STATIONS CO-OPERATE IN NOVEL DRIVE

Clovelly Hospital in Victoria during the great one-night drive for a Community Chest Fund, Dave Hill, CKDA staff man, chats with an organizer. Mr. Dick Batey, CIVJ, seen above as he described the city on the memorable night from a TCA airliner.

Victoria.—At the 7 o’clock signal, 2,000 canvassers descended on the citizens of Victoria for contributions to the recent Community Chest drive for $186,000 and as stations CIVJ and CKDA having scrapped their regular schedules, started to broadcast the results of a new technique in variable fund campaigns.

The signal was the sounding of whistles, church bells and horns, while householder, as had been planned for weeks, turned on their porch lights to notify the canvassers that they were expected. The main purpose of the experiment, other than the immediate objective, was to discover if it is possible to squeeze a normal two-week campaign into one long night and still go “over the top.”

The big job for both stations as to keep messages flowing between the field men and campaign headquarters, supplementing this work with appeals and announcements to the public.

CKDA staff men Dave Hill and alf Yerxa, with engineer John N. Johnson, made roving reports from all over the city in a radio car made available through the cooperation of the Department of Transport. They covered the back of an actual canvas, and staged a parade of cars to Chest headquarters, where all would do their thing. Meanwhile CIVJ’s production manager, Dick Batey, was surveying and describing the whole scene, as thousands of lights flashed on, from his vanage point in a TCA air liner. He dotted dammer districts of the city and urged the residents to turn on more lights.

Tom O’Neill and Ray Nicholl co-operated with sales manager Gordon Reid in presenting the results over CKDA as the evening wore on, and sent messages out to canvassers. A crew from CIVJ was stationed at Prince Robert House, headquarters for the campaign, and kept up a running commentary on how top Community Chest officials felt the campaign was going.

Over 90 district “captains” in radio-equipped cars were tuned to the stations to receive important messages, such as: “R-20, meet at Monterey School—200 envelopes coming by motorcycle” and “District Captain 72—Menzies Street missed. Get canvassers there.” Communication proved important too in sorting out some of the human things which happened, such as: “Will canvasser who called at 316 Westbrook Rd., please return for her gloves?”

Under publicity chairman Gordon Reid and Mr. V. Chenuit, manager of CIVJ, the advertising campaign laid out for the fund was credited with getting 95 per cent of the city’s porchlights lit. And by 1 a.m. campaign chairman John MacCormack and Art Roberts wound up the most successful Community Chest drive ever held in Victoria.

It is now predicted that many more cities in Canada and the United States, with proof that such conditioned drives are possible and successful, will also be using the “Stay Where You Live Until You Give” slogan for Community Chests.

CBC GOVERNORS HAVE LIGHT AGENDA

Ottawa.—A request for a license for a new AM station in Cranbrook, B.C., by J. Reg. Bea- tye will come before the board of governors of the CBC during a meeting to be held here November 16 and 17. The application is for a 250 watt station on 1230 kc.

Also to come before the board is a request for increase in power for station CKFI, Fort Frances and CJEM, Edmundston. The CKFI request is for a boost from 250 watts on 1340 kc. to 1 kw. day and 500 watts night on 800 kc. omni-directional. The requested change for CJEM, deferred from the previous meeting, is from 250 watts on 1280 kc. to 1 kw. on 1380 kc. DA-1.

Transfers for AM licenses are being sought by two stations during this board session. An application to transfer the license of station CKLP, London, from the London Free Press Printing Company Limited to a new company with the same name, was considered, as was a transfer of the CKXL, Calgary, license from The Albertan Publishing Co. Ltd. to The Albertan Broadcasting Co. Ltd.

A change is the frequency of station CJOY-FM, Toronto, is to be requested by Ryerson Institute of Technology to cover a proposed switch from channel 320 (883 mc.) to channel 216 (91.1 mc.).

A transfer of control in La Compagnie de Radiodiffusion de Matane Ltd., affecting station CKBL, Matane, from Dick Bergeron and René Lapointe to René Lapointe and Octave Lapointe is scheduled for hearing at this time, as well as a transfer of control in Eastern Broadcasters Ltd., affecting station CJCB, Sydney, from N. Nathanson to J. Marven Nathanson and Norris L. Nathanson.

Requests for share transfers to be heard by the board during this meeting are: transfer of 20 shares in Telegram Printing and Publishing Company Ltd. (CKTS, Sherbrooke), transfer of four shares in Radio Edmundston Limited (CHFA, Edmundston); and transfer of 4,000 shares in CJAV (Port Albert) Limited.

Gab Fest For Engineers

Stations of the Western Association of Broadcasters are holding an Engineers’ Conference at the Paliser Hotel in Calgary November 30 to December 2. This is the first time such a function has been held in Canadian radio, and high hopes for its success and ultimate spreading across Canada are expressed by the committee, consisting of Dick Rice (CPRN, Edmonton), Lloyd Moffat (CKX, Winnipeg), and W. F. “Doc” Souch (Canadian Marconi Company) representing the equipment suppliers and chairman of the committee.

The project was the outcome of a resolution carried at the 1950 Convention of the Western Association of Broadcasters.

The stated purpose of the meeting is that it “be entirely for acquiring and passing on technical information, as administrative or staff problems will be discussed.” Questionnaires asking for suggested subjects and topics have been sent to all engineers of WAB stations.

Space is being made available to equipment firms wishing to exhibit.

CHOV Greets New C.O.

Pembroke.—Following the ceremonies in which the command of the 2nd Battalion, Royal Canadian Regiment, was transferred from Lt.-Col. Peter Bingham, the officer in command of the 2nd Battalion’s training, to Lt.-Col. Bob Keane at Petawawa last month, the Hon. Brooke Claxton, Minister of National Defence, officially requested a complete recording of the broadcast done by CHOV here.

The 2nd Battalion of the RCR is part of the Special Force, recruited and trained for Korean action, and during the ceremony there were addresses by Mr. Claxton and Brig. “Rocky” Rocking- ham, officer commanding the Special Force. They are shown above during the recording of a special message of congratulation to the officers and men.

CHOV will present recordings of the entire ceremony, bound in an engraved leather album, to Mr. Claxton who will then present them to the regiment.
Dear Mr. Advertiser:

We feel we have something worth your consideration in planning a successful sales campaign.

We don’t claim that CFPL is necessarily the World’s Champion Radio Station. But, CFPL is a first rate station in a truly great Canadian market. The London-Middlesex area alone is comparable in Canada to the Greater Boston market in the United States. Whether it be for purposes of increasing sales, or as a top Canadian test-market, London and the fifteen or more counties it influences is a ‘must’ in any sales plan.

The part which CFPL plays in radio-strong Western Ontario is of definitely major importance. Our ‘personality block programming’ with adequate promotion has produced a 47% average audience during any rated period. CFPL is dominant in its market. Those same personalities lend to your radio advertising ‘word of mouth’ quality. It makes an important difference in results when you have ‘authority’ behind your story.

Our Commercial and Program Departments are familiar with our market and audiences. They are qualified to suggest the most effective available times and programs to give you the best results for your dollars invested. Our Program Department will provide planned promotion, merchandising aids, dealer letters and will work with you on any special research.

CFPL will work hard for you.

Complete data on CFPL, its market and what we can do for you is available through us directly or our representatives, All-Canada Radio Facilities in Canada; Weed and Company in the U. S.

We look forward to doing business with you. In the meantime, best regards.

Sincerely yours,

Murray T. Brown
Station Manager
November 8th, 1950

Canadian Broadcaster & Telescreen

Page Three

PROGRAMS

Winnipeg Stations Mull New Programs

By Dave Adams

Winnipeg radio officials have added a novel twist to pep interest in the current Savings and Drive. The program will pay $5 for ten citizens able to string words in limerick form. The show, which got under way October 9, will run through Thursday nights to November 4, is titled The Thirsty in Fifty.

At the moment listeners are being asked to supply last lines of limericks being read over the air. The best are culled from the all pull and to the top entry is $5 as a down payment on Savings Bond. At the end of the series of programs a $100 bond will be awarded to the person sending in the best limerick pointing up the bond drive.

Still in a give-away frame of mind, we turn to the CJOB show called Bonny Breads, sponsored by general Bakersies. Housewives can inquire such items as watches, vacuum cleaners and pressure cookers doing very little.

Here's how the program, headed by Cliff Gardner and heard for the first time each morning Monday through Friday, works. Some days, the show, which went on the air, September 21st, got under way, the bakery company distributed cards bearing serial numbers to homes throughout the city.

Each morning Cliff spouts three numbers over the air. Then he names for the listeners the three locations and if the listeners correctly answer a question they are on the tar list.

Turning away from the talent answering questions to talent vocal and instrumental nature, I find CJOB has come up with a show highlighting the above modality in young Winnipeggers.

CFCO leads all Western Ontario Stations for audience increase, according to B.B.M. Study No. 3.

An Average Day & Night Increase of 92% over Study No. 2.

"Ask anyone in Western Ontario"

CFCO - 630 Kcs - Chatham

THE STANDARD BROADCASTING CO. LTD. IS PROUD TO ANNOUNCE The appointment of Mrs. Mary Sutherland Former Member of the C.B.C. Board of Governors as Manager of CHUB RADIO STATION

NANAIMO, B.C.

It is Talent Time, sponsored by the Winnipeg Paint and Glass Company, and held from the stage of a downtown theatre each Wednesday night.

Smooth-talking Chuck Schilling keeps the show rolling and edges the young guests towards the mike. Four artists are featured in each show; accompanied by an orchestra under the direction of Harold Green. At the end of the series, tickets to whom the nod from a panel of judges will fight it out for top honors. Theatre patrons will have a chance to vie with the judges through the courtesy of an applause metre.

Still whistling a merry tune we turn to a CJOB program called Pick of the Past, with a cheese company picking up the tab on this epic which features the music that dad and mom used to murder.

Listeners are asked to compile a list of what they considered the best musically in the good old days and mail it into the station. Top picker will get some kind of a reward. Show, a 10-minute effort, will be heard Monday through Friday.

Ethel Love, local organist, is back on OB each week day morning between 11.05 and 11.30. Ethel will share the spotlight with American stars.

Hold tight, here comes that man again. We're referring to Old Money bag's Wells, Winnipeg's gravel-voiced sportscaster. Jack Jackson has moved in on the high school football field and is calling some of the games over CJOB.

Talking of Wells, his week-end sports roundup, heard each Sunday over CKRC, is sponsored now by Dot Motors.

The same chappie has also lined himself up for the junior hockey season which gets under way hereabouts a few days after the middle of this month. Jack will call the last period of Winnipeg games over CKY in between plugs for Mitchell Copp jewelers.

Canadian Restaurant Association, Manitoba branch, has decided to get itself better known to the eating public (and it seems to be a common habit) via the airwaves at the disposal of CKY.

They picked out Chuck Cook as their man, and Chuck has dubbed himself the Town Crier for the eatery officials. Each night, Monday through Saturday, for a five-minute period, Chuck lets listeners in on what he considers is a hit out of the ordinary in the run of news.

Chuck picks up items with a bit of humor in them, or those with a peculiar twist.

The same Cook also acts as reporter for a chainstore outfit known as Jewel Stores. He gives shopping news and plays tunes for 30 minutes each morning, Monday through Saturday.

Chuck plays a mystery tune during the show and phones three listeners who have written letters to the show. Winners get hampers of food.

Meanwhile, local business men seem to be breaking all records to clamber aboard the CKY news broadcasts bandwagon.

Notable among the newcomers are Great Western Decorating and Contracting Company, Limited, sponsoring a 10-minute newscast each day at 12.30 p.m. Northwest Laundry, a five-minute news cast (Next page, please).

76,370 RADIO HOMES BMM - 1950

- Approximately 3 times the circulation of any New Brunswick daily paper.
- More than the combined circulation of ALL New Brunswick daily papers.
- Almost double the combined circulation of ALL New Brunswick weeklies.
- Total combined circulation of ALL New Brunswick daily and weekly papers if distributed without duplication could cover only 82% of New Brunswick homes.
- RADIO reaches 91.4% of New Brunswick homes.

USE RADIO - CHOOSE CFNB in New Brunswick

LOK TO THE EAST!

7600 Watts - 550 Kcs.
Do this day salute, and call to the attention of all local and national advertisers, these live Radio Stations.

"A STOVIN STATION IS A PROVEN STATION"

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

**PROGRAMES**

(Continued from previous page)

daily, 8:30 a.m.: Dot Motors Limited, a 10-minute newscast, daily at 8:30 a.m.; Motor Sales Limited, a 10-minute newscast daily at 10 a.m., and Canadian Association for Labour Israel which sponsors a 15-minute transcribed actuality broadcast from Palestine. Also Manitoba Pool Elevators have taken a year's contract on CKY for a quarter-hour newscast daily at 9 p.m. The latter is a $10,000,000 organization handling 47 per cent of all grain marketed in Manitoba.

**CKSB has brought back for the**

fifth year the popular Let's Learn French show presented over by Professor Meredith Jones of the University of Manitoba. Corrective instruction highlights this year's program.

Professor Jones has a student accompanying him on each show, heard every Thursday between 7:30 and 8 p.m. He asks the student to give with a certain word or sentence in French, then sets out to correct errors, if any.

First 15 minutes of each program is aimed at beginners. Last portion makes way for more advanced listeners.

**HOW THEY STAND**

The following appeared in the current Elliott-Knight Reports as the top national program, based on fifteen key markets. The first figure following the name is the E-H rating; the second is the change from the previous month.

### DAYTIME

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<tr>
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<tbody>
<tr>
<td>Mrs Perkins</td>
<td>12.8</td>
<td>+1.6</td>
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<tr>
<td>Big Sister</td>
<td>12.4</td>
<td>+1.8</td>
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<tr>
<td>Right To Happiness</td>
<td>12.6</td>
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<td>Life Can Be Beautiful</td>
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<tr>
<td>Road Of Life</td>
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<tr>
<td>Happy Gang</td>
<td>10.1</td>
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</tr>
<tr>
<td>Kate Allen</td>
<td>9.4</td>
<td>+0.4</td>
</tr>
<tr>
<td>Laura Limited</td>
<td>9.0</td>
<td>+0.3</td>
</tr>
<tr>
<td>Aunt Lucy</td>
<td>9.0</td>
<td>+0.3</td>
</tr>
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</table>

### French

| Jeannette daree | 24.4 | +5.4 |
| Rue Principale | 24.0 | +4.0 |
| Quilles Napolitaines | 18.9 | +0.8 |
| Joyeux Troubadours | 16.1 | +1.4 |
| Maman Jeanne | 17.1 | +1.7 |
| Quai-d'Havre de Detente | 16.7 | +1.7 |
| Grande Soeur | 16.1 | +1.4 |
| L'Ardent Voyage | 16.1 | +1.4 |

### EVENING

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<td>Last Radio Theatre</td>
<td>20.7</td>
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<tr>
<td>Miss Brooks</td>
<td>16.0</td>
<td>+4.0</td>
</tr>
<tr>
<td>Pause That Refreshes</td>
<td>16.0</td>
<td>+6.0</td>
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<tr>
<td>Twenty Questions</td>
<td>14.6</td>
<td>+5.9</td>
</tr>
<tr>
<td>Mystery Theatre</td>
<td>14.0</td>
<td>+5.6</td>
</tr>
<tr>
<td>Balvita</td>
<td>13.1</td>
<td>+1.3</td>
</tr>
<tr>
<td>My Favorite Husband</td>
<td>12.1</td>
<td>+1.3</td>
</tr>
<tr>
<td>Fan Fare</td>
<td>12.1</td>
<td>+1.3</td>
</tr>
<tr>
<td>Club 15</td>
<td>11.3</td>
<td>+1.3</td>
</tr>
<tr>
<td>Cunoption Contended Hour</td>
<td>10.0</td>
<td>+1.3</td>
</tr>
<tr>
<td>Suspension</td>
<td>12.7</td>
<td>+1.3</td>
</tr>
<tr>
<td>Jack No Show</td>
<td>12.7</td>
<td>+1.3</td>
</tr>
<tr>
<td>Great Gildersleeve</td>
<td>12.3</td>
<td>+1.3</td>
</tr>
<tr>
<td>Treasure Trove</td>
<td>11.9</td>
<td>+1.3</td>
</tr>
</tbody>
</table>

### French

| Ute Homme et Son Peche | 35.2 | +5.9 |
| Montreal | 27.9 | +2.7 |
| Radio Canada | 20.8 | +0.8 |
| Course en Tresse | 20.5 | +1.4 |
| Tenue sans Chance | 19.5 | +1.4 |
| Jones Double | 19.6 | +0.2 |
| Cours qu'on aime | 19.4 | +1.4 |
| Qui t'aime ? | 17.4 | +1.4 |
| Stakew et Legends | 16.3 | +1.3 |
| Cafe Concert | 11.6 | +2.1 |
| Juliette Garneau | 10.2 | +1.2 |
| Journal de Grignois | 9.3 | +1.3 |

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**Simcoe County has 25,410 RADIO HOMES (1949 B.B.M.)**

Chief Engineer: RALPH SMITH KENNY

**HUNTING SEASON**

Now Open in Nova Scotia

- When you use CHNS Hallifax you don't HUNT for results...you get them!

**NO LIMIT ON THE BAG**

**WHEN YOU USE 960 CKSB AMMUNITION**

Every Shot Brings Results!

- Ask the All-Canada Gun Warden for License PL Audience.

**CHNS**

AM and FM

Plus Short Wave: CHNX

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**HORACE N. STOVIN & COMPANY**

MONTREAL  TORONTO  WINNIPEG  VANCOUVER

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www.americanradiohistory.com
Research Is A Diagnostician

If the recent Elliott-Haynes survey
charged with advertising's efforts to stir up a certain amount of controversy, its function was a use-
done.
The survey was made, it will be re-
old, as a project of the Montreal Advertising & Sales Executives Club, and it disclosed, among other things, that 73% of the people don't realize that price reduction is a direct result of advertising, and that 57% don't think advertised brands are superior
rands.
Editorially this paper expressed con-
iderable alarm over this situation, and criticism has been piled on its head for its attitude, and also for the incompleteness of the survey.

We admit that the relatively large
umber of people who don't think ad-
tised brands are superior brands
ems a little incongruous in the face
of the obvious fact that most people buy branded goods, toilet articles, medicines and cigarettes by
name. On the other hand, in view of the
fact that in many instances there is no other way to buy, we do not see that this makes the finding of the survey
wrong. It is indeed possible that it does not occur to them that there is any alternative to this kind of means of making a purchase. People
way income and other taxes, doctors'
ills, rent or mortgage interest, but this does not necessarily mean that they
y doing so. It is more than possible
that the public buys goods advertised
nder trade names because these are the only names they know, or the names they know best.

It could be that the criticism of the
survey that it does not go far enough
olds water, and that a very valuable
addition to it would be to find out why they buy branded goods, why they don't think advertising affects price redu-
tions and so forth.

It is our opinion that surveys, public opinion polls and similar ventures can be extremely valuable to the cause of advertising. It has to be remembered, though, that re-
searchers are something between news
porters and diagnosticians. Their
function is to seek information and report what, if anything, is wrong. After the patient's condition has been
determined in this manner, it is incumbent
on him to seek a remedy, either

through his own efforts or by consult-
ing a therapist.

Business is too prone to assess the
value of a survey on the question of whether or not it can use it to prove a point, instead of projecting its findings, especially the unfavorable ones, farther and further, until a complete picture appears. The fault for this lies not
with the survey people, but with business itself.

One Industry

One of the most heartening pieces of
news, from an industry standpoint, which we have had the privilege of reporting, was contained in last issue's report of the meeting of the board of directors of the Canadian Association of Broadcasters. It concerned the ques-
tion of the selection of the directors
sofar as the location of their stations
is concerned.

Those directors hailing elsewhere than from Ontario were in favor of this province's recognition on their board being increased from three to four. The Ontario directors, however, were
posed to the idea and bore it was their
reason. They felt that just as the CAB
is the association of nearly all the sta-
tions in Canada, from coast to coast, they are elected directors by the industry to represent it as a whole, and not just to work for the stations located in Ontario.

This journal has often railed at the
tendency among some members of the CAB to be interested in the association's activities only infarso as they affected them individually. The weakest link in the chain has always been the station

which said "This problem doesn't exist
as far as I am concerned, so why should I bother with it?"
The Ontario directors of the CAB
have now upset this precedent. They have set an example to the industry to work together for the well-being of the whole. We hope that the industry will appreciate their action, because it is, in our book, a major forward step in radio's annals.

Paging The Forgotten Man

The announcement that the Western Association of Broadcasters is instituting an engineers' conference, which is expected to be an annual event, indi-
cates an important forward stride by this segment of the industry, which has pioneered so many comparable moves. It is to be hoped that the operation will be watched intently by station management
across the country, with the thought of developing a similar plan for the whole industry, either in one annual meeting staged under the auspices of the CAB, or else, if it is deemed more expedient, a succession of regional
meetings.

Whatever the future holds in store, the move signifies some recognition for those who have been termed, not with-
out reason, "radio's forgotten men,"
without whose labor no single note or sentence could go out on the air.

It is to be hoped that the engineers
will take full advantage of this project, in order that management will be en-
couraged to expand this type of activity for the betterment of broadcasting everywhere. It is also important that each engineer participating in the ven-
ture approach it unselfishly, with a willingness to contribute his own theories and ideas in return for those he will receive from the others. Only on this basis can such an undertaking succeed.

Annual meetings of both national and regional groups enable manage-
ment to get together and confer on matters of administration and over-all policy. Until this time, program direc-
tors, sales managers and others have only met privately, in their own groups.

It is to be hoped, therefore, that out of this first engineers' conference will spring a movement to bring together from time to time the men in the various departments who actually do the work.
"Technical and specialists have been busy in Trois Rivières for some months past, according to telephone company officials, who announced recently that over 750 new phones are being installed in the immediate region, which includes both sides of the St. Maurice River, Trois Rivières, and Cap-de-la-Madeleine. To meet this expansion, an extra storey is being added to the Bell Telephone Co's quarters, as new lines are installed. To keep those telephone lines busy, ordering your new phones is announced. At local merchants, you can "ring the bell" by advertising what you have to sell over CHLN, Trois Rivières. 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

**SELECTIVE RADIO**

**Farming Is Big Broadcasting Business**

By Tom Briggs

This business of farming is a big business, but it is managed by hundreds of thousands of individuals owning anywhere from an average of 100 acres in Ontario, or less in Quebec, to the section and multiple-section expanses in the Prairies.

To the average farmer his head is management and his hands are labor, and producing his products takes such a high percentage of his time that little is left for the study of new methods, new equipment, and the vital process of selling.

Here is how some Canadian stations attempt to translate and condense the important news of the day for a man who is nearly always in a hurry—the farmer.

**At CJOC, Lethbridge, the man who tells local farmers the day-to-day value of their products and crops, the weather, the results of recent governmental experiments and news of the latest fairs, is farm service director Omar Broughton. During the 15-minute daily program aimed at the farm audience, Broughton leads off with agricultural news gathered from a network of local correspondents, farm organizations, marketing associations and farm industries.

Broughton is usually featured in a short commentary on subjects as diversified as livestock feeding and plant pathology. And with the experience he gained operating his own mixed farm and an agricultural science degree from the University of Alberta to his credit, he is able to translate the language of the experimenters and researchers into the lingo of the farmer.

Other features of the farm program include all important weather reports and forecasts, and market reports from the four main marketing centres of Toronto, Montreal, Winnipeg and Calgary, supplemented with trading reports from the Lethbridge stockyards. Winnipeg and Chicago supply the coarse grain futures markets summaries.

**Rex Frost, veteran farm broadcaster for CFRI, Toronto, handles the station's daily quarter-hour newsmarket program directed to the farmer. Frost originated the program in 1932 with a straight farm news format, but two years later incorporated remote special events broadcasts of plowing matches and fall fairs, those all-importance features of rural community.

Then, after the war, Frost again stressing the important aspects of agriculture, and he carried reports of the Food & Agriculture Organization of the United Nations from Washington and Rome, and the International Federation of Agricultural Producers' conferences from Holland, France and Sweden.

For the first 12 years the program was directed entirely by farmers but more recently it has been expanded to keep both farmers and consumers posted on production, distribution and use of food. At present, a part of the daily program is devoted to questions the city housewife should know about, in the province farm-produced foods, fruits and vegetables in season.

And are the farmers interested? Frost thinks so, for one Christmas he offered to send a personal greeting card to anyone sending him one. He was deluged with 4,800 of them.

In the early morning, CFRI carries another farm program handled by John Broomhall, another farmer and science graduate who has turned to radio. The former supervisor of development for the provincial Department of Agriculture, the station's executive director, CFRI, Toronto, handles the station's daily quarter-hour newsmarket program directed to the farmer. Frost originated the program in 1932 with a straight farm news format, but two years later incorporated remote special events broadcasts of plowing matches and fall fairs, those all-importance features of rural community.

In the middle of the road diversified farming area in Canada, CFPL, London, scheduled a farm program a day for the farmers of the area. A station in the middle of the road diversified farming area in Canada, CFPL, London, scheduled a farm program a day for the farmers of the area. A station in the middle of the road diversified farming area in Canada, CFPL, London, scheduled a farm program a day for the farmers of the area. A station in the middle of the road diversified farming area in Canada, CFPL, London, scheduled a farm program a day for the farmers of the area. A station in the middle of the road diversified farming area in Canada, CFPL, London, scheduled a farm program a day for the farmers of the area. A station in the middle of the road diversified farming area in Canada, CFPL, London, scheduled a farm program a day for the farmers of the area. 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Ulan lit, former CHLO airs, which "spends respondents." Information from community news rings their comments. Interviewing ability's market fromit. Huge shopping centre. John, Meng, weekly farm, newsprint prepares the city's huge shopping centre. Before radioan farming, are heavy offers. "Does" director Colling, who places, loadcasts avoided. "Was" FPL. An ads. "Does" Truant, as one example. "Beaming special half-hour programs to each of the four locations around Fort Frances, CKFT rings the farmers of the Rainy River district weather reports, community news and agricultural information. The material used on these programs is prepared by Bill Hayhurst and supplied by rural correspondents. Grain quotations from Winnipeg also form an important part of CKFT's noontime newscasts. At CHLO, St. Thomas, Bob Colling prepares the farm material which is aired for an hour at 6:15 each day. Farm broadcast director Colling, who came from Fort Frances, edits the farm news and is in charge of the remote broadcasts of the local fairs and horse races. CHLO offers to provide and set up public address systems at all competitions, especially fall fairs, and its equipment is in steady demand. Before re-entering the Canadian Army two months ago, former CHLO manager Jack Petson handled a weekly round-up of rural news, gleaned from some 60 weekly newspapers in the surrounding communities.

So farming, as one station puts it, not only "means big business but an important responsibility and definite obligation" to a Canadian radio station.

AGENCIES

COCKFIELD BROWN Toronto. — Campbell Soup Co. Ltd. has started the transistorized half-hour five-a-week Double or Nothing featuring Walter O'Keefe for a run of 52 weeks over CKWX, Vancouver; CJCA, Edmonton; CFAC, Calgary; CKCK, Regina; CKRC, Winnipeg; CKOC, Hamilton; CKY, Toronto; CJAD, Montreal and CICJ, Halifax.

Maple Leaf Milling has started the live five-a-week Monarch Money Man over 28 stations coast to coast advertising the Monarch family of Ready-Mixes. The telephone quiz show is produced locally by the stations and is broadcast a 15-minute hourly over 16 stations with the balance taking it for five minutes.

NEW RADIO ASSISTANT Toronto. — Cliff Harrison has been appointed assistant assistant radio director to Bob Amos at the local office of the F. H. Hayhurst Co. Harrison is a graduate of the Ryerson Institute of Technology and for the past three years has been program director at CJX, Kirkland Lake.

ALFORD R. POYNTZ ADVERTISING Toronto. — The Holland Bulb Company has scheduled the 15-minute once-a-week The Green Thumb Club for one year over CFRQ, Toronto, featuring John Bradshaw.

WALSH ADVERTISING Montreal.—The Department of National Defence has scheduled the half-hour Coup de Clouton over the CBC French network directed at Army recruiting. In addition, a daily five-minute newscast is going to 15 Quebec stations.

The RCAF recruiting program is being hyped by the 15-minute twice-a-week La Chanson de l'Esquimau, featuring Louise Roy. The campaign is rounded out by a series of 15-minute sports cast called Les Sports au Vol over five Quebec stations.

YOUNG & RUBICAM Toronto. — International Milling Company has renewed the transistorized half-hour Adventures of Frank Race (S. W. Caldwell) for 13 weeks over the Newfoundland network advertising Cinderella Flour.

Do RESULTS count?

During Radio Week, CKGB ran a special contest, giving away a radio each day.

Result:

7,000 letters

In addition to this high listener interest, CKGB offers a much higher than average sets-in-use, and complete domination of the market. (See any Elliott-Haynes report.) You can get results, too, by using

CKG • TIMMINS

5000 WATTS

680 KCS.

Get the facts from

NATIONAL BROADCAST SALES

TORONTO: 2220 Bank of Commerce Bldg. • AD. 8895
MONTREAL: 106 Medical Arts Building • PT. 2459

Home from the fishing trip that was their jackpot prize in CHOV's Birthday Contest is winner Charlie Crook and his 12-year-old son Jimmie, seen above displaying the mammouth fish brought in during their five-day northern outing to the Bryson Lake Fish and Game Club. Crook wrote one of the three thousand letters received during the week-long contest and qualified for the biggest in a long list of prizes. On the right is Earl Price, pilot of the Ottawa Valley Air Services Ltd. plane which provided free transportation to and from the club where the two anglers were guests of club manager Roy Parsons. CHOV manager Gordon Archibald (left) is tapping a broadcast of the experiences of father and son.

THIS KIND of promotion, coupled with programming designed for our own audience, is largely responsible for our new BBM—

14,400 RADIO HOMES

(An increase of nearly 100% over 1949)

CHOV • PEMBROKE

MORACE STOVIN in Cananda — ADAM YOUNG in U.S.A.

sell the rich Niagara Peninsula

(at one low cost)

with

Your Niagara District Station.

ST CATHARINES

NOW 620 ON NORTHERN

Canada's Broadcasters & Telescreen

Page Seven

November 8th, 1950

www.americanradiohistory.com
Are YOU Selling ALL of the Ottawa-Hull Market?

CKCH IS USED BY 96 NATIONAL AND 103 LOCAL ADVERTISERS TO SELL THE 385,167 FRENCH-SPEAKING CANADIANS IN OTTAWA, HULL AND SURROUNDING COUNTIES.

CKCH

Studies—121 Notre Dame St., Hull, Que.
Canadian Representative: Omer Renaud & Cie.
Montreal—1421 Stanley St. • Toronto—121 Yonge St.
U.S. Representatives: Joseph Hershey McGilvra, Inc.,
366 Madison Ave., New York 17, Phone Murray-Hill 2-6755

Take a wire, Miss McDougall!

John Tregale, All-Canada Radio Facilities,
80 Richmond Street West, Toronto.

Here's big news, John, about Medicine Hat's fast-growing market. The Dominion Government has purchased two hundred thousand acres of land immediately northwest of Medicine Hat, and the Honourable James G. Gardner, Minister of Agriculture, has instructed the P.F.R. to proceed full steam ahead to irrigate this entire property. Drought-stricken farmers in Saskatchewan will be rehabilitated on this project and will add at least twenty thousand ears to CHAT's listening audience. No increase in rates, John. Best regards.

(Signed) R. J. Bus, CHAT.

SHERBROOKE, QUE.

In 1949, the 11,300 families in Sherbrooke had a total income of $17,500,000—or an average of $1,545 per family. This prosperous area is the market index now standing at 104% as compared to 100% for the whole of Canada. CHLT (French) and CKTS (English) Radio Stations cover the Sherbrooke area—let us carry your sales message, too.

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

MADISON AVENUE, N.Y.

November 8th, 19_{

If I were running for mayor of Canada's Radio City, I'd go to the people with a plan to go back on a human plan. The first step I'd take would be to devise a human series of morning (dinnertime) news, and then of the old Amos 'n Andy, Myrta Marge, Just Plain Bill lines (let's not forget the eternal Homme et son Pêché series Quebec). I'd make them simply stories about simple people, with the minimum fuss and palaver. I'd probably aim at a type of Canadian family, whose life would coincide with that of typical Canadians rather than to way a script-writer saw them from his ivory tower. (I'm thinking of the CBC's calamity at such a project in early days of the war called Neighbours, whose characters seem to have emerged from the tyewriter flowing with ink instead of blood.)

Here is a project which could be economically produced by a group of private stations, on as an inexpensive experience which, properly handled, would most inevitably sell. The problem, of course, is the finding of a writer capable of mirroring the people in whom the listeners would see their own selves and families. So far has radio been a general radio drama in particular got from real life that I believe we would be necessary to look for a writer somewhere outside it. It could be partly entertained, even if it entailed trying him or her to write in a readable manner. Against the cost of this project could be written off the money now seems necessary to pay for the dates which Christmas will fall to.

During National Radio Week, CKCBW, Bridgewater, N.S., set up studios in a local store window and did newscasts and disc-jockey shows during the week. The station's national advertisers got a promotion break in the same place when the station staged Pie-Your-Own-License Contest, drawing attention to the products of national advertisers using the station.

It might be unfair to say Bruce Allaway, formerly of the All-Canada sales department, couldn't fit out of radio. It's a fact, however, that Bruce quit a few months back to start up his own business (orings) in Calgary, and is now, who know, back on the straight and narrow path as commercial manager of that city's CKXL. 1
arm speaking for the industry, once, when I say that your return is a welcome one. (Advertising rate card going out under separate cover.)

Before he left the Toronto free-

tee field to take up his duties for special events man at CKY, "Manse." Big Steve Rowan asked how he could get his picture in the Broadcaster and was told, incredulously as usual, ‘he'd have to break an arm or a leg. So Steve obligingly broke his arm, and here's the picture to prove it.

Steve’s impacted shoulder and actured arm followed a victorious battle between CKY and CBW in the Winnipeg Radio Football league. Steve was centre man for the CKY squad, which beat the CBC outfit after it had merged victoriously from tilts with CKIC and CJOB. The score at 12 to 6.

(Note: guard against this journal king on the look of the house of the medical association, we are currently trying to dream up a new qualification to make it column.)

CFRB announcer Jack Dawson is still wondering what happened Saturday night of the week before last. Sitting looking in on TV set, the reformed West- man heard a prowler trying to sneak into the house, and phoned the police. In a trice, one of To-

ronto's finest drove up and collared the guy. But he broke away. The cop ordered him to stop, and then fired three shots in the air -- and brought down Jack's TV antenna.

Incidentally, the same announce-

r has just taken over the emcees spot on Treasure Trail, replacing Cy Strange.

Without establishing any preced-

ent, I agree with The Star's Gordon Sinclair in his current affair with CKWY over their-- and I quote Sinc - "native and childish boast" that they are "first with the news in Ontario." As the columnist has pointed out in his recent pieces on the subject, the news comes from the same services as being first depends on the time of the next broadcast. For my money, the quality of the news, both in its preparation and delivery, is many times more important than whether it is aired at 12:00 or 12:01 or even 2:00. CKWY employs a capable full-time news editor, whose competence is most evident in the station's newscasts. This fact seems much more brag-

worthy than the fanciful statement that, come hell or high water they invariably scoop their competitors.

Maybe it's an oldie, but have you heard about the radio station which recently staged an amateur contest? There were three prices: first an all-expenses paid week in Toronto; second prize, two weeks in Toronto; third prize, two weeks in Toronto. (Note to accounting dept.: charge this to out-of-town circulation promotion.)

And that cleans us off to the oak top for this issue.

TO MANAGE CHUB

Nanaimo. -- Newly appointed manager of radio station CHUB here is Mrs. Mary Sutherland, recently resigned member of the board of governors of the Canadian Broadcasting Corporation.

Mrs. Sutherland, in the past few years, has served on three Royal Commissions. At one time she followed a journalistic career and edited the women's page of the Regina Leader Post, later becoming associate editor of the Grain Growers' Guide and managing director of the Roseate Review.

"MACOVee" SAYS:

CKOV CONDUCTS

AMATEUR TALENT NIGHTS

in a 110-mile radius of Kelowna!

So far: Hedley, Keremeos, Kelowna, Rutland, Armstrong, Lumby.

Coming up: Summerland, Winfield, Enderby, Salmon Arm.

Another reason why more Okanagan Valley folks tune in "The 'OV Appleman"

CKOV - Kelowna

Ask our All-Canada Man

November 8th, 1950

Canadian Broadcaster & Telescreen

Page Nine

R M

110

Saskatchewan's Sports Station

SASKATCHEWAN'S SPORTS STATION

Johnny Esaw -- CKRM's sports
director -- broadcasts 14 sports
programs every week on CKRM!

It's 14 in '50!

Saskatchewan's Sports Station

SASKATCHEWAN'S SPORTS STATION

It's 14 in '50!

Johnny Esaw -- CKRM's sports
director -- broadcasts 14 sports
programs every week on CKRM!

Regina Letters addressed to "3444, MONCTON, N.B.," reach their destination from many Maritime points. Unusual! Well, yes, when you consider that 3444 is the phone number of a CKCW sponsor whose daily announcement only suggests that you phone 3444 for prescription requirements.

Not unusual, though, is the fact that sales messages broadcast by "Lionel" should register so vividly with listeners and, in this sponsor's case, result in a mail order business never even considered.

For that's how it is with CKCW audiences! They not only digest your message .. . they act upon it! Lionel's quite a "number", himself, when it comes to creating sales for sponsors . . . ask Horace N.

It's "NUMBERS" GAME, AGAIN!

"MACOVee" SAYS:

CKOV CONDUCTS

AMATEUR TALENT NIGHTS

in a 110-mile radius of Kelowna!

So far: Hedley, Keremeos, Kelowna, Rutland, Armstrong, Lumby.

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Another reason why more Okanagan Valley folks tune in "The 'OV Appleman"

CKOV - Kelowna

Ask our All-Canada Man

MONCTON NEW BRUNSWICK

The Hub of the Maritimes

REPS: STOVIN IN CANADA; MCGILLIVRA IN U.S.A.
NORTHERN ONTARIO'S GREATEST ADVERTISING MEDIUM

CKSO NORTHERN ONTARIO'S HIGH-POWERED STATION

Ask ALL-CANADA IN CANADA WEEDE & CO. IN U.S.A.

Farming PLUS!

CKBI MARKET

1949 FARM INCOME $251,000,000.00

+2 TIMBER - $5,251,095.00
+3 FISH - $1,282,437.00
+4 FURS - $2,243,867.00

Money from Farming PLUS Fishing, Furs, and Forests, provides year-round income. This "4 in 1" combination available only by USING CKBI PRINCE ALBERT, SASK. 5000 WATTS

SELECTIVE RADIO (Continued from page 7)

Radio Earns 90% Of Piano Budget
By Bob Francis

Vancouver. — An advertising campaign proving that radio can move important amounts of expensive "capital" goods as well as small consumer items, and that it can pay off also during the unusual slow summer months, has been operating successfully since it was begun during the summer of 1949 by CKWX for the J. W. Kelly Piano Co., a single store concern.

The net result, sales manager Jack Sayers of CKWX said, has been that Kelly's now spend 90% of their advertising budget in radio.

For some years previously they had used various stations off and on, but never had worked out a specific campaign. Results from the campaign instituted by CKWX were so startling that they have now virtually dropped newspaper space and in addition have taken time on CJOR here and CKWX in New Westminster.

CKWX put the proposition up to Kelly's this way: "Spend the same money with us as you spend with the papers, and on items of the same value. If we cannot outpull the newspapers, you don't have to pay us anything."

From their line of pianos and appliances, Kelly's chose a $595 piano to go at a sale price of $445. Where they would have spent $150 with each evening paper, and expected to sell six pianos, they give the $300 to the station.

"You don't pay us unless you move seven pianos in the sale," was the CKWX agreement.

The sale day was set at June 30, a tough one for a piano sale with schools closed, music lessons ended, holidays being planned and summer ennui setting in.

The advertising campaign ran for two days prior to the sale. It consisted of one quarter hour show and one half hour show an hour apart during the evening; both name shows, plus a five-minute newscast, spots and flashes through the day and the use of practically all sustaining time.

The treatment was repeated on the following day, a Thursday, and the one-day sale on Friday moved 15 pianos or initiated the inquiry which resulted in 15 sales in the subsequent few days. Some of them were more expensive jobs than the specific sale item advertised, with the turnover total around $8,000.

Satisfied with this, the firm spent $1,000 a month promoting all other stations and other appliances during the summer, stepped up appropriation in the fall, finishing with a $4,000 budget for radio in December.

By this time CJOR and CKWX had been added to the outlets, a specific promotion, the firm using the same spot all day on all stations, with CKWX producing discs.

With the principle and the results established, the firm used roughly the same amount the following year in comparable months. They are using time on the three stations now, and finding that normally unprofitable summer months can be used to good count, with good promotion.

Merchants Back Local Talent

Montreal. — For a full week in June, the Notre Dame de Grace Business Men's Association, in co-operation with station CKWX here, presented a half-hour show each evening featuring local N.D.G. talent.

Spot announcements over the station drew a large number of contestants who were auditioning for the show, and 24 were chosen to go on the air. Merchants and members of the Business Men's Association got behind the project and offered to sponsor the young artists.

Every evening six contestants appeared on a special program, and those giving what was judged the best performance each night did an encore on the final show. Ann McCubbin, considered the performer by a panel of the prominent adjudicators, received $50, an all-expense trip to New York, and an audition with All...
INTERNATIONAL

U.K. Observers Study Commercial Radio

Toronto — The Beveridge Report, the document which will contain recommendations as to the future course of broadcasting in Britain, will include observations of United States and Canadian commercial radio, made by four members of the Beveridge committee during recent tours of radio centres on this continent.

Making an extensive study of Canadian radio is committee member Lord Elgin, grandson of the 8th Earl of Elgin who was Governor-General of Canada 100 years ago. He is presently touring Western Canada after looking in on radio here and in Montreal. In Toronto he conferred with Joseph Sedgwick, K.C., legal counsel for the Canadian Association of Broadcasters, on privately-operated stations, and in both Toronto and Montreal visited private stations to discuss network operations with CBC general manager Dr. Elvin.

Lord Elgin explained he was not in a position to comment on the merits of North American radio, which he and the committee may be particularly interested, and he has no clue as to possible recommendations which may be included in the report as a result of the tours.

Two other committee members, Ewen Lloyd, a Conservative member of Parliament, and Mrs. Stocks, principal of Westfield Ladies' College in London, viewed the radio and television systems of the major U.S. networks in New York last August, and later consulted CBC officials in Toronto and Montreal. Another committee member, Joseph Reeves, Socialist member of Parliament, is continuing his study to the U.S.

The Beveridge Report is expected to be presented to Parliament late this year and will contain basic recommendations concerning the British Broadcasting Corporation to cover the next 10-year period, it is understood. The BBC is a public corporation whose royal charter comes before Parliament for renewal every 10 years.

RETURNS TO CANADA

Windsor — Rhoda Howe has been appointed sales promotion manager and director of advertising of Beauty Counselors of Canada Ltd., it was announced last month.

Miss Howe was an executive in the Toronto office of J. Walter Thompson Co. Ltd., for 11 years until 1944, when she transferred to the agency's New York office. She pioneered in radio quiz programs as emcee of Pond's Ask Another program.

CHRISTMAS ISSUE

To assure delivery in time right across the continent, our issue of December 6 will be the Christmas issue. Advertising forms close November 22.

DID YOU KNOW?

That more and more National Advertisers are including CKCL in their schedules? We've welcomed five additional new advertisers in the past two weeks. Yes the National Advertisers like the local merchants — are finding CKCL the proven way to sell merchandise in Central Nova Scotia. We're ready to go to work for you.

CKCL

TRURO BROADCASTING CO. LTD.

J. A. MANNING

Manager

WM. WRIGHT, Representative

Toronto and Montreal

MORE WHERE it counts for LESS

- Selling Power By Programming with a Punch
- In the Heart of Canada's Richest Market!
- Listeners (more than all other stations combined in the Greater Oshawa Area) *
- Cost per Thousand Listeners in a Rapidly Expanding Market

ASK JIM ALEXANDER ABOUT

"The Biggest Little Station in the Nation"

CKLB

*ELLIOTT-HAYNES

OSHAWA — ONT.

1240 ON THE DIAL
TALENT TRAIL
By Tom Briggs

Ernest Bushnell, CBC director-general of programs, and Byng Whitteker, the announcer with the very informative script, did every-thing they could to explain away some of the confusion and mis-understanding that surrounds opera in general, and Turandot in particular, on CBC's Wednesday evening, October 18. They were possibly more effective than any- one else will ever know, for while the audience was probably more con-fused at the end of Turandot than at the beginning, it was at least a wiser audience and knew too well that it had heard two-and-a-half hours of fine music that was quite disturbing.

Turandot was supposed to be a very exciting young oriental lady, fictitious, they say, and Puccini was just the composer to catch the fire, fury, humor and pathos of the story with music.

It was therefore up to the CBC Opera Company to show both boys' choir and orchestra to top the whole thing across.

They did. And certainly no one tried too hard to make it too unpleasant. It was blatant — the kind of listening that keeps a audience awake, interested, and when it's all over, mostly satis-fied with the new experience.

The outstanding performance other than that of Nicholas Gol-smith the brilliant conductor, was the lovely role of Turandot sung by Elizabeth Benson Guy, a very talented young lady from Halifax, who gained prominence in the Singing Stars of Tomorrow series. Taking the inspired ma-led was tenor Jimmie Shiel, who can always be counted on the best. Then, too, there was Jan Rubes in the small but ex-acting role of Timor who, with pian o Morison as Liu, set the stirring and pathetic duet that was the composer's last passage.

The choice of opera was completely by a little-known Italian con-soler, Franco Alfano.

For balance in a score that is the height of intensity, in pretty heavy going, the comics, Ping and Pong were perfect. Ernest Adam, William Morton and Earl Dick took these parts.

Only man on the whole open noticed by anyone as unfamil-iar with his music was the guest soloist with the orchestra to tone down di-ring some of the more delic-ate vocal passages. Some of the sopran-o's in a few spots were aimed overwhelemed by the all-power-ful strings. But then, it's just a sm point in a good evening, possi-ble due to technical operation something.

In Stage 51's only extravagant so far this season, Erich Rem-ques All Quiet On The Westerm (Next page, please)

Young, Ambitious, Creative
COPYWRITER WANTED
By Radio Station in Major Ontario Market. Apply in writing, giving age, education, experience if any. Enclose sample copy and recent photo. Salary and benefits will be commensurate with experience. All replies will be treated confidentially.

Box A-62

Canadian Broadcaster & Telescreen
1631 Church St., Toronto

CHIEF ANNOUNCER AND A SPORTSCASTER required for 1000 watt station in large Ontario city. Good salary and working conditions. Opportunity for advancement. Write giving background and full particulars to:

Box A-64

Canadian Broadcaster & Telescreen
1631 Church St., Toronto
OCCUPATIONAL FACSIMILE

We've been trying to run the rumor to earth that an American company is manufacturing a fluid that reddens the eyes so that the owners look as though they have a TV set.

* * *

OR WHAT WE ARE ABOUT TO RECEIVE

Things must be getting tough when a well-known free-lance announcer starts telling his children fairy stories at meal times to discourage them from eating.

* * *

ANANA

"I hope I'm going to be one third as good in TV as I think I'm going to be."
—Barry Wood.

* * *

UNDER THE TOWN CROCK

"Only 703 more speeches before election day."
—Richard Sheridan,
Globe & Mail.

* * *

ETTER TO BE HALF SHOT TWICE

All hail the versatile sports-caster who gave the home team a touchdown on a shot from the 'blue line,' with men stranded on second and third bases, to finish six under par at seven love.

* * *

EPT. OF DEFINITIONS

A vice-president is the individual who accompanies the president when he's resting.

* * *

PEAK UP & SHUT UP!

It always seems difficult for the expert speaker not to tell his audience more than he knows.

* * *

MODERN DRAMA

There are too many writers who are writing more and more skilfully about less and less.

* * *

VALEDICTORY

This'll teach you to send in kindly comments about the Lewsite column.

Proct (October 29), there was no more cast than gore, and certainly no lack of the latter. Twenty-two actors doubling up on 33 parts gave a tremendously vivid portrayal of this classic World War I story and producer Andrew Allan, in his inimitable way, left not one stone in the gravel they spread on the studio floor unturned to make it realistic.

Sound effects, one of the most important elements in the play, were flawlessly carried out, mostly by the actors themselves equipped with rifles, blank cartridges and memories of last-war experiences. This sort of thing could go too far, though. It was obvious from the beginning that a large budget and plenty of ingenuity had created an atmosphere in which the players couldn't help but catch the grim spirit of the events. Bill Needles, John Drainie, John Bethune and Tommy Tweed took the leading roles, and were ably supported by a long list of players headed by Michael Kane, Alfie Scott, George Robertson, Richard Nelson and Budd Knapp. Only female members of the cast were Dorothy Fowler and Nina Klowden.

Many in the cast are recent newcomers to the Stage series, notably Jonathan White, who played the dual role of recruit and driver. White was formerly a CBC employee in the stores and supplies department of the Toronto studios until his interest and talent led him to parts with the Little Theatre group and finally free-lancing in radio.

A VAILABLE
NEWSCASTER
AN-NOUNCER with 7 years' experience and administrative ability seeks opportunity for advancement with progressive station. Reliable, married. Needs one month's notice,

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THE NUMBER ONE STATION IN THE MARITIMES' NUMBER ONE MARKET

24 HOURS ON 5000 WATTS

$66,757,868
Is the whopping figure paid to stockmen and farmers in the last seven months for ALBERTA LIVESTOCK

And wait until that oil starts pumping into Eastern Refineries.

INDEED, THERE'S GREATER WEALTH PER CAPITA IN ALBERTA?

Ask Radio Rebs.
Toronto - Montreal

CFCN'S KNOWLEDGE OF THE RURAL MARKET OPENS IT WIDE TO YOU!

"THE VOICE OF THE PRAIRIES"

Calgary

Wise time-buyers have used CFCN to sell the Southern Alberta Market for over 28 years.
CAB BLOCKS MT. ROYAL MONOPOLY

Ottawa.—The Canadian Association of Broadcasters late last month informed Premier Duplessis of Quebec that it is opposed to the CBC being given any “monopolistic” television transmission privileges in Montreal, either atop Mount Royal or anywhere else.

The views of the association were outlined in a telegram sent to Mr. Duplessis by T. J. Allard, CAB general manager, which said that transmitter sites “should be equally available to all qualified applicants, and that no monopolistic special privileges should be created, especially on behalf of a state corporation now holding some of these to the detriment of tax-paying competitors.”

Reason for his statement, Allard said, was a report that the Montreal city executive committee was pushing for action, by the Quebec Government, on a bill which would give the CBC authority to construct its Montreal TV transmitter on what engineers term “an ideal site,” Mount Royal.

The city granted the CBC permission in 1944 to install a transmitter, but since Mount Royal is a public park, final approval had to come from the Quebec Legislature. The Legislature gave the okay, but has held up the order-in-council that would make permission effective. Duplessis has explained that his approval for the site will not be given until the CBC grants the Quebec Government the right to operate its own radio stations.

One top-ranking City Hall spokesman sided with Allard’s views and said “it requires the initiative, urge and push of private enterprise to make this whole television affair a success in the community.”

A CBC spokesman told the Montreal Herald that the Corporation “was very anxious to take over the site and commence construction.” No other spot in Montreal proper is without some complication or other as far as TV transmitting is concerned, engineers point out.

The CBC has been looking forward to an opening deadline for Toronto and Montreal TV stations of September, 1951. Work is progressing according to schedule in Toronto, it is reported, but lack of a suitable site could delay work in Montreal indefinitely.

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- HEAR top men in television and its allied fields discuss the latest developments in the industry and point to the limitless possibilities for extending the scope and activity of this progressive new art in Canada.
- MEET a number of North America’s recognized experts — men and women who are currently guiding the destiny of television.
- ENJOY 15 informative panel sessions, 3 luncheons, banquet, prominent speakers and entertainment.

Sponsored by the ACADEMY OF RADIO ARTS
LORENE GREENE, DIRECTOR
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WX TAKES YOUR MESSAGE INTO THE MOST HOMES... MOST CONSISTENTLY!

and B.B.M. proves it...

Former BBM Reports gave the number of homes listening to a station. The 1950 Report goes a step further... and it proves MORE RADIO HOMES LISTEN TO CKWX... than any other station in British Columbia. Here are the figures showing the number of RADIO HOMES listening to a station 6 or 7 times a week... the proof of CONSISTENCY in Canada's 3rd Richest Market:

<table>
<thead>
<tr>
<th>STATION</th>
<th>DAY</th>
<th>NIGHT</th>
</tr>
</thead>
<tbody>
<tr>
<td>CKWX</td>
<td>108,630</td>
<td>85,550</td>
</tr>
<tr>
<td>STATION B</td>
<td>94,550</td>
<td>50,200</td>
</tr>
<tr>
<td>STATION C</td>
<td>94,440</td>
<td>81,900</td>
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<tr>
<td>STATION D</td>
<td>69,150</td>
<td>44,040</td>
</tr>
</tbody>
</table>

CKWX TOTAL BBM: Day, 177,380; night, 186,800

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make the news more interesting—more personal.....

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