

CANADIAN BROADCASTER

AND TELESCREEN

Vol. 8, No. 16

August 24th, 1949

CC GIMMICK BAN OLTS US RADIO

Toronto. — FCC action in the United States forbidding the broadcasting by American stations of radio give-away programs depending on chance should have no bearing on Canadian quiz programs, since it is a matter of purely domestic American law," according to Jim Allard, general manager of the Canadian Association of Broadcasters, contacted by the Broadcaster in Ottawa following the release of the story by the Associated Press last week.

Give-away programs are popular in Canada, Allard stated, adding that lotteries are forbidden here anyhow under Section 236 of the Criminal Code, so no problem exists. "Also," he added, "in all these prize programs skill is the predominant factor."

Ernest Bushnell, CBC Director General of Programs, told The Canadian Press that the CBC would not be sorry if "jackpot programs" were banned in Canada. Stating that the CBC has very few give-away programs, he expressed his opinion that "they are only an attempt to buy radio listeners, and very little entertainment is offered to the public."

"I can't think of one give-away program on our network," he added. "That should be a fair indication of what our executive thinks of them." (CBC lists on its tentative 1949-50 schedule Colgate's "Share the Wealth" and Kisterine's "Treasure Trail.")

In the States, the FCC's action is regarded as reaching many cash and merchandise give-away programs now on the air. According to AP, the move comes after more than a year-long investigation.

Programs which will be deemed by the commission to be in violation of the ruling and render stations airing them subject to being closed up are:

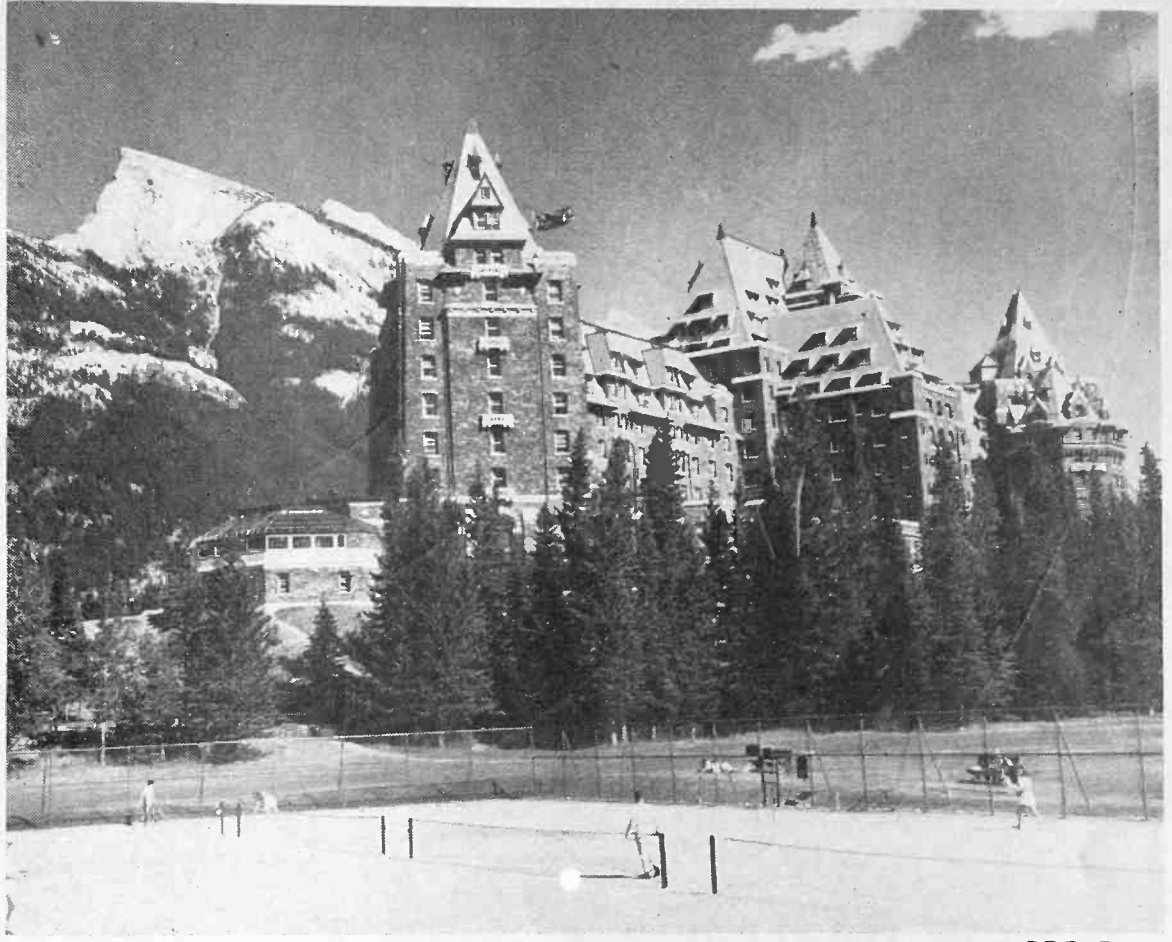
(1) If the winner furnishes money or other thing of value or is required to have in his possession a product of the sponsor.

(2) If the winner is required to be listening to or viewing the program.

(3) If the winner must correctly answer a question, the answer to which has been given on the program, or "where aid to answering the question correctly is given."

(4) If the winner must answer the telephone in a prescribed manner or with a prescribed phrase, or is required to write a letter in a prescribed manner or containing a prescribed phrase, "if in the prescribed manner of answering the phone or writing the letter has been broadcast over the station in question."

WAB MEETS AT BANFF SEPT. 8-10



—C.P.R. Photo.

Attention will be divided early next month between the Western Association of Broadcasters' Annual Meeting at Banff, September 8-10, and the private stations' presentation to the Royal Commission on Arts and Science Development, September 6.

Bill Guild, WAB president, who was also named chairman of the CAB at their Convention this summer, has been working on the brief to be presented to the Commission with his fellow committeemen, Jim Allard and Ralph Snelgrove. He will deliver the brief to the Commission September 6 in Ottawa, remain overnight, to be available if questions are asked, then arrive in Calgary by plane September 8, and drive to Banff ready to open the WAB meeting at 2.30 p.m. that afternoon.

Preparation of the brief, for which the CAB membership gave its board carte blanche at the St. Andrews Convention, has entailed weeks of effort on the part of the committee in Montreal, Ottawa and Toronto. A confidential preview of the notes indicates that it will be presented as a factual statement of the problems of private radio, especially insofar as listeners are concerned, with stress laid on the inequity of the

system under which the CBC is compelled by the Broadcasting Act both to regulate and compete with the private stations. Strong representations will undoubtedly be made for the establishment of the long-sought independent regulatory committee.

The WAB Meeting in Banff will take a new format, with afternoons only devoted to business.

The morning of the opening day, Thursday, September 8, will be devoted to registrations. During the afternoon, a business session will include the president's address and a report on CAB activities by Pat Freeman.

Friday morning, delegates and guests will join in a motor tour around the famous mountain resort. Business will be resumed during the afternoon when the agenda includes a discussion of the local and national rate situations.

Saturday morning is given over to the election of directors when it is hoped by the WAB Board that common ground can be found between them and the B.C. group, for a future amicable association between the prairie stations and those in B.C.

Saturday afternoon calls for the annual golf tournament, followed by the traditional Marconi cocktail party, and then the annual dinner. Meetings will be resumed on Sunday only if it is found to be necessary.

During the meetings, the association hopes to be able to bring down a formula agreeable to its membership which will provide the basis for a presentation to the CBC Board of Governors requesting removal of the time restrictions on the playing of transcriptions. Designed to encourage the use of live talent, it is generally felt that the restrictions which limit the number of hours stations may use recordings have no direct relationship to the amount of live talent used on the air.

TO MANAGE CJIB

Sid Lancaster, whose resignation from Radio Repts Limited was announced recently, has been named manager of station CJIB Vernon, B.C., according to an announcement from Charles H. Pitt, secretary-treasurer. Lancaster has also acquired "a substantial interest" in the company.

RCA POWER TUBES

Give you PLUS values



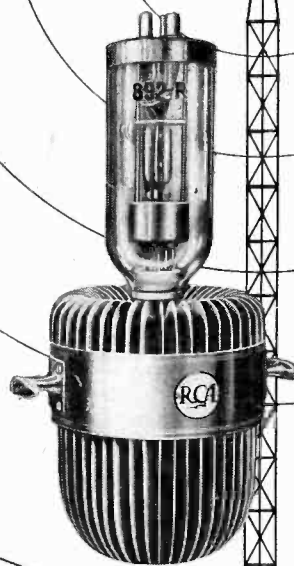
RCA 833-A
1,800 WATT INPUT RATING*



RCA 828
200 WATT INPUT RATING*



RCA 9C22
50,000 WATT INPUT RATING*



RCA 892-R
10,000 WATT INPUT RATING*



RCA 7C24
3,300 WATT INPUT RATING*

*For Class C Telephony

Performance + Durability + Economy

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

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

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

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

For technical data on any RCA tube type, write: Engineering Products Sales Dep't., 1001 Lenoir St., RCA Victor Company Limited, Montreal, P.Q.

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

RCA VICTOR



RCA VICTOR COMPANY LIMITED

HALIFAX MONTREAL OTTAWA TORONTO WINNIPEG CALGARY VANCOUVER

STATIONS

Radio Leads In Prairies

Out in the Prairie Provinces of Alberta, Saskatchewan and Manitoba, where the hand-shake is a rite stronger, radio plays a part in daily living which may not be appreciated by us of "the effete east," where people live closer together, entertainment is more readily accessible, and daily newspapers are within the reach of everyone the same day they are printed.

Wide open spaces may seem like great voids to us, while in actual fact they are mighty and mighty prosperous wheat and cattle ranches, with unheard-of buying power, especially since the farmer turns the land into his own.

Besides grain and cattle, oil fields, coal mines and industry abound in this three-province one-and-a-half billion dollar retail trading area.

Main source of entertainment, information and shopping news, in its vast segment of Canada, where over 90% of 643,970 homes are equipped with at least one radio, is the group of 24 privately owned broadcasting stations, whose signals are flung the length and breadth of the three provinces, aided by the mineral content of the ground, while 75 daily newspapers depend upon difficult transportation systems to reach their readers, often long after the events they report have occurred. Success stories of radio as a selling medium are best illustrated with specific examples.

■ ■ ■
Sid Boyling's CHAB, Moose Jaw, rates a gold-plated microphone for "unique programming" with his "Vox Pop." Details are ample and could be utilized (a pliter word than "snitched") by any station or sponsor who believes in the well-worn adage that "names make news."

Each night CHAB's 11 o'clock news is read by a prominent Moose Jaw citizen, with a fresh citizen each week. So far this job has been done by the Chief of Police, each candidate in the recent Federal Election, the Recreation Supervisor, manager of a local hardware and wholesale house and drama director of the local playhouse.

Another news program on this station is broadcast five times a week (7.30 a.m.) for the Beaver Lumber Company. News for this broadcast is gathered by phoning long distance to towns in the station's listening area for the latest news in their community.

In the local advertising field CHAB's "World of Women," sponsored by the Steen & Wright Priests, recently gave away a fur coat valued at \$500 in a draw. The interesting part of this project was that this contest, staged in February and March of this year (17 programs in all) drew a total of 23,541 ballots, of which 14,177 were received by mail and 9,364 were delivered personally. The station has listed the number of towns from which

(Continued On Next Page)

NEWS IS TOPS with radio listeners PN IS TOPS with radio news

NEWS FOR 89* PRIVATE STATIONS FROM:

THE ASSOCIATED PRESS
R E U T E R S
THE CANADIAN PRESS

Three Great Services In One

PRESS NEWS

*89 — and more coming.

55 University Ave.

Toronto

A Human Interest Story From CFRA's "Farmer's Notebook"



Frank Ryan, author of "Farmer's Notebook," meets members of the Norwood family at a station-sponsored presentation of "Fiddler's Fling" that grossed \$600 for the stricken Ottawa Valley Farm Family. Perthonians Norm Lightford and George Smith who lined up Rotary for the campaign are shown also.

You don't get to be top station in your area by simple entertainment . . . sometimes you have to work for the listener. When Fred Norwood lost his infant son and all his possessions in a disastrous fire, Frank Ryan made a simple appeal on his "Farmer's Notebook." Cash, cheques, clothing, furniture and household effects poured into CFRA. Today Fred Norwood is leaving his marginal farm for a new location with \$2,500 in the bank.

In the Ottawa area it's the station with "a heart" that stays on top. That's why "Farmer's Notebook" is heard in every farm home in the Valley . . . that's why CFRA is "the Valley's Own Station."

Serving The Ottawa Valley — A
Half Million Listeners Depend On

CFRA

Do They Listen?

Do They Like Us?

In The District?

Brooks, Alberta	20 Accounts
Tilley, Alberta	2 Accounts
Bow Island, Alberta	4 Accounts
Irvine, Alberta	2 Accounts
Maple Creek, Saskatchewan	11 Accounts
Leader, Saskatchewan	7 Accounts
Prelate, Saskatchewan	5 Accounts

A DISTRICT TOTAL OF 51 ACCOUNTS

WHY?

BECAUSE . . . There's NO Other Way
To Cover the Medicine Hat Market

CHAT

Medicine Hat, Alberta

ONE THOUSAND PERSUASIVE WATTS

AN ALL-CANADA STATION

CJRL dominates the field!

To cover the Lake of the Woods District, and Northwestern Ontario with its rich, active mining areas, you need CJRL—the station listened to in over 90% of the radio homes in Kenora-Kee-watin and used by most of the local merchants.

Include CJRL in your fall and winter schedules and reach a one-station audience which dominates the field.

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

HORACE N. STOVIN & CO.,
Toronto and Montreal

A. L. GARSIDE, Winnipeg
DONALD COOKE, U.S.A.

CJRL
KENORA ONT.
DOMINION NETWORK

KENORA-KEEWATIN
96% DAY
92% NIGHT
B.B.M.

STATIONS (Continued)
one or more letters were received in connection with this contest, and they total 475.

This year, for the second time, CJOC, Lethbridge, staged a "Collegiate Day" with students from the Collegiate Institute "competently and completely handling the operation of the station." Youngsters took over announcing, writing commercials, operating both control room and transmitter equipment, answering the phone, transcribing and selling the accounts!

The oldest continuous advertiser on CJOC is the Lethbridge Laundry, which has sponsored a daily presentation of "The Church In The Wildwood" featuring John Seagle since 1937. This quarter hour of hymns and devotional music has carried, for the most part, an institutional message from the sponsor, with commercial copy being used only at specific times in order to capitalize on seasonal events and activities.

"The Church In The Wildwood" has garnered a large and faithful audience during its 13 years on the air, and the friends it has won for the sponsor are legion. Proof of the wide acceptance and popularity of the series is the fact that each year, during Lent and around Easter, the Lethbridge Ministerial Association has requested that its members be allowed to present a devotional message appropriate to the season during the daily broadcast.

Western stations are noted for their aggressive approach whether it is in securing new accounts, or promoting listeners for their programs. Such a project in the listener promotion field comes to light in the shape of CHAT, Medicine Hat's mid-morning "Whadayaknow" program, heard Monday through Friday, 11 to 11.30 a.m. This is simply a money giveaway show, with three questions asked daily and a cash prize for the correct answers. But here is the catch.

All questions used concern something aired on the station's schedule between 9 and 11 a.m. The results have been good both from a listener-building angle and also in drawing closer attention to commercials, because many of the questions refer back to an-

nouncements made in the early part of the morning.

The result has been that many housewives arm themselves at 9 a.m. with pencil and paper, and make notes of everything they hear, including commercials.

An Edmonton photographic store, Art Photo Service, is a strong believer in radio in general, and the variety dispersed by CJCA in particular, since a lady customer walked into the store to pick up three rolls of film she'd won in a radio contest and walked out with a handsome camera which she bought for cash.

The program in question is Jerry Wiggins' "Pick the Hits," a five-a-weeker which pulls an average of 1,640 letters a week, with an eight weeks' total of 3,127 letters.

The same station's Alberta Live Stock Co-operative show recently entertained 150 delegates to the ALC Convention at breakfast in Edmonton's swank Trocadero Club in celebration of the program's five years on the air. Rolfe Barnes, CJCA's assistant manager, played host for the occasion.

The program, broadcast around noon five times a week, keeps thousands of ALC members informed of market conditions, government regulations and the thoughts of prominent agriculturists. According to the station's recent farm-house survey program that more than 80% of the audience listens regularly to the show.

The program has grown from its beginnings on CJCA five years ago, until it is now heard also on CFAC, Calgary; CJOC, Lethbridge, and CFGP, Grande Prairie. It has just been renewed for its sixth year.

Saskatoon's CFQC got the credit from the committee for a record smashing attendance at the Saskatoon Exhibition this year, and attributes the whole thing to a "singing spot" broadcast six times a day for three weeks prior to the show's opening.

Feature of the show was two cars given away by the Saskatoon Kinsmen's Club.

The announcement which triggered the trick was a transcribed spot which opened with a an-

(Continued on next page)

To All Our "Confreres"
IN
"The Western Association Of Broadcasters"

Best Wishes for a
Most Successful Convention

CKSB

WESTERN CANADA'S FIRST
FRENCH LANGUAGE STATION

St. Boniface,
Manitoba.

Roland Couture
Managing-Director

STATIONS (Continued)

ing "25 chickens and 35 cows, 5 roosters and 55 sows" . . . and hen . . . "you may have 45 orses and 55 sows, but do you ave a smart new car?" He would en explain the Kinsmen's draw.

When the opening ditty was ng at the convention, the farm- 's faces lit up as they joined in e now familiar tune.

North West Realty Company, a cal Calgary firm, was recently ersuaded to drop daily flash an- nouncements in favor of a 15- minute program once a week. he program, "Design For Liv- g," takes the form of an in- jection tour of the saleable emises. CFAC's Jack Stewart es to the house with a wire rder and gives a bird's-eye ew of the place as he sees it. e may describe the outside or e inside; the various outstand- g features; he may include a ort chat with the contractor, ave a brief interview with the wner; he may encounter the wo- an-of-the-house, and hear her xplanation of the advantages of his house from a woman's view- point. After all, as Jack says, She spends the most time in the ouse." There has yet to be a roadcast following which the onsor has not had phone calls bout the program.

Last week a farmer, living some 0 miles outside Calgary, heard FAC's broadcast. He phoned the onsor, promptly took the next ain to town, took a quick look t the house, paid cash for it, and e whole deal was closed in a ouple of hours. He apparently ad been listening to this CFAC roduction every week, and was mply waiting until the right ouse came up for sale. The spon- or says that half the number of ouses he puts up for sale on his adio show, result in a sale.

Everett & Son, photographers, oved to Calgary from Medicine at and opened a small studio in suburban shopping district. usiness was just so-so. Every it was dug up the hard way. ast January they started radio vertising, and bought a 15-min- ute musical program every Tues- ay morning. The music consist- d of imported Swiss recordings.

One commercial stated on this "Music of the Swiss Alps" pro- gram, that 'babies' photos were wanted for display and publicity purposes, and that the first five others to phone in would have heir babies photographed for this purpose absolutely free of charge. mmediately following the first roadcast, approximately 100 calls vere received before the phone xchange equipment jammed. The ext program brought the same esults, and on the third, the uperintendent of the telephone ompany called on Everett & Son n person with a plea that life vas already filled with enough roblems, and would Mr. Everett indly lay off!

Mr. Everett switched to mail eplies, although occasionally he till asks for a telephone response.

(Continued on next page)

In CKCK's Home Rural Divisions 6A, 6B, 6C, 6D

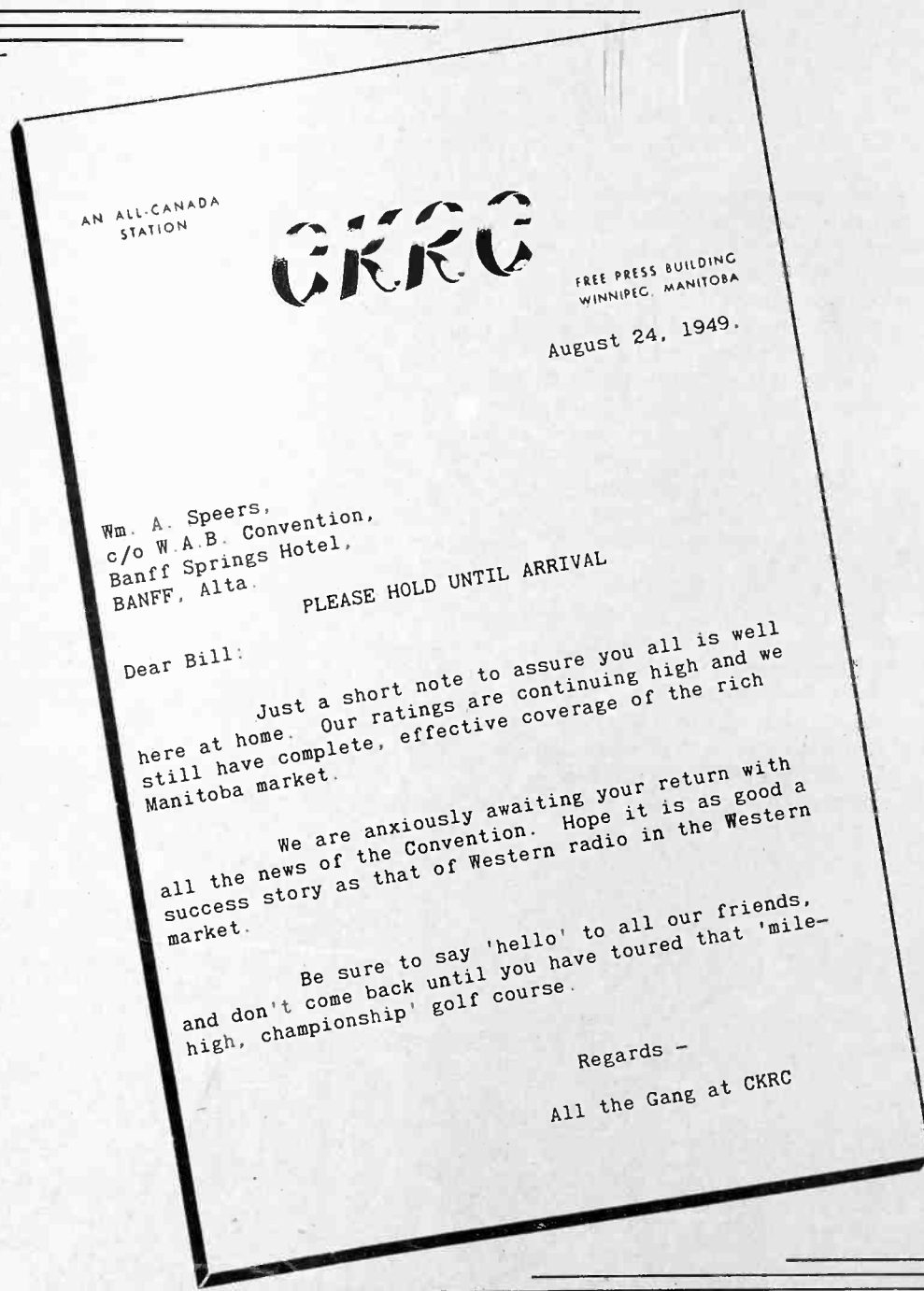
Representing A Block Of 14.6% Of Total Sets In Province

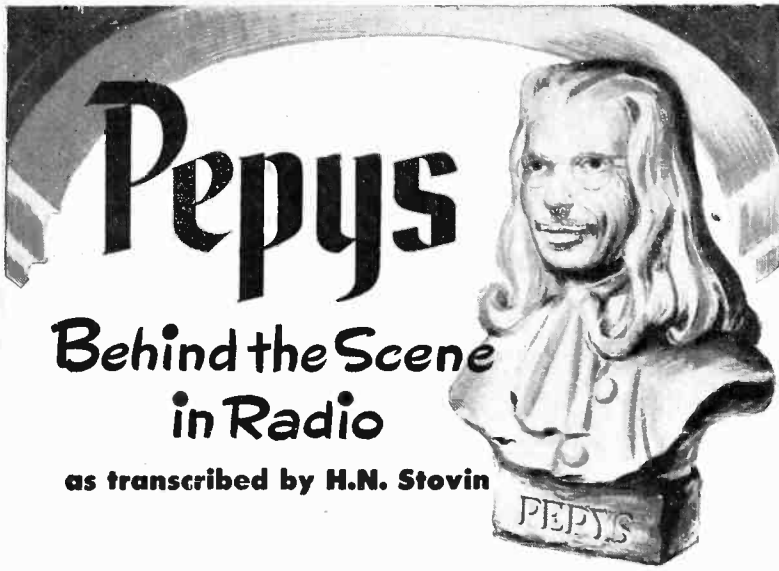
By Actual Survey

CKCK RECEIVES 51.6%

*More Than All Stations Combined

CKCK — First BUY In Saskatchewan





Did this day meet an Advertising Agency executive who said "If the hereafter is likely to be as hot as the present. I am going to reform," and did suggest to him that he was already too late with his resolutions ● ● ● Am myself packing my portmanteau to be off to the official ceremonies marking the switch of CKLW Windsor, Ont., to 50,000 watts. The official change is on Sept. 1st, although test operations on the new power have been going on these several days past. Do reflect that no other Canadian station will have the truly amazing audience potential of CKLW, more than 18 million people—of whom nearly 2 million are in Canada ● ● ● Must not speak too often of power, lest Pepys be accused of straying into international politics, but do find it pleasing to see that CJGX Yorkton has successfully obtained permission to go to 5,000 watts. Yorkton already serves Canada's richest farm area, and is a real buy, as Manager Ken Parton, now touring the eastern centres, will assure you. He may also hint that present rates cannot last forever, the same being a word to the wise buyer ● ● ● Before leaving the Prairies, must comment on powerful news of the progress of CKY Winnipeg. It, too, will speak with a 5,000 watt voice when it comes on the air on October 1st. And there are some choice availabilities now being picked up by astute advertisers ● ● ● Out of the east comes a potent story which CHSJ in Saint John, N.B., is this month telling to advertisers and agencies. No question now but that the Saint John Telegraph-Journal station still dominates that very important market, and delivers the most listeners per dollar ● ● ● This month sees Don Laws, Sales Manager of CJOR Vancouver, visiting Eastern Canada and the United States, bringing with him a first-hand story of Pacific Coast listening ● ● ● For most of us, holidays have had to be fitted in to a very busy summer season, which seems to portend well for Fall and Winter ● ● ● Away now to stroll in my garden and smoke a pipe of tobacco among the roses and the gilly flowers.

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	CKY Winnipeg	ZBM Bermuda
CFJM Brockville	CKLW Windsor	TBC Trinidad
CJBQ Belleville	CFAR Flin Flon	VOCM Newfoundland
	CJNB North Battleford	

STATIONS (Continued)

The point is that every one of those mothers is an almost certain customer for pictures of her baby. Says Mr. Everett, "We've got more business directly from this radio advertising than we got in 10 years of newspaper advertising with our previous studio."!!

Recently CFAC originated a special "Share the Wealth" broadcast during Stampede Week in Calgary. The broadcast took place one evening directly from the open-air stage at the Chinook Drive-In Theatre. This broadcast was released through a subsidiary hook-up by four Alberta stations. Each station promoted a mail pull, and prior to the broadcast, the mail was shipped to CFAC to be a part of the grand total of 7,204 letters. Of this share, CFAC pulled 3,629.

CKBI, Prince Albert's "Annual Drama Festival of the Air," now in its third year, has grown from one-half hour per day for a week to two half-hours per day for two weeks. A junior class was added this year to take care of the public school and collegiate entries. Judging is done over the air from Saskatoon by one of the University of Saskatchewan drama critics.

That this feature is growing in popularity, is clearly evident in the increased number of entries each year and the receipt of many splendid comments. The Regina Leader-Post in criticizing the lack of Canadian radio drama, said editorially on May 17: "As a beacon-bright exception to this pattern is Prince Albert's radio station CKBI, which just recently wound up its third annual Drama Festival. This seems to be a sincere and commendable attempt on the part of private radio to encourage radio drama."

With the drama well in hand, CKBI has recently inaugurated a search for musical talent, a half-hour program each week under the banner of "Talent Town."

Each week one town in the district sends in eight artists to compete in this initial series of 13 broadcasts. Thirteen winners will compete on a fourteenth program for three top prizes. The weekly talent group is the guest of CKBI during its stay in the city and all expenses and prizes are borne by the station.

SEEKS NORTH VANCOUVER LICENSE

Vancouver.—A North Vancouver real estate man will seek permission to erect a new commercial radio station in that municipality, which lies across the harbor from Vancouver proper.

Hector Spracklin said recently that he is negotiating toward this end with an eastern Canada businessman, who is now retired in this city. Spracklin has consulted his attorney as to what steps should be taken with regard to making an application to CBC.

If permission is granted, a two-storey structure would house the new station. Spracklin proposes to use the call letters CKNV.

3-In-One For the Price Of One!

NATIONAL advertisers who are really interested in reaching the growing Nova Scotian market always choose the station that gives real results.

Economy too... when you consider the 3-way send-off given your sales message at Halifax's pioneer station... actually a 3-in-one buy at no extra cost.

96

ON THE DIAL

and
CHNX Short Wave
6130 Kcs.

960 Kilocycles A.M.
96.1 Megacycles F.M.



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

★
HEAD OFFICE

231 St. James Street
MONTREAL

CANADIAN BROADCASTER AND TELESCREEN

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August 24th, 1949

WAB Has Lead The Field

Through the years of its operation, the Western Association of Broadcasters has been the proving or testing ground for almost every major development in Canadian radio. As recently as last year, it saw the materialization of the removal of the price mention ban, a project on which it did at least most of the preliminary work. Projects in all field of radio have been watched by the small but virile western group. Yet much of the credit is lost to them due to the timing of the CAB convention and their own.

Following closely after the CAB meeting, resolutions of the WAB turned over to the CAB for action lose a great deal of their impact when a lapse of anything between nine months and a year must pass before any action can be taken.

If it were possible to hold all regional association meetings, MAB, QAB, WAB and BCAB, during the first three months of the year, and then have the big meeting as soon as they were through, it might result in the enthusiasm which always goes with the birth of an idea carrying through to the idea's fulfilment to a far greater degree than it does under the present system.

There is nobody in or around the broadcasting business who is not extremely conscious of the enthusiasm with which these ideas are conceived abating to the point where it barely seems worthy of discussion by the parent association, when the time for its meeting finally rolls around.

An Outmoded Regulation

One of the most important items scheduled for discussion at the Western Association of Broadcasters' Convention in Banff this year is the representations that the association will almost certainly make to the CBC for the removal of the time-ban restrictions on the broadcasting of transcriptions in the evening hours.

This regulation presents an added problem to western broadcasters because, due to time variations, eastern network programs, designed for listening in the peak evening hours, reach the west in the supper hour or late afternoon, and are only heard by an extremely limited audience. Also programs of essentially adult appeal are

heard in the west at times when the radio is given over to the children.

But the problem is not restricted to the west.

Designed originally to encourage the use of live talent, the regulation has outlived its usefulness for the simple reason that live talent can be and, in fact, is being used to equal if not greater advantage in the daytime as it is in the evenings.

Another point, well worth consideration, is the question whether live talent, especially in the field of music, has done anything through the years to warrant the kind of "protection" it has been getting, or whether it has not shown itself, through its highly efficient union, completely competent to protect itself.

The large number of recorded programs, whether transcriptions, 78's or "delays," used daily by the CBC, indicates their value to the programming even of networks and makes the encouragement of their use highly desirable. It is also a fact that in the United States, many top artists, like Bing Crosby, are turning to recording as a means of attaining maximum perfection in their programs.

We view the WAB's proposed effort to get this regulation removed with confidence that the CBC will recognize that it is outmoded. If it ever did make radio a better thing, it no longer does so.

The Old Refrain

We have been encouraged by the larger number of radio "success stories" that were sent in by the stations for this issue than we have ever received before. We believe that by co-operating with us in furnishing us with such material, stations are not only getting themselves individually valuable publicity. We think that they are also providing those who are called upon to fight their institutional battles with the ammunition they must have.

The old adage about our inability to see the forest for the trees seems to apply more aptly than anywhere else to the problem of publicizing one's own business. Familiarity with the "everyday grind" causes us to regard the most interesting and exciting business in the world as a dull round of chores.

Perhaps of prime importance in the task of publicizing a radio station is its need to counteract the invidious accusations of those who envy it its place in its community, by immodestly parading its good works in as many varieties of public print as it can persuade to accept them, and so arm its advocates with press books, overflowing with the evidence they must have to refute hostile and false claims.

One of the best weapons private radio has ever employed to make itself useful and then prove its usefulness is the coast to coast coverage given to members of Parliament of all political persuasions through the "Reports from Parliament Hill."

Listeners all over the country are brought these messages from their elected members with the same regularity as the evening news. Yet what steps have been taken to acquaint the public with just what these programs entail? To what extent are they explained on the air? What efforts have been made to sell any one of the many publications which are showing an ever-growing interest in radio on the idea of running a story of just how our parliamentarians talk to their constituents, free, week after week.

Those who are charged with the task of publicizing radio can only go as far as the people they serve will permit them. And this means that every broadcaster has a duty to his industry to supply the news of his business without which its activities cannot be made known in their true color.



CKNB CAMPBELLTON N.B.

August 24, 1949

Dear Mr. Time-Buyer:

One of our most gratifying success stories came to my attention the other day when a local client . . . a bottler of soft drinks . . . showed me a copy of "Canadian Beverage Review" for May-June. Pages 40 and 41 had a story that tells a story . . . and even though CKNB doesn't get name mention anywhere in the article, you'll recognize us!

We've managed to get tear-sheets of the article and put them in the hands of All-Canada, naturally!

Yours very truly,

Stau Chapman

CSC/LG

Station Manager

AN ALL-CANADA STATION



A familiar voice to thousands of Manitoba listeners! Operated by experienced radio men.

Under the direction of
LLOYD E. MOFFAT
General Manager

ON OR ABOUT
OCTOBER 1

**THE VOICE OF
MANITOBA**

5000 WATTS

CLEAR CHANNEL

INTERNATIONAL

Permit Editorializing

Washington.—The Federal Communications Commission of the U.S. has announced that editorialization by licensees is not prohibited and that licensees may use their facilities for "overt editorialization" provided they take care to operate on an over-all standard of fairness.

Previously, any form of editorialization has been banned under the "Mayflower Decision," but a high staff official commenting on the report termed it "a relaxation," but not a reversal" of the Mayflower case.

In the Mayflower case of 1938, the Mayflower Broadcasting Company "had used the facilities of its station (WAAB) to promote ideas and political candidates of its own choosing," and the resulting FCC ruling "fully and completely suppressed and prohibited the licensee from speaking in the future over his facilities in behalf of any cause." The FCC said at that time that "a truly free radio cannot be used to advocate the causes of the licensee . . . It cannot be devoted to the support of principles he happens to regard most favorably."

While a definite statement of policy by FCC is still lacking, because there can be "no one all-embracing formula which licensees can hope to apply to insure the fair and balanced presentation of all public issues," a four-to-one majority of Commissioners, voting on the 14-month "editorial" hearings, states that radio should be "maintained as a medium of free speech for the general public as a whole rather than as an outlet for the purely personal or private interests of the licensee." To achieve this, the Commission says stations must devote a reasonable percentage of their time to the discussion of public issues of interest in the communities they serve, and that these programs must be designed so that the public has an opportunity to hear the

different sides of controversial issues.

"Licensee editorializing," the Commission states, "is but the aspect of freedom of expression by means of radio. For the licensee is a trustee impressed with the duty of preserving for the public generally radio as a medium of free expression and its presentation."

The Commission also held that "it is not a sufficient answer to state that a licensee should occupy the position of an impartial umpire where the licensee is in fact partial."

Commissioner Jones said that one effect of the present editorial ban was that newspapers owning network affiliates are, in some cases, forced to have commentators do their editorializing for them. Jones lashed out at what he called "loaded news programs," the use of misleading datelines, and newsroom sound effects. He charged frequent widespread irresponsibility by commentators, declaring that such irresponsibility "of necessity reflects upon the qualifications of the licensee who permits such commentators regularly to use his facilities" and that the Commission "is not required to revoke licenses of persons who permit irresponsible professional editorialists to broadcast false news and to make continued attacks upon a person after person without foundation in fact."

Effect of the FCC's statement was reflected in a statement made by William S. Paley, CBS board chairman, who said that "it is a great forward step for broadcasting in this country." CBS tends from time to time to broadcast radio editorials in its name, he said, and that his network has repeatedly advocated the right of broadcasters to editorialize.

Lyle Van, in his newscast on WOR, pointed out that his listeners had been getting editorials along. "We will continue to take a swipe at injustices and matters we feel are not in the public interest, just as we have in the past, only now with the blessing of the FCC," Lyle said.

**(CJAV) PORT ALBERNI
BRITISH COLUMBIA**
(WE'RE IN A BRACKET ALL BY OURSELVES)

(CJAV) Is operating the first AM Transit Radio.

(CJAV) Reaches $\frac{3}{4}$ MILLION Bus Riders yearly . . . and . . . they love it!

(CJAV) Serves MORE than 70% of Home Listeners according to E-H July 1949.

(CJAV) Blankets the industrial heart of Vancouver Island.

ASK RADIO REPRESENTATIVES LTD.

A WESTERN WELCOME

awaits

Delegates and Guests

at the

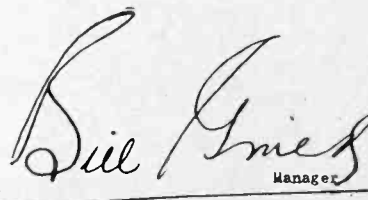
WAB CONVENTION

Banff Springs Hotel

September 8-10



AND WHILE YOU'RE WITH US
we hope you will take time out to
see something for yourself of the
progressive Province of Alberta, which,
year after year, is growing into an even
greater market for Canadian industry.


Manager

CJOC

NOW 5000 WATTS

LETHBRIDGE, ALBERTA ALL-CANADA STATION



Jos. Hardy Talks

ON QUEBEC MARKET NO. 2

Here is Jos. Hardy again, this time to tell you about our building boom in Quebec City. A hotel of 800 rooms, in d'Youville Square, heads the list, with construction scheduled for mid-August. Other companies planning to commence building soon include International Harvester, 300,000 square feet on land purchased in the St. Malo area. Pik Mills Ltd. starts to manufacture worsted and gabardine textile materials. And Northern Electric Co. is planning now for an 80 x 160 feet warehouse.

All these are signs of growing prosperity in Quebec Market No. 2, which is well served by these live radio stations. In this market, Radio is not only the best and most economical buy, it is also the most productive.

For any information on Quebec Market No. 2

Telephone, Wire or Write to

JOS. A. HARDY & CO. LTD.
Montreal — Quebec — Toronto

Representing

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

SPEECH DIGEST

Anybody Can Write Radio Copy That Sells -- Everytime

Condensed from an Address to the CAB Convention at St. Andrews-by-the-Sea, N.B.



By LEE HART

Assist. Director of Broadcast Advertising of the National Association of Broadcasters, Washington.

There's no mystery about writing radio copy. The job of putting words together to create a sale is no harder than telling one person why he'd like something. Salesmen and sales clerks use these selling phrases hundreds of times every day without a second thought. Since radio can speak

in the same language these people use, anybody can write radio copy that sells.

Here's the NAB formula, together with an example of the way a radio commercial can be evaluated, improved and made more effective.

"Gems of the ocean . . . truly lovely pearls . . . can always be counted upon to add the finishing touches to a new spring ensemble. At the Jewellery Department at Blank's, you will find all types of pearls to adorn your dresses and suits. Especially inviting are the simulated rope pearls. These sixty-inch rope-pearls come in green, bronze, pink, grey and the ever-popular white. Priced at one ninety-eight to three fifty plus find them a valuable accessory this spring and all the year round. There are also one, two and three strand pearls priced from one ninety-eight to three fifty plus tax. Stop in and choose the type you most prefer in the Jewellery Department on the street floor at Blank's."

Copy Formula Point 1

What main idea do you want listeners to remember about the merchandise (or service, event, department, etc.) you're advertising? Is it stated clearly, truthfully, believably and in terms of the listener's interest?

Skip over the poetic talk about "gems of the ocean" and "truly lovely pearls." That's obviously just an attempt to sneak in the subject of pearls. In radio, we don't need to resort to superficial lead-ins to catch the listener's attention. After all, you're not going to advertise "gems of the ocean" . . . you're going to advertise simulated pearls. What's good about them? Why should listeners like to own a rope of simulated pearls? In other words,

apply the copy formula. What if you want listeners to remember about the pearls you're advertising?

The main idea seems to be that at the Jewellery Department Blank's, you will find all types of pearls to adorn your dresses and suits," and that "the simulated rope pearls are especially inviting."

But that's stilted advertising talk, the kind you see in print. No sales clerk would ever look a customer in the eye and say "truly lovely pearls can always be counted on to add the finishing touches to a new spring ensemble"; "we have all types of pearls to adorn your dresses and suits"; or, "especially inviting are the simulated rope pearls."

People don't talk that way. They don't think that way. Real good saleswomen think the way their customers think. They figure out why their customer would want a rope of pearls and say "you can get these pearls that will do this for you" not "we have this merchandise with these attributes."

So instead of "gems of the ocean" why not say: "You can wear pearls with anything this spring—even with a sporty women suit." Then concentrate on the outstanding attribute of the pearls.

One main reason women like and buy rope pearls is because they can wear them so many different ways. That should be the main idea you want listeners to remember from your commercial, so say it clearly: "And when you have a long sixty-inch rope of simulated pearls from Blank's Jewellery Department you've got something you can wear a different way with everything."

That's not a vague, unconvincing statement about pearls adding "finishing touches" to your new spring ensemble. It's written conversationally, the way the listener thinks and talks.

Copy Formula Point 2

What facts or information in your copy prove the main idea?

A look at the pearl copy shows that the colors and the price are the only facts given in the copy. Probably these two facts are the top information which should be stressed in this commercial.

However, an uninspired "listing" of the colors is not effective. Radio is not a medium for "listing" information. That's the sort of thing that can be done in printed media.

No listener is going to get around thinking: "I want pearls from Blank's because they have them in green, bronze, pink, grey and the ever-popular white. She's more likely to think: 'I'd better go down to Blank's and get some pearls that would look good with my brown suit.'"

So the color facts about these pearls can be woven into personalized key customer advantage which prove the main selling point that these pearls can be worn many different ways. Copy could read: "Wear grey pearls in one long rope over a grey o

CKNW
GINW

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

LOCATED IN THE HUB CITY OF SASKATCHEWAN

C F Q C

SASKATOON

5,000 WATTS 600 KCS.

black dress. Wear pink pearls with a navy blue suit. Wear the same pink pearls with white this summer. Get bronze, green or white pearls. Knot them—double loop them. Wind velvet ribbon through them and tie them into a wide choker. Wrap them around your wrist for a lunky bracelet."

Now what about the second act, price?

A woman will head for a store to look at something she's interested in for a good price, but statement of price without sound salesmanship of the value of the merchandise will seldom interest her. Instead of the auction-like announcement of prices in the original copy, "priced at one ninety-eight plus tax," the price could be worked right into an identity of the place the listener will find the pearls in the store like this:

"Just step up to the Jewellery Department on the first floor at Blank's, where you see the sign simulated rope pearls, \$1.98 plus tax."

The conversational reference to the store sign gives her the price plus another reason for remembering and wanting the merchandise you're advertising. It also encourages the store to coordinate store displays with the advertising.

Any advertising can be strengthened if it contains a direct bid for action. In radio copy, the bid for action can be the same kind of personal suggestion that a really good sales clerk might make to a customer. So here's the third point to check in NAB's copy formula.

Copy Formula Point 3

What suggestion have you offered to encourage listeners to take action about the merchandise (service, event, department, etc.) you're advertising? Is it a specific suggestion that would be logical and beneficial to the listener?

The commercial as originally written includes a calm suggestion to "stop in and choose the type you most prefer." Why not, instead, make the suggestion a specific one . . . one that applies to the merchandise you are advertising . . . one that is logical and of benefit to the listener? For instance:

"Try them on in front of the mirrors. Fold them, twist them.

See how many different ways you can wear them. Then, get the color pearls you want to wear with everything this spring or summer. If you wish, just call Blank's personal shopper. She'll send the pearls you want on the next delivery from Blank's."

There's really a double bid for action. One suggestion is that the listener try the pearls on before the mirrors in the department. The other is that she order them through the personal shopper. Either suggestion is specific, logical and helpful enough to encourage anyone interested in pearls to take action toward getting them at Blank's.

Here's the revised copy.

"You can wear pearls with anything this spring . . . even with a sporty woollen suit. And when you have a long, sixty-inch rope of simulated pearls from Blank's Jewellery Department, you've got something you can wear a different way with everything. Wear grey pearls in one long rope over a grey or black dress. Wear pink pearls with a navy blue suit. Wear the same pink pearls with white this summer. Get bronze, green or white pearls. Knot them—double loop them. Wind velvet ribbon through them and tie them into a wide choker. Wrap them around your wrist for a lunky bracelet. Just walk into the first floor Jewellery Department at Blank's where you see the sign 'simulated rope pearls, \$1.98 plus tax.' Try them on in front of the mirrors. Fold them. Twist them. See how many pearls you want to wear with everything this spring and summer. If you wish, just call Blank's personal shopper. She'll send the pearls you want on the next delivery from Blank's."

WANTED

Bilingual announcer to work in a Maritime Station. Salary according to experience. Send audition disc in English and French to Station CJEM, Edmundston, N.B.

FALL PLANNERS PLEASE NOTE

An Oshawa soap-box derby winner lost to an out-of-towner in a recent invitation race. Oshawa ball players and lawn bowlers didn't fare too well in recent tournaments. But in each case Oshawa folks cheered loudest for their own representatives.

CKDO has a lower power output, less elaborate facilities and a smaller staff than most other stations received in the Oshawa area. But Oshawa district listeners are great supporters of their own community station. Elliott-Haynes reports prove it.

Get CKDO facts from:

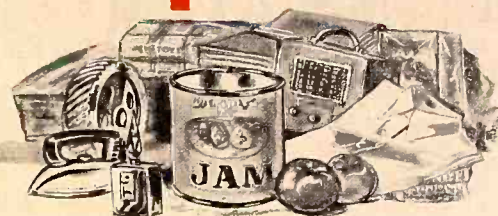
JAS. L. ALEXANDER
Canada

WEED & COMPANY
U.S.A.

CKDO

OSHAWA, ONT.

The products



you advertise



sell faster



on CKWX

AND AT LOWER COST . . .

because Vancouver's CKWX consistently gives more coverage (according to B.B.M.) and delivers the larger audience (as shown in Elliott-Haynes Reports).

B.B.M. Study No. 3

Comparative coverage figures:

CKWX Daytime—162,220 homes (3930 more than the next station).
Nighttime—171,130 homes (8830 more than the next station).

Elliott-Haynes Ratings:

Six months' average, January through June, 1949:
CKWX—Day and Night—24.7 (47% greater than the next station).

YES . . . because Vancouver's CKWX delivers FULL COVERAGE and the GREATEST SHARE OF THE AUDIENCE—the products you advertise sell faster on CKWX—and at lower cost!

BOOST YOUR SALES..
with Vancouver's **CKWX** *The Station with the PROMOTION FRIDSTICK*
MUTUAL

CONSULT ALL-CANADA OR WEED & COMPANY

THE "BETTER BUSINESS BUREAU" OF WESTERN BROADCASTING

"WILLIS"
CKMO
VANCOUVER

"REA"
CKNW
NEW WESTMINSTER

"RUDD"
CJAV
PORT ALBERNI

"LANCASTER"
CJIB
VERNON, B.C.

"ROSKIN"
CJDC
DAWSON CREEK

"RICE"
CFRN
EDMONTON

"LOVE"
CFCN
CALGARY

"MURPHY"
CFQC
SASKATOON

"McLAREN"
CKFI
FORT FRANCIS

"PARKER"
CFPA
PORT ARTHUR

"CRAIG"
CKX
BRANDON

"BLICK"
CJOB
WINNIPEG

CHECK YOUR SALES VOLUME AND
PAY EACH A VISIT AT THE W.A.B.

Represented by

A. J. "TONY" MESSNER
LINDSAY BUILDING
WINNIPEG

Radio Representatives — Toronto and Montreal

AGENCIES

TANDY ADVERTISING

Toronto.—Continental Casualty Company of Toronto, underwriters of a unique insurance policy, which affords protection against medical expenses in the treatment of polio, are using radio to attract enquiries with outstanding success.

Protection against polio expenses up to \$5,000 per case is available to individuals or family groups. A \$5 premium covers an individual for two years . . . a \$10 premium covers a family.

According to R. D. Heins, assistant general manager for Canada, the volume of applications for polio insurance from a jittery Canadian public is expected to reach the 5,000 a week mark some time this month. The policy has been described by "Time" magazine as an "underwriter's best-seller."

At present, Continental is sponsoring a daily 11 a.m. newscast on CKEY Toronto, with commercials offering full information about polio insurance on enquiry. Plans call for use of spots in other markets starting immediately. Direct mail is used to follow up radio enquiries.

BAKER ADVERTISING

Toronto.—General Foods (Jello) is starting the "Meredith Willson Show" August 28 over the Dominion network from NBC running through until October 2 and then followed by the "Aldrich Family." Same sponsor also brings back "My Favorite Husband" to CFRB, Toronto, as a delay from CBS on September 4 for the same product. Same sponsor starts the new French day-timer "M'Amie d'Amour" September 12, 15 minutes five a week, over the basic French network plus CKCH, Hull and CHLT, Sherbrooke, advertising Jello and Maxwell House Coffee.

Adams Brands Sales Ltd. (Chiclets and Dentyne Gum) returns "Take A Chance" September 28 to a network of 28 stations. The program originates from the stage of Toronto's Danforth - Odeon Theatre, to CFRB, the remaining stations taking it transcribed at various times. The French counterpart, "Tentez Votre Chance," comes back to nine Quebec stations September 30.

Eversharp-Schick starts "Canadian Sports Album" on CJBC, Toronto, September 4. The 15-minute Sunday afternoon program

features Ron McAllister, with Cy Strange handling the commercials.

Canada Packers Ltd. has a series of six a week five-minute newscasts going to eight western and four Ontario stations advertising Maple Leaf Soap Flakes and Toilet Soap.

MACLAREN ADVERTISING

Toronto. — Canadian General Electric returns the "Leslie Bell Singers" for the second season to 47 stations of the Dominion network October 2 at the new time of 8.30 p.m. (E) Sundays. The program again headlines the all-girl choir under the direction of Dr. Leslie Bell with music by Howard Cable and songs by baritone Charles Jordan. Narrator-announcer John Scott takes care of the commercials with Esse Ljungh handling production.

The Tuckett Tobacco Co. starts "Buckingham Theatre" for the sixth season over 46 stations of the Dominion network beginning September 14.

Ogilvie Flour Mills resumes the 15-minute "Your Woman's Editor" featuring Kate Aitken over 35 stations of the Dominion network on September 12 with delays to CFRB, Toronto and CJAD, Montreal.

Christie's Biscuits has returned the 10-minute five-a-week "Listen Ladies" for the fifth season over CKEY, Toronto and CHML, Hamilton, with Mona Gould taking over from Monica Mugan.

Standard Chemicals Ltd. (Javex) resumes sponsorship of the 10.00 to 10.15 a.m. portion of "Breakfast in Hollywood" over CJBC, Toronto, beginning September 19.

COCKFIELD BROWN

Toronto. — Radio is playing a large part in promoting the Canadian National Exhibition this year. A series of 15-minute actuality broadcasts featuring Gordon Sinclair will be heard Monday through Saturday beginning August 26 over CFRB and CBL, Toronto, CFPL, London, and CHML, Hamilton. In addition a spot announcement campaign is under way over 14 Ontario and two Quebec stations while another series go to seven American border city stations.

MUTER & CULINER

Toronto. — Lyons Engineering Co. Ltd. (Oil Furnaces) started the six-a-week five-minute "Sports Roundup" over CFRB, Toronto, August 22. The show is heard at 7.55 a.m. featuring Wally Crouter and has been scheduled for one year.

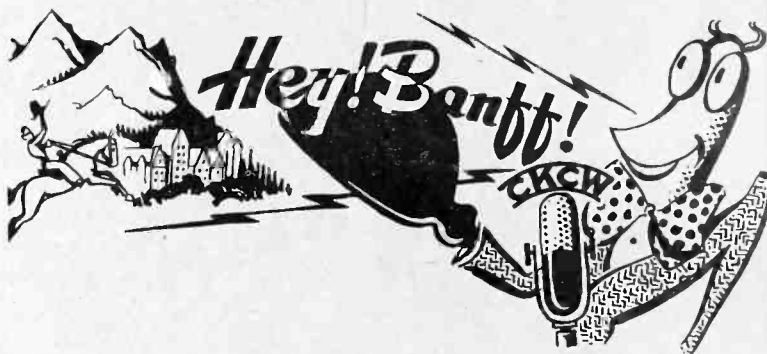
WESTERN CANADA'S FARM STATION

CJGX

YORKTON

COVERS
33,000 FARMS
WITH AN INCOME OF
\$114,000,000

Have a good time at Banff



DEFINITELY our signal isn't heard in Banff, where the Western Association of Broadcasters is meeting next month. England isn't so hot either. And in Australia, we just aren't worth a damn.

BUT HERE IN THE MARITIMES, it's CKCW for day and night listening, and that means that you must have CKCW to deliver your message in the live and prospering Moncton area.

CKMO YOU MAKE FRIENDS
in Vancouver when you
Buy neighborly CKMO

CKMO 1000 WATTS
1410 on your DIAL

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

NORTHERN
ONTARIO'S

Greatest

ADVERTISING

MEDIUM

CKSO

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

Ask

ALL-CANADA

In Canada

WEED & CO.

In the U.S.A.

NEW YORK'S RADIO ROW

by

Richard Young

New York, N.Y.—Radio broadcasters, who have been sitting in the background while television has been taking the bows, will put cash on the line this fall in an attempt to debunk the radio-is-doomed prophets. Promotion campaigns being prepared by the broadcasters behind closed doors are expected to be the most ambitious in the industry's history.

Up to this point, the telecasters have been garnering most of the attention and publicity and ballyhoo. They've done this with advertisers as well as the public. Not too long ago you'll recall that two leading national advertisers, Ford and International Silver, announced that they were dropping their radio shows to concentrate on television. The AM boys have also been prodded into action by the station operators outside the video-conscious centres of New York, Chicago and Hollywood, which want it known that they still have substantial investments in their medium and they're not just in business for the fun of it.

The only network to reveal details of its planned campaigns is the American Broadcasting Co. which said that it expects to spend more than \$800,000. The first campaign will be launched in national magazines in early Oc-

tober and will feature the strong block of programs carried by ABC on Friday nights. The theme of the campaign will be the slogan of most employees, "Aren't you glad it's Friday?" The network's five owned-and-operated stations will back up the mag program with newspaper ads and car cards. The six-week promotion will also be carried on the air and in newspaper ads sponsored by all of ABC's 270 stations.

A similar campaign will be waged on behalf of the network's Sunday evening block of shows. This promotion will also debut in national publications shortly after the Friday program gets under way. In addition, we hear ABC is planning a children's contest to promote its kid shows in the early evening. Sponsors of these shows are expected to contribute to the cost of such a contest.

This week CBS had its affiliated station executive and promotion managers in town for a two-day pow-wow on its promotion plans for the fall—described as "the biggest in radio history." Details were not available but one of the out-of-town execs told your reporter that the campaign will prove to be a "shocker." NBC is also said to be readying its biggest-ever campaign but network officials aren't tipping their hand as yet. We hope to get these detailed campaigns for you in an early issue. They'll probably be eye-openers.

Before we go any further, you'll be interested to learn that most business leaders in the U.S.—and this includes those in the broadcasting industry—are becoming more and more optimistic about business conditions in the fall and winter. It seems that during recent weeks a number of surveys have found that manufacturers plan to increase production and advertising during the next few months.

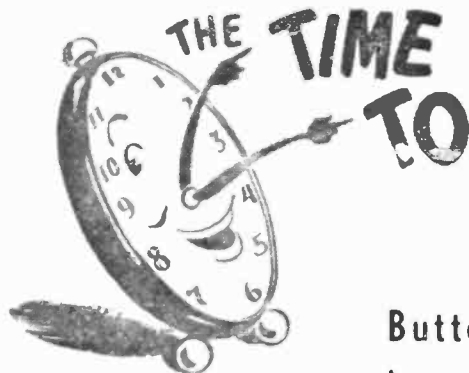
A number of top-ranking companies, including Hickok (men's belts, buckles and jewellery) and Emerson radio, have announced that they are scheduling the biggest advertising campaigns in the history of their respective companies. Many leading trade associations are also planning expanded ad campaigns to promote their industries. At least two of the biggest companies in the U.S. disclosed that they anticipate a 20% sales increase in the fall.

Naturally radio and television will figure in these increases. Things are looking up and we look for fewer ulcers along Radio Row this winter.

The broadcasters jumped into the frying pan last week when it leaked to the press that the networks, including ABC, CBS and NBC, were considering the acceptance of liquor advertising. Cause of all the excitement was Schenley Distillers, Inc., which announced that "studies of radio and television possibilities are being conducted at this time with networks and independent stations."

The networks declined comment but it is understood that the revenue from liquor companies would do more than offset the inroad made by television and it will take great willpower to turn down any such offer. However they are expected to do just that and for good reason. Already Senator Edwin C. Johnson has urged his Senate Commerce Committee to recommend passage of the Langer bill which would prohibit all liquor advertising. The Senator also wrote Secretary of the Treasury John W. Snyder suggesting that the Alcoholic Tax Unit "now has the legal authority and responsibility to stop this reckless plan to invade the privacy of the home with liquor sale talk."

On the cuff notes . . . Insiders are predicting that a number of newspaper-owned radio stations are considering dropping their membership in the NAB. Seemingly they aren't too happy about the recent presentation of the BAI which compared the two media with newspapers, of course, coming out on the short end of the stick . . . By the way, Broadcast Measurement Bureau just announced that there are now 39,281,230 radio families in the U.S. This is an increase of 1,658,230 over 1948 . . . Texaco won't bankroll Milton Berle on ABC radio next fall—only video . . . Long-awaited industry-wide promotion film now tentatively set for December debut. (We'll probably have another date on that one next issue) . . . Which for some reason or other reminds us of the definition of a typewriter repairman—"one who gets portable typewriters portable pay." (Sorry) . . . and that's the news till next issue.



Button up that
booming ALBERTA
market with
CFCN!

CFCN

The Voice of the Prairies Ltd.

CALGARY, ALBERTA

10,000 WATTS

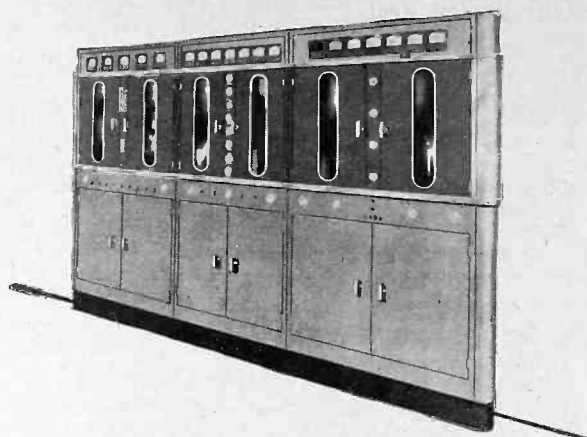
ASK RADIO REPRESENTATIVES LTD., Toronto - Montreal

54,820 daytime BRM
37.9 average E.H. rating, Feb. 48 day
493380
385740
164260
20,776788 average daytime radio homes
00077 Cents per radio home
20,776788 - 1/4 hour cost
16.20
145432
165680
145432

CFNB
FREDICTON, N.B.

THE DOORWAY TO NEW BRUNSWICK

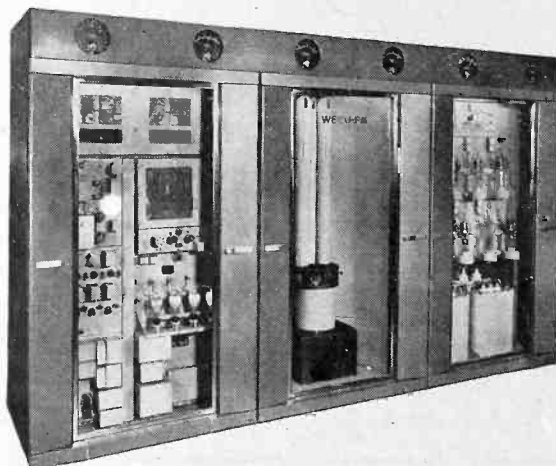
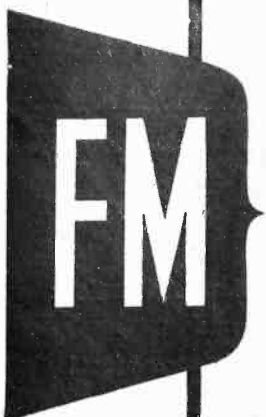
your
best
buy
in.....



Complete line consists of 250 Watt, 1 KW, 5 KW (shown) and 50 KW transmitters—Antenna Coupling-Phasing Equipment and Accessories.

YOUR BEST BUY IN AM! All Northern Electric AM transmitters offer stabilized feedback, maximum accessibility through central chassis design, attractive appearance and unusually low power consumption. These features, plus the Doherty *High Efficiency* Amplifier Circuit used in the higher powered units, have given hundreds of broadcasters years of dependable, economical operation.

your
best
buy
in.....



Complete line consists of 250 Watt, 1 KW, 3 KW, 10 KW (shown) and 50 KW transmitters—Clover-Leaf Antenna and Accessories.

YOUR BEST BUY IN FM! Only Northern Electric transmitters give you the striking appearance and full visibility of TRANS-VIEW design, plus the protection of the Frequency Watchman to keep your station on frequency, the Arc-Back Indicator to utilize full life of rectifier tubes, the new RF Wattmeter that gives constant direct reading of output power—and a new high in performance characteristics.

Northern Electric

C O M P A N Y L I M I T E D

PROGRAMS

Good Old Sunday Rest

"Morning listeners to CKRC will be familiar with the genial Porky's reference to 'Good old Sunday rest day.' There are millions of workers who have the same affectionate regard for that one day of the week . . . etc." And so the editorial began. The editorial in a small Manitoba weekly, which prompted me to write on Gene Charbonneau at Porky's Inn.

The spring of '46 was just like any other spring, I suppose, even at CKRC. You might have witnessed Jack Wells and Bart Brown lift their winter-weary bodies from the studio lounge to greet Gene Charbonneau, just back from the army. Of course, they



didn't recognize this 210-pound personality from the 150-pound Gene Charbonneau they once knew. And with a usual Barton-Wells salutation, there came the now familiar "Hi Porky!"

But Gene had a problem. He was out of the army now. Yes, Gene now had problems. It was spring, and things around the studio were undergoing rude awakenings. Even the morning shift, now Porky's proud possession. "We want something new! Something with life to it. Gotta get a format. What will you call it? Got any ideas?" These were the questions thrown at Gene.

Yes, Gene, it was time for one of those good old gabfests, wasn't it? And so, Jack Scott, Mary Davidson and yourself left for Studio "C." Thus, a show was born, "Porky's Inn," with the accent on Time, Temp and Weather Forecast, the three main essentials of a good morning show. Secondly, it had to move, really move. Choose the music carefully, they advised. Remember the old army timing, Gene. Precision . . . cues . . . timing . . . all are important.

Calling All Agencies!

Here's a success story from Lew Roskin of CJDC, Dawson Creek, B.C.

Canadian Bakeries Limited commenced a four months flash campaign over CJDC last March. CJDC broadcast five flashes every Wednesday, Thursday and Friday. The sale of bread increased monthly and at the end of the fourth month the increase reached 63 1/3 percent!

BUY CJDC AND GET THE ENTIRE PEACE RIVER DISTRICT* OF ALBERTA AND BRITISH COLUMBIA

1350 KCS.

CJDC

1000 WATTS

DAWSON CREEK, B.C.

**The best crops in the West this year according to all official estimates.*

I don't know how Gene felt at 5 a.m. on July 1, 1946. I suppose he was frightened. Yes, Gene, once again that little butterfly kept flapping its wings, didn't it? And Bruce felt it, too. Bruce Sewart, Gene's control engineer, had just returned from the King's senior service, and to him fell the steaming turn-tables at Porky's Inn. Then there's Ron Alderson. He was possibly a little colder on the surface, but "Ronny" had butterflies, too. Gotta do a job, boys. Gotta make 'em like it. Gotta keep it fresh.

And it's still fresh, boys. Bruce at controls . . . Ron on the news . . . and Gene piecing it all together to form a well-balanced, snappy morning show. A show that found other items on an already interesting menu. Take Mrs. Casey, the garrulous Irish washer-woman. This Porky personality of stout heart and brittle voice brewed an unbearable life for "Pop," another Porky's Inn

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	11.9
Ma Perkins	11.5
Pepper Young	11.1
Aunt Lucy	10.4
Right To Happiness	10.4
Life Can Be Beautiful	10.1
Road of Life	9.6
Laura Limited	8.9
Claire Wallace*	5.9
Brave Voyage	5.8
French	
Rue Principale	19.6
Jeunesse Doree	18.4
Grande Soeur	17.3
Tante Lucie	15.9
Maman Jeanne	15.7
Quart d'Heure**	15.0
L'Ardent Voyage	14.3
Quelles Nouvelles	12.9
Francoise Louvain	11.9
The Platter Corner	6.1
*3 a week, all others 5 a week.	
**2 a week, all others 5 a week.	

EVENING

English	
King's Men	13.6
Mystery Theatre	11.5
Twenty Questions	11.2
Album of Familiar Music	10.9
Kraft Music Hall	9.5
Carnation Contented Hour	7.4
French	
Librairie Metropole	11.2

character. Pop is still heard now and then with his little words of wisdom on the weather and what not. Then there's Pierre, the romantic Frenchman, who gives interesting tips to ladies on the hair . . . and of course, when that coiffure may be obtained. There's Professor Kartiflop . . . an authority on all commercial matters. He's the gentle soul whose main purpose in life is to give Porky what constructive criticism he can. And finally, there's Moza, a black stuffed pig and vice-president of Porky's Inn. Moza came to us from Thief River Falls. Ah, but there lies another story. The story of Agda Saberg. And when friends visit the studio from Minnesota, you ask them about Agda, don't you, Gene? Agda, the T.B. patient of the Oakland Sanatorium, who's been as faithful to "RC" as far back as I can remember. Yes, in spare time, Agda created Moza.

Now Thief River Falls is no means the furthest point from which you have received mail, is it, Gene? To the south, there's Chicago. As far west as the West Coast. Beyond the Arc of the Circle to the north and from Frances in the east. Call it free broadcasting if you wish, but no matter where Porky is heard, there's always a word of praise.

I asked our friend Gene about the difficulties in sustaining interest after three years. Difficulty? What difficulty? If the show moves fast, if it gives you time, temp and weather forecasts, you won't have to worry about sustaining interest.

Yes, Gene, you're still holding on to that original format, aren't you? Of course, I have noticed that you conduct the odd contest to give it a little kick now and then. Like your first "Sound Effect Contest" that brought in over 78,000 letters in the

The favorite Hitching Post!

CFRN

EDMONTON — ALBERTA

Where Eastern Advertiser
and
Western Listener Meet!

Time Buyers recommend CFRN to their clients with confidence because they know how effectively CFRN "follows through" for better results with consistent program and station promotion.

months. Or your second contest with 25,000 letters in 16 days. Then, too, your various guests haven't exactly hindered things. Guests like Mayor Coulter, ex-chief of police George Smith, Oscar Peterson, Andra McLaughlin, Marjorie Graham, Roy Ward Dickson, Stan Francis, Cy Mack and the variety of Ice Carnival stars, Winnipeg business men such as Maurice Duchov of the O-Kum-Inn Grill, "RC's" Coffee corner.

Then there's another personality without whom there would be no Porky's Inn. Yes, Gene, Daisy May. You know, the gal you met in Regina. The gal you followed to Flin Flon where she opened her dancing school. The same gal you married in June of that year, 1940. The year you started at CFAR in Flin Flon as a staff announcer.

Since then, you've done a lot of things and come quite a way. You have a new home in the Crescentwood district of Greater Winnipeg. You're proud of two little girls, Lorraine, age 6, and Terry, age 2. And because you work hard at Porky's Inn, and because you're devoted to your wife and family, I suppose you too, like "Good old Sunday rest day."

—Keith Murray.

AIR CONDITIONED MUSIC

Winnipeg.—A couple of weeks ago, with Winnipeg sweltering in 90 degrees and more of heat—hottest weather ever experienced here during August — CKRC's music director Herbie Brittain came up with an idea to cool things down a bit for the poor listeners.

He decided to air a few cold weather tunes. So out of radios all over the province came pouring such rhythms as "Jingle Bells" (two versions) and "White Christmas." Then he poured it on with "Let It Snow" and a crooner intimating he was doing his Christmas Dreaming "A Little Early This Year."

Listeners reacted to the music in favorable fashion. One lady phoned to say she was sticking close to her cool radio as she didn't "know what to expect next." Others said the program was a "most original idea."

Several other western stations picked the idea up when their cities came in for a heat wave.

FOOTBALL INAUGURAL

Winnipeg. — Jack Wells is all lined up again for the fall schedule of the Winnipeg Blue Bombers. Jack will broadcast all home games of the local football squad over CKRC — the series having been switched from CJOB.

All away games of the Bombers — at Calgary, Edmonton and Regina, will also be aired.

Sponsor of the games is the Imperial Tobacco Co.

Inaugural was the broadcast of the Bombers - Argos exhibition encounter at Toronto.

The season opens in Winnipeg August 27.

CHFA
Edmonton, Alberta

5,000 WATTS 680 KILOCYCLES

ON THE AIR SOON

to serve

45,000 French-Speaking Albertans

in the Peace River, Lac la Biche, St. Paul
and Edmonton areas

Represented By
OMER RENAUD
 AND COMPANY

TORONTO MONTREAL

THE 1949 CROP SURVEY for SASKATCHEWAN
Tells the Story —



ADD CKBI, Prince Albert (Ask All-Canada)
Centre of Saskatchewan's "BUMPER CROP" Area

Gold Mining - Timber - Pulp and Paper

and now

ASBESTOS MINING

adds purchasing power to the Timmins Market.

"Approximately \$1 million set aside for initial development."—Financial Post, July 2nd.

The TIMMINS market enjoys high purchasing power, thanks to above-average earnings from the Gold Mining and Pulp and Timber industries. Now, the new Asbestos Mining development adds extra purchasing power to this young, aggressive market.

CKGB, well-operated and popular, is the only station offering complete coverage. (See Elliott-Haynes.)

Get results in the prosperous Timmins area with

CKGB - TIMMINS

5000 WATTS

680 KCS.

CKGB - FM

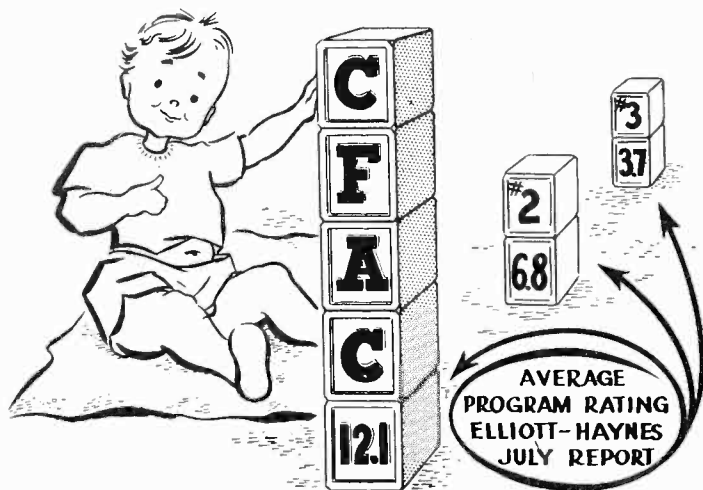
Get the facts from

NATIONAL BROADCAST SALES

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

MONTREAL: 106 Medical Arts Building - FI. 2439

YOUR
Southern Alberta Advertising
is **CFAC's** baby



Put your program where the people listen if you want your program to sell your goods.

CALGARY
960 KCS.
5000 WATTS

CFAC

Representatives:
ALL-CANADA
RADIO FACILITIES LTD.
Montreal - Toronto
Winnipeg - Vancouver

Over The Desk

Eight years is a long time, but you've done it. For eight years we've struggled to gather the kind of news from stations and agencies which will enable us to show radio in its real strength as both a seller of merchandise and a power in its communities. This time you've cracked through, as is evidenced by the "programs" and "stations" sections in this issue.

This time we asked the western stations for their top success stories, so that this pre-WAB issue might have a western flavor. To western publicity Joes, thanx, but now that you've got started, keep it going. To others in other parts of the country, we'll be looking to you for similar material, now that the west has given us all a pattern to work on. Like the CAB, Radiotime and all the other extra - broadcasting activities, CB&T can only be useful to you to the extent that you are willing to co-operate.

We can't maintain correspondents in every town where there is a radio station. We do have them though, in Vancouver (Bill Ryan, c/o The Vancouver Sun); in Winnipeg, Dave Adams (with The Winnipeg Tribune); in Ottawa, Stan Conder, 66 Delaware Avenue; and in Montreal, Walter Dales, 1434 St. Catherine West. If you don't operate in or near these centres, our editorial offices

are located at 163½ Church St. Toronto. 'Nuff said?

CAB has announced the cancellations of six stations whose applications for membership were reviewed and approved at the recent board meeting. These are CKBB, Barrie, Ont.; VOCM, St. John's, Newfoundland; CKR Jonquiere, P.Q.; CKX, Brandon, Man.; CHUB, Nanaimo, B.C.; CKY, Winnipeg, Man.

B.U.P. has been doing a station shuffle. Tom McQuaid, former Vancouver bureau manager, has been moved to Toronto in the same capacity; he replaces J. Nelson who has moved to the desk in Montreal. Knowlton Nelson leaves Halifax to assume duties in Vancouver.

PN's Chas. Edwards' young son, Alan, has been running afoul of the law. At a summer resort near here, Alan, who is 4, caused minor irritation in the breast of a passing motorist by heaving rocks at his brand new sedan, and failing to miss. Questioned sternly by his male parent, while the irate motorist stood by fairly heavily with anger, as to just why he indulged in this very normal pastime, Edwards, Jr., explained simply—and plausibly, we thought—that he was "just practising

The Broadcaster staff is currently filled with gratitude for salmon as a result of a gift from Bob Bowman and CFBC, St. John, of a luscious 11-pound fish. Which brings to mind the delightful cruise many of us enjoyed at the CAB Convention, when CFBC posse descended on meeting and spirited many of us away for an afternoon's cruise. Thanks, Bob, we enjoyed the succulent product of your listening area immensely.

News of the WAB Convention will come to our readers a little later this year. As the Convention opens exactly the same day as our next issue goes in the mail, we shall be unable to print a usual comprehensive report of proceedings until the following one, which leaves here September 21. We shall be covering the event though, and hope to be able to spare time from Banff's wonderful scenery to attend the sessions and report them for your edification.

The Voice of the Eastern Townships

CHLT
(FRENCH) 900 Kc. 1000 Watts

CKTS
(ENGLISH) 1240 Kc. 250 Watts

SHERBROOKE, QUE.

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

There's No Summer Hiatus at CHAB

- Just opened playground — equipment purchased by listeners.
- Just concluded sponsorship major league ball school in Moose Jaw.
- Just awarded CHAB Rodeo Cup to Saskatchewan all round Rodeo champion.
- Still promoting summer radio listening.

CHAB

MOOSE JAW

5000 WATTS

800 Kcs.

Thinking FM?



Think *First Marconi* and your station will be... first in performance... first with the latest equipment... first to receive the latest FM data. It will pay you to consult Marconi, first and greatest name in radio.

Marconi Engineering Consulting Service is available to help you with FM, AM and TV engi-

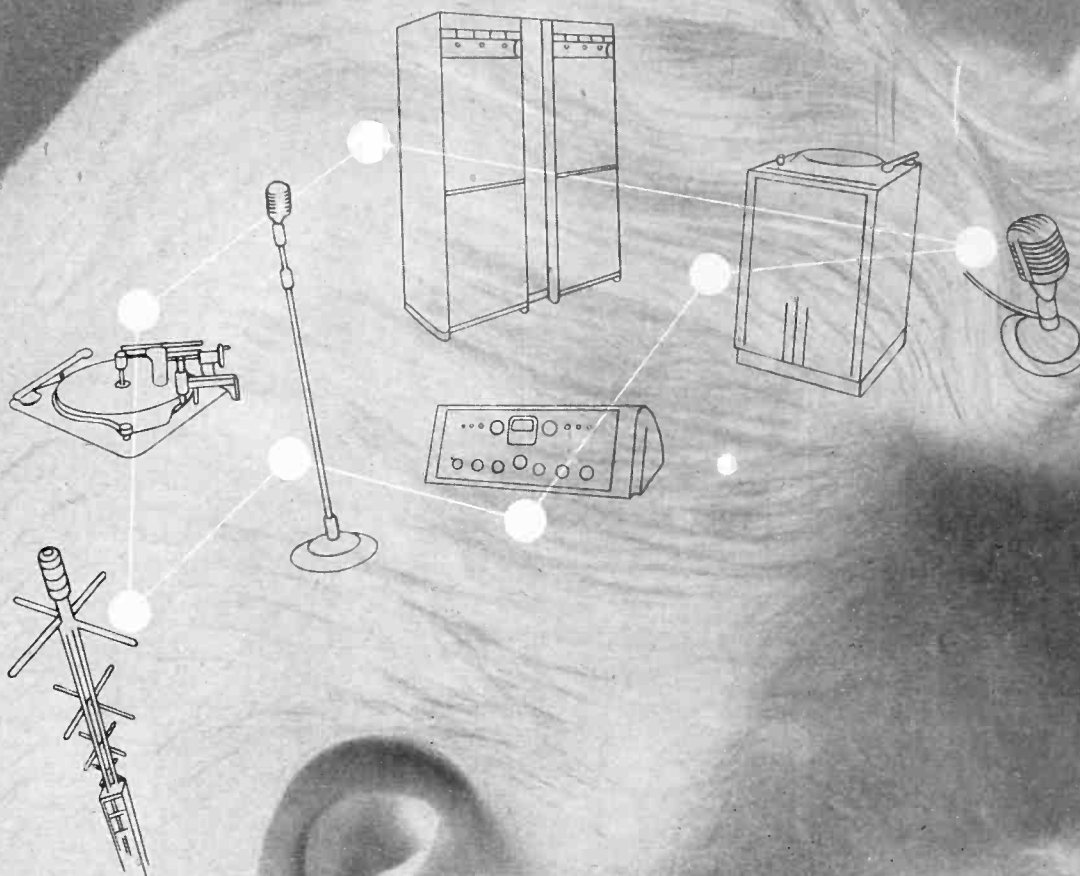
neering problems. If to establish a station or present facilities, call or write Marconi.

you are planning extend your pres-

CANADIAN MARCONI COMPANY

Established 1903

VANCOUVER • WINNIPEG • TORONTO • MONTREAL
HALIFAX • ST. JOHN'S



MARCONI — THE GREATEST NAME IN RADIO

CJCA

Edmonton's Population

June, 1949

137,469

SPOTS STEM SCOURGE

Here is a story about 570 spot announcements. There will be nothing in this report about high-priced talent—no fanfares—no speeches by celebrities—nothing but spot announcements.

In the spring of 1949, the western prairies were faced with the certainty of a grasshopper infestation almost as devastating as the scourge of the thirties. This time, however, there were new weapons available to the fighters.

This time they had new chemicals, scientific weapons, and modern methods. All the provincial experts needed was a method of impressing every farmer in the infestation areas with the urgent necessity of fighting the grasshopper, not only to save his own crop, but to help save whole communities from complete crop failure.

The Government of Saskatchewan has always been alert to the potentialities of radio as a medium of influencing public opinion, and the officers of the grasshopper control campaign called on CKRM, Regina, early in the game. Preliminary conferences established two important principles . . . there were to be no gimmicks—no fancy productions—and above all, no speeches. The second principle established by Don Oaks, CKRM's commercial manager, was that the whole

campaign was to be a contribution by the station. CKRM, with its preponderantly rural audience had a selfish interest in the success of the campaign, and the resultant prosperity of the farmer.

The form of the campaign was decided by its nature. They had little to tell the farmers, except that immediate action on the part was urgent. But they had to tell it to them over and over again. So the story was told in spot announcements as flashes and news items. The spot announcements were dramatized and usually more than a little ridiculous, to attract attention. The flashes were short and punctuated to provoke action; and the news items, released daily by the government, were to be genuine news of action taken, and new methods devised against the scourge.

That's about all there is to the story. The campaign began April 12 and ended on June 30. In that period a total of 570 sustaining spot announcements were released on CKRM, plus uncounted news releases on the rural newscast. It is impossible to gauge the success of the campaign, since one knows what would have happened if it had not been conducted, but the Department of Agriculture had these kind words to say about the part played by radio in the war against the grasshopper.

There is no doubt but that acceptance of a definite responsibility to pass on the information about grasshopper control by your station had a lot to do with the success of this year's campaign. It is too early for us to have a definite idea of the amount of crop which was saved this year. I have no hesitation, however, in stating that it was one of the best campaigns ever put on. There was certainly greater participation in the campaign than ever before. There are parts of the campaign which can be improved another year, but, generally speaking, there was less spring damage from grasshoppers in 1949 than in any previous year with a similar infestation.

On behalf of the Saskatchewan Department of Agriculture, I wish to tender our appreciation. It is encouraging to find other parts of the economy with a sympathetic understanding of, and a sense of responsibility to, the problems of the farm economy. Sincerely, I. C. Nollet, Minister of Agriculture."

Perhaps the important point is that this tribute was earned by a simple, unadorned spot campaign, which is partly what CKRM was trying to prove all along.

NEW TO RADIO

Vancouver.—Two new programs and two new sponsors now take the air weekly on Thursdays on CKWX.

Damon Runyan Theatre, a half-hour feature at 9 p.m., is sponsored by Albion Lumber and Mill Work Co.

Kingsway Motors are the sponsors of the "New Adventure of Michael Shayne," a half-hour program at 9.30 p.m.

THEY STAY WITH CJOR!
45 local advertisers have been using CJOR for more than four years each—for an average of eight years per advertiser! There are the LOCAL accounts and see THE CASH own programs and see CJOR in REGISTER RING with advertisers. These advertisers know that CJOR brings in customers — for they are right on the scene of action.

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

CJAD
MONTREAL,
Covers
the
QUEBEC ENGLISH MARKET

Greater Montreal,
Laurentians, Eastern Townships,
Lower Ottawa Valley

—providing the ideal combination
of coverage and listenership

5000 WATTS
800 KC.

The *Wright* STATIONS

9 National Advertisers
Are Now Using
TRANS-QUEBEC RADIO GROUP

- CHASE & SANBORN
- OGILVIE FLOUR
- DOW
- SWEET CAPORAL
- COLGATE'S
- SHIRRIFF'S
- CANADIAN CHEWING GUM
- KRAFT
- HOUDE & GROTHE

— See —

William Wright
VICTORY BUILDING
TORONTO



PEOPLE

NEVER A DULL MOMENT
New Westminster.—Jack Cullen, versatile free-lance disc jockey in Vancouver, still has radio circles abuzz with his latest connipions.

Jack moved his "Owl Prowl" from CKMO to CKNW recently, and the fireworks were out of this world. CKMO, according to CKNW sources, insisted his last broadcast for CKMO was to be made the night of August 15. CKNW, adversely, insisted his first broadcast over their station would be heard the same night.

Cullen did a recording for CKNW and appeared "live" over CKMO — the same night, and heard himself at his leisure over CKNW. Some of his inter-station remarks—"MO was unaware he had recorded for 'NW — were something new in radio.

Cullen, among other innovations, recently broadcast his program (disced) from an RCAF helicopter.

As the program progressed, the audience noticed that the disc jockey's voice grew weaker and weaker. You're right! He was sick when he landed.

Cullen also has broadcast from an auto equipped with radio-telephone, and plans, if the local public transit firm will permit, to broadcast from a street car.

JOINS NEWSPAPER AS RADIO DIRECTOR
Vancouver. — Dick Diespecker, production manager of CJOR, leaves that station shortly to accept a unique post with a Van-

couver newspaper, The Daily Province.

Diespecker, who has been with CJOR for 12 years, will become radio director of The Province on September 1.

The new job will entail continuance of his Province news broadcast over CJOR at 10 p.m. each night, as well as other unannounced duties. Indications are that The Province, embroiled in a circulation race with The Vancouver Sun, will devote more attention to radio in the field of newspaper promotion.

Diespecker, winner of a Broadcaster Beaver and several other awards for his drama and special events broadcasts, will be succeeded as production manager at CJOR by Dorwin Baird.

REJOINS STATION
New Westminster. — McIntosh "Tosh" MacDonald, who has been working with Fremantle Radio in Britain for the past three years, has returned to CKNW. He was engaged in advertising work overseas. He will rejoin CKNW's commercial staff.

RETURNS FROM FRANCE
St. Boniface. — Leo Remillard has returned to CKSB following a year of drama study in Paris, France. Leo, an announcer at CKSB, received a bursary from the French Government to study overseas.

While in France, he also took keen interest in radio operations.

STORK VISITS CJOB
Winnipeg.—Salesman Vic Huggins of CJOB has made his family three. Recent arrival is a son named David Victor. Mrs. Huggins and the lad are doing fine.

CJCA
 Edmonton

● 1949 farm home survey

● CJCA's primary trading area covers 62,000 farms

● 71.9% listen most to CJCA

● Alberta Government Telephones

HUMAN ABACUS

Did you hear about the free-lance announcer who was doing so well he had to take his shoes off to count the take?

CRITIQUE

"... radio's rather unfortunate voices educating the Hell out of us..."
 —Contributed.

CRYSTAL BALL

We're waiting for a radio set that has AM, FM, TV, a pop-up toaster, a Mixmaster, and quite probably a vacuum plug.

MEMO TO ARCHITECTS

We don't care for your god-dam buildings either.

HOLIDAY POST CARD

Dear Chief: I can't convince myself that I am on holidays yet, and so I keep waking up as usual at 5 to 9.
 —Tom Briggs, Quebec City.

OFFICE CALLING

Dear Tommy: Glad you are having fun. All going smoothly here. Where did you put the typewriter?
 —Chief.

WE'D LIKE TO KNOW

If there was any significance in Lee Hart's choice of pearls, as the product for the specimen announcement she cast before the CAB Convention. (Story on page 10.)

POST MORTEM

"Buy your advertising on a sound basis."
 —CDNA Brochure. That's what we say.

WANT AD

Room available in refined home for ditto business gent. Must be abstainer and non-smoker, and have television set.

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 & Cie., Montreal, 1411 Stanley St. Toronto, 53 Yonge St.
 U.S. Representative: Adam J. Young, Jr., Inc. 22 East 40th Street, New York, N.Y.

CANADIAN TELESCREEN

Vol. 2, No. 16

TV and Screen Supplement

August 24th, 1954

NAVY TO USE MICROWAVE

Ottawa.—Leading the field in the development and use in Canada of microwave radio for overland communications, the Royal Canadian Navy has begun installation of the new equipment at key points in its nation-wide communications chain.

Naval Headquarters announced here recently that microwave radio links, developed and tested by the R.C.N., are being installed between the naval radio stations at Albro Lake and Newport Corner, N.S., Aldergrove and Sumas Mountain, B.C., and Naval Headquarters and the naval receiving station at Gloucester, Ont., 18 miles south of Ottawa.

The new links, combined with the radio teletype system already in operation between headquarters in Ottawa and the two major bases at the coasts, will provide a completely modern radio communications system from coast to coast and will virtually eliminate the use by the navy of commercial land telegraph lines.

HAMS MAR TV

Toronto.—Amateur radio signals are creating an unusual problem in Canada for some TV

viewers. What is now Channel Four in American telecasting is also an amateur radio wavelength in Canada and TV set owners are having programs garbled by ham conversations.

Some television set owners have appealed to the CBC but it answers that it is not under obligation to help, since television receivers are not licensed in Canada. Only those who pay license fees for radio receiving sets can call on the CBC and it will send out its interference scouts. Meanwhile the amateurs and neighbors with TV sets are trying to work out the problem.

TO PRODUCE TV SETS

New York.—Sylvania Electric Products, Inc., have announced that a full line of TV receivers under the Sylvania name will be placed on the market about October 1.

The Sylvania president, Don G. Mitchell, said that initial plans include production of 10- and 12½-inch table models, consolettes and console combinations with three-speed record changer, AM and FM radio. Some 16-inch consolettes will also be available.

Commenting on his company's delay in entering the video field, Mitchell said that Sylvania had waited in order to carry out an extensive program of field and laboratory engineering research in the direction of simplification, clarity of picture and minimum maintenance and to develop sufficient experience to assure quality performance.

TEE VEE ACTION

New York, N.Y. — Renewed color activity crossed the television scene when the FCC granted RCA authority to investigate 6 mc. color on its Camden (N.J.) experimental station W3XEP for 60 days beginning August 1.

The experiment is being conducted with the sequential system which is used by RCA's arch rival, CBS. It is understood that RCA's plan is to gather data with which to confront Columbia at the FCC hearings in October. In addition, RCA has moved its simultaneous color transmitting equipment to Washington for demonstrations at the hearings.

Color experiments are also being planned by stations WMAL-TV, Washington and WMAR-TV, Baltimore. WCBS-TV, New York, has already launched tests on its regular channel, telecasting from 9 a.m. till noon when no regular programs are being aired. The tests are being picked up on special receivers by CBS officials.

During the first six months of the year, television manufacturers produced 913,071 receivers, according to figures released by the Radio Manufacturers' Association. The more exact figure, when the production of non-members of the RMA is included, is estimated to be about 1,050,032. Total post-war output of sets runs close to 2,210,000.

Philco has introduced its new models with built-in aerials. RCA just announced a 10-inch (expanded pic) set to sell at \$199.95. And Zenith is boasting about its new black picture tube which the company says will permit increased clarity and contrasting tone values.

Lever Bros. signed to sponsor "The Clock" mystery series over NBC-TV effective October 5.

Look at these names!

ART HALLMAN

Canada's Top Vocalist

SUSAN FLETCHER

Canada's Top Commentator

THE AUCTIONEER

Radio's Best Salesman

They mean Bigger Business and Best Dollar Returns for your client!

DO YOU WANT TO KNOW HOW AND WHY?

A PHONE CALL TO

Monty Hall Productions

AT MI. 6010

WILL SUPPLY THE ANSWERS

Give Me a Ring Today and Try the Free Lunch!

Monty

398 AVENUE RD.

TORONTO

MI. 6010

The TV Technician's Bible
"TELEVISION SIMPLIFIED"

By
MILTON S. KIVER

\$7.50

Postpaid

C.B.&T. Book Dept.



The Office of
MART KENNEY

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

125 DUPONT ST. TORONTO, ONTARIO • PHONE KI.3147

Printers' Ink Magazine's Packaging Panel recommended that now's the time for manufacturers to consider package design terms of video. The experts suggested redesigning with a motif of "bold visibility in black-and-white."

Motion picture officials interested in theatre television are expected to ask the FCC for frequencies instead of depending on wire transmission.

"Inside U.S.A. With Chevrolet" is name of new series scheduled to bow over CBS-TV starting September 29.

\$3.00 a Year
(\$5.00 for 2 Years)
insures regular delivery of the
CANADIAN BROADCASTER and TELESCREEN



FOR THESE ARTISTS

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

Day and Night Service at

Radio Artists Telephone Exchange

TOP MANAGEMENT RUNS B.C. RADIO

You're Not Selling Canada...Until
You Cover British Columbia By Radio



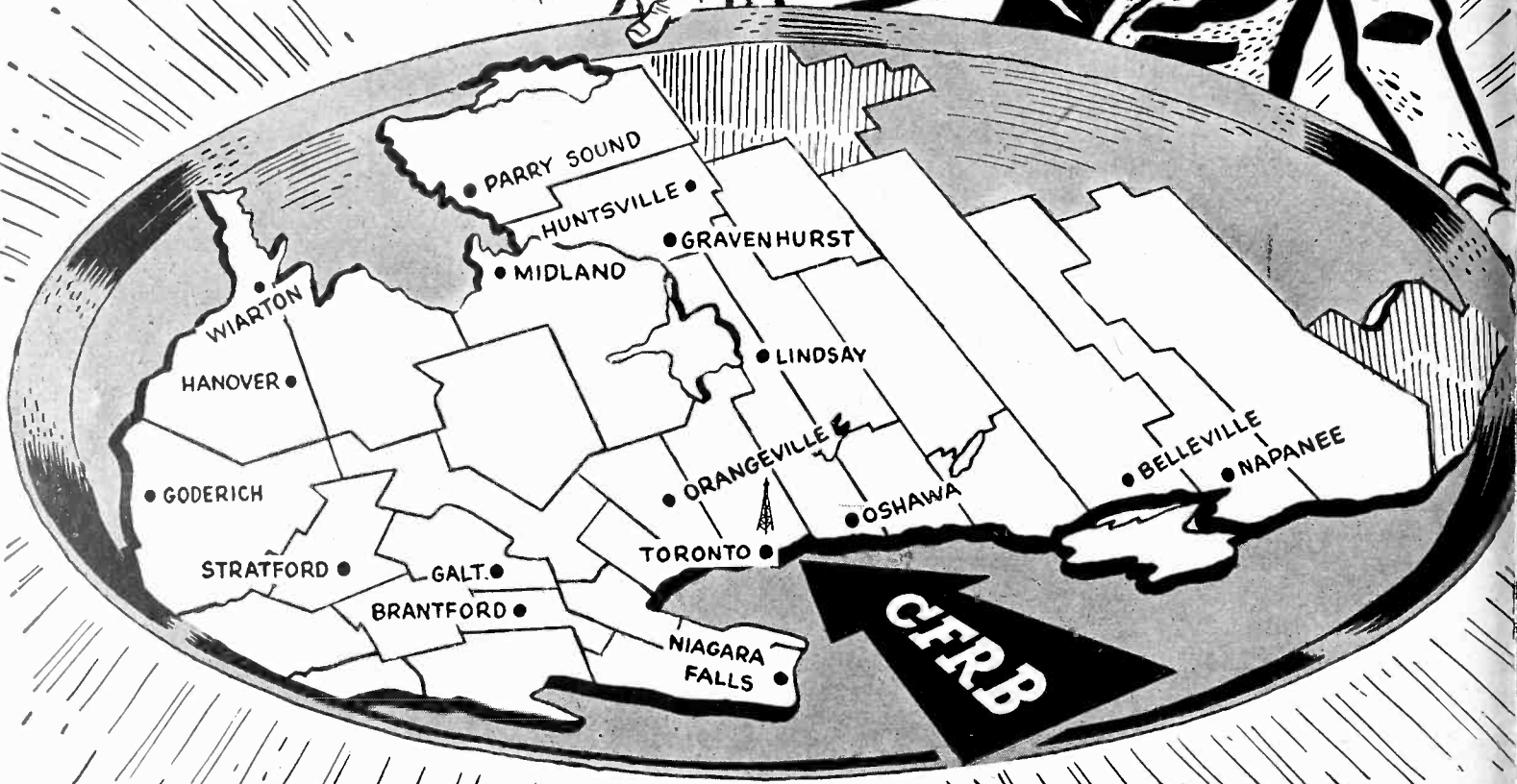
BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

CHWK CHILLIWACK
CFJC KAMLOOPS
CKOV KELOWNA
CJIB VERNON
CJDC DAWSON CREEK

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

CKMO VANCOUVER
CKWX VANCOUVER
CJVI VICTORIA
CKNW NEW WESTMINSTER

ON THIS PLATTER —



* A survey by an independent research organization showed that the median average REGULAR listenership to CFRB in the area where these people live is 61 per cent.

This is not surprising, when you consider that CFRB's average signal strength—within the corresponding half-millivolt radius is 2/3 times greater than those of the next independent Toronto station. Day-time patterns of both stations, measured in the same areas show that CFRB's signal strength is at least 50 per cent greater in many localities to 17 times as strong in others.

**2,714,300 People...
\$3 Billion Buying Power!**

Help yourself to a lion's share of Canada's richest market! More than 21 per cent of Canada's population lives in that 27 thousand square mile area shown above. That represents better than 26 per cent of the Dominion's buying power!

Between 20 to 93 per cent of these people listen to CFRB regularly... and they listen *carefully!* A study of a recent Elliott-Haynes survey shows that average Sponsor Identification is 17.76 points higher on CFRB than on the next independent Toronto Station.

Full particulars available at our office or from our representatives:

Put your dollars where dollars ARE!

CFRB 50,000 Watts 1010 KC

REPRESENTATIVES: United States — Adam J. Young, Jr., Inc.
Canada — All-Canada Radio Facilities, Ltd.