

CANADIAN BROADCASTER

AND TELESCREEN

9, No. 11.

TORONTO, ONTARIO

June 14th, 1950

ALL RADIO PITCHES IN TO "FLOOD THE FUND"

By Richard G. Lewis

North America.—Friday, May 26, an estimated 2,689,725 Canadians heard a formidable galaxy of radio talent air, from Toronto's Maple Leaf Gardens, its mammoth "Red River Relief Rally" for flood-stricken Manitoba. The program was heard on 120 Canadian stations and 509 ABC and Mutual outlets in the United States.

Canadian listenership was determined by Elliott-Haynes Ltd., whose special cross-Canadian survey disclosed that an average of 45.8% of sets were in use, with 91.9% of them giving the programs a 42.1 national rating. In Winnipeg, Edmonton, Regina and Ottawa, the percentage of listeners' score was 100. Other cities, showing over 90%, were Moncton, Toronto, Calgary, Halifax and Hamilton. But this is not a story of statistics.

■ ■ ■

More than 17,000 people jammed the huge arena to listen, with sympathy and sincerity, to eloquent appeals spoken on behalf of their beleaguered fellow-Canadians; to drink in the music played for them on the program; to blend their laughter with the gags and quips of the lighter part of the show.

The program's Canadian entertainers—CBC, private radio and free-lances—were bolstered, generously, by artists from the United States who volunteered their services, and one who flew over especially from England.

The audience in the Gardens contributed a "gate" of over \$26,000.00 which went to the Flood Relief Fund in toto. Winnipeg Fund authorities reported that contributions started flowing in with greatly added momentum as soon as the program was over. Words written by a Winnipeg Free Press writer, Frank Walker, some time previously, took on a new significance: "In its path of damage and destruction, the Red River is leaving a monument to the decency of human beings."

■ ■ ■

You couldn't single out of such a program the stars who stole the show.

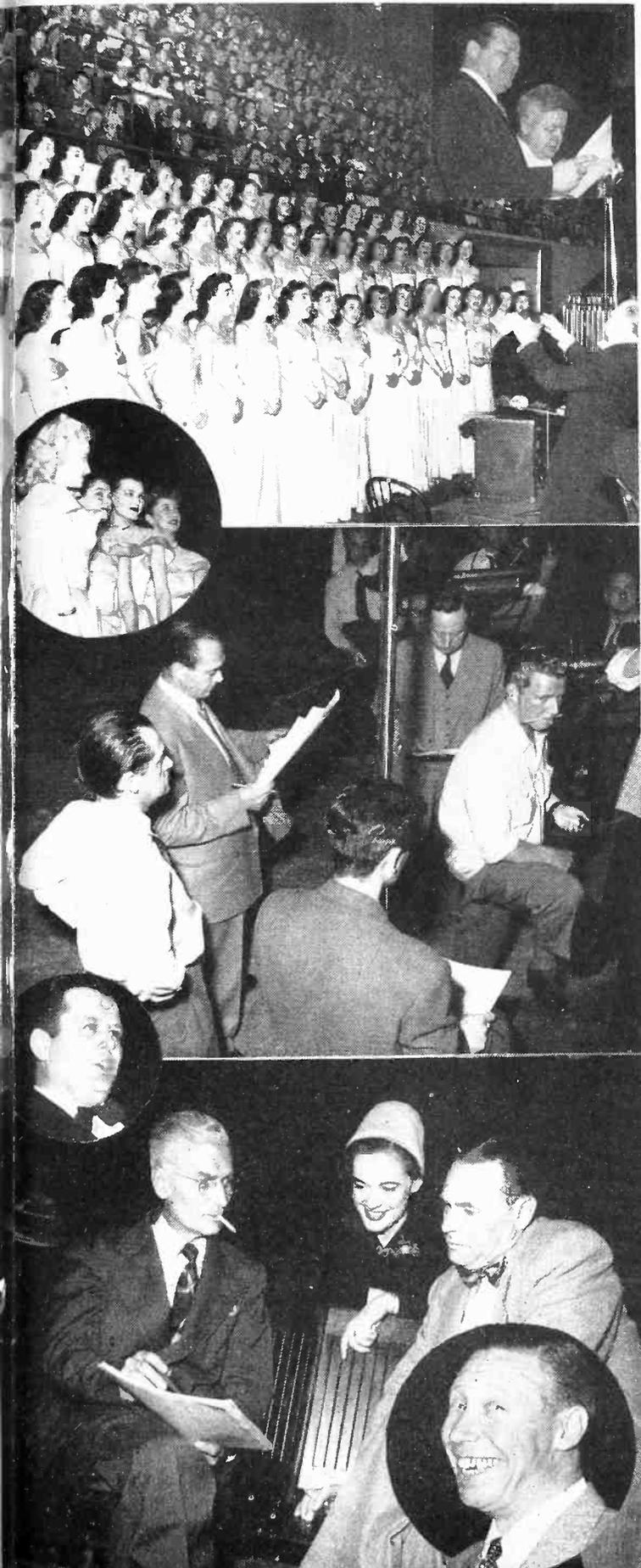
CBC producer Esse Ljungh, who, assisted by Jackie Rae, performed the stupendous task of putting the piece together — it was 90 minutes long — in eight short days, commented on the enormous number of artists who offered their services, many of whom it was impossible to use. He spoke also of the co-operation backstage during that frantic week. "For once in my life, I was able to make my own decisions," he said. "There was no time for experimenting."

Hollywood comedian Jack Carson, a native Manitoban, flew up to emcee the show. Fred Waring and his 68 Pennsylvanians came especially from New York. Lancashire comedian George Formby hopped a plane from England to contribute his songs. The Leslie Bell Singers sang as they have never sung before. Gisele and George Murray "gave" for their respective St. Boniface and Winnipeg. Sir Ernest MacMillan, Paul Scherman and Geoffrey Waddington took the podium; Three Johns—Fisher, Drainie and Scott—read the appeals. A mother and son combination were responsible for most of the writing—Laura Goodman Salverson and George. And the Toronto audience enthusiastically clapped and tapped its feet as from Winnipeg the *Prairie Schooner* ensemble rendered its cheerful theme.

Just as important, Don Roberts and Archie McDonald and their corps of operators and technicians sent the show out on its tour of the hemisphere for more than 700 stations to pick up and relay to their listeners. Unions co-operated by permitting their members to perform free. And everyone with anything to do with radio had a share in tickets, publicity and the myriad Joe jobs behind the scenes. In virtually every town where the program was broadcast radio had a co-sponsor—the local newspaper.

■ ■ ■

No, there were no stars vying for top honors in the "Red River Radio Relief Rally" for flood-bound Manitoba. It was just a continent's radio industry sending out a plea for help to the great heart of Canada. The people of Canada stole the show.

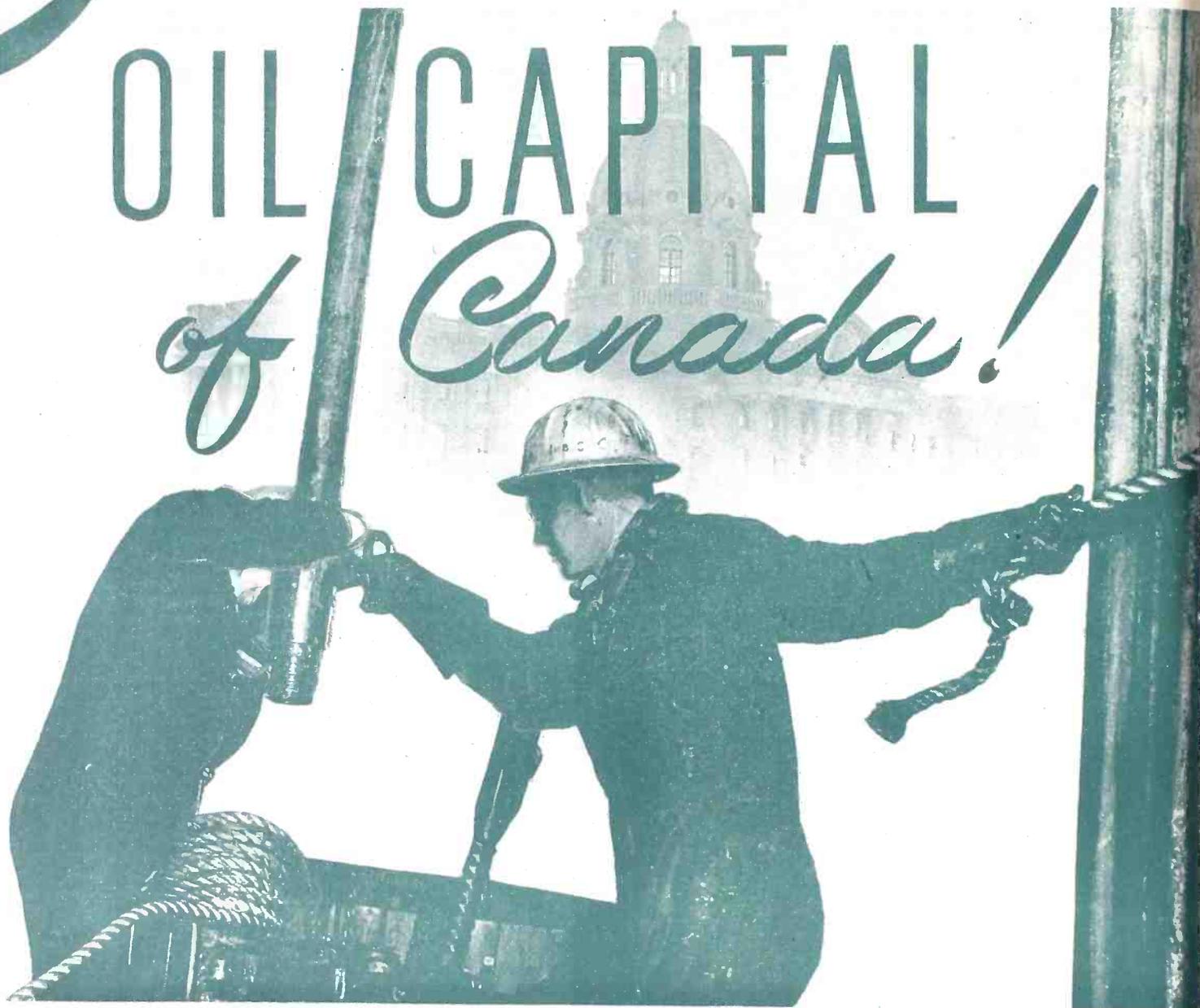


PICTURED FROM THE TOP, Leslie Bell Singers; inset (right), emcee Jack Carson and maestro Sir Ernest MacMillan; inset (left), four members of Fred Waring's Glee Club; producer Esse W. Ljungh, Jack Dennett (with script), Foster Hewitt in background, asst. producer Jackie Rae, unidentified artist; CBC librarian Erland Misener, chanteuse Gisele, conductor Geoffrey Waddington; insets (left) George Murray (right), George Formby. Photo of George Formby by Bob MacPherson, others by Gilbert Milne.

Edmonton...

OIL CAPITAL

of Canada!



 **MORE THAN 700 WELLS**
 IN LEDUC-WOODBEND AND REDWATER AREAS (LEADING EDMONTON FIELDS)

 **PRODUCTION: \$162,500.00 DAILY!**

 **MORE THAN 50,000 BARRELS**
DAILY AVERAGE, MARCH AND APRIL, 1950

A rapid-growth Market for your sales...
 REACH IT VIA ALBERTA'S MOST EFFECTIVE MEDIUM
 OVER EDMONTON'S MOST POPULAR STATION. . . .

CJCA

 AN ALL-CANADA BROADCASTING STATION

Over The Desk

all my kind friends, who so generously offered their assistance, this is to advise that the heavy work at my summer cottage in Keswick is done, and will be quite all right for them to come up, resplendent in white panels, to offer to pitch in. I've got a lad mowing the lawn next week, so that danger's past

and speaking of I, I have recently been called, among other things (like tired old man) an artist—by Gordon Sinclair, who certainly ought to recognize one when he meets up with him. (Now mentioned you again, am I dear, Sinc?)

The Sudbury Star editorialized somewhat acridly about the Canadian Radio Awards, listed last week and editorialized upon in Enhancing the piece with a three-column cartoon, they depicted a buck-toothed lorgnetted character labeled "Pseudo-culturalist" ogling the flowing locks of a rock-coated CBC, musing at his fingernails, while "The Ordinary Joe" looks on, with the words: "That hair is so becoming." The editorial, after jibing the awards project mercilessly with this positive statement: "The grass roots of radio is still to be found in the small radio stations, where local talent and local programs attract larger listening audiences than the Prokofiev Concerto in C Major, Number 3." This, with the exception of a slight grammatical lapse, concurs with my views.

...
 still in jocular vein, editorial assistant Tom Briggs has been going through the evidence being presented to the Special Committee on Radio Broadcasting, now in session. Tom suggested that the following would find a fitting place in this colyume:

The Chairman: It is nearly 12 o'clock, the adjournment time, and we have not settled yet whether we would have an afternoon meeting today. I think it was said last night that we had better settle the question between ten and twelve. It is obvious that this subject is not concluded. I'm sure there must be a great many more questions that the members will want to ask. What is our view about having a meeting this afternoon?"

Mr. Fulton: I am against it."
Mr. Stewart: Better to have it this afternoon than tonight."

The Chairman: If we do not have one this afternoon, I do not think there would be a Chairman's chance of having one this evening."

Mr. Smith: This is Friday night. I think much depends on the convenience of the people who are here in connection with television. I would hate to hold these people over the week-end. However, Mr. Fulton says he is against it. I think we should consult the convenience of the people who are here."

The Chairman: What about it? What can you contribute to this, Mr. Dunton? You will be

back again next Thursday any way."

"The Witness: It is not very important to Mr. Ouimet. He is here today and perhaps if we could finish with television this afternoon, we could leave him in Montreal next week. But it does not matter."

"The Chairman: Let us settle it this way: I shall make a statement pro or con, and you will indicate whether you agree with it. Let us put it in the affirmative: We shall meet at four o'clock. How many are agreeable to that?"

"Mr. Murray: What would you take up?"

"The Chairman: I count four. Now, those who are opposed. There are more than four—six, I think. So we shall not meet this afternoon. The time for adjournment has come. Subject to change, we shall meet next Thursday at 11 o'clock. It is not likely there will be any change in that."

"The committee adjourned."



At CKMO

We Don't BRIBE Listeners —

We WIN Friends!

GOOD Music Makes GOOD Listening
At 1410

"PIONEER VOICE OF BRITISH COLUMBIA"

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

WINNIPEG

IS *Still*

CANADA'S FOURTH LARGEST CITY!

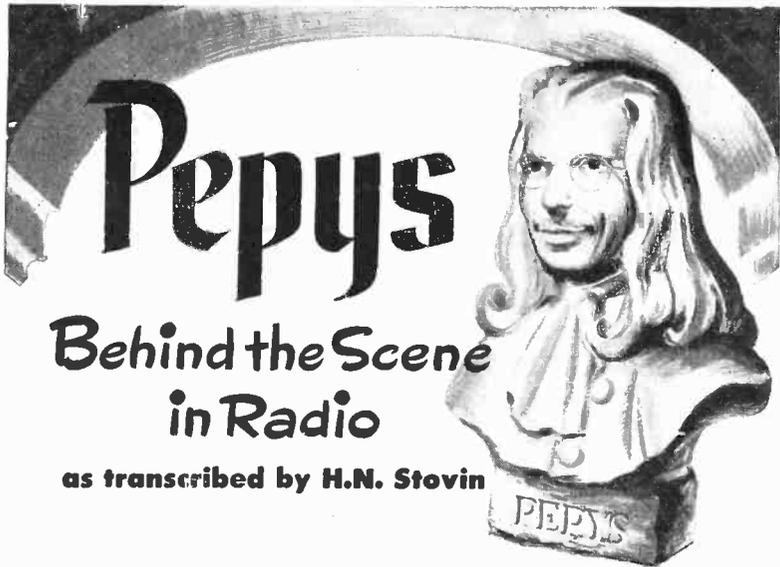
• • • • •

Be Sure

WINNIPEG CKRC MANITOBA

Is Included in your Budget.

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



as transcribed by H.N. Stovin

“Though it be well past, do still find myself ‘in fair round belly with good lobster lined,’ to borrow a phrase from Master Will of Stratford, and also to acknowledge Fred Lynds’ and CKCW’s famous ‘Lionel’ party, at which I did myself exceeding well ● ● ● Was also impressed by their brochure headed ‘There’s no hiatus in buying,’ and do reflect that local radio advertisers realized this long since, and are to be heard on the air accordingly, plugging for business just as hard in summer as at any other time. In view of the upsurge in away-from-home listening reported from all sections of Canada, surely it is time that National Advertisers did also see the light ● ● ● What astute time-buyer will first grab the values offered by those radio stations that gain thousands of summer tourists each year, with no increase in rates even though the audience has—as in the case of one Stovin station—practically tripled for summer ● ● ● Do feel truly happy at the success of radio’s great broadcast, carried by more than 700 North American stations, on behalf of the Manitoba Relief Fund. Am equally happy to record a fact nobody else seems to have noted, namely, that the slogan ‘Flood the Fund,’ was coined by C.A.B.’s Director of Sales, Pat Freeman—to whom, cheers ● ● ● Am now off on more station visits both east and west, and do feel that my long-established preference for air travel is now better known than I had realized—for a letter received this day from a Chicago firm opens, ‘The attached catalogue pages will be of especial interest to you, as they represent the last word in Airport Code Beacons and Obstruction Lights’! Ho hum, so this is fame!”

NEW YORK'S RADIO ROW

by Richard Young

New York, N.Y.—The big battle is on again.

And of course the two contenders are once again those two broadcasting giants, NBC and CBS. The talent tussle died down a bit several months ago after CBS had latched on to a number of NBC's top stars. No one expected NBC to take it without a battle—and right now the fight is being renewed hotter than ever.

First to draw blood was NBC which won the race to gain the services of comic Groucho Marx, currently a CBS property. He'll move over to NBC in the fall. There's nothing official on the loot offered Groucho but it is known that the decision was made with sealed bids by the two rival networks. Needless to say, NBC made the top bid—a bid so high that CBS offered little resistance. From all appearances, NBC won't spare the pursestrings to move back on top as the star-talent network.

During recent weeks both networks have been working overtime trying to sign up comic Bob Hope (now on NBC) to exclusive radio - television contracts. Mr. Hope, meanwhile, has been trying to get out of his four-year contract with Lever Brothers—mainly because he is anxious to tape-record his radio show but the advertiser prefers live programs.

Now the brothers Lever have decided to give Mr. Hope his freedom—and now both chains are beating a path to Mr. H.'s doorstep. Incidentally, the soap company also announced that it will sponsor a 15-minute segment of Arthur Godfrey's morning show on CBS—across-the-board. In addition, the company picked up two half-hour time periods on CBS-TV. No decision was announced about programs. There will be no other changes in the company's other radio and video properties—not for the moment at least.

And so it goes—blow by blow, round by round. Since NBC is also working hard on Jack Benny, Bergen and McCarthy and others—there will probably be more switches in the near future.

Speaking about Godfrey, there is growing resentment at the way he is being spread all over the CBS radio and teevee airwaves. There are few hours in a week when you can't tune in to Mr. Godfrey. It was amusing at first and the subject of many a comedian's jokes. However, the situation is now gotten out of hand and presents a real threat to CBS and Mr. G.

Broadcasting executives are unable to understand the thinking (?) going on these days at CBS headquarters. In the past CBS has not been known for lazy programming. It has sparked the creation of new packages. But now they've found an easier way—spread Arthur Godfrey. As for Arthur himself, there's only one explanation. He is now burning money in his fireplace.

C'mon, Arthur—give some talent a chance to make a buck.

Who should do the merchandising, the medium or the advertiser has been a controversial question for many moons. It's far from solved at the present moment.

Stations throughout the country are now offering advertise more merchandising devices than ever before. And so far there have been few complaints from advertisers.

The usual gimmicks are being used—counter displays, window displays, as well as displays in the stations' studios. All tied in with the sponsors' program or programs, of course. But down in Philadelphia, station WIP has expanded on the merchandising technique.

Station WIP has appointed staff member whose sole job is to merchandise the food advertisers on its *Kitchen Kapers* show. This staffer also visits stores where a particular advertiser's product is not sold and tries to convince the retailer that he should carry the item. And in the last report the staffer has been most successful in lining up new outlets for station advertisers.

The idea is expected to spread all over the country.

On the Cuff Notes . . . As reported here recently, the ABC network has followed CBS's lead and dropped out of the National Association of Broadcasters . . . and that's the news till next issue.

HORACE N. STOVIN
& COMPANY

MONTREAL / TORONTO WINNIPEG VANCOUVER

Representative for these live Radio Stations

CHSJ Saint John	CHOV Pambroke	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

DID YOU KNOW?

That CKCL's influence has once again been proven beyond question in this area? Recently a forest fire broke out within a few miles of Truro and an appeal for food for the firefighters was made over CKCL at the request of the Department of Lands and Forests. Within ninety minutes of our first appeal enough food had been delivered to fill two large trucks. Yes, CKCL delivers the goods, and that same loyal audience is available for your sales message.

CKCL

TRURO BROADCASTING CO. LTD.

J. A. MANNING
Manager

WM. WRIGHT, Representative
Toronto and Montreal

CANADIAN BROADCASTER AND TELESCREEN

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

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June 14th, 1950

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

Winnipeg Is Still In Business

The Manitoba Flood Relief Fund, to which Canadian radio gave such a terrific boost with its "Red River Relief Rally," seems to have disappeared from the headlines since the waters started to abate. Yet the need—and it is a new kind of need now—continues. So radio and its sponsors are in a position to continue the fine job that was done with the big program.

There were some radio people in Toronto, who, having heard of the plight of a large number of radio people in Winnipeg, planned to raise a fund to help their radio friends in the flood-bound city. It has since been decided, on advice from several quarters including Winnipeg, that, for the time being, anyway, this would be an unwise step to take, at least until it is determined what assistance will be forthcoming from the main fund and also from the government. The plan has therefore been abandoned, though it will be revived if the need seems to exist.

To those who have been postponing their donations to the national fund until further particulars of the radio project were available, we would suggest that they send their cheques to their own banks as soon as possible, so that their radio friends may be taken care of according to their needs along with their fellow-citizens. To everyone who is in a position to give this cause publicity, we would say, keep up the good work.

One other way to help this city which is now steadily emerging from its plight is to kill rumors and idle statements that Winnipeg has had it. Winnipeg is still in business, and will continue to be. Through the crisis, radio has been more important to them than anything in their lives, so now, more than ever before, they are great radio listeners.

Longhairs Lack Listeners

Canadian Radio Awards, whose winners were listed in our last issue, were presented over the air Friday, June 2, a week later than had been intended due to the Red River Relief Rally, without much of a fanfare.

With a few notable exceptions, most



"I think this is the guy who killed vaudeville. Now he's after TV."

of the awards went to programs and their perpetrators of the "better" type, which, while they may excel in terms of artistry and scholarship, lack one thing which we see as a prime essential to the success of a radio program, and that is listenership.

It has always been our contention that the only yardstick with which to measure the success of any enterprise of an expressive nature, and radio surely falls in this category, is the box-office. This should not be interpreted as a mercenary attitude, but rather a plain statement of the obvious fact that no cultural contribution is being made by painters whose works gather dust in obscure attics; by writers whose manuscripts are forgotten in hidden trunks; by playwrights whose dramas are played to empty theatres; by radio artists whose voices go straight from the microphone into a vacuum.

This is not saying that many—most even—of the programs singled out for distinction by the Canadian Radio Awards were not worthy of the honors bestowed upon them. It is rather pointing out—to the judges especially—that only if the listening factor is given a great deal of consideration in the selection of the awards, can they be deemed to be indicative of real contributions to Canadian culture.

TV Is A Horseless Carriage

Years ago, people stopped to gaze in astonishment as new-fangled inventions of the devil called "horseless carriages" chugged by dangerously, and then went home shaking their heads, sagely observing that they were just a passing fancy.

Such writers as Jules Verne and H. G. Wells wrote fantastically about all manner of things, especially speedy travel, and their works were regarded as flights of fancy.

Buck Rogers' flying rockets were once regarded as pure unadulterated fiction, but that was before the V-bombs started flying across the English Channel.

Not many years ago, the first crystal radio sets came as "father's new fad" and their main importance was that they kept the old man home at nights.

Speaking in Ottawa this month, before the Parliamentary Committee on Radio Broadcasting, CBC Chairman A. Davidson Dunton stated that in his opinion there is no hope of a television network operating in Canada on a commercial basis, that is to say without government financial assistance.

While we are quite prepared to agree with Mr. Dunton that neither he nor his associates on the CBC Board of Governors could perform this feat, we are not overly convinced that it would not be feasible under the guidance of the men and their sons who have been achieving the impossible this past 25 years by developing "father's new fad" into the most potent medium of mass communication man has ever known.

The able brains of CBC staffers notwithstanding, there is nothing that the CBC has done for Canadian radio beyond permitting what the private-enterprise pioneers of the teens and the twenties began to develop. And this development is a natural one, which would have taken place without forming a monopolistic body, such as the CBC. Electric lights and telephones have developed from the pioneering of Edison and Bell. Broadcasting would have fared just as well. So can TV, if they will only let it.



B.U.P.
"COVERS THE WORLD"
BRITISH UNITED PRESS

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

★

HEAD OFFICE
231 St. James Street
MONTREAL

PROMOTION

More Than A Lobster

More than a lobster! One man we know ate eight, no less, and then went home without submitting to a search! *Lionel the Lobster*, ambassador extraordinary for Fred Lynds' CKCW, Moncton, has become a tradition since 1940.

May 30 and June 2, Fred Lynds descended on Radio and Advertising Rows, Toronto and Montreal, to set up his stand in the Royal York and Mount Royal and regale radio men, their clients and their agencies with tempting morsels of lobster flown in by TCA from the fishing fields of New Brunswick, for which the province is so famous.

Always an ambassador for the CKCW market, Lionel is embarking this year on a new campaign — to bring home to advertisers that people go on living in the summer, and that living means buying goods they have so much more time to hear about when they are on vacation.

Familiar to readers of this paper for his utterances in the advertising columns, *Lionel the Lobster* is the hub of all CKCW activities.

Agencies and their clients foregather at these annual parties to eat lobster and say hello, but it goes deeper than this.

Lynds uses his parties — and this year he broke down and ate



"COME ON IN, THE SELLING'S FINE," featuring Lionel the Lobster, keynote Fred Lynds' CKCW Lobster parties in Toronto and Montreal this year. At right: J. E. Potts, Senior Brand Advertising Manager of Leves Brothers Ltd., gleefully brandishes a luscious denizen of the deep; next, Bill Hannah, Cockfield Brown Montreal, presents host Lynds with an illuminated plaque autographed by Montreal guests; inset: veteran radio man Don Bassett makes his first appearance in radio circles after spending over 12 years in Weston Sam grouped around an oil painting of Lionel painted by CB&T and editor Grey Harkley are, from left to right: Rene Byles (Mrs. Bill), Horace N. Stovin, Fred Lynds, Bill Byles (Young Rubicam), Grey Harkley and Alec Pharr (R. C. Smith & Son Ltd.).

INDUSTRY EXPANDS

New Investments
New Developments . . .
Precede New,
Growing Markets.

. . . OIL companies plan to spend \$150,000,000 in Alberta in 1950. Calgary Power Co. is currently engaged in a \$30,000,000 hydro facilities and services expansion. These firms have faith in the continual growth of the Southern Alberta market.



CFCN'S KNOWLEDGE OF THIS MARKET CAN PUT IT IN THE PALM OF YOUR HAND

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.

some lobster himself for the first time — to transport to Toronto and Montreal the spirit of the Maritimes, and more especially to show how CKCW, through Lionel, is the way to sell the Maritime market.

Lionel gives CKCW a personality. CKCW, noted for community service for which it won a Beaver Award, hangs this service on *Lionel* to the point where he was recently made a life member of the Moncton Kiwanis Club. He appears in person at the Annual Shediac Lobster Festival; he is the motivating force behind CKCW's Moncton Music Festival, now in its fourth year, with

Hubert Button, full-time secretary, he is considering coming to life on the air in a proposed children's program "*Uncle Lionel the Lobster*"; he is featured in trade press advertising; and now he is off on his campaign to sell advertisers the idea that people do listen to the radio in the summer time.

1500th PERFORMANCE

New Westminster, B.C. — "Bill Rea and his Roving Mike," heard over CKNW every morning of the week except Sunday, celebrated the 1500th program last Saturday.

"MACOVEE" Says:

AGENCIES!

Be sure to read CKOV's OKANAGAN VALLEY STUDY which is now in your hands.

ADVERTISERS!

To SELL the *wealthy* OKANAGAN you NEED me!

The apple crop this year will be BIG.

"The Voice of the Okanagan" is

CKOV - KELOWNA



"The 'OV Appleman'"

NEW DEAL IN PROMOTION



ancouver.—With a newly-created Sales Service Division, CKWX has taken to the open road with a new deal in promotion and service to the sponsor and retailer. Staff man John Boates, equipped with a new English Ford quarter ton van, will help promote the point-of-sale merchandising of products advertised on CKWX.

It is a kind of service to sponsors never given before to radio advertisers in this region.

The scheme works out not only to the benefit of CKWX clients, but also to merchandisers in the station's coverage area who handle the products involved.

Boates will call individually on each druggist and grocer in the CKWX area, to acquaint the retailer with the various advertised products, and advise him on possible displays and merchandising ideas to help back up the radio campaign.

Sales Service Division is also designed to let retailers know what products are currently being advertised on the station, and what is coming up, giving him a better chance to cash in on the advertising and prepare his local displays.

The English Ford which Boates will use is a two-tone job with the station's slogans, "First with the news" and "Centre aisle on your radio dial," on the panels.

PEOPLE

Chief Crow Eagle

Memo to Postmaster: If you receive any letters addressed to Chief Crow Eagle of the Piegan Indian Tribe, don't waste time consulting Who's Who or the City Directory — just forward them to John Fisher, care of the "Westinghouse Presents" program, which returns to the Dominion network this fall.

Fisher, who shares the Sunday evening half-hour Westinghouse program with CFPL alumnus Don Wright and his chorus, had his new Indian title become official at the sixth annual convention of the Canadian Restaurant Association, held recently in Toronto's Royal York Hotel.



\$3.00 a Year

(\$5.00 for 2 years)

Insures Regular Delivery of the

Canadian Broadcaster & Telescreen

Sell the entire Niagara Peninsula

And away beyond since change to 620 kes.

at one low cost

with



CJDC

DAWSON CREEK, B. C.

JUNE 14, 1950.

Mr. R. G. Lewis,
Canadian Broadcaster & Telescreen,
Toronto, Ontario.

Dear Dick:

Can you help me compose my ad for the next issue? Superlatives may be supine but comparisons are said to be odious. How can I let the Time Buyers know that CJDC covers the entire Peace River Country; that Dawson Creek is the largest town in the P.R. Country; that Dawson Creek's retail business is the highest in volume; that Dawson Creek is the largest shipper of grain in the Commonwealth; that we have a tremendous trucking industry with over 900 trucks registered here; that natural gas is being piped into the town; that over six million acres of land in the B.C. Block alone have been leased by oil companies; that we have one of the world's largest and best coal fields in our area; that thousands of acres of land are being sold weekly? Frankly, Dick, our coverage area bids fair to be one of the greatest empires in the world. The Peace River Country is one of the wealthiest on the globe.

We might suggest that Time Buyers consult their clients in order to confirm the fact that Dawson Creek sells more of their products than any place in this vast territory. If these clients ask their sales representatives, who travel in this area, they'll discover why CJDC is the number one station in popularity. And say! — watch for our BBM!

Kind regards to yourself and the Broadcaster slaves.

Sincerely yours,

Lew Roskin
Manager.

Get Your Sales Message to
The Fastest-Growing Industrial City
In Eastern Canada - - -

CORNWALL, ONTARIO

POPULATION NOW 32,000

Cornwall and the prosperous United Counties of Stormont, Dundas and Glengarry are served by

CKSF and CKSF - FM

A Progressive Station in a Progressive Community

According to Elliott-Haynes Ltd. Surveys, from 9.00 a.m. to 10 p.m. at least 76.6 per cent of the Cornwall listening audience is tuned to CKSF-CKSF-FM.

Make Cornwall a "Must" Market - - -
and Reach It Through

CKSF and CKSF - FM

Write Us Direct, or Through
HORACE N. STOVIN CO. (Canada) or
JOSEPH HERSHEY MCGILLVRA, INC. (U.S.A.)

6,000 LOCAL ARTISTS RAISE \$51,000.00

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.

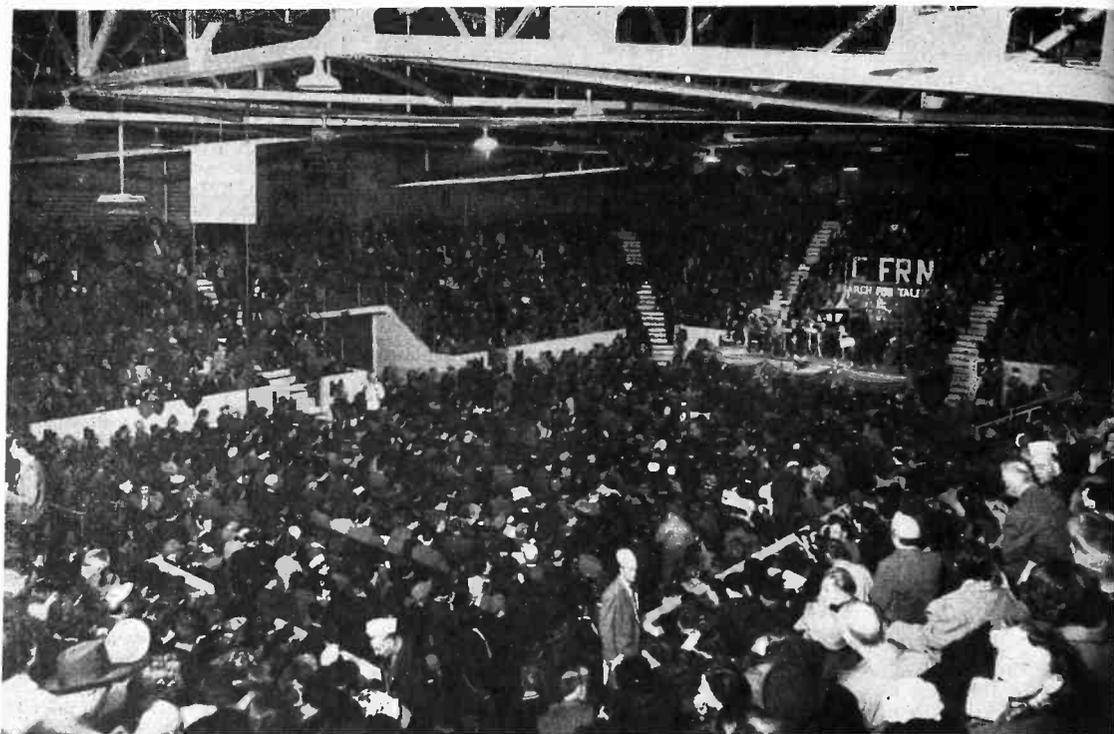
We'll give any other periods the same treatment if you say the word.

We like saying "we told you so."

CJCS

STRATFORD

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



THIRD ANNUAL CFRN-A.C.T. "SEARCH FOR TALENT" show, in aid of Northern Alberta Crippled Children's Fund, plays to full house as contestants are brought to Edmonton for finals.

Edmonton. — The three-year-old "Search for Talent Showboat" program, a non-profit project sponsored jointly by station CFRN and the local branch of the Associated Canadian Travellers, has so far done double duty by raising over \$51,000 for the Crippled Children's Fund of Northern Alberta and giving a boost to some 6,000 promising home-grown artists who have been aired during 78 three-

hour shows.

Under CFRN's chief announcer and program emcee Claude Blackwood, the station's staffers pack themselves and remote broadcast equipment into vehicles for a trip to a different Northern Alberta town each Saturday night, 26 times a year. The first hour of the show consists of local amateurs doing their stuff, most of them for the first time, before

capacity audiences in local auditoriums and over the air. Following this, two hours of variety entertainment is staged and produced by CFRN personnel.

Near the end of each season what is considered to be the top act from each town is brought to Edmonton for the semi-final and final shows.

The need for this public service became apparent three years ago when the Associated Canadian Travellers asked for CFRN's help in assisting the crippled children of Northern Alberta, after the handicapped kids' plight had been brought to their attention by Alberta's Deputy Minister of Health, Dr. A. C. Somerville. No facilities or services were available for treating crippled youngsters, Dr. Somerville revealed, but to date through the fund, 51 cases have been treated; some have been completely cured.

During the summer months, the Crippled Children's Fund is promoted by a CFRN-A.C.T. "Barr Dance" series. These are one-hour broadcasts from towns on the "Search for Talent" circuit, followed by three hours of dancing and entertainment by the CFRN staff for the studio audience.

Recently, George Duffield, production manager at CFRN, was called upon to prepare a script on "Search for Talent" for the CBC International Service. The story was beamed to Europe on "The Voice of Canada" by Elspeth Chisholm who handles International Service's "Midweek Commentary and Cultural Talk."

Recently, Helen Jackman, who does "Morning Comments" on the CBC's Edmonton outlet, CBX, told a coast-to-coast network audience of this CFRN-A.C.T. venture in humanity.

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

AWARDS

Outstanding News Coverage

New York, B.U.P.—Ten radio and television stations and two individuals were named winners of the 17th annual Variety Plaque Awards . . .

And at the top of the list for "outstanding news coverage" is radio station CHUM, Toronto . . . for the way it handled the Norwegian disaster.

CHUM is hailed editorially by the newspaper's radio editor, George Rosen, as "a symbol for radio."

Rosen said: ". . . an enterprising post-war 1000-watt (CHUM) has accolades for its outstanding local news coverage." CHUM, he said, demonstrates the value and power of a radio station to its community and its people. The wit, vigor and showmanship of CHUM's management illustrates anew the youth of radio, its importance in the scheme of things today and mainly the new horizons open to it.

The citation itself read:

"If ever a small station rated an old Army citation 'for services rendered beyond the call of duty,' it's this young 1000-watt station across the border. The citation that it was the first radio station on the scene of the tragic Norwegian fire was not just a compliment. The big beat was the pay-off for CHUM's enterprising 'Flash News Bureau' idea, set up several years ago when the station first started operations." The newspaper said that for two weeks the CHUM staff worked without sleep in reporting the disaster.

All commercials were dropped, and CHUM's facilities as well as staff did nothing else but disaster service. The station became practically a voice for police, fire and disaster aid organizations . . ."

JOHNNY GILLIN CITED

Oshawa, Neb.—John Gillin, president and general manager of radio station WOW here, received the Showmanager Award in the 1949 Showmanagement Awards presented by Variety Magazine, it was announced in the May 24 issue of that magazine.

The Voice of the Eastern Townships

CHLT
(FRENCH) 900 Kc. 1000 Watts

CKTS
(ENGLISH) 1240 Kc. 250 Watts

SHERBROOKE, QUE.



Representatives
WOS. A. HARDY & CO. LTD.—CANADA
ADAM J. YOUNG, JR. INC.—U.S.A.

FOR RESULTS IN SOUTHERN SASKATCHEWAN



CKRM REGINA

Ask your All-Canada Man

*With Stiff Competition
From every direction*

CKLB

"The Biggest Little Station in the Nation"

Consistently draws **MORE**
LISTENERS than all other
Canadian Stations combined in
The Greater Oshawa Area

FOR EXAMPLE

- JUDGE HARDY'S FAMILY - FRI. 8 - 8:30 **48.2**
- MICHAEL SHAYNE - FRI. 9 - 9:30 **47.3**
- THE OLD RANCH HOUSE - SAT. 9 - 9:30 **50.6**

THESE ARE ONLY A FEW OF
THE GOOD BUYS MADE BY
179 LOCAL SPONSORS ON CKLB

YOU TOO CAN WIN IN CENTRAL ONTARIO'S
RICHEST MARKET IF YOU BUY LISTENERS
ON



ASK JIM ALEXANDER

LOOK CANADA, WE WON!

'Peg Stations Go All-Out In Clean-up Period

By Dave Adams



"Good day to you—Jos. Hardy is here again with a message! So you want your share of a market where retail sales total \$10 million annually? Then consider Megantic County, in Quebec Market No. 2, with a population of 45,860, and where 91.6% of all homes have radio. Gross income per family is high — \$4,058.00 — according to 'Sales Management' figures. Their total effective buying income is \$35 million. You can tell your sales story, and get your share, by using CKLD, Thetford Mines — a French-speaking station that has a loyal listening audience, and can get you results. Want to know more about CKLD? 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	THETFORD MINES	250 WATTS

Winnipeg.—Thousands of words were filed and broadcast out of this Western Canadian city during the height of the flood crisis. Unfortunately, many of them were of the wild variety—painting a picture of a dying city, doomed by the ever-advancing waters of the rampaging Red River.

People in all parts of the continent picked up their papers and read that Winnipeg was a virtual ghost town, and the same held true throughout the rest of the Red River Valley.

The stories all but said that Winnipeg and southern Manitoba—in a business sense—would take years to recover from the blow.

Now that the waters are receding rapidly it's time to take an objective view of the 1950 flood. The subject is summed up admirably in an editorial in the Winnipeg Tribune for May 30, titled: "Look, Canada, We Won."

It says, in part:

"A miss is as good as a mile.

"It is about time that the Winnipeg City Council and other responsible bodies in the city reminded the rest of Canada of this truism. It is about time that the rest of Canada was made clearly aware of what was spared in this area as well as what was lost in the flood.

"On balance Winnipeg has come off extremely well from its brush with disaster. It is true that a considerable number of buildings in residential areas were invaded by the flood and many families put to the heavy trials and expense of moving away from their

homes. For these families there is and should be great sympathy. They are going to need the funds collected by the Manitoba Flood Relief Fund to get re-established.

"But it is equally true that thousands upon thousands of Winnipeg homes went through the flood without even the inconvenience of water in the basement.

"The industrial plant of the city was barely touched by the flood—certainly few factories and plants were temporarily closed."

The editorial goes on to point out that the transportation system remained in operation at the height of the flood; essential utilities are probably in better shape than they were before the waters came—so many safeguards have been installed; light, power and telephones continued in operation; "Winnipeg's stores, theatres and garages are doing business as usual. There is not the slightest shortage of supplies of any kind." Health conditions are good.

It is admitted in the editorial that there will be a great deal of repairing and cleaning up going on in the Red River Valley during the next weeks and months. "Hundreds of thousands of dollars' worth of furniture are going to be bought. But it should be borne in mind that the Dominion and Provincial Governments are going to pay the shot for a lot of the repairs, and the Manitoba Flood Relief Fund for the furniture and home furnishings.

"That means that literally millions of dollars in new money will be circulated in this community. There has never been a case where

hard times were caused by money flowing into a community.

"But there is some danger the gloomy talk will persuade both the people of the Red River Valley and the rest of Canada that the flood has dealt a haymaker to Winnipeg and other centres in the Valley."

The editorial lauds the City Council as setting a good example by carrying on with its normal program of public works. "The engineering department is ready to operate on a three-shift basis. Financial institutions are showing their confidence in the city by proceeding with major building operations.

"Winnipeg has won the fight against the 1950 flood. For a few days it was a near thing, but the people of Winnipeg won. They are already hard at work removing the scars of the battle.

"That is the message Winnipeg should pound into the rest of Canada—Winnipeg is carrying on business as usual at the old stand."

Stations Stress Fund

Local radio stations, with flood waters fast disappearing, have turned the spotlight on the fortunes of the Manitoba Flood Relief Fund campaign.

Personnel of stations are deeply interested in fund gains announced each day. Many of them were forced from their own homes and can sympathize with thousands of citizens who found themselves in the same boat.

At the moment it is impossible to list those in the radio industry in the Winnipeg area who fell afoul of the Red River.

Meanwhile, the industry in Winnipeg—and Canada as a whole—is pitching in to shove the fund over the \$10,000,000 objective.

Over at fund headquarters, L. Garside, of Inland Broadcasting, is in charge of fund radio publicity. He feeds the plugs to every radio station in Canada, and also cuts discs for them. These players give an idea of what future interviews and discussions with people who will receive fund benefits.

Locally, fund results and features are given choice spots on broadcasting schedules, and the stations are pitching in to help raise the sorely-needed cash.

CJOB has auctioned off a pool for \$200—proceeds going to the

THE FREDERICTON "COMMUNITY"

numbers more than 200,000 persons

Remember the amazing "7 CENTRE SURVEYS"?

If you have misplaced your copies of those Elliott-Haynes reports the "All-Canada Man" will lend his copies.



EDMONTON
CENTRE
OF
750
OIL
WELLS

Another auction, sponsored by a Y.M.C.A. organization, will be held for two hours soon at the Y.M.C.A. JOB personnel. The fund gets its publicity as fund publicity was given by a play-by-play description of an amateur baseball game. Jack Wells was at the mike.

Chuck Cook of CKY is giving a talk, including his privacy, for the fund. At the moment Chuck is spending all his time in the store of a Portage Ave. store of fund publicity venture. Chuck is contracted to stay where he is for not less than four days and more than 10.

11 types of guests are featured in the book during his stint, which is under way shortly after 7 p.m. each day. Passing citizens are pleaded with, cajoled and bullied by Chuck and his helpers to drop coins into handy containers lined in front of the store.

At the same time, CKY will broadcast five other regular programs from the store window. On May 11 are *Around the Bandstand* with John O'Leary; noon news with Jim McLeod; sports news at 12.40 p.m. with Bill McLeod; CKY Clubhouse at 5 p.m. with Ron Rohmer; and finally *John Bjerre and his Night Show* from 11.15 p.m. to 12.15 p.m. sign-off at one o'clock.

When things are not going too well in the way of fund contributions, Chuck nips out onto the street and interviews passers-by. They can't very well refuse to contribute in CKY's early morning man shows with them with a mike. In St. Boniface, CKSB broadcast a special concert in aid of the fund. Ninety minutes of the program were aired.

Two Transmitters Hard Hit - Transmitters of stations CKRC and CJOB were hard hit by flood waters. Officials estimate that damage will run into thousands of dollars.

CKRC transmitter in St. Vital is back in operation after being out of commission for several weeks. CJOB personnel managed to keep their transmitter operating through the worst of the flood. It is located in the north-west section of St. Boniface, one of the first areas flooded in the water Winnipeg.

A good deal of equipment in the CKRC transmitter house was damaged beyond repair, including short-wave transmitters.

Force of water created havoc with the building's basement.

CKRC tried to keep faithful listeners among those evacuated to the Regina area in a happy frame of mind. Some of the station's most popular shows were recorded in abbreviated form, and then re-broadcast over CKRM.

One Third of French Listeners
Rene Dussault, major-domo at CKSB, St. Boniface, can tell you that 17,965 of the station's listeners were affected by flood waters - 33 per cent of the possible French-speaking radio listening audience in southern Manitoba.

Of these 9,135 were actually flooded out of their homes, while 8,830 obeyed evacuation instructions.

Rene can tell you all this because CKSB did a tremendous evacuation job. Most of the towns and communities hit by the rampaging river along the Red River Valley were predominantly French in population.

When first news of flood disaster along the Valley began leaking out, the station set itself up as an information centre, aiding the Red Cross.

Station personnel worked with the weary evacuees, finding billets for them. Meanwhile, nearly all airtime was devoted to sending messages out to relatives of the homeless. These messages reassured relatives that everything possible was being done for the evacuees.

CKSB can take a bow for flood work.

(Advertisement)

CHUM Race Broadcasts Get 31.5 PROGRAM RATING In "Away From Home" Survey

In a coincidental telephone survey, conducted to determine the percentage of "away-from-home" radio sets tuned to CHUM's actuality race broadcasts, it was found that 31.5% of the premises reporting a radio were tuned to the station.

703 phone calls were attempted, of which 529 were completed, among the following business classifications: Restaurants, Snack Bars, Service Stations, Garages, Cigar Stores, Tobacconists, Taxi Offices and Stands, and Barber Shops.

Based on the total number of premises reporting a radio, the following survey results were obtained:

Percent "Sets-in-Use"	70%
Percent Sets in Use Tuned to CHUM	45%
Program Rating	31.5%

The special survey was conducted for CHUM on May 11 and

12th, 1950, during racing broadcasts from Dufferin Park, by the research organization of Penn McLeod Associates.

CHUM's racing broadcasts are sponsored by Dunn Tailoring, well-known retail Men's Wear chain, with Muter, Culiner, Frankfurter and Gould advertising agency placing the account in Toronto.

"At home" interest in CHUM's racing broadcasts was also reflected in a second audience study conducted for the station, with 25% of adults interviewed reporting they would listen to "Race Broadcasts" if they were tuned to the station.

In the second survey, interest in sportscasts was considerably higher than had been anticipated by either the station or the sponsor, with 72% of the adults reporting they would stay tuned to this type of program if they were listening to the station.

"FIRST ON THE AIR WITH NEWS AND SPORTS"
CHUM — DIAL 1050 — TORONTO

WANTED

ANNOUNCER with some experience for 250 watt station close to Toronto. Good opportunity for right man. Announcing - operating-continuity writing-producing. Send disc, photograph, and complete details including salary expected

to
Box A-51
Canadian Broadcaster & Telescreen
163 1/2 Church St., Toronto



**Continuous Radio
Audience Measurements
Since 1940**

Elliott-Haynes Limited

515 Broadview Ave.
TORONTO
GErard 1144

Life Building
MONTREAL
PLateau 0494

Time Buyers!
When You Buy ---
Be Sure You Get ---
CFCY
Naturally you can't buy all the radio stations unless you have an unlimited budget. It makes sense then to take the radio station that reaches the most people.
BBM Day: 127,020
Nite: 122,130
Retail sales over two hundred million dollars in BBM 50% or greater area.

CFCY
CHARLOTTETOWN
The MARITIME
Must STATION
ALL-CANADA RADIO FACILITIES LTD.
WEED & CO. IN THE U.S.A.



"Centennial means Thousands?"

"Now, Marge, maybe you'd better take the after—..."

"Oh, you mean Peterborough's Centennial Year will bring thousands of extra people into the Peterborough market! Yes, and those special events every week, all year, will keep them interested, too. What?"

"Sure, we get lots of tourists here. All kinds of them visit the Kawartha Lakes for their holidays. They listen to CHEX—and buy their supplies in the Peterborough area, too."

"That's what we mean — CHEX is an extra big buy in the summer. Ask the boys at N. B. S."

CHEX - Peterborough

1000 WATTS

1430 KCS.

CHEX - FM

Get the facts from

NATIONAL BROADCAST SALES

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



Oxydol's Ma Perkins pulled an E-H rating of 35.5 in September over CJOC. And that's just a sample! Get all the facts on CJOC's amazing success in Southern Alberta's richest market.

YOU CANNOT AFFORD TO MISS THE LETHBRIDGE MARKET!



Ask your local All-Canada man!

LETHBRIDGE ALBERTA ALL-CANADA STATION

PANORAMA

Foster Hewitt Gets 6th Toronto Station



Ottawa. — The application of sportscaster Foster Hewitt for a license to operate a new station in Toronto was the only one of four recommended for approval by the CBC board of governors at a meeting held here late last month. The application covered a 250 watt station on 1400 kc. to serve West Toronto.

The Dauphin Broadcasting Co. Ltd., represented by Ken Parton, former CJGX manager, was handed a deferment by the board on its application for a 250 watt station at Dauphin, Man.

The applications of John N. Hunt, for a 250 watt station at Langley Prairie, B.C., and of Harold A. Corning, for a 250 watt station at St. Stephen, N.B., were both denied.

Increases in power were recommended by the CBC board for the following stations: CHVC, Niagara Falls, for an increase in daytime power from 1 kw. to 5 kw. on 1600 kc., with night-time power of 1 kw. unchanged; CHUB, Nanaimo, for a boost from 250 watts on 1570 kc. to 1 kw. on 1480 kc. An increase was denied station CHRC, Quebec, seeking to up its power from 5 kw. to 10 kw. on 800 kc.

Station CKY, Winnipeg, applying for a change in frequency from

1080 kc. to 580 kc., with no change in its 5 kw. power, received the board's approval.

A transfer of the license for station CJLS, Yarmouth, N.S. from the estate of Laurie Smith to Gateway Broadcasting Co. Ltd. was approved.

JOCKEYS COMBINE TO BOOST YW FUND

Vancouver.—For the first time in a coon's age, rival stations buried the hatchet elsewhere than in the rival's skull and got together in a disc jockey jamboree to raise \$2,000 for the fund to put up a new YWCA.

It went from 7.30 to midnight from the Vancouver studios of CKNW, and every jockey with a day's march was on hand.

Roughly, they took 20-minute stretches in turn, playing numbers for which listeners called in a battery of stenographers, who also recorded their pledges of contributions. These were picked up later by canvassers.

Each caller also got a chance at prizes for every dollar pledged.

Colin Fitzgerald and Ross Motimer of CJOR were on hand, with Bobby Hutton, Will Ward and Jackie Kyle of CKWX, Wilf Rea of CKMO and Bill Rea, Jack Cullen and Hal Yerxa of CKNW.

Apart from the \$2,000, the show got a lot of much-needed publicity for the YW campaign.

RADIO SALES ON UP

Toronto. — Radio set sales in April in Canada, totalling 57,200 units, showed a marked increase over the same month last year when 47,884 units were sold. The set sales figures, released by the Radio Manufacturers' Association of Canada, also revealed an increase of 13,282 in the number of units sold during the first four months this year, when the total was 199,944, over the same period in 1949.

FOR SALE

One RCA 44BX Senior Velocity Microphone, used approximately 30 times. Six months old — \$120.00

C. J. Miller, Chief Engineer
CJSH-FM Hamilton

CFBC — Saint John, N.B.

"With top coverage in Western Nova Scotia"

NOW BROADCASTING TWICE DAILY

to the **MARITIMES' \$50,000,000 TOURIST TRADE**

- ★ CFBC's INFORMATION BOOTH is located at the WORLD FAMOUS REVERSING FALLS!
- ★ Tourists get attractive WINDSHIELD STICKERS telling them about SPECIAL BROADCASTS

"WELCOME NEIGHBOUR"

(a copyright feature)

"The BEST TOURIST OPERATION OF ITS KIND" . . . says Leo Dolan.

- ★ Another example of "CFBC's" ENTERPRISE for its SPONSORS!
- ★ A participating plan; see:—

J. L. ALEXANDER, Toronto & Montreal
WEED AND COMPANY, U.S.A.

AGENCIES

BAKER ADVERTISING

Toronto.—Canada Packers Ltd. has renewed the three-a-week 10-minute 9 a.m. newscast featuring Fred Cripps over CFRB, Toronto, advertising Bye Soap Flakes until September 2. Same sponsor has also renewed a series of five-minute newscasts advertising Bye on a three-a-week basis over a number of Ontario stations including CPO, Chatham; CFPL, London; CFS, Owen Sound; CHEX, Peterborough; CHOK, Sarnia; CKC, Hamilton; CKWS, Kingston; CHOV, Pembroke, and CFRA, Ottawa.

Maple Leaf Soap Flakes have renewed five minute newscasts. Six week, on 17 stations between CKR, Fort William and CFPR, The Rupert, until September 2. In addition a six-a-week spot announcement series has been renewed over CFAC, Calgary. Rounding out the Canada Packers schedule is a five-minute six-a-week newscast renewal over CLO, Montreal, along with a three-a-week 15-minute newscast over CKCW, Moncton, also advertising Maple Leaf Soap Flakes.

SPITZER & MILLS

Toronto. — Colgate-Palmolive-Peet has replaced *Our Miss Banks* for the summer with the comedy variety *Steve Allan Show* piped in from CBS to CFRB, Toronto; CFCF, Montreal and 10 stations of the mid-eastern region of the Dominion net. Cy Mack and Pegi Brown take care of commercials for Cashmere Bouquet Soaps and Cosmetics, Colgate Dental Cream and Palmolive Shave Cream. For the same sponsor, *Satan's Waitin'* has replaced *Mr. & Mrs. North* over CFB, Toronto and CJAD, Montreal (from CBS), advertising Hair Shampoo and Palmolive Soap. A test campaign for Colgate products has started over several stations. Called *Colgate's Bag*, this is a disc jockey show, heard for 15 minutes five times a week over CFCY, Charlottetown; CJCB, Sydney; CFBC, Saint John; CFRA, Ottawa; CKB, Timmins, and CKY, Winnipeg.

GRANT ADVERTISING

Toronto.—Canada Packers Ltd. has renewed its three-a-week five-minute newscasts advertising Margene margarine over nine Ontario stations, including CFRA, Ottawa; CHOV, Pembroke; CKWS, Kingston; CKOC, Hamilton; CFOS, Owen Sound; CHOK, Sarnia; CHEX, Peterborough; CFPL, London, and CFCO, Chatham. The three-a-week 10-minute newscast over CFRB, Toronto, featuring Fred Cripps, has also been renewed until September 2. The three-a-week 15-minute Margene newscasts have also been extended on CKCW, Moncton, and CJLS, Yarmouth, until fall. A spot announcement series over 26 Ontario, New Brunswick and Nova Scotia stations has also been extended for the same product.

Colgate-Palmolive-Peet Ltd. is taking a three-a-week five-minute segment of *Club 580* over CKEY, Toronto, until the end of the year, directing its Cashmere Bouquet products at the teen-agers.

MacLAREN ADVERTISING

Toronto.—Peoples Credit Jewellers returned for the sixth season with *Sunnyside Community Sing-Song* June 11, to a network of Ontario stations including CFRB, Toronto; CFPL, London; CHML, Hamilton, and CFRA, Ottawa. The Sunday night show, broadcast from the bandshell of Toronto's Sunnyside Beach, again features Art Hallman and orchestra with Marilyn Kent looking after the vocals. Joe Murphy is the new emcee, while Mike Fitzgerald again handles the commercials and Maurice Rapkin produces.

D'ARCY ADVERTISING

Toronto. — Coca-Cola Ltd. has replaced the Edgar Bergen-Charlie McCarthy Show with Percy Faith and his 45-piece orchestra for the summer months. *The Pause That Refreshes On The Air* is piped in from CBS to CFRB, Toronto; CFCF, Montreal, and the Dominion net. It also features guest singers.

VICKERS & BENSON

Toronto. — Seven-Up (Ontario) Ltd. has scheduled the transcribed half hour once a week *Hopalong Cassidy* over CKLB, Oshawa, for a run of 52 weeks.

(Continued on next page)

Again!

CROP PROSPECTS GOOD...

"In contrast with most regions in Alta. and Sask. moisture conditions in the Prince Albert district are considered very favorable, according to CN and CP weekly crop reports issued May 26. Heavy showers and good rains have been reported in all 20 subdivisions of the Prince Albert district during the past week. Generally, in Saskatchewan, however, and in Alberta high winds during the past week have depleted surface moisture and all districts are reported needing rain."

—Prince Albert Daily Herald.

No crop failures here yet and prospects are good again this year. BEAM YOUR CAMPAIGN MESSAGES TO SASKATCHEWAN'S CHOICE FARMING AREAS THROUGH

CKBI

PRINCE ALBERT, SASKATCHEWAN

5000 WATTS

NO HIATUS!

LIVING IS A YEAR ROUND BUSINESS

SELL THEM
12 MONTHS
OF THE YEAR

Only 1.7% of Lionel's listeners spend their holidays away from CKCW's influence.



CKCW

MONCTON NEW BRUNSWICK

The Hub of the Maritimes

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



CHRC

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

YOU'LL SELL IT...
IF YOU SELL IT OVER

CHRC

Your Most Responsive Radio Audience Listens To CHRC

Representatives
CANADA: 35 A. HARDY & CO. LTD.
U.S.A.: ADAM J. YOUNG JR. INC.
"LA VOIX DU VIEUX QUÉBEC"

NORTHERN ONTARIO'S

Greatest

ADVERTISING

MEDIUM

CKSO

NORTHERN ONTARIO'S
HIGH-POWERED
STATION

Ask

ALL-CANADA IN CANADA
WEED & CO. IN U.S.A.

FIVE OUT OF SIX

MARGARINE ACCOUNTS

ARE USING

CJCH

Halifax

(Non-conflicting times, of course.)

*Number 2 in a series of CJCH acceptance stories. One account accepted a **LOWER RATED** time because they knew of CJCH merchandising services.

AGENCIES

(Continued)

COCKFIELD BROWN

Toronto. — Canadian Industries Ltd. has taken over sponsorship of *Singing Stars of Tomorrow*, recently dropped by York Knitting Mills, commencing October 22 over 30 odd stations of the Dominion network. The show retains much the same format and will continue from Toronto but will be heard at the new time of 9.00 p.m. (EST). Rex Battle will again direct the music with John Adaskin back as producer. Scholarships amounting to \$3,250 will be awarded successful vocalists from contestants chosen by auditioning panels during sessions held across the country.

J. WALTER THOMPSON

Toronto.—Lever Brothers Ltd. has scheduled a series of transcribed spot announcements over 34 English and 4 French stations advertising Surf along with another series going to nine stations for Lux Flakes.

WALSH ADVERTISING

Toronto.—B. F. Goodrich signed for a transcribed test spot run over eight Ontario stations for 104 spots each, which started last month. The dramatized spots, featuring Wally Armour as organist-arranger, Russ Titus on the vocals, and announcing by Fred Cripps, will be offered for local sponsorship on a dealer co-operative basis in both English and French markets.

JAMES LOVICK

Vancouver.—Canada Nut Company has a 260 flash announcement campaign under way over CKNW, New Westminster, advertising Squirrel Brand Peanut Butter.

McKIM ADVERTISING

Toronto.—The Ontario Fruit & Vegetable Growers' Association has started the five-a-week 10-minute *Mary Garden's Market Basket* featuring Margaret McDermott over CFRB, Toronto, until December 1.

AGENCY BRANCH MOVES

Winnipeg.—The local office of McConnell, Eastman & Co. Ltd. has moved from the Confederation Life Building to larger quarters in the Trust & Loan Building with the new telephone number of 935541.

STEVENSON & SCOTT

Toronto.—Dr. Ballard's Animal Foods Ltd. has started the transcribed once a week half hour *Hopalong Cassidy* over CFRB, Toronto, advertising its Dog & Cat Foods.

VAMPLEW ADVERTISING

Toronto. — Presswood Brothers (Meat Packers) has started a 15-minute Sunday newscast (5.00 p.m.) over CFRB, Toronto, featuring Gordon Cook.



AWARDING AWARDERS

Will somebody start a radio awards project which will shower honor upon the best donors of radio awards?

CORROBORATION

We always said George Murray could sing. Now, after hearing him on the "Flood the Fund" show, we believe it.

UNBIASED COMMENTS

Then there's the columnist who became so prejudiced against the announcer he kept panning, that he never did get around to listening to him on the air.

'TAIN'T WEDNESDAY NIGHT

My Aunt gave me a dollar
To buy a collar,
But I bought choo'n gum.

My father gave me a quarter
To buy soda water,
But I bought a screw driver
And took the radio apart
To see what was wrong
with it.

MESSAGE FROM MOON

"Not a BMI tune. We don't publish all the stinkers (Wouldn't mind having 'Choo'n Gum though)."

PAN MAIL

Sir: Would you please send my Broadcaster by airmail in future. By the time it arrives your jokes' whiskers are sprouting whiskers.

STORK MARKET

A package which came in the mail last week from Monty Hall was labelled—"It's a girl." And we always thought they were called cigars.

COALS OF FIRE

We're mildly amused over the client who phoned his agency man on vacation in Banff, and hauled him over the coals for thirty-five minutes before telling him that he was speaking from the adman's office.

NO NEWS

Alec Phare's back in town again, but damn it, we can't think of a thing to say about him.

CANADIAN TELESCREEN

Vol. 3, No. 11.

TV and Screen Supplement

June 14th, 1950

"COMMERCIAL TV NET WON'T WORK" - DUNTON

TEE VEE ACTION

New York, N.Y.—At least two of the major television networks are expected to put the sold out station on their choice evening time starting next fall.

Officials are pretty sure that by that time they'll have a good indication of just what effect video will have on radio billings. As things stand at this writing, both NBC-TV and CBS-TV are close sell-outs in the evening.

Columbia will, of course, be aided in this objective by this week's sale of two half hours to Lerer Brothers (see New York's Radio Row). NBC is working on the H-Kelvinator as sponsor of a one hour-long Wednesday night show. This program would star such comics as Eddie Cantor, Fred Allen and (they hope) Bob Hope on alternative weeks.

■ ■ ■

The Zenith Corporation's Phonevision test is running into difficulty with the FCC. The company has asked the Commission to suspend the test from February 8 to October 1. In return, the FCC laid up action and instructed Zenith to file a verified statement of its Phonevision promotion.

The Commission feared that the motion being put out might easily mislead the public into thinking that "Phonevision has been or will soon be adopted by the Commission on a regular basis." Zenith put the blame for the ads on its dealers and retailers.

Meanwhile, the company has been turned down by most of the leading Hollywood film producers in its request for new pictures to be used in the Phonevision test. Some of the small companies may grant the request.

RADIO TIME SALESMAN

We offer to an experienced radio time salesman an opportunity to make good money in a wealthy market. Apply by letter, stating qualifications and experience. A personal interview will be arranged. Our staff know of this advertisement.

Box A-50

Canadian Broadcaster & Telescreen
63 1/2 Church St., Toronto

Ottawa.—"I do not think there is any hope of a television network in Canada operating on a commercial basis," was the way A. D. Dunton, CBC board chairman, forecast the future of this country's TV during hearings of the special Parliamentary Committee on Radio Broadcasting here late last month. Dunton claimed that there will have to be government assistance for the development of television because the cost of programming is so great. Even if permission were granted for a private commercial network in Canada, he said, it would not be possible for it to finance the cost of a large measure of original programs.

Replying to questions by Radio Committee member Donald Fleming on applications for TV stations, which were deferred by the CBC board more than a year ago, Dunton said that the service which the applicants proposed to give did not impress the board, and "in several cases the financial background was decidedly vague."

However, the CBC chief did not rule out the possibility of private television stations getting licenses at some future date. "We would like, and we would think that it would be advisable to proceed further with the developments of a nation-wide system," he said.

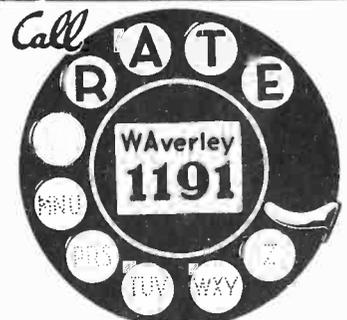
"How that is to be done—whether it is to be done only through private stations or through public stations or through a combination of the two, we don't know. It will depend partly on the outcome of the Royal Commission's study of the whole matter," Dunton declared. He reiterated the suggestion in the government's "Interim Policy on Television" and in the CBC's presentation to the Massey Commission that applicants for TV licenses from the same centres combine resources for a single station.

■ ■ ■

As far as regulations for private TV stations are concerned, the CBC has not gone into the matter in detail, Dunton said, but pointed out that "the first and essential thing is that we would be expected to supply stations with certain network program services, and stations in turn would be expected to take a certain amount of them."

Costs for the CBC's television services as planned, will likely total, for the next four years, about \$10,000,000.00, it was estimated, with another government loan of \$5,500,000.00, in addition to the present loan of \$4,500,000.00, required during that time. With a \$10 license fee for TV sets, which is the figure on which the

CBC has based its estimates, the corporation will begin to meet expenses with income from licenses in about five years, Dunton claimed. Revenue from commercial activity is expected to amount to a third of the total revenue, he said.



FOR THESE ARTISTS

- ARLOW, Herb
- DAVIES, Joy
- DENNIS, Laddie
- EWING, Diane
- FOWLER, Dorothy
- GOTT, Herb
- HARRON, Donald
- HULME, Doreen
- KLIGHMAN, Paul
- LAFLEUR, Joy
- LOCKERBIE, Beth
- LYONS, John
- MacBAIN, Margaret
- MILSOM, Howard
- MORTSON, Verla
- NELSON, Dick
- NESBITT, Barry
- O'HEARN, Mona
- RAPKIN, Maurice
- ROWAN, Steve
- SCOTT, Sandra
- WOOD, Barry

Day and Night Service at

Radio Artists Telephone Exchange

CANADIAN RADIO & TELEVISION ANNUAL — 1950

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First.... on Montrealers' dial

First.... buy with advertisers

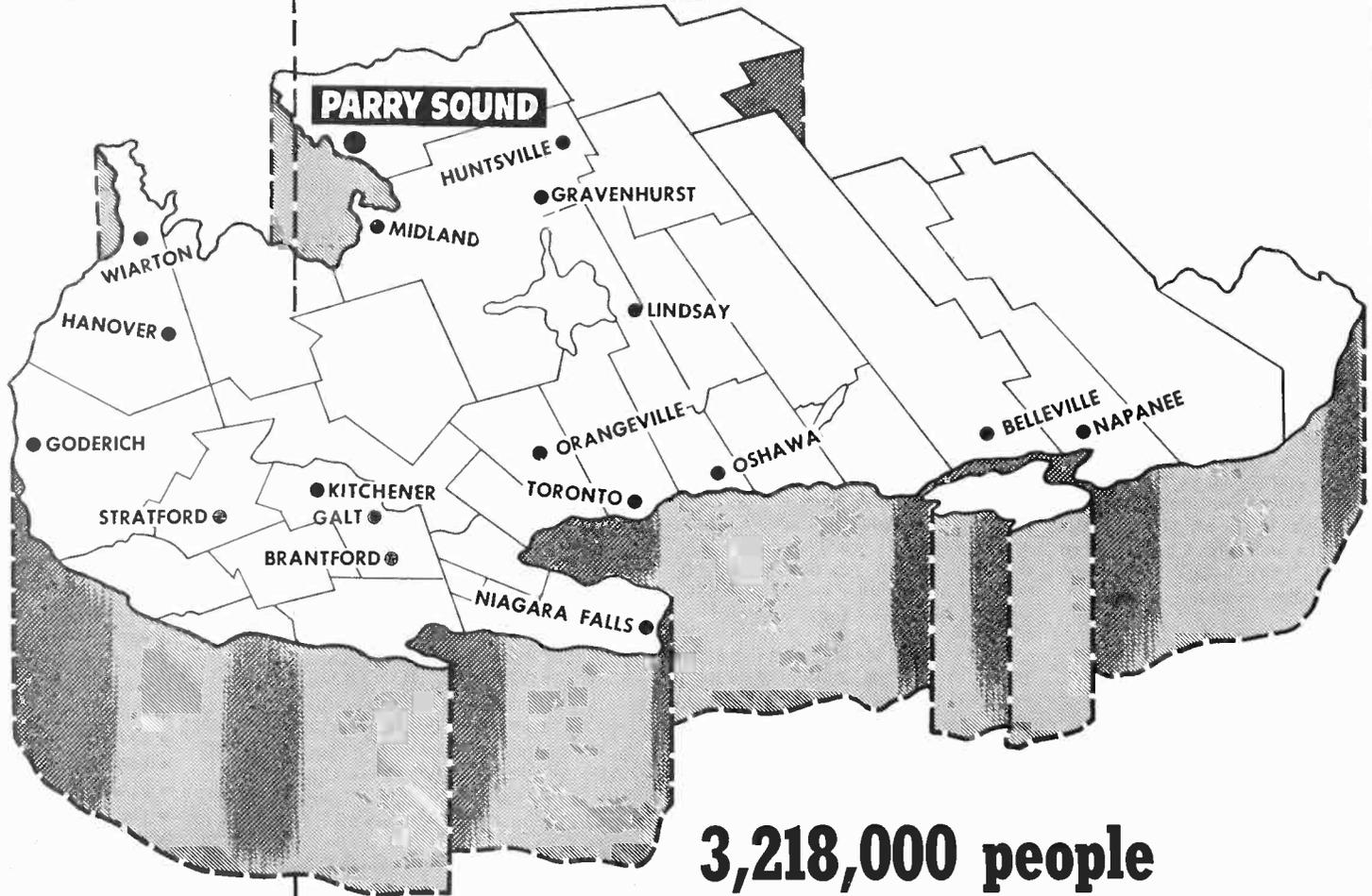
MARCONI

CFCF

MONTREAL

MARKET
VOLUME
EQUALS AREA
X DEPTH

TAKE PARRY SOUND
FOR INSTANCE



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

- **THE PARRY SOUND MARKET**
- Population 1950: approx. 7,000.
- Annual retail sales: \$9,138,000 including food sales of \$2,500,000.
- Effective buying income: \$4,678 per family. Parry Sound, with .05% of Canada's population enjoys more than .1% of Canada's retail trade.
- **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 penetration take Parry Sound, for example.

A Great Lakes port and Georgian Bay tourist centre, Parry Sound has close to 2,000 families, each with an average annual buying power of \$4,678.

In this \$9,000,000 retail market, Elliott-Haynes report that 86.2 per cent of listeners hear CFRB regularly (several times a week); 34.8 per cent listen regularly to the next independent Toronto station.

And remember, Parry Sound 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