

CANADIAN BROADCASTER

AND TELESCREEN

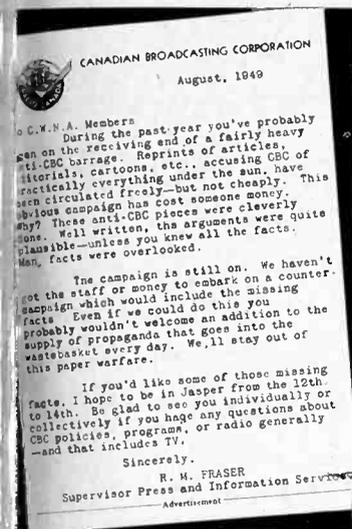
Vol. 8, No. 17

TORONTO, ONTARIO

September 7th, 1949

PEOPLE'S RADIO "EN GARDE"

In the current issue of the Canadian Weekly Newspapers Association Bulletin, CBC carries a full-page advertisement, signed by R. M. Fraser, Supervisor of Press and Information Service. The advertisement, which is reproduced below, reads as follows:



(CBC Letterhead)

August, 1949

C.W.N.A. Members:

"During the past year you've probably been on the receiving end of a fairly heavy anti-CBC barrage. Reprints of articles, editorials, cartoons, etc., accusing CBC of practically everything under the sun, have been circulated freely—but not cheaply. This obvious campaign has cost someone money. Why? These anti-CBC pieces were cleverly done. Well written, the arguments were quite plausible—unless you knew all the facts. Many facts were overlooked.

"The campaign is still on. We haven't got the staff or money to embark on a counter-campaign which would include the missing facts. Even if we could do this you probably wouldn't welcome an addition to the supply of propaganda that goes into the wastebasket every day. We'll stay out of this paper warfare.

"If you'd like some of those missing facts, I hope to be in Jasper from the 12th to 14th. Be glad to see you individually or collectively if you have any questions about CBC policies, programs, or radio generally—and that includes TV.

"Sincerely,

"R. M. FRASER,

"Supervisor,

"Press and Information Service."

YOUNG OLD TIME FIDDLER



Edmonton.—More a fiddler than he is "old-time," Alfred Myhre, 12-year-old self-taught violinist, is competing in the "Old-Time Fiddlers' Contest" at the Canadian National Exhibition, sent there by station CFRN, Edmonton and the Associated Canadian Travellers.

It all started when the CFRN-ACT "Search For Talent" show toured Alberta in aid of the Northern Alberta Crippled Children's Fund. When the show visited Alfred's town of Kingman, he made his first public appearance and from there he went on to take one of the final prizes in the 1949 series.

At the age of six, when his companions were playing with marbles and tricycles, Alfred started on the fiddle. This was after he had heard a violinist per-

form at a community concert and his enthusiasm for the music led to his father's gift of a violin.

Now, with a final "Search For Talent" prize safely tucked away, Alfred is off on his first train ride, with Toronto his destination, where CFRN and the Associated Canadian Travellers are now giving him the time of his life and also, his first real test in the musical world.

■ ■ ■

JOINS AGENCY

Toronto.—W. A. (Doc) Lindsey has been appointed assistant radio director to Jack Horler at Baker Advertising Agency. A former free-lance announcer, he will remain on the air with his current shows, "Caravan of Melody" for Cities Service, Tamblin's "Kate Aitken Show" and Chiclets' "Take a Chance."

PUBLISHER'S POLL FAVORS RADIO

New York, N.Y.—In an attempt to find out what radio listeners think of radio commercials, Macfadden Publications, Inc., have recently completed a survey based on the question: "Would you like radio commercials removed from radio?" The publishing company reports that in its Wage Earner Forum, 72.8 per cent of the families polled answered "no" to the question and that they would object to the deletion of advertising because, in their opinion, advertised products "are more dependable and of better quality as a rule..." A sectional breakdown of the results show that in the east, 71.2 per cent favored commercials, compared with 84.9 per cent in the south.

The effect of brand name advertising was also apparent in the survey results; nearly 100 per cent of the wives questioned said they make it a point, when shopping, to look for products they have heard or seen advertised.

While the survey pointed up these favorable reactions of the public to advertising, the results also showed the following criticism: objection to singing commercials was voiced by almost 20 per cent of those polled; nearly 10 per cent of the housewives said that too much advertising was boring because of repetition; and close to 50 per cent of the respondents held that advertising in general wasn't specific enough.

The Wage Earner Forum is sponsored by Macfadden Publications as a continuing study, based on a panel of about 1,500 families. One set of questions is submitted to husbands and another to wives. Results are tabulated by an independent firm.

■ ■ ■

WINDSOR ON 50 KWS.

Windsor. — Station CKLW, Windsor, has been operating on its new power of 50 kws. since September 1. This makes the Border Cities station Canada's second 50 kw. job, and ties it with CFRB as the most powerful private station in the British Empire.

The new station was formally opened with an impressive ceremony by the Hon. Ray Lawson, Lieutenant-Governor of Ontario, and the Honorable G. Mennen Williams, Governor of the State of Michigan.

The new CKLW transmitter is an RCA type BTA 50F AM High Fidelity Transmitter.

True studio quality with this new portable Tape Recorder



It's RCA VICTOR's new RT-3A professional tape recorder

Designed by men who live with the business for men who operate the business — here's a new heavy-duty, portable tape recorder with an unmatched combination of performance and operating advantages.

RCA Victor's new RT-3A gives an essentially flat frequency response from 50 to 15,000 cps at a tape speed of 15 inches per second. That's true studio quality for recordings—either in the field or the control room.

And high fidelity is matched by unique operating simplicity. The RT-3A uses any of the *standard* quarter-inch magnetic tapes now on the market . . . takes only 3 or 4 seconds to thread — no 'over-and-under' threading or 'doubling back'. Vertical reel-

mounting makes handling easier. There is only one motor providing smooth two-speed synchronous drive — and only one 3-unit head that plugs in and out without use of tools.

At the flip of a switch, the RT-3A can run off high fidelity recording or playback — for 33 minutes with response at 15kc or 66 minutes with response at 7.5 kc. Frequency compensation is automatic at either speed. Featherweight tape tension control insures playback timing to $\pm 0.2\%$ at both speeds, makes precise editing easier. And a separate recording and playback amplifier *enables you to monitor the tape and record programs simultaneously!*

Also available are the rack and console mounted models, the RT-4A and RT-5A.

For complete technical information and prices on the RCA Victor RT-3A Tape Recorder, call in your nearest RCA Victor Sales Engineer or write Engineering Products Sales Dept., 1001 Lenoir Street, Montreal.



FREE! New booklet on RCA Victor's revolutionary Tape Recorder. Curves, illustrations, complete description of recorder set-ups. Write Engineering Products Sales Dept., 1001 Lenoir St., Montreal.



RCA VICTOR

RCA VICTOR COMPANY LIMITED

HALIFAX MONTREAL OTTAWA TORONTO WINNIPEG CALGARY VANCOUVER

WORLD LEADER IN RADIO • FIRST IN RECORDED MUSIC • FIRST IN TELEVISION

LOOK AT THESE PERFORMANCE CHARACTERISTICS

- **FREQUENCY RESPONSE:** 50 to 15,000 cps at 15 inches per second. 50 to 7,000 cps at 7.5 inches per second.
- **SIGNAL-TO-NOISE:** Better than a 50 db ratio on the tape (below peak recording level). 45 db or better for the playback amplifier (below peak recording level).
- **WOW AND FLUTTER:** 0.2% RMS at 15 inches per second. 0.3% RMS at 7.5 inches per second.
- **METERING:** All tubes, erase and bias voltage, recording and output levels may be checked with the standard VU meter.
- **MAGNETIC HEADS:** Single plug-in assembly with erase, record and playback heads.
- **MONITORING:** As the output (playback) amplifier is entirely separate from the recording amplifier, the program on the tape may be checked by headphone while recording.
- **REWIND TIME:** Approximately 3 minutes in either direction.

The RT-3A amplifier case is 15" high, 21" long and 10 $\frac{3}{4}$ " deep. Weight 49 lbs. Recorder case is 18 $\frac{3}{8}$ " high, 19 $\frac{7}{8}$ " long and 11 $\frac{1}{8}$ " deep. Weight 44 lbs.

STATIONS

"Exercise Eagle" Is "Exercise Insomnia"

Dawson Creek, B.C.—Announcers and engineers of station CJDC here, including manager Lew Ross, recently went on "active service" for a few days to broadcast parts of the Canadian Army-RAF Operation North 3, or the more familiar "Exercise Eagle." The military exercise took place at the Fort St. John-Dawson Creek area, and keeping the people of the Peace River country up-to-date on the operations proved a grueling but interesting task for the station boys.

The big "do" was designed to give members of the combined Army-RCAF team experience and training in defending Canada's northland from possible invasion. CJDC's Special Events Department, plus a few "extras" required to handle the big broadcasting job, lived with the men and took part in the various briefings. At times, the station's staff went 48 hours without sleep in order to keep a regular schedule of broadcasts commencing at 5 a.m. and at the same time keep up to the rapidly-moving phases of the exercise.

The widespread area over which the action took place presented problems to the radio engineers and announcers, and broadcasting at various times was done by means of short-wave sets, direct wires and other remote equipment which required a large gasoline generator in the field. Main highlights of the exercise centred around both Fort St. John and Dawson Creek. Descriptive broadcasts of the action north of the Fort St. John airport, where a patrol and glider attack was made, were carried and then the scene shifted to the four-million-dollar Peace River suspension bridge, or the Loran (long range radar) station at Dawson Creek, which was under attack, and then back to the Fort St. John airport for the airborne landings.

At the conclusion of the operation, the G.O.C. Western Command, Maj.-Gen. Penhale was contacted for a broadcast of his opinion of the effectiveness of this combined-operations scheme. The chief umpire, Brig. "Rocky" Rockingham, whose job it was to decide the probable success or failure of the various attacks in actual warfare, also gave CJDC's announcers his view of the mock battles.

With the experience gained in broadcasting the events of "Exercise Eagle," plans are now being made at CJDC to air the combined Canadian - American war games, which are to be held near Whitehorse, Yukon, approximately a thousand miles to the north.

■ ■ ■

Fair Promotions Foster Fellowship

Yorkton, Sask. — During the long western winters, the folk of the prairies look forward to and plan for their many summertime community events—annual socials, agricultural shows, sporting events and, above all, the fair—and in the extensive planning that must take place before these affairs can become a success a definite place is allotted the local radio station. The role that the community station plays, such as CJGX here in Yorkton, is that of

(Continued on page 4)

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.

CKMO

YOU MAKE FRIENDS
in Vancouver when you
Buy neighborly CKMO

CKMO

1000 WATTS
1410 on your DIAL

Ottawa's "Own Station" Entertains



CFRA'S Fiddler's Fling Was Major Draw At Exhibition

... But that's not the important point. CFRA made a substantial contribution to the most successful Central Canadian Exhibition ever held. CFRA shunned a static "puff" display and gave visitors real entertainment ... a solid hour every night. And on closing night Frank Ryan himself took over the mike and broadcast final events. CFRA didn't just "show" ... IT SERVED!

The Ottawa Journal In Its "Listening Post" Said ...

"An unheralded 'extra' at the Central Canadian Exhibition is the nightly 'Fiddler's Fling' at the Band Shell. CFRA's popular old-time show last night attracted almost as large a crowd as Tommy Dorsey did for his Afternoon Concert."

CFRA DID ALL THE "P.A." WORK AT THE "EX"

... And visitors said it was the best ever. CFRA engineers wired the whole grounds ... AGAIN CFRA SERVED!

DEDICATED TO FULL
PARTICIPATION IN THE
LIFE OF THE OTTAWA VALLEY

CFRA

IN OTTAWA ... FOR OTTAWA

THE KEY TO THE
TREASURE CHEST
OF THE WEST
CJGX
YORKTON

CANADIAN BROADCASTER AND TELESCREEN

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

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Vol. 8, No. 17

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September 7th, 1949

Defending Minority Rule

Elsewhere in this issue, there appears report of an advertisement which has appeared in the Canadian Weekly Newspapers Association Bulletin which meets in Jasper immediately following the WAB meeting in Banff.

This advertisement, inserted by the publicly-owned Canadian Broadcasting Corporation, over the signature of its supervisor of press and information, accuses unnamed propagandists of flooding the weekly newspapers with well-written but incomplete publicity material, points out that it (the CBC) has neither the staff nor the money to reply, but states that the writer of the ad will be attending the Convention to answer any questions anyone may want to ask.

Without feeling alarmed lest the CBC is able to refute charges that have been laid at its door, we are inclined to question whether the Broadcasting Act intended that the CBC, unable on its own admission to function on its present revenues, should spend its scarce and precious funds defending itself against its critics.

As the CBC, or other Crown corporations are constituted, they belong to the public. Any criticism of their operations which may from time to time be expressed, stems from the same public that owns them. Is it then constitutional for them to try and justify their existence in the face of this criticism? Or should they not give earnest consideration of such comment, and see if, in the case of the CBC especially, it would not be possible to change their operations so that they might bring satisfaction to at least a larger minority of the public that owns them than they do now?

An Industry Undertaking

The mills of the gods, and Royal Commissions, grind slow, but it is reasonable to hope that private radio, whose presentation to the Massey Commission is reported in this issue, will end up with the independent regulatory body it has sought so long, and that as a result, CAB and CBC operations will be placed on an equitably competitive basis instead of the present system where the CBC is called upon to regulate those with whom it competes. The road to this goal has been and

will continue to be an arduous one, and there is just as great a need today for the continued co-operation of the industry as there always has been.

As the Commission travels across the country, it will be stopping and meeting at various points. At these meetings local station managers will be afforded the opportunity of appearing before the Commissioners to state their cases. Nobody will invite them to appear, but the opportunity will be theirs if they seek it out.

As has been evidenced by the astonishing presentations of the Institute of Architects, in which they dubbed radio vulgar, overly-commercial and generally distasteful, there are all kinds of other groups who just live for the chance to air their views and to whom the Commission is bound to grant hearings.

It is to be sincerely hoped that station owners and managers will step forward to do their share in implementing the splendid presentation which has been made for them collectively by the CAB.

One-Price Policy Needed

The Western Association of Broadcasters Convention will be in session by the time this issue reaches most of our readers, and will be dealing, among other things, with the number 1 question of local and national rates.

Resolution of this extremely important problem into practical plan of action will entail considerable work on the part of all concerned. Failure to find a solution could be extremely harm-

ful to stations, agencies, representatives, and sponsors too.

Just what will have come out of the Banff meeting is problematical. Presumably whatever resolutions or decisions are reached will be referred to the CAB for further action. The fact is, though, that either a clear line of demarkation has to be drawn between what are local and what are national accounts, or else, and this may be a better idea, the industry has to make up its mind to operate entirely on a one rate basis.

One objection to the latter plan is that it would encourage opposition from the newspapers, who also offer local rates to local advertisers. It might be worthy of consideration, though, that the newspapers must be faced with the same problems in regard to this dual rate structure, and would welcome an overture to discuss a working agreement on the subject.

The fact remains that whatever steps are taken in this matter, it is absolutely essential that a unanimous agreement be reached, and acted upon as soon as possible.

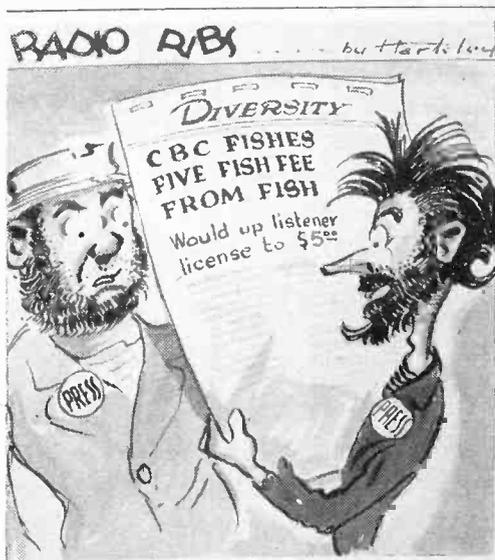
Fair Warning

The warning came over the air again last night. The wording was the same as always; so was the voice—the voice of a man who, though profoundly shaken as by a dreadful vision and agitated by the urgency of his need to communicate it to others while there is yet time, is still the master of his fate and the captain of his soul. In firm, measured accents he delivered his solemn pronouncement: "Phil Monteith never lets up!"

Who is this Phil Monteith? It is better not to ask. It is enough, terrifyingly enough to know that he exists, that he is a menace—the radio voice leaves no room for doubt on that score—and that, once embarked on his dark labors, he is unswervable, implacable, unrelenting. The conscientious citizen will warn his innocent daughters to resist to the death any advances that may be made by a suave, smooth devil calling himself Phil Monteith.

Nor will he be naive enough to place any confidence in the neighbor who insists that what the radio voice is saying is "Film on teeth never lets up!" Too many men have gone to their doom because they placed a false interpretation on plain words.

—The Printed Word.



"Don't laugh too loud, Grigshy, We could be next!"

27 28 29 30

VEN IN JUNE - e moved Pianos!

a TRUE STORY which confirms the wisdom of advertisers—and confirms the few sceptics who “Radio sells only certain types of merchandise in certain months.”

to himself the value of advertising on CKWX, are W. Kelly, General Manager of J. W. Kelly Co. Ltd.—Vancouver’s foremost music and appliance store—threw at us what he considered a “highly-able task”—



Said Mr. Kelly: “I’ll give you the equivalent of one day’s newspaper appropriation . . . I’ll select the end of June as the time . . . and the merchandise will be PIANOS!” To make it tougher, the advertising was to point up sales for June 30—the Thursday between all-day closing and the July 1st holidays . . . and we were “on our own” . . . no other advertising would mention Pianos!

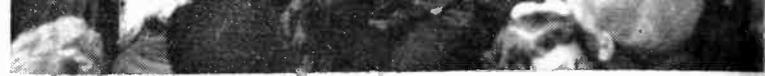
Scheduling musical programs at good periods, spot placements at choice times . . . keeping within the budget and adhering to the time limitations . . . CKWX sold PIANOS . . . FIFTEEN OF THEM . . . VALUED AT \$18,000.

Each month in the year Vancouver’s CKWX chalks up SALES SUCCESS STORIES for advertisers, local and national. SALES are the yardstick by which our advertisers measure results . . . and we wouldn’t have done it any other way!

TOO, WILL GET RESULTS WITH



MULTI-ALL-CANADA OR WEED & COMPANY



Prince Albert, Sask. — It is claimed that some people will do anything for money, but when Jack Cennon, CKBI’s production manager, offered to do anything, within reason that is, to bring in donations during the station’s Cancer Drive, he discovered that listeners were only too anxious to have him perform a long list of tasks.

During his daily “Wake Up, Shake Up” show, Cennon told his audience that he would gladly be their “slave for a day” for a \$25 donation to the Prince Albert Cancer Society. He mentioned washing windows and cleaning barns as two possible jobs he could perform to satisfaction, but he didn’t count on the huge number of requests he received, or the variety of jobs they entailed, including acting as host for a day at a local cafe.

When ten Central Avenue business men got together and offered \$50 to have their windows washed by Cennon, Jack decided it was

about time he made good his proposition. Still anxious that this stunt should continue to pay off for Cancer, Cennon, attired in blue jeans rolled up to his knees, a bright plaid shirt, a pocket card denoting his purpose, and the ever-present cigar, went to work and washed windows. It took time out for lunch and a donated food in the middle of Central Avenue and, while a collection spittoon was passed among onlookers for the Cancer Society Fund, he panned his sponsors, told jokes, and put on a show that listeners to CKBI will probably remember for a while.

Special events announcer for CKBI, Jerry Johnson, handled the interview with the “window washer” and commented on the presentation to Mr. Peter Mahood, president of the Prince Albert Cancer Society, of the money collected, both from the window owners and the generous citizen who “put a little in the pot.”

WANTED

Bilingual a n n o u n c e r to work in a Maritime Station. Salary according to experience. Send audition disc in English and French to Station CJEM, Edmundston, N.B.

WANTED

Thoroughly experienced announcer for 5000 watt Maritime station. Single. Excellent salary for right man. Send disc and full details to Manager, Station CJFX Antigonish, Nova Scotia

Judging by the long distance calls, everybody in the Niagara District must listen to CKTB’s quiz programs.

CKTB St. Catharines is the one station selling the entire Niagara Peninsula’s 200,000 population with buying power over \$200,000,000.

announcing their fall promotion and publicity plans—those which they describe as the biggest in radio network history.

NBC, scheduled to launch its campaign later this month, is expected to favor radio 11 to 1 over television. This, according to officials, is to finally put an end to the complaints that the major networks are over-promoting the sight-and-sound medium. And CBS brass hats, obviously for the same reason, estimate that about 75% of its campaign will be devoted to radio.

Both networks plan to use national magazine and newspaper space with the picking up the tabs for most of the local paper ads. The two chains will send out an overwhelming amount of promotion and publicity kits to their affiliates and these include suggested publicity releases and script material for on-the-air promotion. NBC has already sent out a number of its press staffers to cities in every state in the Union to set up special promotion projects.

This radio will be re-discovered this fall.

■ ■ ■

The FCC announcement that it will once again crack down on give-away programs prompts us to ask: what's been holding the commissioners up?

■ ■ ■

On the Cuff Notes . . . There's talk that the NBC network is planning to push the sale of its 26 house-produced programs. Chain may even go so far as to try and convince present advertisers that they'd do better with the house packages than with outside productions . . .

Coverage?
CRATING
FROM
48 TO JUNE, 1949!
TO 6:00 P.M.
AGE, SETS IN USE!
AGE, % OF LISTENERS!
Coverage!
CFNB
 FREDERICTON, N. B.
NEW BRUNSWICK



Because C K R M
 Is The Station
 Their Community
 Listen To.

Cover This Rich Market

USE

CKRM

REGINA, SASK.

**CKSF Cornwall Takes
 Station To The People**



The staff of CKSF Cornwall really gets around, and the fans love it. Here announcer Bob Stewart, chief announcer Howard Bailey and acting station engineer Ron Levy are getting a "tape" interview with two pretty twin salesladies at the opening of a ladies' ready-to-wear store. This is one of 30 remote broadcasts CKSF did in the past two months. In the Cornwall district, folks know they'll get an on-the-spot description of everything important over CKSF, whether it's a lawn social or a plane crash.

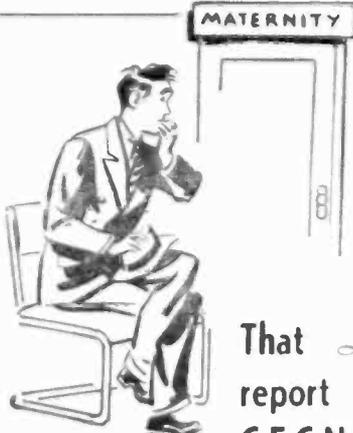
Incidentally, the scene above shows one of 12 new store openings which took place in Cornwall within the past two months or so. There's a healthy, growing consumers' market in Cornwall and The United Counties of Stormont, Dundas and Glengarry—reached best by

CKSF AND CKSF-FM

CORNWALL, ONTARIO

Ask Horace N. Stovin Co. about us.

WE'RE EXPECTING



That *Latest* BBM report will put CFCN on many a fall *schedule*

CFCN

The Voice of the Prairies Ltd.

CALGARY, ALBERTA

10,000 WATTS

ASK RADIO REPRESENTATIVES LTD., Toronto - Montreal

Over The Desk

"Out of sound, out of mind" is a radio variation of the old cliché, and it bears thinking about, because nowhere as in radio can talented personalities disappear from the air to be forgotten for no better reason than that they are not remembered.

This thought passed through our cranium a few Sunday nights ago when a pleasant sound began emerging from our car radio as we drove down from the lake, which resolved itself after a very fast 15 minutes into that old veteran of the 88, Roland Todd, doing an uninterrupted 15 minutes on CFRB's Studio Hammond, of restful and tuneful music that made for really pleasant listening.

If anyone knew the tricky technique of handling an electric organ over the air, it should be Roly, because he's been at it since the early 20's, when CFCA scored its contentious first - on - the - air, the contender being KDKA, Pittsburgh. Yes, Roly should know how to handle it, and what is more he sure does.

The sixty-four-dollar question, though, is where has he and others of his calibre been? Would it be an intelligent suggestion that people with talent books read them through from A to Z once in a while, just in case they've let someone worth while slip out of their minds?

It's Exhibition time in Toronto, and this Holy City laid its traditional plans well ahead by having all the streets torn up in plenty of time to hold up the huge influx of traffic that descends upon us as soon as the gates open. It seems a pity that welcome tourists, some of them even bearing American dollars, are subjected to this discomfort every year. And while we are on the subject, it also seems a pity that this top national sales promotion event of the year is lost to quite a number of radio men, who look forward to travelling west to renew acquaintances with the western broadcasters at their convention, but feel that they really should be parading around the exhibits at the CNE, looking at the countless displays of new products arrayed there, and perhaps even listing many of them as prospects, for



radio. Maybe the west feels that east is east, etc., etc., but the same east still places a lot of business on those western stations.

We've just found out that on Friday, August 5, Wally (CJOY) Slatter had a hole-in-one on the eleventh at Cutten Fields Golf & Country Club in Guelph, which so many of us will remember the scene of the reception a year ago last June when CJOY became a reality. Following his hole-in-one, Wally one-putted the next two greens—result, he two-putted three greens. Then he blew and isn't telling his final score except that he says it could have been in the seventies.

Besides providing him with crowing material for the rest of his days, he's been given a light golf ball, a book on golf (he should write one), the ball he hit with suitably mounted and inscribed, a membership, a scroll, in the Hole-in-One Club, a case of ginger ale and many felicitation, to which add those in this department.

Harry Flint sends us this one from CKSF, Cornwall. "The following," he writes, "is a copy of a letter sent from one of our country clients." The letter read "Dear Sir: Inclosed \$9.60 for Broadcasting please brood again Wednesday Aug. 24th." Presumably they brooded.

Some station and agency publicity people don't seem to appreciate the hammering a piece of mail gets before it reaches its destination. What we have especially in mind is the fact that between the last issue and this one

We're off to a
BANG!

OUR BIG Fall Schedule of programs—network, spot and local—goes off with a bang — bigger, better, brighter than ever—on Sunday, September 11.

LIONEL has marshalled every promotion artifice known to radio, with a few of his own thrown in, to add those extra pluses which CKCW advertisers have learned to expect from CKCW's famous LIONELIZING TREATMENT.

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



Continuous Radio
Audience Measurements
Since 1940



Elliott-Haynes Limited

Sun Life Building
MONTREAL
Plateau 6494

515 Broadview Ave.
TORONTO
GERRARD 1144

had to deposit no less than three good photo prints in the book for the simple reason that they were wrinkled and cracked beyond possibilities of reproduction. This waste, both of pictures and free publicity, can be avoided by inserting the picture between two pieces of card cut the size of the envelope. It may also entail the added labor of throwing them on the scales or subjecting a petty cash box to considerable strain. Just a couple of ideas we thought we might hand on.

Hal Stubbs and Beth Manley CKVL, Verdun, have launched a disc-jockey show from one of Montreal's eating and drinking spots, the Maroon Club. The show heard Mondays to Fridays, 3 to 5 p.m. Between platters, guests, particularly out-of-towners, are interviewed in "Breakfast at Saratoga" style, and given nylon hosiery, leather wallets and other souvenir gifts. The problem has been to keep guests from referring to the club's famous "rum and cokes" when at the microphone. So far there have been no slips.

The **Toronto Star** comments in its sports column on the trick of repeating the two lines used in TV (one for sight and one for sound) straight. "Not long ago," runs the story, "folks tuning in on Buffalo TV were entranced by a picture of two wrestlers locked in a vicious embrace, and then heard the low thrilling tones of a man's voice saying: 'Darling, we were meant for each other'."

Margaret Ecker Francis' letter about food for Britain, which appeared in this column in a recent issue, inspired, among other replies, the following from Gilbert Templeton, 15 Avenue Road, Toronto. Mr. Templeton says:

"Margaret Ecker Francis (Mrs. Robert Francis of Vancouver) has a letter on page 10 of the 10th August issue of Canadian Broadcaster, dealing with Food for Britain.

"I have a list of names of men and women, mostly women, once associated with the advertising business of Great Britain, but now living in retirement, who are un-nourished more often than not, and all of whom are vouched for by the officers of a leading advertising association in Great Britain.

"A few interested persons have been sending fairly frequent parcels to some of these aged and now retired advertising men and women.

"However, additional help is needed, and I will be very happy indeed to give information to the editor of Canadian Broadcaster or any reader who may want to help. These aged people have been employed in advertising agencies in Great Britain for most of their lives. Because the British had to sell to us in Canada and more especially to our American friends across the border the investments, which before the two Great Wars brought the British a large income that enabled them to buy food in their country and in the United States, has been lost to the Bri-

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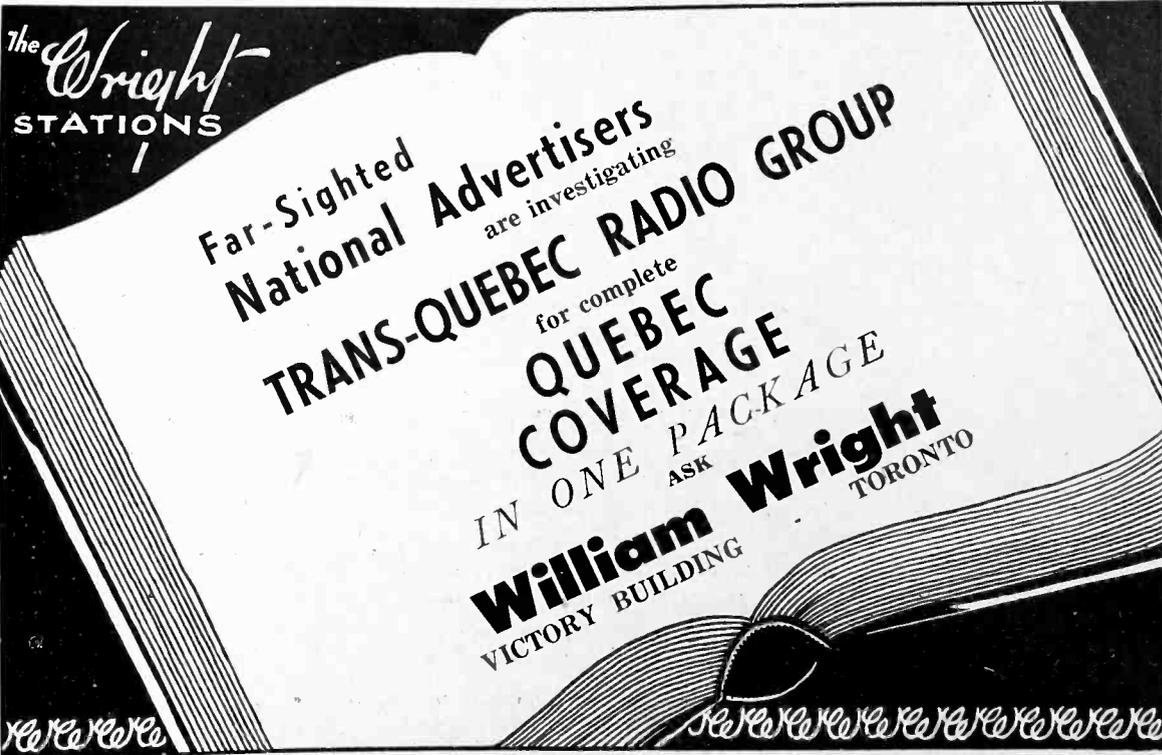
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The **Wright**
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CKCW
MONCTON NEW BRUNSWICK
The Hub of the Maritimes
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Besides providing him with crowing material for the rest of his days, he's been given a list of golf balls, a book on golf (he should write one), the ball is mounted on a scroll, in the Hole-in-One Case of ginger ale and many citations, to which add the this department.

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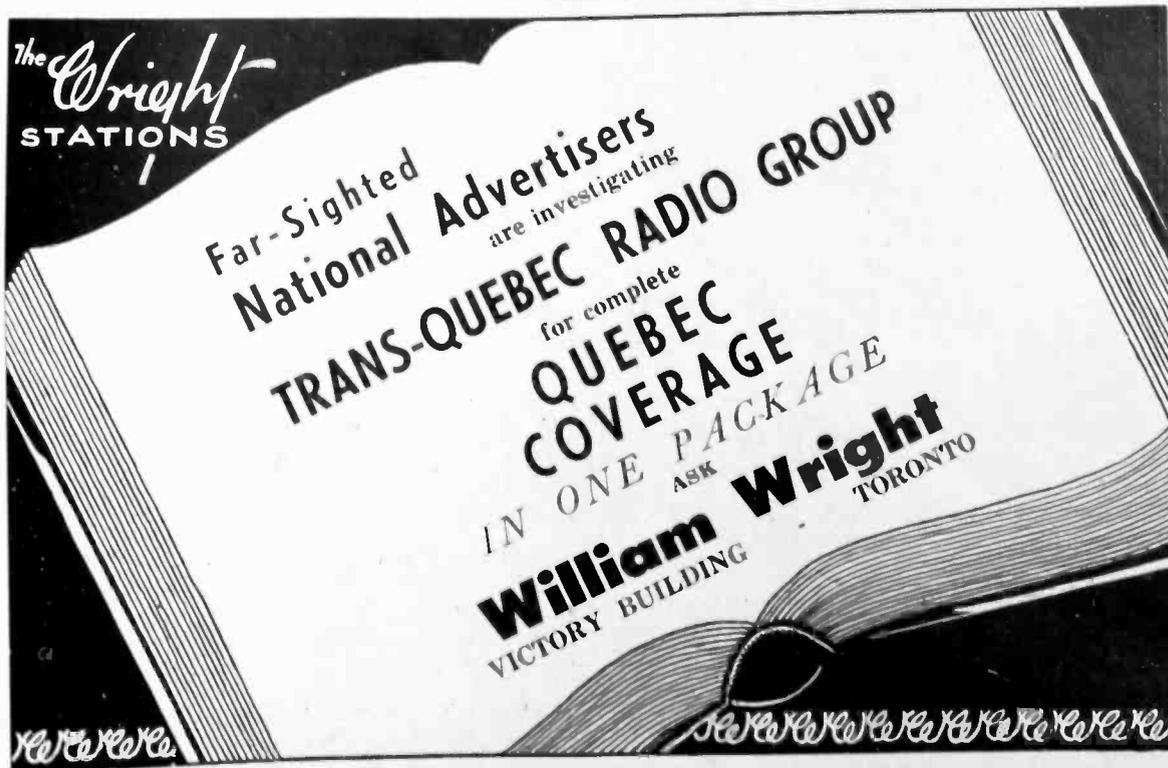
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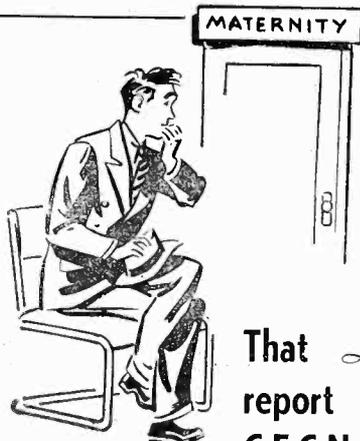
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Do You Remember
THE AUCTIONEER?

This program was an immediate sensation two years ago on CFRB. On the air Saturdays at 8.30 to 9.00 p.m. it consistently topped both American and Canadian network shows at that competitive hour!

AND WHY?

Because it was, and still is the most unusual audience participation show ever presented.

AVAILABLE?

Only because the English company who sponsored the show (and had sales results climb sharply) cannot get the dollars out of austere Britain.

HOW TO GRAB IT!

PHONE

**Monty Hall
Productions**

Immediately at MI. 6010

Or Wire Us at

398 Avenue Road, Toronto!!



Ever since the days when I worked in the same office as funny-man Stan Francis and had my ears geared for witticisms, gags or even a "funny" I've been conscious of humor. The result of this whole thing means that comedians such as Bob Hope have to be extremely funny before I will roar with laughter. But this remark seemed to merit marks on the funny side of the ledger.

The occasion was when I was contacted by letter by narrator Gord Atkinson of "Club Crosby" on CFRB each Saturday. In welcoming me to Bing's numberless fans, he remarked "a program in honor of a Crosby being plugged by a Hope makes an extremely rare item." To say the least it is a bit unusual as I consider his wit.

In a recent issue I mentioned that two girls I knew, one Canadian and one Lithuanian, had eagerly attended the "Prom" concerts. It seems I was quite in error because, before I even read this magazine, this girl informed me in no uncertain terms that she is Estonian. She went a little farther and told me she listened on the air to some popular music but found it doesn't wear well. In

her estimation you don't have to go long-hair but good music is good music.

This lover of the better things in music reminded me that I had not lived musically until I had heard Strauss music coming from a gondola in Viennese waters. Possibly a female voice would hum the tune while the young lady strummed on a musical instrument. She made it all sound very intriguing and inviting. Now I know one reason Strauss music is so very successful at our "Prom" concerts.

The other evening I was re-reading a letter from Claire Wallace when a nurse popped in and noticed her name on the envelope. The nurse remarked that Claire was certainly an aggressive woman and asked me if anything ever put the brakes on her. If she has ever been stumped I don't know about it.

Having broken her hip while on a trip to Australia for new scoops, she brushes it off lightly by saying the hip is mending and all she requires is patience. Claire has rather a new twist to her show of late by airing domestic interviews. To her I sincerely wish a complete and speedy recovery.

By the time this column is in print and readable, summer symphonies will be stowed away for another season and fall programs coming back on the air. That should create material on which to comment. With this in mind,

ELDA.

**NORTHERN
ONTARIO'S
Greatest**

**ADVERTISING
MEDIUM**

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

Ask

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

"THE GROUP"★

TAKES PLEASURE IN

WELCOMING BACK

"VARIETÉS 57"

A HALF HOUR PROGRAMME

Sponsored by **H. J. HEINZ CO., OF CANADA LTD.**

A PRODUCTION OF
PAUL LEDUC RADIO PRODUCTIONS

AN AGENCY ACCOUNT OF
MacLAREN ADVERTISING CO. LTD.

FRENCH RADIO ASSOCIATES LTD.
LES ASSOCIÉS DE LA RADIO FRANÇAISE LTÉE
FRENCH RADIO ASSOCIATES LTD.

Owned and Operated Co-operatively by

CKVL - CKCV - CHLT - CHLN - CJSO - CHEF
VERDUN—MONTREAL QUEBEC SHERBROOKE TROIS-RIVIERES SOREL GRANBY

*The GROUP means six stations operating together under the subsidiary network rules of the CBC — sold as a GROUP.

Our "REPS"
OMER RENAUD & CO.
MONTREAL & TORONTO
HORACE N. STOVIN & CO.
TORONTO & MONTREAL
DONALD COOKE INC.
NEW YORK

LEWISTE

TRUE STORY

"A (New York) personal loan outfit tried to arrange spot announcements to follow the race results."

—Bob Kesten.

HARD WINTER

In the U.S.A. color TV has a freeze on. In Canada all TV has a Frigon.

—H. N.

DEPT. OF DEFINITIONS

TV is something to put on a radio so folks can see things are really as bad as they heard they were.

THINGS WE'D LIKE TO KNOW

Why business manager Art Benson is always all snarled up managing business when we gang up each fortnight to hatch these journalistic eggs.

PAN MAIL

Sir: Lee Hart's statement last issue that anyone can write for radio gives rise to the thought that that's what's wrong with Canadian Broadcaster too.

—Y. A. H.

NEWS FLASH

Local politician tossed by bull.

CONUNDRUM

Seeing listeners like commercials (page 1), why do sponsors deny them so much pleasure during the summer?

VALEDICTORY

Don't go away mad. Just go away.

The Voice of the Eastern Townships

CHLT
(FRENCH) 900 Kc. 1000 Watts

CKTS
(ENGLISH) 1240 Kc. 250 Watts

SHERBROOKE, QUE.

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

PEOPLE

Named Sales Manager



Toronto. — Paul Mulvihill has been appointed sales manager of National Broadcast Sales Toronto office.

He resigned as assistant manager of a S. S. Kresge Company store in 1944 and went to CKGB, Timmins. Eight months later he became that station's

commercial manager. In October, 1946, he was transferred to the Toronto office of National Broadcast Sales where he has spent the last three years as a sales executive. He is married and has one daughter.

CKSB CHANGES

St. Boniface. — Several staff changes have been announced by Roland Couture, president of CKSB.

Rene Dussault, formerly program director of CKSB, has been appointed assistant manager. Moved into the program director slot is Leo Remillard, who has just returned from Paris where he had a look at the French broadcasting system. He has been with the station since 1946.

CJCA

RETAIL SALES IN EDMONTON

\$89,972,000.00

(1947)



Joe Hardy
Talks
ON

QUEBEC MARKET NO. 2

"Somebody said to me the other day, Joe Hardy, why are you always telling us about Quebec Market No. 2?" And I said "Because there is so much to tell!" Did you know, for example, that some 2,500 new industries have been established in Quebec Province since the war? I cannot keep quiet about a thing like that, because that is just one of many indications that there is money in this Quebec Market No. 2, which my clients can reach. Besides manufacture, this Province sells over 80 million dollars worth of power, over 223 million of forest products, besides our mineral and agricultural wealth! Here is another thing I should like to tell you. In Quebec Market No. 2, Radio is not only the most productive medium of advertising, as well as the most economical—in some areas it is the only one! Ask Joe Hardy!

For any information on Quebec Market No. 2

Telephone, Wire or Write to

JOS. A. HARDY & CO. LTD.

Montreal — Quebec — Toronto
Representing

- CHRC** Quebec 5,000 w.
- CHNC** New Carlisle 5,000 w.
- CHLN** Trois Rivières 1,000 w.
- CHLT** Sherbrooke (French) 1,000 w.
- CKTS** Sherbrooke (English) 250 w.
- CKRS** Jonquière-Kenogami 250 w.
- CKBL** Matane 1,000 w.

DID YOU KNOW?

That building permits to the value of over 1¼ million dollars were issued in Truro during 1948? That spells PROGRESS! Yes, it's a live market, and the local advertisers—over 150 of them—use CKCL. And they're the men who KNOW.

CKCL

TRURO BROADCASTING CO. LTD.

J. A. MANNING
Manager

WM. WRIGHT, Representative
Toronto and Montreal

Sell! Sell! Sell!

MANITOBA

WITH

CKRC

WINNIPEG

5000 WATTS DOMINION NETWORK

REPRESENTATIVES

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

CANADIAN TELESCREEN

Vol. 2, No. 17

TV and Screen Supplement

September 7th, 1949

CAB SEEKS GREEN LIGHT FOR TV

Ottawa.—The CAB, appearing here earlier this week before the Royal Commission on Arts, Letters and Sciences, sought a lowering of the bars against television with five suggestions which would give private enterprise the green light to go right ahead and develop the medium in Canada.

They asked that: (1) the field be opened to private business immediately; (2) regulation of television be handled by the independent authority proposed for radio; (3) licenses for private television stations be granted for terms of years in relation to the tremendous financial and other risks involved; (4) free and full access be permitted to program material by line, kinescope and film, from every possible source; (5) the CBC should not enter the commercial television field.

"Private radio interests are prepared to put up the necessary money to provide Canadians with television," said the brief, "but they must be given a free hand to develop this new art without having to compete commercially with a subsidized national system."

Experience showed, in AM broadcasting, that the CBC did not succeed in limiting its commercial programs. The CAB feared the same expansion would occur in television, and that as a result Canada "would suffer serious delay if the (subsidized) national system is again to be allowed to compete commercially with private enterprise."

The CAB contended that if there is to be a national system of television, then it should be non-commercial. It also argued there is no reason why private enterprise should not be permitted to invest in television when it is prepared to abide by reasonable

regulation in the interests of the Canadian people.

"Canada has already lagged far behind Britain and the United States in the television field," the brief continued, "and it is felt by our Association that everything possible should be done to finalize policy in television quickly. It will be unfortunate indeed if Canadians have to wait another 12 or 18 months to learn whether they are going to be given television—particularly when private enterprise is standing by waiting for the opportunity to serve Canadians in this respect."

■ ■ ■

CBC Will Grip TV

Ottawa.—In television, the same fundamental considerations apply as to other forms of broadcasting, and it is governed, under the Canadian Broadcasting Act, as fully as is sound broadcasting, the CBC said in its submission to the Royal Commission on National Development in the Arts, Letters and Sciences.

"Television operations by the national broadcasting system with direct public financial support provide the only means of assuring the production in Canada of a reasonable amount of television programs and the adequate use of Canadian talent and creative abilities in these programs," the CBC said.

In the matter of costs and financing for television, the CBC said that it believes the money should come mainly from receiver owners in the form of licence fees, supplemented to some extent by commercial programs. The initial costs of setting up television centres in Toronto and Montreal, the first step in the CBC's television plans, should be met by a loan

from the government, the brief claimed.

Regarding the development of television by private interests, the CBC repeated the statement of interim government policy, according to which "the CBC would be granted permission and financing to establish production centres with associated transmitters in Montreal and Toronto," while suitable applicants would be given permission for single private stations in other areas of the country. The government interim statement also envisaged one private station in Montreal and one in Toronto, the brief stated.

In a four-point summary of its case for television, the CBC submission said: (1) there must be a development of television by the national broadcasting system; (2) a licence fee must be established adequate to support television operations in the public interest; (3) the necessary loans have to be made available for capital cost and initial development; (4) if private interests are to be licensed to establish a television station, the national system must maintain the needed powers of co-ordinating use of television air channels in the general interest of the public and of developing a nation-wide Canadian service.

TEE VEE ACTION

New York.—The Allen B. Du Mont Laboratories, Inc., has come up with a new television allocation plan which it will present to the FCC at hearings now scheduled to get under way in Washington on September 26.

According to Du Mont, the plan will utilize the very high frequencies (vhf) and the ultra high frequencies (uhf) as carefully integrated components of a national television system that will assure viewers in most of the country's 140 metropolitan districts a choice of video services provided by a multi-network system and to protect owners of present-day receivers from the need to buy converters. The Du Mont program also provides 10 additional channels for service to smaller localities and seven uhf channels for the use of educators.

The Du Mont system provides for 77 channels and is based on these factors: (1) it utilizes the 12 present commercial vhf channels to the fullest extent, thereby providing four channels per city for most of the 140 metropolitan markets; (2) it utilizes 48 uhf channels, each six megacycles wide, to assure adequate service to other communities; (3) it reserves 10 additional uhf channels

to protect smaller communities, not yet ready to embrace video, and insure that adequate frequencies will be available when they are ready.

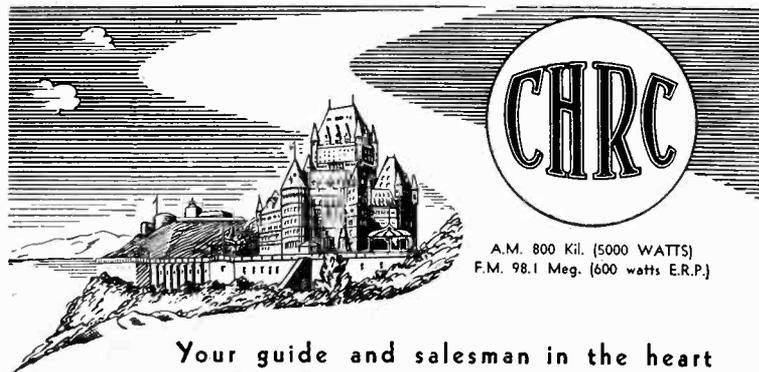
Also: (4) it sets aside several further uhf channels for non-commercial educational broadcast applications; (5) it proposes allocation of vhf and uhf frequencies in such a manner as to provide a minimum of four channels in most metropolitan communities to assure competitive operation and a wide choice of programs; (6) it minimizes the intermixture of vhf and uhf assignments to reduce or eliminate the need for set owners to buy converters or for station owners to utilize transmitters for two supplementary frequencies; (7) it provides for the best long-term operating plan for television in that it designates certain cities, now having a limited vhf service, as future uhf cities in the long-term plan; and (8) it proposes allocation of uhf channels so as to minimize interference between stations and receivers. It does this by grouping channels in each service area.



FOR THESE ARTISTS

- ARLOW, Herb
- COWAN, Bernard
- DAVIES, Joy
- DENNIS, Laddie
- DIAMOND, Marcia
- FITZGERALD, Michael
- FOSTER, Dianne
- FOWLER, Dorothy
- GARDEN, Mary
- GOTT, Herb
- HARRON, Donald
- HUMPHREYS, Peter
- LAFLEUR, Joy
- LOCKERBIE, Beth
- MILSOM, Howard
- NELSON, Dick
- NESBITT, Barry
- O'HEARN, Mona
- RAPKIN, Maurice
- ROUSE, Ruby Ramsay
- SCOTT, Sandra
- WALSH, Elizabeth
- WILLIS, Austin
- WOOD, Barry

Day and Night Service at
Radio Artists Telephone Exchange



A.M. 800 Kil. (5000 WATTS)
F.M. 98.1 Meg. (600 watts E.R.P.)

Your guide and salesman in the heart
of Old Quebec - complete coverage
of the district East of Montreal.

Representatives

CANADA
JOS A. HARDY & CO. LTD.

U.S.A.
ADAM J. YOUNG JR. INC.

"LA VOIX DU VIEUX QUÉBEC"

GENERAL ELECTRIC

PORTABLE AMPLIFIER

for AM * FM * TV

The only **PORTABLE** amplifier
that gives you all this—

- **One sturdy, single unit**, containing amplifier, A-C power supply, and batteries—
- **Four** pre-amplifier channels with high level mixing—
- **Light weight**—only 35 pounds including batteries.
- **Exceeds** electrical performance requirements for FM-AM-TV.

PLUS: Built-in test tone • Normal and high headphone levels • "Battery-saver" filament switch
Convenient accessibility of all components • VU meter dimmer control
Easy to carry.

ALL IN ONE PACKAGE!



*See it at the WAB Convention
Banff, Sept. 8, 9, 10.*

For full information, call the Electronics Specialist at the Canadian General Electric office nearest you.

**CANADIAN GENERAL ELECTRIC COMPANY
LIMITED**

HEAD OFFICE: TORONTO—Sales Offices from Coast to Coast

49-RT-5