

THE BUY OF THE YEAR FOR LOCAL SPONSORSHIP!



COMEDY—pathos—excitement—romance . . . everything you need to reach a **BIG** audience with **SELLING** impact! The **DAMON RUNYON THEATRE** presents fifty-two of the immortal Runyon's greatest short stories, adapted for radio in superb half-hour productions.

Here's a refreshingly **DIFFERENT** kind of sales vehicle . . . built for the advertiser who wants to match distinctive product appeal with a distinctive approach to the consumer market.

The **DAMON RUNYON THEATRE**—top-bracket enter-

tainment all the way—is offered by All-Canada at a low, syndicated price to spearhead the advertising of one of your best local sponsor prospects exclusively in your own area!

The name Runyon *guarantees* a huge, ready-made audience . . . the program itself has *proven* its ability to attract more and more listeners with every broadcast.

Be sure to investigate! Ask All-Canada for the full, factual story and an audition at your convenience—without obligation!

ALL-CANADA PROGRAM DIVISION

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL

A DIVISION OF ALL-CANADA RADIO FACILITIES LIMITED





"More Hope THAN CHARITY"
Elda Hope

I had a letter and did I get apart. Thought you might to read it, so here 'tis.

Dear Elda: To be quite honest fair, it is necessary to state the beginning of this 'kind letter from a reader' to say that your column provides me with enjoyment every other week appears in, to quote the 'that incomparable journal Canadian Broadcaster—oh, and Telescreen. I say that your column provides enjoyment, this does not mean that I with all you say or that I your subject is fully covered.

Indeed, I think that it is that the well-known 'bone resurrected and picked a bit. Always a subject of controversy never it is brought up, and is very often, is whether or the CBC—yes, and the BBC all the other little and big do the programming job our venerated and long-suffering private stations do. Now, whether you think they do or is immaterial. The fact is the one hundred and some private stations in Canada do listeners, many, many listen- while the fourteen or so CBC ons appear to get what is So, whether you are a high- lowbrow, or just a plain, ary brow, you cannot disre- private station programs have all the luscious reviews network extravaganzas.

us have more comments— criticisms if you wish—of the amms carried by 'EY, 'RB UM. Then, time and space tting, you might take a dial to Hamilton, to CKOC and L for a change in diet be- they tell me that even in lton they have to program et listeners, and it is just ble that during a two-week d you'll hear something a note. Then, if you are not satisfied and are really there are two stations on iagara peninsula—the Cana- side, of course—that might ode material for a paragraph

In short, I am trying to tell auto lay off the CBC shows d tell us about the little guys have to get listeners with amms. I realize that it would iter be representative of ndian radio nor fair to the ent artists the CBC has, to te them completely, but a

paragraph every other issue near the bottom of the page would suffice. And incidentally, the old guy that holds the blue pencil over your stuff as it passes across his desk might be convinced that the private station approach would be OK too, if you talk him into it. (I'm not that old!—Ed.)

I know that critical letters are not the most pleasant things in the world to receive—I know because I get them all the time from the finance company—but if you will allow me a few more seconds of your time and patience you may find the following a helpful suggestion. First, let me ask: Are all the programs you hear good or excellent? or are some just plain stinkeroos?

All too few of the productions that fall flat on their respective, dull faces receive any worthwhile criticism from those they are beamed at, the listeners. If Canadian radio programs are to improve, and most thinking people agree that there is room for improvement, is it not reasonable that listeners should play a major part in that improvement

through their constructive criticism directed to the people who are in a position to do something about it? This is where your column comes in. After all, it is "More Hope Than Charity" so there is no reason to be charitable toward programs whose content makes one's artistic, dramatic or musical blood curdle. Let your columns scream with indignation periodically and maybe, just maybe, the powers that be will, after the first feeling of anger passes, do some heavy thinking about it."

—Peter Pleasenone.

**WANTED
TOP RADIO OR
NEWSPAPER SALESMAN**

Don't apply unless
you can deliver the goods.

Box A-21
Canadian Broadcaster
& Telescreen

CFCO — Chatham

now covers "Southwestern" Ontario like a blanket with the 1 Kw. Northern Electric day and night all-Canadian coverage directive array. Ask anyone.

JOHN BEARDALL,
Manager-Owner.

**Another FIRST FOR CFRA!
Election Coverage Voted TOPS**

Phone Calls . . . Letters . . . Cards . . . Kind words from all over the Ottawa Valley told the story. They all said the same things . . . "Your Election Broadcast was great" . . . "Easy to follow" . . . It was complete." Local opinion rated CFRA's job "TOPS" and it was . . .

AND HERE'S WHY - - - -

BECAUSE . . . CFRA knows its audience. It considered the fact that OTTAWA is the Capital City. Election coverage was tailored to listeners in the area.

BECAUSE . . . Knowing the mentality of its people CFRA presented A STRAIGHT SEVEN AND ONE HALF HOUR PUBLIC SERVICE BROADCAST . . . no interruptions . . . no commercials.

BECAUSE . . . Sponsor relations are so good sponsors willingly stepped down for the night . . . they preferred to share in the story of the day . . . they saw it the CFRA WAY!

BECAUSE . . . It was professional and complete. CFRA's trained news staff organized it. Twenty-nine members of the station staff shared in it. There was a BUP press wire for Canada . . . another for Ontario. CFRA had reporters in every local riding. Reports were edited, classified, summarized.

BECAUSE . . . It got the CFRA "big story" treatment . . . IT WAS FOLLOWED UP. When Prime Minister Louis St. Laurent returned to the Capital, CFRA's news staff GOT THE FIRST AND ONLY INTERVIEW . . . they met him on the platform of his private car!

Ottawa's Own Station — Maintaining Its Top Spot
By Discrimination, Unfailing Good Taste and Service

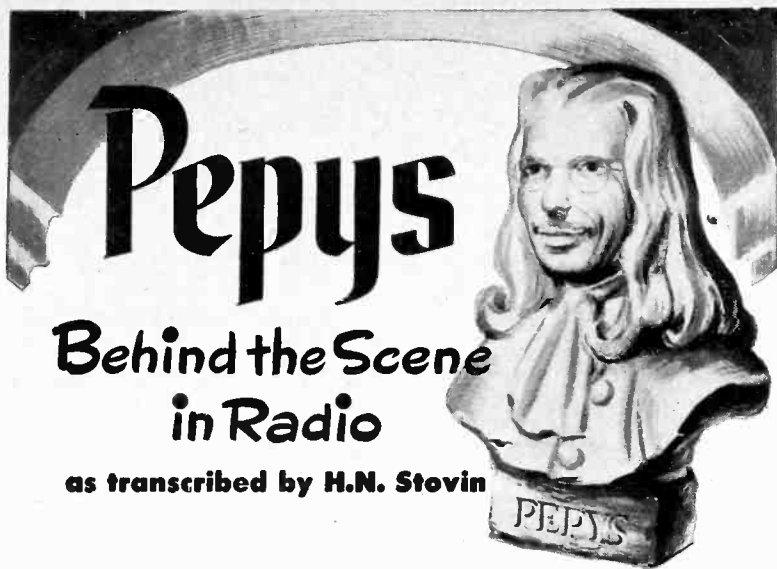
By Actual Survey The Ottawa
Valley's "Most Listened To" Station

CFRA

REGULAR MAIL FROM
OVER 300 COMMUNITIES
ACROSS THE PRAIRIES EACH
MONTH

**CGX
YORKTON**

NEWS CHIEF



Do note with some relief the hush which has spread over the land, and the daily news-sheets, after the hubbub of federal elections. Without doubt Radio played a goodly part in shaping public opinion. The very accurate opinion polls showed that for hundreds of thousands of electors the decision of which way they would vote was left till the last minute. Radio ratings showed that listenership was remarkably high for the many speeches which informed, educated and exhorted voters. It is to be hoped that Ottawa will mark this well—for Radio is truly a great freedom, and the price of freedom is eternal vigilance ● ● ● Advertisers may well direct their eyes to far places, such as the new growth era in Prince Rupert, B.C., where the construction by Celanese of America of a new multi-million dollar pulp mill means also a new 165-room hotel built by an American syndicate ● ● ● Strange to these old eyes how little faith some Canadians have in their own country ● ● ● There must be good reasons why so many Spokane business men do advertise on CKLN Nelson—and why thousands of American visitors invade the Kenora district of Ontario, thereby coming under the lone voice of CJRL, every summer. That they do listen is well shown, since no less than 2,000 attended the opening of a new sports store after a series of announcements on CJRL ● ● ● Do find myself mightily pleased over results of a survey made by certain U.S.A. advertising agencies of listening habits in Central Ontario. These showed CJBC Toronto to have a larger audience than a certain boastful five kilowatter—a tribute to the good programming inspired by Manager Bob McGall ● ● ● Do note a new rate card from CHOV Pembroke, in keeping with its greatly increased audience in the rich Ottawa Valley ● ● ● Also that CKLW Windsor soon to hit the air with 50,000 watts, and a greater potential audience than any Canadian station ● ● ● and that CKY in Winnipeg is gathering staff and equipment for the return to the air of a name famous for nearly a quarter century in Manitoba ● ● ● and so to bed, though too hot to sleep.

STATIONS

CURB FREE-TIME SHORTS

New York.—In reply to hundreds of unwarranted requests for plugs which senders usually classify as "public service" WTOR, Torrington, Conn., uses the following form letter to explain the station's position to the "free-time sharks":

"It costs money to operate a radio station! Brochures recently received from your concern are interesting, but we at WTOR, and others in the radio industry, derive no income, actual or potential, from information contained therein.

"Radio is an advertising medium. If you believe in radio advertising then it is worth expending money on it . . . If you do not believe in this method of advertising, radio stations should be deleted from your mailing list . . ."

WTOR officials point out that requests for public service announcements from reputable groups are always honored by the station but the letter applies to all "concerns which deluge the poor radio stations with all types of commercial copy hidden under the guise of public service, news releases and numerous other weapons peculiar to the character we class as the free time chiseler."

■ ■ ■

CKTB APPOINTMENT

St. Catharines. — Norm Marshall, CKTB newscaster, has been named news editor of that station succeeding Charles Compton, who has been appointed secretary-manager of the Chamber of Commerce here. Marshall's post on the news staff will be filled by John Morrison, CKTB announcer.

■ ■ ■

SEVEN RYERSON GRADUATES PLACED

Toronto.—Seven of the eleven students of the Broadcasting School of the Ryerson Institute who have just graduated have secured jobs with stations across the country. These are: Michael Alford, CKSF, Cornwall; Douglas Loney, CHML, Hamilton; John Milligan, CJOY, Guelph; Lorne Peebles, CFPL, London; Peter Pratt, CKCL, Truro; Bob Redmond, CKGB, Timmins; Ken Wares, CKOX, Woodstock.



Ottawa. — Heading the CFRA news department is Brian O'Connell, former city editor of the Halifax Chronicle, who scored a general beat when he taped an interview with the Prime Minister as his private car pulled into the Ottawa station the day after the elections.

O'Connell, now assisted by Barbara Abbott, former newspaper girl, who spends most of her time pounding the beat, is responsible for around fifteen newscasts a day with special accent on local news.

■ ■ ■

PERSONNELITIES

Winnipeg.—CKRC Jottings . . . John Edwards has been signed by the Moffatt-Bergman-owned CKY as chief engineer . . . Terry Cox a local lad, is now operating a control panel at CKRC . . . Ruth Hand, continuity writer, commentator and actress, is heading for the U.S., where she hopes to continue in radio . . . Jean Bingham is leaving the traffic department for a job in a local clinic . . . Mary Medway, formerly of the promotion department, will be in charge of traffic.

HORACE N. STOVIN

& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

Representative for these live Radio Stations

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



Continuous Radio Audience Measurements Since 1940



Elliott-Haynes Limited

Sun Life Building
MONTREAL
PLateau 6494

515 Broadview Ave.
TORONTO
GErrard 1144

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

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Production Manager: ARTHUR C. BENSON
Art Editor: GREY HARKLEY

Correspondents

Toronto	-	-	-	Elda Hope
Winnipeg	-	-	-	Dave Adams
Vancouver	-	-	-	Bill Ryan
New York	-	-	-	Richard Young



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

8, No. 13

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

July 13th, 1949

Socialism Dies Hard

The triumphant victory of the Liberal party in last month's general election would bode better for the cause of "business" if there were not such a close affinity between Britain's current Socialist government and Canada's Liberal one.

This may sound like a rash statement, but the facts do bear examining, since "Business" stands to lose in the most, the discussion has a very definite place in these columns.

The over-worked alibi that is being repeatedly used, that at least the CCF has been wiped out, definitely does not hold water.

In the first place, while CCF representation in the House has been cut down from 32 to 12, the number of CCF votes recorded in this year's election—the figure is still incomplete—is 146,747. The total of votes cast for the CCF in the 1945 Federal election was 259,000. It is therefore simply dodging the facts to say that the Socialists have been eradicated. It also has to be admitted that the government is not as unhealthily strong, but its structure is bolstered with timber taken from the Socialist platform, and it seems unlikely that these "Liberals-in-hurry," as the Prime Minister called the Socialists, will not have a continuing influence on the Liberal government, whose policies so closely parallel their own.

For the time being at any rate, the government's tremendous power in the House pushes the cause of "Business," which has always been closely tied up with the Conservatives, out of the political arena. We have five years of experimentation ahead of us in legislating for the unfortunates out of the pockets of normally healthy and prosperous people. And the cost of this "social welfare" will come out of one pocket, and that is the cash register of "business." And "Business," relegated to the background, is going to find itself faced with a Hobson's choice—to pay up and like it, or to pay up and dislike it.

There is one saving grace. Governments of the reforming type are peculiarly sensitive to the loud voice of minorities, and that is the voice into which "Business" was cast, whether it admits it or not, on Monday, July 27.

If "Business" will face this fact, organize itself into one collective group—not just the Chambers of Commerce, the Service Clubs, the Trade Associations or other groups, but into one conglomerate mass of them all—then it will stand a chance of getting itself noticed and heard in Ottawa besides being graciously permitted to foot the bills.

Obviously this is exactly what the Progressive Conservatives attempted to do in their recent disastrous election campaign. They failed to accomplish their purpose, because those who led them and those who advised the leaders on how to reach the people, proved themselves incapable of speaking to Mr. and Mrs. Canuck in their own language. And "Business," which owes its existence to its keen ability to judge what the people want and then give it to them, did not take a lead in steering the party to victory, but stood on the side-lines, confident that this time everything was going to be all right.

From this time forth, surely the course must be clear. Irrespective of political party, "Business" must not only sell its system to the public, it must also enlist the public's active and continuing support of the economic scheme of living, which makes it possible for it to earn everything it owns.

This shouldn't be difficult. And once achieved there will be a new force, just as strong as labor, which now dictates platforms and high-pressure legislation. With a strongly organized "Business," government will no longer be able to bow to those who shout the loudest, because we shall have not one but two "pressure groups" descending on Ottawa, each possessed of an equally healthy pair of lungs.

Now It's The Royal Commission

Private radio's success in its presentation to the Royal Commission on Arts depends entirely on the co-operation given to the CAB management by the stations. The establishment of an independent regulatory body to legislate over the CBC and the private stations on an even basis might well be the recommendation of the Commission. It is also sure to consider the resolution passed by the CAB at their convention last month, urging that the CBC be relieved of the responsibility in the commercial field.

What the Commission cannot fail to consider is whether the private stations have shown themselves willing and able to program for the good of the listener, and would be prepared to sacrifice a certain amount of commercial revenue to this end, if they were operating their own network.

Without question, in spite of the handicaps imposed by the present CBC monopoly in the national network field, the stations do, all of them, enter into the lives of their communities, and perform every useful function they can. The most recent example of this would be the election returns, which, in many instances, entailed the voluntary cancellation or postponement of profitable commercials, to enable them to broadcast the returns. The Ontario stations' second annual effort on behalf of the Ontario Society for Crippled Children, in which they received generous assistance from the artists, is another fine example. But back at home, there is never a day that the public does not receive the benefit of time and talent generously devoted to projects of local interest and charitable causes. And it is these undertakings that are too little spoken of, and can only get the airing they deserve if stations will appoint men experienced in the handling of news to get them out where they will do the most good.

Generally speaking, it is the station that does an intelligent job of press relations which earns itself valuable publicity. Now there is an added incentive in the forthcoming meetings of the Royal Commission. So it now becomes increasingly important for everyone engaged in the business of broadcasting, on whichever side of the managerial desk they sit, to get busy.

The Hazards Of Free Speech

Free speech carries with it hazards and responsibilities. The hazards are something we have to accept as the lesser evil; it is better that a few men should be allowed to spread their lies than that all men should have their speech controlled. The responsibilities of free speech are something which mankind has to learn the hard way; no law can impose them from the outside.

—Calgary Herald.



Jos. Hardy Talks ON

QUEBEC MARKET NO. 2

"Good Morning to you from Jos. Hardy. If I asked you what your potential sales were in 'Les Bois Francs,' maybe you would think I was touched by the heat! But that French phrase, meaning 'The Hardwoods,' is the very old name of Quebec's Eastern Townships — nearly 9,000 square miles of territory containing 413,600 people. It is a prosperous, highly industrialized area, producing everything from furniture to chewing gum.

"In the centre of these twelve wealthy counties is Sherbrooke, where Stations CHLT (English) and CKTS (French) are 'The Voice of the Eastern Townships.' 85.3% of all homes here have radios.

"Here is a big, prosperous area you can reach, resultfully, by radio. Cash in, too, on the summertime interest among American tourists in our picturesque province of Quebec. Radio can help you — 'Ask Jos. Hardy'."

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

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

CHRC	REPRESENTING	5000 WATTS
CHNC	QUEBEC	5000 WATTS
CHLN	NEW CARLISLE	1000 WATTS
CHLT	TROIS RIVIÈRES	1000 WATTS
CKRS	SHERBROOKE	250 WATTS
	JONQUIÈRE-KENOGAMI	250 WATTS

DIGEST

Roles Of FM, TV & FX



Condensed from an Address to the Canadian Association of Broadcasters by S. M. Finlayson, General Manager, Canadian Marconi Company.

FREQUENCY MODULATION

Frequency Modulation broadcasting has much to offer the broadcasting industry and the general public along the following lines:

- (1) The transmission of all programs free from man-made or natural-made noise, and with complete fidelity.
- (2) The inherent characteristics of FM make it ideal for intense regional coverage where

generally the greatest markets, actual and potential, exist.

(3) FM lends itself admirably to transiting, that is to say, the transmission of musical programs to passengers in buses and streetcars in urban and suburban areas. Experience in the United States has shown almost 100% acceptance of this service by the travelling public and a substantial economic future for those participating in the business.

(4) Store-casting is the transmission of specially-prepared programs not only to stores but to all places of public resort where a basically musical program, with or without very short commercial announcements, has been found useful and practical.

For a variety of reasons none of the above fields can properly be covered by AM broadcasting.

The full development of Frequency Modulation broadcasting in Canada has been held back by the Canadian Broadcasting Corporation ruling which requires that a broadcaster transmit over his FM outlet exactly the same program as is fed through his AM outlet. This regulation should be dropped and licenses should be freely issued for FM operation, subject only to the same general technical and economic rules that are applied to AM operation. Otherwise the full development of FM is impossible. In the U.S. something like one thousand FM stations are in operation, which aptly illustrates the progress that can be made where only technical and economic limitations are allowed to govern the development.

TELEVISION

Television is not just an alternative form of radio broadcasting or just another medium of entertainment. Television is a medium of mass communication of tremendous import to us all, and

nothing must be allowed to interfere unnecessarily with its development along proper economic and technical lines.

Canada needs television stimulate its economy and to enable us to maintain and expand present levels of employment to assist us to retain in Canada artists, technicians and others who may be attracted away if they are unable to find at home proper employment in this new field.

The technical and, above all, the financing problems in building up television program service in Canada are tremendous, but we should not let that fact prevent us from making a start now. It is not a new thing for Canadians to be faced with problems of this kind, particularly as we view the United States. All too often the prophets of doom try to prevent new things being undertaken simply because they are new and because they are risky. This kind of thinking must not be allowed to interfere with Canadian television.

To bring television to the maximum number of Canadians at the earliest possible date, it seems essential that the resources of the Canadian Broadcasting Corporation and private broadcasters and others who are willing to set up television stations should not overlap in the initial stage. Inasmuch as private applicants are offering to bring service to Montreal, Toronto and perhaps certain areas of South-Western Ontario a start could be made by licensing these applicants, or several of them, and for the CBC to set its initial stations in such points as Winnipeg, Vancouver, Halifax. Under this plan the Corporation could reserve to itself channels in Montreal, Toronto and elsewhere for its future needs. Under this plan also, the excellent suggestion in the announced government policy for the setting up of program production centres in Montreal would be entirely valid. It would also seem very desirable that, particularly in the initial stages, all television stations, whether privately or publicly owned, should pool not only the programs, but also their experience, by means of interchange of personnel and otherwise.

Now let us examine the announced government policy whereby it is suggested that private applicants should merge on a regional basis. Those of us who have been able to examine this suggestion in detail, and at some length, have come to the conclusion that the arrangement is

★ 5TH YEAR AS CANADA'S TOP 250 WATTER ★

Now 1000 WATTS

CKNW

The Wright STATIONS

Local Advertisers Prefer CHNO

LARGEST AUDIENCE AT LOWER COST

Sudbury's Bilingual Station

SEE William Wright TORONTO MONTREAL

VICTORY BLDG. EMPIRE LIFE BLDG.

FOR SALE

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

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

ical and probably not in the
ic interest for the following
ons:

st, each of the participants
u enter into the venture in the
og, and indeed the certainty,
a after the initial period, he
il be granted a channel in his
right. Only thus, has he any
onable chance of business and
erce continuity which would
ale him to justify his original
tment and operating expenses
e initial period.

Secondly, no plan has been
ud that would permit the part-
er to disengage their financial
personnel commitments on a
as that might be even reason-
bl equitable.

Thirdly, some of the partners
east in each region would
largely to duplicate when
ing on their own much of
energy, thought and effort
ta was put into the original
ation. As a very minimum,
individuals could only expect
arry over from the joint op-
on a skeleton staff, with the
st that they would have to
a, largely from scratch, new
nnel, thus retarding the de-
ment at a stage which might
be critical.

Fourthly, although two private
ons in a given area can very
ly collaborate, if each has
wn channel, transmitter and
a, it would be very difficult
two or more owners to be in
complete agreement as to
y, particularly on the pro-
side, that the operation
proceed with the same zest
effectiveness as would apply
vo or more stations compet-
for the public interest but
ly recognizing the necessity
o-operation. All here present

I am sure, recognize that
constitutes the best pro-
or program service, is a
er on which no two people
possibly think alike, at any
in detail, and with a highly
tive, fast-moving and rapidly
oping medium such as tele-
n. The complexities of joint
ation make joint ownership
ossible. However, there is
y reason to commend close
boration between a group of
ons bound together in much
same way as any trade or
ness association.

television is a new medium
h must be allowed to pro-
e unrestricted and this means
a all private or public agen-

cies, with the resources and the
desire to provide television ser-
vice, should be allowed to do so
immediately, subject only to rea-
sonable technical limitations.
Only thus will the true public
interest be served, and only thus
will television play its proper
part in the future development of
our country.

FACSIMILE

Facsimile has been with us
technically for many years and
indeed has changed little in the
recent past but, curiously enough,
its commercial application has so
far been very limited.

One function that facsimile
would appear to be naturally
destined for, is the dissemination
of printed news material, includ-
ing, of course, all forms of pic-
tures, sketches and the like, which
go to illustrate an article. In no
sense do I suggest that facsimile
can replace a well-run local news-
paper, but it may well be that
in some of the territories served
by members of the Canadian As-
sociation of Broadcasters, there
is a need for facsimile service
which could be integrated with
their other broadcasting activ-
ities.

The fact that facsimile is tech-
nically practical, and that it has
languished commercially, shows
that we have not yet, except in
a very small way, found the con-
tribution that it can make to the
community as a whole. Even in
those cases where facsimile is
used commercially, such as the
transmission of pictures interna-
tionally, its clientele has so far
been limited to a few select
groups or trades. What we need
is a means of making facsimile
useful and attractive not to a
few dozen or a few hundred peo-
ple but, rather, to many thous-
ands.

CJCA

Chief Trading Area:

MORE THAN

500,000

POPULATION



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

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

Representatives

U.S.A.

ADAM J. YOUNG JR. INC.

CANADA

OS A. HARDY & CO. LTD.

"LA VOIX DU VIEUX QUÉBEC"

UP! UP! UP! UP!

Saskatchewan FARMERS CASH RECEIPTS \$335,070,000.

Aug. '47-March '48 . . . for the eight-
month period, cash receipts for Saskat-
chewan Farmers from grain, livestock and
butterfat alone are estimated to total
\$335,070,000 as compared with \$287,580,-
000 for the corresponding eight months of
the previous year, an increase of \$47,-
490,000.

COVER THIS RICH MARKET
WITH

CKRM
REGINA ★ DIAL
SASK. 980

5000 x Summer = 2½ million Is any of it yours?

On May 24th the tourists started their annual summer
invasion of North Bay. 5,000 of them daily until
September. Last season they spent 2½ million dol-
lars. Plan now to ear-mark some of this year's dol-
lars for your product.

CFCH provides their exclusive choice of radio enter-
tainment. Schedule your advertising on CFCH to
reach this enormous extra market during the tourist
boom days from May to September. It's a CFCH
bonus!

CFCH - North Bay

600 KCS.

1000 WATTS

CFCH-FM

Get the facts from

NATIONAL BROADCAST SALES

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

MONTREAL: 106 Medical Arts Building - FI. 2439

CKSO

SUDBURY

is now
a member of

BBM

and

Elliott-Haynes

are now doing

REGULAR
AUDIENCE
SURVEYS

Information is
available at any

ALL-CANADA OFFICE

IN CANADA

OR

WEED & COMPANY

IN THE U.S.A.

Over The Desk

It happened last March, so it's old stuff now, but a rather interesting document has passed over "The Desk," in the form of a list of sub-contracts issued in connection with the Montreal Ford Hotel (Radio-Canada Building) project. These total nearly half a million dollars, and we thought we would list (without comment) the top ten items. Power and Domestic Wiring—\$65,000; Sound Isolation—\$63,446; Ventilation—\$54,950; Lath and Plaster—\$50,039; Studio Wiring—\$24,650; Wall Finishes—\$24,337; Power and Domestic Wiring—\$14,408.14; Plumbing, Sewage and Drainage—\$12,549.84; Carpets—\$12,000; Toilet Tile Floors—\$10,627. These were tabled in the House March 30.

Jim Allard has issued a bulletin, listing a number of books which he recommends for "information, research and training." These are: "Handbook of Radio Writing" by Eric Barnow; "Handbook of Radio Production" by Eric Barnow; "Television Simplified" by Milton S. Kiver; "Radio Listening in America," University of Chicago, National Opinion Research Centre. If we may be permitted to introduce a note of crass commercialism into this hitherto undefiled column, we should like to mention that these and all other books are obtainable, post free, from this journal's Book Department." End of commercial.



A complete absence of election return stories should not be interpreted as lack of appreciation of what every station in Canada did to get the (sad) news to the people as soon as possible. It would be impossible to single out one station or more which were worthy of special mention, because the tribute goes to the whole industry which, working in close co-operation with the news services, has changed the entire complexion of elections. Radio can justly claim the credit for a great part of the wide interest which was displayed by the public this year.

We've had a number of enquiries lately about the possibility of reviving the Beaver Awards. We are interested in knowing how interested the industry would be if we undertook the project again, possibly next fall. We never asked for fan mail before, but whether you are for or agin' 'em, it would be interesting to know.

Our dancing fingers had to stop flying over the keys of this Underwood for a moment while we took a phone call from Ed Waud of TCA, who said he had been expecting a call from us to say how much we had enjoyed our flights to St. Andrews and back for the CAB Convention; which goes to show you that our government-owned airlines, radio systems and other socialized businesses have a keener conception of the value of publicity perhaps than their counterparts who are still surviving in private business. Our answer to Ed was that we find TCA staffed with charming people.

This morning's cruise across the Bay from Toronto's Centre Island where we have taken our tooth brush and pyjamas for the summer months, was enlivened by charming Hazel Blair of Baker Advertising, a rare morning tonic, even if her lips were going through the motions of composing the lyrics for yet another series of singing spots. We learned, between stanzas, that vee-pee Howard Baker displayed a love of good music which eclipsed the commercial spirit of an advertising big. He put his foot down firmly but gently, when Hazel tried one of her chewing gum jingles on him, set to the music of the Funeral March in Saul.

Romain LeClair, one-time manager of CJEM, Edmundston, and now about to open CHFA, the new French-language station in

Edmonton, has returned west after a month's sojourn in the parts, making final arrangements for his opening. He still has some vacancies for French-language announcers. The new station—second French one in the west—will operate on 5 kw. at 680 kcs. Tentative opening date is October. Transmitter is RCA, and three-antenna array is by Aja

WAB president Bill G. writes: "Plans are under way on an outstanding annual convention of the Western Association of Broadcasters at Banff Springs Hotel on September 8-10. If you have not already made your reservations... we urge you to do so as soon as possible. Either write directly to the Banff Springs Hotel, Banff, Alberta, or to the WAB, Lethbridge, Alta."

There's a top voice in the radio business which never delivers into a microphone. It is the cheerful voice of Arleigh Stanfield who makes you glad you did it every time you call the Toronto office of National Broadcast Sales. Investigation brings a further fire to light, and that is that Arleigh is as facile with her typewriter as she is with her vocal chords and proves it by turning out the "Northern" house organ "Station" with a light and chatty touch that makes for easy readability.

Gerry Quinney has left CFA Flin Flon, to join CJSH-FM Hamilton, as assistant manager. He is succeeded by C. H. Witnauer, formerly promotion manager of CHAB, Moose Jaw. Wilf Collier, recently appointed manager of CJNB, North Battleford, Saskatchewan, has gone to Winnipeg and will be program director for Lloyd McFat's CKY, Winnipeg, when it goes on the air. New manager of CJNB is Hume Lethbridge, who has been out of radio for some time but was formerly at CKO Kelowna and CKLN, Nelson.

CKFI, Fort Frances' transmitter operator, Syd Wall, tackled three thugs together with a flailing plunge when they broke into his transmitter house, and wound up under his own bed. It was night-mare.

First news release to read "The Desk" since Confederation from Newfoundland's only privately-owned station, discloses that the program "The Barrerman" was moved from station VONF (now CBN) to VOCM June 24. The program was originated, writes manager J. R. Butler, by the Honorable J. R. Smallwood, Premier of Newfoundland twelve years ago. Michael Harrington is now featured in his place. Newfoundland baseball gets an airing again this year on VOCM, with Newfoundland Brewery sponsoring, under a five-year contract. Mr. Butler also says—and you will pardon our immaturity—"congratulations on your series 'No Holds Barred' now running through VOCM 7 p.m. Wednesday." To which we reply "thanks, Mr. B."

When you look at a rose or an orange or a pretty girl or a scan you do not horizontal lines.

Then why should you look at a printed page that way? That's behind the Square Scan, a sample of which

you are now reading. It was invented by Robert B. Andrews of Southern Methodist University, Texas.

When you think of your women's program don't be restricted by narrow thought lines. Look at it piecemeal.

It is a gold mine of potential profits, and the pick-and-shovel work is done for every month in

TO THE WOMEN. We only say this because it's true. Dozens of letters from enthusiastic women commentators.

have finally got us convinced!

Walter A. Dales Radioscripts

319 EMPIRE LIFE BUILDING — MONTREAL, P.Q.

W. A. Dales

S. Macdiarmid

H. G. Bowley

AGENCIES

Agency Holds Radio Clinic

Toronto. — The importance of radio, as a live and profitable agency department, was pointed up by a Radio Clinic, conducted here last month by radio executives from Cockfield Brown's Toronto, Montreal and Winnipeg offices, under the aegis of Wis McQuillin, who has headed up the agency's radio operations ever since the department came into being.

The clinic, which was strictly an internal one, took three full days, during which radio men from the three offices got together—in McQuillin's words—to do a little collective thinking on the medium, with each contributing a paper on a relevant problem.

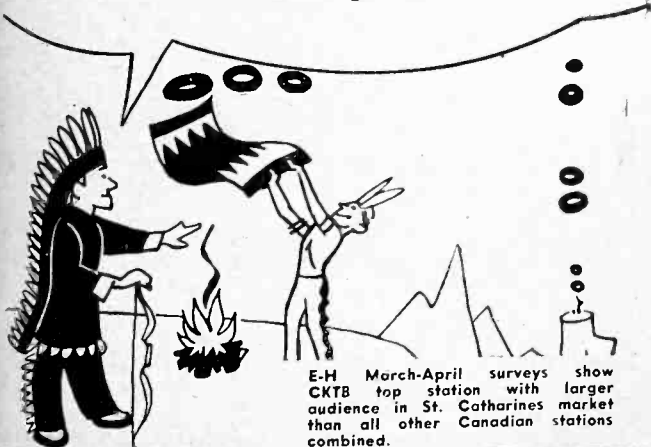
Subjects discussed ran the gamut from station and program selection, station relations and audience promotion, to private problems of the firm.

The agency seemed encouraged by the strides BBM has taken over the past few years, and is definitely hopeful of future developments. Station selection is aided by BBM and Elliott-Haynes surveys, but the past experience of time buyers remains an important factor.

CBC chairman Davidson Dunton, who appeared on the last day as an invited guest, said that if the government grants the CBC the \$4,000,000 it is looking for, when Parliament convenes in September of this year, the CBC will aim to start operating TV production centres in Toronto and Montreal by September, 1950. He expressed interest in a suggestion that the agencies work with the CBC in the early stages of training and production of TV shows.

Attending the clinic were: John Burke-Gaffney, Winnipeg; Bill Harwood, Bill Hanna, Christopher Ellis, Earl Box, Gilles Duhamel, Montreal; Wis McQuillin (chairman), Alan Savage, King Whyte, Cam Logan, Ross MacRae, Rex Weyman and Jim Atkin, Toronto.

Say, "Everybody in Niagara District listens to CKTB St. Catharines, so we fold up."



E-H March-April surveys show CKTB top station with larger audience in St. Catharines market than all other Canadian stations combined.

WHITEHALL BROADCASTING LTD.

Montreal. — Imperial Tobacco, for Players cigarettes, has renewed "Songs of Our Time" over CFRB, Toronto, for one year. The show features Jaff Ford and is heard at a new time of 6.50 p.m. (EDT) Monday through Friday.

Same sponsor has also renewed a flash announcement campaign for State Express cigarettes over CFRB, Toronto.

COCKFIELD BROWN & CO. LTD.

Toronto. — Sparkle Dentifrices Ltd. has picked up the sponsorship of "Did I Say That" beginning July 25. The 10-minute recorded show will be heard over CHML, Hamilton and CKEY, Toronto, at 7.50 p.m. (EDT) Monday through Friday, and will retain the same format with Harvey Dobbs and Don Wright handling the commercials and participants. The product advertised will be Spark-o-Dent Ammoniated Tooth Powder.

MASONS UNITED ADVERTISERS AGENCY LTD.

Toronto.—J. C. Eno (Canada) Ltd. has scheduled a combination spot and flash campaign through August over 20 Ontario and Quebec stations advertising Eno's Fruit Salt.

F. H. HAYHURST CO. LTD.

Toronto.—Best Foods (Canadian) Ltd. has taken over sponsorship of "Pick The Hits" on CKEY, Toronto, for Nucoa Margarine. The 15-minute five-a-week recorded show runs until September 2.

DANCER FITZGERALD SAMPLE INC.

Chicago. — Procter & Gamble, for Oxydol, has switched the "Ma Perkins" show from NBC to Columbia, commencing July 11. The 15-minute five-a-weeker is heard as a delay over CFRB, Toronto, at 2.15 p.m. (EDT) and the Trans-Canada network at 3.15 p.m. (EDT).

MUTER & CULINER LTD.

Toronto.—The Savarin Restaurant has started a 10-minute five-a-week sportscast over CFRB, Toronto (10.50 p.m. EDT) featuring Wally Crouter.



Wishes To Express Its Gratitude To:

- THE BELL TELEPHONE CO. OF CANADA
- FRIDEN AUTOMATIC CALCULATORS INC.
- CANADIAN NATIONAL TELEGRAPHS
- CANADIAN PACIFIC TELEGRAPHS
- CANADIAN MARCONI COMPANY
- ANGLO IMPERIAL CABLES
- ROYAL CANADIAN ARMY SIGNAL CORPS
- 65 REGULAR B.U.P. STAFFERS AND
- 965 SPECIAL ELECTION CORRESPONDENTS

For their co-operation in providing Canada with an Election Night Service which is still bringing compliments from pleased clients from coast to coast.



LIONEL moved in last week on the Shediac, N.B., Lobster Festival*, with stunts galore for the benefit of station sponsors, whose products were given a full Lionelizing treatment before the thousands of visitors. No charge, of course . . . Just one of Lionel's extra-curricular activities.

It's pluses like this that make CKCW a must on an advertiser's schedule.

*One of N.B.'s top industries.

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

Our New PACKAGE PRODUCTION HOUSE

with a full-time staff of four experienced radio people will:

BUILD AND SERVICE SHOWS TO YOUR SPECIFICATIONS.

•
NO RETAINING FEE
NO AUDITION CHARGE

•
NEW IDEAS
FRESH APPROACH
SERVICE TILL
IT HURTS

Monty Hall
PRODUCTIONS
398 Avenue Rd., Toronto.
MI. 6010

OPINION

Prescription For Private Network



St. Andrews, N.B. — The first thing to do to make the public want a private network is to "make the family conscious of the good citizenship of the private station to which it listens—good citizenship in terms of wanted benefits that station makes available to the listeners it serves—and second, to see that such benefits are realized and appreciated in such a way that the community is sympathetic to the desires of that particular station to ex-

pand its ability to serve." This was the tenor of a talk by Robert M. Campbell in an address to the Canadian Association of Broadcasters in convention here last month.

In the address, titled "Achievement Through Contribution," Campbell, who is a vice-president of the J. Walter Thompson Co. Limited, cited many examples of how stations could and did promote community efforts and pointed out that "the more custom-built that service is, the more effective it is." By effective, he said he meant "making that community love that station" and "doing good and getting credit for it."

"To me as an advertising agent," Campbell said, "such activity (community service) is a measurement of the hold that the individual station has on its individual community. I know that such an intangible cannot be measured with precision. I also know it cannot be ignored."

To ensure that the station's services do the most to endear it to its particular community, Campbell said it is necessary to find out what is closest to the heart of each community through research, analysis, planning and production.

"If we can look forward to the day when every private station in Canada is regarded by its community as a champion of that community, what impediment is there then to the establishment of a private network? What government then can resist it?" he asked.

• • •
"Power in government," Campbell continued, "comes from the people. I suggest that, holding in your hands one of the most powerful means of communication the world has ever known, you have in your hands, in this way, the opportunity to go to your people and bring your people to you."

"I know that the way I have suggested is the long, hard, slow way. And I do not suggest for one minute that you should slacken your efforts along other lines for a single moment. Indeed, to do so would be to break faith with the splendid contributions so many of you have already made and are continuing to make."

"But I do suggest that a head can make surer and faster progress if its body is striving in the same direction. And I am convinced that this job must spring

from the grass roots before it can be effective on the platform of national public consciousness."

In conclusion Campbell said: "The whole struggle for individuality in a sick world—the struggle back from the swamp of socialism and autocracy that is the concern of every responsible person today—that whole struggle is epitomized by your struggle. That major battle is far from won. If we are to have liberty and progress it must be won through contribution by us in our lives. All other paths—all other conceptions—lead to dictatorship."

Raps CBC Dramas

Winnipeg.—The Winnipeg Tribune, in an editorial, has taken exception to the type of productions being featured on the Wednesday night broadcasts of the CBC Toronto drama group.

The paper states that many listeners have suggested that the tone and character of "these dramatic experiments" are hardly suitable for the living room of the average home, particularly for children.

Continues the editorial: To judge by its presentation on the CBC, Knut Hamsun's novel (Growth of the Soil) was primarily concerned, not with the struggle of a pioneer to establish a homestead, but with the problem of infanticide. The climactic courtroom speech went far beyond a plea for mercy for the unmarried mother, and became virtually a defence of infanticide in principle.

"This has struck many listeners as a studied effort to outrage familiar standards of good taste and common sense."

"If a group of amateur dilettanti wished to toy with the dramatic possibilities of hideous ideas at their own expense in some private barn, they might be said to be entitled to that degree of freedom. But to maintain such a group at the public expense and to introduce it into the privacy of the home under the national aegis, is another matter."

"Despite the almost maternal solicitude shown by the government of the CBC for the 'freedom' enjoyed by this drama group, seems undeniable that from the standpoint of public morals it is abusing the pool of privilege which was created for it in the hope that it would contribute to the development of drama in the Dominion."

WE'RE EXPECTING



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

CFCN

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

ASK RADIO REPRESENTATIVES LTD., Toronto - Montreal

DID YOU KNOW?

That Colchester County (which is well within CKCL's Primary Area) leads the Province in forest production? Annual lumber production is averaged at four million dollars—and that spells PROSPERITY. Over 150 local advertisers have found CKCL the logical means of tapping this important market—and they're the men who know.

CKCL

TRURO BROADCASTING CO. LTD.

J. A. MANNING
Manager

WM. WRIGHT, Representative
Toronto and Montreal

NEW YORK'S RADIO ROW

by Richard Young

New York, N.Y.—The annual summer doldrums have set in along Radio Row.

As proof of this simple but factual statement we offer as evidence the following scene which we ran across in a local radio-television bistro: two top executives of one of the major networks playing cards in the back room of the restaurant at 2.35 in the afternoon. (They didn't see your correspondent!)

And so, with the temperature hovering in the 90's, we'd like to offer you a few short takes:

Outlook for radio in the fall continues to look unexpectedly bright, despite a number of program shuffles. Latest estimates find that the two leading networks, NBC and CBS, probably have at this writing less than three hours of evening time available for the fall.

NBC network has reportedly assigned an outside survey outfit to the task of studying possible reorganization of its entire operations. Insiders say there is a distinct possibility of NBC being split into two separate units made up of the National Broadcasting Co. and the National Television Co.

No new resignations from the National Association of Broadcasters to report this issue but we've been told by officials that there may be more if nothing is done about reorganization of the association at the board of directors meeting July 11-13.

A great number of NAB members are in favor of breaking the group up into various and separate segments such as AM, FM and TV. However, association officials—at least two—seem to feel that the few resignations that have come to date have been mainly prompted by money matters. According to these officials, when times get tough, it is only natural for station operators to look for all ways and means of cutting expenses. Dropping out of a trade association is always one of the first solutions tested.

NAB executives seem to be optimistic about these stations returning to the fold at an early date. Some station operators don't share this optimism.

The above paragraph is hardly a "short take." We'll make up

for it in the next paragraph.

We predict radio is here to stay.

Good news indeed to hear that Ken R. Dyke, who exited NBC as its administrative vice-president on June 1, has made a new connection as vice-president in charge of public relations at the Young & Rubicam ad agency.

Mr. Dyke did much good in trying to get broadcasters on the right track, being a major force in formulating a new standards of practice for NBC as well as for the industry as a whole. However, when NBC, getting in a stew over the arrival of the buyer's market, relaxed its standards, Mr. Dyke relaxed by resigning.

A good try, General.

Another major executive job switch saw William H. Fine-shriber, Jr., director of operations, CBS, quit his post to move over to MBS as vice-president in charge of programs. He is succeeded by Gilson Gray, formerly director, editing department at Columbia.

In an attempt to garner a bigger chunk of the national advertising dollar, the nation's foreign language stations have formed a new selling and program network, the Foreign Language Quality Group.

Sparkplug behind the move is genial Ralph Weil, general manager, station WOV, New York. Stations in all major markets are expected to join the new network which is scheduled to begin operations in earnest within the next four to six weeks.

On the cuff . . . CBS network boasting that all its house-manufactured programs have been renewed for the fall season. Latest to sign was General Foods for its "My Favorite Husband" show . . . There's talk that the Milton Berle show may move from ABC to NBC next season . . . Personnel cuts have been made at NBC, CBS and ABC—costs of television being a major cause . . . U.S. Tobacco Co. planning to launch a new mystery show starring screen actor Bill Gargan over MBS starting in August . . . It's reported that Lee Hats will drop sponsorship of commentator Drew Pearson over ABC. There are those who tell us that Mr. Pearson may be without a program by next December . . . Kraft Foods cancelling its "Music Hall" show over NBC on September 29 and moving into daytime radio with a new soap opera across-the-board over the same network . . . And now it's back under the shower for us till next issue.

GET THIS

In May Our Elliott-Haynes All-Day

Average Rating Was

TWELVE POINT EIGHT

12.8 THAT IS

CFBY GUELPH

DEMAND Complete Coverage



Don't squeeze your summer sales into an inadequate space. Let CFNB carry it high overhead where the thousands of visitors and vacationing New Brunswickers will become aware of it. Summer -- and spring, fall or winter, CFNB gives complete coverage of the rich central New Brunswick market.

CFNB

FREDICTON, N.B.



THE DOORWAY TO NEW BRUNSWICK

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.

Stretch
YOUR PUBLICITY BUDGET WHERE A DOLLAR REACHES MORE PEOPLE

CKCH Studios
121 Notre Dame St., Hull, Que.
Canadian Representative: Omer Renaud & Co.,
Montreal, 1411 Stanley St., Toronto, 53 Yonge St.
U.S. Representative: Adam J. Young, Jr., Inc.,
22 East 40th Street, New York, N.Y.

CKMO YOU MAKE FRIENDS in Vancouver when you Buy neighborly CKMO

CKMO 1000 WATTS 1410 on your DIAL

A Reference Library In One Volume

738 Pages -- 43 Departments -- 44 Experts

"MODERN RADIO Advertising"

with an Analysis of
Television Advertising

by
CHARLES HULL WOLFE

Radio Dept.
Batten, Barton, Dustine Osborn

--: Copyright 1949 :--

How To

PLAN IT — BUY IT — WRITE IT — TEST IT

In Seven Parts

1. Fundamentals of Radio Advertising.
2. Radio Advertising Techniques.
3. Network Advertising.
4. Spot Radio — for National, Regional and Local Sponsors.
5. Commercial Announcements.
6. Past, Present and Future.
7. Opportunities in Radio.

\$9.00

Post Free if
cheque enclosed
with order.

USE THE HANDY COUPON NOW!

Book Dept.,
Canadian Broadcaster & Telescreen,
163½ Church St.,
Toronto 2, Ont.

Send me my copy of "Modern
Radio Advertising."

*Cheque for \$9.00 enclosed.
Bill me, plus postage.

Signed

Address

*Delete whichever does not apply.

PEOPLE

CBC PRESS REP. RESIGNS



Toronto. — Harriett M. Ball, who began her association with national radio 16 years ago with the Canadian Radio Broadcasting Commission, has resigned her post as press representative in Toronto for the Canadian Broadcasting Corporation.

"Henri" Ball began her career as a newspaperwoman in Toronto, and later became well known as a motion picture and theatre publicist both in Canada and the United States before turning to radio.

Future plans, she says, call for travelling, the study of television. Later she will resume her writing career.

Canucks Hit White Way

Toronto.—Jack Arthur, veteran Toronto showman, is to stage the big Canada Night show which will take place in Madison Square Garden, New York, July 18, during the four-day International Lions Convention. Top Canadian radio talent will headline the show which has been arranged in honor of the incoming International Lions Club president, Walter C. Fisher of Queenston, Ont.

Canadian talent will include the Leslie Bell Singers; Wayne and Shuster, radio comedians; Gisele, French-born singer; Lorne Greene, announcer-narrator; and Howard Cable, arranger - conductor, who will direct orchestral arrangements for the ensemble.

Assisting Jack Arthur will be Leon Leonidoff, Torontonion now in charge of the Radio City Music Hall shows.

Joins Bryant Press

Toronto.—After twelve years in the broadcasting industry, G. Norris Mackenzie will shift to another field of advertising on August 1, when he becomes sales manager of Bryant Press with headquarters in Toronto.

Mackenzie, who has been associated with All-Canada Radio Facilities Ltd. throughout his broadcasting career, has resigned from the position of regional sales manager of All-Canada's Program Division.

Previous to his transfer to Toronto he worked at CJCA, Edmonton; CKWX, Vancouver; and CKOC, Hamilton.



True Story

An announcer came into the office to ask us for our advice.

■ ■ ■

He told us what a swell announcer he was.

■ ■ ■

He told us how lousy all other announcers are.

■ ■ ■

He told us how he would run a radio station if he had the chance.

■ ■ ■

He told us how he would run the Canadian Broadcaster & Telescreen—if he had the chance.

■ ■ ■

He told us how he would run the CBC—if he had the chance.

■ ■ ■

He told us what was the matter with the CAB.

■ ■ ■

He told us what was the matter with us.

■ ■ ■

He told us what ought to be done about the ratings.

■ ■ ■

He told us how wonderful everything was in American radio.

■ ■ ■

He told us how wonderful everything was in British radio.

■ ■ ■

He told us how wonderful everything was in Australian radio.

■ ■ ■

He told us what a wonderful announcer he was.

■ ■ ■

He thanked us for our advice and left.

The Voice of the Eastern Townships

CHLT
(FRENCH) 900 & 1000 Watts

CKTS
(ENGLISH) 1240 & 250 Watts

SHERBROOKE, QUE.

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

CANADIAN TELESCREEN

Vol. 2, No. 13

TV and Screen Supplement

July 13th, 1949

CBC TO SET UP TV IN TORONTO AND MONTREAL

Toronto.—Since there is only real to provide a French language outlet. In addition to producing programs for the CBC, the facilities and studios in both Toronto and Montreal are to be used for supplying any privately-owned stations outside of these cities, which may be licensed, with program material, he said. At first, programming will most likely consist of "kinescope recordings" and special events such as sports, for which mobile units will be available.

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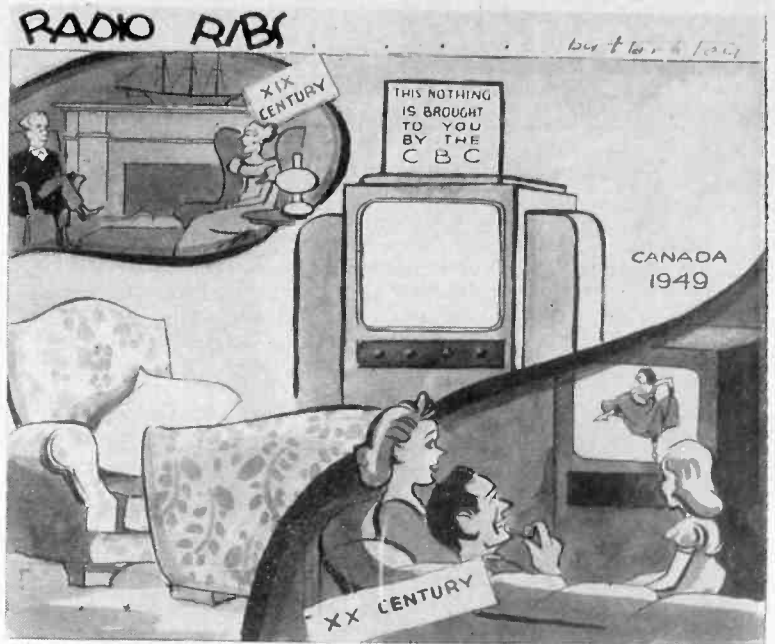
The CBC's plans for operating television on a network basis will go ahead as soon as communication companies establish links between different centres, and it is expected that the first link will connect Montreal, Ottawa and Toronto through either coaxial cables or short-wave, the CBC general manager claimed.

"Television calls for the co-ordination of the work of a great variety of functions," Dr. Frigon points out. "Beside the personnel required for the sound part, such as announcers and sound operators, there are television operators, camera and dolly men, microphone-boom handlers, stage managers, electricians, carpenters, painters, stagehands, property men, moving picture cameramen, film processing specialists, film and slide librarians, scenery and display artists.

"Of course it will be possible to assign more than one function to one individual employee. Nevertheless, the staff for a given show will be greater and much more diversified than in the case of sound broadcasting. For instance, the transcription of a television program by the process of making a moving picture recording of whatever appears on the kinescope screen is in itself a specialty quite unknown to sound broadcasters."

Some of the positions opened by the new medium might be adequately filled by employees already on the CBC staff and a canvass is being made to find out who wishes to do television work and who is qualified to do so, Dr. Frigon says.

"We would like to make the most of television," he stated, "so that the Canadian public might benefit of all its possibilities. Television is not to be a toy or a simple billboard. We hope all concerned will look at the vast amount of work ahead, at that level."



TV RESEARCH IS HODGE - PODGE

New York.—Lack of an audience measurement service "whose methods, coverage, accuracy and integrity are beyond reproach" is creating problems for agency and network research executives in the TV field, it is reported here.

At present, each of the three firms making television audience surveys has certain advantages, either in service or points of information which it alone makes available. But each also has many disadvantages. To get all the advantages it is necessary to buy three or more services, but program ratings, the one item offered in common by all services, are likely to differ widely and confuse subscribers, as they have many times in the past.

There are three methods of collecting data presently being used. Hooper uses the telephone coincidental method, and Pulse, covering New York, Chicago, Philadelphia and Cincinnati, relies on aided recall in personal interviews. Jay and Graham surveys employ a third method, through diary study, and this company has recently completed a New York survey after operating in Chicago for some time.

In the near future two more

methods are expected to enter the TV survey field. In August, A. C. Nielsen, who has been experimenting with his Audimeter in New York television homes, plans to make a first study with results available in September. Another company preparing to enter the field on a large scale is Sidlinger, whose "radox" has been in experimental use in Philadelphia for almost a year.

All the methods used by organizations now in the survey field are said to be statistically correct by the research experts concerned, but as yet no sound solution for the conflict in ratings has been advanced that satisfies the buyers and sellers of television time.

To further complicate the matter, there have been reports that various other business research organizations, not now in radio or television, plan to enter the visual field. In addition, several organizations have appeared during the past two years of intensive activity in television that supposedly show tele's effects on other media and living habits, but researchers are reportedly frowning on these methods and regard such analyses as "nothing more than crystal gazing."



FOR THESE ARTISTS

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

Day and Night Service
at
Radio Artists Telephone
Exchange

**144,000 PEOPLE EARNED
114 MILLION DOLLARS IN
THE MARKET COVERED BY**

**CJGX
YORKTON**

COLOR TV STILL DISTANT

St. Andrews-by-the-Sea, N.B.— In a speech to the Canadian Manufacturers' Association in convention here, Federal Communications Commissioner (U.S.) George Sterling said that he does not have "the least idea" when color TV will be made available to the general public. Sterling, who is former chief engineer of FCC, pointed out that the testing, hearing, experimenting and planning necessary for color TV

has not yet reached the point where he would hesitate to buy one of the black and white receivers now on the market.

Color receivers "are bound to cost considerably more than a monochrome receiver," Sterling said in his address, devoted entirely to the discussion of television.

Sterling also questioned the speed with which the manufacturers of TV receivers can prepare to market sets for reception in black and white on the UHF bands which have not as yet been allocated in the U.S., and he mentioned disagreement among engineers regarding tubes and other equipment.

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CBC BOARD MEETS JULY 28

Ottawa.—The next meeting of the Board of Governors of the CBC has been scheduled for July 28-30 in Montreal, it was announced by A. D. Dunton, chairman of the board.

TEE VEE ACTION

New York.—Television is now a mass-market product. At least that is the conclusion drawn from a survey conducted by Sylvana Products, Inc.

The Sylvana study found that 58% of all the video sets now in use are owned by families earning less than \$5,000 and the rate of purchase of this group is growing much faster than families earning more than that amount.

Frank Mansfield, Sylvana director of sales research, said that well-to-do and prosperous families entered the television market early and have continued to purchase sets at a steady growing rate. Families earning less than \$5,000 entered the market at a low purchase rate but their market impact is growing faster. Mr. Mansfield disclosed that among families making less than \$2,000, ownership had increased 50% from December, 1948 to February, 1949; among families making up to \$5,000, 33%; and 30% among families with high incomes.

The study also found that there is now a definite move away from high-priced receivers. Since January 1, only 12% of all sets sold have been priced above \$500, whereas in the last quarter of 1948 they represented 16% of the total market. Families earning more than \$5,000 are following a trend toward lower-priced sets. During the first two months of this year, only 15% of the purchases by these families were above \$515.

According to researcher Jim Jump, television in New York has cut \$2,500,000 monthly from the income of movies, plays and night clubs. Mr. Jump found that New Yorkers owning teevee sets attended 64% fewer movies, 33% fewer plays, 49% fewer night clubs, 45% fewer boxing matches, 18% fewer lodge meetings and 12% fewer bowling sessions. Olympic wrestling showed a gain—22%.

Chevrolet to sponsor all home games (and the North Carolina game in New York) of the Notre Dame football next fall over the Du Mont network.

Maxwell House Coffee scheduled to bankroll a new Maxwell House series over CBS-TV starting August.

Chicago's first tele-station, WBKB, observing its eighth anniversary.

Colgate Theatre being replaced by Vic and Sade on NBC-TV. Colgate will continue to pick up the tab.

"Fun for the Money," an audience participation show, has been sponsored by Kleenex on the ABC-TV network since June. The show originates in Chicago.

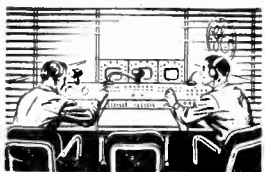
FROM CAMERA TO RECEIVER



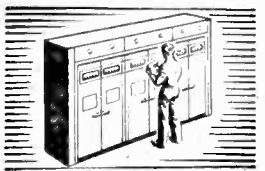
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Studio



Transmitter



Antenna



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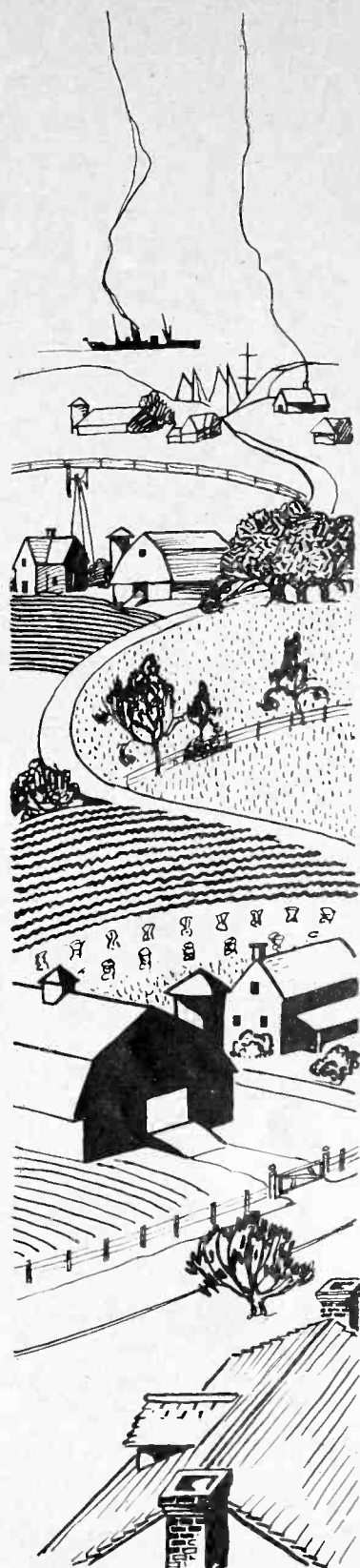
630 KILOCYCLES

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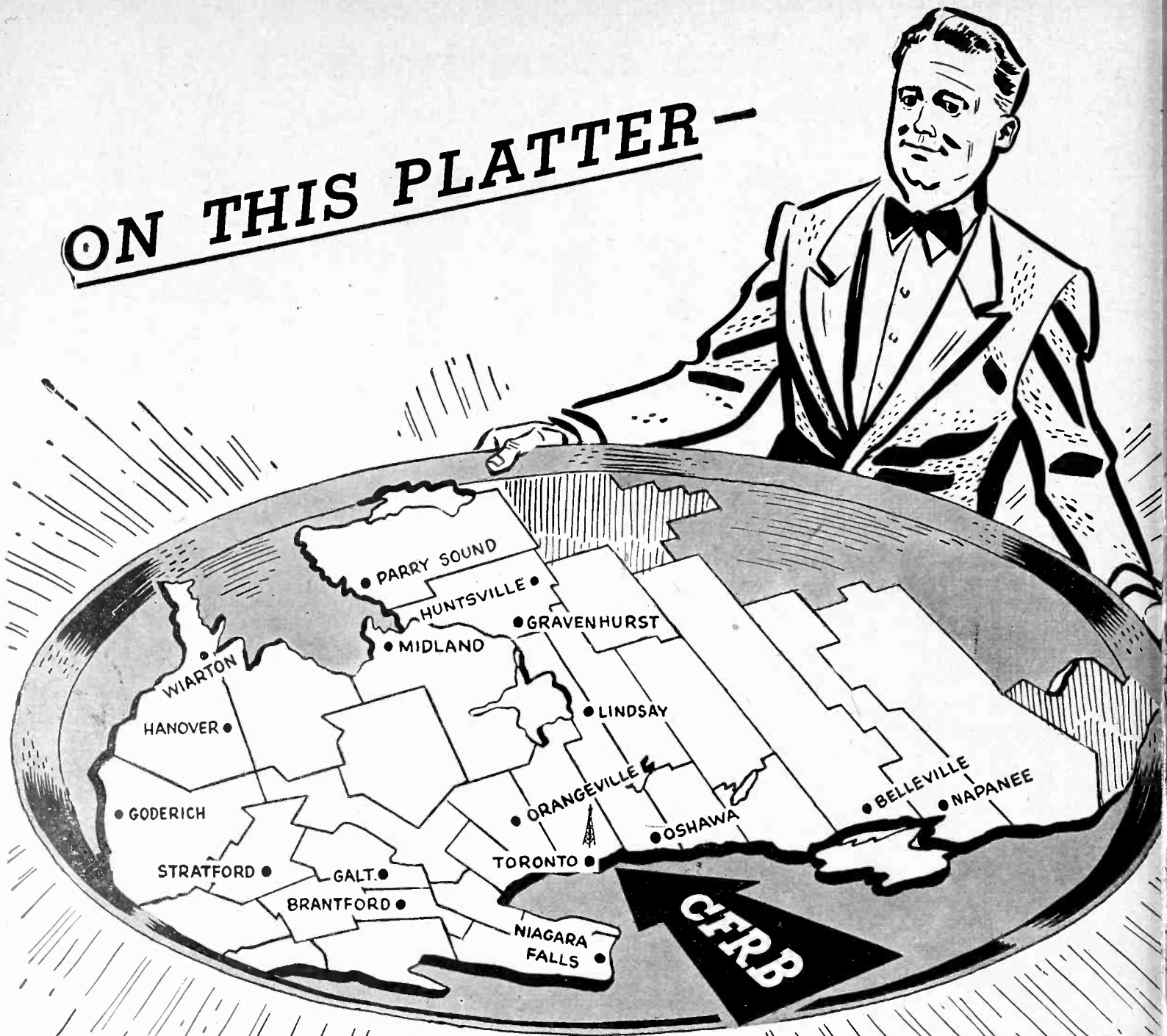
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