

CANADIAN BROADCASTER

AND TELESCREEN

Vol. 10, No. 12.

TORONTO, ONTARIO

June 20th, 1951



Toronto. — During the International Trade Fair, which closed here earlier this month, station CKLB, Oshawa, took its roving microphone into around 25 exhibitors' booths and recorded interviews with the various nationals. These were tape-recorded for broadcast later, and during the conversations they were asked about their products, conditions in their home countries and were also questioned on matters pertaining to import and export.

CKLB men were surprised to find that everyone interviewed spoke English, so that there was

no occasion to call upon the talents of the interpreter who accompanied the CKLB crew, just in case.

Interviews recorded at the Fair were broadcast at the rate of three a day, while the function was still on, and totalled over three hours of broadcast time.

Pictured above, standing, from left to right, are: an unnamed bystander, CKLB manager Larry Solway and G. E. McMurtry of Isotope Products Ltd. Kneeling in the foreground is John Sliz, CKLB technician.



New Westminster.—Children at Vancouver's School for the Deaf, Dumb and Blind were experiencing a new sensation this week when they rode, 50 at a time, on the beautiful "Ocean Wave" circular swing donated by CKNW, New Westminster.

This steel-constructed swing has a solid cement foundation and is

one of six CKNW has donated this spring to institutions for children and public playgrounds at a total cost of \$3,000.00.

In the attached picture Bill Rea of CKNW and Dr. MacDonald, supervisor of the School for the Deaf, Dumb and Blind, make a tape-recording of the event for broadcast over CKNW.

Separate Regulatory Body Favored In Commission's Minority Report

Ottawa. — Differing with the views of his four colleagues on the Royal Commission on National Development in the Arts, Letters and Sciences, the Montreal civil engineer, Dr. Arthur Surveyer, recommended for a Canadian Broadcasting and Telecasting Control Board, consisting of five members appointed by the Governor in Council, with authority and jurisdiction over the activities of both privately and publicly owned broadcasting and telecasting stations. This recommendation appeared in his "Reservations and Observations" appended to the Commission's Report, tabled here in the House of Commons early this month.

Dr. Surveyer felt that the Control Board he proposed should be given the regulating authority now held by the CBC Board of Governors, with the latter reorganized into a four-member board of directors charged with the broadcasting operations of the CBC only. The Control Board would be responsible to the Minister of Transport, but could be financed from transmitters' annual license fees, paid by all broadcasting and telecasting stations, he thought. The board "would be helped in its task of insuring adequate programs and a well-balanced schedule of programs for Canada, by Regional Advisory Councils . . ." he said.

Of the board's membership, Surveyer recommended that it be chaired by "a man with a judicial mind and a broad general culture to enable him to appraise the quality of the programs broadcast or telecast in Canada," and that of the four members under him, three should be suggested to the Governor in Council by the Department of Transport, the Canadian Association of Broadcasters and the Canadian Broadcasting Corporation. The fourth, to be selected at random, should be an educator with "practical knowledge of pedagogy and of psychology."

The recommendations in the majority report of the Commission, covering the right of appeal from decisions of the CBC to the courts by private stations and a five-year period of license tenure instead of the present three, were approved by Surveyer, with the difference that in the case of appeal rights, it would be decisions of the Control Board which would be contested. The board would also have the power to suspend the license of any broadcasting station for the violation of regula-

tions or orders, after due warning had been given, Surveyer recommended, but discretion should be used by the board in exercising this.

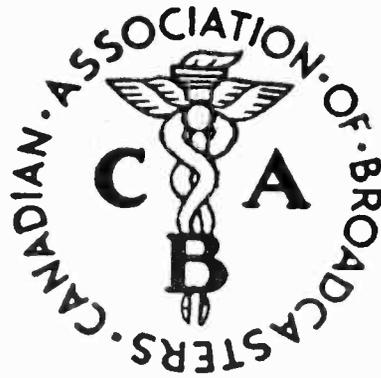
In his 17-page minority report on radio, Surveyer felt that the demand for an independent regulatory body by the private stations was the main point at issue between them and the CBC. He said that, in addition to the stations' representations to the Commission, the principle of a regulatory body was backed by associations representing the businessmen of the country, while those opposed to it "do not realize all the implications of the Broadcasting Act" but fear that any change might damage the CBC's programs. "These voluntary associations," he pointed out, "also fear American programs and their advertising, not realizing that the CBC is the sole importer, practically, of American programs which are brought into Canada . . ."

It was Surveyer's opinion that retaining the present system in which regulatory powers are vested in the CBC Board of Governors, but extending to the private stations the right of appeal from its decisions, as recommended in the majority report, would merely change the Board of Governors from a "Court of last instance" to a "Court of first instance" and the Court of Appeal would inevitably be prejudiced, having been called upon to settle an issue already decided upon by the Board of Governors. "Furthermore," he said, "the majority of the questions submitted for appeal would require quick decisions, which no court of justice could be expected to render in time, on account of the cumbersome process of law."

In drawing attention to the pioneering work of the private stations in developing radio in this country before the passage of the Broadcasting Act, Surveyer emphasized the present importance of the private stations in the national system. Nearly 86% of the stations in the national system are privately owned, he said, mentioning that the chairman of the CBC Board of Governors, in objecting to the demands of the CAB for a network of their own, revealed the importance of the private stations in that, if the CAB was permitted a network, "the (national) system would, in

(Continued on page 3)

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



A FRIENDLY SERVICE

OPINIONS vary amazingly on most of the intricacies of the broadcast medium. They vary between the doctrine of using radio as a means of elevating public taste in the arts, letters and sciences, to the view that the function of any medium of expression is to give the people what they want to hear, and leave the heightening of cultural standards to the educators.

On one point though, there is no dissentient voice, and that is the essential existence of one quality in all broadcasting, and that quality is friendliness.

In advertising, this quality is even more essential, because radio's voice goes into Canada's 3,201,600 radio homes, just like the voice of a neighbor who drops in to tell a friend about a new recipe or household aid.

It is this quality of friendly intimacy, which no other medium can offer, that makes a properly planned and controlled radio campaign the best means of carrying your sales message to your market . . . just one of the "friendly services" of the private broadcasting stations of Canada.

The CANADIAN ASSOCIATION of BROADCASTERS

Representing 103 Broadcasting Stations whose voices
are invited into 3,201,600 Canadian homes every day.

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

PAT FREEMAN
Director of Sales & Research
37 Bloor St. West
Toronto

(Continued from page 1)
effect, cease to be national."

Surveyer, however, did not agree with the CAB's demands for a network or with granting permission to private stations to enter into broadcasting or telecasting agreements with American networks or stations, but he suggested that these points of contention should be referred to the Control Board for a ruling.

"It is not contemplated that the Control Board would exercise its powers over programs in an autocratic manner," he said, "but rather that it should, by persuasion and by discussion with representatives of the broadcasting stations, raise the general standard of the programs broadcast in Canada, for the purpose of fostering national unity, cultivating the artistic taste of the people, supplying well-balanced entertainment, and encouraging the study of arts, letters and sciences in general, and more particularly of the economic and social problems which face the nation."

In answering the charge that the Control Board he advocated would "destroy, divide and duplicate" the national system of the CBC, Surveyer pointed out that it could not destroy it since "the only difference with present conditions would be that the Control Board would take the place of the Corporation's Board of Governors," nor would there be duplication as "each body . . . would have definite and separate functions to fulfil." Divide it would, contended Surveyer, but this would mean that the CBC, "freed from its legislative and judicial functions, could concentrate on the operation of its broadcasting stations and of its three networks and on the production of better and more varied programs for radio as well as television . . ."

"There is a great amount of work to do," concluded Surveyer, "for both the CBC as operator of an important broadcasting system and for the suggested Control Board as an arbitrator between the CBC and the private broadcasters and in inspiring both privately and publicly owned stations in the matter of developing adequate programs. Obviously the new Control Board would be bound to require a higher standard of programs from the publicly owned

stations than from the privately owned stations, since the last named have to earn a sufficient revenue to cover expenses while the CBC does not have to worry about making both ends meet . . . I believe that the Control Board suggested would greatly improve the present situation, not only from the paramount necessity of meting out justice to the competing parties, but also from the equally important problem of increasing the variety of programs, as well as raising their standard throughout Canada."

HOW THEY STAND

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

DAYTIME			
English			
Ma Perkins	16.6	-3.2	
Big Sister	16.3	-1.0	
Pepper Young	15.5	-3.4	
Right To Happiness	14.3	-3.5	
Aunt Lucy	13.7	-1.3	
Happy Gang	13.3	-2.8	
Laura Limited	13.2	-2.2	
Life Can Be Beautiful	13.0	-3.0	
Road of Life	12.9	-2.1	
Robin Hood Musical Kitchen	11.9	-1.5	
French			
Rue Principale	26.0	+1.2	
Jeunesse Doree	24.7	- .3	
Grande Soeur	24.2	+ .1	
Maman Jeanne	23.5	+1.0	
Tante Lucie	22.3	- .3	
Quart d'Heure de detente	21.9	- .8	
L'Ardent Voyage	21.3	+ .4	
Lettre a une Canadienne	18.7	+1.4	
Francine Louvain	18.3	+2.8	
Joyeux Troubadours	17.9	+ .9	
EVENING			
English			
Charlie McCarthy	30.7	-4.9	
Lux Radio Theatre	28.2	-4.7	
Our Miss Brooks	26.1	-4.1	
Amos 'n' Andy	24.7	-3.8	
Twenty Questions	20.4	-4.3	
My Friend Irma	19.4	-2.3	
Suspense	19.0	-1.8	
Aldrich Family	18.7	-2.3	
Ford Theatre	18.2	-3.1	
Great Gildersleeve	18.2	-2.8	
Take A Chance*	17.9	-1.9	
Roy Rogers	17.4	-1.5	
Mystery Theatre	16.9	-1.5	
Share The Wealth	15.9	-3.7	
Arthur Godfrey	15.8	-2.0	
*Selective program.			
French			
Un Homme et Son Peche	29.3	-5.4	
Metropole	28.8	-2.4	
La Pause Qui Rafrachit	27.1	+ .8	
L'Epervier	25.2	-4.1	
Radio Carabin	24.9	-2.8	
Tentez Votre Chance	22.5	same	
Ceux qu'on aime	21.9	-7.0	
Jouez Double	21.8	+3.1	
Les etoiles de demain	21.7	+8.8	
Mine d'Or	21.4	+ .5	
Oswald	21.2	new	
Les Peintres de la Chanson	20.3	+1.4	
Course au Tresor	19.0	-2.8	
Theatre Ford	17.9	+3.6	
Le Journal de Grignon	17.7	-3.2	



MCCXXX

After Montreal and Quebec City

THE LARGEST FRENCH - LANGUAGE MARKET IN CANADA

can be reached best [★]

over

CJBR Rimouski

5000 watts on 900 kcs.

★ ELLIOTT-HAYNES RATINGS consistently show that this station has one of the highest percentages of sets-in-use in Canada, with better than 90% tuned to CJBR hour after hour.

ASK

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



With four spots R. T. HOLMAN'S local department store sold out their complete stock of dirndl skirts.

WAR SURPLUS STORES did the same thing for jockey shorts with only six spot announcements.

LET ME PROVE FOR YOU CJRW DOESN'T COST . . . IT PAYS!

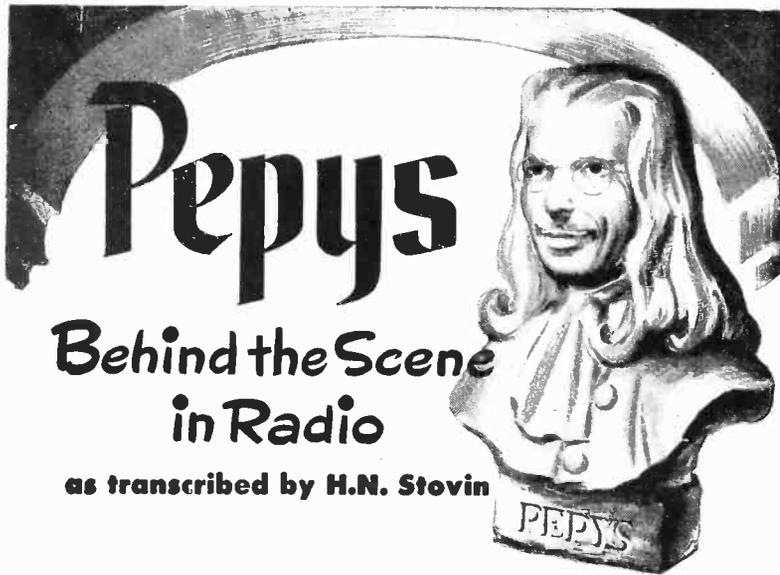
- Spud

CJRW

SUMMERSIDE, P.E.I.

SEE RADIO REPS

"The Voice of Canada's Garden Province"



Do this day salute, and call to the attention of both local and national advertisers, these Radio Stations, which we are proud to represent.

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

"A STOVIN STATION IS A PROVEN STATION"

HORACE N. STOVIN
& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

RELIGION

Anglicans To Tone Up Religious Broadcasts

Toronto. — Anglican clergy of the Diocese of Toronto expressed themselves as being deeply concerned at their Synod meeting here last week over the poor quality of religious broadcasts which are going out over the air.

The spark was touched off when a Toronto clergyman, Rev. E. J. Tucker, expressed embarrassment over this. Referring to a broadcast in the CBL *Morning Devotions* series, he mentioned one minister who "prayed for crinkly hair for a straight-haired girl." Another cleric, Dr. B. R. English, chairman of the Synod's radio board, commented: "I don't think I or any other member of the Church is very much concerned whether hair is crinkly, curled, artificial or dyed."

Don Wright, former broadcaster and newsman, who operates Metropolitan Broadcast Sales and acts as public relations advisor to the Synod, said so little thought was being put behind religious broadcasts of most established Protestant Churches that stations were beginning to wonder "whether it was practical or desirable to accept such broadcasts."

"I personally feel ashamed the Church has not done what it should have done in this regard," he said. "It seems to me the Church is not interested in bringing about the right type of progress through broadcasting — the type to interest the people and bring more people into the Church. You can't get up in front of a microphone and rattle off a chapter of the Bible. People are bored with that stereotyped stuff and quickly turn to something else. When you go on the air, gentlemen, remember, you are like a jeweller putting his wares in a showcase. That is just what you are doing. Make sure you have the right goods in that showcase," he said.

Comments waxed hot and heavy, with the entire meeting backing Tucker and Wright.

C. J. Frank, of Holy Trinity Church, urged the meeting to

"eliminate the preachiness in what goes out over the air," and added: "Our congregations have to suffer it, perhaps, but we can't inflict it on the public."

Canon J. E. Ward, whose services from St. Stephen's Church have been broadcast over CFRB for many years, and who authors the CBC Sunday network program, *The Way of the Spirit*, expressed the belief that "theology colleges could do beneficial work in teaching students radio technique because broadcasting is here to stay."

The Synod has agreed to plans, according to Don Wright, to remedy the situation by having all religious broadcasts professionally produced, screening the clergy so that only the best possible voices will be used. Wright's office will supervise the preparation of all material used, in order that an acceptable standard may be maintained.

RESEARCH

Combine French-English

Toronto. — The Penn McLeod research office, claiming that it is extremely difficult to determine whether respondents to telephone surveys in Montreal are French-speaking, English-speaking or bilingual, is now treating the entire Montreal audience as one for rating purposes. Previous practice has been to break it down into English and French.

In further justification of the move, McLeod expresses the belief that French-speaking people listen to English programs and English-speaking people listen to French shows, just as French people go to English movies.

McLeod says that the result of this new technique is to divide the listening audience fairly evenly between French language and English language stations.

Last month, the same research office announced that it is now conducting program surveys every month in 12 basic centres: Victoria, Vancouver, Calgary, Edmonton, Regina, Saskatoon, Winnipeg, Hamilton, Toronto, Hull, Montreal and Halifax. Forty-three "supplementary centres" are also being surveyed from time to time.

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What Is A Majority?

Four of the five members of the Massey Commission went on record, in their majority report, with the view that government control of radio in Canada should be maintained as in the past. These four commissioners are all predominantly educationalists, each being connected with the administration of a university in some capacity. The fifth member is Dr. Arthur Surveyer, a civil engineer, and he, in his minority report, favored relaxing the CBC's hold on the private stations with the establishment of a body to operate independently of the CBC and the private stations in regulating all radio.

It is rather significant that this important decision was subscribed to by four of the five members of the Commission, while the fifth opposed it. Since the majority group all came under the classification of educators, though the chairman has also been prominent in diplomatic activities, it might be said that they jointly expressed the view of one segment of society, while the opinion of the fifth, Dr. Surveyer, carried just as much weight as the other four, seeing that he spoke as a civil engineer, or, even more broadly, a man of business.

Obviously these people, who have devoted a great part of their lives—whether as a vocation or an avocation—to matters concerning education, are well qualified to assess the country's assets and liabilities in things cultural. They placed Canada's culture on trial and found it wanting.

Few, if any, will disagree that the people of Canada have a regrettable lack of interest in better literature, better drama, better music, better painting. The Rt. Honorable Vincent Massey, chairman of the Commission, referred poignantly, in his address to the Montreal Canadian Club last week, to the fact that this country has "most of the world's nickel and, as yet, no national library." The dramatic disclosure of this lack was a startling revelation, but it must also have stirred up in many minds the question of how it came about that renowned leaders in education and culture—men and women like Mr. Massey and his confreres on the Commission—had not used their considerable influence to have steps taken to fill this void long years ago.

■ ■ ■

It also gives rise to the question whether these so able diagnosticians of our cultural shortcomings are equally as competent to prescribe for their remedy. Or, to be pointed, though in no sense lacking in respect for their brilliant minds and dogged devotion to the national weal, is it reasonable to assume that a continued control

RADIO ASES by Harkley



"And now Miss Beauregard will sing that popular hill-billy number 'Ace In The Hole.'"

over all radio should be exercised by a department of government — or publicly-owned corporation — because that is the recommendation of the Chancellor of the University of Toronto, the Acting Head of the History Department of the University of Saskatchewan, the Dean of Social Sciences of Laval University and the President of the University of British Columbia?

It is no kind of discourtesy to these eminent and public-spirited citizens to point out that the very nature of their interests is theoretical rather than practical. It can be fairly mentioned also that the dissenting voice of Dr. Surveyer, the very nature of whose calling, in the field of engineering, points him up essentially as a practical person, and that he is, in consequence, perhaps most fitted to offer a logical and effective prescription to implement the diagnoses of his associates.

■ ■ ■

The Massey Commission spent nearly two years hearing and examining 1,200 witnesses. They read 462 briefs from 13 Federal Government institutions, 7 Provincial Governments, 97 national organizations, 262 local bodies and 35 private commercial radio stations. They conducted 224 meetings.

This was a noble effort to perform the prodigious task of feeling the pulse of the Canadian public, presumably to gauge their opinion, among other things, on the future operations of the CBC.

The Commission heard, among others, from radio stations, which wanted the CBC's control strings loosened; from the CBC, which wanted them kept tied; from

performers' unions, which wanted more work at higher fees; from innumerable bodies, each of which felt its own cause could be advanced by some change (or no change) in the radio set-up. Yet the Commission is the first to admit, in its own report, that "we heard little from the citizen who represented no one but himself."

■ ■ ■

The paramount problem of private enterprise radio stations has always been to get their message over, not to people who have a personal axe to grind, but to the fourteen million Canadians who are partners in Canada, in her government, and in the various activities (such as the CBC) which that government has created in their name.

And that is precisely where we came in.

■ ■ ■

Religious Radio

Serious consideration of the quality (or lack of it) of religious broadcasts was given by the Anglican clergy of the Diocese of Toronto at their Synod meeting here this month. As has been reported elsewhere in this issue, the clergymen were extremely critical of themselves, and seemed determined to do something about the situation.

This state of affairs is by no means confined to the Anglicans or to the Toronto area. Actually it obtains in the case of most Protestant religious groups across the country. For some reason or other, the Catholics seem more adept at preparing and presenting acceptable programs on religious subjects.

■ ■ ■

This commendable concern over a question which has always been a number one problem should be of considerable interest to the conscientious station which wants to perform a service to its community by making time available to religious organizations, and still wants to hold the interest of its listeners.

Whether some assistance in the preparation and presentation of such broadcasts should be offered by the individual stations or whether it should be undertaken by the stations' Association, the Canadian Association of Broadcasters, the desirability of such aid is apparent.

Doubtless there are stations which do materially help groups with their programming. This paper believes that any experience along these lines or even dormant ideas should be pooled for the benefit of the industry. To this end, our news department will be sending out a questionnaire to try and determine what is being done and what else might be done to improve this important side of broadcasting.

SELL THE RICHEST CROP AREA IN THE WEST!

with



A MARKET

of

\$100,000,000
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



PUT CJGX ON YOUR NEXT SCHEDULE

TALK IT OVER WITH OUR *Representatives*

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

PEOPLE

New GM For CJNT



Quebec City.—Guy Caron has been appointed general manager of radio station CJNT here, it was announced last week.

The 29-year-old former manager of station CJBR, Rimouski, first entered radio in 1945 as an announcer on CKCH, Hull. He is

now serving his second consecutive term as president of the Quebec Broadcasters' Association.

RCA Names Sales Mgr.

Montreal.—R. B. Lanskaill has been named sales manager at the head office here of the engineering products department of RCA Victor Company Ltd., it has been announced by K. R. Patrick, general manager of the department. Lanskaill, formerly sales engineer of RCA's British Columbia and Alberta territory, joined the company in 1935.

At the same time it was announced that John A. Collins has been appointed manager of the electronic apparatus sales division of the RCA engineering department.

Succeeding Lanskaill in Vancouver is Ralph Marsh, who was a service engineer in RCA's district office in that city.

H. C. (Chris) Thompson has also been transferred from RCA's Calgary office to Edmonton as sales engineer.

FOR SALE

CHRONOGRAPH watch by Lorie in perfect condition, starts, stops and returns. Including expansion band: \$65.00 (list price \$110.00).

Contact Jaff Ford at PR. 5711, Toronto, or write Box 496, Newtonbrook, Ont.

X MARKS THE SPOT! TOPS 'EM ALL!

CHSJ's new quarter hour quiz feature Monday through Saturday, 9.15 a.m., hits the Mail Response Jackpot!

1st Week - - - 9,357 Letters
2nd Week - - - 17,653 Letters

"X marks the spot" when only two weeks old broke all mail records for Saint John with

27,010 Letters

ON FIRST TWELVE PROGRAMS

Average of over 2,200 letters per Program

AGAIN PROVING
RADIO IN NEW BRUNSWICK
PAYS OFF!

REPS

Horace N. Stovin in Canada — Adam Young in U.S.A.

ROUND-UP

Radio Ups Seal Campaign

Toronto. — The role that all parts of the radio industry in Ontario have played in raising the annual objective of the Easter Seal Campaign of the Ontario Society for Crippled Children, was outlined here last week by the campaign's radio committee chairman, Foster Hewitt.

Hewitt, who is also president of radio station CKFH here, said that in 1946, before radio began putting its weight behind the campaign, the objective was \$38,000. Since then it has progressively risen to a high last year of \$375,000, Hewitt said. This was topped in the last campaign by \$5,341.49, he reported. He also emphasized that of the \$4,421.68 collected at Maple Leaf Gardens during the Radio Show, a figure considered high by those experienced in this field, not one cent was charged against it for expenses.

At the same time the appointment of a new executive committee for the radio committee was approved. The members are: Waldo Holden, sales manager of CFRB, Toronto, as chairman; Cy Mack, freelance announcer, as vice-chairman; Ernie Paul, vice-president of Aikin-McCracken Ltd., advertising agency, as second vice-chairman; and Dick Lewis, editor and publisher of Canadian Broadcaster & Telescreen. Also included in the committee are past chairmen: Len Headley, manager of RCA Victor Recording Division; Mart Kenney and Foster Hewitt.

STATION MOVES STUDIOS

Quebec.—The offices and studios of radio station CJNT here are now located at 30 Garden Street, with postal address as P.O. Box 155, Uptown, Quebec. The change was announced here late last month by J. Narcisse Thivierge, the station's president and manager.

CHUB

NANAIMO, B.C.

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

Now

1000 watts

1570 kcs.

National Broadcast Sales

Toronto, Montreal

JOHN N. HUNT AND ASSOC.,
Vancouver

DONALD COOKE, INC.

New York

summer is a "growin' month"

POPULATION: City of London, June, July, August

1950	94,027
1949	91,021

(London C. of C. "Pulse of Business")

RADIO HOMES: City of London

1949	26,420
1948	23,510

(B.B.M. studies #3, #4)

SALARIES & WAGES: City of London, June, July, August

1948	\$13,078,000.00
1947	\$11,453,000.00

(avg. for 3 mos. period—Business Year Book '45, '48)

U.S. (TOURIST) CURRENCY: London, June, July, August

1950	\$ 879,522.00
1949	\$ 501,711.00

(London C. of C. "Pulse of Business")

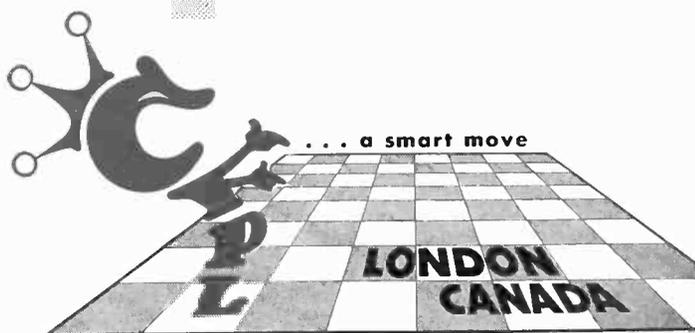
CFPL NATIONAL BILLINGS:

24% increase June, July, August 1950
over same period in 1949

CFPL LOCAL BILLINGS:

25% increase June, July, August 1950
over same period in 1949

buy summertime sales
with summer time on



your next move . . . →

call All-Canada Radio
Facilities or Weed & Com-
pany in the U.S. Do it
NOW!

CFPL - LONDON, Western Ontario's FIRST Station



"CKVM, Ville Marie — the most powerful radio station in North-west Quebec — does a complete coverage job for any advertiser in this wealthy mining area. Cochrane, Kirkland Lake, Timmins, Rouyn, Noranda, Amos, Val D'Or, New Liskeard, Cobalt and Haileybury are all in its directional-antenna Night coverage. Daytime coverage is still more extensive. For full information on this rich French market in Northwest Quebec and Northeast Ontario—its radio homes, its ability to buy, its loyalty to its own radio station — 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

PROGRAMS

French Shows Score In Program Awards

Toronto.—French radio scored high marks in the 1950 Canadian Radio Awards, which were announced here last Friday, taking two major national awards in drama and music. West Coast and Maritimes production centres, along with CBC, Toronto, also were predominant in this, the third annual presentation of the broadcasting citations.

The awards are given each year about this time under the sponsorship of the Canadian Association for Adult Education, in co-operation with 44 national organizations. Presentations were made on a national broadcast over the Trans-Canada network.

The Maurice Rosenfeld Memorial Award, a gold key, was won by Jack Kane, musical arranger for the national network program *Startime*. The award was instituted this year at the suggestion of Johnny Wayne and Frank Shuster, the network comedy team. It is to be given annually to "the most promising newcomer to radio," in memory of the late Maurice Rosenfeld of MacLaren Advertising Co. Ltd., who developed many of today's radio stars.

Kane, who is 27, has been in professional radio less than a year and *Startime* was his first important broadcasting job. Born

in London, England, he grew up in Toronto and went overseas with a Canadian Army Show unit during the last war. After discharge he went to the University of Toronto and graduated a year ago this month as a Bachelor of Music. While studying at the university he worked as an assistant to Howard Cable, one of Canada's top musical arrangers. Besides arranging for *Startime*, he also played second clarinet in the program's orchestra.

Music, Open, which is an unlimited class, was taken handily by *Les Petites Symphonies*, a production of the CBC French network from Montreal. It is directed by Roland Leduc and produced by Albert Chamberland.

In the opinion of the judges, this "was the outstanding program heard. The object was splendidly achieved. The orchestra, although small, was extremely good, and there was no doubt that from all aspects this program should be recognized."

Honorable mention in this class went to another French network show, *Aux Rythmes de Paris*, "for success achieved in the field of light musical entertainment." The judges were David Ouchterlony, Dr. Charles O'Neill and Calvin Jackson, all of Toronto.

The French network took the Drama, Open, first award with a translation of T. S. Eliot's classic, *Murder in the Cathedral*, made by Henri Fluchere, with adaptation by Paul Clos. Director-producer of the program was

Raymond David of Montreal, where the program originated.

Judges Frank Morriss, George Broderson and Mme Pauline Boutil, of Winnipeg, found the winning entry "a very moving and very beautifully realized translation of Eliot's play." They thought that "Jean Louis Paris, as Becket, gave a performance touched with real greatness."

Honorable mention in this class went to *Willie the Squowse*, ("a delightful presentation") heard on *Stage 51* and directed by Andrew Allen and *The Bridge* ("highly rewarding") from *CBC Wednesday Night*, also from Toronto.

Three CBC Toronto productions, the series, *Songs of the Minstrels*, produced by J. Frank Willis; *1900-1950*, written by Lister Sinclair and also produced by Willis, and *Startime*, under John Kanawin, won first awards in the Special Features category.

The judges, J. B. McGeachy, Gordon Sinclair and Albert Shea, of Toronto, commended *Songs of the Minstrels* for "a successful presentation, in song and story, of Canadian ballads and folk tales." The series *1900-1950* received its first award for "boldness of conception, careful research and lively, entertaining presentation of a great mass of information and comment." *Startime* was cited for its "consistently high quality as entertainment, smoothness of production and steady encouragement of Canadian talent."

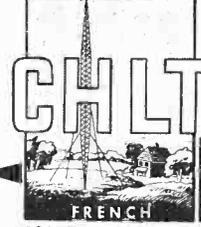
Honorable mention in Special Features went to *Canadian Quill* ("effective presentation of Canadian writers and their books"), produced by Kenneth P. Brown on the CBC International Service; *Christmas in Korea* ("a moving evocation of the mood of a soldier"), produced over CKMR, Newcastle, N.B., by staff member Robert Taylor; *It Could Be Verse* ("entertaining satire"), by Ross McLean, over CBR, Vancouver, and to *After-Breakfast Breakdown* ("marked originality") by Max Ferguson of CBC, Toronto. The *National Farm Forum* won an honorable mention for "ten years of valuable service to the farming community." It is produced at CBC, Toronto, by A. K. Morrow and A. R. Kemp.

A station in Edmonton and one in Halifax won top honors in Music, Community, a class reserved for non-network entries. First award went to *Concert Corner*, entered by CKUA, Edmonton and written and produced by Alan Hood of that city. The citation read, in part:

"The program was presented in a most polished and authoritative manner. (It) appealed to us in its sincerity of presentation. Such a program cannot help but be a force for good music and intelligent listening in the community within its influence."

CKUA is owned and operated by the University of Alberta.

Honorable mention went to *Your Children Sing*, presented by CHNS, Halifax, and featuring a 70-voice chorus from Halifax public schools. The judges considered



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"Hello Neighbour"

Is a CKMO 55-minute six-a-week participating feature especially designed for the million and a half American tourists who visit Vancouver and district every summer.

Available in 5-Minute Segments at National Card Rate

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it "a valuable contribution to the community." *Festival of Lessons and Carols*, also from CKUA, Edmonton and *Songs We Sing*, from CBT, Grand Falls, Nfld., were commended. Judges were Richard S. Eaton, William Strachan and Arthur B. Crighton, of Edmonton.

Drama, Community, was won by a French presentation, *Le Naif*, from CBF, Montreal, with *Des Lapins*, from the series *Le Petit Theatre de l'Humour*, from CKAC, Montreal, getting honorable mention from Toronto judges W. H. Brodie, R. K. Hicks and Stewart Griffiths.

Variety, Open, was taken by the *Wayne and Shuster Show*, produced by Jackie Rae, from CBC, Toronto. The citation from judges Jack Arthur, James Nairn and Rose MacDonald said "the show has a professional style which equals that of most U.S. radio shows of this nature." A network perennial, *The Happy Gang*, received honorable mention.

In the non-network classification, Variety, Community, CKCR in Kitchener, Ont., won the first award with *Roll Back the Years*, a program devoted to presenting phonograph records of ancient vintage, with an explanatory script. Producer, writer and announcer is Ed Manning of CKCR. The judges, George Taggart, Alex Barris and Stan Helleur, of Toronto, commended Manning for "a good deal of research . . . with fine results . . . script authoritative, but not didactic . . . appealing to a general audience."

Honorable mention went to another Manning, Howard, but no relation, for his *Howard Manning Show* on CKEY, Toronto.

The National Commentary first award was won by *United Nations Documentary*, "an excellent production in every way." *News Roundup*, "a regular feature of high professional competence," was awarded honorable mention. Both emanate from CBC, Toronto. *UN Documentary* was directed by Bernard Trotter, from United Nations Headquarters, and *CBC News Roundup* was handled by

P. F. Carscallen and J. G. Murphy.

In National Talks, *The Religious Poetry of T. S. Eliot*, written by Robert Weaver and coming from CBC, Toronto, was given first and *In the Name of Justice*, OBR, Vancouver, directed by Ross McLean, won an honorable mention. These categories were judged in Vancouver by G. C. Andrew, Lt.-Col. W. T. Brown and Irwin Swinguard.

A Case for the Arbitrator won top honors in Social and Public Issues, with *Close-up on Newfoundland and Life with the Robinsons* getting honorable mention. The first two programs were from the series *Cross-Section*, produced by Eugene Hallman. *Life with the Robinsons* is a production of Esse W. Ljungh. All three came from CBC, Toronto. The class was judged by a Montreal panel consisting of Maxwell Cohen, Mrs. George Ferguson and Paul Gerin-Lajoie.

Dick Diespecker's production of *Joe Fortes—Builder of B.C.*, from CJOR, Vancouver, won first award for Community Service, receiving commendation for being "simple, clear and moving . . . a new approach to public service which is refreshing and imaginative." Honorable mention went to *Safety Clinic*, written by Bob Kesten and produced by Reid Forsee, from CJBC, Toronto, and to *The High Cost of Milk*, from CKBB, Barrie, Ontario, directed by Gordon Aiken. The class was judged in Ottawa by T. Arthur Evans, B. T. Richardson and Mrs. John Bird.

The judges found Children's a difficult class and could not select a single winner. They wound up giving four firsts, going to *Les Plus Beaux Contes et Plus Belles Legendes du Monde*, directed by Noel Gauvin and from the CBC French network; *Folk Songs for Young Folk*, featuring Alan Mills and produced by Donald McGill, from CBC, Montreal; *Cuckoo Clock House*, Robert Mauman's production from CBC, Toronto, and *The Case of the Flying Beaver*, a British Columbia Schools Broadcast, directed by P. J. Kitley. Judges were Donald Wetmore, Mrs. Muriel Duckworth

and Dr. Frances Marshall, of Halifax.

Entries were received from stations in large and small communities from coast to coast, as well as from major network producing centres and were redistributed for judging by the various panels across Canada.

The competition is under the direction of the Canadian Radio Awards Planning Committee, consisting of Frank Peddie, Association of Canadian Radio Artists, Toronto, chairman; Dr. J. Roby Kidd, Canadian Association for Adult Education, Toronto, secretary; Winston McQuillin, Cockfield Brown and Company, Toronto; T. Arthur Evans, Canadian Association of Broadcasters, Ottawa; Neil Morrison, CBC, Toronto; S. D. Brownlee, Radio Manufacturers' Association of Canada, Toronto, and Hugh Newton, Toronto, Competition Manager.

3 Stations Co-operate In CKNX Summer Show

Wingham.—Radio station CKNX here believes that the answer to some summer programming problems of the more rural-market stations is the trading of good sustainers with other stations, having first built the programs. This belief is held due to the recent experience with a locally-produced summer replacement, now being shared with three other stations.

When *CIL Singing Stars* left the air for the summer, CKNX

(Continued on page 10)



Time's most beloved story for children. The Adventures of

PINOCCHIO

78 15-minute episodes (in sequence)

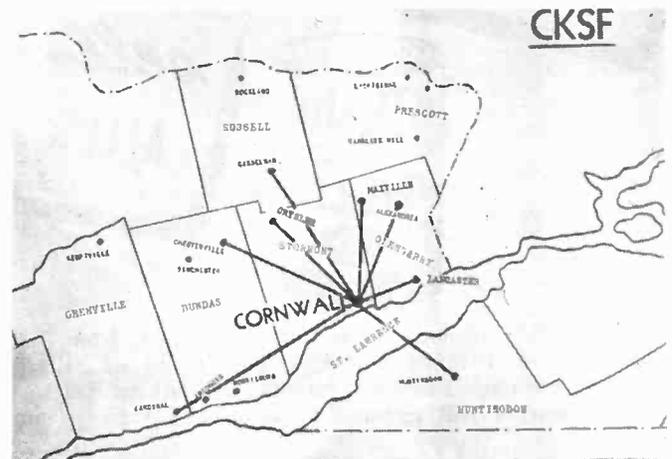
with original music for 1, 3 or 5 per week. Pinocchio has everything sponsors and stations want in a series for moppetts.

Ask for your sample disk.



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

CKSF Features Programs Beamed To Rural Markets



To the folk on the farms and in the smaller communities in its listening range, CKSF is the "party line." They get 17 local and national newscasts per day, and specially tailored rural programs like "Farmer's Guide," "Farm Fare," and "Farm News Box." In addition, there are special "Salute" broadcasts to the communities shown on the map above.

In Cornwall and a rich agricultural district of Eastern Ontario and Quebec, CKSF is the Friendly Voice — the station they pick for bright programs, news, and the latest information beamed on their own area.

Let CKSF take your advertising message into their homes. They will hear it — and they will listen.

CKSF and CKSF - FM
CORNWALL — ONTARIO

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

Any Way You Look At It —
CFBC's "THE LEADER!"
STUDY THESE PERTINENT "Elliott-Haynes" FACTS!

	CFBC RATINGS	STATION "B" RATINGS
EVENING 6-10 P.M. MAY '51	22.1	17.1
AUTO RADIOS 8 A.M.-6 P.M. APRIL '51	23.6	22.1
AREA (60-mile radius) 9 A.M.-10 P.M. FEB. '51	15.2	15.2
OUT-OF-HOME 9 A.M.-6 P.M. JAN. '51	29.3	27.8

"IN SAINT JOHN, NEW BRUNSWICK, IT'S **CFBC** — ANY WAY YOU LOOK AT IT!"
REPS:—J. L. ALEXANDER — MONTREAL & TORONTO
WEED & CO. — IN THE U.S.A.

SERVING THE ISLAND ...

CHUB — Nanaimo

Shut off by mountains from the other Vancouver Island stations, CHUB has exclusive Island coverage in the well-populated area from Duncan to Cambell River, and as a bonus, Sechelt, Powell River and Ocean Falls on the mainland. Its particular geographic position has made CHUB's 1000 watt station essential to, and integrated in, the economic and cultural life of the area.

Nanaimo, and that portion of Vancouver Island of which it is the hub, has an exciting potential which can only be thoroughly covered by . . .

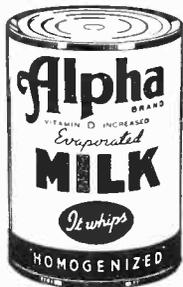
CHUB NANAIMO

1000 WATTS 1480 KCS.

Get the facts from

NATIONAL BROADCAST SALES

TORONTO: 88 RICHMOND STREET WEST — PL. 3718-9
MONTREAL: MEDICAL ARTS BUILDING — FI. 2439



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

PROGRAMS

(Continued)

decided to fill in with another musical show in an effort to maintain listenership throughout the hiatus.

The resulting half-hour program consists of performances by the Listowel District High School Glee Club, a mixed group of teenage students under the direction of the school's musical director and organist, Lorne Willits. On occasion, both for variety and to avoid disrupting school routine, smaller groups, like male and female choruses, sextets and quartets, make up the program rather than the entire chorus.

Produced and announced by CKNX man Vin Dittmer, the program now goes out on tape for rebroadcast a week later at the same hour over CFOS, Owen Sound, CKBB, Barrie, and CFOR, Orillia.

Members of the Glee Club just like to hear their own voices and sing without charge. Reward for their efforts, however, comes indirectly through grants from CKNX to the school's recreation fund.

■ ■ ■

Sponsor Gives Scholarships

Victoria.—Junior Talent Quest, a 26-week program sponsored over CKDA by Stubby Soft Drinks, offers each week's five performers a chance at \$125, with a scholarship worth \$150 waiting at the end of the series.

The contest draws its participants from the Victoria area, and they range from 8 to 17 years. The show goes every Friday at 8.30 p.m., with Ferdy Baglo as emcee and English organist Reg Stone participating.

Participants for each Friday's contest are chosen beforehand by audience reaction.

The panel of judges includes members of the B.C. Registered Music Teachers' Association, assisted by Stone. Age, native talent and previous training are taken into account by the judges.

■ ■ ■

CURRENT EVENTS CLUB

Vancouver. — Students at Kit-silano High School recently formed a current events discussion club of 50 members, as a result of a series of four lectures delivered by Keith Cutler, news editor of CJOR.

Topics of discussion include the Korean war, B.C.'s hospital insurance scheme, modern high schools and conscription in Canada.

An essay contest was also run in conjunction with Cutler's talks on news coverage and presentation.

■ ■ ■

STATION GIVES SCHOLARSHIP

Kelowna, B.C. — The annual \$100 scholarship offered by CKOV was awarded to Jacqueline Ola Trafford, 17-year-old Summerland High School girl, who will use the money to help her start a social work course at University of B.C.

Winner is selected by a committee of school teachers on the basis of scholastic ability, leadership and financial need.

INTERNATIONAL

Radio Down Under

By Bob Francis

Canberra, Australia.—Potential radio station owners in Canada who think they have a tough time getting a broadcast license from the CBC should see how hard it is to get into business in this country.

More than 700 applicants are on the waiting list right now for licenses to set up new private stations. You could count on one hand those who are likely to get them, unless Australia gets a new wave band allocation.

While a few bands do remain vacant, they're being held for new stations being built for the Australian Broadcasting Commission. When these go into action, according to the ABC, the state-owned system will give the country's listeners a 100% coverage.

ABC is covering listeners 85% now with 37 stations, while 101 private outlets have a coverage said to be 90%.

The small population of 8,000,000 is spread thinly over 3,000,000 square miles, so that transmitters must be comparatively powerful.

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SELLS

in

Stratford



CJAD
MONTREAL

offers you
COMPLETE COVERAGE
and
CONSTANT LISTENERSHIP
to sell
ENGLISH SPEAKING QUEBEC

5 Kw on 800 Kc
AFFILIATED WITH CBS

Relationship of the ABC to the private stations, however, is not on the Canadian we-compete-with-you-and-run-your-show-too basis. It seems to boil down to a combination of the U.S. and British systems. License holders are responsible, through the postmaster general, to Parliament.

About 82% of Australian homes have receivers, according to recent surveys, and "have the wireless on" about four hours daily, perhaps a little longer in rural areas.

Programs vary widely over music, drama, sport, amateur hours, news and the usual nonsense like the audience-participation program which obliged a competitor to ride a bicycle 569 miles from Sydney to Melbourne, dressed in top hat and 1910 swimming suit.

Perhaps the best effort in a sport-mad country, is sports broadcasting. The ABC's Saturday afternoon sporting panel from 12.30 onward moves from event to event around the country.

The audience is taken from the Sydney races to a rugby match in the suburbs, to the Melbourne races, then a football game in Hobart, back up to Queensland to the Brisbane race meet, then to a track and field show elsewhere, and probably over to New Zealand for another rigger match.

Transmission lines which make this sort of thing possible total 26,000 miles throughout the country, leased by the postmaster general as the boss of all domestic communications. The longest single landline that can be set up is 4,500 miles from Atherton, in Queensland, through the main cities of the southeast and across to Perth in Western Australia.

Broadcast of parliamentary proceedings is a big feature here at the capital, with the full proceedings of one of the two Houses on the air whenever the Federal Parliament is in session. Aussies say they have learned much about their elected representatives since this plan was introduced.

A New Pitch For Mitch

New York.—Maurice B. Mitchell, vice-president and general manager of Associated Program Service, has been elected to the board of directors of Muzak Corporation, it was announced here last week by Harry E. Houghton,

Muzak president. APS is a division of the Muzak Corporation.

Mitchell was formerly the original director of the Broadcast Advertising Bureau of the National Association of Broadcasters. He became well known both here and in Canada in this capacity for "Mitch's Pitch," an exhortation on radio as an advertising medium.

ABC-UPT Merger In Sight

New York.—A merger of the American Broadcasting Company and United Paramount Theatres, Inc., was considered imminent here last month as top executives of both companies announced plans for the proposed wedding. Final approval, however, has yet to come from the boards of directors and shareholders of both companies and the Federal Communications Commission.

The new company, if it comes into being, will be known as American Broadcasting - Paramount Theatres, Inc., and will consist of a radio-television and theatre division, headed by Robert E. Kintner, now president of ABC, and Leonard H. Goldenson, UPT president, respectively. Five directors of ABC will join 13 members of UPT's board to form the board of the new company.

ABC is now said to be a \$65,000,000-a-year business and the merger with UPT, a leading operator of theatres throughout the U.S., will bring to ABC additional financial resources and personnel, it was reported. Goldenson and Edward J. Noble, chairman of ABC's board, said in a joint statement that the merger "will insure to the listening and viewing public the finest radio and television programs" through the introduction of new personalities and programs on both radio and TV.

To effect the union it will be necessary for one of the two companies to part with its TV station in Chicago, since an FCC ruling forbids one company owning two stations in the same city.

Negotiations between the two companies for the merger broke down early last month and appeared about to fall through, but in following talks an arrangement more acceptable to ABC stockholders was reached. Under it, ABC stockholders will receive, in honor of one of its alumni and well-known late president of WOW, Omaha, John Gillin,

exchange for their present holdings, approximately 50% in preferred and 50% in common stock.

NAB Revamps Board

Washington.—Harold E. Fellows was installed here as president of the completely revamped National Association of Radio & Television Broadcasters (formerly NAB) earlier this month, while Judge Justin Miller, formerly NAB president, was sworn in as general counsel and first chairman of the NARTB board.

The inauguration dinner, during which the inductions took place, was in aid of the Johnny J. Gillin Memorial Fund which has been set up to finance a memorial at Creighton University, Omaha, in

NOTES TO YOU!

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Records Available
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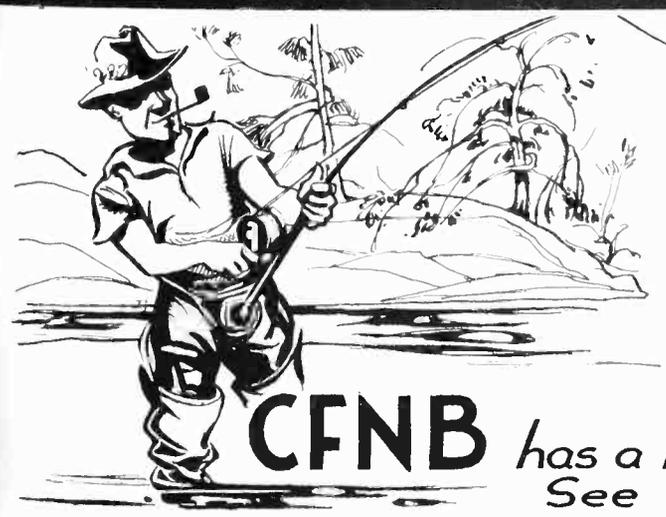


LETTING your advertising dollar rest this summer? Why? Smart advertisers in Montreal know that summertime means profit time.

3 1/2 to 4 million tourists with American dollars are expected in the world-renowned Montreal-Laurentian playground area.

Yes, SUMMERTIME definitely means SALESTIME when your sales message is carried on "CANADA'S FIRST STATION."

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

The famous New Brunswick salmon is a wily prey, but old New Brunswick guides know its habits and the lures that cause it to strike.

SIMILARLY

To sell successfully in New Brunswick requires an understanding of New Brunswick people, their habits and their desires.

CFNB has a line on the New Brunswick market. See The All-Canada Man.



Burstin'...

to tell you
about

CFQC!

"... We were considerably overstocked with chicks at the time we began using your facilities, but in a few days we were completely out of all stock on hand.

"... Had to be prepared to begin taking phone calls within 5 minutes after your station used our ad.

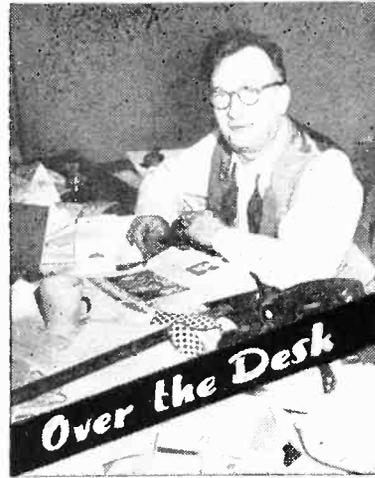
"... Whether the words were right, the season right, or the demand naturally good, we are convinced that **CFQC has a vast clientele**, as our calls were coming from all parts of the province."

(Signed)

LONGSTAFF ELECTRIC HATCHERIES.



ASK RADIO REPS!



Entries for our first Commercial Writing Contest, 51 of them in all, are now in the hands of the six judges, some of whom have already completed their work of marking.

The panel of judges consists of three agency men, two sponsors and one free-lance announcer. Each of the judges has a complete set of entries, identified by key numbers only, and is marking each entry out of a possible 100.

We have not specified any basis for marking, as we feel that a truer picture will be obtained if each judge assesses each entry according to his own conception of good radio copy.

When the six sets of figures are in, marks scored by each entry will be totalled and reduced to a percentage, and the first prize of \$25.00 and the five book prizes will be sent out to the managers of the stations where the winners are employed, who will be asked to make the presentations on our behalf.

We are hoping that everything will be cleaned up in time for the announcements of winners to be made in our next issue.

It is some years now since this paper discontinued its Beaver Awards for distinguished service to Canadian radio. It felt and still feels that such projects are extremely worthy, while there is complete co-operation from the industry. It does not, however, favor the type of awards project where stations are invited to submit "presentations" or "brochures" describing their own activities. This system, it seems to us, reduces the competition down to the point where the award goes to the individual or group of individuals who put up the most impressive presentation.

Finding an equitable basis for singling out winners, especially in the program field, is difficult.

Before any program can be adjudged to have made a contribution to broadcasting, the first essential is that it has been chosen for listening by at least a reasonable sized audience. In our opinion, a program which does not secure listeners cannot have accomplished anything, because its prime purpose is to be heard.

It seems strange that this point is not obvious to everyone, including the members of the Massey Commission, which recently completed its exhaustive examination of radio along with the other arts, and came out with strong recommendations for the increased output of talks, serious music, poli-

Mixed Farming Means Pockets Jingle Year Round!

FARMERS EARN \$1,330,000 AT P.A. YARDS

Prince Albert, April 20—An estimated \$1,330,000 has been paid to farmers selling cattle, hogs, sheep and horses, through the local stock yards since the first of the year.

—Saskatoon Star-Phoenix.

Get Complete Saskatchewan Coverage

Be Sure to Add the Prince Albert Market

CKBI
PRINCE ALBERT
SASKATCHEWAN
5000 WATTS

Report TO THE BROADCASTING INDUSTRY
By Walter E. Elliott

12 Twelfth in a series of frank talks about Elliott-Haynes and the broadcasting industry.

Sponsor Identification

SSPONSOR IDENTIFICATION represents that percentage of the listeners to a given program who are able to correctly name the sponsor of the program and/or the product advertised.

If a survey shows that out of 525 listeners to a particular program, 438 can correctly name the sponsor, the product or the service advertised, the Sponsor Identification is determined by dividing 525 into 438 and multiplying the result by 100 to give a percentage of 83.4.



Elliott-Haynes Limited

[Continuous Radio Audience]
[Measurements Since 1940]

Intl. Aviation Bldg.
MONTREAL
University 1519

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TORONTO
GErrard 1144



FOR THESE ARTISTS

- CARR, Joe
- DAVIES, Joy
- DENNIS, Laddie
- ELWOOD, Johnny
- HANDLEY, Joe
- LOCKERBIE, Beth
- MATHER, Jack
- MILSOM, Howard
- MORTSON, Verla
- O'HEARN, Mona
- RAPKIN, Maurice
- RUTTAN, Meg
- SCOTT, Sandra
- SERA, Joseph
- WOOD, Barry
- WICKHAM, Ann

Day and Night Service at Radio Artists Telephone Exchange

tical commentaries and other types of programs, all of which have the distinction of being the least listened to.

Strange though it may seem, programs in the higher cultural brackets which have been on the air for years, have not shown appreciable increases of audience by any known measuring or surveying device.

One award project, announced elsewhere in this issue, which will meet with universal approval, is the *Maurice Rosenfeld Memorial Award*, which has been added to the list of "Canadian Radio Awards" of the Canadian Association for Adult Education.

"Rosy," radio director of MacLaren Advertising Co. Ltd., who was cut off so prematurely a few months ago, was probably the Canadian radio artist's best friend, and perpetuating his memory by the annual presentation of a gold key to "the most promising newcomer to radio" has a positive, constructive note that should appeal to the men and women of radio as much as it would have appealed to Rosy himself.

But above all else, let's not reduce awards to the dime a dozen level, which they have reached in the United States, where it seems that whenever a publication's circulation lags, they trot out a popularity poll of readers, and some network star devotes the last 30 seconds of his or her program to sitting back and taking it, while the radio editor rattles off a citation (with six mentions of the paper) at about 200 words a minute.

Broadcasting from prisons is not too rare in the United States, and CKBI, Prince Albert, is "proudly proclaiming" a Canadian "first" in this field.

Friday, June 2, will go down in radio history, not only for the tabling of the Massey Report, but also for a sports quiz broadcast by CKBI from the Federal Penitentiary in Prince Albert.

The two competing teams consisted of three well-known P. A.

sports personalities and three inmates.

Each team was quizzed by CKBI sportscaster Nick Roche, and the Pen team won handily!

Our correspondent does not imply that there was any connection, but the following Tuesday two inmates of Prince Albert's other (Provincial) jail made good their escape at two o'clock in the afternoon. CKBI sounded the alarm at 2.30 p.m., and through a tip-off by a listener, the two were apprehended about three miles south of the city and were back where they belonged at about 3.30.

Two hundred farmers in the listening area of WOW, Omaha, will be off on an "East Coast Farm Study Tour," conducted for the fourth year under the station's sponsorship, September 13 to 29. The tour will include three days in southeastern Canada.

The group will visit processing plants, farms, agricultural schools and experimental stations in areas near Detroit, Toronto, Quebec City, Boston, New York, Washington, D.C., and Chicago, according to WOW Farm Director Mal Hansen.

Two radio men who are back in uniform are (Major) Stan Smith, former commercial manager of CKOX, Woodstock, Ont., and (Captain) Gord MacClain, who last wore his civvies in the CBC, Toronto, news room. Stan is O/C Central Command Royal Canadian Corps of Signals, and Gord is his 2 I/C. They are stationed at 87 Richmond Street East, Toronto. MacClain will be remembered as a way-back-whener of CFCA, Toronto, days.

Bates Tapley of CHSJ, Saint John, comes through with this one.

It was around noon and the station phone rang. "Wh-wh-what t-t-time is it, p-p-please?" a stuttering caller wanted to know.

"It's four minutes after twelve," came the reply.

Then the caller said: "And it's M-M-M-Monday m-m-m-morning, eh?"

AGENCIES

By Art Benson

STEVENSON & SCOTT

Toronto.—The Toronto Telegram has scheduled the 15-minute six-a-week musical quiz *Telytunes* over CKEY, Toronto, starting July 3, designed to pep up summer circulation. The format of the show has a mystery tune played over the air while a cartoon will appear in the Tely giving clues to the identity of the number. One hundred dollars can be won on the program and each day the tune is missed the jack-pot pyramids.

RONALDS ADVERTISING

Toronto.—Rexall Drug Co. Ltd. has scheduled the *Peggy Lee Show* (from CBS) as a summer replacement for *Amos 'n' Andy* over the Dominion network and CFRB, Toronto, until July 29. Peggy Lee is the emcee and introduces new songs from Tin Pan Alley with composers and lyricists as guests. John Rae looks after the commercials on Tiffany Cosmetics, Bachelor grooming products for men and Bisma-Rex stomach powders.

J. WALTER THOMPSON

Toronto.—Shell Oil Company of Canada Ltd. has a six-week series of twice-a-day transcribed jingles going to 40-odd stations coast to coast in both English and French advertising Premium Gasoline and Shell X-100 Motor Oil.

THORNTON PURKIS

Toronto.—Salada Tea Co. of Canada Ltd. has renewed the six-a-week 11 p.m. newscast over CFRB, Toronto, for one year, featuring Jack Dennett and advertising Tea and Coffee.

HEGGIE ADVERTISING

Toronto.—Mart Kenney Ranch has scheduled a series of live spots over CFRB and CKEY, Toronto, until September.

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!

THE VOICE OF THE PRAIRIES

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Radio Reps.
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EVERYONE IN SASKATCHEWAN LISTENS TO . . .

For complete Saskatchewan coverage see your All-Canada man.

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141,370 nighttime
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(All payments are to be in advance.)
Copy and/or classification may be changed each issue.
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PROGRAMS

MARVIN MILLER, STORY-TELLER—260 five minute dramatic narrations of the world's greatest men and women. Caldwell Ltd., Simcoe House, Toronto. (O)

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.

PRESS CLIPPING

ADVERTISING RESEARCH BUREAU — Press Clipping, Lineage Research, Checking Service, 310 Spadina — Toronto; 1434 St. Catherine St. W.—Montreal. (L)

RECORD'G SUPPLIES

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 Sapphires 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 Smorgaasborg. Dancing nightly from 9-12. 720 Bay St., Toronto. (O)

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

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

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

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

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BETH ROBINSON — 15 years stage—radio. Straight leads, boy-girl, teen parts a specialty — English, French, Scotch dialects. HY. 3063. (Q)

ROXANA BOND — WA. 1191. (L)

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

JOSEPHINE BARRINGTON — A character actress and leading woman of experience in Canadian radio and theatre. Available for calls — MA. 3904. (L)

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)

VERLA MORTSON—Commercial—acting. Young, attractive, ambitious. Considerable commercial and CBC experience. WA. 1191 or MI. 7653. (P)

ANNOUNCING

JACK DAWSON—PR. 5711 or OX. 2607. (L)

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

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

MICHAEL FITZGERALD — Kingsdale 0616. (M)

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 Broadcaster & Telescreen, 163 1/2 Church St., Toronto 2. Order. Book Dept., Canadian

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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, 163 1/2 Church Street, Toronto 2, Ont.

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

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

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PHOTOGRAPHY

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

PROGRAMS

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



TALENT TRAIL

By Tom Briggs

Vancouver, as a radio production centre, is probably among the best on this continent, and, if this is so, it rates high on a world-wide scale also, because of the almost incessant high quality of programs which have their origin here. This somewhat sweeping statement is qualified only by the realization that, since there are no large sums of money sloshed about in this city for radio shows, its productions lack quantity and the extravagance of the so-called "big time" of Toronto, Montreal, Los Angeles, Chicago and New York.

Many shows will no doubt melt before a mammoth show comes out of Vancouver. In the meantime, however, judging from past performance, every cent that does go into its half- and quarter-hour programs, heard in the East, will come out as sound entertainment.

Consider some of the listening that has come from the B.C. capitol so far. There were some episodes in *Summer Theatre*, last summer's *Stage* replacement, all well done. *Startime* programs must be included in such a list, along with *Radio Cartoons*, *Town Meeting in Canada*, and a new drama called *The Seven Seas*. In addition there was an unforgettable series of historical documentaries, *They Saw It Happen*. And this is but a small cross-section; no doubt some very fine examples have been missed here.

Only in one way typical of Vancouver productions, and that is in its superb showmanship, is a series recently started under the name *Night Wine*. The title seems most appropriate.

Heard over the Trans-Canada network on Tuesdays at 8.30 p.m. (EDT), the program has the rich color of a Burgundy, the sparkle of a champagne, and an ethereal quality probably not unlike the bouquet of Chambertin. This may be praise too high for a program that merely consists of an orchestra, a singer, a script and commentator, tied together by a producer. But in comparison with what has been done by others with equal component parts, I feel it is warranted.

The orchestra, directed by Lawrence Wilson, provides the background for the musical tours that are part of the program's format. And the music it plays, arranged by Wilson, has a transporting effect which can make the listener feel that he is not

far from the South Sea island being glamorously described. Fortunately, too, the show is not all patterned on moonlight and sweetness, but tries to play everything "from ancient dances of the Inca Indians to Central Avenue Break-down," as the introduction says. Whether or not the dances are authentic does not matter much as long as they are melodic and novel.

Singer Bobby Hughes does a nice job, too. He has a good voice and by entering into the spirit the show generates, he makes his an important part. No apologies need come from this fellow for taking up one's time.

But even with this orchestra and vocalist, producer Norman Campbell could do no better than shape a better than ordinary show, if it was not for a brilliant script that runs throughout the entire production. It is this that changes the program from a parade of interesting musical numbers into a half-hour word-and-music travelogue. The continuity is the key to the program's appeal. It takes time, effort and no small amount of imagination to turn out work like this, but it is so worth while. Unfortunately, no one near at hand seems to know who is responsible for the writing or announcing.

It may very well be that I have leaned too far overboard for *Night Wine*, but the exaggeration, born of comparison with other musicals, is intended to show that, for me at least, any little bit of creative ability exercised in giving a group of musical numbers, all basically good, some reason for being broadcast, is well worth it.

Radio could very well do with more Vancouver productions, too.

FAR FIELDS

One reason why Canada isn't getting all the U.S. tourist business she might is that Canada tries so damn hard to make them feel at home when what they really want is to be away.

BY ACTUAL SURVEY

Gordon Sinclair's statement on a recent Alka-Seltzer newscast, that the national IQ is going down because people who read more books have fewer children, may indicate the size of family from which Gordon sprang.

CANDID GIFT

Then there's that other prominent newscaster who isn't speaking to his daughter since she gave him a sharp razor blade for Father's Day.

AT LIBERTY

Freelance announcer, who has been taking tablets to improve his voice after meals for the past three weeks and is anxious to take the third tablet.

SOCIAL STANDING

"Lucy says the problem now is keeping up with the Jones's television aerial."
Saturday Night.

QUID PRO QUO

Lady Longhair is quite outspoken on the extent of her dislike for Ma Perkins. But did anyone ever ask Ma Perkins what she thinks of Lady L?

OUCH DEPARTMENT

After hearing last Friday's presentations of the Canadian Radio Awards on the air, we wonder why they didn't let the winners write their own thank-yous.

ANATOMICALLY SPEAKING

We have to credit Bennett Cerf with the story of how Stokowski told an offending musician that he didn't know his brass from his oboe.

WISHFUL THINKING

Horace Stovin is currently spreading the rumor that we are buying our new Austin out of the \$40 raise the government just gave us.

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One

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In

The

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WA. 6554

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Radio Time Sales
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1231 St. Catherine W.
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CJCH HALIFAX

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For Full Particulars
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Good opportunity exists in our Toronto office for a well-qualified man who has had practical radio experience. This man should have initiative and be a self-starter, with ability to meet clients and to direct and accept full responsibility within a radio department.

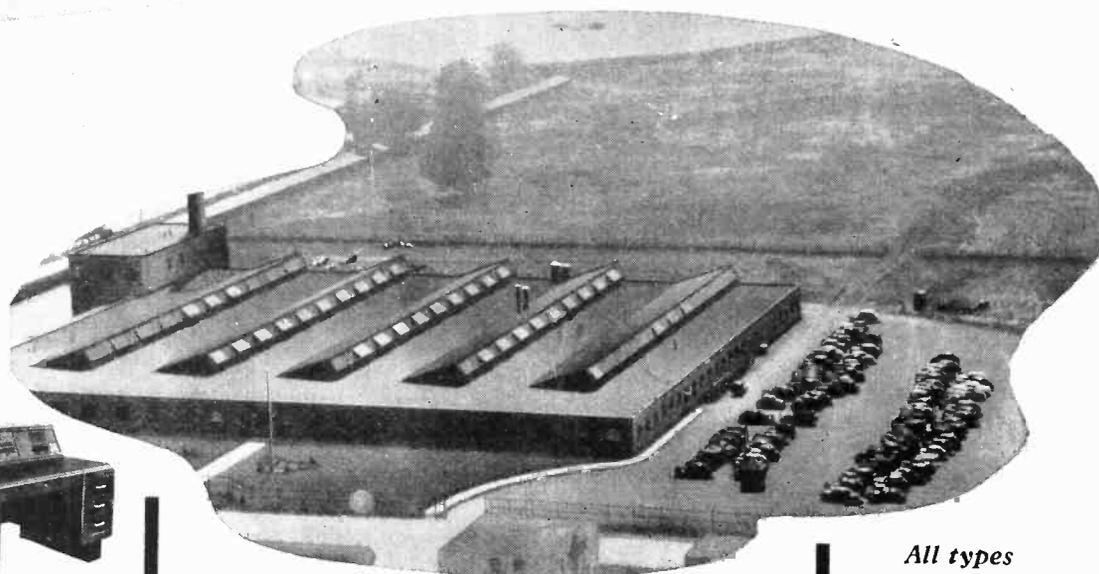
Letters of application should contain full information on age, education, past experience and earnings. All correspondence will be held in strict confidence and should be addressed to J. E. McConnell, Jr., McConnell, Eastman & Company Limited, 147 University Avenue, Toronto.

STATION ENGINEER WANTED

For small western radio station. Please state salary.

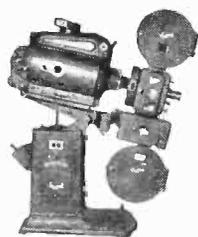
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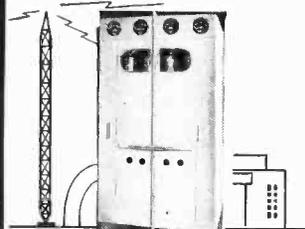


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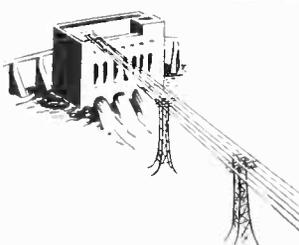
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CANADIAN TELESCREEN

Vol. 4, No. 8.

TV and Screen Supplement

June 20th, 1951

Massey Clarifies TV Recommendation

Private Licensing Urged by Surveyer

Montreal. — In an attempt to clear up what he felt was a misunderstanding concerning a recommendation on television of the Royal Commission on National Developments in the Arts, Letters and Sciences, the Rt. Hon. Vincent Massey said that centres like Vancouver and Halifax would not necessarily be without television until the CBC has completed a system of national TV networks. He was speaking to a meeting of the Canadian Club here last week.

Mr. Massey explained that while the Commission recommended that "private television broadcasting stations be licensed only when the CBC has available national programs" in its Report, it was wrong to interpret this as being synonymous with the creation of national networks.

"National programs," he said, "would . . . be in the form of films or of kinescope, which for a long time to come will no doubt form a large part of the program material of television in Canada, on all stations, whether private or CBC, until the time when television networks in Canada are possible."

These remarks by Mr. Massey, for some unknown reason, were omitted from the broadcast of his speech over the CBC's Trans-Canada network the evening following his address.

Later in his address, the chairman of the Commission referred to the financial support which the Commission had recommended for the CBC, the universities and for a national system of scholarships, saying that while substantial sums would be required, "these are surely legitimate and necessary expenditures in the national in-

terest, and these three would in fact cost each year less than what we pay for five heavy bombers."

"I do not see why the private stations should not be permitted to venture money in telecasting if they have the courage to do so," said Dr. Arthur Surveyer, Montreal civil engineer and member of the Massey Commission, in his minority report appended to the Commission's Report, tabled early this month in the House of Commons.

He said that the CBC's refusal so far to grant television licenses to private stations, except in the case where normally rival stations associate, was "a surprising condition." After quoting an Association of National Advertisers' survey which shows each radio home, after installing TV, loses 83% of its evening potential in the U.S., Dr. Surveyer pointed out the private stations fear that if the CBC "begins telecasting before they (the private stations) are allowed to televise, it will take away from their stations most of the night radio audience, thus causing them to lose some of their most valuable advertisers."

Dr. Surveyer urged that the Canadian Broadcasting and Telecasting Control Board, whose creation he recommended (pages 1-3 this issue), should be charged with governing television in this country, and relegating the CBC's Board of Governors to a position of operating the CBC television system only. "The difficulties in operating video stations and networks and in producing suitable programs for television will be greater than those involved in

GREENLIGHT ON CBS FOR COLOR TV

RCA Is "Down But Not Out"

Washington. — The Columbia Broadcasting System's color television development came out on top in the Supreme Court's decision handed down here late last month. This country's highest judicial body upheld the rulings of lower courts and the Federal Communications Commission, which gives the mechanical system of CBS the green light to proceed with color telecasting and the production and distribution of the necessary adapters and converters.

Thus ended at least the first phase of over five years of investigation, hearings and legal action on the part of the FCC.

The controversy started when the FCC sought to standardize and direct in the public interest what was then a natural although distant possibility, television in full color. Three years later, CBS,

radio broadcasting," he said, stating that "this is an additional reason for liberating the CBC from its regulatory functions . . ."

The other four members of the Commission recommended that an independent investigating body should review Canadian TV not later than three years after the beginning of regular telecasting, but Dr. Surveyer felt that "the question of television broadcasting is so important that it deserves a thorough study before the CBC begins telecasting." The Control Board, recommended by him, "could collaborate immediately with the CBC's executives for the purpose of drawing up a sound television program suitable to Canadian conditions," he said.

followed by RCA and Color Television Inc., developed a mechanical scanning system which, while it could not be received on ordinary sets either in black-and-white or color without certain additions to the sets, it did offer, in the opinion of the FCC, better color reproduction than any of the others. The two competing systems, especially that of RCA, offered color without involving expense on the part of a set owner, termed an all-electronic compatible system, but the FCC considered the color inferior.

Last fall, the FCC announced that it had finally decided that the system of CBS would be accepted as standard, RCA having failed at last-minute representations to change the Commissioners' minds. This decision, contested by RCA in lower district courts and finally in the Supreme Court, remains unchanged.

However, the case for color TV has not been closed. FCC Chairman Wayne Coy repeated last week the statement made often that the FCC "is under a mandate of Congress to encourage new developments in the radio art" and that, despite its approval to CBS, it would continue to consider other color developments. But it is thought that any new techniques, before meriting Commission consideration, would have to incorporate great improvements over that of CBS.

No one here could predict the immediate future of color TV. It

(Continued on next page)

E-H Consolidated Ratings Show CKNW 33 1/3% ahead of second station "X"!



"Canada's TOP DOG on the Pacific Coast"

April 1st, 1951	POPULATION	RADIO HOMES	RATINGS
Vancouver City	398,000	117,110	CKNW 5.3 "X" 6.6
New Westminster Area	88,000	24,000	CKNW 16.8 "X" 2.4
100-Mile Radius	344,000	113,700	CKNW 9.9 "X" 6.9
Consolidated TOTALS	830,000	254,810	CKNW 8.4 "X" 6.3

(Ratings are averaged for all periods, night and day, for the entire week, using the latest reports of Elliott-Haynes Ltd., for New Westminster, Vancouver and the 100-mile radius.)

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LISTEN TO CKWX
MORE
CONSISTENTLY
THAN
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IN
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980
on your dial

SUPREME IN VANCOUVER

F. H. Elphicke, Manager — All Canada Radio Facilities Limited
Station Representatives

(Continued from previous page)

is known that CBS will commence a limited but regular color telecasting schedule about the end of this month. RCA, down but not out, insists that it will go ahead with public demonstrations of its "improved, compatible and all-electronic system."

But at the moment it does not appear as if set manufacturers are going to jump into production over night. Some of the minor companies announced that they had plans well in hand for producing the converters and adapters and might start producing soon if materials are available. The estimated average price for an adapter, allowing a viewer to see colorcasts on his set in black-and-white, was set at \$30 to \$50, and for a converter, which brings a show onto an ordinary screen in full color, at about \$100.

The larger companies, which mostly make complete sets as compared with others engaged in producing component parts, are expected to adopt a wait-and-see attitude, apparently not satisfied that the mechanical system as it stands will last. Indeed, the Ad Hoc Committee of the National Television System Committee, to which many manufacturers belong, issued a report last week which is thought to point the possible way for industry to get together and produce a more acceptable color system.

(In Canada, Addison Industries Ltd. began a full-page newspaper campaign emphasizing, among other things, that its newest TV console models were now equipped with color converter connectors.)

As New York's *Wall Street Journal* pointed out though, the public, in color TV as in most other things, will have the last word, the FCC and the Supreme Court notwithstanding, and if it doesn't like the system or the price there will have to be some changes made.

**Canada Displayed
On U.S. Television**

New York.—The vacation possibilities of Canada in general and Jasper National Park in particular, were stressed to a nationwide American television audience here last month by W. H. "Bill" Robinson, chief photographer of the Canadian National Railways, in an NBC network telecast originating here.

Robinson, described by Caroline Burke, "Vacation Wonderland" commentator, as the "fishiest photographer in North America," told of the scenic wonder of the great Jasper playground and declared that American vacationists would receive a warm welcome in any part of Canada they chose to visit. The Robinson interview was illustrated by one of the Canadian National's newest motion picture films *Ticket to Jasper*.

Robinson was the second Canadian guest this spring to appear on Miss Burke's "Vacation Wonderland" program. The first was Hon. Kenneth Greene, the Canadian Consul General in New York, who spoke on Quebec Province and the Gaspé, in connection with the telecasting of another Canadian National film, *Introduction to Gaspé*.

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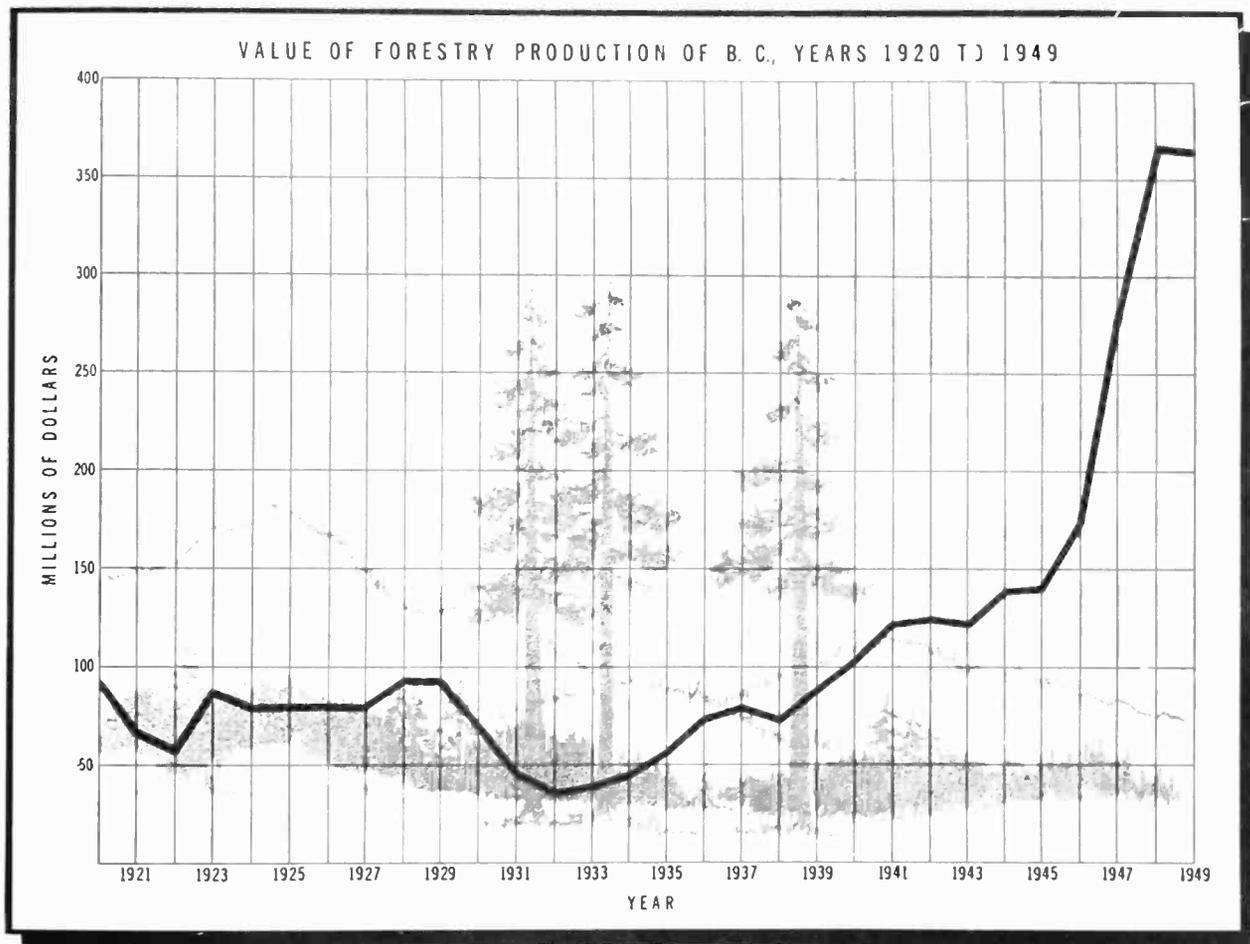
Hear Daniel—and the Spaniel—on the right side of your dial—1400—7-9 a.m.

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**Foster Hewitt's Station
1400 on your dial.**

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CKOK PENTICTON
CJAV PORT ALBERNI
CKPG PRINCE GEORGE
CJAT TRAIL

CJOR VANCOUVER
CKMO VANCOUVER
CKWX VANCOUVER
CKDA VICTORIA
CJVI VICTORIA
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No Second-guessing No Day Dreaming



Thomas M. Atkinson, Manager, Advertising Department of Canadian Industries Limited is a Director of Association of Canadian Advertisers and responsible for advertising programs that range from nylon to ammunition and chemicals.

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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
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