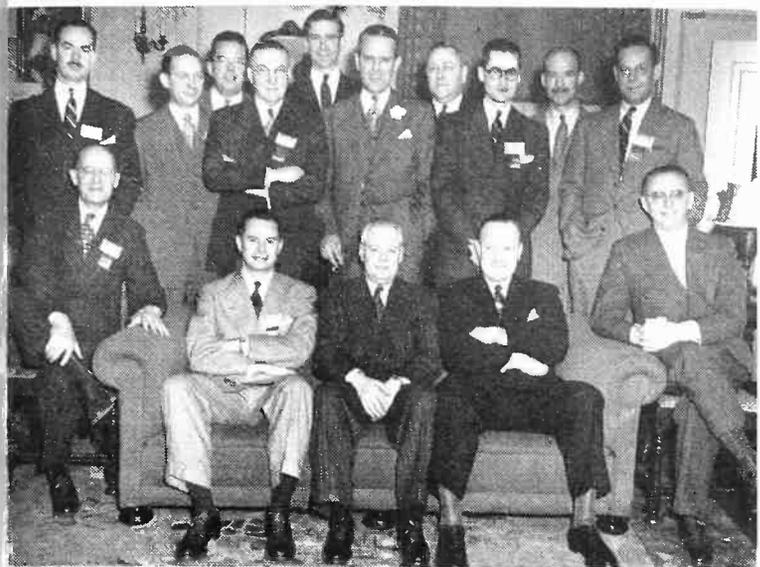


CANADIAN BROADCASTER

AND TELESCREEN

Vol. 10, No. 10. TORONTO, ONTARIO May 16th, 1951

ACA Officers



ACA Awards



ACA Delegates



MAY DELAY COMMISSION REPORT

Ottawa.—“Nothing short of a miracle can make the report of the Massey Commission available by May 31,” according to a reliable Ottawa source, and even if the miracle occurred, it would be unlikely that the Prime Minister would be ready to table the report before the middle of June.

In the event that this happens, it would reach the House at a time when everyone was anxious to get away for a summer vacation. This would be a most unfortunate time, from the standpoint of the radio industry and others interested in the Commission's findings, because at such times holidays are the prime thought in everyone's mind. It is generally hoped by all concerned that this report will not be given the kind of rush treatment which has been the fate of so many past reports of House Committees on Radio Broadcasting.

It also seems reasonable to assume that Mr. Massey and the members of the Commission who have worked so arduously to make the report possible will not favor having it become public at a time when it cannot get more than fleeting attention.

If the report is not discussed before the summer vacation, it will not be discussed until the fall session of Parliament, and it seems quite possible that there will be no such session. In this event it cannot possibly approach the point where it can be implemented before the first session in 1952.

The content of the report is a

matter of wild speculation by everyone who will be or could be affected by it. It will be an enormous work of some 500 pages, with between 15 and 20 pages devoted to radio and television.

Most of the opinions of its contents, which are a closely guarded secret, indicate that there may be no great changes recommended in present broadcasting policies, but this cannot at this juncture be regarded as anything but surmise.

The Canadian Press has forecast that the Commission will recommend a continuance of the federal policy by which the CBC controls the development and direction of television in Canada. This is interpreted by many as indicating that there will be no change advocated in the control of radio by the same government body.

One section of the report, according to the CP story, is expected to “harbor criticism of the influence of U.S. culture on Canadians.”

Speaking in Quebec a year ago, the Rt. Hon. Vincent Massey may have been hinting at what the Commission will recommend when he said that briefs heard by the Commission had contained “a strong Canadian feeling across the country and resistance to cultural influences from across the border.” He said the feeling was that Canada wants to handle Canadian affairs in her own way and not “suffer the influence of our friends across the border.”

OFFICERS, AWARDS AND DELEGATES

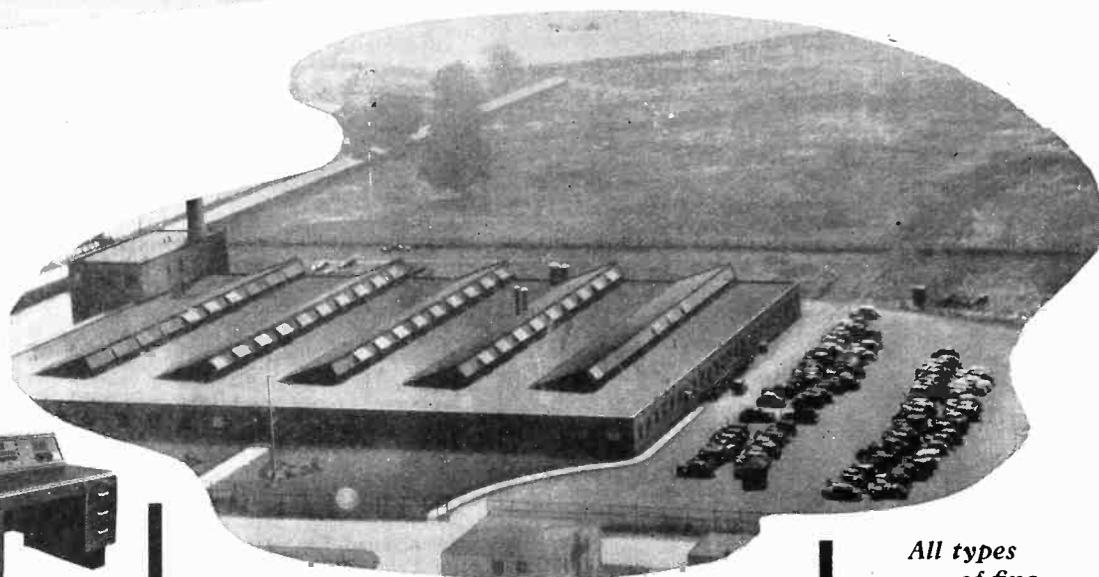
IN OUR TOP PICTURE, we have the newly-elected board of the Association of Canadian Advertisers. Starting at the left of the standing row we have: D. C. Bythell, TCA; E. T. Gater, Sterling Drug (Canadian) Ltd.; R. R. McIntosh, General Foods Ltd.; Athol McQuarrie, ACA general manager; T. M. Atkinson, Canadian Industries Ltd.; Lee Trenholm, Provincial Paper Ltd.; Robert E. Day, Bulova Watch Company Ltd.; R. C. Scrivener, Bell Telephone Co. of Canada Ltd.; John M. Meldram, National Carbon Ltd.; H. T. Markey, Dominion Textile Company Ltd.; seated, in the same order: John A. M. Galilee, ACA secretary; H. T. Venning, Shirriff's Ltd., ACA executive vice-president; J. G. Hagey, the B. F. Goodrich Rubber Company of Canada Ltd., president; R. E. Sewell, Coca-Cola Ltd., treasurer; John O. Pitt, Canadian Fairbanks Morse Co. Ltd. Missing from the picture: J. W. Lawrence, the Borden Co. Ltd.; Hugh E. Kent, Bromo-Seltzer Ltd.; J. J. McGill, Tuckett Ltd.; M. M. Scheckenburger, The House of Seagram.

OUR SECOND PICTURE is an informal shot of the winners of the ACA medals “for outstanding service to advertising.” From left to right they are: Fred S. Haines, principal of the Ontario College of Art (graphic arts class); the winner of the gold medal, John Martin, director of public relations, the Massey-Harris Company Ltd.; J. C. Porter, general sales manager, the Robert Simpson Co. Ltd. (advertisers' class); George Bertram, advertising manager, Swift Canadian Company Ltd., a past president of the ACA, and chairman of the ACA jury which selected this year's winners; Bertram Brooker, account executive, MacLaren Advertising Company Ltd., Toronto (silver medalist in the agencies class); finally they found they had one medal left over and hung it on the heaving breast of one Richard G. Lewis, editor and publisher of the business paper, Canadian Broadcaster & Telescreen.

BELOW, THE CAMERA SNEAKED UP on a representative group of delegates, scanning the ACA issue of a certain well-known business paper, which shall be nameless, between sessions. From left to right they are: Gilbert Templeton, Templeton's Ltd.; we know the face but we can't recall the name (sorry); George Bertram, advertising manager, Swift Canadian Co. Ltd.; Lee Trenholm, public relations manager, Provincial Paper Ltd.; C. R. Vint, president, Colgate-Palmolive Peet Co. Ltd.; R. E. Sewell, vice-president, Coca-Cola Ltd.; Robert E. Day, president, Bulova Watch Co. Ltd.; Harry Woodley, advertising manager, Northern Electric Co. Ltd.

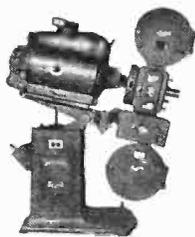
Now in our Tenth Year of Service to Radio and its Clients

ACHIEVEMENT AT BELLEVILLE

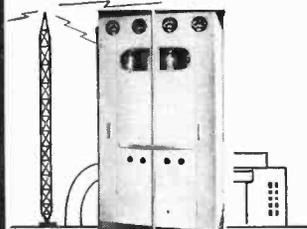


Completely modern Sound Systems for sports arenas, industrial plants, schools, hotels, institutions.

All types of fine radios for the home



Motion picture Sound Systems for theatres of all sizes.



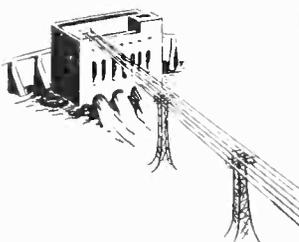
AM or FM Broadcasting Stations including Speech Input Equipment . . . A complete Broadcasting Station service from Telephone Line to antenna.



THE HAMMOND ORGAN
Music's most glorious voice
★
For Church and Home



Mine Signalling Equipment . . . for voice or signal communication between cage and surface. Designed for rigorous use in Canadian hard-rock mining.



Power Line Carrier Systems for voice communication, generation control, or remote telemetering . . . Specifically engineered for the Canadian Central Station industry.



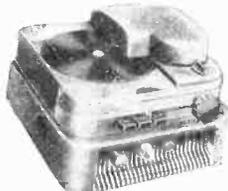
Fire Alarm equipment and systems for buildings or municipalities.



All forms of manual and Traffic-actuated Traffic Equipment and Systems.



The latest Mobile Services Equipment, including complete fixed station systems, for Municipal, Provincial and Federal Police, forest conservation, hydro systems, surveyors and prospectors.



Electronic Soundwriters Dictating machines of distinction for Canadian business men, executives, travellers, teachers, stock supervisors, investigators . . .

Northern Electric COMPANY LIMITED

Expert Engineering and Installation Services at your disposal

DISTRIBUTING HOUSES THROUGHOUT CANADA

SOUNDING BOARD

**He Read It
And He's Glad**

Toronto.—I have just finished reading the May 2 issue and "I'm glad," damned glad, particularly with your lead editorial, "Short On Understudies." I heartily agree with your viewpoint regarding talent of Canadian origin winning sufficient recognition to headline in other entertainment centres of the world. It seems obvious to me that everything is to be gained by the talent of our country, proving itself to be as good, or better, than that on hand from other countries in London, Los Angeles, New York and Paris (as it is doing today). As you point out so well in your article, this process of climbing up the ladder leaves empty rungs for the foot-hold of other artists and entertainers. It also points the way that they can go and the goals that they can achieve.

Much as I cry out the merits of Canadian talent, I have always done so because of the talent of these Canadians rather than the Canadianism of the talent. It is for this reason that BMI Canada has enjoyed the success it has with songs of Canadian authorship. The progress of music is identical with the progress of musicians and singers who play and sing music. I want to thank you for your non-isolationist viewpoint and your lucid way of stating it. The export of some top performers (and hit songs) from Canada can only be honestly evaluated as artistic maturity for Canada and Canadians, and should be recognized as such.

The more Canadian performers (and music) that progress to the top in other lands, the sooner Canada will be recognized as a wealthy entertainment headquarters and an originating point for the production of radio, television and motion picture shows.

—Harold Moon,
(BMI Canada Ltd.)

**He Read It
And He's Crushed**

New York.—I am crushed by an editorial in your April 4 issue. That's the one in which you suggest that we should eliminate the

word "pitch." I use this word a lot, and it stands for something in my mind which is far from an implication of "the forcible stuffing of something down somebody's throat."

We live in a fast-moving era and I think we have learned that colorful, descriptive language is extremely important if we are to get things done with a minimum of time. I think the word "pitch" has become a part of that new language. It's an aggressive word and to me it stands for a hard presentation, an aggressive offering of the facts, a persuasive approach to the buyer. Pitch is a sportsman's word and a good pitch is something that cuts the heart of the plate and delivers its impact exactly where you want it to be delivered.

A whole generation has grown up that has never seen the old-fashioned pitch-man. As they move into the selling world and hear the word pitch I don't think they will think of it as a description of a shoddy, street corner huckster device, operating under illegal circumstances. They will think of it as they think of many things in tomorrow's business world, in terms of the sensation of urgency and aggressiveness that it delivers to them.

We are essentially a spoken medium. Let's not choke off the color and vivacity of our language by thinking in terms of yesterday's vernacular. Let's do what every businessman wants his sales staff to do—keep pitching.

—Maurice B. Mitchell,
(Associated Program Service)

Salesman's Prelude

Now, a word can be rude,
Or an attitude crude.
Let a salesman aesthete,
With his story replete,
In attempting a sale,
Very carefully veil
All the fire in his breast.
Lest the client protest!
"Why, you son of a bitch,
You've just thrown me a 'pitch'!"

So away with your "pitch,"
If you want to be rich.
Don a suit of dark blue
And a tie of sad hue.
Don't talk with conviction,
But, please, perfect diction.
Speak in sibilant drones,
Never use manly tones.
That's Richard's description
Of "Salesman's Prescription."

—Pat Freeman (CAB)



Introducing your
CENSUS TAKER

Mr. R. J. Davy is one of the 18,000 enumerators who will call at the homes of all Canadians—including yours—starting June 1st.

His job is to get the facts which Canadians need for successful management of their private business or public affairs. It is of practical benefit to you and your community.

Your enumerator (*man or woman*) will carry an identification card. The information you give is kept in strictest confidence, and can be used only for census statistics. It cannot, *by law*, be revealed to anyone for any purpose, even to other Government Departments. Please be ready with quick and accurate information when your census taker calls.

DOMINION BUREAU OF STATISTICS



DEPARTMENT OF TRADE AND COMMERCE
OTTAWA, CANADA

51W-1

THERE'S A JOB TO BE DONE IN '51 HELP CANADA COUNT

9TH DECENNIAL CENSUS JUNE, 1951

MEMO TO ADVERTISERS

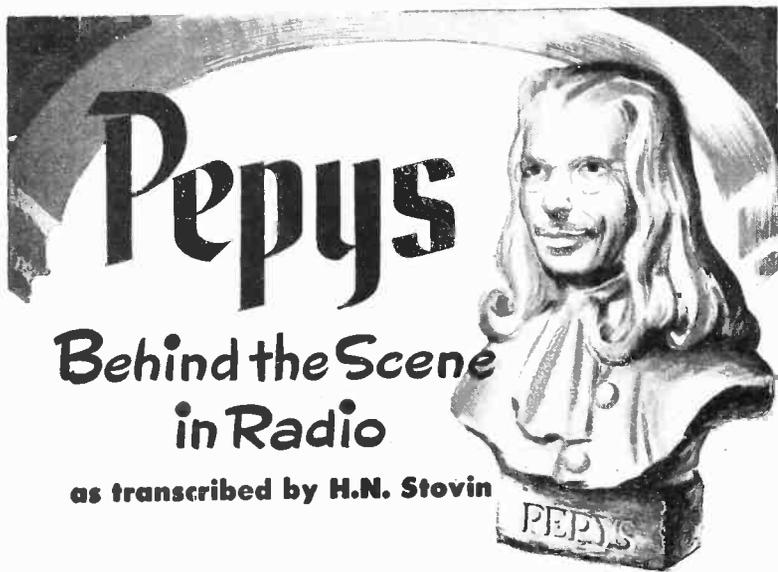
RE: "POP THE QUESTION"

SINCE JAN. 1st **65,000** LETTERS WITH PROOFS OF PURCHASE OF SPONSORS' PRODUCTS

E-H RATINGS: 25.1 Morning Show
24.6 Evening Show

CFBC SAINT JOHN
NEW BRUNSWICK

REPS: J. L. ALEXANDER — Montreal & Toronto
WEED & CO. in the U.S.A.



"Looking out of my window and seeing the fine weather do feel like joining in the school-children's chants of 'If we don't get a holiday, we'll all run away.' While musing on the many and great changes which have taken place in this cracked and tired world of ours since a great Queen sat on the throne and loaned the world her birthday for a holiday, do also look forward and see clearly new phases of living which once were not even dreamed of ● ● ● For instance, stop to consider how Radio would have astounded Queen Victoria and her advisors! Could she come back on this birthday and see radio at work — in the home — carrying news, education, entertainment and advertising, to every member of the family, she would believe neither eyes nor ears! For even in the peak of summer, people are listening to their portable sets in summer cottages as keenly as they do to their consoles at home. And a recent study shows that car radios increased no less than 31.6% during 1950—a goodly audience bonus waiting for the astute time buyer ● ● ● For many a station, including CKLN in Nelson, B.C., and CFOR, Orillia, Ont., CFOS in Owen Sound and CHOV in Pembroke, besides Maritimes stations, this means thousands of new listeners—at no increase in rates for increased circulation ● ● ● It did do the cockles of this rheumy old heart good to see Dick Lewis and his years of devoted work to the radio industry recognized and honored by a Silver Medal from the A.C.A. in recent session. Dick has consistently put the good of broadcasting ahead of the eternal chase for the quick dollar, and has contributed 'over and above the cause of duty.' A doff of the beaver to you, Richard, you've had it coming to you for a long time. See you for Cribbage next Tuesday."

"A STOVIN STATION IS A PROVEN STATION"

SELECTIVE RADIO

Promoting Better Government

By Tom Briggs
(Continued from last issue)

After months of discussion and preparation, CKDA in Victoria initiated its *Civic Round Table* series early last fall. The City Council of Victoria and the Municipal Councils of Saanich and Esquimalt voted to support the venture with representatives from their organizations appearing on a panel discussing civic and municipal items of interest.

The listeners co-operated, having been invited to send in their personal property, tax and other problems to the program, where they were discussed, and a reply made. Questions as diverse as sewage disposal and the proposed beautification of the Gorge Canal were received and pondered.

The station's manager, Dave Armstrong, said that this approach made the programs more interesting than straight reports and that the response was very gratifying. The station carried the series on a sustaining basis for some weeks, until Dowell's Cartage & Storage Ltd. took over its sponsorship. Former members of the program's panel are Victoria's Mayor George and Reeves Casey of Saanich and Thomas of Esquimalt, guided in their discussion by moderator Hal Yerxa of the CKDA staff.

In co-operation with Carleton College and Ottawa University, station CFRA conducts a round table discussion of current economic and political subjects in which government and labor leaders participate with professors from these schools each week. In another series, again with the co-operation of Carleton College, a member of the Parliamentary Press Gallery spoke regularly on a variety of topical subjects.

Controller Charlotte Whitton, Ottawa's first woman controller and considered one of Canada's outstanding women in public life, reports to the civic electorate every Saturday evening over CFRA. Her broadcasts precede the regular Monday council meetings, and it is felt that this has had a great deal to do with increasing the public's interest in the affairs of the Capitol.

Over CFBC in Saint John a program called *Business Barometer* is carried on a sustaining basis, written and delivered by Donald A. Patterson, local manager of Hugh MacKay & Company, investment brokers, and an expert on finance and investment. Every Saturday evening Patterson discusses financial changes occasioned by new government economic policies, accentuating the effect on Maritime business and industry, as well as the stock market generally.

The station's manager, Bob Bowman, has been responsible for getting most of the city's councillors on the air with great regularity through the simple expedient of violently disagreeing with them. For five minutes each evening Bowman airs his opinionated *Behind the News* and constantly lashes out at the civic administration, among other things. At the same time it is understood that any councillor, or anyone in authority who holds a view differing from Bowman's, may use this time period another day to present the other side of the question. And Bowman does his best to see that they take advantage of this offer.

Report from Town Hall is a program carried by station CKBB, planned and produced largely by the mayor, councilmen and committee chairmen of Barrie. For 15 minutes each week the detailed spokesmen for this group discuss the town's affairs and problems, and usually succeed in clarifying such current issues as the tax rate, street conditions and parking meters.

Closely allied with this is a Junior Chamber of Commerce production, in which guests who are recognized authorities in their field deal with many phases of community activity. One of their topics was "Why the High Cost of Milk?" and this broadcast brought farmers, dairymen and consumers to the studio. The result was a lively half-hour discussion and after the guests had warmed to the subject it was felt that the Jaycee member who acted as moderator was a necessity. An example of other topics discussed is "Recreation," in which the chairman of the Park's Board, the recreation councillor and a representative of a men's organization which was considering

(Continued on page 8)

HORACE N. STOVIN
& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

*Representative for
these live Radio Stations*

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

EXPERIENCED ENGINEER WANTED

Must be capable of handling staff and equipment. Good position for the right man.

Send details to

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Canadian Broadcaster & Telescreen

163½ Church St. — Toronto 2

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

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Art Editor: GREY HARKLEY
News Editor: THOMAS C. BRIGGS
Research Consultant: G. E. RUTTER
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Vancouver - Bob Francis



Vol. 10, No. 10.

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

May 16th, 1951

A Worth-While Gamble

The co-operation of the Association of Radio Artists, All-Canada Radio Facilities Ltd., producer Frank Flint and the recording division of the RCA Victor Company Ltd. in the production of the proposed radio serial, "At Home with the Holmes" is the most worth-while endeavor it has been our privilege to report for a long time.

This project is worth while because it is a valiant attempt on the part of Canadian talent to promote the industry, and with it itself; it is worth while because everyone from the producer, the actors and the writer, to the recording company and the program distributors, are investing their services in the undertaking so that it may be launched at virtually no expense; it is worth while because by featuring name Canadian talent it will stack up against and even excel the similar commodity which is purveyed in the States without the benefit of known stars; it is worth while because it is a sincere effort on the part of all concerned to prove the point that unselfish concerted endeavor is the prime requisite for the success of any radio show or other venture.



It is an old cry that the Canadian listener will not listen to a program unless it stems from south of the border. This attitude has long been attributed to our national inferiority complex. The fact of the matter is, though, that we question whether the point has ever been proved by actual trial.

For too long we have taken it for granted that we cannot put on shows, and so have refrained from trying. Now a few courageous performers have decided to gamble a little of their precious time in return for a share in the project. If the unlikely happens and "At Home with the Holmes" falls on its face, that time will be a total loss. If it succeeds, their rewards may be extremely great. We hope and believe they will succeed.



Tax Plan Is Stayed

It took Premier Maurice Duplessis to come out in the open and tell Ottawa he wouldn't go for the right to collect 3% hidden turnover tax, if the amendment to the BNA Act was carried and that he wouldn't go for the amendment either.

Other Premiers promised they wouldn't use the avails of this, to our mind, criminal



"You realize, gentlemen, how important it is that we find a new angle for this client."

project, if it succeeded, but not one of them was prepared to go out on a limb and say he was opposed to its being made possible.

The result of this is that the constitution will not be amended, the hidden sales tax will not be placed within the reach of the provinces, and both business and the general public have been spared, for the time being at any rate, being subjected to yet another drag for the house from this country's economic pot.



What would have happened if M. Duplessis had not been patriot or rebel enough to put his foot down is hard to say.

The entire press, almost every association of businessmen, and quite a number of organizations comprised of members of the consuming public, like the National Council of Women, had protested volubly about what they considered an act of malfeasance. But Ottawa had shown no indication of any inclination to turn a hair. Then, fortunately, Quebec stated clearly and firmly that it would oppose amending the constitution to enable the federal government to do a profitable duck of some of its responsibilities, and that was that.



With such a tremendous stake in the survival of the economic system of the country, it is surprising that business in general does not bestir itself more towards informing the public both on the benefits it derives from the competitive system as well as the many and varied threats that raise their heads from time to time to destroy the system.

Business As Usual

Whatever the Massey Commission's report will contain when it is tabled, it seems more than a possibility that it will not be implemented this year, or at least until the Fall.

In the meantime, the radio industry, private stations and CBC as well, seem to have let the uncertainty get them into a state of indecision which benefits nobody.

Each in their own fields, the private stations and the Canadian Broadcasting Corporation, have obligations to fulfil to their listeners; the private stations also have the continuing goodwill and co-operation of their sponsors to consider.

It seems vitally urgent, therefore, that the entire industry hoist up the "Business As Usual" sign, and proceed to carry on with their jobs until construction of the bridge they will one day have to cross is completed.



The Old Man Shows His Medal

(On Receiving Our ACA Award)

I never got a medal before, and I felt like the girl who told the evangelist she had been saved.

"I'm so happy," she said, "I could put my foot through that bloody drum."

Obviously the medal isn't all mine. The long-suffering characters in the office have a share and so have our forbearing readers and advertisers. Also, if the reason for this distinction is that I have done some mysterious something which has made advertising a better thing, I know I am only a symbol.

This medal is a tribute to the contribution all advertising media make by heightening living standards in a free enterprise economy, where we get what is coming to us, rather than the equal distribution of misery, as offered us by the "ismers" and "ologyites" of bureaucracy.

If my being singled out was, as I shrewdly suspect, a case of having one medal left over, and no more convenient breast to hang it on, then I am still so happy I could put my foot through that bloody drum.

—R. G. L.



YORKTON CENTRES

RICHEST Agricultural Part of the Prairie West

\$100,000,000 MARKET

1950 STATISTICS FOR YORKTON AREA

CEREALS

	Production (bushels)	Value (dollars)
Wheat	35,206,000	\$41,543,000
Oats	21,875,000	13,125,000
Barley	11,126,000	10,235,900
Rye	701,300	848,600
Flax	123,500	401,400

LIVESTOCK

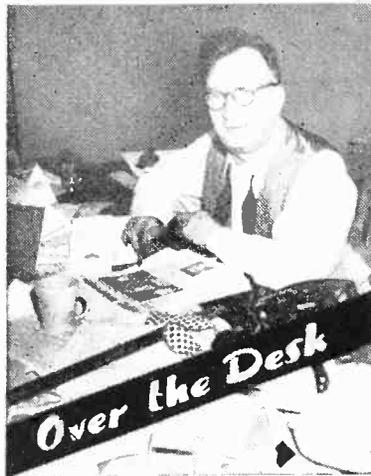
	Livestock	Value
Cattle	73,083	\$15,348,000
Calves	34,752	2,606,400
Hogs	36,031	720,600
Sheep	8,251	412,600



CI GX
Yorkton
SASKATCHEWAN

Representatives

Horace N. Stovin & Co.—Toronto, Montreal
Inland Broadcasting Service—Winnipeg
Adam J. Young, Jr., Inc.—U.S.A.



An all-too-frequent term appeared in the head on a story in a Toronto newspaper last week, which is becoming a habit, both in the press and on the air. It is the use of the abbreviation D. P.

Certain unfortunate people from Europe have found themselves without either a home or a country since the war. A hundred thousand of these people have found a new home in Canada. In providing a sanctuary, Canada is playing the role of Good Samaritan. At the same time, most of this nation's problems lie in the fact that she is under-populated. So in helping these people, many of whom are men and women of considerable education and culture, she is also bringing in people whose sons and whose sons' sons will make extremely valuable citizens.

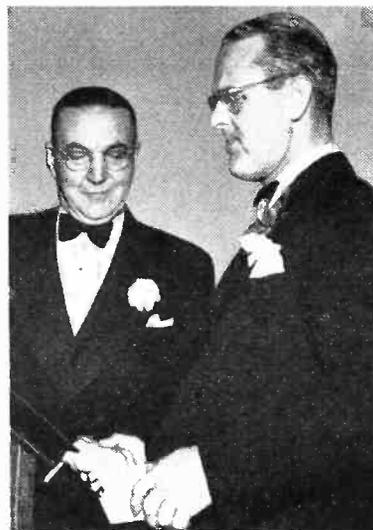
Labelling these people as soon as they arrive with the D. P. stigma, does not seem to be either kind or sensible. They are in every sense "New Canadians," and as such might at least be so designated, though I question the need of the word "new."

Somebody ought to persuade the railways to put radios back in at least some of the cars, if it is only to hear the news in the long haul between Sudbury and Winnipeg. Newspapers just don't seem to get in there until two or three days after they are printed.

It was the Saturday night of the last NHL hockey game, and there just wasn't any way to find out what had happened until we reached Fort William. They didn't take on any papers there, but a passenger who got on had heard the game and gave us the news. We were all so glad to get it that I'm absolutely certain we would all have willingly bought a bottle of Dr. Byles Genuine Liver Rinse—the large family size, too.

Last week we had a visit from Ramsay Lees, now seven weeks back at his desk at Ruthrauff & Ryan, where he says he is thoroughly enjoying himself watching his associates work. Always a perceptive individual, Ramsay, who has spent over two years in the Hamilton San, has noticed that retail prices have increased during his absence.

A high-spot of the ACA Convention was able past-president Lee Trenholm's presentation of a 21-jewel Bulova Academy Award watch to Athol McQuarrie, 61-year-old general manager of the advertisers' association. Athol sits silently each year while medals are presented to people for their contributions to the advertising industry which actually revolves around him and his activities.



McQuarrie & Trenholm

With his usual eloquence, Trenholm delivered the watch during the annual dinner together with a well-expressed tribute which said in part: "If ever a single individual not only personified but was the heart and bones and sinew of an organization such as this, he is that individual. He, in a very real sense, single-handedly has made it (the ACA) what it has been and he is the sturdiest guarantee and guarantor of its future. When the American Trade Executives' Association gave the ACA its last year's award as 1950's best trade association of its size on the continent, with particular applause for the expansion of our program during the past decade, it was unmistakably a tribute to Athol's personal achievements since he took over in 1941."

A man who is right up the alley of anyone who likes the private enterprise and competitive way of doing things is M-G-M movie actor and Hollywood ambassador-at-large George Murphy who made friends with everyone who attended the final luncheon at the ACA Convention. He closed his address with words that should be written into the record wherever free enterprise is discussed:

"I want to ask you as a favor to me—and if you like I will do it as a favor to you—every so often during the day, during the week, to stop and think for just a minute.

"You are sitting here discussing all sorts of problems that have to do with your particular business. Let us remember that we have an obligation, an over-all obligation to each other. Let us, for goodness sake, keep up the competition between businesses. I want Warner Brothers to work harder than ever before to make better pictures than Metro-Goldwyn-Mayer. I want Metro-Goldwyn-Mayer to make better pictures than Paramount.

"Let us keep that up. But let us remember this: that we have a responsibility to each other, and probably never in the history of the world was it more important than it is today. We have a

The Wright STATIONS

Summer Complaint?

YES, some radio stations complain about the lack of summer business. With warm vacation days not too far off, many advertisers consider a two- or three-month lay-off.

It's nice to know that the radio stations represented by William Wright enjoy business all the year round.

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- CKCR, Kitchener
- CKL, Truro
- CKNB, Campbellton
- CKOJ, Woodstock
- CHNO, Sudbury
- CKMR, Newcastle
- CKMO, Vancouver

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ADAM J. YOUNG, JR.,
INC.

In the U.S.A.

25
YEARS
*"On the
Air!"*

... and still the
Leader in Halifax

- BEST PROGRAMS
- BEST STUDIOS
- LARGEST STAFF

Largest BBM in Nova Scotia
and consistently high ratings
by Elliott-Haynes.

CHNS
THE VOICE
OF HALIFAX

960 on the Dial
FIRST in NOVA SCOTIA

principles of our two countries are sustained; to see that they are not gradually whittled away until one morning we arise and find that they have disappeared; to see that the right of expression among people all over the world is sustained—in our two countries, and, if possible, spread clear across the face of the earth as fast as we can get it there. Let us remember, above all things, that we have proven by the experience of these two great countries that friendship and co-operation make a much more solid bond than barriers, guards and watch-towers. Let us, with the help of God, see that it always stays that way."

Another ACA luncheon speaker was Dr. Robert M. Hutchins, an educator with a sense of press, 52-year-old Chancellor of the University of Chicago, and assistant director of the Ford Foundation.

Dr. Hutchins, whose subject was "Why Has Education Failed?" and whose general theme was that universal education gives the country what it wants, which may not be so hot, answered advertising's charge that if educators want radio programs of higher calibre than soap operas and the like, they (the educators) should teach youth to want better programs.

The doctor's answer was that the people want universal free education, so the educators give them what they want. This, he implied, precludes instilling in the young a true appreciation of the better things—like the best music.

"Such strength, prosperity and happiness as the United States now enjoys," he said, "are not derived from its educational system." This he described as a plan of "educational bookkeeping" whereby students were educated by receiving a number of credits on courses, with the hideous picture of "infants attired in cap and gown graduating from kindergarten."

"Only a country as strong and as prosperous as the United States could survive the educational system that we have," he said.

Harry Savage and his aide, Robin Macbeth, of Writing Services, have an orchid due them for the untiring job they did this year (and in past years too for that matter) as press and public relations men for the ACA Convention.

Press tables at these functions often creak with the moans of reporters who are eager to report the activity but can never get the picture, the script or the quote they are looking for. These omissions were conspicuous by their absence at the ACA this year and other co-operation was there a-plenty. For all of which credit must go to this energetic, helpful and always cheerful pair.

Your Book Needs
will be filled
at publishers'
prices by

Book Dept.
Canadian Broadcaster
& Telescreen

The TREND

is to

PENN McLEOD

Station Clients

MAY 1950 — 11 STATIONS

MAY 1951 — 86 STATIONS

For

Continuing

or

Special
Studies

See

PENN McLEOD AND ASSOCIATES Limited

BAY & GERRARD BUILDING
TORONTO
PLaza 4093

1673 WEST FOURTH AVENUE
VANCOUVER
BAyview 3922

NORTHERN ONTARIO'S

Greatest

ADVERTISING

MEDIUM

CKSO

NORTHERN ONTARIO'S
HIGH-POWERED
STATION

Ask

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

SELECTIVE RADIO

(Continued from page 4)

opening another playground, took leading parts.

Employment News is another CKBB public service feature and is prepared with the co-operation of the local Employment Office. On the program the availabilities of jobs and workers are listed, and it also provides information and advice on the Office and Unemployment Insurance.

Recently CJRL in Kenora introduced a new quarter-hour-a-week series, *Report to the People*. Each Monday evening political leaders report to the people of the district on government affairs and major issues. The speakers are rotated and Bill Benedickson, M.P., J. G. White, M.P.P., and an official of the municipal council, take their turns at the mike on alternate broadcasts.

This sustaining program is considered to be well received, and provincial member White complimented the station management, saying: "It seems to me that you people are certainly providing a great public service in making this quarter hour available."

For three years now the Vancouver Board of Trade has broadcast over local station CKWX a review of business conditions in the area and reports on trade and industry. It is under the direction of G. M. Morris and Reg T. Rose, industrial secretary and executive secretary, respectively, of the Board of Trade. These two men discuss weekly the affairs of business generally in Canada, and more particularly that of the area, and often interview a guest who is usually a businessman and economist.

At the same time, labor is served through another weekly program, shared by the district representatives of the CCL and AFL, Jim Bury and Tom Alsbury, in which the views and business of these two opposing labor groups are discussed.

Mayor H. E. McCallum of Toronto has relied on the facilities of CFRB for the past two years to deliver his weekly report to the people. His 15-minute Sunday talks on the activities at City Hall are considered by both the mayor and listeners to be an important part of publicizing civic business.

The station also plays a part in

assisting in safety campaigns by giving its time to Inspector Vernon Page of the Toronto City Police periodically for talks on safety aimed primarily at children.

Following the installation of Ottawa's 1951-52 City Council, station CKOY there instituted a weekly series of quarter-hour broadcasts by the mayor, Grenville W. Goodwin. For 15 minutes each Sunday he comments on civic and local matters and sufficient favorable comments have been received about the program and the interest it commands to indicate that this is a worth-while public service, manager Edgar Guest said.

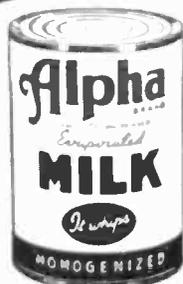
One time, not so long ago, a deadlock was reached in negotiations between the workers' union of the Calgary Transit System and the city. The situation had deteriorated to the point where Calgary was faced with a complete transit shut-down during the year's most important civic event, the Stampede.

Guy Vaughan, CKXL's newscaster and commentator and one of Alberta's recognized authorities on political and economic affairs, plunged into the problem, as almost everyone had done or was doing. But on a noon broadcast, he gave an evaluation of the muddle which was credited with putting it into proper perspective, and for his trouble he was rewarded with seeing a settlement reached that afternoon.

An official of the Transport Workers Union, G. M. Morrison, phoned immediately to say that Vaughan's significant editorial had pointed a lead to compromise that had not been noticed, though desired, by either party.

But in addition to being merely interesting, nearly all of these broadcasts and the people who make them, in one way or another, attempt as often as possible to stimulate positive action in community and political affairs. And at the same time they must remain non-partisan.

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



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!

"YOU CANNA AFFORD TO MISS THE LETHBRIDGE MARKET!"



Ask your local All-Canada man.

LETHBRIDGE ALBERTA ALL-CANADA STATION



CANADIAN PACIFIC EXPRESS TRAVELLERS CHEQUES

obtainable from all Canadian Pacific agents and most banks

*Canadian Broadcaster & Telescreen***Commercial Writing Contest**

Open, without entry fee, to employees of Canadian radio stations whose duties include the writing of commercials

First Prize - - \$25.00 Cash

5 Consolation Prizes - "Radio & Television Writing" by Max Wylie (Retail value — \$7.75)

JUDGES

- • BILL BYLES, radio director, Young & Rubicam Ltd.
- • BOB CAMPBELL, vice-president, J. Walter Thompson Co. Ltd.
- • CARLETON HART, manager of the advertising section of Procter & Gamble Company of Canada Ltd.
- • HERB MAY, free-lance announcer.
- • ALEC PHARE, managing director of R. C. Smith & Son Ltd., and chief instructor in advertising for the University of Toronto Extension.
- • ERNIE GATER, advertising manager, Sterling Drug (Canadian) Limited.

WHAT YOU HAVE TO DO

Write one one-minute spot (straight, dramatized or otherwise) addressed to American tourists, inviting them to come to Canada for their vacations.

FOLLOW THESE INSTRUCTIONS

1. **TYPE SEVEN COPIES** of your spot on letter size (8½" x 11") tissue or onion skin paper. Do not type your name, station or anything except the spot.
2. **ON ONE COPY ONLY**, type your name, position and name of station where you are employed, as well as the spot.
3. **DO NOT PIN SHEETS** together or stitch in cover. Mail loose.
4. **MAIL FIRST CLASS** to "Copy Contest," Canadian Broadcaster & Telescreen, 163½ Church St., Toronto 2.
5. **ENTRIES TO QUALIFY** must be postmarked not later than midnight, May 31st, 1951.

HOW IT WORKS

Each of the judges will receive one unsigned copy of each of the entries.

Each judge will assess each spot by giving it a mark out of a possible hundred.

After marking, entries will be returned to the Contest Editor for tabulation. Prizes will be awarded on the basis of total marks scored.

All entries become the property of this paper, and may be printed or used in any way it sees fit.

Entries cannot be returned.

No correspondence can be entered into regarding entries.

The decisions of the judges are final.

WRITERS! MAIL IN YOUR ENTRIES NOW!



PLAY BALL!

OF COURSE! You as an advertiser expect your RADIO MEDIUM to **PLAY BALL** when you spend that carefully budgeted advertising dollar—to back up your sales message with the allied exploitation a properly organized station has to offer.

CFCF sponsors know their air message is only part of the organized teamwork they receive from "CANADA'S FIRST STATION."

Our team has the "know-how" to:

PITCH your message to MONTREAL'S vast market.

BAT out a solid listener coverage.

CATCH customers with expert presentation.

FIELD your product with merchandising and promotion.

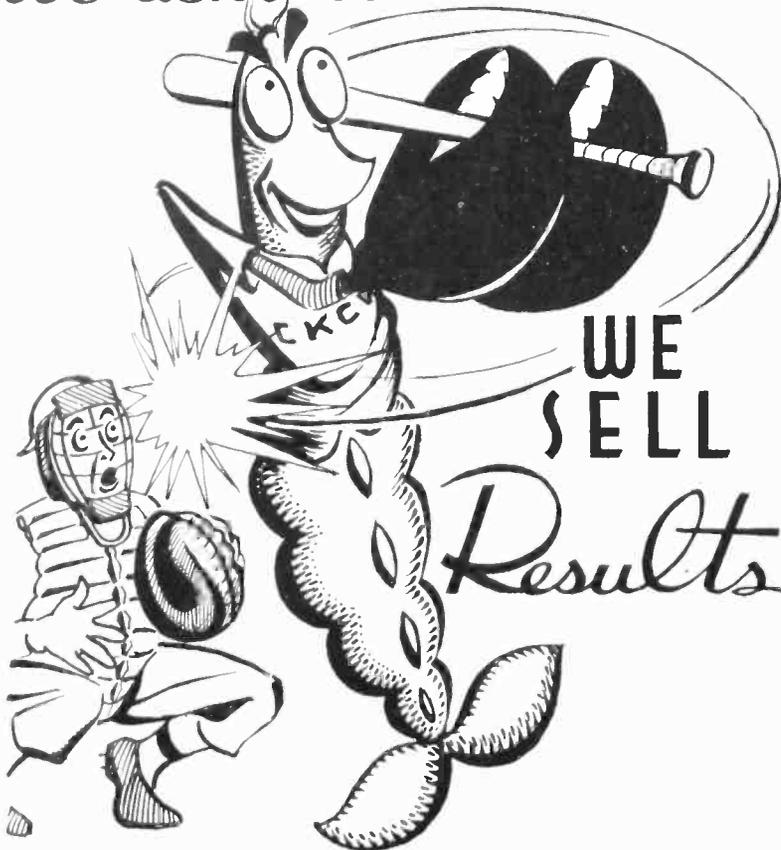
You may be sure your product will get to first **BASE** if you let MONTREAL know about it through

"CANADA'S FIRST STATION"

REPS:
ALL-CANADA IN CANADA
WEED & CO. IN THE U.S.A.



We don't sell Time —



**WE
SELL
Results**

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

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each item in excellent condition
— only slightly used —

- 2 OR-1 Portable Recording Turntables
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- 1 MI-4096 Microphone Stand
- Quantity of Cannon Plugs, Cable, etc.

Write—stating bid for any or all items—
TO

Box A-90

Canadian Broadcaster & Telescreen
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COMPLETE COVERAGE
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to sell
ENGLISH SPEAKING QUEBEC

5 Kw on 800 Kc
AFFILIATED WITH CBS

JOS. HARDY
talks
ON QUEBEC MARKET NO 2

"Here is a one-minute Spot Announcement about Seven Isles—a part of Canada everybody should know about, but not everybody does! It is the terminal of a 360-mile railroad to the new, fabulously rich Iron developments in Quebec's Ungava District. Here a new town-site is in the making—new wharves are under construction to berth ships which will carry the Iron Ore to Great Lakes and Atlantic ports. Two new hotels are being built, and many new homes are needed for the influx of workmen who are pouring into this increasingly busy and populous area. Seven Isles is in the primary coverage of CKBL, Matane—which reaches the whole of Matane-Matapédia, Saguenay and Gaspé North . . . in French. Use CKBL—and for further details, Ask Jos. Hardy."

For any information on
QUEBEC MARKET No. 2
and
"TRANS-QUEBEC" Radio Group
Telephone, Wire or Write to

JOS. A. HARDY & CO. LTD.

MONTREAL QUEBEC TORONTO
REPRESENTING

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

EVERYONE IN SASKATCHEWAN LISTENS TO . . .

For complete Saskatchewan coverage see your All-Canada man.

153,420 daytime
141,370 nighttime
• B.B.M. 1950 •

CACTUS LAKE
360 miles northwest of Regina.

KHEDIVE
62 miles southeast of Regina.

CADILLAC
208 miles southwest of Regina.

KNOLLYS
280 miles southwest of Regina.

CKCK • Regina, Sask.



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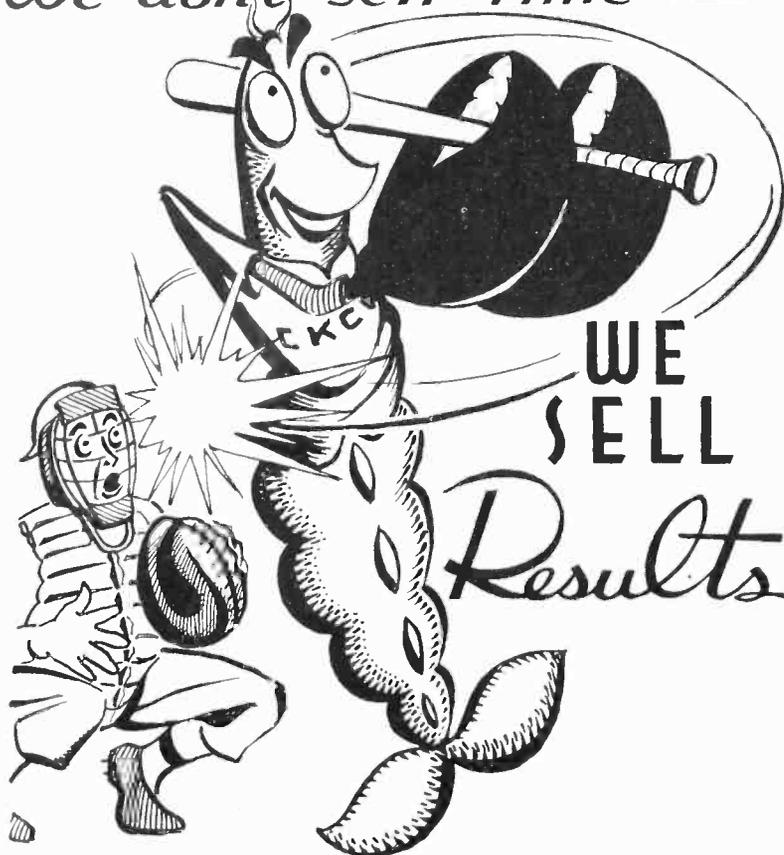
You may be sure your product will get to first BASE if you let MONTREAL know about it through

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SQUARE MILES OR POTENTIAL SALES?

Are you buying radio coverage in terms of square miles . . . or potential sales?

When you buy CKXL, Calgary, you concentrate your coverage in an area where the population and the sales dollars are concentrated.

That's why CKXL gives you more potential listeners per rate-dollar than any other Calgary radio station.

For complete coverage of the Calgary retail market your advertising dollar goes further and obtains more sales with

CKXL - CALGARY

1000 WATTS

1140 KCS.

Get the facts from

NATIONAL BROADCAST SALES

TORONTO: 88 RICHMOND STREET WEST - PL. 3718-9

MONTREAL: MEDICAL ARTS BUILDING - FI. 2439

VANCOUVER: ROY CHAPMAN, 804 HORNBY STREET



Report TO THE BROADCASTING INDUSTRY

By Walter E. Elliott

10 Tenth in a series of frank talks about Elliott-Haynes and the broadcasting industry.

The Program Rating

THE Program Rating is defined as: "That percentage of the radio homes in a given area whose sets are tuned to a given program at a given time."

Thus, in the case of an area wherein there are 10,000 radio homes, if the Program Rating is given as 10.0 it can be presumed that, within the limits of statistical variation, 1,000 of these 10,000 radio homes have their sets on and are listening to that particular program.



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[Continuous Radio Audience]
[Measurements Since 1940]

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GErrard 1144



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RADIO ADVERTISING FOR RETAILERS—A monthly service for the Broadcaster, consisting of Commercial Continuity, Copy Starters, Sales Digest, Management and Promotion Tips, Program Ideas. Written and produced by experienced radio writers who appreciate your problems. Free samples on request. Available exclusively thru All-Canada Radio Facilities Limited, Program Division, Toronto.

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IMMEDIATE RESHARPENING SERVICE—By special arrangement with Audio Devices Inc., we carry a large stock of Cappel's resharpening sapphire needles. Mail us your used Sapphirer Needles and we will immediately return to you resharpened a fraction shorter than those supplied to us. This remarkable service has already been tried by leading broadcast stations and has proven to be highly successful. Net price each . . . \$2.50 — ALPHA ARACON CO. LTD. — 29 Adelaide St. W., Toronto.

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LITTLE BIT OF DENMARK TAVERN—When in Toronto, eat in old world atmosphere. Famous for Danish Smorgasborg. Dancing nightly from 9-12. 720 Bay St., Toronto. (O)

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HOWARD MANNING—Bartitone: "Howard Manning Show," CKEY 9.30 p.m.—Available for commercials, guest appearances. Phone HY. 7782. (G)

BRUCE WEBB—Versatile bass, singing pops, folk songs, commercials. Present shows: "Bruce Webb Show," "Danforth Radio Folks"—GE. 8360. (U)

HELEN BRUCE—International lyric soprano, 15 years stage, concert, radio. Popular classics, opera, etc. Audiflon disc available—Zone 8449. (U)

WHATEVER THE SERVICE you have to offer Broadcaster readers, there is a category for it in our Professional and Service Directory.

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RUTH SPRINGFORD—Ford, Wednesday Nights, Stages; Commercial Spots; 8 years' experience—Scotch dialects a specialty—LY. 6740. (I)

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JANE MALLETT—Heard on most national programs since radio began, is available for some spots and commercials. PR. 5502. (P)

LIONEL ROSS—Juvenile—10 years' Professional Radio and Stage experience. Available for Radio—Stage—Films. 29 Northcliffe Blvd.—LA. 8612. (O)

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For warm, sympathetic voice type, call **IRIS COOPER**—WA. 5017. Also European dialects. Fully experienced. (L)

BOOKS

TELEVISION PROGRAMMING & PRODUCTION is "enlightening, good reading, most concise and informative text available," says the New York Times. Richard Hubbard, the author and a veteran of 15 years in TV and allied arts, is one of the greatest basic theorists in the medium, and his book will become a "bible" for the industry. Price \$5.25, post paid if cheque enclosed with order. Book Dept., Canadian Broadcaster & Telescreen, 163½ Church Street, Toronto 2, Ont.

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

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

EDUCATION

ACADEMY OF RADIO ARTS—Lorne Greene, Director. Our function: to supply the Radio Industry with competent, trained personnel. 447 Jarvis, Toronto. (G)

RYERSON INSTITUTE OF TECHNOLOGY offers complete courses in all aspects of broadcasting—announcing, writing, production, technical. 50 Gould St., Toronto. (L)

ANNOUNCING

JAFF FORD—At your service. CFRB—PRincess 5711. (L)

EDDIE LUTHER—OX. 4520 or CFRB: PR. 5711. (M)

MICHAEL FITZGERALD—Kingsdale 0616. (M)

JACK DAWSON—PR. 5711 or OX. 2607. (L)

ENGINEERING

MCCURDY RADIO INDUSTRIES—Broadcast station installation specialists—custom manufacturers of Audio Equipment—commercial Repair Service—74 York St., Toronto—EM. 3-9701. (P)

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

BOOKS

HANDBOOK OF BROADCASTING, by Waldo Abbot, is a complete guide book on the effective methods of radio and TV broadcasting for everyone in every phase of non-technical broadcasting. This up-to-the-minute reference book covers programming, directing, writing commercial continuity and business aspects of broadcasting stations. Third edition, 494 pages, 61 illustrations. Price: \$6.50, postpaid if cheque enclosed with order. Book Dept., Canadian Broadcaster & Telescreen, 163½ Church St., Toronto 2.

PHOTOGRAPHY

ANTHONY TRIFOLI STUDIOS—Personalized professional portraits and publicity shots. Appointments at artists' convenience—MI. 9276—574 Church St. (O)

PROGRAMS

METROPOLITAN BROADCAST SALES—Radio Programme Specialists—Producers of "Mother Parker's Musical Mysteries" and "Did I Say That?"—EM. 3-0181. (P)



MENS SANA

Come to conventions with open minds, but not open at both ends.

—J. E. Gheen
(ACA Speaker)



TWO'S A CROWD

And the same speaker referred to the convention delegate who didn't bring his wife because it was double the price and half the pleasure.



OUCH DEPT.

Congratulations for that ACA Award. It must have been a helluva shock to your modesty.

—Guy Caron, CJBR



UNDERSTANDING

I've taken off a lot of weight but I can still sit down better than anyone I know.

—Vic Dallaire
(Printers' Ink)



PERSONNEL RELATIONS

In order to give the office janitor a well-earned rest, the landlord has decided to let the furnace out this summer.



INFLUENCE OF HEROINE

Then there's the woman who became so addicted to "Portia Faces Life" that her husband sent her to a psychiatrist who couldn't see her right then because he was listening to "When a Girl Marries."



FAITH, SOAP AND CHARITY

Be kind to the soap shows, unless your station has lost them to the opposition.



THESE CRYING TIMES

Some socialists won't be happy until they've soaked the rich dry.



PROOF OF THE PUDDING

A qualitative program survey would not only count the mail but would also read it.



VALEDICTORY

If these gags are good enough for Wayne & Shuster, they're good enough for us.

TALENT TRAIL

By Tom Briggs

Apparently not content to rest on the laurels it deserves for mothering the Don Wright chorus through many seasons, CFPL in London has come up with another vocal group. It is an all-girl affair which goes under the name of its conductor and director, Earle Terry, but this time there seems to be an age limit of something like 19 to 24, set on its members.

This chorus is now the main feature of an excellently produced half-hour program heard on the Dominion network, Wednesdays at 9.30 p.m., assisted by organist Max McGee and a brightly-written script. At the moment the chorus is scheduled to do four of these network half hours.

It seems rather strange to me that the other two choruses of note, namely, the *Leslie Bell Singers* and the *Don Wright Chorus*, should have captured the public's fancy so readily, for there is the ever-present danger of musical presentations such as these becoming extremely tedious. At the same time it is very nice indeed to notice that they have "caught on."

However, for a time at least, tedium and tiredness probably will not plague the work of Earle Terry and his singers. They may not have the well-coached and controlled voices of their more renowned counterparts, but they do exhibit youthful verve and excitement in their more gay numbers and a natural appreciation for the more subtle works they perform. It would be a pity if they had to sacrifice the latter to attain a uniform polish, which in turn might be the key to wider recognition.

One would think that either the London area is highly conducive to good choristers, or that the management of CFPL has hit upon an excellent plan to get the greatest number of people to express themselves in an artistic form.

At Home With the Holmes,

which the newly-formed "Group of Twelve" is currently working on (reported elsewhere in this issue), won't have to be sold on the basis of a patriotic gesture in that it is all-Canadian, but can be considered objectively as a good serial drama. And it will be just as capable of amusing, perplexing, tear-jerking and selling as anything of its kind now on the air. Or so I think, having heard the first couple of episodes.

One of the first virtues of the program really worth comment is that both the acting and dialogue seem very natural. There are no long, wordy passages and so far nobody has preached; there is only light, intelligible chatter, sometimes humorous, occasionally sad, most often just hopping about.

There is just the possibility, though, that this could be a fault. That, however, is up to those to decide who keep their fingers on the public pulse, because if the public wants sorrow, frustration and sermons, this isn't for them. A few messages it has but no sermons.

The acting is good, too, turned in by a troupe of top professionals, but mostly it is well-paced and lively, both from the standpoint of writing and direction.

At *Home With the Holmes* should be a fair success. I don't think there is anyone who hopes otherwise.



The CBC Opera Company wound up the greatest of its seasons last month with a presentation of Mozart's *Così fan tutte*. The laurels can't be too highly heaped on the Company for its productions equal or surpass anything done elsewhere. Unfortunately, this season's last work showed neither Mozart or the Company off to full advantage.

The opera's directors have shown courage—which the CBC has an abundance of—and foresight in scheduling performances of lesser-known and new works, and some are bound to lack lustre, at least to a few people. It is a tribute to the Company that station WNYC in New York saw fit to carry some of the broadcasts.

**CJCH
HALIFAX**

The
Number

One

STATION

In

The

Maritimes

Number

One

MARKET

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24 HOURS
ON 5000 WATTS
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REPS:

TORONTO:
Paul Mulvihill
Room 300, 21 King E.
WA. 6554

MONTREAL:
Radio Time Sales
(Quebec) Ltd.
1231 St. Catherine W.
MA. 4684

**CJCH
HALIFAX**

CKRC-TV
The most progressive station in
Quebec city...
1000 WATTS 1280 KC
The best buy for your advertising \$ in Quebec
REPRESENTATIVES
OMER RENAUD & G.
TORONTO - MONTREAL
IN U.S.A.
WEED & CO.

NOTES TO YOU!

"FAR FAR AWAY"

- Records Available
 Jim Byrne
 Maple Leaf (Folk)
 Charlie Kunz
 London (Pop)
 Ozzie Williams
 London (Pop)

AND OTHERS

Write us
 for a free disc.

FAVORITE MUSIC CO.
 21 SUSSEX AVE. TORONTO 5

CBC

Open Radio - Canada Building

Montreal.—The official opening of what is reputed to be the most modern and busiest radio centre in North America, the Radio-Canada Building here, will take place on May 18.

The building is the former Ford Hotel, purchased by the CBC in September of 1948, and over two years have been required to modernize and adopt it to the demands of radio and television.

The 12-storey building will now house the headquarters of the French network, the International

Service, CBC Montreal television, and the national offices of the Personnel and Administration Division, the Engineering Division and the executive.

Over 600 CBC employees and another 600 radio artists are required to produce the 18 hours of programming which leave this building each day. The programs are in two languages for home listening, and, in the International Service, broadcasting is done in 14 languages.

When complete, the building will have 26 modern radio studios and three for television. Already installed are four 50,000 watt transmitters, two FM and two short wave transmitters, news rooms, recording rooms and the mammoth master control. This control is considered a masterpiece of electrical engineering for it can handle five transmitters, eight outgoing and seven incoming networks and the 26 studios. To a great extent it is automatic in operation.

Families see more of each other. And when the family is together, decisions are made, family decisions like a range or chesterfield. Advertisers who keep their products in the public's ear and mind during the summer will move their goods fastest in the autumn.

The only opponent of summer advertising is a state of mind. Advertisers, like all people, are creatures of habit. The negative state of mind toward summer advertising is non-productive and self-destructive.

June is the top buying period for men's clothing.

Water heaters hit the year's all-time high in June.

More electric ranges are sold in June than at any other time.

Furniture and bedding reach their year 'round peak in August—and account for 6.4% of all retail business.

People smoke more in August than in any other month.

On the farmer's list, electrical appliances are Number One. He has the money as never before—and, more than any other segment of Canadian population, the farmer spends his "vacation" at home.

These observations do not include consumer items peculiar to the summer trade. The list of summer firsts in buying is endless—and contrast strangely with national merchandising.

Summer radio is vital to every advertiser—and this year summer radio is more important than ever. Material shortages are hitting hard; competition is stiffening for the harder-to-get, more discriminating dollar. Any business that wants to be tops in the fall, advertises in the summer.

VERBATIM

Sell 'em While They're Hot

From S. W. Caldwell's "Program News"

Advertisers may take a hiatus—listeners do not! Statistics prove that during an average May-September week, a mere 4.3% of the country is vacationing. And less than half of those on holiday leave home.

How about incoming tourists? Americans are conditioned to the radio pitch — they expect it as their right just as much as Cokes — and the right to spend millions of good Yankee dollars on advertised merchandise.

Summertime means bonus listening. This fact directly refutes the casual thinking of the past. More listeners, and more receptive listeners.

People have more time and more inclination to listen. It takes less effort than reading. With national interest in news and sports at an all-time high, radio listening is increasing—all year 'round.

Radios also go on holiday. Radios are at every beach and picnic ground, in cars, cabins, cottages and hotels. The "portable" is as much a part of the summertime scene as a bare midriff and "two weeks with pay."

"Congratulations, Richard G.!"



AT THE Association of Canadian Advertisers Convention Richard G. Lewis was awarded the ACA 1950 Silver Medal—

"For outstanding contribution to Canadian advertising by an executive in the media fields."

It is with pleasure that we join Dick's many friends in congratulating him on this well deserved recognition of his efforts on behalf of the broadcasting industry.

CFRB

TORONTO

PROGRAM MANAGERS

for good programming
 use the incredible piano of

BEN LIGHT

ON

TEMPO RECORDS

Distributed in Canada by
 Gordon V. Thompson Ltd.

RATINGS are HIGHER in the MARITIMES

CFNB Ratings are HIGHEST in the MARITIMES

8.30 pm	Sun	Dom				B.C.	35.7	13.2	37.1	
ARTHUR GODFREY			N.H.	16.6	CAN	44.0	18.6	42.3	27	
TALENT SCOUTS #			P.A.	83.4	Mar.	50.9	25.1	49.3		
Lever Brothers Limited			% P.	52.8	Cent	43.8	17.1	37.1		
9.30 pm	Thur	TC			Pr.	48.8	23.4	47.9		
					B.C.	28.2	6.5	22.9		
BABY SNOOKS			N.H.	21.3	CAN	44.5	9.1	20.4	31	

(ELLIOTT-HAYNES NATIONAL RATING REPORT—JAN. 1951)

HIGHEST in the MARITIMES — CFNB FREDERICTON, N.B.

CANADIAN TELESCREEN

Vol. 4, No. 6. TV and Screen Supplement May 16th, 1951

CBC TV IN JANUARY

Toronto.—Television in Canada will be started by the CBC sometime in January of next year in Toronto, as far as A. Davidson Dunton, chairman of the Canadian Broadcasting Corporation's board of governors, could tell delegates to the ACA's Convention here. He said that construction on the Jarvis Street site was "proceeding as fast as possible" and that the only limiting factor in the starting date was construction and material. Earlier it had been reported that September would see the first TV transmissions in Toronto.

In Montreal, although final confirmation for the use of the Mount Royal site came only this month, Dunton said that the station would probably be on the air next spring, but this is also subject to change due to building shortages, particularly in steel.

For the Toronto TV station, the speaker said there would be two studios — one with 5,000 square feet and another of 2,000 square feet — plus a film, library and

transmission rooms. The cost, he estimated, will run about \$2,000,000 for studios and equipment in each city. With such limited space he said the CBC staff "would have to make it do, but it won't be bad."

Toronto will be the main production centre in English at the outset, producing some three hours of programming per day, of which about two hours will have to be supplied to Montreal, he said. The Montreal station will be bilingual, but most of its originations will be French. In the future, however, the speaker hoped that some English productions would be made in Montreal.

If the stations in this country are to be basically Canadian, Dunton said, there will have to be TV productions on a fair scale and this will be expensive, but "we have the brains to produce darn good television."

Dunton reported that the CBC has based its thinking on the supposition that advertising will play a large part in Canadian TV. This is one of the points, however, on which it is expected the Royal Commission will pass a recommendation, and therefore the speaker said it was impossible for him to be more definite. He warned that there will only be about 30,000 families nationally to look at television and there isn't a chance for some time to come of any \$70,000 shows. "We should like to get good live television shows from the United States," the CBC chairman said, "but it is essential that our programming be basically Canadian shows."

As far as the future expansion of television was concerned, Dunton could only say that the CBC hopes the Royal Commission will aid in laying down plans for coast to coast TV. "We hope to see development of a system linked by kinescope, but eventually linked by other means," he said, and he expected that the first networking would be done on a Toronto-Ottawa-to-Montreal circuit.

On private participation in television, Dunton said that although the CBC had suggested that various interests seeking licenses should apply jointly for one channel in each area, none of the applications so far had filled this requirement. Now, he said, due to a recent Cabinet decision that no new radio station licenses will be issued, no television applications can be considered.

EFFECTS OF THE VIDEO VIRUS ON THE HUMAN BEING

An Address to the Association of Canadian Advertisers

By

JOHN P. CUNNINGHAM

Cunningham & Walsh Inc., N.Y.

About 50 years ago the automobile was invented. This instrument changed the face and social habits of North America tremendously. It has great power for both good and evil. Its evil power is unhappily expressed every year in the statistics of death. Last year the automobile killed more people in the United States and Canada than have been killed on the battlefields of Korea. The automobile has had violent effect on our geographical and physical lives.

And now, 50 years later, comes an instrument that can equal the automobile in its power to change — the television set. Its great force, however, will affect the mental behavior of our people — more than their physical behavior — for good or evil.

We are now, after four years of television in the United States, beginning to get just the first glimmerings of what it may do to us. It seemed to me well worth reporting what these glimmerings are — where they tend — because you may be sure that whatever it is doing to us it will do likewise to the people of Canada when it gets here.

The question I have is not: "How are we going to handle television?" but, "How is television going to handle us?" What is this great new electronic plaything going to do to the brainpan of North America?

Don't be fooled by book publishers and movie magnates telling each other at conventions that it won't affect them much. When American families who have owned television sets for two years, still sit and stare at that little square screen every night for almost four hours, something has got to give.

The truth of the matter is that many, many things do, including the family ironing. But what? — in what proportion? Early reports are beginning to come in from a

great herd of surveyors — some sketchy — most of them inconclusive.

We ourselves, at our agency, have been conducting a continuous one for the last four years. We

(Continued on page 16)



BETTER CALL S.W.C. FOR DISCS, TAPE & T.V.

RADIO'S MOST NEIGHBORLY SHOW

CAPTAIN STUBBY & THE BUCCANEERS

78 QUARTER-HOURS popular songs novelty tunes ballads original instrumentals rating with the best all year 'round audition—NOW.

S.W. Caldwell LIMITED

2100 VICTORY BLDG. 80 RICHMOND ST. W. TORONTO.



FOR THESE ARTISTS

- BOND, Roxana
- DAVIES, Joy
- DENNIS, Laddie
- ELWOOD, Johnny
- EWING, Diane
- JOUDRY, Patricia
- LOCKERBIE, Beth
- MATHER, Jack
- MILSON, Howard
- MORTSON, Verla
- NELSON, Dick
- NESBITT, Barry
- O'HEARN, Mona
- RAPKIN, Maurice
- RUSSELL, Lee
- RUTTAN, Meg
- SCOTT, Sandra
- SERA, Joseph
- WOOD, Barry
- WICKHAM, Ann

Day and Night Service at Radio Artists Telephone Exchange

900 Kc. 1000 Watts

SHERBROOKE QUEBEC

The Voice of the Eastern Townships

Quebec

1240 Kc. 250 Watts

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

More
Alberta
Radio
Homes..
FOR LESS!



Via
CFCN

You reach more Radio Homes for less money via CFCN, Calgary — Your best Buy in the Alberta Market. Here's why:

STATION	Radio Homes	Cost per 1000
CFCN	97,528	24.6c
#2	66,787	42c
#3	36,767	52.2c

(Figures quoted are 1950 BBM Daytime Averages and Costs are based on 1/4-hour "C" Time rates.)

CFCN—CALGARY
FOR
RESULTS!



ASK:

Radio Reps.

Toronto — Montreal
Winnipeg — Vancouver

Adam J. Young Jr., Inc.
U.S.A.

call it Videotown.

Videotown is a real city of 40,000 people which we selected as a "laboratory" back in 1948. There we have been watching, measuring, assaying at regular intervals. Once a year we interview personally every single television owner in town. As far as I know, it is the only survey of this intensity. Each time we interview hundreds of non-set owners—for comparison.

Videotown is only one city. It is part of a mature television area. Conditions here should not be projected to the country as a whole. But it shows a pattern of living that seems to spread as other towns get equal program choice.

We found out some of the surprising things that have been confirmed pretty much by other surveys; that cost is not an important economic factor. Large screens, console models and combination sets reach into every income level. In fact, our investigators were shocked sometimes to find a \$500 console television set in homes of two rooms where families of five slept in one single bedroom. To quote one instance from our report: "This family was a recent purchaser of a \$750 television set. They live in a run-down house so obviously in need of repairs that when the serviceman went on the roof to instal the aerial for the new set, he fell right through the roof." This kind of report is common and it indicates how deep into the lower income levels television has penetrated.

We were somewhat surprised at our last Videotown survey by the number of people who said they wouldn't have a set in the house—20 per cent. They are probably the same same kind of human ostrich who once said they would never own an automobile. Time, circumstances and death will get their heads out of the sand.

Now, when it comes to changes in social habits, rather than give you specific figures from Videotown alone, I would rather give you what I believe to be the net gist of many surveys, including our own Videotown.

Radio listening is practically non-existent in TV homes at night except individual members of the family still may pop off to another room to hear a favorite program or get the baseball scores. But please don't write off radio yet—by any means. It still has the coverage. It is much cheaper per listener by far. And even in 1954 when 18 million TV sets are predicted for the U.S. there will be 24 million non-TV homes. Remember, too, that radio is still mothering and suckling TV and TV is neither strong enough or big enough to commit matricide.

All surveys confirm a big falling off in movie attendance. Videotown shows that while 5 per cent of non-owners went to the movies last night, only 2.6 per cent of TV owners went. A Washington survey says—down 72 per cent. In Chicago, research reports that the movies lose box office receipts of \$41.40 per family per year. Our friendly competitors, Batten, Barton, Durstine &

Osborn, show in their survey that on a typical day 18 per cent of those in non-TV homes attend movies—12 per cent of those in TV homes. A 33 per cent difference. From the average of these surveys it would seem a fair statement to say that television cuts movie attendance in half in homes where television has been established as long as two years.

One of our Videotown respondents said: "I've already saved enough money on my kids not going to movies and my husband not drinking at bars to buy a refrigerator." Which suggests a headline for a TV set ad: "How to get an electric icebox FREE!"

A national survey asked the question: "Would you pay \$1 for a first-run movie on your TV set?" Fifty-six per cent said "yes." Maybe Hollywood and Einstein can work this one out.

Now, newspaper reading seems little affected—not at all in circulation, and possibly 10 per cent in reading. The morning newspaper seems to suffer not at all either in circulation or reading. But there is much evidence to show that television viewers, although they do not give up their evening newspaper, spend less time reading it because of the magnetism of their television set.

On reading of books and magazines, the figures vary greatly, depending on the set you are looking at; but the verdict is unanimous—down. The best average I can figure is about 30 per cent for books and 18 per cent for magazines. This is 18 per cent less reading of magazines, not magazine circulations.

Some surveys report card playing down. But figures in the hot TV market of New York showed a boom increase of playing card sales of 20 per cent last year. Canasta, no doubt.

How about sports attendance? This is a hot one. Almost everything has been proved—absolutely—here. The gist of them seemed to be that sports attendance goes down in a TV family for the first two years of set ownership. Ardent baseball and football fans go to the ball park or stadium less than ever before, but the interest engendered by television creates new fans with a complete knowledge of the names and numbers of all the players. Television delivers these new customers to sports events who otherwise would never have been interested in the game.

This is sure. The tycoon is becoming fascinated by the sport of the truckdriver—wrestling. The truckdriver is getting curious about the sport of the tycoon—tennis. It looks like a national wider interest in all sports—with class distinctions evaporating.

What does it do to family life? The most repeated statement by mothers in TV homes was one of great appreciation. "It keeps our family together." "It keeps my husband home." One woman in Videotown said: "My husband used to go out and get drunk every night. We got the set and now he gets drunk at home. It's much cheaper."

But the thing can backfire—

We Do Not Advertise Warships On CKSF

There's no market for battleships in the industrial city of Cornwall (32,000) or the prosperous United Counties of Stormont, Dundas and Glengarry (80,000) but hundreds of local and national advertisers have found it a responsive market for thousands of their products.

AMONG THE NATIONAL ADVERTISERS ON OUR APRIL PRODUCTION SCHEDULE:

- Adams Brands
- Dr. Ballard's
- Burns and Co.
- Coca-Cola
- Westinghouse Co.
- Canada Starch
- Shell Oil
- Courtaulds (Can.) Ltd.
- Household Finance Corp.
- Ford Co. of Canada
- Gillette Safety Razor Co.
- Imperial Tobacco
- Kraft Foods
- Liggett's
- Mother Parker Tea Co.
- Robin Hood Flour Mills
- Imperial Oil
- Colgate-Palmolive Peet
- Pepsi-Cola
- C.I.L. Paints
- Frigidaire Corp.
- McColl-Frontenac
- Sunlight Soap
- Oxydol
- Sugar Crisp
- Vicks

CKSF and CKSF - FM CORNWALL — ONTARIO

"At the Hub of the Proposed St. Lawrence Seaway"

Write us direct, or contact HORACE N. STOVIN LTD. (Canada) or JOSEPH HERSHEY MCGILLVRA (U.S.A.)



particularly the woman in Videotown who said: "I got the set to keep my husband home every night. But he's crazy about wrasslin', I hate it. So now I go out every night."

But all through these surveys runs the great appreciation of women for holding the family together—even though conversationless. The two phrases: "It keeps my children off the street" and "It keeps my husband home at night," occur over and over again in survey after survey.

Now for the big problem. The children.

As far as youngsters over 18 years are concerned, they look at television much less than other members of the family. They go out as usual. Apparently the gentle art of lovemaking will not suffer—nor the juke box business.

The average child under 18 spends 27 hours a week, or nearly four hours a day, in front of a television set. That is only one hour less than he spends in school. He spends most of his waking hours in either one place or the other.

Our Videotown survey showed that the children between 10 and 18 years in TV homes average 1 1/4 hours on their homework after 5 p.m.; in the non-TV homes 2 3/4 hours. More data is needed to show whether or not TV children are able to do their homework in less time, having the incentive to finish it more rapidly. There is much evidence that television is a great help to mothers in getting their children to study and do other home chores. Television viewing is offered to them as a reward for the completion of these tasks. Women in Videotown say: "Homework gets done faster when my boy knows the set will be tuned on as soon as it's done"; or "I get them to obey me in anything with the threat that they can't see TV. If they won't go to bed, they can't see television next day"; or "TV is good to train children. If they don't practice the piano, they can't see television."

What about their school marks?

There is an adverse effect on a small but significant number of TV children. Marks were down after the acquisition of the set 9 per cent in one school survey and 10 per cent in another. Here is where I would like to hang a red lantern and say: "Let the broadcasters beware!"

There is a tendency on the part of mothers to complain about the gun-play by children induced by television in the home. For instance: "My three-year-old girl wears cowboy costumes and keeps showing guns when cowboy pictures are on. She hit grandfather on the head because he wouldn't be 'down dead' and almost knocked him out and told him he had to be 'down dead.'" Another said: "I have to keep correcting my children's language — 'stick 'em up,' 'lay down dead.'" A third

said: "My kids are always at me to buy them pistols and guns."

Any of us who regards this tremendous child listenership only as a sales-opportunity, or lives by ratings and a philosophy of "giving the public what it wants," is leading the pack of us and advertising itself into trouble. Such thinking is weakly tenable perhaps with adult audiences, but where children are concerned it is utterly indefensible. Beware!

There has been a good deal of talk about whether or not television damages the eyes. This is not confirmed by eye specialists. There is some agreement among specialists that children under five should not be permitted to view television for long periods of time while their eyes are still growing. As far as the rest of

cjcs
SELLS

in

Stratford

INTRODUCING TWO MORE EXECUTIVES WHO SELL THE CALGARY MARKET SUCCESSFULLY

New Dress Shop Builds Trade Overnite...

- Calgary's "Simone Fashion Salon" Gains Immediate Acceptance in Competitive Field Via CFAC Campaign.

- Now Traces 60% to 80% of Customers To Weekly Quarter-Hour.



MARIA MRAVE CZ, SIMONE MAGNE



"SEVERAL months ago, when we first came to Calgary, we wanted to build up a quick acceptance for our line of budget-clothes for business girls, and for the out-of-the-ordinary dressmaking services of our coutourier shop. Our location is somewhat away from the main traffic-flow, and we had to depend on the general downtown shopping parade.

"Today, we are glad to say that our over-all business volume has exceeded our fondest expectations. We have had to engage extra help, and we know that our success has been due largely to the publicity and merchandising assistance

of CFAC.

"Ever since we first went on the air, CFAC has brought us business. In the very first week, customers for dressmaking came to us from as far away as Red Deer, and even Redwater in the North. Later, when we featured specific items of ready-to-wear, we noticed a direct effect on regular sales.

"All-in-all, we estimate that 60% of our general trade has come from our CFAC program. In dressmaking, the ratio is even higher . . . about 80%. Certainly it seems that we have a sound working combination, in good items and good service and our CFAC publicity."

Simone Magne, Prop.

- Every day, CFAC sells a host of items and services for a wide variety of active advertisers—to the same people you regard as YOUR customers and prospects. Get the details on how CFAC can sell for you too . . . from the station itself, All-Canada Radio Facilities Ltd. in Canada, or Weed & Company in the U.S.A.

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 N. HUNT AND ASSOC., Vancouver

DONALD COOKE, INC. New York

THE STATION

MOST

LISTENERS DIAL



THE STATION

MOST

ADVERTISERS BUY

(Check ELLIOTT-HAYNES AUDIENCE REPORTS—Daytime & Nighttime—Calgary City & Rural Area)

COME WEST, YOUNG MAN. COME WEST!

Prince Albert, May 1.—As a result of city council's action Monday night, Great Northern Distillers Limited—a recently organized industrial project and the first of its kind on the prairies—will be allowed to build a \$1 million distillery. The site is approximately 2 miles north of Prince Albert.

—Saskatoon Star-Phoenix.

When built, a tour of inspection is guaranteed to all interested accounts. Agency men and reps must be chaperoned.

Meanwhile place that campaign of yours in this ever expanding market.

CKBI
PRINCE ALBERT
SASKATCHEWAN
5000 WATTS

the population is concerned, professional people agree that television viewing has given set-owners' eyes an extra three to five hours' work each day, and many complaints they receive from patients are due to the fact that border-line eye-care cases have been made aware of their susceptibility to eye-strain for the first time because of this new load they put on their eyes.

Now, if you don't mind, let us look briefly into the future. Four hours out of each day at home!

What's it going to do to the automobile and the knitting needle? To the living room fireplace and to the lipstick? Perhaps automobiles will last longer due to less use; tire sales may diminish; home crafts, dressmaking, canning, may fall off. The video set may replace the fireplace as the central focus of the living room. Chairs are already being sold in New York for living room use, mounted on swivels so that they may swing around to the television set. The whole living room may even be redesigned to resemble a small theatre.

RADIO SALES EXECUTIVE

Wanted for British Columbia 1000 watt station. Good opportunity and chance for advancement. State experience and full particulars.

Box A-88
Canadian Broadcaster
& Telescreen
163½ Church St., Toronto

There is much evidence to suggest that homes will not be as neat and clean. Many women shamefacedly testify to the fact that they do not spend nearly as much time on housework.

For instance: "TV takes a whole lot of my valuable time. They took my set away for a week to get fixed, and say, did I get a lot of housework done that week."

On the other hand cooking and home menus may get much better and varied. For instance, one man reports: "My wife was always a good cook and now she is very fond of a ladies' cooking program and I eat better than ever because she tries more new recipes."

TV will thrust the outside world before cloistered peoples and shut-ins. For example, a Mother Superior at a parochial school with 10 nuns on the faculty reported to one of our interviewers: "Two of our nuns work at night but the other eight sit in the dining room from 6 to 10 every night watching television while they knit."

But all of these are trivial questions compared with what it is going to do to the human brain cell. There are some good signs, just perceptible, on the horizon.

It seems to me that the United Nations televised broadcasts are of great significance. They provoke wide interest and excited conversations. Last year a Russian named Malik was the great villain of video. This year a gangster named Costello took his place as the TV villain of the year. People are hissing their own television sets. This great interest promises an understanding of international affairs and a sensitivity to the people and problems of other nations. It promises an informed world citizenry.

The great promise of television's capacity to make a better citizenry was shown in the Senator Kefauver hearings. Our Videotown survey showed that 99 per cent of all set owners viewed one or more of the Kefauver hearings, and 70 per cent of the population of Videotown (whether they owned sets or not) saw it on TV. It is easily possible that television will breed a new race of political leaders, national figures and even presidents.

I hope that some day we can get our own two Houses of Congress to bare their daily performances to the eye of the television camera. It will mean the end of filibustering and empty seats in Congress. People will see whether or not the man they voted for is there, in his seat, doing an honest job.

It promises an alert electorate and a far better grade of politics and statesmanship than we have ever known.

The possibilities for spreading art and culture into the average home are tremendous. Many mothers in Videotown told us that their children were learning to draw from the television set.

Religion, too, may be greatly affected. The automobile made it easier for people to go to church. Television will make it easier for them to stay at home. Just what this will mean nobody knows. A few great ministers may arise with vast video congregations making financial contributions by

mail. In some denominations it could mean the end of church edifices.

And now, what does all this mean to us—us broadcasters and wordsmiths and cereal-sellers?

An amazing instrument has been thrust into our somewhat clumsy hands by the precise fingers of science. Are we going to have the breadth and the vision and the commercial self-control to use this force wisely? Or are we going to push an actress's neckline down two points to raise our Hooperating one point?

Are we going to repeat some of the mistakes we made in the public prints 10 years ago and the mistakes we made during the early days of radio? Or are we going to get smart before we get smacked?

I hope that in the United States at least, where this great new force is in the hands of commerce, we will be able to be guided by self-control rather than by government control.

Never in our business was that rare commodity, called foresight, more needed. The broadcasters and advertisers must get together and produce a good solid batch of it.

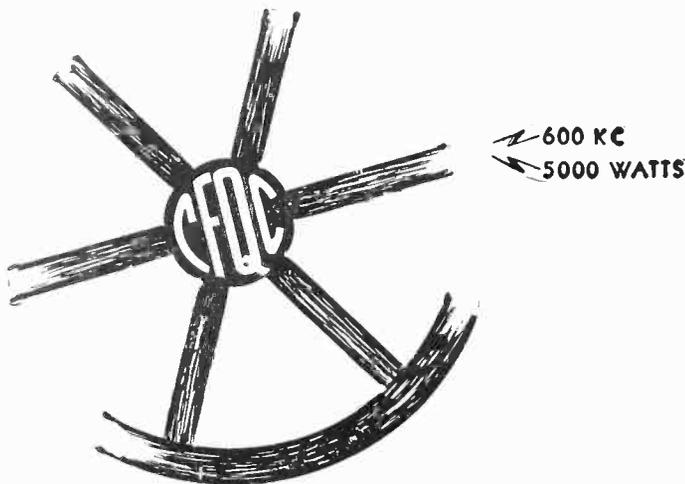
VACANCY FOR EXPERIENCED ANNOUNCER

on 5 kw. Maritime
Station

Send disc and
full particulars

to

MALCOLM NEILL
STATION CFNB
FREDERICTON, N.B.



*The radio hub
of Saskatchewan!*

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

ASK RADIO REPS

Montreal — Toronto — Winnipeg — Vancouver



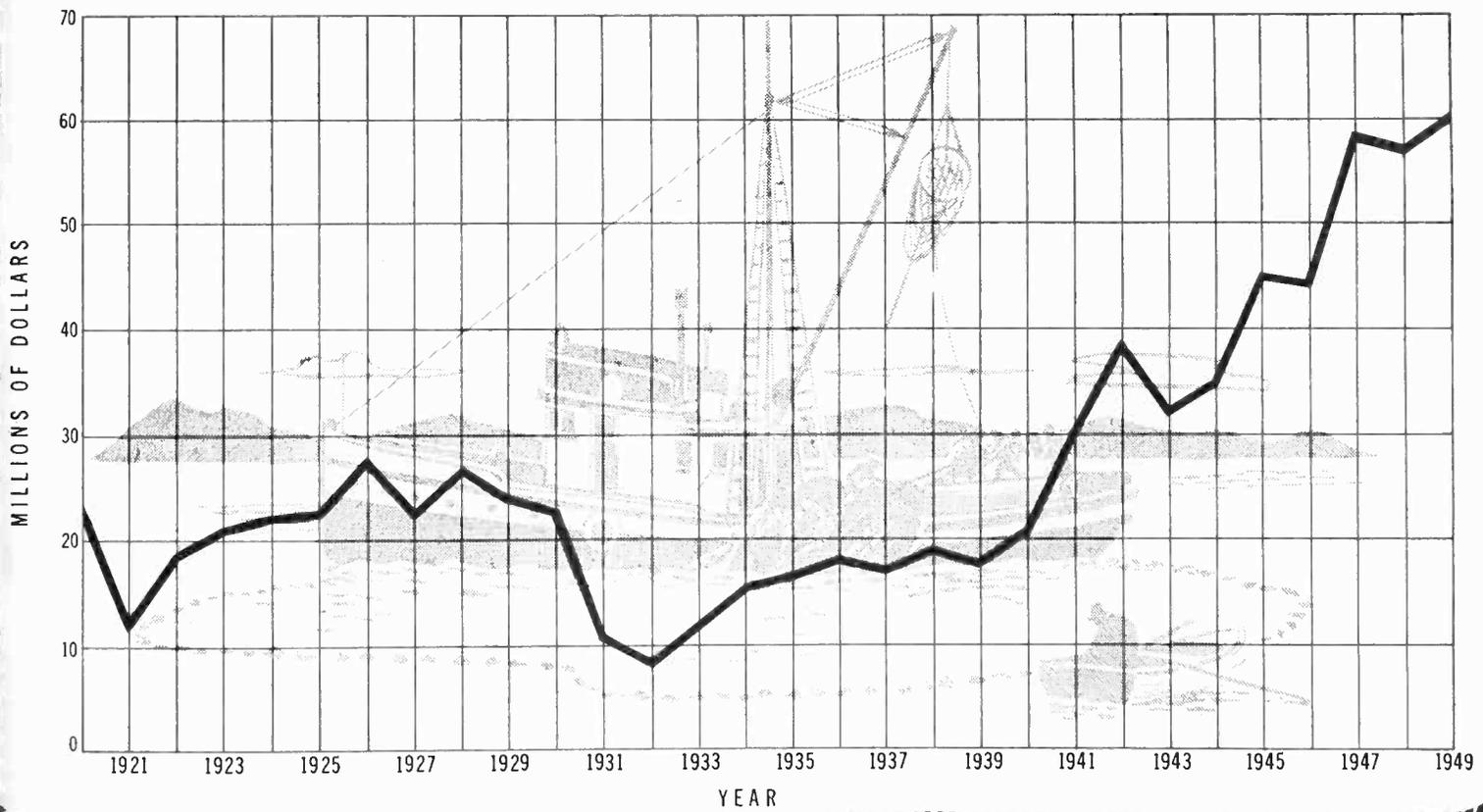
"Boy, am I happy. Latest Elliott-Haynes survey of the Greater Vancouver area — outside Vancouver, New Westminster and Victoria — gives me top billing. Yet, I'm either first or second right in Vancouver, too."

TIME to UP

Your B.C. Budget!

FISHERIES Shows Why..

VALUE OF FISHERIES PRODUCTION OF B. C., YEARS 1920 TO 1949



Share in the remarkable prosperity of the fisheries. \$60,000,000 was the estimated value of B. C. fisheries' products in 1949! Nearly three times as much as the revenue in 1940. Another striking example of progress and prosperity in B. C. Another good reason to increase your radio advertising budget in Canada's fastest-growing province.



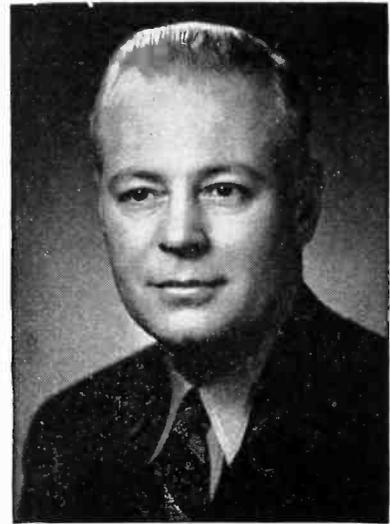
BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

CHWK CHILLIWACK
 CJDC DAWSON CREEK
 CFJC KAMLOOPS
 CKOV KELOWNA
 CHUB NANAIMO
 CKLN NELSON

CKNW NEW WESTMINSTER
 CKOK PENTICTON
 CJAV PORT ALBERNI
 CKPG PRINCE GEORGE
 CJAT TRAIL

CJOR VANCOUVER
 CKMO VANCOUVER
 CKWX VANCOUVER
 CKDA VICTORIA
 CJVI VICTORIA
 CJIB VERNON

"On listenership... BBM"



J. G. (GERRY) HAGEY, popular Advertising Manager of The B.F. Goodrich Rubber Company of Canada, Limited, has just been elected President of the Association of Canadian Advertisers.

J. G. Hagey, newly elected President of ACA, distrusts unaudited figures

"**T**ODAY more than ever, successful advertising is developed through a sound knowledge of facts and figures... unprejudiced figures, carefully compiled by a reliable and absolutely impartial body. In the field of radio time buying, that body is the BBM. Anyone who estimates coverage on unaudited figures is taking too much for granted."

BBM is YOUR Service

The Bureau of Broadcast Measurement is a tripartite organization sponsored jointly by Advertisers, Agencies and Broadcasters.

It provides statistically accurate information on the areas in which a given proportion of radio owners actually listen to a radio station.

**AS EVER, THE NO. 1 BUY
IN CANADA'S NO. 1 MARKET**

The 1950 BBM figures show CFRB's BBM coverage as 619,050 daytime and 653,860 night time—more than one fifth of the homes in Canada, concentrated in the market which accounts for 40% of the Dominion's retail sales.

CFRB 50,000 watts
1010 kc.

Representatives:

United States: Adam J. Young Jr., Incorporated
Canada: All-Canada Radio Facilities Limited