

# CANADIAN BROADCASTER

## AND TELESCREEN

Vol. 10, No. 13.

TORONTO, ONTARIO

July 4th, 1951

### Services Rendered



—Turofsky.

IN THE COURSE OF THE THREE-DAY MEETING of the Board of Directors of the Canadian Association of Broadcasters here last month, a special presentation was made on behalf of all member stations to William M. Guild, manager of station CJOC, Lethbridge, Alta. He was presented with a suitably engraved Sheffield reproduction tray in tribute to his work as chairman of the CAB Board of Directors for two terms, and as the Association's spokesman before the Royal Commission on National Development in the Arts, Letters and Sciences. He is seen above, at left, receiving the tray from Malcolm Neill, manager of CFNB, Fredericton, N.B., who is the present chairman of the Board.

### On The Air



—Hollywood Studios.

SASKATOON'S NEW STATION CKOM IS ON THE AIR. And here are the key men who keep it purring. From left to right: Bob Freeland, manager; M. D. (Curly) Dyck, sales manager; Bill Forst, chief engineer; Bob Hosie, owner.

### Massey Report Shows Headway Is Private Broadcasters' View

Toronto.—The board of directors of the Canadian Association of Broadcasters, at their meeting here June 18-20, formed an Information and Public Relation Committee to chart the future course of the broadcasting industry, in keeping with circumstances which have arisen or may arise out of the Massey Report.

The committee consists of William M. Guild, CJOC, Lethbridge, as chairman; Harry Sedgwick, CFRB, Toronto; W. B. C. Burgoyne, CKTB, St. Catharines; Ralph Snelgrove, CKBB, Barrie; and Henri LePage, CHRC, Quebec City.

The committee is charged with the task of making all possible capital out of the favorable aspects of the Report, including the minority report of Dr. Arthur Surveyer, which supported many of the quests of the private stations.

Considerable discussion arose out of a suggestion placed before the board that a CAB production centre be established, probably in Toronto, where some of the more serious kind of programs advocated by the Royal Commission might be produced on a co-operative basis and made available to stations at cost. This suggestion was inspired by the highly critical observations on programming, which appeared in the Massey Report.

While the CAB board felt it highly desirable that a limited number of programs of the type recommended by the Commission be made available to the public, it was unanimously agreed (1) that individual stations with only one outlet could not afford the high production costs entailed in such undertakings, and (2) that seeing that the situation could be simply remedied by permitting private stations to form their own network, there would be absolutely no justification in putting the CAB stations to the expense of establishing and maintaining a costly production centre, if, as seemed doubtful, such a function fell within the province of a trade association.

The new committee was also instructed by the board to use any means it could to speed up the granting of television licenses to private radio stations. It was felt by the board that the establishment of the "national television program service," which the Commission recommended should be functioning before private licenses were issued, has already

been accomplished. It was pointed out, that Mr. Massey has explained that this requirement referred to kinescope and film, and the board felt that an adequate supply of suitable material was already in existence and that therefore applications for privately-owned television stations should be considered as falling within the conditions suggested in the Report.

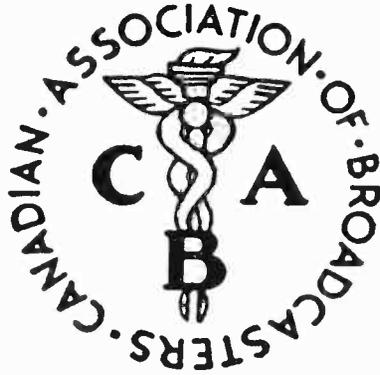
Bill Guild, who relinquished the chairmanship of the CAB's Royal Commission Committee to serve in the same capacity on the newly formed Information and Public Relations Committee, told the board that the now disbanded Royal Commission Committee was unanimous in the opinion that "some considerable headway had been made in the interests of private broadcasting stations across Canada through the Report of the Massey Commission," and that "the majority report makes recommendations which would fulfil a very large proportion of the relief that has been sought by the private stations in various appearances before Parliamentary Committees and, latterly, before the Royal Commission."

Guild's committee pointed out that "the Massey Report establishes that there is a very important place in Canadian broadcasting for the privately operated stations. The Report," the committee felt, "goes further and speaks of the good work being accomplished by the privately-operated stations and points out that such broadcasting service is not possible through CBC stations." Guild summed it up in these words: "We have sought to be recognized, and in this connection we are very clearly recognized by the Massey Report. This Report also recommends that the private stations shall have the right to appear before the Board of Governors of the CBC at their request in an open meeting. This is another very important gain for the private broadcasting stations, which would eliminate the present situation whereby a private station is heard by the Board of Governors at their discretion, as a privilege rather than a right," he said.

"The Report provides the right of appeal to the courts," was another point he mentioned, "and while we haven't had an opportunity to have this possibility thoroughly explored by legal counsel to date, it would appear that this is a gain we might very well

(Continued on page 3)

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



## JOHN PUBLIC IS A WOMAN

WOMEN are responsible for 80% of retail spendings, and women are most strongly influenced by radio.

Radio talks to them in the daytime—during the hours when they can listen, and when their minds are on buying.

Radio talks to them informally—about things they want to hear, via programs and personalities they like.

Radio wins their loyalty. And, through it, radio influences them.

Radio can influence them to buy more of what you sell.

Radio can turn them into your customers.

*Say the word! We'll be glad to help you!*

## 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)  
develop considerably to our own interests," he went on.

"The Report recommends to the CBC that they should overhaul and bring up to date the rules and regulations under which privately-operated stations broadcast," he told the CAB board. "This recommendation would leave the way open to have some of the more irksome regulations either eliminated or corrected," he felt. "The Report recommends to the CBC that they decrease the amount of commercial broadcasting on the CBC," he continued, "and this suggestion, if implemented, would appear to be a step in the right direction from our point of view," he said. He also referred to the recommendation that the CBC should not carry local advertising, pointing out that "in some areas of the country, this will be a decided gain."

Guild stated that his committee was of the opinion that "the minority report by Dr. Surveyer visualizes a radio system for Canada that is almost precisely what the majority of the Canadian Association of Broadcasters would like to see." He pointed out that this is "the first time such a recommendation has been made in public over the signature of someone not connected with the broadcasting industry," adding that "while it is a minority report, it is our feeling that Dr. Surveyer's recommendations are of paramount importance to us."

He admitted that the broadcasters had failed to secure three of the major requests made, that is, "a separate regulatory body, the right to establish private networks, and immediate access to television licenses." He and his committee felt that "the unrealistic and impractical aspect of the entire Report presented by the Massey Commission may very well work in our favor in eventually securing these latter items."

The terms of reference of the Quarter Century Club Committee, the project which was inaugurated at the CAB Convention this year, were modified by the board to permit the inclusion of "those who, for a quarter of a century or more, have served the industry, partly or wholly, in the sales representative field, or in such allied fields as the committee may from time to time deem proper."

Due to government controls, which have already returned in part and may become more acute due to the international situation, a special committee was formed to take all necessary steps to insure the broadcasting stations of necessary replacements and maintenance equipment. Harry Sedgwick (CFRB, Toronto), heads the committee, which is to consist of W. B. C. Burgoyne (CKTB, St. Catharines); Murray Brown (CFPL, London); Phil Lalonde (CKAC, Montreal); and Dr. Charles Houde (CHNC, New Carlisle).

Jim Allard, CAB general manager, had been instructed by a previous meeting of the board, to enquire closely into the affairs and organization of the Canadian Foundation for Poliomyelitis, which had been a target for at-

tack. Allard reported that he had assisted in the complete reorganization of the Foundation, and had found that most of the criticism leveled against it had been inspired by competing charitable organizations. He said that the Foundation was now a worthwhile organization, operating on a sound basis, in excellent hands, and doing a valuable job in the rehabilitation of polio victims. The new president of the Foundation, he said, is General E. W. Sansom, C.B., D.S.O., of Fredericton, N.B., and the new executive director is Mr. A. C. Solomon, on loan from the Quebec Canadian Legion.

On the recommendation of Murray Brown, who represented the CAB at recent joint meetings, the board decided to endorse participation in this year's Radio Week (October 27 to November 3) by private radio stations. Other participating organizations are the Canadian Broadcasting Corporation, the Radio Manufacturers' Association and the Appliance Dealers' Association. Theme of this year's "week" will be "Relax with Radio."

Charitable organizations at the national level, requesting free time or time at reduced rates from CAB stations, will in future be required to complete a special form, giving full information on their financial set-up, promotional expenditures, objectives and organization. The board urged, in approving this form, that member stations refer all requests for national appeals to the CAB's head office for checking, after hav-

ing the form completed.

The board considered and approved a detailed report from George C. Chandler (CJOR, Vancouver), chairman of the technical committee, on matters relating to radio's part in civil defence. Chandler is working closely with appropriate government authorities to insure that broadcasting will play an effective and useful part on behalf of civil defence authorities in event of emergency.

The agenda for the 1952 CAB Convention, which will take place at the Royal York Hotel, Toronto, March 24-27, was approved in principle.

The agenda was based on returns of questionnaires sent to all members, inviting them to express their opinions. Emphasis will be on selling, with panels on programming, production, management and cost control, and development of new business. The annual dinner will be held on the third day of the four-day meeting instead of the second as in previous years. Entertainment at the annual dinner will feature the *CAB Follies*, to be produced by a special committee of members, and will consist of talent from member stations.

An application for CAB membership of station CJON, St. John's, Newfoundland, managed by Geoffrey Sterling, was accepted, as was an application for associate membership by the newly-formed representative firm of Radio & Television Sales Inc., headed by Andy McDermott.

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!

**CFCN**  
10,000 WATTS  
THE VOICE OF THE PRAIRIES

ASK:  
Radio Reps.  
Toronto — Montreal  
Winnipeg — Vancouver  
Adam J. Young Jr., Inc.  
U.S.A.

Spud says....

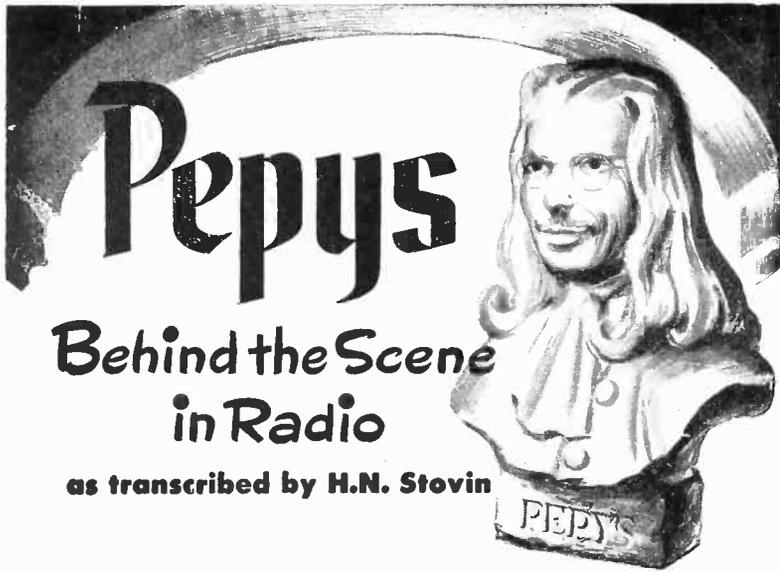
I'M A  
"HOT POTATO"  
WHEN IT COMES  
TO SALES!

Day in, day out I produce sales results for our advertisers. P. E. I. is a Farmer's Paradise. And we're a rural, rustic corny station! Proving that the Farmers love us, is my local B.B.M. . . . 100%

I KNOW CJRW DOESN'T COST . . . IT PAYS.

- Spud

**CJRW**  
SUMMERSIDE, P.E.I.  
SEE RADIO REPS  
"The Voice of Canada's Garden Province"



"Knowing I had this column to write, but deliberately prolonging putting practice on my lawn, did imagine it was the frequent sting of conscience I felt, until I realized it was mosquitoes; so now to salve my wounds and my conscience indoors ● ● ● Do sincerely salute the new Saskatoon station, CKOM, and congratulate them on their strong signal and effective coverage. More notes on this vigorous new-comer in due course ● ● ● Do note with interest that Colgate-Palmolive Peet Co. now making a definite bid for tourist business by way of radio, using CJRL, Kenora and CFOR, Orillia—a sound piece of market-analysis which many more national advertisers might heed to their own profit, for the tourist market is no small one. To use Orillia as an instance, CFOR's listening area includes some 40,000 Registered Tourist Homes and Hotels, besides Summer Cottages, which adds up to a market of not less than one half million, all with money to spend ● ● ● Do pay tribute to the public-spirited handling by CHSJ of the Saint John, N.B., Music Festival, where some 1,300 entries were received and 12,000 people attended. CHSJ recorded, and later broadcast, nearly 50 hours of concerts and performances, using over 20 miles of tape in so doing. J. G. Bishop, Chief Engineer and T. Reid Dowling, Studio Engineer, were Technical Directors of this big operation, done entirely as a piece of Public Community Service ● ● ● It is unfortunate that what is known to the masses is not always known to the Masseys, at least as one may judge from a recent Report. Could my friend Will Shakespeare comment thereon, it may be he would have his Caliban adapt himself to say 'Be not afraid, the air is full of noises; Sounds and sweet airs that give delight and hurt not?'"

"A STOVIN STATION IS A PROVEN STATION"

**HORACE N. STOVIN & COMPANY**  
 MONTREAL TORONTO WINNIPEG VANCOUVER  
 Representative for these live Radio Stations

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

## DEFENCE

### Goads Clarification Of Radio's Role

Vancouver.—The Canadian Government should tell the radio industry what will be expected of it in civil defence operations in the event of hostilities, George Chandler of CJOR told the Institute of Radio Engineers in a recent address.



George Chandler

In the U.S., Chandler said, the industry was advised three months ago of the part it will be called upon to play.

He quoted from reports in the U.S. journal *Broadcasting* of meetings between the government and the industry which outlined plans for an alerting system and what expenses would be handled by government and station operators, respectively.

"Yet the broadcasting industry in Canada," he said, "has not been brought within the confidence of the government yet.

"The broadcasting stations in

this city are in complete ignorance of any government policy in connection with the silencing or operation of broadcasting stations in the event of hostilities," he said.

The industry particularly needs to know what is going on "in the event that policy dictates any major modifications in the physical equipment of existing stations," Chandler emphasized.

"Certainly the public is entitled to know how and if it can depend on broadcasting for vital information in the event of civil disaster resulting from enemy action."

Mentioning communications as one of the vital factors in civil defence, Chandler said there would be two types, point-to-point communication and multiple distribution communication.

Point-to-point communication would be to and from civil defence control centres to individuals in civil defence work. Multiple communications would be the type sent from a designated centre simultaneously to outside centres or persons. Communication to the public would come under the multiple category.

Because enemy action would knock out some circuits, alternate routes and methods are necessary. "In the case of point-to-point communications," he said, "the obvious method is to use wire lines backed up by radio transmission."

Chandler said the car radio would be a vital communication factor, because with power knocked out in a specific area, self-powered receivers would be the only resort for civilians getting instructions.

"Without radio broadcasting the communication problem of a bombarded city would be virtually insurmountable," Chandler said. "Only by giving rapid instructions to the public can loss of life be minimized."

He also discussed the problem of navigational devices enabling aircraft to home on radio transmissions. Comparing the various uses and the security of wire circuits versus radio, he added:

"In the event of a devastating raid taking out wire circuits, the area military commander would be faced with the decision of weighing the advantages of the use of point-to-point radio versus any military danger resulting from it."



## MACK-OVEE SAYS:



The 'OV Appleman

● FOR SUMMER SELLING IN THE OKANAGAN

● Use the only station assuring COMPLETE VALLEY COVERAGE

**CKOV** Centrally Located in Kelowna

● Giving better service with new equipment throughout.

Ask the All-Canada Man!

# CANADIAN BROADCASTER AND TELESCREEN

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July 4th, 1951

## “Pooling Together”

Whether or not we agree with the harsh criticism of Canadian radio programs leveled at the broadcasters by the Massey Commission in their Report, there is no gainsaying the fact that there is no ceiling over quality, especially in the business of entertaining.

Obviously the private stations are inhibited by the regulation which prevents them from forming themselves into a national network. This is especially the case in problems of programming, because in the case of a network, program costs are divided between a number of stations, whereas an independently operating station is compelled to bear the entire cost of each show it presents itself.



In the report of the recent CAB board meeting, to be found elsewhere in this issue, it was disclosed that the board did give consideration to the establishment of a production centre which might operate co-operatively among member stations.

One reason why the board passed up this idea was that it felt that it was not within its scope as an association to enter the program field.

With this view we are inclined to concur. We do feel, however, that, as has been frequently suggested in these columns, there is nothing to prevent a group of from two to a hundred stations entering into a co-operative program exchange project, whereby, let us say, 10 stations each produce one show a week, and each one makes his shows available to the others. In other words, each station would be called upon to pay the shot for one program, in return for which it would have nine others, for absolutely no cost except that of the tape.



Actually such a project is running this summer. Several programs originating out of CKNX, Wingham, are being bicycled around Barrie, Owen Sound and Orillia (C.B.&T. June 20). Possibly here is the foundation for a wider and more ambitious plan which would let the Wingham singer be heard in Vancouver in exchange for a Pacific trio, while a Hamilton drama group swapped call letters with a North Bay choir.



“We’ve just lost our studio audience to the other station again!”

There are obviously problems connected with such a venture, and it would have to be launched on a trial and error basis. It might be that only two or three would feel disposed to take a crack at it until it had proved itself elsewhere.

Then again, there arises the question of a clearing house through which the few daring stations which might feel disposed to experiment with the idea could contact one another.

In the sincere belief that the Almighty gave us a neck to stick out, this office is willing to act as go-between, should any stations care to communicate to us their desire to experiment with such a scheme.

There is no private station in Canada which does not have the makings of many programs worthy of wider exploitation. Here we believe is a simple means of proving our point. And we are offering ourselves as the filling for the sandwich, because of our still ardent belief in private radio.



## A Magnificent Tribute

Considerable interest has been displayed in the question of religious broadcasting which was sparked by the self-criticism of the Anglican clergy of Toronto, regarding the quality of this kind of program, which appeared in our last issue.

Currently we are preparing a round-robin story showing what stations are doing in this regard, with the hope that a sharing of the helpful schemes employed by them

will be useful all round. The article resulting from our present enquiries will appear in an early issue.

In the meantime, we have received a letter which shows something of the magnitude of the contribution made by all radio in the field of religion. It comes, unsolicited, from Major Arnold Brown, national publicity representative of The Salvation Army. We are reprinting it in full without further comment.



“The comments on ‘Religious Radio’ in your June 20th issue were read with a good deal of interest.

“I thought I should take the opportunity of saying that The Salvation Army feels radio to be a powerful medium for the communication of a spiritual message. In order that the medium might be most effectively used, The Salvation Army has for the past three or four years had an officer giving special attention to broadcasting. Instruction has also been given to officer-cadets, so that when they go to their field appointments, they will have a little radio know-how.

“Also, The Salvation Army is now in its third year with a half-hour weekly series of programs under the title ‘This Is My Story.’ The program contains band music, choral music and a 10-minute dramatization of some phase of Salvation Army activity, with a two-minute inspiration message in line with the theme of the drama. This series is now being carried by more than 70 Canadian stations. This is a magnificent tribute to the radio industry as a whole, inasmuch as both CBC and independent stations are involved. From the beginning the program had the interest and the active co-operation of the Musicians’ Union, the Association of Canadian Radio Artists, the Canadian Association of Broadcasters, and the Institutional Department of the CBC.

“The fact that all these stations carry this program on a sustaining basis is, we believe, an indication that the industry appreciates any honest attempt on the part of a religious or welfare group to present its story in a professionally acceptable way. The Salvation Army is, of course, deeply indebted to the multitude of friends who have made this effort possible.”



Major Brown’s simply and sincerely phrased “magnificent tribute” makes warmly welcome reading at a time when most people seem to be searching for reasons to blame radio rather than to praise it.

# WHY RIMOUSKI?

- • Cultural and shopping centre of Eastern Quebec.
- • Centre of Quebec's richest Pulp and Paper industries.
- • New pulp and power developments on the North Shore of the St. Lawrence look on Rimouski as their home port.
- • Gross income of the area is \$267,000,000.00.



82.3% of the people in this area speak French.

Reach Them Over the French-Language Station With a Weekly BBM of 71,380

# CJBR

5000 WATTS ON 900 KCS.

RIMOUSKI

ASK

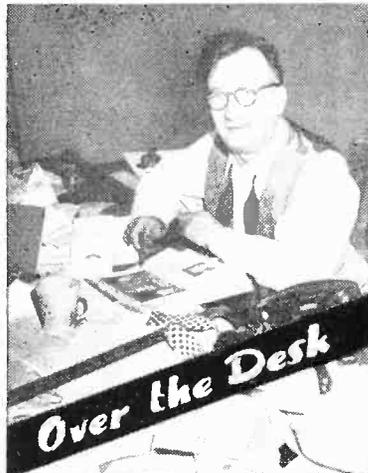
HORACE STOVIN IN CANADA  
ADAM YOUNG IN THE U.S.A.

We don't sell Time

We SELL Results



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



A young Canadian newsman, who has managed to hold down berths in the editorial rooms of a score of top-drawer Canadian dailies in his 24 years of life, Fred Edge, is on his way overseas, via London, Paris, etc., as accredited correspondent for CKEY, Toronto; CKOY, Ottawa, and *New Liberty Magazine*.

His first stop is London.

From there he will go to Paris and points east "to give the Toronto and Ottawa stations prolonged spot coverage on the international scene."

Tentative plans call for a 15-minute weekly recorded session "on internationally-known personalities and significant world events." These will be taped on the spot, and airtailed to CKEY, where they will be re-recorded for CKOY.



The success story of the month, or rather last month, comes from CHOV, Pembroke, whose local sponsors, Morphy-McGillis, haberdashers, topped all previous first-day-of-sale records by more than a thousand dollars.

Comparisons are odious, but here's how it happened.

They'd planned a full page ad in the local paper in addition to their usual daily radio spot, but the paper's press broke down. As a substitute for the page, this sponsor ordered four extra spots on CHOV, with the result that, as mentioned above, they pulled in that extra and very welcome grand.



Ted Rutter, hard-working market researcher and statistical editor of our Canadian Retail Sales Index, who is now quartered in

Montreal, has completed his deliveries and come up with the figures estimating retail sales by counties and census subdivisions across Canada for the 1951-52 issue of *The Index*.

The finished product will be in the mail September 1. Meantime, stations and others are reserving advertising space in the new edition, and repeat orders for copies of the book are coming in from advertisers, agencies and media people.



—Gilbert Milne.

Bob Armstrong, who signs his mail "Robin"—to distinguish himself from the millions of other Bobs—is back where he came in, and liking it very much.

Bob—or rather Robin—broke into radio in the representative business, in November, 1947, in the Toronto office of Horace N. Stovin. Two years later he decided to give the agency business a whirl and transferred his activities to McConnell Eastman & Co. as radio director.

Now—effective June 15 to be precise—he has returned to Stovin's and is now once again carrying the torch for Horace and his wide list of stations.



Likely looking youngsters, trying to break into radio without sufficient maturity in either years or experience, might well be encouraged to enrol with the various recognized schools for preliminary instruction. Right now the demand exceeds the supply. It is essential, though, if these schools are to continue to do a useful job, from the industry's stand-



MCCXXX

point, that only those aspiring announcers, etc., who seem likely to succeed be encouraged to enrol in courses. And this admonition fits both the schools themselves and people in the business who advise beginners.

It is difficult to tell a kid, overflowing with misplaced enthusiasm, that he isn't the type. Yet kidding him along does no one any good, especially the kid and the radio industry.

Schools with which we have come in contact have a pretty good record in this regard. Inevitably, though, students do get under the wire who would probably make excellent doctors, lawyers, painters or fish salesmen — anything, in fact, except announcers. It would be impossible to go too far in increasing efforts to screen these out.

Yeoman service is being rendered the industry by the schools which succeed in conveying to their pupils the fundamental facts about the business. Most of their students who rate jobs at all—and that does definitely mean most of their students—are able to go on the air, with chain breaks at least, as soon as they land in their jobs. It would be futile, though, to lose sight of the fact that theory can only go so far, and the real test cannot possibly come except in actual practice.

Here is Chuck Edwards, of Press News, who has just returned from a six-weeks' tour of the west,



—Bilvic Studios.

where, besides conducting a little business (we assume), he succeeded in losing his alleged world's

cribbage championship in every province west of Ontario. In our picture, he is seen, at right, trying to win back his laurels at 8.30 a.m. from Lew Roskin, manager of CJDC, Dawson, Creek, at the famous "Mile Zero Milepost."



Al Bestall, who thought he was quitting radio when he left CKCW, Moncton, has been named manager of station CJRW, Summerside, P.E.I.

Bestall is married and has one son. After service overseas with the RCAF, he worked for J. J. Gibbons advertising agency in Calgary, and also on CFAC and CFCN, Calgary. He came east to Toronto in 1946, and landed the comedy spot on the *Sunnyside Community Sing Song* for Peoples Credit Jewellers.

### NOTES TO YOU!

#### "FAR FAR AWAY"

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

#### AND OTHERS

Write us for a free disc.

FAVORITE MUSIC CO.  
21 SUSSEX AVE. TORONTO 5

## A TESTIMONIAL

*from A Trust Company*

"A year ago, a contract with the Barrie Radio Station was entered into covering the broadcasting of a series of announcements, pointing out the advantages and benefits to be obtained through the use of the facilities of our branch. The results have been most encouraging and the broadcasts are being continued."

—JAMES R. LOVATT,  
General Manager,  
The Sterling Trusts  
Corporation, in his  
address to the Annual  
Meeting.

## A MEMORANDUM

*from A Station Manager*

"Here is proof positive that CKBB sells the abstract services of financial houses. Surely it can sell soap\* (or whatever you have) for you."

—RALPH SNELGROVE,  
Manager,  
Radio Station CKBB,  
Barrie.

★ WE'RE DOING IT NOW  
FOR COLGATE-PALMOLIVE PEET  
AN HOUR A DAY

# CKBB Barrie

REPRESENTATIVES

PAUL MULVIHILL, TORONTO  
RADIO TIME SALES (QUEBEC) LTD., MONTREAL  
ADAM J. YOUNG, JR., INC., U.S.A.



dominant  
French Voice  
in Quebec  
area.

### AIR YOUR WARES OVER CHRC

Representatives

CANADA:  
Jos. A. Hardy & Co. Ltd.

•  
U.S.A.  
Adam J. Young, Jr., Inc.

"La Voix Du Vieux Quebec"

# CHRC

# NORTHERN ONTARIO'S

*Greatest*

**ADVERTISING**

**MEDIUM**

# CKSO

NORTHERN ONTARIO'S  
HIGH-POWERED  
STATION

*Ask*

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



## PLAY BALL!

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

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

Our team has the "know-how" to:

PITCH your message to MONTREAL'S vast market.

BAT out a solid listener coverage.

CATCH customers with expert presentation.

FIELD your product with merchandising and promotion.

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

"CANADA'S FIRST STATION"

REPS:

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



## STATIONS

### Board Approves AM Bids

**Ottawa.**—An increase in power for radio station CKVD, Val D'Or, and four requests for emergency transmitter licenses were recommended for approval by the board of governors of the Canadian Broadcasting Corporation during its meeting held here late last month.

The CKVD increase is from 100 watts on 1230 kcs. to 250 watts on the same frequency.

Emergency transmitters of 1000 watts were recommended by the board for CHSJ, Saint John; CJOR, Vancouver and CFRN, Edmonton, while one of 100 watts was approved for CJOY, Guelph. Such transmitters, the board said, are "technically desirable to maintain continuity of service in the event of failure of the main transmitter."

The recapitalization of Northern Broadcasting Company Ltd., with 4,500 preferred and 100,000 common shares, affecting stations CFCH, North Bay; CJKL, Kirkland Lake and CKGB, Timmins, was also approved at this time.

The board further recommended approval for the following share transfers: 1 common share in CKOY Limited, Ottawa; 2 common shares in Leader-Post Ltd., affecting CKCK, Regina; 23 common shares in Evangeline Broadcasting Co. Ltd., affecting station CFAB, Windsor, N.S., and CKEN, Kentville, N.S.; 230 shares in La Patrie Publishing Co. Ltd., affecting CHLP, Montreal; and transfer of control in Gulf Broadcasting Co. Ltd. from 29 shareholders to J. K. Curran, president of the company, affecting CJRW, Summerside.

Broadcast pickup licenses, which permit the use of special equipment in relaying programs from remote sites, were approved by the board for stations CFCF, Montreal and VOXM, St. John's, Nfld.

### Spots Pull Tourists

**Vancouver.**—A three-weeks' advertising campaign on CKWX, recently, for the Penticton, B.C., Auto Court Association, brought highly successful results, accord-

ing to O. B. Lundgren, president of the association.

The campaign was pegged on "blossom time," when the orchards in the Okanagan district around Penticton are in full bloom and at their most attractive.

Lundgren said that as a result of the radio campaign, tourist travel through the district had been unusually good for the time of year. Hotels and auto courts were full and hundreds of inquiries for accommodation reached the association.

"We made a survey," Lundgren said, "and found that at least three out of five motorists came here as a result of hearing the ads on CKWX."

Some visitors came from as far as California.

Lundgren in his report mentioned particularly Bill Ward's *Doghouse* program, one of the most widely heard on the coast.

□ □ □

### Staff Shares Profits

**Fort Frances.**—Radio station CKFI here has just announced a staff profit-sharing plan, under which all members of the staff who contribute to the success of the company, from engineers right through the office staff and up to program director, will share equally in company profits.

The plan commenced operation last week and profit cheques will be handed out every three months. The profit scheme in no way affects salaries. Raises are still given in conformance with the station's previously adopted scale.

CKFI, which now calls itself "The Voice of Industry," owing to considerable local industrial development, expects to have its increase in power from 250 to 1000 watts completed in about six weeks' time. It will operate omnidirectional at 800 on the dial from a completely rebuilt studio building in downtown Fort Frances.

□ □ □

### MOVES TO MULVIHILL

Effective July 9, station CHOK, Sarnia, will be represented in Toronto by Paul Mulvihill. In Montreal, representation remains with National Broadcast Sales, and in the U.S.A. with Donald Cooke, Inc.

## MEMO to TIME-BUYERS!

NOW is the time to make reservations for "Pop The Question" Fall twice-daily programs!

E-H RATING:	% LISTENERS
Mornings 25.05	63.6

★ For Summer Box-Top Campaign —  
Try "POP THE QUESTION" \$7 SPECIAL  
MORNING SHOW SPOT RATE!

# CFBC — Saint John

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

# COMIN' THROUGH THE RYE



—Graphic Industries Ltd.

Vancouver.—Billy Browne, Jr., of CJOR, had consumed six (count 'em) ounces of rye in the line of duty, in the little drama pictured here.

Browne is the fellow with the balloon, and with Acting Mayor Archie Proctor (glasses) he's helping make the city's official test of the Harger Drunkometer, which has been used in the U.S. to test alcohol content of the blood of allegedly drunken drivers. That's Police Chief Walter Mul-

ligan in the background. The test was arranged by the Vancouver Junior Chamber of Commerce, city police and Seattle police.

Acting Mayor Proctor, who was given less rye than Browne for the test, showed up with more in his system, according to the drunkometer. Browne suggested the explanation that "radio is a sobering influence."

Later Browne and CJOR man Peter Barker prepared a round table broadcast on the test.

## 'NW Launches Mag

New Westminster.—Rolly Ford, former manager of CHUM, Toronto, now an account executive with CKNW here, has edited the first issue of *Top Dog*, a monthly pocket-size station magazine.

Starting with his own two youngest kids on the cover, plus the snapper, "B.C.'s Most Listened-to Station," the mag carries features on station public service activities, tables of ratings, pictures of staffers and items on B.C. business. One rating table shows the station with a car radio audience 13.4% higher than the next Vancouver station.

An editorial by Ford comments that CKNW "has won the respect of west coast listeners for its many humanitarian and charitable undertakings."

In his own column, owner Bill Rea hears that "Penn-McLeod Associates are amazing those

easterners with their rapid expansion from 11 station accounts one year ago to 85 accounts today."

### FOR SALE

1 RCA type BTA-250-1 transmitter, together with 1 RCA type BPA-1A Antenna Tuning Unit, used two years, in new condition. Fall delivery.

Write

## CHUB

Nanaimo

B.C.



"It says they've exploded a hydrogen bomb, Stalin resigned, and someone discovered perpetual motion. But the big news is that Walter A. Dales has a new show called 'Listen Ladies!'"

You can tune in 8 radio stations in Saskatchewan.

Each one does a commendable job for its advertisers and listeners.

The CKRM audience is loyal ... and vast.

"Radio Reps" will gladly tell you all about it.

# CKRM REGINA

5000 watts

980 kc.

## 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!

# CHSJ

SAINT JOHN

REPS

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

# B.C. SCRIBES RATE TOP IN WRITING CONTEST

West Coast copywriters brought home the bacon in a big way in this paper's commercial writing contest, scoring both halves of a tied-up "first" and two of the five "mentions."

The assignment given to entrants in this contest was to "write one one-minute spot (straight, dramatized or otherwise) addressed to American tourists, inviting them to come to Canada for their vacations."

Due to the tie, we decided to double up on the first prize, and have sent cheques for \$25 apiece to Rod D. Walter, CKOV, Kelowna, and Betty Lang Williams, CKMO, Vancouver, who each scored 65%.

■ ■ ■

Rod Walter, a graduate with honors of the Academy of Radio Arts, started his radio career at CHLO, St. Thomas. He went to CKOV, Kelowna, then to CFPL, London, as continuity editor. Now he is back in Kelowna in the same capacity.

Betty Lang Williams, a native of Kelowna, B.C., has been copy chief at CKMO, Vancouver, since December, 1950. Betty started editing agency copy while she was attending the University of California in Los Angeles. She joined CKWX in 1943 where she held the position of continuity editor when she left in 1946 to write a five a week show for the Hudson's Bay Company on a freelance basis. She spent two years as assistant to the Vancouver city archivist before she joined CKMO.

■ ■ ■

For the five runners-up, there is a book prize apiece, "Radio and Television Writing" by Max Wylie, which go to: Wendell Walton, CHML, Hamilton (63%); Fred McCurdy, CHLO, St. Thomas (63%); (Mrs.) Leah Campbell, CKWX, Vancouver (60%); Barbara Shaw, CJVI, Victoria (58%); Bob McRory, CJOB, Winnipeg (58%).

■ ■ ■

Entries were assessed by a board of six judges, who marked each announcement individually on the basis of a possible hundred, each judge working from unidentified copies. After marking, copies were returned to the Broadcaster office for tabulation. Totals were reduced to the nearest 1%, with results as reported above.

■ ■ ■

In order to get a fairly weighted cross-section of the radio advertising business, the board of judges was made up of three advertising agency executives, two officers from the advertising departments of national advertisers and one network announcer. These were as follows: (agencies) R. M. Campbell, vice-president of J. Walter Thompson Co. Ltd.; Alec Phare, managing director of R. C. Smith & Son Ltd.; W. D. Byles, radio director, Young & Rubicam Ltd.; (sponsors) Carleton Hart, manager of the advertising section of Procter & Gamble Company of Canada Ltd.; Ernest Gater, adver-

Canadian vacation themselves. It's tising manager of Sterling Drug (Canadian) Ltd.; (announcer) Herb May.

■ ■ ■

The judges all commented on the significant fact that none of the 51 entrants was able to muster a higher score than 65%, and each listed his own opinions of how copy of this type can be improved.

■ ■ ■

Here was the all-over verdict of Bill Byles:

"My first suggestion to most of those who submitted commercials in the contest is that they plan a

Bob Campbell's summation was as follows:

"Best advertising practice applying to radio as to any other medium is to take fullest advantage of the fact that, next to themselves, people are interested in people.

"In travel advertising people should be told what fun they could have in what setting or atmosphere.

"The first step to take, as I see it, in writing a radio spot, is to select the audience to whom you are appealing. I presume this is a total travelling potential of the United States regardless of age,

sex, or economic status. The second step should be to select the attractions you have to offer that will appeal to these various groups and see that there is something for everyone. The third, in this case, is to remember you are selling all Canada and not just a particular section.

"In approaching the contest submissions with this in mind, I found that very few covered all these points in the approach.

"In making allowances for the fact that travel copy is inclined to stimulate a copywriter to getting his head in the clouds and his feet off the ground, I feel the majority of those who submitted would do well to study more of the 'nuts and bolts' of basic writing and pulling such basic writing together in a more coherent manner.

"I was surprised to note that many of the submissions were, quite apart from the above, basically bad radio in terms of choice of expression and continuity.

"On the other hand there were several which showed original imaginative thinking that could be developed with training. For instance the 'pathway' idea from coast to coast was good. So was the 'leaning over the garden fence.' So was putting the 'north' in North America.

"I do feel that contests of this nature and criticisms arising from the judges could do much to stimulate better commercial writing and consequently help to make radio in Canada a better advertising medium."

■ ■ ■

Alec Phare had this to say:

"There were many good spots submitted, but no real top-notchers. Too many writers rhapsodized like the preface to a guide book, forgetting that the U.S.A. has equally fine scenery, lakes, sunshine, hunting and fishing as Canada has. Mostly, too, the appeal was to men, rather than to families.

"There is no room in a one-minute spot to generalize — every phrase must convey specific information. A writer should, first, decide what Canada has to offer

## Here Are the Two First Prize Spots

**Rod D. Walter,  
Station CKOV,  
Kelowna, B.C.**

Now—have the grandest vacation ever! Come to Canada this summer. Have a wonderful time—spend less money—get more in return!

See beautiful British Columbia, rocky, Norwegian-like coastlines, towering mountains, peaceful valleys. Get away from it all among Alberta's famed Canadian Rockies, Lake Louise, Banff, the Columbia Icefields. Wide, smooth roads lead direct to the heart of Ontario's Lake Country where you'll live like a king. You'll love the quaint foreign atmosphere of Quebec City and Montreal. The picturesque coves of the Maritimes thrill sportsmen and camera fans alike.

This summer, come to Canada! No passports. Crossing the border is as easy as crossing the street. Fishing and hunting are good. Your American money goes farther in Canada.

The welcome mat is out. Thousands of Canadians from the Atlantic to the Pacific are waiting to greet you and make you feel right at home in colorful Canada, the vacationland of North America.

Write today for free maps, photos, suggested vacation trips. Write Dominion Government Travel Bureau, Ottawa, Ontario. Write today. Have a wonderful time this summer.

**Betty Lang Williams,  
Station CKMO,  
Vancouver, B.C.**

(Announcer 1): Canada's calling! With an inviting welcome—Canada's calling you and the family to her vacation wonderlands!

(Announcer 2): Canada has EVERYTHING for the vacationist! Breath-taking scenery—unexcelled fishing and hunting—fine stores well stocked with beautiful English chinaware and matchless British woollen goods!

(Announcer 1): In neighborly fashion—Canada invites you to come as you are, without fuss or bother! You'll meet no border restrictions nor foreign language difficulties on entering Canada. All you need is proof of your American citizenship for re-entry into your own country.

(Announcer 2): Your holiday dollars will go farther in Canada too. Exchange rates are in your favor, and everywhere you'll find good meals and comfortable accommodations at modest prices.

(Announcer 1): In ANY part of Canada, you'll enjoy a pleasant, relaxing holiday among hospitable people who'll treat you as friends.

(Announcer 2): This year, heed Canada's call! Your neighbors to the north bid you welcome to the happiest holiday you've ever spent—a holiday in Canada's vacation wonderlands.

obvious that too many have been reading the folders and ads in U.S. magazines prepared by The Canadian Travel Bureau. In reading much of the submitted copy one comes to the conclusion that about the only thing Canada has to offer the tourist is fine china, woollens, leather, red-coated Mounties and slightly used totem poles. If I were an American the spots would not sell me on spending X dollars and driving X miles to visit Canada.

"Perhaps because we picked a difficult subject, and I think we did, the commercials submitted are disappointing. They lack originality, imagination and, above all, 'sell.' They do not realize that Canada is in competition with all other countries for the tourist dollar."

## The ACADEMY of RADIO ARTS

447 Jarvis Street, Toronto, Canada

Extends Congratulations to

**ROD D. WALTER**

Honor Graduate, Class of 1947

on winning

CANADIAN BROADCASTER'S

**Commercial**

**Copy-Writing Contest**

*Lorne Greene*

Director.

that will contribute to a unique and pleasurable vacation. Then he offers *that!* Good hotels with bountiful food and comfortable beds come first. The fact that, in Canada, the U.S. dollar goes further is a big factor. So is the opportunity to buy fine British woollens and china. Good roads, well-kept auto courts, attractive summer resorts, and few border formalities, are all sound appeals.

"Too many writers pictured Canada *solely* as wild woods, Indians, Mounties, scenery and fishing. Very little was suggested in the class of Jasper, Banff, the Seignior Club or Bigwin Inn. Our cities, too, have an appeal to U.S. visitors—especially Montreal and Quebec.

"Spots such as these should conclude with a definite proposal to do business — 'Consult your Travel Agency' — 'Write for a FREE descriptive booklet' — or similar specific requests.

"The basis for judging these spots was:

"1—Did the writer make me want to spend a vacation in Canada?

"2—If so, did he tell me what to do about it?"

• • •

In the sponsor field, we heard from Ernest Gater, who wrote:

"1—ORIGINALITY in presentation, phrasing, and graphic picture qualities was the chief quality which I looked for. There were untold possibilities here for originality in presentation, but generally speaking this quality was woefully lacking.

"2—LENGTH is naturally of primary importance if the spot

is going to be lawfully read within a minute. In a great many cases, the length of the commercial had not been considered at all.

"3—RADIO COPY—Most of the commercials were obviously lifted from a travel folder, even though I do not believe that I have read it myself. There was little attempt made to write a copy that would *sound well*, it was just written to *read well*. Practically no attempt was made to use radio techniques such as sound effects and songs which are typically Canadian. One of the exceptions used 'Canadian Capers' which I would not imagine is very well known to the average American radio listener. In this connection there are many possibilities which would suggest themselves if a patriotic Canadian analyzed the interesting differences between Canada and the United States, and then told the Americans about them in their own fast-moving speech.

"4—CONSIDERATIONS — For lack of a better word, this one was used at the time I did the judging. It was meant to embrace the many, many facts about Canada and travelling in Canada which would be of interest to an American who had never been in our country. Things like money value, accommodations, travelling conditions by highway, train, and plane, border-crossing requirements, no language difficulties, and the fact that Canada is a friendly, neighborly country. Very few of the commercials earned many marks in this, as in general these important considerations had been completely overlooked. This revealed a lack of study, on the part of the writers, of the type of copy which could be expected to convince Americans they should come to Canada.

"5—SELLING CLOSE—Almost all the commercials omitted any mention of a booklet or instructions to see a travel agent. For (Continued on page 12)

The Voice of the Eastern Townships

**CHLT**  
(FRENCH) 900 Kc. 1000 Watts

**CKTS**  
(ENGLISH) 1240 Kc. 250 Watts

**SHERBROOKE, QUE.**

**SHERBROOKE, QUE.**

Sherbrooke — already a wealthy market with high purchasing power — is steadily expanding. Dominion Burlington is spending \$1,000,000 on a new, modern plant. Bruck Silk Mills Ltd. will also spend one million dollars on a modern annex to its present mills. To reach Sherbrooke's many English-speaking homes, and the surrounding counties, use CKTS, an all-English radio station. (Also CHLT, French.)

**Representatives**

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

**BETTER CALL SWC**

**FOR DISCS, TAPE & T.V.**

A half-hour program for Participating Sponsorship

**THE**

**• RUDY VALLEE •  
SHOW**

recorded music of YOUR choice &

musings on entertainment by the literate star of a generation.

NO MINIMUM SALE cost based on your spot rate. Audition — Now

S.W. *Caldwell*

**LIMITED**

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

**Once upon a time  
There was a radio writer...**

and being zealous, and clever, and a man of words, too, he wrote a play.

And it was a very good play.

But it never came over the air waves.

Because no producer could read it—his handwriting was not of this world.

Of course, he lived long ago.

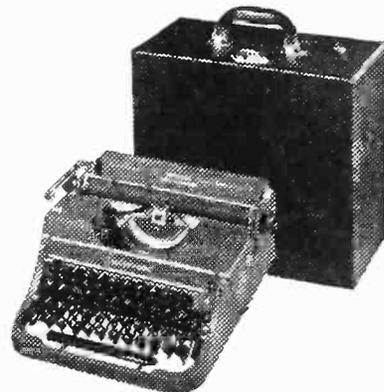
TODAY he would know better.

He would unquestionably provide himself with an

**UNDERWOOD  
PORTABLE**

and he would become known the length and breadth of the land.

Could any writer reasonably ask for more?



**Underwood Limited**

**135 Victoria St.**

**Toronto EM.4-7431**

OUT SEPTEMBER 1st

*Canadian*  
**RETAIL  
SALES  
INDEX**

1951-52 Edition

Compiled by G. E. Rutter

Estimates of Retail Sales for 1950, by counties and census sub-divisions broken down into 20 business type groups.

Also population and radio homes figures as furnished by the Bureau of Broadcast Measurement.

RESERVE YOUR COPY  
AT THE PRE-PUBLICATION PRICE

**NOW**

Published price . . . \$ 5.00 per copy  
Pre-publication price \$ 3.50 per copy  
\$10.00 for 3 copies

USE THIS FORM

**PRE-PUBLICATION ORDER**

R. G. Lewis & Company, Ltd.,  
163½ Church St.,  
Toronto 2.

As soon as published, rush us \_\_\_\_\_  
copies of the 1951-52 edition of "CANADIAN RETAIL SALES INDEX," regularly \$5.00 per copy, at the pre-publication price of: 1 copy—\$3.50; 3 copies—\$10.00; additional copies—each \$3.00. Post paid.

Check Here	
Cheque Enclosed	<input type="checkbox"/>
Ship C.O.D.	<input type="checkbox"/>
Bill Us	<input type="checkbox"/>

Signed \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

(Continued from page 11)

this particular job of selling American tourists, I felt that this was a particularly important point."

Carleton Hart expressed his thoughts this way:

"In rating the announcements, I used as a yardstick such factors as originality, timing, general over-all appeal and the manner in which style, description and imagination were used to develop interest in a Canadian vacation.

"It is my opinion that, with the exception of a few, the basic weakness of most of the entries can be traced to two factors: failure of writers to use their imagination in developing an intriguing approach to the American listener, and an over-emphasis of the 'materialistic aspects' of the average American, of which I am one, as typified by the almost universal references to English woollens and china.

"It is my sincere belief that the average American, just like the average Canadian, is most concerned with where the money is coming from to finance the bare essentials of a vacation trip for him and his family, rather than on the availability of certain luxury items. There is no escaping the fact that a vacation is not looked upon as an opportunity for an expensive and extended buying spree.

"In closing, may I say that I think the idea of this contest is excellent and that your paper is to be congratulated on this—its initial effort. It is my sincere hope that, as a result of the experience gained in this contest, Canadian writers will have picked up some valuable pointers which will enable them to do a still better job in the future."

Herb May gave his assessment, from the standpoint of the announcer who has to read the

material. Said Herb:

"Unfortunately, nothing seems to have been added to the efforts of our commercial writers. I don't know whether it's just a lack of imagination, but, to put across an oral message in the form of newspaper or pamphlet style will not sell radio, or sell on radio. The green fields, the snow-capped mountains and the plentifully stocked streams are old saws that Americans can find in their own country. My suggestion for a more attractive commercial style would be a more friendly approach. The idea of talking personally to a prospective buyer rather than collectively would seem to be the logical approach.

"Why can't we put our messages across in every-day language rather than the stereotype vacation pamphlet routine?"

"The late C. M. Pasmore, with whom I had the pleasure of working for many years, to me was the dean of all Canadian commercial writers, and despite the fact that 'Pas' had an incomparable vocabulary, he nevertheless appreciated the value of good slang. He wrote to a listener, not to all listeners. He didn't look at other people's copy for guidance but created original material. My suggestion for its worth is—Fellas, 'Let's start writin' for readin' out loud!'"

Finally, if we may add our own two bits worth, we are heartened by the fact that 51 enterprising writers had the courage to submit their words and phrases to the slings and arrows of our candid board of judges. We should also like to express our appreciation and that of the contestants to those same judges, for their interest and patience. We hope they will feel required by the golden opportunity thus afforded them of getting a lot of copy beefs off their chests.

*Flash.*

CKDA FIRST in Victoria!

(See Elliott-Haynes and Penn McLeod Surveys)

Get the CKDA STORY from RADIO REPS

*Serving over . . .*

45,000 French-Canadians. Dialed by the entire population of the Oil Province for the best musical programs.

**CHFA**  
EDMONTON

680 KC. 5000 WATTS

"La voix française de l'Alberta"

— SEE OMER RENAUD & CO. —

# ROUND-UP

## All Media Should Promote Advertising

Toronto.—An informal meeting was held here late last month between a representative group of newspaper publishers and a committee comprised of board members of the CAB. Purpose of the meeting was to discuss means of shaping media promotion and research, to obtain greater advertising volume and maximum results for advertisers, according to a radio industry spokesman.

For some time past, unofficial conversations have been going on in connection with this subject, activated by the growing demand from advertisers for wholly impartial and validated research.

The meeting resulted in agreement that promotion by all media and for all media should be active and vigorous on behalf of each medium, and designed so as to maintain the confidence of present and potential advertisers in the basic value of advertising as a prime sales tool.

Past instances of disparagement of one medium by another, it was felt, served only to confuse advertisers and to cast unjust discredit on all media as well as on the value of advertising.

...

## Fall Debate Expected On Aid To CBC

Ottawa.—A grant to the Canadian Broadcasting Corporation, "to tide the Corporation over until appropriate legislative provision can be considered," was announced in the House of Commons last month by Prime Minister St. Laurent.

The grant is one of two to be included in supplementary estimates to be presented soon by Finance Minister Abbott, resulting from a preliminary study of the Massey Commission report by the government. The other proposed expenditure was for assistance to Canadian universities.

The interim grant, the amount of which is as yet unknown, is "designed to cover the urgent requirements of the CBC for the rest of the present fiscal year," Rt. Hon. Louis St. Laurent said, pointing out that during the fall session some legislation for long-term financial aid to the CBC could be expected when Parliament considers all the recommendations in the report.

Parliament will not debate this interim grant until Abbott presents the supplementary estimates, but Opposition Leader George Drew said: "We all recognize that from its inception the CBC has enjoyed certain monopolistic privileges which do not receive unanimous support. I certainly do not wish to leave the impression that when the subject comes forward there will be the unanimity that there is in the support for grants to universities."

Solon Low, Social Credit Leader, while agreeing with government policy to help the CBC expand its facilities, explained that his party

reserves "the right to discuss fully and in detail what further assistance should be granted when the matter of the Massey Report is brought before the House" sometime after the beginning of the next session in October.

...

## Vint Heads BBM

Toronto.—Charles R. Vint has been elected president of the Bureau of Broadcast Measurement for the current year during a meeting of the Bureau's board of directors here last month. Vint is president of Colgate-Palmolive Peet Co. Ltd., and succeeds former BBM president L. E. Phenner.

Also elected at this time were: Horace N. Stovin, Horace N. Stovin & Company, who was re-elected vice-president; Charles J. Follett, Association of Canadian Advertisers, as executive secretary; and Athol McQuarrie, general manager of the ACA, who is being retained as treasurer.

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

NEED A MAN? EQUIPMENT FOR SALE?  
USE AN AD IN CANADIAN BROADCASTER

INTRODUCING ANOTHER FIRM WHICH SELLS THE CALGARY MARKET SUCCESSFULLY

# Sales Soar... in Boys' Wear Store



- Calgary's George McLeod's Brings in Parents & Boys Via Sunday hour on CFAC.

- Cash-Register Sales and Special Tests Show Results "Better-than-Expected."



"In choosing CFAC's 'Uncle Allan' feature to relay our boys' wear sales messages to suitable prospects, we do seem to have an undertaking that really brings in the boys and the parents we want. We have proved this to our own satisfaction time and again, in the ringing of our cash register. And, in addition to observing our daily sales, we have run some special tests that have brought results even better than expected.

"Over the year and a half that we have sponsored this feature, we have had continuing evidence of CFAC's persuasive power. We are most pleased with the general increase in volume in our boys' department, and we find our returns from rural areas are as gratifying as those from

the city itself. "Frequently, parents tell us that their boys have literally insisted on buying their clothing at George McLeod's. We find that interest in the feature itself is not by any means limited to youngsters alone, but that it is popular with children of all ages, right up to 65!"

"In one test of audience reaction, we offered a Halloween mask to each kiddie who wrote in. In this instance, with one announcement, the offer produced 3 1/2 times the returns we expected... a situation which is typical of the continuing effectiveness of this feature. It practically never fails to surprise us."

Signed—MR. F. STEPHEN, Store Mgr.  
Signed—MISS E. MORRELL, Manageress,  
Boys' Wear Dept.

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

THE STATION  
**MOST**  
LISTENERS DIAL



THE STATION  
**MOST**  
ADVERTISERS BUY

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

**MAIL  
RESPONSE  
FROM  
71%**

of all Manitoba's Post  
Office points in a typ-  
ical four-day sample.

**CKY**

"THE STATION WITH PULL"

Representatives  
Horace N. Stovin & Co. — Canada  
Adam J. Young, Jr., Inc. — U.S.A.

IN WINNIPEG  
AND  
MANITOBA  
IT'S

## AGENCIES

By Art Benson

### MacLAREN ADVERTISING

Toronto. — Canada Dry Ginger Ale has started the 15-minute twice a week *Musical Mystery Glasses* over CFRB, Toronto, until September. The show features Maurice Rapkin and the Videoettes (recordings).

**MUTER, CULINER,  
FRANKFURTER & GOULD**  
Toronto. — Savarin Hotel has renewed its 10-minute five a week sportscast featuring Gordon Cook for one year over CFRB, Toronto.

■ ■ ■

**HAROLD F. STANFIELD**  
Montreal. — H. Simons & Sons (Cigars) has started the transcribed once a week 15-minute *Simons Sport Club* featuring Doug Smith over a group of stations for a run of 26 weeks.

■ ■ ■

**WILLIAM ORR**  
Toronto. — Trull Funeral Home has renewed the *Trull Sunday Hour* over CFRB, Toronto, for the 18th season, featuring Simeon Joyce, Edgar Goodaire, Blane Mathé, Margaret Stilwell and Carl Tapscott. Announcer-narrator is Ross Millard.

**Matthews-Wells Ltd.** (Jams and Marmalades) has extended the five-minute three a week *Women in the News* over CHNS, Halifax, until the end of the year.

## Wanted

EXPERIENCED announcer - operator who wants to get ahead and share in unique company profits plan for station going to 1000 watts. Apply in writing only to:

### STATION CKFI

Fort Frances                      Ontario

## 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. BBM Study No. 4.

## CFCO - 630 Kcs - Chatham

**JOS.  
HARDY**  
*talks*  
ON QUEBEC MARKET No 2

"Good day to you—this time from Thetford Mines, almost due south from Quebec City, in Megantic County. Here are 9,140 households, 91.6% of which have radio sets. Here, too, are no less than 99 separate manufacturing establishments, producing nearly \$6 millions worth of goods. The total Retail Sales in Megantic County were over \$10 millions, and the average family income \$4,058.00—a very high figure. This prosperous area is fully covered by CKLD Thetford Mines—in French. Use CKLD to tell your sales story, and if you want further information—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

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

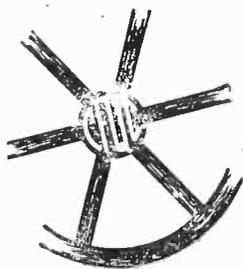


## CFQC can keep your SALES HOT!

Saskatoon merchants are convinced of this

... and that's why, in the past four years, CFQC's  
local business has MULTIPLIED THREE TIMES!

Local advertisers see exactly what their adver-  
tising dollar does for them. Take a lesson from their  
experience, and ask RADIO REPS about CFQC!



SASKATOON, SASKATCHEWAN ← 600 KC  
← 5000 WATTS

*The radio hub of Saskatchewan!*

### "2940 WITH FLETCHER"

Toronto. — A summer participating disc-jockey show featuring Susan Fletcher has started over CFRB, Toronto, replacing the *Beulah Show* and the *Jack Smith Show* (7-7.30 p.m. five a week). Advertisers on the eight-week series called *2940 with Fletcher* include Toni Home Permanents, Shell Gasoline, Bromo-Seltzer, Orange-Crush and Ontario Motors.

### VICKERS & BENSON

Toronto. — Grove Laboratories (F. W. Fitch Division) has started a five-minute three a week newscast for one year featuring Wally Crouter over CFRB, Toronto (7.30 a.m.) advertising Dandruff Remover Shampoo. Same sponsor has also taken a spot announcement series for one year over stations in major markets across the country.

### COCKFIELD BROWN

Montreal. — Imperial Tobacco Company has replaced *Songs of Our Time* with *Smoke Rings of Memory* (10 minutes, five-a-week) over CFRB, Toronto, advertising Sweet Caps.

### WALSH ADVERTISING

Toronto. — Dad's Cookie Ltd. has extended the half-hour transcribed *Hardy Family* (All-Canada) over CFRB, Toronto, until the end of November. John Drainie handles the commercials.

### F. H. HAYHURST

Toronto. — Acousticon-Dictograph of Canada Ltd. has taken over the sponsorship of John Collingwood Reade's *News Analysis* heard Sundays over CFRB, Toronto, with Mike FitzGerald looking after the commercials. Series is scheduled until September.

### WALSH ADVERTISING

Toronto. — Taymouth Industries Ltd. breaks into the selective radio picture with a transcribed spot announcement campaign going to a wide list of stations coast to coast through the summer, advertising Astral Baby Refrigerators.

### AIKIN-McCRACKEN

Toronto. — Conroy Manufacturing Company (St. Catharines) has a year's flash announcement series going to CFRB, Toronto, advertising Conroy Turbotube Oil Furnaces and Conroy Torridheat Oil Burners.

**cics**  
SELLS

in

*Stratford*



## TALENT TRAIL

By Tom Briggs

The war in Korea moves sluggishly on, but for a brief half hour last week the combined talents of CKEY's news editor, Harry Rasky and its *Drama Workshop Players*, under Howard Milsom, caused it to stop and back-track through a vivid and informative documentary of *A Year in Korea*. It was followed by a fitting, though unscheduled, climax — the talk of peace.

This was not one of a long and renowned series; it was not backed by a large appropriation; nor was it graced by the ranking "names" in the business.

But this was radio at its best, made that way by one of the medium's most promising young news writers, an energetic co-producer and a bunch of amateur players who can be credited with a professional performance.

Too many, it seems, are inclined to ignore the documentary type of program, failing to see in it the ideal method of utilizing radio's ability to create an illusion of immediacy, and radio's power to dramatize and report. And it can do all this unhampered by the necessity for vision which makes good newsreel and television so much more difficult and often so little more effective to produce.

The documentary at worst becomes an overlong newscast, but well done it becomes a living thing, informing and condensing the events and action of long periods into graphic dramatizations of history. Written with the abundance of fact that Rasky wrote in his script, the events can also be brought into something resembling their proper perspective. Reporting dramatically one year of fighting in Korea, an area so small that happenings become properly focused from here, was a natural challenge to a newsman which has been overlooked by many. Rasky, I believe, was eminently successful in meeting it.

Howard Milsom, who teamed up to produce and direct the program, shone also in his capacity as narrator, without whom the project might easily have faltered. His delivery was brisk and suspenseful — just what was needed. Others who appeared in the short dramatizations throughout, all members of the CKEY

*Drama Workshop*, where novices, directed by Milsom, get a chance to find out what radio acting is really like, included: Roy Brown, Ken Bate, Dave Corgill, Irving Lerner, Don White, Lowell and Frances Bederman, Robert Walsh, Babe Raine, Jack Jessop and Dennis Goodwin.

One clever touch late in the program was the introduction of recordings of speeches by General MacArthur and President Truman explaining reasons for the General's recent dismissal. Apart from their intrinsic value, the recordings gave a measure of authenticity to the rest of the production and again used to advantage radio's prime and unique aptitude for actuality.

Canadian radio's top newsmen, and there are many with a wealth of knowledge and experience, could produce more good documentaries like this. Maybe they will and the listeners can benefit.

Geoffrey Waddington and the CBC Orchestra are currently to be heard in an unheralded program (Dominion network, Fridays, 10 p.m. EDT) which, besides keeping these musicians busy during the off-season, pleasantly helps fill a lack of homebrewed orchestral music. It also offers an opportunity for hearing accomplished artists from distant places.

On one program last month, Gwladys Garside, a regular BBC performer heard often over there with Beecham and Barbirolli, was the featured guest. She is the sister of Leslie Garside of Winnipeg, well known to the radio industry as one of its veteran members.

Miss Garside gave a good concert; one of the many in her recent world tour. Being only human, the length of her trip and number of engagements exacted their toll. Yet, in her final number, Miss Garside revealed the depth and color of which she is capable. The composer himself, Britain's contemporary Ralph Vaughan-Williams, could easily have been ecstatically pleased with the way she did *Silent Noon*.

Waddington is a radio perennial who continues to get the best from his crew of musicians, and every so often surprises with a bit of arranging above his usual high quality. The orchestra's best work this evening was Britten's *Simple Symphony*. It had ring and power aplenty, although none to spare.

### POT O' GOLD

Now that the CBC's likely to get five million dollars a year, maybe they won't need to bother with television.

■ ■ ■

### PAN MAIL

Sir: After reading your articles on the Massey Commission, I am completely disilewisioned.

—T.K.

■ ■ ■

### COULDN'T CARE LESS

The appearance of our article in *Saturday Night* (July 3) the same week as the announcement of B. K. Sandwell's resignation as editor-in-chief was purely co-incidental.

■ ■ ■

### SCALP DEPT.

The same journal's Lucy says she's going to read the Massey Report just so she won't have to bother with Canadian Culture any more.

■ ■ ■

### TURNTABLE TERRACE

"If Decca is going to continue to market its superb reissues of the classics, all I can say is the other waxeries had better get up off their big fat turntables."

—Dan Bethell, CKFH.

■ ■ ■

### ALL VICTORIAN CONVENIENCES

"Pickwick Room, a place for a man to meet his friends in the jovial atmosphere of Mr. Pickwick's day. Television at its best. Air conditioned for your comfort."

—King Edward Hotel Advertisement.

■ ■ ■

### OPPOSITE OF MANANA

With rivetting and pile-drivers keeping up an interminable and infernal staccato outside the office window, we sigh nostalgically for the good old days when the government wouldn't let you build a damn thing.

■ ■ ■

### SUGGESTION BOX

We acknowledge Gerry Quinney's suggestion that we run an announcers' contest, with the adjudicating being done by the Massey Commission.

■ ■ ■

### CAVE FILIOS CANIS

But we cannot disregard Ev Palmer's warning that if we do, the boys who lose will all be dunning us for audition fees.

## Studio Maintenance & Mobile Operator

Experienced man capable of maintaining RCA studio, Presto and Magnecord recording equipment, also able to operate mobile and remote equipment. Five-day week, holidays with pay, pension and health plans.

Permanent job with good advancement.

Apply Station CKSO

Sudbury Ont.

# 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. 4684

# CJCH HALIFAX

# THE BEST YEAR YET! PROGRESS IS STEADY IN THE CKBI MARKET.

Up to May 31st this year we note:

**BANK CLEARINGS** ..... \$31,484,620.00

*An increase of \$3½ millions over 1950.*

**VALUE BUILDING PERMITS** ..... \$956,642.00

*An increase of \$355,008.00 over 1950.*

## UNDER CONSTRUCTION AT PRESENT

- ★ *The New Safeway Super Market.*
- ★ *The New Woolworth Building.*
- ★ *The New Kresge Block.*
- ★ *A New Bakery.*

Steady expansion is the keynote here. No building boom, but steady progress. Start your campaign in this expanding market this year. Get the particulars from your nearest All-Canada Man!

# CKBI

PRINCE ALBERT SASKATCHEWAN  
5000 WATTS

## UNBEATABLE COMBINATION . . .

REPRESENTING progressive stations with a proven record of sales results, NBS offers time buyers and national advertisers factual information as well as individual service. Your National Broadcast Sales representative will be glad to assist you with complete market and programming data.

- CHOK - Sarnia
- CJAV - Port Alberni
- CKGB - Timmins
- CKOY - Ottawa
- CHML - Hamilton
- CJKL - Kirkland Lake
- CKEY★ - Toronto
- CKNW - New Westminster
- CKWS - Kingston
- CKXL - Calgary
- CHUB - Nanaimo
- CFCH - North Bay
- CHEX - Peterborough
- CJFX - Antigonish

## NATIONAL BROADCAST SALES

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

★Represented in Montreal only.



**RATES**—6 Months (12 Issues) 20 words minimum—\$24.00  
Additional words, add 10c per word, each issue.  
12 Months (24 Issues) 20 words minimum—\$40.80  
Additional words, add 8½c per word, each issue.  
Casual insertions—15c per word. Min. 20 words.  
(All payments are to be in advance.)  
Copy and/or classification may be changed each issue.  
Agency commissions cannot be allowed on these advertisements.

### ACTING

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

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

**RENA MACRAE**—Commercial — acting, mother-housewife type, testimonials, etc., substantial experience — Rinso, etc. Phone MO. 1593. (R)

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

**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 MALLET** — 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)

### ANNOUNCING

**MICHAEL FITZGERALD** — Kingsdale 0616. (M)

**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)

### BOOKS

**H A N D B O O K O F B R O A D C A S T I N G**, 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, 163½ Church St., Toronto 2, order. Book Dept., Canadian

### BOOKS

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

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

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

### EDUCATION

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

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

### ENGINEERING

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

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

### PHOTOGRAPHY

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

### PROGRAMS

**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.

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

**SINGING JINGLES** and commercials of every nature for radio and television. Specialists in broadcast writing. Caldwell Ltd., Simcoe House, Toronto. (O)

### 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 needles. Mail us your used Sapphires Needles and we will immediately return to you resharpened a fraction shorter than those supplied to us. This remarkable service has already been tried by leading broadcast stations and has proven to be highly successful. Net price each . . . \$2.50 — ALPHA ARACON CO. LTD. — 29 Adelaide St. W., Toronto.

### RESTAURANTS

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

### SINGING

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

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

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

# CANADIAN TELESCREEN

Vol. 4, No. 9.

TV and Screen Supplement

July 4th, 1951

## COMICS LAUNCH FILM STUDIO

Toronto. — Johnny Wayne and Frank Shuster, top Canadian radio comedians, have formed Capitol Film Productions, in partnership with Edward L. Harris, former general manager of Gaumont-Kalee Limited, theatre technical equipment company. Harris, a widely-acclaimed sound technician and one time technical adviser to the J. Arthur Rank organization, has been named president of the new company.

It is expected that Capitol Films will be concerned at the moment largely with producing trailers for the movie industry and commercial films with a distinctive Wayne & Shuster flavor which the comics hope to give them. But films for television will soon become one of their major considerations. The facilities of Sovereign Studios (formerly Queensway Studios) which Capitol took over last week, will also be available to other producers for both 35 and 16 mm. productions. These facilities are being expanded by about \$20,000 in new equipment, Shuster said.

As far as television productions are concerned, Shuster said that advertisers are starting to become very interested in TV in this country, pointing out that one company, Imperial Oil Ltd., is now working with Capitol on the production of filmed spots suitable for telecasting.

Both Wayne and Shuster will work on the creative side of the new venture, by writing, producing and occasionally acting in the films Capitol will turn out. The two have spent considerable time studying TV at first hand and took major parts in two shows on the CBS-TV network last year. In the last one they were largely in charge of the complete produc-



tion and later turned down an offer to work on the show throughout the season.

"Television," claimed Shuster, "is but another phase of movie-making," and added that sponsors will be inclined to favor commercials on film, and avoid embarrassing errors, rather than taking the considerable risk of producing them live. Shuster, a movie hobbyist, and Wayne have also had some experience in film production, having written or produced two scenarios for the National Film Board.

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

## ZENITH'S PHONEVISION OFFSETS THREAT TO MOVIES

Chicago. — The results of the three-month Phonevision test by the Zenith Radio Corporation here, announced late last month, were certainly greater than most observers had predicted, with the exception of optimist Commander F. M. McDonald, Jr., Zenith's president.

Phonevision is a system developed by Zenith whereby films can be fed to receivers in the home at one dollar per showing. In the experiment the programs were made available to 300 statistically selected homes in this city and the number of families which actually paid the dollar for seeing each film brought predictions of a great future for this system and the motion picture interests from McDonald.

Basing his remarks on statistics compiled from the test, McDonald said that "Phonevision potentially adds countless millions of dollars to the value of motion pictures which have completed their theatre runs many years ago and are now reposing in Hollywood vaults."

Projecting figures for the whole U.S. from test data, it was calculated that the return from one showing of the picture *April Showers* would have been \$3,700,000. The 50% which Zenith is prepared to give the film producer would have been \$1,850,000, or \$100,000 greater than the film's gross in theatres. The basis for this nation-wide estimate is the fact that of the 300 families in the test, all paid one dollar each to see this film through the medium of PV.

Similar figures have been worked out for each of the 90 films in the test and *April Showers* is considered representative of the response which all of them received. Some of the films were as much as nine years old; all of them had their first runs over

two years ago. In the test a film was shown three times on one day only.

Over-all figures for the test show that the total box-office for the period was \$6,750, or \$22.50 per family in three months. Reduced still further, it points to an average expenditure per week by an average family of \$1.73, considerably more than theatres have been able to attract. The average income for any one film on this basis, therefore, would be about \$2,500,000 at the present time when there are 10 million sets in operation. As the set population of this country increases, of course, both the expected and potential income for a given film on PV nationally would correspondingly increase. But it is not expected here that Hollywood or the television industry will have to see great expectations in the distant future to be impressed.

Other statistics coming out of the test data showed that only 18 per cent of the families seeing these pictures on PV had seen them in theatres before. Another 92 per cent reported that they enjoyed seeing the pictures in their homes more than in theatres.

Technically, PV differs only from normal TV in that a special device scrambles signals at the transmitter while other instruments do the unscrambling in the receiver. But to get the unscrambler to work, it is necessary to get in touch by telephone with some central control (the telephone company, in the case of the test) and it, in addition to remotely operating the mechanism, also makes up a bill for one dollar. The scrambler does not interfere with normal set operation.



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*.

## DID YOU KNOW?

That a recent Elliott-Haynes survey in this area gave CKCL an average 54.9% of listeners throughout the day? And that, in the face of three network stations heard in the area! Yes, listeners keep tuned to CKCL — and that loyal audience is available for your sales message.

# CKCL

COLCHESTER BROADCASTING CO. LTD.

J. A. MANNING  
Manager

WM. WRIGHT, Representative  
Toronto and Montreal

WE HAVE GROWN THROUGH  
SERVICE  
PROGRAMMING  
PROMOTION  
MARKET

RESULTING IN

BEST DOLLAR VALUE

# CKCR AND CKCR-FM

KITCHENER

KNOW YOUR STATION — ASK BILL WRIGHT



## Report TO THE BROADCASTING INDUSTRY

By Walter E. Elliott

13 Thirteenth in a series of frank talks about Elliott-Haynes and the broadcasting industry.

### Radio Survey Methods

There are many ways in which organizations attempt to measure the size of radio audiences. All methods have their limitations:

- \* Diary and Recall methods depend too much on human memory and co-operation.
- \* Mail surveys present the responses from only a limited proportion of the original sample.
- \* Mechanical recorders are too costly.

Only the coincidental telephone method which measures the audience as it is assembled and listening to the programs combines the following characteristics:

Economical, Fast Service, Sensitive, Accurate, Representative.



## Elliott-Haynes Limited

[ Continuous Radio Audience ]  
[ Measurements Since 1940 ]

Intl. Aviation Bldg.  
MONTREAL  
UNiversity 1519

515 Broadview Ave.  
TORONTO  
GErrard 1144

### TV Ban Booms Boxing

New York.—It may not be positive proof, but sport promoters were still taking studios looks last week at the figures which resulted from the "no radio or TV" experiment held during the recent Joe Louis—Lee Savold fight here.

With both media barred, except for closed-circuit telecasts going to eight theatres in other cities, the box office grossed just under \$95,000, paid by over 18,000 fans. Only a month before, a championship bout between Ezzard Charles and Joey Maxim in Chicago, without the broadcast ban, drew an audience of only 7,226.

Boxing's businessmen are planning to continue the experiment on all major bouts in the near future and maybe indefinitely. Movie magnates also like the idea since the eight theatres drew a total of 22,000 paid admissions, a sell-out.

Not so happy are the millions of set owners who have come to expect and enjoy the fight broadcasts, and the sponsors who for the time being have lost some potent program fare.

### High Power For UHF

Toronto. — A television transmitter said to be many times more powerful than any now in use, has been developed by the General Electric research laboratories for use at ultra-high frequencies. The announcement was made here last week by Walter Ward, the telecommunications section manager of Canadian General Electric.

Ward said that the 100 kilowatt unit is part of a broad program of development in the little-understood upper video channels. Known as UHF, where government authorities in North America have tentatively approved plans for the opening of 52 new channels. The use of UHF in Canada would mean room for future TV expansion, he said.

The heart of the experimental transmitter, believed to be the world's most powerful, is a six-foot, 300-pound tube, to be known as a "klystron." It is capable of sending out 100-kilowatt TV signals on frequencies as high as 500 mcs. The new tube requires fewer circuits than transmitters of the standard multi-tube type.

### TV Hits Flicks

Chicago.—Movie houses are closing down at the rate of two a month in this city because of television, according to the city's tax collector. Almost everyone has realized that TV could be very tough on the theatre operators, so that these statistics coming from this country's second largest city were surprising but not entirely unexpected.

However, Chicago's main concern is only secondarily with the theatres and primarily over the fact that in the past two years amusement taxes have dropped by \$600,000, or a current rate of \$6,000 per week, plus another \$2,000 weekly in entertainment taxes.

The city must therefore find new sources of tax revenue or increase the levy on old ones. When questioned if they were considering an annual tax on television receivers, civic spokesmen failed to comment.

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



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

5 Kw on 800 Kc  
AFFILIATED WITH CBS

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**  
ON YOUR DIAL

REPS:

TORONTO:  
Paul Mulvihill

MONTREAL:  
Radio Time Sales  
(Quebec) Ltd.

**U.S. TV IN THE BLACK**

Chicago.—Almost every one of the 107 television stations represented at the National Association of Television Broadcasters' convention here recently reported that they had now entered a period of profitable operation.

Ross Reports, a survey organization which pointed out the happy "black" TV situation, said that a Philadelphia station, WFIL-TV, was now operating one and a half times ahead of its AM affiliate, while WATV, Newark, claimed that its profit had risen above that of its radio side-kick more than six months ago.

The survey company also mentioned a year-end statement on television stations which showed that TV earnings amounted to almost 25 per cent of the figure chalked up by some 2,200 AM stations.

...

**Theatre Television  
On Network Scale**

New York.—Theatre television on a national network scale, to be in operation by the end of this year, was predicted here last month by Nathan L. Halpern, TV consultant for the Fabian Theatres and the Theatre Owners of America.

He said that 100 theatres in 50 U.S. cities would be in the national hook-up at that time. Programs will be mostly sports, like college basketball, news and actualities, for which negotiations are now under way.

**Hospitals Eye TV**

Vancouver. — General Hospital here may be one of the first Canadian institutions to install permanent TV in operating rooms for instruction of students elsewhere in the building.

Officials have said they are "interested," and during current building alterations to two operating theatres, coaxial cable conduits are being installed to simplify the job if and when the TV instruction system is put in.

This use of TV was also envisaged in the construction of the recently completed Kitchener-Waterloo Hospital in Kitchener, Ontario. Although no equipment has been purchased so far, complete facilities are available for its installation.

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# "We Rely On Fact— Not Theory!"



Arthur H. Carter, as General Manager of Green Cross Insecticides, Sherwin-Williams Co. of Canada Limited has conducted radio campaigns on many products. He is past President of the Advertising & Sales Executive Club of Montreal and past Vice-President of the N.F.S.E. of New York.

## *Arthur H. Carter tells why he constantly uses BBM*

**T**ODAY more than ever, success in business is dependent upon a sound knowledge of facts and figures . . . fool-proof figures, carefully compiled by a reliable and absolutely impartial body. In the field of radio time buying, that body is the BBM.

In our Company, we constantly use BBM figures on radio listenership. In so doing, we rely on fact—not theory!"  
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