ROYAL COMMISSION TABLES REPORT
Favors Right of Appeal -- Flays Programs

THE ROYAL COMMISSION ON NATIONAL DEVELOPMENT in the Arts, Letters and Sciences climax its two-year investigation by tabling its 260,000-word report in the House of Commons last week. From left to right the Commissioners are: Arthur Surveyor, B.A.Sc., C.K., D.Eng., LL.D., Montreal civil engineer; Most Reverend George-Henry Levesque, O.P., D.Sc. Soc., Dean of Social Sciences, Laval University; W. Hon, Vincent Massey, P.C., C.H., Chancellor of the University of Toronto; Miss Hilda Neatby, M.A., Ph.D., Acting Head of the History Department, University of Saskatchewan; Norman A. M. Mackenzie, C.M.G., K.C., LL.D., President of University of British Columbia.

Ottawa.—An oath of secrecy similar to the one exacted from the press at budget time was ob- tained from the few members of the Public Broadcasting Commission who were en- trusted with advance copies of the long-awaited 600-page report of the Royal Commission on Na- tional Development in the Arts, Letters and Sciences, which was added in the House of Commons Friday of last week.

The 50 pages of the lengthy re- port which were devoted to radio and television were blunt and out- spoken in their criticism of all pro- gramming, and advocated leav- ing control, as hereofore, in the hands of the Canadian Broad- casting Corporation, with no material change in the structure.

Four out of five of the members of the Commission opposed the plan of the private broadcasters or a regulatory body to preside over both privately and publicly owned broadcasting. The report loans, however, recommend that specific provision be made for ap- peal to a federal court on matters in which the CBC has the final decision, and where it is felt that injustice might be worked by such a decision on an individual or a corporation.

The report commented on the CAB's proposal for an inde- pendent regulatory committee by pointing out that it would "either divide or destroy," or merely dupli- cate the present system of national control. "Legislation to set up a sepa- rate regulatory body would alter the present national system and would result in two independent groups of radio broadcasting sta- tions, one public and one private," the Commission said. It had no evidence, the report said, that the present CBC Board had used its powers harshly or unjustly.

If this separate regulatory body were established, the Commission felt that "the CBC would no longer have the control over all clear channels considered neces- sary to insure national coverage. This matter might be arranged, but the CBC would still lose the out- takes through private stations which are equally necessary for national coverage under existing conditions."

The member who favored the establishment of an independent regulatory committee was Dr. Arthur Surveyor, B.A.Sc., C.E., D.Eng., LL.D., Montreal civil engi- neer.

The Commission came out as favoring the continuance of lis- tener license fees at the prevail- ing rate of $2.50 per radio home, though Dr. Surveyor went on re- cord with the opinion that the tax should be levied on each set, as used to be the case.

On the question of networks, the report recommended the con- tinuance of the present system unles which no private station may become part of the network without the permission of the CBC. It also advocated that pri- vate station licenses be issued on five-year terms, cancellable for cause and non-transferable, as op- posed to the present three-year term, cancellable with or without cause. It also asked that the CBC refuse to accept local adver- tising except where no private station is available.

If Parliament implements the recommendations contained in the Commission's report, CBC costs will be fixed for five-year periods. These costs will be paid out of receiver license fees, which, it is felt, should remain at the present rate of $2.50. It should also con- tinue to derive revenue from the commercial broadcasting field.

subject to certain limitations. Deficits, if any, should be made up by statutory grant.

The Commission feels that some of the CBC's network commercials should be eliminated as undesir- able.

The report stated that the CBC has developed into "the greatest single agency for national unity, understanding and enlightenment," but adds that "there is room for improvement."

It deplored the influence of the American programs which are broadcast in Canada, and ques- tioned "whether any of the de- clared objects of Canadian radio can be reconciled with the more-than-generic provision of soap operas." The report also said that regional programming and local talent should be developed fur- ther.

The report is highly critical of all programming, but especially that of the private stations. It points out that the briefs of the 30 odd private stations heard by the Commission were all predi- cated on what it termed "the false assumption that broadcast-
BROADCAST ADVERTISING is SELLING in PERSON

Radio talks to people in their own language—in their own homes.

Nothing approaches the effectiveness of radio, except personal solicitation, which is obviously impossible on any comparable scale.

Radio makes its calls—individually—every day—on every prospect for your product—on everyone who can be a prospect.

It uses the same method that you would use if you dropped in personally for a call—and that method is talk.

It makes millions of these calls everyday.

Radio multiplies your sales force by millions of receivers that Canadians depend on every day for time, weather, news, entertainment and information.

Radio salesmen are welcome visitors in 95% of all Canadian homes—selling with the added advantage and impact that comes from easy, long established friendship.

Only Radio talks to people in their own language—in their own homes.

Only broadcast advertising can be described as—“Selling in Person”.

The CANADIAN ASSOCIATION of BROADCASTERS

T. J. ALLARD
General Manager
108 Sparks St.
Ottawa

PAT FREEMAN
Director of Sales & Research
37 Bloor St. West
Toronto
The report highlighted the importance of broadcasting in Canada, its role in public service, and the need for proper control over radio broadcasting. The report recommended the establishment of a second CBC French-language station in the Maritimes.

More radios are consistently tuned to CKRC than to any other Manitoba station.

Daytime - - - 126,300 radio homes
Nighttime - - - 97,140 radio homes

CHECK FOR AVAILABILITIES ON

CKRC WINNIPEG
630 KILOCYCLES — 5000 WATTS

C B C

CBC Ayes All Quests

Montreal—There were no applications for licenses for new radio stations to be considered by the board of governors of the Canadian Broadcasting Corporation here last month, due to an order issued by the Department of Transport banning new station construction for the time being. But to all the miscellaneous items on the agenda for this meeting, the board gave its approval.

An increase in power was approved for radio station CKLB, Oshawa, from its present 100 watts on 1240 kcs. to 250 watts with no change in frequency. Another increase was also granted station CEHB, Nanoaimo, by the board, to operate with 1 kw. on 1570 kcs., from its present 250 watts. This power was previously authorized for use on 1480 kcs. by George Randall.

A public commercial license for the transmission of personal messages where other means of electrical communications are not available was approved at this time for station CKFA, a French language station in Edmonton.

A request for a 250 watt emergency transmitter by station CJJSO, Sorel, was approved.

Two transfers of licenses were considered by the board. One, from CKSO Sudbury Limited to CKSO Radio Limited, with control being held by any two of the three principal shareholders, G. M. Miller, K. C. W. B. Plaunt, Jr., and J. M. Cooper, was approved, as was a change from Truro Broadcasting Company Limited to Colchester Broadcasting Company Limited, affecting CKCL, Truro.

A license for broadcast pick-up equipment for CHLO, St. Thomas, received the board's approval.

Canada's two commercial frequency modulation stations, CPCA-FM, Kitchener, and CJSH-FM, Hamilton, applied jointly to the board for permission to reduce daily hours of operation from 10 to 6. The application was approved at this meeting. Permission was also granted for CFPL-FM, London, to program separately from the A.M. schedule for a maximum period of two and three-quarter hours nightly.

Television channel number 11 was recommended for experimental use by Pye Canada Limited in receiver antenna design and adjustments at their factory in Ajax, near Toronto. The maximum power allowed by the board for this purpose is 5 watts and the license is issued subject to cancellation when a TV station commences operation in the area.

The following share transfers were approved: transfer of 4 common and 78 preferred shares in Acadia Broadcasting Company Limited, affecting CKBW, Bridge-water; transfer of 2 common shares in Atlantic Broadcasters Limited, affecting CCFX, Antigonish; transfer of 50 common shares in Grey & Bruce Broadcasting Co. Ltd., affecting CFOS, Owen Sound; transfer of 46 common shares in Northern Broadcasting Corporation Limited, affecting CFGP, Grande Prairie; transfer of 2 common shares in New Brunswick Broadcasting Company Limited, affecting CHSJ, Saint John; transfer of 267 common shares in Island Broadcasting Company Limited, affecting CJVI, Victoria; and transfer of 400 common shares in Western Communications Limited, affecting CKRM, Regina. In all cases control of the companies is unaffected.

NOTES TO YOU,

"FAR AWAY" Records Available
Jim Byrne
Maple Leaf (Folk)
Charlie Kurtz
London (Pop)
Ozzie Williams
London (Pop)

AND OTHERS

Write us for a free disc.

FAVORITE MUSIC CO.
21 SUSSEX AVE.
TORONTO 5

---

Pepys

Behind the Scene
in Radio

as transcribed by H.N. Stovin

"Myself somewhat of a critic, did spend an interesting hour this night, being a rainy one, reading reviews and comments by music critics and radio columnists—which are not always one and the same. Did find generous tributes to CKCW Moncton on its sponsorship of the Moncton Musical Festival, which in four years has grown from a competitive list of 1,500 souls in 1947, to over 4,000 in the festival held this past May.

Though we be well into 1951, radio sales records of 1950 are still a potent and goodly indication of what Canadians really think of the service given them by their radio stations. Canadians spent some $18 million more on radio receivers in 1950 than in 1949, buying 788,200 units last year as compared with 728,700 in the year previous. If 59,500 families backed their approval of Canadian broadcasting, with more than $300.00 each, there is nothing much amiss with what our stations offer.

From CJOR the word of an exclusive news service, with that Vancouver station the only one in Western Canada to give news direct from the main U.P. night wire—a service coming out of San Francisco where the Pacific cable from Korea terminates. Keith Cutler's 10 p.m. broadcast 'Story of Today' makes a real highlight of service to West Coast listeners.

Sanford Evans Statistical Service of Winnipeg has prepared a report for the Board of Trade of Yorkton, Sask. In this area, according to BBM figures, CIGX rates 50% or better. Advertisers will find profitable interest in this $100 million market—made up of cereals, grains, livestock, poultry and dairy products, besides furs and seneca-root. Those wishing to know more detailed figures, or especially what seneca-root is, may have same from any Stovin representative.

"A STOVIN STATION IS A PROVEN STATION"
Programming For The Other Five Percent

Easily the most significant part of the report of the Massey Commission, tabled in the House last Friday afternoon, was the fact that it accepted the principle of the Broadcasting Act without comment, and stated flatly that broadcasting is not an industry but a public service.

There are those, in the industry and out of it, who feel that the CBC's dual role of arbiter and competitor is undemocratic. It was on this premise that the independent stations asked the Commission to recommend the establishment of a separate regulatory body, to preside over both the privately and publicly owned stations.

When four of its five members opposed this plan, they did so with the notation that such a move would alter the present national system. This seemed to imply that the possibility of recommending an amendment to the Act was not considered, but rather that deliberations were based on the premise that the Act would stand in its present form. This might possibly be interpreted as an opening for further efforts to get the Act amended.

On this particular point, there was one exception in the Commission's recommendation that provision be made for appeal by the private stations to a federal court, when it is felt that an injustice has been suffered. While this does not establish the completely separate regulatory body which the stations had hoped would be forthcoming, it is at the same time a step towards the removal of the complete autocracy of the CBC, and, as such, may be counted a point in favor of private enterprise.

Many of the Commission's harsh criticisms of some of the private stations' programming do definitely hold water, and left little to the imagination when it utilized such epithets as "regrettable," "undistinguished," and "inexpensive and unimaginative."

The fact that it commended the "Report from Parliament Hill" programs meets with our approval, because we too have frequently expressed our belief that this is a major contribution to Canadian citizenship. One should not, however, overlook the point that public acceptance of these programs, in terms of listenership, is extremely low, and speaking for ourselves we believe that wide audience acceptance is an absolute essential to success in any expressive endeavor.

It might well be argued that all of the Commission's recommendations along cultural lines are estimable, provided that an audience can be found for what they feel should be heard. Statistics prove, however, that Canadian people are, regrettably, not generally educated to an appreciation of the finer kinds of music and drama. And it is our sincere belief that the best way to implement the Massey Commission's recommendations would be to set it to work in the primary grades of the schools to plant the seeds of this love of better things and Canadian things when minds are supple enough to be molded.

It is easy to disparage a critic. But it accomplishes nothing.

In the research field, it is common practice to accept what shows us up favorably, and to toss the things we don't want to hear into the waste basket as inaccurate, rather than examining them carefully to see if we might not turn them to our advantage by improving our product.

By the same token, if the radio industry examines the report in the same light as it should examine a survey, it could scarcely fail to come up with the same observation as was made in the report, and that is that while there is good programming all over the country, there is also other programming which leaves a great deal of room for improvement.

Pursuing this thought still further, it might then proceed to examine its program departments; it might assess the ability of its key men to produce worth-while shows; it might consider the question of whether the standards it demands of its program directors might not be elevated, even at the risk of having to demote or displace those who do not measure up, replacing them with more competent people at better salaries; it might even consider its program budgets as to their adequacy to do the best possible job, even though an increase in those budgets might entail an increase in the rates for which they are selling their time; it might even consider adopting a policy comparable to that of a newspaper or other publication, which prepares its own informing or entertaining features without interference from advertisers, and still has advertisers flocking into its advertising column.

This last point will raise the obvious objection that the advertisers would never go for it. And the answer to this is that if the most unambiguous kind of radio — a hodge-podge of recordings sprinkled with a random collection of commercial announcements — can do the fantastic job of selling, which is done every day, how much more effective would programs be if they were prepared for the sole purpose of attracting listeners, both to themselves and to the commercial announcements which went along with them.

Summing it all up, there is enough in the report that is favorable to the cause of private radio, to enable the broadcasters to gloss lightly over the slurs if they will. There is the provision for appeals; the five-year tenure of license; the suggestion that CBC reduce the number of their commercials; there are other points.

On the other hand there is harsh criticism, which, however unjustified it may seem, may provide broadcasters with a sound basis for the improvement of their already high quality product, if they will look at it constructively.

Knowing the broadcasters as we do, we believe they will.

One final point is this: The day will one day dawn — it has to dawn — when the government will be stripped of its monopolistic hold on the business of broadcasting.

When that day comes, it will be marked by the fact that private radio, by its programs and performances, has won over the long-hairs and intellectuals, as well as the general public, which it has already won to such a marked degree. And it will have accomplished this by plowing back enough money into its programs to give the other five per cent what they want to hear too.
“Myself somewhat of a critic, did spend an interesting hour this night, being a rainy one, reading reviews and comments by music critics and radio columnists—which are not always one and the same. Did find generous tributes to CKCW Moncton on its sponsorship of the Moncton Musical Festival, which in four years has grown from a competitive list of 1,500 souls in 1947, to over 4,000 in the festival held this past May.

Though we be well into 1951, radio sales records of 1950 are still a potent and goodly indication of what Canadians really think of the service given them by their radio stations. Canadians spent some $18 million more on radio receivers in 1950 than in 1949, buying 788,200 units last year as compared with 728,700 in the year previous. If 39,500 families backed their approval of Canadian broadcasting, with more than $300.00 each, there is nothing much amiss with what our stations offer. From CJOR the word of an exclusive news service, with that Vancouver station the only one in Western Canada to give news direct from the main U.P. night wire—a service coming out of San Francisco where the Pacific cable from Korea terminates. Keith Cutler’s 10 p.m. broadcast ‘Story of Today’ makes a real highlight of service to West Coast listeners. From Sanford Evans Statistical Service of Winnipeg has prepared a report for the Board of Trade of Yorkton, Sask. In this area, according to BBM figures, CGX rates 50% or better. Advertisers will find profitable interest in this $100 million market—made up of cereals, grains, livestock, poultry and dairy products, besides furs and seneca-root. Those wishing to know more detailed figures, or especially what seneca-root is, may have same from any Stovin representative.”

“A STOVIN STATION IS A PROVEN STATION”

---

**CBC Ayes All Quests**

Montreal—There were no applications for licenses for new radio stations to be considered by the board of governors of the Canadian Broadcasting Corporation here last month, due to an order issued by the Department of Transport banning new station construction for the time being. But to all the miscellaneous items on the agenda for this meeting, the board gave its approval.

An increase in power was approved for radio station CKLB, Oshawa, from its present 100 watts on 1240 kcs. to 250 watts with no change in frequency. Another increase was also granted station CHUB, Nanaimo, by the board, to operate with 1 kw. on 1570 kcs. from its present 250 watts. This power was previously authorized for use on 1480 kcs. by George Randall.

A public commercial license for the transmission of personal messages where other means of electrical communication are not available was approved at this time for station CHFA, a French language station in Edmonton.

A license for a 250 watt emergency transmitter by station CJISO, Sorel, was approved.

Two transfers of licenses were considered by the board. One, from CKSG Sudbury, Limited to CKSO Radio Limited, with control being held by any two of the three principal shareholders, G. M. Miller, K.C., W. B. Plaut, Jr., and J. M. Cooper, was approved, as was a change from Truro Broadcasting Company Limited to Colchester Broadcasting Company Limited, affecting CKCL, Truro. A license was previously approved for CKPL, FM, London, to program separately from the A.M. schedule for a maximum period of two and three-quarter hours nightly.

Television channel number 11 was recommended for experimental use by Pye Canada Limited in receiver antenna design and adjustments at their factory in Ajax, near Toronto. The maximum power allowed by the board for this purpose is 5 watts and the license is issued subject to cancellation when a TV station commences operations in the area.

The following share transfers were approved: transfer of 4 common and 76 preferred shares in Acadia Broadcasting Company Limited, affecting CKBW, Bridge-water; transfer of 2 common shares in Atlantic Broadcasters Limited, affecting CFX, Antigonish; transfer of 50 common shares in Grey & Bruce Broadcasting Co. Ltd., affecting CFOS, Owen Sound; transfer of 46 common shares in Northern Broadcasting Corporation Limited, affecting CFGP, Grande Prairie; transfer of 2 common shares in New Brunswick Broadcasting Company Limited, affecting CHSJ, Saint John; transfer of 257 common shares in Island Broad-casting Company Limited, affecting CJVI, Victoria, and transfer of 400 common shares in Western Communications Limited, affecting CKRM, Regina. In all cases control of the companies is unaffected.

---

**NOTES TO YOU**

"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 S

1000 WATTS 1280 KC

The best buy for your advertising in Quebec city...

---

**CBC**

The most progressive station in Quebec city...

---

**Horace N. Stovin & Company**

MONTREAL TORONTO WINNIPEG VANCOUVER

Representative for

*their two Radio Stations*

**CKV**

Winnipeg

**CFXJ**

Napanee

**CJX**

Yorkton

**CJAB**

Moose Jaw

**CJNS**

North Battleford

**CKOM**

Saskatoon

**CKJF**

Flin Flon

---

**CKV**

The best buy for your advertising in Quebec city...

---

**Representatives for other Renaud & Co. in U.S.A.**

Toronto-Montreal

---

**CKY**

Brookeville

**CKSE**

Cornwall

**CFR**

Verdon-Montreal

---

**CKWL**

Edmonston

**CJBR**

Broom

**CKCW**

Moncton

---

**CKSO**

St. John

**CKGW**

Newfoundland

---

---
Programming For The Other Five Percent

Easily the most significant part of the report of the Massey Commission, tabled in the House last Friday afternoon, was the fact that it accepted the principle of the Broadcasting Act without comment, and stated flatly that broadcasting is not an industry but a public service.

There are those, in the industry and out of it, who feel that the CBC's dual role of arbiter and competitor is undemocratic. It was on this premise that the independent stations asked the Commission to recommend the establishment of a separate regulatory body, to preside over both the privately and publicly owned stations.

When four of its five members opposed this plan, they did so with the notation that such a move would alter the present national system. This seemed to imply that the possibility of recommending an amendment to the Act was not considered, but rather that deliberations were based on the premise that the Act would stand in its present form. This might possibly be interpreted as an opening for further efforts to get the Act amended.

On this particular point, there was one extenuation in the Commission's recommendation that provision be made for appeal by the private stations to a federal court, when it is felt that an injustice has been suffered. While this does not establish the completely separate regulatory body which the stations had hoped would be forthcoming, it is at the same time a step towards the removal of the complete autocracy of the CBC, and, as such, may be counted a point in favor of private enterprise.

Many of the Commission's harsh criticisms of some of the private stations' programming do definitely hold water, and left little to the imagination when it utilized such epithets as "regrettable," "undistinguished," and "inexpensive and unimaginative."

The fact that it commended the "Report from Parliament Hill" programs meets with our approval, because we too have frequently expressed our belief that this is a major contribution to Canadian citizenship. One should not, however, overlook the point that public acceptance of these programs, in terms of listenership, is extremely low, and speaking for ourselves we believe that wide audience acceptance is an absolute essential to success in any expressive endeavor.

It might well be argued that all of the Commission's recommendations along cultural lines are estiable, provided that an audience can be found for what they feel should be heard. Statistics prove, however, that Canadian people are, regrettably, not generally educated to an appreciation of the finer kinds of music and drama. And it is our sincere belief that the best way to implement the Massey Commission's recommendations would be to set to work in the primary grades of the schools to plant the seeds of this love of better things and Canadian things when minds are supple enough to be molded.

It is easy to disparage a critic. But it accomplishes nothing.

In the research field, it is common practice to accept what shows us up favorably, and to toss the things we don't want to hear into the waste basket as inaccurate, rather than examining them carefully to see if we might not turn them to our advantage by improving our product.

By the same token, if the radio industry examines the report in the same light as it should examine a survey, it could equally fail to come up with the same observation as was made in the report, and that is that while there is good programming all over the country, there is also other programming which leaves a great deal of room for improvement.

Pursuing this thought still further, it might then proceed to examine its program departments; it might assess the ability of its key men to produce worth-while shows; it might consider the question of whether the standards it demands of its program directors might not be elevated, even at the risk of having to demote or displace those who do not measure up, replacing them with more competent people at better salaries; it might even consider its program budgets as to their adequacy to do the best possible job, even though an increase in those budgets might entail an increase in the rates for which they are selling their time, it might even consider adopting a policy comparable to that of a newspaper or other publication, which prepares its own informing or entertaining features without interference from advertisers, and still has advertisers flocking into its advertising columns.

This last point will raise the obvious objection that the advertisers would never go for it. And the answer to this is that if the most unambitious kind of radio — a hodge-podge of recordings sprinkled with a random collection of commercial announcements — can do the fantastic job of selling, which is done every day, how much more effective would programs be if they were prepared for the sole purpose of attracting listeners, both to themselves and to the commercial announcements which went along with them.

Summing it all up, there is enough in the report that is favorable to the cause of private radio, to enable the broadcasters to gloss lightly over the slurs if they will. There is the provision for appeals; the five-year tenure of license; the suggestion that CBC reduce the number of their commercials; there are other points.

On the other hand there is harsh criticism, which, however unjustified it may seem, may provide broadcasters with a sound basis for the improvement of their already high quality product, if they will look at it constructively.

Knowing the broadcasters as we do, we believe they will.

One final point is this:

The day will one day dawn — it has to dawn — when the government will be stripped of its monopsonic hold on the business of broadcasting.

When that day comes, it will be marked by the fact that private radio, by its programs and performances, has won over the long-hairs and intellectuals, as well as the general public, which it has already won to such a marked degree. And it will have accomplished this by plowing back enough money into its programs to give the other five per cent what they want to hear too.
**REPS**

**Stovin Promotions**

Toronto. — Ralph J. Judge, branch manager at Montreal, has been appointed general sales manager of Horace N. Stovin and Company, radio station representatives, it is announced by Horace N. Stovin, president. Frank C. Murray, of the Toronto staff, becomes manager of the Montreal office. Judge will move to Toronto, headquarters of the company.

**Born in Toronto,** Ralph Judge entered radio as a performer while employed in a managerial capacity with a large food company. He was a tenor on radio stations from Winnipeg to the Pacific Coast, was on Borden's Canadian Cavalcade, the CBC, and NBC exchange programs. Six years ago he joined the Stovin organization and was at the Toronto office until promoted to the Montreal managership 3½ years ago. He is a former Rotarian and member of the Toronto Advertising and Sales Club.

Frank Murray, born and educated in Ireland, had active service with the R.A.F. during World War II. After the war, he came to Canada and became a time salesman for CJBA, Belleville. He was one of the organizers of the Belleville Sales and Advertising Club and was a member of the Chamber of Commerce there. He joined the Stovin organization in 1949. He is an active member of the Toronto Advertising and Sales Club.

**Launches New Rep Firm**

Toronto. — Andy McDermott, well known in Canadian radio for more than a decade, resigns as sales manager of Horace N. Stovin & Company to become general manager of a new broadcasting station representative firm, Radio & Television Sales Incorporated, early in June.

Effective June 15 the new firm will open offices at 10 Adelaide Street East, in Toronto and at 143 St. Catherine Street West in Montreal. McDermott will be headquartered in Toronto. Representation will commence on that date for station CKVL, Verdun-Montreal and the French Associates Group network consisting of CKCV, Quebec City, CHLT, Sherbrooke; CHEF, Granby; CHLN, Three Rivers; CJSO, Sorel and CKVL.

McDermott entered the radio representation field in the late '30s with Joseph Hershey McGillivra, at first in Toronto then in New York and Montreal, after 14 years in daily newspaper work in several cities, including a term as advertising manager of the old Regina Daily Star. In World War II he directed the Canadian and overseas activities of the RCAF Public Relations Radio Division. He is a member of the Sales Advisory Committee of the C.A.B., chairman of the Advisory Committee on Radio Division.

**THE AGENCIES WILL TELL YOU**

**THE SPONSORS WILL TELL YOU**

**Service**

**GIVEN BY**

**CKCR and CKCR-FM**

**KITCHENER**

**PROMOTION-WISE**

**IS TOPS**

KNOW YOUR STATION!! ASK "BILL" WRIGHT
**STATIONS**

**Easter Seals Over The Top**

Toronto.—The objective of the Easter Seal Campaign of the Ontario Society for Crippled Children, in which all branches of the radio industry in this province played a major part, was exceeded this year. Returns to date, which are still incomplete, top the objective of $375,000 by $5,341.49.

"This is the fifth consecutive year the Society has gone over the top by exceeding its objective," pointed out financial chairman Conn Smythe. "I consider this a remarkable record at a time when so many appeals to the public are being made, with a number of them falling short of their objectives," he said.

Among other things, the money will go to support summer camps for handicapped children, a cerebral palsy centre at London and cerebral palsy demonstration clinics touring the province, all of which are operated by the Society.

---

**CCBA To Meet In Fall**

Toronto.—The 1951 meeting of the Central Canada Broadcasters' Association, which had been planned as a spring convention, has been postponed until fall, according to president Ralph Snegro, of CKBB, Barrie. It will be a two-day meeting and will probably take place around September 15, about 10 days after the Western Association of Broadcasters' meeting.

Reasons for the postponement are that it was anticipated that the report of the Massey Commission would have been tabled by spring and that it would have been possible to discuss it at that time.

Delay in the appearance of the report has made it too late to discuss the other main topic of summer revenue, and it has therefore been decided to postpone the meeting as stated.

The agenda committee will be headed up by Lyman Poole, assistant manager of CKOC, Hamilton, who is vice-president of the CCBA.

---

**Hot Ziggity!**

Winnipeg.—No one at radio station CKLB here even dreamed that an informal interview on a "meet-the-people" type of program would sell $33,000 worth of very unusual machinery, until the next day, when the interviewee phoned.

He was Mr. Lane, western sales manager for an American company making the "Sizzle Snack" hot dog machine, which instantly and electrically cooks and buns a "dog" on a put-the-coin-in-a-slot system.

It all started when Lane was met by George Knight, emcee of the "Vox Pop" program, in the lobby of the local Marlborough Hotel and he explained to Knight on the air that he was in the west to locate distributors for his company's newest product. He then described the automatic frankfurter vendor.

It wasn't long before a phone call came for Lane from an interested listener in Portage La Prairie, and by the following morning the caller had contracted for $23,000 worth of the machines with the Calgary distributor.

---

**12 BASIC CENTRES COMPLETE PROGRAM SURVEY EVERY MONTH**

| HALIFAX   | SASKATOON     |
| MONTREAL  | REGINA        |
| OTTAWA-HULL| EDMONTON      |
| TORONTO   | CALGARY       |
| HAMILTON  | VANCOUVER     |
| WINNIPEG  | VICTORIA      |

**IN ADDITION:**

43 SUPPLEMENTARY CENTRES SURVEYED BI-MONTHLY, QUARTERLY, SEMI-ANNUALLY AND ANNUALLY WILL BE INCLUDED FROM TIME TO TIME

**THE TREND IS TO PENN McLEOD**

**MAY 1950 — 11 STATIONS**

**MAY 1951 — 86 STATIONS**

Our continuing Radio Audience studies will help you keep in closer touch with your radio advertising campaigns.

"The Story of Penn McLeod Radio Research" will show you how. Phone or write to:

**PENN McLEOD AND ASSOCIATES Limited**

MARKETING AND RADIO RESEARCH

VANCOUVER 1473 WEST FOURTH AVENUE
BAYVIEW 3922

TORONTO BAY & GERARD BUILDING
PLATE 4093

www.americanradiohistory.com
Percentage Of Listeners

If a given program receives a rating of 10.0 at a time when the sets-in-use index is 31.5, the percentage of listeners is determined by dividing the sets-in-use index into the program rating and multiplying the result by 100 to give a percentage of 31.7.

Thus, it can be presumed that, within the limits of statistical variation, this program is drawing 31.7% of the available listening audience at that time.

Elliott-Haynes Limited

[Continuous Radio Audience] [Measurements Since 1940]
ASSOCIATED BROADCASTING
Toronto.—The Arthur Murray Studios has a half-hour once-a-week kowtow kampaign going to CFRB, Toronto, called Public Performance with Larry Mann handling the commercials on dancing lessons.

City Buick Pontiac Ltd. has started the five-minute five-a-week transcribed Tumpane Talking over CKY, Toronto, featuring the Globe & Mail columnist Frank Tumpane. Gordon Allen looks after the commercials.

O’Donnell-Mackie Ltd. (Studebaker) has a flash announcement series going to CFRB, Toronto, through October, on a three-a-week basis.

D’ARCY ADVERTISING
Toronto.—Coca-Cola Ltd. starts the Maria Lanza Show June 10 over the Dominion network plus CFRB, Toronto and CFCF, Montreal (from CBS), as a summer replacement for Charlie McCarthy Ray Sinatra conducts the 30-piece orchestra while Dei Mott handles the cuts-ins.

O’BRIEN ADVERTISING
Vancouver.—Rock Gas has renewed its six-week spot announcement series over CKNW for its second year advertising liquefied petroleum gas.

ELLIS ADVERTISING
Vancouver.—Fletchers Limited (Meat Distributors) has scheduled a series of 122 spot announcements over CKNW, New Westminster, through July 27.

HUTCHINS ADVERTISING
Toronto.—Hutchins Advertising Co. of Canada Ltd. has announced the appointment of Walter Engwer as vice-president. Engwer has been general manager of the local office for the past five years.

DANCER-FITZGERALD SAMPLE
Toronto.—Stokley-Van Camp of Canada Ltd. has extended its five-minute five-a-week Women in The News over CFRB, Toronto, until November 30 featuring Loy Owens and advertising its canned goods.

LIONEL AT HOME

JOHN MCKENNEY BINGHAM
Toronto.—The Toronto Motor Car Ltd. (Mercury, Meteor and Lincoln) has returned the 10-mile once a week Fifth Week with Dave Price for the third year to CJBC, Toronto.

HARRY E. FOSTER
Toronto.—Colgate-Palmolive Peet Co. Ltd. has started the 15-minute three-a-week Reflections de Feme featuring Janette Bertrand over CKAC, Montreal, advertising Vel and Colgate Beauty Soap.

McKEE ALBRIGHT
New York.—Philadelphia & Reading Coal Company has scheduled a five-minute three-a-week early morning newscast for one year over CFRB, Toronto, featuring Wally Crouther.

JAMES LOVICK
Toronto.—British American Oil Co. Ltd. has a two-week spot announcement campaign going to 50-odd stations coast to coast June 18 advertising 88-98 Gasoline.

AGENCIES, REPS AND SPONSORS gathered at the Royal York May 15 for the annual feed staged by Lionel the Lobster, aided and abetted by CKCW’s Fred Lynds. A similar party was staged earlier in Montreal.

CKFH
Toronto’s Newest Station

JOHN MCKENNEY BINGHAM
Toronto.—The Toronto Motor Car Ltd. (Mercury, Meteor and Lincoln) has returned the 15-minute once a week Fifth Week with Dave Price for the third year to CJBC, Toronto.

HARRY E. FOSTER
Toronto.—Colgate-Palmolive Peet Co. Ltd. has started the 15-minute three-a-week Reflections de Feme featuring Janette Bertrand over CKAC, Montreal, advertising Vel and Colgate Beauty Soap.

MONTREAL’S

FIRST STATION IN ENTERTAINMENT NATIONAL ADVERTISERS ESTABLISHED SALES RESULTS STRONG PROGRAMMING APPEAL TOP SPONSOR PROMOTION

REPS: In Canada: ALL-CANADA RADIO FACILITIES LTD. — In U.S.: WEED & CO.

ABC and DOMINION NETWORK AFFILIATE

JOS. HARDY
ON QUEBEC MARKET 

"Many of you will, this summer, see the old city of Quebec, and nowhere in North America is as much early history enshrined as here. I would like to show you St. Malo—Quebec's newest industrial development. Here, in buildings formerly used by the Dept. of Munitions and Supply, covering 26 million feet of floor space, are now some 35 industries representing an investment of $200 million. It is the most important single industrial development in the history of Quebec. All this new wealth and purchasing power is in the primary area of CHIC— for fuller 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 RIVIÈRES 1000 WATTS
CHLT SHERBROOKE (French) 1000 WATTS
CKTS SHERBROOKE (English) 250 WATTS
CKVM VILLE-MARIE 1000 WATTS
CKRS MATANE 1000 WATTS
CKBL MALPAS 250 WATTS
CKLD THERMAL MINES 250 WATTS

Page Nine
**WANTED—AT ONCE! ANNOUNCER-OPERATOR**

For 250 Watt Southern Ontario Station

For Full particulars apply Box A-92 Canadian Broadcaster & Telescreen

163½ Church St., Toronto

---

**RESEARCH**

**Marketing Needs Research**

Toronto. Executives, when making decisions on important marketing questions, are right only 58 per cent of the time, A. C. Nielsen, president of the Chicago research firm of A. C. Nielsen Company, told delegates at the Thursday afternoon research sessions of the Association of Canadian Advertisers Convention held here last month.

The reasons for this high percentage of error, the speaker said, were because the problems of marketing exist in the establish-ments and minds of wholesalers, retailers and consumers and there is a lack of facts on which to base decisions. Market problems, unlike production problems, do not exist under your own roof where you can watch them and the lack of facts stems from the wide geographical dispersion of most companies retail field. Even if some forms of research are used, he said, the desired information is often unknown to the respondent.

Nielson then pointed out how these problems have been over-come with research techniques developed by his company. The advantages of the Nielsen Food-Drug Index, he said, were—that it is factual, and a careful physical count is relied upon rather than guesswork and opinion; it is a bi-monthly service, which provides a continuous picture of the field, and since many manufac-turers in two different industries in four countries all contribute, the cost of the system has been lowered.

The speaker believes that his system provides a consumer sales curve, not only for the entire country, but broken down into territories, city-size range, store size and consumer income class. The Nielsen Index also reveals similar information on competing products, he said.

**Data for this research tool** comes from 6,000 typical chain and independent stores in the United States, United Kingdom, Canada and Australia, and under the terms of a contract with each store, the Nielsen Company has the privilege of taking inventory and auditing the invoices for all goods coming into the store, Nielsen revealed. From this information it is possible to predict sales to consumers, purchases by retailers, retail stocks, retail store turnover, retail distribution, and since many manufacturers in two different industries in four countries all contribute, the cost of the system has been lowered.

The speaker believes that his system provides a consumer sales curve, not only for the entire country, but broken down into territories, city-size range, store size and consumer income class. The Nielsen Index also reveals similar information on competing products, he said.

**COMMERCIAL WRITERS’ CONTEST**

Over fifty entries have come in for the Canadian Broadcaster & Telescreen’s first commercial writer’s contest, which closed May 31. Everything possible will be done to get the judges to do their stuff in time for winners to be announced in our issue of July 4.

We feel most encouraged by the gratifying response to this experiment.
Research Must Produce Facts

Toronto—Some of the history and purpose of the Canadian Advertising Research Foundation was explained during last month's probing research session of the ACA Convention by H. H. Rimmer and Mark Napier, chairman and vice-chairman, respectively, of CARF.

Rimmer, who is advertising manager of Canadian General Electric Co. Limited, told of how this research organization helps the whole advertising industry by controlling methods and standardizing procedures, thus furnishing validated research of practical value to advertisers, their agencies and media.

Napier, vice-president of J. Walter Thompson Co. Limited, went on to point out that this non-profit organization, financed jointly by the Association of Canadian Advertisers and the Canadian Association of Advertising Agencies, has as its policy the discouragement of all research which will not produce facts which the advertisers and agencies can act upon.

He said that since a large part of the agencies' income is from the various advertising media, they are paying indirectly in part for CARF and have a very definite interest in it.

"The relative unimportance of an advertisement to the public leaves the door wide open to improve advertising through research," A. W. Lehman, managing director of the Advertising Research Foundation, New York, told the convention delegates.

In his address on "Increasing the Effectiveness of Advertising Through Research," Lehman recommended the adoption by the advertising industry of a three-point program which would increase the amount of information that can be made available through research, improve the quality of all advertising research efforts, and learn better how to apply, individually, research facts and figures to the ever-present problem of reaching more minds more effectively.

"It is media management that creates the vehicles for advertising, and advertisers sometimes seem to forget that," the speaker said. "The challenge to all media, he went on, "is to obtain maximum circulation so as to be able to sell the maximum amount of advertising at the highest possible rate and still serve the public well."

"Some papers and magazines have twice as many readers as others with the same circulation base," Lehman complained. "One has yet found out why." There are wide differences in the reading and listening habits of men as compared with women: a national general interest department store ad drew a readership of only 11 per cent; a car card in Winnipeg got a rating of 58 per cent while another of the same size rated only 18 per cent; and to all these statements the speaker asked the question "Why?"

"We've got to have more money to go beyond these mere readership figures," Lehman stated.

IN SUMMER... the spotlight is on SPORTS! ....... and on shrewd sponsors who buy time at...

CKRM REGINA

5000 watts • 980 kc.
MORE POWER TO US!
MARKET STILL EXPANDING

P.A. AREA POWER OUTLAY TO NEAR $2 MILLION IN 1951

Prince Albert, May 15—The Saskatchewan Power Corporation plans an expansion program costing some $1,750,000 for the Prince Albert district this year, according to J. W. Tomilson, Corporation General Manager. The work, which gets under way today, includes the construction of more high-tension lines and an extra 10,000 kilowatt turbine at the Prince Albert powerhouse.

Completely cover the Saskatchewan market with your campaigns by adding the ever-expanding CKBI market. Get results now. Get started this year.

CKBI
PRINCE ALBERT, SASKATCHEWAN
5000 WATTS

CKOC
STAFF APPOINTMENTS

RON KELLY
BOB LEITCH

HAMILTON LISTENERS are being roused these mornings by CKOC’s BOB LEITCH. Born and educated in Ontario, Bob attended the University of Toronto, and followed up by graduating from the Ryerson Institute. From there he gained two years’ experience in the field of radio before joining the staff at CKOC.

ANOTHER CKOC APPOINTMENT is that of RON KELLY to the position of Librarian. Born and educated in Hamilton, Ron came to CKOC following graduation from high school over four years ago. Prior to his new appointment he was senior control operator, gaining musical and programming experience that will serve him well at his new post.

The Minister of National Revenue, Dr. J. J. McCann, cut the ribbon that officially opened the CBC’s Radio Canada Building in Montreal, Friday, May 18, before more than a thousand guests. The formalities—speeches by Dr. McCann, CBC general manager Dr. Augustin Frigon and CBC chairman Davidson Dunton—were delivered during a 15-minute coast-to-coast broadcast. Guests trooped through some of the 28 studios, master control with its mammoth board and the other components of what is said to be, in many respects, the most efficient broadcasting setup in the world. Others watched their fellow guests on one of the many TV receivers on loan from Marconi, as the proceedings were televised on a closed circuit. The balance of the evening was spent in liquid recovery of last year’s and the previous year’s receiver license fees.

The whole event was a smooth-running, good-natured affair. The atmosphere exuded a spirit of accomplishment which could not have been attained by the spending of four and a half million dollars alone, without the ardor of Dr. Frigon, who has battled personal ill-health as well as normal difficulties to crystallize his dream into reality with the cooperation of everyone concerned.

My own innate dislike for the system of bureaucratic monopoly under which the CBC functions was eclipsed by the results of honest enterprise and endeavor which were evident everywhere. Somehow this was not the buttoning of a top-heavy Crown Corporation talking the government into lending it a large chunk of money, I was, rather, the results of the individual effort of men and women who are in radio because they want to be in radio more than they want to eat or anything.

This seemed to me a fit setting for the broadcasting of music and drama which will take or more readily a national Canadian aura because of the surroundings. I couldn’t help thinking how wonderful it would be if this entertainment shrine, with others to come in Toronto and other centres, could confine its activities acting as Canada’s cultural ambassador at home and, through the International Service, around the world, without having to buy its hands and dissipate its time selling breakfast foods and headache powders.

A young man who seems likely to succeed—I knew him when he was still working on his second million—is 46-year-old Red Foster, president of Harry E. Foster Advertising Ltd., the major all-line advertising agency which was founded on radio, and now boasts “the first building designed to meet the specific needs of a Canadian advertising agency,” on Argon Avenue at Avenue Road Toronto (with branches in Montreal, Winnipeg, Vancouver and Halifax).

Harry E. Foster
Touring the building during the week which was devoted to opening ceremonies, I couldn’t help thinking of the days when I played the title role in Red’s Freak Show at the CNE, and then in the oil

Increase your sales in the vast Quebec market.
Retail sales 1949: $177,355,000.
Advertise over

CHRC
"La voix du vieux Quebec"
5000 WATTS 800 KC.

Representatives:
CANADA
Jan. A. Hardy & Co. Ltd.
U.S.A.
Adam J. Young, Jr., Inc.
Sell the rich Niagara Peninsula
(and away beyond since change to 620 kcs.)
at one low cost
with
Your Niagara District Station
CKTB
ST. CATHARINES
NOW 620

Radio-Canada Building Opened

CKBB
Barrie
Is now represented by
PAUL MULVIIHILL
21 King St. E. — W.A. 6534
Toronto

RADIO TIME SALES
(QUE.) LTD.
1231 St. Catherine W.
MA. 4084
Montreal

ADAM J. YOUNG, JR.,
INC.
In the U.S.A.

CKX leads all other stations in Western Manitoba according to Bureau of Broadcast Measurement — 1950 — Average Listening 6 to 7 Days per Week

CITY OF BRANDON
CKX, BRANDON —— (1,000 watts) 87.1% of Listeners
Station #2 —— (50,000 watts) 44.1% of Listeners
Station #3 —— (5,000 watts) 26.6% of Listeners
RETAIL TRADE: $25,216,000.00

PRIMARY COVERAGE AREA
22,000 Radio Homes RETAIL TRADE: $26,474,000.00
CKX, BRANDON —— (1,000 watts) 75.0% of Listeners
Station #2 —— (50,000 watts) 52.1% of Listeners
Station #3 —— (5,000 watts) 42.0% of Listeners

For Complete Coverage of Western Manitoba use:

CKX

OUR REPS:
RADIO REPS LTD. — Montreal — Toronto — Winnipeg — Vancouver
DONALD COOKE, INC. — U.S.A.

The official opening of the CBC's Radio-Canada Building took place in Montreal when Dr. J. J. McCann, Minister of National Revenue, cut the tape. With the Minister in the above photo are, left to right: Mrs. Elizabeth Farr, CBC Governor; Mgr. Olivier Mauroult, rector, University of Montreal; Mayor Camillien Houde of Montreal; Mrs. McCann; A. D. Danton, Chairman of the CBC Board of Governors; F. J. Crawford, CBC Governor; Dean Adrien Pouliot, CBC Governor; J. O. Asselin, Chairman of the Executive Committee of the City of Montreal; Dr. Augustine Prignon, General Manager of the CBC; Gene Morin, Vice-Chairman of the CBC Board of Governors; Mgr. Paul-Emile Leger, Archbishop of Montreal; J. F. Tripp, CBC Governor; Donald Manson, Assistant General Manager of the CBC and Edouard Rinfret, Postmaster General of Canada.

Scads of prizes have been lined up, and are still coming in, for the annualOntario Radio Men's Golf Tournament, which is to be held this year at the Summit Golf Club and Country Club, located up Yonge Street just north of Richmond Hill, on Friday, June 15. Tee-off is between 9:00 a.m. and 2:00 p.m. There is a buffet supper from 6:30 to 8:00 p.m., followed by the presentation of prizes from 8:45 p.m. until approximately 10:00 p.m.

Mike Haight, of Tandy Advertising, does a repeat performance as chairman, assisted by Paul Mulvihill, radio rep, as vice-chairman. The treasurer is CBC's Jim Crawford, the prize committee consists of Jack Torrall, CKYX chairman; Bill Stephens of the Stovin office; and Jack Pritchard of CHUM.

CKFH is presenting a "team" trophy, in addition to the regular ones from CBC CKEY, CFRB and CHUM. Besides this, there is a large number of prizes presented by various concerns in or connected with the radio industry.

Tickets for the golf game and buffet supper come at $6.00 apiece and are obtainable from the following members of the ticket committee: Len Smith (CKFH), Ernie Swan (CKFY), Bill Baker (CFRB), Bob Lee (CHUM), Don Fairbairn (CBC), and C. Mack (ACRA).

Everybody wants to get into the award act, and now it's a western station, CKXL, Calgary, which has presented one of the boys at National Broadcast Sales (its reps) with a medal. Recipient of this award, which consists of a silver dollar suspended from a crown, inscribed with the station's call letters, is Bill Tierney. The following citation appears on the back of the medal, framed on a background of blue velvet, and reads as follows: "In the face of terrific sales resistance and constant fire by other reps, William C. Tierney has earned this decoration by his distinguished service in the field of sales. The CKXL Silver Medal has been awarded to him for outstanding success in the following engagements: 'Battle of Bay Street', 'Adelaide Street Massacre' and 'Slaughter of King Street.'"

CKFH Names PD

Toronto.—Bob Pugh has been appointed program director of radio station CKFH here, it was announced last week by station president Foster Hewitt.

Pugh began his radio career in 1947 at CKSO, Sudbury, later moving to CKCW, Moncton, where, for two and a half years, he handled news, special events and programming.
MORE POWER TO US!
MARKET STILL EXPANDING

P.A. AREA POWER OUTLAY TO NEAR $2 MILLION IN 1951

Prince Albert, May 15—The Saskatchewan Power Corporation plans an expansion program costing some $1,750,000 for the Prince Albert district this year, according to J. W. Tomilson, Corporation General Manager. The work, which gets under way today, includes the construction of more high-tension lines and an extra 10,000 kilowatt turbine at the Prince Albert powerhouse.

Completely cover the Saskatchewan market with your campaigns by adding the ever-expanding CKBI market. Get results now. Get started this year.

CKBI
PRINCE ALBERT, SASKATCHEWAN
5000 WATTS

CKOC
STAFF APPOINTMENTS

RON KELLY
BOB LEITCH

HAMILTON LISTENERS are being roused these mornings by CKOC's BOB LEITCH. Born and educated in Ontario, Bob attended the University of Toronto, and followed up by graduating from the Ryerson Institute. From there he gained two years' experience in the field of radio before joining the staff at CKOC.

ANOTHER CKOC APPOINTMENT is that of RON KELLY to the position of Librarian. Born and educated in Hamilton, Ron came to CKOC following graduation from high school over four years ago. Prior to his new appointment he was senior control operator, gaining musical and programming experience that will serve him well at his new post.

The Minister of National Revenue, Dr. J. J. McCann, cut the ribbon that officially opened the CBC's Radio Canada Building in Montreal, Friday evening, May 15, before more than a thousand guests. The formalities—speeches by Dr. McCann, CBC general manager Dr. Augustin Frigon and CBC chairman Davidson Dunton—were delivered during a 15-minute coast-to-coast broadcast. Guests trooped through some of the 26 studios, master control with its mammoth board, and the other components of what is said to be, in many respects, the most efficient broadcasting set-up in the world. Others watched their fellow guests on one of the many TV receivers on loan from Marconi, as the proceedings were televised on a closed circuit. The balance of the evening was spent in liquid recovery of last year's and the previous year's receiver license fees.

The whole event was a smooth-running, good-natured affair. The atmosphere exuded a spirit of accomplishment which could not have been attained by the spending of four and a half million dollars alone, without the ardor of Dr. Frigon, who has battled personal ill-health as well as normal difficulties to crystallize his dream into reality with the cooperation of everyone concerned.

My own innate dislike for the system of bureaucratic monopoly under which the CBC functions was eclipsed by the results of honest enterprise and endeavor which were evident everywhere. Somehow this was not the outcome of a top-heavy Crown Corporation talking the government into lending it a large chunk of money. It was, rather, the results of the individual effort of men and women who are in radio because they want to be in radio more than they want to eat or anything.

This seemed to me a fit setting for the broadcasting of music and drama which will take on more readily a national Canadian aura because of the surroundings.

I couldn't help thinking how wonderful it would be if this entertainment shrine, with others to come in Toronto and other centres, could combine its activities of acting as Canada's cultural ambassador at home and, through the International Service, around the world, without having to soil its hands and dissipate its time serving breakfast foods and headache powders.

A young man who seems likely to succeed—I knew him when he was still working on his second million—is 46-year-old Red Foster, president of Harry E. Foster Advertising Ltd., the major all-line advertising agency which was founded on radio, and now boasts "the first building designed to meet the specific needs of a Canadian advertising agency." On Alcorn Avenue at Avenue Road, Toronto (with branches in Montreal, Winnipeg and Halifax).

Harry E. Foster

Touring the building during the week which was devoted to the opening ceremonies, I couldn't help thinking of the days when I played the title role in Red's Freak Show at the CNE, and then in the old
KING Edward studios before he had gained recognition, when we used to pound out into the other, at five bells a throw, our thrice weekly dramas for Crown Brand Corn Syrup, with scripts by Gordon Howard and direction and abuse from Gordon Forsyth, who, incidentally, is still with Red as radio director.

The new Foster Building is as expansive as it is expensive. It is the epitome of modernity (you'll have to look that one up, Red). But more than anything else, it represents the concrete success that has been earned by a native Torontonian who has put himself over in a really big way — by staying home and sticking to his knitting.

Scads of prizes have been lined up, and are still coming in for the annual Ontario Radio Men's Golf Tournament, which is to be held this year at the Summit Golf and Country Club, located up Yonge Street just north of Richmond Hill, on Friday, June 15. Tee-off is between 9:00 a.m. and 2:00 p.m. There is a buffet supper from 6:30 to 8:00 p.m., following the presentation of prizes from 8:45 p.m. until approximately 10:00 p.m.

Mike Haight, of Tandy Advertising, does a repeat performance as chairman, assisted by Paul Mulvihill, radio rep, as vice-chairman; the treasurer is CBC's Jim Crawford; the prize committee consists of Jack Turrall, CKEX chairmain; Bill Stephens of the Stovin office; and Jack Pritchard of CHUM.

CKF is presenting a "team" trophy, in addition to the regular ones from CBC, CKFB, CFB and CHUM. Besides this, there is a large number of prizes presented by various concerns in or connected with the radio industry.

Tickets for the golf game and buffet supper come in at $8.00 apiece and are obtainable from the following members of the ticket committee: Len Smith (CKF), Ernie Swan (CKEX), Bill Baker (CFR), Bob Lee (CHUM), Don Fairbairn (CBC), and Cy Mack (ACRA).

Everybody wants to get into the award act, and now it's a western station, CKXL, Calgary, which has presented one of the Boys at National Broadcast Sales (its reps) with a medal.

Recipient of this award, which consists of a silver dollar suspended from a crown, inscribed with the station's call letters, is Bill Tierney. The following citation appears on the back of the medal, framed on a background of blue velvet, and reads as follows: "In the face of terrific sales resistance and constant fire by other reps, William C. Tierney has earned this decoration by his distinguished service in the field of sales. The CKXL Silver Medal has been awarded to him for outstanding success in the following engagements: Battle of Bay Street; Adelaide Street Massacre; and Slaughter of King Street."

THE OFFICIAL OPENING of the CBC's Radio-Canada Building took place in Montreal when Dr. J. J. McCann, Minister of National Revenue, cut the tape. With the Minister in the above photo are, left to right: Mrs. Elizabeth Parr, CBC Governor; Mgr. Oliver Mauroit, rector, University of Montreal; Mayor Camille Houde of Montreal; Mrs. McCann; A. D. Dunton, Chairman of the CBC Board of Governors; F. J. Crawford, CBC Governor; Dean Adrien Pouliot, CBC Governor; J. O. Asselin, Chairman of the Executive Committee of the City of Montreal; Dr. Augustine Prigon, General Manager of the CBC; Rene Morin, Vice-Chairman of the CBC Board of Governors; Mgr. Paul-Emile Leger, Archbishop of Montreal; J. P. Tripp, CBC Governor; Donald Manson, Assistant General Manager of the CBC and Edouard Rinfret, Postmaster General of Canada.

**CKBB**

BARRIE

Is now represented by

PAUL MULVIIHILL

21 King St. E. — WA 6534

Toronto

RADIO TIME SALES

(QUE.) LTD.

1231 St. Catherine W.

MA 4684

Montreal

ADAM J. YOUNG, JR., INC.

In the U.S.A.

CKX LEADS all other stations in WESTERN MANITOBA according to BUREAU OF BROADCAST MEASUREMENT — 1950 —

Average Listening 6 to 7 Days per Week

**CITY OF BRANDON**

<table>
<thead>
<tr>
<th>Station</th>
<th>1,000 watts</th>
<th>44.1% of Listeners</th>
<th>44.1% of Listeners</th>
</tr>
</thead>
<tbody>
<tr>
<td>CKX, BRANDON</td>
<td>5,000 watts</td>
<td>26.6% of Listeners</td>
<td>26.6% of Listeners</td>
</tr>
</tbody>
</table>

RETAIL TRADE: $12,246,000.00

**PRIMARY COVERAGE AREA**

22,000 Radio Homes

RETAIL TRADE: $36,474,000.00

CKX, BRANDON | 1,000 watts | 75.0% of Listeners |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Station #3</td>
<td>5,000 watts</td>
<td>55.1% of Listeners</td>
</tr>
</tbody>
</table>

RETAIL TRADE: $56,246,000.00

**For Complete Coverage of Western Manitoba use:**

CKX

OUR REPS:

RADIO REPS LTD. — Montreal — Toronto — Winnipeg — Vancouver

DONALD COOKE, INC. — U.S.A.
TEN BIG REASONS for choosing CFNB

1. Highest total B.B.M. of all New Brunswick stations—76,370.
3. Highest ratings of all Maritime stations.
4. Low cost per 1,000 listeners.
5. Location near geographic center of New Brunswick where basic agriculture and lumbering is concentrated.
6. High efficiency of 5000 watts at 550 kc.
7. Large staff of trained and experienced writers.
8. Unquestionable acceptance and endorsement by the community.
9. A record of successful campaigns dating back to 1923.
10. A program policy acknowledging the rights of the listeners, and the station's responsibility to its advertisers.

For Additional Detail and Additional Reasons See THE ALL-CANADA MAN

SUMMER IS ONLY COLOSSAL

Your advertising dollar has the greatest summer dollar value when your sales message is delivered by CKLB...the station with more potential holiday customers in the Greater Oshawa area than all other stations combined.

"E-H Report"

To make your SUMMER SALES Colossal just ask Jim Alexander about the most-listened-to station serving a fifty million dollar market.

REPS:
Alexander in Canada — McGilvra in U.S.A.

HOW THEY STAND

The following appeared in the current Billbo-Maxeps Reports as the top national programs, based on fifteen key markets. The first figure following the name is the listener rating; the second is the change from the previous month.

**DAYTIME**

| English | Mc Perkins | 19.8 | + 2 |
| USA | Young | 19.7 | | |
| USA | Right to Happiness | 17.8 | | |
| USA | Bette Davis | 17.8 | - 1 |
| USA | Gypsy Girls | 16.7 | + 1.4 |
| USA | Life of the Beautiful | 16.0 | - 0.8 |
| USA | Laura Limited | 15.4 | - 0.6 |
| USA | Road of Life | 15.0 | | |
| USA | Aunt Lucy | 15.0 | + 0.9 |
| USA | Aiken | 13.5 | | |
| French | Jeunesse Dorée | 27.6 | - 2.2 |
| USA | Route Principale | 24.7 | | |
| USA | Grande Soirée | 24.1 | - 1.4 |
| USA | Grand'Heure de détenue | 22.7 | + 3.9 |
| USA | Tante Lucie | 22.4 | + 1.0 |
| USA | Momme Jeanne | 22.5 | - 2.5 |
| USA | L'Ardent Voyage | 20.4 | - 2.5 |
| USA | Quêtes de Bourgeoisie | 19.3 | - 1.3 |
| USA | Lefrère et de Canadienne | 17.5 | - 3.5 |
| USA | Joyeuse Tristesse | 17.0 | - 2.0 |

**EVENING**

| English | Charlie McCarthy | 33.5 | - 4 |
| USA | Lux Radio Theatre | 32.9 | - 1.1 |
| USA | Our Miss Brooks | 30.2 | | |
| USA | Amos 'n' Andy | 28.5 | - 2.4 |
| USA | Twenty Questions | 24.7 | | |
| USA | My Friend Irma | 21.7 | - 2.3 |
| USA | Ford Theater | 21.3 | | |
| USA | Aldrich Family | 21.0 | - 2.1 |
| USA | Great Gildersleeve | 19.2 | - 3.2 |
| USA | Mutual Victory—Geo. Electric | 17.8 | - 2.6 |
| USA | Suspense | 20.8 | - 1.8 |
| USA | Ma Favorite Husband | 20.5 | - 2.6 |
| USA | Telephone Time | 19.8 | - 2.5 |
| USA | Show the World | 19.3 | - 0.9 |
| USA | NHL Hockey | 19.3 | + 1.0 |
| Selective program. | French | Un Homme et son Peche | 37.4 | + 1.4 |
| France | Metropolitan | 31.1 | - 1.6 |
| France | L'Epepier | 29.3 | - 1.6 |
| France | C'est qu'on aimes | 29.1 | - 2.2 |
| USA | NHL Hockey | 28.1 | - 0.4 |
| USA | Radio Carillon | 27.7 | - 1.0 |
| USA | Le Poule qui Retranchait | 26.3 | - 2.2 |
| France | Prix d'Honneur | 26.1 | + 3.4 |
| France | Petites Votre Chance | 22.5 | - 3.1 |
| USA | Course du Tréfle | 21.8 | - 0.6 |
| USA | Le Bulletin | 21.5 | - 1.3 |
| Canada | Ma Fille Canadienne | 21.5 | + 1.2 |
| USA | Miroir de Gringo | 20.3 | - 1.2 |
| USA | Mine d'Ore | 20.9 | - 1.2 |
| USA | Qui soit-le? | 19.4 | + 2.5 |

CONSUMER RESPONSE 76.2% of the mail received by one current feature contained a "Box Top."
Ohio Awards

The third annual Ohio Awards, the Radio and Television Hall of Fame for Radio and Television, will be announced in September, the first time that the awards have been given in Ohio. The awardees are to be announced at a banquet held in Cleveland on September 10th.

Meanwhile, the CBC's chief, Jack Blick, has been busy preparing to lecture to the Saskatchewan Civil Defence School and Valley Centre, Fort Qu'Appelle, on the subject "Panic Prevention in Disaster." The invitation was extended to Blick by J. O. Proctor, director of the defence organization, who based his selection on the work accomplished by CJOB during the Red River Flood last spring.

The station donated one and a half hours of broadcast time each evening for the cause.

The station also held a fund-raising drive in connection with the broadcast, and the money raised will go to the maintenance of Camp Stephens, a YMCA-sponsored boys' summer camp.

AGGRESSIVE MARITIME STATION

has opening for

Program Director able to co-ordinate and produce commercial program ideas.

Announce with general experience. Must be self-starter with desire to get ahead.

Full particulars to

Box A-93
Canadian Broadcaster & Telescreen
163½ Church St., Toronto

INTRODUCING ANOTHER EXECUTIVE WHO SELLS THE CALGARY MARKET SUCCESSFULLY

Plugging Houses on CFAC Makes Money for Realtor...

- Calgary's Paul Hansen Gets Listings and Makes
  Sales Via Weekly 10-minute "Design for Living".

- Personalized Selling in
  Vehicle and Messages
  Builds Public Confidence
  and Attracts Buyers.

"For us, CFAC does the work of a
whole crew of salesmen... enabling
us to talk directly to the people who are
your prospects for what we have to
sell, and to use the same kind of per-
suasion as if we were sell-
ing face-to-face.

"As you know, since going on
CFAC, we have virtually eliminated our
newspaper advertising... confining
ourselves to small space announcements
along the lines of 'Let us Radio-Adver-
tise your Home.' CFAC, we have found,
houses for us more quickly and
cheaper than any other medium.
As a regular thing, we are trace the
sale of one or more houses to each
release of our program.

"The vehicle we are using now, en-
titled 'Design for Living,' seems to
attract the right kind of listeners.

"Usually, after each broadcast, we get
5 or 6 calls... and it sometimes hap-
pens that 8 or 9 parties are viewing
the house at the same time. After one
program, we recall that a farmer drove
in 80 miles to see the particular house,
bought it, paid cash, and the deal was
completed in half an hour. He said he
could have been listening for some time, wait-
had been listening for some time, wait-
ning for the particular type of house he
had in mind. Other customers have
trolled even further.

"People often phone us, asking to
have their homes featured on the air.
Some even offer to pay for the program
itself. This is somewhat the reverse of
the usual situation, wherein the real-
tor has to get out and chase for listings.

"All-in-all, we look upon CFAC as
a most important partner in our sales
organization." - Paul Hansen, Mgr.

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

THE STATION MOST
LISTENERS DIAL
(Check ELLIOTT-HAYNES AUDIENCE REPORTS—Daytime & Nighttime—Calgary City & Rural Area)
A WEEKLY BBM of 71,380 (44,310 daily) gives

CJBR
Rimouski

The Largest French-Language Potential Coverage in Canada after Montreal and Quebec City

5000 WATTS ON 900 KCs.

Supplementary to the French Network

CJBR RIMOUSKI

Ask HORACE STOVIN IN CANADA
ADAM YOUNG IN THE U.S.A.

ROUND THE CLOCK...SMART ADVERTISERS CHOOSE CKOY — OTTAWA

There is no substitute for good music as a sure-fire audience-catcher. And CKOY offers not only good music ... but balanced, feature-length musical programs, with a distinct personality as master of ceremonies. Programs that not only catch, but hold the audience with a smooth transition from one feature to the next. This balanced follow-through gives CKOY the top-ranking station in Canada's capital city.

CKOY — OTTAWA

Get the facts from NATIONAL BROADCAST SALES

TORONTO: 88 RICHMOND STREET WEST — PL. 3718-B
MONTREAL: MEDICAL ARTS BUILDING — FL. 2419
VANCOUVER: ROY CHAPMAN, 804 HORNBY STREET — TA. 7721

PROGRAMS

IMMORTAL LOVE SONGS—A momentous anniversary... For the ladies; 65 romantic epics. Compiled by W. R. D. L. Ltd., Wannamaker Bldg.. Toronto. (T)

RADIO ADVERTISING FOR RETAILERS — A monthly service for the Broadcasters, consisting of Commercial Continues, Sales Digest, Management and Promotion Tips, Program Ideas. Written and produced by experienced radio writers who appreciate your problems. No request. Available exclusively thru All-Canada Radio Plans Limited, Program Division, Toronto. (T)

PRESS CLIPPING

ADVERTISING RESEARCH BUREAU—Promotional, Lineage Research, Checking Service, 319 Spadina — Toronto; 1434 St. Catherine St. W—Montreal. (T)

RECORD G SUPPLIES

IMMEDIATE RESHARPENING SERVICE by special arrangement with Audio Devices Inc., 1240 St. Laurent Blvd., Montreal. (T)

RESTAURANTS

LITTLE BIT OF DENMARK TAVERN — When in Toronto, eat in old world atmosphere! Famous for Danish Smorgasbords. Dancing nightly to big names. (T)

SINGING

BRUCE WEBB—Versatile band, singing, piano, folk songs, radio commercials. Present song! "Bruce With Webb"—"Dad's Song"—Forth Radio—"GE". (U)

HELEN BRUCE—International style, stage, recording, concert, radio. Popular clarinet, soprano, etc., available—zone 8447. (T)

WHATEVER THE SERVICE you need, our TV and radio readers, there is a category for you in the Canadian Advertising & Public Service Directory.
TALENT TRAIL
By Tom Briggs

The solar system notwithstanding, summer has arrived, as far as radio is concerned, and with it came the usual shuffling and changes in program schedules. But so far it seems that the changes on the networks in this country have been in name only. For most of the talent is still heard in programs similar in format to the winter regulars. In regional and local programs too, the situation appears the same, so that actors and singers and musicians in the "established" clique needn’t look forward to a long and enforced summer holiday without pay, especially with summer stock just around the corner.

Indeed, the warm weather successor to talent’s biggest employer Stage 51, actually went overboard in casting its recent production, “L’Aiglon,” and loaded the play with no less than 23 voices. Even at that, some of the performers had to take dual roles. And other shows in the Trans-Canada Theatre series have been cast as volupptuous. The thinking of producer Peter McDonald and the CBC seems to be that money is no object and it’s the play’s thing, rather than conserving for a big Fall splash.

It makes good listening though, “L’Aiglon,” Edmund Rostand’s classic tragedy of Napoleon’s Austrian offspring, Franz, was well done in all departments. Old stuff like this, just because it’s considered a classic, doesn’t necessarily mellow with age, and it must have required a considerable amount of audacity on the part of both adapter Drew Crossan and McDonald even to attempt it.

The cast did the rest. Even for veterans such as Frank Perry, Howard Milsom, Joy LaFleur, Lorne Greene, Eric Christmas and Ruth Springer, who took the leads, the play must have been a challenge. But they made the plot come to life, and except for a few stretches of over-long, soul-searching dialogue, they kept it moving over the one-hour course. Fred Tudor, handling sound effects, also did a masterful job, but after last season’s “All Quiet On The Western Front,” this was probably child’s play. The music carried Lucio Acostini’s trade mark. It is doubtful if anyone can turn out the same quantity of music this man does, and do it better.

If this is a sample of things to come, then Trans-Canada Theatre, under McDonald, should prove us with some of the year’s best drama, and we have been doing very nicely with Ford Theatre and The Stage. It would be an interesting change, though, to hear a few new voices on this show. There should be some good ones available and the summer period of experimentation with everything else would seem like a good time to give them a trial.

Dr. Leslie Bell is now conducting a male chorus which sounds even better than his bevy of lovelies. It is billed as the RCAF Chorus and is currently to be heard in a series of 15-minute programs being aired thrice weekly over 21 stations.

The chorus and an orchestra under the direction of Maurice Surin form the background for the fine vocalizing of baritone Charles Jordan and between them they manage to handle a little bit of everything in the music field to entice new recruits into the RCAF. Needless to say, it is being paid for by the Department of National Defence.

Producer Eise W. Ljungh is in charge and it turns out to be better than ust another musical, although not wonderful. Lorne Greene does the commentary and, all in all, it is a very nice way to get talked into the Air Force.

CFCO again goes over the top

With 77,420 Radio Homes at a cost to the advertiser of 39 cents per thousand homes.

The Lowest Radio cost in the whole of South Western Ontario. IBM Study No. 4.

CFCO - 630 Kcs - Chatham

SHERBROOKE, QUE.
This highly-industrialized centre, with its textile mills, heavy machinery, food shops and rich farms, is a profitable, high-income market for any advertiser. It is completely covered by a $200 Watt French radio station CHLT (also 630 Kcs, English). If you would like to place data on its population, purchasing power, and other facts, it is yours for the asking—and it is a worthy while story.

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

CJCH HALIFAX

The
Number
One
STATION
In
The
Maritimes
Number
One
MARKET

24 HOURS ON 5000 WATTS

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

MONTREAL:
Radio Time Sales
(Quebec) Ltd.
1231 St. Catherine W.
MA, 4184

CJCH HALIFAX

Canadian Broadcaster & Telescreen
June 6th, 1951
Page Seventeen
NO PRIVATE TV TILL CBC ROLLS

Ottawa.—The Royal Commission on National Development in the Arts, Letters and Sciences recommended that complete control of television be retained by the CBC and suggested that no private television stations should be licensed until the CBC has national programs available, in its majority report tabled in the House of Commons last Friday. It also urged that all private stations which might be licensed in the future be required to serve as outlets for the CBC's national programs.

One of the five Commission members, Dr. Arthur Surveyear, held an opposing view, and recommended that the independent regulatory board he approved for controlling radio, on which he was outvoted, also be given jurisdiction over television. He said that this board could collaborate immediately with the CBC in drawing up a "sound television program suitable to Canadian conditions."

The report went on to recommend that the CBC continue its plans for telecasting, saying that capital costs of establishing a national television service should be provided from public money by Parliamentary grant. It also advised that part of the cost of operating CBC stations be financed by commercial revenues and a licence fee of more than $500, and it suggested that the CBC recommend the amount of such fee. It suggested that the fee be in addition only from those owning sets within range of CBC telecasts.

Another recommendation in the report was for a review of the whole television broadcasting system in Canada by an independent body within three years after the start of regular telecasting.

"Television development," the Commission said, "should not be precipitate, but should only be fully planned to avoid costly experiments which our country can ill afford.

"In the national interest," it continued, "the Board of Governors should not yield to pressure to advertise the licensing of any commercial station before it is ready with national programs which can attract national audiences.

"Finally, we also urge, that since this continent is predominantly English-speaking, such programs in the French language be produced as will meet the needs and interests of French-speaking Canadians."

In the matter of programming, the Commission felt that the CBC should "exercise a strict control over all television stations in Canada in order to avoid excessive commercialism and to encourage Canadian programs and the use of Canadian talent."

Costly Sets Sell Best

Toronto.—Canadians have spent over $26 million on the 56,284 television sets that were sold during the pre-season, a record for this time of year. The sets average of 4,615 to 4,408, representing a total value of $2,500,067. The best month so far this year for sales was March, during which 5,005 units moved.

The RCA report showed that over 60 percent of the sets sold in April (2,722) were console models, valued at over $500 each. While 1,373 were table models selling for more than $400 each. Some 153 sets sold were table models listed at under $400 and 97 were consoles under $200. The deluxe sets accounted for 50 percent of the sales and had an average value of about $750.

The distribution of sets currently in operation is as follows: Windsor—24,195 or 33%; Toronto—19,969 or 26%; Niagara Peninsula—9,228 or 12% and other areas—2,892 or 4%.

CBC PLANS MOUNT ROYAL TV

Montreal.—Dr. Augustin Frigon, general manager of the CBC, made known here last month the plans of the projected television transmitter to be erected atop Mount Royal, which the CBC is also applying to the municipal authorities here.

The transmitter building will have a basement and one story and will house the television transmitter, which it is hoped will be in operation by spring next year, and two FM transmitters.

The tower, less than 300 feet high, will have the antenna of this city's first TV station at the very top, while underneath will be the two FM antennas and more room for TV expansion. At the outset, only the top antenna will be in operation, transmitting telecasts alternately in English and French.

Engineers consider Mount Royal to be the only suitable location for TV transmission after almost a year of careful study of all possible sites. They claim that the mountain is the only location which guarantees complete coverage of the city's metropolitan area. The tower's height has been limited by the Civil Aviation authorities in order to avoid interference with air traffic.

Dr. Frigon also said that in occupying the mountain as a TV site, the CBC had never asked for, nor ever granted, a monopoly on its use. The advantages of this site apply to all broadcasters, he said, pointing out that if the Civil Aviation authorities had not limited the height of the tower, it would have been possible to put all stations which may in time serve the Montreal area on the same mast. As it is, the 300-foot tower which the CBC plans can accommodate only its own TV and FM services.

Film Is TV's Insurance

Toronto.—There will be a wedding of television and movies in the near future, predicted George Murphy, Hollywood's goodwill ambassador-at-large, before a luncheon gathering of the Ace during the final day of its convention. While this union wouldn't exist in theory, Murphy said, he thought he could see the day coming when the television industry would rely so heavily on Hollywood film that it would be practically that.

To emphasize his point, Murphy quoted his boss, Louis B. Mayer, as saying to television interviewers, "You gentlemen supply the medium, and we will furnish the entertainment."

However, the speaker pointed out that this interest in television wouldn't come because Hollywood's survival was threatened.

Television won't ruin anything, he said, and as for it hurting the movie industry, he claimed that there are presently more men working in Hollywood than ever before. "At one time radio was going to kill newspapers and theatres," he said, "but newspapers today are enjoying the greatest success ever, according to circulation.

Although there is a natural tendency to think only in terms of live TV, Murphy said that such programming on television didn't have to be live to be good. He argued that it cannot put organ music on TV like in radio when things go wrong," so film is therefore the answer. He referred to one instance in which the leading man in a TV production had to leave his sick bed to perform.

Selling film shows to sponsors is far easier than if it is live, he said, because the client can see exactly what he is getting.
**CRIME PROBE**

Undoubtedly one of the biggest program features, and certainly the greatest quiz, which television will ever have, wound up recently when the Kefauver Crime Investigation Committee closed its public hearings and went into closed session. The hearings turned out to be the greatest example, so far, of television’s great role in handling actualities and the power of that TV intangible called “immediacy.” According to many witnesses just beginning to filter in, millions of viewers just loved every minute of it.

At one time or another all of the networks got in on the big show, sending telecasts from the many cities where the hearings were held to almost every station in the nation. And the people flocked to the hotels, the bars, the restaurants, the private homes, or anywhere a set could be found, throughout the days and evenings.

In Chicago, it was reported that a crowd of viewers huddled around a radio shop window in drizzling weather to watch the TV activity, while in New York an extra generator had to be switched on in the daytime to meet the increased electrical load demanded by the thousands of receivers which were on.

So intense was interest in the telecast hearings that business in a number of cities felt a decided pinch, especially the department stores and groceries. The movies complained too, but as much over the fact that they didn’t have large-screen television already set up, as over the drop in box office.

Kefauver and his investigation, however, has raised a delicate problem for the TV industry to solve. The question is whether or not to go ahead and televise such important congressional and legislative events as this and if so, where will the sponsors come from? And if the sponsors do appear—and they probably will—what will happen to competing commercial programs which it can be expected, will often be left with but a handful of viewers.

The legal implications in requiring witnesses in a public investigation such as this to testify before television cameras, and in doing possibly establishing TV’s equality of rights alongside press, radio and newspapers, may be thoroughly aired in the United States Supreme Court, as a result of this crime probe.

Both Morris Kleinman and Louis Rothkopf, said to be notorious Cleveland underworld rulers, were arrested on charges of contempt for refusing to give testimony before TV cameras during these public hearings, although none of the witnesses balked at the presence of radio, press photographers or the moviemakers. These and other witnesses claimed that television was a violation of their constitutional rights. The groundwork for a trial in the Supreme Court has been laid, it is said, and TV executives are anxious to settle the question with a “test case,” thereby establishing a precedent. Industry legal brains believe that TV will win.

---

**ANTENNA PERMITS**

Guelph.—What is believed to be the first legislation governing television receivers yet passed in this country, has been enacted by the City Council here.

The by-law requires that a permit must first be issued before any television aerial is erected and that only in special cases will permission be granted for an antenna over 30 feet high.

The by-law also grants the right to any ratepayer or civic authority to seek an injunction to prohibit the erection of any TV antenna.

---

**THE FRIENDLY VOICE OF THE MARITIMES**

**ONE STATION CFCY**

**Presenting* your story to**

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

**BBM**

*Based on 50% BBM Area.*

**CFCY OFFERS THE TOP**

**CIRCULATION OF ANY**

**PRIVATE STATION EAST OF MONTREAL**

**5000 WATTS DAY & NIGHT**

**630 Kilocycles**

REPS. IN CANADA — ALL-CANADA RADIO FACILITIES

IN U.S.A. — WEEDE & COMPANY
"By Guess or By Gosh Figures of No Interest"

G. C. Clarke depends on BBM for accurate guidance

"Today's experienced time buyers rely on BBM—an impartial body controlled by the buyers—for accurate guidance. By guess or by gosh figures are of no interest to our company when the agency presents a recommendation. We want proven facts to show where our advertising dollars will reap the biggest harvest."

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 nighttime—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