

# CANADIAN BROADCASTER

## AND TELESCREEN

Vol. 9, No. 1.

TORONTO, ONTARIO

January 11th, 1950

## NARBA REVAMPED AT STORMY SESSIONS

**Montreal.** — The third North American Regional Broadcasting Conference ended here last month after 12 weeks of debating and discussing, with representatives of the five attending countries finally approving extensive revisions for the North American Regional Broadcasting Agreement, originally negotiated at Havana 12 years ago.

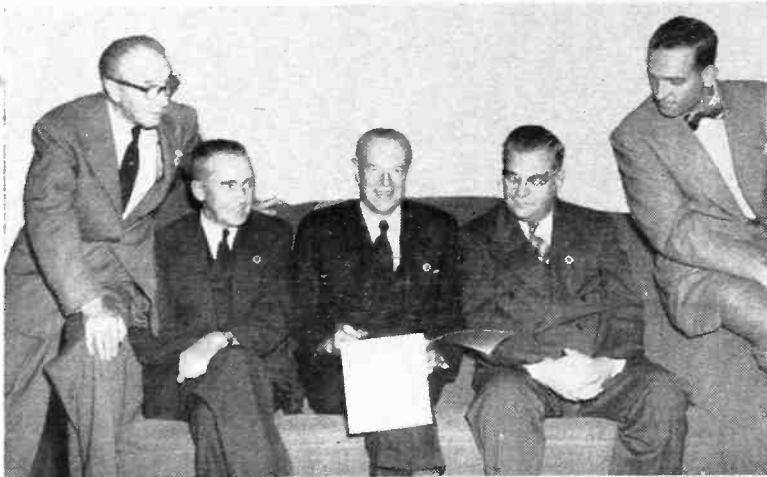
The conference got under way last September 17, two years later than first planned, with representatives of the Bahamas, Canada, Cuba, Dominican Republic, and the United States sitting down to revamp the old agreement after hearing many proposals submitted by Cuba, Canada and the U.S.

In the juridical section of the new agreement, points on the scope and terms of agreement, sovereignty, effective date, notification, ratification, denunciation and arbitration were dealt with and passed by the delegates. The new NARBA, it was decided, will become valid when any three of the four countries (Canada, Cuba, Mexico and United States) have signed, and, after six months the agreement becomes effective for a period of five years. The purpose of the agreement is to establish fair principles covering broadcasting in the Bahamas Islands, Canada, Cuba, Dominican Republic, Haiti, Mexico and the United States, the document says, and any of these countries, notably Mexico and Haiti, which has not signed will be admitted at any time.

The representatives of the five governments went on record as saying that "while fully recognizing the sovereign right of each country in the field of broadcasting, the governments also recognize that, until technical developments reach a state permitting the elimination of radio interference of international character, a regional agreement between them is necessary in order to promote and maintain standardization and to minimize interference."

The suggestions made by Cuba included: the right of all countries to use all radio channels, limited only by regional agreement; a new system for the classification of stations; no machinery necessary for the handling of disputes; the new NARBA should recognize frequency notifications Cuba made after the old agreement's expiration; abolish the North American Regional Broadcast Engineering Committee (NARBEC); and continue the Inter-American Radio Office as the official organization of NARBA.

The chairman of the Cuban delegation, Dr. Jose R. Gutierrez,



SEEN ABOVE DURING A LULL in the Third NARBA Conference in Montreal with Commander C. P. Edwards, chairman of the Conference and the Canadian delegation, are some of the Canadian members. Left to right they are: Donald Manson, assistant general manager of CBC; G. C. W. Browne, controller of radio; Commander Edwards, deputy minister of transport (air); CBC general manager Dr. A. Frigon; and G. W. Stoner, External Affairs Department.

left no doubt as to the extent of his country's new proposals when he suggested a complete revision of the 1937 agreement, but went on to say that the first NARBA was "inspired by higher principles of a moral order which continue in full force even if the agreement is extinct."

"Those moral bases," he continued, "are not written into the text of the convention but we must recognize that they serve as a foundation for it and that they are of a permanent nature among our peoples. We have come here to make a new agreement on the same bases."

Although Mexico, Canada and the U.S. agreed to keep it alive, the old NARBA expired last March 28 when the Cuban Government refused to extend it until such time as a new agreement could be negotiated. The Third Conference has been postponed many times due mainly, it is said, to other conferences of a national and international nature which have intervened. Shortly before the conference finally convened Mexico asked for a further postponement, which was denied, and both Haiti and Mexico failed to send a delegation.

The points on the settling of disputes and the fate of NARBEC, raised in the Cuban proposals, were settled at the conference and the ruling, appearing in the new agreement, sets the International Court of Justice, a mutually agreeable arbitrator, or one chosen by the International Telecommunication Union, as the final author-

ity in the case of disagreements, while NARBEC will be retained as originally set up "for the purpose of gathering factual data, making studies thereon and exchanging information which will assist governments to comply with the technical provisions of this agreement to their mutual advantage."

The technical aspects of the Cuban proposals touched off a debate with the U.S. delegates that proved to be the major issue of the conference, and it has been carried over for further discussion between the two governments next month. It was charged that the Cuban proposals "offered many new concepts inconsistent with the old agreement" and embodied "a complete breakdown of all clear channels, degradation of regional channels and the abolition of NARBEC, and insistence that Cuban assignments made out of wedlock after the expiration of the 'modus vivendi' be recognized."

The first of the technical hurdles of the conference was overcome when it was decided to produce a list of all stations in the North American region with classification and engineering standards to be developed later. With approximately 3,000 AM stations in the region operating on 107 channels, it was said that the success or failure of the conference, and ultimately NARBA, depended on the ability of the delegations to agree on a station list. The stations listed for Canada, Mexico and the U.S. were taken from the officially-released FCC NARBA Notification Lists. The

Cuban list, it was reported, involved many assignments not notified through regular NARBA channels; other countries of the region had not been given opportunity to make engineering studies of the Cuban assignments.

The last ten days of the conference were concerned principally with the United States delegation's consideration of the final station demands of Cuba. Neal McNaughten, National Association of Broadcasters' engineering department director and member of the U.S. delegation, claimed: "Periodic failure to comply with the most fundamental provisions of that government by the Republic of Cuba has been a severe and harassing problem. Our Cuban neighbors have consistently failed to construct and maintain adequate antennae and otherwise to develop means within their own country to encourage compliance with the engineering standards governing protection of other stations. Too often politics has taken precedence over engineering, resulting in degradation of Cuban broadcasting and interference to stations in the United States."

The Cuban station demands were rejected by industry representatives of the U.S. delegation, but it was decided that bilateral discussions between the two will be held at Havana on February 1. It was also agreed that the conference would reconvene in the United States in April. Cuban chairman Gutierrez expressed the hope that the conference will reconvene even if the problems between the U.S. and Cuba are not solved at the February sessions.

## CAB Directors Meet February 9th

**Ottawa.** — A meeting of the board of directors of CAB is to be held February 6-9 in Toronto's King Edward Hotel, it has been announced by T. J. Allard, CAB general manager. Subjects to be discussed at the meeting include the agencies' request for increased commission, the new schedule of depreciation allowances, copyright, NARBA and the Royal Commission, Allard said.

The CAB announces that Stan Wayte of 2829 Angus Street, Regina, has been granted recognition as an enfranchised agency. Wayte was a former manager of J. J. Gibbons' Regina office.

The date of the annual convention in Niagara Falls has been changed to March 27 through 30. Any reservations already made at the General Brock will be advanced one day.

# Why Selective Radio?



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when and where you want it
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- in urban or rural areas or both—  
simultaneously or separately!

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*Radio's Foremost Advertiser Service Organization*

# NEW YORK'S RADIO ROW

by Richard Young

New York, N.Y. — Frequency Modulation broadcasters, pushed back into the shadows by the sight-and-sound medium, television, have decided to call it quits in their attempt to make a success out of their own industry organization, the FM Association.

Sometime next year—the exact date is to be decided at a later time—the association will merge its talents with the National Association of Broadcasters. The NAB plans to appoint a full-time director of its new FM department and the FMA board recommended that this position be filled by Edward L. Sellers, present executive director of the association.

Things haven't been going right for the FM'ers for the past three or four years. Television, with all its glamor and other obvious advantages, is one of the biggest headaches encountered by the static-free broadcasters. The rapid progress video has made in the past two years surprised everyone—including most of the industry experts—and nearly all concerned forgot all about FM to jump on the television bandwagon.

Receiver manufacturers were among those hitching a ride on the wagon and the result was that production of FM sets was reduced to a trickle. This, of course, meant that the FM'ers wound up with audiences amounting to a drop in the bucket when placed side-by-side with AM. Unfortunately the advertiser is still mainly interested in quantity although there is a trend these days toward more qualitative coverage.

In addition, the FM'ers were curbed by the fact that most of them are owned by AM stations affiliated with networks. These boys give their FM coverage to advertisers without charge as "bonus circulation." After you've established this kind of a policy, it's a difficult proposition to make a break and tell the advertiser he will have to pay for this coverage.

The FM'ers are also partly at fault. Their promotion — what there was of it—has been poorly handled. The FMA did an excellent job in sending out press releases promoting the medium by the hundreds. But how many releases promoting any one particular ad medium are published? Not many, to be sure. Paid space is still the major medium for media promotion.

But where can a group of broadcasters either giving their coverage free of charge or operating in the red get hard, cold cash for paid space? Now we're right back where we started.

All is not as dark as this masterpiece may sound, however. There are many broadcasting industry leaders who feel that some day—possibly in the next five or ten years—static-free broadcasts may be one of the major selling

points of radio to offset the staggering potential of television.

...

As we finished the preceding paragraphs, word arrived that station WLAL-FM, Lakewood, Ohio, has joined the ranks of FM stations giving up the ghost. In announcing suspension of operations, Daniel Sherby, secretary-treasurer of the company, said that "apparently FM is good only as a supplement to AM broadcasting."

...

On the Cuff Notes . . . There's talk that MBS may effect a tie-in with baseball magnates whereby the network would broadcast the game of the day to cities without major league teams . . . Pillsbury moved its "People Are Funny" program from NBC to CBS on January 2 . . . De Soto-Plymouth Dealers of America began their sponsorship of CBS network's Groucho Marx show on January 4 — immediately preceding Bing Crosby . . . and that's the news till next issue.

## DON E. WRIGHT

announces he has purchased the business known as METROPOLITAN BROADCASTING SERVICE LIMITED and will operate under the name of Metropolitan Broadcast Sales 21 Dundas Square, Toronto ADelaide 0181

## 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.

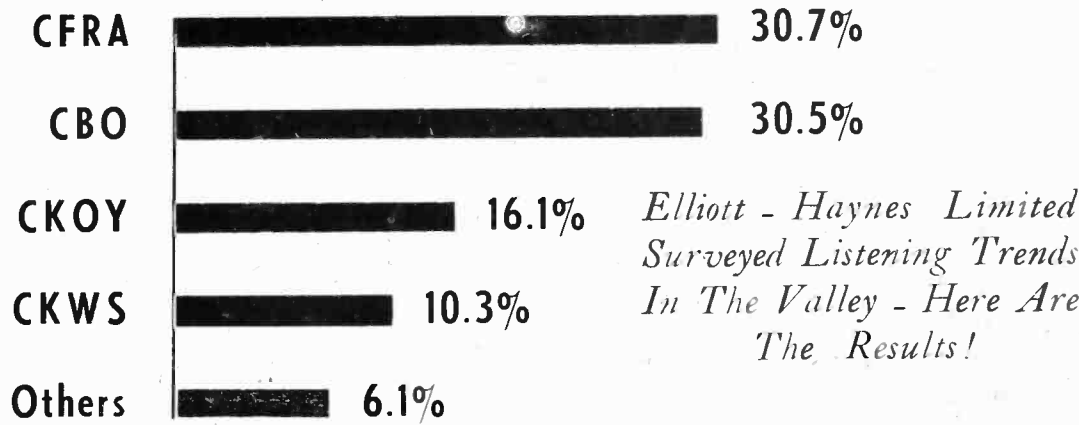
"Ask anyone in Western Ontario"

CFCO - 630 Kcs - Chatham

# The Ottawa Valley's Top Station!

We've worked long and hard at winning the hearts of the people of the Ottawa Valley . . . we've done it, too . . . by "human" broadcasting . . . by keeping faith . . . by service. We're top station in that area today . . . but don't take our word for it . . .

## Here's Proof Of Listenership . . . .

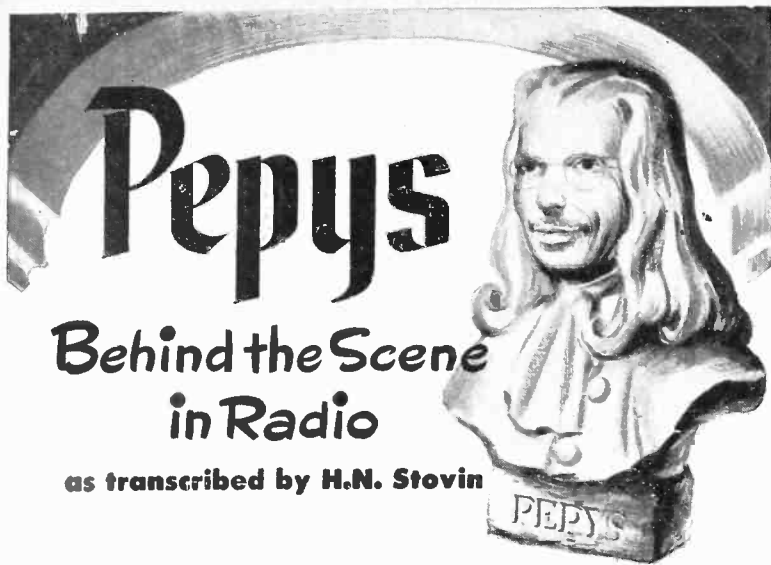


Call us "a town and country" station if you will . . . our strength isn't only in the Capital City . . . the above survey was taken in eight Valley Cities and Towns. Nearly 3,500 calls were made and the survey was handled just as are the regular monthly EHL reports . . . IT'S ACCURATE . . . DEPENDABLE . . . AND IT TELLS THE RADIO LISTENING STORY IN THE OTTAWA VALLEY. It makes it obvious that . . .

The Station Doing The Best Job In The Rich Ottawa Valley — For The Listener . . For The Advertiser Is . . .

# CFRA

THE CAPITAL STATION IN THE CAPITAL AREA



Did this day repair to the establishment of my barber-chirurgeon for the curling and pomading of my hair, in which I do take proper pride; and also to listen to such news, information and comment as does seem inseparable from the barber's art ● ● ● He did enquire of me whether I had heard about the Cannibal who passed the Missionary in the jungle and then did converse gravely on what might lie ahead in 1950, explaining to me his views of Atomic Energy and Einstein's newest theory, the which I did listen to without comment, lest any sudden move of mine should bring his hot curling tongs against my neck ● ● ● He then, desirous of being agreeable, did begin to talk of Radio and how it entertained his family and himself, and how they would not be without it, even if the license fee should be doubled, which he did doubt. Did also tell me of relatives of his, living in smaller towns, and of how their local stations now formed the centre of their activities, for the local news, entertainment and personalities they broadcast ● ● ● Whereon a customer in another chair did say that he himself was from a small town, and did listen also to the advertising on his own local station with confidence, because the manager was known to him, and the station fully trustworthy in all respects ● ● ● Did feel that I had listened to a sales story that might well be heeded by major advertisers, and could be summed up by remarking that advertising must not only be heard but also believed before it could be acted upon ● ● ● Do myself hold that 1950 will be the biggest year we have yet seen for local radio, and do advise all larger advertisers to remember that the local station has a place, and does a job, which makes it a sound and shrewd buy.

## REVIEWS

### "Hockey Heroes"

The old Donner, Vixen and Blitz man managed to stuff a couple of books into this year's Xmas stocking — generous-sized hockey stockings made his task easier—with the compliments of the publishers.

The books have some characteristics common to each. They are both about the same sport, hockey, and written by two of Canada's prominent radio sport commentators. They were also released at about the same time. But from here on through the little over a hundred pages that each contains any similarity is purely and unquestionably coincidental.

The first was Ron McAllister's "Hockey Heroes" which, strange as it may seem, is about hockey heroes. McAllister has lined up a roster of some of the greatest players the NHL has seen and his book is a series of their biographies, adapted from his CBC broadcast, "Canadian Sports Album." Some may argue, with justification, that the world of National Hockey has seen players equalling George Hainsworth, Chuck Gardiner, Syl Apps, Buddy O'Connor, King Clancy, Ace Bailey, Babe Seibert, Dit Clapper, Howie Morenz, Hap Day, Max Bentley and Milt Schmidt with

whom this book deals, and are conspicuous by their absence. Georges Vezina, Charlie Conacher and Hooley Smith are a few that come to mind, although Vezina receives a number of honorable mentions. However, there can be no doubt that all of these men have left memorable records in sport annals and McAllister has tackled a difficult job admirably.

Each of the 12 life summaries that make this book has been based on a great many little-known and often forgotten facts and bolstered with thrills, suspense, and amusing and tragic anecdotes which will always be associated with a fast, rugged sport. In addition, the personal professional record of the player has been included, with such vital statistics as goals, assists, awards and teams.

No doubt the book, and the broadcasts from which it is taken, was written to present the facts and history of each player in a concise and interesting form, and this it does. As far as we know, it is one of the first attempts that has been made in this direction and certainly the author deserves a great big "E" for effort. Unfortunately, it is obvious that the stories were culled from radio scripts where style and delivery mean almost as much as what is written. In cold print it appears that McAllister has tried hard for sensationalism with the result that real highlights of brilliant careers often fall a bit flat and minor points take on undue importance. But still the facts are there and if you are an ardent member of any local hot stove league, McClelland Stewart Limited, Toronto, offer in "Hockey Heroes" for \$2.25 some valuable debate material.

—Briggs.

(Foster Hewitt's "He Shoots, He Scores" will be reviewed next issue)

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### APPOINT REPS FOR CKDA

Victoria. — Dave Armstrong, managing director of CKDA, has announced the appointment of Radio Representatives in Toronto and Montreal; Tony Messner in Winnipeg; John N. Hunt and Associates in Vancouver, with Forjoe & Company taking over representation in the States. The station hopes to hit the air-waves on or about January 15.

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.

**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	CJNB North Battleford
CJBR Rimouski	CJBC Toronto	CFPR Prince Rupert
CKVL Verdun	CJRL Kenora	CJOR Vancouver
CKSF Cornwall	CKY Winnipeg	ZBM Bermuda
CFJM Brackville	CKLW Windsor	TBC Trinidad
CJBQ Belleville	CFAR Flin Flon	VOCM Newfoundland

## CFBC — Saint John

SUCCESS STORIES! MERCHANTS IN SAINT JOHN CITY MARKET say this past Christmas the BEST THEY'VE EVER HAD thanks to BOB BOWMAN'S daily broadcast "MEET ME IN THE MARKET!"—10.05-10.30 a.m.

FAMOUS HAT MAKER—"Business Great! I give CFBC the credit!"

Furniture House, Digby, N.S.—"CFBC helped me sell heaviest Christmas stock ever carried!"

## CFBC — Saint John

PAYS OFF!

# CANADIAN BROADCASTER AND TELESCREEN

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

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## Object Lesson: 1950

As 1950 moves into high gear, it might be well if Canadian Business would take a look at what is happening to the world beyond its own limited horizons. It might then take stock of itself to see if it might not be able to take advantage of some of the things that are happening in other countries, before they happen in Canada too.

If ever an object lesson of Socialism at work was proffered, it is right here in England, where this article is being written. Five years of Socialism have left their scars wherever you care to look. But perhaps the deepest and most indelible of these are seen in the likelihood of that party's return for a second term following the forthcoming election.

Perhaps this somewhat paradoxical statement needs some explanation. If the Socialist party is so wrong, it will be said, why then will it be returned by the will of a majority of the people?

The successful application of Socialist doctrines to government depends upon government's ability to reduce its people to a condition of complete dependency upon the State. While the introduction of more and more "welfare legislation" is slowly but surely creating this condition in Canada, it has been attained to a far greater degree in Great Britain, with her subsidized foods, nationalized utilities and socialized medical, dental and other services.

The result of it all is that while the British public is revelling in the luxury of free hospitals, toupés, dentures and eyeglasses, it is, without realizing it, shouldering the most fantastic tax burden a nation has ever been called upon to bear. And this tax burden is not only eating up the average man's financial reserves. It has also destroyed the international credit of this country, where export and import are absolute essentials.

Advertising, as has been frequently pointed out in these columns, is the show window of business, and the absence of any great volume of lineage in the newspapers and frequent blank spaces in buses, the Underground, trains and in other spaces generally used for transportation advertising, tell the story as eloquently as it can be told, of the wane of competitive business, as a continuance of controls at the source of supply removes the



"We plead guilty, see. Then we put the blame squarely on the influence of the Stage 50 programs, and throw ourselves on the mercy of the court."

initiative it takes to sell goods. Until recently the ration for "carcass meat" was ten cents a week, so that is how much the butcher sold. Just before Christmas the British people read gleefully that this miserable dole of an essential food had been increased to 22 1/2 cents worth. So out they went and bought that. And so it goes all along the line. Hardship and what we would call privation have become part of everyday life, and there is no sign of improvement; no suggestion in conversation that it can't get worse, because they know darn well it can.

In another generation, capital, if Socialism has its way, will be as outmoded as the crinoline. Excessive taxation is compelling people who had hoped to spend the autumn of their lives living on the income from their investments, and to hand on the principal to their children, to dip into their capital to keep body and soul together.

There is no thought of a brighter, better day ahead. Only a determination to manage and make do, that is not far removed from sombre resignation.

Yet it is our considered opinion that the Socialists will be re-elected when Great Britain goes to the polls this year.

The reason is found in a statement that was made by an ardent Conservative here who said: "I think it will be best if we get another Socialist government, with a sufficiently small majority to keep it in line. The damage of Socialism is done. Nationaliza-

tion is no longer a threat. It is fact now. I don't see what Conservative tactics could do to remedy it. But with a strong Conservative minority, it might be possible to keep them in check." Then he used that expression we have heard so frequently on all three of our post-war visits to London—"Eggs won't unscramble."

What has happened to England, and it can easily happen to Canada too, is that Socialism has centralized the country's thinking by establishing a "nationalized brain" in Whitehall. Now all common sense is crying to them to use the brains in connection with the forthcoming elections, which it long since surrendered to the government. Once men had tails, but because they failed to wag them, they were forfeit. Socialism has treated brain and initiative in exactly the same way.

## We've A Success Story To Tell

If the cause of business is to prosper to the point where its importance to our scheme of living is fully appreciated by the Canadian public, it has to devise and carry through a sound program of merchandising itself, with the same skill and ardor that it adopts when it is selling its goods.

Our suggestion is that every sponsor of a program, whether national or local, devote through 1950 at least one of its commercials to short and positive statements about what business and advertising do by way of contribution to Canadian standards of living.

These statements must be both simple and factual. They must also be completely devoid of the superlatives so dear to our craft. They must be expert and hole-proof in their presentation. They must make Mr. and Mrs. John Citizen sit up and take notice of the fact that they enjoy a privilege which others have unwittingly forfeited, of being served by factories, distributors and retailers, all of whom are compelled by the very nature of the economy under which they operate, to spend their entire time serving them better.

If this paper can be of any service to any advertisers or their agencies, whose sincere desire it is to settle down to the spade-work of selling the competitive system to the people of Canada, it will be our proud privilege to co-operate in whatever way we can.



*Jos. Hardy Talks*  
ON

**QUEBEC MARKET NO. 2**

"Good morning to you from Jos. Hardy—and since this is my first message in 1950, may I wish you a New Year rich in challenges, filled with the satisfaction of work well done and pleasure well earned.

"To look back is *not* good, except to appreciate many good friends during 1949, and to say 'thank you' for business entrusted to me on the French-speaking Radio Stations I represent.

"To look forward is good, and I am looking forward to giving you the personal service which always has been my main objective. So, in 1950, for any information on Quebec Market No. 2, or Trans-Quebec Radio Group—Ask Jos. Hardy."

For any information on  
**QUEBEC MARKET No. 2**

and  
"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 1,000 w.  
(French)
- CKTS** Sherbrooke 250 w.  
(English)
- CKRS** Jonquière-Kenogami 250 w.
- CKBL** Matane 1,000 w.

**STATIONS**

**CKY Call Heard Again**

Winnipeg.—With the dawn of 1950 a new radio station became available to Winnipeg listeners. CKY went back on the air at the stroke of midnight, January 1. The "New Voice of Manitoba" spoke with 5,000 watts on the frequency of 1080 kcs.

Actually the station "was on" at 11.30 p.m. New Year's Eve when a watch started ticking off the remaining seconds of 1949. At midnight Ed McCrea, program director, greeted listeners, then proceeded to play dance tunes until 3 a.m. The station left the air at that time, returning Sunday at 7 a.m.

Special opening ceremonies took place New Year's Day. Premier D. L. Campbell of Manitoba recalled CKY was operated for 25 years by the provincial government, going off the air July 1, 1948. "I gladly welcome this new CKY," he said, "and I feel sure it will maintain the same high standard of broadcasting that made the old CKY one of Canada's outstanding stations."

Other speakers included Mayor Garnet Coulter of Winnipeg, Mayor George McLean of St. Boniface, Hon. J. S. McDiarmid, provincial minister of natural resources, and other public and religious officials.

The station is running a contest during the first three weeks

of broadcasting. Listeners are asked to write down the station's call letters and frequency and send them in. Then names will be drawn and the lucky ones will be asked a question.

Prizes include the watch heard ticking off the last half hour of 1949, a return trip to Chicago, a portable radio and an electric iron.

Four studios are contained in the CKY set-up. The largest of the four can accommodate a full orchestra or dramatic cast. There are two control rooms. One has five turntables and two modern recorders. The recorders, imported from New York, are the only ones of their kind west of Toronto.

**Disc Jockeys Cheer Kids' Christmas**

Washington, D.C. — Five-year-old Mike Rector, who claims he loves to open letters almost as much as gifts, started on a pile of 1,500 of them in his room at Casualty Hospital here last month, which he had received from people in far-off Nova Scotia.

The beginning of the story, which ends in a gesture of international goodwill, goes back to November 12, 1948, when Mike, during a rousing game of "cow-boys and Injuns," had his clothing catch fire and received burns over 70 per cent of his body. Mike was admitted to the hospital in very serious condition, but since then he has continually been sur-

prising his doctors with his rapid improvement, despite a 13-month stretch marked only by constant operation and skin-grafting.

During the course of his regular night time musical show, over WTOP here, disc jockey Gene Klavan aired the news that young Mike, now a well-known person in Washington, would be able to leave the hospital for a brief visit to his home at Christmas. A few hours later Klavan received a long distance call from Halifax, where Norm Riley, another disc jockey doing a nightly stint over CJCH, was anxious to know if anything could be done by that station to bring young Mike something extra in the way of Christmas greetings.

Riley was on the air the next day broadcasting appeals to the people of Halifax for letters and postcards for the Washington boy. The total receipts amounted to over 1,500 pieces of mail and gifts, including greetings, complete with official gold seal, from Halifax's mayor, Gordon Kinley.

In return, Klavan got from Riley the name of a hospitalized orphan girl in Halifax, Marjory Dobbin, who was also going home for Christmas, although this time "home" meant the St. Joseph's Orphanage. Klavan started a campaign in his city which resulted in 87 gifts and 100 cards being flown from the American capital to Marjory.

**CKPC Boosts Hospital Fund**

Brantford.—Two little girls of this city are happy with a brand-new TV set, the Toronto Sick Children's Hospital building fund is \$14,000 richer, and staff members of CKPC here feel they have performed a deserving service during a recent campaign waged by the station.

The television set was the first prize in the campaign, where all donations were honored with an entry in a ballot box for the draw, organized and promoted by the CKPC staff, with assistance coming from local talent and merchants for the staging of three programs during Christmas week.

Disappointed in the district's response to the appeal up to the middle of last month and having heard of no local organized drive on behalf of the fund, the station staff decided one night to do its own organizing and air the three shows. As an added attraction, the station put up \$300 as half of the purchase price of a Westinghouse television receiver with Krieger's Radio Sales Limited footing the balance.

For program material, 40 local musicians and vocalists were approached and they donated their time for the two-hour shows, the last of which signed off shortly after 1 a.m. the day before Christmas with \$14,000 in pledges for the fund. The money came from many places beyond city boundaries, often accompanied by messages or comments such as: "because the Sick Children's Hospital fixed Susan's feet"; "this is half of my Christmas tips," from a newspaper delivery boy; and "this contribution takes the place of a wreath for the late Mayor Dowden, because this is the way he would have preferred it."



**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

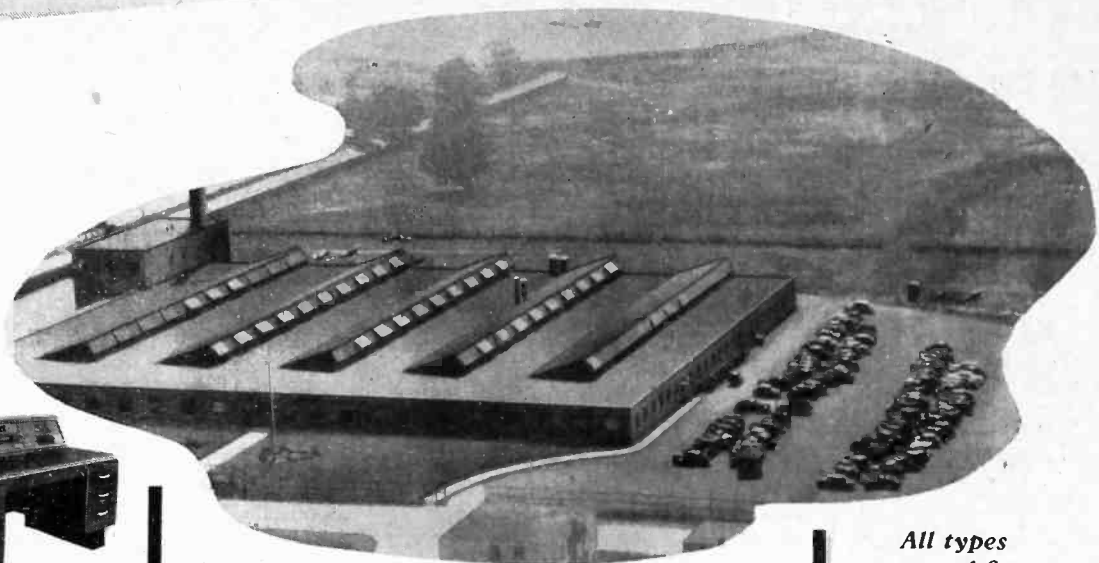
**CKAC**  
reaches 85% of the  
**Billion Dollar**  
**Quebec Market**

Direct your sales talk to the French Market  
in French over Quebec's Pioneer Station.

ON THE AIR 24 HOURS DAILY

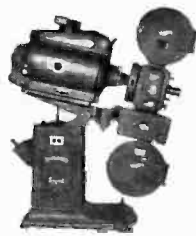
SEE  
**William Wright**  
VICTORY BUILDING TORONTO

# ACHIEVEMENT AT BELLEVILLE

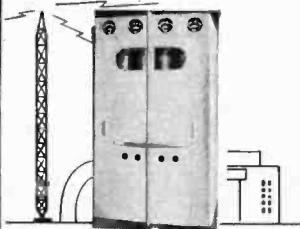


Completely modern Sound Systems for sports arenas, industrial plants, schools, hotels, institutions.

All types of fine radios for the home



Motion-picture Sound Systems for theatres of all sizes.



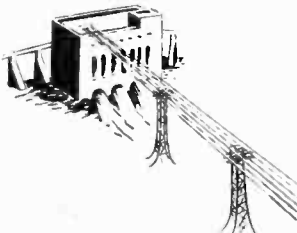
AM or FM Broadcasting Stations including Speech Input Equipment . . . A complete Broadcasting Station service from Telephone Line to antenna.



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

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.

# VERBATIM

## Broadcasting Principles Probed

A report of the Toronto hearings of the Royal Commission on National Development in the Arts, Letters and Sciences. The report will appear in two sections of which the first follows.

Maybe the synonym for culture is cash. That was the conclusion of this disinterested observer after sitting in on a five-day session of the Massey Commission. The Massey Commission, or, to be correct, the Royal Commission on the National Development in the Arts, Letters and Sciences, held hearings in the Senate Chamber of University of Toronto, November 15 to 19, both days inclusive.

Slowly, cautiously, and with deep concern, the high-minded members of the Commission had been moving across Canada, probing with delicate precision in their efforts to reach the very core of the hundreds of individual and collective "causes" advocated in the name of culture by the Canadian people. Sometime this spring the country will learn the results of this searching survey.

When the Commission reached Toronto the Good, or Hogtown as it is occasionally called, some regarded it as the crossroad of the hearings. In this city, some claim, is a concentration of culture. Here, also, others claim, is a concentration of commercialism.

Approximately 52 briefs were presented. Some seemed to have

a claim to being pure champions of culture. They were a minority group. Others wore the crest of culture, and didn't demonstrate an active interest in subsidies, salaries, grants or the good old cash register. One had the suspicion that this was mostly due to the fact that somebody behind them had picked up the checks . . . And there were others who presented culture as a neatly packaged product with a conspicuous price tag.

The text of the opening address on radio and television by Peter Wright, counsel to the commissioners, and presented September 6, was introduced with the following statement:

"The first and heaviest task given you in the Letters Patent under the Great Seal of Canada, is to examine and make recommendations upon 'the principles upon which the policy of Canada should be based in the fields of radio and television broadcasting'."

Torontonians didn't have an opportunity to hear the official CBC side of the picture, but there was general recognition that it does do a very worth-while public service and its programs do make a wonderful contribution to Canadian culture. This looms large for its side in a clear-cut conflict between forces for the retention and even tightening of regulations for radio and television — and those fighting for the loosening or removal of bonds that seem to constantly chafe.

In Toronto, with the exception of representatives of privately-owned radio stations and publishers of periodicals and newspapers, who accepted contemporary competition as the natural course of events, support from representatives for private enterprise frequently could have been mistaken for support of their own private projects. In some cases, it seemed evident that spokesmen would willingly see private effort sacrificed to control if, by such a move, their cause could benefit.

Sometimes the observer couldn't help feeling that some of the presentations took a confusing course. There was Mr. W. Murdoch, for example. Mr. Murdoch is executive officer for Canada of the American Federation of Musicians—the Canadian equivalent of

Mr. Petrillo, the "Little Caesar" of U.S. music. Mr. Petrillo has a reputation for challenging controls. Mr. Murdoch beamed when he mentioned the "very satisfactory negotiations" of Mr. Petrillo, yet a few minutes later he not only supported the CBC but advocated confiscation of private radio stations.

Although he was quickly reminded that the subject was beyond the scope of the Commission, Mr. Murdoch also mentioned the Taft-Hartley Act and registered a complaint that it means paying someone \$25,000 instead of a former fee of \$6,000 for someone else.

On the question of radio license fees, Mr. Murdoch took a definite stand. It should be increased to \$5. With the cost of other items (he mentioned shirts) continuing the upward trend, he said he could see no reason for the fees to be held down. The entire revenue derived from licenses should go to the CBC for the presentation of live programs. Capital expenditures could be maintained by government grants, he said.

Mr. Murdoch tabled figures to show that A.F.M. members in Canada receive more money from the Canadian Broadcasting Corporation than from privately-owned radio stations. Mr. Murdoch felt that all broadcasting should come under the CBC.

Certainly no one mentioned it, and there is no reason to believe that anyone had thought of it, but wouldn't such a move mean, also, that there would be only one agency, the CBC, with which a union would be required to deal, or bargain? At present, the problems of any organization appear to be multiplied by the number of private stations that handle their presentations.

However, to continue with the case presented for the musicians. Mr. Murdoch voiced protests against radio presentations in Canada of recorded programs of the Edinburgh Festival and the Berlin Symphony. The programs were broadcast by the CBC. Mr. Murdoch mentioned his admiration for the quality of the music and based his objections to these imported programs on the grounds that the CBC was obtaining them free—and presenting them at an hour when his musicians are apparently available. Such competitive programs, he suggested,

**Powerful**  
NEW VOICE IN WINNIPEG AND MANITOBA

**CKY**

**NOW ON THE AIR**

**1080 ON YOUR DIAL**

Overtime or not, Zilch has to be home for CKTB's "Late Sports Roundup" at 11.15 p.m.

With two years' sponsorship of the "Late Sports Roundup," Central Taxi has doubled its business to become the largest taxi firm in St. Catharines and the Niagara Peninsula.



ould be presented in the "off" hours.

A member of the Commission made the mild suggestion that these off hours might not be convenient to the listener. "The listener should be inconvenienced rather than the musician," said Mr. Murdoch.

Representatives of the Association of Canadian Radio Artists showed a sympathetic sharing of Mr. Murdoch's complaint against transcribed radio shows. Their particular protest was aimed at packaged shows coming into Canada from the United States. They felt that private radio stations were the main offenders in importing these productions — and they were obtaining them too cheap. No clear-cut solution was suggested, but the A.C.R.A. talked about a tax based on the actual cost of the programs. Another idea was that radio stations should be required to pay something like the original cost of the productions—an idea that might be compared to stage actors and vaudeville acts getting together to ask that theatres be required to pay the original cost of finished feature films. However, these people have a problem, and they seemed sincere in their struggle to find an answer that would give all-round satisfaction. They were among the representatives who thought they could offer a substantial service by obtaining a seat on the CBC Board of Governors.

Sir Ernest MacMillan, president of the Composers, Authors and Publishers' Association of Canada, didn't share Mr. Murdoch's satisfaction with the CBC or its controls. As a matter of fact, Culture stooped to pick up a club before Sir Ernest took the stand. With bludgeon or baton Sir Ernest is a mighty man. Without hesitation he went in swinging at three government agencies: the CBC, the National Film Board and the Department of National Defence.

These agencies, he charged, "have asserted the right to be treated as if they were a branch of the Crown with the right to take the property of citizens without compensation." He jointly accused these agencies and juke-box operators with "exploiting" copyrighted musical works. Recordings of these musical works

have been played in juke-boxes for 10 years without payment of a penny, he claimed. The CBC, he said, "seeks to buy and own outright the copyright works of composers without any obligation to pay performing fees."

Another challenge to Sir Ernest was the CBC's attitude: "What it pays for performing rights is paid only as a matter of grace and not as a matter of obligation, and, therefore, the amount awarded should not be too large."

"There should be a change," said Sir Ernest.

A public trend to support this statement was reported by Walter Elliott, president of Elliott-Haynes Limited, a research company. Mr. Elliott informed the Commission that a five-year Canadian survey showed: 62 per cent of the Canadian people favor private ownership of private radio stations; 23 per cent favor government ownership; six per cent would have a merger of government and private ownership; nine per cent have no opinion on the subject.

(To be concluded next issue)

## AGENCIES

### JOINS AGENCY

**Vancouver.**—Ray Perrault, who has built a big western following with his nightly Sports Special on CJOR in the past two years, has left the station to join O'Brien Advertising Agency.

He was formerly president of the University of British Columbia Radio Society, and he is followed in his sports broadcast by Bill Stephenson, formerly of CJAV, Port Alberni. Don Cunniffe, current president of the UBC radio group, is announcing at CJOR while still studying.

### RUSSELL T. KELLEY

**Montreal.**—Longines-Wittnauer Co. (Watches) is starting the half-hour transcribed "Longines Symphonettes" over CFRB, Toronto, commencing December 25 and heard Sundays at 5.30 p.m. (EST).

### RONALDS ADVERTISING

**Montreal.**—Bovril (Canada) Ltd. has a three-month spot announcement campaign going to a group of Canadian stations beginning first of the year.

## Mind Your Own Advertising! TRAVEL IS OUR BUSINESS!

For Your  
CONVENTIONS — BUSINESS TRIPS  
VACATIONS

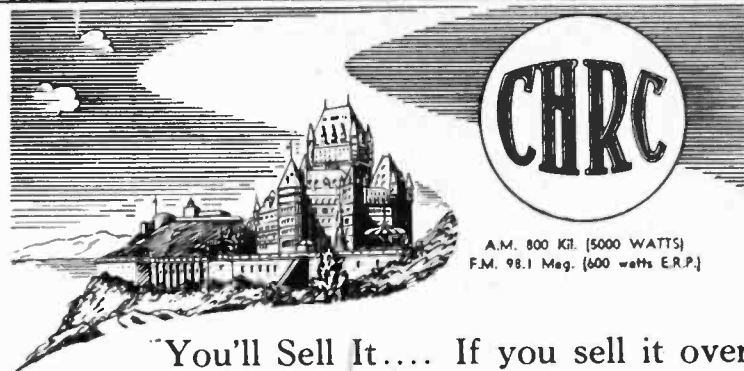
We'll make your reservations  
to any part of  
CANADA — U.S.A. — THE WORLD  
THIS SERVICE COSTS YOU NOTHING  
but saves you money by saving you time.

OVERSEAS TRAVEL LTD.

762 BATHURST ST.

TORONTO

ME. 6574 — ONE CALL DOES IT ALL — ME. 3101



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

You'll Sell It.... If you sell it over  
**CHRC**

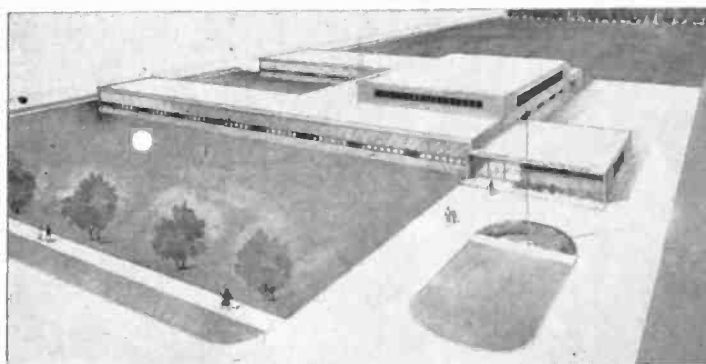
Your most responsive radio audience listens to CHRC.

Representatives

CANADA  
JOS A. HARDY & CO. LTD.

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

"LA VOIX DU VIEUX QUÉBEC"



Shown above is the architect's sketch of the new suburban High School now under construction in East Cornwall at a cost of over \$625,000.00. The new school is scheduled to be completed by September, 1950. It is urgently needed because of congested conditions in the Cornwall Collegiate and Vocational School.

Educational facilities are keeping pace with the rapid growth of this Industrial City, where the consumer market is constantly expanding because of industrial development. The City of Cornwall and surrounding district is a responsive, growing market... a market most effectively reached at minimum cost by

# CKSF

CORNWALL, ONTARIO

Synchronizing all programs on CKSF-FM

For details and success stories contact us direct or

HORACE N. STOVIN IN CANADA

OR

JOSEPH H. MCGILLVRA IN U.S.A.

## DID YOU KNOW?

That 83 new dwellings were completed in Truro during the first 7 months of 1949? That's third in Nova Scotia — only Halifax and Sydney showed higher figures. Yes, this is a fast-growing market, and the men who KNOW — over 150 local advertisers — have found CKCL their logical advertising medium for quick results.

# CKCL

TRURO BROADCASTING CO. LTD.

J. A. MANNING  
Manager

WM. WRIGHT, Representative  
Toronto and Montreal



**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**

## Over The Desk

The Desk appears the same as usual this issue. Even in the absence of Him That Sitteth Behind It there remains that systematic confusion so well remembered. Christmas cards that have arrived since the dearly departed left for his hop across the great pond make a mighty impressive heap on top of the aging oak and it is gratifying to know that the prez. and CB&T were remembered by countless (at least until we get a list made) friends from here, there and everywhere.

Under the cards there is — ah, yes—a handsomely bound volume of "How to Write a Newspaper Column," containing 2,794 concise pages, by Richard G. Lewis, left during a hurried departure in a prominent position especially for our benefit. That's what we like—subtlety. Now, right here on page two . . . page one thousand four hundred and eighty-two . . . there is the entry "Naturally, most aspiring writers will have to use their own judgment in matters which . . ." Well, in that case here we go.

It seems, from the flood of stories we have had recently from a great many stations regarding their assistance in sponsoring and promoting funds and campaigns for the needy, underprivileged and "senior citizens," that surely everyone must have had a merry Christmas. Out on the B.C. Coast in Port Alberni, where the elements have been creating havoc with an overabundance of snow, rain and freezing temperatures. CJAV held what are now known as Senior Citizens Christmas Auc-

tions, started by the station three years ago, in aid of the older not-so-well-off-financially people of that district. In succeeding years the objective has been raised from \$1,000 to \$2,000 and this year to \$4,000, with total contributions amounting to \$4,446.94. This meant that the season for 94 married old-age pensioners and 164 single ones was enriched by \$21.57 and \$14.38 respectively. (And if anybody doesn't believe us he can multiply it out the way we did.)

Then there's the Christmas party that CKCH held at Hull's Ste. Therese Orphanage. A big parade was organized through the streets of the city to the orphanage where over 125 youngsters were presented with toys, candies and a "behind the scenes" look at a remote broadcast.

CKNW, New Westminster, staged its sixth Orphans' Christmas Fund and listeners dug down for \$8,454. Some 1,200 children in various B.C. institutions benefited from this gesture, not just on December 25, as most of the money is used to purchase clothing, supplies and sport equipment for the rest of the year. In the last six years the fund has seen a total of some \$43,000 in its coffers at one time or another.

Toronto's station CHUM promoted a Dime Club resulting in the distribution of hundreds of Christmas hampers to the needy folk in the area. In Moncton, CKCW turned over its facilities for an afternoon to the local Kiwanis Club. The club members went to work, wrote commercials, announced, operated and realized \$916 from the sale of time, which was used to help needy children. CKTB, St. Catharines, was busy last month too, boosting the United Hospital's Campaign with over a half million objective for a new hospital. CKTB aired an evening program in support of the fund which featured Gisele, chosen by radio columnist Bob Kesten as radio's vocal find of the year, and John Fisher. During his speech there Fisher told his audience: "They're (campaigns for funds) bothersome, you say. It's a lot of trouble and expense. But do you want the government to take on that responsibility? Do you want the government to run you? . . . Will you recognize that voluntary campaigns are the very essence of democracy because they give the average fellow a chance to prove his worth. They establish democ-

racy as an arena for work." Sounds slightly familiar in these pages, doesn't it? And all these stations can certainly blush a bow.

The next item is a newspaper headline saying: "Lewis Lands I Limeyland — Einstein Revises Gravity Theory." Hmmm . . . coincidence, no doubt.

Next. Andy McDermott, Horace N. Stovin Company, had a baby or so it says here. Unfortunately this didn't turn out to be the terrific bit of news it appears to be. The fact is that it was the usual thing, with Andy's wife doing the presenting. It was a girl, making three youngsters now in the McDermott household.

From a note here, we understand that Fred Shaw, formerly CFAC commercial manager, has been made manager of CJCJ, Calgary. Forty-year-old Shaw started out with CJCJ, making the move to 'AC in 1938.

At a recent meeting of the Maritime Association of Broadcasters, Malcolm Neill, CFNB Fredericton chief, was re-elected president, Finlay MacDonald (CJCH, Halifax) got the v.p. post and CHNS's Gerry Redmond was named secretary. Neill and MacDonald were also supported for nomination to the CAB's board of directors for the election coming up in March at Niagara Falls.

Further down the pile we have a communication from Harry S. Goodman Productions in Yankee-land. New York to be exact, addressed: "To all radio stations and broadcasters in Canada, Newfoundland and Nova Scotia." Dust off the atlas, Harkley, and let friend Harry see that N.S. is shown in pink.

According to a CBC release, Gordon W. Olive has been boosted to the position known as Director General of Engineering Services. Olive was formerly the CBC's chief engineer, and is succeeded by Alphonse Ouimet, "Canada's recognized technical authority on television." The new D. G. of E. S. is presently working on the new Radio-Canada Building in Montreal, nearing completion, which is reputedly one of the finest radio set-ups on the continent. Olive is also directing the technical side of the CBC's entry into television, but just how full his hands will be with that chore.

(Continued on next page)



# CKCH

1000 WATTS — 970 KC.

## RATINGS FROM 20.9 to 42.8

Representing between 80% to a high of 90% of all sets turned on during daytime hours.

385,167 French people in CKCH's coverage area — Ottawa, Hull — and all or part of 19 surrounding counties.

CKCH French programs outdraw nationally known programs.

**CKCH Studios**  
121 Notre Dame St., Hull, Que.  
Canadian Representative: Omer Renaud & Cie.,  
Montreal, 1411 Stanley St. Toronto, 53 Yonge St.  
U.S. Representative: Joseph Hershey McGillvra,  
Inc., 366 Madison Ave., New York 17. Telephone  
number — Murray-Hill 2-8755.

*Stretch*  
YOUR PUBLICITY BUDGET WHERE A DOLLAR REACHES MORE PEOPLE

"macOVee" says: Did YOU know that — the ANNUAL REVENUE from the Okanagan's Tree Fruit Industry is

# \$25,000,000.00


To Get the BIGGEST "Bite" of This Rich Market

Use

## CKOV - Kelowna

"The 'OV Appleman'" . . . BROADCASTING FROM

THE HEART OF THE APPLE COUNTRY



### RCA'S TENTH "OPEN HOUSE"



Toronto.—Last month saw the 10th annual RCA "open house" which has become one of the features of the Toronto radio industry's festive season, where, as newsman Gordon Sinclair puts it, "job-hunter meets producer; independent radio station operator meets CBC; press agents meet columnists; agency meets agency, on neutral ground."

Seen above, at the RCA tran-

scription studios in the Royal York Hotel during the party are, left to right: Oscar Peterson, pianist and recording artist; Bert Pearl of the "Happy Gang"; Len Headley, RCA transcription division manager; A.F. of M. president Walter Murdoch; Jean Dumouchel, RCA merchandise manager, and Conn Smythe, "1949's Most Dominating Sport Personality," Maple Leaf Gardens' president.

(Continued from previous page) we wouldn't know.

It seems, what with the Royal Commission and everything, that a great many people are concerned over the CBC's difficulty to make ends meet with its present income. One idea appeared in the Grimsby, Ontario, "Independent" and is reproduced here for your consideration.

"The way we see it, the only

way out of the whole inscrutable mess is to abolish license fees and let the CBC hold a tag day every year. People don't usually inquire too closely into what causes tag days are in aid of; they just buy tags and go around for the most part feeling mildly philanthropic and complacent. Which is more than anybody ever felt after buying a radio license."

Well, brethren, that's the Desk.

### WELCOME!!

To

- CJBQ Belleville
- CFCO Chatham
- CKOC Hamilton
- CFPL London
- CFRA Ottawa
- CHEX Peterborough
- CKTB St. Catharines
- WHO NOW JOIN

CFRB Toronto

In Carrying  
Our 5-a-Week  
Outstanding  
Telephone Mystery  
Quizz—

### "Who Am I?"

For  
The  
Colgate-Palmolive Peet Co.

... AND A HAPPY NEW  
YEAR TO YOU, TOO!

# Monty Hall

### PRODUCTIONS

74 COLLEGE ST. MI. 6010  
MI. 4347



### FOR THESE ARTISTS

- ARLOW, Herb
- COWAN, Bernard
- DAVIES, Joy
- DENNIS, Laddie
- DIAMOND, Marcia
- FITZGERALD, Michael
- FLETCHER, Susan
- FOSTER, Dianne
- FOWLER, Dorothy
- GARDEN, Mary
- GOTT, Herb
- HANDLEY, Joe
- HARRON, Donald
- HUMPHREYS, Peter
- LAFLEUR, Joy
- LOCKERBIE, Beth
- MILSOM, Howard
- NELSON, Dick
- NESBITT, Barry
- O'HEARN, Mona
- RAPKIN, Maurice
- ROWAN, Steve
- SCOTT, Sandra
- WILLIS, Austin
- WOOD, Barry

Day and Night Service  
at  
Radio Artists Telephone  
Exchange

# Miss Canada

Officially Opens  
Canada's Newest  
Radio Station  
January 2nd 1950



Flanked by Mayor Starr and CKLB Manager Michael Hopkins, Miss Canada (Margaret Lynn Munn) officially opens CKLB.

**OUTSTANDING COVERAGE  
OF THE DAY'S NEWS**  
6.30 & 7.30 a.m.  
12.30, 6.00, 10.30 p.m.  
with Top Newscasters  
Mac Lipson, Michael Hopkins  
Gus Habberfield and Jack Thompson



Presentation to Miss Canada by CKLB President A. H. Collins at Civic Luncheon.

★  
MORNING IN THE  
MOTOR CITY  
7 to 9 a.m.  
with Mac Lipson

★  
NEWS ON THE  
HOUR  
News for Women and  
'Teens.  
News for the Com-  
munity.  
News for Everyone  
on CKLB.

★  
THE CKLB SUPPER  
CLUB  
6.15 to 7 p.m.  
with Bill Swinton

★  
RAINBOW  
BALLROOM  
10-12 a.m. & 4-6 p.m.  
with Gus Habberfield

★  
THE HILLBILLY  
HIT PARADE  
7.30-8 p.m.  
with Bert McCollum

★  
THE ALL-TIME  
HIT PARADE  
1.05-2 p.m.  
with Bill Swinton

★  
MOTOR CITY  
MATINEE  
2-4 p.m.  
with Larry Solway

★  
WHITBY  
BOWMANVILLE  
PORT PERRY  
SHOWS  
9.15 a.m. daily

★  
SPORTS  
Four times daily with  
Bill Swinton and Ross  
Drew. (Sundays at  
12.45 p.m.) Oshawa  
Generals Games (Sat-  
urdays, 9.05 p.m.)  
with Gordon Garrison

★  
DRAMA  
"Community Stage of  
the Air"  
(Tuesdays, 8.30 p.m.)  
"Children's Theatre"  
(Fridays, 8.30 p.m.)

# CKLB

(Formerly CKDO)  
OSHAWA, ONT.

CAN. REP.—JAMES L. ALEXANDER

1240 ON THE DIAL

**THE SPIRIT OF**

**1950**



SOURCES: Coverage data compiled from county data of Bureau of Broadcast Measurement 1948 (Radio Homes). Sales Management, May 10, 1948 for balance of data.

# **CKLW AM-FM**

**THE GOOD NEIGHBOR STATION  
WINDSOR ONTARIO**

CANADIAN BROADCASTING CORPORATION  
MUTUAL BROADCASTING SYSTEM  
MEMBERS OF CANADIAN ASSOCIATION OF BROADCASTERS

Competition in its keenest form will be the motivating force of business in 1950. To get the best value from your sales message, it will be necessary to select an established medium to do your job. In eighteen years of rigid competition, CKLW, Western Ontario's 50,000-watt selling sensation, has proven itself over and over again in its market. Facts indicative of this are: Top audience acceptance according to Elliott Haynes ratings; tops in entertainment 24 hours daily; coverage in 222 counties in Canada and U.S.A. with a population over 18,000,000 and 5,106,088 radio homes; territorial retail sales for 1947, 15,371,171; 1947 food sales were 4,124,371; general merchandise sales 2,203,386; and drug sales 453,294 (all money values in thousands of dollars). Let CKLW spearhead your 1950 advertising campaign in urban and rural Western Ontario. The cost is startlingly low. You'll agree wholeheartedly when you see the splendid results and hear the happy ring of your cash register.

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

# LEWISITE

## SEASONAL STUFF

Now that we've finished the cold turkey, it's about time to file away our 1950 resolutions with the ones we made for 1949.

## WISHFUL THINKING

Maybe this year we can have a "CAB Thursday Night," devoted entirely to programs the listeners want to hear.

## WELCOME MAT

The cordial welcome we received from Andy Cowan and his CBC London staff makes us wonder whether we are as widely read after all.

## JANUARY SALE

For sale, large quantity of corny jokes, chamber music programs, over-worked quiz shows and superlativized commercials. No reasonable offer refused.

## CAPITAL GAIN

One thing about going to the races in England in December, you have your overcoat and scarf to lose as well as sundry other garments.

## URGENT

Now is the time to start thinking about the moves that should be made at the CAB Convention in March, instead of belly-aching about the might-have-beens after it is all over.

## WE'D LIKE TO HEAR

A sportscaster give a play-by-play description of what the players would have been doing if they were doing what the coach kept telling them to do in the dressing room.

## QUELLES NOUVELLES

Having received no mail from the office since we left for England, we can only assume that Canadian radio collapsed completely immediately upon our departure or else that no one has written us a letter.

# PEOPLE

## NAMED SALES MANAGER

**Toronto.**—Don McKim, former promotion manager with All-Canada Radio Facilities Ltd., has been appointed general sales manager of Quality Records Ltd., manufacturers of MGM records in Canada. In addition to MGM records, Quality has just completed negotiations with the French recording company, Polydor Records, to manufacture their discs here in Canada. The plant is situated at 380 Birchmount Road, Toronto, Ontario.

## ALL-CANADA APPOINTMENT

**Toronto.**—Stu MacKay has been appointed assistant general manager to Guy Herbert at the local office of All-Canada Radio Facilities Ltd. In addition to his present post, he will continue as manager of the company's program division. Before coming east last February, MacKay was former manager at CKRM, Regina and was previously associated with CKWX, Vancouver; CKRC, Winnipeg, and CJCA, Edmonton.

## ADDITIONS AT CKSF

**Cornwall.** — Fred Pemberton, former sports and special events commentator for the BBC, has joined the commercial department of CKSF. Jens Gotthardt, new to radio, has been named record librarian.

Travellers From Edmonton Representing National Firms Have Selected

**CJDC**

DAWSON CREEK

As the No. 1 Peace River District Station\*

Ask Radio Reps. Ltd.

\*SERVING CANADA'S WEALTHIEST GRAIN AREA.



## "Where's Elwood Jones?"

"Why, he's out selling and telling dealers about CHEX advertisers—and helping them plan displays to tie in with programs. Merchandising Promotion is an important part of CHEX operation.

"Other members of the CHEX staff are out a lot too. You can't play the important part in community affairs that CHEX does any other way.

"That's why CHEX belongs in Peterborough—earns a substantial share of the listeners—and, most important to you—gets results for advertisers."

\*CHEX Commercial Manager.

# CHEX - Peterborough

1000 WATTS

1430 KCS.

CHEX-FM

Represented by

## NATIONAL BROADCAST SALES

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

MONTREAL: 106 Medical Arts Building — FI. 2439

**We Sell RESULTS!**

Lionel loves to convince skeptics of radio's potency. Take the creamery manager buying CKCW's "Birthday Club," on short term only, because he wasn't "sold" on radio. Brother, did Lionel ever "sell" him in a hurry!

After only two months, he credits the "Club" for his highest monthly sales in ten years, and commercials on two programs with disposing of FIVE HUNDRED DOZEN ice cream bars. But here's the payoff! He's so completely "sold" on CKCW he recommended us to two competitors and THEY BOUGHT.

Now d'ya see why we say . . .  
WE DON'T SELL TIME . . .  
WE SELL RESULTS!

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The Hub of the Maritimes

REPS: STOVIN IN CANADA; MCGILLVRA IN U.S.A.

# CANADIAN TELESCREEN

Vol. 3, No. 1.

TV and Screen Supplement

January 11th, 1950

## 1949 SEES TOP TV SET SALES

**New York.**—With almost 4 million television receivers in use throughout the country, 1949 — the first big year in the television boom—was an extremely successful one, observers in all branches of the industry claim. In addition to an increase during the past year of 350 per cent in the sets-in-use, there are now 98 TV stations in operation in 58 cities. By comparison, there were 49 stations on the air and 1,200,000 receivers at the end of 1948.

The 4-million set figure is a trade estimate made by the NBC research department and based on its total of 3,497,000 sets as of December 1. Reported heavy sales preceding the Christmas holiday season have accounted for almost another half million, the network reports.

It is believed that New York now has a circulation of one million sets. The NBC report listed 950,000 installations as of December 1, and retail sales figures indicate that the total is now closer to the million mark.

During the last two months of the old year seven new TV markets were opened. Utica, N.Y.; Binghamton, N.Y.; Huntington, W.Va.; Tulsa, Okla.; Bloomington, Ind.; Phoenix, Ariz., and San

Antonio, Tex., all received new TV stations for Christmas.

As far as 1950 is concerned, Westinghouse has reported that its TV receiver output will be increased by some 75 per cent. F. M. Sloan, manager of the home radio division of Westinghouse, said that manufacturing facilities at the firm's plant in Sunbury, Pa., are being increased by a third. The expansion program, started last month, will be completed during the first quarter of this year, it is expected.

Sloan said: "At the end of the year there is a potential market of 20 million families and this will be increased as soon as the FCC makes a decision on the difficult technical problems now before them."

Predicting an industry-wide production of 3,500,000 sets for this year, a Westinghouse report says: "The market picture becomes even brighter when it is realized that the industry has made tremendous progress in improving quality while reducing prices by almost 50 per cent in the past five years. Although such drastic price reductions cannot be expected in the future, further savings will probably be possible barring the type of economic activity responsible for the strong inflationary period during 1946 and 1947."

## Radio Returns To TV Homes

**Philadelphia.** — More ammunition for the boys who believe that TV won't kill radio was provided here a couple of weeks ago when Albert E. Sindlinger, president of the independent rating service, Radox Corporation, announced that radio listening in television homes is on the upswing, especially in homes where a TV set has been for six months or longer. Sindlinger revealed figures obtained in a sample of Philadelphia video homes to prove that radio will still attract listeners away from the view screens if the programs they want are available.

The Radox report showed that in TV homes between 5 and 7 p.m. daily, radio listening now averages about 20%, whereas six months ago this figure was virtually zero. As an example it was pointed out that Walter Winchell's ABC radio show, during the past four weeks, has climbed from an unenviable goose egg to a 3.8 rating, but the rating following the Winchell commentary drops back to a 1 average. "This factor," Sindlinger said, "coupled with other indications that only the newest set owners are still addicted to consistent video dial-twisting, proves conclusively that TV is no longer a novelty but is a medium with definite viewing habits established."

To prove his statement, Sindlinger cited the case of WPTZ, local video station, which suffered an early evening five-hour power failure some weeks ago. Survey figures for this date showed that, while the sets in use fell slightly, ratings for other TV stations in the area remained the same and radio listening showed a 10% in-

crease. Sindlinger claimed that this indicates most of the audience left their TV sets on, tuned to WPTZ, and listened to the radio while waiting for the resumption of tele programs.

The only time when established set owners indulge in a bit of dial-twisting, the researcher said, was with the advent of a new and highly-publicized program, but for the most part they have fairly rigid audio and visual habits, taking an interest in only the best that the two media have to offer.

## TEE VEE ACTION

**New York, N.Y.**—Federal Communications Commission has decided that it better give the Zenith Radio Corporation's Phonevision system the once-over before it gives the company the okay for in-home experiments in Chicago. The hearing is set for January 16.

The Zenith company, which has maintained that advertising will not be able to support good programming on video, has developed its system to provide first-run movies and plays for the viewer.

The original Phonevision technique was to send out a picture that would appear scrambled on the receiving set. A viewer wishing to watch the program would phone a telephone operator who would operate the unscrambling apparatus. A charge for watching the show would then appear on the viewer's monthly telephone bill.

Zenith, in planning tests, hopes to install the special equipment in 300 Chicago homes. One of the major items to be decided by the FCC is whether Phonevision, if authorized, should be classified as broadcast, common carrier or some other classification.

NBC-TV distributing new station affiliate contracts. The new contract provides for only 24 hours of free network commercial time, among other things.



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CJCA 73.8

Elliott-Haynes  
(Sept. 1949)

NOW... Hamilton has a quality medium for a quality audience

Reach it on.....

**C J S H - F M**

# Canada's first complete TV Studio on wheels

ANOTHER RCA VICTOR  
★FIRST IN TELEVISION

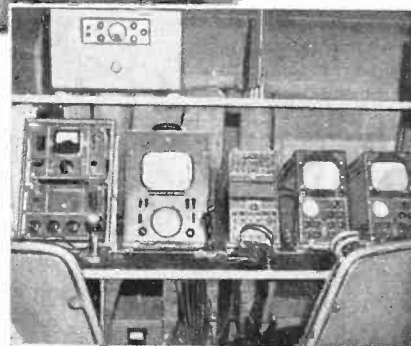


H. S. (Johnny) Walker, Manager, Broadcast Equipment Sales, RCA Victor Company Limited, Montreal takes delivery of first RCA Victor TJ-50A Mobile Unit.



LEFT: The RCA Mobile TV-Unit ready for telecasting. The reinforced roof supports the cameras, relay equipment and operating personnel.

BELOW: The camera auxiliaries are suitcase-type units shock-mounted to an operating table.



## RCA Victor is ready to serve the broadcaster when Television comes to Canada

This new RCA Mobile Television Unit carries everything needed to telecast *at-the-scene* action and relay it to the television broadcast station. It gives the local TV Station inexhaustible sources of local program material away from the studio—stage plays, conventions, fairs, hockey, football and baseball games, boxing and wrestling matches, and special community events of all kinds.

The TV cameras can be located up to 1,000 feet away from the Mobile Unit. The TV video signal is transmitted to the broadcast station by microwave relay. Since interference is negligible in the 6800-

7050 megacycle band used, almost noise-free transmission is provided over line-of-sight paths up to 15 miles or more. TV sound can be carried by telephone lines to the studio.

The RCA TJ-50A Mobile Unit is designed to help Television Stations develop stronger roots in their own communities. It will give Canadian broadcasters a low-cost means to make television as newsworthy as a roving reporter, as local as main street, as richly interesting as the daily doings of every Canadian community. Planning for television? Call in your nearest RCA Victor Television Engineer.

For full technical information on the RCA TJ-50A Mobile Unit, write to Engineering Products Department, RCA Victor Company Limited, 1001 Lenoir Street, Montreal



# RCA VICTOR

RCA VICTOR COMPANY LIMITED

HALIFAX • MONTREAL • TORONTO • WINNIPEG  
CALGARY • VANCOUVER

World Leader in Radio... First in Recorded Music  
... First in Television



★  
RCA VICTOR  
TELEVISION  
**FIRSTS**

- First kinescope (picture tube) developed by V. K. Zworykin, RCA scientist — 1929.
- First public demonstration of all-electronic television in Canada at Canadian National Exhibition — 1939.
- First Image Orthicon television camera 'eye' developed — 1945.
- First TV Test Transmitter put in operation in Canada — to prealign RCA Victor television home receivers for all-channel reception — 1948.
- First surgical operation televised in Canada — Canadian Medical Association — Saskatoon, 1949.
- First Mobile TV Studio available in Canada — 1949.

# Judge us by the company we keep!

## ADVERTISERS WE SERVE!

- |  |   |   |   |
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| <p>Adam Hats<br/>Adams Brands Sales Ltd.<br/>American Razor Safety Co.<br/>(Canada Ltd.)<br/>Associated Laboratories Inc.<br/>Associated Salmon Cannery<br/>of B.C.<br/>Audiphone Co. of Toronto<br/>Austin (Ontario) Motors<br/>Dr. Ballard's Animal Foods Ltd.<br/>Bell Telephone Co. of<br/>Canada Ltd.<br/>Benjamin Moore &amp; Co. Ltd.<br/>Best Foods Ltd.<br/>Birdseye Food Ltd.<br/>Eddie Black Limited<br/>Blue Cross Hospital Plan<br/>Borden Co. Ltd.<br/>Brand and Millen<br/>B. &amp; A. Motors<br/>British American Oil<br/>British Ceramics and Crystal<br/>(Canada) Ltd.<br/>B.C. Tree Fruits Ltd.<br/>British-Israel World<br/>Federation<br/>British Leather Goods<br/>Bromo-Seltzer Ltd.<br/>Browning Chocolates Ltd.<br/>W. K. Buckley<br/>Bulova Watch Co.<br/>Campbell Soup Company<br/>Bank of Canada<br/>Canada Bread<br/>Canada Packers Ltd.<br/>Canada Pulp &amp; Paper<br/>Association<br/>Canada Starch Co., Ltd.<br/>Canadian European<br/>Forwarders Ltd.<br/>Canadian Industries Ltd.<br/>Canadian Mink Breeders Assoc.<br/>Canadian National Exhibition<br/>Carnation Company<br/>Carter Products<br/>Carter Products Inc.<br/>Central Mortgage &amp; Housing<br/>Inc.<br/>Dr. A. W. Chase Medicine<br/>Co., Ltd.<br/>Christian Reformed Church<br/>Christie's Bread Co., Ltd.<br/>Church of England<br/>Cities Service Oil Co., Ltd.<br/>Coca-Cola Ltd.</p> | <p>Colgate Palmolive Peet<br/>Colquhoun's Scottish Fur House<br/>Curtis Circulation Co., Ltd.<br/>Danforth Radio Co., Ltd.<br/>Department of Finance<br/>Department of Fisheries<br/>Department of Labour<br/>Department of National<br/>Defense<br/>Department of National Health<br/>&amp; Welfare<br/>Department of Veterans'<br/>Affairs<br/>Detroit Times<br/>D. L. &amp; W. Coal Co.<br/>Dodd's Medicine Co., Ltd.<br/>Dolcin Limited<br/>Dominion of Canada Post Office<br/>Dominion Stores Ltd.<br/>Dominion Textiles Co.<br/>Dovercourt Road<br/>Presbyterian Church<br/>Eagle-Lion Films<br/>T. Eaton Co., Ltd.<br/>Edgeworth Tobacco<br/>Electric Auto-Lite Co.<br/>Elias Rogers Co. Ltd.<br/>Emerson Drug Co.<br/>J. C. Eno (Canada Ltd.)<br/>Ex-Lax Limited<br/>Fairfield &amp; Sons<br/>Ford Motor Car Co. of Canada<br/>G. T. Fulford Co., Ltd.<br/>General Foods<br/>General Motors<br/>Gillette Safety Razor Co.<br/>Gold Seal Co.<br/>Gooderham &amp; Worts Ltd.<br/>Goodyear Tire &amp; Rubber Co.<br/>Grove Laboratories Inc.<br/>Hartz Mountain Products<br/>E. Herman Co., Ltd.<br/>Hillcrest Motors<br/>Holt Renfrew Ltd.<br/>Household Finance<br/>Corporation<br/>Hydro-Electric Power<br/>Commission of Ontario<br/>Imperial Oil Limited<br/>Imperial Tobacco Co.<br/>of Canada Ltd.<br/>Dr. Jackson's Foods Ltd.<br/>J. W. Johnson Ltd.<br/>Kellogg's Corn Flakes<br/>Kraft Foods Ltd.</p> | <p>Lambert Pharmacal Co.<br/>Langleys Limited<br/>Lantigen Laboratories Ltd.<br/>G. J. Leibich (Canada) Ltd.<br/>Lever Bros.<br/>Lewis-Howe Co., Ltd.<br/>Liberal Association<br/>London Specialties<br/>Longines-Wittnauer Watch Co.<br/>Lorie Limited<br/>Lyons Engineering Co., Ltd.<br/>Maple Leaf Milling Co., Ltd.<br/>Maple Leaf Gardens<br/>Merck &amp; Co., Ltd.<br/>M.G.M. (Loew's Inc.)<br/>Metropolitan Life Insurance Co.<br/>Miles Laboratories, Inc.<br/>Modern Planned Kitchens Ltd.<br/>Moffat's Ltd.<br/>Monarch Overall<br/>Manufacturing Co.<br/>Montreal Standard<br/>The Musterole Company<br/>Mutual Benefit Health &amp;<br/>Accident Assoc.<br/>MacLean-Hunter Publishing<br/>Co., Ltd.<br/>H. R. MacMillan Sales Ltd.<br/>McCormick's Limited<br/>National Cellulose Co.<br/>National Drug &amp; Chemical Co.<br/>New Dawn Productions Ltd.<br/>John Northway &amp; Sons<br/>Odeon Theatres<br/>Ogilvie Flour Mills<br/>Oneida Community Ltd.<br/>Ontario Department of<br/>Agriculture<br/>Ontario Department of Lands<br/>and Forests<br/>Ontario Fruit and Vegetable<br/>Growers Assoc.<br/>Orange Crush Co.<br/>Palmer's Ltd.<br/>Panther Rubber Co., Ltd.<br/>Pascoe's Ltd.<br/>People's Credit Jewelers<br/>Pinex Company<br/>Pinegrove Amusement Co., Ltd.<br/>Potter Drug &amp; Chemical Corp'n.<br/>Proctor &amp; Gamble Co., Ltd.<br/>Progressive Conservative Assoc.<br/>Promenade Music Centre<br/>Prudential Insurance Co.<br/>Pryal and Nye</p> | <p>Puddicombe Motors Ltd.<br/>Quaker Oats Co. of Canada Ltd.<br/>Charles E. Rea Ltd.<br/>Readers Digest<br/>Reliance Chemicals Ltd.<br/>Reliance Shoe Co.<br/>Ridpath Ltd.<br/>Harold F. Ritchie &amp; Co.<br/>Royal Winter Fair<br/>St. Lawrence Starch Co., Ltd.<br/>Salada Tea Co. of Canada Ltd.<br/>Saturday Evening Post<br/>Savarin Hotel<br/>J. M. Schneider Ltd.<br/>Scott &amp; Bowne (Canada) Ltd.<br/>Shell Oil Co. of Canada Ltd.<br/>Shirriff's Limited<br/>Robert Simpson Co.<br/>Smith Bros. Inc.<br/>Socony Vacuum Oil Co.<br/>of Canada Ltd.<br/>Stafford-Miller of Canada Ltd.<br/>Standard Brands Limited<br/>Sterling Drug Co.<br/>Stetson Hats<br/>Stokely-Van Camp of Canada<br/>Ltd.<br/>Suchard (Canada) Ltd.<br/>Supertest Petroleum Co., Ltd.<br/>Swift Canadian Co., Ltd.<br/>G. T. Tamblyn Ltd.<br/>Taplin Shoe Store<br/>Tea Bureau<br/>Templeton's<br/>Toronto Book Publishers<br/>Toronto Fuels Ltd.<br/>Toronto Globe &amp; Mail<br/>Toronto Milk Distributors<br/>Assoc.<br/>Toronto Motor Car Ltd.<br/>Toronto Star<br/>Toronto Telegram<br/>Toronto Watch Hospital<br/>Trans-Canada Airlines<br/>Trull Funeral Home<br/>Tuckett Limited<br/>Henry K. Wampole &amp; Co., Ltd.<br/>A. 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|--|---|---|---|

● Success story—that's the common bond that unites these companies under the CFRB banner. Their success is no coincidence—nor is the fact that with one accord they have chosen CFRB as the medium for their radio advertising. The above list of names represents industrial giants of today and tomorrow. Part of their success they owe to wise investment. And when it comes to advertising, they invest their dollars where they'll get the biggest returns. **THEY KNOW THAT CFRB OFFERS THEM MORE LISTENERS PER DOLLAR THAN ANY OTHER STATION IN ONTARIO.**

CFRB—four letters that spell Canada's Foremost Radio Buy.

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YOUR No. 1 BUY IN CANADA'S No. 1 MARKET