

# CANADIAN BROADCASTER

## AND TELESCREEN

Vol. 9, No. 15.

TORONTO, ONTARIO

August 9th, 1950

## WAB PLANS FOR JASPER MEET

The CAB's final presentation to the Massey Commission, and the matters brought before the recent Parliamentary Committee of the CBC, will be discussed by the Western Association of Broadcasters in convention at Jasper, August 31 to September 2. Conducted in Lethbridge between WAB president and CAB chairman Bill Guild indicated that the Convention agenda was not complete, but gave a brief resume of what is scheduled for the annual meeting of the Western broadcasters, who are noted for having started the ball rolling in many ventures for the entire industry.

The WAB will also concern itself with the reference made by certain members of the Parliamentary Committee to being "hooked" by the radio stations during the past Federal Elections. There will also be discussions on the suggestion contained in the Parliamentary Committee report that the CBC should indulge in a somewhat extensive advertising campaign.

Research will be given a good deal of space on the agenda, and it is expected that some members from British Columbia will bring the meeting details of the type of research being done by Advertising Research Bureau Inc. on the west coast of the United States.

Guild hopes that some suggestions will come out of this Convention with regard to the telephone co-incidental surveys that will prove workable and may help solve some of the problems currently being met by these surveys.

Methods of electing directors of the Canadian Association of Broadcasters will be discussed, with the hope that the WAB will express approval of one of the several plans that have from time to time been discussed.

Jim Allard and Pat Freeman of the CAB will present reports from the parent association. There is also expected to be a rather thorough discussion on the subject of rates, special discounts and deals.

With the NARBA Convention beginning in Washington in September, the WAB's participation in the Convention and the various problems which may develop in the process of reaching an international agreement will be dis-

## LAUGH, ANNOUNCER, LAUGH!



MICHAEL CASHIN, THE CLOWN ON THE LEFT, emcee of CKEY's feature Show Business, donned regalia and grease paint, took a hurried lesson in clowning from famous Felix Adler (seated) and turned in a performance which apparently delighted the many youngsters. The occasion was the opening last month in Toronto of the "greatest show on earth," Ringling Bros.-Barnum & Bailey Circus.

### MITCH'S SWITCH

Washington. — Maurice B. Mitchell, director of the Broadcast Advertising Bureau of the National Association of Publishers, announced his resignation here last month. He will join NBC to work at developing new business for AM network advertising.

Mitchell became known in radio circles throughout the continent for his "Mitch's Pitch" talk on increasing sales of radio time, and as the man who, in two years, built the Broadcast Advertising Bureau.

### GREELY STUFF

Among easterners who will be attending the WAB Convention will be Ross McCreath, of the All-Canada Station Time Division. Ross will take in the Convention in the course of his first tour of all the western stations of the All-Canada group.

cussed, as also will the subject of television for Western Canada.

The Board of Directors of the Canadian Association of Broadcasters is meeting at Jasper, immediately prior to the opening of the WAB Convention.

## CCF WOULD BAN ADVERTISING

Vancouver.—The power of privately owned radio stations should be limited to 1000 or at most 5000 watts, national CCF Leader M. J. Coldwell told a party convention here.

Mr. Coldwell said the radio set-up he saw for this country was of a network of high-powered stations owned by the federal government, supplemented by co-operatively or privately owned stations of low power which would not use advertising.

The CCF leader said he was against the proposal to allow municipal and provincial governments to operate stations. The suggestion was made by the Regina delegation to the convention.

He said there were two reasons for his stand: that there were governments which might want to operate networks of individual stations "for their own purposes," and that the federal government would face too complex a problem in controlling the activities of provincial governments.

At the same time the convention called for considerably increased revenues for the CBC. These would come from general revenues rather than through increased license fees.

David Lewis, national CCF secretary, said provincial or municipal ownership of stations would "absolutely destroy" the CBC. He felt that provincial outlets would bring "constant competition between the CBC and the provincial stations."

CCF'ers praised the CBC's programming and endorsed the principle of CBC control over radio and TV.

In a unanimous resolution calling for increased revenues and praising the CBC's control of radio, the convention said:

"The CBC has achieved international recognition for the quality of its programs and is performing a useful service to Canadian citizens."

### MAJOR BURGOYNE PASSES

The sympathy of the industry goes out to Bill Burgoyne (CKTB, St. Catharines, on the occasion of the death of his father, Major H. B. Burgoyne.

Major Burgoyne, who was publisher of The St. Catharines Standard, died suddenly at his summer home. Burial was at St. Catharines last Saturday. He was 65.

### LEAVES RADIO

Edmonton.—Walker Blake has resigned as manager of station CKUA, Edmonton, to become general manager of the Alberta Motor Association. Blake is to be succeeded by John Langdon, drama producer and music commentator for CKUA.

### Income Tax Calling

Ross Mortimer, emcee of *Take It Easy*, heard every afternoon on CJOR, scored something of a local record in getting a call from a guy in the income tax department who didn't want any money.

Ross takes phone calls right in the studio during the program, and his listeners call him about everything from lost babies to spavined horses and "how do I unchoke the kitchen sink, please?"

This day a male voice said, "This is the income tax department," which had Ross reaching for his wallet and saying, "How much will it take?"

While his audience wondered whether he'd be on the air or in the hoosegow, by nightfall, the revenueur said, "It's like this. A blue budgie just flew in the window of the non-resident department of the income tax building. Can you do something about locating the owner for us?"

Pretending he hadn't been worried anyway, Ross put the information on the air. In a few minutes the owner, from the suburb of Kerrisdale, about six miles from the income tax building, was on the phone to the tax department.

"There's a bluebird on our windowsill," said the revenueur. "Come and get it."

# First Annual

## "CANADIAN RETAIL SALES INDEX"

Estimates of Retail Sales and Radio Homes  
for 1949 by Counties and Census Sub-Divisions.  
Not just total retail sales, but retail sales  
in 20 different businesses.

**PUBLISHED TO SELL AT \$5.00**

You can secure delivery of your copies  
of "CANADIAN RETAIL SALES INDEX" as  
soon as they come off the press, early in  
September at a **SPECIAL PRE - PUBLICA-  
TION PRICE**, and we'll pay the postage.

You'll Need  
This valuable study for  
your advertising and  
sales departments, your  
clients and customers,  
and for yourself.

**USE THE PRE-PUBLICA-  
TION ORDER NOW**

### PRE - PUBLICATION ORDER

R. G. Lewis & Company, Ltd.,  
163 1/2 Church St.,  
Toronto 2.

As soon as published, rush us .....  
copies of the 1950-51 edition of "CANADIAN RETAIL  
SALES INDEX," regularly \$5.00 per copy, at the pre-  
publication price of: 1 copy—\$3.50; 3 copies—\$10.00; addi-  
tional copies—each \$3.00. Post paid.

Check Here	
Cheque Enclosed	<input type="checkbox"/>
Ship C.O.D.	<input type="checkbox"/>
Bill Us	<input type="checkbox"/>

Signed \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**R. G. LEWIS & COMPANY LTD.**  
**Publishers**

**163 1/2 Church Street**

**Toronto 2**

# SELECTIVE RADIO

## Business From Britain

By Dick Lewis

Toronto. — Canadian listeners will shortly be hearing two well-known Canadians describing *Life in Britain* in a series of half hour sketches, sponsored by British industries interested in merchandising their products through radio to the Canadian market.



GUY HERBERT

This was the gist of an interview with Guy Herbert, general manager of All-Canada Radio Facilities Ltd., who has recently returned from a trip to England. Here he continued the work started by CFRB president Harry Edgwick, who visited the United Kingdom in February and March.

Working in conjunction with Donald Perks, of Overseas Rediffusion Ltd., now U.K. representative for All-Canada stations — both mutually operated and represented — Guy quickly realized that, in view of the complete lack of knowledge of radio in British business circles, it would be advisable to place programming in the hands of people experienced in the Canadian technique.

Guy made a survey of Canadian talent living in Britain, and came up with the plan of producing a "Mr. & Mrs." show to be called *The Bradens in Britain*. Bernie Braden and his wife, Barbara Kelly, it was felt, had a ready-made following in this country, and Bernie has been eminently successful with the BBC, having just been awarded the title of BBC's "Man of the Year." He has also been playing the lead with the London company of *Street Named Desire*. Barbara Kelly is currently making three pictures for Rank. Before going to England she was extremely well known as a CBC actress.

Two other Canadians have been recruited to work on this show. The former Toronto commentator, Monica Mugan, will supervise, and, when necessary, write the commercials; and it is planned to use Austin Willis, former CBC and free-lance announcer, as announcer.

Format of the proposed program calls for a half-hour show

directed to Canadian listeners on life in England, interspersed with music carefully selected from English recordings.

The plan is to sell advertisers on a participation basis, with five advertisers sponsoring two half hours a week, or 10 advertisers sponsoring four half hours. The sales approach to date has been on the basis of starting the program in Toronto, Winnipeg and Vancouver, with the expectation that it will spread to other markets where All-Canada represents stations.

Discussing the British Rep firm, Overseas Rediffusion Ltd., Guy says that one of this outfit's main interests is the service of wired music to hundreds of thousands of British homes, with similar services in Malta, Hong Kong, Singapore, South Africa and Malaya. In addition, they are now operating commercial broadcasting stations in Bermuda, Barbados, Trinidad and Jamaica.

While their wired service in

(Continued on page 4)



# At CKMO

## We Don't BRIBE Listeners —

## We WIN Friends!

### GOOD Music Makes GOOD Listening

### At 1410

"PIONEER VOICE OF BRITISH COLUMBIA"

The Voice of the Eastern Townships

**CHLT**  
(FRENCH) 900 Kc. 1000 Watts

**CKTS**  
(ENGLISH) 1240 Kc. 250 Watts

**SHERBROOKE, QUE.**

## SHERBROOKE, QUE.

Sherbrooke is the hub of three great railway systems — C.P.R., C.N.R., and Quebec Central. It is considered one of the three top cities in Canada in regards to labor. Both wages and purchasing power are high, and Bank Clearings for individual accounts totalled well over \$284 millions—an increase of 2.5% over 1948. Tell your sales story in this important market — over CHLT and CKTS.

Representatives

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

# THIS YEAR MANITOBA IS A BETTER MARKET THAN EVER BEFORE

\$29,053,100 new construction in first 4 months 1950  
a 100% increase over first 4 months 1949

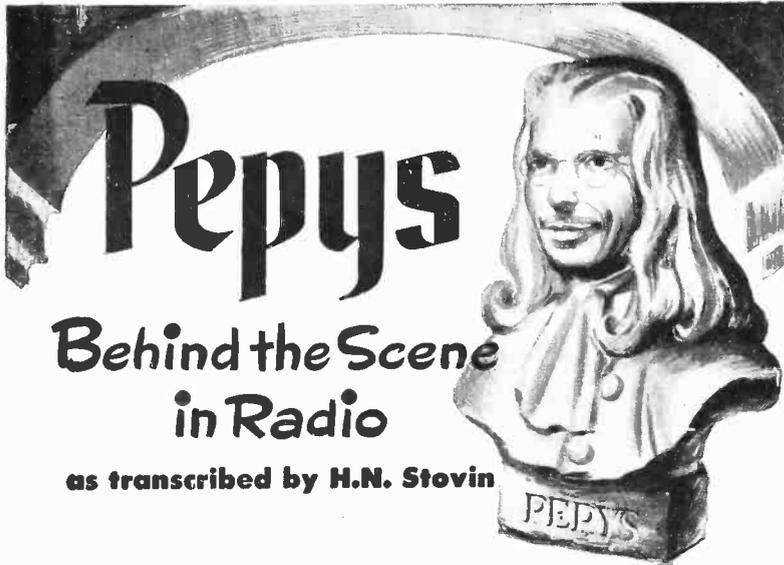
4 new industrial plants, 12 schools, 4 churches and  
18 commercial establishments to be constructed in 1950

# CKRC WINNIPEG

## 5000 WATTS

## 630 KILOCYCLES

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



## SELECTIVE RADIO

(Continued from page 2)

Britain is without sponsorship, the similar operations in other Commonwealth countries do carry commercials, as, of course, do the broadcasting stations in the West Indies.

"This means, of course," Guy pointed out, "that they are dealing all of the time with British manufacturers and advertising agencies." Their British clients now number about 150, he said.

Ronald Perks, their director of advertising, will be coming to Canada this fall to familiarize himself with the Canadian radio picture.

■ ■ ■

The British manufacturer falls into three classes, Guy says. (1) those who have a branch plant in Canada and who generally employ a Canadian advertising agency; (2) those who still manufacture and ship from England but have sufficient distribution to employ a Canadian agency; (3) those who manufacture and ship from England and use a British agency.

In each case, the advertising appropriation is generally controlled in England, often with the collaboration of the Canadian branch. It will be essential therefore that All-Canada and Overseas Rediffusion work closely together.

■ ■ ■

While in England, Guy approached the British Government, through the Board of Trade and the Bank of England, besides a large number of British advertisers, and found the advertisers keenly interested and the government officers favorably disposed, because all talent costs will be paid in sterling.

■ ■ ■

### Honor The Humble Spot

By Bob Francis

A commercial spot announcement, promoting Family Circle Magazine for Canada Safeway Limited, won CKWX a "Certificate of Award for Distinguished Achievement in Radio Advertising" from the Advertising Association of the West.

The association, with membership in the western U.S. and Bri-

tish Columbia, held annual competitions in Los Angeles recently and B.C. awards were presented later in the board room of the Vancouver Board of Trade.

As the advertiser in the deal, Safeway was also cut in on the award, and was represented by Tommy Milburn, advertising manager. Sam Ross, assistant manager of CKWX, accepted the award for the station.

Other awards went to Harold Merrilees, chief P.R.O. for the B.C. Electric, and Ken Davidson of Cockfield Brown, in the newspaper division of the association competition. The direct award went to Tom Hethrington of MacLarens for a job done on Dueck Chevrolet. Oddly enough, MacLarens had withdrawn from this assignment before the awards were made.

Harold Merrilees was elected president at the association's meeting in Los Angeles, and a feature of the presentations in Vancouver was Merrilees giving himself the B.C. Electric's award.

■ ■ ■

A former Toronto and Montreal radio man, Stan Jones, now with CJIB Vernon, has commenced a daily newscast for the Vancouver Sun at 11 p.m.

The paper's new broadcast is designed to serve listeners in the North Okanagan district. E. McGibbon, the Sun's correspondent in Vernon, who also is program director for CJIB, handled the production for Jones.

Jones was a newscaster at CFCF and CKEY before he moved west.

■ ■ ■

### Every Day Is Committee Day

By Dave Adams

Winnipeg. — During annual financial campaigns of organizations like the Red Cross and Community Chest you get an early through Canadian radio station of what they are doing, or planning to do when they lay their hands on the needed cash.

Yet when the campaign ends you usually hear very little about them until next year, and a new drive, rolls around.

CKRC has set out to remedy this. Station's idea is to boost the work of such organizations every chance—and on a year-

(Continued on page 6)

"Last evening to ciphering my household bills, and did find myself much aggrieved at the way in which tradesmen are charging, and thereby pushing the price of everything out of all proportion to the fun left in living. And, while musing on this, did fall on a discovery of no small importance, which I shall gladly pass on. Though some advertisers do know it, many have overlooked the fact that Radio Advertising costs less in Canada today than it did four years ago ● ● ● Taking the 21 major markets of Canada, and the 24 major stations covering them, the cost per thousand radio homes today is 19.3% less than it was in 1946 ● ● ● Today, Radio reaches into 94% of all homes, and multiple sets homes are commonplace—in fact, the demands on radio set manufacturers continue so strong that all of them report sales volume higher each month than the year previous. Moreover, we do figure that in the past four years the number of radio homes has increased no less than 30.4% ● ● ● Do therefore look forward confidently to the Fall and Winter of 1950-51, anticipating that business will definitely show Radio to be by far the best, most effective, and lowest price Sales Medium for advertisers, both national and local ● ● ● And so to sit under a tree and angle for bass, which when they are biting is the name of a goodly fish, and when not biting is merely an abbreviation."

"A STOVIN STATION IS A PROVEN STATION"

**HORACE N. STOVIN**  
& COMPANY

MONTREAL    TORONTO    WINNIPEG    VANCOUVER

*Representative for  
these live Radio Stations*

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

IF

you know and can sell radio programs  
you can service stations and agencies  
you can obtain and hold new sponsors  
you put their needs before your wants  
you can recommend your own territory  
you think clearly in larger figures  
you can handle more than 100 shows  
you answer yes to all these questions

Write Canada's Fastest Growing Programming Service

S. W. CALDWELL  
LIMITED

2100 VICTORY BUILDING 80 RICHMOND STREET WEST  
TORONTO 1, ONTARIO

# CANADIAN BROADCASTER AND TELESCREEN

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

Published by

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Vol. 9, No. 15.

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August 9th, 1950

Editor: RICHARD G. LEWIS  
Business Manager: ARTHUR C. BENSON  
Art Editor: GREY HARKLEY  
News Editor: THOMAS C. BRIGGS  
Sales Promotion: ROBERT H. GRASLEY  
Research Consultant: G. E. RUTTER

Correspondents	
Toronto	Eida Hope
Montreal	Walter Dalas
Winnipeg	Dave Adams
Vancouver	Bob Francis
New York	Richard Young



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

## Talent For Sale

Radio talent's plaint that it is being left out in the cold may hold water in some instances, but there are things radio artists could do which would encourage sponsors and their agencies to give them more consideration than they are receiving.

Speaking generally, talent never has earned for itself the publicity it must have if it is to be known. In the early days of the artists' unions, this paper made frequent overtures to the executive to see if a source of printable information might not be found in some newly appointed publicity officer, but no news was forthcoming. Radio columnists in the daily newspapers spend many more hours combing the studios for news than they do at their typewriters, and then, as often as not, have to resort to the business-like press releases of the American networks to fill their space, when local news would be far more acceptable, both to them and to their readers.

\* \* \*

Union activities in protecting their members against overly lengthy rehearsals, and in securing better pay and working conditions may be all very fine, but they could go further. So far they have secured a better price for their product. What they have never done is to improve the product to justify the price, publicity-wise at least.

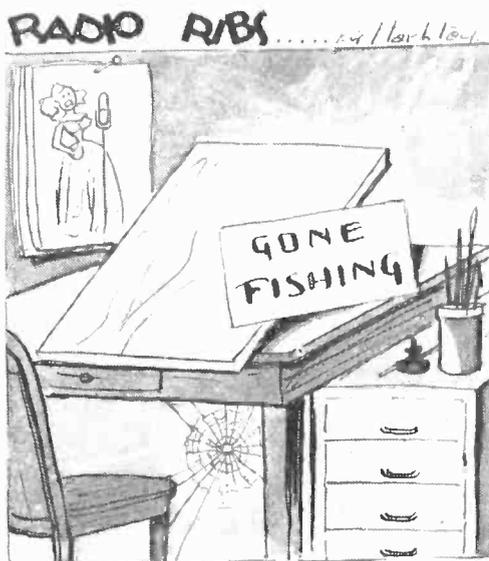
Establishment of a publicity department, either nationally, or in each of its locals across the country, by the association of Canadian Radio Artists, could not be a very complex undertaking. Yet it would give the membership more prestige, both in the eye of the public it must eventually attract, and so among program sponsors and buyers. There is no columnist who would not welcome an opportunity to explain to a group of artists just what sort of material is deemed newsworthy by his publisher; and events are taking place every hour of every day which could fill every column there is many times over.

\* \* \*

In the past five years, two radio fan papers have suspended publication. There was only one valid reason for this. Their editors were unable to find material which would interest people into buying their books.

\* \* \*

Starting last issue, this paper has assigned news editor Tom Briggs a col-



umn called "Talent Trail" which will be devoted to criticism of programs and news about artists. Due to the nature of the paper, this column will necessarily be written from a trade standpoint. But other papers, other columnists would eagerly receive news and anecdotes with a listener appeal, if only talent would face the fact that it is unable to dispense news about itself (an impossible task in any field) and employ someone qualified—in the minds of the publishers and columnists, that is—to do the job.

\* \* \*

## Liberals In A Hurry

Curtailing the power of the privately-owned stations to "1000 or at most 5000 watts" is not control enough for M. J. Coldwell, recently re-elected leader of the CCF. The leader of the party which came a bad third in the past Federal elections, but has succeeded in foisting so many of its ideals on the numerically stronger Liberals, envisages a network of high-powered stations owned by the Federal Government, supplemented by co-operatively or privately-owned stations of low power which would not use advertising.

The Socialist leader further opposed the suggestion of the CCF delegation from Regina that municipal and provincial governments should be allowed to operate stations.

It would hardly seem necessary for Mr. Coldwell to explain why he opposed municipal and provincial ownership, but he did. He said there were governments which might want to operate networks or individual stations "for their own purposes." But he failed to add

that this is precisely the purpose for which the Liberal government operates the CBC's networks and individual stations. He also stated that the Federal Government would face too complex a problem in controlling the activities of provincial governments. This, of course, tied right in with the obvious fact that Socialism cannot possibly function unless it has absolute control over everything.

\* \* \*

People who believe in our system of private enterprise might well give thought both to this editorial and to the news story on the front page of this issue. While the threat of a Socialist government gaining power is not an immediate one, at least in the Federal House, that party already governs the Province of Saskatchewan and is official Opposition in the Ontario Legislature. But still more important, our Federal Government, which is Liberal in name only, has been playing its cards from the Socialist deck for years now, and could easily be allured by this latest CCF trump.

Those who feel that this statement is far-fetched have only to remember that the CCF is the party which the Prime Minister described to a Saskatchewan audience in last year's election campaign as "Liberals in a hurry."

If they can do it to radio, they can do it to other businesses too.

\* \* \*

## Happy Days For Controllers

Incident or raid, short of general war, the Korean affair is likely to drag out as did the Boer War. Jean Francois Pouliot, M.P., in a speech the last week of the session, may have indicated the extent of Canada's military participation ("There are no Canadians in Korea"). But whatever this country lacks in regiments, it undoubtedly will be right to the fore in regimentation.

It is a mean trick of fate on all who value personal liberty that a new excuse, or reason for economic controls arises before the old ones have been got rid of. Many controls are necessary in time of war, or urgent arming to prevent war. This is bad enough, but always there are controllers, administrators, officials bureaucrats, who get such an obvious pleasure in their direction of the lives and affairs of their fellow-citizens, that controls grow for controls' sake.

There is no one in the Cabinet with sufficient economic knowledge or intellectual force to withstand the polysyllabic jargon of the "experts" headed by the No. 1 Bureaucrat, Dr. W. C. Clark, deputy minister of finance. It remains a fact, however, that war or preparedness by free nations would proceed most efficiently if there were a minimum of interference with industry and trade by the government. For government is the most inefficient feature of life in a free society.

—The Printed Word.

# SELECTIVE RADIO

(Continued from page 4)

basis. At the moment particular attention is being paid to the Red Cross blood-donor service, reminding listeners they can donate their blood any time.

In the same community service vein, CKRC jogs dialers-in with the necessity for them to look after their personal safety both on highways and in the water. Soar-

ing week-end casualty tolls point up the necessity for these reminders.

Three times weekly on the just-before-midnight *Concert Under the Stars* the station is boosting Winnipeg's symphony orchestra. During the show, outlines are given of coming fall programs and personnel of orchestra is broken down.

Officials of the Manitoba Flood Relief Fund have already paid out some money to flood victims and at this writing are studying hun-

dreds of relief applications.

This would seem to indicate the end of money-raising stunts on behalf of the fund, but we would like to write 30 with this effort.

It entailed a lot of work by CJOB officials and the giving away of a brand-new Kaiser car by the Kaiser-Frazer organization. More than 10,000 citizens paid a \$1 each for the chance to hold the lucky ticket. Mayor Garnet Coulter's wife made the draw, and just as it does in the best movies and story books, the winner turned out to be a flood victim. She was

Mrs. A. C. Sinclair, who lived in Kingston Row, one of the hardest hit areas.

So the flood fund got another \$10,000 to work with.

Talking about winning cars, young Shoal Lake, Man., man just that when he convinced Quizmaster Stan Francis he should adopt a cocker spaniel as a pet.

Ray Butler took a new Studebaker and \$500 in cash back with him to Shoal Lake after being named top man in the *Name & Breed* contest. He pointed out to Stan that the cocker was "a wonderful family dog and a good friend."

CKRC's George Dawes was on hand to air the proceedings when Ray received the booty.

A little foresight by Al Bready, news editor at CJOB, enabled the station to be all set with a special program when the death of Mackenzie King was officially announced.

When Bready first heard that the former prime minister was in serious condition he immediately turned out a story on Mr. King's life, pointing up the highlights. Within a minute of the death announcement, a CJOB announcement detailed to listeners the King's appropriate music provided the punctuation.

A baseball broadcast was also in to present the 25-minute special broadcast. The station later went back to the ball game.

# CJCA NEWS BUREAU



Russ Sheppard—News Director

CJCA's News Bureau is staffed from six in the morning until twelve midnight . . . as reporters obtain and compile the day's events for broadcast . . . to keep CJCA "FIRST-WITH-THE-NEWS!"

## - INTERNATIONAL -

On teletypes in CJCA's News Bureau—from Canada and the four corners of the world—news arrives constantly. CJCA's teletypes are on duty twenty-four hours a day—seven days a week.

## - PROVINCIAL -

Thirty-five correspondents, in chief centres of Northern Alberta, phone and wire news items to CJCA's News Bureau.

## - LOCAL -

Reporters are constantly covering news in Edmonton. CJCA's News Bureau is open day and night to handle items sent in by telephone.



Don Clayton  
Farm Director



Peter LaValley  
Sports Editor



Walt Rutherford  
Reporter



Glen Bjarnason  
Reporter



Laurie Picard  
Reporter



Tony Cashman  
Reporter



### 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

# NEW YORK'S RADIO ROW

by Richard Young

New York, N.Y.—Needless to say, the Korean conflict is the major topic these days along Radio Row—or any other Main Street in America, as a matter of fact. But as yet the battle has had little effect on the radio industry. At the time this reaches print, however, it's likely to be a different story if Washington clamps on controls—partial or complete.

At this writing broadcasting's major worry has been replacement of personnel eligible for military service. Staffers in the engineering departments will be especially difficult to replace. (Actors, of course, are always a dime a dozen.)

If anything, the outlook seems truly bright for radio. Why? Because it now looks as though the oral-only medium's hottest rival, television, will be the first medium to be affected by the emergency. Some broadcasters who have ignored television in the hope that it would go away quietly, actually seem quite pleased with the situation. (These type characters are probably hoarding gear in their transmitter buildings.)

Television's circulation and coverage may some day in the not-distant future feel the effects of the electronic needs of the military. Already some manufacturers are finding it difficult to get certain materials and parts. This is reflected in the recent announcements of receiver price increases by Emerson and Du Mont. Some officials estimate that production of sets may be cut back

as much as 20% to 50%. Such a move would mean a tremendous blow to television's rapidly-expanding circulation.

Thus if the war effort curbs video's progress, the radio boys reason that advertisers who have been making eyes at the sight-and-sound medium will be more inclined to stay with radio's more complete coverage. Mebbe so. But the way production of receivers is going right now, television will have a fairly substantial audience by the end of the year.

The radio picture is especially bright on the news front. An NBC-sponsored Hooper study of evening news programs found that listening is up 76% over last year. Network officials feel this listenership is being carried over to the entertainment programming. The news shows, incidentally, are attracting many sponsors.

To sum it up. At this writing few officials know what the future holds. Judging by the latest news out of Washington, they should know very shortly.

Incidentally, television's situation in the emergency is believed partially responsible for the recent snubbing of the Association of National Advertisers by the four major networks. The ANA had requested the chains to attend a special meeting to discuss the inroads being made on radio by television and—possible rate reductions for radio.

The networks said nay, nay, Pauline.

But a survey of the situation by the ANA is being circulated around the networks this week. Major conclusion of the report? Advertisers might just as well forget television families listen to the radio in the evening. They just don't.

## Sell the entire Niagara Peninsula

(and away beyond since change to 620 kcs.)

### at one low cost with



**Continuous Radio Audience Measurements Since 1940 . . . . .**



*Elliott-Haynes Limited*

Sun Life Building  
MONTREAL  
PLateau 6494

515 Broadview Ave.  
TORONTO  
GERRARD 1144

### 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**

NATIONAL ADVERTISERS MORE THAN EVER Are Using

## CKOV - KELOWNA

to cover the WEALTHY Okanagan

PAID TO SHIPPERS FOR 1949 CROP YEAR

(B.C. Tree Fruits Ltd. statement for year ending May 31, 1950)

**\$22,028,861.54**

OTHER PROSPEROUS INDUSTRIES

BEEF — DAIRYING — LUMBERING

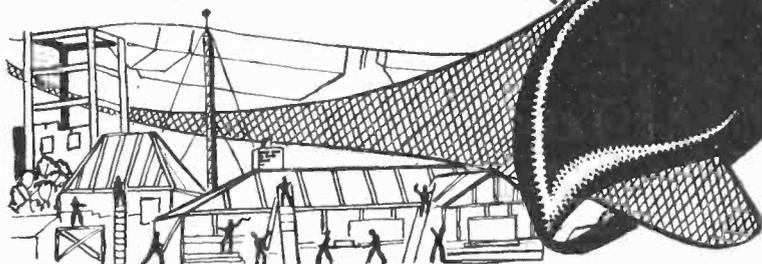
Ask our All-Canada Man — In U.S.: Weed & Co.

## NO HIATUS In Moncton's Building Program.

Building permits issued by authorities prove that Moncton is fast becoming the most fertile market in the Maritimes. Over six hundred new homes have been erected in the area served by "Lionel" within the past six months.

**NO HIATUS IN BUILDING so there's NO HIATUS IN BUYING**

600 new households means additional commodity purchasing of every description . . . commodities that will bear your trade-mark if CKCW is included in your advertising program.



## CKCW

MONCTON NEW BRUNSWICK

*The Hub of the Maritimes*

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



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



HEAD OFFICE  
231 St. James Street  
MONTREAL



# NOTHING FOR NOTHING

A RADIO COMMENTARY FROM THE SERIES "NO HOLDS BARRED"

By Richard G. Lewis

The weary druggist answered the phone for the twentieth time in the past hour. Now he was really mad. He didn't say so into the phone, however; just said: "Certainly, Mrs. Smith," hung up the receiver, and snarled certain expressive words I won't bother repeating.

It wasn't just that Mrs. Smith wanted him to deliver a package of cigarettes seven blocks away where she lived. It wasn't that he made less than four cents profit on such a sale. Neither was he annoyed because he knew she passed his store every evening on her way home from the office where she worked. The point was that whenever she did come in the store—and heaven knows it was rare enough—she was wafted through the door on a zephyr of an expensive perfume, which he sold—and very profitably—but which she never bought from him.

He was still mad when he got home.

"I don't know why you put up with it," said his wife. "If I were you I'd tell her to get her cigarettes where she gets her perfume."

The druggist just smiled. "If you had your way, the customers would thank us for letting them pay for our home and sending the kids to school," he quipped good-naturedly.

"I'm not joking," said his wife. "I don't know why you can't shut the store at six like all the other merchants do," she chided.

"I know, dear," was the reply. "But do you remember that night last winter when they brought in that hit-and-run victim just before closing time? I took care of him till the doctor arrived. He got better. Maybe if I hadn't—if the store had been closed—he'd have died."

His wife pushed back her chair impatiently. "That was just an isolated case," she said.

The druggist shook his head. "Sickness, babies and all sorts of emergencies take place at all hours of the day and night," he went on. "Doctors are always on call. That is part of their job. And if the doctors are there, I guess I have to be there too in case they run out of something just when they need it."

His wife just shook her head—sadly—affectionately.

"There's another thing, too," said her husband, a little more relaxed now that he had climbed into his slippers and was lolling back in his easy chair. "Mrs. Smith may be unreasonable . . ."

"There's an understatement if ever there was one," was the comment which he let pass unnoticed.

"But the main way, the only way to succeed in any kind of business, is to make yourself useful to the people you hope will spend their money with you. See that they get the habit of coming in to see you whatever they want. If you can get them to buy their stamps from you, a reasonable number of them will start dealing with you for their other more profitable needs."

"Like Mrs. Smith and her perfume?" his wife asked pointedly. The druggist didn't hear her. "You know, dear," he went on, "if

business people would only concentrate on that one thing—be useful—we wouldn't be eternally threatened by groups of idealists slipping into power in Ottawa while we are all asleep, and taking over business on a nationalized basis, selling the public what they feel like selling them, prices they feel like charging operating in the wasteful way which seems inevitable when governments step into business; and then letting the poor old taxpayer—and that's you and me and Mrs. Smith and everyone—pay the losses in more and more taxes until we can scarcely take it."

His wife was unconvinced.

"At least you'd work respectable hours," she said. "And another thing, isn't this nationalization, or whatever you call it, what has been happening these past five or six years in England? They seem to be getting everything they need over there from what they hear."

The druggist puffed reflectively on his pipe a moment. Then he said: "Steve MacMillan was the store today."

His wife looked at him a moment, wondering what was coming next.

"He's been back a couple of months from visiting his farm in the old country. He told me the same thing. Just as you say people are getting everything they need. But that isn't the whole of it. His mother, who is an elderly lady of nearly eighty, needed a pair of glasses. So she went to the specialist—there was no one of course—and got a prescription. Then she went to the optician and asked him to make them for her."

"Well," said his wife, "wasn't that a good thing to be able to do?"

"Oh, yes," replied the druggist. "I guess it is a good thing to do right. But wait till I tell you what the optician said." He took the long puffs and then continued: "The optician thanked her for the order, and said, 'we'll have them for you in six to nine months.'"

He waited to let it sink in. "Six to nine months," said his wife, scarcely able to believe her ears.

"Steve was just as shocked as you were," he went on. "When"

## NORTHERN ONTARIO'S

*Greatest*

## ADVERTISING

## MEDIUM

# CKSO

NORTHERN ONTARIO'S  
HIGH-POWERED  
STATION

*Ask*

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

**CKNW**  
**CHNW**

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

and gathered his senses, he asked the optician if he would mind giving him the prescription to take back to Canada with him.

"He wouldn't do that," said his wife. "That would be taking business away from him."

"On the contrary, my dear," came the reply. "Socialism kills the urge to do more business. The optician thanked him for saving his face. So Steve brought the prescription back to Canada, and four days later airmailed his mother the glasses she needed so dily."

The druggist's wife was speechless. "I never heard of such a thing," was all she could say.

"That isn't all," continued her husband, who had warmed to his subject. "The optician said: I'm going to give you a copy of the prescription. Then I can go ahead and make your mother a spare pair which she won't need in a hurry."

His wife thought a moment. "That was all right, wasn't it?" she said. "His mother was getting them for nothing, wasn't she?"

"That," said the druggist, "is the worst feature of the whole thing. Nobody gets anything for nothing, either under our competitive system of business, or under the other plan called Socialism or Statism. The only difference is with our system, you pay for what you want, over the counter, or at the end of the month when the bill comes in. The other way you pay through taxes, usually hidden taxes. A few cents on a package of cigarettes, a gallon of gas, a bottle of beer, besides a sales tax, hidden in the price of almost everything we buy, except food, that we don't even know we're paying it, except when we try to balance our family budgets on what ought to be an adequate income."

"I see what you mean," said his wife.

"The whole danger of the non-competitive, socialistic way of doing things is that everybody, just like you did just now, thinks they are getting these things for nothing when actually they are paying for them and paying for them through the nose."

With that, the druggist's wife started rolling up her knitting. He didn't say a word until she had it tucked tidily in her work bag. Absently her hand fondled

the bald patch on her husband's head. "At first I thought you were rambling a long way from Mrs. Smith's package of cigarettes, but I see what you mean now," she said.

The druggist looked up at her and smiled.

"The whole secret of business," he said, "is just being useful."

The telephone tinkled out in the hall.

The druggist and his wife looked at each other without saying anything. Then his wife broke the silence. "If that's Dr. Wilkinson wanting you to go back to the store and mix him up fifty cents worth of medicine, dear, be sure and take your shoes off before you come upstairs to bed."

**Simcoe County has 25,410 RADIO HOMES (1949 BBM) and no daily newspaper.**

Most of these homes depend for their news, entertainment and shopping information on

**CKBB**  
BARRIE ONT.  
RALPH SHELGOVE  
Manager

REPS. NATIONAL BROADCAST SALES



says

**ASK YOUR ALL-CANADA MAN**

ABOUT **CKRM** REGINA

SELLING

SOUTHERN

SASKATCHEWAN

Watch for the Program Man—on the air, in print and in person—he's selling your client's message in Southern Saskatchewan!

**S.A.**

To a Hollywood Talent Scout, means "Sex Appeal." But to Canadian Advertisers, "S.A."

MEANS: Southern Alberta...

A rich, expanding Western Canadian Market which figures in their future Sales Plans. And they know that CFCN HAS SOLD "S.A." SINCE 1922, with plus coverage in the rest of Alberta!

CFCN Will Sell "S.A." For You

Ask:

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



THE VOICE OF THE PRAIRIES LTD.

**DID YOU KNOW?**

That Summer listening in CKCL's area is equal to, or better than the so-called "peak" Winter months? That's because the most popular summer resorts for residents in this area are all well within this Station's Primary Area. The men who KNOW, the local advertisers—over 150 of them—maintain their radio advertising schedules right through the summer.

**CKCL**

TRURO BROADCASTING CO. LTD.

J. A. MANNING  
Manager

WM. WRIGHT, Representative  
Toronto and Montreal



"Here is Jos. Hardy again, from the Gaspé Peninsula. Gaspé is not a French word, as you might expect, but comes from an Indian word meaning 'end of land.' CKBL Matane, on the north shore, and CHNC New Carlisle, on the south, serve Gaspé well. I was interested to read, in the account of a motor trip through the Peninsula, the words 'New Carlisle's Radio Station is no secret, judging from the programmes we pick up on the way.' Sales from Gaspé fisheries are in excess of one and a half million dollars a year. Pulp Wood, Sulfite, Mineral developments — and the tourist industry — add to the wealth of 'The Brittany of Canada.' Tell your sales story to Gaspé listeners — through CKBL and CHNC. 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 WATTS
<b>CHNC</b>	NEW CARLISLE	5000 WATTS
<b>CHLN</b>	TROIS RIVIERES	1000 WATTS
<b>CHLT</b>	SHERBROOKE (French)	1000 WATTS
<b>CKTS</b>	SHERBROOKE (English)	250 WATTS
<b>CKVM</b>	VILLE-MARIE	1000 WATTS
<b>CKRS</b>	Jonquiere-Kenogami	250 WATTS
<b>CKBL</b>	MATANE	1000 WATTS
<b>CKLD</b>	THETFORD MINES	250 WATTS

## Over The Desk

A program with a purpose is *Up for Parole*, a CBS offering, heard here over CFRB, which is actually a quite ordinary series of crime stories, but which, because of its special format, has an appeal all of its own.

These dramas are enacted as though they were being told to an actual American parole board by a prisoner who is seeking his

ticket-of-leave. He relates, in dialogue, what led up to the original crime; the scene shifts into its actual perpetration. Then a member of the board asks him to give reasons why he should be released, which brings in the final scene prior to the decision. Next the man is sent out of the room with a guard, and the audience is told to decide whether this is a fit man to return to the society which sent him to prison. Then, finally, the man is recalled, and the decision is given.



Played ably throughout, the programs, which are labelled as being true, have their full quotient of entertainment value in terms of excitement. Yet they have another quality, rarely found in radio, theatre or motion pictures, and that is a purpose beyond a half hour of amusement.

*Up for Parole* is the best example we have ever seen of a vehicle which gives decent people a better understanding of the greatest instrument of protection they have, but which they are too often inclined to regard as something designed to hurt them—the law. *Up for Parole* shows up the law as a protector of the right rather than an apprehender of the wrong.

Radio, with its tremendous power for dispensing truth, might well give some thought to the idea of performing a much-needed public relations job for the police whose job it is not so much to enforce the law as to guard people against those who disobey it. Through programs, designed perhaps along the lines of the sea serials, they could depict the Co. as the "big-hearted gentleman in the blue coat," rather than the ogre some unwise parents use to frighten their children into obedience. Written around a specific officer, with his own specific wife and children, he would soon be made to live in the minds of listeners as a normal human being just as Amos and Andy have been personal friends of millions of North Americans for almost a generation.

Whether such a project as this was undertaken by stations themselves or by some wide-awake sponsor with an eye to the public, such a program would inevitably have, there is a spot for it on the Canadian air waves.

This year's WAB Convention at Jasper Park (August 30 to September 1) will give the annual meeting of the Western broadcasters more of a national aura than usual, because concurrently (or right before or right after) the board of directors of the CA will be holding a meeting in the Rocky Mountain stronghold (owned and operated by the people of Canada).

Entertained and was entertained by the Alex Sherwood N.Y. (Standard Radio), at our summer hacienda week-end before last. Sherwood et ux were in town while he indulged in a spot of business among spots. Inclined weather added to my expenses at the bridge table, from which

National Advertisers:

## GAIN COMPLETE WESTERN ONTARIO COVERAGE WITH CHOK

- CHOK's primary coverage area takes in the major portion of Western Ontario.
- Careful programming has built and held a loyal, interested audience.
- That CHOK gets results for advertisers is borne out by the large number of local district accounts using CHOK.
- You can improve your results in Western Ontario by using

# CHOK - SARNIA

5000 WATTS . . . . . 1070 KCS.

Get the facts from

NATIONAL BROADCAST SALES

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



## "CANADA'S FIRST STATION"

Are you keeping company  
with these  
distinguished advertisers?

- Procter & Gamble
- Canadian Breweries
- Ford Dealers
- Peoples Credit Jewellers
- Imperial Tobacco
- Austin Sales and Service

They all buy...

MARCONI

# CFCF

MONTREAL

... to remove the Coleman ...  
... before we could play, but ...  
... which did not prevent a tidal wave ...  
... Lake Simcoe occasioned by Mr. ...  
... hurling himself from the deck ...  
... my luxury liner, the *Wrong* ...  
... (newspaper-owned stations ...  
... will get that) into the depths. ...  
... Note to those interested: He may ...  
... not be pure, but he floats.)

...

The mailman is groaning under ...  
... the loads of advertising and book ...  
... orders for our forthcoming ...  
... CANADIAN RETAIL SALES ...  
... INDEX." Closing date for the ...  
... former, incidentally, has to be ...  
... August 14. One station manager ...  
... wrote in, by the way, to say he'd ...  
... just finished paying for the new ...  
... unit he bought in 1949, and would ...  
... please be sure to add the ...  
... price to the retail sales for his ...  
... county.

...

Tom Briggs, who has been ham- ...  
... mering it out at this office since ...  
... March of last year is now News ...  
... Editor. This information is for ...  
... the especial benefit of the two ...  
... Canadian stations which supply ...  
... us with printable news of their ...  
... happenings. Address it to Tom and ...  
... we will undertake that it will not ...  
... be submerged in, on, or under ...  
... "The Desk." Incidentally, on hear- ...  
... ing of his appointment to the new ...  
... post, Tom said: "You didn't have ...  
... to do it, Chief. (That's what he ...  
... calls me when he's mad.) I wasn't ...  
... expecting a raise till Christmas ...  
... anyhow."

...

At this writing, Art Benson is ...  
... holidaying on the Rouge River. ...  
... He'll be back last Monday, if you ...  
... can grasp that peculiar tense ...  
... structure. If, in his absence, I ...  
... have answered letters I should ...  
... have left unanswered, or unan- ...  
... swered letters I should have an- ...  
... swered, Art will square me shortly ...  
... I hope.

...

Lunch with Guy Herbert (and ...  
... Guy Herbert, God bless him) ...  
... brought forth the story on his trip ...  
... to Europe, and the prospects — ...  
... immediate ones—of business from ...  
... Britain, which will be found else- ...  
... where in this number. The food ...  
... situation is improving, he told me, ...  
... but the meat situation is still ...  
... awful.

...

And that seems a fitting word ...  
... with which to say — and that ...  
... rings us down to the oak top ...  
... of the next issue.

**WANTED**

**TWO  
EXPERIENCED  
ANNOUNCERS**

(1 Day — 1 Evening)

Send disc, history and snap with ...  
... first letter. Good salary in ...  
... accordance with ability and ...  
... experience.

CKSO, Sudbury, Ont.

# Time Buyers

# HOLD THAT BUDGET

## The Radio Picture in Calgary has changed



**CANADIAN PACIFIC TELEGRAPHS**  
World Wide Communications

W. D. NEIL GENERAL MANAGER, MONTREAL

CLASS OF SERVICE DESIRED:  
Full Rate \_\_\_\_\_  
Day Letter \_\_\_\_\_  
Night Message \_\_\_\_\_  
Night Letter \_\_\_\_\_  
PLACE X OPPOSITE SERVICE DESIRED

ACCOUNTING REFERENCE \_\_\_\_\_ CHECK \_\_\_\_\_ TICKET FILED \_\_\_\_\_

JULY 26TH 1950.

CANADIAN BROADCASTER,  
TORONTO, ONTARIO

JULY ELLIOT-HAYNES EVENING SURVEY VERIFIES TREMENDOUS AVERAGE AUDIENCE GAIN FOR CKXL STOP AGENCY TIME BUYERS ARE SHAPING FALL RADIO APPLICATIONS STOP PUBLISH THIS INFORMATION IN NEXT POSSIBLE ISSUE AS EXPEDIENT MEASURE TO ACQUAINT DECISION-MAKERS WITH THIS AUDIENCE SWING TO CKXL STOP COMPARISON AUDIENCE FIGURES AND RATES MAKE CKXL BEST RADIO BUY IN SOUTHERN ALBERTA.

FRED SHAW  
RADIO STATION CKXL

A GAIN OF OVER 200%  
OVER MARCH E-H SURVEY

WAS (March Evening Survey Audience Averages)

CKXL **12.6**  
Formerly CJCJ

CFAC **57.4**

CFCN **26.2**

NOW (July Evening Survey Audience Averages)

CKXL **39.8** GAIN OVER 200%

CFAC **37.6** 28% LOSS

CFCN **16.9** 32% LOSS

(Loss and gain percentages approximate)

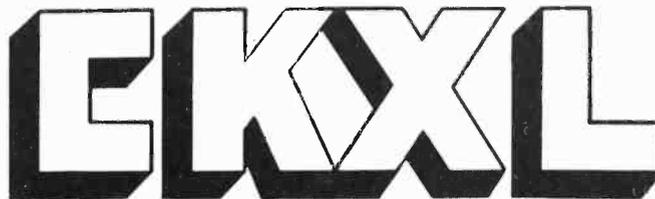
**ELLIOTT-HAYNES Report Requirement:**

While verification of listener responses, concurrent with the July survey in Calgary, does not show any significant evidence of unreliability, subscribers are cautioned that normal listening patterns have been disturbed as a result of 3 months of prize-for-listening programming, and present listening levels may or may not be sustained.

**PLEASE NOTE:**

In view of the fact that the small prize money involved in CKXL's programming did not compare with substantial offers of other 2 stations, the "Prize for Listening" factor appears to have little significance in the audience swing to CKXL.

P.S.:—154 Rural firms throughout the Calgary trading area are regular contract advertisers on CKXL — proof of the RURAL swing, to CKXL.



**CALGARY, ALBERTA**

Eastern Representatives:—JAMES L. ALEXANDER, Toronto & Montreal



**PROFESSIONAL AND SERVICE**  
*Directory*

**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**

**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 — "Slovak" dialects a specialty. Considerable CBC experience. RA. 0440 (X)

**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)

**ALENE KAMINS** — ingenue, straights, "Me" in "Alan and Me" (Levers), "Stage," etc., Movies; "Bush Pilot," Canadian Shorts. Young, attractive. KE. 7518. (A)

**PETER LEGG** — characters and dialects, several years' experience overseas TV; CBC, etc. British dialects a specialty. Commercial, drama — EL. 7181-Loc. 267. (A)

**JOSEPHINE BARRINGTON** — Character and leading woman. Fifteen years' experience in radio acting. Available for calls in September — MA. 3904. (L)

**BETH LOCKERBIE** — Leading lady, European dialects, characters 8 to 80, 15 years' experience, commercial - acting. MA. 2338 or WA. 1191. (B)

**ACTING**

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

**ANNOUNCING**

**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)

**MICHAEL FITZGERALD** — Kingsdale 0616. (M)

**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)

**BETH LOCKERBIE** — Women DO listen to women — sell your lady listeners with commercials by one of Canada's top announcers. WA. 1191. (B)

**BOOKS**

**THE BOOK YOU NEED** can be bought without reaching for your hat. Just dictate a note to Book Dept., Canadian Broadcaster & Telescreen, 163 1/2 Church St., Toronto 2, Ont.

**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, 163 1/2 Church St., Toronto 2, Ont.

**CANADIAN RADIO & TELEVISION ANNUAL 1950** is available at \$6.00, post free if cheque accompanies order to Book Dept., Canadian Broadcaster & Telescreen, 163 1/2 Church St., Toronto 2, Ont.

**ENGINEERING**

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

**EVELYN GOULD** — Former coloratura star, "Music for Canadians," now in Toronto, available for fall. Write, care of Canadian Broadcaster and Telescreen. (Q)

**SHIRLEY PACK** — Soprano, New York, San Francisco, available for radio after Danny Kaye Show, Sept. 10 — RA. 2601. (B)

**GISELE** — Thanks her friends for their congratulations since she sang on the New York "Coca-Cola" Show. Gisele has returned to Canada and is available for radio and personal appearance bookings. Exclusive management: The SHUTTLEWORTH AGENCY — 834 Yonge St. — KI. 9121 — Toronto. (A)

**TELEVISION**

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

**WRITING**

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

**CJCH JUNE BRIDE**

- ★ Ran five weeks.
- ★ Received a top rating.
- ★ Put the main emphasis on information, entertainment and merchandising.
- ★ Gave a June Bride \$1,000.00 in merchandise.
- ★ Grossed \$76,386.66 in retail sales for 17 local sponsors. (This is exact figure — not estimate. Break-down upon request.)
- ★ Again proved the reason why 70% of Halifax radio-minded merchants use

**CJCH**

5000 WATTS ON 920  
24 HOURS EACH DAY

**CFCY BBM 127,020 DAY**  
▼ **122,120 NITE**

Over 40,000 MORE radio homes than the next private station in the Maritimes

Retail Sales over \$200,000,000 in Primary Area alone (50% BBM or Greater — Sanford Evans Survey)

Cut your costs — eliminate duplication in the overcrowded Maritime Radio Field — USE **CFCY, THE STATION THAT TALKS TO THE MOST PEOPLE.** Buy the Top Commercial Radio Circulation in the Maritimes and get South and West Newfoundland as a PLUS.

**CFCY** 5000 WATTS 630 KC  
Rep. U.S.A.: Weed & Co.  
CANADA:  
All-Canada Radio Facilities

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

**WANTED WEST COAST RADIO STATION**

**DISC JOCKEY** — Must be experienced, able to attract listeners and sell merchandise. Salary and bonus.

**TIME SALESMAN** — Proven sales record. Salary and commission.

Apply Box A-53  
Canadian Broadcaster & Telescreen  
163 1/2 Church St., Toronto 2



**DOUBLE-DECKER**

With newspapers surprinting ads over reading matter, why couldn't radio go in for something like: "Salada in the cup, like Bulova on the wrist—faithful forever."?

■ ■ ■

**STORY HOUR**

Once upon a time there was an agency radio director who took all the information he'd badgered out of the stations and read it.

■ ■ ■

**MAN MAIL A**

Sir: How do you expect to run a Talent Directory, when you never give talent a break in your editorial columns?

■ ■ ■

**MAN MAIL B**

Sir: Now I know why your paper is going all gooey over talent. It's just to sell your damn talent directory.

■ ■ ■

**T FOR TAT\***

In keeping with WAB policy of holding their 1950 Convention at nationally-owned Jasper Park Lodge, we understand that a group of private stations will broadcast all future meetings of the CBC Board of Governors.

\*English for quid pro quo.

■ ■ ■

**D 1930**

Remember the quick-talking gent who interested a sponsor by telling his fortune and ended up counting it?

■ ■ ■

**PARADOX**

We're currently captivated by the old adage which says: "You can marry more money in five minutes than you can make in a lifetime."

■ ■ ■

**NEW LOOK**

Then there's the producer who threw away his pink shirt and suede sandals because he decided to sink or swim on his ability to produce.

■ ■ ■

**HELP WANTED**

Wanted, a bi-labial announcer whose lips are large enough to turn the pages, leaving his two hands free to work the controls.

**TALENT TRAIL**

By Tom Briggs

Lister Sinclair as The Devil and Alan King in the role of Wullie McCrimmon did their best to lift the Toronto series of *Summer Theatre* (Trans-Canada, Sundays, 9 p.m.) out of the hole of half-successes with their work in *The Black Bonspeil of Wullie McCrimmon*. They were barely able to save this show.

Following a confused, rapid opening, to which a great many CBC presentations seem doomed, the script, written by Maclean's Magazine fiction editor W. O. Mitchell, and cast, under the direction of Peter McDonald, settled down to a well-paced but old plot, weak in a few places. Fortunately, despite the age of any story based on a man selling, giving or gambling his soul to the devil, Mitchell sparked this one with enough new twists to make it listenable.

Certainly the highlight of *Black Bonspeil* was Sinclair, for whom the Devil's role seemed expressly created, or vice versa. It is safe to say that he thoroughly enjoyed himself, or so it sounded, as he led his fiery curling team from that region below to defeat. Second class honors should go to King, who did a fair job with a difficult part, while continually plagued with distracting narration by Bob Christie, and interrupted by sound effects. The fault was not so much with Christie as the technique of the script.

It is sad that the stories of both Wullie McCrimmon and curling had to be told in the same half hour; one, preferably curling, might have been left out. However, the time allotted to *Summer Theatre* prevents an encore of the sin often heard on its winter replacement, *Stage (?)*, of spreading material too thin because an hour must be filled.

During the next six weeks Raymond Whitehouse will take over *Summer Theatre's* production from Vancouver, with four plays, a documentary and a tone poem on the schedule.

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Andrew Allan has not been added to the British Broadcasting Corporation's production staff, despite current rumors to the contrary. According to BBC's Toronto representative, Tom Sloan, stories of Allan getting a post at a tall salary are pure fiction. Reason: Sloan hasn't heard a word about it, and normally he would; and the BBC isn't in the habit of paying big money.

■ ■ ■

Seems perennially-lovely Gisele, just back in town after a guest appearance with Percy Faith and his Orch on the Coca-Cola Show over NBC-TV, had to think twice and then turn down a contract for a three-a-weeker on television.

The offer was made by MCA (Music Corporation of America), but Gisele discovered that the gross in the contract, not quite big enough to break any bank, was subject to so many cuts and percentages that not much would be left for the gal who did the work. The A.F. of M. would get their slice, as would AGVA, AFRA, MCA, and Equity, to say nothing of Uncle Sam's tax department, and a manager's fee. She is now waiting for some bright mathematician to discover a better way of slicing the pie.

Last news is that she opens at Montreal's Normandie Roof (Mount Royal Hotel) September 21.

**46.7%**

of New Brunswick people live in the St. John River Valley or the valleys of its many branches

**CFNB, in the valley, covers the valley and gives bonus coverage in every other New Brunswick County.**

Ask the "All-Canada Man"



# CANADIAN TELESCREEN

Vol. 3, No. 15.

TV and Screen Supplement

August 9th, 1952

## TV SPARKS SPORT ATTENDANCE

New York, N.Y.—The only effect TV has on sports attendance is to increase it, according to Jerry Jordan, who based his remarks to a Milwaukee meeting of National Association of Newspaper Promotion Managers on his two years of research in sport attendance.

Jordan, son of an N. W. Ayer & Company vice-president and recent research graduate from Princeton University, said that among men owning TV sets for three months or less, 24% attended at least one college football game last fall, while among the one-to-two-year owners the percentage was 45, or normal for the male population. However, the two-year-or-more owners soared above average to a high of 54%, indicating that after two seasons of watching football on TV, owners are more inclined to see the real thing than any other group.

At the football box offices, Jordan found that 15 of the 16 major league teams were televised. In the league, seven of the clubs showed an attendance increase which averaged 7%; the other

nine, including non-televised Pittsburgh, showed a decrease averaging 15%. Small colleges showed little or no effect from TV. Last year, 58% of colleges in TV areas upped attendance figures, while only 44% of the colleges in non-TV areas were able to make gains.

TV just isn't a major factor in attendance, says Jordan, and he points to high incomes, shorter working hours, team management, performance and publicity as principal reasons for changes in sport attendance.

"Competing for audience isn't necessary," Jordan concludes. "It is one of the main causes of the differences that exist today. TV can and should work to promote attendance at the sports events which it covers." TV increases the home audience for sport features without decreasing attendance, he said, simply by getting more people interested.

Jordan's survey was based on 1,203 personal interviews held in the Philadelphia area, and a study of 124,000,000 paid admissions to all types of sports in 572 cities.

## TEE VEE ACTION

New York, N.Y. — Color television decision by the Federal Communications Commission is expected to be unveiled before Labor Day.

However, no matter what the decision, there is little chance of color being developed if the Korean conflict continues any length of time or spreads. There are reports that the ultra high frequencies needed for color may be taken over by the government for military communications.

Meanwhile, General Electric rushed under the wire last week with a fourth color television system. It's a frequency interlace system and G.E. claims the following advantages:

Compatible with existing monochrome; free of twinkle, crawl, flicker, color shifting and field-sequential color fringing; uses economical receiver requiring only six more tubes than black-and-white sets; works with tri-color tube; will be ready for preliminary demonstrations in 90 to 120 days; has been proven in respect to some basic principles by laboratory tests.

NBC-TV scheduled to announce that it has leased the 3,000-seat Centre Theatre as a television studio—the world's largest.

ABC-TV will carry the *Can You Top This?* program sponsored by the Wine Corp. of America starting October 3.

Kelvinator signed to sponsor a new Friday night series over CBS-TV beginning in September.

## TV ISN'T HERE YET

Toronto. — "Television will become the ultimate of all advertising," thinks Pat Freeman, director of Sales & Research for CAB.

"But," cautions Freeman, "in common sense, down-to-earth advertising people, let us not abandon the present year and the next year and, for most of Canada, many advertising years to come because we know of the eventual appearance of this great advertising plus from the Herzl waves."

Freeman says that it will probably be 1952 before Toronto and Montreal have television service and in another three years may it will spread to Vancouver, Winnipeg, Edmonton and Halifax.

The hours of TV programming in the initial years will be nothing like the 16- and 24-hour days the radio operates, Freeman says. Instead, "it will be about two to three hours a day for the first year, and then four or five hours a day the following year," he predicts.

## BLACK SCREEN TELEVISION

London, Eng. — A Cambridge East England, firm has announced a new development which it claims to represent the greatest advance in television since the evolution of the commercial screen. It is known as "Black Screen" because the dark areas of the television picture are for the first time rendered really black. The important improvement is achieved by means of a plastic film mounted in front of the cathode ray, increasing the contrast of the picture image on the screen, cutting out flicker and eyestrain and enabling the set to be used comfortably in full daylight or artificial light.

## NEWS FROM THE LAND OF MILK AND HONEY!

"TISDALE (July 10): Tisdale is now the largest honey distributing centre in Canada, Mr. R. M. Pugh told the Saskatchewan Honey Producers' Co-operative Marketing Association Ltd., at its annual meeting here July 4th. Mr. Pugh, manager of the Saskatchewan Honey Producers' Co-op, said that last year more than 2,652,610 pounds were sold from here."

—Saskatoon Star-Phoenix.

SASCO HONEY, with headquarters at Tisdale, using CKBI, doubled its sales last year in the CKBI Market and has renewed for another 26 weekly half-hour shows.

Honey is just one of the many facets of our agriculture picture and it all goes to make this market one of the sweetest in the west. You won't get stung adding the CKBI MARKET to your list.

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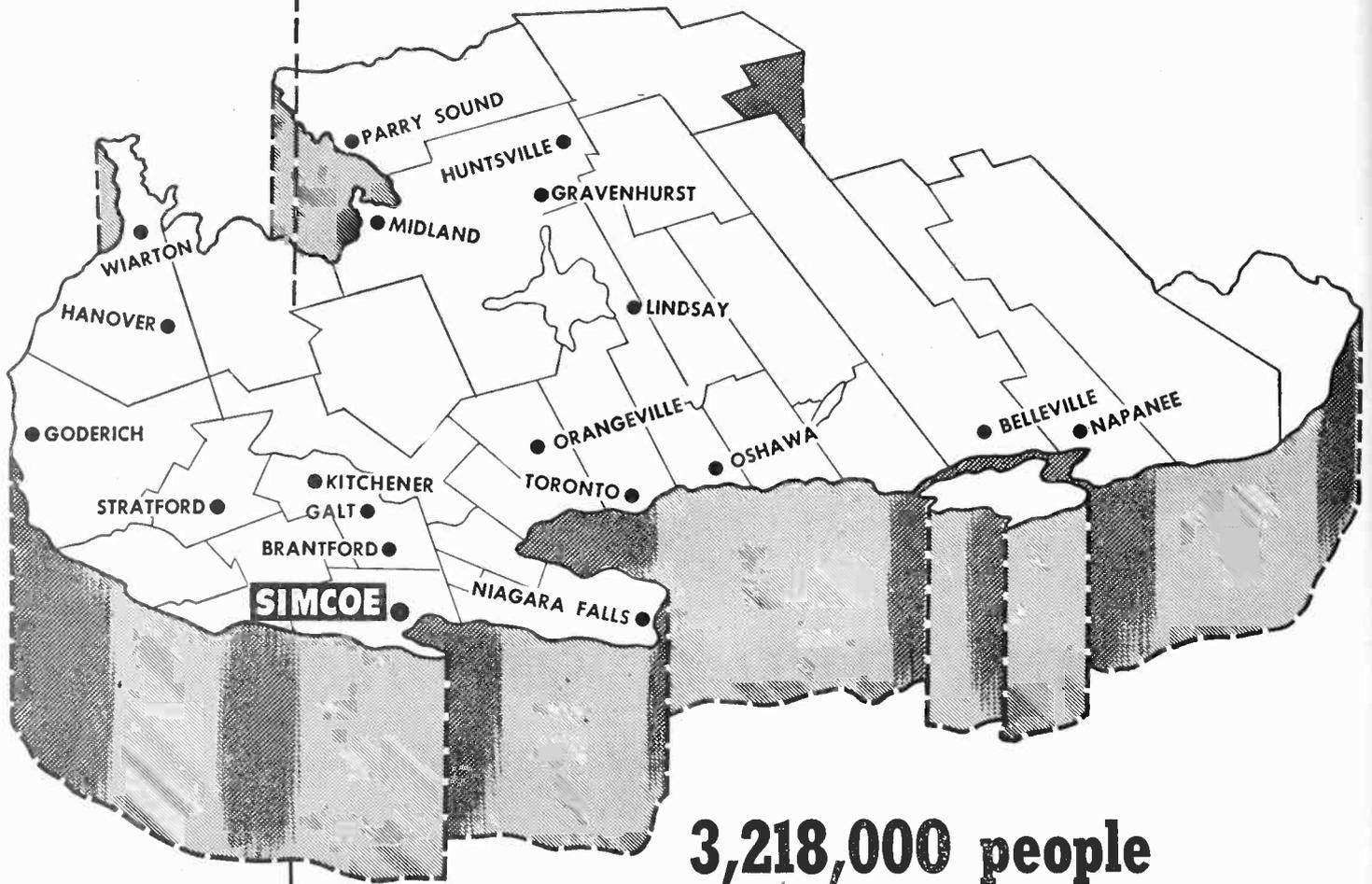
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VOLUME  
EQUALS AREA  
X DEPTH

TAKE SIMCOE  
FOR INSTANCE



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

**THE SIMCOE MARKET**

7,000 population in 1950. Annual retail sales \$10,000,000, including food sales of \$2,300,000; general merchandise nearly \$700,000; \$500,000 worth of drug products. Annual industrial payroll \$5,000,000. Average family's effective buying income \$4,050. Simcoe, with half of one per cent of Canada's population, has approximately 9/10 of one per cent of Canada's potential sales volume.

**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%.

**B**ROAD 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 the quality of this coverage. For proof of CFRB's deep penetration take Simcoe, for example.

Simcoe is the centre of a \$40,000,000 agricultural market; and its 229 stores show annual retail sales aggregating

\$10,000,000. In Simcoe. Elliot-Haynes report that 71% of radio listeners hear CFRB regularly (several times a week); just 51% reported listening to the next independent Toronto station.

And remember, Simcoe 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!

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