

CANADIAN BROADCASTER AND TELESCREEN

Vol. 9, No. 5.

TORONTO, ONTARIO

March 8th, 1950

MOVE STUDIOS TO STORE WINDOW

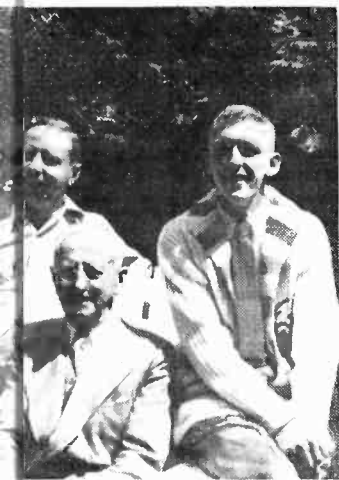


Toronto.—In a two weeks' drive to assist in the fight against polio, CHUM, with the co-operation and blessing of the S. S. George Co., moved its entire broadcast activities into the window of Kresge's head store here last month. From dawn to dusk, CHUM members squeezed themselves into the narrow "studio" for a fortnight and carried on the program as usual, while an estimated 100,000 curious pedestrians crowded around for a second look.

Donations from listeners and spectators came in a steady stream and were placed in a glass tube in the window for all to see while the fund was growing.

Vern Hill is seen reading the news (centre) in the picture above, while Leigh Stubbs, CHUM program director, and announcer John Cleary hold a card announcing what is on the air. On the right of the window is Phil Stone, station sport director, and engineer Mel Lovell.

FATHER AND SON ACT



They are hockey's Messrs. Hewitt, three generations of them: in the middle, Grandpa Billy, secretary of the OHA and CAHA; at left, Father Foster; and at right, Billy, Jr.

Toronto.—The Hewitts—father Foster and son, Billy—competed for hockey fan audience last week when each in one corner of the Maple Leaf Gardens broadcast booth did his own interpretation of the Barrie and Toronto (St. Michael's) OHA play-off.

Young Billy, now 20, has been sitting in with the old man on Young Canada Night NHL broadcasts since he was eight years old, and putting in his two bits worth during second periods. This, however, is the first time they've met in competition, and Pop smiles wryly when you ask him about it and admits he's not sure whether he's overflowing with pride for his pocket edition or feeling a bit shelved.

Foster's CKEY broadcast was for CCM, while Billy's voice was heard over CKBB, Barrie, where he is a member of the announce staff.

URGE B.C. GOVERNMENT USE RADIO

Vancouver.—A sales presentation with which the B.C. Association of Broadcasters plans to urge the provincial government to make greater use of radio time, was the feature discussion at the annual meeting of the BCAB here.

F. H. "Tiny" Elphicke of CKWX, chairman of the association's sales committee, demonstrated the proposed pitch, which he prepared with the help of Bill Rea of CKNW and M. V. Chestnut of CJVI.

The presentation is designed for use, with variations, with various types of clients, but members had the government primarily in mind as they commented on the committee's first draft.

As a basis, Elphicke suggested the association aim at getting government business to the tune of a quarter hour once a week and a daily spot on every station in the province.

An important aspect of the discussion centred round the problem of a valid basis of comparison between newspaper space and air time.

A pitch to the government would have to be argued with the help of comparisons to the value of newspaper space, it was pointed out, since that was the medium with which officials would be familiar.

It was thought that the comparison of one hour to one page could not necessarily be made to stick, as it was an arbitrary relationship at best. George Chandler of CJOR suggested that the most valid argument was between the number of effective words obtainable in a quarter hour, say, as compared to a quarter page.

Elphicke said he thought an important part of the pitch was that it would be based on radio homes figures for B.C. alone, with a chart setting out growth from this point of view in the past five years.

Prior to his address, Elphicke was elected president of the BCAB, succeeding George Chandler who had held the office since the association was founded two and one half years ago.

Bill Rea, of CKNW, New Westminster, was named vice-president and Jack Pilling, of CHWK, Chilliwack, new director.

Elphicke emphasized that although for convenience officers of the BCAB usually were from coast stations, the up-country outlets were just as important to the organization's success.

Out-of-town members attending were Jack Pilling, of CHWK, Chilliwack; Jim Browne and Jim Browne, Jr., of CKOV, Kelowna; Joan Orr, of CHUB, Nanaimo; Charles Pitt, of CJIB, Vernon;

M. V. Chestnut, of CJVI, Victoria; Dave Armstrong and Gordon Reid, of CKDA, Victoria; John Loader, of CJAT, Trail; Walter Harwood, of CFJC, Kamloops, and Chuck Rudd, of CJAV, Port Alberni.

The association voted a grant to the University of B.C. Radio Society for the purchase of tape-recording equipment.

Stations here have consistently supported the activities of the UBC group, and several graduates have moved into radio jobs since leaving university.

Local reps and agency men attended a luncheon given by the association and also a film on TV put on by Canadian General Electric.

CBC Cries Poor

Ottawa.—"Because of swollen costs, the Corporation will have to reduce drastically its services and program standards unless its revenue basis is changed," according to the foreword to the Annual Report of the CBC for the fiscal year ended March 31, 1949, which shows a deficit, after depreciation, of approximately \$44,000.00.

"Reductions would have to include the cutting down of some program services, dropping of the quality of the programs, less use of Canadian talent and the elimination of network coverage in some areas," the foreword continues.

Turndown Irks

Vancouver.—Civic and industrial leaders in North Vancouver have voiced vehement protests against the turndown by the CBC Board of Governors of Gibson Bros.' application for a broadcast licence.

They reject the argument that, as the CBC put it, "the Vancouver area cannot support an additional broadcasting station without adversely affecting the standard of broadcast programming by existing Vancouver stations."

Gibsons' station was to be a 250-watt operation on 1230 kilocycles.

The area is already served by five stations, the CBC pointed out in rejecting the application. Several of them, according to the CBC, filed briefs objecting to the proposed new outlet.

The North Vancouver Business Association will ask the CBC how it arrived at the decision that the area could not support another station. North Vancouver is a suburb of 30,000 people, across the harbor from the city proper, and has large shipyards and other industries.

Now CKTB

at the choice

'620'

spot on the dial

\$90,000. transmitter

opened February 21st, in the heart of the most populous area of the rich Niagara district, is putting five times the signal strength into the cities of St. Catharines, Welland and Niagara Falls.

★ ST. CATHARINES

9 MILES



120,599 URBAN POPULATION

within 9 miles of CKTB's 1000-watt transmitter
PLUS the most prosperous farm area in Canada

A population of 2,000,000

lies within our .5 millivolt contour, if you're interested in geography and big figures. Frankly, we're not. No sir! Serving, and selling for you, the 200,000 people of the Niagara Peninsula, our home market, is our special job . . . and we do THAT in a way no other station, nor combination of stations can touch.

Now, with concentrated power and new, convenient 620 spot on the dial, we'll have an even more interesting story to tell. New coverage maps and data soon. In the meantime our reps, National Broadcast Sales and Joseph Hershey McGillvra will keep you posted on the new, improved CKTB.

Your Niagara District Station

CKTB NOW 620 ON YOUR DIAL

ST. CATHARINES, ONTARIO

AGENCIES

WOODHOUSE & HAWKINS

Toronto. — Puddicombe Motors Ltd. started a 15-minute Sunday afternoon musical show March 5 over CFRB, Toronto, for a run of 26 weeks.

Maier Shoe Stores has added CKBB, Barrie, to its *Double or Nothing* series, making a total of nine Ontario stations.

Same sponsor has also added CKWS, Kingston, to its half hour *All Star Western Theatre* program for a total of seven Ontario stations.

■ ■ ■

RUSSELL T. KELLEY

Toronto. — Toronto Motor Car Company returns the *19th Hole* to CFRB, Toronto, March 10, for the second season. Dave Price will again conduct the golf forum and will interview prominent players. The 15-minute program is on a once-a-week basis until May when it is upped to two for the summer months.

■ ■ ■

HAROLD F. STANFIELD

Montreal. — Thomas Supply & Equipment Ltd. has started a 13-week series of spot announcements over a number of stations coast to coast advertising its permanent wave solution, Zotoz.

■ ■ ■

O'BRIEN ADVERTISING

Vancouver.—Jordan Rug Company has a two-month spot announcement series under way over CKNW, New Westminster, advertising Oriental rugs.

F. H. HAYHURST

Toronto. — British Ceramic Crystal (Canada) Ltd. breaks the television field with a two-a-week live participating portion of *Shoppers' Guide* currently heard over WBEN-TV, Buffalo for a run of 13 weeks, advertising Shelley English China.

Canadian Cannery Ltd.

started the three-a-week five-minute *Chats About Children* featuring Janet Williams over stations between CFCY, C. Lottetown and CKNW, New Westminster. The transcribed series has been scheduled until the end of May and advertises Aylmer Baby Foods.

■ ■ ■

COCKFIELD BROWN

Vancouver. — Toronto Weekly has scheduled an announcement campaign over CKNW, New Westminster.

■ ■ ■

YOUNG RUBICAM

Toronto.—Goodyear Tire & Rubber Co. Ltd. has taken over summer sponsorship of the 15-minute five-a-week *Farm Broadcast* of March 1, featuring Rex F. over CFRB, Toronto.

■ ■ ■

AGENCY SWITCH

Toronto.—Stuart Smith, former Toronto manager of Canadian Advertising Agency Ltd., has joined the local office of Jan Lovick & Co. Ltd. Smith was one time Toronto manager of Young & Rubicam Ltd.

Irvin Teitel moves into the managerial spot at Canadian Advertising after two years of account work and copy-writing with company.

THE STORY ABOUT RED DEER

Red Deer is one of the Alberta points to watch

The city with the interesting past has a very promising future.

Strategically situated mid-way between Calgary and Edmonton, it is in an ideal location to take advantage of the current trend to decentralize industry.

On many occasions in recent months Red Deer has been cited as an up-and-coming industrial centre and faith in its future has been expressed by the Dominion itself in announcement from Ottawa that it is going ahead with a \$361,000 federal building.

Apart from its location and facilities, Red Deer is well able to take care of continued growth, for it is centre of one of the most lush mixed farming areas in the province.

Then, too, it is hub of a new highway into the Nordegg country of the foothills to the west. Completion of the highway will tap rich natural resources of timber and coal for Red Deer's benefit.

It is expected the highway will continue west from Nordegg into the mountains to join the Banff-Jasper route, and if that happens Red Deer will find itself in a class with Edmonton and Calgary as a jumping off place for the summer mountain tourist trade.

All told, Red Deer is out front as another good place to live in a good province.

—Edmonton Bulletin.

The Source of Information

CKRD

RED DEER, ALTA.

RADIO REPS. IN CANADA — ADAM YOUNG IN U.S.A.

PEOPLE

Man With A Purpose



Arthur Helps

...gave him the key to the city.

...they told Arthur Helps that an hour is too long for a radio program, and that talks don't go well with listeners, so this young man in the B.C. Attorney-General's Department set out to prove they were wrong.

...this was November 5, 1943 (Guy Fawkes Day and Helps' 31st birthday), the day when CJOR, Vancouver, aired the first of the weekly "Town Meeting in Canada." Today, Helps, who titles himself the program's moderator, has 22 private stations carrying the program, with more biting all the time.

...Town Meeting in Canada" is incorporated as a non-profit educational institution, dedicated to the "promotion of tolerance, justice and reason, through an informed public." Financially it is maintained by the radio stations which subscribe a fraction of their air rate for the privilege of carrying the show.

...the program runs as a year-round one hour forum for the discussion of all subjects of national interest. Crediting CJOR for its original belief in the idea, Helps, who now operates full time with an office and two assistants in Vancouver, claims his brainchild has now become a national institution, and hopes his programs

will eventually be heard everywhere.

In 1948, he won the top award for "programs presenting public issues" of the Institute for Education by Radio at Columbus, Ohio. Owen Sound gave him the key to the city. He claims ratings better than double those stacked up by network forums, in areas where his show is heard. Among big names that have debated contentious topics on his program are: Msgr. Henri Levesque (now sitting on the Massey Commission), Senators Gray Turgeon and the late Gerry McGeer; B.C. Attorney-General Gordon Wismer (his old boss); John Diefenbaker, M.P.; Tim Buck; John Kylie, president of the Milwaukee Railroad.

...

Originated as a rule over CJOR, Vancouver, except when they are on the road, programs are recorded, and discs sent out to subscribing stations. Helps is currently in the east on a tour.

Right before Christmas they covered the west coast, originating programs from Port Alberni, Victoria, Powell River (all in B.C.); Bellingham, Wash.; then back to B.C. for Prince George and Dawson Creek; then to Grande Prairie, Edmonton and Wetaskiwin, Alta.; then back to Mission and Vancouver, B.C.

Since Christmas "Town Meeting in Canada" has appeared in International Falls, Minn., being broadcast from Fort Frances. It has also appeared in Owen Sound and Kitchener, Ont.

Scheduled for appearances in the immediate future are Truro, where CKCL and the local Board of Trade have leased the Capitol Theatre, and St. John's, Newfoundland, where the program is regularly carried, under local sponsorship, by VOCM.

POSITION WANTED

EXPERIENCED TECHNICIAN—control room, remotes, transmitter operating and preventive maintenance. Experience as chief engineer 250 watts. Graduate of Technical School. At present studying Capitol Radio Engineering Course. Young, single, good references.

Box A-45
Canadian Broadcaster & Telescreen
163 1/2 Church St., Toronto

DID YOU KNOW?

That CKCL's audience is a loyal, listening audience? Recently, a single 5 1/2-hour broadcast, with a personal appeal to listeners from CKCL, netted over \$5,000.00 for the "March of Dimes." That same listening audience is available for your sales message over CKCL. The men who KNOW—over 150 local advertisers — are getting consistently high results from CKCL.

CKCL

TRURO BROADCASTING CO. LTD.

J. A. MANNING
Manager

WM. WRIGHT, Representative
Toronto and Montreal

Do You Know

CENTRAL ONTARIO'S RICHEST MARKET?

	Population	Payroll
CITY A	18,283	\$5,853,800
CITY B	23,000	\$8,225,830
CITY C	31,869	\$7,721,000
OSHAWA	28,552	\$11,139,600

Would You Like TO REACH THIS LUSH MARKET?

LOOK AT THESE E-H RATINGS
12.00-2.00 P.M. MON. THRU' SAT.

TORONTO — NETWORK STN. A —	4.7
TORONTO — NETWORK STN. B —	4.2
TORONTO — INDEPENDENT STN. —	5.6
OSHAWA — CKLB —	17.7

Ask Jim Alexander

About the biggest little station in the nation powered by radio know-how.



AL COLLINS General Manager	MICHAEL HOPKINS Manager	JACK THOMPSON Commercial Manager
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'Twas the week before Christmas the proprietor of the St. George Food Shop was in a dither. 2,000 turkeys ordered for the Christmas trade were so large that customers wouldn't buy. No kidding—they weighed from 18-26 pounds with Monctonians owning only 10-16 pound ovens.

Could Lionel of CKCW do anything for him? Lionel could and DID!

A spot campaign announcing an opportunity to buy HALF A TURKEY did the trick. 2,000 turkeys sold in five days; the majority in half-orders. Ordinarily, Lionel doesn't do things by halves but we made an exception in this case.

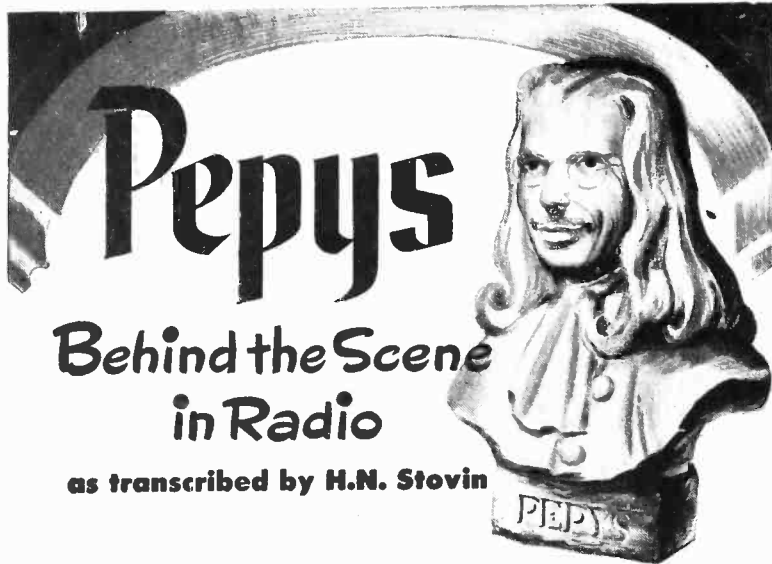
TALKING COLD TURKEY—LIONEL DIDN'T SELL 2,000 BIRDS—HE MADE NEARLY 4,000 SALES IN FIVE DAYS.

CKCW

MONCTON NEW BRUNSWICK

The Hub of the Maritimes

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



But lately returned from a quick trip eastwards, and do find a note from hard-working Pat Freeman, C.A.B.'s Sales Director, chiding us for counting Radio short in our last column. Therein we did quote an authority who referred to the great growth of Radio, and stated that in 30 years this medium had progressed from \$50,000 to \$81 million billings. The figure should have been no less than \$450 millions! The figures being based on United States figures, but the Canadian picture being comparable ● ● ● On my desk a story from George Cromwell at CHSJ in Saint John, N.B., telling that a broker there did package tomatoes four to a box, with cellophane covering. He ordered what he considered a three-months' supply of cartons, then did commence advertising his new style packaged tomatoes over CHSJ. His cartons were used up in five days, representing over a ton of tomatoes, proving Radio's ability to get quick action ● ● ● From Don Laws at CJOR Vancouver another fast action story, when they did get a phone call from a listener who told of a six-year-old boy, recently arrived from England and crippled from birth, who needed a wheelchair. Laws mentioned it on his "Take It Easy" program, promptly received offers of several chairs, but all too big. But that one mention brought in enough money from listeners to buy one new chair of the right size and style ● ● ● Down in New Brunswick CJEM sought assistance for a family whose home was destroyed by fire. Clothing, food, household goods and even a new home were found for the fire sufferers in a matter of hours as listeners responded ● ● ● All of which is what makes Radio so result-producing for action-minded advertisers, too, and a grand business it is to be in ● ● ● Now, in the "new language" — Jeanne d'Arc — 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	CJNB North Battleford
CJBR Rimouski	CJBC Toronto	CFPR Prince Rupert
CKVL Verdun	CJRL Kenora	CJOR Vancouver
CKSF Cornwall	CKY Winnipeg	ZBM Bermuda
CFJM Brockville	CKLW Windsor	TBC Trinidad
CJBQ Belleville	CFAR Flin Flon	VOCM Newfoundland

PANORAMA

Radio Club Is Active

Winnipeg.—Cal Pepler of the CBC has been elected president of the Radio Broadcasters' Club of Winnipeg and St. Boniface.

Other officers are: George Secord, actor, past president; Ken Babb, CKRC, secretary; Dave Darby, CJOB, treasurer; Jack Wells, sports; Ralph Normandeau, CKSB, entertainment. Also elected to the executive were Vaughn Bjerre, CKY and Sam Medson, musicians.

Honorary patrons are: J. O. Blick, R. Couture, L. Garside, J. N. Moggridge and W. A. Speers.

The club was formed three years ago and membership now totals more than 80.

Curling wind-up has been announced for March 15 at the Fort Garry Rink. An official welcome party for radio station CKY will be held during the first week of April.

First annual ball, sponsored by the club, will take place in October of this year. Committees are also working on variety and radio talent shows.

Luncheon meetings are planned once every three weeks and plans call for guest speakers to be present.

■ ■ ■

Big Build For Comic

Winnipeg.—CJOB has another early morning funnyman on its hands. He is Cliff Gardner.

No expense was spared to publicize Gardner's debut on local airplanes. Teaser adds were run for a week before in daily newspapers. In print, underneath a caricature of Gardner, readers were assured that he was neither the prime minister nor the lieutenant-governor. The final day saw a large splashy ad outlining the wondrous talents of Cliff and what listeners had in store if they twisted their dials in the general direction of CJOB soon after sunrise each morning.

Several days after Cliff took to the air the station cooked up a gag to have a mysterious blast do away with him. Part way through his program an explosion took place and Cliff was heard no more that morning. The station's switchboard was flooded with calls wanting to know what had happened. From all this the station decided Cliff had a few listeners.

IN EDMONTON CENTRE OF GIGANTIC OIL BOOM! CJCA

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.



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



HEAD OFFICE 231 St. James Street MONTREAL

CANADIAN BROADCASTER AND TELESCREEN

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Editor: RICHARD G. LEWIS
Business Manager: ARTHUR C. BENSON
Art Editor: GREY HARKLEY
Editorial Assistant: THOMAS C. BRIGGS
Research Consultant: G. E. RUTTER

Correspondents	
Toronto	Eida Hope
Ottawa	Stan Conder
Montreal	Walter Dales
Winnipeg	Dave Adams
Vancouver	Bob Francis
New York	Richard Young



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March 8th, 1950

What Do They Want?

On the eve of the CAB Convention, might be—is in fact—pertinent to look back and see what was done when the broadcasters' Association met at St. Andrews-by-the-Sea last June.

The main resolution passed last year urged that a regulatory body, independent of both CBC and CAB, be set up, and that the CBC's commercial activities be brought to an end.

In its presentations to the Massey Commission, individual member stations of the CAB, and the CAB management itself, have put up a strong plea for the establishment of the independent regulatory body. It does not, however, appear to have been deemed expedient to pursue the second part of the resolution which purported to seek an end of the CBC's operation in the commercial field.

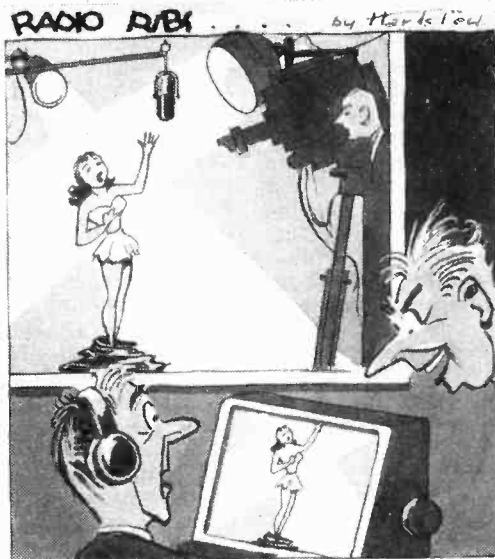
We fully realize the prodigious problem faced by the CAB in appearing before Royal Commissions and elsewhere as the voice of the united private broadcasters. We do feel, however, that by recording resolutions and not actually implementing them a situation results which must be as confusing to the Commission as it is to the broadcasters themselves.

It is to be earnestly hoped, therefore, that out of the 1950 Convention will come a clear statement of what the broadcasters are seeking from the Commission. It is, as we see it, vitally important that they not only continue relentlessly to pursue the quest for the regulatory body, but also that they define, in plain English, exactly what format they want this "body" to assume, and outline what they consider are the duties and functions it should perform.

Through the years during which the CAB has been struggling for the freedom it believes is its right there has been one frequent criticism which we believe is a just one. That criticism is: "Precisely what do they want?" Cannot the 1950 Convention supply the answer?

Stop Payment

The complaint contained in the annual report of the CBC to the effect that it cannot balance its budget is one with which, in this day of rising costs and perhaps sometimes diminishing returns, we can most of us sympathize. But the CBC's returns do not appear to be diminishing. Under similar circum-



"Don't say a word! She may get a fan letter."

stances private businesses meet such situations by cutting budgets and curtailing expenses. But the CBC goes wailing to the government for more public funds with the threat that if it doesn't get them it will have to curtail its services.

Before Parliament makes the CBC any further grants, it should investigate the tremendous and costly machine which it has allowed to grow up to administer the national broadcasting system.

We are not advocating cuts in costs of sustaining programs which are the only justification for the CBC's continued existence. We do, however, believe that the organization is top heavy on the executive and administrative levels and that before consenting to an increase of the taxpayer's burden, the Massey Commission and the forthcoming Parliamentary Committee should make an exhaustive survey along these lines.

There is another kind of spending which we believe is also unnecessary, and this is in advertising.

The CBC is the people of Canada. So we have the peculiar situation where the people are spending their own money urging themselves to listen to their own radio programs.

If such a procedure is necessary to secure an audience—and we do not believe that it is—then the CBC must be failing in accomplishing the fulfilment of the people's cultural needs and desires and should be wound up. Possibly it is necessary for it to keep listeners

posted on the broadcast times of its programs and other projects in a purely informational way. But for this purpose it has its own radio stations and access to all the others.

The CBC has been a remittance man too long, and it is time its operation was closely screened before it gets another cheque.

Can Art And Music Find New Patrons?

Last night, as on every Friday night for some time past, listeners to CFAC and CBX heard a program of fine music, played by the Toronto Symphony Orchestra and carried on the CBC Trans-Canada network under the sponsorship of the Robert Simpson Company, Ltd.

As usual, the quality of the selections and the performance was high. As usual, too, there was very little in the way of commercials; what was said on behalf of the sponsor was brief and in excellent taste.

We do not know to what extent these Toronto "Pops" concerts help the Robert Simpson Company to sell merchandise. What we do know is that they are an excellent contribution to good music in Canada and a good example of how great corporations can encourage the arts.

It is easy to forget that much of the world's great art was produced under the stimulus of support from wealthy patrons. Michaelangelo did his greatest work on behalf of rich Italian citizens or the Vatican. Beethoven was patronized by a number of German princes. Handel owed much to the House of Hanover.

Few private citizens today are wealthy enough to be patrons on a large scale; taxation and the expenses of maintaining living standards do not leave them enough to spare. And while romantics may argue that the greatest symphonies are written in garrets, the facts simply do not support them.

If we are to develop an artistic movement in Canada which is genuinely Canadian, patronage in some form will have to come from somewhere—as the evidence before the Massey Commission has shown clearly enough.

We do not believe it can come from the state or, directly, from the CBC, which is an instrument of state. State assistance, in the long run, means state control; and the evidence denies that a virile culture can thrive in the deadening soil of statism.

On the other hand, the Toronto "Pops" series seems to us to supply one of the answers. It is sponsored by a private concern which is still free to do as it pleases with its money, and the question of control does not arise.

The series does two things: it brings good music to Canadian homes and it helps to maintain the only first-class symphony orchestra in Canada. These are notable services for the benefit of our national culture, and as such they deserve praise. It may well be that the great corporations of the Twentieth Century must inherit the duties of the great patrons of the past.

—Calgary Herald.



"Good morning—have you a minute for Jos. Hardy? My message is short and to the point—Don't undersell Quebec Market No. 2 in your planning—Quebec is a province with a future. Industry has been surging ahead in recent years — indications are that the boom will continue. For instance, look at the growth of manufacturing output alone! In 1935, \$770 million. In 1945, \$2½ billion, and climbing steadily each year. Tell your story to Quebec Market No. 2, where there is money to spend. Radio is not only the cheapest and most effective medium — in some parts it is the only medium. Ask Jos. Hardy."

For any information on QUEBEC MARKET No. 2

or

"TRANS-QUEBEC" Radio Group Telephone, Wire or Write to:

JOS. A. HARDY & CO. LTD.

Montreal — Quebec — Toronto Representing

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

Over The Desk

Publicity is quite a thing. With this sage remark, I should like to comment upon the Toronto situation where two daily newspapers have been forced by public opinion, presumably over their own dead bodies, to employ columnists to write for them regularly, on the radio topic. The two we have in mind are Bob Kesten of The Telegram and Gordon Sinclair of The Star.

First let it be said that the public is definitely reading these columns, and, by public, I am not referring to the eager beavers of the Airialto, who grab each issue avidly, to see if they have been maligned, and secretly hope they have. I mean John Q. (Forgotten Man) Public, who is at long last being treated to a little of the inside dope on the broadcasting world, information which, I blush to say, radio's own inside dopes have been significantly unable to dispense.

For this reason alone, radio's hat should be off to the columnists and newspapers hereabouts (and elsewhere too for that matter) who, with good grace or bad, are doing radio a service in spite of itself.

But the industry isn't happy.

Toronto's talent claims bitterly, and not without unconscious humor, that Kesten has his hat in the ring for any radio assignment that's going. (He is cur-



rently scripting "Canadian Cavalcade," doing a CFRB daily "Lunch Date With Kesten," his weekly "Sportsman's Show" on the network, and "Safety Clinic" on CJBC. This is in addition to his columns in The Telegram and New Liberty.) Sinclair's "News at Noon" irks other news men, especially when he blithely admits that there is only one good newscast—his own.

I've even heard it said that these men go out bright and early of a Monday morning to snipe for the jobs of the guys they panned in their Saturday columns. Just what those artists who can read and write would do if word got around that one of the newspapers might be induced to change columnists has not been disclosed.

Prize incident was when CFRB's Gordon Cook retorted to Sinclair's charge that he (Cook) repeated the same items on successive newscasts by dubbing Sinclair

"the only newscaster with a built-in press agent." Aired comments on personal habits and appearance of these critics are vindictive, irrelevant and unfunny.

Personally I feel that out of it all radio is getting more and better publicity, while talent is being forced to brace itself against keener competition, all of which is to the good.

Has anyone a spot on the air for another columnist?

A bit of puffery is the best description you can think of for an article on "The Happy Gang" in Coronet for March, 1950, called "Canada Smiles With The Happy Gang," by Ann Fromer. This astute publisher found that last month's Maclean's Magazine piece on the "Not-So-Happy Gang" got a lot of people talking in a not too kindly manner, so he ups with two pages of sweetness and light with which to lure away Maclean readers who are supposed to be annoyed with the mag because it dealt harshly with their heroes. Oh, well! Messrs. Pearl and Company will like it anyhow.

Britain's deplorable state of no government, following the stalemate elections of last month, shrinks Conservative gains into unimportance and precludes any bragging about my oft-repeated prognostications that the Socialists would win, but with a smaller majority. It is a phenomenal fact, though, and, as such, worthy of repeating, that once Socialist governments get a hold, dislodging them is a major operation, even when their adversaries increase their representation from 201 seats at dissolution to 281 with one still to hear from.

What will happen next is a matter for conjecture, although most people foresee another election in the very near future.

One thing that this continent might take cognizance of and act accordingly, is the fact that it is better to put up a fight against the "ismers" and "ologyites" before they win than after.

Marjorie Chadwick is doing a twice a week daytimer on CFRE called "Knitting School of the Air," in conjunction with Mary Esther (right name N. M. Sturdy), a "top-flight knitting designer." Writes Marjorie: "We put on our first program February 21, and by Saturday morning (25) we had received nearly 200 letters from every part of Ontario . . . most flattering fan mail I've ever had . . . such remarks as 'why hasn't this type of program been on the air long ago?' . . . All the letters asked for one or more of Mary Esther's leaflets (a dime apiece) . . . and our mail is from gals 12 years to 80."

The new voice at CHUM, Toronto, is that of Chuck Cook, the disc-jock who startled Winnipeg and Jack Blick, by announcing that he would throw \$500 out of CJOB's studio window, which he did, only it was stage money, and Blick had to salve injured feelings by giving an equivalent amount of real mazuma to a local charity. Cook left Winnipeg to come east, which he proceeded to do

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 Wright STATIONS

OVER 5 MILES OF LETTERS

Montreal's most popular participating show "Casino de la Chanson", pulled 49,874 letters from 9 programs

HEARD MONDAY THRU FRIDAY OVER **CKAC**

FOR MORE INFORMATION ON THIS SURE-FIRE MERCHANDISER SEE **William Wright** TORONTO

REFORD BUILDING

New Mexico and Lancaster, Pa. Latterly he was at WEBR, Buffalo, and took up his stance as "the friendly station" last week.

Throble - voiced announcers across the country should look to their laurels and larynxes, because the current crop of student announcer-operators will be graduating from the Ryerson School of Broadcasting any time now.

This year's course numbers 26, but three of the students have been placed already. These are Norm Aldred and Ed Hildebrand, who have gone to CFCH, North Bay, and Jim Kunkel, who has joined CHAT, Medicine Hat.

Eric Palin, head of the Ryerson School of Electronics, of which broadcasting is a part, is headed up this department ever since the Ryerson Institute Technology took over the old V.A. (Rehab) School, in which he held the same position. He will be at the CAB Convention at Niagara Falls later in the month, and is always "at home" to broadcasters who want to look over the school and its station, CJRT-AM.

FM

Let's Be Fair About Bus Radio

Toronto.—Putting its editorial approval on recent proposals in some centres to equip public transportation vehicles with radios, "Bus & Truck Transport," a national trade journal for the transport industry, predicted in recent issue that radio receivers will eventually become standard

equipment in most Canadian buses.

Attacking the two most popular arguments against bus radios, that they are an "intrusion upon peace" and that the type of program heard would be "just too awful," the trade journal said that there has been a "lot of loose thinking on this subject." "The critics are considering radio in its lowest terms instead of remembering its better uses," the editorial said, and pointed out that while some programs are "undoubted stinkers . . . there is also a quantity of good music which, in moderate volume, would improve the passage of any journey."

"Today, rush hour travel can be a wearisome and jading experience," Bus & Truck claimed. "When passengers are jammed tight in the aisles while buses inch their way through slow-moving traffic, people are apt to get a feeling of frustration which is neither a good beginning nor a happy ending to a day's work. And although music may not banish this mood altogether, at least it can dull its edge."

"Maybe we should be a little more tolerant in our thinking on this subject," it concluded, "remembering, too, that some of the most vigorous critics of bus radio are those who drive to work in their own private cars — radio equipped."

The editorial, headed "Let's Be Fair About Bus Radio," was said to have been prompted by the recent experiment in Kitchener, Ont., where CFCA-FM and the Public Utilities Commission cooperated to try out a receiver in a trolley coach. The result was that a large majority of the passengers approved the scheme.

"MACOVEE" SAYS:



"The 'OV Appleman'"

"Believe it or not" but — with 2 competitors in the Okanagan Valley CKOV is w-a-y out front!

From E-H Reports:

7-8 a.m.	92.6%
12-1 p.m.	96.3%
5-7 p.m.	93.8%

Ask our All-Canada Man

To cover Kelowna and the Okanagan

buy CKOV - KELOWNA

The Valley's No. 1 Station

**1000 WATTS
970 KC**

CKCH

Selling 80% to 90% of all sets turned on during daytime hours, with 385-167 French people in coverage area of Ottawa, Hull and all or part of 19 surrounding counties.

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
● Joseph Hershey McGillvra
Inc., 366 Madison Ave.,
New York 17.
Telephone Murray-Hill 2-8755



At CKMO

We Don't BRIBE Listeners —

We WIN Friends!

GOOD Music Makes GOOD Listening

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"PIONEER VOICE OF BRITISH COLUMBIA"

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THAT
COUNTS



IT'S

Perfection

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Continuous Radio Audience Measurements Since 1940



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CANADA JOS. A. HARDY & CO. LTD.

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

"LA VOIX DU VIEUX QUÉBEC"



says . . .

HOUSEWIVES WAIT FOR YOU AT 980!

Excerpt from a letter—

"We always listen to your quiz programs—in fact, shopping, etc., is planned so it will not interfere with the times 9.00-9.30 and 11.45 to 12.00."*

WHAT MORE COULD ANY AMBITIOUS TIME-BUYER WANT?

Ask Your All-Canada Man About

CKRM for SASKATCHEWAN

*"What Do You Know?" and "Dial Detective"

VERBATIM

Election Actuality

A CFRB Broadcast by Jack Dennett On His Return from a Five-day Trip to London to Cover the British Elections.

Immediately after the British elections, the leaders of the two main parties took to the country for the weekend. Mr. Churchill and his second in command, Anthony Eden, left London for Mr. Churchill's country home at West-erham, Kent, while the Attlees moved from the worries of No. 10 Downing Street to the country home of Chequers.

Both leaders have plenty to think over in the next few days. With such a close decision, it seems likely that Parliament will be called just long enough to bring forth a budget and after a short time, enough for all parties to get their breath and gather election funds, the issues of Labor vs. Conservatives will again be put to the British people. Coalition still seems impossible and the Liberals, who hold the balance of power, have shown no indication of aiding Mr. Attlee in his hopes for a little larger majority.

We had the pleasure of spending the past week in London, to watch closely the election proceedings and to determine the present condition in Britain in

this over-extended period of post-war austerity.

The Island residents took the election with a grain of salt, the way they take everything else. Except for the large gatherings



Jack Dennett

in Piccadilly and Trafalgar Square, February 23 went without any great show of excitement and only when the battle between Labor and Conservatives threatened to become a dead heat at about 5 o'clock on Friday afternoon, did the usually calm Britishers start to get pepped up to a thrilling finish.

There are few events that will really give cause for excitement and displays of interest in Britain. A couple may be a soccer game or an appearance of the King and Queen, but apart from taking time out to vote—election day is just another day. The reports in London on Friday said Canada and the States were more interested in the election than the British people. The British take their elections seriously but they don't consider it a day of celebration, even if one's party wins. They consider it a day of responsibility toward their country as is evidenced by the extremely heavy vote on Thursday. The ballot was about 83%, a very high percentage.

Britain is still showing the effects of the war. Acres of bombed out areas can be found, if you want to look for them, mainly on the east end around St. Paul's Whitechapel near the Tower and close to the actual square-mile City of London proper.

The people of the old country

Advertisement for CHLT CKTS Sherbrooke, Que. with technical details: (FRENCH) 900 Kc. 1000 Watts (ENGLISH) 1240 Kc. 250 Watts

"Even ELLIOTT-HAYNES admits NOW that CFBC is TOPS in SAINT JOHN

Table comparing CFBC 'A' station ratings: Average night-time rating (6.00-10.00 p.m.), Average percentage listeners (6.00-10.00 p.m.), Average sets in use (January), Average percentage listeners (10.30-12.00 p.m.)

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

Buy CFBC - Saint John

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

Reps.: JAMES L. ALEXANDER, Toronto, Montreal WEED & CO., New York

... carry ration books for candy, sweet biscuits, meat, raisins, gasoline, tea and many items we in Canada enjoy in plenty. In this country it is difficult to realize what a few pounds of butter, a ham or a few tins of meat can do toward lifting a British family out of that ration-starved rut. It gives them a new lease on life. There is plenty to eat in Britain, but the menu is short of all the little luxuries and variety that makes mealtime a period of enjoyment. It's an unpleasant task seen days a week to have either macaroni, rabbit or fish and then roll up with an unappetizing dish of starchy custard or bread pudding. The British people are tolerant and hard-working, but they are also a little over-proud, and although they would hesitate to ask for them, you can be sure that Canadian parcels of their rationed goods are still more than welcome and are appreciated much more than anything you could find.

England is beautiful at this time of year. When I took a stroll through Hyde Park yesterday afternoon children were picking flowers, and some of the early trees were in bud. The new grass has already arrived and the parks and countryside were a brilliant green. The election may be cause for worry, rationing may make life dismal, but when spring comes to Britain, an indescribable something happens to make domestic problems trivial and life really worth while.

If your summer trip is incomplete, Britain can well do with American and Canadian dollars and you'll never regret spending your money in a country where courtesy and kindness are freely dispensed. And to our way of thinking, London is still the greatest and most fascinating city in the world.

We can help to put Britain back on her feet by buying her products and taking advantage of her hospitality.



HELP WANTED

What radio needs is more Henry Morgans to forecast that the weather will be Muggy, with Tuegy, Weggy and Thurgy coming up.

• • •

SIGNS OF TIMES

The way things are going, it isn't government anymore, but government.

• • •

MISSING PERSON

We're still looking for the columnist who wanted to give us a scoop by reviewing Toronto programs for us from Vancouver four hours before they were broadcast.

• • •

ADMONITION

"Don't use such foul language on the phone. I have my children's pictures in my hip pocket."

—Finlay MacDonald.

• • •

DEPT. OF DEFINITIONS

We have to credit Bennett Cerf with the information that the word auditorium is from the Latin audio I hear —taurus, the bull.

• • •

MOOT POINT

A correspondent writes asking: "When radio aims its entertainment at the 12-year-old level, is it thinking of the radio audience or itself?"

• • •

BUDGET BALM

One way the CBC could cut down its deficit would be to sell its "Stage 50" series as a sponsored program to the CCF.

• • •

S. O. S.

Has anyone got a spot for a disc jock who got fired off his job for rattling his script during his ad libs?

• • •

CONVENTION PLUG

See you in the Falls.

HOW TO MAKE A WEAK LINK STRONG

Between Toronto and Montreal—and not covered by their stations—is the rich, well-balanced Eastern Ontario market, including the cities and towns of Kingston, Belleville, Brockville, Picton, Perth and Smiths Falls.

Practically all major advertisers use CKWS, Kingston, successfully to reach this market. If you have a weak link between Toronto and Montreal the facts will prove that CKWS can make that link strong. Ask N.B.S.

CKWS - Kingston

5000 WATTS

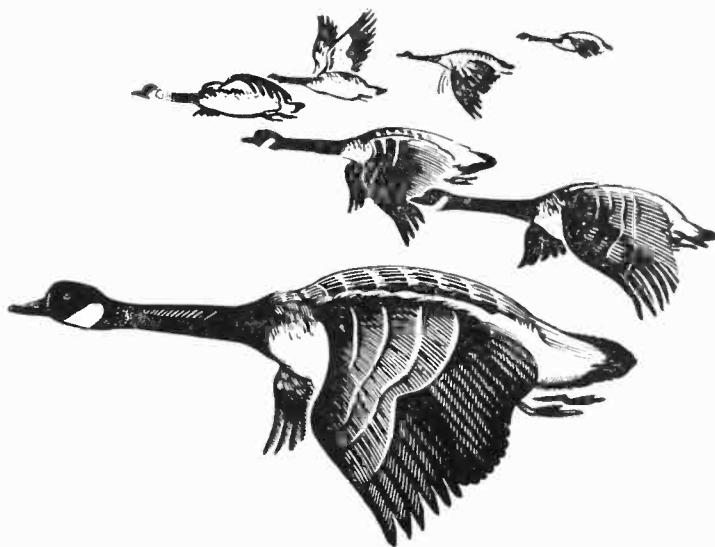
960 KCS.

CKWS - FM

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Ask Radio Representatives, Toronto - Montreal



"THE VOICE OF THE PRAIRIES"



Calgary

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

in
GREATER VANCOUVER
*** MORE PEOPLE LISTEN TO Vancouver's CKWX MUTUAL**
(See Elliott-Haynes Reports)
CONSULT ALL CANADA OR WEED & COMPANY

CANADIAN TELESCREEN

Vol. 3, No. 5.

TV and Screen Supplement

March 8th, 1954

FX IS ON THE WAY

New York.—TV's first cousin, Facsimile, if the Federal Communications Commission puts its approval on proposed rules for multiplex transmission, will become the next broadcasting medium and attain widespread public use "within a year or two," predicted J. V. L. Hogan at a facsimile conference held here last month.

The Hogan Laboratories president pointed out that facsimile, or FX, had come a long way since its infancy before the war and described the latest development, multiplex, which allows an FM broadcaster to transmit regular programs at the same time that FX is being sent out.

The new medium took a crippling back seat after the war, Hogan said, since AM programs were sent simultaneously over FM during the best listening hours, leaving little or no time at all for FX, consequently the public's knowledge and acceptance of it was virtually nil, he said.

In 1949, multiplex came out of the laboratories and solved the need for simultaneous transmission of sound and printed picture, he said. Multiplex, he continued, required a revision of FCC rules and a hearing was held last December by the commission, although a definite decision has yet to come.

...

Hope Gets 40 G's

New York.—Some \$40,000 will be handed over to comedian Bob Hope for his scheduled 90-minute appearance on the Frigidaire Easter Day special TV show, it was announced here last week.

The amount being paid to the funny man is said to be nearly four times as much ever shelled out before for a single program, and marks Hope's first commercial appearance on sight-and-sound.

Costs of other talent, time and network facilities are expected to boost the budget for Frigidaire's one-shot close to the \$100,000 mark. The show is to be relayed by kinescope recording to non-interconnected stations, and wired to stations on the networks.

DEMONSTRATE LOW COST SPOTS

Toronto. — Low-cost animated TV commercials on film were demonstrated by means of 16 mm. sound sequences during Lorne Greene's presentation to the Toronto Advertising and Sales Club here last month.

A series of actual commercials, produced by Spectrolux Television Corporation, New York, were screened in order to demonstrate how such firms as Sunoco, Salada Tea, Canada Dry and others are using the medium at prices said to range from \$30.00 for a 20-second spot to \$725.00 for a one-minute commercial, with full sound and nine scenes.

Gordon Best, of Toronto, inventor of the Spectrolux system of TV animation and director of research for the New York company, says that he is currently eyeing the Canadian market against the time when TV comes to this country. Present idea is to set up a Canadian company which will be prepared to produce Spectrolux commercials for Canadian clients.

The American company operates under Best's U.S. patents, and similar ones have already been issued in Canada with more pending.

Nix TV Home Movies

Chicago. — The authorized 90-day test of Phonevision, a development of Zenith Corporation, whereby owners of specially equipped TV sets can view first-run movies on a reported dollar-per-hour basis, may not even reach the preliminary stage if current difficulties over obtaining films are not solved.

It was reported here last week that the major Hollywood companies would refuse to release new films for showing over Phonevision because they don't consider the system to be economically sound.

Eugene F. McDonald, president of Zenith, claimed that "no film company has refused" to supply pictures for the wired-video system and reported that talks are still going on. The cinema executives declared that they had not given Phonevision a formal refusal since they had not as yet received a definite request for films, but stated that when it does come it will be promptly turned down.

A further reason for shunning the at-home theatre idea, they said, is that regulations of the American Federation of Musicians prohibit the use of new films with music on TV.

TV VISIT

Toronto.—A tour of the WBEN TV studios, conducted by the station's technical director, with emphasis on equipment and technical facilities, has been arranged by RCA during the CAB Convention.

Buses will leave Niagara Falls for Buffalo at 9 a.m. Wednesday, March 29, returning shortly after noon. Invitations are to be sent out, but those interested are asked to contact John Walker at RCA Victor Co. Limited at Montreal or Ken Chisholm at the Toronto office.



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

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CHNW

THE *Only* STATION
THAT COVERS BOTH
HALVES OF THE
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MART KENNEY

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

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

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

Reach it on.....

C J S H - F M

“Lightning that Talks”

WHEN BROADCASTERS, Advertisers and their Agencies meet at Niagara Falls, Ontario, March 27 - 30, accent will be on making Selective Radio do a still better job for its sponsors by the closer co-operation of all concerned.

TO THIS END, we have scheduled for the Thursday morning meeting the Canadian Premier of radio's own film, "Lightning that Talks", the story of selling by radio.

THE AGENDA also includes discussions on the effective use of the medium. Among the many guests will be Maurice Mitchell, director of the Broadcast Advertising Bureau of the National Association of Broadcasters.

HERE IS A CONVENTION YOU CANNOT AFFORD TO MISS. WIRE THE GENERAL BROCK HOTEL, NIAGARA FALLS, ONT. FOR RESERVATIONS NOW, AND RETURN ADVANCE REGISTRATION CARDS TO - - -

CANADIAN ASSOCIATION of BROADCASTERS

108 SPARKS STREET

OTTAWA, ONTARIO



*From Sudbury to Kingston and Peterborough to Strathroy more people listen regularly to **CFRB** than to any other single independent station!*

● Within the confines of the map on this page live approximately 2,714,300 people. Without challenging the excellent local coverage of local stations, it is a fact that more people in Ontario listen regularly to CFRB than to any other single independent station.

The most recent evidence is supplied by a telephone check of 3834 completed calls in the 18 centres shown. The median average regular listenership to CFRB was 66% to the next 38%. The lowest regular listenership to CFRB reported in any of these points was 23% . . . One other 50,000 watt Toronto station had 9%, the other 6%. No other Toronto station showed.

IN CFRB's listening area—an area which includes roughly $\frac{1}{6}$ of Canada's population—are made $\frac{1}{3}$ of all Canada's retail sales!

What does this mean to the advertiser? It means that the homes where CFRB listeners live comprise Canada's richest market!

Do as astute advertisers do. Let the voice of CFRB—the Number One Station in the Number One Market—carry your messages into homes that control $\frac{1}{3}$ of the buying power of Canada!

CFRB 50,000 watts
1010 kc.

REPRESENTATIVES:

United States: Adam J. Young Jr., Inc.
Canada: All Canada Radio Facilities Limit