**RADIO'S STRENGTH IS UNDISCOVERED**

"Discount-crazy" is Charge at CABC Meet

By Bob Francis

Victoria, B.C.—Canadian radio as an advertising medium is only half as expensive, at most, as American in terms of doing a job of comparable circulation, and at best one-fifth as costly, Pat Freeman, CABC director of sales and research, told the annual meeting of the B.C. Association of Broadcasters.

"We have gone for years without measuring our own earnings," Freeman said. "There have been many things we never knew about ourselves.

"We have never realized what a terrific medium our own industry is, and it's so inexpensive in Canada."

Freeman was making a presentation resulting from months of research, comparing readership of newspaper ads to listenership of radio stations.

His survey covered Canadian radio advertising costs as against U.S. costs, and analysis of listenership and readership ratings. The study also contrasted the circulation obtained by weekly and monthly publications against the daily circulation of all radio stations.

"By cost, or by circulation," he said, "our story is so good we cannot lose."

**Using BBM and ABC as the basis for his figures, he said he looked to a new era in his research to put other media in their best possible light.**

Freeman began to prepare his material, he said, on the basis that "radio needs a new sales story." He decided what was needed was the story of daily circulation.

Taking newspaper circulation and using the cost of a given amount of newspaper lineage, he compared the proved readership with the proved listenership of radio time costing the same amount, in the same region.

Whichever way you looked at it, Freeman concluded, radio time was a better buy for the sponsor.

**Answering questions from rural station owners as to the value of his survey to them, Freeman called his conclusions "an industry presentation for national advertisers on you and me."

"No other advertising message," he said, "completes for attention with the newspaper message while it's on the air. There is nothing to distract the listener, in the way that a newspaper layout, even of the ad in question, let alone surrounding ads and news stories, can draw a reader's attention from the message."

**On the subject of rates, he said, one way to stiffen tariffs would be to stop giving so many discounts.**

"In the whole field of advertising, radio's base rates are the lowest for the job done," he said. "But we are discount crazy. If we stopped giving so many discounts, rates in effect would go up."

**DURING THE TWELFTH BIRTHDAY celebration of the network quiz program "Treasure Trail," the show's producer, Mrs. Muriel Murray, prepares, in the above picture, to cut the first slice in the cake. She is flanked by others who help put the show on the air. They are, left to right: announcer Jack Bennett; interviewer Wally Crofts; emcee Jack Dawson; operator and studio engineer for the program since the first broadcast, Bill Baker; and Ross Patterson, assistant producer.**

**Photo by Trifol**

**Photo by Trifol**

**Vol. 10, No. 3.**

**TORONTO, ONTARIO**

February 7th, 1951

**"TRAIL" WHOOPS 12th BIRTHDAY ON 600th PROGRAM**

Toronto.—Last month Treasure Trail celebrated its twelfth birthday, chalked up its 600th consecutive broadcast, and received from its sponsor, Lambert Pharmaceutical Company's C. Russell Hogg, best wishes for many more to come. And while a spirited studio audience, one of the largest yet, looked on, a little old lady who had walked off with one of the first silver-dollar prizes on the inaugural broadcast correctly answered the question which entitled her to four more of the $200,000 bright coins handed out so far.

When Treasure Trail first went on the air, under the sponsorship of the Wm. Wrigley Jr. Company, it went out from the studio auditorium of CFRB to a network of seven stations. Now, 12 years and only one sponsor later, the voices of Trail's Jack Dawson, Wally Crofts, and Jack Bennett, respectively emcee, interviewer and announcer, go out from CFRB to 32 Dominion network and six French network stations. Mail from listeners quite often hits 100,000 letters per week.

The program was originated by the late Jack Murray, making him a pioneer of audience-participation radio. Originally the mike work on the show was handled by such radio veterans as Rai Purdy, Ramsay Lees and Alan Savage. Many have come and gone since, such as Todd Russell, Jack Fuller, Wes Mc

**F. H. Elphicke, of CKW, Vancouver, was re-elected president for a further year; Bill Roe, of CKNW, New Westminster, re-elected vice-president and M. P. Finney, M.I.A., of CKOK, Pemberton, was re-elected director-at-large.**

The convention closed with a cocktail party for Mrs. Mary Farr, new member of the CBC Board of Governors.

**T. J. Allard, general manager of the CAB, told the convention it "might be time to review policy on free time." He suggested half the ordinary card rate for benevolent organizations, even locally, might be suitable.**

"But you should be certain the organization is charitable or benevolent, and not commercial."

**There was also a brief discussion on the subject of free time for professional organizations.**

Allard also suggested any remaining sustaining time should be used to build up the station and its staff, private enterprise generally, and the brand name system, which was the basis of advertising.
“This day comes news from The Advertising and Sales Club of Toronto that my friend, Walter Elliott, will speak before that body of estimable men on Tuesday next, being the 13th. Do learn, further, that his discourse reviews recent research done by his organization as to publick attitudes toward advertising. This study is of more than passing merit, and was the subject of comment recently in these notes • • • From CJEM, Edmundston, the good word that the mail pull on the final week of their program for Marven’s was 1,941 letters—

PROMOTION

Share Public Service Info

Victoria, B.C.—The CAB Public Service Promotion Kit was described to the CBAC annual meeting by Bill Rea of CKWX, New Westminster, in his report to members on the CAB directors’ meeting.

The difficulty of getting out this guide, Rea said, was in persuading stations to submit examples of their own activities in the public service field.

He felt there would be a worthwhile collection of examples if stations would send them in, such as the Victoria campaign by CISDA and CIVI in which Red Feather appeal last fall was put over in a single day.

Details of such a project would be a valuable guide to other stations in similar tasks, he said. The whole compilation would go to every CAB station, and they could pick out useful background from others’ experience to apply to particular problems in their own areas.

Rea also proposed that rate cards should carry a note to the effect that “political broadcasts are carried at the usual rates.” This would show there was no discrimination in “gouging” political titelians on private stations, as one speaker charged last fall.

He also suggested managers would do well to warn staffers specifically that no one except engineers should touch consoles or other equipment. He gave examples of non-technical men being killed by tampering with equipment which they did not understand. Even qualified technicians, he said, often became careless.

A STOVIN STATION IS A PROVEN STATION”
News Vs. Publicity

With most of Canadian radio about to descend on the citadel of Quebec for the annual meeting of the Canadian Association of Broadcasters, one thought seems worthy of planting ahead of time while something can be done about it.

One of radio’s prime problems has been, is, and in all probability always will be, that of getting its story across to the public. It is the people who are on the receiving end of all radio’s efforts, good, bad and indifferent. It is supposed to be on their behalf that radio legislation and regulations are enacted and imposed. Yet Mr. and Mrs. John Q seem to be perpetually in the dark, especially as regards private radio.

The private enterprise broadcasters have steadfastly refrained from telling their own story over their own facilities.

There are those who regret this failure to use a little dexterity in preparing programs for their own stations that would inform the listeners without appearing to be blowing their own trumpets. Others believe that, however astutely such material was prepared, it would be biased and consequently unconvincing, because it was presented by those who have the most to win or to lose. Whatever one’s view on the subject, it cannot be gainsaid that the public is still painfully uninformed on the internal workings of their one instrument of entertainment and information.

It is at CAB Conventions that private enterprise radio is afforded a golden opportunity of getting itself and its problems discussed in the daily press. Yet it is an opportunity of which it seldom takes the fullest possible advantage.

Obviously the most important matters up for discussion at such meetings are those which directly concern the business of broadcasting. The trade press gives ample and eager coverage to such activities.

But the daily press and the news services are always on hand as well, looking for stories of the proceedings which will interest the public. Yet the amount of material which emanates from these functions which could, at the longest stretch of imagination, be deemed to be of general interest, is extremely small. And we cannot blame the papers for this.

Radio and its friends, who will be holding forth at this year’s CAB Convention, will be doing the industry an immeasurable service if they will include a couple of paragraphs in their talks which will interestingly convey to the public something they would want to know about the radio picture. Speakers who deliver their harangues “off the cuff” can, with very little trouble, commit at least this much to paper, and make copies available to the press.

The daily newspapers do not cover radio conventions because they want to publicize their keenest competitor. They do so because they hope to gain information, in the form of news stories, to hand on to their readers on the one-time squawk in the ether which has developed into as important an industry as itself.

The problems of private enterprise radio, on the other hand, need all the airing (even in print) that they can get. And the CAB Convention is one place where such utterances meet with willing ears and open notebooks, not for publicity releases, but for news.

This Is Radio

At this moment it seems fitting to trot out the old cliche—“we can’t see the forest for the trees.”

Many of us—and this journal is by no means in the background—are wont to spend more time trying to carp about what is wrong than to extol what is right. This, we have decided, is off balance.

In our present mood of contrition, we have administered to ourselves a sound spanking, and would add, as a codicil—“hoping you’re the same.”

As evidence of the new leaf we have just finished turning over, we should like to announce that our next issue—the annual CAB Convention number—will be largely devoted to a feature we have named “This is Radio.”

This will take the form of a symposium of factual stories—not an editorial or even an opinion in the whole shebang—displaying free enterprise radio as a force for good in its communities and also as an economic giant in the field of advertising.

We looked everywhere for the stories and items we wanted, to make this project worth while. At first we seemed doomed to disappointment. Stories—good stories, that is—are hard to come by. We couldn’t pile more than twenty working hours into the day, and the broadcasters have limited themselves to eighteen!

Then we had an idea.

A quick run through the 24 issues of 1950 was the formula, and pretty soon we found enough potential material on our desks to fill six such issues. And now we’re halfway through the weeding-out process.

This business of seeing the forest for the trees may not be confined to the broadcasting fraternity after all. We wanted to make what the agencies boys call a “presentation” on private enterprise radio and there it was right in our own back numbers.

We hope you’ll like it.
A CASE HISTORY OF STATION SHOWMANSHIP
AND SPONSOR SALESMANSHIP

MGM RADIO ATTRACTIONS

Here are the stations who have purchased the MGM shows:

- CFRB - TORONTO
- CKOC - HAMILTON
- CKLB - OSHAWA
- CFRA - OTTAWA
- CHLO - ST. THOMAS
- CHSJ - ST. JOHN
- CJCH - HALIFAX
- CKWX - VANCOUVER
- CKOK - PENTICTON
- CJIB - VERNON
- CFAC - CALGARY
- CKNX - WINGHAM
- CJCA - EDMONTON
- CJC - LETHBRIDGE
- CCKK - REGINA
- CQX - YORKTON
- CKY - WINNIPEG
- CKX - BRANDON
- CVI - VICTORIA
- CKRM - REGINA
- CFAR - FLIN FLON
- CJBQ - BELLEVILLE
- CJCB - SYDNEY
- CKCW - MONCTON
- CJOC - MEDICINE HAT
- CKDM - DAUPHIN
- CFPA - PORT ARTHUR
- CKSO - SUDbury
- CFNB - FREDERICTON
- VOCH - ST. JOHN'S
- CFPL - LONDON
- CJAT - TRAIL
- CKSF - CORNWALL
- CJRL - KENORA
- CKBB - BARRIE

Here are the Sponsors who have used MGM shows to drive home their selling message:

Consumers Gas Company, Toronto
United Gas and Fuel, Hamilton
United Gas and Fuel, Oshawa
Ottawa Motor Sales, Ottawa
Faherty Motors, St. Thomas
Emerson Wheaton Furniture Co., St. John
Reliable Cleaners, Halifax
Black Motors Limited, Vancouver
Fosa Hurlt, Princeston
Mr. & Mrs. (Vernon) Limited, Vernon
T. H. Percoco, Automotive Parts, Calgary
Reaver Lumber, Edmonton
Smith Motors, Lethbridge
Art Riddell & Son Limited, Regina
International Harvey's, Yorkton
Mitchell-Cogg Jewellers, Winnipeg
 Manitoba Power Commission, Brandon
Victoria Super Service Garage, Victoria
Colless-Lawson Electric, Hamilton
Williams Furniture House, St. Thomas
Garvin Ice & Fuel Company, Vancouver
Kraft Foods, Calgary
Christie-Grants Dept. Store, Regina
Perkins Dry Cleaners, Winnipeg

W. B. Hardware, Flin Flon
Lords Shoe Store, Edmonton
Tieketto Tobacco Company, Toronto
Mather's Motor Sales, Hamilton
James Text, Belleville
Robit. Simpson Company, Moncton
Robinson Drives, St. John
Darlings Pharmacy, Victoria
Cinderella Style Shop, Medicine Hat
Elianze Shop Ltd., Calgary
St. Louis Furniture, Lethbridge
J. L. Case - Implement, Regina
Smith Creamery Works, Dauphin
Dad's Cookies, Toronto
Davidson Plumbing, Oshawa
Cubehana Motors, Ottawa
Van Dusen Bros. Electric, Belleville
Coeur de Lapin Hardware, Sudbury
Marshall Wells Hardware, Port Arthur
Bradley's Jewellers, Fredericton
E. A. Bradley - Jewellers, St. John
John Clouston Ltd., St. John
David Motors, Victoria

Moore's Furniture, Medicine Hat
Kraft Foods, Calgary
Reida China and Gift Shop, Edmonton
Northwest Pogens, Lethbridge
Waterman and Waterbury Mfg. Co., Regina
Carruthers Motors, Yorkton
Weston's Bread, Winnipeg
Outlaw's Store, Flin Flon
N.B. Motors, North Battleford
Klaus Furniture, Trail
Hall Fuel Company, Ottawa
Frenette Motors, Cornwall
St. John Motors, St. John
Western Foods Ltd., Regina
Brookfield Creameries, Moncton
Fred Deeley Limited, Vancouver
Stock's Security Storage, Victoria
Fenner's Jewellery Store, Kenora
James Foggy, Jeweller, Hamilton
Yates Cleaners, Ottawa
Albera Furniture, Calgary
Can. Safeway Stores, Winnipeg

WHAT IS THE REACTION OF THE LISTENING AUDIENCE TO MGM SHOWS?

The MGM shows were created and transcribed to provide the broadcaster with built-in showmanship, i.e. the audience pulling power that wins more sales and increased goodwill for the sponsor, with higher ratings and greater prestige for the station.

Perhaps the best yardstick to gauge the popularity and competitive pulling power of MGM shows is a study of the ELLIOTT-HAYNES Radio Ratings made during September, October, November, and December, 1950 and January, 1951. Here is a graphic presentation of the December ratings, covering the primary markets in Canada. To drive home our point, we show the MGM show rating, as compared with the highest rating for competitor programs.

These ratings give a clear cut example of MGM shows not only holding their own, but in most cases outraging the high budget, big network programs of both American and Canadian origin!

● ● ●
"RATINGS TO COMPARE WITH THE BEST AND OUTRATE THE BEST!"

*AND NOW—MGM* is increasing production 26 additional weeks for a grand total of 78 consecutive weeks.

MGM THEATRE OF THE AIR with more one-hour shows now available

**THE STORY OF DR. KILDARE**

**ADVENTURES OF MAISIE**

**CRIME DOES NOT PAY**

**JUDGE HARDY'S FAMILY**

**HOLLYWOOD, U.S.A.**

**GOOD NEWS FROM HOLLYWOOD**

**AT HOME WITH LIONEL BARRYMORE**

with more half-hour shows now available

**AT HOME WITH LIONEL BARRYMORE** designed for three-a-week presentation

with more 15-minute shows now available

Call the All-Canada Man at Selective Radio Headquarters

**ALL-CANADA RADIO FACILITIES Limited**

**VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL**
THE APPOINTMENT OF THESE SALES REPRESENTATIVES:

BROADCAST REPRESENTATIVES LTD.
In Winnipeg
ART RENNER

RADIO REPRESENTATIVES LTD.
In Toronto & Montreal

AUTOTYPED letters in any quantity, cost
only slightly more
than duplicating,
yet are individually
typed. Samples and
prices from:

AUTOTYPE LETTER SERVICE
73 Adelaide W.
EL. 2983 Toronto

THE VANCOUVER MARKET
Plus the Lower Fraser Valley

No matter how you look at it—Eliot-Haynes’
monthly reports on Vancouver, reports on Share
of Audience or Auto Radio listening, or our special
Penn McLeod Report on Richmond-McLay—
you can’t help but come to the conclusion that
CKNW is your best bet to reach the Vancouver
Market. And CKNW gives you the plus value of
50%-or-over-listening in the 200,000 plus
homes in the Lower Fraser Valley.

Ask NBS for the facts on

CKNW NEW WESTMINSTER
1000 WATTS
1230 KCS.

REPRESENTING
NATIONAL BROADCAST SALES
TORONTO: serving you—Bob Leslie, Harry McIver, Emrie Towndrow,
Dil Tonne, Bill Mallory.
NEW ADDRESS—85 Richmond St. W., Suite 207-9.
MONTREAL: 106 Medical Arts Building — PL 2439.

Information received to date
makes no mention of a noon event
on Tuesday. On Wednesday, how-
ever, delegates and guests will
either stay in their rooms or stand
ready to face up with life’s grim
realities. The speaker (if you will
pause the expression) will be
that unbiased philosopher, that
Adonis of the Dial (thanks, Tom)—
your humble servant. The title
as it sits now—maintaining the
“moola motif”—is “Broadcasters
are People” or “Who Says You
Can’t Take It With You?” I’d
let you in on the subject matter,
but Tom Briggs and Art Benson
haven’t finished writing the script
yet. I can tell you this, though,
I was a wow in Amherst.

On the social side, the CN and
CP telephone companies are
throwing their usual cocktail
party on the first (Monday)
evening. Canadian Marconi Com-
pány is turning it on in traditional
style on the second evening. This
function is followed by the annual
dinner at which CAB president
Malcolm Neil will preside. The

JOS. HARDY TALKS
ON QUEBEC MARKET No 2

"Good day to you from Jos. Hardy,
an in Quebec City—today—
Canada’s fifth largest metropolis.
Quebec City has made huge for-
ward progress in the past year.
If it is not in fifth place in your
1951 advertising plans, please do
let Jos. Hardy prove what can be
done in this rich market. New
banks, theatres, factories and
homes are growing up—across
there is real money, real prosper-
ity, here. Maybe you know the his-
toric, old Quebec City. I am sell-
ing modern, progressive, new
Quebec City—a wealthy centre
blanketed by French Speaking
Radio Station CHRC, and very,
very fond of CHRC, because it does
such a wonderful job for adver-
sers. For further details—Ask
Jos. Hardy, please!"

For any information on

QUEBEC MARKET No. 2
and
“TRANS-QUEBEC” Radio Group

Telephone, Wire or Write to

JOS. A. HARDY & CO. LTD.
MONTREAL QUEBEC TORONTO

REPRESENTING

CHRC QUEBEC WATTS
5000

CHNC NEW CARLSILE WATTS
5000

CHLN TROIS RIVIERS WATTS
1000

CHLT SHERBROOKE (French)
WATTS
250

CKTS SHERBROOKE (English)
WATTS
250

CKVM VILLE-MARIE WATTS
1000

CKRS JANGUEP-SAVANOGAL WATTS
250

CKBL MATANE WATTS
250

CKLD TETE-FRANK MINES WATTS
250

www.americanradiohistory.com
Nobody will deny that radio has considerably changed our mode of living. There are examples of the two Toronto evening papers are currently indulging in a bitter and highly amusing gimmick war beyond anything ever conceived by a rate-hunting broadcaster. The Telegram started it with a "Match the Twins Contest." The Star countered with one about "Famous Sayings." Next came the Telegram's "Ontario Landmarks," followed immediately with a revival of the twin gag. And now the Star has taken the stage with a "Know Ontario" contest. All of which is a good stimulant for competitive business to the point where it even has Art Benson reading the Telegram now. (His wife still likes the Star's humor.)

And that cleans it off until next issue.

WIDE AWAKE - PROGRESSIVE LIVE-WIRE - ENTERPRISING
Still not enough synonyms to properly explain Kitchener-Waterloo's

SOLID PROSPERITY INVESTIGATE

CKCR
CKCR-FM
"Smack in the middle of Ontario's Richest Market"
NEPS: WILLIAM WRIGHT, TORONTO - MONTREAL - ADAM J. YOUNG, U.S.A.

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
Studios-121 Notre Dame St., Hull, Que.
Canadian Representative: Omer Renaud & Cle.
Montreal-1411 Stanley St.
Toronto-32 Yonge St.
U.S. Representative: Joseph Hershey McGillivray, Inc.
364 Madison Ave., New York 17, Phone Murray-Hill 2-8755

What type program?

<table>
<thead>
<tr>
<th>Genre</th>
<th>Rating</th>
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<tbody>
<tr>
<td>News</td>
<td>36.5</td>
</tr>
<tr>
<td>Serial Drama</td>
<td>36.1</td>
</tr>
<tr>
<td>Popular Music</td>
<td>33.9</td>
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<tr>
<td>Complete Drama</td>
<td>32.3</td>
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<tr>
<td>Western Music</td>
<td>32.2</td>
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<tr>
<td>Quiz Shows</td>
<td>28.5</td>
</tr>
<tr>
<td>Concert Music</td>
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Any type program on CFNB, if it is a good program of its type, gets listeners gets results.

CFNB
FREDERICTON, N.B.

*Averages of ratings on all programs of each type surveyed in 1959.
“Showtime” is a new series of weekly half-hours (Tuesdays, 10 p.m.) sustained by CFRB which makes a fair attempt at recalling to memory, even if only momentarily, and with no lack of intended nostalgia, the tunes of the past generation. When one considers the height of revivals on the various hit parades these days, it is amazing how many old tunes producer Wishart Campbell can dig out of the twenties that are still considered “oldies.”

There is nothing new about the program’s format. Every listener has a special seat in the “theatre” front row, centre—and when the house lights are dimmed and the orchestra has finished the introduction, a male and female vocalist do two solos each and a couple of duets. Then it’s over. It’s as old as the songs.

But very shy holding down a big share of the show is a man with a good voice, William Blaine Williams. He has quality, depth, power and reveals a sense of familiarity with the music that is welcome. Nor is there a hint of any contempt for his material, a feeling which has marred the work of many good vocalists when handling such songs. Williams sounds as if he feels that young or old, hiphug or low, giving it the full treatment is what it deserves. And in doing so he scores. Last week he did it with pieces such as “Rose Mario” and “Until I Met You,” and if you like this sort of thing Williams offers a pleasant way to take it.

At the same time the music seems to be his prime consideration while the meaning of the lyrics, if indeed there be any, receives scant attention. So be it. If the notes can’t tell the story then the lyrics should be forgotten. Others with less ability will throw themselves physically and mentally (and some even morally) into a pseudo-dramatic interpretation for the benefit of the few feeble-minded.

Williams can also be thanked for saving the often uncertain efforts of the show’s feminine star. Yolandia di Paulo, especially in the duets. When the going seems tough, as in her high-register work and supplying melody, to contrast with powerful Williams, she shines. In passages which are simple enough Miss di Paulo relaxes, listens to herself and wavers away.

“Showtime’s orchestra, conducted by Fred Fous, capably pours out notes for the whole 30 minutes, usually deciding to put all of its brilliance into a single brief number about midway through each program. Last week, for example, in a relatively ancient bit called “I Told Every Little Star” somebody displayed a bit of genius for arranging. The smallness of the orchestra was overcome by married economy in the use of instruments which camouflaged the lack of depth and brought each of the instruments to the forefront at effective points. The players followed through and provided, in addition to rhythm.

Unfortunately, some of the program’s appeal is defaced by a silly thing—a sugar-dosed script which announce Frank Grant is called upon to read. Several times throughout the show the listener is reminded that this half hour, designed “for your listening pleasure,” presents two “brilliant” singers and an “all-star” orchestra. It might be an idea to let the listeners decide the proper adjectives.
RATES—A Month 12 issues $52.00 20 words minimum. Additional words, 25c per word; each issue. 12 Months (10 issues) $56.80 Additional words, 25c per word, each issue. Casual insertions—$0.15 per word. Min. 20 words. All payments are to be in advance. Copy or classification may be changed each issue. Agency commissions cannot be allowed on these advertisements.

ACTING

ANNUONING

Radio & Television Writing, acting, experience. 643-2190. (PI)

BOOKS

EDUCATION

ENGINEERING

SINGING

PHOTOGRAPHY

PROGRAMS

RECORDS

ADVERTISING RESEARCH BUREAU—Press Clipping, Life History Research, Cheek Spotting, 316 Spadina St., Toronto. (J)

LITTLE BIT OF DENMARK TAVERN—When in Toronto, set in old world atmosphere. Famous for Danish Smorgasbord. Dancing nightly from 5-12. 720 Bay St., Toronto. (S)

RESTAURANTS

They fish here, too—over 7,758,000 pounds of fish caught in the 1949-50 season. Pockets single twelve months of the year in this market.

5000 WATTS

PRINCE ALBERT

SASKATCHEWAN

CANADA'S 1ST STATION

A 4 - IN - 1 MARKET

★ FARMING
★ FISHING
★ FURS
★ FORESTS

CKBY

1950 WATTS

MONTREAL—ABC and Dominion Network Affiliate

REPS: IN CANADA—ALL-CANADA RADIO FACILITIES

IN U.S.A.—WEED & CO.

www.americanradiohistory.com
Plan Easter Seal Show

Toronto.—Major Conn Smythe has cleared the time for the annual Easter Seal program for the Ontario Society for Crippled Children to be held in the Maple Leaf Gardens, Sunday, March 18. There will be a pre-show presented by the variety artists from 2:30 to 3:30 p.m., and the broadcast, which is being made available to all Ontario radio stations, will be aired from 3:30 to 4:30.

It was first found that the Gardens would not be available for the broadcast on any Sunday due to the fact that Junior hockey playoffs are being held Sundays throughout March. It was felt by the radio committee that it would be better to make arrangements with some Toronto theatre than to move the program to a weekday.

However, Conn Smythe stepped in the breech and has changed one of the games to accommodate the show.

Sales of Easter Seals last year amounted to $350,000, with much of the success of the campaign being credited to Ontario radio stations and the radio industry for producing and airing the long broadcast.

During the meeting Foster Hewitt, president of Toronto's newest station, CKFH, was appointed chairman of the committee. He will take over this post from bandleader Mart Kenney. Other officers appointed were Wilde Holden, sales manager of CFRB, as first vice-president, and Cy Mack, free-lance radio artist, as second vice-president.

Taint Jet Propulsion

Stories of radio-active dust in and around Ottawa indicate that the Massey Commission may be ready to break with its report in the near future.

Invasionitis

Associated's Maurice Mitchell gave us the one about the U.S. station manager whose plans, in the event of a raid, are for all hands to proceed to the sales department, the only spot in the building where there is absolutely no radio-activity.

None So Deaf

Small tan dog lost, Knob Hill district, Tuesday. Deaf. Answers to "Buddy" — Calgary Albertan.

That Hat

"Radio people have more fun than anybody—except horses and they can sleep standing up." — Bob Buss (CHAT).

Dear Walter Dailes:

Aw shucks! — R. G. L.

For Sale

A limited number of sparkling witticisms, only slightly used. Ideal for speakers at the forthcoming CAB Convention.

We'd Like to Meet

The pious account executive whose secretary thought the word "sisecon" contained in a Biblical text on his office wall referred to one of his long list of satisfied clients.

Ouch Dept.

Then there's the program director who didn't like Chopin because crowds bother him.

Calling Bob Buss

Stay west, old man, stay west.
New York.—RCA and a whole gang of other companies, dissatisfied with the decisions of both the Federal Communications Commission and Chicago District Court on the color television question, have been granted permission to appeal to this country's highest tribunal, the U.S. Supreme Court.

Early last month the lower court upheld the FCC's decision to adopt CBS standards for color television. Backed by intervenors such as Emerson Radio & Phonograph Corporation, Pilot Radio Corporation, The Radio craftsmen, Inc., Wells-Gardner & Compan, Sightmaster Corporation, and the American Federation of Labor, and the Television Institution Service Association, RC is apparently going to carry the right to the top.

FA contends that the District Court erred in its decision, and unless it appeal the claim that the adoption of incompatible color television standards is contrary to the statutory standard of public interest and an "unreasonable restriction of competition and beyond the Commission's jurisdiction."

Plans for a merger of the nation's two television broadcasters' associations seemed a little more concrete, following a conference in Chicago late last month. But reports pointed out a number of problems which would have to be solved before the wedding takes place.

At the moment many of the country's TV stations, operating independently of AM stations, are represented by the Television Broadcasters Association, headed by Paramount Television Corporation's Paul Raiboun, who was one of the speakers at the Canadian TV Clinic in Toronto last December. Among its members are three networks: CBS, ABC and DuMont. Other TV stations, most of them with AM affiliates, belong to the National Association of Broadcasters TV section.

Directors and members of both the associations have for some time advocated a single organization to represent TV stations in matters pertaining to legislation, unions and music rights. It would also be useful in setting up TV research, some point out.

But TBA is holding out for autonomy for any new organization, except in matters of general policy, fearing the same fate the FM association met at the hands of NAB; that is, being swallowed and forgotten. TBA also feels that network participation in a TV group is essential, but its three web members at the moment are having nothing to do with NAB and a reconciliation will have to be worked out before any merger is finalized.

Another contentious point is where to locate headquarters for the association. With its large organization in Washington, NAB feels that is the logical place to quarter the group's executives. TBA, on the other hand, likes New York, capital of the TV industry.

The only thing certain to date is that, as a result of the Chicago conference, a new committee has been formed to report to NAB during the Florida meeting in the near future, and that if plans can be worked out there will be an opening for a paid president close to the $35,000 a year bracket.

Former Canadian comic Alan Young, who was considered by some television actor in America by the Academy of Television Arts and Sciences, at least during the past year. Young came in for two awards given out by the Academy during its third annual awards dinner in Hollywood last month. The second one came his way as top man on the Alan Young Show, voted the best TV variety program of the year.

NBC will start telecasts from the new co-op tower on the Empire State Building, March 1. Others to follow in the next few months include WCBS-TV, WABD-DuMont, WJZ-TV and WATV, and two FM stations.

Canada Week
On US TV

New York.—Last week was "Canada Week" on television in this metropolis, as WOR-TV, with the co-operation of the National Railways, launched a series of filmed telecasts designed to give New Yorkers an understanding of the scenic loveliness and vacation possibilities of their neighboring country to the north.

Films on Canada were shown each day by this key station of the Mutual network, highlighted by a showing of the 40-minute "This Is Canada" film, considered by critics as "the most complete picture ever made of Canada," last Sunday.

A total of 10 programs were carried by the station, all consisting of films taken by the CNR in various parts of Canada.

New Hope For Small TV
Clifton, New Jersey.—A new system of television broadcasting, which may be the answer to lowering the costs of small-market operations, was announced last month by Dr. Allen B. DuMont.

DuMont, who is head of the DuMont Laboratories here and the DuMont TV network, revealed some of the results which had come from experiments using light beams to transmit TV programs. DuMont said that light beam transmitters have been developed in the laboratory with a range of about a quarter mile, adding that he hopes the range can be increased to about 10 miles.

The cost of such transmitters, DuMont said, would be about one-tenth that of conventional types, while the cost of producing receivers is only about one-third.

He reasoned that this system of television transmission would have two main advantages. It could be used for transmitting telecasts of events, such as sports, to a conventional TV station, and would serve the needs of small communities lacking the financial support normally required for television.

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