

CANADIAN BROADCASTER

AND TELESCREEN

Vol. 9, No. 9.

TORONTO, ONTARIO

May 10th, 1950

Singing Scholarships For Singing Stars

Toronto.—For the seventh and eighth consecutive year, York Knitting Mills' *Singing Stars of Tomorrow* program wound up on April 23 with an hour-long concert from the stage of Toronto's Massey Hall, during which five of Canada's finest young vocalists received the congratulations and cash awards which mark the climax of this 26-week competition.

Before over 3,000 people who packed the Hall and the air audiences of 30 Trans-Canada network stations, Hugh Lawson, vice-president of York Knitting Mills, gave away \$3,250, three engraved silver compacts, two gold watches and the traditional handshakes to the excited winners, Lois Marshall, Abramo Carfagnini, Doreen Hulme, Andree Lescot and Pierre Boutet.

Sponsor Lawson said that over 1,000 young Canadian vocalists had auditioned for the program since it began in 1943; 300 of them had made the grade for a broadcast; and 40 had been back on command performances and winners of the various scholarships. Lawson, who stated that his company was proud to have played a part in gaining public acceptance of operatic music and Canadian singers, rang down the curtain with the announcement that the program would not return to the air next season.

The grand award of \$1,000, presented to the contestant receiving the highest marks in two appearances on the program, went to Lois Marshall who won second prize last year. Miss Marshall, first grand award winner to call Toronto her home, has been heard on the last four *Singing Stars* series and recently took leading roles in CBC Opera Company presentations.

The men's first award of \$750 went to Abramo Carfagnini, a Montrealer, whose first attempt at competitive singing proved successful. Carfagnini studied music in New York for two years after the war on a scholarship and now plans further study, with the help of this award, in Italy, where both his parents have followed operatic careers.

Two of the contestants, Doreen Hulme and Andree Lescot, tied for the women's second award of \$500, so a duplicate award was made. Miss Hulme, originally from Sault Ste. Marie and now living and studying in Toronto, appeared last season as a *Singing Stars* semi-finalist. Miss Lescot comes from Montreal and is the daughter of the former President of Haiti. She spends most of



Award winners on the seventh annual series of "Singing Stars of Tomorrow," pictured above, left to right, are: top, Abramo Carfagnini of Montreal, winner of the \$750 men's first award; Pierre Boutet from Quebec City, who received the men's second award of \$500; centre, Doreen Hulme, Sault Ste. Marie, and Andree Lescot, Montreal, co-winners of the women's second prize, with a value of \$500 each; bottom, the grand award scholarship of \$1,000 goes to Lois Marshall after four seasons of competition, presented by the vice-president of York Knitting Mills, Hugh Lawson.

her time studying English and voice, and teaches piano and voice.

Pierre Boutet, from Quebec City, took the second award for men of \$500. He started his singing career after winning a Canadian National Exhibition scholarship, and has since performed with the Mendelssohn Choir of Toronto and in radio and stage operas performed by the CBC Opera Company.

In addition, four honorable mentions, accompanied by \$100 awards, were given to: Marie-Germaine LeBlanc, Moncton; Claire Duchesneau, St. Lambert, Que.; Robert Savoie, Montreal; and Wilfred Reed, Hamilton.

During the past season about 500 young singers were auditioned and screened by an auditioning panel during sessions held in major cities across the country.

Of these, 46 were chosen to sing on the air, with an all-expense trip to Toronto thrown in, in groups of three each week. Nine contestants returned for a second appearance during the three semi-final broadcasts, from which the five winners were chosen.

The panel of judges, which has been responsible for deciding the four (five in the case of a tie) most talented voices for each of the past seven seasons, consists of: Rhynd Jamieson, Vancouver; A. A. Aldrick, Winnipeg; Dr. Healey Willan and Rex Battle, Toronto; and M. Jean Dufresne, Montreal. Rex Battle also serves as the program's musical director and leader of the 33-piece orchestra.

Singing Stars was produced by John Adaskin and handled by Cockfield Brown & Co. Ltd., Toronto.

Four Seek AM Licenses

Ottawa. — Ace hockey broadcaster Foster Hewitt and Ken Parton, former manager of CJGX, Yorkton, are among those who will appear before the CBC to apply for licenses to operate AM stations when the Board meets here May 22 and 23.

John N. Hunt has placed a request with the Board for a 250 watt station on 1230 kc. at Langley Prairie, B.C., while Foster Hewitt is seeking a 250 watt for Toronto to operate on 1400 kc. In addition, the Dauphin Broadcasting Co. Ltd., through Ken Parton, is applying for 250 watts on 1230 kc. for Dauphin, Man., and Harold A. Corning is trying for a license to operate a 250 watt on 1400 kc. at St. Stephen, N.B.

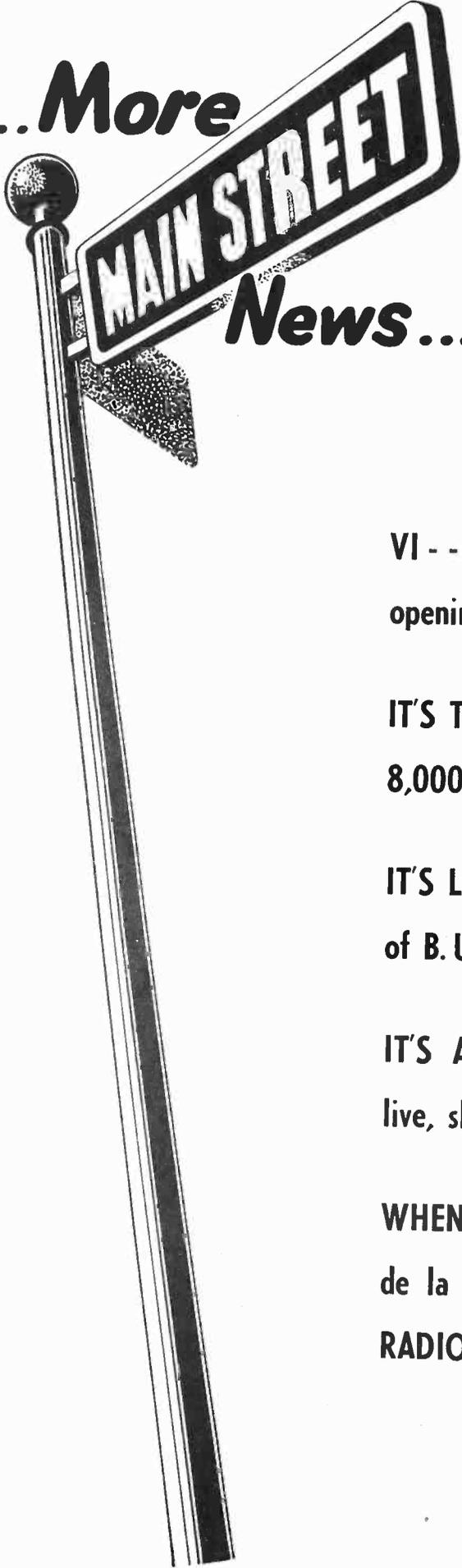
Requests for increases in power to be considered at the meeting come from CHRC, Quebec, for a boost from 5,000 to 10,000 watts on the same frequency, and from George Randall for an increase in power of station CHUB, Nanaimo, B.C., from 250 watts on 1570 kc. to 1000 watts on 1480 kc. CHVC, Niagara Falls, had its increase request postponed from last meeting and is to be considered at this session. The proposed change is from 1,000 to 5,000 watts, daytime only.

Seeking a change in frequency will be CKY, Winnipeg. The change to be discussed during the session is from 1080 kc. to 580 kc. with no change in power.

FRIGON BACK

Ottawa.—Dr. Augustin Frigon, general manager of the CBC, resumed direction of Corporation affairs last week following an absence of several months due to illness.

During this period administrative direction of CBC was carried out by assistant general manager Donald Manson.

...More

News...

VI - - VICTORIA - - is ANOTHER RADIO NEWS BUREAU opening this month of May for BRITISH UNITED PRESS.

IT'S THE SIXTH regional news bureau added to B. U. P. 's 8,000-mile leased wire system in twelve months.

IT'S LOCATED IN A RADIO STATION (CKDA) like eleven of B. U. P. 's nineteen Canadian news centres.

IT'S ANOTHER RADIO REPORTER for the people who live, shop and LISTEN... on the Main Streets of Canada.

WHEN NEWS HAPPENS ON MAIN STREET or La Rue de la Paix, B. U. P. covers it for RADIO... writes it for RADIO... and moves it at RADIO'S OWN TEMPO.

Today's NEWS in news is B.U.P!

CBC

Take Ten Ohio Awards

Columbus, Ohio.—The Canadian Broadcasting Corporation, repeating its performance of last year, and judges cite 10 of its programs during this year's American Exhibition of Educational Programs at Ohio State University. Results of the competition, announced last week, showed the CBC, competing with the four major U.S. networks, in second place behind NBC, which received five of the 37 awards issued.

In addition, the CBC and the Ontario Department of Education won a joint first award for a national school broadcast. Honorable mentions went to the Toronto Junior League, for a broadcast over CBL, Toronto, and to the British Columbia Department of Education, in conjunction with the CBC, for another regional school program.

In the drama field the *Stage* series was praised by the judges for its "admirable choice of subjects with a willingness to include original material; for the ease and robust texture of the writing; and for the notable quality of its musical backgrounds." A special award was made for *Wednesday Night* programs, which were termed "courageous experiments with radio themes, techniques and writing" by the adjudicators.

Public affairs programming won two firsts for Canadian network radio: *In Search of Citizens* took one for "the originality and fundamental values inherent in the series" as did a parallel program, *In Search of Ourselves* for "provocative approach to problems of mental hygiene."

Cuckoo Clock House, produced in co-operation with the Canadian Federation of Home and School, qualified for top honors in the children's program category, while an honorable mention went to the Mary Grannan series, *Maggie Muggins*.

Other honorable mentions were awarded to the CBC series *Cross Section* for "an honest and direct approach to contemporary Canadian problems of living and for the single-mindedness of purpose

in the intelligent utilization of a variety of radio techniques."

National school broadcast awards to CBC were for a series called *This is Newfoundland*, for "making learning an exciting business"; and for *Children of the Commonwealth*, presenting a picture of life in other lands.

The CBC shared with the Ontario Department of Education a first award for a school broadcast called *Children of Other Lands*, and with the British Columbia Department of Education an honorable mention for *My Neighbor and Me*, lauded as "radio performing a unique service for the classroom teacher in the field of human relations, where help is desperately needed."



The Junior League of Toronto, co-winners with the CBC of another honorable mention, received plaudits for the *Sounds Fun* series, heard regionally over CBL, Toronto.

A special commendation in the religious programs classification also went to the CBC for a national series entitled *Stories from the Bible*. The judges found it "conspicuous in filling a long-standing need for a religious program designed for children."

A program heard nationally both in the U.S. and Canada, *Memo from Lake Success*, was considered by the judges deserving of a special award in the public affairs division. It is produced by United Nations Radio and carried by CBS and CBC networks.



Name Contest Winners

Montreal.—Winners of the *Nos Futures Etoiles* singing contest, June Marie Kowalchuk and William Blaine Williams, were presented with \$500 cash awards and given a 26-week engagement with the CBC by Dr. Augustin Frigon, CBC general manager.

The ceremony took place during the *Nos Futures Etoiles* program, a sustainer on the CBC French network, here last week. Miss Kowalchuk, of Regina and Williams, from Hamilton, came out on top over some 700 candidates from eight provinces who were auditioned for entry in the contest.



The
MAIL RESPONSE
is Really
TERRIFIC

at

CKSF AND CKSF-FM CORNWALL

Here Are Some Samples

- **MOTHER PARKER'S MUSICAL MYSTERIES** — 2,281 letters in 3 days! (April 24-25-26, 1950)
- **HOUSEWIVES HARMONY** — Locally produced record request program 200 - 300 requests per week! (Since Feb. 1, 1950)
- **CONTINENTAL REVIEW** — Bilingual mid-morning show (no give-aways or contests) Over 200 letters per week!

WE HAVE A SUCCESS STORY TO FIT YOUR ADVERTISING NEEDS

Write us or contact Horace N. Stovin and Co. (Canada)
J. H. McGillvra (U.S.A.)

BEST MAN

Why Lionel!

When the owners of an exclusive Ladies' Wear Store chose Lionel to advertise "June Bride" fineries—they considered that 10 or 15 good sales would prove the value of radio spot announcements.

Within two weeks, thirty-seven separate bridal groups ordered complete ensembles for the great day with dozens of "potentials" being listed. Lionel works that way — always exceeding the sponsor's expectation. And no wonder, for CKCW listeners are a buying group.

This ready-made audience is waiting to hear your sales message and act upon it. Contact Horace N. today, and have your radio advertising "LIONELIZED" for increased sales and greater profits.



CKCW

MONCTON NEW BRUNSWICK

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



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

You Must Cover The Quebec Market
YOU DO COVER IT WITH

CHRC

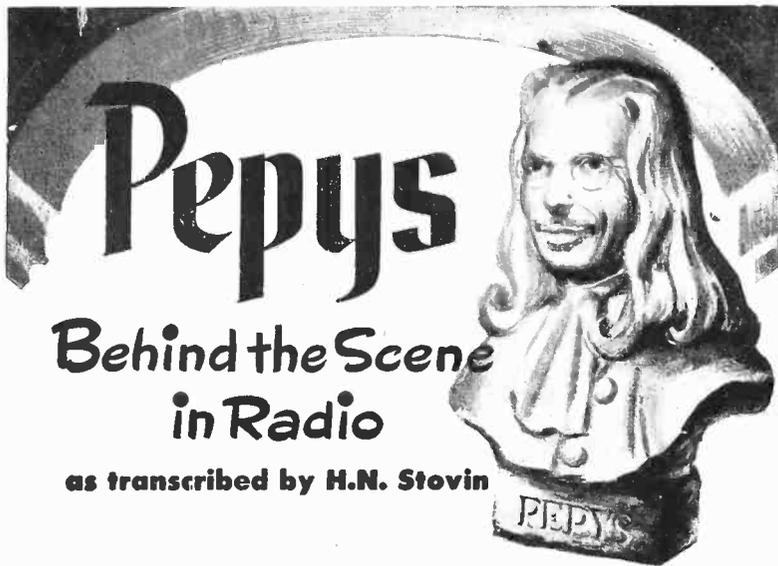
"THE VOICE OF INDUSTRIAL QUEBEC"

Representatives

CANADA
JOS A. HARDY & CO. LTD.

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

"LA VOIX DU VIEUX QUEBEC"



Did, in my visits to the coffee houses of this day, rejoice publicly that the prophets of gloom have again been proved wrong, in that, according to Graham Towers, Governor of the Bank of Canada, trade in Canada has never been better than now, due in no small part to the huge sales of automobiles and other heavy goods ● ● ● Too many advertisers who have seen Radio move food-stuffs and soap off the shelves do forget that Radio can move capital goods, too. Thousands of garagemen and hardware merchants know Radio can do that kind of a job, and so do some national advertisers ● ● ● Take, for example, the success of the John Deere Dealers' Program, on eight stations in Manitoba and Saskatchewan, and now in the second quarter of its second year. From cultivators and plows up to tractors, dealers have found Radio a powerful stimulant to the demand and sale for the high-quality farm implements and equipment manufactured by the John Deere Company ● ● ● Besides promoting the sale of such goods well in advance of seasonal needs, this program has constantly taught the farmer to realize that his John Deere dealer is "a good man to know." A survey was conducted in Manitoba and Saskatchewan after this had been done for seven months. Ninety per cent of all who replied did correctly name their John Deere dealer, and seventy-two per cent did state they had dealt personally with him ● ● ● Do fall to moralizing, with good reason, that Radio has thusly proved it can sell both capital merchandise and personal relations; and that the success of Radio depends, not so much on the task it is asked to do, as on the faith of the user — and him it will repay in full measure.

AGENCIES

AGENCY REORGANIZES

Vancouver. — A reorganization has been announced at Stewart-Lovick & Macpherson with the formation of Stewart-Bowman-Macpherson Ltd., with James M. Bowman being named a vice-president in charge of the Toronto operations.

RONALDS ADVERTISING

Toronto. — Rexall Drug Company Ltd. has placed renewals over 22 stations coast to coast for the three-a-week five-minute transcribed *Rexallites* to run through 1950. In addition a spot announcement series is going to 15 stations advertising Rexall products.

A. J. DENNE

Toronto.—Wildroot Limited has added CKNW New Westminster to its radio schedule with a five-a-week five-minute participating program to run through April, 1951, making a total of 14 stations advertising Wildroot Cream Oil.

HARRY E. FOSTER

Toronto.—Northern Electric Co. Ltd. has added nine stations to its transcribed *Northernaires* series, making a total of 29 English stations coast to coast. The French show, *Vive la Vie* has been added to three Quebec stations for a total of eight. The program is heard 15 minutes three times a week and the English version features Al Harvey and Cy Mack, while the French show spotlights Lucille Dumont and Jacques Normand.

O'BRIEN ADVERTISING

Vancouver. — The Vancouver Daily Province has a six-week spot announcement series running through until the end of May over CKNW, New Westminster.

CHANGE OF NAME

Toronto. — Broadcast Advertising Ltd. has been changed as of May 1 to Don H. Copeland Advertising Ltd. with the same address of 442 Sherbourne Street.

F. H. HAYHURST

Toronto. — Bromo-Seltzer has replaced *Inner Sanctum* with *Hollywood Star Playhouse* starting April 24 and heard over CFRB, Toronto and CJAD, Montreal (from CBS). The new hour dramatic show originates Hollywood and features top movie stars. Mike FitzGerald looks after the cut-ins.

GRANT ADVERTISING

Toronto. — Colgate-Palmolive Peet Co. Ltd. has scheduled the 15-minute five-a-week live *Over the Buck Fence* on CKY, Winnipeg, for a run of 13 weeks. Wend Warren handles this women's feature show which advertises Cashmere Bouquet Soap & Cosmetics with Pink Mist being currently highlighted.

HAROLD F. STANFIELD

Montreal. — Thomas Supply Company has a series of spot announcements going to a number of Canadian stations advertising Breck and Zotos.

G. E. Barbour Co. Ltd., Saint John, N.B., has started a spot announcement campaign over a number of stations in Quebec and the Maritimes advertising King Cole Tea & Coffee.

McCONNELL EASTMAN

Toronto. — Silverwood Dairy Ltd. has started the half-hour *Silverwood Serenade* over several Ontario stations originating CFPL, London. Don Wright produces the show which features Canadian artists including Ne Mackay and his orchestra and singer Frank Rockwood. The contract calls for a run of 13 weeks.

OTTAWA REPRESENTATIVE

Toronto.—Roger Irwin, former newspaperman before he joined the RCAF during the war, has been appointed full-time Ottawa representative of the Walsh Advertising Co. Ltd., and Walsh International Advertising Ltd., was announced here last month by W. George Akins, Walsh president.

As the Walsh representative in Ottawa, Irwin will be in charge of both of the Walsh companies as well as the organization's public relations firm, Editorial Services, Ltd.



HORACE N. STOVIN

& COMPANY

MONTREAL

TORONTO

WINNIPEG

VANCOUVER

Representative for these live Radio Stations

CHSJ Saint John
CKCW Moncton
CJEM Edmundston
CJBR Rimouski
CKVL Verdun
CKSF Cornwall
CFJM Brockville
CJBO Belleville

CHOV Pembroke
CFOS Owen Sound
CFOR Orillia
CJBC Toronto
CJRL Kenora
CKY Winnipeg
CKLW Windsor
CFAR Flin Flon

CHAB Moose Jaw
CJGX Yorkton
CJNB North Battleford
CFPR Prince Rupert
CJOR Vancouver
ZBM Bermuda
TBC Trinidad
VOCM Newfoundland

"MACOVEE" SAYS:

MORE ADVERTISERS

— National and Local —

are discovering every day they still need only ONE station to cover the wealthy Okanagan!



OF COURSE!

THAT STATION IS

CKOV

Centrally located in KELOWNA.

"The 'OV Appleman" broadcasting from the heart of the Apple Country.

CANADIAN BROADCASTER AND TELESCREEN

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

Published by

G. LEWIS & COMPANY, LTD., 163 1/2 Church St., Toronto 2, Canada
AD. 5075

Printed by Reg. Willson — 3 Chester Ave., Toronto — GL. 4844

Editor: RICHARD G. LEWIS
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Member of the Canadian Circulation Audit Board and the Business Newspapers Ass'n.

9, No. 9.

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

May 10th, 1950

A Feather For The CBC

The CBC gets another feather in its ten of them to be exact—with the news that that is the number of awards and honorable mentions it has captured in this year's American Exhibition of Educational Programs at Ohio State University.

Canadian talent is entitled to glow and even crow with the CBC when, as it does each year, it vies so successfully in competition with its counterparts in the United States which, by virtue of its size, has ten times the talent to draw from.

This repeated triumph of Canadian writers and performers in the vast North American entertainment arena goes to prove that our publicly-owned broadcasting system literally shines at this kind of radio, and should receive every possible encouragement to develop it still further.

■ ■ ■

There is another type of broadcasting, which, if it is less uplifting in terms of culture, still performs an equally important function in producing the kind of entertainment that is desired by the great mass of the people.

While production of these programs does not call for the same degree of scholarship, it is also a highly specialized business, requiring different skills, but skills none the less, if the public is to get the full benefit of this major contribution to contented living.

Perhaps an analogy might be drawn between these two kinds of broadcasting and the older medium of the theatre. The first might be likened to grand opera and the work of such dramatists as Shakespeare, Ibsen and others, whose works strive to elevate and enlighten; while the second could be compared to those other productions which, if they do not aspire to contribute to the cultural lives of their audiences, do perform an equally important function in providing the bulk of the public with light entertainment designed simply and solely for relaxation.

It is absurd, we maintain, to expect the same men to produce grand opera and a circus side show. Yet this is precisely what the CBC considers itself forced, by its financial straits, to do.

■ ■ ■

Last issue, we reported the CAB's proposal to the Massey Commission under which the CBC would be given, by statutory grant, an amount of money equivalent to \$2.50 per licensable re-



"You butterhead, I hope you're going to tell your vast audience of two, that this error was made possible through the facilities of your station."

ceiving set; that the CBC withdraw from the commercial field and concentrate on operating a cultural network across Canada, thereby fulfilling the purpose for which it was created; that it function in competition with the private enterprise stations, and their own commercial network, not for sponsors and advertising dollars but for what should be radio's number one target—listeners.

■ ■ ■

Doubtless the Massey Commission is giving its earnest consideration to this most practical plan. Doubtless too, if it decided to recommend its adoption, these two groups of listeners — those who just want to be entertained and those who seek culture from their receivers — would be equally gratified, which seems to us to be the solution which the Commission was appointed to find.

■ ■ ■

Radio's Back Seat Drivers

Some years ago, the producer of a radio series was rocked back on his heels when a juvenile actor said: "Mom says I mustn't cry in the program any more because it's bad for my heart unless I get more dough."

A few weeks ago, a Toronto barrister appeared before the CBC Board of Governors to plead for the vetoing of bingo broadcasts because they were immoral and kept people away from his clients' motion picture theatres.

It might be said that both these suppliants were biased in their quests. It might also be said that nine out of ten of the individuals and organizations

which appear before the Board of Governors of the CBC are not urging those who preside over the national broadcasting system to take steps to ameliorate the lot of the listener. Rather, each of these groups has, as its ulterior motive, a desire to further its own ends.

After postponing its decision from one meeting to the next, the CBC governors saw fit to bow to the desires of a number of clergymen and the motion picture interests, and ban bingo as from the first of this month.

The issue was not, in our estimation, a vital one. The principle, however, seems more important.

■ ■ ■

Forgetting the plea of the motion picture people, whose quest was so patently a selfish one, the CBC chose to accede to those clergymen, who appeared, with no mandate from their congregations, to seek the ban on moral grounds. Opposed to them were a number of representatives of Service Clubs, made up of good citizens who use these bingo games to raise much-needed funds for charities in their communities. Can anyone explain why these service clubs had to be denied this source of income because a number of clergymen deemed the constitutionally legal means an immoral one; when anyone who disapproved of the broadcasts had only to refrain from listening to them?

■ ■ ■

In its final presentation to the Massey Commission, the Canadian Association of Broadcasters asked the Commissioners to recommend the establishment of a regulatory committee, independent of both the CBC and the private enterprise stations. It also sought the right of appeal to the Supreme Court of Canada.

There are those who feel that the request for the right to appeal was an attempt to have their cake and eat it. An analysis of this situation—and it is but one of many—points up the need for this right to appeal, to obviate a very human inclination, which might be innocently displayed by any regulatory body, to succumb to outside and well-intended pressure.

■ ■ ■

Because of its very strength, radio always has had and always will have its back seat drivers. Right or wrong, they can be both a nuisance and a threat; and the fact that they are vocal is not necessarily an indication that they are right.

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.

EDUCATION

Ryerson Makes TV News

Toronto.—Students of the Ryerson Institute of Technology made television news in March when five of the students of the School of Electronics televised a fashion show put on by the girls in the School of Costume Design. With the co-operation of Famous Players, who supplied television equipment and the studio, the operation was filmed by the National Film Board for a short on Canadian industry and technological education.

This marked the fourth television venture for the students. To date they have televised an operation at Sunnybrook Hospital, the Press Ball in Ottawa and a student show as a demonstration for a group of radio appliance salesmen.

Because of the increasing scope of the School of Electronics, the name will be changed next year to School of Electrical Technology. Under the direction of Eric Palin, the school offers courses in Electronics, Radio Broadcasting, Applied Electricity, and will continue to be responsible for the operation of CJRT-FM, Ryerson's own radio station. In addition, Ryerson provides night courses in television repair work for radio servicemen.

Close co-operation with industry through advisory committees assures graduates of positions in the field of electronics and radio



THREE RYERSON STUDENTS at work at the board in the Famous Players' TV truck during the televising of a student fashion show.

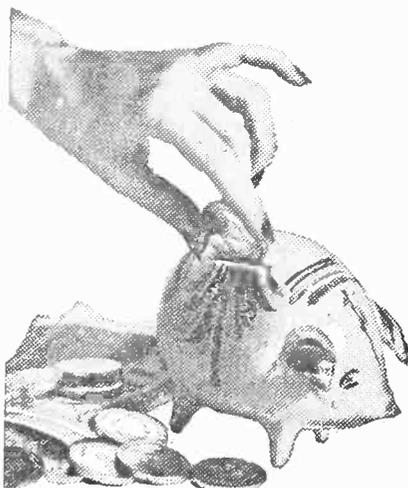
broadcasting. On these committees are key men in the field who advise on courses of study, equipment and staff appointments. Students thus receive the training required for positions in the field.

Perhaps the most important function of the advisory committees is the placing of graduates. Due to the activity of the Advisory Committee in Radio Broadcasting, for example, 12 of the original 28 students are already employed in permanent positions located in various Canadian cities from Calgary to Fredericton. The six-man committee consists of Jack Davidson, manager of Northern Broadcasting Co. Ltd.; Wis McQuillin, radio director of Cockfield, Brown & Co. Ltd.; Andy

McDermott, director of station relations for H. N. Stovin & Co.; Ron Fraser, director of CE Press and Information; Dick Lewis, publisher of Canadian Broadcaster & Telescreen, and Stuart MacKay, assistant general manager of All-Canada Radio Facilities Ltd.

All courses at Ryerson which include Food Administration, Industrial Chemistry, Furniture Design, Journalism and Horology are likewise advised by committees composed of key men in related industries.

With its \$1,500,000 worth of equipment, a staff of 70 and an enrolment of 2,650, the Ryerson Institute is the largest polytechnical school in Canada and one of the best equipped on the continent.



MONEY IN THE BANK

Means money
to spend!

Bank clearings directly reflect market growth. Calgary's bank clearings in 1949 soared to \$1,086,558,478.00 — an all-time high! The Calgary Market is greater now than ever before!

CFCN'S BACKGROUND OF SELLING EXPERIENCE OPENS THIS MARKET TO YOU

Ask Radio Reps. — Toronto — Montreal



"THE VOICE
OF THE
PRAIRIES"



Calgary

Wise time-buyers have used CFCN to sell the Southern Alberta Market for over 28 years.



At CKMO

We Don't BRIBE Listeners —
We WIN Friends!

GOOD Music Makes GOOD Listening
At 1410

"PIONEER VOICE OF BRITISH COLUMBIA"



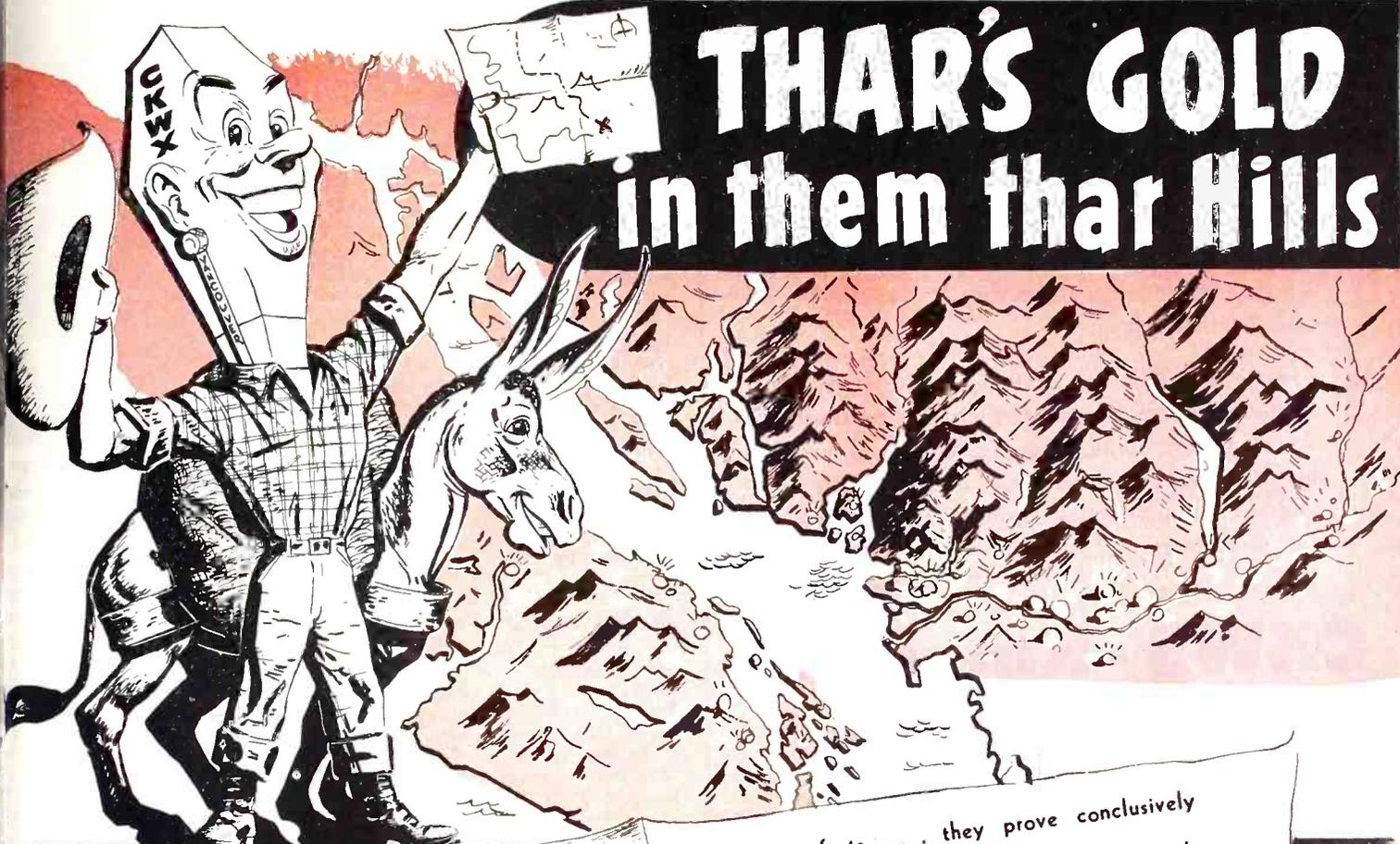
Continuous Radio
Audience Measurements
Since 1940



Elliott-Haynes Limited

Sun Life Building
MONTREAL
PLateau 6494

515 Broadview Ave.
TORONTO
GERRARD 1144

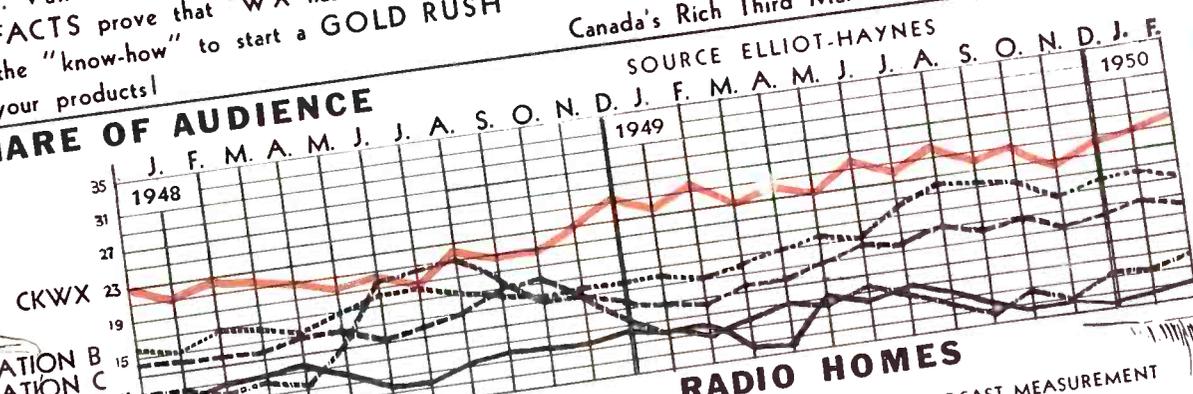


THAR'S GOLD in them thar Hills

(... Vancouver is Canada's Third Market)
The FACTS prove that 'WX has the map ...
and the "know-how" to start a GOLD RUSH
for your products!

Total these facts ... they prove conclusively
that 'WX can mine more GOLD for you in
Canada's Rich Third Market.

SHARE OF AUDIENCE



NEWS RATING COMPARISONS

MARCH, 1950

TIMES	CKWX 1950	Station B 1950	Station C 1950	Station E 1950	Station D 1950
9:00	6.8	4.4		2.9	1.5
10:00	7.4	5.2	5.3		
11:00	6.6	5.9	5.2	3.1	2.7
12:00	8.4	6.0			
12:30	8.1	6.4	4.6		
1:00	6.2	5.4			1.1
2:00	6.8	5.4	4.6	1.8	
3:00	5.2	5.7			4.2
4:00	5.1	5.2		5.2	
6:00	8.6	6.8			
7:00	8.8	5.9	4.3		
8:00	10.5			3.0	2.3
Station Averages	7.4	5.7	4.8		

RED INDICATES TOP RATING IN PERIOD

RADIO HOMES

SOURCE BUREAU OF BROADCAST MEASUREMENT

STATION TOTAL	DAY-TIME	NIGHT-TIME
CKWX	69,220	171,130
STATION E	156,100	172,480
STATION C	158,290	162,300
STATION D	71,980	73,710
STATION B	91,700	90,220

Vancouver's

CKWX
MUTUAL

GET THE FULL STORY! CONSULT ALL-CANADA OR WEED & COMPANY

Have You A WEAK LINK
 between Toronto and Montreal?
 Strengthen it with CKWS Kingston

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

Practically all major advertisers use CKWS Kingston, to successfully reach this market. Sound programming plus Trans-Canada net earns CKWS an exceptionally high audience* and promotional follow-through gets results for advertisers.

Use

CKWS - Kingston

5000 WATTS

960 KCS.

CKWS - FM

Get ALL the facts from

NATIONAL BROADCAST SALES

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

MONTREAL: 106 Medical Arts Building - FI. 2493

*See any Elliott-Haynes report on Kingston.

210,000 consumers
 in the CFNB service area—
 will put \$ the sign of profit
 in your

BUSINESS

The most successful businesses, many as far as 150 miles away — garages, grocers, clothiers, restaurants and recreation centres invest the largest portion of their advertising budgets with CFNB.

THE LOCAL
 RETAILER
 KNOWS!



PEOPLE

JOINS DALES

Montreal. — "Lew" Hill, whose radio experience covers 17 years of announcing, writing, programming and station management, has returned to Montreal to join the staff of Walter A. Dales Radioscripts.

Hill broke into radio with CKCO, Ottawa, back in '33. Returning from overseas, he went to CFCF, Montreal, as staff announcer, and also did considerable free-lance work for Montreal advertising agencies. He was heard regularly in *Memoirs of Dr. Lambert* and other shows. Later he went to CJCH, Halifax, as chief announcer, and became station manager. While in Halifax he was frequently cast on the CBC's *Dramatic Workshop*. In 1948 he returned to Ottawa as program director for CKCO.

JOINS WRIGHT IN MONTREAL

Toronto. — Guy Newsam has been appointed to handle the Montreal operations of Wm. Wright, it was announced here.

Newsam, formerly with National Broadcast Sales in Toronto and Montreal, succeeds Bill Todd, who is moving to CKOX, Woodstock.



THE MAN BEHIND THE PI who went to the Saint John market is Paul Quinn, barrel-gazer and weather-forecaster, who predicts rain or shine for the Saint John, N.B., area every morning over CFBC's program "Meet Me in the Market." From the levelling of the brine in the sauerkraut barrel, into which he is seen peering, Quinn estimates the day's weather. Holding the mike is station manager Bob Bowman who remarked: "It's amazing how many times the guy is right. Only one miss in over a month."



MR. AND MRS. H. L. WILLIAMSON, of Edmonton, Alberta, and Thesaurus executives Wade Barnes and Donald J. Mercer, who welcomed the couple to a week end in New York City. Mrs. Williamson became the grand prize winner recently in Thesaurus' "Claude Thornhill Presents" Win A Holiday contest through Station CJCA, Edmonton. The holiday in New York, courtesy of RCA Recorded Program Services, of which Mercer and Barnes are manager and salesman, respectively, included round-trip transportation, accommodations at the Hotel Statler, supper and night club revue at Bill Rose's Diamond Horseshoe and tickets to a Broadway show.

DID YOU KNOW?

That if "mail-pull" is your yardstick for measuring a station's popularity and audience, then you'll be interested in this success story. Recently, within a five-day period, CKCL drew almost 1,100 box-tops of a 30c retail value product. That's selling! And the men who KNOW — the local advertisers (over 150 of them) — have found CKCL to be the logical means of reaching and selling this important market.

CKCL

TRURO BROADCASTING CO. LTD.

J. A. MANNING
 Manager

WM. WRIGHT, Representative
 Toronto and Montreal

NEW YORK'S RADIO ROW

by Richard Young

New York, N.Y.—The extent of the inroads being made on radio television continues to be the major topic of conversation of broadcasters in nearly all sections of the country. (We say "nearly" because some radio executives are sure that if they ignore television—it'll go away.)

Actually the picture gets more confusing every day. The various audience measurement services continue to come up with new figures that have the radio forces cheering one day and the sight-and-sound crowd cheering the next. During the past few days, for instance, radio stations in many TV sections throughout the country have been releasing new public studies showing new gains in the number of radio families and increases in listenership. New York, Boston and Philadelphia are but a few of the cities where radio has reason to believe that it is on the march.

This week, however, along comes a chap by the name of E. Hooper to announce that television has moved out in front of radio in the bid for the broadest audience in Baltimore. According to the rating chief, radio garnered 82% of the broadcast audience in Baltimore only a year ago. Today television has jumped to the lead with 50.2%. This is the first city to make this statement.

In a discussion of the AM-TV situation at the National Association of Broadcasters' convention in Chicago recently, Edgar Kobak, new NAB board member and former prexy of the Mutual Broadcasting System, warned the broadcasters not to tear each other down. When this happens they hurt all advertising, their head and butter, Mr. Kobak pointed out. He advised them to form a strong federation to handle problems common to all with subdivisions for separate sales and service functions.

As for the possibility of future reductions in AM rates because of television inroads, Mr. Kobak said he doesn't believe that radio stations should let themselves be high-pressured into such reductions. He said that magazines and newspapers may also be losing ground to television, but they have made no gesture toward cutting rates for this reason. He

urged the broadcasters to find out through research what is actually happening, then adjust rates up or down as indicated. The whole radio-video rate structure may be due for an overhauling, he declared.

Incidentally, there was no flood of resignations from the NAB. A few issues back we discussed the reports that several stations and two or three of the major networks were dissatisfied with their membership in the association. Well, the resignations failed to come off but it was significant that most of the network bigwigs did not make the Chicago trip.

Further developments are expected next week. A group of top NAB officials have scheduled a day-long meeting with several of the network biggies. If they don't get what they want out of this meeting—the resignations may come after all.

It's a sorry state for the industry. In this day of increasing competition for the advertising dollar, it's hardly the time for within-the-industry dissension. You'll find very little within the American Newspaper Publishers' Association or the National Association of Magazine Publishers. Now that radio is the parent of a bold new baby—teevee—we'd say it's about time it donned long trousers and decided which road to take.

And speaking of competitive tactics (well, we are, now), NBC and CBS are at it again via paid space in the dailies. Both claim the largest audiences, which doesn't quite seem possible—but in this day and age of research, almost anything is possible.

CBS prexy Frank Stanton, in a letter to agencies, charged that other networks are basing their claims on 1949 data and CBS on 1950 info. He said that "the air is full of saucers, slide rules and dead cats these days" and "conflicting network leadership claims are creating confusion in many people's minds."

Incidentally, NBC is now billing itself as the No. 1 Advertising Medium. The Bureau of Advertising, American Newspaper Publishers' Association, is promoting newspapers as the No. 1 Advertising Medium.

Confusing, isn't it? On the Cuff Notes . . . ABC network is said to be getting the "big-name" bug and is expected to come up with several new programs starring Hollywood celebs . . . Bob Hope may do a five-a-week daytime series . . . General Lucius Clay nixed presidency of Radio Manufacturers' Association. It's understood that FCC Chairman Coy is now mulling the same offer . . . Pall Mall cigarettes planning new spot campaign skedded to bow later this month . . . NBC considering a new show starring movie actor (and former radio announcer) Paul Douglas . . . and that's the news till next issue.

STRATFORD IS ALWAYS TOPS IN STRATFORD!

We never had any doubts about this, but we had a "Missouri Sponsor," so we showed him.

Here's what happened when Elliott-Haynes went to work calculating our share of audience in three time slots.

Time	Share of Audience
9-9:30 A.M.	78.2%
12-12:30 P.M.	88.3%
5-5:30 P.M.	78.3%

These were all programs of recordings—not features or library service—no give-aways or gimmicks—just good old 78's.

We'll give any other periods the same treatment if you say the word. We like saying "we told you so."



STRATFORD

All-Canada in Canada
Weed & Co. in U.S.A.

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

Are YOU Selling ALL of the Ottawa-Hull Market?

CKCH IS USED BY 76 NATIONAL AND 83 LOCAL ADVERTISERS TO SELL THE 385,167 FRENCH-SPEAKING CANADIANS IN OTTAWA, HULL AND SURROUNDING COUNTIES.

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, Phone Murray-Hill 2-8755

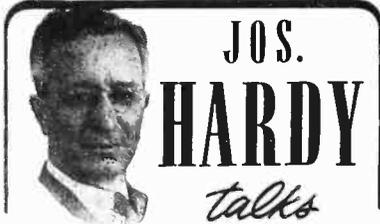
CJCA

EDMONTON

1949
RETAIL SALES
\$143,272,000.00

FROM
\$52,734,797.00

1942



JOS. HARDY

talks

ON QUEBEC MARKET No 2

"Here is Jos. Hardy again, this time with good news of increased employment in Quebec City. Construction work in the St. Malo industrial area over the next few months runs into big figures, according to the Industrial Commissioner. Three firms—Pick-Mills, St. Lawrence Ceramics and International Harvester are investing \$2,150,000 in construction and equipment. This will mean more families, more buying power in the St. Malo industrial area — which already employs over 3,000 men and women in various industries. These Quebecois are now earning more than \$5,000,000 in annual payrolls. Greater Quebec City — and the whole of Quebec Market No. 2—is making important forward strides. All of its wealth and buying power can be reached, economically and well, over these French Stations. For full details — 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	5000 WATTS
CHNC	NEW CARLISLE	5000 WATTS
CHLN	TROIS RIVIERES	1000 WATTS
CHLT	SHERBROOKE (French)	1000 WATTS
CKTS	SHERBROOKE (English)	250 WATTS
CKVM	VILLE-MARIE	1000 WATTS
CKRS	Jonquiere-Kenogami	250 WATTS
CKBL	MATANE	1000 WATTS
CKLD	THEYFORD MINES	250 WATTS

ADVERTISERS

Broader Understanding For Advertising

Ottawa.—Last month the Association of Canadian Advertisers appearing before the Massey Commission in session here, urged that the regulatory powers of the Canadian Broadcasting Corporation be divorced from the radio broadcasting business "in the best interests of advertising and the general public." This was a reiteration of a view the Association expressed three years ago to the Parliamentary Committee on Radio. The ACA was represented before the Commission by President Lee Trenholm and Secretary John Galilee.

The Association, whose membership embraces 155 of Canada's largest national advertisers, also bespoke the government's co-operation with the independent public service advertising body, similar to the advertising council in the United States, whose organization the Association has decided to explore. This would support the maximum advertising impetus any national movement that was timely non-partisan, non-political and indisputably in the public interest.

The ACA also endorsed the suggestions of the National Gallery of Canada for the establishment of a national museum of industrial art and the teaching of industrial design in all the provinces.

Outlining what it described as advertising's economic, political and cultural roles in Canadian life, the brief declared that ad-

vertising is "inextricably woven into the fabric of our destiny as a nation" and accordingly "merits not destructive criticism, unthinking ridicule and harassment, but broader understanding, acceptance and support."

The Association characterized advertising as "basically an economic force that justifies its existence by its productivity as such." But it has "cultural overtones any study of Canadian arts and letters might properly include" and "may be said to have assumed some political implications."

"Like many another prime element of our democratic way of life," said the brief, "advertising seems taken for granted by large areas of our people. It is understandable but lamentable that there is not keener public awareness:

"That advertising is the main support of our free press (a convincing majority of Canadians was revealed by a recent Gallup Poll to believe that advertising lends interest to our newspapers and magazines);

"That advertising has most effectively supported our editorial media in widening political and economic literacy;

"That advertising was one of the government's most effective home-front weapons in winning the war;

"That advertising can aid materially in securing the peace."

Consumer advertising, the Association stated, reduces production costs by multiplying production and increasing manufacturing economies. It also reduces selling costs. In reaching prospects, in arousing interest and in creating and maintaining demand, its cost, as a selling instrument, is only a

fraction of what otherwise would be entailed.

"Competition dictates that both these savings, in selling costs and in production costs, be passed on to the consumer.

"Consumer advertising has furthered the expansion of our economy. It helps create, sustain and extend employment by developing and widening the demand for the products of industry. High-level employment means high-level purchasing power.

"Advertising's universal use in the distribution of goods and services testifies to its efficiency. It is significant that with all its ingenuity modern business has developed no alternative.

"Some critics of advertising reveal little grasp of its varied economic functions. Others have shown unfamiliarity with popular tastes or a lack of understanding of the consumer's decisive and eternal power to pass judgment on advertising by the simple switch of his patronage."

Brand names, the Association holds, require the manufacturer to deliver consistent quality and assure the consumer consistent value. Consumer favor and freedom of choice strengthen markets for reliable brand names; they also prune out and destroy products and services that do not measure up to their advertising

In the preservation of freedom of choice, advertising is thus a major factor. And freedom of choice is a sure safeguard against advertising's use in any manner inimical to the public interest. The same unrestricted freedom of choice which advertising offers the buying public is also the obvious right of its users and that right should be protected by every legitimate means.

Advertising itself, as an industry, the Association declared, is an important segment of our economy. Together with its innumerable suppliers and collateral industries it provides considerable employment, carries large payrolls and generates substantial buying-power.

"Those who contend that advertising, particularly spoken, has tended to debase our national tastes in music and drama, lose sight of the more than compensating contributions it has made to the improvement of those tastes.

"There is no such thing as universality of appeal; advertising must accordingly employ an infinite variety of appeals to achieve its prime purpose. Many of these appeals accordingly find response in only a segment of the public, some stimulating more advanced intellects and more refined taste than others.

"Advertising has contributed to Canada's cultural advancement in three ways: first, by helping raise the standard of living so that great leisure has been available for cultural pursuits; secondly, by helping to cultivate a more general appreciation of fine music and drama; thirdly, by offering as an industry, a lucrative training ground for many an aspiring artist and writer."

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

The *Wright* STATIONS

CKCL, Truro MEANS BUSINESS!

Because 150 local advertisers have found CKCL a profitable outlet for their sales messages in this fast-growing market.

And they are the boys WHO KNOW!

For facts and figures on

SEE **CKCL**

William Wright York Bldg. MONTREAL

Reford Bldg. TORONTO

GENERAL ELECTRIC

Transmitting Tubes

to-the-minute types
FOR FM AND
TELEVISION



GL-7D2F



GL-5513



GL-5518



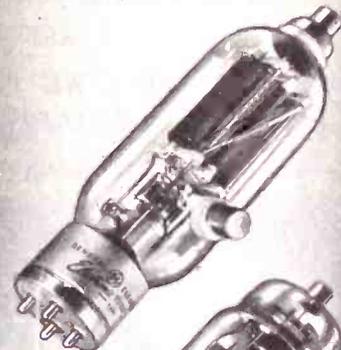
GL-9C24

Foremost in Design!
• Precision-Built •
Performance-Proved!

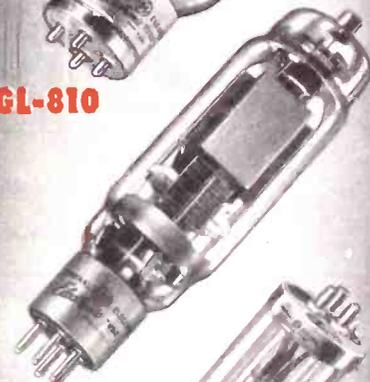
Rectifier tubes in a wide range of sizes complete the G-E line. You save time and money by ordering all your requirements from one responsible source—Canadian General Electric. Warehouse stocks are located coast-to-coast for your convenience.

Write or telephone
your nearest C-G-E office
when you need service
on your next
order for
Rectifier Tubes.

Standard types for
AM—LOW, MEDIUM,
AND HIGH-POWER



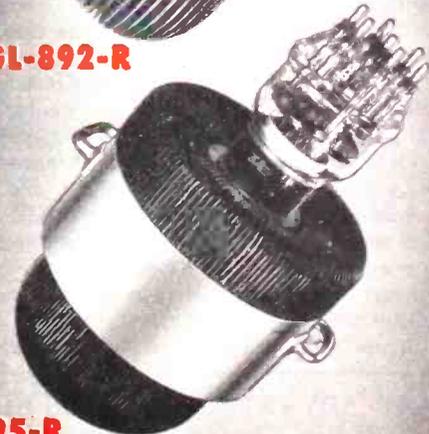
GL-810



GL-828



GL-892-R



GL-895-R

**CANADIAN GENERAL ELECTRIC COMPANY
LIMITED**

HEAD OFFICE: TORONTO — SALES OFFICES FROM COAST TO COAST

50-TU-6

It's RESULTS that COUNT

**Kool-Vent Awning Co. — sold
240 dollars of aluminum awnings
from ONE broadcast!**

**Bateman's Shell Service Station — had
to hire extra help after
ONE broadcast!**

**There are 157 other Oshawa advertisers
who will tell you the same story.**

ASK US

LIKE WE TOLD YOU
We're not bashful

AT

"The Biggest Little Station in the Nation"



POWERED BY RADIO-KNOW-HOW

ask JIM ALEXANDER

BUILDING GOODWILL IS NOT DONE WITH MIRRORS!

**SANTA CLAUS PARADE DAY SPONSORED BY
RADIO STATION CKBI**

"This is the annual boys' and girls' Christmas Convention and without a doubt one of the finest Goodwill gestures of the year. The boys and girls, as well as the rest of us, gather from every direction to witness the many well-arranged activities bringing the Christmas spirit, which permeates all over the city and much than otherwise would be the case. The parade is getting larger and better each year. Approximately 8,000 children and would be children, crowded into the Armouries, where treats were handed out and an excellent program was provided, all arranged by CKBI for the entertainment of those present. This Christmas event is looked forward to by everyone in Prince Albert and district each year. Our very hearty congratulations to the management and staff of CKBI."

—From Annual Report of Prince Albert Board of Trade.

**TAKE ADVANTAGE OF THIS GOODWILL IN
YOUR CAMPAIGNS — USE**

CKBI

PRINCE ALBERT, SASK.

5000 WATTS

Over The Desk

After two issues from which the profound utterances of members of the broadcasting and adjunctive industries, before Conventions, Commissions and other bodies have squeezed out your correspondent, we're back, the column and I. And if this effusion sounds a trifle different it must be attributed to the fact that it is being committed to paper in Roomette 1, Car 65, on the CPR train for Winnipeg, where the Sales and Ad Club is to suffer a Lewis speech.

I wish I'd talked longer with the fellow at the Press Club where I waited for train time last night. For one thing, I wouldn't have got into that poker game, and cut seriously into expense money.

Besides that, I was handed a new thought on commercials. My companion put it like this. "Before I went to England, I used to think the commercials were driving me crazy. Then I listened to the BBC and found that the long diatribes between musical numbers were just as aggravating." Think that one over.

Are people really interested in being told why they ought to like the upcoming musical number? Do they give two hoots in Hades about the sparkle (alleged) in the eyes of the chanteuse who is about to euse at them? Wouldn't they be just as happy if they were credited with the intelligence to determine what they liked about the tune? Wouldn't they rather be permitted to conjure their own mental picture of the character who is to entertain them? And more important than anything else, wouldn't it be sound business to give the commercials the distinction of being all the talk that is heard on the show, or at least most of it?

An outstanding example of what I am driving at is the new Westinghouse program, the *Don Wright Chorus*, which CFPL, London, feeds to the Dominion network Sunday evenings, thereby scoring an orchid for private station productions. The selection of numbers, production, presentation, can only be described as superb. Commercials are, in the main, interesting. And the presentation of the announcements



introducing the numbers is excellent. But why, oh why, must we be treated to sententious and long-winded writing, done obviously with a "Bartlett's Familiar Quotations" at the scribe's elbow when all we want to know is the name and perhaps nature of the next number. If they cut down this meaningless blather and go on with the program, not only could we be delighted by an extra number on the program, but the commercials would be all the stronger, because less talk would give the impression that the weren't as heavy as they are.

Picking up the threads in the train on the way back from Winnipeg, I am now promoted to Roomette 2 in Car 66.

People stop and say hello to Winnipeg just in case they know you. This, I have decided after mature consideration and my descent on the Manitoba Metropolis, is a very good thing. It has definite advantages over the situation prevailing hereabouts where we are afraid to utter a promiscuous "howdy" in case we don't know the guy. Winnipeggers are wonderful. At their Sales & Ad Club they even speak to radio men. And Nairn Moggridge and Walter Carpentier of the CBC spoke to me!

Another good thing is the 'Peg's Carlton Club. It has the solid over-stuffed comfort of succumbent emporia as Toronto's National Albany, but lacks their affectations. It has the ribald free-and-easiness of the Toronto Men's Press Club, without its (pardon it, please) adolescence. And the course it has its Spook Sinclair!

Although my speech was delivered at the CNR's Fort Garry

CFBC LEADS IN SAINT JOHN!

AVERAGE RATING FROM
SIGN ON to SIGN OFF

Radio Station CFBC: 18.7
Station "B": 17.8

These figures are based on latest ELLIOTT-HAYNES SURVEYS including March morning and evening trends.

CFBC - Saint John, N.B.

Representatives: J. L. ALEXANDER, Montreal & Toronto
JOHN HUNT, Vancouver
JOS. WEED & CO., U.S.A.

...el, I stayed at the Royal Alex-
...ara. Those responsible for
...cting my domicile, to wit,
...ck Smith and Les Garside,
...nted out that they knew my
...s about government - owned
...nesses, including railroads and
...els, and felt I would sleep bet-
... under a free enterprise roof.
...arned later that my housing
...mittee had done everything
...ts power to convince the Fort
...ry that I should be housed
...re I spoke, and failed! I am
...it worked out as it did.

...loods and dyke duty prevented
...n contacting Perc Gayner. It
... too bad because I had wanted
...ay him 85c, being 10% of my
...nings on the way to Winnipeg,
...n the cribbage board he gave

...he flood is unbelievable, even
...en you see it. Stoic western
...its are facing it courageously
...n even cheerfully. A tendency
...he local authorities to discour-
... publicizing it is regrettable,
...e cause people like to know about
...ur neighbors' troubles so that
...y can help them. Fortunately
...ss and radio do not seem to be
...ing these attempted restraints
... seriously, and the people are
...ng kept informed.

...put in a social Saturday and
...nday with Les and Hazel Gar-
...se, Tony and Dinah Messner,
... Eddie and Olive Thompson
... had my first look-see at
...Y's studios and another visit
...CJOB . . . Monday night I
...s dined by CKRC's Bill Speers
... "The Club," and so to the CPR
...tion in Bill's Dodge, and the
... was over.

...April 8 was a Red Letter Day
...Stratford when Frank (Skin)
...aires, who is sometimes seen
...und CJCS where he occupies
...ne sort of executive position,
...s married to Kay Orr-Burt of
... same city. A short wedding
... took the couple to Ottawa,
...ere they turned up at the
...ateau Laurier during the re-
...t sessions of the Massey Com-
...mission. Whether this personal
...pearance will have any effect
... the findings of the Commission
...s yet to be disclosed.

...Speaking of confetti, it will be
...ng around Wingham come June
... when Scott Reid, CKNX chief
...gineer, forsakes his celibate
...site for Audrey Irwin.

...Lloyd Moore, manager of CFRB,
...ho has been in radio since about
...e time the cat was sprouting
... first whisker, has been made
...sident of the Toronto Rotary
...ub. Good for Lloyd and good
... radio!

...Ken Marsden, who has been
...nfining his activities to the pub-
... relations job at 'RB, joined
...at station's sales staff as of
...ay 1. Ian Laidlaw has relin-
...shed that job to join the To-
...nto office of Russell T. Kelley
...ld. Gordon Howard has left
...alsh Advertising to become
...dio director of E. W. Reynolds.

...We've had quite a response to
...r Crippled Kids deal announced

in the last issue. In case you've
...been putting it off, and would
...like a print of the bevy of stars
...who appeared on the Easter Seals
...Program, April 2, send a dollar to
...Canadian Broadcaster & Tele-
...screen, 163 1/2 Church Street, To-
...ronto, and your print will be
...mailed to you. All proceeds go to
...the fund, so make cheques or
...money orders payable to the On-
...tario Society for Crippled Child-
...ren. These pictures would grace
...any studio or agency radio depart-
...ment, and the Crippled Kids
...could sure use the moola.

Canadian Radio Year Book is
...out, and Tom Wheeler and his
...associates are to be congratulated
...on a useful contribution to radio.
...It contains a lot of new informa-
...tion, especially along directory
...lines, which should prove as use-
...ful to the industry and its friends
...as it has already proved to us.
...We are happy to co-operate by
...offering them for sale through
...our Book Department. They come
...at six dollars a copy post paid.

**CANADIAN
RADIO & TELEVISION ANNUAL — 1950**

**A Comprehensive Directory
of every branch of the
Broadcasting Industry.**

per copy \$6.00

We pay postage if cheque accompanies order.

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

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

**CFCY MAKES MORE CALLS IN THE
MARITIMES!**



...TAKES YOU INTO MORE HOMES!

Making calls—plenty of them—is the first essential of **SUCCESSFUL SELLING**. CFCY covers more territory, makes **MORE CALLS** in the Maritimes, than any other private station. A Sanford Evans survey based on latest BBM shows total retail sales of \$226,879,536 in the Primary area alone. (50% BBM or greater). Cut your costs—eliminate duplication in the overcrowded Maritime Radio field—**USE CFCY, THE STATION THAT TALKS TO THE MOST PEOPLE.**

P.S. We or our reps. can furnish a commodity breakdown on the above sales figure.

BBM CIRCULATION — DAY: 127,020 NITE: 122,130



5000 WATTS

630 KC.

Representatives — U.S.A.: Weed & Co.

Canada: All-Canada Radio Facilities

"The Friendly Voice of the Maritimes for over 25 years."

67%
OF THE STUDENT BODY
OF
ST. MARY'S COLLEGE
VOTED
CJCH
THEIR FAVORITE
RADIO STATION*

CJCH

24 HOURS A DAY

"THE MARITIMES' NO. 1 INDEPENDENT"

**This is just one of several small surveys which testify to the terrific local popularity enjoyed by CJCH. In the case of this poll, the students themselves conducted the complete balloting in which six radio stations contested for popularity honors.*



says

THEY'RE BOOKING 1951!

EVERY MONTH, MORE NATIONAL
 ADVERTISERS WANT

980 FOR SASKATCHEWAN

-
- ASK YOUR
- ALL-CANADA MAN
- ABOUT
-
-

CKRM REGINA

REVIEWS

One Spring Morning

Dick Diespecker, who uses his spare time from *The Daily Province* newscasting to crack out dramatic pieces, surpassed himself with "One Spring Morning," a little bedtime fable about the day the first hydrogen bomb goes off.

The CBC used it on the network April 21.

Peter McDonald, who leaves shortly for Toronto to take over from Andrew Allan for the summer, was the producer. Sound effects, which were first rate and without which the show would have lost half its punch, were done by Ted LeVeque.

The two central characters in the story are operators in a radio transmitter, listening in one dawn to the broadcast of the first H-bomb test. It goes off, and everything is quiet for a moment, until the creeping noise begins.

When they come to they're on a flat wasteland, and what's more, they've become disembodied, and while they cannot see or feel one another, they can converse.

After endless wandering they lurch into Nipigon, and in a bar they notice that everybody has a pointed head and antennae like a grasshopper's. Although they're invisible, they set off the Gieger counters, and all the clients in the bar decamp as if the place was burning.

Then it comes over the loudspeakers: in effect, "We know you're there. There've been others. Get out of town before you louse up the works. We don't look like much, but we've got some sort of life worked out. Go back to the wasteland where you came from."

One of the engineers is looking at a newspaper in a window. The date seems to be five months after they remember being at the transmitter.

"We been wandering all that time?" he asks. "Even so, how did these guys get so changed so quick?"

"Look at the year, Charlie," says his mate, "it's 2950."

—Francis.

The Voice of the Eastern Townships

CHLT
 (FRENCH) .900Kc. 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.



THEY SHOULD LIVE SO LONG

CBC Chairman Dave Dunton states that Canadian talent will be given full scope on Canadian television programs.

• • •

DOUBLE ENTENDRE

The fact that an announcer is in the chips is no reason why he should wear them all on his shoulder.

• • •

NO PROMPTING, PLEASE

Then there's the quiz contestant who answered the emcee's "What is your name?" with: "Would your mind repeating the question?"

• • •

PAN MAIL

Sir: You must have a very orderly mind. With a desk like that you need it.

—R. C.

• • •

READER REACTION

Your paper is the only one which won't let Private Enterprise be private enterprise. I throw each issue into the waste basket most times.

—C. W. McQuillin.

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HOLY MACKEREL!

We almost forgot about the young writer who was told to beat his brains out on an audition script and went right out and bought up all the fish he could find.

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INTERNATIONAL CRISIS

Once again this column has been overlooked by the American Exhibition of Educational Programs of the Ohio State University.

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DOLLAR TO DOUGHNUTS

We are reliably informed that no finance company is prepared to sponsor the running of the King's Plate this year.

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SIMPLE CALCULUS

If it costs just as much to govern Canada in this era of peace as it did during World War II, what price World War III?

CANADIAN TELESCREEN

Vol. 3, No. 9.

TV and Screen Supplement

May 10th, 1950

WOULD LAUNCH TV THIS YEAR

New Westminster.—The west coast would have TV before the rest of the year if the CBC would grant him a licence, owner Bill Rea of CKNW has said, but every application has been turned down so far.

He went to Ottawa to make his current application personally. According to reports here, however, he was told by A. D. Dunton, chairman of the CBC, that it was unlikely the government would grant any licenses before the Bussey Commission reported.

Rea's proposal was to televise parts of CBC's TV programs in Toronto and Montreal and fly them here for rebroadcast. His transmitter would be on Burnaby Mountain, from which point he believes he could cover the Lower Mainland, where half of B.C.'s population lives.

Meanwhile, in a speech to the Local Council of Women, CBC's regional director Kenneth Cople said that all radio stations in a region must be controlled by a central authority, but not by the government.

"It is dangerous to allow the government of the day to control radio," he said. "The CBC is not government owned, controlled or operated."

"Its board is made up of selected people across Canada, sworn to be impartial and responsible for the CBC and all other stations in Canada."

Referring to TV he said, "We must make sure it is Canadian and not American television and that we do not waste money."

The CBC, he said, felt responsible for insuring Canadians did not waste money buying TV sets until there was more certainty about reception and programs.

"Canada is being continuously cracked by American influences," Cople went on. "It is more ex-

pensive to be a Canadian, but we seem to feel that it is worth it."

But he felt radio could help to develop Canada. CBC programs could not compete with high-priced American competition as such, but aimed rather at groups in the nation interested in particular subjects.

With the \$2.50 license fee as its source of revenue, the CBC had to operate within its budget, he said.

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Open The Door, Dunton!

Ottawa.—"The concentration of all production and dissemination of television in the hands of a government agency or agencies is not . . . a desirable objective in a democratic state" the Association of Motion Picture Producers and Laboratories of Canada said in a brief to the Royal Commission here last month.

The Association, in stating its views on the development of television in Canada, sent out the warning "that the creation of a wholly new government production agency, or the expansion of an existing government agency, for the production of television motion pictures, will be a direct threat to the employment of hundreds of technically trained Canadians now so engaged in the studios and laboratories of the Canadian motion picture industry."

The solution put forth by the movie men was that government agencies, the CBC, and the National Film Board in particular, should purchase from the private movie industry as much as possible of their facilities and services, thus avoiding the waste of public money which is inherent when the state duplicates these services.

TEE VEE ACTION

New York, N.Y. — The Radio Corporation of America expects to begin mass production of color television tubes by June of 1951.

That was the announcement delivered this week by Brig.-General David Sarnoff, RCA chairman, at the FCC color video hearings. "Within 60 to 90 days from now we expect to have about 10 development model color receivers using the tri-color kinescopes available in Washington for field test purposes," Gen. Sarnoff stated.

He urged the Commission to set color standards based on RCA's all-electronic compatible system. He said that CBS has asked the group to adopt a system "which would saddle an all-electronic art with a mechanical harness. You are being urged by CBS to build a highway to accommodate the horse and buggy when already the self-propelled vehicle has been in existence and has been demonstrated."

Gen. Sarnoff said that if the CBS system were adopted, RCA would not build adapters as a part of the receiver but would make and sell separate adapter units. "It is estimated that the present annual production of television receiver sets is at the rate of 5,000,000 a year. With an estimated minimal figure of \$20 for built-in automatic adapters, the public would have to pay more than \$100,000,000 a year for an adaptation to a degraded system which is non-compatible," he declared.

The RCA chief said that his company has developed an all-electronic converter to convert existing black-and-white receivers to color. It will be demonstrated within the next six weeks.

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Last week CBS demonstrated a new all-electronic color receiver before the Commission and the press. The colors were excellent. And so the big show continues.

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NAB is planning to set up a new industry code for television.

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20th Century-Fox movie studio hopes to begin tests of theatre television in 20 West Coast houses early next year.

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Daytime video is expanding again. Both stations WNBTV and WABD are now starting their telecast day at 9.30 a.m. Others are expected to follow shortly.

NOT IRKED BY TV DELAY

Winnipeg.—Harry C. Way, general merchandising manager for Northern Electric, feels people should not be too disappointed at the tardy progress of television in Canada as compared to the U.S.

Visiting company dealers here Mr. Way said:

"People in Manitoba may feel frustrated because they have no television. But really they should be glad. Technical research in the field is changing so rapidly their sets would be obsolete almost overnight."

What's a 'Good Sport'?

Nothing at all to a Radio Station unless it's put across by a good sports announcer.

There's an experienced one available. He has a good play-by-play delivery and an excellent background.

Contact for audition.

Box A-49

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163 1/2 Church St. Toronto



FOR THESE ARTISTS

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- COWAN, Bernard
- DAVIES, Joy
- DENNIS, Laddie
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- 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
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- RAPKIN, Maurice
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- SCOTT, Sandra
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- WOOD, Barry

Day and Night Service at

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PROGRAM DIRECTOR WANTED

Aggressive Ontario City station requires Experienced P.D. with lots of radio "know-how"

Great opportunity for right man.

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CHIEF ANNOUNCER WANTED

For progressive station in metropolitan area. The man we want must have plenty on the ball. A great spot for a man with an eye on the future.

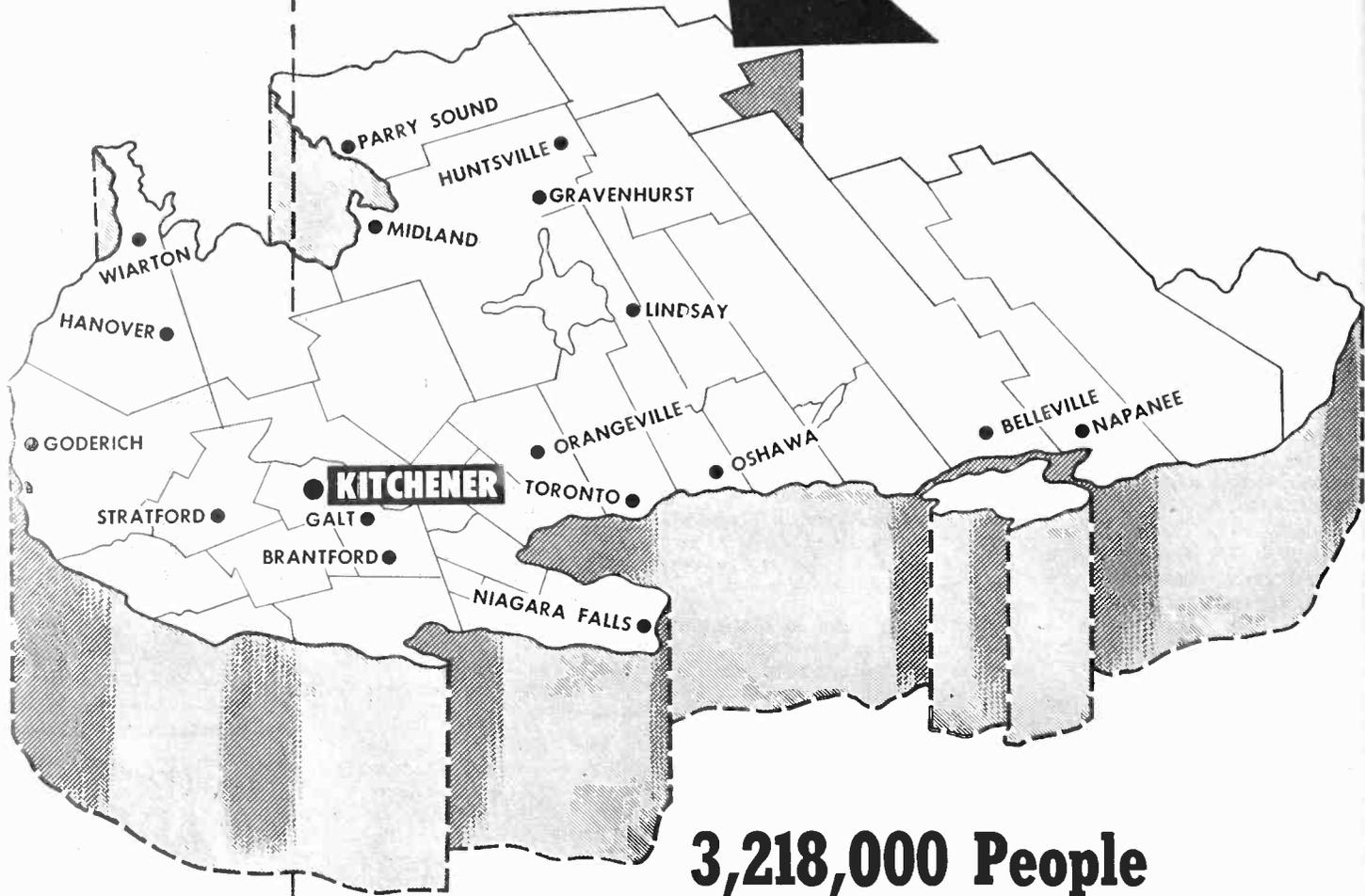
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MARKET
VOLUME
EQUALS AREA
X DEPTH

TAKE KITCHENER
FOR INSTANCE



**3,218,000 People
is BROAD Coverage and
CFRB Penetrates it DEEPLY**

THE KITCHENER MARKET

11,700 families in 1949. Average family's effective buying income \$4,104. Annual retail sales over \$38,000,000, including \$8,682,000 for food stores; \$4,280,000 for general merchandise; \$2,547,000 for furniture and radios. Manufacturing production close to \$100,000,000.

THE ONTARIO MARKET

CFRB effectively covers a 64,550 square mile area—36 Ontario counties which hold 24.5% of Canada's buying power. Elliott-Haynes surveys of 38 centres in this Ontario market showed that CFRB is listened to regularly (several times a week) by a median average 60% of people in these centres; the next independent Toronto station was heard regularly by 24.0%.

BROAD coverage in the Number One market—more than 3 million people with over \$3 billion buying power—it's yours on CFRB! But more than that, look at the depth or quality of this coverage. For proof of CFRB's deep penetration take Kitchener, for example.

Kitchener is a \$38,000,000 retail market, where over 97% of the homes have radios. In this market Elliott-

Haynes report that 79% of listeners hear CFRB regularly (several times a week); only 30% reported listening regularly to the next independent Toronto station.

And remember Kitchener is just one of the many important centres in this rich Ontario market. For complete data on CFRB's market write our office, or our representatives.

Put your
dollars where
dollars are!

CFRB 50,000
Watts
1010 KC

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