lobster, CKCW."

RADIO RIBS



"I told him that CDNA statistics prove this program couldn't have brought in that much mail."

HELP WANTED MALE

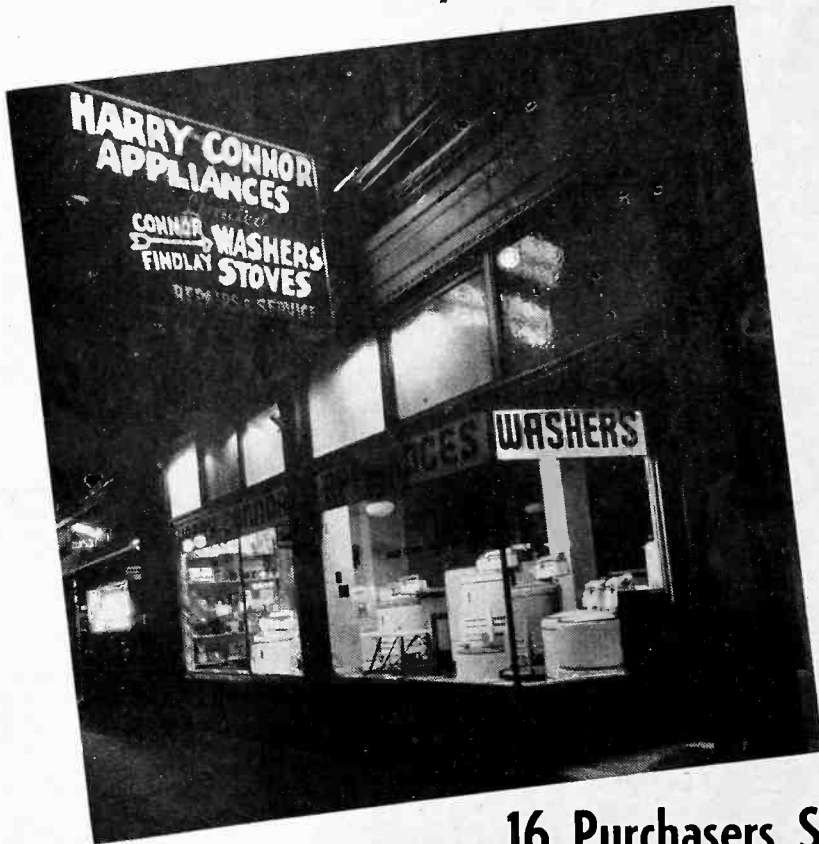
SALES MANAGER

Excellent opportunity, aggressive livewire who knows radio, likes to sell, can inspire and lead sales staff in highly competitive large western market. Newly established outlet non-network with finest working conditions. No hot-shots or pressure boys need apply. Applicant must be sober, dependable, highest character, interested in building permanent future. Send all facts, background, ability, sales record, references, working arrangement desired and date available.

CKY, Winnipeg,
Box 237,
WINNIPEG, Manitoba.

Three Gets You 400 On CFRA

Ottawa's Best Radio Buy!



THE STORY OF A HAPPY SPONSOR

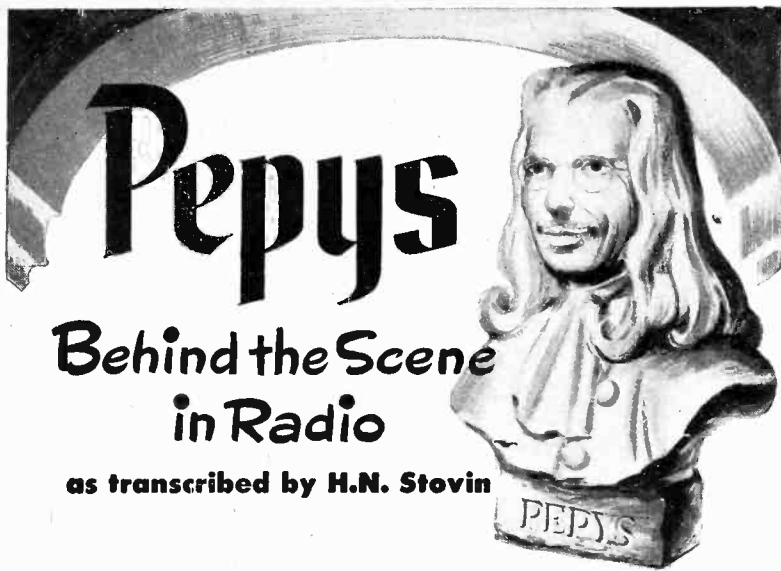
\$3,200
—from Six
Flashes!

16 Purchasers Said "CFRA" ...

HERE'S WHAT J. E. PERRIER, MANAGER OF HARRY CONNORS APPLIANCES, wrote to CFRA . . . "You might be interested to know that, as a result of the Mother's Day Flashes, we sold 20 washing machines, and sixteen of the purchasers mentioned that they had heard about them on CFRA. It's possible that the other four did too—we didn't ask them." THAT'S OVER \$3,200.00 IN SALES FROM SIX FLASHES . . . that's what a trusted local station can do with superior coverage!

Bigger Coverage Nets
Bigger Sales . . . BUY . . .

CFRA



The more thought I gave the letter in last issue, the more it seemed to order just what it wanted in this column. Maybe the wrong person is doing the listening. I'm sorry but it is not one of those things I can do—listen to and write about just what other people like. I have some favorite shows of my own, too.

As it so happens a great deal of my radio conversation is with people with whom I come in contact. I find the nurses here really take their radio seriously. One Scotch girl with red hair, and a temper to match, reprimanded me severely for one of my columns. She thought I had gone just too far in questioning Glover's vocabulary and she let me know.

At one time I met a chap who was very proud of the fact that he had never written a fan letter to "Amos 'n' Andy" and had never attended a "Prom" concert. Frankly, I have always felt the "Prom" was a place I'd like to go but never have. That doesn't say I haven't listened though.

Just the other day a Canadian and a Lithuanian girl from here went to the "Prom," and they were both very keen about it. The girl from Lithuania said "You haven't lived until you hear this music in quantity as we do anywhere on the European continent. Among my favorite composers are Sibelius and Tschaiakowsky—their music is all acceptable." The Canadian girl remarked "While I go for popular stuff and be-bop, I still think we need symphonic music in generous doses." By no stretch of the imagination could I be considered a fan of the long-hair type of music, but I do believe it has a very definite place in our musical diets. Therefore, I strongly recommend listening to the "Prom" concerts.

Every few moments the contents of Peter Pleasenone's letter cross my mind and the result is not exactly pleasant. I resent being reminded about the benefits of private stations. I have held them high in this very column before. True enough they exceed one hundred in number but unfortunately my listening is limited.

Still another girl, hailing from England, had this to say: "Even though I come from the land of no advertising on the air, surely I can string along with radio as it is, here in the country good enough to accept me. It is true that the world boasts of the three musical B's—but we consider, in England, we too have three B's—Beecham, Boulton and Bliss. I'm quite sure Sir Thomas Beecham needs no introduction in Canada; Boulton and Bliss is a composer of repute." Then she called my bluff with "now what have you to offer?"

Up betimes and to walk in my garden this morning, watching a pair of Cardinals who have successfully raised a brood in the old lilac tree, and did enjoy the sight of the young birds for the first time. Summer does indeed pass too quickly, or perhaps it seems so because already plans are advanced for advertising the Canadian National Exhibition—a thrilling thought, yet one that speaks of Fall ● ● ● Do note, to my pleasure, that the prophets of gloom are somewhat silent of late, which is well. Canadians, while progressive, are a level-pated lot, not given to great surges of either optimism or pessimism. Rather do we realize that now, as never in the past decade, must Canadian business get out and sell. And in making its voice heard, Radio is most necessary and most effective, especially when used over effective transmitters, of which Pepys is proud to represent a goodly number, as noted on the card below ● ● ● Mightily uplifted this day by some Elliott-Haynes ratings which I have compared with those of the same month some years ago, which do confound the knavish statements of those who claim radio listening is on the wane. These show the percentage of sets-in-use hath INCREASED, especially in the Maritimes (where those good stations CHSJ, Saint John and CKCW, Moncton do hold forth mightily entertainingly) and also in Quebec (where CJBR, Rimouski and CKVL, Verdun-Montreal dominate their scenes). Do moreover meditate that these increased percentages mean even greater listenership today than it would have years ago, now that Canadians have gone in for multiple sets in their homes ● ● ● Do salute a new crop in the West, not of grain but of radio personalities, and welcome "Buck" Witney to the managership of CFAR, Flin Flon, Hume Lethbridge back to the industry as manager of CJNB, North Battleford, also Bill Hawkins, now manager of CFOS, Owen Sound, and prepare to do battle for a great Manitoba name that is now one month nearer to serving a rich, busy people—CKY Manitoba ● ● ● Do now partake myself to contemplate "the gentle art of fyshynge," to sit peacefully under a shady tree, and think no thoughts of radio until tomorrow.

AN AVERAGE
of
79%
of the daytime
radio audience
in Sudbury City
tuned to CKSO,
according to the
June survey of
Elliott-Haynes.

CKSO

Northern Ontario's
High-Powered Station
SUDBURY, ONT.

Ask
ALL-CANADA
in Canada
WEED & CO.
in the U.S.A.



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

★
HEAD OFFICE
231 St. James Street
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	

CANADIAN BROADCASTER AND TELESCREEN

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New York - Richard Young



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

The Chickens Come Home

Radio needs to feel alarmed in only one respect over the recent vitriolic and by no means hole-proof attack launched at it recently by the Canadian Daily Newspapers Association. Sole cause for distress is the still prevailing fact that radio, although it has the most potent advertising story to tell, does not provide the statistics offered by the newspapers, figure for figure, and, until it does, this medium cannot hope to meet press competition on even ground.

On the other side of the ledger, the near-panic which must have inspired the CDNA presentation, which, like its fore-runner (a blast against the magazine field), was distributed to advertisers direct and not to their agencies, betokens something of a compliment to both these media in that the mighty newspapers even deigned to acknowledge their existence.

The recent election campaign proved that people do not relish violent assaults, and we are of the opinion that the CDNA outburst, falling as it does in this category, could and should be made to boomerang on this aggressor, to the not inconsiderable benefit of the aggressed.

The means of doing this is not to reply in kind. It seems rather that radio should lose no time in preparing a true statement of its listening and other figures, publish them briefly and succinctly in the smallest possible space, and use every conceivable means to get them out to sponsors, agencies and everyone concerned in the purchase and sale of radio time and programs.

This done, the CDNA will admit, we are sure, that comparisons are indeed lious.

Pat Freeman of the CAB has made an exhaustive study of the CDNA blast, and shown its inconsistencies and inaccuracies in his extremely able rebuttal. Copies of this rebuttal are available to those interested from the CAB's Toronto office, so it is unnecessary to go into them in detail here.

What we should like to point up though is the inevitable fact that the figures used by CDNA were not figments of their imagination but facts about radio, out-dated and misapplied, which were the ones which were the most readily available. And this can only lead to the inference that radio's clients and prospects could be as easily misled by the scarcity of up-to-date and correct information as was the CDNA. We are still harping on radio's old failing, of guarding its selling facts and figures, which it only dares to mention in whispers at closed meetings of conventions, of guarding them not only from its enemies, as in this instance, but from its friends as well.

Disastrous though it may appear on the surface, the CDNA episode is not without its happier aspect, tokening as it does the deep anxiety that radio has inspired in its main competitor's soul. Neither is it without its humorous side. For it is not many years ago that the newspapers got their heads together to remove what loomed up already as a dangerous competitor. To accomplish this they dreamed up the embryo of what we now know as the CBC. And now they have awakened to the knowledge that they have hatched a keener competitor than they ever believed possible.

Radio's Panders

The recent appearance of "per sale" deals, now being offered radio stations by at least one Canadian manufacturer and several American firms, must be looked upon as a threat to both radio stations and to those who use radio on a legitimate basis. Advocates of this chiselling procedure would have stations air their commercials and receive a percentage of the selling price of the article advertised.

A newly-formed American company, Direct Radio Sales, Inc., of New York, exists solely to promote this type of merchandising. This company's president, Donald Withycomb, does a doleful miserere about how, with threatening business clouds casting ominous shadows over the horizon, greater com-

petition from the television ogre, and the inability of small manufacturers to afford regular radio advertising, these new deals are just what the industry needs if all stations are to be kept out of the red in the near future.

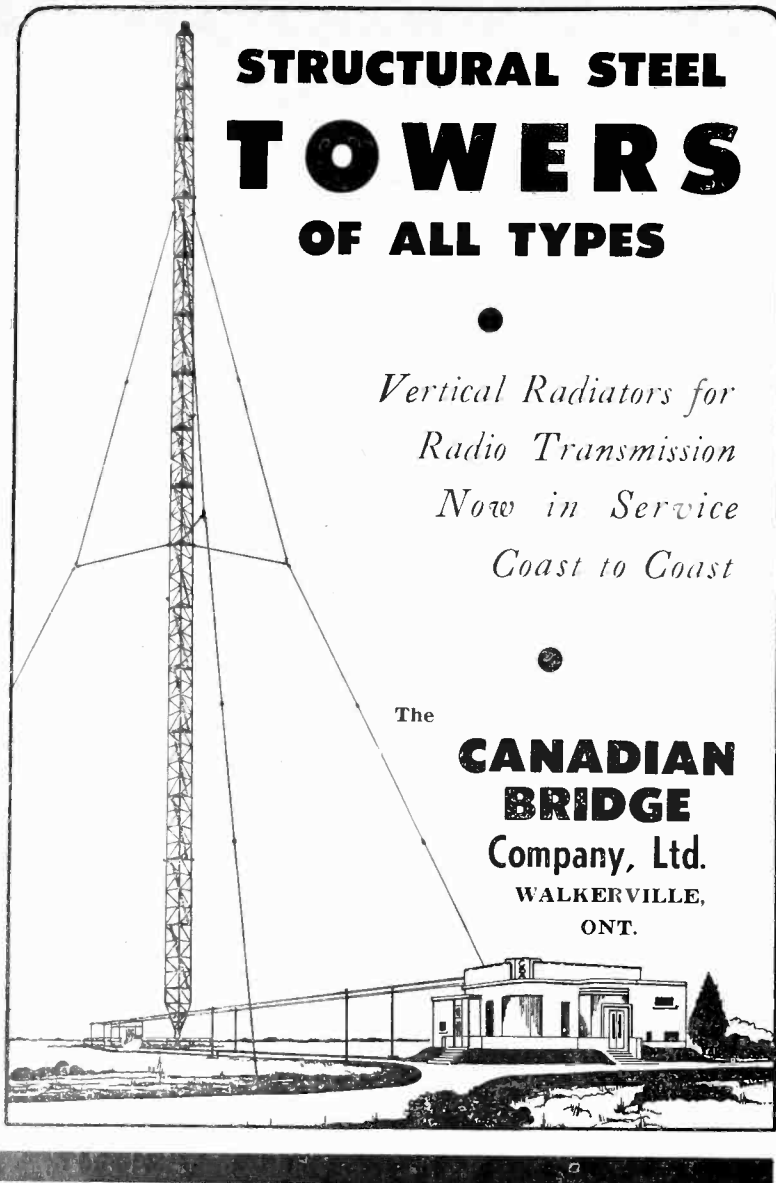
For a broadcaster to risk his reputation and the sound financial status of his station by stepping out of his own line of business to peddle goods whose quality and saleability he is not able to assess, is unthinkable. If a manufacturer has faith in his product and has reason to believe the price will appeal to the public, funds will be found by him for financing a radio campaign; and, if he so desires, he can feel his way and start out with a test campaign in a selected market at negligible cost.

The confounding part of the issue is just how, even if practical and desirable, this system could be extended to some advertisers while others continued to pay standard rates? The fact is, it couldn't. Already in the U.S., there is a trend among advertisers to steer clear of stations which offer "per sale rates." From the station's standpoint, it is both unjust and foolish to have both a rate and a chisel for the same service. They are rapidly realizing the loss of revenue entailed by the ill-will that would be created between the stations and their local merchants with whom they would then be competing, and upon who they now rely for a large part of their incomes.

In Canada, it is with pride and thanksgiving that the radio industry can look at the stations who recently, in a test survey conducted by Stevenson and Scott Ltd., Montreal ad agency, gave the whole idea such a decisive no.

So sweeping is human progress that it was not necessary to step to the window to see the eclipse of the moon. It was brought right indoors by television, making it unnecessary to take your elbows from the bar or your feet from under the bridge table. For our part, we limped along under the old handicaps and went out on the porch to look. And we found the spectacle gratifying. It bulwarked our fortune to see with our own eyes that there is still enough left of this earth, despite all we've read, to cast a shadow.

—Detroit Free Press.



**STRUCTURAL STEEL
TOWERS
OF ALL TYPES**

Vertical Radiators for
Radio Transmission
Now in Service
Coast to Coast

The
**CANADIAN
BRIDGE
Company, Ltd.**
WALKERVILLE,
ONT.

CJOC Sells BREAD!



The Monday through Friday McGavin's newscast over CJOC enjoys an E-H rating of 37.4. CJOC is the "buy-word" in the prosperous Lethbridge market. Want more details? See your local A-C man!

**"YOU CANNA AFFORD TO MISS THE
LETHBRIDGE MARKET!"**

**CJOC
NOW 5000 WATTS**



LETHBRIDGE ALBERTA ALL-CANADA STATION

PEOPLE

Wedding Bells



Toronto.—Mona O'Hearn, local radio actress and Miss Radio of 1946, was married recently to Ed Parker, formerly of Winnipeg and now director of Graphic Arts at Toronto's Ryerson Institute.

Mona has been charming her way around the radio business for some eight years and appears on a number of programs including Pond's "John & Judy"; "Buckingham Theatre"; a children's show, "Cuckoo Clock House"; Andrew Allan's "Stage" presentations and countless transcribed spots.

MIDDLE AISLE

Montreal. — Geraldine "Jerry" Huntoon, of H. N. Stovin & Company's Montreal office, will wed Clyde Adams, manager of the parts division of the Canadian Marconi Company, on Thursday, July 28. The bridal couple will fly to New York for their honeymoon. On their return, Jerry will continue her duties at the Stovin office.

LEPROHON ON THE LOOSE

Montreal.—L. E. Leprohon, formerly manager of radio station CKCO, Ottawa (now CKOY), has moved his family to Montreal, where he is considering various opportunities in radio.

CHIP OFF THE OLD BLOCK

Vancouver.—The teen-aged son of a well-known Canadian radio personality is following in "pop's" footsteps.

Terry Ross, son of Sam Ross, former head of Press News and

now assistant manager of CKCO here, has taken a summer holiday job with 'WX. He's learning recording and operating.

He plans going into radio full time when he finishes school.

NAMED MANAGER

Owen Sound. — W. N. (Bill) Hawkins has been named manager of station CFOS, Owen Sound, succeeding Ralph Snelgrove, who is building his own station at Barrie, Ont. Hawkins who concluded his service with the forces before Snelgrove, stepped in as acting manager until Snelgrove returned.

Westward Ho!



Toronto.—Sid Lancaster, sales manager of Radio Representatives Limited, will bid farewell to Toronto broadcasting industry when he leaves for his home town of Edmonton at the end of August. Sid has been associated with Radio Representatives Ltd. for the past five years and came to Toronto from Edmonton.

His radio career dates back to 1935 when he started with the University Players, over CKUW, Edmonton, and later joined the staff of newly-opened CFMT there. He stayed with CFMT until 1944, becoming sales manager of that station, and then came to Toronto.

In the past years he has been active with the Radio Executive Club of Toronto as publicity chairman, secretary, vice-president, and president. He has also served as a member of the Standard Radio Structure Committee of the CRTC, and, for the past three years, as a member of the faculty of the Academy of Radio Arts.

**CFRN Listeners
and Advertisers
KEEP GOOD COMPANY**

Meet Eve Henderson
1946 Beaver Award Winner
1948 Billboard Award Winner
1949 Erma Proetz Award Winner



Eve Henderson
Home Service Director,
C. WOODWARD LTD.

For her public service work on "The Friendship Club of Edmonton," Eve Henderson, CFRN's outstanding women's commentator, won a "Special Honorable Mention."

The Erma Proetz Award is given every year in recognition of the most outstanding creative work done by women in advertising, and is sponsored by the Women's Advertising Club of St. Louis.

CFRN 1260
EDMONTON — ALBERTA



MARCONI

DESIGN FOR FM

Complete FM service . . . everything from microphone to antenna, designed, installed, tested, adjusted and guaranteed . . . that's what you get when you call in Marconi. Remember, when thinking

FM, it pays to think — First Marconi.

Marconi Engineering Consulting Service is available to help you with FM, AM and TV engineering problems. If you are planning to establish a station or extend your present facilities, call or write Marconi.

CANADIAN MARCONI COMPANY

Established 1903

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

MARCONI — *The Greatest Name in Radio*





Jos. Hardy Talks

ON QUEBEC MARKET NO. 2

"Good morning, here is Jos. Hardy in your office again! I expect some of you will be visiting our beautiful country this summer, maybe taking the famous Saguenay Cruise. As you do, enjoy the scenery to the full, but remember, too, that this district offers a rich market to advertisers. Our many tourists all have money to spend. Besides this, it has a population of over 175,000 people, over 90% of whom speak French only. Industrial employment is at a high level in our Power Development at Shipshaw and Isle Maligne, in Aluminum, Pottery, Cotton Mills, Shoes, Sash and Door and other Industries. Payrolls here are big—which mean that families in Lake St. John and Chicoutimi are a real market. Tell them your Sales Story, in French, over the French - Speaking Radio Station CKRS Jonquière. Need any more details? Ask Hardy!"

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	WATTS
CKRS	SHERBROOKE	1000
	JONQUIÈRE	1000
	KENOAGAMI	250
		WATTS

NEW YORK'S RADIO ROW

by **Richard Young**

New York, N.Y.—The masterminds that pull the strings in the broadcasting industry usually break out in all their creative glory when the warm weather sets in. This season is no exception.

And so, the networks' top brass, plagued by rising costs, some cuts in ad budgets and that ole debbel television, have seemingly come up with a new, original, sensational and stimulating programming device—the give-away show! Yes, current trends and plans indicate that the give-away—and more and more give-aways—will be with us at least for another year. No other type of program, it seems, is capable of cutting down the audience ratings enjoyed by the nation's top comedians, dramatic shows and variety programs. Only the give-away is a worthy competitor—or so radio's creative minds have decided.

For proof, just look at the record. As announced several weeks ago, veteran NBC, which originally and not too long ago, frowned on give-aways, will soon launch one of the most lavish of the species, a thing called "Hollywood Calling." With this dilly, NBC hopes to knock into a cocked hat the Hooperatings of a gentleman by the name of Jack Benny, currently on CBS but a former employee of National.

This, then, would seem to mean that the industry's greatest minds have come to the decision that the only way in which to get an audience away from an established program or star is to buy that audience. There's no getting around it—it's true. Network officials would deny it with a statement that goes something like this: "In this day and age of increasing competition, we've got to be practical."

ABC and CBS also have new

"practical" programs on schedule. As we are writing this column, ABC is introducing a new across-the-board (Mondays through Fridays) give-away, "Add A Line." CBS offers its newest piece de resistance, a five-a-week quizzer from 7 to 7.45 p.m. It is called "Spin and Win." Both shows, of course, feature oodles and oodles of prizes. (Just what we've always needed—a 14 kt. gold-filled, fur-lined oodle!)

There you have it. And that's probably just a starter since the new fall season is still two months away. There'll be more. So here's a warning. If you don't have a telephone in your home—run right down to the phone company and insist on their latest model—the kind with the give-away gimmick attachment.

Say, there's an idea. How come radio set stores don't offer a free telephone with every receiver purchased before Christmas? It might help lagging set sales, dontchathinkso?

Television is also the major excuse given for the number of personnel cuts made at three of the networks, CBS, NBC and ABC, during recent weeks. The sight-and-sound medium, in case you hadn't heard, is now being blamed for everything but the defeat of New York's Governor Dewey in last year's presidential election.

However, in this particular instance, it would seem that the broadcasters are delivering the right dope. Few persons in any way connected with video will deny that it is still a heavy drain on the pocketbook. And the networks' AM staff continue to take it on the chin in order to buy Pabulum for their baby brother.

Unofficial estimates say that 150 CBS staffers were cut loose last week while previously NBC gave pink slips to approximately 70 and ABC to at least 60. Most of the employees fired were said to consist of clerical help but nearly everyone at the networks has his fingers crossed these days.

There are reports that more sincere commercials will soon be on their way, at least on CBS. According to reports, Columbia has been testing less Hucksterish plugs on its owned-and-operated stations during recent months and intends to expand their scope on the network.

It is understood that CBS plans to be firm in carrying out its new policy, but it's too early as yet to tell the reaction of the advertising agencies. It's not expected that they will be overjoyed if the network ever decides to throw any of their copy out the studio window, but for that, we'll have to sit back and wait further developments.

Radio station operators in cities where television has yet to get more than a foothold are unable to understand the announcements by Ford and International Sign that they intend to concentrate on video in the fall. Needless to say, these boys are hopping mad at the emphasis being placed on the radio medium by the New York-Cicago-Hollywood broadcasters as well as the leading ad agencies.

Most of the operators, in cities where only a few thousand television receivers have been installed, and where the AM Hooperers continue at a high level, have plenty of room for complaint. One New Orleans station manager put it this way: "It's about time someone in New York gave the agency boys the facts of life about television outside Manhattan."

On the cuff notes . . . The talk that NBC will soon be announcing that all of its evening time is sold out for the fall season. CBS may surprise with similar notice . . . ABC network expected to sign Pillsbury bankroller of the "House Party" program. To do this, the sports may drop the Kay Kyser show. ABC . . . Lucky Strike cigars will pick up the tab for a private detective series starring screen actor William Gargan on the MBS network beginning August 7 . . . Pat Weaver, vice-president and radio-television director of Young & Rubicam ad agency, signs August 1 to become vice-president in charge of television at NBC . . . Joan Davis' new show, "Leave It To Jane," will be sponsored by Roi Tan cigars over the CBS network starting in September. Program is currently being carried as a summer sustainer (if you'll excuse the expression) . . . and that's the news for the next issue.

Sell! Sell! Sell!

MANITOBA

WITH

CKRC

WINNIPEG

5000 WATTS DOMINION NETWORK

REPRESENTATIVES

ALL CANADA RADIO FACILITIES IN U.S.A. - WEED and CO.

FOR SALE

Two sets of portable stages, approximately 38' wide x 16' high and 12' deep. With two (2) sets of full size curtains (100 sq. yards), track operated and side and back drop drapes. Ideal for dealer meetings, product presentations, theatrical productions, etc. Any reasonable offer accepted.

Write Box No. A-23
Canadian Broadcaster & Telescreen
163 1/2 Church St., Toronto

BUMPER OSCAR FOR CLOSING SHOW



C. R. Vint (left), president of Colgate-Palmolive-Peet Company Ltd., accompanied by emcee Stan Francis and announcer Cy Mack, is shown presenting a \$555.50 cheque to George Loke of Sherbrooke, Quebec, winner of the "Share the Wealth" Oscar, on the last program of the season. Mrs. Rose Connolly of Saint John, N.B., had the good fortune to be Loke's air partner and doubled her prize to \$1,111.00 for enclosing a Colgate Dental Cream boxfront with her entry letter. During the program Loke, after having given the correct answer to the deciding Oscar question, became confused and changed his answer. He was later given the benefit of any doubt by a board of Colgate-Palmolive executives who reviewed the answers.

JOINS ELLIOTT-HAYNES

Toronto. — Roger F. Hill has been appointed to the sales staff of Elliott-Haynes Limited. A graduate of University of Toronto and formerly with L. J. Heagerty Limited, advertising agency, Hill's new duties will include sales and sales promotion of the Competitive Advertising Reports and the Elliott-Haynes' Pantry Poll.

ANNOUNCERS WANTED

Expansion plans of 5000 watt Maritime station include the addition of two more announcers. Excellent opportunity. Give details of training and experience first letter. Disc, photo, and references will be required later.

Box A-24
Canadian Broadcaster
& Telescreen

OPPORTUNITY KNOCKS

in the commercial broadcasting field. Successful men and women from within the industry are needed to staff a newly-organized station in the biggest market on the prairies. Every position around the station demands experienced people. People who specialize in **SELLING . . . PROMOTION . . . TRAFFIC . . . ACCOUNTING . . . WRITING . . . ANNOUNCING . . . STUDIO ENGINEERING . . . MUSIC LIBRARIAN . . . NEWS EDITOR . . . SPORTSCASTER.** Should you feel the need for a change to a larger and more promising field make application today. All letters will be treated in confidence and should be most complete as to position preferred, qualifications, marital status, and references. Address:

STATION CKY
BOX 237
WINNIPEG, MANITOBA

OH HAPPY HOLIDAY...

... when
you've got your
Fall Schedule
all set to go on
CFCN!



CFCN

The Voice of the Prairies Ltd.

CALGARY, ALBERTA

10,000 WATTS

ASK RADIO REPRESENTATIVES LTD., Toronto - Montreal

An "EX" Tie-Up with CHEX!

In the Peterborough district the "EX" means the Peterborough Exhibition, August 23rd-27th. In Lindsay, the Lindsay Fair, September 20th-24th. During these events CHEX PETERBOROUGH will again broadcast from the grounds 10 hours daily. Newscasts, amateur shows, quiz contests, teletype machines, *Advertising displays, all help CHEX present one of the Fair's major attractions.

This kind of community spirit and station promotion have won the Peterborough-Lindsay audience to CHEX. Last year over 140,000 people visited the Peterborough and Lindsay Fairs. Most of them saw the CHEX exhibit and part of the 10 hours of actual broadcasting from the "EX" every day. Tie in your year 'round advertising with a progressive community station—

CHEX - Peterborough

1000 WATTS

1430 KCS.

CHEX - FM

Represented By

NATIONAL BROADCAST SALES

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

MONTREAL: 106 Medical Arts Building - FI. 2439

**CHEX Advertisers are invited to arrange complimentary displays in the CHEX booths on the grounds. Check with N.B.S.*

CKMO YOU MAKE FRIENDS
in Vancouver when you
Buy neighborly CKMO

CKMO 1000 WATTS
1410 on your DIAL

Monty Hall PRODUCTIONS

398 Avenue Road, Toronto — MI. 6010

TO THE MEN AND WOMEN OF OUR INDUSTRY

We earn our pay checks by producing better radio shows. We have no magic formulas...no crystal balls. We depend solely upon dig, plan, research and "lose a lot of sleep" to deliver packaged radio productions that bring bonus dollars to you.

Yes...we have a backlog of shows that can be re-adapted to almost any need...but...we prefer to discuss your problems with you, in complete confidence, and then, actually tailor a sparkling presentation for you and you alone.

Spots, transcribed features, productions for single station or network. These are OUR business... we'd like to place OUR business in the service of YOUR business.

Monty Hall

Over The Desk

Our between-issues trip this time was to Montreal, by car, with stop-offs (or is it stops-off) at Belleville, Kingston, Brockville and Cornwall, and arriving at Montreal with time only to make a couple of calls from Walter Dales' (now CB&T correspondent—yes, again) office, accept an hospitable couch from Harry Bowley, scribe in the Dales stable, and chug back to the Holy City in time to let Art Benson get away for his holidays. (Phew!)

One conclusion gained from the trip—it was the first time we have driven it—was that planes and trains force you to fly over or travel around en route stations, while the old car, if it makes the grade, enables you to stop by and visit.

A charge we must refute is that we were still looking for some of those "W" tickets which came between so many of us and a jug of Seagram-juice at the CAB Convention, at the expense of Spence Caldwell.

For the benefit of those who were not at St. Andrews—presumably because they were conserving resources (and strength) for the WAB do at Banff September 7-10 — Spence's gag, which cost him over two cases of you-know-what, and made at least 12 friends per case for his new transcription—excuse it, program — business, consisted of small tags handed to delegates and guests each bearing one or other of the letters "S," "W" or "C."

On the back of the tags was the following jingle:

*"You have one letter. You need three—
"S and W and C.
"When you find the other two
"(Or if the other two find you),
"Here's what ya gotta do:
"To Room 472 you all must go
"And claim three bottles of VO."*



Most of the broadcasters are back from St. Andrews now. Some of them are still to be found on the highways going through piles of rubbish looking for "W's." (Printer, please handle this type in case he does it again at the WAB.)

We are now an honorary member of the staff of station CKS Cornwall, and have a certificate of membership to prove it, complete with caricature (we hope perpetrated, as we sat chinning with Harry Flint, by Bob Eads CKSF (and CKSF-FM's) continuity chief who doubles as a sort of male Corinne Jordan in an every-afternoon half hour at the piano.

In this latter capacity he played us out of town, by fondly dedicating a number to us to speed us on our way. The taste he displayed in selecting the number was questionable, but was enjoyed by our hitch-hiker of the moment (a blonde). The number was: "He ain't got nobody." Well!

Other people and things seen en route were Jack Radford, to his eyes in Brockville's Centenary celebrations, of which was chairman... Anita Thorson, formerly at CFNB, Fredericton, and now settled in CKWS, Kingston, as women's commentator (and very nice to



Best for TESTS

LIONEL, and Alf Parkes, his man Friday, live to promote the interests of CKCW sponsors, throughout the Moncton market, now known as one of Canada's Test Markets.

Right now they're interviewing dealers and retail outlets of national sponsors' goods... seeing that the break they get on the air is backed up by point of sale displays in dealers' stores and windows.

Just another CKCW Plus!

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

Demand **COMPLETE COVERAGE**

As you read this, thousands of 'guests' and native New Brunswickers are turning to the unsurpassed salt and fresh water beaches of the Province.

Their portables and car radios keep them 'in touch' with their favourite CFNB programs.

They are, now as always, buying CFNB promoted goods and services.

CFNB FREDERICTON, N.B.

THE DOORWAY TO NEW BRUNSWICK

CKCW
MONCTON NEW BRUNSWICK
The Hub of the Maritimes
REPRESENTATIVES: STOVIN & CO. TORONTO MONTREAL

HOW THEY STAND

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

DAYTIME

English		
Ma Perkins	15.2	-1.2
Pepper Young	15.1	- .7
Big Sister	14.7	- .1
Aunt Lucy	14.6	+ .1
Right to Happiness	14.2	- .2
Life Can Be Beautiful	12.9	- .5
Road of Life	12.4	-1.0
Laura Limited	12.4	- .2
Kate Aitken	9.2	-1.1
Claire Wallace*	7.4	new
French		
Rue Principale	26.8	- .4
Jeanette Doree	25.8	-4.1
Grande Soeur	22.6	-2.7
Maman Jeanne	20.5	+ .7
Quart d'Heure**	19.5	-1.4
Tante Lucie	19.3	-2.7
Quelques Nouvelles	18.3	-1.9
L'Ardent Voyage	18.2	- .6
Francine Louvain	16.4	-1.7
The Platter Corner	6.4	- .8
*3 a week, all others 5 a week.		
**2 a week, all others 5 a week.		

EVENING

English		
Luz Radio Theatre	29.3	-4.0
Bob Hope	23.1	- .6
Ozile & Harriet	21.4	-2.4
King's Men	19.9	new
Ford Theatre	19.3	- .2
Fred Allen	19.3	-3.2
My Friend Irma*	18.1	-1.7
Album of Familiar Music	16.4	-4.0
Milton Berle Show*	16.4	- .4
Mystery Theatre	16.2	-1.6
Twenty Questions	16.1	-2.2
Aldrich Family	15.8	-2.1
Treasure Trail	15.4	+ .5
Suspense	15.2	-1.4
Kraft Music Hall	14.4	-2.0
*On at various times.		
French		
Un Homme et Son Peche	36.0	-5.1
Metropole	30.8	-3.5
Radio Carabin	27.3	-4.6
Ceux qu'on aime	24.0	-4.5
Roland et Robert	23.5	-2.6
Raillement du Rire	22.8	-6.8
Peintres de la Chanson	22.3	- .6
Le Mine d'Or	20.6	+ .4
Qui suis-je?	20.4	-3.9
Cafe Concert	16.3	- .8
Rigolade	11.7	+2.0
Etoiles de France	10.9	- .7
Dites Moi	9.4	-1.6

OVER THE DESK (CONT'D.)

Bill and Doreen Stovin, of JBQ, Belleville, whose young son, Bill, had not yet knocked the hell out of the family budget by swallowing a nickel in a local dime store. (He subsequently grew up, incidentally, much to the relief of everyone.)

It is good to hear that John Collingwood Reade, CFRB's 8 a.m. and 6.30 p.m. newscaster (Mutual Health) is now sailing under his true colors. For some reason or other, John, who has made quite a name for himself as John Collingwood Reade through the

years, as wartime newscaster for Eaton's, military analyst (in print) for the Globe and Mail, and overseas correspondent for CFRB, among other things, started the current job, in obedience to some unexplained ordinance, as John Reade. A flood of mail from listeners demanded to know if this was the John Collingwood Reade they had grown to know so well, masquerading under a nom de microphone. So it was decided to put back the Collingwood. Reade, incidentally, adopted the tri-partite appendage in his early radio days because a journalist named Reade was appearing in Canadian publications and he wanted to avoid confusion.

Popular request is responsible for another change, or rather reversion, in the program. John's theme song, which started out to be a bit of HMS Pinafore, failed to meet with public approval (our own included) and has been abandoned in favor of the hunting song, popularized by his predecessor, the late Jim Hunter, in accordance with listeners' wishes.

In a nutshell: John Thompson of Reynolds Advertising has joined CKEY as promotion director. Tom Quigley, of CFCF, will marry September 17. Ralph Hart, of Spitzer & Mills, walks the same plank August 12. Ross McCreath, of ACRF, follows suit in early October. Rex Winhall, of J. Walter Thompson Co., Toronto (PR dept.), took the plunge last week. Briggs and Lewis are open to reasonable offers.

RESULTS

Vancouver.—Value of Canadian Broadcaster & Telescreen as an advertising medium is attested to by the moderator of the Canadian radio forum, "Town Meeting in Canada."

Arthur Helps tells how he placed an ad in CB&T recently through J. J. Gibbons. After the ad appeared, Bowring Bros. in St. John's, Newfoundland, assumed sponsorship of the "Town Meeting" broadcasts over VOXM.



The Office of
MART KENNEY
FOR THE FINEST IN ORCHESTRAS,
ACTS, AND ENTERTAINMENT ...
125 DUPONT ST. TORONTO, ONTARIO · PHONE KI.3147



1000 WATTS
970 KC
CKCH
Selling 80% to 90% of all sets turned on during daytime hours, with 385-167 French people in coverage area of Ottawa, Hull and all or part of 19 surrounding counties.
Canadian Representative
Omer Renaud & Cie,
1411 Stanley Street,
Montreal.
Toronto Office, 53 Yonge St.
American Representative
Adam J. Young, Jr., Inc.,
22 East 40th Street,
New York 16.
STUDIOS . . .
121 NOTRE DAME ST., HULL, QUE.
PROGRAMMING ESPECIALLY FOR THE FRENCH LISTENERS IN THE OTTAWA VALLEY

The Voice of the Eastern Townships

CHLT
(FRENCH) 900 Kc. 1000 Watts

CKTS
(ENGLISH) 1240 Kc. 250 Watts

SHERBROOKE, QUE.

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

The *Wright* STATIONS

CKAC - CHRC - CKRS
THE BASIC TRANS-QUEBEC RADIO GROUP

Your Greatest Penetration of French Canada

SEE **William Wright** TORONTO

VICTORY BLDG.

CKNB CAMPBELLTON N.B.

July 27, 1949

Dear Mr. Time-Buyer:

CKNB's newest addition to its list of public service broadcasts is the daily fishing forecast... about a month old now.

In this region dominated by the famed Restigouche River, visiting and local sportsmen from at home and all over the American continent, take their salmon fishing pretty seriously. And while we went in to this fishing forecast thing with our tongues in our cheeks and a consuming curiosity, we're convinced...as are our listeners...that the darn thing works, even if we don't know how.

Anyhow, we've established one more broadcast that helps to keep 'em listen'!in!

Yours very truly,
Stau Chapman

CSC/FR

Station Manager

AN ALL-CANADA STATION

Soaring Summer Sales!

Every year tourists, campers, vacationists bring additional purchasing power running into millions of dollars to Lake of the Woods, one of Canada's most popular summer playgrounds. This audience is wealthy, receptive, and in spending mood. And your message will linger — they will carry it home with them.

Use CJRL's practically exclusive coverage to reach this bonus market—and for profitable year 'round selling as well.

Consult our nearest National Representative:
HORACE N. STOVIN & CO.,
Toronto and Montreal
A. L. GARSIDE, Winnipeg
DONALD COOKE, U.S.A.

KENORA-KEEWATIN
96% DAY
92% NIGHT
B.B.M.

CJRL

KENORA ONT.
DOMINION NETWORK

INTERNATIONAL

CKSB Show Heard In Europe

St. Boniface.—More than 500 letters have reached CKSB from listeners in France, Luxembourg, Belgium and Switzerland praising the re-broadcast of a special program turned out by the St. Boniface station.

Two representatives of the French Broadcasting System, Stéphane Pizella, producer and Andre Tartarin, technician, recorded the program while visiting CKSB March 30.

For the occasion CKSB lined up prominent French-Canadian speakers in Manitoba, and presented music by the St. Boniface boys' choir and old-time artists. The program lasted 60 minutes.

It was re-broadcast over the entire French network May 22 and met with instantaneous approval.

Many of the letters received voiced appreciation for the program and said it was a welcome change from the "steady diet" of American jazz listeners had been receiving, and speakers and artists on the program were complimented for the quality of their French.

All the correspondents expressed the hope that more programs of a similar type would be heard in the near future.



INCONSISTENT

How can the newspapers which own radio stations enter into such a vicious conspiracy against advertisers by selling them radio if broadcasting is as ineffective a medium as the CDNA report would have us believe?

REVELATION

We are inspired by "Marketing's" illuminating disclosure that the Ford Radio Theatre will originate "from a Toronto studio."

NO CASUALTIES

It is now some months since staffers of the St. organization took intelligence tests. No suicides have been reported to date.

HIATUS

Only three items... somebody sparkle... for God's sake.

TAKE IT OR LEAVE IT

Now we're going to find out if \$64 will be a big enough bribe to persuade them to listen to Ed Cantor.

DEPT. OF DEFINITIONS

"An executive is a man who decides. Sometimes he decides right, but always he decides."
—The Advertiser's Digest

EMPLOYMENT WANTED

Ad-manager, with years of experience handling 100 accounts seeks opportunity to work on stomach power or kindred product.

HELP WANTED

Agency wants man to assist the man who plans what plans the planning board should plan at its weekly planning board planning meetings.

GUINEA PIG

Our editorial assistant, Ed Briggs, contributes to this column by laughing. The laughs, anyone will.

SUCCESS STORY

Certainly we love our bank manager. His courtesy and co-operation have brought us from nothing at all to a state of abject poverty.

3-In-One For the Price Of One!

NATIONAL advertisers who are really interested in reaching the growing Nova Scotian market always choose the station that gives real results.

Economy too... when you consider the 3-way send-off given your sales message at Halifax's pioneer station... actually a 3-in-one buy at no extra cost.

96

ON THE DIAL
and
CHNX Short Wave
6130 Kcs.

960 Kilocycles A.M.
96.1 Megacycles F.M.



The Voice of Halifax

CANADIAN TELESCREEN

PHILIPS EXPANDS IN TV

Quebec City.—Plans for the assembly of Philips television receivers in Canada by Rogers-Majestic of Leaside, Ontario, in which company Philips Eindhoven holds a "substantial" and controlling interest, were outlined here recently by Dr. Herman van Walsem, a chief executive of the parent company in Eindhoven, Holland.

Dr. van Walsem predicted considerable expansion of Philips interests in Canada, particularly in the television field. Manufacture of the new Philips television set, based on the patented mirror-projection system, which permits an enlarged image, two by four feet, to be thrown on a wall screen, will begin at the Rogers-Majestic plant towards the end of this year from parts made in Holland, Dr. van Walsem said. As soon as the Canadian market justifies, complete manufacture of the set will be undertaken in this country. A table model will also be manufactured to compete in the current price range. The Philips executive also said that the set may be marketed by other companies, such as Stromberg-Carlson in Canada and Emerson, Scott, and Stromberg-Carlson in the U.S. under a licensing agreement.

Dr. van Walsem believes that his company's new "two-way" projection system for television images is the "coming" development. This system uses a 2½-inch tube and permits a larger image to be thrown on a screen. Philips Eindhoven is now the largest producer of such equipment in Europe and the smaller type of tube is said to have considerable advantages, especially in cost and handling.

Philips Eindhoven has recently reached agreement with Electrical Musical Industries Ltd., General Electric Co., Marconi Wireless, and Pye Ltd., on a new standard for television broadcasting systems. The Dutch system of 625 lines, 25 pictures per second, interlaced two to one, has been recommended and Dr. van Walsem says that he hopes this system will gradually be adopted by all countries. At present there are four distinct systems in use: the English with 405 lines; the French with 819 lines; the American using 525 lines; and the Dutch system. The Philips company is currently making receiving and transmitting equipment for all of the four standards.

TEE VEE ACTION

New York, N.Y. — That television will help instead of hurt other advertising media is among the conclusions drawn from a new survey of video set owners by the Duane Jones ad agency here.

The findings in the new study were released for the first time at the summer conference of the Newspaper Advertising Executives' Association, in New Orleans last week by the head of the agency, Duane Jones. Mr. Jones told the newspaper executives that although television has brought about a slight drop in newspaper readership, it's also true that it has hyped readership among a variety of televiewers.

Mr. Jones said that when his agency sampled set owners last fall, 24% said that they were reading newspapers less since they acquired receivers. In the newly-completed survey, however, it was found that only 16% of these same viewers are now reading papers less. In addition, it was indicated that 66% of the viewers are more interested in a newspaper story after they have witnessed the particular event on television; 35% said their interest in the sports pages had been increased by television.

"The newspaper page that seems to be read less is the theatre page," Mr. Jones declared, "and you can understand this. Because television is really in direct competition with the theatre."

In emphasizing that television is not a threat but an asset to other media, Mr. Jones said that "we feel that each medium—be it daytime radio, evening radio, car cards, outdoor, direct mail, television or newspapers—has its particular advantages for particular products and problems. We always try to measure each one impartially and accurately in terms of its selling power for a particular job to be done."

Many of the top radio stars, Jack Benny, Eddie Cantor, Al Jolson and Ed Gardner (Duffy's Tavern), are expected to give teevee the cold shoulder at least next season. Not enough coverage for their high-priced talents at the moment.

Bigelow Show with Paul Winchell and mental marvel Dunninger moves from NBC-TV to CBS-TV starting in the fall.

Lever Brothers will move in as sponsors of NBC-TV's The Clock series effective in September.

UK EYES CANADA FOR TV EXPORTS

Toronto.—One field of export in which Britain hopes to make a good showing is television, said Hon. Harold Wilson, president of the United Kingdom Board of Trade, at a press conference recently.

"We are the world's largest suppliers of transmitting equipment," Wilson said, "and I believe our receiving sets are superior to the American sets."

Negotiations had been going on between British manufacturers and the CBC, he said, but the dissolution of Parliament before the granting of funds for television in Canada had forced a temporary halt.

Wilson saw little possibility of large-scale U.K. investments in Canada for some time to come. "We're already buying a lot more than we can pay for," he said, adding that further increase of British purchases at this time was very unlikely.



FOR THESE ARTISTS

- BROWN, Sydney
- COWAN, Bernard
- DAVIES, Joy
- DENNIS, Laddie
- DIAMOND, Marcia
- FITZGERALD, Michael
- HARRON, Donald
- LAFLEUR, Joy
- LOCKERBIE, Beth
- MILSOM, Howard
- NELSON, Dick
- NESBITT, Barry
- O'HEARN, Mona
- RAPKIN, Maurice
- ROUSE, Ruby Ramsay
- SCOTT, Sandra
- WILLIS, Austin
- WALSH, Elizabeth
- WOOD, Barry

Day and Night Service
at
Radio Artists Telephone
Exchange

STILL GROWING!
Ask our representatives to show you the new B.C. Industrial Survey—showing the phenomenal growth that has taken place in Canada's Third Market over the past several years. They'll point out too how CJOR blankets this market with plenty of coverage that counts. In Vancouver — CJOR SELLS!

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

FEDERAL

A TOP NAME IN COMMUNICATIONS

AVAILABLE IN CANADA

FEDERAL TUBES
with
LONGER LIFE
and
ENDURING
PERFORMANCE

In tube manufacture, the smallest details are a big factor in lasting performance.

That's why every Federal tube is subjected to the most rigid quality control and test procedure all along the line. For example, every tube gets X-ray tests to assure accuracy of internal construction details not otherwise visible. These and other exacting test procedures are the result of Federal's 37 years of experience in designing and building better tubes.

Write Federal for complete information on electronic tubes for your requirements — Dept. 800.

Federal
TV
FM & AM
Transmitters

Federal
Transmitter
Tubes

Federal
FM Antennas

Federal
FM Mobile
Radio Units

Federal
Transmission
Lines
(Solid)

Washington. — The Federal Communications Commission has predicted that the "freeze" placed by it on TV frequency allocations in the U.S. will be lifted in the late fall, and that it plans to open up the lower portion of the ultra-high frequency band and to permit narrow-band color television for reception on present-type home receivers "with relatively minor adjustments." The release by the FCC indicating the course it will take in the next few months in regard to color TV is thought to be partially the result of color demonstrations during the past winter by CBS, observers here feel.

The FCC "proposes to utilize approximately one-half of the lower portion of the UHF band for regular television operation on channels six megacycles wide. This band has been available for operation on an experimental basis. The upper portion of the band will be kept open for television research such as stratosphere, polycasting and high definition monochrome and color," the announcement said.

If color television can be operated satisfactorily within a six-megacycle channel in such a way as to permit reception on the ordinary receiver with relatively minor modifications, the Commission says it will make provision for licensing stations both

in the VHF and UHF bands where it is shown that sufficient receivers and parts are available to permit adapting monochrome receivers for color reception.

It is predicted that the FCC policy of optional use of the six-megacycle band for color will meet with considerable opposition from TV equipment manufacturers. A large part of the industry is known to believe that the full possibilities of color television can never be realized on so narrow a wave length.

It is thought here that if it is finally recognized that a superior color service must have bands of 15 megacycles width or greater, the contemplated action of FCC might mean that not enough of a UHF band is left for the unlimited nation-wide color service which will then be wanted.

CJCA

AVERAGE
DAYTIME
PROGRAM
RATING

CJCA...14.7

MAY, 1949

STATION #2 5.4

CJAD
MONTREAL

the Covers

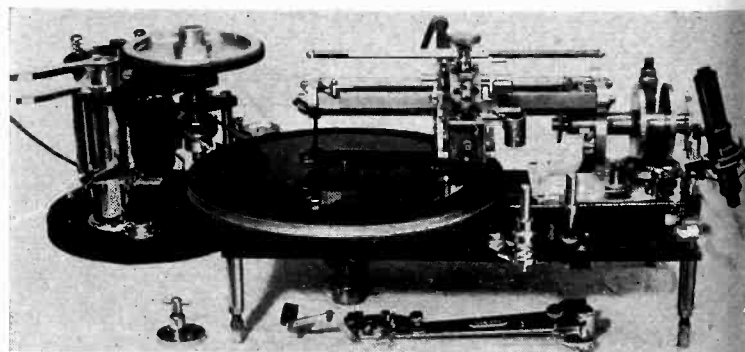
**QUEBEC
ENGLISH MARKET**

Greater Montreal,
Laurentians, Eastern Townships
Lower Ottawa Valley

—providing the ideal combination
of coverage and listenership

**5000 WATTS
800 KC.**

THE *Van Eps* PRECISION RECORDING LATHE



The finest recorder made. Cuts 33 1/3 — 78 and 40 or 45 r.p.m. Standard and Micro-groove on discs 7-inch to 17 1/4-inch, from 85 to 272 lines per inch. Every change instantaneous. Motor spring floated. Positively no motor vibration. Cuts centre eccentrics integral with cut. No lifting disc from turntable. Recording engineers are invited to write for technical data and photograph.

BROADCAST SALES COMPANY
442 SHERBOURNE STREET, TORONTO

FEDERAL ELECTRIC
MANUFACTURING CO. LTD. MONTREAL 14, CANADA

Export Distributors: International Standard Electric Corporation, 67 Broad St., New York
In U.S.A.: Federal Telephone & Radio Corporation, 100 Kingsland Road, Clifton, N.J.

9600 ST. LAWRENCE BLVD. MONTREAL 14, P.Q.

MARKETING PROBLEM IN B.C.?

B.C. RADIO IS YOUR ANSWER

You're Not Selling Canada...Until
You Cover British Columbia By Radio

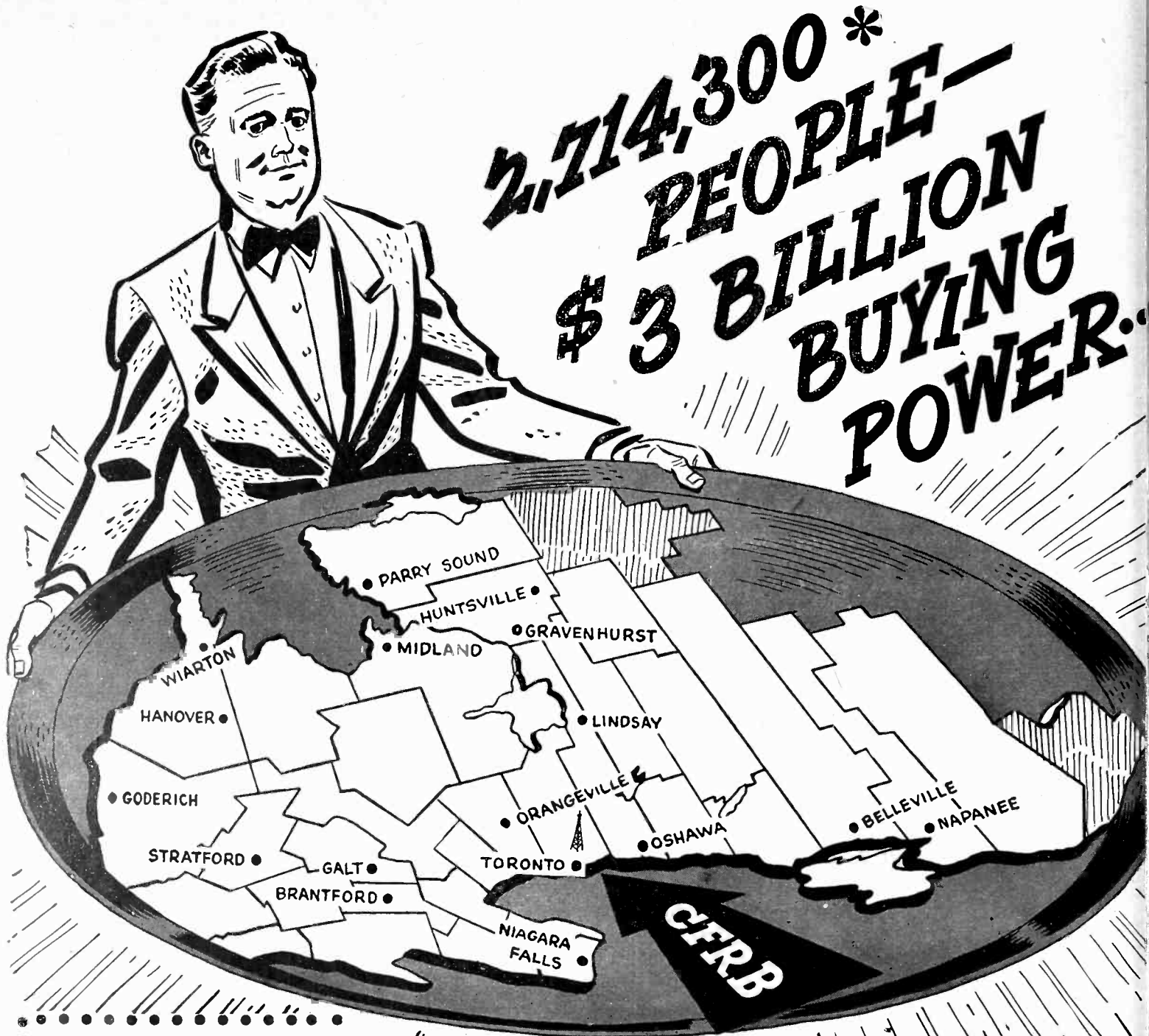


BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

CHWK CHILLIWACK
CFJC KAMLOOPS
CKOV KELOWNA
CJIB VERNON
CJDC DAWSON CREEK

CKOK PENTICTON
CJAV PORT ALBERNI
CKPG PRINCE GEORGE
CJAT TRAIL
CJOR VANCOUVER

CKMO VANCOUVER
CKWX VANCOUVER
CJVI VICTORIA
CKNW NEW WESTMINSTER



2,714,300*
PEOPLE -
\$3 BILLION
BUYING
POWER.

* 2,714,300 people represent the populations of Brant, Bruce, Dufferin, Durham, Elgin, Grey, Haldimand, Haliburton, Halton, Hastings, Huron, Lincoln, Middlesex, Muskoka, Norfolk, Northumberland, Ontario, Oxford, Peel, Perth, Peterborough, Simcoe, Victoria, Waterloo, Welland, Wellington, Wentworth, York—counties . . .

In every place on this map, an independent research organization checked a random sample as to the extent Toronto stations are listened to regularly.

The median average listenership to CFRB was 61.0%—to the next independent Toronto station 13.0%. Full figures available at our office or from our representatives.

ON A SILVER PLATTER!

In the area of 26,780 square miles shown above—live 21.6% of Canada's people and 26.2% of the Dominion's buying power. CFRB is listened to *regularly* by from 20.0% to 93.0% of the people.

That is a simple statement of fact, as 327 regular advertisers on CFRB well know . . . they have found that in the cold, hard light of cost per sale, CFRB is the number ONE buy in the number ONE market.

Put your dollars where the dollars are!

CFRB 50,000 watts—1010 k

Representatives:
 United States: Adam J. Young, Jr., Inc.
 Canada: All Canada Radio Facilities Limited