

# CANADIAN BROADCASTER

## AND TELESCREEN

Vol. 9, No. 4.

TORONTO, ONTARIO

February 22nd, 1950

### BOARD DEFERS BINGO VERDICT

Toronto. — The fate of radio bingo, a game which is being broadcast in over 11 Ontario communities, was still unsettled when a meeting of the board of governors of the CBC, held here two weeks ago, adjourned to give it further consideration.

During the hearings, held to determine the legality and desirability of these programs over the objections of church representatives, theatre and radio operators, and social welfare groups filed into a Royal York Hotel private dining room to add their views to those already facing the CBC board.

The Motion Picture Theatres Association went on record as opposing the banning of these shows on the ground that they offer opposition to the theatres, without having to pay the taxes normally levied against "legitimate businesses." The radio station operators, on the other hand, pointed out that on these grounds other programs such as hockey games, theatrical presentations and television broadcasts would be subject to removal from the airwaves also.

Social organizations, such as the YCA, YWCA, Lions and Kiwanis, defended the programs because of what they termed the show's "entertainment value" and because they raise "large sums for charity," running into thousands of dollars. But the United, Baptist, Anglican and Evangelical churches, and The Salvation Army, banded together to denounce the whole idea as a "kindergarten of gambling" and protested against the broadcasting of the game.

During the hearing, it was noted that there are about 10 games of bingo broadcast during the week, operated by club groups, with the co-operation of radio stations. Cards are usually sold for 25 cents each or five for \$1, with most of the distribution being handled by local stores on a commission of about four per cent. In the Whitby-Bowmanville area alone, it was reported that card sales amounted to \$6,000 weekly last year.

### YES VICTORIAVILLE, NAYS N. VAN.

Toronto.—A licence to establish a station in Victoriaville, Quebec, was recommended for approval by the board of governors of the CBC in a meeting held here earlier this month, it has been announced. The licence was applied for by Pierre Brisson, and calls for a 1000 watt station on 1380

The board also ruled in favor of an increase in power for CJSH-

### LONDON BEATS YORKTON IN EGGFEST



Challenges and counter-challenges have been rife during Canada's unofficial egg-eating contests and for a short time it appeared that the crown would go to Derek Everard, announcer on the CJBX, Yorkton, staff.

Everard, after hearing reports of the egg-eating exploits of would-be champions from points as far away as Vancouver and Sudbury, decided to try his hand, and tummy, at gobbling hen fruit during a half-hour remote broad-

cast from the Corner House restaurant in Yorkton. He proceeded to break 38 Grade "A" large eggs into milk shake cans, stirred them slightly with some sugar and at the end of 25 minutes nothing remained but the empty shells.

After the feat and between burps he was heard to say that he "felt quite full" and wouldn't recommend a stunt like this.

Everard's fame was short-lived, however, for out of London, Ont., came word that CFPL had dis-

covered a local poultryman, Fred Wilson, who was clocked at 29 minutes while swallowing 40 eggs before a cheering audience of more than 800 women. The stunt was performed during CFPL's afternoon quiz, "The Elba Show."

In the above picture, Derek Everard is shown after his performance before a tray of eggshells, with the Coffee Club emcee Norman Runtz on the right. In the inset is Fred Wilson, London champion.

#### LAURIE LLEWELYN SMITH

Yarmouth, N.S.—Laurie Smith, owner-manager of station CJLS, died here suddenly on Friday, February 17, of a heart attack. He was 50 years of age and is survived by his widow, four daughters and two sons.

### DR. FRIGON IS ILL



Dr. Augustin Frigon, CBC general manager, has been ill with a circulatory ailment since before Christmas, at which time it is understood that an operation was performed successfully on one leg.

CBC is making no official statement, but assistant general manager Don Manson is performing the doctor's duties during his absence.

Dr. Frigon is at his home in Montreal. It is hoped that he will be able to return to work in a few weeks.



**BROADCASTERS, FROM COAST TO COAST - PROVE - M-G-M SHOWS BUILD SALES AND AUDIENCE**

**"Have you asked about these shows for your market?"**

**MARKETS SERVED BY M-G-M SHOWS**  
(at press time)

Victoria  
Vancouver  
Calgary  
Edmonton  
Regina  
Winnipeg  
Toronto  
Hamilton  
Oshawa  
Ottawa  
Belleville  
St. Catharines  
Moncton  
Halifax  
St. John

**EIGHT HIGH-RATING SHOWS AVAILABLE**  
FOR LOCAL SPONSORSHIP

**1/2 HOUR**

1. Judge Hardy's Family—Mickey Rooney, Lewis Stone, Fay Holden
2. Adventures of Dr. Kildare—Lew Ayres, Lionel Barrymore
3. Maisie—Ann Sothorn
4. Crime Does Not Pay—Documentary Academy Award Winner

**1/4 HOUR**

5. At Home With Lionel Barrymore—3 per week
6. Paula Stone, Hollywood, U.S.A.—5 per week
7. George Murphy, Good News—3 per week

**AND 1 FULL HOUR**

8. M-G-M THEATRE OF THE AIR—starring the biggest names in Hollywood

**HAVE YOU ASKED ABOUT THESE SHOWS FOR YOUR MARKET**

✓ CHECK THE RATINGS    ✓ CHECK THE RATE—THEN—    ✓ ✓ DOUBLE CHECK WITH YOUR ALL-CANADA PROGRAM MAN!

**ALL-CANADA RADIO FACILITIES**  
*Limited*

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL

REPRESENTING M-G-M RADIO ATTRACTIONS IN CANADA

# PROGRAMS

## CAPAC Ups Fees

Ottawa.—Fees charged the CBC and private radio stations by the Composers, Authors and Publishers Association of Canada are to be raised, according to a decision of the Copyright Appeal Board announced here last week.

The CBC, which approached the Appeal Board for a reduction in fees, will pay CAPAC \$147,747 under the new ruling this year, while the private stations as a group will hand over \$144,971.

In the past, the fees charged have been fixed at the rate of 14 cents per licensed receiving set in Canada, with each of the radio groups paying equal amounts. Last year the CBC and private stations each paid \$136,082.

The Appeal Board left the basic rate of 14 cents the same, but added 33,000 sets in Newfoundland, plus the natural increase in licensed sets throughout Canada, to the total on which the fee is levied, which accounts for the overall increase. The CBC had asked that its share of the fees be reduced to 4 cents per set.

The increase in CBC charges over those paid by privately-owned stations as a group, results from a special assessment basis for Newfoundland, where CBC operates three of the four broadcast stations. The Appeal Board assessed the CBC four-fifths of the copyright fees for licensed radio sets in that province and a fifth was levied against the private stations.

# HOW THEY STAND

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

### DAYTIME

English		
Big Sister	16.6	+1.4
Happy Gang	16.0	+ .3
Road of Life	15.5	+ .8
Pepper Young	15.4	+ .6
Right to Happiness	15.2	+ .8
Ma Perkins	15.1	- .5
Life Can Be beautiful	13.7	+ .2
Laura Limited	13.5	+1.1
Rita Martin's Musical Kitchen	12.6	+ .7
Aunt Lucy	11.9	+1.7
French		
Rue Principale	28.2	+ .9
Jeunesse Doree	27.9	+ .4
Joyeux Troubadours	23.4	+ .3
Tante Lucie	23.2	+1.6
A L'Enseigne des Fins Gourmets	22.8	+ .3
Maman Jeanne	22.3	+1.1
Grande Soeur	22.0	+1.8
Francine Louvain	21.2	+ .7
Metairie Rancourt	21.2	+ .3
Quart d'Heure de Detente	21.0	+ .7

### EVENING

English		
Charlie McCarthy	35.0	+1.7
Lux Radio Theatre	34.6	+1.3
Fibber McGee & Molly	33.4	+ .4
Amos 'n' Andy	32.8	+2.4
Our Miss Brooks	27.8	+ .5
Bob Hope	27.1	- .5
Twenty Questions	23.0	+2.5
My Friend Irma	22.7	+ .8
Aldrich Family	21.1	+1.0
Mystery Theatre	20.6	+ .8
N.H.L. Hockey	20.2	+ .2
Boston Blackie	19.9	+1.8
Guy Lombardo	19.7	+ .9
Suspense	19.6	+ .3
Roy Rogers	19.5	+1.1
French		
Un Homme et Son Peche	39.7	+3.3
Radio Carabin	32.1	- .9
Rallieement du Rire	29.9	+2.3
Metropole	29.8	+1.3
Talents de Chez Nous	26.6	+4.6
Ceux qu'on aime	24.5	- .8
Theatre Ford	23.0	+2.4
Peintres de la Chanson	22.8	+2.7
Jouez Double	22.6	+1.2
En Chantant dans le vivoir	22.1	+1.8
Mine d'Or	22.0	+ .5
Juliette Beliveau	21.4	- .7
Varieties 57	21.4	- .4
Theatre Lyrique	19.3	+3.2
N.H.L. Hockey	19.1	+ .4

piring jocks to help him call the tunes.

The winner will be picked after eliminations by listeners' votes, and he'll get a four-week engagement on the program and a professional course in the business.

### WESTINGHOUSE PRESENTS

Hamilton.—The new Dominion Network feature "Canadian Westinghouse Presents" held its premiere here last Sunday, originating out of local CHML, with John "Mr. Canada" Fisher and the Don Wright Chorus starring over a 32-station national hookup.

The internationally-known 14-voice Don Wright Chorus, heard for the past years over the Trans-Canada network and fed to the United States by CBS, rendered the old favorite songs brought up to date through the arrangements of the chorus' conductor.

Fisher brings to the new show stories of the Canadian scene and new twists to events and personalities of past years. He was on hand at CHML for the first broadcast, dropping in from Edmonton where he was on a speaking tour. In the following weeks, special arrangements will be made to bring roving-reporter Fisher's voice to the program.

### CAB CONVENTION ISSUE

Closing date for advertising in our annual CAB Data issue is March 1. Early reservations are requested.

# CKNB

CAMPBELLTON N.B.

---

February 22, 1950

Dear Mr. Time-Buyer:

Indications are that the summer of 1950 will see a very extensive building boom in Campbellton with resulting increase in payrolls and general prosperity.

This is a direct invitation to national advertisers to share in our prosperity through an advertising campaign over CKNB.

Yours very truly,  
*Stau Chapman*

CSC/LG                      Station Manager

---

AN ALL-CANADA STATION

## DISC JOCK CONTEST

Vancouver. — A contest on MOR sponsored by State Express Cigarettes is designed to find some of the disc jockey talent that is supposed to be running wild in the city.

"All Aboard the State Express," a quarter hour show, will run on weekdays at 6.15, with emcee Betty McFarlane calling on as-



# HE'S OVER THE BLUE LINE!

Lionel's made friends with every boy in and around Moncton, since he started inviting two of them to watch the hockey game with him from the broadcast booth each week.

If you don't believe this has started something, ask CKCW's mailman.



# CKCW

MONCTON NEW BRUNSWICK

The Hub of the Maritimes

REPS: STOVIN IN CANADA; MCGILLVRA IN U.S.A.

# CJAD

montreal

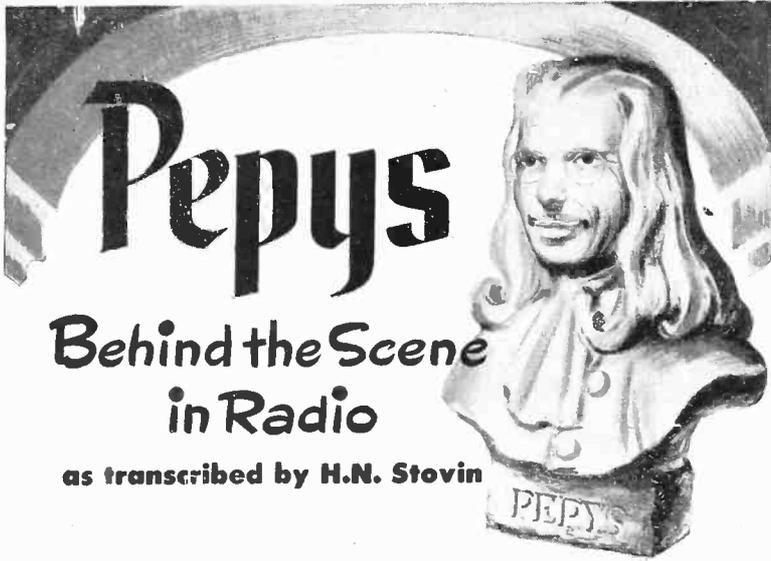
covers QUEBEC'S ENGLISH MARKET

... providing the perfect combination of coverage and listenership.

5,000 watts 800 kc.

AFFILIATED WITH CBS

HA/WJT



Up betimes this morning, to get these thoughts on Television down on paper, for on all sides I do hear the question "When do we get T.V. in Canada?" and do think this is less important than "What will we do with T.V. when it comes?" ● ● ● Do find in the coffee clubs, and other places where men gather, the thought that T.V. may hurt other media when it comes. Do well remember the same type of thinking when Radio first became a commercial medium, and note with some pleasure the remarks of the President of B.B.D. & O., a few weeks ago, that radio had progressed from \$50,000 to over \$81,000,000 in the past 30 years, but that in the same period newspapers had doubled their advertising revenue—this being, of course, in the United States, but the trend in Canada the same ● ● ● Do also hear many comments that Television is expensive, and am at a loss to define what is "expensive"! Do regard cost of advertising in the light of results, and know well that the radio station which has a proven record of sales results is not always the cheapest in rates. While T.V. costs should be kept as low as is consistent with quality, do know that advertisers will pay a higher price any time if they can gain greater sales at lower cost ● ● ● Have proven this well in sales for several of our stations. Ratings provide one yardstick and price provides another, but shrewd advertisers have amply proved that sales results per dollar spent are a far more practical way in which to judge the merits of any station ● ● ● Or, to phrase the present trend in another way, competition between brands is now so savage and swift that yesterday's darling-product can overnight become tomorrow's dog, and therefore cost is only relative to results ● ● ● For those who may be interested in reading more on this, will gladly provide copies of an editorial in "Advertising Age," entitled "A Warning to all Merchandisers"—which I do recommend highly.

## NEW YORK'S RADIO ROW

by  
Richard Young

New York, N.Y.—The Broadcast Measurement Bureau has a successor.

There's nothing definite as yet but it's a good bet that something will be set up along the lines of a plan approved at last week's meeting of the directors of the National Association of Broadcasters. The recommendation was made to the board of the BMB which is scheduled to discuss the plan at a meeting in March.

In short, here's the plan. As you all know, the BMB is scheduled to fold up at the end of June. Well, the new plan would set up a new stock corporation with \$1,000,000 authorized capital. Incorporators will include advertisers, agencies and broadcasters. You'll recall that the BMB is a tripartite organization made up of these same groups.

Whether the new corporation will take over the activities, assets and liabilities of the BMB depends on a number of factors, including the acceptance of the Bureau's recently released Study No. 2, extent of the financing of the new outfit and whatever action the BMB board takes at its next meeting.

But as we predicted many columns ago, a new organization will be set up to take over the Bureau. Advertisers and agencies have urged continuation of this type of audience measurement. Few broadcasters are inclined to ignore the wishes of their pocketbooks.

Among other important actions of the NAB board: a general manager will be appointed to assist prexy Justin Miller at a maximum salary of \$25,000, and a budget of \$200,000 was approved for the Broadcast Advertising Bureau.

The Bureau had originally asked for a \$250,000 budget but is probably just as happy to get what it did considering the way most media associations are being forced to economize at every step. We'd say the BAB deserves all it can get judging by the reaction of many of our broadcaster friends. Organized only a few months ago, the Bureau has been doing a top selling job for broadcasting and should improve even more as time goes by.

There seems to be an increasing emphasis along Radio Row on short-term contracts. Back of this move, of course, is the fight for the ad dollar which waxes hotter by the minute.

So far this new system hasn't brought much success but after all, it does take time for the news to get around — especially to an advertiser. It got a pretty fair test earlier this year when Ford went out and startled everyone by buying a number of sustaining

shows on both radio and television for two and three-week periods in a special campaign for its 1950 models. At last report the client, agency and network were all happy about the idea.

As things stand now, there are few broadcasters that wouldn't be more than happy to accept contracts calling for periods less than the usual 13 weeks (or more).

On the Cuff Notes . . . There's talk that Lilli Palmer and Rex Harrison may star in a new dramatic series—probably over NBC . . . Incidentally, NBC's New York outlets, WNBC and WNET (TV) have been split up into two groups (radio and teevee) a la the network . . . If the new increases in postal rates which passed the House are approved by the Senate, we can expect a reduction in the direct mail promotion sent out by stations and networks. No doubt that they will try to offset the higher costs by cutting down on the size and paper weights of the mailings . . . and that's the news till next issue.

**\$3.00 a Year**

(\$5.00 for 2 years)

*Insures Regular Delivery of the*

**Canadian Broadcaster & Telescreen**



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



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

**HORACE N. STOVIN**  
& COMPANY  
MONTREAL TORONTO WINNIPEG VANCOUVER

*Representative for these live Radio Stations*

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

# CANADIAN BROADCASTER AND TELESCREEN

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

Published by

G. LEWIS & COMPANY, LTD., 163 1/2 Church St., Toronto 2, Canada  
AD. 5075

Printed by Reg. Willson — 3 Chester Ave., Toronto — GL. 4844

Editor: RICHARD G. LEWIS  
Business Manager: ARTHUR C. BENSON  
Art Editor: GREY HARKLEY  
Editorial Assistant: THOMAS C. BRIGGS  
Research Consultant: G. E. RUTTER

Correspondents  
Toronto — Elda Hope  
Ottawa — Stan Conder  
Montreal — Walter Dales  
Winnipeg — Dave Adams  
Vancouver — Bob Francis  
New York — Richard Young



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

Vol. 9, No. 4.

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

February 22nd, 1950

## CBC Board Is Under The B.

The Board of Governors of the Canadian Broadcasting Corporation appears to be over the barrel on the question of permitting the broadcasting of Canada's third national sport, Bingo.

At its Toronto meeting this month was subjected to sincere presentations from the various Protestant churches who expressed the view that the CBC was making itself an accessory transforming Canadian homes into gambling kindergartens by allowing these games to be broadcast. The sweet me of charity is defiled, stated one vine, when it is contaminated by such games of chance.

No less ardent were the pleas of a member of representatives of service clubs, who pointed out that their community work was only made possible by the funds raised by these radio bingo games.

Plum in the middle of these two factions, both with the interests of the people at heart, came the motion picture industry, represented by learned counsel, in the person of Mr. Joseph Pinger, K.C., whose prime objection to the airing of Bingo games was the fact that Bingo nights kept people at home instead of going to the movies, thereby losing profit for the theatres.

■ ■ ■

The decision of the Board to defer ruling on this puzzling question pending further consideration did not surprise us. It owes its existence, does the Board, to the theory that the air waves are the property of the people of Canada, and that what is permitted to broadcast should be for their benefit.

The whole question is whether the obvious desire of the people to listen and participate in radio Bingo, as evidenced by the alarm of the motion picture industry at the large numbers who stay home on these occasions, or the estimable desire of the clergy not to allow anything to encourage gambling, should influence the Board.

■ ■ ■

During the deliberations, chairman Davidson Dunton stated not once, but many times, that the Board had no intention of adjudicating on the legality of this game. Obviously it could not do this, because the playing of Bingo is not restricted to radio, and whatever

## RADIO R/B'S ... by Harkley



"He's certainly swell audience now, but what happens when we get TV?"

extraordinary powers the Board may exercise, its authority certainly does not extend into the halls and other places of gathering where Bingo is also played.

Should it not then be quite apparent to the Board, that however much it deplores the growth of popularity of this game, it has to sit back until the Department of Justice makes some definite pronouncement on its legality for the whole country and in whatever guise it is played? Or, if Ottawa pursues its usual equivocal policy regarding such contentious problems, of passing the buck to the provinces, should it not rule that games of chance, or games bordering on chance, shall be admissible as radio programs only so long as they are legal in the province in which they are to be broadcast?

This was the manner in which the Board side-stepped the beer advertising bogey, so what is good for the beer is surely good for the Bingo.

■ ■ ■

## Long Results From Short Wave

When a Danish farmer walked into the CBC's International Services studios in Montreal, and said: "You told us about Canada. Now we've come here to live," CBC officials were not surprised, according to an article in The Standard for February 18.

"Immigrants from dozens of countries often visit or write 'The Voice of Canada,'" the article continues, "when

they first arrive in the Dominion, and their opening statements don't vary a great deal."

This piece also tells how the International's staff was a little put out when it got 25 cancellations from Holland for its regular program schedules, 250,000 of which are mailed abroad. Injured feelings soon healed though, when it was found that "of the 25, two listeners had died, one moved and left no address, and the other 22 had emigrated to Canada."

Is not such work as this, undertaking the much-neglected task of telling people of other countries in their own languages about Canada and our way of life a more appropriate undertaking for a government broadcasting service than using government air lanes for the promotion of the sale of tooth pastes and nostrums?

■ ■ ■

## The CBC Camel

When the Canadian Broadcasting Corporation plan was first introduced, its sponsors spoke of a nation-wide radio system to supplement, not supplant, private stations.

It was realized, and generally agreed, that there were some fields in which privately-owned and operated stations could not afford to serve.

But the CBC is, like the proverbial camel, taking over the whole tent.

Erection of a new station in the Windsor area, for example, is most difficult to justify. Between the existing Canadian and U.S. stations in the district, each of the major U.S. networks is represented. Profitable operation of this new CBC outlet is therefore highly problematical. Sole justification for it on service grounds, so far offered by CBC officials, is the fact that no station in the Windsor community carries the national farm broadcasts and there had been, as a result, a number of letters of complaint.

Heavens to betsy! Those Windsor farm broadcasts come high!

Before the CBC starts using our money for ventures like this, they might consider, if they must, buying a bit of time on already established stations for their programs. It is a little less expensive.

And while we're on that subject, what justification is there for the use of public funds to supply countless hours of alleged "public service" programs, virtually without cost, to private radio stations? It is the equivalent of an offer by the federal government to pay a portion of the cost of preparing news and feature material for this or any other newspaper.

It is about time the people of Canada reviewed the policies of their own radio set-up.

—Midland Free Press.



"Good morning—here is Jos. Hardy again! I have had a number of nice comments about our new blotter, and especially about the map on it. Some buyers have said they never realized before how large this Quebec Market No. 2 is, or how thoroughly our seven French - speaking Radio Stations covered it. That is just what the map is intended to tell you! If your merchandising plans need the sales and the money this large, prosperous, busy market can offer you; then you also need some or all of these stations. Why? Because radio not only offers you more for your dollar in Quebec Market No. 2 than any other medium, but also in some parts of it radio is the **only** medium that can bring you results! Ask Jos. Hardy."

For any information on  
**QUEBEC MARKET No. 2**

or  
**"TRANS-QUEBEC" Radio Group**  
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 1,000 w.  
(French)
- CKTS** Sherbrooke 250 w.  
(English)
- CKRS** Jonquière-Kenogami 250 w.
- CKBL** Matane 1,000 w.

## Over The Desk

I've had a letter, following sundry articles on my recent English trip, which suggests that all the verbiage I've turned out on the subject of "Socialism in the Old Sod" has still not given a succinct report of what my jaundiced eye saw.

So here it is.

I found a country—my country from which I emigrated to Canada a little over 27 years ago—groaning under the thongs of Statism.

I saw people working for State-owned railroads, mines and docks, three enterprises which have been nationalized and whose employees are now faced with no alternative jobs should they be dissatisfied, because socialization has eliminated competition.

I saw all kinds of businesses—allegedly privately operated—struggling for existence under the most fantastic government controls.

I saw housewives trying to cater to their families on 22½ cents' worth of meat a week.

I saw business stripped of the initiative that spells prosperity.

I saw black markets flourishing, as they always do when unenforceable regulations are applied.

I saw hard-working people, taxed to the gills to pay for the government's so-called free hospitals, doctors, dentists, opticians and pensions.

I saw the expression on the face of my 78-year-old mother, when the optician told her he would have her new glasses ready for her in six to nine months.

That I was able to fix, by bringing

the prescription back to Canada with me and airmailing her the finished job four days later. Other things cannot be fixed—never will be.

I saw a country reduced to such a state of complete dependency on its government, that the thought of cutting the thongs is like asking a cripple to walk without his crutches. And that is why, rightly or wrongly—and we'll all know which by the time this appears in print—I forecast victory for the Socialists on February 23, the day after this issue goes in the mail.

Went up to the St. Regis Hotel on Sherbourne Street to have a final lunch with Jack Dennett last Thursday, before he took off from Malton, Sunday, to get himself an eye-witness account of the British elections. There I found most of Toronto radio hard at work (at the bar) discussing next summer's radio golf tourney. Does their work never end?

Dennett is steamed up about his trip, which he hopes will embellish his Salada newscasts, with tape recordings, etc., on his return from Blighty, which should be a few days after this issue emerges.

Our Number 1 carrier pigeon just brought in a communique regarding the golf meeting referred to above, which discloses that this will be the 4th Annual Radio Golf Tournament, and that it will be held early in June, 1950, probably at the Islington Golf Club—nice and handy for Gordon Sinclair.

Officers were named as follows: chairman, Mike Haight, Tandy Advertising; secretary, Stu MacKay, All-Canada; treasurer, Jim Crawford, CBC; publicity, Phil

Stone, CHUM; prizes, Jack Dawson, CFRB; tickets, Jim Crawford, CBC.

And that reminds me. Last year someone put the bite on us to cough up a prize for this do, and we were glad to comply. We'll even do so again this year. But it would have been nice if the so-and-so who won our golf balls had given us a call if only to tell us they weren't up to his usual quality. Ah, radio!

Somebody ought to issue hand-book on just what to tell the CBC Board of Governors when you're after their approval for a new radio license.

I'm thinking of the application of the Gibson Brothers for a license to operate in North Vancouver, which the governors heard at their meeting in Toronto this month, and subsequently turned down, notwithstanding the eloquent presentation of Mr. R. M. Howard, a solicitor, who appeared for the applicants, and appeared and appeared and appeared.

Mr. Howard addressed the governors for two hours. He described North Vancouver exhaustively, foot by foot. He discussed the people of North Vancouver, person by person, and would still have been spreading the fame of her sons, deed by deed, had not chairman Dave Dunton kindly but firmly suggested that he was wandering, just the teensiest bit, from the subject.

I never have and never will subscribe to the system under which this board determines whether or not applicants for licenses are suitable competitors for the broadcasting system they are appointed to direct. But on this occasion, my great heart welled over with pity for these long-suffering unpaid public servants; and for myself too, after I ran out of paper on which to continue my naughts and crosses world series, with the CBC official who was sitting beside me at the press table.

I wonder if the Govs assessed the programming potentialities of the proposed station on the presentation that was proffered them and decided accordingly. Could be.

George Arnot, of the William Wright office, is in the Western Hospital, Toronto, and is just about due out with this issue, following the removal of his left eye. George is reported to be progressing favorably. . . . Ross Rowlands, formerly manager of CKDO (now CKLB), Oshawa, has returned to Moncton's CKCW as program director, where he was formerly located. . . . Chuck Cook, WEBR, Buffalo, and prior to that at CJOB, Winnipeg, has signed with CHUM, where he starts at the end of Feb. . . . At the same station a guy to eye is news editor Harry Rasky, a disreputable character who has been known to haunt these offices, whose writing of the daily noon commentary has a hopeful streak of originality in treatment. . . . the same station is currently blowing about the recent acquisition of "Club Crosby" from CFRB and Bob Lee (national sales representative) from CKEY.

And that brings us down to the oak top for this issue.

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

**MIGHTY MIKE** *Sez...*

**S.O.S.**

SELL ON A SOUND BASIS WITH

"THE BUCKLE ON SASKATCHEWAN'S MONEY BELT"

**CKCK** REGINA

YOUR 5000 watt TOP NETWORK STATION

DIAL 620

# Toby David

## THE ANSWER TO MANY A MAIDEN'S PRAYER...

... and men, too. This assertion was backed up by 80.6% of Windsor's domestic radio users during the week of December 5th, 1949, when polled by Elliott Haynes. With 33.1% of radio sets in use, 80.6% of the listeners approached answered, "Uhuh, Toby David". Yes, Toby's really TOPS in audience acceptance and TOPS in radio sales in Windsor and Western Ontario . . . urban and rural. THIS SURVEY MAKES IT QUITE OBVIOUS. He brings the housewife many helpful household hints and tells the men where to make a good purchase. This year investigate the merits of each advertising medium before you place it on your schedule. To be sure of your sales results in Windsor and Western Ontario . . . urban and rural, don't overlook CKLW and the Toby David Show. 80.6% of the listeners can't be wrong.

CANADIAN BROADCASTING CORPORATION

MUTUAL BROADCASTING SYSTEM

MEMBERS OF CANADIAN ASSOCIATION OF BROADCASTERS



UHUH TOBY DAVID

Toby

CKLW

TOBY DAVID

TOBY DAVID

TOBY DAVID

YES TOBY DAVID

UHUH TOBY DAVID

TOBY DAVID

YES CKLW

TOBY

# CKLW

AM-FM

THE GOOD NEIGHBOR STATION  
WINDSOR ONTARIO

REPRESENTATIVES: H. N. STOVIN, CANADA • ADAM J. YOUNG JR. INC., U.S.A.

# WATCH FOR BIG NEWS!

from



ASK JIM ALEXANDER



## For Heads - Up Results Wade Into Southern Alberta's Market In A Big Way - Over CFCN

Ask Radio Representatives, Toronto - Montreal



"THE VOICE OF THE PRAIRIES"



Calgary

Wise hunters use experienced guides. Wise time buyers have used CFCN for 28 years.

## STATIONS

### Station For Sale

**Edmonton.** — Equipment from the Alberta Government's radio station, CKUA, will be offered for public sale shortly, Hon. D. B. MacMillan, minister of public works for the province, said in a recent announcement.

It is reported unofficially that between 15 and 17 companies and individuals from Toronto to Vancouver are interested in obtaining the equipment, reportedly valued at about \$50,000.

The station, formerly run by the University of Alberta, has been operated on a non-commercial basis by the provincial government since April, 1945.

• • •

Reasons for the sale have not yet been revealed, but it is known that the net operating cost for the station last year, as shown in the public accounts, amounted to \$58,650.00. It is also reported that the transmitter, located three miles south of Edmonton, may have to be moved to make way for a proposed four-lane highway into Edmonton from Leduc.

• • •

Walker Blake, CKUA's manager, said he had no comment to make on the reported sale, but Provincial Premier Manning said he would issue a statement within a few days regarding the station.

A news item in The Edmonton Bulletin said "it is understood that a stipulation of the prospective sale will be the new owner's ability to obtain a commercial license." Several applications for a commercial broadcasting license by the present owners have been refused by the CBC.

• • •

### Get Set For Easter Seals

**Toronto.**—March 13 is kick-off day for the Easter Seal campaign in aid of the Ontario Society for Crippled Children, which Ontario radio adopted in 1948, with results indicated by an official total of \$336,000 raised last year.

This year's radio committee, numbering over 40 workers, is headed by an executive committee consisting of Mart Kenney, chairman; Foster Hewitt, vice-chairman; Len Headley and Waldo Holden.

An advisory committee has been named consisting of Len Headley (chairman), Controller John Innis and Bill Scarlett.

Committee chairmen are: Sta-

tion relations, Bill Byles; script committee, Hugh Newton; pre-show committee, George Taggart; mats, Tommy Munns; publicity, Gordon Sinclair; radio program committee, Mart Kenney; special events, Cy Mack; public relations, Waldo Holden; ticket distribution, Dick Claringbull.

This year the all-star broadcast in Maple Leaf Gardens goes on Sunday, April 2. It will be stage-managed by Chas. Emerson. It will be completely Canadian in talent and will be made available to stations outside the province as well as the Ontario stations, the bulk of which will carry it.

• • •

### Dollar Discounts

**Toronto.**—The board of directors of the Canadian Association of Broadcasters, at their meeting here earlier this month, recommended for consideration by the membership at the Niagara Falls Convention next month, revisions in the current discount system for the purchase of radio time and spots.

The board's suggestion was that the CAB consider relinquishing the present plan of awarding discounts on a frequency basis, and a system of dollar volume discounts be substituted.

This idea, it will be recalled, was investigated by a committee headed by Bill Wright, and presented by him to the CAB Convention in Quebec City in March, 1948.

• • •

The board granted an agency franchise to S. W. Caldwell Ltd., 80 Richmond Street West, Toronto.

• • •

Radio station CHVC, Niagara Falls, Ontario, was admitted as a CAB member station.

• • •

### Promotes Local Talent

**St. John's, Nfld.**—New studios and offices for VOCM, the tenth province's only privately-owned radio station, are nearing completion and will be opened in the very near future, the station reports.

With the new facilities available the station is going ahead with plans to produce audience-participation shows and develop local live talent. Ed Scurry, vocalist on the "Hammond Organ Program"; a local duo doing the "Words & Music" show; "Echoes at Eventide," featuring Hal Ivany, and Eric Abbott at the organ; and the "Happy Valley Gang" are all live talent shows currently being aired by the station.

The broadcast day of the station was recently lengthened, starting now at local sunrise.



## At CKMO

We Don't BRIBE Listeners —

We WIN Friends!

GOOD Music Makes GOOD Listening

At 1410

"PIONEER VOICE OF BRITISH COLUMBIA"

## Flies Continent To Prove Maritimers Aren't Herring Chokers

Halifax. — Out to prove that easterners are more than "herring chokers" and to promote Dominion-wide goodwill, CJCH disc jockey Norm Riley took a cross-country air tour early this month that brought him in touch with the mayors and civic officials of six of Canada's major cities.

The trip was arranged jointly by Trans-Canada Airlines and radio station CJCH, Halifax, and was said to be the result of CJOR manager George Chandler's remark that easterners are "herring chokers."

Riley carried with him the compliments of Mayor Kinley of Halifax and numerous gifts for civic chiefs in Moncton, Montreal, Toronto, Winnipeg, Calgary and Vancouver. At each stop en route the Maritime disc jockey did taped interviews of the proceedings and, as a reward for their indulgence, presented the mayors with parcels from his treasure chest and copies of the book, "Historic Halifax in Tales Told Under the Old Town Clock," written by CNS's Major Wm. C. Borrett.

In Vancouver, last stop before his homeward flight, Riley and Mayor Thompson got together for a broadcast and a feed of Nova Scotian lobster, caught and cooked 36 hours previously by Boutillier's Limited, Halifax sea-foodery. Later, another of this company's products, a fresh herring, was delivered personally by Riley to George Chandler at local CJOR studios.

Just 100 hours after leaving Halifax, Riley was back in the CJCH studios preparing a two-hour program from the tapes he made during the trip. The program was aired during the inaugural of the station's new 24-hour service.

Norm reported that the object of the trip was "to get to know the people of the Dominion" and said that as far as he was concerned it was a success. He is presently looking forward to his debut as a movie star since Varner Brothers' camera men went along on his continent-wide trip, taking shots of the highlights, and at Vancouver both Universal Pictures and Paramount film operators show up to film the event.

## COVER BLOOD BANK OPENING

Winnipeg.—Opening of the new Red Cross Blood Centre here was covered by a CKRC wire recording team. Speeches of notables, who officially opened the Centre, were recorded and re-broadcast later the same day.

Getting into the spirit of the occasion, Porky Charbonneau, announcer, and Ken Babb, publicity, donated a couple of pints of blood to the Centre.

## BROADCASTER TURNS EXPORTER

Vancouver. — Dorwin Baird made a small offer on his "Man in the House" morning program on CJOR and all of a sudden found himself in the export business.

The deal started when somebody sent Baird a newspaper clipping saying that disabled war veterans in England had started a small industry collecting old Christmas cards and revamping them for other uses. The story gave the address where a person could send some, and Baird passed it on over the air.

"If those long English postal addresses confuse you," Baird told his audience, "just send your cards in to the station and we'll shoot them over."

Before the week was out there were 75,000 cards in packages of all shapes and sizes lying around Baird's office and overflowing into the studios.

Baird rushed back to his mike and gasped, "Hey, I've had it. Send no more." Nine more parcels arrived in the afternoon mail. He figures they weigh close to half a ton. Now he's trying to work out how to get them to England without spending the year's profits on freight.

## NEW OPENS IN VANCOUVER

Vancouver. — Mayor Charles Thompson was on hand to officiate at the opening of new Vancouver studios for CKNW, New Westminster. The new quarters are located above the Alexandra Ballroom, within a few seconds' walk of both CJOR and CKMO.

The newly decorated studios are the same space used by CJOR before it moved in 1932 to its present studios in the Grosvenor Hotel.

The same evening, Mayor Lewis Sangster of New Westminster officially opened the new CKNW main studios, and congratulated owner-manager Bill Rea on going from 250 to 1000 watts for night programs. The station now has the same power round the clock.

The openings marked the first official appearance of Don Macleod, formerly of CHUM, who has been appointed commercial manager.

## AID LEUKEMIA VICTIM

Winnipeg. — Three city radio stations have rallied behind four-and-a-half-year-old Harold Kravetsky of Winnipeg who is now in a New York City hospital receiving treatment for leukemia.

CKY, CJOB and CKRC have joined in broadcasting appeals for subscriptions to a fund set up to aid the boy in his fight for life. The fund was organized by the B'nai B'rith Lodge in Winnipeg.

Also, the stations carry special reports each day on Harold's condition.

## SPRING DATA ISSUE

Toronto.—The initial influx of ads for our Spring Data Issue, distributed at the CAB Convention as well as to our regular list, indicates even greater than usual interest in this useful number.

There is still time to get your message in, provided it reaches us by March 1.

**NO Cocktail Bars!**  
**NO Ski Excursions!**  
**NO Broadway!**  
**SO...**

There's Nowhere To Go  
in Medicine Hat  
Except To Stay At Home  
and Listen To CHAT!

WE TRAVEL FOR THEM... ENTERTAIN  
THEM... REPORT FOR THEM..  
**SELL THEM!**

**CHAT**

MEDICINE HAT

ONE THOUSAND PERSUASIVE WATTS

AN ALL-CANADA STATION

**CJRL**  
dominates the field!

Sports . . . Drama . . .  
Music . . . Mystery . . . top-notch network and local shows that appeal to every member of the family in over 90% of the radio homes in Kenora - Keewatin! Be sure to reach this well-to-do "one-station" audience. CJRL stands ready to cooperate with service and promotion via radio and press.

Arrange for this practically exclusive coverage by consulting your nearest National Representative:

**HORACE N. STOVIN & CO.,**  
Toronto and Montreal  
**INLAND BROADCASTING  
AND RECORDING SERVICE,**  
Winnipeg  
**DONALD COOKE, U.S.A.**

**96% DAY**  
**92% NIGHT**  
**B.B.M.**

**CJRL**  
**KENORA ONT.**  
DOMINION NETWORK

**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.

**VERBATIM**

**The Price Tag on Listening**

Excerpt from a speech delivered to the Vancouver Advertising and Sales Club, December 12, 1949, by William Guild, chairman of the board of directors of the Canadian Association of Broadcasters and president of the Western Association of Broadcasters.

People on this continent have been conditioned for a higher standard of living by advertising. Without that conditioning, the immense developments in machine production would have been quite impossible. Advertising has played its part in the process, not only by providing information, but also, and perhaps even more so, by rousing new desires.

From the consumer's viewpoint, the important thing is not the ratio between production and distribution costs, but the total which he must pay. If the retail price is reduced by having a higher percentage spent for selling and advertising, then the result is a net gain for the consumer and for the community.

Advertising is a means of mass selling that has grown up parallel with, and has been made necessary by, mass production. Advertising in action is the strongest force we know in bringing prices down for the very good reason that mass market selling is the target. Mass selling permits mass

production and mass production permits lower production costs and lower retail prices.

Consumer knowledge of the new and improved products which contribute to a higher standard of living is one of the steps toward achieving that higher standard of living.

Branded mayonnaise, which cost one dollar a quart in the twenties sells for 59c today.

In the 15 years before the war, toilet soap prices dropped 50% and facial tissues fell from 59c to 12½c as the demand was increased.

During World War I, adhesive tape cost 25c. In World War II, it cost 10c.

A five-foot cast-iron, enamelled, built-in bathtub cost 50% more in 1920 than it does today, and today's product is made of better metal with a thicker and more durable enamel finish.

A leading brand of anti-freeze, which sold for \$7.50 per gallon in 1929, sells today for \$5.75 per gallon.

According to one Canadian manufacturer, through the use of advertising, the market for flashlight batteries has more than doubled since 1939 and less than one-fifteenth of the cost of that battery is spent in advertising.

The total advertising spent on the bathtub I described is one-half of one per cent of the factory wholesale price.

A leading brand of shortening, which sells for 31c a package, has an advertising cost of a tenth of a cent per one-pound package.

One-sixtieth of a cent is spent in all advertising media for your favorite soft drink.

One-thirtieth of a cent is spent to advertise the can of soup which sells for 15c today instead of 25c.

And one-third of a cent is spent to advertise each dozen of oranges which were too expensive to buy as a regular food item when some of us were going to school.

The privately-operated radio station exists entirely on advertising revenue. The price tag on listening to a privately-operated radio station is the indulgence of the sort of advertising copy that has helped to bring down the cost of commodities by creating mass demand—has created more work for more people—has helped to give us our present higher standard of living—and has educated the citizens of Canada to a healthier and a happier way of life. That is the price tag on listening to radio by private enterprise.

Now let us examine the price tag on listening to the CBC, and let us remember that the price tag is not written in dollars and cents alone. There are a number of items on this price tag which are far more important to you than the \$2.50 license fee which you are required to pay.

But staying for the moment to the financial side of the picture—according to the Department of Transport, in the 1948-49 fiscal year, Canadians paid \$5,012,324.65 in receiver set license fees. The privately-owned broadcasting stations paid \$125,300.00 in broad-

casting license fees. This total of \$5,137,624.65 was paid in its entirety to the CBC. The cost of collecting these fees is borne by the Department of Transport and it is paid by you out of your taxes. In the 1948-49 fiscal year, this cost was \$611,918.76.

The CBC have asked for an increase in license fees to \$5.00, which would give them roughly an additional five million dollars in revenue. Added to this, in the form of CBC revenue, is approximately two million dollars secured from commercial advertising. This is Item #1 on the price tag on listening to the CBC.

Item #2. Being a Crown corporation, the CBC pays no taxes and holds approximately four million dollars of real estate, buildings and equipment. Obviously this tax burden is paid by the rest of us. You can add to this that the 1947-48 financial statement of the CBC shows a total operating surplus since its inception of \$1,211,131.21, on which no taxes have been paid.

You must put down as part of the price you have paid for the present system of broadcasting in Canada, the throttling of radio development in this country.

In a presentation made before the Royal Commission just a couple of weeks ago in Montreal, the manager of the pioneer radio station in Canada pointed out that there has been no development of consequence in broadcasting in Canada since the Canadian Broadcasting Corporation came into being, except in volume and in detail.

We had networks in Canada, privately operated, prior to the CBC.

We had plays written by Canadian authors and produced by Canadian talent on the Canadian airwaves prior to the CBC.

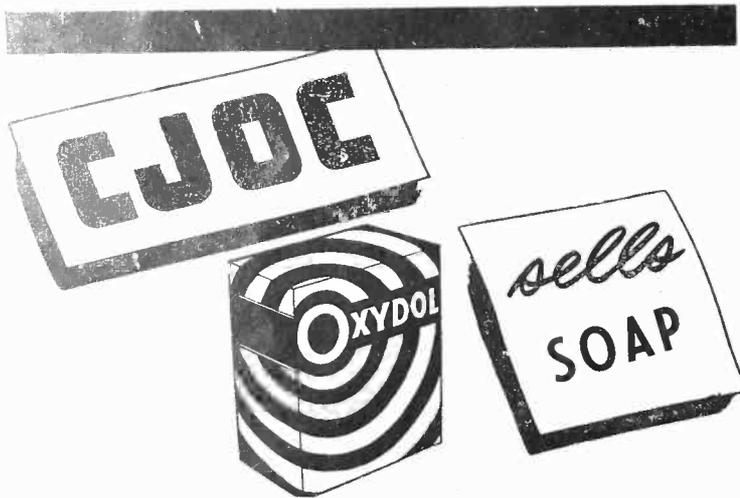
We had broadcasts of classical music by Canadian talent prior to the CBC.

We had informative talks and special events broadcasts and we originated programs in Canada and fed them to the United States before the CBC came into existence.

Since the CBC was established, FM broadcasting came into being, but it hasn't developed in Canada as it has in the United States, because the CBC will not permit an AM broadcasting station to separately program its FM broadcasting station. An exception to this was made to CFCF-FM in Montreal. This is the first license of its kind ever granted in Canada and it comes years after the development of FM broadcasting. The (CBC) Board further said that it did not regard the granting of this license as a precedent, but said it would examine on its merits any similar application from an existing AM licensee.

Since the CBC came into being, television has been developed on a practical basis, and people in several countries of the world, including the British Isles and the United States, are enjoying the benefits of this great new media.

But there is no television in Canada!



Oxydol's Ma Perkins pulled an E-H rating of 35.5 in September over CJOC. And that's just a sample! Get all the facts on CJOC's amazing success in Southern Alberta's richest market!

**"YOU CANNOT AFFORD TO MISS THE LETHBRIDGE MARKET!"**



Ask your local All-Canada man!

**LETHBRIDGE ALBERTA ALL-CANADA STATION**

Several private companies in Canada have requested permission to establish television stations but these requests have been turned down by the CBC. You have been told by Mr. Dunton that since the government announced its policy for television in Canada, no applications have been received from private stations but the government announced its television policy on March 28, 1949 and two months later in May, the Board of Governors of the CBC once again reviewed the television applications ready before them.

The government policy on television as reported in Hansard of March 28, 1949, reads in part: "In view of the high cost of television operations, it is felt that individuals or groups interested in establishing a private station in any city may wish to form an association for the purpose of applying for a license."

Understanding of what Mr. Dunton has said in his various public announcements would seem to indicate that he has translated the phrase "may wish to" to mean "must". He says he has recommended no television licenses be issued to any group, including all interested parties, in any centre that formed such a partnership and applied for a television license.

Isn't it ridiculous to expect competitors in the broadcasting industry to form such a partnership?

Isn't such a broad grouping as "individuals or groups interested" difficult to comprehend?

Isn't it a little ridiculous to expect private industry to invest a million dollars to operate a television station without telling the rules under which that station will be operated?

Don't you think the time has come for Mr. Dunton to answer some specific questions on this subject of television?

What type of partnership does the CBC envisage for the operation of a television station?

How many partners must there be?

When further channels are made available in these cities for additional television stations, how will the partnership be unscrambled?

After investing \$500,000 in a television station with a prospect of spending another \$500,000 in operation, will the television operator be given free access to all television program materials or will all sources of program material be controlled by the CBC?

Will the private television operator have exclusive access to commercial television or must he compete in this field with the CBC for commercial programs as he now has to do in AM broadcasting?

These are questions which could have been answered a long time ago. It is situations such as these that we classify as the "rotting" of radio development in Canada and this is one of the reasons you have paid for the current Canadian system of broadcasting. It is a price that looms

large on the price tag on listening to the CBC.

■ ■ ■  
**The fourth item on the price tag** is the restriction of free speech. If you think there is no restriction on free speech in Canada over the airwaves, try to buy a network to express your opinion.

■ ■ ■  
**Another item on your price tag** is the fact that the 120 odd privately-operated radio stations in Canada are restricted in their activities to their own communities by reason of the fact that the CBC has reserved to itself exclusively the right to serve the national interest.

The private broadcasting industry in Canada spends more money each year on programming than does the CBC, but the private stations are not allowed to set up a national network and make their contribution to the national interest.

There are some 3,000 people employed in privately-operated radio stations in this country today. Many of these people have anywhere from 15 to 20 years of radio broadcasting experience, and this wealth of broadcasting ability is denied to the national service because it is fettered and controlled by regulations that give the CBC a monopoly on serving nationally.

■ ■ ■  
**Let us add to the price tag** a price-fixing agreement on certain radio expenditures exercised by the CBC.

If two or more private stations wish to combine their facilities by land lines for the broadcasting of a specific program after getting the approval of the CBC in the first place, they must then buy the lines from the CBC.

Those stations cannot go to C.P. Telegraphs, C.N. Telegraphs or to the telephone company for the lines, because the CBC forbids it.

The line companies involved in agreement with the CBC are not even permitted to quote the private broadcaster the cost of the lines, and yet one radio station in Montreal has told the Royal Commission that while a CBC client pays \$24.00 in line charges between Montreal, Quebec and Chicoutimi, the CBC charged this particular radio station \$44.10 for exactly the same service. This, I would think, is price fixing—a sort of one-way application of the price-fixing technique.

The CBC technique which requires privately-operated stations affiliated with their networks to carry certain specified periods of sustaining programs is really regimentation of listening. As an example, the *Farm Forum* program is a program you must carry if you are affiliated with the Trans-Canada network whether or not your station serves a farm area.

Isn't it true that any regulation which tells the private broadcaster what he will or will not broadcast is, in effect, telling the listener what he will or will not hear?

Here, then, is the price tag on CBC listening.

# COMPARE THE WORLD'S new products ... new prices

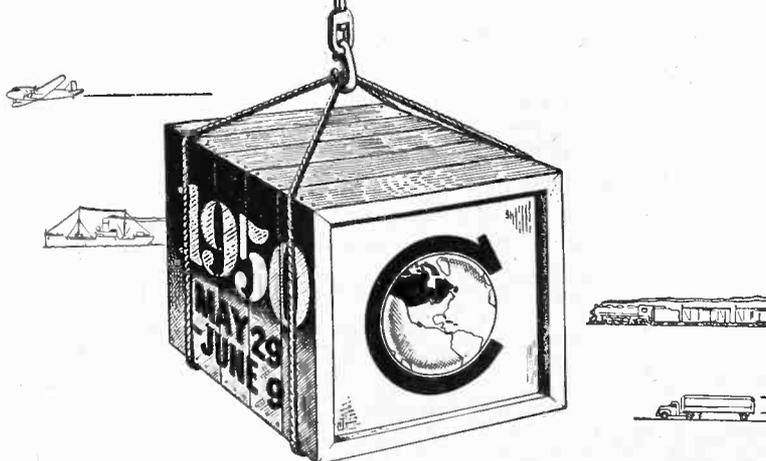
Never before has it been so important for all businessmen to reconsider their sources of supply. For both buyers and sellers, whether engaged in domestic or in international trade, recent changes in currency values have created new areas of competition.

At the C.I.T.F. you can see and compare the competitive goods of many nations... arrayed side by side in trade groupings... priced so you can quickly assay relative values.

Choose this convenient, economical way to find out where your money buys the most. Arrange now to attend the Canadian International Trade Fair in 1950.

For detailed information concerning The Canadian International Trade Fair, please write to:

THE ADMINISTRATOR  
 CANADIAN INTERNATIONAL  
 TRADE FAIR  
 Exhibition Park, Toronto, Ontario



## Canadian International Trade Fair

MAY 29 - JUNE 9, 1950  TORONTO, ONTARIO

DEDICATED TO THE PROMOTION OF INTERNATIONAL TRADE BY THE GOVERNMENT OF CANADA

How much is a bathtub-ful?

WHEN IT'S DIMES OR DOLLARS FOR THE MARCH OF DIMES it's over \$13,000

One cold mid-January morning, disc jockey Omar Blondahl said to his listeners, "Let's fill a bathtub with dimes and dollars to fight Polio!"

And fill it they did with over \$13,000 in less than two weeks.

Just another indication of the power of friendship, and the friendliest station in the west is



# AGENCIES

Appointed Radio Director



Montreal. — Louis E. Leprohon has been named director of radio advertising for Stevenson & Scott Limited here, it was announced by that company last week.

Leprohon, who takes over this post after being with Joseph H. McGillvra Limited in New York, was originally manager of station CKSB, St. Boniface. He then moved into the managership of CKCO (now CKOY), Ottawa.

## MacLAREN ADVERTISING

Toronto. — Standard Chemicals Ltd. (Javex) has extended its 15-minute five-a-week live *Javex Jill* to CKBI, Prince Albert and CJNB, North Battleford. A spot series is also under way over a number of B.C. and Alberta stations until the middle of April.

Helena Rubinstein Salon has a spring spot series going to Toronto stations advertising its beauty classes in make-up and skin care held at the Toronto salon.

Canadian General Electric has extended the *Leslie Bell Singers* another four weeks to run through until April 23. The program is heard Sundays at 8.30 p.m. (E) over 48 stations of the Dominion network.

## BAKER ADVERTISING

Toronto. — Eversharp Inc. has renewed *Canadian Sports Album*, featuring Ron McAllister, over CJBC, Toronto. Cy Strange handles the commercials on Eversharp-Schick Injector Razor and Eversharp 525 Pen & Pencil Set.

General Foods Ltd. has an extensive spot announcement campaign going to a wide list of stations coast to coast in various flights until the end of the year advertising Swan's Down Instant Cake Mix and Minute Rice.

The Murine Company Ltd. has a spot series going coast to coast over a wide list of stations advertising its eye-drops.

## McKIM ADVERTISING

Vancouver. — British American Paint Company has a spot series going to CKNW, New Westminster, starting February 28, running through November, and advertising Bapco paint.

## O'BRIEN ADVERTISING

Vancouver. — The Vancouver Daily Province has a five-a-day minute spot campaign going to CKNW, New Westminster, until the middle of April.

Bottled Gas Limited has a spot announcement campaign going to CKNW, New Westminster, advertising Rock Gas.

## WESTERN ADVERTISING

Los Angeles. — The Ontario-Quebec Conference of Seventh-Day Adventists has started the transcribed Sunday morning *Voice of Prophecy* over CFRB, Toronto.

## J. J. GIBBONS LTD.

Calgary. — Canadian Western Natural Gas & Northwestern Utilities Ltd. have started the half hour once-a-week *The Alberta Story* featuring Frank Fleming over four Alberta stations including CJCA, Edmonton, CFAC, Calgary; CKRD, Red Deer and CJOC, Lethbridge, for a run of 13 weeks.

## YOUNG & RUBICAM

Toronto. — World Brands Ltd. has scheduled a number of women feature programs over 24 stations coast to coast. The shows vary from five to 15 minutes, including newscasts and musical programs and advertise Lipton Tea and Lipton Chicken Noodle Soup.

# CFCY



## FOR OVER 25 YEARS

### "THE FRIENDLY VOICE OF THE MARITIMES"

# CFCY: THE PRIVATE STATION WITH THE GREATEST AUDIENCE CIRCULATION EAST OF MONTREAL

## BBM : DAY 127,020 RADIO HOMES NITE 122,130 " "

### "REMEMBER IF YOU HAVE A LIMITED BUDGET WE TALK TO MORE PEOPLE"

#### NOW NEW PROOF OF AUDIENCE LOYALTY!

# EXTRA

UP TO FEB. 15 CFCY RECEIVED FROM LISTENERS OVER \$9,600.00 FOR "MARCH OF DIMES" POLIO FUND. THIS APPEAL WAS MADE THROUGH CFCY MICROPHONES ONLY AND WAS NOT FORCED UP WITH PROMOTION TRICKS — OUR ANNOUNCERS ALONE SOLD LISTENERS IN NOVA SCOTIA, NEW BRUNSWICK, P.E.I., GASPE, QUE., MAGDALEN ISLANDS, WEST & SOUTH NFLD., ON MERIT OF APPEAL.

5,000 WATTS

SEE: ALL-CANADA OR WEED & Co.

630 KC.

# QUOTES

## Heard On The Radio

From The Brantford Expositor  
 This newspaper, having entertained the hope that radio might be able to do a great deal in the matter of improving Canadian speech, finds itself embarrassed by some current demonstrations by Canadian Broadcasting Corporation commentators, newscasters and so on. (The CBC is mentioned because it is typical, not because all independent broadcasting concerns can be exonerated.)

Radio enunciation, in the instances complained of, is not advancing but retarding the cause of good English.

From a recent and characteristic national newscast, a listener familiar with radio Canadian might have taken it that the capital of this country was Oddo. He might also have been puzzled to know what a citizen was doing wokkin down the street and being innerjuiced to somebody by a friend. Similarly he might have wondered why, anywhere from twenny to a hundred pleecemen about, a thief managed to get away with so much booty. No doubt it wuz wuz uv circumstances.

In the same broadcast mentioned, by coincidence, Branferd, meaning this fair city, and also some place called Hammildon, by which, presumably, was meant that burg 20 miles east of here. Wodderloo, it may be figured, is near Kitner, and while a reference to Kitner was clear, holed-zale must be had a few listeners baffled as to whut the newscaster wuz talkin about. And it took a bit of figuring when, having added up the numbers, the same fellow came out with a toedull.

But, look out! We all (or nearly all) do it now and then—if not the time.

♦ ♦ ♦

**JOINS AIKIN-McCRACKEN**  
 Toronto.—Wm. E. Taylor, formerly with Ardiel Advertising Agency, has joined the local office of Aikin-McCracken as senior account executive.

# INTERNATIONAL

## Hoist By Own Ban

Sydney, Australia. — The New South Wales Labor Government's press and radio election restrictions, enforced earlier this month for the first time, have misfired, according to a story by The Canadian Press, dated February 12.

The State government, which lost ground heavily in three recent by-elections, had imposed a 70-hour pre-election ban on the dissemination of election news and "circulation of any electoral matter" by either press or radio.

A prominent member of the Labor Party termed the ban "a hideous mistake" and the news story inferred that the setback received by Labor shocked the party, indicating as it did its probable fate at the coming State general elections.

Speaking of the ban, a member is quoted as saying: "It reacted badly against us and unless it is wiped out or drastically amended, we cannot hope to be returned as the government. Labor members," he said, "especially in the country, depend a lot upon the press and the ban is stupid."

Another member pointed out on the air that the people apparently felt that the ban was an infringement of their democratic rights and therefore voted against the government that imposed it.

The Sydney Morning - Herald said in an editorial:

"The Premier ruefully admits that his press gag and virtual abolition of postal voting have boomeranged. The way he puts it is that these changes—one designed to suppress criticism and the other to disenfranchise potential opposition supporters — may not have been fully appreciated by the electors.

"That is a grotesque understatement. These shabby, insolent meddlings with popular rights and freedoms were detested and have recoiled on their authors."



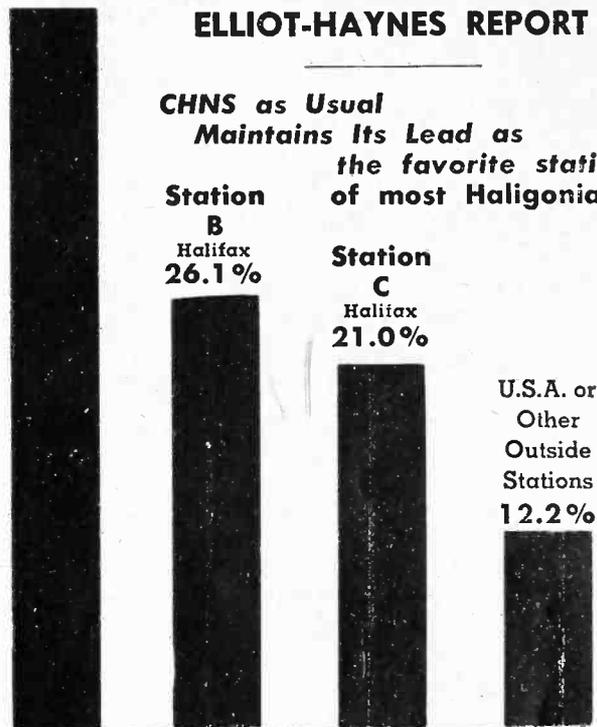
**The Station Most People Listen To Most**

**How Halifax Radio Audience Listens At Night According to Latest (January 1950) Survey**

**CHNS Halifax 40.7%**

of **ELLIOT-HAYNES REPORT**

**CHNS as Usual Maintains Its Lead as the favorite station of most Haligonians**



**The Maritime Broadcasting Company Limited**

Broadcasting House—Halifax, Nova Scotia

**CHNS - - - 5000 WATTS - - - 960 K. C.**

WILLIAM C. BORRETT, Managing Director

## FOR TV LIBRARIES

"Television Primer of Production and Direction"

By Louis Sposa

**\$4.25**

"Television Production Problems"

By John Royal

**\$3.25**

**CB&T**

**BOOK DEPARTMENT**

*Sell! Sell! Sell!*

**MANITOBA**

WITH

**CKRC**

**WINNIPEG**

**5000 WATTS**

**DOMINION NETWORK**

REPRESENTATIVES

ALL CANADA RADIO FACILITIES

IN U.S.A. - WEED and CO.

# RCA POWER TUBES

## Give you PLUS values



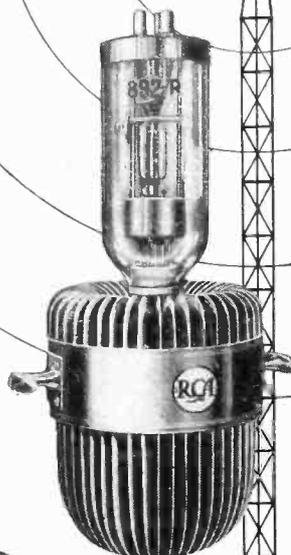
RCA 833-A  
1,800 WATT INPUT RATING\*



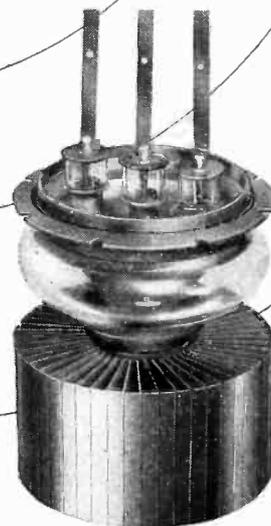
RCA 828  
200 WATT INPUT RATING\*



RCA 5671  
50,000 WATT INPUT RATING\*



RCA 892-R  
10,000 WATT INPUT RATING\*



RCA 7C24  
3,300 WATT INPUT RATING\*



RCA 812  
500 WATT INPUT RATING\*

\*For Class C Teleph

# Performance + Durability + Economy

YEAR AFTER YEAR, power tubes developed by RCA set the pace in value and performance for broadcasting service. No tubes offer a better example of engineering excellence coupled with true operating economy.

The ever-increasing demand for these RCA tubes in broadcasting and industrial electronic equipment has made possible improved manufacturing and quality-

control techniques—resulting in greater performance longer life and dependability—all for the same dollar.

Comparison will convince you when renewal tubes are required, you'll gain by specifying RCA.

For technical data on any RCA tube type, write: Engineering Products Sales Dept., 1001 Lenoir St., RCA Victor Company Limited, Montreal, P.Q.

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

# RCA VICTOR



RCA VICTOR COMPANY LIMITED

HALIFAX MONTREAL OTTAWA TORONTO WINNIPEG CALGARY VANCOUVER

# PANORAMA

## Time To Raise Hell

**Vancouver.**—The CBC's lack of vision is snarling up Vancouver's Canada's chances of getting to a good start in TV, just as it slowed down AM development in earlier years, Dick Diespecker, a Province radio columnist, writes in his column "Around Your Radio Dial."

He said TV receiver manufacturers were running spots on stations here pointing out that reception from the U.S. is good on the southern slope of the city.

"This is fine," he went on, "but it is not tragic that because of the CBC policy on TV, Vancouver set owners will for many years to come be able to view American programs?"

When TV finally does get here, he said, it will then take years to wean away viewers from the radio stations.

The CBC did exactly the same thing in AM radio some years ago when it refused to allow private stations to increase power above 500 watts. When it finally did get off the lid, U.S. stations were plastered so thick over the area that the Canadian stations had to install directional antennas.

Because of our radio corporations' lack of vision, the Americans had grabbed all the good frequencies and we had to be content with the crumbs. And that is exactly what will happen in the field."

Diespecker, a former private radio man with CJOR, noted that Davidson Dunton, CBC boss, said "the CBC will consider licence applications from groups of stations."

"Can you imagine," Diespecker said, "a group made up of CKWX, CJOR and CKNW, for example, applying for a licence to work together to develop a TV station? It's ludicrous, and Dunton knows it."

In the opinion of this writer, the CBC policy on TV in Canada is a shocking disgrace. It is about time the men we send to represent us in the House of Commons stepped to their feet in that

august chamber and raised a little hell about it."

## Ubiquitous News Man

**Vancouver.** — Bert Cannings, news chief of CKWX, started off right in character when he left to cover Sweetbriar, the Canadian-U.S. manoeuvres in the North.

Only a few hours out of Vancouver, his train became snow-bound at North Bend, and he was able to give the station personal coverage on the traffic jam there.

This sort of thing has been happening to Cannings for years. He starts off to cover one event, and falls in on a lot of others that need covering en route.

In 1948 he started off to do stories on the Canol oil scheme and bogged down in the floods at Revelstoke. Last fall he went with a party of officials to the opening of a new power project up the coast, and the ship ran aground.

Cannings is one of 11 reporters from Canada and the U.S., and he represents CKWX and the CAB.

When he returns from Sweetbriar—unless he runs into something more newsworthy on the way—Cannings will go to Victoria for the opening of the Legislature. Nobody expects the ship to sink getting him across to the capital—but reporters planning to go over the same day have been seen checking their life rafts.

## Third Pantry Poll

**Toronto.** — The third annual national "Pantry Poll" of Elliott-Haynes Limited, a survey that probes into the domestic buying habits of Canadians, will be conducted during the latter half of March, Myles Leckie, vice-president of this research organization, announced last week.

The "Pantry Poll" is run on a national basis and interviewers visit some 20,000 homes, gathering data on the use, or non-use of products in 40 fields, covering almost everything from toothpastes to floor polishers.

Leckie explains that a 20,000 sample is more than adequate to determine the national average purchase preferences of Canadian

housewives. He points out that in each of 25 major cities, 400 interviews are held, while in Vancouver, Winnipeg, Toronto, Montreal-English and Montreal-French areas about 500 questionnaires are tabulated. For the first time, the survey will also report on Canada's five regional rural zones from samples of 1,500 interviews each.

In 13 of the larger cities, except Toronto, radio stations and newspapers sponsor the survey in their markets, and 30 national advertisers bankroll local, regional and national reports. Leckie points out that before participating in "Pantry Poll" very few of these were users of organized research.

Reports of the survey will be published at least by the middle of June, Leckie says.

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.

**CKCH**

1000 WATTS — 970 KC.

**RATINGS FROM 20.9 to 42.8**

Representing between 80% to a high of 90% of all sets turned on during daytime hours.

385,167 French people in CKCH's coverage area — Ottawa, Hull — and all or part of 19 surrounding counties.

CKCH French programs outdraw nationally known programs.

**CKCH Studios**  
121 Notre Dame St., Hull, Que.

Canadian Representative: Omer Renoud & Cie., Montreal, 1411 Stanley St. Toronto, 53 Yonge St.

U.S. Representative: Joseph Hershey McGilvra, Inc., 346 Madison Ave., New York 17. Telephone number — Murray-Hill 2-8755.

*Stretch*  
YOUR PUBLICITY BUDGET WHERE A DOLLAR REACHES MORE PEOPLE

IT'S NOT POWER THAT COUNTS

IT'S **Popularity**

**CJOB**

WINNIPEG CANADA

# When Planning Radio for Calgary



## Get the bonus audiences

# CFAC offers its sponsors during MARCH, APRIL MAY and JUNE

### Here are the EXTRA Listeners CFAC's Spring Daytime Sponsors Get

(Last April and June Average based on Elliott-Haynes Survey)

% of Listeners		% of Listeners	
CFAC	51.15%	CFAC	51.15%
Station #2	29.66%	Station #3	15.61%
CFAC's Extra Listeners	21.49%	CFAC's Extra Listeners	35.54%

### Here are the EXTRA Listeners CFAC's Spring Evening Sponsors Get

(Last March and May Average based on Elliott-Haynes Survey)

% of Listeners		% of Listeners	
CFAC	51.34%	CFAC	51.34%
Station #2	28.75%	Station #3	12.53%
CFAC's Extra Listeners	22.77%	CFAC's Extra Listeners	38.81%

### And Right Through the Year CFAC Continues to Give Its Sponsors Bonus Audience

	CFAC	NO. 2	NO. 3
NOV. Evening	45.30%	28.60%	16.30%
DEC. Daytime	50.04%	31.12%	12.40%

Elliott-Haynes Surveys Nov. and Dec., 1949

You Can't Do a Selling Job in Calgary until CFAC's audience does the buying

For Available Times Contact

# All-Canada Radio Facilities Ltd.

MONTREAL — TORONTO — WINNIPEG — VANCOUVER

## REVIEWS

### A Man And His Music

Vancouver.—If disc jockeys listened to one another's programs, which they undoubtedly do not, they could get a free lesson by sampling Bill Bellman's "A Man and his Music," at noon over CBR and the Pacific network.

Bill works mostly with classics and pops material, and talks about his music so pleasantly that he could make it palatable even to a confirmed jazz addict who would not normally touch anything except Spike Jones with a 10-foot antenna.

What he proves—and this is where a lot of jockeys could listen closely—is that it's possible to intersperse the records with a little comment and explanation without making yourself the centre of the program and a pain in the ear.

Whatever talking Bellman does is likely to be useful, and he keeps to the point and avoids laughing at little private jokes which always leave the listener mystified. In a word, the man is in the background and the music in the spotlight.

His selections run the gamut of the classics, pops, some excellent children's records and anything else Bellman runs across which he thinks might interest someone with fairly good musical taste. He admits he's trying to develop that taste, which may be another reason he sounds a little different from run-of-the-studio jockeys.

In an hour he's liable to come up with pieces from Carmen, a Heifetz selection, "Mr. Froggy Went a-Courtin'," and some unusual item he has discovered in the library.

"A Man and his Music" has been going since last October, and looks like running through a lot of Octobers yet. Bellman himself was with the CBC in Toronto and Ottawa before he reached here a year ago.

—Francis.



### IMPRESSIONISTIC

Now is the time to your desks with sheaves of documents, so that you impress on your staffs busy you are when have to tear yourself away for the CAB Convention.

### PSYCHOANALYSIS

An extrovert is an introvert with a beer.

### LET JOY BE UNREFINED

Following the CAB's announcement that there be no morning session the Convention this year, reader writes suggest they waive afternoon evening ones too.

### DEPT. OF PROGNOSTICATION

If radio couldn't kill radio, television never will.

—Contribute Ramsay

### SHRINKING VIOLET

It's easy for some announcers to be conservative unassuming. They have much to be modest about.

### PRIVATE JOKE

Let's set the whole type, said the accountant. We don't want to pile up the production charges.

### R.I.P.

We're mourning the passing of the gag writer who jumped off the cliff ten years spent trying to squeeze in his quips between commercials.

### SHAKE WELL BEFORE USE

"Red Skelton," writes Nett Cerf, "has discovered the longest word in the English language. It's one that follows the announcement 'and now word from our sponsor'."

### RATINGITIS

Then there's the quiz producer who found he had a 50 rating — of the audience.

### X MARKS THE SPOT

Last year the convention was not held in real. This year the convention was held in TV.

**all**  
**M·G·M**  
**TRANSCRIBED**  
**PROGRAMS**  
 will be heard  
**EXCLUSIVELY**  
 in or about Vancouver  
 over  
*Vancouver's*  
**CKWX**  
 MUTUAL  
 For Availabilities  
 CONSULT ALL-CANADA  
 OR WEED & COMPANY

# CANADIAN TELESCREEN

## CAN'T COMPREHEND TV POLICY

Monton.—The entry of television into the living rooms of Canada is being held up by a handful of men "who apparently know they know more of what good for the people than the people know themselves," charged Don Henshaw, senior executive of McLaren Advertising, speaking here early this month.



Henshaw, speaking before 200 businessmen at a luncheon arranged by CJCA manager Gerry Gaetz, said: "We cannot comprehend why the CBC should refuse to enterprise the opportunity to develop television in the Dominion, particularly when about 10,000 of the people's money is being used for investigation expenses."

Henshaw pointed out that "the people must consider television as a medium for advertising the products of our sellers."

The speaker forecast "a change in Canadian homes when television reaches them" and "the whole mode of living will be changed. "Television with its sound institutes a deathliness in any home," he said. "Activities in the home must stop as people listen to and watch happenings over a television

Henshaw said he could not conceive of any decrease in advertising because of television, but advertisers must be prepared to meet a greater outlay of money. "An amazing amount of money has been found in the United States for the new advertising medium, and the same will occur in Canada," he stated.

Earlier, Gerry Gaetz, manager of CJCA here, when introducing Henshaw, said the CBC had refused to grant television licenses to private broadcasters and that the CBC investigations were being conducted "behind closed doors." Gaetz stated that public hearings had been sought by Canadian broadcasters with the right of appeal on such matters presented "to the courts of the land."

Winnipeg. — Development of television should be left to adequately financed private enterprise, Don Henshaw told a meeting here of the Sales and Advertising Club.

"If the Massey report is honest it will inevitably have to recommend that private enterprise be given a hand in developing television."

Pointing to the rapid expansion of television, Mr. Henshaw said the CBC may have saved Canadians money by delaying its development in this country.

He said Toronto a year ago had only about 50 television sets. Now there are approximately 10,000 and more are being put in every day. In the United States there are more than 3,500,000 sets.

"Television is costly," said Mr. Henshaw. "A Winnipeg station would have to pay \$500,000 to provide the service if granted permission to do so. The talent and equipment is expensive."

He predicted the disappearance of radio as it is now known within 25 years, and its replacement by a blend of radio and television techniques.

## TEE VEE ACTION

New York, N.Y. — The uncertainties caused by the FCC's freeze on new television stations hovered like a threatening cloud over the annual meeting of the Television Broadcasters Association here last week.

The freeze, which is seriously retarding television's growth as an advertising medium, was the subject of many corridor conversations. Hints that additional pressure will be put on members of Congress to take action were heard at the meet.

Despite this cloud, there were forecasts of good times ahead for many stations during the official sessions. Many outlets are expected to be in the black before the end of the year. (Best estimate is approximately two-thirds of the 98 stations now operating commercially.)

Edward Lamb, owner of stations WICU-TV, Erie, Pa., and WTVN, Columbus, Ohio, said that both his outlets have been in the black since the day they opened their doors. Mr. Lamb said that a major factor in this initial success is his stations' concentration on local and public service programming. "You know," he continued, "that in local programming you receive your full rate card and do not give the network 70% of the amount of the sponsor's payment."

The percentage of local compared with network programming at most video stations runs very high.

Contributing to the high costs of television today is the number of workers necessary to put on a program. Ernest de la Ossa, NBC's personnel director, told the TBA that there are 35 unions in or trying to get into television. Here are some of the lesser-known unions: International Brotherhood of Teamsters (AFL); United Mine Workers; Make-up Artists & Hair Stylists; International Union of Hod Carriers; Building and Common Laborers (AFL); and International Union of Bricklayers, Masons & Plasterers (AFL).

Radio Manufacturers Association is expected to give full support to Dr. Allen b. DuMont's intensified campaign directed at the lifting of the FCC freeze.

A new co-op television show will be tested, beginning in March, over stations WCAU-TV, Philadelphia, and WOIC, Washington. Local stores, department stores in this case, will pay a fee based

on the time rate and national advertisers participating will pay a fee based on the talent costs. If test is successful, idea will probably be expanded to the CBS-TV network. Project is being developed by the Lamb & Keen ad agency in Philadelphia.

ABC-TV becomes the first television network to use national magazine when it takes a full page in the March 28 issue of "Look."

The "Celebrity Time" program, sponsored by B. F. Goodrich, will switch from ABC-TV to CBS-TV on April 2.

CJCA

*Early Morning Trend*

CJCA 73.8

*Elliott-Haynes (Sept. 1949)*

Call

RATE

Waverley 1191

WYX TV

- FOR THESE ARTISTS**
- ARLOW, Herb
  - COWAN, Bernard
  - DAVIES, Joy
  - DENNIS, Laddie
  - DIAMOND, Marcia
  - FITZGERALD, Michael
  - FLETCHER, Susan
  - FOSTER, Dianne
  - FOWLER, Dorothy
  - GARDEN, Mary
  - GOTT, Herb
  - HANDLEY, Joe
  - HARRON, Donald
  - HUMPHREYS, Peter
  - LAFLEUR, Joy
  - LOCKERBIE, Beth
  - MILSOM, Howard
  - NELSON, Dick
  - NESBITT, Barry
  - O'HEARN, Mona
  - RAPKIN, Maurice
  - ROWAN, Steve
  - SCOTT, Sandra
  - WILLIS, Austin
  - WOOD, Barry

Day and Night Service  
at  
Radio Artists Telephone  
Exchange

The Office of  
MART KENNEY

FOR THE FINEST IN ORCHESTRAS,  
ACTS, AND ENTERTAINMENT...

MONT ST. TORONTO, ONTARIO • PHONE KI. 3147

**Announcement**

*Spence Caldwell  
announces the addition of  
another outstanding  
Canadian Radio Programme  
"Canadian Westinghouse Presents"  
featuring  
THE DON WRIGHT CHORUS  
and  
JOHN FISHER  
Dominion Network and selected  
supplementary stations  
SUNDAY NIGHTS  
under the distinguished  
sponsorship of  
The Canadian Westinghouse Co. Ltd.  
"Another Caldwell Exclusive"*



**RADIO & TELEVISION ADVERTISING**  
80 RICHMOND ST. W. - TORONTO



**"Yes, Doris,  
CJKL gives  
Rouyn-Noranda plus"**

"Elliott-Haynes made a survey\* of listening habits of the English-speaking people in the Rouyn-Noranda area—and CJKL earns 70.7% of the listeners."

"Why, CJKL earns as high as 90.3% of the English audience in the 3.00 to 6.00 p.m. period."

"That's right, Doris—the Rouyn-Noranda coverage is in addition to complete coverage of the Kirkland Lake, New Liskeard, Cobalt and Haileybury territory."

\*Ask NBS for your copy . . . and for the facts on

**CJKL - KIRKLAND LAKE**

5000 WATTS

560 KCS.

**CJKL - FM**

Get the facts from

**NATIONAL BROADCAST SALES**

TORONTO: 2320 Bank of Commerce Bldg. — AD. 8895  
MONTREAL: 106 Medical Arts Building — FI. 2439

**CBC ISSUES TV PROGRESS REPORT**

**Toronto.**—In a progress report on television, CBC acting general manager Donald Manson said here last week that preliminary plans for CBC-TV buildings in Toronto were being studied, with construction expected to start within a few months.

Studio and transmitter buildings, topped by a 500-foot tower and antenna, will be built on OBC property at 354 Jarvis St., Toronto. The transmitter building will house a 5 kw. transmitter which has been ordered from Canadian General Electric, the only piece of equipment ordered to date. Extensive equipment required for the studio building has not yet been ordered.

Buildings to house the Toronto facilities will be designed by the CBC engineering division and these designs, in the preliminary stage, are currently being studied. The studio building will house television studios, control rooms, laboratories, offices, shops for building scenery, a photographic dark room, projection room and film vaults. The studio building will be joined at one end by a television and FM transmitter building. Heavily reinforced corner posts of this structure will support a 450-foot transmitter tower topped by a 50-foot television antenna. In balconies on this tower, parabolic reflectors will pick up directional beams from television programs being shot on location.

Manson reported that a second 5 kw. transmitter for Montreal has been ordered from RCA, although several points in connection with the transmitter site have yet to be settled.

The CBC also announced the transfer to key television posts of six of its officials currently in sound broadcasting. In Toronto, S. W. Griffiths has been named program director with Reginald Horton as technical director. In Montreal, Florent Forget has been appointed program director and Charles Frenette, technical director. They will work under the direction of Fergus Mutrie and Aurele Seguin, directors of television for Toronto and Montreal, respectively. André Ouimet, Montreal, has been named assistant to Mr. Seguin and Charles Harris, Toronto, assistant to Mr. Mutrie.

**CUT LUSH SHOWS**

**New York.** — Unrest has been caused by uncertainties with many of the biggest and most expensive shows, it is said. Bigelow-Sanford has cancelled the Paul Winchell - Dunninger program in an economy drive and Esso relinquished its hold on "Tonight on Broadway," apparently because the program's pay-off doesn't warrant the outlay. Chevrolet and Goodyear Rubber are reported as questioning the amount of moola going into their top TV entries ("Inside USA" and the "Paul Whiteman Show," respectively), rumors being that both may drop out in view of the limited excitement they have stirred up.

**TV Listening Soars**

**New York.**—C. E. Hooper comparing TV and AM audience over the past year, came out with the statement last week that TV share was way up. He said that early last year radio controlled 81% of the night-audience, television the remainder 19%. But according to the latest Hoopering, AM was down 59%, while the sight-and-sound medium had copped the rest.

It is said that this is just what the TV boys had expected were waiting to hear. At the moment they have gone even further out on the crystal ball to predict a 36-million per cent audience at the end of 1955, a 300% increase.

**SIGN CANADIAN COMICS**

**New York.** — One-time Canadian comedian Alan Young has been signed to an exclusive five-year contract for AM and TV by the Columbia Broadcasting System, it was revealed here recently.

Hubbell Robinson, CBS program vice-president, said Young's first assignment will be a new 30-minute TV show originating in Hollywood and sent to the network by kinescope recording beginning March 21.

**TV SETS IN CANADA**

**Toronto.**—Up to the end of 1954 there were over 8,212 television receiving sets in operation in Canada, according to a release by the Canadian Association of Broadcasters.

A great majority (95 per cent) of the sets was confined to border points in Ontario, the release stated, with the following breakdown: Windsor, 3,285 sets; Toronto - Hamilton, 3,285 sets; Niagara, 1,232 sets; while other areas accounted for the remainder of about 410 sets.

It is forecast that by the end of 1955 there will be over 30,000 TV receivers in Canada, the release stated.

**Time Buyers!**

Ask your clients' reps in Alberta and B.C. about CJDC's outstanding programming.\*

- News on the Hour
- Public Service
- Selective Broadcasting

**CJDC**  
**DAWSON CREEK**

"The Inter-provincial Station"  
**EXTRAORDINARY SALES AND SERVICE**

Ask Radio Reps.

\*Patterned after WNEW.

# This is the BCAB



J. Pilling, CHWK, Chilliwack



C. Elphicke, CKPG, Prince George



G. Chandler, CJOR, Vancouver



J. Browne, CKOV, Kelowna



I. Clarke, CFJC, Kamloops



C. Rudd, CJAV, Port Alberni



L. Roskin, CJDC, Dawson Creek



J. Orr, CHUB, Nanaimo



M. Chesnut, CJVI, Victoria



J. Loader, CJAT, Trail



K. Willis, CKMO, Vancouver



W. Rea, CKNW, New Westminster



S. Lancaster, CJIB, Vernon



F. Elphicke, CKWX, Vancouver



K. Maryett, CKLN, Nelson



H. Watts, CKOK, Penticton

★ GOOD MANAGEMENT  
MEANS GOOD RADIO



BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

CHWK—CHILLIWACK  
CJDC—DAWSON CREEK  
CFJC—KAMLOOPS  
CKOV—KELOWNA  
CHUB—NANAIMO

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

CKMO—VANCOUVER  
CKWX—VANCOUVER  
CJIB—VERNON  
CJVI—VICTORIA  
CKNW—NEW WESTMINSTER

*The* HOSPITAL for SICK CHILDREN  
"WHERE NO CHILD KNOCKS IN VAIN"  
TORONTO

ALBERT OSBORN  
General



RED SHIELD APPEAL

Campaign Headquarters

RT. HON. ARTHUR MEIGHEN, P.C. K.C.  
Hon. Chairman

GORDON F. PERRY  
Hon. Vice-Chairman

CHAS. SAUNDERS  
Commissioner

THE CANADIAN PROGRESS CLUB'S  
MILK FUND  
PHONE KI 0450 - TORONTO

NATIONAL SANITARIUM ASSOCIATION



TORONTO 22 January 7, 1950.

Radio Unit on CFRB,  
37 Bloor Street  
Toronto, Ont.

Dear Mr.

Helping deserving causes is the privilege and the responsibility of all privately owned radio stations. The worth of such efforts, however, would be liable to remain obscure were it not for enthusiastic endorsement in the mail. We here at CFRB are proud of the thousands of unsolicited letters that tell us of the benefits, not only to the causes aided, but also to our sponsors who reap the rewards in ever-increasing CFRB listenership and goodwill.

**CFRB**

Representatives:

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

Canada: All-Canada Radio Facilities Limited