

# CANADIAN BROADCASTER

AND TELESCREEN

Vol. 7, No. 14

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

July 31st, 1948

## CBC ABSORBS SOME CKY'ers

Winnipeg.—Twenty-five years of broadcasting ended for the Manitoba Government Station CKY July 1. On that date the station became the property of the CBC — some \$200,000 changing hands in the process.

The CBC's Prairie Region headquarters is now located in Winnipeg. The Staff will run both the station and region's network, which includes CBK, the 50,000-watt transmitter in Saskatchewan.

Tied in with the shuffle is the CBC announcement that official openings of Stations CBW, Manitoba, and CBX, Alberta, have been postponed. Opening ceremonies will now take place Sept. 3 and 8 respectively. Original dates were July 5 and 7.

William Duffield was fourth and last manager of CKY. He will remain with the Manitoba Telephone System.

D.R.P. Coats, who first managed the station way back in 1923 for four years, will also remain with the M.T.S. as publicity manager and director.

Herb Roberts, 16 years with CKY, latterly as program director, moves into the CBC organization as supervisor of program clearance with CBC.

Chief Engineer George Henderson has been transferred to the M.T.S.

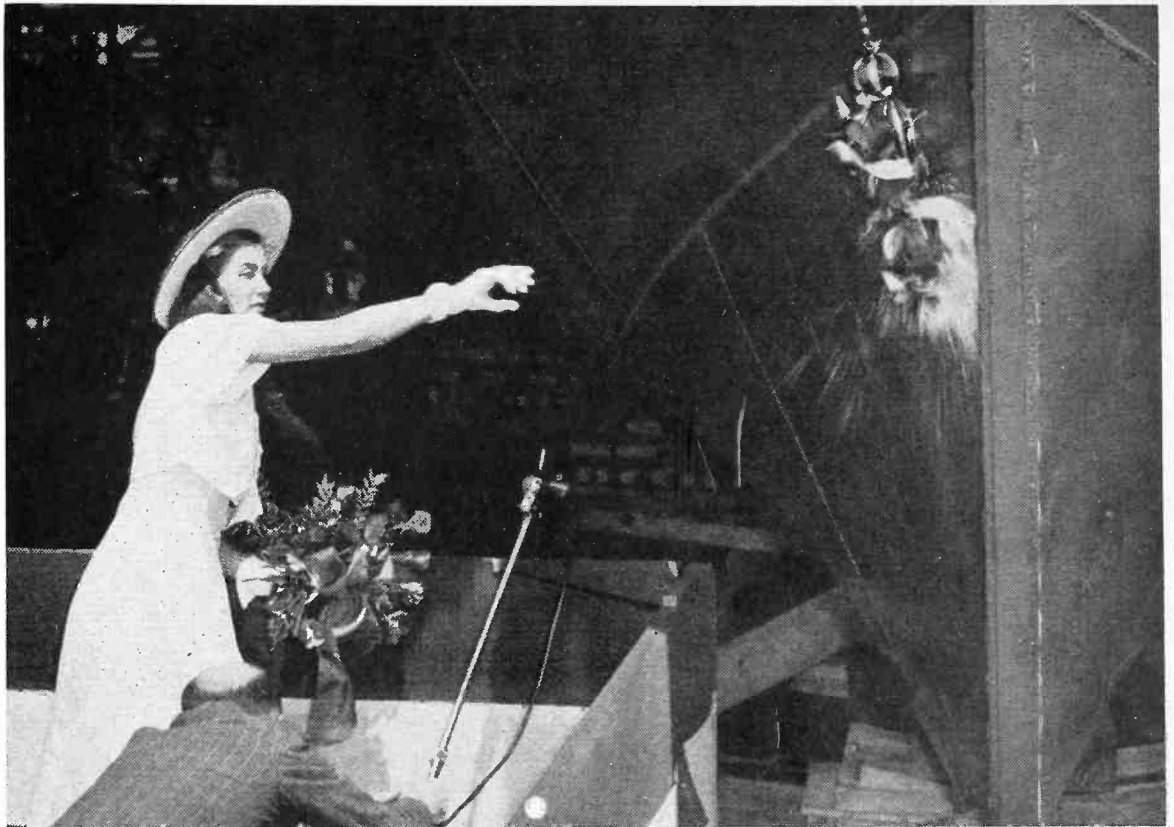
Most of CKY's operation staff moves into the CBC scheme of things. They are Gordon Thompson, Douglas Moon, Harry Saunders, Pete Burgess, Don Robertson, George Ritchie, John Gibson, Nelson Gardiner, chief of control room staff, and Ed. Dusang.

Production Supervisor Wilf Davidson has been appointed chief announcer by the CBC.

Announcer Kerr Wilson has joined the advertising staff of the M.T.S.

Tom Benson resigned his announcer's post with CKY in February to join the CBC. He is stationed in Winnipeg.

Announcer Jack Whitehouse will free lance.



The microphone remembered to duck! Beverley Hewitson, daughter of Imperial Oil president H. H. Hewitson, swings a mean champagne bottle, as the S.S. "Imperial Sarnia" slides down the ways at Collingwood, Ontario. Taking no chances, Ralph Snelgrove snatches the CFOS microphone from the path of the beribboned bottle. The "Imperial Sarnia", largest tanker ever built in Canada, is a product of Collingwood Shipyards Ltd. The launching was covered by the CFOS mobile unit.

## SIX FRENCH STATIONS OFFER GROUP RATE

Montreal. — Plans of a group of six Quebec radio stations for operating on a co-operative basis as a second French language network have had to be curtailed, but are offering advertisers their facilities on a group basis.

Originally the group planned to operate daily from 8.00 p.m. to 10.00 p.m., each station providing programs on a "best available" basis. However, further investigation showed wire line charges would make costs excessive. In the meantime, the group has actively campaigned for commercial business through local salesmen and their station representatives. They claim Thursday night from 8.30 p.m. to 10.00 p.m. is now solidly booked on a tentative basis by three Montreal agencies, and a Toronto agency has optioned a half-hour for a quiz show.

While the CBC has disclaimed knowledge of any

second French network as such, and has pointed out that application to use the stations must be made in the ordinary way of arranging a subsidiary hookup, Marcel Provost, Montreal secretary of the six-station group, points out that the group is the first to offer a co-operative sales plan involving so many stations.

The linking of stations on a subsidiary basis to promote business is not new, especially in Quebec, since CKAC Montreal and CHRC Quebec have operated for years in this manner. The new group includes: CKVL Verdun, CKCV Quebec, CHLN Three Rivers, CHLT Sherbrooke, CJSO Sorel and CHEF Granby.

## WESTERN MANAGER SWITCH

Gerry Gaetz has been named manager of station CJCA, Edmonton, succeeding Gordon Henry. Gaetz has been manager of CKRC, Winnipeg, since 1942.

Bill Speers, who has presided over CKRM, Regina, since 1944, goes to CKRC, Winnipeg, in place of Gaetz.

Stuart MacKay, who has been at CKWX, Vancouver, since 1941, and was named assistant manager of that station last year, follows Speers at Regina.

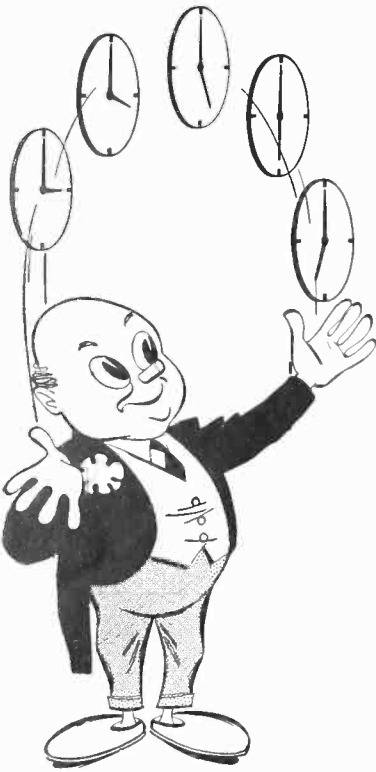
These three men, who total nearly half a century of service in this 25-year-old industry, all came up through the ranks. Gaetz, who is 40, broke in in 1929 as an announcer at CJOC, Lethbridge; Speers, who is the same age, started as an announcer at CHWC, Regina, in 1931; MacKay is 30, and started as an announcer-operator at CJCA, Edmonton, in 1938.



Left to right:  
Gerry Gaetz  
Bill Speers  
Stu MacKay

# JUGGLE TIME to suit your needs with SELECTIVE RADIO!

**'Selective Radio' means complete control of your broadcast advertising at desirable times over individual stations . . .**



**SELECTIVE RADIO** is the opposite to buying stations 'holus-bolus' (either regionally or nationally), without regard for different time zones or different listening habits.



You position your program favourably on each station's program schedule with *Selective Radio*. You command a ready-made local audience, sympathetic and loyal.



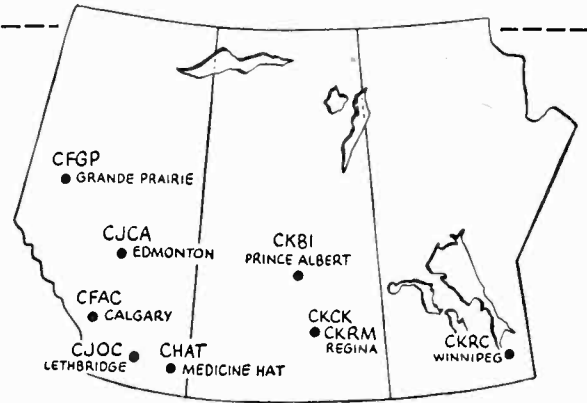
By means of *Selective Radio*, you are building your *own* network . . . tailor-made to suit your time, coverage and budget needs. You select the stations that cover your *markets*, choosing from thirty ALL-CANADA stations across the country. YOU select the peak *local times* you want for best effect, unhampered by time-zone troubles.



Whatever the nature of your radio problem; timing, coverage, budget or all of these—ask the ALL-CANADA man to help you with *Selective Radio*! It's the dollar-wise way to select the audience you *want* to hear your message! In these days of generally higher costs, you owe it to yourself to get full information on economical radio planning.

## All-Canada in the Prairies

PERHAPS you should tell it *twice* in the Prairies! There are two time zones here—you can reach both at peak *listening-time* the All-Canada way! . . . The three prairie provinces account for *half* Canada's agricultural production. Population, over two million. Reach this spread-out audience via their nine ALL-CANADA STATIONS! Ask the All-Canada man for Selective Radio details.



# ALL-CANADA RADIO FACILITIES Limited

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL

# TALENT

## CAA Sponsors Workshop

Vancouver — A new radio workshop group in Vancouver has been meeting during the summer and its members plan to write, produce and act their own plays on local stations during the winter.

Founded by a group of members of the Canadian Authors' Association who were particularly interested in radio writing, the workshop has expanded to include "active" and "inactive" members. An "active" member is one who sells two or more scripts on any subject to radio stations during a month.

Active members are called

on three times a year to bring original scripts of their own to workshop meetings, where the work is read and criticised by other members.

The fall program, now being arranged, calls for producers from local stations, radio heads of advertising agencies and others interested in radio scripts to lecture the group on their needs and buying habits.

Kitty Marcuse, Sally Phillips and Pamela Stephen are officers of the club.

Judging from information they have obtained from some other cities, they believe the workshop may be the only one of its kind in the country, but they are anxious to contact similar groups interested in radio writing.

## BEST SMALL STATION COMIC



Vancouver. — Bud Smalley, an R.C.A.F. veteran who runs a Saturday evening quarter hour of comedy on CKMO Vancouver, has been named by BILLBOARD as the best comedian in North America on a station of not more than 1,000 watts.

The honor came after the station submitted a disc of one of Smalley's shows to the magazine several weeks ago.

Smalley, who has been with CKMO only since last October, calls his piece "the smallest show in the

world." He actually joined the station as a continuity writer, and still follows that line of work, writing and airing his show as an extra. It goes at 7.45 p.m. on Saturday, usually with Smalley's voice alone, but occasionally introducing a guest.

In the picture, Helen Forrest, recording and night club star, chats with Smalley on his program.

During the war the young comedian took part in a number of shows on R.C.A.F. stations in this country.



**Continuous Radio  
Audience Measurements  
Since 1940 . . . . .**



*Elliott-Haynes Limited*

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PLateau 6494

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TORONTO  
GErard 1144

# NBS . . handling active stations in these important markets:

<b>CHAD</b> 250 Watts	<b>AMOS</b> 1340 Kcs.	<b>CHEX</b> 1000 Watts	<b>PETERBOROUGH</b> 1430 Kcs. CHEX - FM
<b>CJFX</b> 5000 Watts	<b>ANTIGONISH</b> 580 Kcs.	<b>CFPA</b> 250 Watts	<b>PORT ARTHUR</b> 1230 Kcs.
<b>CJCH</b> 5000 Watts	<b>HALIFAX</b> 920 Kcs.	<b>CKRN</b> 250 Watts	<b>ROUYN</b> 1400 Kcs.
<b>*CHML</b> 5000 Watts	<b>HAMILTON</b> 900 Kcs. CHML - FM	<b>CKTB</b> 1000 Watts	<b>ST. CATHARINES</b> 1550 Kcs.
<b>CKWS</b> 5000 Watts	<b>KINGSTON</b> 960 Kcs. CKWS - FM	<b>CHOK</b> 5000 Watts Day	<b>SARNIA</b> 1070 Kcs. CHOK - FM
<b>CJKL</b> 5000 Watts	<b>KIRKLAND LAKE</b> 560 Kcs. CJKL - FM	<b>CKGB</b> 5000 Watts	<b>TIMMINS</b> 680 Kcs. CKGB - FM
<b>CJAD</b> 1000 Watts (Soon 5000 Watts)	<b>MONTREAL</b> 800 Kcs.	<b>*CKEY</b> 5000 Watts Day	<b>TORONTO</b> 580 Kcs.
<b>CFCH</b> 1000 Watts	<b>NORTH BAY</b> 600 Kcs. CFCH - FM	<b>CKVD</b> 100 Watts	<b>VAL D'OR</b> 1230 Kcs.
		<b>CKMO</b> 1000 Watts	<b>VANCOUVER</b> 1410 Kcs.
		<b>ZFY</b>	<b>GEORGETOWN</b> <b>BRITISH GUIANA</b>

\* Represented in Montreal only.

Sales for Stations — Service for Accounts

# National Broadcast Sales

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



## "GREAT TO SEE YOU, CHUM!"

Lionel hits the highway every day during the tourist season to officially greet visitors on behalf of merchants promoting Moncton's uptown shopping district.

The "Tourist Talks", a daily CKCW feature, obtains tourist views and reactions regarding their Maritime holiday, offers information on tourist attractions and presents those interviewed with souvenirs. "Tourist Talks" is a "LIONELIZED" show, combining commercial and public service features, selling both consumer product and Maritime beauty.

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

# HORACE N. STOVIN

& COMPANY

*Radio Station Representatives*

*with offices in*

**MONTREAL TORONTO WINNIPEG VANCOUVER**

will be happy to supply you with all information as to rates, availabilities, market data, etc., on these live Radio Stations:

CHSJ Saint John  
CKCW Moncton  
CJEM Edmundston  
CJBR Rimouski  
CKVL Verdun  
CKSF Cornwall  
CFJM Brockville  
CJBQ Belleville

CHOV Pembroke  
CFOS Owen Sound  
CFOR Orillia  
CJBC Toronto  
CKLW Windsor  
CKY Winnipeg  
CJRL Kenora  
CFAR Flin Flon  
CJNB North Battleford

CHAB Moose Jaw  
CJGX Yorkton  
CKLN Nelson  
CFPR Prince Rupert  
CJIB Vernon  
CJOR Vancouver  
ZBM Bermuda  
TBC Trinidad

## REVIEWS

### Story Time

*Story Time*, a refreshing treatment of historical incidents in B.C., has developed in a few months into one of the interesting afternoon programs on the air in Vancouver.

Sponsored by the Parent-Teacher Federation, the scripts are prepared and read by Pamela Stephen, sister-in-law of the Canadian poet and anthropologist, A. M. Stephen. It goes on CKMO for a quarter hour from 2 p.m. Wednesdays.

The piece tries to help listeners realize the great drama and interest inherent in the history of the opening of the west. Mrs. Stephen has a good, colorful yarn-spinner's voice, and the saga and feeling of the days she describes are brought home forcefully.

Her programs are based on such characters as Alexander Mackenzie, Simpson and Simon Fraser and the Indians with whom they fought and traded. She tells the stories against an effective background of fur trading and exploring in 18th century Canada.

Some of the most gripping yarns are based on lesser known incidents such as that of the white man who was slave to an Indian chief, or the Indian woman of the Nootka tribe who paddled out to meet Captain Cook, the British explorer.

This program is an attempt to encourage further reading of Canadian history among those who are familiar with it, and to interest those who have given it little attention.

Many listeners in their 30's, who remember the dry-as-dust Canadian history texts which spoiled a really fascinating subject in their school days, welcome *Story Time* as a pointer to renew their interest in a wide and varied historical subject. Even if you want to pursue the subject no further, the piece is a thundering good quarter hour's entertainment.

—Francis

**\$3.00 a Year**

(\$5.00 for 2 Years)

insures regular  
delivery of the  
**CANADIAN  
BROADCASTER**  
and **TELESCREEN**

## SELL YOUR MARKET by knowing it!

Research means "let's find out". It's the job of highly trained fact-finders—men and women able to get the facts about advertising and selling. It's the sharpest tool of common-sense marketing.

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- Consumer Panel of Canada
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- Trade Surveys

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1541 MacKay Street  
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AND  
PAPER  
COUNTRY**

Reach  
**14,000**  
**RADIO  
HOMES**  
ALL WITHIN  
7 MILES  
OF OUR  
TRANSMITTER

ANNUAL  
PAYROLL

OVER  
**\$24,000,000**

**C J I C**  
**SAULT STE MARIE**

SEE J.L.ALEXANDER  
TORONTO MONTREAL  
J.H.McGILLVRA USA



# CANADIAN BROADCASTER

AND TELESCREEN

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

Published by

R. G. LEWIS & COMPANY, LTD., 371 Bay Street, Toronto 1, Canada

Printed by Age Publications Limited, 31 Willcocks St., Toronto 5, Ont.



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Member of the Canadian Circulations Audit Board

Vol. 7, No. 14

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

July 31, 1948

## Now is the Hour . . .

One of the most surprising aspects of post-war Britain, if you overlook the amazing ramifications of the Socialist government, is the way the Tories have finally come into the open and are getting their story across to the public by every ingenious means they can devise. It is a tragic thought that they let the war-stunned people of the United Kingdom elect a Socialist government by failing to present a positive program of their own in 1945. As far as we in Canada are concerned, it would be equally tragic if those of us who believe in competitive business let our own brand of socialists attain power simply because we had let our Conservative party — or Progressive Conservative as they are called — continue to shilly shally with hit and miss "propaganda" with the accent on the last syllable.

Earlier this month, it was our privilege to visit the headquarters of the British Conservatives in London, and to converse with their virile young publicity chief, Mr. Colin Mann.

Instead of a few minutes polite conversation with a stranger from Canada who could not be of any earthly use either to him or to his cause, Mr. Mann went through dozens of pieces of literature, which he allowed us to take away with us, and placed us on his mailing list for further material. We left his office convinced that the Conservatives are in the fight to win.

Sitting in this office we could not help remembering how, a few weeks previously, immediately before the Ontario election, we had enquired about joining the Conservative Association for the district in which we live. The official we addressed expressed mild pleasure at the idea. He was not quite sure whom we should approach, but felt that it really was not urgent since "our Associations are not very active between elections, Mr. Lewis."

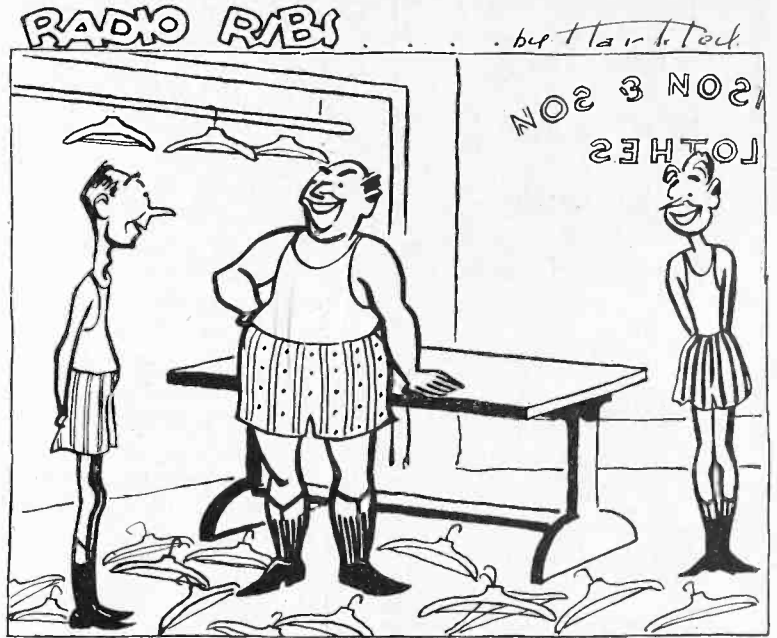
There is need here and now for a permanent establishment of efficiently run Conservative offices across Canada, pursuing an unending and relentless publicity program, backed by hard-working local associations which will help in the dissemination of the success story of Canadian business in the largest and the smallest communities in the country.

The future existence of radio, press and everyone who buys or sells anything is vitally affected by the threat of Socialism. We have seen Socialism at work, so we know that its tide can only be stemmed before it sweeps over the shore.

If we, as a paper or an individual, can lend our aid in the establishment of a permanent publicity plan, our services are available. It must be remembered, however, that the story has to be carried right into the enemy's camp. Talking to ourselves isn't worth a damn.

*Richard G. Lewis.*

EDITOR.



Radio Moves The Merchandise

## AGENCIES

### ERWIN WASEY OF CANADA LTD.

Toronto.—Philips Industries Ltd. has scheduled the transcribed *Opera for the People* (All Canada) to commence in September in seven markets plugging Philips' radios. The series will present half-hour capsules of famous operas with all singing and speaking parts in English. The programs are produced in Australia with the orchestral chores handled by the Australian Symphony Orchestra and chorus of the Westminster Singers. The contract calls for 26 broadcasts and will be heard over stations CJOR, Vancouver; CFAC, Calgary; CKRC, Winnipeg; CFRB, Toronto; CFCF, Montreal; CHSJ, Saint John, and CHNS, Halifax.

### SPITZER & MILLS LTD.

Toronto.—Colgate-Palmolive-Peet Co. Ltd. has started a 26 week spot campaign over 17 Ontario stations advertising its new soap Fab with an extension coming up as soon as distribution facilities are enlarged.

### McKIM ADVERTISING LTD.

Toronto.—A. Wander Ltd. has started a series of spot announcements for Ovaltine over CFRB, Toronto and CHEX, Peterborough.

### COCKFIELD BROWN & CO.

Toronto.—The Ford Motor Company of Canada Ltd. has started a 15-week campaign of 260 flashes over each of 90 stations coast to coast advertising the new Meteor.

### DANCER-FITZGERALD-SAMPLE (CANADA) LTD.

Toronto.—Sterling Products Ltd. is piping in *Mystery Theatre* from Columbia to CFRB, Toronto and the T-Can net. The program advertises Aspirin and Phillips Milk of Magnesia with cut-ins handled by Joel Aldred. Same sponsor for the same products is also piping in *Mr. Chameleon* from CBS to CFRB, replacing the *Melody Hour* with commercials by Loy Owens.

### YOUNG & RUBICAM LTD.

Toronto.—The Borden Company Ltd. is returning *Canadian Cavalcade* for the sixth season to the T-Can network on October 5. The program retains the same format as last year and will again feature Mart Kenney and His Western Gentlemen.

Robin Hood Flour Mills Ltd. is returning Claire Wallace's *They Tell Me* to the T-Can net August 16. Same sponsor is also bringing back *Les Talents de Chez Nous* to 11 stations of the French net September 16.

### J. WALTER THOMPSON CO. LTD.

Toronto.—August 23rd, Lever Brothers will return to the air with their perennial *Lux Radio Theatre*. The CBS series will be heard in Canada over CFRB, Toronto, and the Trans-Canada Network (27 stations in all). First production of the 1948-49 season will be "I Remember Momma", starring Irene Dunne. *Lux Radio Theatre* was first brought into Canada in September, 1937. Agency direction is in the hands of J. Walter Thompson Co. Ltd.



From **167**  
**NEWS BUREAUS**  
 in **Canada**

**The United States**  
 and  
**60 countries**  
 in

**5 continents**  
 over **6000**  
**B.U.P. - U.P.**

**Staff**  
**correspondents**  
 Serve  
**B.U.P.**

**SUBSCRIBER**  
**STATIONS**  
 With  
**The World's**  
**Best Coverage**  
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**HEAD OFFICE:**  
**231 St. James Street**  
**MONTREAL**

## STATIONS

### Price Mention Formula

Kelowna, B.C. — A proposed plan for the introduction of price mention on the air commencing Sept. 1 was worked out at a meeting of the British Columbia Association of Broadcasters at Kelowna.

The action was the first official move taken by the B.C. group since its formation last spring.

The move came on a resolution by J. W. B. Browne of CKOV, who was host to the B.C. station managers.

Forwarded to the CAB, the resolution recommended that price mention should be limited to "one price mention, or range of prices, per commercial."

This is qualified, however, with the suggestion that the price might be repeated during each reading, something like this: "Zilch's tooth powder costs only 96 cents, that's 96 cents."

On this basis, the price of a product actually would be mentioned six times during three commercials on a half hour show.

The B.C. group felt that their proposal was the most straight forward so far heard, and better than other more involved formulae which have been suggested to deal with the introduction of prices while staying within the bounds of good taste.

Other resolutions asked additional representation for B.C. on the CAB Board of Directors;

and a co-ordinated campaign to further the cause of broadcasting in B.C. by the appointment of a committee on promotion.

The conference was the first annual meeting of the B.C. Association, and those attending were George Chandler, CJOR Vancouver, president; F. H. Elphicke, CKWX; R. T. Bowman, CKMO; M. V. Chestnut, CJVI; Bill Rea, CKNW; Jack Pilling, CHWK; J. W. B. Browne and J. Browne, Jr., CKOV; Ian Clark, CFJC; Eric Ayles, CJAT; Charles Pitt, CJIB, and Reg Beattie, CKOK.

### To Visit U.S. Small Market Stations

Owen Sound, Ont.—Thirteen out of a total of thirty-two stations responding to a questionnaire which asked them to name the tentatively titled Small Markets group, stated that they were in favor of the name Community Markets. Three were in favor of Local Markets, three asked for Non-Metropolitan Markets, one suggested Small Markets, and three original suggestions for Rural Markets, Hometown Markets and Secondary Markets were also put forward. Nine respondents offered no suggestion.

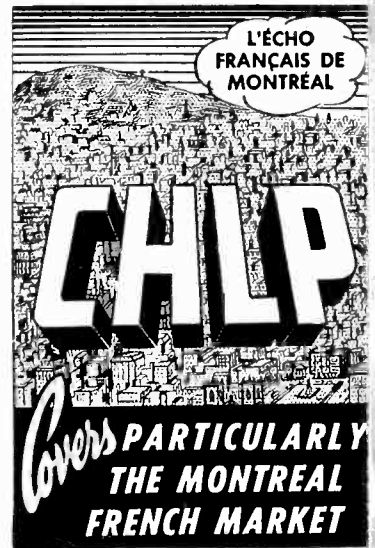
Ralph Snelgrove of Station CFOS, Owen Sound, director of the newly named group, who was responsible for circularizing the questionnaire, will shortly be going on a trip to the U.S.A., where he will visit a number of small markets sta-

tions to obtain a local-level impression of the NAB's set-up in this direction. He will also confer with J. Allan Brown in Washington, who will pass on information gathered by the NAB.

Snelgrove will submit a report of his findings to the CAB directors at their September meet.

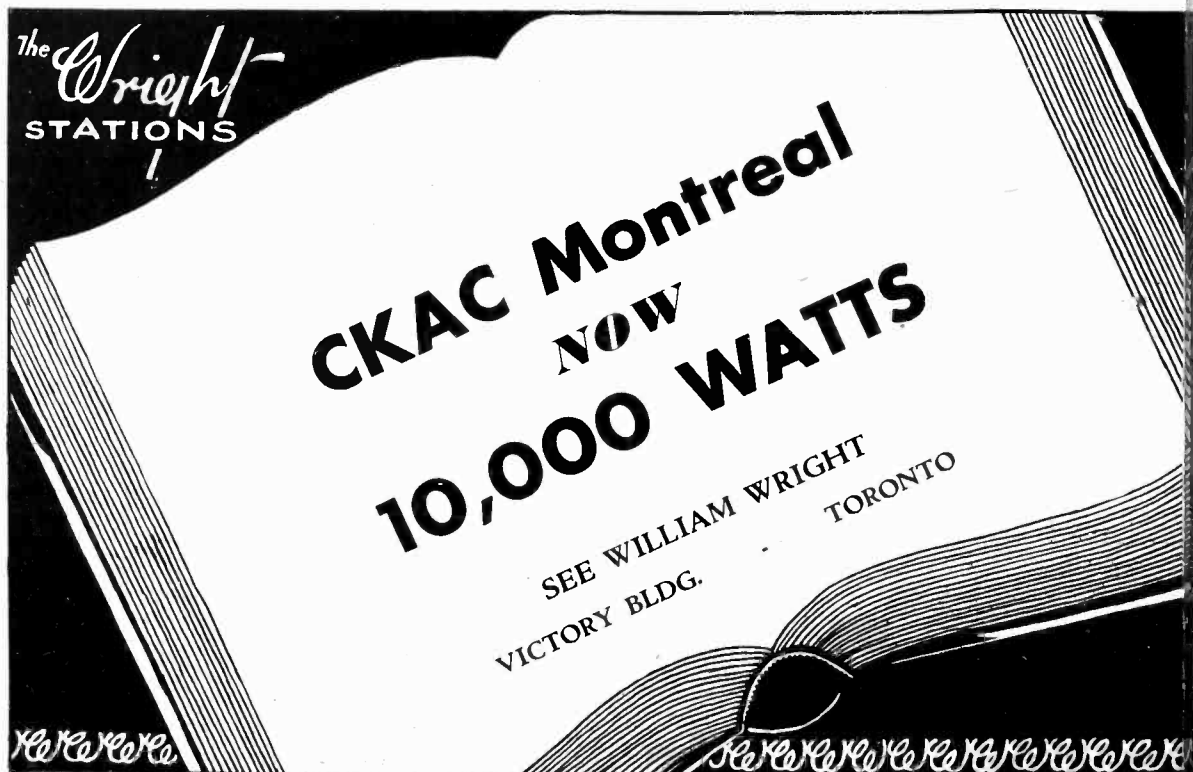
A circular aimed at gathering information on the size of sales staff, method of compensation and approximate volume of business handled by each salesman will also be sent out to each member station. The results of this survey will be condensed and distributed to the Community Market member

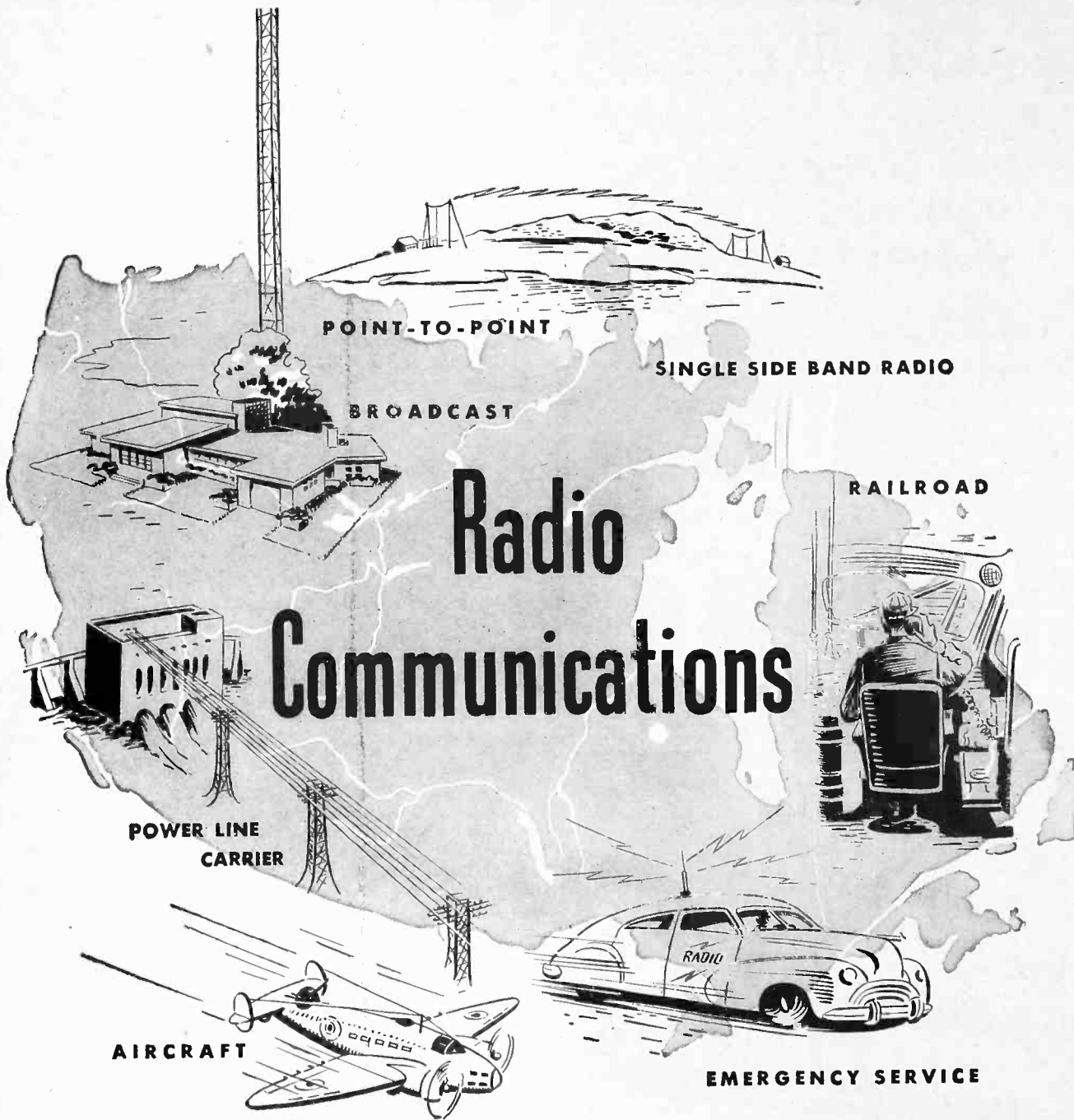
## NOW 1000 WATTS!



Representatives:

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





- For every application in radio
- For expert engineering and installation
- For service and quality

LOOK TO

**Northern Electric**  
COMPANY LIMITED



26 DISTRIBUTING HOUSES ACROSS CANADA

Canada's largest organization devoted exclusively to research and development in all phases of electrical communication.

Canada Stands for Peace

# RADIO MASTS and ANTENNAE OF ALL TYPES

*Now in Use from  
Alaska to  
Newfoundland*

Structures available in both welded and bolted construction, fully galvanized. Our plant is specially equipped to design and fabricate all equipment of this nature.

**The  
CANADIAN BRIDGE  
COMPANY LIMITED**

WALKERVILLE, ONT.



*the gang's all here  
for a half-hour  
of sizzling  
comedy!*

**"the SMITHS of Hollywood"**

STARRING  
arthur TREACHER, brenda MARSHALL  
jan FORD, harry VON ZELL

**IT'S TESTED! IT'S PROVEN! IT'S TERRIFIC!**  
**\$10,000** worth of top comedy talent at  
LOW, LOCAL RATES!

Here's a TOP BUY for your sponsor . . . a  
star studded audience-builder for your station.  
Audition it now for October commencement!

**ALL-CANADA PROGRAM DIVISION**  
VANCOUVER CALGARY WINNIPEG TORONTO MONTREAL



Toronto. — My mail revealed a letter over the signature of L. Pepper, reprimanding me for my comments about Coca Cola's Percy Faith and Spike Jones bands. The writer does admit, however, that I now enjoy the unique distinction of being the first columnist disputed—by him. That may or may not be an enviable position, but at least it is a first.

The heated Mr. Pepper notwithstanding, I am quite sure that I do boast a sense of humor, but not the kind that enjoys a steady diet of Doodles Weaver. A little bit of that kind of stuff goes a long way with me. People may refer to the Spike Jones show by the name of this comedian (Mr. Pepper says so, so it must be so), but my answer still is "that will be the day".

Further criticism was aimed at me for my remarks regarding Percy Faith's soloist, Jane Froman. While the writer deemed my knowledge of this vocalist questionable, I might say that it was a vocalist who first drew my attention to Miss Froman's aptness to scoop her notes. Again, I might be wrong, but I still hear her that way.

As with their motion pictures, so apparently with their broadcast shows. When, as they so often do these days, the British people produce a good picture, it is really good, and so the distinctive strains of Gilbert & Sullivan opera, introduced over CFRB as a BBC production, prompted a listen, Messrs. G & S being something of household gods out our way.

It was thrilling to get not only the best-loved excerpts from each opera, but also to feel the impact of the life stories of this oddly assorted pair of geniuses, and to follow the incidents relative to the birth of their brain children.

The scripting and the incomparable British acting leave so little for the imagination to do that one can readily visualize the penning of the so clever nonsense rhymes, and feel, with Sullivan, his ever-thwarted ambition to write grand opera. The shows bring forth in some detail the influence of the masters on the music of Sir Arthur Sullivan.

All in all, these beautifully written and masterfully produced programs add much to the pleasures of CFRB listeners. The BBC's recorded Gilbert & Sullivan series is a must with me every time.

Aired as a public service to further our province as a holiday resort, Ontario Holiday, on CFRB, helps tourists decide upon Ontario vacation spots, and must also help greatly in bringing much needed U.S. dollars into Canada. Barry Wood, who is responsible for the program and who has been on holiday himself (in Ontario I hope), seems to find an answer to holiday queries no matter what stipulations the writer confronts him with. Then, too, the questions are paid for. This all adds up to happy holidays, and happy holidays I do mean. 'Bye now.

ELDA.

## HONORARY DEGREE FOR BILL MURRAY

Florida.—A citation conferring the Honorary Degree of Doctor of Laws on W. E. Gladstone Murray, formerly general manager of the CBC, was recently given here by the Florida Southern College.

Honoring his records in war and his association with the League of Nations, as well as his early interest in fields of radio and aeronautics, the citation states that he "brought his international mind to the Broadcasting Company of Canada with the result that it became a model for the industry on a world-wide scale."

## P & G UPS AUGER

Toronto.—The Procter & Gamble Co. of Canada Ltd. announces the appointment of F. S. Auger, formerly manager of the advertising department, to the position of director of advertising. Auger will be responsible for the advertising of all the company's major brands of soaps, shortening and shampoos.

## TO FREELANCE IN EAST

Winnipeg. — George Salverson, one-time CKRC continuity writer and latterly penner of Eaton's Home Service League chatter, is moving east on a free lance basis. He will probably make his headquarters in Toronto.

## TO COVER OLYMPICS

Vancouver. — Bill Herbert, CBC special events man at Vancouver, will leave shortly for Britain where he will cover the Olympic Games for the CBC and also as special correspondent for the Vancouver Sun.



**CHLO**  
is  
at  
**680...**  
*So what!*  
(says you)

But—you will be interested to know that "planned promotion" is building a loyal audience for YOU... real CHLO fans who "voluntarily" tune 680.

**CHLO**  
The Voice of the Golden Acres  
ST. THOMAS ONT.

National Representatives  
Radio Representatives Ltd.  
Toronto Montreal Winnipeg Vancouver  
Donald Cooke Inc. in the U.S.A.



# OPINION

## Airing Politics

For our subject today we will consider the possibilities of broadcasting the sessions of the provincial legislative assembly, a proposal which pops up from time to time and is obviously such a splendid, democratic idea that nothing whatever is done about it.

I am resurrecting the suggestion at this point because of some lessons to be learned from the recent continuous broadcasting of the Republican Party's nominating convention.

Opinion on those broadcasts has been sharply divided. Some pundits profess to believe that they revealed the delegates and speakers as good-hearted, enthusiastic, spectacle-loving Americans. Others (including this department) felt that the broadcast served to show up a crowd of professional windbags and the seamier side of American politics.

These extreme differences of opinion, democratically healthy in themselves, are possible only because the proceedings of that Philadelphia circus were exposed to the open microphone.

None of the newspaper or magazine stories came as near to capturing the atmosphere or the tensions or the spirit of that congregation as did the naked sound.

Senator Bricker's speech, for example, could be read in a newspaper with no more result than a yawn or a shrug. Heard on the air it would either fill you with an emotional fervor or (as in my case) profound disgust.

The broadcasts reinforced my opinion that a microphone can be a powerful medium in educating the people who, so often, elect their representatives to Victoria or Ottawa, and forget all about them until the next election rolls around.

I believe that a daily broadcast of the actual government show would have a tremendous effect in keeping the people informed and in improving their choice of representatives. I am also fairly certain it would be lively and entertaining radio.

Let's consider this proposal purely from the standpoint of broadcasting the daily sessions in Victoria.

To begin with, that is a fascinating and absorbing performance, a place of lively and important debate every bit as compelling as any open forum or round table program on the air. You would not realize this unless you've occupied a seat in the spectator's gallery. There is a fine clash of personalities and ideas. The issues themselves, even those rating a paragraph or two in the prints, are rarely dull.

Most important of all, the spectator can weigh the merits and sincerity of the members through this personal continuing observation. There are certain gents in that austere chamber, for example, who are so ineffectual and ill-equipped for their task that they would obviously get the royal heave-ho if any large numbers of their constituents could observe them in action.

The placing of microphones within range of those voices would be the

next best thing to a ringside seat.

There are several ways in which this eavesdropping could be produced. In Saskatchewan, where the first North American experiment in this kind of thing was carried out, time was allotted to the various political groups by a radio committee. The allotment was on the basis of representation in the House or the same kind of policy that the CBC had in its free time for politicians.

It seems to me this system has grave weaknesses. It means that only a certain portion of the proceedings are broadcast and that, within that time limit, the members will obviously be "mike-conscious" and very aware that they are being listened to outside.

A better plan would be to transcribe the entire proceedings of the day to be "edited" later into an hour's program, designed to give not merely the important debate, but the most interesting and entertaining. With that material, any competent radio man could produce a stimulating show. The "Hooper" rating in Saskatchewan topped every program at its time.

The real pioneering in this kind of political education was done in New Zealand which began broadcasting the proceedings in its House of Commons in 1936 (to combat a hostile daily press) and in Australia, which put parliament on the air a couple of years ago.

Some of the results of the Australian experiment are reported by Albert Norman in a recent issue of the Christian Science Monitor. He writes that taxi drivers, elevator men, bank officials and a general cross-section of the population have surprised him by prefacing a remark with: "I was listening to parliament last night . . ."

Richard J. F. Boyer, chairman of the Australian Broadcasting Commission, is authority for the statement that the program has been no mere novelty, but that the broadcast is continuing to increase its number of listeners.

"In Australian experience," Norman writes, "the broadcasting of parliament is paying rich dividends in citizenship which are increasing in

value as more and more people come to appreciate the great central institution of their freedom. At a time when ready access to public information is recognized as a condition of freedom, unquestionably this service becomes a bulwark of that freedom."

Sounds reasonable to me. Of course, there may be governments who'd rather not risk any needless exposure.

—Jack Scott, VANCOUVER SUN



## ARE THEY HAPPY?

The other day CJCA broadcast announcements directed to all Indians resident in reservations in Northern Alberta. They were being called to their annual rally—BY RADIO. It's a far cry from the days of smoke signals and tom-toms. Who knows . . . the "first American" shown above may be sprucing up a bit for that very event.

This just goes to show that the modern way of life is reaching into the most unexpected places.

Same thing radio. More and more businesses—yes, even the most unexpected businesses—are turning to that most modern way of advertising—RADIO.

Many of the 271 advertisers now using CJCA are using radio for the first time. Are they happy? Ask them!



## WATCH FOR IT!

The Office of  
MART KENNEY  
is developing a  
P.R. practice  
which would  
further Radio's  
Community Relations  
and  
spotlight Radio  
as a medium of  
Public Service.

Watch For  
The News-Break.

THE OFFICE OF  
MART KENNEY  
125 DUPONT STREET  
TORONTO, ONTARIO

Mr. Ontario Timebuyer,  
Toronto.

COULD BE VERSE!

THERE WAS A YOUNG MAN FROM ONTARIO  
WHO THOUGHT THIS INFORMATION QUITE  
RARE-YOU-KNOW  
BUT OUT HERE IN THE WEST  
EVERYONE KNOWS THE BEST  
BUY IN MANITOBA IS CKRC — 6-3-OH!

## A Summer Schedule Boosts Summer Sales . . .

A vast summer audience of well-to-do listeners, in holiday mood, awaits you here. Erase that seasonal dip in the sales chart for this territory. For rates and availabilities consult our nearest National Representative — Horace N. Stovin & Co., Toronto and Montreal; A. L. Garside, Winnipeg; Donald Cooke Inc., U.S.A.



DOMINION NETWORK

## PROGRAMS

### Letter From Home

Vancouver. — The Western Canada woods are so full of English and Scottish people, to say nothing of the Irish and the Welsh, according to manager Bob Bowman of CKMO Vancouver, that he has started a special dodge to keep them in touch with home.

Bob scratched a note to the LONDON NEWS CHRONICLE to say that if anyone had relatives or friends on the Pacific Coast and wanted to send them a message he'd be happy to oblige.

The note ran in the paper on Wednesday, June 16. The following Monday there were 30 letters from U.K. on Bowman's desk, and they've been piling in ever since.

He handles most of the requests on *Open House*, which runs through a good part of the evening on CKMO, some on the *British Empire Program* and some on the *Children's Hour*.

Wally Garrett will handle the stuff regularly, and if the flood of mail continues, Bowman is really going to start a program called *Letter From Home*.

He'll likely get plenty more stuff like the note which said the writer had a brother on Spadina Avenue, Toronto, and would he play something for him.

The station sends a card to the people the messages are aimed at, to make sure they listen, and then sends another back to U.K. to assure the writer his commission has been carried out.

## HOW THEY STAND

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

### DAYTIME

English		
Big Sister	17.4	+ .1
Ma Perkins	15.6	+ .2
Pepper Young	14.9	- .2
Road Of Life	14.9	+ .6
Laura Limited	14.4	+ .2
Lucy Linton	14.4	same
Right To Happiness	14.3	- .7
Life Can Be Beautiful	13.4	- .2
What's Your Beef?	11.1	+ .2
French		
Jeunesse Doree	27.9	-1.1
Rue Principale	27.2	-2.3
Le Quart d'Heure	20.9	- .4
Quelles Nouvelles	20.4	+ .9
Grande Soeur	19.8	- .4
Tante Lucie	19.4	-2.1
Le Metairie Rancourt	18.1	+ .1
Francine Louvain	16.3	-1.0
Courrier Confidences	11.9	+1.0
The Platter Corner	6.6	-1.9

### EVENING

English		
Lux Radio Theatre	30.9	-1.6
Charlie McCarthy	26.9	-3.8
Fibber McGee and Molly	26.1	-2.2
Fred Allen	24.1	-5.6
Album of Familiar Music	18.6	-1.8
Kraft Music Hall	18.3	-3.3
Bing Crosby	17.3	-1.6
Twenty Questions	17.0	-2.4
Share The Wealth	16.3	- .7
Wayne and Shuster	15.7	-1.5
Mayor Of The Town	15.2	-1.8
Dennis Day	15.1	-1.2
Curtain Time	14.7	- .3
Big Town	14.4	-1.8
Ozzie and Harriet	14.2	-3.9
French		
Un Homme et son Peche	36.2	-4.9
Radio Carabins	30.2	-9.5
Metropole	26.9	-5.8
Ceux qu'on aime	25.6	-5.2
Qui suis-je?	22.6	-4.9
Cafe Concert	17.7	-3.2
La Min d'Or	15.9	-4.9
Dow Award	9.6	-3.1
Dises-Moi	9.4	-2.0

### CHUCKWAGON CITED

Vancouver.—The Advertising Association of the West, which is made up of a group of ad agencies from Mexico to Alaska, recently gave a special award of recognition for originality and significance to the *Burns Chuckwagon* program at their convention held in Sacramento.

Sponsored by Burns & Co., Calgary, Alberta, the show is produced by Fred McDowell, radio director of James Lovick & Co. Ltd., Vancouver, with musical direction by Harry Os- well.

## MERCHANDISING

CJOR's merchandising department has no competition in Vancouver. Along with the large staff of producers, writers, announcers and technicians, the new CJOR merchandising department is on its toes . . . ready to introduce you to our "bonus advertising". Call our Reps and see for yourself samples of work being done continually for other accounts.

Represented by: H. N. Stovin (Canada)  
Adam Young Jr. (U.S.A.)

OUR 21st YEAR  
5000 Watts, 600 K.C.



# CJOR

VANCOUVER B.C.  
CBC - DOMINION NETWORK

# CKNW

# CHNW

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

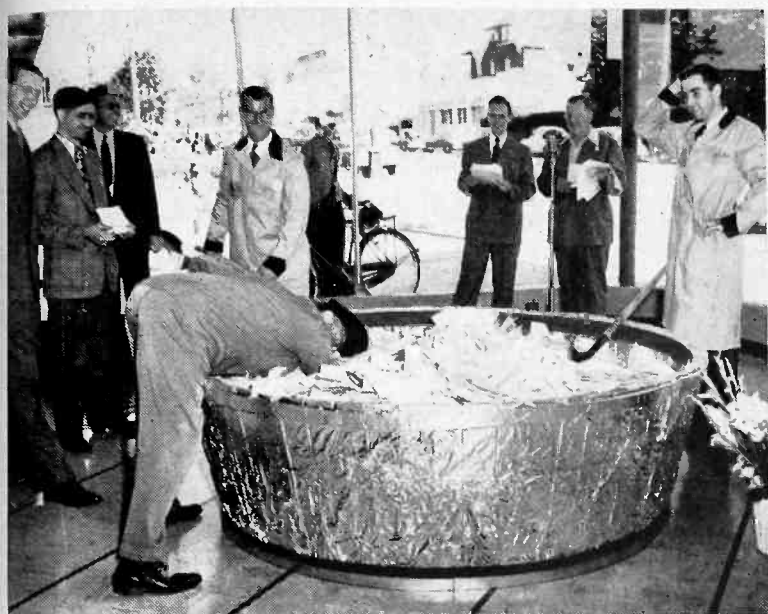
NON-DIRECTIONAL DAY AND NIGHT

# CFRN

## 5000 WATTS

GOING AHEAD  
WITH EDMONTON  
CANADA'S FASTEST GROWING CITY

**"REMEMBER WHEN"**



Vancouver. — More than 100,000 letters from all over the northwest section of the continent have poured in to the "Remember When" contest staged by Billy Browne of CJOR Vancouver for Dueck-Chevrolet Oldsmobile Ltd.

The winning letter was pulled from the big tub on the day of the opening of new showrooms, and the ceremony was performed by Leo Sweeney (caught bending), the man who keeps hollering on behalf of the B.C. tourist industry that it never rains there. No, sir.

First prize was a Chevrolet Fleetline sedan, and others ran through a Bendix washer, electric range, pho-

nograph, set of silver, year's supply of gas, and so on.

Billy Browne, who is seen at the mike (open collar) with son Billy Jr., runs a "Remember When" contest each week. He plays an old tune from his vast personal collection of old records, and the first letter opened with the right title is the week's winner.

For the big special contest, one letter per week per person was allowed, and they've been piling up for weeks for the opening of the new showrooms.

For this one, contestants didn't even have to guess. They just had to hope Sweeney grabbed their letter.

**AGENCY RADIO EXECUTIVE AVAILABLE**

Nine years agency radio experience-writing, production, supervision. Besides radio department routine and writing has highly specialized knowledge covering sportscasts, quiz, drama and musical programs. Also years of successful selling.

Presently employed but seeking greater scope for development. Available two to three weeks.

Box S  
CANADIAN BROADCASTER, 371 Bay Street, Toronto

*Between You and Me!*

THE MAJORITY OF HALIFAX MERCHANTS ADVERTISE --- OVER

**CJCH**

**5000 WATTS**  
of selling power

**920**  
on your dial

Representatives: National Broadcast Sales, Toronto and Montreal.  
Lorenzen & Thompson Inc., 28 West 44th Street, New York.

1000 WATTS — 970 KC

*The French Voice of the Ottawa Valley*

**CKCH**

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

Canadian Representative ■ Omer Renaud & Cie,  
3474 Cotes-des-Neiges,  
Montreal.

Toronto Office—43 Scott St.

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

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

**CFGN**

*The Voice of the Prairies Ltd.*

**CALGARY, ALBERTA**

**10,000 WATTS**



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

Ask  
**RADIO REPRESENTATIVES LTD.**  
TORONTO MONTREAL

# Coverage

*to "wrap up" a community!*



# CFCY

**5000 WATTS**  
**630 KILOCYCLES**

Reps.  
All-Canada Radio Facilities  
Weed & Co. in the States

**CAN DO YOUR  
ADVERTISING  
JOB...CAN OFFER  
ADVERTISERS AT  
ONE LOW COST...**

1. **CONCENTRATED COVERAGE** in twenty-three counties. . . .
2. **LISTENER LOYALTIES** — built by twenty-four years service to the public in an area with a population of over half a million. . . .
3. **LARGEST RETAIL SALES MARKET** in our 50 to 100% B.B.M. area. . . .

**ISLAND RADIO BROADCASTING CO. LTD.**  
**CHARLOTTETOWN, P.E.I.**



# OVER THE DESK



The next time I fly to England, I'm travelling LSMFT. First it was American Air Lines. That was way back in 1946. Two cocktails on each trip, that's what they promised me. And did I get them? Not a thimble full. One going over and none on the way back. That was my score. Last month it was TCA. They didn't promise any drinks. No sir. It might prejudice the WCTU against the Liberal government if they did that. But money is a different matter. So outside the three mile limit, they open the bar, and let you quench your thirst at reasonable prices. If the government air line shows a smaller deficit this year, you will please credit me with the saving to the taxpayer.

But TCA did let me down when they promised me a ride each way in a pressurized plane. It wasn't pressurized. Neither of them was. I haven't the slightest idea what the advantage would be, because, like drinking champagne for breakfast, I've never tried it. So the answer is—"What are you beefing about, when you don't know whether you would have liked travelling in the aeronautical equivalent of a pressure cooker?"

It is a fair commentary. But that isn't my beef.

What I am griping over is that you get in the plane, realize you have grounds for complaint, start mentally composing a letter to the president or whatever he is called, work yourself into a perfectly delectable fury over the misrepresentations of the socialized air line. You invent at least seven new adjectives you are bent on using as soon as you get around to it. Then TCA displays its sinister and evil guile. Just when the thermometer on your internal pressure cooker is registering boiling, and you're ready to turn out a letter that, in terms of acrid venom, will make the Lewistite column read like a love song, the most angelically musical voice you ever heard, tinkles in your ear: "Are you quite comfortable, Mr. Lewis." As if this deliberate attempt to soothe my delicious savagery, which she must have divined, was not enough, she made her voice sound so sincere that anyone less perspicacious than I would have been quite sure she meant it.

I started twisting my bulk around

to let her have it with both lungs. I'd show her I couldn't be swindled first and then cajoled by feminine wiles. I'd tell her what I thought about nationalized business in general and nationalized aviation in particular, I'd tell her. . . .

And then an amazing thing happened.

I turned to let my tongue do its damndest, and instead of all the vitriol I had stored up for this moment, I heard a voice that sounded miraculously like mine coo with a pleasant tone that could only be described as odious in its sweetness: "Everything is just wo-onderful."

There's the trouble with nationalized business. The government is so damn smart. They man their aircraft with such charming people, you just can't say what you want to say. It's totalitarian. That's what it is. But you just wait. I'll find a way to get even.

\* \* \*

As you may have judged, I'm back. So recent is my return, I have not had time to get the desk back to its usual glorious state of disarray.

### HITS BIG TIME

New York.—Harry W. Junkin is directing NBC's new drama series, *Radio City Playhouse*, from New York.

Born in Calgary, he received his education in Winnipeg, attending University of Manitoba. During the war he served for a short time with the R.C.A.F. at Rivers, Manitoba. In recent years he was employed with Cockfield Brown, both in Toronto and Montreal. Before going to New York, he was with the H. N. Stovin office in Montreal.

As well as producing the new NBC series, Junkin will write the majority of the scripts.

## "VOICE OF THE FRASER VALLEY"

### LATEST COUNT!

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

### CHWK

"Voice of the Fraser Valley"

**"VOICE OF THE FRASER VALLEY"**  
**CHWK**  
 CHILLIWACK  
 REPRESENTATIVES  
 ALL-CANADA RADIO FACILITIES · WEED & CO USA

# CKNB CAMPBELLTON N.B.

July 31, 1948

Dear Mr. Time-Buyer:-

We're fond of telling our local prospects that they're in good company when they advertise over CKNB. To illustrate, we name names they recognize as leaders in the National field; the names of the clients whom YOU represent.

But I think it's equally important to remind YOU that YOU'RE in good company at CKNB...in the company of the leading local firms, many of whom handle the merchandise that our National clients sell.

We'll be glad, any time, to let you have our list of local advertisers.

Yours very truly,

*Stan Chapman*

CSC-GD

Station Manager

AN ALL-CANADA STATION

**AUDITION IT NOW!**

PRESENTING THE INCOMPARABLE MUSIC OF  
*Wayne King*  
 THE WALTZ KING  
 IN THE  
*Wayne King*  
 Show

with • WAYNE KING AND HIS ORCHESTRA  
 • NANCY EVANS • LARRY DOUGLAS  
 • FRANKLYN MACCORMACK

The constant demand for music by the Waltz King has made the WAYNE KING SHOW one of the most successful programs ever packaged for local sale.

AUDITION IT NOW!

**ALL-CANADA PROGRAM DIVISION**  
 VANCOUVER CALGARY WINNIPEG TORONTO MONTREAL

# NEW YORK'S RADIO ROW

by Richard Young

New York, N.Y.—Although Canadian broadcasters recently voted in favor of changing the name of Spot Radio to Selective Broadcasting, we are sorry to report that the switch-in-name campaign in the U.S. — where it originated—hasn't fared as well. In fact, we have it from a high authority that the campaign here has been halted in its tracks. We hear that those who started the initial fuss are now convinced that their case looks hopeless—although they will continue to operate their businesses under the name, Selective Broadcasting.

Actually, few people will deny Spot is a bad name for the medium, but they refuse to give in, claiming the present name is too well known,

has too much of a hold on the industry as well as the public. It's interesting to note that many of those persons in the industry against a name change are included among those who do not know what type of broadcasting is described by the word Spot.

In a recent informal survey of agency personnel, some 54 time buyers were asked what type of broadcasting comes to mind when the term Spot Radio is mentioned. Exactly 11 gave the right answer while 43 were wrong! Most of the time buyers said that Spot consisted of "musical programs or announcements of 1 minute or less." Another agency buyer stated: "I believe most people think of Spot Broadcasting as being the use of announcements rather than programs, although professional time buyers doubtless know that the term covers local broadcasts as distinguished from network." (Every man to his own opinion.)

Paul H. Raymer, head of the Paul H. Raymer station rep company, was the first (and just about the only)

rep to officially adopt the name Selective. We've since learned that Mr. Raymer believes that Selective should be used as the name for the medium but that it should be broken down into two distinct classifications. Mr. Raymer says these two sub-divisions should be (1) Programs and (2) Spot (there's that word again) announcements.

The campaign certainly hasn't failed because of a lack of suggested names. Among the many suggested are: Flexicast, High Spot (you just can't get away from it!) Radio, Unit Radio, Market Broadcasting, Radio Sellines, Impact and—here's a honey—Interlude! But, there may still be a spark left since only last week a leading official of the National Assn. of Broadcasters told your reporter that the NAB would be happy to sit down with the reps or any other group to discuss a new name. We'll just have to wait that one out.

The latter part of this month, NAB president Justin Miller will launch a two-and-a-half month coast-to-coast tour of the various NAB districts in a campaign designed to aid the broadcasting stations in operating under the much publicized Standards of Practice code. As reported in this space last issue, the code has yet to show any effect whatsoever on U.S. radio, but NAB'ers assure us any changes will be gradual. As for the major networks, all four have announced that they will be operating under the new standards by Jan. 1.

However, there have been reports that most stations have run into some difficulty in interpreting the language of some of the code's provisions. An obvious puzzler, and one we've dwelled on to some great length in earlier issues, is the section opposing programs that "buy" the audience instead of relying on entertainment. This of course is also a major stickler for the networks who right now are wallowing in giveaway shows—much to the delight of the greedy humans but to the disgust of radio's more permanent and faithful listeners.

This then, is one of the problems Mr. Miller no doubt hopes to solve during his swing around the country. This correspondent holds deep

respect for Mr. Miller, but we fear he really has his job cut out for him in trying to change the current thinking of radio's program executives. Most observers agree that these gentlemen are doing more to put television over the top than are video's own publicity hawks. At any rate—we're all behind you, Mr. Miller.

Not too long ago in this column, at a time when other publications were practically burying radio because of a number of cancellations by sponsors, we predicted that by the time the fall line-up was set (which it isn't to date), the gloom boys would be forced to sing a different tune. This is just by way of reporting that early trends point to confirmation of our story.

Two of the networks, for example, are telling of new advertising successes. NBC, we're told, during the first six months of 1948 racked up an 8% gain in volume over the same period last year. Also, CBS reports that on the basis of business on the books, the network will show a boost of 3% for the first nine months of this year over last. This doesn't seem to be the type of evidence that prompts crying the blues—and all indications point to a fairly successful fall season.

The listener participation gimmick of calling the home-audience by telephone is given most of the credit (?) for the success of the giveaways. Now the ABC network has come up with another bright idea which it hopes will spark the interest in its new *What's My Name* quizzer. Believe it or not—instead of the program's emcee, Arlene Francis, calling the listeners, the listeners will be invited to call her with the answers to the jackpot question! From any place in the U.S., but collect calls, of course. (This, my friends, is IT!)

on the cuff notes . . .

Understand Canada's own Fletcher Markle will be the director of the Ford Theatre program when it moves from NBC to CBS in October. Markle's current popular dramatic series, *Studio One*, will probably have been dropped from the CBS schedule before this reaches the printed page . . . Traders say there's a possibility that Bob Hope may do his Lever Bros. show transcribed over the ABC network next fall . . . Incidentally, the ABC network's Bing Crosby show has been renewed by Philco and will return to the air Sept. 29 . . . Three leaders in the Hooperatings are: *Walter Winchell, Stop the Music* and *Take It Or Leave It* . . . MBS network's *Superman* cross-the-board series to be bankrolled by the Brach Candy Co., Chicago, beginning Aug. 20 . . . Broadcast Measurement Bureau now has a total of 706 subscribers—same number of stations reported in the BMB Area Report for Study No. 1. Subscribers include the four national networks, four regional networks 596 AM stations, 97 FM stations and 5 tele-stations . . . We hear Hall Bros. will bring back its *Reader's Digest—Radio Edition* program to the CBS network starting Sept. 2 . . . Some of the wise boys predict that Old Gold cigarettes will sponsor *Walter Winchell* over ABC next year; others say an automobile company is about ready to sign on the dotted line . . . And that's the news till next issue . . . Welcome back, Ed.

# 65%

INCREASE  
IN  
DAYTIME  
RATINGS  
SINCE  
JANUARY

# CKMO

It's good policy to bet on an improving horse.

Make CKMO your bet now in Canada's third largest market.

Because every issue of Elliott-Haynes ratings, day or night, shows CKMO improving its position faster than any radio station in Canada!

CKMO's 1000 watts' power, reaching more than 80% of the population of British Columbia (by RCA survey) is radio's best bet today.

CKMO is a winner now!

NATIONAL BROADCAST SALES, Toronto and Montreal  
DONALD COOKE INC., New York



## Mighty Mike Sez---

Actual survey in combined audience surveys in nine Saskatchewan cities both day and night CKCK received 31.5% average of their combined listening audience on 20 network features.

The Buckle of Saskatchewan's Money Belt

# CKCK

# REGINA 5000 WATTS

# CCAB —

## AN IMPORTANT SYMBOL IN BUSINESS PAPER ADVERTISING

People who read a business paper published under the CCAB insignia know they do not receive it because theirs happen to be the handiest mailboxes. They know that they have been chosen, with great care and at no small expense, as people to whom the articles and information published in that paper are aimed. They know that the publisher has chosen them, and then has sat down and addressed himself to them, because he knows that their interest will attract attention to his advertising messages, which will earn him advertising support.

CCAB Audits supply the publisher, and his advertisers with three analyses of readers: (1) quantitative (how many), (2) qualitative (who they are) and (3) location (where they live).

CCAB Audits add to the effectiveness of advertising in CCAB publications, because they supply authentic circulation information to advertisers and their agencies which enables them to direct their sales messages to a specific market.

This Publication is a Member of the Canadian Circulations Audit Board.

The logo consists of the letters "CCAB" in a bold, sans-serif font, enclosed within a stylized rectangular border that resembles a film strip or a double-lined frame.

*This advertisement is the first in a series, designed to familiarize business paper advertisers and their agencies with the added value to them of placing their advertising in CCAB member publications.*

# CANADIAN TELESCREEN

Vol. 7, No. 5

TV and Screen Supplement

July 31st, 1948

## FCC ISSUES TENTATIVE CANADA - U. S. CHANNELS

Washington.—Discussions between the FCC and the Department of Transport reaching as far back as December, 1947, blossomed forth with the issuing, by the FCC, of tentative Canada-U.S. TV channel allocations.

The report states that these allocations are necessary to prevent undue interference through both countries using the 54 to 88 mc and 174 to 216 mc frequencies for TV broadcasting. It is also recognized that directional antennas may be used advantageously in certain instances to reduce interference, and it is expected that assignments will be made on the basis of omnidirectional antennas.

Assignments which are more than 250 miles from the nearest Canada-U.S. border point need not, according to the report, be specified as they have no international significance. The only exception to the rule would be

in the case of unusual power or antenna height.

The following allocations are thus specified for points within 250 miles of the border, and are based on an effective radiated power of 50 kw with an antenna 500 feet above average terrain, except where otherwise noted:

Location	Channel No.
(1) Nova Scotia	
Antigonish	6
Halifax	5, 7, 9,
Yarmouth	2
Windsor	11
Bridgewater	13*
Truro	13*
(2) Prince Edward Island	
Charlottetown	2, 4
Summerside	12
(3) New Brunswick	
Sackville	8
Moncton	3
Saint John	4, 6
Fredericton	2
Campbellton	6
Edmundston	4
(4) Quebec	
New Carlisle	2
Rimouski	2
Riviere de Loup	8
St. Anne de La Pocatieri	12*
Chicoutimi	4, 10
Quebec	3, 6, 7, 9,
Three Rivers	8
Sherbrooke	12, 4
Montreal	3, 6, 7, 9, 11
Hull	2
(5) Ontario	
Cornwall	12*
Ottawa	5, 8, 10
Brockville	13*
Kingston	9
Stratford	2
Belleville	4*
Peterborough	12
Toronto	3, 8, 10
Hamilton	5
St. Catharines	13
Brantford	11
Orillia	6
Pembroke	12
North Bay	2
London	6
Chatham	12*
Windsor	9
Owen Sound	4
St. Thomas	8*
Kirkland Lake	3
Timmins	6
Sudbury	4, 5
Sarnia	13*
Sault Ste. Marie	2
Fort William	3
Port Arthur	6
Fort Francis	3
Kenora	2
(6) Manitoba	
Winnipeg	3, 6, 8
St. Boniface	10
Brandon	4, 9
(7) Saskatchewan	
Yorkton	6
Regina	2, 5, 9
Moose Jaw	4, 7
Watrous	3
Saskatoon	6, 8

## BBC FINDS TV SPACE LIMITED

London, England. — British TV presentations are going to make swift progress, according to an article in the summer edition of the British periodical TELEVISION, once the green light is given. The red lights to such an advance are, at present, lack of finance and studio space and the inability to develop production experience owing to both these limitations.

The BBC, operators of Britain's TV service, are unable to divert too much extra revenue from its coffers to the new medium as viewers only contribute in licence fees an approximate \$240,000 of the \$48,000,000 collected from listeners. The article points out that, with a proportion of four hundred listeners to one viewer, the viewer has little complaint as to the amount allocated for his entertainment, also that he is at present getting far more value in the way of entertainment than his \$8.00 yearly licence fee will pay for.

Studio space is very restricted at Alexandra Palace, transmitting H.Q. of the organization, and advancement in production and technical methods is therefore limited. Rehearsals for programs are hit particularly hard by the lack of space and shows are unable to hold a full dress rehearsal in the studios until the day of the program, the pre-dress rehearsals being held in a room devoid of sets or cameras. This deficiency

has already been pointed out to the BBC bigs, and TELEVISION in a recent article asked why the BBC mushroomed its many broadcasting activities in buildings all over London, and yet was apparently content to leave TV its postage stamp allocation of space.

The four hundred odd TV staff are, nevertheless, putting out a very high standard of programming, and Producer George More O'Ferrall was a recent recipient of the British TV Society's Silver Medal. Programs in the main are similar to those in the U.S. with the exception of the absence of advertising in British TV. British viewers have sports, dramatics, quiz, musicals, household hints, special events and children's shows as their day-to-day entertainment.

British viewers were recently given a little relief from the high purchase tax on TV sets when Chancellor of the Exchequer Sir Stafford Cripps, after representations from the Radio Industry Council, reduced the tax by half to its pre-budget level. A \$280.00 set previously carrying a \$128.00 tax now retails for \$344.00. This step, coupled with the opening in a few months of the BBC's second TV outlet in Birmingham, with a projected third transmitter to operate from the Midlands, should boost the 30,000 viewer total considerably.

### TV ON VIEW

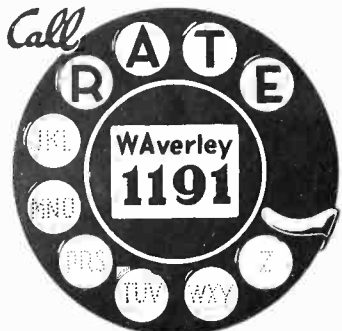
Toronto.—The public got a glimpse of TV in action here recently when Danforth Radio Co. Ltd., co-operating with Stewart-Warner, turned over its main store to an evening preview of programs beamed from WBen-TV, Buffalo.

Static reared its ugly head for the first thirty minutes of the preview, but reception after this was remarkably good especially considering that the set was situated on a busy city street, and that Toronto is at the extreme limit of WBen's TV pattern.

The TV station presented highlights of the Democratic convention in Philadelphia, which were screened by NBC-Life using the kinescope transcribed film process, with latest news flashes and visual commercials interspersed.

(8) Alberta	
Medicine Hat	6
Lethbridge	3
Lacombe	8
Calgary	2, 4, 10, 12
(9) British Columbia	
Trail	3
Nelson	8
Kelowna	4
Vernon	6
Kamloops	7
Chilliwack	13
Penticton	2
Vancouver	6, 8, 10
Victoria	12
Port Alberni	5
Prince Rupert	3, 7

\*Indicates assignment of 1 kw effective radiated power at 500 feet above average terrain.



### FOR THESE ARTISTS

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

Day and Night Service  
at  
Radio Artists Telephone  
Exchange



## TEE VEE ACTION

New York.—The American Broadcasting Co. will spend approximately \$1,000,000 to remodel its newly acquired building here which will serve as the network's television headquarters.

The new studios, in the former New York Riding Club arena, occupy an entire city block between 66th and 67th Streets just off Central Park West. The Arena will provide ABC's tele-network (and its Manhattan outlet, WJZ-TV) with 2,000,000 cubic feet of working space. The main studio will measure 200 feet in length, 100 feet in width with a 45-foot ceiling.

NBC Television Network is reportedly conducting an extensive survey of the nation's televiewing habits.

The Radio Manufacturers Assn. reported that transmitter equipment sales for the first three months of 1948 amounted to \$1,682,615.

New TV markets scheduled to open up shortly are: Atlanta, Ga., Miami, Fla., and Albuquerque, New Mexico. Atlanta's station WSB-TV expects to start on-the-air tests Aug. 15; Miami's WTVJ due on the air any day; and Albuquerque's KOB-TV hopes to debut sometime in August.

CBS network's key station in New York, WCBS-TV, has purchased a new five-kilowatt transmitter and special antenna designed to give its viewers better pictures because of the signal's higher quality and less interference because of higher signal intensity. New equipment is expected to be installed before the end of the year.

Tele-film producer Jerry Fairbanks, Hollywood, will film a new 26-program situation comedy series for the NBC network at the Churubusco Studios in Mexico City.

ABC Television will televise the popular radio series, America's Town Meeting, over stations WJZ-TV, New York, WFIL-TV, Philadelphia, WMAL-TV, Washington, WAAM, Baltimore, and WNAC-TV, Boston. The show will be sold as a co-op to local advertisers.

Payment on a royalty basis for actors doing TV film work, was suggested by Ronald Reagan, actor, and president of the U.S. Screen Actors Guild, speaking to the Hollywood Ad Club.

Keeping its TV wheels turning Chevrolet has allocated \$450,000 for TV advertising up to the end of the year.

Five o'clock shadow which was a headache for telecasters at the GOP convention, was part cured at the Democratic convention in Philadelphia by stations and nets calling in top screen make-up men.

The chance of U.S. TV stations paying their way for the next couple of years are remote, according to DuMont TV network director Lawrence Philips, who predicts that it will be at least 1950 before the scales are balanced.

\$1,840,929 was the outlay for the major radio and TV nets for covering the GOP and Democratic conventions. This includes cancellation costs for commercial TV and AM programs.



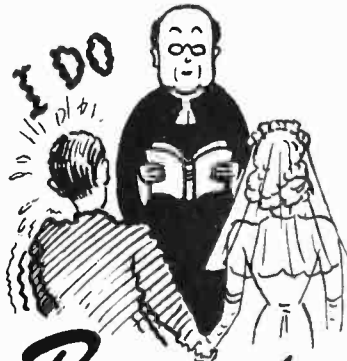
*Joe Hardy Talks*  
ON

### QUEBEC MARKET NO. 2

"Here is that man Hardy again to tell you something new about our Quebec Market No. 2. Did you know that the past year was a record one in the building category when 257 permits were issued by the Engineering Dept. of the City of Shawinigan Falls for a total of \$4,480,050.00—which compares with 240 permits in 1946 totalling \$1,455,660.00? Industrial expansion accounted for the major valuation in new construction, with the leading and largest permit being issued to the Shawinigan Water and Power Company for \$3,000,000.00 for the new 195,000 h.p. development at the foot of the falls. Reach this market through CHLN Trois Rivières."

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

<b>Jos. A. HARDY &amp; Co. Ltd.</b>		
MONTREAL	QUEBEC	TORONTO
<b>CHRC</b>	REPRESENTING	5000
<b>CHNC</b>	QUEBEC	WATTS
<b>CHLN</b>	NEW CARLISLE	5000
<b>CHLT</b>	TROIS RIVIÈRES	WATTS
<b>CKRS</b>	SHERBROOKE	1000
	JONQUIÈRE	WATTS
		250
		WATTS



*But you don't take a chance*

in your BUSINESS life when you advertise over CHNS. The station is popular with most people on the mainland of Nova Scotia, ensuring a big audience and an attentive one. What you advertise over CHNS is BOUND to sell.

Plant YOUR advertising dollar in productive soil—it will multiply by using the facilities of CHNS.

## CHNS

Broadcasting House, Halifax  
MARITIME BROADCASTING  
COMPANY LIMITED

Wm. C. Borrett, Managing Director

# Top Name in Communications since 1909

## NOW AVAILABLE TO CANADIAN

# Radio Federal

## Broadcast Equipment

### FEDERAL FIELD INTENSITY METER (Type 101C)

- Portable; carried easily; unit weighs only 29 pounds.
- Compact; over-all measurements are: Length 15"; Height 11"; Depth 9".
- It is unpacked, set up and in service in a matter of seconds.
- A single control tunes the loop, and the two oscillators, in one operation. Vernier tuning is provided for fine accuracy.
- Built-in coils span entire frequency range—no plug-in coils are used.
- The loop is electrostatically shielded to insure a high degree of accuracy.
- Calibrating circuit employs vacuum tube volt meter in place of thermocouple instrument to obtain rapid indications.
- Automatic amplitude control circuit is incorporated in the calibration oscillator to maintain output substantially constant over each tuning range.
- Sensitivity range: 20 Microvolts to 10 Volts per meter.
- A jack is provided to connect with a recorder for continuous reading of field intensities. A switch changes scale readings from linear to logarithmic.
- Measurements may be taken from automobile while it is in motion.
- The meter may be employed to measure radiation patterns of directional antennas.

Write Federal for complete information on electronic tubes for your requirements—Dept. 400.

Federal FM & AM Transmitters

Federal Transmitter Tubes

Federal Square Loop FM Antenna

Federal FM Mobile Radio Units

Federal Transmission Lines (AIR AND SOLID)

# Federal Electric Manufacturing Co., Ltd.



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

# Thanks . . .

to

## T. Milburn Co.

(BURDOCK BLOOD BITTERS)

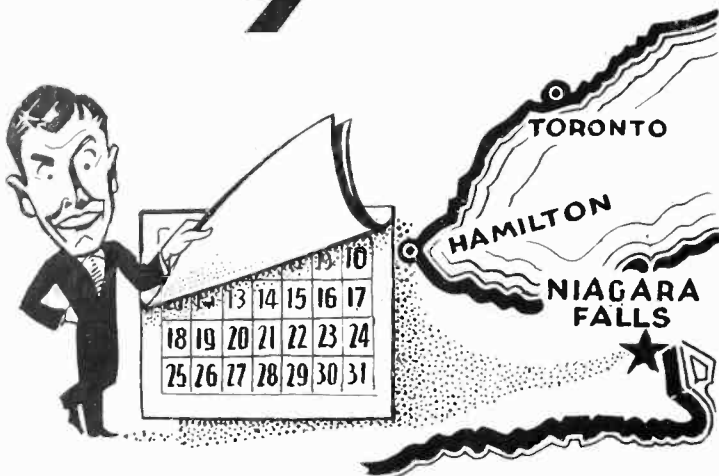
and their agency

### Atherton & Currier, Inc.

who renewed

# CHVC

## after 9 weeks test



IN THE NIAGARA  
PENINSULA

## • because CHVC Niagara Falls

... serves the  
180,000 listeners of the Niagara  
Peninsula better than any other  
radio station.



# 1000 WATTS STRONG

J. L. ALEXANDER  
Toronto Rep.



B. H. BEDFORD  
President

## TECHNICAL

### RCA Develops Miniature Mike

A new miniature velocity microphone which is smaller than a pack of cigarettes and has the sensitivity of the finest broadcasting microphones is now in production and will be available shortly, it has been announced by RCA Victor Company.

One of the smallest broadcast microphones yet developed, the new low-cost RCA "Bantam" velocity microphone (Type KB-2C) is designed for use in radio studios, at remote broadcasts, at conventions, and in clubs. The unit is so small that it will not hide the faces of singers, speakers, and others using it. It fits comfortably in the palm of the hand and weighs only 12 ounces, making it ideal for use at remote pickups.

The diminutive size of the RCA KB-2C is made possible by designing the magnetic structure as a part of the case. New highly efficient magnetic materials employed in the unit have also contributed to the reduction in size, while retaining an output level comparable to the larger, conventional types of microphones.

The built-in swivel which is part of the case allows the microphone to be tilted forward or backward through an angle of approximately 30 degrees. A switch located under the swivel pivot makes it possible to select bass response for voice or music. The voice position is useful for performers who must work close to the microphone, or in studios with long reverberation periods at the low frequencies.

The bi-directional characteristics of the KB-2C provide uniform frequency response between 80 and 8,000 cycles within a symmetrical figure eight pattern. The RCA microphone is shock-mounted and has low hum pickup as a result of special transformer design. Its effective output level is -56 DBM. The three output impedances of the unit, in accordance with RMA standards, are 30, 150 and 250 ohms.

### ONE-ARMED OPERATOR

Winnipeg. — Pete Taylor, CJOB operator, caught himself a big chunk of bad luck recently when he toppled down a flight of stairs and broke his arm. Pete is not expected to take his place at the panel for a couple of months.



### BACK TO WORK

And now the staff won't believe me when I say they should take over the column as they did while I was away.

• • •

### INFORMATION PLEASE

What did the CBC's 23 men who worked the Canadian Amateur Golf at Ancaster two weeks ago accomplish that a couple of independent broadcasters did not achieve with three men apiece?

• • •

### OUT OF THE FRYING PAN

We found the BPC programs dull. Then we returned to Canada to listen to the summer replacements.

• • •

### ONE MAN'S MEAT

Seeing that British listeners are gaga about Stewart MacPherson's version of "Twenty Questions", we are wondering whether they might not even go that way over the CANADIAN BROADCASTER.

• • •

### SALES PROMOTION

The people of Canada spend more time listening to the radio than anything else they do except working, sleeping and waiting for the elevator in our office building.

• • •

### BUSINESS BAROMETER

The competitive spirit must be returning to business when that coffee shop across from the office starts putting the sugar on the table instead of doling it out parsimoniously lump by lump.

• • •

### TRADE SECRETS

Paper is used in radio sound effects to imitate storms and thunder. The sound of real thunder, on the other hand indicates that paper is being taken out of envelopes. —Punch.

• • •

### POETS' CORNER

"My gags are swiped," the comic moans.  
"It makes me good and sore."  
We quite agree with Mr. Bones.  
We've heard 'em all before.

• • •

### REVELATION

The Dominion Bureau of Statistics has announced that the cost of living in Canada has risen.

# 13 OF CANADA'S 89 INDEPENDENT STATIONS

**ALERT...Progressive...And Doing THE Job  
In A Major Canadian Market**



## **B.C. - A Growing Province!**

Let's look at the facts! Sale of farm products in British Columbia in 1940 totalled cash income to the value of 29 million dollars. In

1945 that figure rose to 75 million dollars and in 1947 — 93 million dollars! Reach this rich market by radio!

**YOU'RE NOT SELLING CANADA...UNTIL YOU COVER BRITISH COLUMBIA BY RADIO**

**Chilliwack  
CHWK**

**Kamloops  
CFJC**

**Kelowna  
CKOV**

**Nelson  
CKLN**

**New Westminster  
CKNW**

**Vernon  
CJIB**

**Prince George  
CKPG**

**Trail  
CJAT**

**Vancouver  
CJOR CKMO CKWX**

**Victoria  
CJVI**

**Port Alberni  
CJAV**



Pay no more

for 1,000 homes!

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

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

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

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

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

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

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

**CFRB**

**TORONTO**

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

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