

CANADIAN BROADCASTER

AND TELESCREEN

Vol. 7, No. 21

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November 13th, 1948



The Leslie Bell Singers, heard Sundays at 6 p.m. on the Dominion Network for Canadian General Electric Company Limited, have been drawing enthusiastic comment from coast to coast after six programs. Heard with this choral group of thirty girls are Howard Cable, who arranges and conducts the orchestra, and Charles Jordan, lyric baritone. John Scott is announcer-narrator and Gratien Landry, who does the French cut-ins. Production is by Esse Ljungh, with MacLaren Advertising Co. directing.

to the next annual meeting. Recommendations were tabled regarding the standardization of recording practices and characteristics in Canada and the United States; appointment of a committee to work with the Hydro, with a view to getting the most effective results from power conservation copy; determination of a plan for labelling and numbering discs; investigation of the possibilities of collective purchase of tape recorders and other equipment; recording of outstanding programs for audition at regional meetings.

It was also recommended that the CAB promote a meeting of radio news men with BUP and Press News, with a view to provision of regional news service coverage. It was recommended that this be started as an experiment in Ontario, and that, if successful, it be duplicated in other regions.

Agenda for the two days of meetings, besides items reported above, include the following talks: "The CAB, Past and Present," by Jim Allard, CAB Manager; "The Future of the CAB," by Ralph Snelgrove, CFOS, Owen Sound; "The Radio Bureau," by Rodney Adamson, M.P.; "Farm Bureau Operations," by Wallace Ford, CHML, Hamilton; "Transmitter License Fees," by Joseph Sedgwick, K.C., CAB General Counsel; "Radio Research," by Ted Rutter, H. N. Stovin & Co.; "Sales and Program Co-ordination," by Bill Cranston, CKOC, Hamilton; "Traffic Availabilities," by Ed. Guest, CKEY, Toronto; "Information for the Representative," by Andy McDermott, H. N. Stovin & Co.; "Rate Structures," by Gordon Archibald, CHOV, Pembroke; "Selling the Community Market," by Ralph Snelgrove; "Selling the National Advertiser," by A. R. MacKenzie, All-Canada; "Indexing of Library and Recording Service," by Ed Houston, CKEY, Toronto; "Production Problems," by Alan Savage, Cockfield, Brown & Co. Ltd.; "News and Special Events," by Gordon Sinclair, CFRB, Toronto.

ONTARIO BROADCASTERS HOLD MEET

Toronto. — Eighty-three stalwart broadcasters, reps and agency men gave up their weekend (October 30-1) for the Ontario Regional Meeting of the CAB, and put in two hard days' work, which was felt to augur well for the future of private broadcasting in Canada.

Two of the agency men who addressed the meeting, which was chairmaned by Ralph Snelgrove, CAB director from CFOS, Owen Sound, were Maurice Rosenfeld, and Robert Campbell, radio directors respectively of Maclaren Advertising Co. Ltd. and J. Walter Thompson Co. Ltd.

"Let's say how good we are" might have been the text of Rosenfeld's address. "I have a budget problem every day of the week," he said, "and I have to scare up information. I don't care if you tell me that there is a new factory going up so more people will be moving in, or if the factory is contemplating expanding. No matter how infinitesimal it is to you, it just drops the chain off me." Radio needs a presentation to answer the competition of the other media,

he told the meeting. "Here we are in an industry and there is not 10 per cent of us telling the story," he said. "Let's tell people how good we are. We are damned good".

Robert Campbell envisaged increased sales in many consumer lines in Canada in 1949, but warned the broadcasters that this increase was going "to the people who worked hard for it rather than those who sat back and waited for their share to come automatically."

One way for the radio station to work harder was, he said, to provide time buyers with more usable, pertinent facts about their markets. "A buyer is interested in sales," he said, "not in radio stations or newspapers or any other media as such. If you can, by the provision of hard-boiled facts, convince the buyer there are sales to be made in your market, you are then, and only then, in a position to begin to interest him.

Stations can't afford to use the kind of false bottom advertising employed by the movie people "to create a big one-time audience regardless of the fact that

the entertainment may not be worth the price of admission," Don McKim, promotion manager of All-Canada Radio Facilities, told the Ontario broadcasters. "A station must first live with its audience—be both a friend and neighbor if possible," he said. "The station should therefore concentrate on the equivalent to the retailer's 'leader lines', the programs that have the staying power to warrant a big build-up, and the pulling power to create dial traffic leading to the rest of our schedule."

A presentation by Wally Ford, farm director of station CHML, Hamilton, is being held over for complete coverage in an early issue.

Among recommendations referred to the CAB Board was one urging that the 10 per cent volume discount for 1,000 or more spot announcements be granted only when the contract provides for a 52-week run on a 6-day week basis. Definition of "national" and "local retail" accounts was asked for, the suggestion being that the CAB Policy Committee submit plans

Household Finance Corporation Of Canada

Proudly Announces
Exclusive Sponsorship
Of

Reflections

An *all-Canadian* program produced and transcribed by
the Program Division of *All-Canada Radio Facilities*.

WE SALUTE the superb Canadian radio artists whose talents have
created a program which we believe to be the finest of its kind:

SAMUEL HERSENHOREN
GEORGE TAGGART
QUENTIN MACLEAN
JIMMY NAMARO
HOWARD CABLE
CY STRANGE

RUSS TITUS
BLAIN MATHE
REG WOOD
RAY ROSS
ISAAC MANOTT
HARRY BERGART

FRANK WILLIS
JACK DENNETT
LOU SNIDER
JOHN DUNCAN
MICHAEL BARTEN
HYMAN GOODMAN

With its presentation of REFLECTIONS over approximately
forty Canadian radio stations, Household Finance joins with
All-Canada Radio Facilities in furthering the interests of
Canadian talent at home, and in developing the "export market"
for the products of Canadian talent through the transcription
method of program distribution.

OVER THE DESK

Notes and jottings about this year's ACA Convention are not only on the top of the pile this issue, but are well sprinkled all through it. They are memorable affairs, these meetings of "the men who pay the bills", if for no other reason because they afford an opportunity, one that most people avail themselves of well, for advertisers, agency men and media people to sit together around the conference table, each telling the other two how they could make more money out of one another, by the simple expedient of being of more use to each other.

Credit for the new relationship that has grown up right across Canada between all who buy and sell advertising in the national field, is due, we earnestly believe, to one man above all others. He, by sheer force of personality, sometimes effervescence and charm, sometimes bull-headed and even cantankerous obstinacy, has virtually forced the three erstwhile opposing factions of advertising into bed together, and made them like it.

To him goes the credit, as the leader in making radio audience measurement (BBM) as much the concern of the advertisers and their agencies who buy as of those who sell. In the business paper field, circulation measurement (CCAB) has been subjected to the same treatment. These and other activities seem to come to a head once a year when the three components of the business, who have grown to know one another so much better through such ACA activities, sit down and break bread together, without a drop of blood spilled. The man we refer to is, of course, Athol McQuarrie, general manager of the ACA, and heaven knows what of heaven knows how many parallel (once diagonal) activities. He fights through the years to make advertising perform a better service, and, simultaneously, to keep as happy as their dispositions will permit as many as possible of the representatives of his 150 member companies of the ACA. So we dust off "The Desk" to the one time printer's devil Athol McQuarrie.

The keynote of the ACA Convention this year was "Give us facts, not fiction". Two agency men, Maurice Rosenfeld and Bob Campbell, sang the same tune when they talked to the Ontario Regional



"Tonight, ladies and gentlemen, our experts have lost \$3,416.00, five electric refrigerators, three convertible coupes and one sponsor."

Meeting of the CAB the two days following the ACA do. Last year's Radio Executives' Club (Toronto) research project seemed to be aiming at the same target. Bill Wright's series of booklets ("What Time Buyers Want To Know") were aimed in the same direction. Elliott-Haynes have their continuing study. The Bureau of Broadcast Measurement, etc., etc. All that lacks is a cohesion of these efforts.

Bill Wright is purring (as why shouldn't he) over the interest being displayed in his "What Every Time Buyer Should Know" booklets, south of the border. As you will remember, Bill invited time buyers to state their piece. Then he put out their sayings in booklet form. Now a U.S. publication, TELL, has done an item on the idea, and Bill has had upwards of a hundred requests for complete sets of the booklets.

In a nutshell, Stan Tapley of CJCS, Stratford, has become a poppa again with the arrival of a son October 30. The Stork also called at the Wally Belfry's to deliver a boy, November 4, making Wally a proud poppa for the first time and Claire Wallace a young (and so fetching) grandma. Fin MacDonald of CJCH, Halifax, is threatening to visit these parts in two or three

weeks. . . Colgates may not renew *The Happy Gang* next year. . . We have been ordered to reduce food intake which will lose us some weight, and to cut down cigarette consumption, which will put it on

CFCF
Montreal
600 KC
FIRST IN MONTREAL



Jos. Hardy Talks
ON

QUEBEC MARKET NO. 2

"Good day to you—have you one minute for Jos. Hardy? I have been re-tracing the footsteps of Champlain through the Saguenay Valley—a spot which the Indians told him was the gateway to amazing things! He would be amazed today at its developments nowadays. Chicoutimi is its commercial centre, and a very busy one, too. A few miles on is Arvida — the Aluminum City — nearby comes Shipshaw, with its huge water power developments. Jonquière and Kenogami are known for pulp and paper, as well as farming and the C.N.R. shops. Industry, wealth and families — these all make a market. And you can reach it effectively through CKRS."

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

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

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

again. And that gets us down to the oak top for now.

CKNW
CHNW

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

CFCO - Chatham

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

JOHN BEARDALL,
Manager-Owner.

OVER

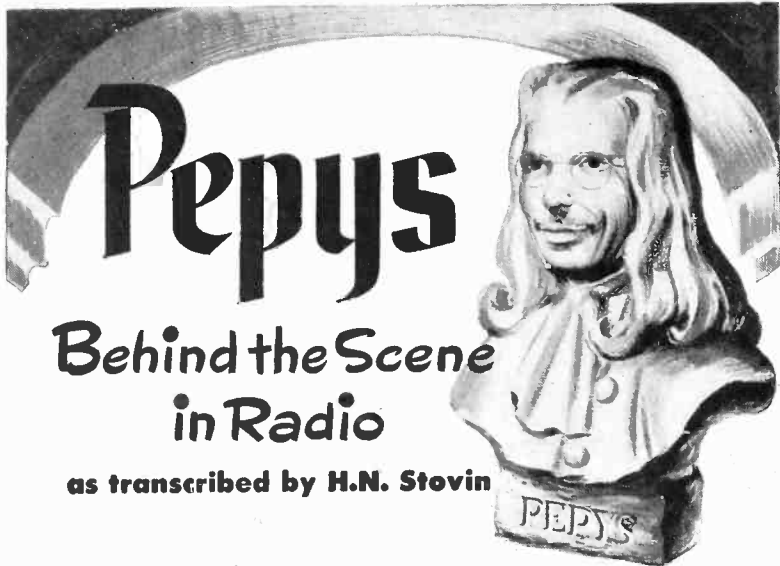
HALF A MILLION*

MANITOBANS

TUNE
REGULARLY
TO

CJOB

★Proof on Request



Do believe that the influence of this column is spreading, for on visiting a friend's house of a recent Sunday forenoon did find even the canary saying "Pepys, Pepys" ● ● ● Was also flattered to be "Skuced" in a recent Ad-Sales Events, the official organ of the Ad & Sales Club of Toronto, but do feel chill as I look at it, for I am shorn of my curls, in which I have much pride ● ● ● Learned but late of an incident which should change the opinion of those who think radio influences only those at home. A tourist and his wife from the U.S.A. approaching Belleville in their car, tuned in on CJBQ and heard a spot announcement by a local fur store at 12.20 noon. By the time they reached Belleville his mind had been made up for him and they did purchase a \$1200.00 fur coat for his wife ● ● ● CFAR Flin Flon comes up with the story of 141 bags of potatoes lying in the C.N.R. Freight Sheds while the temperature fell steadily below freezing. Fearing heavy loss if these spoiled, they sent out one radio spot to buyers at 10.40 a.m. By 3.30 p.m. every bag had been picked up. This speaketh well for the attention CFAR commands locally ● ● ● Do find myself pleased that Canada's 10th province is radio conscious, since no less an authority than Joe Smallwood gives full credit to radio for making Confederation possible ● ● ● CHSJ Saint John now finds local business booming, and small wonder since the latest Government figures do show this city with its 114 manufacturing plants tops all sales in the three Maritime Provinces ● ● ● Congratulations to ZBM Bermuda for lowering its rates to help buyers in this sterling area, a far-sighted move ● ● ● Have myself but late returned from Winnipeg, where a successful selling job hath been completed for the John Deere Company, after some ten months work. Their new radio program will benefit more than 600 dealers, each one of whom had to be personally sold. The program is on an individual station basis. Am mightily tired, but satisfied, and so to bed.

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	CKLW Windsor	CJIB Vernon
CKSF Cornwall	CKY Winnipeg	CJOR Vancouver
CFJM Brockville	CJRL Kenora	ZBM Bermuda
CJBQ Belleville	CFAR Flin Flon	TBC Trinidad
	CJNB North Battleford	

PROGRAMS

PLATTER AND CHATTER

Calgary.—Teen-agers who ache to do a disc jockey stint, currently get their chance to get in the groove via Admiral Radio's Sat-Teen Time program over Station CFAC.

Contestants are pre-auditioned at CFAC's studio, and two are chosen each week to appear at the Western Canada High Auditorium and the following week at CFAC's studios.

Those who are chosen pick out four discs from a local Admiral dealer's stock and air the platters with appropriate chatter. Judges from the station and Teen Club advisors rate the contestants on originality, personality and salesmanship. Monthly awards go to the best two contestants with an Admiral combination radio presented at the end of six months to the grand winner.

The show, sponsored by four Calgary dealers, is handled by CFAC announcer Don McDermott and Teen Club emcee Dave Penn. Stewart-Lovick and Macpherson's Calgary office handle production.

SHOW AIDS SICK KIDS

St. Boniface.—For the second year, the Happiness Campaign has started over CKSB. The show is especially designed for children and is sponsored by the St. Boniface Kiwanis Club.

Children listening to the program are asked to contribute enough money by Dec. 18, closing date of



"But he didn't give his prices

and there are times, such as when a firm has an unusual bargain, that price mention over CHNS is of utmost service to both advertiser and the listening public.

If George had mentioned prices over CHNS when he held his special sale he'd have raised the quick capital he needed and he'd still be in business."

CHNS

Broadcasting House, Halifax

MARITIME BROADCASTING COMPANY LIMITED

WM. C. BORRETT, Managing Director

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		
Happy Gang	15.4	resuming
Big Sister	14.1	+ .9
Ma Perkins	13.9	+ 1.1
Pepper Young	13.6	+ .9
Road of Life	12.9	+ .6
Lucy Linton	12.7	+ .2
Right To Happiness	12.6	+ .7
Sing Along*	12.5	resuming
Life Can Be Beautiful	11.7	+ .2
Claire Wallace**	11.1	+ 1.9
French		
Jeunesse Doree	21.6	+ 3.9
Rue Principale	20.9	+ 2.0
L'Enseigne des Fins Gourmets**	16.2	new
Le Quart d'Heure de Detente*	15.6	+ 1.2
Joyeux Troubadours	15.3	resuming
Grande Soeur	15.2	+ 2.0
Quelles Nouvelles	14.9	+ 1.6
Tante Lucie	14.8	+ .9
Francine Louvain	13.7	- 2.0
Maman Jeanne	13.6	new

*2 a week.
**3 a week.
All others 5 a week.

EVENING

English		
Lux Radio Theatre	24.8	resuming
Album of Familiar Music	14.9	+ .8
Mystery Theatre	13.4	+ 3.5
Twenty Questions	13.3	+ 2.8
Wayne & Shuster	12.8	resuming
Kraft Music Hall	11.5	+ 3.6
Take A Chance	11.3	resuming
Treasure Trail	11.1	resuming
Suspense	10.6	+ 3.7
Carnation Contented Hour	9.2	+ 1.5
Texaco Star Theatre	9.1	resuming
Campbell's Club 15	8.9	+ .4
Robert Shaw Chorale	8.8	- .3
Jack Smith Show	8.7	resuming
Pause That Refreshes	8.3	+ .5
French		
Un Homme et Son Peche	33.2	resuming
Metropole	22.4	+ 12.2
Cafe Concert	16.6	resuming
Prix d'Heroisme	14.9	new
Juliette Beliveau	13.9	resuming
Qui Suis-je	10.0	resuming
Tentez votre Chance	9.2	new
Dites-moi	6.6	same

show, to purchase a 16 mm projector. It will be presented to patients in the children's pavilion at the St. Boniface Sanatorium.

In charge of the program, which is heard Monday through Friday for one hour, is Henri Bergeron. He tells stories and plays folk songs designed to hold the interest of children.

STUMP THE EXPERTS

St. Boniface.—A new quiz show called Eureka has gained a large following over CKSB.

The show, built something along the lines of 20 Questions, features a panel of four regulars and one guest each week.

They are asked questions in the following classifications: science, geography, history, fine arts and actuality.

Listeners are asked to submit questions to the 30-minute, weekly show. Those whose questions are selected receive prizes. A larger reward goes to the person or persons who stump the experts.

CFCF

Montreal

600 KC

PLUS

SHORT WAVE and FM

CANADIAN BROADCASTER

AND TELESCREEN

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

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

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November 13th, 1948

The Old Refrain

Last week in Ottawa six individuals and corporations showed the Board of Governors of our government broadcasting system that they were willing and able to put up an aggregate of something over ten million dollars in order that Canada's lag behind the United States and Great Britain in the field of television might at least grow no greater. Without expressing doubt of the financial or technical ability of these men to give the country an adequate television service, the Board threw out all six applications by deferring them for an indefinite period, and publicly excused itself by saying that it did not have the funds to start construction of television stations for itself, and that it was therefore in the public interest to refrain from letting private enterprise pioneer it for them. (The recent three million dollar expenditure on the Ford Hotel in Montreal must have been a horse of a different color.)

Just how long the sons of the men and women who hewed this country out of the rock are going to submit to remaining under the thumb of these petty autocrats who deem themselves capable of sitting in judgment over the progress of an industry in which they never have played nor ever will play an actively constructive part is more than we can say. The fact remains, however, that such policies of stagnation as those put into effect by the CBC Board of Governors can only react by applying the brakes to our country's commercial and cultural progress, and in lessening the highly desirable development of a more definite Canadian personality.

If the CBC Board of Governors would study Canadian history, it would recognize that this country has not grown to greatness by sitting quietly by, letting Uncle Sam do it. Rather it owes its enviable position in the world to men with nerves of iron who blazed their trail of steel tracks from coast to coast to haul our goods and persons thousands of miles with speed and comfort; to hard-rock miners and intrepid prospectors who risk their lives to dig the wealth from the very bowels of the frozen north; to farmers, lumberjacks, coal miners and fishermen who use brain and brawn to feed us and the world.

By refusing permission for six applicants for television licenses to risk their own money in this new enterprise, the CBC Governors, who are charged with

the development of Canadian culture, have deprived Canadians—for two years at least on their own chairman's admission—of the thrill of the exciting new medium. Worse than this, they have taken a major step to encourage the thousands of Canadians whose homes are close enough to the American border to look in on the American telecasts and so absorb more and more of the personality of the United States and less and less of our own.

Say what it will, the CBC Board of Governors makes it quite apparent that any reason it may give to cover this latest set-back to Canadian development is nothing but a pretext. The truth of the matter is that government ownership of AM broadcasting stations has armed Ottawa with an extremely potent weapon of propaganda. Television offers an even more powerful instrument. Appropriation of more public funds to establish government television stations would cost, not only money, but what is regarded as even more precious—votes. And Ottawa is not handing "business" any power which it can scheme and contrive to keep in its own hands.

They Tell It Not In Gath

For reasons best known to its executive, the Awards Jury of the Association of Canadian Advertisers has announced the names of the individuals it has chosen as its medal winners for 1948 without disclosing its reasons for bestowing the distinctions.

We should like to commend this organization, comprised of national advertisers from across Canada, for the institutional interest it displays in the betterment of the advertising craft. There are however two reasons why, in our opinion, the preservation of secrecy as to the reasons for the awards, is regrettable in that, in many ways, it invalidates them.

First, the good deeds of private business are kept so persistently under a bushel, that there is a growing feeling among a certain part of the populace that such deeds are non-existent. These people, known better as socialists, live to destroy private business, and work on the premise that because its benefactions gain little if any publicity, they never happen. Just plain blowing about private business is generally speaking difficult, unconvincing and undesirable. Yet when five men, with a total of well over a century of service in advertising, are singled out in this

manner by a jury comprised of their associates and their competitors, a story is available which is packed so full of human interest that, given adequate airing, it could readily influence a lot of the enemies of business onto its side.

Our second reason for regretting this odd taciturnity about advertising's biggest news story of the year is this. The men of business, invariably preoccupied with their affairs as they are, may often lack either the time or the vision to look inside themselves and see how they may serve their industry beyond the call of duty. Scarcely anyone lives who will not eagerly grasp at an opportunity to serve usefully, if it is presented before them. Many though come from Missouri, and so have to be shown. Why then are these reasons for the ACA awards not used as examples of what can be, has been, done by others, to inspire still more people to follow along parallel lines, to the betterment of the industry of which we are all a part?

Doubtless in choosing Alec Phare for the gold medal, for example, the ACA Awards Jury wish to pay recognition to this agency man's fifteen year old avocation of instructing youngsters in the preliminaries of the advertising business. It is hard to believe that there could be an activity more important than the establishment of tomorrow's executives on a firm foundation of basic knowledge of their chosen calling. The fact that, through Phare, one private industry provides such a training ground gives the lie to the socialists' not infrequent allegations that business is far too preoccupied over today's profits to concern itself over tomorrow's hopefuls. Why then must this good work, and the recognition of it, be shrouded in secrecy?

The answer to this question is easy to see. In carrying out its awards project through the years, the ACA and its officers have laid themselves open to criticism. This criticism, they obviously wish to avoid. And the result? A tremendous story, demonstrating the usefulness of business, never even reaches the City Desk. And the enemies of business continue spinning their yarns of high-binding and juggernauting, because this is all that ever reaches their ears.

Richard G. Lewis.

EDITOR.

B.U.P.

"COVERS THE WORLD"
BRITISH UNITED PRESS

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

★

HEAD OFFICE:
 231 St. James Street
 MONTREAL

NEW YORK'S RADIO ROW
 by
 Richard Young

New York, N.Y.—There's a pretty good chance that by the time this reaches the printed page, the Federal Communications Commission will have announced its final decision on whether it will adopt its proposed regulations governing the listener-participation type of giveaway program. And as we go to press, authoritative sources tell us that the Commission is expected to go ahead with its original intent of clamping down on the jackpot quizzers.

Although the broadcasters have been putting up quite a fuss and an expensive defense of these so-called buy-the-audience shows, we've been told by more than one industry official that these activities have not been prompted by any great love for this type of programming. Several outstanding radio executives, when asked their actual opinion of giveaway programming, commented with

CFCF
 Montreal
600 KC
 Canada's First Station

a wry smile: "It stinks". The whole situation boils down to this—if it wasn't for the broadcasters' unwavering fear of increased governmental control of their operations, the giveaway show would have fewer friends than an empty liquor cabinet.

But the giveaway does have at least one friend and he is Mark Goodson, one of the lads responsible for the *Stop The Music* quizzer. It is understood that Mr. Goodson is currently trying to band together all those persons with an interest (spelled m-o-n-e-y) in giveaway programs. It seems Mr. Goodson feels that the broadcasters have not put up as stiff a fight on behalf of giveaways as he would have liked. He feels a new organization is needed to do just that. If Mr. Goodson is really so attracted to such programming, we wonder why he doesn't dream up a program utilizing the quiz technique that would do as much to combat juvenile delinquency as does the Abbott and Costello kid show every Saturday morning. If we are to have air quiz programs—why not have them do some good for many persons instead of one or two a week? How about that, Mr. G.?

Incidentally, there's an encouraging sign that this type of programming is losing the favor of even its listeners — at least when its opposition features entertainment. In the latest network program Hooperating, *Stop The Music* was knocked out of the select first 15 group by Charlie McCarthy and Fred Allen for the first time in many a broadcast.

We hope we'll be able to close the giveaway case in one more paragraph.

From Washington, headquarters of the NAB, we hear that a number of its members are pushing a plan to set up a separate advertising and promotion department in the light of increasing competition from other media. The department, it is said, would be similar to the American Newspaper Publishers Assn.'s popular Bureau of Advertising.

The members in favor of such an organization would like it to be a \$1,000,000 project. But, say some members, what would we do with \$1,000,000? (?????).

Mark Woods, ABC network prexy, advised advertisers and agencies the other day that his chain will abide by the NAB's Standards of Practice Code when it goes into effect Jan. 1. But more important at this particular stage of the game, Mr. Woods also disclosed that ABC will include as part of a program's commercial time trade names and "unduly descriptive material." Thus the many mentions of prizes on a quiz show will mean reduced commercials for the sponsor of the program.

Many columns ago we predicted that the demise of giveaways would not come until the broadcasters were hit in the pocketbook. This may help to confirm our forecast.

The CBS network startled the industry by announcing that it will drop its ban on recorded shows and permit the year-round broadcasts of its top-ranking programs. According to the CBS plan, a show would select its outstanding programs during the rest of the year and repeat them during the summer hiatus via recordings. This, CBS adds, would

eliminate the old bugaboo that forced advertisers to rebuild their listening audiences when their programs returned to the air in the fall.

And by the way, we heard the other day that NBC was about to make a similar announcement just as the CBS release was issued. However, according to our contact, NBC decided to hold up its release until it made sure that such a move would meet with the approval of the various labor unions involved.

NBC is now the only network which does not allow recorded broadcasts over the full network. But we don't think that will be true in the near future.

on the cuff notes . . .

There's talk that the ABC net is interested in bringing Hollywood director Cecil B. DeMille back to the airlines for a new dramatic series . . . We hear the MBS network's Charlotte Manson is preparing a new radio-video show — a comedy-mystery package bearing the title *Lucky Randall* . . . General Motors Corp. plans to move its Henry J. Taylor commentary from the MBS hook-up to the ABC chain on Dec. 20 . . . Final go-ahead signal on the production of records depends on whether the Department of Justice says okay to the new royalty plan agreed upon by the union and record companies . . . Incidentally, the Radio Writers Guild strike against some ad agencies has not noticeably affected network programming. As this is being written, an early end of the walkout was said to be in sight . . . The FM Assn. has sent out questionnaires to the 637 FM stations now on the air in the U.S. to provide agencies and advertisers with promotion info concerning FM as an ad medium . . . And that's the news till now.

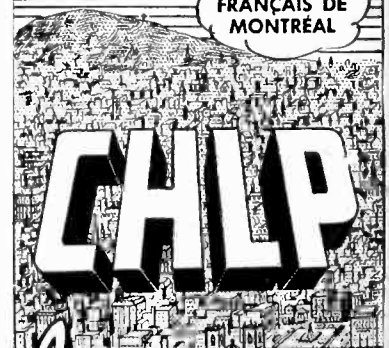
STRICKEN AT WORK

Vancouver.—Archibald J. Pook, 41, CBR operator, died at his post on the 15th floor of Hotel Vancouver after apparently suffering a heart attack.

The broadcasting schedule was interrupted for a few moments until other employees realized something had gone wrong when a program switch over was not made.

NOW 1000 WATTS!

L'ÉCHO FRANÇAIS DE MONTRÉAL



CHLP

Covers **PARTICULARLY THE MONTREAL FRENCH MARKET**

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

EXTRA! EXTRA!



LIONEL'S PANTRY POLL IS IN THE MAIL

Moncton, N.B., famous as Lionel's home town, has also been chosen as Canada's test market.

So CKCW, in conjunction with the Moncton Daily Times and the Moncton Transcript, has produced the first Elliott-Haynes Pantry Poll, which measures and compares forty different drug and grocery brands used in Moncton homes. This is the first step in a continuing study. Watch for your copy, which is in the mail.

If Lionel forgot you, drop him a line c/o:—

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

CBC

CBC Board Sanctions Two New AM Stations

Ottawa.—Gordon S. Henry, former manager of CJCA, Edmonton, got the nod from the CBC board of governors at their meeting here October 27-9 for a 250 watt AM station at Red Deer, Alberta. Another new station was sanctioned for George Randall who will operate at Nanaimo, B.C. Randall's application was recommended on the condition that he file another brief showing that the station can be operated on a frequency other than 1320 kc. This spot on the dial went to CKNW, New Westminster who requested and were granted a power boost with the frequency change, to 1 kw.

FM applications filed by Transportation Advertising Limited, Toronto, and L'Action Sociale Limitee, Quebec, were recommended for denial by the Board. It stated that it was not convinced that Transportation Advertising, which would be broadcast in buses and street-cars, could operate an FM station giving good service. Granting a license to the Quebec company for an additional station there would adversely affect the service of existing Quebec City stations, it was felt. An application by CKCV, Quebec, for FM was recommended for approval.

A power increase sought by CKVL, Verdun, Quebec, was recommended for denial on the grounds that the station's present power gave good service to the area, and that the brief submitted did not show increased interference in the channel since the establishment of the station.

An application by the Canadian Marconi Company for separate programming over CFCF-FM, Montreal, was deferred for further study.

Share Transfers were approved for CJFX, Antigonish, N.S.; CKEY, Toronto, and CHNC, New Carlisle.

Regarding complaints filed by the board of directors of CJDC, Dawson Creek, B.C., the Governors said that there had been a continued breach of Regulation 31A (a) of the Radio Act of 1938, and they recommended that the license issued to Miss Wilna Moore be cancelled "at the earliest possible moment."

C-C-A-B

Means **Y-O-U**

YOU, the readers of this paper, are a carefully chosen panel that meets regularly with our editors, through our pages, to discuss matters pertaining to the industry in which we are all interested.

Publications like this depend for the bulk of their incomes on their advertising revenue.

Advertisers want to know how many people see their ads, *what kind* of people they are, and *where* they live.

CCAB—or to give it its full name—the Canadian Circulations Audit Board—conducts annual audits of circulation for papers which, like this one, are members of the Board.

Advertisers know that they are travelling in good company when they tell their stories through a CCAB publication, because CCAB enables them to measure and analyze the audience they are talking to, and then talk to it in its own language.

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

CCAB

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

CFCF
 Montreal
600 KC
 5,000 Watts Day and Night

ADVERTISERS

ACA Cites Radio Director
 Toronto. — An agency radio director took the year's top advertising honor last month, when Alec Phare, radio chief and also managing director of R. C. Smith & Son Ltd., was presented with the gold medal

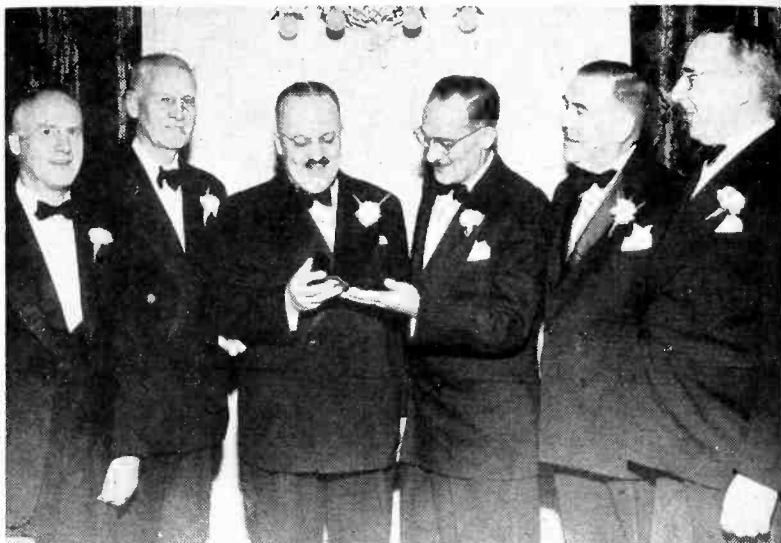


Photo by Al Gray

Presentation of awards to members of the advertising profession for outstanding contributions to Canadian Advertising was one of the highlights of the 34th annual convention of the Association of Canadian Advertisers, just concluded in Toronto. Winners are shown above with Neil B. Powter, Montreal, chairman of the awards jury of A.C.A. *Left to right:* James Lightbody, British Columbia Electric Railway Co. Ltd., Vancouver; Horace T. Hunter, Maclean-Hunter Publishing Co. Ltd., Toronto; G. Alec Phare, R. C. Smith and Son Ltd., Toronto; Mr. Powter; Russell C. Ronalds, Ronalds Advertising Agency Ltd., Montreal, and Roydon M. Barbour, Saturday Night Press, Toronto.

TRAVEL...

without cash!



Carry Canadian Pacific Express Travellers Cheques. Use them just like money — cash them almost anywhere! Your signature is your identification. If they are lost or stolen before being countersigned, their full value will be refunded to you.

Obtainable through all Canadian Pacific agents and most banks.



Canadian Pacific Express
TRAVELLERS CHEQUES

of the Association of Canadian Advertisers at their Convention here for the top contribution to Canadian advertising. Phare, who dates back in radio to 1927, when he managed the first eastern office of All-Canada, has been with R. C. Smith as radio director since 1929. For the past 17 years he has been broadcasting his program *Queer Quirks*, which has been sponsored continuously by the Gilson Manufacturing Company of Guelph since 1938.

For many years past Alec Phare's after hours activity has been instruction and supervision of instruction of young advertising men and would-be advertising men. He is currently conducting a weekly course

in advertising as a joint venture of the University of Toronto and the Advertising and Sales Club of Toronto. He founded the Young Men's Advertising and Sales Club of Toronto.

In addition to the gold medal, four silver medals were awarded. Winners of these were: James Lightbody, B.C. Electric Railway Co. Ltd. (advertisers); Horace T. Hunter, Maclean-Hunter Publishing Co. Ltd. (media); Russell C. Ronalds, Ronalds Advertising Agency Ltd. (agencies); and Roydon M. Barbour, Saturday Night Press, Toronto (Graphic Arts).

ACA awards are presented annually by the association for contributions to Canadian advertising. Winners are chosen by the "Awards Jury", which deliberates on the list of aspirants in the weeks prior to the Convention.

PRODUCTION AWARD

Vancouver.—A cup for the best radio production by a western Canadian university has been offered by the B.C. division of the CAB. Taken into consideration by the judges will be production, script, story, characterization and acting.

Gwynne Gilmore, program director of the radio society of University of B.C., appeared at the regional CAB meeting here in October and asked for air time on commercial stations for the Western University Federation.

This group includes radio groups at colleges in the four western provinces.

The CAB meeting said the WURF "represented the radio executives and personnel of the future". A resolution urged that commercial radio "should do all in its power to foster the development of radio societies throughout Canada".

CFCN CALGARY, ALBERTA
 10,000 WATTS
Dominates Alberta's best 1948 Crop Area

The Voice of the Prairies

Ask
RADIO REPRESENTATIVES LTD.
 TORONTO MONTREAL

Calling All Sponsors

Toronto.—Advertisers should maintain a constructive attitude towards radio, keeping their minds clear of prejudice and negative thoughts, Alasdair MacKenzie told the ACA Convention here two weeks ago. MacKenzie, who is executive assistant to the All-Canada stations, and was loaned to the CAB to prepare and deliver the presentation to the advertisers, listed four ways in which some advertisers handicap themselves in the use of radio:

(1) "... by regarding the application of radio as being more complicated than it really is."

(2) "... by maintaining a hyper-critical attitude ... letting personal prejudices influence better judgments ... working by hunches rather than even obvious facts."

(3) "... by not persevering in an effort to understand and harness the basic attributes of the medium itself."

(4) "... by yielding to a human tendency to procrastinate ... postponing any seriously concerted attempt to investigate and venture."

Putting his finger on the question of copy, MacKenzie pointed out that in radio the advertiser "controls not only the shape and form of his advertising message, but he likewise has a hand in determining the character of the advertising vehicle." He went on to explain that if the vehicle is a program, it bears the same relation to his advertising message as a pictorial illustration does to his publication copy, but some advertisers just don't seem to grasp that parallel. He suggested that even if an advertiser's preferences ran to brunettes, he wouldn't question the agency's choice of a blonde for illustrating publication copy, but implied that there was a stronger tendency in radio advertisers to let their personal likes and dislikes bear fruit on the air.

Testifying to the growth of radio as an advertising medium, he told the meeting that "in the United States, the nation's top 100 advertisers invest more in radio alone than they do in any other medium. "In Canada," he said, "radio billings have mounted from absolutely nothing to more than 15 million dollars annually."

Answering what he believed to be an objection to the medium by some advertisers who feel that certain product points, like

style and fashion, are difficult to picture on the air, he pointed out that when an announcer says "your house", you immediately think of "your" house, with lawns, shrubberies and sidewalks in just the right place, "not as an artist or photographer wants them, but as "you" want them. Radio lifts and frees the picture from the discipline of paper, ink and two dimensions, and projects it into the freedom of the mind."

Turning his guns on the advertisers who have avoided radio "because they had been influenced to feel that radio commercials were in bad repute, and tended to irritate when used in quantity", he challenged sponsors to recognize the fact today that, in the case of soap companies for example, those allegedly irritating campaigns have moved merchandise to market effectively at low cost". He went on to point out that advertisers "are actually complimented by complaints, if and when you get them," because "your products were advertised before (you used radio) and no one complained. Now you're in radio and your prospects start to complain." He wanted to know if it wasn't a point worth considering that the complainers had been able to close their eyes to advertising in other media, "but they cannot now close their ears to radio."

Complicated statistics are not

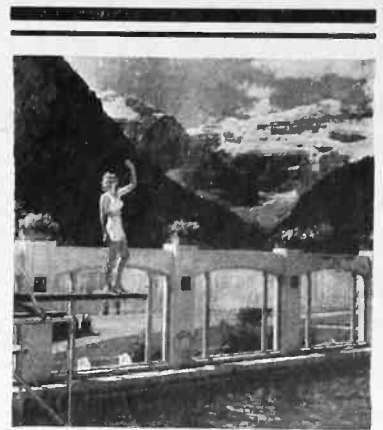
necessary for listener measurement, MacKenzie claimed, pointing out that there is no common denominator between actual listenership and a publication's total circulation. Advertisers should match actual listenership with actual readership, which is less than total circulation, he said. Common sense defines types of people who listen, he went on. In the case of a sportscast that has a rating of ten for an area of 100,000 sets, "you can tell yourself that you are being heard in 10,000 homes, not potentially heard ... not being circulated to ... but being actually heard ... and you wouldn't go very far wrong in assuming that the ten thousand listeners were interested in sports."

(EDITOR'S NOTE: This report covers only a part of MacKenzie's speech. Another article dealing with further points brought out by him will appear in our next issue.)

HEADS NEWS DEPARTMENT

Montreal.—Station CFCF has announced the appointment of John E. Bird as news editor.

Bird, who hails from Vancouver, has an extensive news background, having spent three years with the News-Herald in Vancouver, and seven years in the Winnipeg, Regina, Montreal and Toronto offices of BUP, winding up a manager of the Toronto bureau. He left BUP early this year for a staff job on the WINNIPEG CITIZEN as legislative reporter, and severed his connections with the paper in October to take up his new position.



Eye Catching Eh—What?

With bathing beauties it's the "eye-catching" appeal that counts. In radio it's the "ear-catching" appeal that pays off. At CJCA the first question asked about any program idea is, "How will the listener respond?" In other words, all programs are planned, produced and scheduled on the premise that if it's sufficiently "ear-catching" to the listener, it will create sufficient interest with a sufficient number to bring satisfactory results.

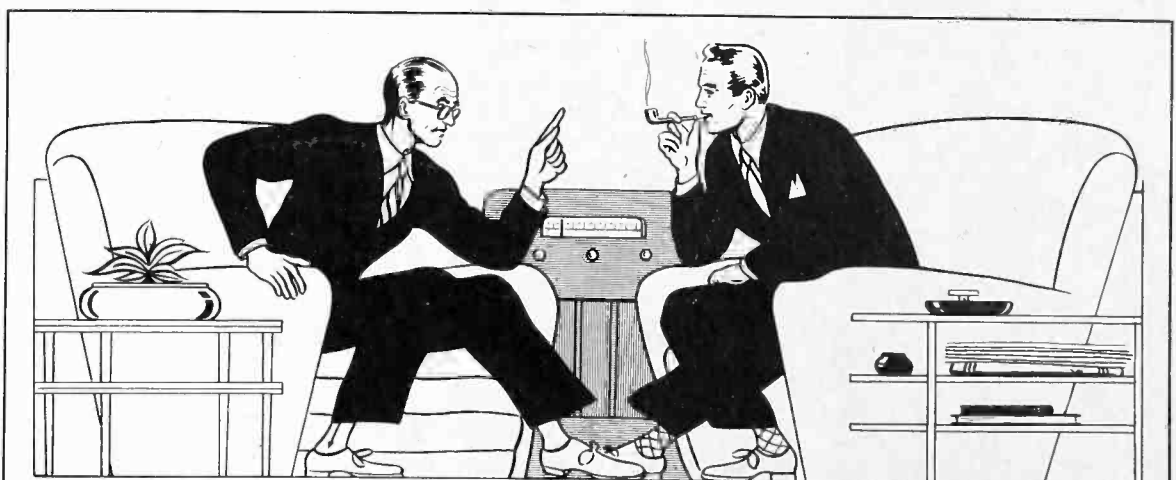
When television replaces radio a scene like the one above is bound to impress. Meantime, it's the ear that counts, particularly if it's kept near the radio by prospective buyers and near the ground by those behind the scenes at





TO SELL
SASKATCHEWAN

5000 WATTS 800 KC.



"And furthermore, per capita, Winnipeg people spent more in 1947 than any other Canadians,* and the economical way to reach the rich Manitoba market is CKRC"

* Survey by Walter P. Burn—Printer's Ink—September 3, 1948.

Representatives: In Canada - All Canada Radio Facilities Ltd. U.S.A. - Weed & Co.

CKMO—VANCOUVER

IN AUGUST WE TOOK THE NIGHT TIME LEAD IN CANADA'S THIRD LARGEST MARKET WITH AN OVERALL RATING OF **4.3**



("it's only a fluke")

IN SEPTEMBER WE JUMPED TO **4.9**



("wait till the big network shows let go")

IN OCTOBER ELLIOTT-HAYNES SHOWED **5.3**



(There's no argument now! Listeners are swinging to CKMO programs — ratings built *without give-aways!*)

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

"ASK THE MAN WHO LIVES THERE"



ALL SIGNS TELL OF YORKTON'S UNPARALLELED PROGRESS

Higher bank debits, post office revenues, wholesale and retail sales; increases in building permits and mortgage payments; record grain and livestock income — all point to the fact that Yorkton is taking its place as one of the most important centres of the West.

"Ask The Man Who Lives There" — he'll tell you Yorkton's on its Way".

CJGX, is essential to complete coverage of this rich market.

Consult our representatives.

CJGX

YORKTON, SASK.
Dominion Network

REPRESENTATIVES:

Horace N. Stovin & Co. — Toronto, Montreal
Inland Broadcasting Service — Winnipeg
Adam J. Young, Jr., Inc. — U.S.A.

REVIEWS

Bill Guest's Guest Show

Winnipeg.—CKRC have gone and done it! They gave away an announcer as a prize.

The merchandise in this case was Bill Guest. But it was only a temporary measure and Guest is back on the job.

It all took place on Guest's daily morning show over CKRC called *Bill Guest's Guest Show*. Jack Anthony, who fills in for Guest each Friday, was the man who engineered the stunt.

On a recent Friday show he advertised Guest as the prize if a certain question was answered correctly.

Sure enough the answer came in and Guest was wrapped up in cellophane for delivery. Within a few minutes he was turned over to a group of girls in the ward of a Winnipeg hospital.

Guest sat around and chatted with the girls most of the morning. And, just by chance, having a tape recorder with him he turned it on and caught the chatter. On his next show he aired the proceedings.

It made a swell program.

—Adams

Let's Argue

Vancouver.—A new Saturday night quarter hour on CBR, *Let's Argue*, gives its participants a chance to express snap opinions on topics suggested by the M.C., and shows signs of turning into a right fine free-for-all.

Art Sager is the chairman, and he keeps the night's subjects for argument a secret until he goes on the air with the protagonists.

A recent round table included Clyde Gilmore, the CBC's movie critic, sportcaster Bill Good, and Eleanor Evans, a free lance broadcaster.

No politics, in fact hardly anything serious at all, is the rule of thumb for the piece, which is a good thing for a change, after the listener has been scared out of his pants all week by Pearson, Winchell and the rest of the war correspondents.

Sample questions thrown out for argument on one program included: do you believe in spanking, should the husband or wife look after the dough, are men or women better drivers, is it true men seldom make passes at girls who wear glasses, and other weighty problems like that.

The contestants, fortunately, all seemed to have good firm opinions on all these issues. In the battle of the sexes questions Gilmore and Good didn't seem to have reached their mid season form, but usually managed to defeat the lady of the piece by raising their voices and speaking simultaneously. All in good clean fun, of course.

Art Sager showed real parliamentary legerdemain in tossing another question into the ring when the three really warmed up to a topic and started reaching for their brass knuckles. Sort of spoiled the fun, but the broadcast must go on.

—Francis

RULES GOLF ROOST

Winnipeg. — Stocky Jack Blick, CJOB's "young master", rules the golf roost in the Winnipeg Executives Club. Jack shot an 87 recently in the club tournament, picked up a handicap of 20, and walked off with the Dingwall Trophy.

CFCF
Montreal
600 KC
ABC - DOMINION

DID YOU KNOW?

That in the City of Truro, 67.5% of all homes have telephones? That's the second highest average of all cities, towns and villages in the Maritime Provinces. Over 150 local advertisers have found CKCL the logical means of tapping this important market.

CKCL

TRURO BROADCASTING COMPANY

J. A. MANNING
Manager

WILLIAM WRIGHT, Representative
Toronto and Montreal

CANADIAN TELESCREEN

Vol. 1, No. 12

TV and Screen Supplement

November 13th, 1948

NO MONEY FOR CBC-TV SO PRIVATES SHELVED

Ottawa.—Six applications for television licenses were given lengthy hearing at the CBC Board meeting here October 27-9, and after due deliberation were announced as having been deferred. No indication was forthcoming from the statement issued by the CBC Board under date of November 3 as to if or when further consideration would be given them.

Applicants for licenses were radio stations CKEY and CFRB, and Al Leary and Famous Players Canadian Corporation, all of Toronto; and stations CFCF and CKAC, in Montreal.

The CBC Board's statement used as a pretext for the wholesale deferment, the failure of the Dominion government to provide it with the necessary funds to establish and maintain TV stations, and "lack of decision to have a license for television receiver sets". The statement also expressed the Board's desire to make an examination of the possibilities of co-operative development "under which private organizations interested would participate with the national system".

A. D. Dunton, CBC chairman, subsequently told the press that it will be at least two years before the first Canadian TV stations can go on the air, and that the delay may be far longer.

Besides deferring all applicants for TV licenses, the Board said that Famous Players had put forward the best assurance of good service, but that it had noted the strong objections by the CAB regarding granting licenses to motion picture interests and to a Corporation which was controlled in the United States.

A request that operators of existing stations be given the first opportunity to develop TV in Canada, was placed before the governors by Joseph Sedgwick, K.C., general counsel for the CAB.

Stating that it had been thought for years that TV was a part of the expanding art of broadcasting, Sedgwick urged

that where existing stations wanted to enter the field, they be given the first choice of the limited channels. He also suggested that channels should be reserved for organizations which were wholly owned and operated by Canadians, and went on to point out that the applicant, Famous Players Canadian Corporation, is controlled by the U.S. motion picture production house Paramount.

Jack Cooke, operator of CKEY, Toronto, was the first applicant to appear, and after pointing out various statistics on TV in the United States, he stated that he was anxious to establish a station as soon as possible. He warned the Board that the FCC in the U.S. had currently frozen TV applications because of a dearth of frequencies, and that as U.S. border stations were clamoring for some of the unused Canadian frequencies, the granting of licenses should not be delayed.

Al Leary, veteran Toronto radio man, formerly of CKCL (now CKEY) and CHUM, requested a deferment until he could present a new financial statement. Leary told the Board that the British firm, Electrical and Musical Instruments Company, is willing to put capital into a TV station in Toronto, but explained that such a project would hinge on the British Treasury granting the release of the necessary funds.

Harry Sedgwick, president of CFRB, Toronto, told the Board that if his station's application, which had been prepared and presented some time ago, were granted, work on the station would commence immediately. He estimated that with an original capital investment of \$465,000 the station would not be making money until the investment reached over one million dollars. He also stated that he would be willing to co-operate with the CBC on program matters.

J. J. Fitzgibbons, president of Famous Players Canadian Corporation, said that it was in everybody's interest that his

company should do its utmost to help develop TV. He said that although Paramount is the major shareholder in Famous Players, the company's management is Canadian. Estimating that \$2,000,000 might be expended before the TV station would show a profit, Fitzgibbons said the CBC could use the station three hours a week for two years for research and experimental purposes, and added that his company would not bar movie advertising placed by other companies.

S. M. Finlayson, general manager of the Canadian Marconi Company, owners of CFCF, Montreal, estimated an expenditure of from \$350,000 to \$500,000, and said that although program costs might amount to \$500,000 a year, his company was not afraid of such an investment. He also expressed the station's willingness to co-operate with the CBC, and extended this offer to other private stations seeking TV development in Montreal.

Phil Lalonde, general manager of CKAC, Montreal, pointed out that his station had planned a smaller beginning than some of the other applicants, as his station's estimate was from \$225,000 to \$300,000 for its initial investment. Permission had been obtained to use the Renaissance Film Studios in Montreal to beam the telecasts from there. Questioned by the Board on this initial investment, Lalonde said the expenditure was a minimum and added that additional capital was available if necessary. He thought the station could be ready in a year if work started immediately.

Corey Thomson, manager of CKVL, Verdun, speaking as a private citizen, said he was not in favor of private TV in Canada as an outlet for profits or exclusively in the hands of powerful interests, and stated that he was against TV licenses being granted to motion picture distributors. "The future of television, which may be the future of radio should lie in the hands of the CBC on a national

scale and a progressive radio industry on a community or limited network basis," he said.

Thomson then put forward a plan which called for a co-ordinator of TV, to be chosen from outside the CBC, who would supervise Canadian TV development. His plan calls for the CBC to erect three TV stations, two in Montreal, for English and French language, and one in Toronto. These stations, according to Thomson, could be erected with the CBC and private stations sharing the expense. The stations could then be used for research and experimental broadcasting for three years, with the beaming hours shared on a rotating basis. At the end of this period the remaining channels could be allocated to private stations.



FOR THESE ARTISTS

- BARRY, Pat
- BETHUNE, Aileen
- BETHUNE, John
- BOCHNER, Lloyd
- BOND, Roxana
- COWAN, Bernard
- DAVIES, Joy
- DENNIS, Laddie
- ELWOOD, Johnny
- FITZGERALD, Michael
- GEROW, Russ
- HALMAY, Andrew
- HAMILTON, Lee
- HARRON, Donald
- HOSKINS, Douglas
- LOCKERBIE, Beth
- McCANCE, Larry
- MANTLEY, John
- NELSON, Dick
- O'HEARN, Mona
- OLDFIELD, Kipp
- RAPKIN, Maurice
- ROUSE, Ruby Ramsay
- SCOTT, Sandra
- WALSH, Elizabeth
- WOOD, Barry

Day and Night Service
at
Radio Artists Telephone
Exchange

The T. MILBURN COMPANY

makers of

BURDOCK BLOOD BITTERS

and

Milburn's Health & Nerve Pills

along with Alf Lewis Productions wish to thank the many Canadian stations who have done and are still doing a terrific merchandising job for their products. Sales are on the up-swing thanks to your kind efforts. With your continued co-operation we'll be using radio for a long time to come.

CKPC, Brantford
 CHVC, Niagara Falls
 CFCH, North Bay
 CKCO, Ottawa
 CHEX, Peterborough
 CHOK, Sarnia
 CJIC, Sault Ste. Marie

CFPL, London
 CKWS, Kingston
 CKOC, Hamilton
 CKNX, Wingham
 CKWX, Vancouver
 CKMO, Vancouver
 CKNW, New Westminster

Alf Lewis PRODUCTIONS

Mon
it has everything!

SAMPLE: More than \$11,000 Per Farm! Farmers of the Lethbridge trading area will divide \$131,500,000 income from agriculture this year. One station . . . CJOC . . . blankets this market with 80% of listeners day and night. Want details? Ask your local All-Canada man!

CJOC

NOW 5000 WATTS
LETHBRIDGE ALBERTA ALL-CANADA STATION

TEE VEE ACTION

New York, N.Y.—That television will never completely replace aural broadcasting was the prediction of Wayne C. Coy, chairman of the Federal Communications Commission, at a recent meeting of the Radio Executives Club here.

According to Mr. Coy, "it is really a sad thought to contemplate that aural broadcasting should be called upon to pay the post-natal expenses of television until it is old enough to walk. But I do not think that even though aural broadcasting may so honorably serve in the development of the new medium that it is destined to die as a result of such service."

Mr. Coy forecast that "aural broadcasting will continue to perform throughout your lifetime and mine a real public service . . . I think some of the programming of sound broadcasting which appeals to special groups will continue to find an eager, if not a mammoth audience."

The FCC chairman also estimated that between the next seven and eight years about 1,000 video stations will be on the air in the United States. However, he said that despite the number of stations, all of the nation will not be served by television. "Aural broadcasting will have a real field in this regard," he added.

Elgin American will sponsor a two-hour variety program over the Eastern and mid-Western ABC television networks on American Thanksgiving Day.

NBC Television Network is reportedly working on a new *Believe It Or Not* show with the co-operation of cartoonist Bob Ripley.

CBS Television demonstrated its pin-wheel color video to the FCC last week but denied that it is ready or preparing to launch another million-dollar push for color at this time.

Du Mont's station WABD, New York, which just started daytime operations, reports that it has already sold 39 quarter-hours a week to sponsors.

The ABC network's *Break The Bank* show (with Bert Parks) is now being telecast over New York station WJZ-TV sponsored by Bristol-Myers Co.

There are reports that Lucky Strike cigarettes will sponsor a new half-hour film series over the NBC video network shortly after the first of the year. Incidentally, the Vicks Chemical Co. will sponsor a ten-minute tele-series starring Wendy Barrie on NBC beginning in Nov.

A number of metropolitan newspapers have recently concluded mutual assistance pacts with video stations—mutual aid in news gathering, promotion, etc. Still another pact is rumored about to be signed by the San Francisco Call-Bulletin and Don Lee's station KDML.

Sidney Strotz, vice-president in charge of tele at NBC, predicted that more than 2,000,000 picture tubes will be turned out in 1949. He also forecast that next year the NBC video net will have expanded to the point where it will influence 66.8 per cent of total U.S. retail sales.

ABC recently purchased the Vitagraph motion pic lot in Hollywood from Warner Brothers. The property will be remodelled and will serve as the net's general TV headquarters and studios on the Pacific coast.

British viewers recently saw the leaders of the Commonwealth when the Prime Ministers of Canada, New Zealand, India, Ceylon, Southern Rhodesia, South Africa and Australia were televised before their participation in the Commonwealth Prime Ministers meeting in London.

The first standards of programming for TV were recently introduced by NBC, who announced rules and regulations for the medium amongst their newly adopted code of standards and practices.

A major study of TV is to be undertaken by the NAB who plan to distribute to its members a twelve chapter manual covering all phases of TV construction and operation. The first instalment of the manual, containing an introduction by NAB president Justin Miller with general information and construction cost articles, has already been mailed out to members.

ONLY 35 MORE SHOPPING DAYS BEFORE CHRISTMAS

Is your program of program-planning complete for the Xmas season? If your time-buying isn't behind the times, your entertainment needs for Yuletide will be filled by now.

Whether your Xmas plans include trimming the tree with talent for broadcasting or putting a dance-band in the employees' sock over the fireplace, we are prepared to serve you.

In fact (as we've said before), for the Finest in Orchestras, Acts and Entertainment, consult

THE OFFICE OF
MART KENNEY
125 DUPONT STREET
TORONTO, ONTARIO

ACA HEARS TV TALKS

Toronto.—Television developments in the U.S. were the main theme of addresses given by Dr. Peter Langhoff, Young & Rubicam, New York, and Walter Craig, Benton & Bowles Inc., New York, to the 34th Annual Convention of the ACA held here recently.

Langhoff stated that TV is opening up a new world of experience for millions of Americans, and said that it had been justifiably compared to the printing press as an instrument for the advancement of mass education.

"The success or failure of television as an industry", he said, "rests on the co-ordinated progress of four principal groups, the manufacturers, the broadcasters, the advertisers and the public." He went on to point out the swift increases in set production, license applications, advertisers and set owners as evidence of the four pulling together. Coupled with these necessities Langhoff pointed out that the financial burden must be shared, and he quoted a total of \$80,000,000 as the capital investment needed for the approximately four hundred assigned and available channels in the United States. He also indicated that although program expenditures were small at present they may eventually exceed radio expenditures and be budgeted in the hundreds of millions annually.

Turning to the effect of TV on advertising budgets, Langhoff said he didn't believe "that it will be piled on top of existing budgets or act purely as a substitute for existing selling methods". He contended it will do a little of both inasmuch as it offers a service by making possible home demonstrations on a mass basis, and also delivers the sales message with greater punch. He did not think however, that TV would completely replace any of the media of communication with the public.

Craig also expressed belief in swift development, backed by U.S. facts and figures, as a pointer to a new mass medium of advertising, and stated that such a medium had not only been born but was rapidly growing. He said he thought it would mature much faster than radio.

He pointed out that a few years ago the idea of hooking TV stations was brand new but

with present day know-how for network organization, the physical wires and booster stations were all that was required to put them together. However he said that physical growth was not enough, and that program progress, aimed at attracting the public to using TV facilities, would have to keep in step with developments.

The agencies would be confronted with new program problems, Craig went on, and compared the usual radio needs with the TV extras which called for scenery, costumes, props and a cast which must memorize the performance before a camera rehearsal can take place. He compared a straight radio production, calling for the direction of the actors' lines, with a TV production, which requires lighting, camera angles, make-up, pantomime, miniatures, film, process shots, and the short-cuts in all of these which will cut production costs. For, as he pointed out, "television is going to be expensive at best".

Craig asked and answered the question "Will it be worth the time, trouble and expense it will cost our advertisers?" when he stated that first experiments in-

dicating that it will. He contended that TV will compensate for the extra time and trouble it involves and quoted, as points in favor, the "combination of the pictorial possibilities of print, the power of persuasion of the human voice (until now the special province of radio) and the graphic and dynamic qualities of the billboard plus, as an

extra aid to memory, the eye witness effect on each and every viewer".

Du Mont Television Network's key outlet in New York, WABD, will begin full-scale daytime operations this month, first in video history. The station will begin its broadcast day at 7 a.m. and run it through until 6 p.m. when its regular four-hour evening sked will begin.

CFCF
 Montreal
600 KC
 TV Application Filed

\$

371 MILLION DOLLARS

is the estimate
 for 1948 Harvest for
 SASKATCHEWAN FARMERS

SHARE THIS
 HARVEST
 BY ADVERTISING OVER

CKRM

REGINA, SASK.

\$

The Wright
 STATIONS

CKCO

**The Community Voice
 of Canada's Capital**

**Offers The Most Effective
 Coverage of the Ottawa Valley**

SEE WILLIAM WRIGHT
 VICTORY BLDG.
 EMPIRE LIFE BLDG.

TORONTO
 MONTREAL

CKWS . . . the STRONG LINK between Toronto and Montreal

CKWS Kingston offers strength in the weak spot between Toronto-Montreal radio coverage. 5000 Watts give CKWS a strong signal; and sound localized programming plus Trans-Canada Network gain a substantial audience. (See any Elliott-Haynes report.)

CKWS covers the rich well-balanced Eastern Ontario market—including the cities and towns of Kingston, Belleville, Brockville, Picton, Perth and Smith's Falls.

Avoid a weak spot between Toronto-Montreal by using . . .

CKWS • Kingston

5000 WATTS

960 KCS.

CKWS - FM

Get the facts from

NATIONAL BROADCAST SALES

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

1000 WATTS
970 KC

CKCH

THE
"French Voice"
 OF THE
OTTAWA VALLEY

STUDIOS . . .
 121 NOTRE DAME ST., HULL, QUE.

PROGRAMMING ESPECIALLY FOR THE FRENCH LISTENERS IN THE OTTAWA VALLEY

Canadian Representative
 ■ Omer Renaud & Cie,
 1411 Stanley Street,
 Montreal.
 Toronto Office, 53 Yonge St.,
 American Representative
 ■ Adam J. Young, Jr., Inc.,
 11 West 42nd Street,
 New York 18.



On more than one occasion I have been told that my column in the last issue sounded slightly like a plaintive plea for increased company at the hospital. That was not my intention, but it's an excellent idea. At any rate I have seen more than one person interested in radio since the article was published.

One keen radioite who has called to see me is "Doc" Lindsey. He was shouting the merits of Chiclet's "Take a Chance" now being held at one of the Odeon theatres. It must be a terrific boost to an emcee to be welcomed (or otherwise) from such an enlarged studio audience.

Speaking of trick or treat (though I don't think I was), did you hear the Canadian General Electric program on Hallowe'en? It was truly an All Hallows' Eve Shell-out program with a few new tricks in music to add to an already beautiful program, not the least ghostly but very, very haunting.

The sparkling Mexican Hat Dance by Howard Cable's orchestra really set your toes to tingling. The little French songs by the Leslie Bell Choir were enticing no end, the second one a little lilting, laughing song was a pert wee ending that left a smile of amusement. Another highlight was Louisiana Hay Ride by the orchestra — you felt like reaching for the oil can for the squeak in the wheels and old Dobbin still kept plodding right along. This was very descriptive.

The entire program led to a climax that hit me right in the solar plexus. Though it was that old favorite Ave Maria, I have never heard anything quite so beautiful. The rich altos with harp accompaniment bringing in the lovely voice of Charles Jordan — the added sopranos picking up the harmony to make a soul-satisfying, almost painfully exquisite rendition. The quiet manner of announcer and host, John Scott, left the leading part solely to the orchestra and choir. For my money, the C.G.E. broadcast of October 31st has never been surpassed on any network for sheer shimmering, spine-tingling beauty.

CJAD
 MONTREAL
 Covers the
QUEBEC
ENGLISH MARKET
 1000 WATTS - 800 KILOCYCLES
 Offices and Studio
 1191 Mountain St., Montreal
 Represented in Montreal and Toronto by National Broadcast Sales; in U.S.A. by Adam J. Young Jr., Inc.



MARGIN OF ERROR

With a certain researcher's slight mishap in forecasting the results of the U.S. presidential election, hope even looms for CJBC.

• • •

WE KNOW WHOM YOU ARE

We were unimpressed by the local pronouncer who last week persisted in referring to the aspiring presidents as Trewman and Dooley.

• • •

ELECTION RETURNS

Chevrolet ran Truman a close second with Curtis Publishing trailing the field.

• • •

AUDIENCE REACTION

We just had a call from a time-buyer who went to a burlesque show in Detroit and came home raving about the comedians.

• • •

GOOD NEIGHBOR POLICY

Then there's that other agency man who couldn't understand why some people resent the reps because personally he can take them or leave them alone.

• • •

PRONUNCIAMENTO

Subject to the approval of the board of governors of the CBC, Christmas day will be celebrated across Canada on December 25 from 00.01 to 23.59 hours.

• • •

CBC RESOLUTION

In keeping with the policies of its masters, the Liberal party of Canada, the CBC has solved its TV problem by deciding that the only assurance against error is to do nothing.

• • •

STRICTLY LEWISITE

The record attendance at the CAB Ontario regional meeting the week end before last makes us wonder if the boys rose bright and early to attend the Sunday sessions or whether they just hadn't gone to bed yet.

• • •

HUSH HUSH

We've been asked to stay mum about the agency president who took Alex Miller's CAAA aptitude test and is now delivering groceries.

• • •

LOST

Three advertising managers and a guest speaker, last seen at the ACA Convention October 29.

YOU DON'T

Guess

WITH

CKLW



CANADIAN BROADCASTING CORPORATION

MUTUAL BROADCASTING SYSTEM

MEMBER OF CANADIAN ASSOCIATION OF BROADCASTERS

THE knack of choosing the proper advertising medium to increase the sales of your product in its market is more than just guess work, Mr. Executive. Smart Advertising and Sales Managers are aware of this fact—they know that one false move may either make or break their sales. That's why, in Western Ontario—their choice is CKLW. This select medium is influential in the everyday life of 198,130 Western Ontario urban and rural homes. Sixteen years conscientious, hard work on the part of the station management and its obliging staff have made it so.

CKLW should be included as a MUST in your Sales and Advertising plans because of its audience; its buying appeal and thorough coverage of its market—WESTERN ONTARIO—urban and rural. Remember, it's CKLW, the "Good Neighbor Station", 800 on the dial for Sales message results in Western Ontario, urban and rural.

Watch for Great Developments for CKLW in 1949

CKLW

THE GOOD NEIGHBOR STATION WINDSOR • ONTARIO

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



Top o' the morning!

BING CROSBY



BILL KEMP



WALLY CROUTER

Want to catch the "hep" crowd?

HOP THE CFRB BANDWAGON!

When it comes to providing lively programs that keep the customers happy, CFRB is right in there pitching!

Take "Club Crosby" for instance—Bing's smooth crooning on this new Saturday afternoon show is keeping the kids hanging over their radios.

Then there's Wally Crouter's "Top o' the Morning" program—it's the first thing listeners reach for when they stumble out of bed in the morning.

Bill Kemp dishes out hot music and bright chatter on his twice-daily "Kemp Calling"—and what Bill doesn't know about hot music

isn't worth knowing. You won't need a second look at the program ratings of these shows to know they have what it takes to please a large group of listeners.

The Crosby, Crouter and Kemp shows, with their wide appeal to the younger crowd and to women in the home, represent just one phase of CFRB's *balanced* programming. CFRB reaches a larger and more varied audience than any other station in Ontario. So no matter what type of listener you wish to reach, CFRB is unquestionably your No. 1 radio advertising buy in Canada's No. 1 market!

CFRB

ONTARIO'S
FAVOURITE
RADIO
STATION

Representatives — United States: Adam J. Young Jr. Inc. Canada: All-Canada Radio Facilities Limited