



—Canada Pictures

CANADIAN RADIO WRITERS are not taking full advantage of the opportunity afforded by the Ford Theatre of the Air, scripts for which rate as high as \$450 a piece, according to Alan Savage of Cockfield Brown & Co. Limited, who produces the show. Our pictures show the program in action. At left and from the left: John Drainie, Alice Hill and Don Harron

are seen on mike during performance. In the centre, Alan Savage gives his cast the finger during a performance while CBC engineer Mary Muir officiates at the board. At right, Lucio Agostini is seen conducting the orchestra, which plays his original scores. These programs are heard on Dominion network and supps. Fridays at 9 p.m. E.S.T.

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

CANADIAN BROADCASTER

AND TELESCREEN

Vol. 9, No. 3.

TORONTO, ONTARIO

February 8th, 1950

MONDAY MORNING MEETS FOR CAB

Toronto.—The CAB Convention, slated for Niagara Falls, March 23-30, has something new to offer, according to general manager Jim Allard, in town for this week's board meeting.

With the exception of the first (Monday), Allard says, meetings will only be held in the afternoons. Monday morning will be devoted to a business—presumably closed—meeting.

Each day's proceedings will commence at 12.30 p.m. with a luncheon and speaker.

The Tuesday speaker will be Len Henshaw of MacLaren Advertising Ltd., who will speak about agency-station relations. Wednesday, Sam Cuff, well-known New York TV consultant, will tell the convention "How to Operate a TV Station in the Black." The speaker for Thursday has not yet been announced.

Among the experts who will address the afternoon forums are Maurice Mitchell, director of the Broadcast Advertising Bureau of the NAB. Besides delivering a talk on selling radio, Mitchell will present the Canadian premiere of the NAB promotion film "Lightning that Talks."

■ ■ ■

CAB ISSUE

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

RATE CANADIAN TALENT ON PAR WITH IMPORTS

Montreal.—"Bring in American artists if you like, but don't close your doors to Canadian performers. Give them a chance to show you what they can do, not because they are Canadian, but in fair and open competition with the best—and the worst—from other places. I think you'll find it'll be worth it." This is the conviction of John Adaskin, who has been associated with Canada's young performers through seven years as producer of York Knitting Mills' "Singing Stars of Tomorrow" and the three-year-old program "Opportunity Knocks."

Adaskin aired his plea for the greater use of home-bred talent at the conclusion of his "Opportunity Knocks" show here late last month, and said that a lot of bookers and promoters are passing up some really first class talent in favor of imported artists who are often far inferior.

Pointing out that he was not against the importation of great entertainment figures of other countries, since talent is international and an inspiration and encouragement to our own artists, Adaskin emphasized that he was "against the importation of artists to the exclusion of our own Canadian performers." Referring to himself as a "very vocal voice in the wilderness" he further

stated that this country's entertainers "should be given every chance to perform for their own people."

■ ■ ■

"Opportunity Knocks," a Monday night Dominion network program, has been devoted to bringing the accomplishments of young performers to the attention of the public and possible employers. Since July, 1947, over 2,000 singers and musicians have been auditioned for the show, and about 400 have made the grade for a broadcast, including one hopeful announcer each week.

The top artist on each program, chosen from listeners' votes, makes a paid guest appearance on the following week's edition, and competes for the grand prize, at the end of the 13-week series. The grand award winner receives a feature role in a network show, while second and third-placers get cash prizes.

Many of the people making their radio debuts over this program are now firmly established in radio jobs, Adaskin reports. Bernard Johnston, Doreen Hulme and Lois Marshall, considered by many to be Canada's most promising radio vocalists and now enjoying regular appearances on the networks, all gave performances early in their careers on "Opportunity Knocks."

CBC GOVERNORS TO REVIEW 2 APPS.

Ottawa.—Radio bingo programs, and the question of whether or not legislation should be passed barring their use, will be considered by the board of governors of the Canadian Broadcasting Corporation during a meeting being held in Toronto, February 10-11.

It is understood that several Canadian stations are currently carrying radio bingo programs.

CBC board secretary, Hugh Palmer, revealed that any representations on radio bingo or similar games would be reviewed by the board at this public hearing.

The board will also consider making recommendations for two new AM stations. Pierre Brisson is seeking a license for a 1,000 watt station in Victoriaville, Quebec, and Gibson Bros. Limited have applied for permission to establish a 250 watt station in North Vancouver.

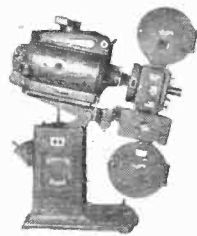
CJSH-FM, Hamilton's independent frequency modulation outlet, will have their request for an increase in power from 745 watts e.r.p. to 9200 watts on the same frequency reviewed at this session, the CBC said.

ACHIEVEMENT AT BELLEVILLE

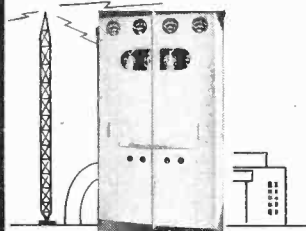


Completely modern Sound Systems for sports arenas, industrial plants, schools, hotels, institutions.

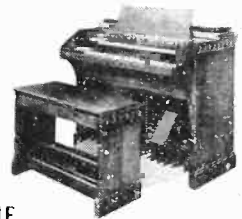
All types of fine radios for the home



Motion picture Sound Systems for theatres of all sizes.

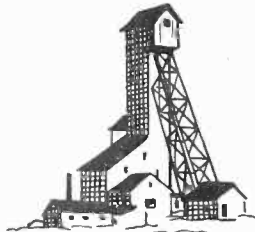


AM or FM Broadcasting Stations including Speech Input Equipment . . . A complete Broadcasting Station service from Telephone Line to antenna.

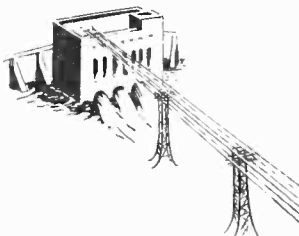


THE HAMMOND ORGAN Music's most glorious voice

For Church and Home



Mine Signalling Equipment . . . for voice or signal communication between cage and surface. Designed for rigorous use in Canadian hard-rock mining.



Power Line Carrier Systems for voice communication, generation control, or remote telemetering . . . Specifically engineered for the Canadian Central Station industry.



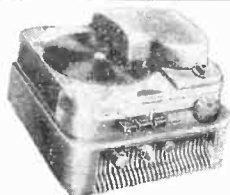
Fire Alarm equipment and systems for buildings or municipalities.



All forms of manual and Traffic Actuated Traffic Equipment and Systems.



The latest Mobile Services Equipment, including complete fixed station systems, for Municipal, Provincial and Federal Police, forest conservation, hydro systems, surveyors and prospectors.



Electronic Soundwriters . . . Dictating machines of distinction for Canadian business men, executives, travellers, teachers, stock supervisors, investigators . . .

Northern Electric COMPANY LIMITED

Expert Engineering and Installation Services at your disposal

DISTRIBUTING HOUSES THROUGHOUT CANADA

PROGRAMS

WESTINGHOUSE OPENS FEB. 19

Hamilton. — Canadian Westinghouse Company Ltd. has bought the "Don Wright Chorus" with John Fisher telling a Canadian story in the centre. Fisher will be in from wherever he is at the time of the program.

The programs will be heard 12:30 EST on 31 basic stations on the Dominion network, and CHML, commencing February 19. They will originate at CFPL, London, except the first which will be aired from CHML, Hamilton, where the Westinghouse home office is located. Top executives will be on hand to fire the opening gun.

The program is "agented" by W. Caldwell, who is handling the Don Wright Chorus among her live and transcribed programs.

STOCK MARKET BOYS' RADIO SHOW

Montreal. — Radio conquered a new field here last week when the Montreal Stock Exchange and the Montreal Curb Market took over joint sponsorship of CJAD's Sunday half hour program, "Judge Hardy's Family."

In addition to the weekly program, the Exchange and Market will also foot the bills for a nightly quarter hour musical going over the same station.

ROMULUS AND REMUS

Vancouver. — Wally Garrett, chief announcer at CKMO, did the easiest interview of his life when he went on the air with a visiting skating star from the "Icy Cycles of 1950." The guest was his brother, and the pair spent 10 minutes catching up on the news since brother Marshall left a year ago to join the show.

The Show Must Go On

Winnipeg. — Residents of the Manitoba town of Swan Lake must like the amateur musical talent in their midst.

A couple of Saturday nights ago they jampacked the town hall for a concert and waited nearly two hours for it to start.

Due to go on at 10.10 p.m. was the Associated Commercial Travelers-CJOB Amateur Show. However, a car carrying officials from Winnipeg was snowed in about 20 miles out of Swan Lake and the show was delayed.

Stranded in the car were manager Jack Blick of CJOB; George Davies and Dudley Patterson, who handle announcing duties on the show; and script writer Norm Williams. Somehow, the boys managed to notify the town of their plight and they were picked up by a bus. However, the show didn't get on the air until a few minutes before midnight.

The station's personnel stayed in Swan Lake and then followed a snowplow into Winnipeg the next day.

FOOTLOOSE AMONG YOUTH

Toronto. — Noted newsman Gordon Sinclair has been signed to do a series of five-minute programs over CFRB, sponsored by the local YWCA's and YMCA's.

The five-a-week late evening series, "Footloose Among Youth," started last week, with Sinclair visiting the places where Toronto's youth spends much of its time, to do interviews.

Future programs are scheduled to include broadcasts from homes, schools, churches, and the 20 Toronto branches of the YM and YW.

NO HOLDS BARRED

Toronto. — A second series of "No Holds Barred," chats about citizenship by Dick Lewis, are in preparation, and discs will shortly be available to stations.



"That's right, Marge. 92 local advertisers on CKGB!"

"And you know how the retail advertisers are, Marge. Working on a small budget, they must have results for every dollar they spend.

"92 of these local business men use CKGB every month—and they're getting results 12 months of the year.

"National advertisers, too, can get results with

CKGB - TIMMINS

5000 WATTS

680 KCS.

CKGB - FM

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NATIONAL BROADCAST SALES

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MONTREAL: 106 Medical Arts Building — FI. 2439

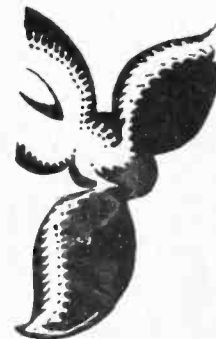


MONCTON MADE

For Maritime Listeners!

Mr. C. S. Jackson of the Sales Division of Lake of the Woods Milling Company writes Lionel:

"... increased distribution of Five Roses Products in the Moncton area... is undoubtedly due to the special effort that your people have directed... we are beginning to realize the benefit which we had hoped would materialize."



CKCW

MONCTON NEW BRUNSWICK

The Hub of the Maritimes
REPS: STOVIN IN CANADA; MCGILLVRA IN U.S.A.

CKNW

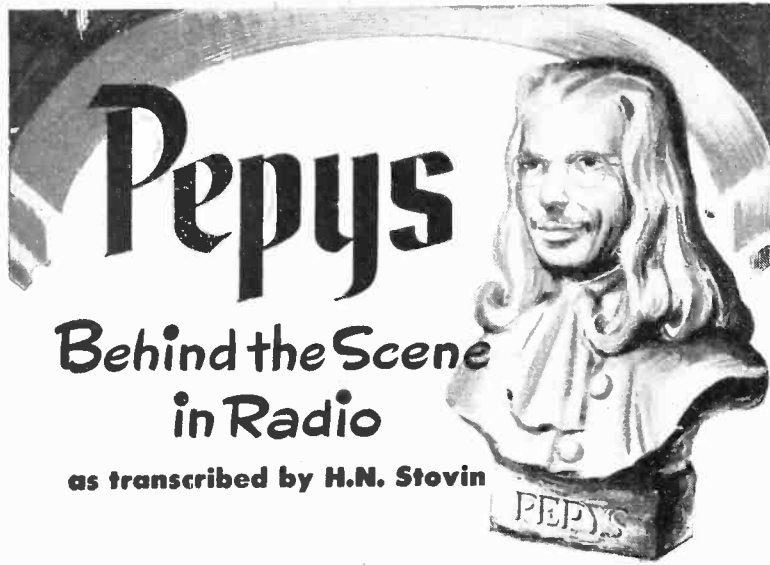
CHNW

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

Snow or not, I'll get to Crews Chevrolet showroom and cheer our Church Club on to beat those Lions on "Crews Club Quiz!"



*Live local productions plus top network and Niagara shows are building big loyal audiences throughout the Niagara Peninsula for CKTB, ST. CATHERINES.



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& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

*Representative for
these fine Radio Stations*

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

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of the world's
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(Authorized as Second Class Matter at the Post Office Dept., Ottawa)

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Business Manager: ARTHUR C. BENSON
Art Editor: GREY HARKLEY
Editorial Assistant: THOMAS C. BRIGGS
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Toronto	Elda Hope
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Those who take umbrage at what is in our opinion an interestingly written story are closing their eyes to the fact that magazines don't make their salt by patting people aimlessly on the back. To get readership they print provocative material. That is what people like to read. And in this instance, readership is just as important to the aggrieved "Gang" as it is to the publishers.

■ ■ ■

People on the receiving end of publicity stories, and we know whereof we speak, are perpetually amazed at the time and effort that is wasted turning out material whose utter dullness and lack of human interest absolutely preclude publication.

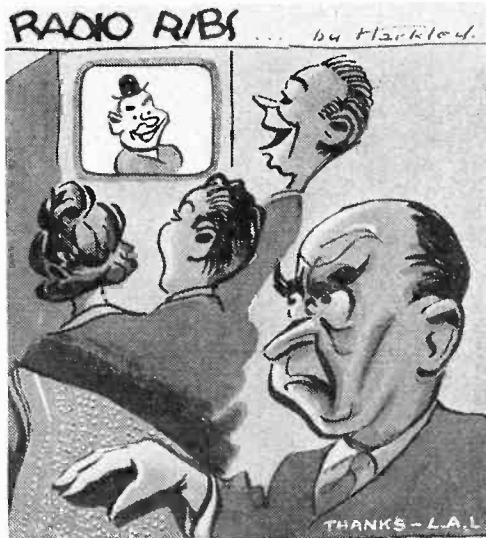
Top flight publicity men manufacture situations which do not reflect too pleasantly on the characteristics or behavior of their subjects, because they know that this will make good copy from the editor's standpoint, and that it is not too hard to slither in the things they want to say.

A case in point was the overweight racas precipitated by Conn Smythe of the Maple Leafs Hockey Club against goalie Turk Broda and others, which got a front page headline in the Toronto Star "Broda Down To 189." This was a deliberate attempt to inject new life into a failing gate, and it worked.

A speaker we know proclaims himself, not the world's best speaker, but Canada's best-quoted nobody.

Ford, in his early days, bought and circulated stories that belittled his product.

Eddie Cantor had his writers reverse their technique when he found that his



"Without Braille, I'd be sunk."

jibes at Rubinoff were gaining the fiddler all the fan mail.

Sponsors pay Arthur Godfrey huge sums to insult their goods on the air. They look at the ratings.

The more people were riled by Lifebuoy's B.O. commercials, the more soap they bought, and this was just a carbon copy of Listerine's halitosis ads.

■ ■ ■

In our opinion "The Happy Gang" owes June Callwood a debt of gratitude, not for the nice things she said about them in her piece, but because she amplified these good qualities by sprinkling her story with the not-so-good. This painted the "Gang" as human beings instead of perfect paragons of nothing in particular.

■ ■ ■

"Scriptures To His Purpose"

Reprinted (in black ink) from "Canadian Forum"

A few weeks ago, in keeping with its standard practice during election periods, the CBC requested Mayor McCallum of Toronto to relinquish (for the two weeks preceding election day only) the Sunday fifteen minutes during which it had been his custom to present **The Mayor Reports**. This is, we repeat, standard practice; not even the prime minister may broadcast (unless the other side also is heard) in the period immediately preceding an election in which he is directly concerned.

The purpose of this regulation is clear and in the interest of the people; the purposes of democracy are best served, says the CBC in effect, by pre-

venting any one-sided use of its radio channels by any party or person directly concerned in an imminent election.

Now observe how this simple application of a clear, specific and salutary regulation is distorted to its purpose by **Canadian Broadcaster and Telescreen**, an organ of the private radio interests, whose editor, the eminent Richard G. Lewis, has long been one of the bitterest enemies of publicly owned radio. We quote, from the December 21st issue, an editorial headed "A Threat Becomes Fact":


"When His Worship Mayor McCallum's popular reports to the citizens of Toronto got the axe from the CBC last week, radio circles and the press expressed complete amazement at what was actually only another of the regular acts of dictatorship on the part of our nationalized radio service.

"Just how long people are going to suffer the grossly undemocratic acts of the CBC, express great indignation when they step farther than usual over democracy's bounds, and then permit them to resume operations is a question to which we have long sought an answer.

"Leaving aside the grabbing tactics pursued by CJBC when it coaxed the program from its original deviser, station CHUM, is it not significant that it not only sanctioned the airings of these programs for four years, but that for a considerable part of that period actually aired them itself?"

The above, we might say, is as fine an example of the quotation of "Scriptures to his purpose" as we have ever seen. We might say that, were it not that almost every issue of the abominable journal from which it came contains examples as specious, plausible, and nauseating. Out of consideration for our blood pressure we have had to forgo it.

The last paragraph, with its reference to "grabbing tactics" is another high, this time in what might be called the Department for Ignoring Unpalatable Facts. Any time that any private station fails to grab any program that it wants and can get, employing for the purpose one or more of the standard procedures of highly ethical business, will, as they say, be a very frosty Friday.



Pepys

Behind the Scene in Radio

as transcribed by H.N. Stovin

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Maclean's Magazine for February 1, 1950, has an article called "The Not-o-Happy-Gang" by June Callwood, which seems to have set said "Gang" and a great many others along Radio Row on their ears, and we don't see why it should.

It is true that the article stresses the feuds and lack of friendship that it alleges exist between the characters in the program off-stage. But it also praises the show to the skies, referring to it for its "tireless good humor"; it terms it "the most expensive and most successful daytime show in Canada"; it mentions its "high standard of sincerity"; and so on and so forth.

Those who take umbrage at what is in our opinion an interestingly written story are closing their eyes to the fact that magazines don't make their salt by patting people aimlessly on the back. To get readership they print provocative material. That is what people like to read. And in this instance, readership is just as important to the aggrieved "Gang" as it is to the publishers.

■ ■ ■

People on the receiving end of publicity stories, and we know whereof we speak, are perpetually amazed at the time and effort that is wasted turning out material whose utter dullness and lack of human interest absolutely preclude publication.

Top flight publicity men manufacture situations which do not reflect too pleasantly on the characteristics or behavior of their subjects, because they know that this will make good copy from the editor's standpoint, and that it is not too hard to slither in the things they want to say.

A case in point was the overweight fracas precipitated by Conn Smythe of the Maple Leafs Hockey Club against coalie Turk Broda and others, which got a front page headline in the Toronto Star "Broda Down To 189." This was a deliberate attempt to inject new life into a failing gate, and it worked.

A speaker we know proclaims himself, not the world's best speaker, but Canada's best-quoted nobody.

Ford, in his early days, bought and circulated stories that belittled his product.

Eddie Cantor had his writers reverse their technique when he found that his



"Without Braille, I'd be sunk."

jibes at Rubinoff were gaining the fiddler all the fan mail.

Sponsors pay Arthur Godfrey huge sums to insult their goods on the air. They look at the ratings.

The more people were riled by Lifebuoy's B.O. commercials, the more soap they bought, and this was just a carbon copy of Listerine's halitosis ads.

■ ■ ■

In our opinion "The Happy Gang" owes June Callwood a debt of gratitude, not for the nice things she said about them in her piece, but because she amplified these good qualities by sprinkling her story with the not-so-good. This painted the "Gang" as human beings instead of perfect paragons of nothing in particular.

■ ■ ■

"Scriptures To His Purpose"

Reprinted (in black ink) from "Canadian Forum"

A few weeks ago, in keeping with its standard practice during election periods, the CBC requested Mayor McCallum of Toronto to relinquish (for the two weeks preceding election day only) the Sunday fifteen minutes during which it had been his custom to present **The Mayor Reports**. This is, we repeat, standard practice; not even the prime minister may broadcast (unless the other side also is heard) in the period immediately preceding an election in which he is directly concerned.

The purpose of this regulation is clear and in the interest of the people; the purposes of democracy are best served, says the CBC in effect, by pre-

venting any one-sided use of its radio channels by any party or person directly concerned in an imminent election.

Now observe how this simple application of a clear, specific and salutary regulation is distorted to its purpose by **Canadian Broadcaster and Telecreen**, an organ of the private radio interests, whose editor, the eminent Richard G. Lewis, has long been one of the bitterest enemies of publicly owned radio. We quote, from the December 21st issue, an editorial headed "A Threat Becomes Fact":

"When His Worship Mayor McCallum's popular reports to the citizens of Toronto got the axe from the CBC last week, radio circles and the press expressed complete amazement at what was actually only another of the regular acts of dictatorship on the part of our nationalized radio service.

"Just how long people are going to suffer the grossly undemocratic acts of the CBC, express great indignation when they step farther than usual over democracy's bounds, and then permit them to resume operations is a question to which we have long sought an answer.

"Leaving aside the grabbing tactics pursued by CJBC when it coaxed the program from its original deviser, station CHUM, is it not significant that it not only sanctioned the airings of these programs for four years, but that for a considerable part of that period actually aired them itself?"

The above, we might say, is as fine an example of the quotation of "Scriptures to his purpose" as we have ever seen. We might say that, were it not that almost every issue of the abominable journal from which it came contains examples as specious, plausible, and nauseating. Out of consideration for our blood pressure we have had to forgo it.

The last paragraph, with its reference to "grabbing tactics" is another high, this time in what might be called the Department for Ignoring Unpalatable Facts. Any time that any private station fails to grab any program that it wants and can get, employing for the purpose one or more of the standard procedures of highly ethical business, will, as they say, be a very frosty Friday.

up
over last year are ratings on
Vancouver's
CKWX
 MUTUAL
 * (See Elliott-Haynes Reports)
CONSULT ALL CANADA OR WEED & COMPANY



THE HIGH COST OF GIVING

A radio commentary from the forthcoming series, "No Holds Barred"

By **RICHARD G. LEWIS**

Any time now, when a panhandler accosts us on the street, we can expect to hear a modern version of the old cry rephrased into—"brother can you spare a dollar?"

With all the Social Security measures that are being thrust upon us by a government, eager to hold favor with a lazy electorate and steal the planks from the platform of a vocal, if numeric-

ally weak, Socialist party, Canada stands in danger of going broke through the high cost of giving.

Some years ago, the trade unions instituted a plan of collecting their dues from their members' employers rather than from the members themselves. This is known as check-off. Besides saving the unions the high cost of collection and administration, at not inconsiderable expense to the employers, the check-off system has a subtle and somewhat insidious purpose, and that is to place as little emphasis as possible on the amount of money it costs a man or woman to be a member of that union.

During the war, the War Finance Committee stole a leaf from the unions' book by instituting payroll deductions for the sale of War Bonds. This undoubtedly helped immeasurably in the collection of funds with which to prosecute the war. It was obviously a sound and wise way to steer the country through the crisis, and at the same time avoid national bankruptcy.

As far as the unions and the check-off plan are concerned, that is a matter between labor and its employers.

But when this same general idea is applied by government to taxation, the kind of taxation which is added to the retail price of domestic merchandise, there creeps in an element of astuteness which borders on dishonesty.

My plaint is not that these taxes are levied. I am concerned rather over the means employed to gather them in. It is my contention that goods sold for let us say a dollar, of which the tax is 30c, should be so labeled—"price 70c, government tax 30c." This is information which the people

are entitled to have. And I think that the responsibility for giving it lies with business, which is open to erroneous charges of extortion because of it, except in the case of goods like cigarettes, which bear a tax stamp which does not disclose the amount of tax it represents.

These thoughts are just introductory to my main point, which is an examination of just why it has been found necessary or expedient to maintain a basis of taxation comparable to that set up during the war, long after the conflict is over.

Stop a minute and think what we are paying for now.

There is unemployment insurance. Labor pays a part, but this comes indirectly from the employer's pocket, who must also charge his own share against his costs of doing business or else go bankrupt.

Increased Old Age Pensions and Mothers' Allowances are another charge against our earnings. Baby bonuses fall in the same category.

Organizations called Crown Corporations, like Trans-Canada Air Lines, Canadian Broadcasting Corporation, National Film Board and all the rest of them, are operated by or through the government, often at lower tariffs than those at which they could function under private enterprise. They invariably show deficits, and these deficits have to be met out of the public purse.

Now they are talking about socialized medicine, dentistry, and hospitalization. Heaven only knows what will come next.

Let us by all means encourage the government to spend money—remembering always that it is our money—to alleviate distress, when it is necessary to do so. On the

CFCO leads all Western Ontario Stations

for audience increase, according to B.B.M. Study No. 3.

An Average Day & Night Increase of 92% over Study No. 2.

"Ask anyone in Western Ontario"

CFCO - 630 Kcs - Chatham

THE POST OFFICE WAS

SWAMPED!



Program "What Do You Know?"

Sponsor Local furniture store

Broadcast Daily at 11.45 a.m.

Mail Count 8 weeks: Oct. 1 to Dec. 24

Post Offices Heard From	635
Regina	12,138 letters
Saskatchewan	10,113 letters
Others	81 letters
TOTAL MAIL	22,332 letters!

Ask Your All-Canada Man

ABOUT **CKRM** Regina

"SELLING SOUTHERN SASKATCHEWAN"

"MACOVEE" SAYS:

You Need Only ONE Station To Blanket The Wealthy Okanagan!



"The 'OV Appleman"

THAT STATION IS

CKOV - Kelowna

The Mallman Proves It Every Day

ther hand let's not shut our eyes o the fact that there is a limit o the extent to which these free ervices should go.

When an impoverished or other- wise unfortunate person comes o regard relief in its various orms as something he or she has ought and paid for, rather than s an act of neighborliness be- towed by more fortunate, or per- aps more capable fellow citizens, he danger signal is flying high.

No human being is constructed without a certain element of laziness in his system. Most of us would rather acquire our daily eeds with the least possible effort. So when it reaches the point here we only have to report at specific government bureau to raw our dole, or pension, or receive medical or dental treatment, ride all too readily goes to the wall, and we are inclined to take everything we can get without asking too many questions or in- juling in too much introspection.

I am not advocating a sort of spartan system where only the fit survive, and the weak die because they are better dead. That sort of ruthlessness has no place in a modern civilization. I do feel, though, and there are many who will agree with me, that while these social services should be maintained from the public purse, their use should be restricted to those who have absolutely no alternative to calling on them, and that when they do call on them, they should accept them as the gift of their neighbors, rather than as a right they have bought and paid for.

The unfortunate part of all these things is that they tend to rest in people not the healthy right to work, but rather the right to be idle. And yet, how are we going to let our less fortunate fellow-citizens starve . . . suffer . . . die?

I wish I could set out the problem and then propound the answer. It isn't as simple as that though, is it?

One point that I think has to be considered is this.

There are plenty of men, mostly in their middle thirties, who are bringing up small families on salaries ranging from \$250 to \$300 a month, depending on the size and character of the district in

which they live.

Without having reached the top of the businesses they are attached to, they have positions of responsibility and trust, for which they are paid adequately, as most of them will agree. Yet at this salary they are able to live in frugal comfort, with a moderate amount of life's niceties. They carry a few thousand life insurance, yet not enough to secure their families' futures if they died prematurely. Beyond this they are, generally speaking, unable to save money, except by denying their families a summer holiday or the occasional new clothes that add glamor to living. Meanwhile they are paying income tax, plus the innumerable hidden taxes, which means, I would estimate, that they are paying into the public purse in one way or another from five to seven hundred a year to provide those who are incapable of taking care of themselves with the kind of security for which they are unable to set aside funds from their own earnings.

There are those who will say that this is perfectly all right because this is establishing the necessary reserves to take care of them and their families too, should the need arise. To them it will not seem unfair, as it does to me, that these people are being forced into dependence on the State, when if they were not subjected to all this welfare taxation they would be perfectly competent to fend for themselves.

It is small wonder then that people who find themselves in this state of enforced penury find life stripped of its healthy incentive to prosper by more and more effort, shrug their shoulders and say: "The State wants to take care of us, so let 'em go to it."

CJCA

Late Evening Trend

CJCA 61.3

Elliott-Haynes
(Sept. 1949)

“Even ELLIOTT-HAYNES admits NOW that **CFBC is TOPS in SAINT JOHN**”

	Station CFBC	'A'
Average night-time rating (6.00-10.00 p.m.)	22.1	20.4
Average percentage listeners (6.00-10.00 p.m.)	49.6	46.6
Average sets in use (January)	44.8	44.8
Average night rating (10.30-12.00 p.m.)	60.3	38.0

“Ask your Saint John agent about CFBC . . . he'll recommend us!”

Buy CFBC-Saint John

AND GET THE BEST COVERAGE OF WESTERN NOVA SCOTIA AS A BONUS!



Selling 80% to 90% of all sets turned on during daytime hours, with 385,-167 French people in coverage area.

Canadian Representative
 • Omer Renaud & Cie,
 1411 Stanley Street,
 Montreal.
 Toronto Office, 53 Yonge St.
 American Representative
 • Joseph Hershey McGillvra
 Inc., 366 Madison Ave.,
 New York 17.
 Telephone Murray-Hill 2-8755

PROGRAMMING ESPECIALLY FOR THE FRENCH LISTENERS IN THE OTTAWA VALLEY

IT'S NOT POWER THAT COUNTS

IT'S Performance

CJOB
WINNIPEG CANADA





JOS. HARDY

talks
ON QUEBEC MARKET No. 2

Did you ever stop to figure what you may be LOSING —if you are not now using Radio in Quebec Market No. 2?

Radio is not only the most economical and the most productive advertising medium in French-speaking Quebec—in many districts it is the ONLY one.

Ask Jos. Hardy.

For any information on QUEBEC MARKET No. 2

or

"TRANS-QUEBEC" Radio Group

Telephone, Wire or Write to:

JOS. A. HARDY & CO. LTD.

Montreal — Quebec — Toronto

Representing

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

Over The Desk

Back at "The Desk," I find that things ran disappointingly smoothly while I was away, but have contrived to get things back to their usual state of confusion since my return.

On the top of the pile are a few lines that got squeezed out of the column last issue.

It deals with the food shortage in the UK.

The meat ration is the heaviest cross John Bull has to bear. It's worked out in money and has just been upped (upped, I said) to twenty-two and a half cents' worth a week.

To translate this into concrete terms, I took one week's coupons to the local butcher one day and came away with two pork chops.

This should in no manner discourage people who think of visiting over there. Tourists and business people who cross the Atlantic laden with dollars, and dig in at the Savoy or the Dorchester, find tables well laden with their favorite foods, and haven't the vaguest idea what it is like for residents. Staying with private families as I did with my relatives did not give me a true picture either, because people expecting visitors from overseas hoard their meagre rations for months ahead of time, and completely pull the wool over our eyes, unless we dig down beneath the surface.

To people given to sending par-



cels overseas, the best advice is to send meat. To people who are not sending them, the advice is to send them, and make them meat.

■ ■ ■

It's business as usual at the Russell T. Kelley agency's Toronto office following not one but two fires and one burglary the night of January 15.

It was found that fires had started (been started, it is suspected) in the paper vault, and also in the production room, where a few files got singed at the edges. Fortunately all radio scripts and art work are kept in steel filing cabinets, and the only loss of any moment along these lines was a number of transcriptions. Incidentally, a desk lighter was stolen from Jack Bingham's office, and this, we are informed, was identical to the one we have on "The Desk."

Pete Gordon (you know Pete

for his fine publicity work with the Crippled Children's campaigns of past years) lost \$600 worth of photographic equipment and supplies, including his enlarger. Bill Scarlett is still congratulating himself for walking out the previous day with his tape recorder. Furniture and typewriters took a bad beating from water damage.

Repairs and bigger and better fire escapes are under way, and the staff, which has carried on nobly under the handicap, expects to be sitting on chairs again by the time this issue goes in the mail.

■ ■ ■

Syllabus for the 1950 Moncton Musical Festival has been released by station CKCW who will again sponsor and operate the annual musical event. The Festival, to be held May 8-13, is an annual community service rendered by CKCW. The syllabus lists 280 classes, the largest classification since the station inaugurated the Festival, with 18 scholarships available to competitors.

To promote the works of Canadian composers, a special "Canadian Composers' Competition" is to be incorporated into this year's promotion by the station.

Four prizes are being offered by the Frederick Harris Music Company for best performances of choral, vocal and instrumental compositions. Also included for the first time are ballet dancing classes.

■ ■ ■

Skip Letcher, CHVC Niagara Falls, featured disc jockey, was the only Canadian platter-chatterer to appear in the Columbia picture "Disc Jockey U.S.A." which will be seen in Canadian movies soon.

Skip does a seven-minute slice of his regular routine but staged on the Rainbow Bridge, playing up the international angle.

This station has installed remote facilities and is now doing sportscasts from the new Niagara Falls Memorial Arena.

■ ■ ■

Actor Kenny Graham's mimeographed missives reach "The Desk" with great regularity. This month he's forsaken the verse technique. He just says: "I'm a lifesaver when you need someone for that young man role." Attached to the sheet, in a neat glassine bag, is a sweetmeat of the same name.



At CKMO

We Don't BRIBE Listeners —
We WIN Friends!

GOOD Music Makes GOOD Listening

At 1410

"PIONEER VOICE OF BRITISH COLUMBIA"

The Wright STATIONS

"Casino de la Chanson"

CKAC

Mon. thru Fri.

22,967 LETTERS IN JANUARY ALONE

PARTICIPATION SEE

William Wright

REFORD BUILDING TORONTO

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.



AGENCIES

McCONNELL EASTMAN

Toronto.—The Department of National Revenue (Taxation) has scheduled a series of transcribed spots and flashes over 50 stations coast to coast advising people to file income tax returns early, thereby getting an early rebate, if any. The series starts February 14 and runs through April.

Tip Top Tailors has a spot announcement campaign going to selected markets coast to coast in addition to a five-minute weekly sportscast over CKLW, Windsor, and a 15-minute portion of *Paris Living* once a week over CKVL, Verdun.

Winnipeg. — Paulin Chambers (Biscuits) has returned the 15-minute once-a-week transcribed *Prinnee Jordan* show for the seventh year to 21 western stations between Winnipeg and Vancouver.

STEVENSON & SCOTT

Toronto.—Dr. Ballard's Animal Foods Ltd. is sponsoring *Parade de la Chansonnette Francaise* over CKVL, Verdun. The 10-minute six-a-week show has been scheduled for 13 weeks.

AGENCY SWITCH



Toronto. — Harold D. Roach, former Toronto manager for Benton & Bowles Inc., has joined the local office of Young & Rubicam as senior account executive.

KELLEY SIGNS SPORTS WRITERS



Toronto. — Yonge-Eglinton Motors (Meteor, Mercury & Lincoln) have bought 30 minutes once a week for 52 weeks on CFRB, Toronto for *Sports Writers* which will feature a panel pictured above from the left: Gord Walker

(Globe & Mail), Trent Frayne (Toronto Telegram), Ted Reeve (Toronto Telegram), Joe Perlove (Toronto Star), Hal Walker (Globe & Mail) and standing, Barry Wood who sits in as M.C. Russel T. Kelly Ltd. directs.

O'NEIL, LARSON & McMAHONE

Chicago. — Rhodes Pharmacal Company has started the 10-minute three-a-week transcribed *Bob Eberle Show* over CFRB, Toronto, advertising Imdrin.

W. EARL BOTHWELL

New York. — Boyle-Midway (Canada) Ltd. has started two 15-minute five-a-week daytime serials, *Our Gal Sunday* and *Romances of Helen Trent* over CFRB, Toronto. The shows are piped in from CBS and advertise Old English Wax.

HARRY E. FOSTER

Toronto. — Supertest Petroleum Company has scheduled the five-minute five-a-week transcribed *Headliners* over eight Ontario and Quebec stations commencing February 22 and featuring Larry Henderson.

WANTED

Experienced radio time salesman for Maritime station. Apply giving experience and salary expected.

Box A-42

Canadian Broadcaster & Telescreen
163 1/2 Church St., Toronto

BENTON & BOWLES INC.

New York.—Procter & Gamble, for Ivory Soap, has started the 15-minute five-a-week transcribed *Brighter Day* over CFRB, Toronto.

SPITZER & MILLS

Toronto.—The Bell Telephone Company has scheduled a series of daily spot announcements commencing February 20 over a number of Quebec and Ontario stations, advertising its yellow page section.

RCA Victor Co. Ltd. has a two-week spot announcement series going to a number of Toronto and Montreal stations beginning February 16.

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.



DEER TO THE HEARTS OF ADVERTISERS IS CFCN'S WIDE, LOW-COST COVERAGE



Ask
Radio
Representatives
Toronto - Montreal

★
"THE VOICE
OF THE
PRAIRIES"

★
Calgary

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



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

You Hit Hard When You Hit With CHRC

For Maximum Coverage of the Quebec District, Use CHRC

Representatives

CANADA
JOS A. HARDY & CO. LTD.

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

"LA VOIX DU VIEUX QUÉBEC"

DID YOU KNOW?

That 89 new dwellings were completed in Truro during 1949—with 23 others under construction? That spells PROGRESS! Yes, Truro is growing, and the local advertisers—over 150 of them—have found CKCL the logical means of reaching this important market, which is in addition to CKCL's rural coverage.

CKCL

TRURO BROADCASTING CO. LTD.

J. A. MANNING
Manager

WM. WRIGHT, Representative
Toronto and Montreal



Continuous Radio Audience Measurements Since 1940



Elliott-Haynes Limited

Sun Life Building
MONTREAL
PLateau 6494

515 Broadview Ave.
TORONTO
GErnard 1144



Five Years Old

FEBRUARY 15th, 1950

From a humble beginning we now enjoy:

- Exceedingly high ratings
- Top network and syndicated commercial shows
- 273 local clients
- 35 national clients
- Competent staff of 25
- Many local program studio presentations
- Unusually large number of special events
- 3 local sportscasts daily
- 3 local newscasts daily

CKSF

CKSF-FM, CORNWALL

FOR INFORMATION ABOUT OUR FIVE YEARS OF OUTSTANDING SUCCESS CONTACT US DIRECT OR THE
Horace N. Stovin Company, Canada
Joseph H. McGillvra, U.S.A.

OPINION

Broadcasters Are Inarticulate

Vancouver.—The general run of broadcasters are inarticulate and incomprehensible, and something ought to be done to improve the standards of speech over the nation's broadcasting stations, the morning News-Herald commented in an editorial.

As a peg for these remarks, the Herald picked up a report that a Yale professor was spending several months with three infant gorillas to try and teach them to talk.

"The reason for the experiment was not clear," the paper said. "Our guess is that he has wasted so much time trying to teach speech to humans that he's turning to more promising material.

"But whether by speech lessons to gorillas, or by lessons to humans, something ought to be done to improve the standards of speech over the nation's broadcasting stations.

"With a few outstanding exceptions, the general run of broadcasters are inarticulate and incomprehensible. If there's any chance that the professor's gorillas can do a better job, they should certainly be given their chance.

"Perhaps the difficulty lies in the lack of incentive to acquire an art which has fallen into disuse. What incentive is there when nearly all the broadcasting stations display such a marked preference for inarticulate talkers? And what guarantee has the professor that his talking gorillas will find an outlet for their talents?"

\$3.00 a Year
(\$5.00 for 2 years)
Insures Regular Delivery of the
Canadian Broadcaster & Telescreen

CJDC
DAWSON CREEK
"making radio fame"
IT'S IMPOSSIBLE TO COVER THE RICH PEACE RIVER COUNTRY WITHOUT CJDC
ASK RADIO REPS. LTD.
★ **LETHBRIDGE HERALD**



SIGNS OF TIMES

We'll know when business tightens up, because the unemployables will become unemployable again.

• • •

TOPICAL QUESTION

England faces a problem when she entertains Americans. Should she serve corned beef and be dubbed down and out or blow the works and be accused of abusing Marshall Aid?

• • •

IT ISN'T THE HEAT

"The Desk" is grateful to Gerry Gaetz of CJA for his Christmas gift of a thermometer and hydrometer, except that now we know how hot and humid we are.

• • •

CLUCK! CLUCK!

Next issue we have a story about an announcer who ate 40 eggs, but it doesn't say who laid them.

• • •

MARCH OF SCIENCE

CHUM's Larry Mann claims to have invented a mattress made of cellophane so that old maids won't have to get out of the bed to look under it.

• • •

IT IS TO LAUGH

"Marketing" lists the four humorous articles it published in 1949, in case you didn't notice.

• • •

THY WILL BE DUNTON

The CBC now insists on having a producer sit in with the agency one on a network commercial. They'll be taking a slice of the 15% before you can sa Broadcasting Act.

• • •

TREATMENT BY ETHER

Why don't hospitals equip their beds with individual radio receivers to insure quick turn-over of patients

• • •

NO SABOTAGE

We saved our last item for one of our customary witty cracks about the CA Convention but decided was too early.

CANADIAN TELESCREEN

ol. 3, No. 3.

TV and Screen Supplement

February 8th, 1950

THEATRE TV GETS GREEN LIGHT

Toronto.—Approval for the first theatre television system in Canada was given to Famous Players Corporation here last month by the Transport Department. Famous Players, who own Imperial Theatre here, have already had equipment installed and are proceeding with plans to screen local sporting events and public functions.

Through the use of their mobile television unit, the Imperial will be able to transmit events directly over a special frequency to the theatre where the scenes are filmed, processed and either projected immediately or held for a more convenient time. The system known as "instantaneous relay" and, through high-speed processing, the finished film is ready for use within 30 seconds after leaving the mobile unit cameras.

Famous Players' president, J. J. Fitzgibbons, revealed that to date his company had spent upwards of \$100,000 on the new medium and said that the Imperial is the only theatre in Canada so equipped, although it is expected that others in the FP chain will have installations in the near future. Fitzgibbons also said that it is possible to make duplicate films with the new equipment for use in other movie houses.

The Department of Transport pointed out that its approval affects only special theatre television. Action is still pending on P's application, along with many others, for standard tele broadcasting rights.

Commenting on this latest move in the visual medium by Ottawa's Jack Cooke, CKEY president, said: "I hope this is the beginning of a relaxation of government attitude on television. I hope it will lead to licenses for private broadcasters." As far as his station was concerned, Cooke said that the money was ready and the equipment available. Only Ottawa's green light was lacking.

TEE VEE ACTION

New York, N.Y.—A big surge in television set sales is expected during the next few months with the introduction of the new 1950 models at greatly reduced prices.

The only hitch to increased sales is the law of supply and demand. Sales reached a new peak during the Christmas holidays and since that time nearly all manufacturers have been finding it difficult to keep up with the demand. Stores in some cities sold gift certificates to handle the rush at Christmas. Nearly all manufacturers, however, are doing everything in their power to step up production.

The amazing new low prices include Admiral's combination job, including 12½-inch video screen, AM radio and all-three-speeds phonograph, at \$299.95; RCA's 10-inch table model at \$169.95; and Philco's 12½-inch table model at \$199.95. All brands are currently in this price and officials expect these prices to remain stable for the first six months of the year at least.

The next comparative demonstrations for color television are scheduled to get under way February 23-24 with CBS, RCA and Color Television, Inc. (San Francisco), all showing their wares.

CBS is currently demonstrating its system to the public and government officials in Washington. The reaction has been mostly favorable and CBS has gone all out to publicize this approval.

Your correspondent witnessed CBS's color last week and he will not deny that it is beautiful. In fact he has never denied the beauty of color video ever since he watched early demonstrations during the original FCC hearings more than two years ago. But he believes one thing is ugly. The color wheel needed to adapt present-day black-and-white sets. That, to his mind, is CBS's biggest bugaboo. Compatibility is the

key to the whole color controversy at this time.

Some \$200,000 in seasonal business will be recorded by CBS-TV in mid-May when the Joe Lowe Corp. (for its Popsicles) sponsors 10 quarter-hour programs starring Arthur Godfrey, Milton Berle, Groucho Marx, Martha Raye and many others.

NBC-TV is expected to announce shortly that its night-time schedule is completely sold out Sundays through Fridays. Last period open, 8 to 9 p.m. on Thursdays, has two sponsors about ready to sign the papers.

ABC-TV is presenting General Eisenhower's Crusade in Europe film series on a co-op basis.

CLAIMS FRANCE FIRST WITH TV

Winnipeg.—A French television expert says that medium of entertainment will never fully replace radios in the average home.

France's representative on the International Organization for the Standardization of Television, Prof. Pierre Grivet, explains that television shows are 50 to 100 times more expensive to produce than radio shows.

In Winnipeg to speak before a French-language group, he said "it's a recognized fact that television cannot reach more than 100 miles from its station. That would keep it from real competition with radio, too.

"Television is obliged to use

short — one to 10 metre — wave lengths."

Prof. Grivet said France was the "first nation in the world with television." Back in 1939 an exhibition of television sets was planned for Paris, but the war intervened and the exhibition was finally staged this year.

In Paris 10,000 television sets are in use. Only one station is on the air but others are currently being built. Cost of sets ranges from \$100 to \$200.

"On the French system we use 829 lines and get sharper images than the U.S. system which has fewer lines transmitted to the sets' screens."

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 Dominion of Canada Post Office
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 Dominion Textiles Co.
 Dovercourt Road
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 Eagle-Lion Films
 T. Eaton Co., Ltd.
 Edgeworth Tobacco
 Electric Auto-Lite Co.
 Elias Rogers Co. Ltd.
 Emerson Drug Co.
 Ex-Lax Limited
 Fairfield & Sons
 Ford Motor Car Co. of Canada
 G. T. Fulford Co., Ltd.
 General Foods
 General Motors
 Gillette Safety Razor Co.
 Gold Seal Co.
 Gooderham & Worts Ltd.
 Goodyear Tire & Rubber Co.
 Grove Laboratories Inc.
 Hartz Mountain Products
 E. Herman Co., Ltd.
 Hillcrest Motors
 Holt Renfrew Ltd.
 Household Finance Corporation
 Hydro-Electric Power Commission of Ontario
 Imperial Oil Limited
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