

# CANADIAN BROADCASTER

## AND TELESCREEN

Vol. 7, No. 11

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

June 12th, 1948

## All Radio Aids Flooded B.C.

By ROBERT FRANCES

Vancouver—Disastrous floods in B.C., the worst in the province's history, brought two-fold problems for west coast radio stations.

The first concerned news coverage of the disaster areas, where most stations sent reporters, and the second worry was the safety of transmitters, located on low-lying Lulu Island in the delta of the roaring Fraser River.

At the weekend, dykes keeping the island dry were still holding, despite the abnormal rush of water caused by a late spring breakup in the B.C. hills.

Up the river, in the Fraser valley, as well as other regions of B.C., crop and building losses are running into millions, and army, militia and Red Cross were evacuating hundreds of families. Special events departments sent men to the flood areas, and by the third day of the floods their reports were rolling in.

Dorwin Baird of CJOR toured the valley where evacuations were in progress, and returned to town with a report on Dick Diespecker's *Province at Ten* news, a broadcast sponsored by the VANCOUVER DAILY PROVINCE.

Diespecker devoted the entire quarter hour, except a few moments at the end, to flood reports, police and Red Cross messages and other disaster stories. Baird's appearance on this broadcast, in which he gave a dramatic, colorful account of the stricken towns, was the first time Diespecker had ever broken this program to bring in a special report by another voice.

Johnny Ansel and Bill Bolt of CWX were on a special train evacuating refugees from Harrison Mills, and brought back moving reports of families who lost virtually all their possessions.

Bill Herbert of CBR stood on the banks of the rising Fraser to make his report on the disaster. Back at the station Herbert interviewed Basil Hilton and Ernie Rose, CBC engineers, who had returned through flood areas from the interior of the province where they had been installing transmitter stations at Ashcroft and Princeton.

Jim Cox made daily trips up

the valley from CKNW New Westminster, describing conditions and talking to refugees. Returning to the station the third day he drove across the Ruskon Bridge, to learn when he reached the studios two hours later that the bridge was then floating down the river.

All stations offered their facilities to Red Cross, police and military authorities to relay messages and appeal for blood donations.

Emergency transmitters were set up in town when water began to rise around Lulu Island where transmitters are located.

Hams throughout the flood areas stood by their sets and helped police when other communications were temporarily out.

### Round Robin On Price Mentions

Toronto. — The large number of ideas concerning the relaxation of the price mention regulation, which goes out for a six months' trial on September 1, by special dispensation of the CBC board, indicates a determination among broadcasters and advertisers alike to see to it that the privilege is not abused.

This week, the CANADIAN BROADCASTER has sent out a questionnaire to a list of station managers, agency radio directors and national sponsors, which will enable us to give an all-over picture of what should be done and what should not be done in an early issue.

In the meantime, casual conversation with visitors at the office indicates that after the danger of scaring listeners off the wavelength, consideration is being given to the threat of promiscuous use of price mentions precipitating price wars among sponsors.

Several station men feel that there should be a twenty-four or even forty-eight hour deadline for the filing of copy containing price mentions, to prevent a competitor from tuning in a program and then phoning in a shaved price to be broadcast a few minutes later. One station man, Jack Sayers of CKWX, Vancouver, said that his station was considering, though it had not yet definitely decided



Edmonton, Alta.—There was no chance of sight for a nine-year old boy who has been nearly totally blind since he was three, until an Edmonton broadcaster made his plight known to citizens of the Alberta capital and its neighborhood.

Jimmy Bennett of Morinville, who is blind in one eye and has the other badly affected, has been touring various doctors' offices, but without success. He hasn't been able to enjoy the games and

education of a normal boy of his age, and it seemed he was doomed to be in the dark for ever.

However, when he visited Hal Yerxa, the uncle Hal of Station CJCA'S kiddies' program, hope started afresh for him. Yerxa appealed to listeners to help make a trip to Rochester's famous Mayo clinic possible. There was quick response to the request and Jimmy is seen on his way to get the opinion and help of some of the world's leading eye specialists.

upon, a ruling under which all announcements containing "mentions" would have to be recorded to preclude price errors and alleged price errors.

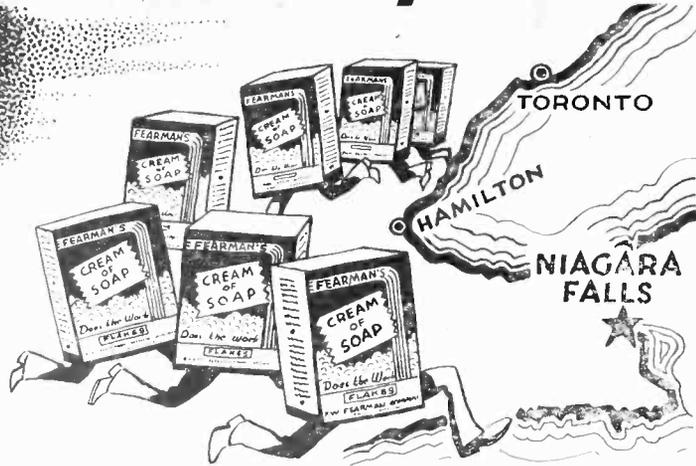
Jack Davidson, of National Broadcast Sales, says his organization is wondering whether a premium charge should be levied for the inclusion of prices in announcements and commercials, to discourage too wide adoption of the practice.

Maurice Rosenfeld, of McLaren Advertising, is concerned over the possibility of over-use,

as are most of the people we have approached.

Many people feel that it will be for the common good if the number of quotations is limited. Suggestions along these lines vary from permitting prices in programs only, to another group which feels that nine mentions should be allowed in each quarter hour period. Opponents to those advocating the use of prices in programs only feel that this would be discriminating against advertisers whose means only permit the use of spot announcements.

# The New Soap Flakes!



invading  
the NIAGARA  
PENINSULA

using  
**CHVC**  
Niagara Falls

● because CHVC serves the 180,000 residents of the Niagara Peninsula better than any other radio station

● Fearman's Cream of Soap uses a daily quarter-hour of CHVC's popular block-programming period "The Skip Letcher Show".

1000 Watts

Represented by J. L. Alexander

## NEW YORK'S RADIO ROW

by Richard Young

New York, N.Y.—“Any broadcasting designed to “buy” the radio audience, by requiring it to listen in hope of reward, rather than for the quality of its entertainment should be avoided.” Thus speaketh a major provision of the newly adopted National Association of Broadcasters Standards of Practice code which is scheduled to go into effect July 1. And mark the words quoted well, kiddies, because in the next few weeks (and maybe months) you're going to hear much, much more about them.

If you have had the patience and fortitude to read our outstanding (as in lunburger cheese) prose from issue to issue, you'll recall that from time to time we've mentioned the increasing number of quiz audience participation and giveaway shows flooding the U.S. airwaves. There's hardly a minute in the broadcast clock that you can't tune in and hear Mrs. Jones walk out of a Hollywood studio with the deed to a new \$20,000 house (completely furnished, of course) or Mr. Smith ride away from New York's famed Radio City in a brand new Kaiser-Frazer automobile. Yes, the daily program schedules do not lie and they point up the fact that today the trend is toward as little entertainment as possible — with the talent suffering as much and probably more than the public.

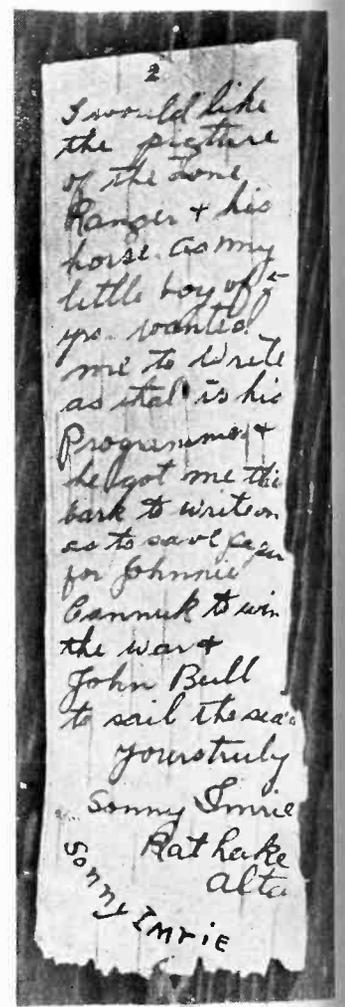
Two programs that are expected to bring the situation to a head are the ABC network's *Stop The Music* and the CBS network's *Sing It Again*. The two programs are similar in content but to ABC goes the credit (?) for originating the style and also the major gimmick—listener participation by way of the Alexander Graham Bell. *Stop the Music* has further amazed the Toots Shor and Louis and Armand's crowd by doing what has in the past been considered impossible — successfully bucking the NBC network's *Bergen and McCarthy* and Fred Allen and actually stealing Hooper points away from these two veterans! *Stop The Music* has done just that! (What is it they say about human nature and the idea of getting something for nothing? We're more than ever positive it's true, but is it good radio? If so—then let's save television from it!)

But to get back to these two shows. Now along comes CBS with its very similar *Sing It Again*. To this reporter, CBS' newest entry into the giveaway sweepstakes, despite our years, was a great disappointment. Not the program, but the idea that CBS was the network airing such a show. You see, we recall that two years ago in Chicago it was the chairman of the CBS board, William S. Paley, who sparked the broadcasters into consideration of the formulation of a new code. And the code originally called for was much tougher—ten times tougher—than that adopted in Los Angeles last month.

We know the reply we would get if we talked to the network officials. In fact, they've already given it. The entertainment portions of *Sing It Again*, they claimed, are emphasized. Thus armed, your correspondent caught the second show in the series and heard the quiz portion of the program projected into nearly every tune in the hour-long stint. That's putting the emphasis on entertainment?

The seriousness of the problem is

**CJAD**  
MONTREAL  
Covers the  
QUEBEC  
ENGLISH MARKET  
1000 WATTS - 800 KILOCYCLES  
Offices and Studio  
1191 Mountain St., Montreal  
Represented in Montreal and Toronto by National Broadcast Sales; in U.S.A. by Adam J. Young Jr., Inc.



### INITIATIVE

The little five-year-old fan at Rat Lake used initiative and plenty of it when he suggested birch bai for letter writing. When it comes to initiative in radio CJCA's staff runs little Sonny Imrie a close second. The technical staff can claim many "firsts" including long-distance remote broadcasts from points as far north as Snag, Y.T. . . . North America's coldest spot. The Production boys have kicked through with numerous cracker-jack ideas, including the now famous Jo-Jo, the "Community Tribute" and the "Voice of Radio". CJCA's Promotion Department has its first too—eight major awards in the past seven years. All this adds up to one word that's reflected in every job for every account . . . INITIATIVE.

**CJCA**  
EDMONTON

...d pooh-poohed by most broadcasting officials despite the rising tide of critical comment from the press and public alike. As we see it, there is only one manner of hope in preventing radio from turning into one grand national merry. And that, my friends, is when the quiz hullabaloo begins to nick the broadcaster in his pocketbook.

There are signs that this is about to happen. Only a few days ago, O. B. Capelle, sales promotion manager, Alka Laboratories, Inc., makers of Alka Seltzer, and a leading network advertiser, declared that his product is giving sponsor identification to the manufacturers whose prizes are given away on the Alka Seltzer-sponsored *Even For A Day* program over MBS. Capelle said that because of this program ratings can be "a snare and a delusion" to the advertiser. "The sponsor who used to accept without question the views of radio experts is beginning to open one eye. His pride prevents him from figuring the number of occasions he was humbugged in the past; but as of today he is deciding that radio producers who neglect a sponsor's welfare are due to change their ways." A few more quotes like that from other network advertisers, we think will do the trick. We sincerely hope so. We've been in love with radio for a number of years and we don't like to lose our loved ones.

Another trend receiving a great deal of attention along Madison and Park avenues during the sultry season is the increasing evidence that talent costs are headed downward. And not only program stars but the guests as well are being affected by the cutbacks. Observers tell us it all stems from the fact that the advertiser is keeping a more selective watch over his advertising expenditure and a tighter grip on his purse strings. In addition, it is pointed out that many an advertiser has found that a low-budget program is scored as many and sometimes more Hooper points than a top-budget show. So why, he wonders, pay exorbitant talent costs?

A number of shows reportedly have sustained talent cuts including the *Drich Family* (NBC), *Red Skelton*, *Bob Burns* and others. As for guest stars, it is said that those who used to get \$5,000 per appearance (my tired

aching back!) are now lucky to get \$1,000. Bargain rates are also being listed for name dance bands.

On the cuff notes . . . The trade grapevine reports that Manhattan station WNBC's popular Mary Margaret McBride may soon be enjoying the national fame of network airings via the MBS network . . . There is talk that the ABC network's *Henry Morgan Show* will not continue through the summer as previously reported elsewhere. As a matter of fact, *Rayve Cream Shampoo* had not renewed the program as this edition went to press . . . A show of hands at the NAB meeting in Los Angeles last month indicated that about 75 per cent of those attending already operate FM along with AM stations. Another show of hands disclosed that probably only 15 per cent of the NAB'ers now having FM expect it to replace AM broadcasting completely . . . The Old Redhead, Arthur Godfrey, will have a new mystery series, *Cabin B-13*, replacing his *Talent Scouts* show over CBS starting July 5 . . . ABC network has initialled *Fruhaufl Trailer Co.* as sponsor of a new weekly news commentary series featuring Harrison Wood and starting June 20 . . . Miss Frieda B. Hennock, New York lawyer, will become the first female member of the FCC beginning in July . . . Latest news on the increasing promotion of radio is NBC's new two-reel motion picture titled *Behind Your Radio Dial*—subtitled *This Is NBC*. In addition to the NBC film, work is going ahead on the NAB's all-industry film now that the creative work has been completed by the boys at CBS-NBC-ABC . . . Author James Hilton will be the narrator of a new dramatic show which will replace the Hallmark Radio Edition of the *Reader's Digest* over CBS starting in mid-June . . . The Phil Harris-Alice Faye show Sunday nights over NBC has been dropped by Fitch and picked up by the Rexall Drug Co. . . . the temperature just hit 90 . . . that's it till next issue.

**PALEY ET UX**

New York.—CBS chairman Wm. S. Paley will have company on his board of directors according to a recent report which indicates that his wife, Mrs. Barbara Cushing Paley is about to be given a seat on the board.

**CKNW**  
**CHNW**

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

**DID YOU KNOW?**

That Truro is in the heart of a trading area with annual retail sales of \$8½ millions? Over 135 local advertisers use CKCL as the logical means of tapping this important market.

**CKCL**

**TRURO BROADCASTING COMPANY**

J. A. MANNING  
Manager

WILLIAM WRIGHT, Representative  
Toronto and Montreal

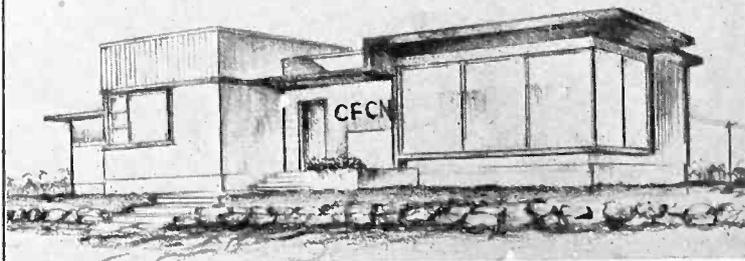
**A BETTER BUY IN '48**

More People Are Advertising  
On CKRM  
More People Are Listening  
To CKRM  
More People Are Writing  
To CKRM  
In 1948, than ever before.

Ask The All-Canada Man  
He Has The Facts And The Reasons Why  
CKRM Is A Better Buy.

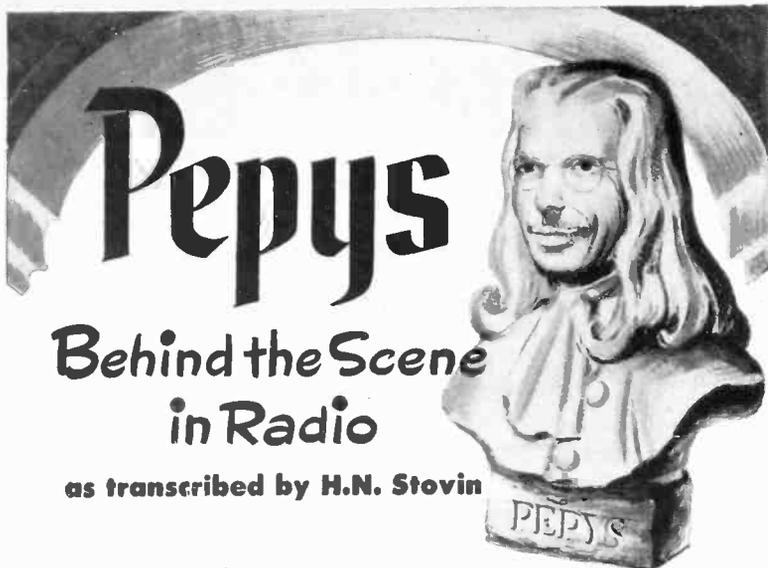
**CKRM** REGINA  
"THE SASKATCHEWAN FARMER STATION"

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



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

Ask  
RADIO REPRESENTATIVES LTD.  
TORONTO MONTREAL



But newly returned from Winnipeg with Red River mud to my shoe-tops, and many memories of serious floods there. Baldy Northcott of hockey fame, now a prominent business man, vowed he would keep his basement dry and did put to work a high-capacity pump. Did fail, however, to reckon on the pressure of the flood-waters from outside. Contractors are now reconstructing his basement following the collapse of his cellar walls ● ● ● Another Winnipeg citizen, more experienced with floods, philosophically co-operated with the inevitable by turning on the taps and filling his cellar prior to the arrival of Ol' Man River—and so living up to the oft-reiterated injunction "Keep it clean" ● ● ● The summer season doth offer big values for radio advertisers, but CFOR Orillia has in addition the thousands of vacationists and tourists which make CFOR a "must" for National Advertisers with summer schedules ● ● ● Dingwall Motors, Kenora, did rarely surprise CJRL listeners with their unexpected showing of the new 1949 Monarch. Only four announcements, fifteen minutes apart, brought over five hundred visitors into Dingwall's store inside an hour. Over a period of two and a half days the door count showed more than 3,200 visitors. CJRL pleased, but not overly surprised, since a week previously announcements over their station brought almost two thousand people to the opening of the new Sport Shop ● ● ● Compliments to Warner and Swasey, of Cleveland, Ohio, makers of Machine Tools, for an excellent series of advertisements which are a fortnightly feature in Newsweek and other journals. Here is recommended reading for every citizen who hath an interest in his own and his country's future ● ● ● A building supplies firm in Bridgetown, Nova Scotia—J. H. Hicks and Sons Ltd.—took a test spot campaign over CHSJ last June, it being but one spot per Saturday. Results were so good that this year the firm is using five quarter-hours per week—on CHSJ, of course—a decision reached after the company had thoroughly surveyed western Nova Scotia and determined the listening habits of the area ● ● ● And so to bed.

**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	CKLW Windsor	CJIB Vernon
CKSF Cornwall	CKY Winnipeg	CJOR Vancouver
CFJM Brockville	CJRL Kenora	ZBM Bermuda
CJBQ Belleville	CFAR Flin Flon	TBC Trinidad
	CJNB North Battleford	

**PEOPLE**

**Garside Opens Own Office**



GARSIDE PARTON

Winnipeg.—Les Garside has resigned as managing director of CJGX, Yorkton and Inland Broadcasting Service Ltd., to start in the representation business on his own hook with temporary offices at 1111 Childs Building, Winnipeg. He starts off with Winnipeg representation of CKSB, St. Boniface. He has been appointed supervisor of Station CJRL, Kenora, owned by James Richardson & Sons Ltd. He is also exclusive sales agent for the audience participation program *Public Opinion*.

Les came to Canada in 1924 and broke into radio as a singer on CNRW and CKY, Winnipeg. After a spell as a freelance announcer he joined Western Broadcasting Bureau in 1930, and was later associated with All-Canada Radio Facilities Ltd. He became manager of station CJGX, Yorkton in 1939.

Ken Parton, twenty-five year old assistant manager of Station CJGX, Yorkton, since May 1947, succeeds Les as manager.

Educated at Fort Garry, Man., and Queen's University, Ken served overseas as a lieutenant with the Fort Garry Horse and the RCEME. On his discharge

in June 1945 he joined CJGX as an announcer-operator. His new appointment dates from June 1.

He is married and has a 22 months old son.

**Keyserlingk Turns Publisher**

Montreal.—Robert W. Keyserlingk, managing director of British United Press since 1942, has resigned, effective July 1, 1948, to become president and managing director of Campion Press Ltd., Montreal, which will publish a weekly Catholic paper, *THE ENSIGN*. He will be succeeded at BUP by Philip R. Curran.

Born in Russia in 1905, Bob Keyserlingk came to Canada in 1925. He attended the University of B.C., where he graduated with honors in Economics.

After eight years as UP-BUP foreign correspondent in Europe, and four years as General European manager in London, he returned to Canada in 1937. Prior to assuming the Canadian general managership, he was managing editor in the Montreal Bureau.

Philip R. Curran, Keyserlingk's successor, comes to Montreal from Los Angeles, where he occupied the position of Pacific Coast Representative for UP. For two years he was general manager of BUP-UP in Australia and New Zealand.

Together Curran and Keyserlingk were associated in the establishment and initial operation of the BUP Bureau in Vancouver in 1937-8.

**UNDERGRAD SCRIPTER**

Winnipeg.—CKRC is continuing its program of aiding University students interested in radio. Mike Thompson has joined the continuity department for the summer.

**NO WONDER** CKMO IS PREFERRED BY VANCOUVER'S BIG ADVERTISERS!

Our 1000 watts clear channel signal reaches 80% of the population of B.C. — Canada's third largest market!

**HUDSON'S BAY COMPANY**

Uses CKMO exclusively in radio.

**STANDARD OIL COMPANY**

Uses CKMO 9 P.M. Monday thru Saturday.

**CAPILANO BASEBALL CLUB**

Relies on CKMO to broadcast its games.

CKMO — Canada's fastest growing radio station. MANAGED BY BOB BOWMAN.

# CANADIAN BROADCASTER

AND TELESCREEN

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

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Winnipeg - - - Dave Adams  
Vancouver - - - Robert Francis  
New York - - - Richard Young



Member of the Canadian Circulations Audit Board

Vol. 7, No. 11

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## Results Notwithstanding . . .

Judging by the recently concluded Ontario Parliamentary campaigns, advertising is going to have to take a more active and more positive hand in elections, if interest in things politic is going to be freed from its present public apathy, and the people of Canada are going to be encouraged to turn out and vote upon issues which are for the good of the country or of the province in which the elections are being held.

Business has the most to win and the most to lose in these political campaigns. Yet the two parties, which offer support of competitive industry, show such a deplorably negative approach to such an important issue as the election of a government, that it is small wonder that electors stay away from the polls in their thousands. It is an unusual fact that in the 1945 Federal elections, more people on the Liberals' lists refrained from voting than voted for the conquering Liberals.

A new high in lows was struck by the Ontario Liberals, who invited public support on the strength of the inspiring slogan—"Give George the Gate in '48."

Provincial headquarters of the Progressive-Conservatives are said to have disclaimed responsibility for a booklet of cartoons depicting, not the benefits of the competitive system which that party sponsors, but the horrors of the other thing—socialism. The party may disclaim responsibility for this ill-chosen piece of publicity, yet was offered on a syndicate basis and in many instances purchased candidates across the country or their local associations.

Through the years, craftsmen of the advertising business have discovered that good copy does not proclaim the shortcomings of the competing brand. Such practice only serves to centre attention on the goods they are trying to dissuade people from buying. By the same token, for party A to elaborate on the disastrous policies of party B draws attention to party B without showing that the public plight under party A would be any better.

Good copy tells, factually and honestly, the advantages of the commodity it is trying to promote, and, without resorting to extravagant and meaningless superlatives, or vicious and sadistic vilification, carries with it all the conviction and credibility that only the truth can inspire.

Parties to the sabotaging of public opinion through the deluges of negativity, under which we in Ontario have been submerged during the past weeks, are all the broadcasters and publishers who have made themselves accessories to this affront to the public intelligence, by providing the time and the space. That these two parties which were guilty of such flagrant bad publicity and bad taste were both counselled professionally by reputable advertising agencies faces the whole sorry picture beyond the focus of comprehension.

Most thinking people are quick to deplore the political apathy which seems to be a Canadian characteristic. Yet a little thought raises the question whether the blame should rightly be attached to the Canadian public or rather to those whose province it is—in politics or advertising, in broadcasting or publishing—to play the role of leaders of opinion.

*Richard G. Lewis*

EDITOR



Radio Is First With The News

## OVER THE DESK

Right on the top of the heap is a note from Don Mercer, asking us to change the name on the copy of the BROADCASTER which has been going to Bill Parsons, NBC Radio Recording Division, these many years, to his. A little further investigation discloses that Bill has left NBC to join the ABC promotion department. Canadian radio will want to say: s'long, Bill, and best of luck." It will also want to welcome Don whom it met at the CAB Convention, last March.

Down deeper we come to a swatch of colorful bulletins we have been receiving from a bright young spark—radio actor and announcer—named Kenny Graham, who intermittently sends talent buyers one of his cheerful invitations to give him a call. These missives come up with surprising news bulletins like these: "Wife now keeping date with stork, so for next two weeks, I can be reached at EL 8890 for radio dates . . . you'll end with an actor and a cigar!" Then, the next release—"Papoose arrive! Him boy! Home in wigwam! Oh Joy!" Kenny doesn't restrict his publicity to promoting himself as evidenced by a recent verse called "A Plug for Doug", which ended—"When you're looking for an actor, that's a top performer true, call Doug (Master) and you will get him. Oh, and I'm available too."

A bulletin from the Stovin office implements our statement on the front page which claims that radio is really studying the price mention problem. The bulletin discloses that Syd Boyling of CHAB, Moose Jaw, has just circularized 1,600 stations in the US

asking their candid comments on the question. Replies are expected to be in by June 15, when findings will be made available to stations, agencies and advertisers; also we hope to the CANADIAN BROADCASTER & TELESCREEN.

Spence Caldwell writes to remind all and sundry that Friday June 18 is the day and Lakeview Golf Club the place for the Second Annual Radio Golf Tournament and Dinner. A few tickets are left, Spence chants, and those who want them are urged to run not walk to committeemen Les Chitty (Cockfield Brown); Ron Fraser (CBC); Don Fairbairn (Islington); Wes McKnight (CFRB); Bob Lee (CKEY); Dick Claringbull (CBC); Horace Stovin (H.N.S. & Co.)

A letter from Hal Lawrence, the Toronto and Montreal announcer who is now at the CBS station, WTOP, Washington, D.C., lists a formidable number of Canadians now working at CBS owned-and-operated stations in the United States.

Staff announcers include Larry Thor, formerly of CFAR, Flin Flon and Montreal, who is now with KNN, Hollywood; Jack Fuller, former Montreal and Toronto freelance, who is now at WBBM, Chicago.

"Also heard on CBS programs", Hal continues, "are Percy Faith, formerly Toronto conductor; Todd Russell who started out at CHML, Hamilton, stopped off at CFRB, Toronto and is now emceeing Columbia's *Strike It Rich*, and Art Linkletter, formerly of Moose Jaw, Saskatchewan, who emcees the *House Party*."

Wait a moment! I've found it! The passport I need to have on me when I take off for my big hop across the pond next Thursday. Now if I can only find the ticket, everything will be duck soup. Art! . . . Tommy!

The

**NEW**

INTRODUCING  
Frequency Modulation

**CFPL tops them all**  
IN  
**Western Ontario**

The new FM transmitter provides a further service . . . keeps pace with audience preferences in the rich Western Ontario market . . . ensures the CFPL listening habit . . . makes CFPL a better buy in a fine market.

WESTERN ONTARIO'S  
MOST PROGRESSIVE  
STATION

**CFPL**  
and  
**CFPL-FM**  
**LONDON**

5000 WATTS DAY AND NIGHT

For availabilities, rates and full information:

CANADA —  
All-Canada Radio Facilities Ltd.  
U.S.A. — Weed & Company

**STATIONS**

**Station Adopts Window Promotion**



Vancouver.—A program of daily, personalized promotion for national spot accounts has

been worked out by Jim Wills, promotion manager of CJOR Vancouver.

Called the "Bonus Display Service," the scheme includes window displays calling attention to products advertised on the station.

Wills starts on the promotion of a new account by writing the head office for display material, and getting 300 empty cartons for window layouts.

Then the window displays are put together by Western Window Display Service, who supply receipts to prove to advertisers that each window stayed in for two weeks, and was not simply installed for photos and then dismantled.

Glossy prints showing the displays in store windows go to wholesale houses and agencies, who turn them over to clients to

show them what the station is doing.

"The theme of the promotion," Wills said, "is that CJOR stands behind the products it advertises. Our idea is to show what is actually being done on behalf of a product."

While the window displays are going in, 500 dealer messages are mailed to wholesale houses and retailers handling the product.

Some local products lending themselves to this type of promotion, get the same attention, but the main effort is on behalf of national accounts.

Two products, such as Nabisco shredded wheat and St. Lawrence syrup, often are tied together, and the display window and air promotion related to the sponsor's newspaper advertising.

Wills has developed a routine whereby each message is read on the air, initialled by the announcer and then mailed to the sponsor, with a copy filed at the station.

After a few weeks or months all copy is gathered into a folder labelled "Continuous Promotion," and delivered to the sponsor as a record of the extra promotion service he has received.

**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.

**ANNOUNCER IS ALL WET**

Port Alberni.—Seamen on H.M.C.S. Antigonish were puzzled when they saw a complete stranger in the battle dress of a Lieutenant Commander on the bridge, as their ship nosed down the Alberni canal towards the Pacific.

The "officer" turned out to be Vic Fergie, special events man from CJAV Port Alberni. The announcer was so thoroughly soaked by torrential rain as the Antigonish put out that the skipper, Lt.-Cmdr. A. C. Law loaned Fergie a uniform that had been through several battles during the war.

Fergie and Chuck Rudd recorded interviews and descriptive material during the day's trip, and cut it down to a 40-minute broadcast for use later in the day.

**Mon . . . .**  
**it has everything!**

SAMPLE: SUGAR BEET income last year was \$183.00 per acre (gross average). Total income from sugar beets alone was in excess of \$10,000,000.

One station—CJOC—sells this market exclusively. Get the whole story from your local All-Canada Man!

**CJOC**

**NOW 5000 WATTS**  
LETHBRIDGE ALBERTA ALL-CANADA STATION

**1000 WATTS SOON!**

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



Photo by Alex. Gray.

Fred Lynds of CKCW, Moncton, did stand-in job for Lionel the CKCW lobster, at a monster feed of lobster at the Royal York Hotel last month. This was followed by a similar celebration in Montreal a few days later. Bedecked in specially imprinted bibs, the guests stuffed themselves with the succulent crustaceans, washed down with liberal potions of beer. Caught by the camera at the festive

board, from left to right, are Harry Sedgwick, CFRB; Ed. Higgins, Spitzer & Mills; Alan Ball, Canadian Advertising; Bob Loney, Ronalds; Bob Armstrong and Nels Blair, H. N. Stovin & Co.; Mrs. Dave McMillan, Rai Avery, Ronalds, in background; Len Headley and Pauline Bartlett; RCA; Spence Caldwell, All-Canada. In inset, Fred. Lynds, the Lobster King, in person.

**FM HERE—TV COMING**  
Winnipeg. — W. T. Burnham of Pronto, general sales manager of Rogers Majestic Ltd. and DeForest Radio Ltd., said he expects that 38 frequency modulation radio stations will be operating in Canada by the end of this year, that TV is definitely on its way. Mr. Burnham was a recent visitor to Winnipeg.

"It is too early to forecast when television stations will be built in Canada and transmission begun," he said. "Our firm is now doing engineering research in this field to supply television receivers as soon as required," he stated.

Meanwhile, the first FM station in the Winnipeg area came into being on the evening of May 27. At that time, WJOB officially inaugurated FM broadcasting to supplement regular transmission.

FM locally got underway in a shower of champagne when Mrs. J. O. Blick, wife of the president of Blick Broadcasting Ltd., christened the FM transmission tower on the roof of the Lindsay Building by breaking a bottle of the bubbly vintage across its base.

FM broadcasting will be carried by WJOB from 7 a.m. to midnight. It is guaranteed to give coverage to the area within a radius of 35 miles of Winnipeg.

**WEG PAPERS ON THROUGH SUMMER**

Winnipeg. — With their weekly quiz shows resting for the summer months, two Winnipeg papers, The Tribune and Free Press, are keeping interest alive—via radio.

The Tribune is sponsoring a 15-minute show five times weekly titled *Tribune Cavalcade*. It features news flashbacks and tunes that were popular when the news was news. A giveaway of \$25 nightly ensures listener interest. Alf Davidson is emcee. The program is broadcast over CKY.

Cash prizes are also the main feature of the 15-minute Free Press show, *Daily Double*, broadcast over CKRC every weekday. Besides money the show offers Parks and Burdett, twin-piano team and announcers Gene Char-

**CBC HAS 2 NEW REPEATERS**

Vancouver.—Two more repeater stations in B.C., at Ashcroft and Princeton, brings the total of CBC satellite transmitters in the province to eleven, with a twelfth scheduled to be opened at Field later in the summer.

The two operate at 20 watts, with Princeton at 860 kc. and Ashcroft at 1070.

According to Arthur Ellis, CBC's regional engineer, the transmitters have an effective radius of five to ten miles.



THERE IS  
NOTHING  
RETICENT  
ABOUT

MURRAY  
BUILT  
Shows

They speak  
for  
Themselves

"ASK OUR SPONSORS"

JACK  
MURRAY  
LIMITED  
727 A BAYVIEW AVE.  
TORONTO

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

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

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

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

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

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

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

THE OFFICE OF  
MART KENNEY  
125 DUPONT STREET  
TORONTO, ONTARIO

**JUNIOR JURY**

Winnipeg.—Four youngsters have been lined up by CKRC to hand out advice over the air. The 30-minute weekly show, now underway, is called *Junior Jury*. Ages of the four jurymen range from 8 to 12 years. Mr. and Mrs. John Citizen are asked to send their problems to the kids and they try to solve them each week.

**STORK MARKET**

Winnipeg.—Jack Wells has done it again. Winnipeg's sport-about-town, now in the radio free-lancing biz, has added a baby girl to his household. First arrival was a boy.

The Bright STATIONS  
CKAC Montreal  
NOW  
10,000 WATTS  
SEE WILLIAM WRIGHT  
VICTORY BLDG. TORONTO



**DAVID STREET SONG SHOP**

You'll have the whole town singing—and buying—with this top-flight musical. Ideal for summertime listening . . . a tested and proven audience attraction the year 'round. Stars David Street, Twentieth Century-Fox singing sensation, with Lucille Norman, the Mello-Larks, Gene Plummer and His Men.

a **BIG**  
... for



**FRANK PARKER SHOW**

America's greatest romantic tenor shares the musical spotlight with songstress Kay Lorraine, the orchestra of Paul Baron and radio's celebrated master of ceremonies, Andre Baruch. 15 minutes of sheer musical delight!



**PLEASURE PARADE**

A lavish quarter-hour series with a galaxy of stars! Vincent Lopez, Jimmy Wallington, Dick Brown, Paula Kelly, Milton Cross, Lillian Cornell, Bob Kennedy, the Modernaires and the Pleasure Parade orchestra. It's paced for top audience and sales appeal.



★★★  
BARRY WOOD SHOW

smooth-as-silk production job. Never  
delightful singing twosome as  
network-famous Barry Wood and  
Margaret Whiting. Lilted harmonies by  
the Melody Maids and distinctive music  
by Harry Silvern's Orchestra assist  
in making this show an unequalled  
appeal.



# Science SONG!

ALL of the people like to listen to songs  
and music MOST of the time. And—  
singing stars you sponsor the All-Canada  
are among the best in the business! So—  
one of these top singing shows—you're  
to build an audience . . . and do it "for a  
too, the economical All-Canada way!

Shown here are the singing stars of All-  
Canada's light, bright quarter-hour musical  
shows . . . designed for three-times-weekly or  
radio "board" programming. And they're  
made to you in your own territory—at a  
fraction of their original cost!

Quarter-hour musical strip shows like these  
produce rich sales dividends . . . for such national  
advertisers as Campbell's Soups, Chesterfield  
Cigarettes and Procter & Gamble. With these  
light All-Canada shows you can do the  
auditing job locally or regionally . . . with the  
best top talent, the same high production  
and the same lion's share of the audience.

Select your star-studded musical showcase  
in this "cream of the crop." Each of the  
programs listed here is a long-run series, coin-  
ciding the consistency of impact and repetitive  
appeal that turns a big listening audience into  
a big buying audience.

Contact All-Canada Program Division now\*  
for audition discs, promotion kit and full  
information! Get set for radio results!

\*Please note: These programs are offered  
subject to prior sale and availability.

The World's  
Largest Program Library

## CANADA PROGRAM DIVISION

EVERYWHERE CALGARY WINNIPEG TORONTO MONTREAL  
DIVISION OF ALL-CANADA RADIO FACILITIES LIMITED

★★★

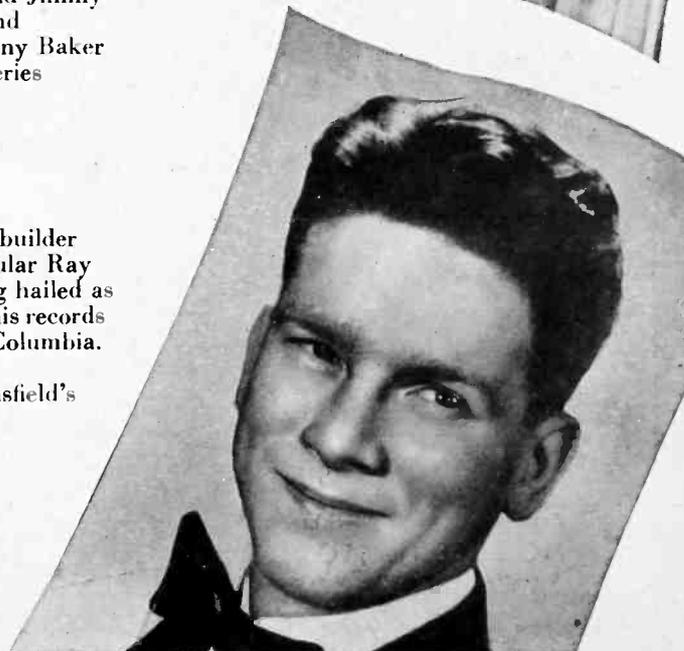
### SINCERELY—KENNY BAKER

Here's one of the great  
hit-makers of all time,  
supported by Donna Dae, the  
"Little Miss Rhythm" of radio,  
Buddy Cole's Orchestra and Jimmy  
Wallington. Informality and  
song favorites as only Kenny Baker  
can sing them make this series  
a standout success.

★★★

### HOSPITALITY TIME

Another grand new audience-builder  
starring Snooky Lanson, popular Ray  
Noble singing star. He's being hailed as  
the "Find of the Year" and his records  
have sold in the millions for Columbia.  
Evelyn Parker's rhythmic  
vocal specialties and Rod Brasfield's  
comedy add to the sparkle.



# C J A D MONTREAL

## will be a 5000 watt station this Fall

N.B.S. congratulates CJAD  
on this newest  
step in coverage achievement.

- Ratings
- Programs
- Coverage

# CJAD Montreal

1000 WATTS 800 KCS.

## 5000 Watts This Fall

Represented By

**NATIONAL BROADCAST SALES**

TORONTO: 2320 Bank of Commerce Bldg. - AD. 8895  
MONTREAL: 106 Medical Arts Building - FI. 6388

## PROGRAMS

### "Voice of Radio"

Edmonton, Alberta. — Aimed at telling the public how much they don't and what they should know about radio, station CJCA, Edmonton, is airing a program series called *The Voice of Radio* at 10.12 each evening. The program discusses informatively the technicalities of broadcasting, as well as building a case for the private stations.

The program brings out such points as:—(1) showing the public the meaning of a community station as opposed to a national network station; (2) describing the present system of government-operated stations competing with, and making regulations for, independent stations; (3) suggesting to the public that they take a more active part in the birth and death of programs, by informing stations of their likes and dislikes; (4) taking listeners on an air conducted tour of a studio, describing the various studio jobs, and airing the results of properly and improperly cued recordings; (5) pointing out the reasons for networking expensive shows, which can thus bring top entertainment to local stations; (6) explaining some of the present broadcasting regulations, and discussing their advantages and disadvantages.

One program enlightens listeners as to the stations community value by comparing a national and a local newscast. The program states that "no one in Port Arthur is going to care a hoot whether Edmonton is building for the blind, and we're certainly going to be bored stiff if we hear an appeal from Halifax to build a table-tennis centre for red-headed seamen." The point is, according to the program, only local private stations can give local community service.

Analyzing government station competition and regulatory powers, *The Voice of Radio* asks the listener to imagine himself a baker, owning the first bakery shop in Edmonton. Advancing a step further it points out that "bakery shops will likely grow by leaps and bounds. The city government then decides that they need some regulations, so they set up their own bake shop. They make it the largest shop in town, and also give it the power to make regulations for all the other shops, telling them what bread they can bake, how thick they can put icing on cakes, and at the same time sell their own product to the consumers."

Suggesting that the public take a more active part in choosing programs, *The Voice of Radio* asks listeners if they have ever written to a radio station. It tells listeners that they can be instrumental in forging the kind of information and entertainment that they want, and asks them to write a letter and send it in, even if it is only to say that the station stinks.

Giving the listeners the approximate cost of a top flight show, the program explains how it is necessary to spread the cost of such a show over many stations, thus bringing this type of entertainment within reach of local stations, which would otherwise be unable to bear the cost. The program suggests that "networks are logically the answer to high cost shows. The listener gets the entertainment, the sponsor gets his message across, and everybody is happy." The question is raised as to why the CBC holds a monopoly over networks, and it is suggested that an independent network, owned and operated by private stations, should be set up.

Quoting a comprehensive list of present day broadcasting regulations the program states that certain restrictions are obviously necessary. However, when

TRANS-CANADA NETWORK

# CKY

WINNIPEG 15,000 WATTS

- MORE POWER
- GREATER AUDIENCE
- MOST POPULAR
- OUTSTANDING IN MANITOBA

BRANDON • WINNIPEG •

**SILVER**  
Anniversary  
Year

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

**YOUR BEST FRENCH SALESMAN  
EAST OF MONTREAL**

Covers more territory - Serves more people  
effectively and economically

5000 watts 800 kilocycles

# CHRC

**"LA VOIX DU VIEUX QUÉBEC"**  
REPRESENTATIVES

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

any of these regulations are en-  
gaged upon, it is felt these have a  
regulatory effect on private  
radio.

The effect of CBC control is  
summed up in these words. "It  
means that from start to finish  
private radio is under the com-  
plete control of its own competi-  
tor, government radio. It can de-  
termine whether a station can have or  
renew a license to broadcast. It can  
make the choice times of any  
broadcast day for its own pro-  
grams and the station must broad-  
cast them. It can veto any pro-  
gram, or any potential advertiser  
the private station may have in  
mind. In short, CBC is Canadian  
radio. The private radio stations  
the community stations—want  
only to have these regulations ad-  
ministered by an independent  
board, and not by their own com-  
petitor."

### Quiz in Tenth Year

Toronto.—Starting out in 1938  
a program of sports predictions,  
recorded for later broadcast in  
front of the Maple Leaf Gardens  
before the hockey games, the  
speed quiz program, *Did I Say  
That?* is approaching its tenth  
anniversary on the air. It has been  
sponsored by Alka Seltzer in its  
present conventional quiz format  
for nearly seven years, during  
which time it has been dubbed at  
more than 1,500 meetings and  
other gatherings of social organi-  
zations, labor bodies, drug stores,  
theatres, service training centres,  
hospitals, churches, synagogues,  
and on one occasion in the middle  
of Lake Ontario on the SS Cay-  
uga. During the war it was fre-  
quently tied up with such projects  
as bond drives, Red Cross cam-  
paigns and other similar under-  
takings.

A few years ago Ken Soble, one  
of the two original emcees, took  
his recording equipment into the  
Red Cross Blood Donor clinic,

and quizzed the nurses and other  
Red Cross workers while he lay  
on his back making a blood  
donation.

Another time the show moved  
into a school for deaf and dumb,  
and lined up a slate of contestants  
who had the power of speech but  
were without hearing. These con-  
testants read the lips of the quiz-  
masters and turned in a perfect  
score.

Recently the RCAF ap-  
proached Harvey Dobbs, who  
now comperes the program with  
Don Wright, with a view to get-  
ting them to originate a show at  
several of their training stations  
throughout Ontario, tied in with  
the recruiting campaign. When  
time and travel problems made  
the project look impossible, the  
RCAF offered to fly the boys  
hither and yon, which offer was  
accepted. They have now covered  
six of the major RCAF stations  
in the Province.

Until last March the program  
was heard only on CFRB, To-  
ronto. Then it was extended to  
include CJAD, Montreal, and  
CKY, Winnipeg. Now, due to  
favorable reception on these two  
distant stations (this in spite of  
the fact that all contestants so  
far have been from Ontario),  
plans are being discussed to add  
considerably to the program's  
rubber network in the Fall.

Dobbs and Wright still remem-  
ber the day a lady contestant told  
them her name was Mary Jones,  
or reasonable facsimile. "It is  
*Mrs. Jones*," Harvey presumed,  
and nearly a thousand women, at  
whose social gathering the pro-  
gram was being staged, burst into  
raucous laughter which lasted a  
full minute and a half. Only when  
the contestant, who was also  
laughing hysterically, backed  
away from the mike, did Harvey  
notice that the good lady was  
going to become a mother at al-  
most any moment.

1000 WATTS — 970 KC

*The French Voice of the Ottawa Valley*

# CKCH

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

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

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

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

## "ASK THE MAN WHO LIVES THERE"



### "Stop My Announcement"

writes a farmer eighty miles  
away. "With your help my  
lost horses have already been  
found."

Tough on the gate-receipts—  
yes, but more evidence of the  
close listener-attention CJGX  
enjoys in the wealthiest crop  
district in Western Canada.

Is CJGX "first" in North  
Eastern Saskatchewan? Ask  
the man who lives there!

For complete coverage data, con-  
sult our National Representatives.

# CJGX

YORKTON SASK.  
Dominion Network

REPRESENTATIVES:

KORACE N. STOVIN & CO. - Toronto, Montreal, Winnipeg  
ADAM J. YOUNG, Jr. Inc. - U.S.A.

VOICE OF THE  
**CHWK**  
CHILLIWACK  
REPRESENTATIVES  
ALL-CANADA RADIO FACILITIES • WEED & CO. U.S.A

## FRASER VALLEY" LATEST COUNT!

In 18 months more  
than 25,000 new  
residents in the  
Fraser Valley.

**CHWK**  
"Voice of the Fraser Valley"

# CANADIAN TELESCREEN

Vol. 1, No. 2

TV and Screen Supplement

June 12th, 1948

## U.S. Broadcasters Dig Deep For TV

"What will it cost me?" will be an important question when the day finally breaks for Canadian TV, and judging by current U.S. TV costs compiled by the CBS general engineering department, stations, agencies and sponsors will be digging down good and deep during the initial operational period.

The installation of an average station combining 500 watts video, with 500 or 250 watts audio transmission, using network and 16 mm film program material, will cost approximately \$100,000.00 for equipment, with an estimated \$25,000.00 for site and construction, dependent on the location and materials used.

Annual operating costs for such a station, estimated on a 28 hour transmission week, screening 50% network and 50% local programs, amount to \$30,000.00 which allows for power, equip-

ment and maintenance, rent and salaries for a small staff. All these figures are reduced to a minimum and do not take into account charges for equipment depreciation, broadcast rights, program costs, film, news services, talent, photographic and art work, transcription and relay programs. Also, these costs are for a comparatively small station. Capital outlay for the larger type station (5 kw) is estimated at approximately \$500,000.00, with a large salary bill boosting the total to \$800,000.00.

A 26 week spot campaign, based on figures from the Grey Advertising Agency in New York, would call for \$55,110.00. This budget allows for forty-nine weekly spot announcements spread over thirty different cities. Figures on advertising however cannot be generalized, as agencies, networks and stations have not, at present any standardized advertising rate charges, except those set up on an inter-organizational basis.

Quoting the cost of a single program, NBC recently released a schedule for one of its new stations on the east coast. Sponsors for an hour long program will pay \$1,250.00, which assigns \$500 for the station, \$750.00 for an hour's studio time, and \$250 for film showings.

Sitting at the opposite end of the TV setup, the U.S. viewer has a large and varied selection of sets to choose from. He can invest an approximate \$150.00 for a low-priced set, or can go up to \$2,000



Left to right, Campbell Ritchie, CKLW program director; Jim Eberle, WWJ-TV special events director; Ollie Lapham, WWJ-TV remote engineer; Bud Lynch, CKLW director of special events.

## INTERNATIONAL TV

Windsor, Ont.—Televising scenes of the opening ceremonies at the recent Industrial Exhibition held at Windsor Arena, Station WWJ-TV, Detroit, Michigan, in co-operation with Station CKLW, Windsor, presented the first international TV program. The exhibition was staged by the Windsor Junior Chamber of Commerce.

Obtaining permission from the Controller of Radio in Canada, the Federal Communications Commission in Washington and the Customs Department in Ottawa, the Detroit TV station moved its mobile equipment, via the

Windsor-Detroit Tunnel, to the Windsor Arena.

The program was relayed from Windsor to Detroit viewers using the audio facilities of Station CKLW. The general public at the exhibition were also able to view afternoon and evening programs, and the special show as it was televised from the exhibition floor.

Program production was handled by Jim Eberle, WWJ-TV special events man, with commentaries from CKLW's Campbell Ritchie, production department and Budd Lynch, special events director.



### FOR THESE ARTISTS

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

Day and Night Service  
at  
Radio Artists Telephone  
Exchange

for a model which has AM-FM facilities, and is equipped with large screen viewing apparatus. U.S. manufacturers have predicted a \$50.00 reduction in set prices by the end of 1948.

### THE MERRY VIDEO WALTZ

Oh, everything's fine down south of the line,  
And life's little short of Elysian,  
For the visual arts have invaded the marts,  
And each bar has its own television.

When the Met plays Perfidio, it's all there in video,  
And likewise when footballers scrimmage;  
And the glasses all clink before every drink  
In salute to the strong, steady image.

'Neath the cold Borealis there's no festive chalice  
And the cup of the barfly is bitter;  
In the land of the beaver there's ne'er a receiver  
Nor, likewise, a single transmitter.

Come, brim-fill the cup and we'll all lift it up  
To the true North—it's strong and it's free;  
But say, can you sight by the dawn's early light  
The ghost of a chance for TV?

—Walter Dales' "Station Break"

## AIR CHECKS

IN THE

## PACIFIC NORTH WEST

GUARANTEED  
RELIABLE

WRITE, WIRE OR PHONE

## ARAGON RECORDINGS

615 W. Hastings Street  
VANCOUVER, CANADA

MArine 5010

# TEE VEE ACTION

New York.—The television tempo is slackened a bit with those who in the past have cried the loudest about its virtues now soft-peddling slightly—either so slightly that is. However, it seems as those who have criticized the over-promotion of video in New York and Hollywood have won a minor victory. Only a few weeks ago most trade papers were carrying screaming headlines quoting top officials who predicted the most wonderful things ever for the tele's future—which, they added, were here now! Today the feeling seems to be that despite the great strides made, there is still much to be done to make video right for commercial use.

Two of the industry's major problems are still (1) circulation and (2) programming. Although no one denies that both problems can and will be solved, they aren't predicting that it will be done tomorrow. Most officials are apparently steering away from the headline forecasts and knuckling down to the job at hand.

Meanwhile, the scramble for television station applications continues. The FCC continues to receive an average of five to eight applications nearly every week. In addition, there are reports that new interest is being sparked in Hollywood where it was expected that Warner Brothers will shortly announce the purchase of the Dorothy Mackreay-owned-radio stations KLAC, in Francisco, and KYA, Los Angeles and a tele construction permit in A.

Martin Gosch, who packaged CBS television's *Tonight On Broadway* is said to be currently dickering to wrap up songster Burl Ives for a 30 minute Deo film show.

The opening gambit in dealing with written material for TV was taken by the Authors League of America, who have set up a clearing house to check prices for TV deals.

Delayed telecasts will be made practical by a new kinescope recording system to be used by NBC-TV. The recordings are made on film, and are taken directly from the TV receiver. The film can be speeded to stations who have no co-axial or microwave relay connections.

The oldest and youngest were introduced recently when old-time vaudeville made a comeback in a TV program telecast over a New York net.

A future with portable TV sets, powered by atomic energy capsules, international TV and coast-to-coast networks was predicted by Mark Woods, ABC prexy, speaking at a luncheon in San Francisco.

NBC has signed with World Video Inc., newly organized U.S. TV motion picture production company, for a series of TV films showing the latest Paris fashions. The pictures were shot in each leading Paris fashion designers' showrooms as Dior, Schiaparelli, Molytaux and LeLong.

Opera at home will be a possibility for U.S. viewers when the Met resumes in the fall. ABC is currently pushing plans for this project.

Authorized U.S. TV applications are far to their first century, with the FCC granting four new permits total is now 97.

## TV Is Coming Soon Says CBC Engineer

Vancouver.—Canada will have television networks similar to those of New York sooner than is generally realized, according to J. A. Ouimet, assistant chief engineer of the CBC.

In Vancouver on a tour of western Canada, Mr. Ouimet said that all the technical spade work on TV has been done, and he believed it would be widely adopted as soon as financing details could be arranged.

Vancouver, for example, might have as many as five TV stations once it is fully organized, he said.

Ouimet, who has been connected with the technical end of TV himself for 16 years, pointed out that very careful planning would be essential to guard, for example, against interference between dial positions of TV stations in Vancouver, Seattle and Victoria.

In recent months he has been in Europe and the United States studying TV developments.

"The CBC has indicated that it is prepared to take the initiative," he said, "but TV is tremendously expensive and special financing must be arranged first. After that, we'll need probably one or two years. But it is still hard to estimate".

He thought, however, that there was no reason why all the independent stations in Vancouver could not go TV. He doubted, though, whether TV would ever replace the ordinary radio set completely.

New York.—TV program ratings compiled by the NBC research department in combination with C. E. Hooper, based on coincidental phone calls made during 1947 and 1948 show that amateur programs lead the list

with 36.8. Dramatic shows follow with 28.0. Children's programs pull 26.0 and sports events account for 23.3. News, variety and educational programs have

an average 20.0 each. Travel shows are close behind with 19.1 with women's programs at the end of the list with 9.4.

# BMI Pin-up Sheet

## CANADIAN HIT TUNES — JUNE

**A BED OF ROSES** (JOHNSTONE-MONTEI)  
Sammy Kaye—Victor 20-2601 Denny Dennis—London 142 (Langworth-NBC Thesaurus)

**A FEW MORE KISSES** (PATMAR)  
Dennis Day—Vic. 20-2737 (Standard)

‡ **BARBARA ANN** (ADANAC)  
Lou Snider Trio—Musicana 2 (Disc Jockey—Skatin' Toons)

★ **CHILLICOTHE, OHIO** (MELLIN)  
Peggy Man-Eddie Heywood—Vic. 20-2839 Art Mooney—MGM\* The Four Tunes—Manor\*

**FOOL THAT I AM** (HILL & RANGE)  
Dinah Shore—Col. 956 Gladys Palmer—Miracle 104  
Billy Eckstine—MGM 10097 Georgia Gibbs—Maj. 12013  
Dinah Washington—Merc. 8050 Brooks Brothers—Dec. 48049  
Sammy Kaye—Vic. 20-2601 The Ravens—Nat. 9040  
Erskine Hawkins—Vic. 20-2470 (Langworth-NBC Thesaurus-Standard)

**IT'S EASY WHEN YOU KNOW HOW** (PEMORA)  
Buddy Clark—Xavier Cugat—Col. 1049 John Paris—Vic. 26-9027  
Eddie Ballantine—Musicana\* Joan Edwards—Vita 932  
Blue Barron—MGM\* (Langworth-World)

**I WANT TO CRY** (EXCELSIOR)  
Savanah Churchill—Chris Cross—Sterling 4004  
Manor 1129 Dinah Washington—Mercury\*

‡ **L'AMOUR A LA BOOGIE WOOGIE** (ADANAC)  
Fernand Robidoux—Victor 55-5279 Max Chamitov—Musicana-R104 (Disc Jockey)

**LONG AFTER TO-NIGHT** (BMI)  
Russ Titus—Musicana 14 Betty Rhodes—Vic. 20-2735  
Kate Smith—MGM 10157 Snooky Lanson—Merc. 5095  
Andy Russell—Cap. 15055 Yvette—Vita\*

★ **LOVE IS FUN** (ENCORE)  
Three Suns—Vic. 20-2599 Mills Brothers—Dec. 24382

★ **SERENADE (Music Played On A Heartstring)** (DUCHESS)  
Buddy Clark—Ray Noble—Jerry Wald—Com. 7503  
Col. 1034 John Garber—Cap. 15043  
Bob Eberley—Russ Morgan—John Laurenz—Merc. 5099  
Dec. 24376 (Langworth-NBC Thesaurus)

**SOMEONE CARES** (CAMPBELL-PORGIE)  
Vaughn Monroe—Vic. 20-2671 Art Lund—MGM 10170  
Mills Bros.—Decca 24409 Frankie Carle—Col. 1046 (NBC Thesaurus)

★ **SPRING CAME** (REPUBLIC)  
Sammy Kaye—Vic. 20-2886 (NBC Thesaurus)

**TROUBLE IS A MAN** (REGENT)  
Hall Sisters—Vic. 20-2386 Peggy Lee—Cap.\*  
Sarah Vaughan—Mary Ann McCall—Col.\*  
Musicana 15018 Ginny Powell—Maj.\*  
Martha Davis—Dec. 24383

★ **YOURS (Quiere me Mucho)** (MARKS)  
Xavier Cugat—Vic. 26384 Roy Smeck—Dec. 3790  
Jimmy Dorsey—Dec. 25121 Cuba Libre Six—Coda 5004  
Benny Goodman—Col.\* G. Carter—Musicana\*  
Nat Brandwynne—Dec. 3913 Ben Light Tempo 598  
Eddy Howard—Col. 6361 R. Armengod—Dec. 18159  
Andy Russell—Cap. 10112 Phil Reed—Dance-Tone T7  
Tito Guizar—Vic. 27410 Vaughn Monroe—Vic.\*  
E. Le Baron—Dec. 25205

★ **NEW PIN UP HITS** (NBC Thesaurus)  
‡ **CANADIAN SONG HITS** (Soon to be released)

## COMING UP

- ‡ Banff Is Calling (Mello-Music)
- Delilah (Encore)
- Gilly Gilly, Wish Wash (Marks)
- ‡ Hemline Below The Knees (Old Colony)
- Highway To Love (BMI)
- ‡ I Wish That It Were Always Spring (BMI Canada)
- It's So Peaceful In The Country (Regent)
- May I Never Love Again (Lutz)
- My Girl Friend Julayda (BMI)
- Mr. Miracle Man (Commercial)
- Rhumba Jubilee (Amigo)
- ‡ Saskatchewan (Old Colony)
- Spring In December (Melodi/Leeds)
- Swing Low Sweet Clarinet (Stuart)
- There I Go (Mellin)
- Time And Time Again (London)
- Time Out For Tears (Kaoline)
- You'll Always Be My Sweetheart (Singer)
- When Veronica Plays The Harmonica (Duchess)
- Where The Apple Blossoms Fall (Vogue)



229 YONGE STREET TORONTO

NEW YORK

MONTREAL · HOLLYWOOD



**RADIO IS FIRST  
WITH ELECTION  
NIGHT RESULTS**

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**BUP'S ELECTION  
COVERAGE IS  
RATED TOPS**

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FAMILY RIGHT  
AROUND THE CLOCK**

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**WRITTEN IN A  
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**The World's  
Best Coverage  
of the World's  
Biggest News**

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



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

To me it is very exasperating to listen to that dry, stuff-shirt material that is so often read on CBC talks and to the often over-acted dramas that sound so full of script. If you can't lift lines off paper, you are almost automatically a failure at acting.

For just this reason, it was a pleasant relief to hear Muriel Ball and her talk entitled "I Learned Late" on Trans-Canada. Maybe she did learn late but at least she has learned well. Anyone who hears *Lucy Linton* on this same network will agree thoroughly. Muriel seems like the right character in the right spot to help announcer Jack Dawson turn out a successful program, including commercials.

Perhaps the amusing highlight of Muriel's "I Learned Late" story was the admission of how she used to "curl up" to talk over radio ideas with her husband. Now, she says, that is physically impossible. Just why she should make light of her avoirdupois is a question. I'd say any she may have is becoming. At any rate, I can imagine producer Helen James was pleased with the result of this brief talk, as listeners should have been too.

Offhand I'd say that females are doing an auspicious march past the mike. Hellen Quinn, who has been doing *Peggy's Point of View* on CFRB, as a commercial, has now



Received too late for inclusion in last issue's report of the opening of London's CFPL-FM, a quorum of guests at the reception the station gave are, from the left, Spence Caldwell, Program Division, All-Canada Radio Facilities Ltd., Toronto; Burt Hall, ACRF, Montreal; Dick Claringbull, CBC, Toronto; Jim Allard, CAB general manager; Walter Blackburn, president of CFPL, CFPL-FM and the London Free Press.

popped up doing the same show on CJBC, sustaining. This is a woman's program, as was evidenced when she did the same show over CKY, Winnipeg.

The other day I met this enterprising commentator and we enjoyed a lengthy talk regarding announcer Bob Morrison, now in Vancouver but originally from Winnipeg, and actor-announcer Neil LeRoy who is mainly responsible for the success of the series called *Let's Play Bridge*.

To say the very least I'm afraid my expressions gave away my astonishment the other morning when I heard a

listener remark "Ah—Frank Munn—and we hear him so seldom." Actually, the singer was the tenor George Murray on his *Especially For You* program. Even though only a five-minute shot, I always wondered why Maple Leaf Milling didn't use Murray on two songs, with less commercial. In fact, the show seems over-balanced.

Upon the sad and sudden death of Andy Clarke, better known as the "Mayor of Little Places", his *Neighbourly News* quarter-hour was very capably handled by Greg Clark. The latter needs no introduction in the radio field and has had much newspaper experience. Both he and producer Reid Forsee used timely and well-chosen phrases in tribute to the late veteran broadcaster.

'Bye now  
Elda



**Lionel Is Big Business Down East**

Everything is big down CKCW way! Even the announcers and production men come in the large economy size; six of them standing six feet or over. These six men have plenty of big ideas, too. Ideas that are incorporated into CKCW's "LIONELIZING" program to ensure an attentive listening audience at all times.

Thus, when your advertising is "LIONELIZED", you can be sure that your sales message has a large, ready-made consumer market waiting for it.

"LIONELIZE" your advertising, today! Horace N. has the dope.

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

**AGENCIES**

**MACLAREN ADVERTISING CO. LIMITED**

Toronto.—Peoples Credit Jewellers are returning the *Sunnyside Community Sing Song* June 13 to CFRB, Toronto; CKCO, Ottawa and CHML, Hamilton, aired from Sunnyside Beach, Toronto with Art Hallman's band and Monty Hall as emcee, announcer Michael FitzGerald and production by Maurice Rapkin.

**J. WALTER THOMPSON CO. LTD.**

Montreal.—Chase & Sanborn has lined up the *Robert Shaw Choral Group* as a summer replacement for *Charlie McCarthy* being piped in from NBC to T-Can.

Nelson Eddy moves into Al Jolson's spot on *Kraft Music Hall*, beginning June 17 for the summer.

**NEEDHAM, LOUIS & BRORBY INC.**

Chicago.—Johnson's Wax is piping in the *Fred Waring Show* from NBC to the complete T-Can net beginning in the east June 7 and in the west June 14. The eastern campaign will consist of 34 broadcasts heard Mondays and Wednesdays at 10 a.m. while 26 broadcasts will go to the west as delays at 1.15 p.m. same days. This summer series will replace *Fibber McGee* and *Molly*.



*Jos. Hardy Talks*

**ON QUEBEC MARKET NO. 2**

Good morning—here is Jos. Hardy again. If I proved to you that, in one compact area, there were 73,000 households who had never heard of your products, I think you would send a salesman down there fast! Radio Station CHLN, Trois Rivières, has 73,000 homes in its primary area, and you can reach 86.6% of them by using this French speaking station. 63,240 radio homes—according to B.B.M.—are you reaching them? Radio in Quebec Market No. 2 pays rich dividends for each dollar invested, because there is no French programming coming in from across the border people here *listen* to, and *enjoy*, their own programs. Let us discuss this with you."

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

**Jos. A. Hardy & Co. Ltd.**  
MONTREAL QUEBEC TORONTO

<b>CHRC</b>	REPRESENTING	5000
<b>CHNC</b>	QUEBEC	WATTS
<b>CHLN</b>	NEW CARLISLE	5000
<b>CHLT</b>	TROIS RIVIÈRES	1000
<b>CKRS</b>	SHERBROOKE	WATTS
	JONQUIÈRE	250
		WATTS



**EVERY 198,754th TIME**

After an estimated 198,753 successful demonstrations of that push-pull-click-click safety razor on AM programs, the damn thing would have to jam when they tried to do it by TV.

• • •

**COMMUNICATION RECEIVED**

We acknowledge a wire from Bob Simpson of Young & Rubicam enquiring about the talent costs for the CKRC program referred to in last issue's top Lewisite item.

• • •

**HELP WANTED MALE**

CBC is looking for television announcers. Must be prepared to start work punctually at 8.26 a.m. January 1, 1975.

• • •

**PAN MAIL**

Sir: Last time you flew to England you made us all sick the way you over-publicized yourself and the trip. This time you haven't said a word. What gives, Bub?

• • •

**ROAD TO FAME**

CBC A. Davidson Dunton has been named to serve on the Radio Sub-committee of the United Nations' Advisory Committee of Information Experts.

Just what you've been working for, eh Dave?

• • •

**SUGGESTION BOX**

Sir: Why can't you jazz up your publication to meet up with your competition, like the one that reaches my desk each week and is red on the outside.

—*Kindly Kometit.*

Thanks kindly, K. K., but we'd rather be read on the inside.

• • •

**UNAIDED AND UNABETTED**

This column has been compiled without assistance from the office staff, which is obviously harboring any gags it may know against next issue when it will be compiling the column in your editor's absence.

• • •

**VALEDICTORY**

Oh to be in England, Now that summer replacements are here.

*A WAITING MARKET can now be reached by ONE LOW-COST community station —*

**CJOY**

250 WATTS 1450 KILOCYCLES

**GUELPH**

*dedicated to QUALITY rather than quantity—to GOOD PROGRAMMING and conscientious PUBLIC SERVICE—to the interests of the COMMUNITY and the FARMING - plus - MANUFACTURING activities of the district, CJOY will be*

**ON THE AIR  
JUNE 14**

REPRESENTATION —

CANADA: RADIO REPRESENTATIVES LTD.  
U. S. A.: DONALD COOKE INC.

TO GET YOUR MESSAGE TO NOVA SCOTIANS



**CHNS**

HALIFAX

Is the Station That Most People Listen To Most.

**5000 WATTS**

"DOMINION NETWORK OUTLET"

WM. C. BORRETT  
Managing Director



Pay no more

for 1,000 homes!

**Y**ES, only 54 cents buys you 1000 potential radio homes . . . in the best listening hours . . . in Canada's richest market!

Plenty of advertisers have proved these "potential" CFRB homes are really *there*, too! Local advertisers . . . who are in a position to check day to day *results* from their radio advertising . . . report solid success with CFRB. So do NATIONAL advertisers!

Compare CFRB's Bureau of Broadcast Measurement standing and Elliott-Haynes ratings with those of other stations in the Toronto area. You will see that on CFRB you reach *more homes* for every dollar you spend.

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

Between 6 and 7 p.m. you buy 1000 potential homes on CFRB for 36c.

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

Make your radio dollar work hard for you—on CFRB! You'll reach *more* potential radio homes for *less* money . . . and you'll get *results!*

**CFRB**

**TORONTO**

***Ontario's favourite  
radio station***

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