

# CANADIAN BROADCASTER

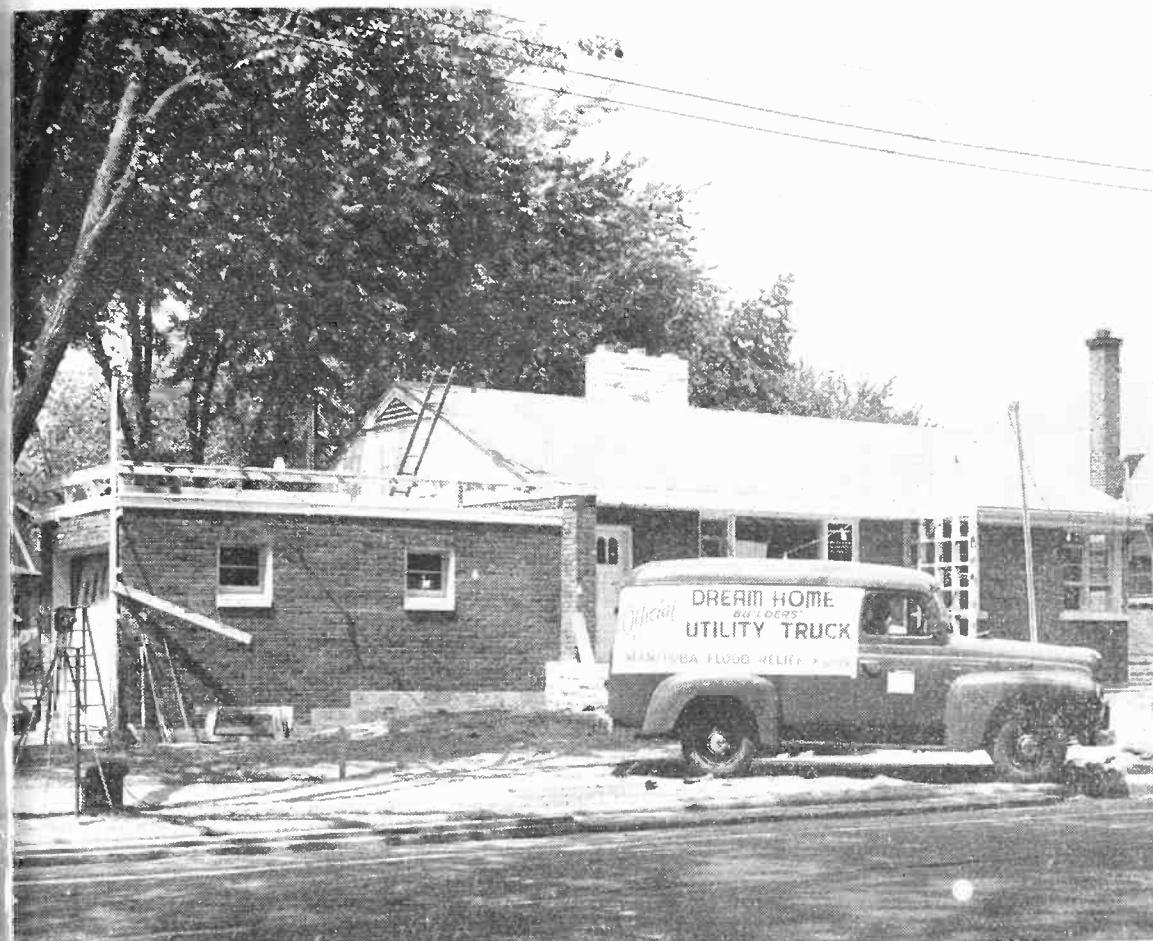
AND TELESCREEN

Vol. 9, No. 13.

TORONTO, ONTARIO

July 12th, 1950

## MR. SOBLE BUILDS A DREAM HOUSE



ONE OF THE MOST SUCCESSFUL public service projects in the history of radio was the "Dream Home" built in Hamilton at the instance of CHML president Ken Soble and raffled for nearly a quarter of a million dollars at a dollar a ticket in aid of the Manitoba Flood Relief Fund. Started as a CHML project gathered such momentum that Soble turned it over to the city. Winnipeg Mayor Coulter flew to Hamilton to present the keys to the house and a new Studebaker to the winner. Everyone pitched in to build the house, from suppliers to men on the job, and the house was erected and lavishly furnished without cost whatsoever in about eight days.

## CBC MUST HAVE FUNDS IT NEEDS Committee Leaves Source To Royal Commission

By Tom Briggs

Ottawa. — The special parliamentary committee on radio broadcasting has recommended that the CBC receive additional avenues with which to carry on and expand, but the committee did not suggest any way to obtain the necessary funds. In the committee's report, tabled in the House of Commons June 26 over the signature of chairman Ralph Laybank, Liberal M.P. for Winnipeg South Centre, it was pointed out that increasing CBC revenues "is a matter of principle upon which the Royal Commission will undoubtedly make a recommendation" in its report expected sometime this fall. The report further said, however: "Your committee believes that, whatever method may be adopted to put sufficient funds

into the hands of the Corporation, it should be one under which the independence of the Corporation is assured."

In supplementary estimates tabled in the Commons by Finance Minister Abbott three days earlier there was an amount of \$650,000 for the CBC to provide working capital and to finance partially the CBC's deficits, pending a decision on the national system's future requirements.

The committee's report went on to say that, in its opinion, the CBC should provide network service for various areas not receiving adequate coverage. In British Columbia the Prince George-Prince Rupert areas and the Kootenay and Arrow Lakes districts were cited. There is also lack of service in: Rainy River, Thunder

Bay and Algoma districts in Ontario; Temiscamingue, Gaspe and Eastern Saguenay in Quebec; parts of Restigouche and Northumberland in New Brunswick; and areas in Nova Scotia, including Cape Breton, and Newfoundland. Reception in these areas can be improved by supplying network service to existing private stations there, as in the case of Fort Frances and district, served by CKFI, or by setting up repeater stations, it was said.

The committee also feels that steps should be taken to keep the Canadian people better informed about the activities of the national broadcasting service. "Your committee states that in its opinion the Corporation might well do more to publicize its operations and the programs which it makes available in most parts of

Canada," the report said. "It should aim to develop a better understanding of its problems and of the services which it gives."

While the committee believes that "a substantial measure of balance is being attained" in having different main political and economic viewpoints expressed on the air, the report said, it urged "that constant effort should be exerted to further improve the service in this respect."

On the CBC's activities in Newfoundland, the committee had praise for the role that radio has played since the day of union last year, especially "in helping to develop an understanding between the new province and the other provinces," the report said. Further development of the service in Newfoundland was recommended.

The committee also suggested that the Transport Department consider ways of reducing the cost of collecting license fees. The present cost runs between 12 and 13% and this, the committee considers, is too high.

Referring to the CBC's financial plight, the committee said it had no fault to find with the Corporation's expenditures to date, or with those estimated for the future. There could only be one of two solutions of this financial problem, the report said. Services rendered must be cut to reduce costs, or some way found of increasing revenues.

The CBC could live within its means, but the consequences of this would be disastrous. "Your committee believes that reduction of services is unthinkable," it said. "It would so heavily reduce the value of the system that it would be against the national interest." Net work service to some parts of the country would have to be dropped and the quality to others lowered; some CBC departments would have to be abolished and the staff reduced, it was pointed out.

As far as television concerned the committee, it was felt that "a good beginning for a Canadian national television system" had been made by establishing CBC TV production centres in Montreal and Toronto. "Your committee is not making recommendations regarding the principles under which television should be extended and developed in general, in other parts of the country, including the extent to which facilities might be operated by public or private enterprise, since the Royal Commission has such principles under consideration," the report said. "It does see the need for the establishment of some proper and adequate system of financing Canadian television development in the general national interest."

## When The Big Ones Break -

### ABROAD:

B.U.P. Radio Stations  
Flashed Outbreak  
of the Korean War  
Two Hours and 14  
Minutes Ahead!

### AT HOME:

When Fire Ravaged  
Rimouski B.U.P.'s  
Graphic and Accurate  
Stories Were Six  
Hours Ahead !



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

# VERBATIM

## Seven Radio Plusses

From an address to the Toilet Goods Manufacturers' Association by Pat Freeman.

When a radio advertising man handed a subject such as "How radio stations can help the Toilet Goods Advertiser to get a greater impact from his advertising" then can truthfully say—Mr. Chairman, ladies and gentlemen, it is a pleasure to be with you.

What we are to discuss, then, purely a matter of plusses. And there are seven basic plusses that radio has to offer each of your businesses. It so happens that the word "plusses" has several letters and therefore we can take advantage of this fact and list those plusses in the following manner:

P for the pre-announcing of your company's name, the name of its program and the time at which it can be heard.

L for the listing of your program in other advertising media.

U for unlimited rural as well as urban coverage.

S for that exclusive feature of radio—spoken salesmanship.

S for store contacts and store displays.

E stands for enterprise.

S for your special sales representatives and how they can be promoted by radio.

Now let's briefly examine each

of these seven plusses.

First of all, radio is the only medium that, without charge—and hence as a plus—gives build-up announcements for your advertising program—particularly when a new show is about to hit the air for the first time. This process of securing additional attention for your commercial program by making announcements at times of the day or night away from your actual program time is continued, to a lesser degree, throughout the life of your program. This plus is exclusive to radio advertising.

Radio's second plus is the advertising of your program in other advertising media. We in radio believe in the co-ordination of advertising in all media. It's a pity other media lack this broad outlook, because we believe that well-executed advertising in any media is a good way to call attention to goods and services. Therefore it is a common sight to see radio shows advertised on outside street car cards or billboards or in the daily and weekly newspapers.

Plus number 3 is most important. Remember we called it "U" for unlimited coverage. This plus is applicable to many of the other free services or plusses, as well as to your actual program. It is virtually unlimited coverage because 94% of all Canadian homes have at least one radio. Canadians have spent over half a billion dollars on radio receivers. Last year alone they spent sixty million dollars on radio sets. It is easy to see how radio can claim

a degree of coverage unattainable and unapproachable by any other single advertising medium.

Next comes the first of our three "S's". This "S" stood for radio's very exclusive feature of "spoken salesmanship." In radio we sell by talking to people. Better still, we talk to them at their invitation and in their own homes. For example, in the privacy of her home, the housewife hears an announcer (who has become like an old friend) tell her about your program—its highlights and when it will be broadcast. Thus our first or pre-announcement plus receives the additional plus of spoken salesmanship.

Next, for our second "S", we

listed the plus of store contact and store displays. The tie-ins between the station and the local store—the store that handles your products—the storekeeper who must be made aware of the advertising that you, the toilet goods manufacturer, are placing to help him.

Radio's sixth plus was the "E" of the word "Plusses". The "E" for enterprise. If I, as a radio man, were to say, "Yes, radio will secure greater sales impact for your advertising because radio men and women are more alert and more enterprising than those you will meet in older media"—well, you might rightfully consider me a trifle biased. And so, with

(Next page, please)

## Sell the entire Niagara Peninsula

And away beyond since change to 620 kcs.

at one low cost  
with



# Our Sincere Thanks . . .

We'd like to say a personal "thank you" to each one of you, to all the people in the advertising and broadcasting industries in Canada and the United States for your splendid help to Winnipeg and Manitoba. To our advertisers, the advertising agencies, our representatives, the broadcasting stations, the C.A.B., the C.B.C., and the artists and performers. Because of what you have done, we are sure that the broadcasting industry as a whole, has gained considerable stature in this part of the country.

# WINNIPEG CKRC MANITOBA

630 KCS.

5000 WATTS

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

**Pepys**  
Behind the Scene  
in Radio  
as transcribed by H.N. Stovin

"Much careful listening to my radio these past weeks, with attention to announcers and their powers to sell, and a goodly portion of this morning pondering on the same. Do find that some announcers are true and capable salesmen, while others with similar copy are less effective in convincing or impelling me to buy • • • The same being an intriguing reflection when realizing that the final test of effectiveness on a host of listeners is neither fan-mail, ratings nor applause, but the ringing of that modern invention, the cash register • • • and while pondering over this, did come upon a report of more than passing interest, wherein Horace Schwerin, a noted researcher, underlines some of the factors that make for program and campaign success. He emphasizes that quantitative ratings do not necessarily give a true picture, and illustrates with one sponsor who had five network shows. One of these, having more than double the rating of any other, delivered the SMALLEST number of extra customers per thousand listeners. Another with half its rating delivered FIVE TIMES as many extra customers. The ingredient that makes for successful shows on the sales front, says Mr. Schwerin, is 'psychological compatibility' or 'making your commercials take advantage of the audience's reason for listening to the program' • • • The manner of the whole report may find interest elsewhere; so have copied it entire that it may be addressed to any desiring it."

### VERBATIM (Cont'd)

your permission, I will cover this essential plus of "enterprise" by quoting briefly another man's words.

A radio man? Decidedly not! Instead, a man from a rival camp—a Professor of Journalism. A Professor of Journalism who was not addressing radio people and trying to make them "feel good." Instead, here are a few opinions expressed by Philip Ward Burton, Professor of Journalism at Syracuse University, as, just four months ago, he addressed the Newspaper Advertising Executives' Club in Chicago. Professor Burton said: "The people who gave me material for this talk . . . were retailers of all sizes and shapes . . . furniture stores, drug stores, department stores . . . jewelry shops and so on.

"The territory included in (my) study ranged from the mid-west to the east coast. In nearly every case the retailer was not just another advertiser. He was an aggressive advertiser—the kind that believes in advertising and has built his business with advertising."

The Professor continued: "Just to add a specific note to this talk, here are some verbatim comments: 'Radio people are much more aggressive and full of ideas. They show more imagination. Radio men are working with the account all the time. They really handle the account. Comparing newspapers with radio is like comparing railroads with airlines.'

"Radio people are much more co-operative.' This statement I heard over and over again in those exact words. When asked what he meant by 'co-operative' the retailer pointed to such things as the willingness of radio stations to make last-minute changes, to handle the creative work, and to

submit merchandising ideas." I of quotation.

Those were remarks made a Professor of Journalism as told of an extensive personal survey made during the latter part of last year. That should be radio's plus No. 6—"E" for Enterprise.

• • •

Radio's seventh plus was for special sales representatives and the intimate and personal build-up that radio can give the Frequently toilet goods manufacturers employ highly trained sales ladies who travel from city to city in order to talk to people to hold clinics, refresher courses and new product introductory sessions with the sales staffs of toilet goods departments. These ladies want to meet the public in order to sell them your merchandise. In what finer manner, in what more intimate way can the travelling specialists issue an invitation than by speaking to ladies in their homes and asking them to come to a certain store at a certain time?

For many years the more advanced companies, who invest in radio advertising and who send their expert sales women into the field, have arranged for them to appear on well-established local women's radio programs, to be interviewed by well-known local radio women. In this way they talk to and personally invite the housewife (she listens in her home) to come down to the store and inspect particular merchandise that is being demonstrated. That is plain common sense. It is tying-in of your sales expert with radio women who are well known in the community and thus enabling your representative to appear under the most favorable and friendly circumstances and enter, through the magic of radio, tens of thousands of homes.

### 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**

Again ELLIOTT - HAYNES tells the story . . .  
Again CFBC has SEVEN of the TOP TEN!!

|                    | CFBC Rating | Station "B" |
|--------------------|-------------|-------------|
| My Friend Irma     | 32.4        | .....       |
| Great Gildersleeve | 30.8        | .....       |
| Roy Rogers         | 28.9        | .....       |
| Aldrich Family     | 27.3        | .....       |
| Sealed Book        | 26.4        | .....       |
| Burns' Chuckwagon  | 25.1        | .....       |
| Mystery Theatre    | 24.4        | .....       |
| Green Hornet       | 24.0        | .....       |
| Twenty Questions   | 23.7        | .....       |
| Hardy Family       | 23.4        | .....       |

Examine these CFBC (Saint John, N.B.) June Night-time Survey Results:

|              | Sets In Use | Rating | Percentage Listeners |
|--------------|-------------|--------|----------------------|
| CFBC:        | 35.9        | 18.2   | 50.5%                |
| Station "B": | 35.9        | 16.2   | 45.5%                |

FOR **CFBC**  
SAINT JOHN, N.B.

SEE J. L. ALEXANDER, Montreal and Toronto  
WEED & CO. in the United States

**HORACE N. STOVIN**  
& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

Representative for  
these live Radio Stations

|                 |                 |                       |
|-----------------|-----------------|-----------------------|
| CHSJ Saint John | CHOV Pembroke   | CHAB Moose Jaw        |
| CKCW Moncton    | CFOS Owen Sound | CJGX Yorkton          |
| CJEM Edmundston | CFOR Orillia    | CJNB North Battleford |
| CJBR Rimouski   | CJBC Toronto    | CFPR Prince Rupert    |
| CKVL Verdun     | CJRL Kenora     | CJOR Vancouver        |
| CKSF Cornwall   | CKY Winnipeg    | ZBM Bermuda           |
| CFJM Brockville | CKLW Windsor    | TBC Trinidad          |
| CBQ Belleville  | CFAR Flin Flon  | VOCM Newfoundland     |

# CANADIAN BROADCASTER

AND TELESCREEN

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JL. 9, No. 18.

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

July 12th, 1950

## Whiting The Sepulchre

The annual whitewashing of the CBC by an overwhelmingly Liberal parliamentary committee has just taken place; the CBC's yelps of poverty have completely drowned out the protesting cries of the meagre opposition representation on the committee; and, as was obvious from the start, the CBC is to get what it went after, viz and to wit, enough money to meet last year's deficit. In addition the report contains a strong recommendation that the national system be supplied with the necessary revenue to enable it to continue along present lines, only more so. The utter farce of the whole affair was amplified even more clearly than usual this year, when the committee added a rider to this recommendation which said in effect that it felt it fitting to leave the question of where the funds were to come from to the long-suffering and, to our way of thinking, fit-times slighted Massey Commission on the National Development of Arts, Letters and Sciences, to which title has now been added "and Cleaning Up After Parliamentary Committees."



"From my millions of faithful listeners, I received a lovely letter this morning."

hand would go to seven British Columbian private stations and a sponsor for devising and presenting a series of dramatic programs designed to familiarize the people of the Pacific Province with that province's history.

"Builders of B.C." written and narrated by CJOR's former program director Dick Diespecker, who just can't keep his considerable talents out of the business, is sponsored by the British Columbia Federation of Travel & Industry, broadcast weekly over CJOR, and then rebroadcast from discs over stations CHWK, Chilliwack; CJAV, Port Alberni; CJAT, Trail; CKOV, Kelowna; CKDA, Victoria, and CPG, Prince George.

Particulars of the program, supplied by our Vancouver correspondent, appear elsewhere in this issue. But there is a reason other than craftsmanship for this note of praise. And that is the fact that those responsible for this valuable contribution to citizenship have been successful in having their efforts heard through the greater part of the province notwithstanding the fact that the CBC network regulations do everything possible to preclude such undertakings.

As long as this paper has been published, it has been our contention that such major projects as "Builders of B.C." could be regularly produced for presentation on private stations at times when the most people will be likely to hear them. Transcriptions

enable sponsors to have their messages delivered along with their programs at the same local time right across the country or whatever area is to be covered. They are flexible to the point even where the commercial messages can be written for each station over which they are to be heard. Furthermore, they are both manufactured and broadcast by people who derive their livings from private enterprise, which gives them a community of interest with the sponsor who is footing the bills.

Recently the stations of the Canadian Association of Broadcasters were honored for their public service endeavor "Report from Parliament Hill," with one of the Canadian Radio Awards. It is now our privilege to draw attention to another public service being rendered to the people of British Columbia through private radio by the British Columbia Federation of Trade & Industry. It is to be hoped that this is a new trend which will develop still further.

## Their Idea Of Humor

We regret that so few people listen to the CBC. We wish more people knew the kind of drivel this self-styled cultural agency buys with the millions it collects at \$2.50 per radio set. Consider this excerpt from a recent Trans-Canada network program originating in Vancouver:

"Being a paper boy is supposed to improve a kid's character. Well, I don't know what paper boys are like the world over but I know some mighty nasty crooks who got their start selling papers. Names on request. They've turned into monkey-business men, and not little ones either. Of the few paper boys I have studied intimately in the last 10 years, one broke my dog's teeth, one tried to borrow my car, and one tried to sharpen his wits by teasing me about my appearance. A fourth got into trouble with the police later on over a little wounding affray. These were not my paper boys, of course, but they were paper boys. My own boys didn't have bad characters; quite a lot of them didn't have ANY character . . . probably from reading the papers or something."

This stuff is piped across the continent at great expense by the government agency in charge of setting the standards of good taste for the whole radio industry and policing the air to make sure its competitors conform.

We understand that the passage about paper boys represents the CBC's idea of humor. Maybe we're prejudiced, but in our opinion it's merely pathetic. Thousands of the finest boys in British Columbia deliver newspapers. It takes lots of character to do the job in every kind of weather and they do it exceptionally well. We're sorry that some of the limp-wristed characters on CBC didn't spend an apprenticeship in the same occupation.

—Vancouver Sun.

## A True Public Service

If this journal were handing out plaques to broadcasters, this issue's

## SELECTIVE RADIO

### Nuts About Horses

**Vancouver.**—As the 1950 racing season got under way at Lansdowne Park, horse fans all over the Northwest tuned in for *The Voice of the Races*, via and to wit 41-year-old Jack Short, who has been around horses so long

that when he started he was even young and small enough to try being a jockey.

He took a bad toss about the first time out, and went into radio, via vaudeville.

Besides calling them at the track daily over CJOR, Jack does three rebroadcasts and commentaries during the evening. Last year he even kept the hot stove league going in the off-season with a contest program involving

## 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 SUR-  
ROUNDING 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



Colin Fitzgerald, who calls himself the Gee Gee Man and gets people out of bed around 6 in the morning with a disc jockey show on CJOR, used his own aircraft to bring back reports on the flood situation in the Fraser Valley outside town.

Gee Gee is a man of parts, one of them being a private pilot of the Culver in the picture. Hal Ross, newscaster on CJOR, is handing in portable recording

replaying discs of some of his broadcasts of previous years. Contestants were given the lineup first and asked to pick which they thought had been the winner. Then Short replayed the record of the race.

Simultaneously with his broadcasts, he's official caller for the tracks in the province, which gives him a fairly clear-cut mon-

### LOOKING FOR TALENT?

See Page 11

equipment which Gee Gee uses to cover the flood from the air.

The station won awards for coverage of the disastrous spring floods, and used its experience on that occasion as a basis for planning coverage this year. The floods didn't compare with the disaster two years ago with the Manitoba floods of spring, but exceptionally heavy water after a winter of deep snow gave the radio news people enough to worry about.

opoly on that end of the radio business.

It isn't just a way to buy audiences, with Short. He's nuts about horses. (He would have to be, to stand watching some of those coyotes run.)

The CKWX news bureau, which assures listeners it is always up-to-date with the news, has taken further steps to assure its position in the news field.

Bert Cannings, chief of the news department, has lined up a string of correspondents to do local coverage in Mission, Nanaimo, Victoria, Chilliwack and Westminster.

"These centres, plus Vancouver, account for 80 per cent of British Columbia's population," Cannings said, "so we should get most of the news that happens in the province."

The station already has a staff of five, devoting all their time to news, covering city hall, politics and other city affairs with men.

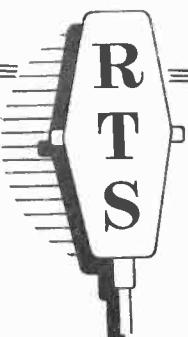
Cannings himself has a seat in the press gallery at Victoria, the only radio man so accredited, and stays with it right through every session.

Three Vancouver disc jockeys will appear in a Hollywood documentary film being made by Ralph Staub on the jocks of the West Coast. The trio are Jim Cullen of CKNW, and Vic Waugh and Monty McFarlane of CJOR.

The Columbia Pictures production shot some yardage on the boy scouts in Stanley Park, which is noted for one thing as the location of a fair collection of totem poles.

Just what totem poles have to do with disc jockeys, Mr. Staub did not explain. Nor would he say which of his three local clients was going to be low man.

The film is slated to open next winter, which shouldn't make too much difference to an



*Announcing the opening  
of a new radio station  
representative agency —*

## RADIO TIME SALES (Ontario) LIMITED

WITH OFFICES LOCATED AT

147 UNIVERSITY AVENUE, TORONTO

PLAZA 6680



**Norman D. Brown,**  
*President and Manager*

\*Radio Time Sales (Ontario) Limited  
will represent CJAD Montreal and other key market Canadian  
stations to be announced at an early date.

had like Vic Waters. But who knows, a man who hasn't been around as long as Waters has might have switched jobs and become assistant night news editor at the time the film comes out.

A veteran of 13 years in radio in all parts of Canada, Howard Thompson, has taken over as manager of CJIB, Vernon, in place of Syd Lancaster. Thompson was commercial manager before his promotion.

### Gimmick For Flood Relief

By Dave Adams

Winnipeg.—Chuck Cook, the guy who used to wrinkle Jack Lick's brow with his early morning antics, isn't letting any grass grow under his feet now that he is switched over to CKY—via S. and Toronto stations.

Chuck just got his release papers from the window of a downtown store where he spent a week more broadcasting, eating and sleeping—all in aid of the Manitoba Flood Relief Fund.

Right now he's giving away weekly a clock radio with the compliments of the Hudson's Bay Company to any housewife with good musical memory. Chuck is given the old dodge a new twist.

Three or four times over his early-morning show six days a week Chuck plays "your song of the day." He plays a different selection until six numbers have been played for the week. Then Saturday forenoon he drives it into one of the city's residential districts and begins banging on doors.

The first person to name three names correctly gets the radio clock. The idea raised a whirlwind of interest, and after the third morning listeners were phoning CKY to find out which district Chuck intended to visit.

On one occasion a watchful housewife caught Chuck in the act. She was leaning over her front gate and recognized Chuck as soon as he set foot on her street. Calling him over she displayed a slip of paper with all six names correctly named on it.

Enthused with the door-banging routine, Chuck insisted she go inside until he had a chance to nuzzle her best hardwood. Then he awarded her top honors.

CJOB was a very big gun during the throes of the late, but not mentioned flood crisis which menaced this city of 300,000 souls.

The same enthusiasm and organizing ability is now being directed towards any medium that will help the fortunes of the Manitoba Flood Relief Fund.

First the station auctioned off a dog for a couple of hundred smackers and turned the proceeds over to the fund. Then it helped in the staging of a giant Y.M.C.A. auction that netted more than \$2,000.

Latest project is the giving away of a 1951 model de luxe Kaiser automobile which was donated to the Flood Relief Fund by Henry J. Kaiser himself.

Listeners, to get a crack at winning the car, merely have to give the name of the new 1951 low-priced Kaiser model which will

soon be hitting the market and which has been widely publicized. Along with their answer they are asked to enclose \$1 for the fund. Winner will be named July 22.

Thousands of entries are pouring into the station.

The man with the "I dare you to pronounce it" name has had a rather messy food concoction named after him.

The guy in question is Vaughn Bjerre, emcee on CKY's *Night Watchman* show—a late musical effort that has gained a goodly number of listeners. A local restaurant is now advertising the "Bjerre-burger," and it's claimed to be a new taste sensation.

In case you are curious as to how to pronounce Vaughn's surname here goes: It is pronounced "bare" with a Y after the B. Catch?

### Builders of B.C.

Vancouver.—The men and women who built British Columbia are commemorated in a series on seven stations sponsored by the B.C. Federation of Trade and Industry—*Builders of B.C.*

This is an effective and dramatic series about a group of enterprising, colorful, individualistic believers in Canada's western frontier. Written and narrated by Dick Diespecker, the pieces go over CJOR and discs go to CHWK Chilliwack; CJAV Port Alberni; CJAT Trail; CKOV Kelowna; CKDA Victoria, and CKPG Prince George.

Latest in the series was on Joe Fortes, the West Indian who came round the Horn in a sailing ship to Vancouver and became a lifeguard and swimming instructor at English Bay, the big Vancouver beach.

His feats of life-saving, his patience as a teacher and his tremendous influence over children made Fortes one of the best-loved characters in the city. After his death in 1922, a bronze bust with the words, "Little children loved him," was put up by the city. He has become a part of the story and legend of B.C.

First story in the *Builders* series was that of Rev. E. D. "Ed" Braden, father of actor Bernie Braden, a widely-known minister who died only recently. There was Helen Gregory MacGill, a juvenile court judge; colorful old John Huston, the first mayor of Nelson when the town was a rough mining centre; Father Pendozi, one of the first men to open the Okanagan Valley to settlers.

David Oppenheimer, second mayor of Vancouver in the days of reconstruction after the fire, was another "Builder," along with Emily Carr, the painter, whose recognition has come only since her death; Dr. C. Wesley Prown, the cancer fighter, who spent 39 years at St. Paul's Hospital here, and Percy Bengough, president of the TLC.

These people did not build B.C. single handed, but without them and their breed the province would have been less than the place it is, Diespecker's series says in effect.

## Getting your share of

### Barrie's Big Tourist Business?

Over 250,000 tourists visit Barrie each summer. CKBB influences their free-spending choice by making them listeners; with friendly, holiday-mood programming, and special features (such as tourist tape interviews throughout the resort area).

This is in addition to CKBB's usual community service—for example, centennial celebrations in Essa and Medonte Townships this month were fully covered.

CKBB serves the community . . . and its visitors . . . and they respond to delight advertisers. It's not too late to get your share of Barrie Business—use

## CKBB — BARRIE

### 250 Watts 1230 Kcs.

*Get the facts from  
NATIONAL BROADCAST SALES*

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

# S.A.

to a Hollywood Producer means "Sex Appeal." But, to Canadian Manufacturers, "S.A."

**MEANS:**

## Southern Alberta

an increasingly important Western Canadian Market. If "S.A." is on your sales map, CFCN can serve you better. Don't overlook the fact that CFCN has plus coverage in Northern areas as well. CFCN HAS SOLD "S.A." SINCE 1922.

### CFCN Can Sell Southern Alberta For You

ASK:

Radio Reps:  
Toronto  
Montreal  
Vancouver  
Broadcast Reps:  
Winnipeg  
Adam J. Young, Jr.  
New York  
Chicago  
San Francisco  
Harlan Oakes:  
Los Angeles

"The Voice of the Prairies Ltd."





**JOS.  
HARDY**  
*talks*  
**ON QUEBEC MARKET No 2**

"Today I am writing to you from Matane — the home of Station CKBL. Already I have met some of my good friends here on their vacations, and Gaspe North, Saguenay, and Matane-Matape-dia are wonderful holiday spots. But I do not want you to think of them only as this, for here is an important industrial area too. There are 243 Manufacturing establishments here, producing more than 17 million dollars worth of goods annually. Salaries and wages total more than \$3 millions. There, then, is an all-year-round market, to whom you can tell your sales story profitably — through CKBL Matane, with 25,290 radio homes in its primary area. 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

|             |                         |      |
|-------------|-------------------------|------|
| <b>CHRC</b> | QUEBEC                  | 5000 |
| <b>CHNC</b> | NEW CARLISLE            | 5000 |
| <b>CHLN</b> | TROIS RIVIERES          | 1000 |
| <b>CHLT</b> | SHERBROOKE<br>(French)  | 1000 |
| <b>CKTS</b> | SHERBROOKE<br>(English) | 250  |
| <b>CKVM</b> | VILLE-MARIE             | 1000 |
| <b>CKRS</b> | Jonquiere-Kenogami      | 250  |
| <b>CKBL</b> | MATANE                  | 1000 |
| <b>CKLD</b> | THETFORD MINES          | 250  |



## CANADIANS ARE PEOPLE

World conditions change fast these days. This commentary, scheduled as Number 12 in the "No Holds Barred" series, may or may not hold water when broadcast time comes. Be that as it may, the principles will still obtain.

By  
**RICHARD G. LEWIS**

Yet all over the world we see nothing but disunity, discord, disaster.

• • •

One of the greatest tragedies in the world history which is being written today is the failure of the English-speaking people — Great Britain and the United States, Canada, Australia, Africa and all the rest—to understand and accept each others' points of view, and so to make of themselves shining examples of what real peace might mean to the rest of the world.

If we could only look at one another and see our similarities instead of our differences! If we could only realize that understanding does not mean the destruction of our individual national characteristics! If we could only understand that to get along with our neighbors, it is not necessary to foist upon them—and it is an expression I intensely dislike—"our way of life"! If we could smother our egotism and admit that it is NOT a fact that there are two ways of doing a thing, our way and the wrong way!

Our inability to achieve this

understanding is the reason why there are those who feel that it is their cue to utilize their hateful "isms" and "ologies" to gain domination of the world, by subordinating it, by force of hydrogen and atomic bombs, to their will.

If the idea of seeing eye to eye with them is absurd, then a truly united concourse of the remaining nations, those nations located outside the Iron Curtain, would show them that the world wants peace, but if they want to make trouble, it is there, ready and waiting for them.

But when they peer out into the outside world, they see very little that could be described as united. What they do see is strongest bulwark, family life split up in the divorce courts, nothing but lack of understanding. They see the children of divorce cast out into the world alone, ready to lend an ear to a crackpot agitator who may come up to pervert their minds while loneliness makes them susceptible to anything.

They see churches, preaching the gospel of unity and love, rift asunder, by trivial matters of ritual, into so many factions and denominations that they defeat their whole purpose.

They see labor doing battle with management for more and more pay and privileges, while its workers keep an unending procession treading up Parliament Hill to demand that prices be kept below the present cost level, which has been forced up and up by their employers' demands.

They see management fighting mad, and determined not to give an inch as a matter of principle.

They see almost every country in the world avidly eyeing neighbors' borderlines and possessions.

So what do they do? What is the most natural thing in the world for people to do who want to control the world?

• • •

In 1914, the German Kaiser saw his number one enemy, Great Britain, torn by internal discord and cause of lack of understanding over the Irish question. So he struck his blow.

In 1939, Adolph Hitler saw Great Britain and the United States at variance over just how far he should be allowed to run his Nazi steamroller over Europe, and who should be called upon to stop him and with what. So Hitler invoked his pet adage, "Divide and Conquer," and tried his luck.

The war is over now, the shooting part of it, anyhow. So

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

HOW DO YOU SELL  
THE APPROXIMATELY  
60%  
OF THE PEOPLE  
WHO GET  
NO DAILY NEWSPAPER?

LOOK TO THE EAST!  
**CFNB**  
FREDERICTON, NEW BRUNSWICK  
5000 WATTS - 550 KCS.



Ask the All-Canada Man

the Iron Curtain seems to be shutting out any kind of overtures towards understanding. Will it be war? Or can it be talked through? That is the number one question of the day. If it can be done by talking, and done to stay, it is understanding that will accomplish it. If, as so many people believe and fear, there has to be a World War III, then the need for this understanding between those of us who survive, is only postponed until that holocaust is over, unless, of course, we are also preparing for World Wars IV, V and VI.

Only lack of understanding with one another in the home, in the factory, or in God's great universe, can precipitate the kind of disaster that has been going on so long that the children of many of you, born in the last 15 years, believe it to be an ordinary part and parcel of this unhappy world, where plans must be qualified with some such phrase as: "Unless we have another war."

Now, then, what are you going to do about it?

I don't need to amplify what I just said about understanding in our home life, your church life, our club life. I am perhaps presuming not a little when I even mention it. But what about your life at work? Is it as productive, as fruitful, as happy as you can make it?

Understanding across the employment counter — that's the world's prime need for today. That, beyond all else, would assure lasting peace, if we could only find a basis for it. And I think that basis is right here, staring us in the face.

Whether you employ or are employed, you want everyone to have security for old age, and welfare in days of stress. This is just a question of common humanity. Yet the thing so many of us seem to overlook is that whether the money comes out of our individual purses or the coffers of the country, these things have to be paid for. Hospitalization, medical and dental services and all the other welfare measures we have or would like to have, need to be paid for. Unless we pay them ourselves, which many of us are unable to do, they finally get added on to the cost of goods, whether those goods are made by private enterprise or by government or crown corporations, which show such an inclination these days to get into the field of business.

It is no use demanding that our landlords install radiant heat, oil furnaces, air conditioning and other facilities in our homes, unless we are prepared to pay more. By the same token, we can't

expect our hospital, doctor and other bills to be borne for us, unless we are prepared to face higher taxes and higher retail prices. In the final analysis, we can only assure ourselves and our families the benefits of such security and welfare, by truly earning the wherewithal to pay for them.

## BOOKS

### Radio & Television Writing

(Obtainable from CB&T Book Dept.—\$7.75)

**Max Wylie**, no slouch with the typewriter himself, got about 25 people to write half of this book. He has reprinted 42 carefully-chosen and successful radio scripts in whole or in part, and the other 25% of the volume he did himself.

At Wylie's invitation, the top men and women in 23 fields of radio scripting have done a good job in putting forth the demands that the medium makes on both novice and veteran writers. They have been equally successful in explaining how they can be met, in everything from "Commercial Copy for the Ear," a chapter written by John Swayze of Young & Rubicam in New York, to "Radio News Writing" by Paul White, the man who "made CBS Radio News Service the most dependable, most colorful and most far-flung in broadcasting history."

It is, logically, a textbook that deals largely with what established writers have produced for radio, how and why they were able to sell it, and what there was about it that has kept millions at radios listening to it.

On television, as Wylie admits, a comprehensive textbook is four or five years away, but what has been done, the errors and successes, in writing for sight-and-sound have been adequately handled here, especially in the news and drama departments. A writer must know the problems that beset TV and the book provides a good grounding.

For the experienced, Wylie offers here compact and valuable material on the writing of mysteries, serials, comedies, documentaries, commercials and others.

The beginner, who thinks he wants to write for radio and yet can get nothing from this book, certainly is looking at the wrong horizon if he's shooting for the sun.

—Briggs.

## SHERBROOKE, QUE.

Sherbrooke is the principal distributing and marketing centre of Quebec's Eastern Township. It is also one of the more important manufacturing centres, particularly of textiles and machinery. Average family income is higher than average — \$4,531 (before taxes). Tell your sales story in this important market — over CHTL and CKTS.

Representatives

JOS. A. HARDY & CO. LTD. - CANADA  
ADAM J. YOUNG, JR. INC. - U.S.A.

# EXP-A-N-D-I-N-G

"WHITE FOX—Construction started recently on a third annex to the Wheat Pool Elevator here of 40,000 bushel capacity, which will give the elevator a total capacity of 130,000 bushels. The annex was built because of an estimated 15,000 acres of new land, broken last year and in crop this summer."

Saskatoon Star-Phoenix.

This is the only market in Saskatchewan which can expand and the above report is only one of many instances of the rapid expansion in this, the finest farming area in the West. No campaign is complete without the addition of the CKBI 4-in-1 Market. Jot this down on your cuff for your fall and winter campaigns.

# CKBI

PRINCE ALBERT, SASK.

5000 WATTS

## NO HIATUS —in jewellery sales!



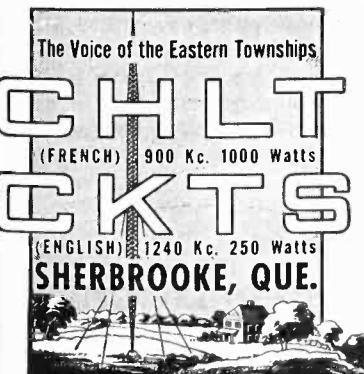
NO HIATUS in selling for Peoples Credit Jewellers.

TWELVE MONTHS of every year P.C.J. uses "Lionel" to keep customers informed — TWELVE MONTHS of the year P.C.J. continues to sell — TWELVE MONTHS of the year P.C.J. leads in sales.

Consistency in selling is the reason for Peoples Credit Jewellers being "the largest credit jewellers in the British Empire."

NO HIATUS at "Lionel's" CKCW.

**CKCW**  
MONCTON NEW BRUNSWICK  
*The Hub of the Maritimes*  
REPS: STOVIN IN CANADA; MCGILLVRA IN U.S.A.



# CKOV - KELOWNA

THE OKANAGAN'S NUMBER ONE STATION  
for

# NEWS

The only Valley medium giving a COMPLETE COVERAGE  
of Valley and National news.

CKOV NEWS BUREAU . . . PRESS NEWS SERVICE

Ask our All-Canada Man  
(in U.S. — Weed & Co.)  
for details.



YOU HIT HARD WHEN YOU HIT WITH

## CHRC

For Maximum Coverage of the Quebec District, Use CHRC

Representatives

CANADA  
JOS A. HARDY & CO. LTD.

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

"LA VOIX DU VIEUX QUÉBEC"

**2,932 LETTERS  
In FOUR DAYS  
For One Program!**

### CKSF Cornwall

GET THAT RESPONSE  
FROM APRIL 24-27, 1950 TO  
"MOTHER PARKER'S  
MUSICAL MYSTERIES"

### THIS IS ONLY ONE

OF MAIL RESPONSE SUCCESS  
STORIES COMMON AT CKSF

An Active, Prosperous Consumer Audience  
Will Respond to A Sales Message on

## CKSF & CKSF-FM

CORNWALL — ONTARIO

Represented by Horace N. Stovin, in Canada  
and Joseph Hershey McGillvra in U.S.A.

## Over The Desk

Okay, so I'm blushing. And it's all on account of *Star* (the newspaper, that is) columnist Gordon Sinclair who recently wrote:

"Don Ricardo Lewis (that's me), publisher of the *Canadian Broadcaster*, falls for a publicity hand-out from the bottom of the drawer in his current edition. Don Ricardo shows a television camera in operation in Montreal and lists its use as history being made. Jessica Dragonette, Jack Dempsey and Fifi the clown will be quite surprised because they, among others, appeared in television at the C.N.E. in 1939. Every year since the post-war reopening saw other telecasts from one part of the Ex to another."

What Herr von Stinker failed to say was that our bloomer was pointed out to him—without a word of credit—by CFRB studio engineer Bill "Curly" Baker. And all these years I've let Bill beat me at rummy. Okay, Bill, from now on it's crib. You'll be sorry!

Got quite a kick out of looking at Ken Chisholm's television last Wednesday (it's an RCA set, by strange coincidence) and seeing Mercer McLeod, one of our early Beaver winners, doing a swell job of acting on a Kraft Theatre drama which had everything but a script. Mercer, it seems, is a regular actor on these and other TV dramas. I'd been wondering what had happened to him and thought you might have too.

If the whole of Canada has one interest in common, it's "Hockey Night in Canada" through the lungs of a little man we all know, Hockey's Mr. Big, Foster Hewitt. That's why I'm getting a bang out of being able to tell you that, after a good deal of running around, coupled with not a little mental anguish, Foster has got the green light for the erection of his transmitter on Toronto Island from the City Fathers, and, since the Department of Transport has already signified that the site is acceptable (this following the recommendation of the CBC Board), it seems safe to assume that Toronto's Number 6 station is about to be.

## DID YOU KNOW?

That recently on a single 3½-hour broadcast, CKCL raised close to \$4,000.00 for the Manitoba Flood Relief Fund? It was just 3 months ago that our "March of Dimes" effort totalled over \$5,000.00. Those results point to one thing—a loyal, listening audience. CKCL's "personalized" approach can be just as effective for your sales message.

## CKCL

TRURO BROADCASTING CO. LTD.

J. A. MANNING  
Manager

WM. WRIGHT, Representative  
Toronto and Montreal

Simpering coyly, Ralph Sneed, of CKBB, Barrie, called up the other day to proclaim that he has been appointed to the faculty of the University of Western Ontario, Summer Extension Course to instruct on Indian Archaeology. I refrain from remarking that always knew Ralph was a bit an Indian, and only add that understand he will continue to operate CKBB—on the side.

Just back from a six-month jaunt around England, France, Switzerland and Italy, where touted his tape recorder through London, Paris, Geneva and Rome is Larry Henderson, heard on English and French stations Supertest Petroleum.

During his trip, Larry recorded interviews with people in the news from Prime Ministers to choristers, taping actualities like Hyde Park orators at election time, slices of Christmas pantomime in London and segments of Grand and Comic Opera from Paris and Rome.

He went the rounds of the Paris night-clubs, and recorded an interview with the French Minister of Labor during the national transport strike. Because of the strike he had to haul his 42 lb. tape recording equipment all over Paris on foot. Later, when the strike extended to hydro, with power cuts, he had to add weighty batteries to his load.

Discs of each day's work were flown over to the Foster Agency in Toronto, and were dubbed and distributed to the stations which carry the show. For the two Quebec stations, Larry did a second complete series in French. It was simple in France, but he was surprised to find that nearly everyone he called on in Italy was able to do an interview in both French and English. He is himself conversant with both languages.

Radio men in France and Italy have practically abandoned recording in favor of tape, La told me. This is not just for actualities, he said, but for soap operas, dramas, disc jockeys and everything. Broadcast days are divided into blocks of about two hours. These blocks are invariably pre-taped, so that practically nothing goes on the air live except flash news. Studios work all night long as the huge drum-like bins grind out the bits and pieces which are going into tomorrow.

## HEADS NEW REPS



Back in Canada, Larry will do a similar tour of Ontario and Quebec.

Lew Hill, latest addition to the Walter Dales stable in Montreal, contributes the following "poem," which was apparently not considered up to standard for "Station Break."

## SPOT BUSINESS

*Oh, Benny and Rochester as well as Andy and Amos, And radio stars who have long become famous, McCarthy and Bergen and Roy Rogers too, Are off for the summer. Their programs are through. But here is my beef. It's a helluva thought, We'll never get rid of that one-minute spot.*

*The "Album of Music" with which you're familiar, And various programs whose formats are similar, Will finish their contracts on notes that are sweet, And run from the city, away from the heat. But this you can bet. It's a ten-to-one shot, 'Twill always be with us — the one-minute spot.*

*Some day when I'm gone to the hack-writer's heaven, I'll tune in the newscast each night at eleven. I'll listen to mystery, music and dramas, As I lie on my back in my nylon pyjamas. And I'll laugh to myself, for I know very well, All the one-minute spots I shall pipe straight to Hell.*

To this might I add:

*Oh, you traitorous writer of scurilous rhythm! If those spots go to Hell, you should go right there with 'em! They sell food to be eaten and soap to keep clean, And they pay for the programs that go in between. So deeply in shame go and bury your face. We'd have ducked your damn verse, but it helped fill this space.*

## NAMED SALES MANAGER

Winnipeg.—J. M. (Marsh) Ellis was recently appointed sales manager of station CKY here.

Ellis started in radio sales at CJAT, Trail; later went to CKCK, Regina and CHAT, Medicine Hat.

## ANNOUNCERS

WANTED BY CALGARY RADIO STATION — radio men, sportscasters, news-men, disc jockeys. Excellent openings for top flight experienced personnel. Salary commensurate with ability.

P.O. Box 777  
Calgary, Alberta

Tom Brown, formerly of National Broadcast Sales, is heading up the new Rep House, Radio Time Sales Ontario) Ltd., with offices at 147 University Ave., Toronto. The new office kicks off with CJAD, Montreal, with more to come.

schedule. Actual broadcasting is one with just an operator. In Italy, I learned, stations and equipment are "out of this world." They have everything we lack on this continent, he said, except programs!



## FOR THESE ARTISTS

- ARLOW, Herb
- DAVIES, Joy
- DENNIS, Laddie
- EWING, Diane
- FOWLER, Dorothy
- GOTTF, 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



## A NEW SERVICE TO RADIO

Our Professional and Service Directory is available to radio artists and those offering associated services, who wish to get regular coverage of our readership of national advertisers, advertising agencies and radio people. Rates, payable in advance, are as follows: 6 months (12 issues) 20 words minimum — \$24.00. (Additional words, add \$1.20 per word.) 12 months (24 issues) 20 words minimum — \$40.80. (Additional words, add \$2.40 per word.) Copy changes are permitted with two weeks' notice in writing. Agency commissions cannot be allowed on these advertisements.

## ACTING

JOSEPHINE BARRINGTON — Character actress, leading woman. Now with Sadler-York Summer Stock, Peterborough and Niagara Falls. Available for radio calls Sept. 1.

RUBY COHEN—CBL, "Brave Voyage"—away for the summer, will be available for radio calls August 26—MO. 7022.

LADDIE DENNIS — advises radio sponsors and personal friends, she has changed her address to 572 Bay Street, Suite 6, WA. 1191. (L)

IRIS COOPER — Competent actress not heard every day—"Slovac" dialects a specialty. Considerable CBC experience. RA. 0440 (X)

## ACTING

JOAN FOWLER—Enthusiastic young actress. Specialist in boy and girl parts, several years' experience at CBC—Phone PR. 4481. (L)

MARLENE DANIELS—Returning to Toronto September 1. Teen parts and dialects, considerable CBC experience. Phone RE. 6715. (X)

## ANNOUNCING

JACK DAWSON—Lever Bros., Cities Service Oil Co. Ltd., Arthur Murray School of Dancing—CFRB. (L)

WALLY CROUTER—"Top O' the Mornin'" "Treasure Trail," CFRB Special Events —Call CFRB. (X)

JAFF FORD—Ten years of experience SELLING PRODUCTS and SERVICES by microphone. For commercials that SELL . . . phone me at CFRB. (L)

STEVE ROWAN—Convincing announcing, experienced, but not heard daily. CKFI, CKX, CKCK, "Fun Parade," Summering at CKOC. Available Sept. 1—WA. 1191. (Q)

LOY OWENS—A record of consistent sales through Ontario's long established and most powerful independent outlet—CFRB, Toronto. (X)

## BOOKS

THE BOOK YOU NEED can be bought without reaching for your hat. Just dictate a note to Book Dept., Canadian Broadcaster & Telescreen, 163½ Church St., Toronto 2, Ont.

## BOOKS

RADIO & TELEVISION WRITING, a basic text and excellent guide for both media, edited by the radio and TV authority Max Wylie, with over 600 pages of authoritative information by experts in their various fields. Price \$7.75, post paid if cheque enclosed with order. Book Dept., Canadian Broadcaster & Telescreen, 163½ Church St., Toronto 2, Ont.

## EDUCATION

RYERSON INSTITUTE OF TECHNOLOGY — Toronto Announces a Familiarization Course in Television. Commencing Oct. 16, sixteen evening lectures—\$15.00. (L)

## ENGINEERING

TRANS - CANADA STEEPLE-JACKS—Painting and inspection of Transmitter Towers. Fast, dependable work. 530 King St. E. — WA. 0766 (L)

## PRESS CLIPPING

ADVERTISING RESEARCH BUREAU — Press Clipping, Lineage Research, Checking Service, 310 Spadina — Toronto; 1434 St. Catherine St. W.—Montreal. (X)

## SINGING

FREDA ANTROBUS — Lyric Soprano—available for radio calls September 1st — KI. 3840. (L)

## WRITING

ROXANA BOND — Sparkling original scripts that please sponsors and audiences. Children's shows a specialty. Phone Zone 8986 Willowdale, (L)

## At CKMO

We Don't BRIBE Listeners —

We WIN Friends!

GOOD Music Makes GOOD Listening

At 1410

"PIONEER VOICE OF BRITISH COLUMBIA"

## OPENING FOR LOCAL SALES MANAGER

for South-Western Ontario Station

The man we want has had at least one year in local radio selling, and has the initiative to organize and carry through his sales operations on a permanent basis. This is a good opportunity to settle down in a well-established station in a friendly community.

Box A-52, Canadian Broadcaster & Telescreen  
163½ Church St., Toronto 2

# NORTHERN ONTARIO'S Greatest ADVERTISING MEDIUM

# CKSO

NORTHERN ONTARIO'S  
HIGH-POWERED  
STATION

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



*Travel tickets  
AND  
Travellers cheques*

When you buy your travel ticket, buy Canadian Pacific Express Travellers Cheques at the same time. They look after your money for you . . . on your way and at your destination. Full value refunded if lost or stolen before being countersigned.

ALWAYS  
CARRY

Canadian Pacific Express

**TRAVELLERS CHEQUES**

## NEW YORK'S RADIO ROW

by  
**Richard Young**

New York, N.Y.—A new round of ad rate increases may be the fashion for nearly all media next fall.

It's too early to be definite about it but right now all indications point to increases with national magazines, business publications and newspapers leading the way.

Why?

Despite forecasts earlier this year that the trend in production costs is downward—such has not been the case. On the contrary, expenses for all media have been rising and from all appearances, the sky's the limit.

Many top-ranking newspapers, including *The New York News*, have announced rate hikes for the fall. A host of magazines have announced new increases. However, in most cases, these increases have been accompanied by boosts in circulation.

Not so with *Life Magazine*. A year ago *Life* reduced its rates by 3%. Next April *Life* will increase its rates by 4%—with no increase in circulation guarantee. *Life* flatly blames the inflationary cost trend.

Because of this, we're told that the nation's broadcasting execs are watching closely the reaction of the advertising fraternity. The broadcasters certainly won't want to be left out in the cold if advertisers decide that rate increases are "just one of those things." (And we're sure they will.)

Incidentally, in regards to the possibility of rate increases, radio folk have another problem.

About six months ago, the experts (?) predicted that radio would really begin to feel television's impact next fall. As things stand now, those guys apparently knew what they were talking about.

This thinking is based on the tentative schedules released by the major networks for the fall-winter season. The television schedules at the two veteran networks, NBC and CBS, are about complete. The radio schedules at all four networks are still full of holes.

According to usually reliable sources, the situation is only temporary. They feel that most of these holes (in the choice evening time periods) will be filled by September. In years past, however, the schedules were nearly complete by the end of June.

This year many top-ranking advertisers are apparently taking their time about deciding whether to make the television plunge next season. Many are—but are undecided about whether their radio appropriation should be the source for their video funds.

Because of its extensive coast-to-coast coverage, it's logical to assume that the wise advertisers will put into effect a policy of hands-off the radio budget.

The Broadcast Advertising Bureau, which is being separated

by the National Association of Broadcasters by next April 1, some of the newspaper boys are worried about the job it has been doing for radio on the local level.

During the recent meeting of the Newspaper Advertising Executives' Association in New York, the execs were told that other media (including radio) are doing a much better job than newspapers in promoting the values of national advertising at the local distributor and dealer level. It was pointed out that many national advertisers are more and more seeking local dealer judgment in selecting media and types of campaigns to be run.

(Proof of the job radio is doing in this respect may be the tremendous increases being radioed up by national spots.)

Anyway, the newspaper execs are being urged to launch a point program designed to get the story of national advertising newspapers over to the guys in the local scene. The program is being plotted by the energetic Bureau of Advertising.

Observers are giving the B.A.D. biggest credit for telling radio side. There are some who go so far as to predict that the B.A.D. may get a budget of \$500,000. The current budget is close to \$200,000. Others predict that the bureau may one day break away completely from the NAB.

**NBC and CBS** are continuing their campaign to boost program costs — through the signing of stars to exclusive radio-video contracts at fabulous prices.

As you've probably heard by now, CBS is after crooner Frank Sinatra who is expected to cost about \$250,000 a year—which is probably the under-estimate of the year. The deal was postponed last week but is expected to be initiated before you know this. F.S. has been on NBC.

CBS also signed Hal Peleg, known as the Great Gildersleeve, on NBC this year, who will be in a new package. It seems that the Kraft Foods Co. owns the Great Gildersleeve program which is expected to continue on NBC next fall.

And on the subject of high costs—the program cost of the NBC-TV series starring Bob Allen and Eddie Cantor (for gate-Palmolive-Peet) is said to be in the neighborhood of \$500,000 weekly. That's a pretty neighborhood.

**On the Cuff Notes . . .** The trend toward daytime radio emphasized by the Block Drury Co., which dropped its Burns and Allen stanza on CBS, and picked up the twice-weekly daytime *Quick As A Flash*, on ABC. (Sesame Street is also moving into nighttime television with *Mystery Playhouse* on CBS-TV). There's talk that the *Hit Parade* might switch from NBC to CBS next season—if it is decided to simulcast the program . . . Johnson's Wax cancelled out *Father McGee & Molly*; new bankrobber Pet Milk, again on NBC . . . that's the news till next issue.

**WANT FREELANCE WORK?**

See Page 11



## ALTERNATIVE NETWORK

A friend name of George, avidly drinking in the soliloquies and sonatas of CBL at his summer cottage, was a trifle shocked when George, Jr., age 9, cried: "Daddy! Turn off the radio! I want to listen to the pump!"

• • •

## SO PATRIA

What this country needs is a summer replacement for the CBC.

• • •

## UMOR ROW

We understand that Alec Phare is currently working on a new speech to take around his circuit this fall.

• • •

## DDENDUM

... and also that the wide listening audience to his "CFRB News At Noon" is clubbing together to buy Gordon Sinclair a Pronouncing Dictionary.

• • •

## LAS, POOR FIBBER!

If any more top American shows switch to non-Canadian sponsors, the CBC will have to get another loan from the government to replace all this free culture.

• • •

## ONG VIEW

If the mental age of the radio audience is twelve, The Toronto Evening Telegram must be dedicating its radio column to the generation after next.

• • •

## IGH COST OF ABSENCE

Then there's the announcer who wouldn't take a cent less than \$200 a show, without his services, for the series he'd offered to do himself for \$150.

• • •

## RANGER THAN FICTION

Did you hear about the guy they "did" on the "Profile Program" who said how much he enjoyed hearing about himself, especially the things he'd never heard before?

• • •

## OW WE ARE A MAN

The alleged adolescence of radio is unjust, because we know any number of programs which border on adultery.

## AGENCIES

By Art. Benson

## F. H. HAYHURST

Toronto.—Bromo-Seltzer Ltd. is extending its *Hollywood Star Playhouse* for 52 weeks as of July 24 over CFRB, Toronto and CJAD, Montreal (from CBS). Mike Fitzgerald will be taking care of the cut-ins.

Best Foods (Canadian) Ltd. has renewed the 15-minute five-a-week *Pick the Hits* over CKEY, Toronto, through August, advertising Nucoa Margarine.

McFeeeters Creamery Ltd. has extended its participating spot announcement series through the summer on the *Jane Grey Show* over CHML, Hamilton, and the *Jay and Ginger Show* over CKEY, Toronto, advertising Golden Bar Honey Butter.

## RUTHRAUFF &amp; RYAN

Toronto.—Lever Brothers Ltd. has extended the once-a-week half-hour live talent program, *Stump Jimmy Morris*, over CKNW, New Westminster, until September 26, advertising Pepson-dent Tooth Paste. Listeners send in selections hoping to trip the "man with 5,000 songs" and win a prize.

## STEVENSON &amp; SCOTT

Toronto.—McLarens Limited (Hamilton) has scheduled a series of transcribed jingles over 20 Ontario stations advertising its various food products.

Dr. Ballard's Animal Foods Ltd. has scheduled the once-a-week transcribed half-hour *Hopalong Cassidy* over CFRB, Toronto; CJAD, Montreal and CKNW, New Westminster.

## AL PAUL LEFTON

Philadelphia.—American Tile & Rubber Company is starting the half-hour once-a-week transcribed *My Favorite Story* (All-Canada) August 6, over CFRB, Toronto, advertising Panther Rubber Soles.

## YOUNG &amp; RUBICAM

Toronto.—Birds Eye Foods (Canada) Ltd. has a month's spot announcement series going to 10 Ontario stations commencing July 19 advertising Birds Eye Orange Juice.

## ELLIS ADVERTISING

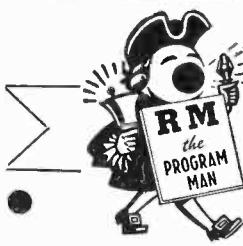
Vancouver.—Fletcher's Limited has a short spot announcement series going to CKNW, New Westminster, advertising its bacon.

## VICKERS &amp; BENSON

Toronto.—Seven-Up (Ontario) Ltd. is sponsoring the broadcast of the Miller Golf Tournament from Islington golf course July 15 over CFRB, Toronto. A 15-minute show has also been scheduled for the previous night when players will be interviewed over the same station. Wes McKnight, Bud Donovan and Jack Dennett will look after the play-by-plays.

LOOKING FOR ACTORS?

See Page 11



Selling Southern Saskatchewan

says....

There's no summer slump at

CKRM....where local advertisers are placing more business

than ever before!

Ask your All-Canada man about

## CKRM REGINA

WE PULLED TWO  
OF 'EM OUT OF PRINT  
GOT 'EM ON THE AIR.

Mr. Flour Salesman's product, not too well known, is to-day giving healthy, fighting competition. His budget gets a substantial increase.

Mr. Tea Salesman revived a familiar name. Right to-day his brand is number 2 in many outlets.

THAT'S SOME OF THE WHY OF

CJCH  
HALIFAX

Local Acceptance. And Local Acceptance for that reason means CJCH is your Best Buy.

# CANADIAN TELESCREEN

Vol. 3, No. 13.

TV and Screen Supplement

July 12th, 1951

## U.S. TV FREEZE WILL END IN '51

While a great many people in television circles have been predicting in successive years, and quite plausibly too, that the growth of sight-and-sound would know no bounds, industry heads, especially the technicians, and the Federal Communications Commission, have spent almost the last two years mulling the old problem of where in the spectrum TV should go. As yet a solution hasn't been announced, nor is it likely for some months to come, and the FCC's two-year-old freeze on allocations stays.

Chairman of the FCC, Wayne Coy, in speeches he delivered in Portland and Denver some weeks ago, tried his best to explain to his TV-starved audiences the whys and wherefores of the industry dilemma.

Coy went back to 1945 when the first TV allocation plan was put into effect. At the time there were six stations on the air, and the plan provided for 13 channels (later reduced to 12) in the Very High Frequency band, co-channel stations were set 200 miles apart, and adjacent channel stations were 100 miles apart. A very short time later, the FCC, on the basis of industry advice, decided to reduce station separation requirements and thereby increase the number of channels available across the country.

At this point, Coy said, stations already on the air began running into interference problems, caused by TV signals bouncing back from atmospheric layers in the troposphere, which extends from 300 feet to six miles above the earth. Queer things happened as a result of these troublesome layers and engineers discovered that the radius of a station's area often went far beyond the horizon. So the FCC clamped on its freezing order in September, 1948, and the U.S. was left with 104 stations on

the air and five more being completed.

The FCC went into a long session of hearings with all members of the industry in an attempt to sort out the problems arising, not only from interference and allocations in the VHF, but from possible use of a comparatively new part of the spectrum, the Ultra High Frequency band, and also from color television, which, as RCA and CBS contended, was ready for commercial use since scientists had been able to squeeze color transmissions into a 6-mc. bandwidth.

But 10,000 pages of testimony and 250 exhibits later, the best Chairman Coy could offer was that "my best judgment today is that all this cannot be completed and the freeze ended much before the end of this year."

However, the FCC has come to some general conclusions, which make the ultimate solution seem less far off. Coy reported that, as far as the VHF was concerned, the Commission has proposed to place co-channel stations about 220 miles apart and adjacent channel stations 110 miles apart. While this will substantially reduce the interference encountered before, it necessarily limits the number of stations engineeringly possible in the country to 645, which will hardly satisfy those counting on 1,500 stations by 1955.

The FCC then examined the possibilities of the newer UHF band, and came up with a proposal to add 42 6-mc. channels in this band to the 12 available for commercial TV lower down. From a purely engineering standpoint, Coy said, these 42 UHF channels would make possible another 1,600 metropolitan stations, or a total of 2,245 metropolitan stations in

1,400 communities, with a maximum power of 100 kw. for VHF stations and 200 kw. for those in the UHF. In addition, about 1,000 low-power community type stations will be available in the UHF.

"With 2,245 metropolitan stations and 1,000 low-power community stations provided for in our table, and even taking into account the channels which may fall in areas where they cannot be utilized because of economic reasons, you can see that America is assured of an abundance of TV," *Television Digest* reported Coy as saying. "We are confident," he continued, "that if this proposed table is adopted we will have the truly competitive service which will assure diversity of TV programming to the American people."

Coy, in a noncommittal way, outlined what the Commission was up against in dealing with the establishment of standards for color TV. He verbally underlined the salient point that the three systems, RCA, CBS and Color Television Inc., are different, and their differences can vitally affect the buying public.

The CBS system involves a change of transmission standards, in reducing the number of lines from 525 to 405 and increasing the number of fields scanned per second from 60 to 144. Present black-and-white receivers will not receive CBS color transmissions without an adapter, but the systems of RCA and CTI don't present this problem.

Another difference is the use of a mechanical scanning disc in the receiver CBS proposes, which, for practical purposes, limits the size of the direct view tube to 10 or 12 inches. The rotating filter may be done away with, Coy pointed out, if RCA can produce at low cost a tri-color tube they have been working on. The tube was designed for use with the RCA all-electronic color system, but can be employed by CBS as well.

As for Color Television Inc., Coy said that the RCA direct view tri-color tube, or others being developed in the country's laboratories, might be used by CTI to better advantage than the projection method they now use.

After he had finished, those in his audience, like Coy, could see an end of the freeze and television in their cities sometime in 1951. Color, however, would come later, maybe much later, and although they were promised color of high definition, they didn't know what it would cost.

## TEE VEE ACTION

New York, N.Y.—The facility for coast-to-coast television will be available by January 1, 1952.

This announcement, that AT&T's microwave radio relay between Omaha and San Francisco will be completed by the time doesn't mean that we will definitely have coast-to-coast television. There is still some doubt on whether the cost will allow.

Industry officials say the cost of the radio relay is about the same as the cost of using the axial cable. They describe the cost as prohibitive because of long haul over areas where there are no revenue-producing television stations.

Meanwhile, most networks are continuing their extensive research on improved quality in kinescope recording. This, according to network officials, is the answer to the problem as well as the problem of repeat telecasts because of the difference in time between East and West Coasts.

Third annual Videotown survey of television viewing (this one by the Cunningham & Walsh agency), shows that the average viewer is used four hours each night. Most avid viewers are children from teen-age downward. 30% of the parents do not look at the screen on average nights. Movie attendance in TV families is about half that of non-TV families; sports attendance is about the same both.

There are now 106 television stations operating in the U.S., with only one more preparing to do so this year. There are 349 applications for stations being held by the FCC freeze.

### TV FOR TOURISTS

Toronto.—British American Co. Ltd., in an effort to cash in on the tourist trade, is hitting TV screens between Boston and Detroit with a series of 20-second animated chain breaks through July. The series is being shown over eight TV stations and is part of the current campaign boasting B-A's new 88 and 98 gasoline.

The spots were produced and filmed by Photo-Facts Ltd., placed by the Toronto office of James Lovick & Co. Ltd.

**\$3.00 a Year  
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LOOKING FOR SINGERS?

See Page 11



RCA 833-A  
1,800 WATT INPUT RATING\*

## RCA POWER TUBES

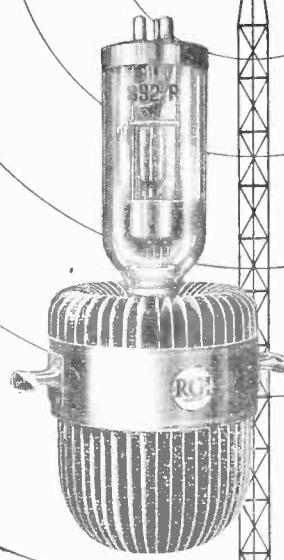


RCA 828  
10 WATT INPUT RATING\*

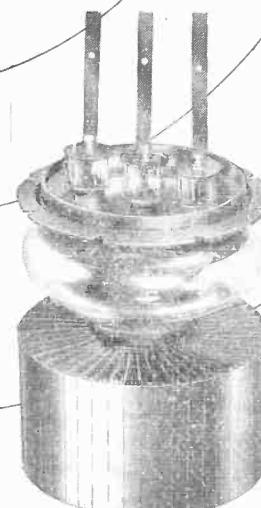


RCA 5671  
50,000 WATT INPUT RATING\*

# Give you PLUS values



RCA 892-R  
10,000 WATT  
INPUT RATING\*



RCA 7C24  
3,300 WATT INPUT RATING\*



RCA 813  
500 WATT  
INPUT RATING\*

\*For Class C Telephony

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YEAR AFTER YEAR, power tubes developed by RCA set the pace in value and performance for broadcasting service. No tubes offer a better example of engineering excellence coupled with true operating economy.

The ever-increasing demand for these RCA tubes in broadcasting and industrial electronic equipment has made possible improved manufacturing and quality-

control techniques—resulting in greater performance, longer life and dependability—all for the same dollar.

Comparison will convince you when renewal tubes are required, you'll gain by specifying RCA.

For technical data on any RCA tube type, write: Engineering Products Sales Dep't., 1001 Lenoir St., RCA Victor Company Limited, Montreal, P.Q.

**WORLD LEADER IN RADIO . . .  
FIRST IN RECORDED MUSIC . . .  
FIRST IN TELEVISION**

**RCA VICTOR**

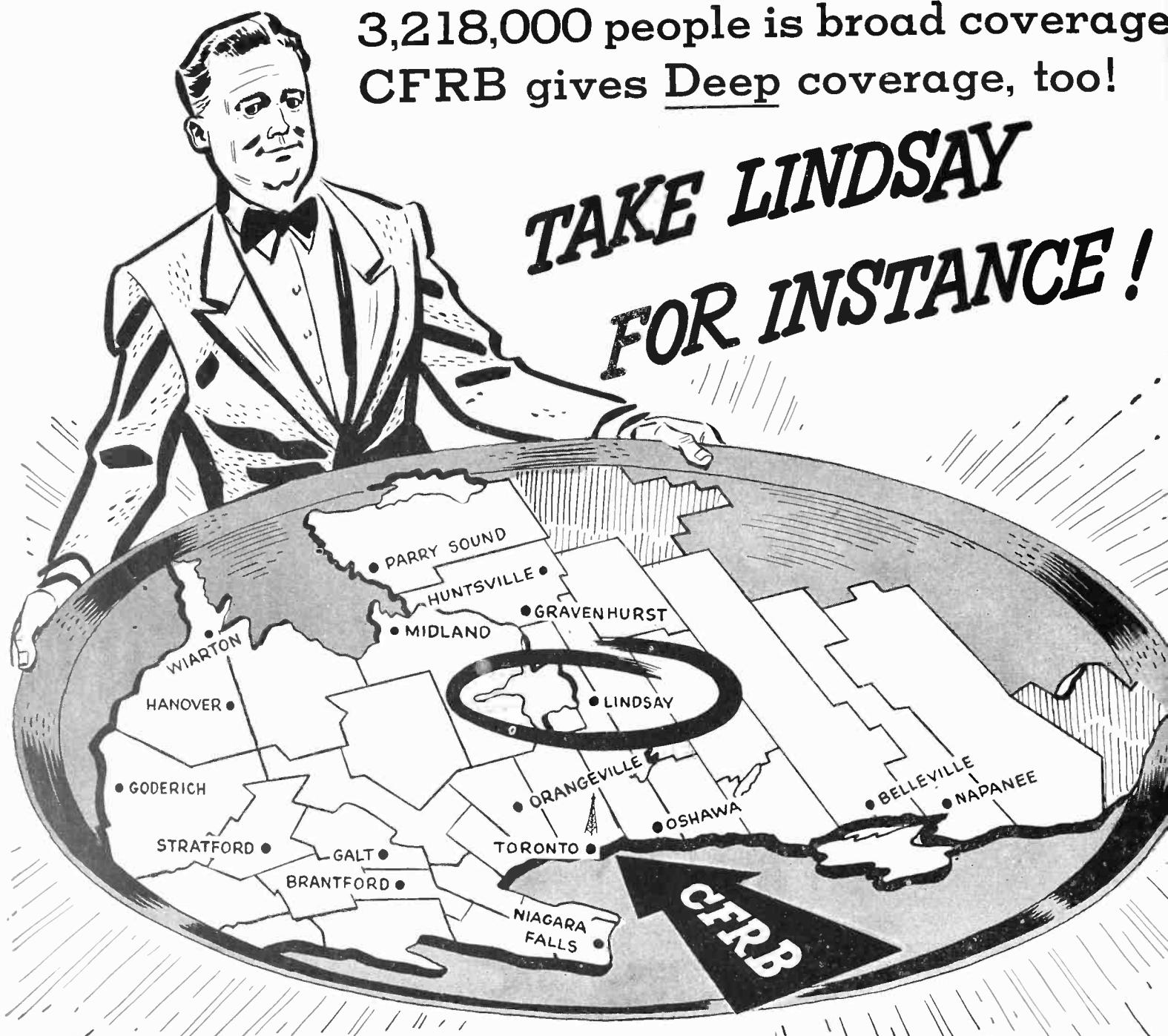


RCA VICTOR COMPANY LIMITED

HALIFAX MONTREAL OTTAWA TORONTO WINNIPEG CALGARY VANCOUVER

3,218,000 people is broad coverage  
CFRB gives Deep coverage, too!

**TAKE LINDSAY  
FOR INSTANCE!**



**IN LINDSAY, 88.5% LISTEN  
REGULARLY TO CFRB**

BROAD coverage in the Number One market is yours on CFRB. But breadth is not enough. You want *depth*, too; and here's proof of just how deep CFRB penetrates. Lindsay—70 miles northeast of Toronto—is a typical example.

In this Victoria County centre, a recent independent survey showed that 88.5 per cent of radios are

tuned *regularly* to CFRB. This survey showed further that intermittent listenership was as high as 97.3 per cent in Lindsay.

Lindsay, with an annual retail trade of over \$10,000,000, and a population approaching 10,000, is just one example of the enterprising centres in the 3 billion dollar market deeply penetrated by CFRB.

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In The  
Number One Market!**

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watts —  
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