TV GOES TO ACA

Toronto.—Television will come up for discussion here during the Friday afternoon session of the 36th annual Association of Canadian Advertisers' convention, May 2 to 4, in the Royal York Hotel. A. Davidson Dunton, chairman of the board of governors of the Canadian Broadcasting Corporation, will speak on "Television in Canada." He will state what the prospects of television in this country are at present, and point out the role of advertising and its relation to Canadian television.

Preceding Dunton during the same afternoon meeting will be John T. Cunningham, executive vice-president of Cunningham & Walsh, Inc. of New York, who, in his address on "Effects of the Video Virus on the Human Being," will report on the changes in the social life and habits of the television set owners.

Following an address of welcome Wednesday morning by ACA president Lee Trenholm, Dr. E. B. Hinkley will discuss the capabilities of the advertising man's technical ability being applied to the public and industrial relations fields, in his talk, "Training for Industrial Statesmanship."

In a later session, Bennett S. Chapple, Jr., assistant vice-president of United States Steel Corporation, will discuss "Advertising's Challenge — And Opportunity."

During the Wednesday luncheon, at which top level executives of member companies will be head table guests, Dr. Robert M. Hutchison, president of the University of Chicago and associate director of the Ford Foundation, will address delegates on "Why Education Has Failed."

Economics will be discussed in the afternoon by James Steuart, vice-president and general manager of the Canadian Bank of Commerce, speaking on "The Canadian Economic Climate," followed by Dr. J. S. Petrie, director of research for the Canadian Tax Foundation, giving an address on "The Impact of New Taxes on Marketing."

Thursday morning research will be aired when Eric M. Wilson, director of advertising, Montreal Star will speak on "See By The Paper," followed by A. W. Lehman, managing director of the Advertising Research Foundation, discussing "Increasing the Effectiveness of Advertising Through Research." "Validated Advertising Research Exploded" will be discussed jointly by H. H. Rimmer, Canadian General Electric

ON STAGE AT MASSEY HALL last Sunday evening for the final broadcast of "C.I.L. Singing Stars of Tomorrow," left to right, Robert Savoie of Montreal, second award winner for young men; Marguerite Gignac of Windsor, Ontario, second award winner for young women; Pierre Boutet of Quebec City, top award winner for young men; June Kovatchuk of Regina, Saskatchewan, grand award winner; Dr. Edward Johnson, retired general manager of the Metropolitan Opera Association; Mr. Herbert H. Lank, vice-president of Canadian Industries Limited.

Toronto. — Before one of the largest audiences to ever pack Toronto's Massey Hall a petite young girl from Regina, Saskatchewan, stood proudly on the stage, Sunday evening, and heard her lovely voice praised by Dr. Edward Johnson, former general manager of the Metropolitan Opera Company. The occasion was the awarding of the Canadian Industries Limited scholarships on C.I.L. Singing Stars of Tomorrow, and the young singer was June Kovatchuk, winner of the top award of $1,000. Following the presentation of the award she sang for the Massey Hall audience and was heard over 38 stations of the Dominion network. The first award for young men was won by the young tenor Pierre Brown & Co. Limited, Montreal, on "Market Research Helps Sell Containers."
Spring & Summer Sales Stimulants

Here's the All-Canada guide to the right programs—and each with a proven Sponsor History:

<table>
<thead>
<tr>
<th>Category</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appliances</td>
<td>Showtime From Hollywood 78—15 Min. Eps. or 26—30 Min.</td>
</tr>
<tr>
<td>Auto Accessories</td>
<td>Famous Court Dramas 52—30 Min. Eps.</td>
</tr>
<tr>
<td>Auto Repair</td>
<td>Philo Vance 104—30 Min. Eps.</td>
</tr>
<tr>
<td>Bakeries</td>
<td>Kenny Baker 130—15 Min. Eps.</td>
</tr>
<tr>
<td>Beauty Parlours</td>
<td>Wayne King 78—30 Min. Eps.</td>
</tr>
<tr>
<td>Book Stores</td>
<td>Favourite Story 117—30 Min. Eps.</td>
</tr>
<tr>
<td>Children Shops</td>
<td>Fairy Tales 156—15 Min. Eps.</td>
</tr>
<tr>
<td>Coal and Ice</td>
<td>Crime Does Not Pay 78—30 Min. Eps.</td>
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<tr>
<td>Dairies</td>
<td>Tune-O (Musical Quiz)</td>
</tr>
<tr>
<td>Drug Stores</td>
<td>Dr. Kildare 78—30 Min. Eps.</td>
</tr>
<tr>
<td>Dry Cleaners</td>
<td>Meet the Menjous 260—15 Min. Eps.</td>
</tr>
<tr>
<td>Farm Equipment</td>
<td>Chuck Wagon Jamboree 131—15 Min. Eps.</td>
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<tr>
<td>Feed Grain</td>
<td>Smiling Ed McConnell 78—15 Min. Eps.</td>
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<tr>
<td>Fender &amp; Body Work</td>
<td>Secrets of Scotland Yard 104—30 Min. Eps.</td>
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<tr>
<td>Florists</td>
<td>Harmony Isle 26—15 Min. Eps.</td>
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<tr>
<td>Food Stores</td>
<td>Barry Wood 182—15 Min. Eps.</td>
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<tr>
<td>Funeral Parlours</td>
<td>Tales from the Towers of St. John 52—30 Min. Eps.</td>
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<tr>
<td>Furniture Stores</td>
<td>André Baruch Furniture Spots 150 Singing Jingles</td>
</tr>
<tr>
<td>Furriers</td>
<td>Adventures of Maisie 78—30 Min. Eps.</td>
</tr>
<tr>
<td>Gift Stores</td>
<td>At Home With Lionel Barrymore 234—15 Min. Eps.</td>
</tr>
<tr>
<td>Hardware Stores</td>
<td>MGM Theatre of the Air 78—one hour Eps.</td>
</tr>
<tr>
<td>Jewelers</td>
<td>Blue Danube 52—30 Min. Eps.</td>
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<tr>
<td>Laundries</td>
<td>Good News From Hollywood 156—30 Min. Eps.</td>
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<tr>
<td>Lumber</td>
<td>Hometowners 135—15 Min. Eps.</td>
</tr>
<tr>
<td>Men's Clothing</td>
<td>Secrets of Scotland Yard 104—30 Min. Eps.</td>
</tr>
<tr>
<td>Musical Stories</td>
<td>The Jordannaires 104—15 Min. Eps.</td>
</tr>
<tr>
<td>Paint &amp; Wallpaper</td>
<td>Box 13—Alan Ladd 52—30 Min. Eps.</td>
</tr>
<tr>
<td>Real Estate</td>
<td>House in the Country 52—30 Min. Eps.</td>
</tr>
<tr>
<td>Shoes</td>
<td>Nom de Plume 52—30 Min. Eps.</td>
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<tr>
<td>Soft Drinks</td>
<td>Hospitality Time 82—15 Min. Eps.</td>
</tr>
<tr>
<td>Used Cars</td>
<td>Damon Runyan Theatre 52—30 Min. Eps.</td>
</tr>
<tr>
<td>Women's Apparel</td>
<td>Opera for the People 26—30 Min. Eps.</td>
</tr>
</tbody>
</table>

You'll be agreeably surprised at the attractive prices for these top-ranking shows—special discounts are granted in many cases.

Call the All-Canada Program Man today for selecting the right program for the right account.

All-Canada Radio Facilities Limited

Vancouver - Calgary - Winnipeg - Toronto - Montreal
RESEARCH

Provocative Document

Toronto.—$2,093.00 will buy one hour Class A (highest rate) time on the 37 Ontario stations which are members of the Canadian Association of Broadcasters. $2,121.00 will buy six quarter-hour programs, Class A time, a total of 36 quarter hours, on CKCH, Hull; CHNC, New Carlisle; CKAC, Montreal; CKCV, Quebec; CJHR, Rimouski, and CKRS, Jonquière.

These are only two of the startling facts contained in the most exhaustive audience study radio has ever devised. "The Inter-Media Story," which has just been completed by Pat Freeman, director of sales and research for the Canadian Association of Broadcasters, in it he points out that the whole undertaking, involving over 4,000 calculations, has only been made possible by the refinements introduced into the 1950 survey of the Bureau of Broadcast Measurement.

This study sets out to make a comparison between BBM radio homes and ABC circulation statements. It takes one hour Class A time, which is the highest one-hour rate on the card, and compares it with one page black and white space in the various printed media. It has already been distributed to the CAB member stations and will be made available to agencies and advertisers in due course.

Freeman points out that a radio station's real competition is not the other station in town, but the other media serving the same area. So, besides comparison of listener and reader figures, the study also shows what a given sum of money will buy in various media.

For example, in a smaller Alberta centre, $80 will buy live Class A quarter-hour programs on the local station, with a BBM of 10,721 homes (day) and 7,522 (night). A full page advertisement in the local paper, with an ABC circulation of 4,398, costs $90.

In the preamble to his statistical data, Freeman stresses that BBM deals with radio homes that can and do listen, whereas ABC indicates only potential readership.

He mentions an extensive readership study which was made a few months ago of all advertisements appearing in a major Canadian daily newspaper. "In this study," he says. "thirteen national advertisements of from three to four hundred lines, were rated. Only admitted readers of the paper were interviewed," he points out. "But the average readership of these thirteen advertisements was 2% of the men and by 5% of the women interviewed."

Next he quotes from part of a study conducted in the United States by the advertising agency, Batten, Barton, Durstine & Osborn, Inc., and reprinted in Printers & Publisher.

This survey showed that in non-television U.S. homes, the average person spends 3 hours and 35 minutes a day listening to the radio against 48 minutes reading the evening newspapers.

By comparing the circulation and rating figures for radio and newspapers, he shows how a specific segment of radio time can deliver "far more commercial content to over eleven times as many people for the same cost."

James E. Potts, group advertising manager of Lever Brothers Ltd., who spoke on the research topic during the recent CAB Convention, says in a letter appended to Freeman's report, that he found himself "impressed by the dramatic and yet simple way you have compared the two media." He commends Freeman for his fairness and objectivity in drawing the comparisons. "The usefulness of your story could be enlarged very considerably," he points out, "if each station could provide the details of its coverage cost in comparison with other media in the same area."

Copies of Pat Freeman's "Inter-Media Story" are being made available to advertisers and agencies who would like to have them by the CAB's Toronto office at 37 Bloor Street West.

NEWSCASTER—COMMENTATOR AVAILABLE

28 years' newspaper experience . . . overseas correspondent in U. K., France, Italy, Germany, Middle East, etc . . . nationally and internationally by-lined in dailies and magazines . . . radio and platform experience . . . available for weekly round-up or commentary, Toronto and/or discs.

Address enquiries to Dick Lewis c/o CBAT who has full particulars and will arrange interview.

NORTHERN ONTARIO'S
Greatest
ADVERTISING
MEDIUM

CKSO
NORTHERN ONTARIO'S
HIGH-POWERED STATION

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

We don't sell Time
WE SELL
Results!
“Do, as I pass through the coffee-houses where the merchants gather, sometimes have thrust at me the question, ‘What is a Station Representative?’ Most times, I do believe, it is put in jest, and the asker knows well enough that a Station Representative is not some kind of a ticket-seller; and if in my judgment he be in fun, I do pass him by with some current quip. But if he be in good faith and uninformed, then I do tell him these facts: Station Representation is of value to Stations and Advertisers alike. To the station it means that they have a live, hard-working sales force visiting those who buy time, setting forth the value of their station, and in many ways aiding them with figures, facts and maps that will help them make a wise selection. In a word, we do seek out and obtain business for those stations we are proud to represent. To the busy Time-Buyer, who has not hours enough in his day to interview a separate salesman from each station he desires to use, it is a vast convenience to see but one well-informed salesman whom he can summon quickly by dialing EmPerE 3-9184. To serve advertisers well, we do gladly maintain an adequate and well-trained staff, that top management may have full service at all times. We do, furthermore, provide willingly such market-research, dealer and consumer studies, as may help the advertiser; besides having intelligent knowledge of availabilities, and those other figures he needs. For such things we have been thanked many a time, and it seems strange to me that all salesmen do not realize that good service paves the way to good sales, the which all Stovin men learned long since. Speaking of learning, am reminded of the 5-year-old son of a well-known radio executive whose mother did take him for his first efforts at skating. His progress was slow, as might be expected, but young Graham was in no way discouraged. ‘Well, mother,’ he said brightly, ‘I DID learn how to sit down nicely, didn’t I!’ With such willingness to make the best of his bumps, the lad has the makings of a real salesman!”

“A STOVIN STATION IS A PROVEN STATION!”

REGULATIONS

The Music Goes Round & Round

Ontario broadcasters are getting the run-around in no mean fashion on the question of institutional beer advertising, according to Jim Allard, general manager of the Canadian Association of Broadcasters. In Quebec, the printed media can accept direct selling brewery ads in the papers, while the CBC only permits sponsor identification on the air. In the other eight provinces the advertising of alcoholic liquors is prohibited in all media.

In Ontario, however, while such advertising is permitted, in the printed media, as O’Keefe’s “Canada Unlimited,” Carling’s “Conservation Club,” and other institutional advertising, this form is completely closed to radio.

As an added piece of irony, one of the three Ottawa stations carries the CBC’s own brewery-sponsored programs, originating in Montreal, while the other two—one of them a CBC outlet—are denied this privilege. The reason for this is that the privileged station, with studios in downtown Ottawa, happens to have its transmitter located across the river, a few feet inside the Quebec boundary.

New Reciprocity

Ottawa.—An amendment to the Radio Act of 1938, passed by Parliament this month, exempts employees of Canadian radio stations from the provisions of the Act, which formerly required that employees be British subjects and not associated with any radio station or personnel, other than stations personnel, this new provision also includes “any person who holds a valid Canadian certificate of proficiency or an equivalent certificate issued by the country of which he is a citizen or who is a permanent resident of a country that grants a reciprocal permission to Canadian citizens.”

The licensing of receiving sets, as provided for in section 5 of the Act, was amended at this time to include those requiring licensed car radios or radios only temporarily in Canada.

As a further amendment, it will now be permissible for mobile radio transmission to be operated for public service or for commercial purposes, to be operated from the territory of either Canada or the United States in border areas.

This provision also covers amateur wireless operators, who may now use their sets while visiting in either Canada or the States, and pilots, who are qualified radio operators, who may receive messages installed in civilian aircraft of the other country’s registry.

The items in this bill were the result of a treaty made between Canada and United States some time ago.

Your Book Needs will be filled at publishers’ prices by

Book Dept.

Canadian Broadcaster & Telesecreen
Hitting Below The Money Belt

Quite apart from last week's budget, the entire country should be extremely concerned over the actions of the Federal Government right now.

This Government was elected, and the Socialist party almost completely wiped out, in 1949. Yet its economic systems of regulations, controls and hidden taxes are conceived on principles of Socialism.

The new regulations curtailing credit do not just mean that it is no longer possible to buy a car or a refrigerator unless you are able to pay half the purchase price in your down payment, and the balance is not more than twelve monthly payments. It does not only mean that you cannot use your credit at the bank to assist you to gather up the money to pay for them, unless you can pay it off in a year. It does not mean, though, that business cannot go through with plans of healthy expansion with money provided by the bank. It means also that every effort is being made to curtail your personal expenditures, which will, in turn, diminish production of the goods you buy, and this will eventually deprive industry and business of the revenue that they have to pay if they are going to pay their wages and salaries.

On top of this, in order to take up any loose money which may be left after the new scale of taxation which was just introduced, it is planning a new toll called a "turnover tax." It will not impose this tax itself. Rather it will place the provinces in such a position that they will be compelled to impose it.

This is to consist of a direct levy of three per cent on everything. It is as simple as that.

Naturally such a move would not be popular.

So, in order to pry the money it wants out of our pockets without having to lose face, which means votes, the Federal Government will seek an amendment to the British North America Act which, if it is carried, will permit the Provincial Governments to collect this tax. Then it will abandon some of the welfare and other services it has been paying for, thus throwing these added burdens on the shoulders of the provinces and compelling them to levy the tax, whether they want to or not, in order to make ends meet.

The sinister part of all this is that you won't know you are paying this tax because it will be a hidden one.

It will be added onto the price the merchant must pay for his merchandise, thus making him not only pay the tax but act as tax collector too. And he, in turn, will have no alternative but handing it on to his customers.

It will be just like cigarettes and other things on which there are hidden taxes now.

When you buy a package of cigarettes, the government now collects nearly two-thirds of the retail price. Including the new ten per cent sales tax and the twenty-five per cent excise tax, there is a levy of around one-third on the manufacturer's price of a car, a radio or a household appliance. The bottle of whiskey for which you pay between four and five dollars nets the distiller considerably less than a dollar.

The point is not so much that these exorbitant taxes are imposed. The main cause for concern is that they are imposed in such a way that it would appear to the public that the money is going, not to the government but to the manufacturer.

And that is the system they propose to force the provinces to adopt for the new turnover tax, unless we do something about it.

So should we just shrug our shoulders and say: "Politics! Pah!"? Or should we set to work to learn a language which will be intelligible to the people who represent us in Parliament, and tell them we don't like this sneaky, underhand way of financing the country—our country?

Slowly but surely a formula is shaping up on this information question. Ideas on the subject are cropping up all over the place. And they all bear a definite relationship to one another. One of these days we shall be able to put them all together and they will spell what the agency wants to know.
The

MARITIME MARKET

and

CFCY

"THE FRIENDLY VOICE OF THE MARITIMES"

One Station-CFCY

Presents Your Story To

47% of the RADIO HOMES
46% of the POPULATION
44% of the RETAIL SALES

* BASED ON 50% BBM AREA

BBM DAY 134.310
NITE 128.460

CFCY OFFERS THE TOP CIRCULATION OF ANY PRIVATE STATION EAST OF MONTREAL

5000 Watts Day & Nite — 630 Kilocycles

REPS. IN CANADA—ALL-CANADA RADIO FACILITIES IN U.S.A.—WEED & COMPANY

PANORAMA

Nets Go Bargain-Basement
That old witticism about AM killing radio before TV does may be slowly coming true. That is what Variety thinks, in the words of George Rosen.

He feels network radio is becoming a "bargain-basement medium" by dangling cut rates and huge discounts before sponsors in an effort to sell time at any cost. ABC's offer to NBC's daytime sponsors of a 45% discount and program contribution is but "one of a succession of moves and counter-moves on the part of the networks designed to stir up sponsorship interest at a time when sponsors are holding themselves aloof from the medium," Rosen says. On the other hand, video has "zoned legit" and is playing hard to get.

Rosen cited the case of one network which will gladly dispose of any house package, including shows with a weekly production cost of around $6,000, for $200 a week, just to get the time off its hands. Another network has offered to underwrite all line charges and contribute toward the talent fees.

"For some time now," concludes Rosen, "there's been a growing awareness that, while radio has a terrific story to tell of an advertising medium that's without parallel, it has not been projecting the story effectively. The selling of radio and TV, it is argued, has been on an industry level (pitting the virtues of AM against TV and vice versa) rather than on a more fully competitive basis designed to show their attractiveness as opposed to newspaper and magazine advertising.

"Just as TV is in a position to sell itself in relation to other visual media, without infringing on radio's domain, it is felt that radio, with an all-time record high in circulation and sets, has an even more impressive story to tell as the most effective medium today in reaching the mass consumer."

Blasts Day-Time Radio

Vancouver. — Private station daytime broadcasts are awful. Daily Produce radioryptonist Dick Diespecker concluded after a bout of flu when he had nothing to do except listen.

"Most private station daytime listening," he wrote in his Around Your Radio Dial column on his return, "is becoming more than ever one long screaming commercial with a few notes of music here and there as a form of camouflage to kid the public that they are being entertained.

"Friday, being the day before St. Patrick's," he added, "was, of course, unbearable, though if I must be subjected to the vain banterings of the Irish, I prefer to have them delivered by the Happy Gang."

After finding a couple of things he did like, he summed up, "A little daytime listening I have done in the last two days has only strengthened my conviction that most daytime radio is awful. In self-defense it becomes necessary to turn more and more to the CBC, except when they are broadcasting dull talks about catching and taming elephants in Ceylon."

COPY CONTEST

There has been sufficient response to the suggestion in our last issue that we feature a commercial writing contest to say that it will take place. Full particulars will be announced in our next issue.

The contest will be open only to commercial copy writers employed by radio stations across Canada. Entries will be accepted from individuals, provided they are currently employed on a station.

Full particulars, including contest rules, names of judges and prize list, will be announced in the next issue. In the meantime, those wishing to enter, are asked to drop us a note advising us of their names.

Copy people frequently voice the complaint that they are radio's forgotten men and women. This contest is being staged to draw attention to this important phase of the industry.

STILL GROWING!!

TIMBER SALES
MAY SOAR TO $5,000,000

Prince Albert. — Total sales of the Saskatchewan Timber Board may reach $5,000,000 for 1950-51. M. Kalmakoff, Manager, announced today at Prince Albert. 1949-50 sales were $3,775,000.

—Saskatoon Star Phoenix.

ADD THIS GROWING MARKET TO YOUR 1951 CAMPAIGNS

CKBI PRINCE ALBERT SASKATCHEWAN
5000 WATTS

Alpha Milk's "Melody Hour," aired on CJOC from 6:30 to 7:00 p.m. Fridays, pulled an E-H rating of 31.9 in February. Enthusiastic loyal listeners in Southern Alberta's richest market will respond to your sales message too!
**ACHIEVEMENT AT BELLEVILLE**

Completely modern sound systems for sports arenas, industrial plants, schools, hotels, institutions.

**Solovox**

Monaural private sound systems for theatres of all sizes.

**Power Line Carrier Systems**

For voice communications between cage and surface. Designed for rugged use in Canadian hard rock mining.

**Hammond Organ**

Music's most glorious voice for Church and Home.

**Northern Electric Company Limited**

Expert Engineering and Installation Services at your disposal.

DISTRIBUTING HOUSES THROUGHOUT CANADA
EDUCATION

Vancouver. — Twenty-six graduates of special radio classes, conducted by CKWX for the University of B.C. Radio Society, received special diplomas at a dinner attended by station and university leaders.

From the left are Don Tversman of O'Brien Advertising, Bob Thompson of CKWX, who organized the schedule of classes and the speakers on each phase of radio work; Prof. G. C. Andrews, executive assistant to the president of the university; handing diploma to Dennis Pfeffer, Dr. Gordon Shrum, head of the university extension department. F. H. Elphicke, manager of CKWX. Lower left is Nina Anthony, also of CKWX.

 Speakers at the graduation banquet included the university president, Dr. Norman A. M. MacKenzie, and a member of the Massey Commission and Ron Alltrive, president of the UBC Radio Society.

The 20 weeks course covered all phases of radio with specialists in each branch giving their thoughts from outside the station lecturing the students.

JOH. HARDY

ON QUEBEC MARKET NO. 2

Here is Joe Hardy speaking to you from the rich asbestos area of Quebec Market No. 2. From here come the brake-linings, clutch facings, gaskets, packing, boiler and pipe coverings, asbestos cloth and felt, products you use and depend on. The mines alone employ over 8,000 men and the asbestos products industry another 10,000. Their annual earnings average over $2 million. Radio Station CKLD, Thetford Mines, is in the heart of the asbestos country where it serves people in French, but can do a good sales job for you. Just ask Joe Hardy.

For any information on QUEBEC MARKET No. 2 and "TRANS-QUEBEC" Radio Group, Telephone or Wire to JOS. A. HARDY & CO. LTD. MONTRÉAL QUEBEC TORONTO

REPRESENTING

CHRC QUEBEC 5000 WATTS
CHNC NEW CARLISLE 2500 WATTS
CHLN TOUS RIVIERS 1000 WATTS
CHLT SHERBOOKE (FRENCH) 1000 WATTS
CHTS SHERBOOKE (ENGLISH) 250 WATTS
CKVM VILLE MARIE 1000 WATTS
CKRS JACQUETTE RAMEZAN 250 WATTS
CKEL MATANE 1000 WATTS
CKLD THERFORD MINES 250 WATTS

BOOKS

Radio For Fledglings

Waldo Abbot's Handbook of Broadcasting is essentially a classroom text on the fundamentals of all phases of radio and television. However, the 'classroom' can also be considered to be the office during lunch hour or the bedroom in the evening, for the reader can look over the elements, material and still keep an abundance of information and knowledge about broadcasting from the ground up in this volume.

Abbot, who is an associate professor of speech at the University of Michigan and manager of its radio station, WUMI, directs his book to young people beginning, or who are thinking of beginning careers in broadcasting or radio advertising.

The author considers it important that those working in or with radio should understand the basic theories of transmission, and so in the first two chapters he explains roughly what makes AM, FM, facsimile and TV tick. It is especially necessary that those on the microphone and program ends of the business understand the technical capabilities and limitations of the medium, especially the latter three new developments, if radio is to grow. Abbot here presents his point.

In the pages which follow, the author extensively covers programming with meaty chapters on news, sports, talks and public service announcing, with all aspects of articulation and pronunciation outlined and explained; and writing, including techniques for plays, serials and humor. Advertising and selling of the station is given a lengthy discussion by Abbot, as are subjects like the microphone, sound effects and the making of recordings. Other sections are less indicative value, such as "Station Paper Work, and Law As It Affects Broadcasting," also appear here.

In the 500 pages of this book, will be found the knowledge to remove much of the drudgery from behind the ears of station and agency radio department fledglings. There is no substitute for experience, and author Abbot may have reduced the effectiveness of this helpmate to beginners by attempting to cover too much territory between only two covers.

1,241 of this paper's total circulation of 1,786 are National Advertisers and Agencies.

SALES MANAGER and SALESMAN required for WESTERN STATION

Excellent opportunity for experienced and capable men. Our staff has been advised of this advertisement.

Full particulars to Box A-86, Canadian Broadcaster & Telescreen

1631 Church St, Toronto 2
AGENCIES
By Art Benson

F. H. HAYHURST
Toronto. — Best Foods Canada Ltd. has added five Ontario stations to its five-minute five-a-week transcription Who’s Talking series featuring Mike Fitzgerald. The stations are CHOK, Sarnia; CPFO, Chatham; CHLO, St. Thomas; CCRK, Kitchener; and CKWS, Kington, making a total of 11 Ontario and B.C. stations. The campaign is scheduled until June 15 and advertises Nocca Margarine.

Acousticum Dictograph has started the five-minute three-a-week transcription Hymn for the Day over CFOS, Owen Sound, advertising Acousticum Hearing Aids.

Templeton’s Ltd. has taken the noon newscast six days a week over CHML, Hamilton, for one year, advertising TRC’s and Raz-Mah.

YOUNG & RUBICAM
Toronto. — Drackett Company has started a six weeks’ campaign of transcribed spots over a number of Ontario and Quebec stations advertising Windex Cleaner.

VICKERS & BENSON
Toronto. — Seven Up has a spot announcement series going to a number of western stations until October.

Blue Coal has scheduled a spot announcement campaign over 12 Ontario stations and CFCC, Montreal, and CKVL, Verdun, running through June.

MCKIM ADVERTISING
Montreal. — Elasto-Plast has a four-month test spot announcement campaign going to CKNW, New Westminster, beginning in June, advertising medical adhesive tape.

ARMAND S. WEILL
Toronto. — Adrem Pharmacal Sales Ltd. has scheduled a series of five-minute six-a-week programs over 10 western stations until July, advertising Sarnak.

BAKER ADVERTISING
Toronto. — General Foods Ltd. has replaced My Favorite Husband with Father Knows Best (NBC) over the Trans-Canada network featuring Robert Young and advertising Maxwell House Coffee and Jello. Same sponsor has started the five-minute six-a-week Music For You over the CBC Newfoundland Network. CKNW, New Westminster, gets a five-minute six-a-week newscast for one year, advertising Grape-Nuts.

A. J. DENNE
Toronto. — Wildroot Limited has renewed its five-minute five-a-week segment of The All Time Hit Parade on CKNW. New Westminster, for one year, advertising Wildroot Cream Oil.

CORRECTION
Cockfield Brown’s Vancouver office placed the new published Smiley Burnett Show for Imperial Tobacco Company (Ogdens Fine Cut) instead of Whitehall Broadcasting as reported in this column on March 21.

BENTON & BOWLES
New York. — Procter & Gamble has renewed the 15-minute five-week recorded Brighter Day for a year over CFRB, Toronto, advertising Tide.

Stovin Staffer

CFQC in Saskatoon — a 5000 watt wheel touching every phase of life in Saskatchewan!

ASK RADIO REPS
Montreal — Toronto — Winnipeg — Vancouver

Report TO THE
BROADCASTING INDUSTRY
By Walter E. Elliott

NEW TO THE REP FIELD is Godfrey (Chuck) Tudor, a recent arrival in Canada from the South African Broadcasting Corporation, who has joined Horace Stovin’s Toronto sales staff. Although he and his wife, Susannah, have only been in Canada a few months, Chuck is already the father of a Canadian-born daughter.

Elliott-Haynes Limited

Formula For Determining
Sets - In - Use

1. The formula must take into consideration all the replies obtained by the interviewers (See Report No. 6) in order to be accurate. The formula is as follows:

\[ \frac{A}{B} \times \frac{C}{D} + A \]

Sets-In-Use = D - E

2. The symbols represent the following:
A - Total radios on.
B - Total radio homes.
C - Busy and reluctant.
D - Total attempted calls.
E - Non-radio homes.

www.americanradiohistory.com
The Agencies
Know the Score!

See 1950 B.B.M.
The figures for CFBN
are proof of value!

CFCN
10000 Watts
Calgary

"The Voice of the Prairies Ltd."

CFNB
7 Centre
Surveys

A Confirmation
of Broad Coverage

CFNB

See All-Canada About

OPINION

Budget Reaction
F. Calm

Toronto—A quick round-robin
poll of the Toronto advertising
fraternity, with emphasis on the
buying side, discloses no great
degree of concern over the budget
dropped in the House last
week by the Minister of Finance.
Press opinion in the three To-
doro daily newspapers expressed approval
of the budget as a necessary
means of coping with the present
state of emergency, but decried
the 2% increase in the sales tax.
This tax was introduced during
the First War, at 4%. It went
back to 1% after the war. Then
it started to climb again and has
been 8% for many years. The new
budget boosts it to 10%.

The loudest protest came from
labor, which had hoped for the
restoration of price ceilings, and
new says it will have no alterna-
tive but to go out for further wage
increases to meet the increased
costs which will be created by the
heightened scales of taxation.

Up and down Advertising Row
the feeling seems to be that there
will be little if any change in the
volume of advertising, while its
style may alter considerably.

Shortage of materials will
slow production and create
shortage of finished products.
This will tend to make direct selling
copy unnecessary. Lack of funds in the public purse, on the
other hand, will, it is generally
believed, stiffen resistance to
higher retail prices. From this
standpoint it seems to be the
opinion that the more aggressive
type of advertising may be brought
to bear in an attempt to capture
the limited number of consumer
dollars which are available.

From the individual advertiser's
standpoint, it would seem that ad-
vertising policies will depend upon
how hard his particular product
is hit by the budget, and his de-
pendence on steel and other ma-
terials which may be in short supply.
The advertising agencies seem to feel that accounts which
may go into an advertising de-
cline will be compensated for by
those others which either increase
their appropriations to meet con-
sumer resistance or go into the
more institutional kind of adver-
tising to keep themselves in the
minds of the public while they are
unable to fill the demand for their
products.

There follow some of the indi-
vidual opinions which have been
expressed by a cross-section of
this paper's readers, polled by
telephone the day after the budget
was brought down.

T. J. Allard, general manager,
the Canadian Association of
Broadcasters: "The new scale of
taxes will create more selectivity
on the part of the buyer and con-
tribute to the restoration of a
buyers' market."

Howard Baker, president of the
Canadian Association of Advertis-
ing Agencies: "Since Canada is
entering into a very substantial
contribution to the United Nattions'
defence armament program, it is
naturally understandable that this
cost to our country will be heavy,
and while the increased taxes are
going to hurt, there is some satis-
faction to know that we are con-
forming to a pay-as-you-go plan
as we did in World War II. In
the foreseeable future, it is likely
that shortages will be more re-
ponsible for advertising curtail-
ment than will the new budget.

Jack Kent Cooke, president of
radio station CKEX and president
and publisher of New Liberty
Magazine: "The consumer has less
money; the products will be at
higher prices; therefore it will
require more advertising and mer-
chandising to sell available goods
to the public.

Gordon Ferris, advertising man-
ger, Household Finance Corpora-
tion of Canada: "Only, a small
portion of our business is affected
by consumer credit regulations,
and it is not expected that the
new budget will affect our adver-
siting in any way."

Guy F. Herbert, general man-
ger, All-Canada Radio Facilities
Ltd.: "The public's purchases of
consumer goods, particularly non-essential lines, will diminish.
It will therefore be necessary for
manufacturers of such lines to
use advertising more freely."

R. A. McKechnie, editor, The
Financial Post: I think that
quite a few of us are Canadian
citizens first and most of the
things that were done in the
budget are pretty hard to quarrel
with. Obviously reducing the
Canadian standard of living had
to be done, provided one is willing
to agree that a defense effort is
necessary. Inevitably every-
body is going to be happy and

CHUB
NANAIMO, B.C.

"The Big Island Station"
serving B.C.'s largest
market outside the 3
metropolitan cities . . .

In the Spring
1000 watts
1480 kc.

National Broadcast Sales
Toronto, Montreal
JOHN H. HUNT AND ASSOC.,
Vancouver
DONALD COOKE, INC.,
New York
Advertising will have to take its chance with the rest of business.

C. W. McQuillan, radio director, Cockfield Brown & Co. Ltd.: Advertising is tied to production in most cases. If production is curtailed, advertising budgets tend to shrink. On the other hand we may be priced up by the budget into a buyers' market, which would lead to an encouragement of advertising to take on a much more aggressive tone.

Mark Napier, vice-president and managing director, J. Walter Thompson Company Ltd.: The budget isn't at all a bad job of making the best of a bad job. The experience of the last war does not suggest that either shortage of goods or high taxation necessarily causes a reduction of advertising appropriations.

E. F. K. Nelson, general manager, Canadian Retail Federation, says: The appliance field will be hard hit by the increase in excise and sales taxes, as well as the recent ruling of a minimum down payment of 30%. Retailers, especially in these fields, will have to use more advertising to more present heavy inventories.

The withholding of depreciation write-offs, combined with the steel shortage, will curtail multiple store expansion. This may, for the time being, react to the advantage of the smaller independent store owner.

John Collingwood Reade, CFRB

Call

Rate

Waverley

1191

FOR THESE ARTISTS

• BOND, Roxana
  • DAYIES, Joy
  • DENNIS, Ledelle
  • ELWOOD, Johnny
  • EWING, Dione
  • JOUARY, Patricio
  • LOCKERBIE, Bob
  • MATHER, Jack
  • MILSOM, Howard
  • MORTSON, Verla
  • NELSON, Dick
  • NESBITT, Barry
  • O'BRIEN, Mairee
  • RAPKIN, Maurice
  • RUSSELL, Lee
  • RUTTAN, Meg
  • SCOTT, Sandra
  • SERA, Joseph
  • WOOD, Barry
  • WICKHAM, Ann

Day and Night Service
at
Radio Artists Telephone Exchange

news analyst: "Obviously the government's attempt through the budget to curtail domestic spendings will create a more competitive situation in business, which will stimulate advertising in the battle for the dollar that is left. I don't think it matters to the government who gets that dollar."

E. V. Rechnitzer, vice-president, McLarion Advertising Company Ltd.: "If the budget has any effect on advertising in the automobile field, it will stimulate it because by midsummer the car dealers will find it very tough to sell motor cars. The sale of advertised foods on the other hand, never dropped off even in the depression or the war years, so curtailed spending resulting from the budget will encourage the consumption of more foods at home, thereby providing a wider field for advertising.

H. H. Rimmer, manager of advertising department, Canadian General Electric Company Ltd.: "I don't think the budget will affect the volume of advertising too much. It might change its nature. The less we have to sell, the more institutional our advertising will become, which is what happened during the war. Shortage of materials could diminish production to the level of a diminished demand due to increased prices. This would obviate the need for hard-hitting advertising and tend to encourage the institutional type."

Lee Trenholm, public relations manager of Provincial Paper Ltd. and president of the Association of Canadian Advertisers: "I see in the new budget a beginning of a return to a World War II situation, where an increase in the taxation on the corporate dollar made the profit dollar less. During the war, this tended to divert more money to advertising, with the result that the Federal Government was compelled to limit the amount of advertising expenditures chargeable to operating expenses. This budget is only a beginning of a return to this situation. If the government has to increase corporation tax still more next year, it would help advertisers if the government would shed some clarity on its tax policy as to the extent to which advertising expenditures could be charged to advertising cost. The government's failure to do this during the war caused a great deal of unnecessary confusion among buyers of advertising."

Charles R. Vint, president of Colgate-Palmolive-Peet Company Ltd.: "Extra taxation increases the cost of goods, and it takes more advertising to move goods at higher prices. The result of the budget will be that there will be a tendency among advertisers to try and maintain their physical volume of business to keep production costs as low as possible. The best way to do this will be to maintain an adequate amount of advertising to maintain the physical volume which is indispensable to meet the higher tax costs."

MORE PEOPLE LISTEN TO CKWX
MORE CONSISTENTLY THAN ANY OTHER RADIO STATION IN BRITISH COLUMBIA

MORE PEOPLE LISTEN TO CKWX
MORE CONSISTENTLY THAN ANY OTHER RADIO STATION IN BRITISH COLUMBIA

980 on your dial

SUPREME IN VANCOUVER
F. H. Elphicke, Manager - All Canada Radio Facilities Limited Station Representatives

www.americanradiohistory.com
He and his men are calling on the agencies day after day. They are answering the agency men's questions, and therefore are in the position to say what they want to know.

The reps may not appreciate my suggestion that most work be placed on their heavily laden shoulders...
April 18th, 1951

Canadian Broadcaster & Telescreen Page Thirteen

EGO and San Francisco Symphony Orchestra. His program will
include works by Bach, Beethoven, Schumann, Liszt, Bartok, and also
the recent work of two Canadian composers, Oskar Morawetz and
Paul McIntyre. For information and tickets, phone MA. 3338.

Next Monday is St. George's Day. This Englishman is feeling
a warm glow of satisfaction at having received an invitation to
address the Royal Society of St. George in Winnipeg on that day.
He would like to reflect that being a good Englishman—or a good
Canadian—or both—entails an obligation to dislike anyone
Neither does it mean that it is necessary to cajole or to compel
others to live as we live. It is a sort of legal bigamy where we
can have not one wife but two—where we can be the richer and
the happier for knowing and loving two countries.

And that cleans off the desk for this issue.

TALENT

Jackpot For Gisele

Hollywood—Canadian radio singing star, Gisele Lafleche, be-
gan her regular appearances on Bob Crosby's Club 13 show here
last week. To be known on this show as Gisele MacKenzie, the
23-year-old chanteuse from St. Boniface will appear on the Mon-
day and Friday editions of the program, replacing the Andrew
Sisters. Vocalist Jo Stafford is featured on the Tuesday-through-
Thursday programs.

The contract with the advertising agency, Ward, Wheelock
Inc. and the sponsor, Campbell's Soups, who brought Gisele here,
is expected to run for five years and is said to be worth substan-
tially more than $20,000 per annum. It covers only radio and
television appearances.

In addition to singing popular songs and her specialty, French
ballads and novelty numbers, Gisele will be featured on some of
the shows playing both the violin and piano. During the war
she entertained troops as a singer-pianist and before that won a
violin scholarship from the Toronto Conservatory of Music.

Since 1946, when she started

in radio with a twice-weekly pro-
gram, Meet Gisele, on both CBC
networks, Gisele has been a reg-
ular performer in Canadian radio,
both as star of her own programs
and as guest on such shows as
Canadian Canaule. She was re-
cently featured on Lyrically Yours, a half-hour weekly musi-
cal sustaining, and Nightcap With Gisele, a daily quarter-hour,
in addition to guesting with the
Edgar Bergen show and Morton
Downey in the U.S.

INTRODUCING ANOTHER EXECUTIVE WHO SELLS THE CALGARY MARKET SUCCESSFULLY

Sporting Goods Store
Creates New Clientele

TWO years ago, our establishment
was considered primarily a store
for men. In fact, we used to see the
ladies wait outside while their husbands
came in to shop. Today, with the sales
assistance of CFAC, we are overcoming
that problem and are glad to say
that we are now doing a sizable volume
of business with the ladies. In fact, 70%
of our 1950 Christmas volume
came from women shoppers—whereas
two years ago 80% of it came from
men. Today, we are doing more total
volume than ever before—and we
give the bulk of the credit for the effect
of our promotion to our various cam-
paigns on CFAC.

Ever since we went into business
four years ago, we have used CFAC
continuously to publicize our store, with
pleasure of evidence of direct sales re-
sults. In one instance, we advertised
figure-skating rights—an article with
a very limited demand. As a direct
result of that plug, we received
telephone calls and sold out our entire
stock. And, what's more, we made such
good contacts through those particular
sales that we became established over-
night as headquarters for figure-skating
equipment. In another case, with
one commercial, we sold (almost ex-
clusively to women!) a shipment of very
expensive books on fishing which we
had in stock for months and had been
unable to sell otherwise.

"In all our various contacts with
CFAC, we have been impressed with its
tracing effect as a means of personal-
izing our public, and of persuading
people at large to do business with us.
It does seem that we have a winning
combination of offering the right items
via CFAC—H. A. Compton, Mgr.

-CFAC Campaigns Persuade Both Women and Men to Buy.

- Calgary's "Sportsman" Store
Now a Leader In Its Field.

- Calgary's Sporting Goods Store
Creates New Clientele.

THE STATION
MONTREAL
MOST
LISTENERS DIAL

THE STATION
MOST
ADVERTISERS BUY

(www.americanradiohistory.com)
Compare this all new **RCA Victor**

250 watt AM transmitter

A NEW CONCEPT IN OPERATING EFFICIENCY . . . A MAJOR ADVANCEMENT IN PLANT ECONOMY

Here’s the newest development in 250W transmitters designed by RCA Victor engineers to meet the new trends in station operating practices. For example:

**Simplicity**—Simplicity of transmitter operation is desirable to permit more flexibility in allocating and ‘spelling’ operating personnel. To meet this requirement, BTA-250M tuning has been reduced to one control and neutralizing has been entirely eliminated.

**Economy**—Saving in power consumption, space and maintenance are of major importance. To meet these requirements, BTA-250M design reduces power consumption about 35%, uses less floor space, and cuts maintenance costs by reducing both the types and number of tubes and the necessary spare tube inventory.

Here’s transmitter design that really squares with to-day’s practices and needs. Let us give you the full story on the BTA-250M.

For complete information on the BTA-250M, call in your RCA Victor Sales Engineer. Or write direct to Engineering Products Sales Department, 1001 Lenoir St., Montreal.

CHECK

**THESE FEATURES**

- **$ SMALLER SIZE**
  Uses less than 4 sq. feet of floor space.

- **$ TAKES LESS POWER**
  Average modulation—1150 watts.

- **$ SIMPLIFIED TUNING**
  Only one tuning control and no neutralization.

- **$ FEWER TUBES**
  Only 10 tubes—only 3 types to stock.

- **$ LOWEST DISTORTION**
  Less than 2% at 95% modulation.

- **$ BETTER FREQUENCY STABILITY**
  Maximum deviation ± 5 cycles per second.

RCA VICTOR
BTA-250M
AM TRANSMITTER

RCA VICTOR COMPANY LTD.
HALIFAX * MONTREAL * TORONTO * WINNIPEG * CALGARY * VANCOUVER
Features Local Compositions

Victoria.—An ex-BBC organist who just got in from England in December, Reginald Stone, has already made a steady spot for himself on CKDA and specializes in arranging and playing local compositions.

Former Londoners living here havefailed the station to say "it's just like home."

Stone does his own arrangements of manuscripts submitted by local composers, such as a concert waltz, Firelight Dreams, by Mrs. Miriam Martin and a western ballad, There's a Moon A-peelin', by Ref Stoler, and plays them from the stage of the Fox Theatre and on the air.

Besides local material he is liable to come up with anything in the musical scale. He's on the air every night but Saturday.

New Manager

Cornwall.—Fred Pemberton has been appointed manager of radio station CKSF here, succeeding Harry Flint. It was announced late last month Pemberton, until two years ago, was with the BBC in London. He then came to Canada, settling in Cornwall, and takes on this new position from his former post as program director.

Harry Flint has been appointed vice-president and general manager of radio station WOSC, Fulton and Oswego, N.Y.

1,241 of this paper's total circulation of 1,786 are National Advertisers and Agencies.

1919) of harders Market

CFCF SAINT JOHN, N.B.

REPS: J. L. Alexander, Montreal and Toronto

Weed & Co., in the U.S.A.

MORE PEOPLE UNDERSTAND A MESSAGE

IN ENGLISH THAN IN FRENCH IN MONTREAL

B.B.M. LISTS:

326,390 Radio Homes in Greater Montreal of which 279,710 understand a message in French

313,070 understand a message in English

Yes 10.3% more MONTRÉAL radio homes understand an ENGLISH SALES MESSAGE. That is why smart advertisers are enjoying CFOC's wise experienced ways (since 1919) of PROGRAMMING, PROMOTING and MERCHANDISING to best suit the rich Montreal Market. YOUR advertising dollar works harder. . . . produces more when put to work on "CANADA'S FIRST STATION."

REPS: In Canada; ALL-CANADA RADIO FACILITIES LTD. — In U.S.A.: W.E. WEADE & CO.
Worth Consideration..... 
Sarnia's Market Potential 
enormously increased by 
current Industrial Expansion.

- Twenty new storage tanks to be build for 
Imperial Oil's Western Canada oil shipments.
- Canadian Oil Company Limited - new 
$18,000,000 refinery.
- Addition to Polymer facilities at a cost of 
$6,000,000.
- $5,000,000 housing development being built in 
Sarnia under N.I.A.
- $50,000,000 to be spent by Imperial Oil on new 
cracking plant and general expansion.
- Dow Chemical to build million-dollar ammonia 
plant.
- A quarter million dollars for building supply 
branch of Canada Building Materials.

CHOK - Sarnia
5000 WATTS
1070 KCS.

Get the facts from
NATIONAL BROADCAST SALES
TORONTO: 88 RICHMOND STREET WEST - PL. 7116-9
MONTREAL: MEDICAL ARTS BUILDING - Fl. 2439
VANCOUVER: ROY CHAPMAN, ED HORNEY STREET

WHEATSTOCK WILLIE
and
BOVINE BILL
ARE PLEASED TO ANNOUNCE THAT
YOURKTON
IS AGAIN WESTERN CANADA'S 
RICHEST FARM DISTRICT
GRAIN & LIVESTOCK VALUE
$42,128,000
(AS LISTED BY SANFORD EVANS)

RATES—4 Months (12 issues) 20 words minimum $24.00. 
Additional words, 10c per word, each issue. 
Additional words, add $1.00 per word, each issue. 
- Cheque Interiors—10c per word. Min. 20 words. 
Field preparations are to be in advance. 
Copy and/or classification may be charged 
each run. 
Agency commissions cannot be allowed on these 
advertisements.

ACTING 

ROXANA BOND - WA. 1191. (L)
RUTH SPRINGFORD - Ford, 
Wednesday Night, Stage, 
Commercial Spots, 8 years 
experience — Scottish dialect, a specialty—LY. 6740. (L)
JOSEPHINE BARRINGTON - A character actress and leading 
woman of experience in Canadian radio and theatre. 
Available for calls—MA. 3104. (L)
JANE MALETZ - Heard on most national programs since radio began, is available for stage and commercial. 
Hv. 4132. (L)
LIONEL ROSS - Juvenile—10 years Professional Radio and Stage experience. Available for radio — Stage — Films — CBC. 29 Bertholdt Blvd. — B. 8612. (L)

VERA MORTON—Commercial—acting. Young, attractive, alert, 
imaginative. Considerable commercial and CBC experience. 
Available for calls—WA. 1191 or M. 7652. (P)

For warm sympathetic voice, try, call 
P. 5017. Also European dialects, fully experienced. (L)

RENA MARAS—Commercial—acting, mother-housewife type, with 
substantial experience—Ringo, etc. Phone MO. 1593. (R)

BETT ROBINSON—15 years stage—radio—night leads, 
boy-girl, "teen parts a specialty"—English, French, Scotch dialects. 
HY. 3625. (L)

NEED A TOP-NOTCH CBIA Address? Call LUCILLE BEECHALL, experienced, talented, Phone 533-W. 
Richmond Hill. (E)

ANNOUNCING

JAFF FORD—At your service. 
CPFB—Princess $711. (L)
EDDIE LUTHER—OX. 4520 or 
CPFB: PR. 5711. (M)
MICHAEL FITZGERALD — 
Kingsdale 5616. (M)
JACK DAWSON—PR. 5711 or 
OX. 2697. (M)

BOOKS

Radio & Television Writing—A basic text and 
excellent source material, edited by the radio and TV 
authoritative. Includes, with over 800 pages of author- 
tative information by ex- 
erts in their various fields. 
Price $7.75, post paid if 
product enclosed with order. 
Book Dept., Canadian Broad- 
casting Television, 2nd Floor, 
Church St., Toronto 2, Ont.

THE BOOK YOU CAN 
be bought without reaching 
for your hat. Just dictate a 
note to Book Dept., Cana- 
dian Broadcaster & Tele- 
vision, Toronto 2, Ont.

EDUCATION

ACADEMY OF RADIO ARTS 
Eleanor Greene, Director. 
Our function is to supply the 
radio media with a fully 
trained personnel. 
JANUS, Jarvis, Toronto. (G)

BILEY INSTITUTE OF 
TECHNOLOGY offers complete 
courses in all aspects of 
broadcasting and publicizing, writing, production technical 
58 Gould St., Toronto. (L)

ENGINEERING

TRANS - CANADA STEEPLE-JACKS—Station 
inspection and supervision of Transmitter Towers 
Fast, dependable work. 53 King St. E. — WA. 0766. 
Trans Canada Engineering Co., Toronto. (G)

McCURDY RADIO INDUS- 
TRIES—Broadcast station 
installation specialists— 
custom manufacturers of Audio Equipment—commercial Re- 
pair Service—74 York St. — Toronto—EM. 3-9701. (B)

PHOTOGRAPHY

ANTHONY TRIFOLI STUDIOS— 
Personified professional 
portraits and publicity shots. 
Full artistic and communicative 
resemblance—Mr. 670 
Church St. (D)

PROGRAMS

WESTWARD HO—The great 
series! Five-minute shows, 
characteristically packaged. Sixty-five easy-to-
answer questions. 
Canadian Broadcasting Co., 
Victory Bldg., Toronto. (D)

RADIO ADVERTISING FOR 
RETAILERS—A monthly 
report of the Broadcast 
scene, consisting of Commercial 
Continuity, Copy, Starters, 
Sales Digest, Management 
and Promotion Tips, Program 
Ideas. Written and produced by experienced radio writers 
you appreciate their problems. Free samples on 
request. Available exclusively 
here All-Canada Radio Facili- 
ties Limited, Program Divi- 
sion, Toronto.

SINGING

HELEN BRUCE—International 
star singer, 15 years stage, 
concert, radio. Popular clas- 
sics, opera, etc. Audition 
available—Zone 8449. (D)

HOWARD MANNING—Bar-
tone. "Howard Manning Show." 
Available for commercials, 
pantomime appearances. 
MT. 7732. (D)

FROSIA GREGORY—New 
address—3516-6516. Phone 
Thornhill 385W. (D)

"TEX" BLOYE—Original 
western entertainer, songs— 
"Kid Blue," "Who Am I?" Available for 
Radio, Stage, Recordings. 
IL. 5535. (D)

PHYLIS MARMAL—Expe- 
rienced personality singer. 
Showman "Miss You Light Mood," Heard on Do- 
mension-Material shows. Available for bookings— 
LY. 4842. (D)

BRUCE WEB—Versatile bass, 
acting for radio, films, 
commercials. Present shows 
George Bernard Shaw, 
"Three Men in a Boat" 
forth Radio Folks"—GE. 8565. (D)

WHATEVER THE SERVICE 
you have to offer Broadcast-

casters, there is a category 
for it in our Professional and 
Service Directory.

WHEATSTOCK WILLIE

and

BOVINE BILL

ARE PLEASED TO ANNOUNCE THAT
YOURKTON
IS AGAIN WESTERN CANADA'S 
RICHEST FARM DISTRICT
GRAIN & LIVESTOCK VALUE
$42,128,000
(AS LISTED BY SANFORD EVANS)
TALENT TRAIL
By Tom Briggs

If it wasn't for the shaky Scotch dialect which makes understanding it as difficult as possible, the Mr. Glencannon series might be a tolerably rowdy, humorously vulgar bit of program fare each Tuesday (Trans - Canada, 9:30) evening. But the humor and naughtiness is doomed to obscurity by somebody's seemingly uncontrollable desire to leave no doubt as to the principles' nationality. About ninety per cent of this liquorish brogue is extraneous; indeed the program would be better off without it, for then it wouldn't require a listener to spend ten years with a Scotch to know what the dialogue is all about.

Unlike other CBC attempts at humor, this program provides a few hearty laughs, prompted mostly by Mr. Glencannon himself (Frank Peddie). At least half of them, however, are dependent on crude comic situations where, if one of the characters isn't completely plastered, he has a bottle to his lips and is well on his way. It seems to me that to program a minority group, which is the purpose of so many CBC sustainers, is one thing; but in so doing, to raise the antagonism of another group, maybe a majority, is quite another thing and unforgivable. This is liquor advertising—maybe not a specific product, but at least in principle.

On the cost side, it is obvious that more intelligence was exercised in selecting the players than in the story material. This is not a reflection on the ability of Tommy Tweed who adapted the original stories by Guy Kildare for radio. These adaptations would make good theatre, good burlesque, but not very good radio. In fact, Tweed did too good a job in retaining most of the spice, which on radio is detrimental.

The old sea dog, Colin Glencannon, is not an easy character to portray, but veteran Peddie, with thick accent and all, sustains the action throughout each half hour. He keeps Glencannon going at high speed, and is especially effective when he alternates between confidential softness and roaring bombast.

Lorne Greene, as narrator, plays probably the most important role, by keeping the story line straightened out in listeners' minds with his interjections in everyday English (if you can call Greene's cultured speech—"everyday English"), giving some sense to the jumble that followed him. It is wrong. I think, to suppose that there is anything amusing in the naughtiness of the narration, which only confuse by conflicting with the main comic.

Also heard on this series with some regularity are John Drainie as Captain Bell, and Alan King playing Mr. Montgomery. These roles seem to be important only as working backgrounds for the great Glencannon, but as such they need to be almost flawlessly played with little room for personality. At least this is the way it is put across, and very effective it is.

Ruth Springford and Eric Christmas turned up for bouts with the hero in the performance last week and improved the presentation considerably. Miss Springford had very little to do as Miss Clematis Mahoney, but what she did came across well while Christmas, with his Anglican accent, was quite a relief from the Scottish huff. And he plays the part of a fool so deftly too.

Artistically, the Adventures of Colin Glencannon is only fair. I feel, and as program fare it undoubtedly cost more than it's worth—a lot more.

WILL AUDITION ANNOUNCER
required by leading metropolitan station in Ontario.
Must be good on commercials and news for this important job.
ALSO good commercial copy writer.
Box A-84
Canadian Broadcaster
& Telescreen
163 1/2 Church St. Toronto

CJCH HALIFAX
The Number One STATION in The Maritimes

24 HOURS ON 5000 WATT

REPS:
TORONTO:
Paul Mulvihill Room 303, 21 King E. WA. 6554

MONTREAL:
Radio Time Sales (Quebec) Ltd. 1231 St. Catherine W. MA. 4664

www.americanradiohistory.com
CBF CONDUCTS TV HOCKEY TRIALS

THE EXPERIMENTAL TELECAST, which was staged in Maple Leaf Gardens last month on a closed circuit basis, gave the CBC's TV staff experience in shooting a sport event. In the above picture, standing at right, is Fergus Matrue, director of CBC television in Toronto, who directed the test. Seated at the monitor screens, from left to right, are technician Harold Wright, technical director Reg Horton and technician Murray MacKenzie.

Toronto.—The first in a series of television training programs was held here last month by the CBC when a two-camera TV chain and remote equipment was moved into Maple Leaf Gardens for the practice televising of a Maple Leaf-Canadians hockey game.

The two cameras, manned by technicians George Lovatt and Cecil Johns, picked up the action during the first period of the game and fed images to the monitoring screens, set up in a distant part of the arena.

Foster Hewitt, who was available for the early part of this period, called the play with the cameras following his description. It was pointed out that, under actual conditions, the commentator would be able to follow the picture being transmitted on a screen in the broadcast booth as well as watching the ice surface, but the temporary facilities made this impossible.

The experiment was directed by Fergus Matrue, CBC director of television in Toronto, who acted as program director in selecting one of the two pictures coming to the monitors from the cameras for imagined transmission. One camera, using a wide-angle lens, covered general shots of the ice surface, while the other took close-up shots of compact action, like goal-mouth scrums.

Interested observers at this trial TV production included John Gibson, advertising manager of Imperial Oil Limited, sponsors of the NHL radio broadcasts, and Hugh Horler, radio director of MacLaren Advertising Agency, which handles the Imperial Oil radio account. They considered the experiment "very successful." Horler said it proved that it should be possible to produce here a better type of hockey telecast than has been done so far in either Boston or Detroit. Certain physical features, such as the advantage of white ice, will make for a better production, he said, but the most important factor is in having the top hockey commentator in the business, Hewitt, who can anticipate the play and lead the camera to the action.

Horler felt that hockey is an ideal sport to televise, but emphasized that there are many problems to overcome.

When actual telecasts of sport features such as this begin, the programs will be fed to the CBC transmitter by coaxial cable from semi-permanent installations at the point of origin. The CBC reports. For other outside telecasts, a micro-wave link will be used to carry the programs from a mobile unit to a receiving cone on the transmitter.

HAM HAS NEW COLOR PLAN

New York.—A young amateur radio operator of Cleveland Heights, Ohio, believes he has hit upon the answer to high-definition, low-cost color television, said to be more practical than any so far. He is Franklin Porath, a "ham" since he was nine, and at the moment the Polaroid Corporation of America is interested in his idea, complete with details and drawings.
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