

CANADIAN BROADCASTER AND TELESCREEN

Vol. 10, No. 15.

TORONTO, ONTARIO

August 1st, 1951

They Came Up The Hard Way



—TRIFOLI.

EIGHT MEMBERS OF THE Program Division of All-Canada Radio Facilities in Toronto are on the way up the ladder from humble beginnings in the shipping room, where most staffers start as general Joes. From left to right, seated, are: Dennis Goodwin, new head of shipping; Bob Quinn, promotion manager, who succeeds Doug Grout (next), now in charge of Ontario regional sales. In the back row in the same order, are: Bob Legge now second in command of shipping; Don Smith, most recent recruit in that department; Eric Bird, assistant in the promotion department. Absent from the picture, on vacation, are Lynn Agnew, who rounds out the promotion department and Bob Tait, now handling Toronto national sales.

He Went Up The Fast Way



LISTENERS TO CBC'S NEWS ROUNDUP heard pilot Dean Kelly, RCAF, tell what it is like to fly at supersonic speed one night last month, as he put a T-33, one of Canada's latest jet aircraft acquisitions and a two-seat version of the F-80 "Shooting Star," through its paces. Along for the ride and assisting in keeping the word Star, in layman's language, was Jack Coalston, manager of radio station CKMR, Newcastle, who claims to be the first Canadian civilian to make such a flight. In the above picture are seen, left to right: F/Lt. Dean Kelly, Jack Coalston and CKMR's program director, Bill Murray.

BILL WRIGHT SELLS TO RENAUD Becomes Speech And Sales Consultant



BILL WRIGHT



OMER RENAUD

—LAROSE.

Toronto.—William Wright has sold his national representative business to Omer Renaud of Omer Renaud & Co. of Montreal. The transfer is effective August 1.

Renaud, who is a B.A. and LPh. of the Ottawa University, is 40 years old. He started in radio with the CBC in 1936 as a bilingual announcer in the Montreal studios. In 1938 he became chief announcer. In 1942 he was made commercial supervisor for the Quebec region.

In 1947 he opened his own representative office in Montreal with CJSP, Rivière du Loup and CJSO, Sorel.

Renaud will personally head up the Toronto operation, assisted by two of Bill Wright's former staff, Ken Davis and Gwen Dorsey.

The Montreal office will function under the guidance of Marc Legault and Lew Hill.

■ ■ ■

Renaud's present list of stations is as follows:

CHEF, Granby; CKCH, Hull; CKCV, Quebec; CFJP, Rivière du Loup; CHRL, Roberval; the four stations of Northern Radio—Radio Nord, CHAD, Amos, CKRN, Rouyn, CKVD, Val D'Or, CKLS, Lasarre; CHGB, Ste Anne de la Pocatiere; CJSO, Sorel; CKSB, St. Boniface; CHFA, Edmonton; CKSM, Shawinigan Falls and CFCL, the new French language station in Timmins which is expected to be on the air this month.

The Wright list consists of CKAC, Montreal; CKOX, Woodstock; CKCL, Truro; CKCR, Kitchener; CHNO, Sudbury; CKMR, Newcastle; CKNB, Campbellton.

Speech And Sales

Toronto.—William Wright, who came out to Canada from England 37 years ago, and has spent the past 16 years in radio, has sold out his national representative business to Omer Renaud of Montreal. He will devote his whole time to operating as a speech and sales consultant.

Bill started life in Canada in 1914 as a land-settler in Northern Ontario on a 100-acre farm including 99 acres of bush. For five years he hacked away with his axe, with an odd spell out, working in sawmills for \$1.75 a day.

Wright, who has built up a reputation for speaking his mind—with gestures—started his radio career 15 years ago with Roy Thomson's newly-formed Northern Broadcasting Company Ltd. in Timmins. He started out as announcer, to which the further title of station manager was shortly added.

Next, he moved to Roy's first Toronto office, which consisted of desk room in an architect's office across from the King Edward Hotel.

In 1936, Bill joined the original All-Canada Radio Facilities organization, working in Toronto under Jack Slatter. This concern, controlled at the time by Dawson Richardson, was run from Winnipeg with Les Garside in the general managerial chair.

When Joseph Hershey McGillvra, the U.S. rep., moved in on Toronto in 1937, with Nate Caldwell as his first aide, Bill joined as Nate's assistant, to step up to

(Continued on page 3)

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

No Other Medium Can Make This Claim

TWELVE years ago, 600,000 of Canada's homes had radios. Today over 3,250,000, representing 94% of all occupied homes have at least one, and many of them have two or more receiving sets. No other medium can make this claim.

MORE people in Canada own radios than either bath tubs or tooth brushes, and in Canada there are nearly twice as many radio homes as telephone homes. No other medium can make this claim.

BEFORE anyone is permitted to set up in the broadcasting business, he has to satisfy a department of Government that he is a fit person to occupy a frequency, so potent is the medium deemed to be. No other medium can make this claim.



The **CANADIAN ASSOCIATION** of **BROADCASTERS**

Representing 103 Broadcasting Stations whose voices are
invited into over 3,000,000 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)

the job of manager when Caldwell moved along.

In 1941 he went into partnership with Horace N. Stovin in the firm of Stovin & Wright. The partnership was dissolved in 1945, since which time he has been operating alone.

Speech has been an avocation with Bill Wright all his life. Now, he says, he's taking the "a" out of avocation.

Author of two books, *How to Speak in Public* and *Better Speeches for All Occasions*, and speech director in nearly all the bond campaigns during the war, Bill has addressed and conducted speech classes in practically every ad club (and many other organizations) between Winnipeg and Montreal. He also represents in Canada the Jack Lacy Sales Course which he teaches in many larger organizations.

Bill reports that when the news of the sale of his rep business leaked out, he received condoling messages from a number of people who had heard he had "lost everything." For once in his life, this did not make him blow his top. Instead, I should imagine, he thought about the fine new house he built recently off Bayview Avenue, where the Toronto millionaires live. And the thought was probably quite a comfortable one.

—R.G.L.

Heads Equipment House



K. R. PATRICK
former general manager of the Engineering Products Division of RCA Victor Co. Ltd., has been named president and managing director of Canadian Aviation Electronics Ltd., Montreal. Besides manufacturing defence products, the company will shortly be in a position to supply broadcasters with their full equipment needs.

cjcs
SELLS
in
Stratford

INTRODUCING ANOTHER FIRM WHICH SELLS THE CALGARY MARKET SUCCESSFULLY

CFAC Personalized Selling Overcomes Appliance Competition

- Founded less than 21 months ago, **RADIO CENTRE** is now Calgary's second largest independent appliance store.
- CFAC builds confidence and acceptance—brings in steady stream of prospects.
- Test reveals CFAC delivers **FIVE** times as much business as silent advertising, for 1/5th the cost.



"In September, 1949, we opened a new appliance store — The **RADIO CENTRE**—in a location well-removed from the main city flow of business traffic. Today —less than two years later, we have two stores, and our combined volume is second to only one other appliance dealer in the city. In that relatively short space of time, we have become established as one of the leaders in our (competitive) field. People all over the city are familiar with our name. We are accepted with full confidence wherever we go. We know that our advertising on CFAC has contributed to this acceptance, more than any other factor.

"Shortly after we opened, we bought a daily afternoon flash on CFAC. Results were immediate, and traceable. Each day, right after the flashes were aired, our phones rang steadily, bringing us live prospects. Later, we expanded the flashes into a daily newscast, which is still running. Results from that newscast are consistent, prolonged, and ever-increasing.

"We find that people remember our sales messages longer and are motivated

more consistently, by our radio advertising than they are by our newspaper ads. They react to our messages in just the same way they would react to the personal messages of our best salesmen. In fact, CFAC has virtually eliminated any need for personal canvassing on our part, because it delivers our messages forcefully, persuasively, consistently.

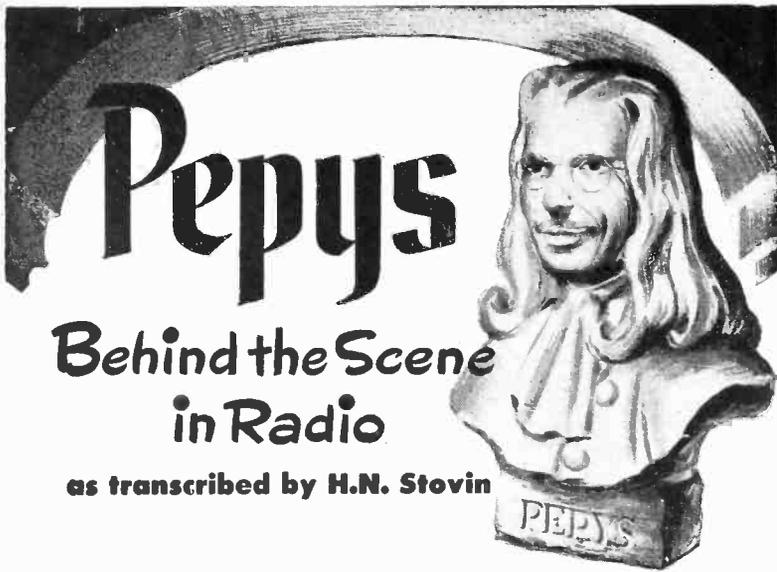
"We recently had a chance to arrive at a ratio of cost-and-result of our two major advertising media—radio and newspapers. Using CFAC alone, we plugged radios, refrigerators, and washing machines as 'specials' on four occasions one week. Despite the fact that other dealers had these items at the same price, and the department stores even had them at less, our CFAC messages produced thousands of dollars worth of sales immediately with a continuing number of sales four weeks afterwards. From this test, we concluded that our CFAC advertising delivers **FIVE** times as much business as our silent advertising, at less than 1/5th the cost!"

Signed **L. S. LIBIN**, Sales Manager.

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



"This being vacation season, have sympathy with many friends and acquaintances now taking their holidays in the rain and humidity. For myself, do prefer to stay in Town rather than sit on my equipment on a Summer Cottage verandah watching the rain ● ● ● However, much activity in our various Stations. Mr. Cyril Robinson, staff writer of the Montreal Standard (Maritime Bureau), in Edmundston lately doing a photostory on that musical town. In writing to Maurice Lacasse after his visit he says, 'I've been telling my friends here what a live town Edmundston is, and what a live station CJEM is—which is no bald statement.' Edmundston is, too, a baseball-conscious town, now building a new 50,000-dollar stadium to seat 4,000 fans—a project well-supported by civic-minded CJEM ● ● ● CJNB, North Battleford, now on 1000 watts, a nice forward step, and more later on increased coverage ● ● ● Manager Jack Radford or one of CFJR's staff, presumably sidewalk-supervising one of the major construction projects now going on in Brockville, observed a large excavating machine nip through the main cable supplying telephone service to over 1,000 subscribers. CFJR immediately went on the air with announcements of the interruption and kept all listeners advised during the 48 hours required to repair the damage—a much-appreciated piece of public service to Brockville and the neighboring town of Maitland."

"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 Grillo	CKCW Moncton	
CJNB North Battleford	CFOS Owen Sound	CHSJ Saint John	
CKOM Saskatoon	CHOV Pembroke	VOCM Newfoundland	
	CJBQ Belleville		

PEOPLE

You Can't Kill Claire



Toronto. — Claire Wallace, veteran women's commentator and voted Canada's top woman broadcaster for 1949, will return to the air this fall with a daily five-minute show, aired coast-to-coast. The program's sponsor will be the Associated Salmon Cannery of British Columbia, with advertising handled by the Vancouver office of James Lovick & Company Limited.

Claire Wallace was forced to give up most of her work in broadcasting following an accident in which she suffered a broken hip while hunting program material in Australia two years ago.

At least the first few shows in her new series will be recorded in Vancouver, following a trip she is scheduled to make through the fish-packing and salmon-canning plants along British Columbia's coast.

And There Was Light

Vancouver.—To get something done, just mention it on the air or around city hall, the CJOR news department has discovered.

During *Around Home*, a Friday evening piece, Dorwin Baird mentioned that although new ornamental street lights had been installed several months ago on Broadway East, from Main to to Commercial, the street remained dark.

The accident toll on the thoroughfare was rising, and a reporter from the station made some inquiries at city hall. He couldn't get any answers.

No connection, of course, but the next day the lights were turned on.

■ ■ ■

Pension Talks Praised

Vancouver.—A series of four broadcasts on veterans' pensions problems by Keith Cutler, news chief of CJOR, has brought him praise from Canadian Legion branches which felt that his roundup put this complex problem in a good perspective.

Cutler aired the comments during his *World Today* news commentary, which goes at 12:55 noon.

■ ■ ■

California! Here I Come!

Vancouver.—Don Garrard, Vancouver baritone, finally had hopes this week of getting to Santa Barbara to study under John Charles Thomas in a special course at the Western Academy of Music.

CJOR here helped Garrard with some of the financial arrangements in return for an undertaking to do some shows for them in the fall when he returns from California. Friends are trying to raise the remaining funds necessary to send him on the course.

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

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. —

CANADIAN BROADCASTER AND TELESCREEN

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

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Editor: RICHARD G. LEWIS
Business Manager: ARTHUR C. BENSON
Art Editor: GREY HARKLEY
News Editor: THOMAS C. BRIGGS
Research Consultant: G. E. RUTTER
Photography: ANTHONY TRIFOLI

Correspondents
Montreal - Walter Dales
Winnipeg - A. L. Garside
Vancouver - Bob Francis



Time For An Honest Appraisal

The agenda for the Western Association of Broadcasters Convention, which takes place at Banff, August 30 to September 1, is not ready for inclusion in this issue, but obviously a matter that will be given considerable thought will be the Report of the Massey Commission.

It is the general feeling among industry leaders that sufficient encouragement is contained in the Report to warrant a continuation of the struggle for the regulatory body, to function independently of both the CBC and the private stations. This, it is generally felt, is the key to the solution of most difficulties.



In recommending that the private broadcasters be accorded the right of appeal to the Federal Courts against such decisions of the CBC Board of Governors as are considered to impose a hardship, it is felt that the Commission was not entirely unsympathetic to this particular quest. Private radio is also heartened by the fact that transmitting licenses should, the Commission believes, be granted for terms of five years, instead of the previous three years, and that cancellation should only be possible for cause. A good sign is also seen in the recommendation that broadcasters be permitted to carry their grievances to the CBC Board as a right, rather than as a privilege, which has been the case heretofore.

In addition to this, the Commission definitely recognizes the important part in Canadian radio played by the privately-operated stations; commends them for their "friendly services" and their service to advertisers.

Perhaps, more than anything else, the industry attaches considerable importance to the so-called minority report of the Montreal civil engineer, Arthur Surveyer, who saw eye-to-eye with the private stations' quest for an independent regulatory body and agreed with them on many other points.

As this paper has pointed out, the majority report was subscribed to by four members of the Commission, all of whom might be described as "educators." There is

RADIO RIBS ... by H. H. H. H.



"Who was it you wanted to see, dahling?"

reason to question, therefore, whether either report constitutes a louder voice than the other.

Altogether the progress made by private radio is considerable and certainly justifies every possible effort being made to consolidate gains and in no manner to let up in continued attempts to increase them.



There is one point on which we sincerely hope the Western Broadcasters will live up to tradition and set the pace at their convention. We hope they will examine the outspoken and sometimes unreasonable condemnation of programming laid at the door of all radio by the Commission. We hope they will record their distress at the fact that the Report cited not one single example of good private station programming except "Report From Parliament Hill," and lost no opportunity to attach derogatory epithets to almost every program they referred to. We hope also that the Western Broadcasters will strengthen their case in the most effective manner possible, by admitting their weaknesses in the live talent field, and by making some constructive plans to improve them.

The Massey Report made one grave error in gaining for itself the credibility it no doubt merited. That mistake was to refrain completely from singling out any private station's local programs for praise, and so make the criticism ring truer. If the private stations shrug off all critical comment as being unreasonable and impractical, rather than looking at it objectively and admitting that there is room for improvement, they will damage their own cause as seriously as the Massey Commis-

sion has lessened the validity of its own Report.



Index Shows 6.47% Increase In Retail Sales

For the second successive year, this office will shortly come out with its annual "Canadian Retail Sales Index," consisting of a forty-page book of estimates of retail sales by counties and census divisions across Canada in twenty different lines of business. This is the 1951-2 edition and will consist of estimates of retail sales for the year 1950.

Total retail sales estimates for 1950 for the nine provinces (Newfoundland figures are still unfortunately not available) are up 6.47% over our figures for 1949. The 1949 total was \$7,735,766,000; the 1950 figure, which will appear in the new edition of the book when it is released in September, will be \$8,231,707,000.

All provinces show an increase, which was to be expected, if only due to the increased cost of goods.



While the increase in provincial totals applies everywhere, a close examination of the figures in the book will indicate a decline in certain lines of business, with sharper than average increases in others. Figures are quoted for twenty business classifications, so that such trends will be readily discernible in each individual market.



Besides an improvement in typography, to enhance legibility, in each provincial section there will be a map of the province showing county, census division and census subdivision boundaries.



The book will be released as nearly as possible on September 1. It is published at \$5 a copy, the price being made possible by the advertising of radio stations and others. Pre-publication orders are being accepted until August 31, at \$3.50 a copy, or three copies for \$10.00.



Last year we made our first excursion into this field, because of a growing demand among agencies and their clients for market information, and a perpetual quest by the media for the required figures.

Letters of appreciation and also of constructive criticism have encouraged us to continue with the Index as an annual statistical study.

First in 3 Counties
1st in Sudbury County
DAY & NIGHT
1st in Nipissing & Manitoulin
DAY
 WITH BONUS AUDIENCE IN
Temiskaming & Parry Sound
 SEE THE NEW BBM SURVEY
CKSO
SUDBURY
 NORTHERN ONTARIO'S
 HIGH-POWERED
 STATION
Ask
 ALL-CANADA IN CANADA
 WEED & CO. IN U.S.A.

We don't sell Time
We Sell
RESULTS

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

PEOPLE

Heads CHLP



Montreal.—Flavius Daniel has been appointed manager of radio station CHLP here, it was announced late last month by the management of the Montreal

daily, *La Patrie*, owners of the station.

Daniel started in radio in 1934, serving in the publicity, news and commercial departments of CKAC here and latterly as head of its public relations, before accepting his new post.

♦ ♦ ♦

Research Chief



Hamilton.—Joseph T. Thwaites, regarded as one of North America's foremost authorities on electronics, has been appointed manager of electronic research at Canadian Westinghouse Company Limited here. He will take charge of what is believed will soon be the largest laboratory of its kind in Canada.

Forty-six-year-old English-born Thwaites has been in Westinghouse employ most of his life. He started with the company when he was 14 and, except for his years at Queen's University, a two-year post-graduate course and wartime service when he was on loan to the U.S. Government, Thwaites has been there since.

During the war, Thwaites and his associates with the U.S. War Department, working in England, were responsible for some of the most notable electronic achievements of the time. He received three Certificates of Appreciation from various U.S. departments.

JOS. HARDY
talks
ON QUEBEC MARKET No 2

"The more I see of Quebec Market No. 2, the more I am impressed with its growth. Here is more than ample hydro-electric power, plentiful labor that is reasonable in its demands, undeveloped ore bodies whose size no one really knows, a sea route from end to end. No wonder that Quebec Market No. 2 is gathering so many new industries, and is now in an industrial boom which some authorities claim will do bigger things for Canada's future than even Alberta's oil. Include Quebec Market No. 2 in your selling and advertising plans—and be sure to approach it by Radio—the least costly and most effective medium you can buy. And in some spots it is the only medium! Ask Jos. Hardy."

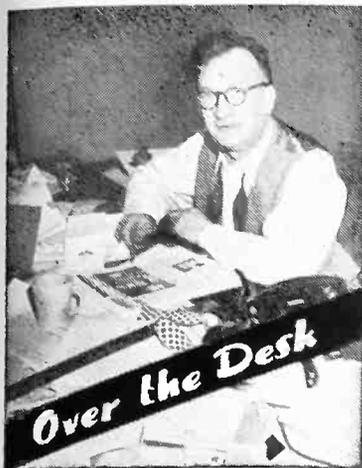
For any information on
QUEBEC MARKET No. 2
 and
 "TRANS-QUEBEC" Radio Group
 Telephone, Wire or Write to
JOS. A. HARDY & CO. LTD.
 MONTREAL QUEBEC TORONTO
 REPRESENTING

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

CJAD
MONTREAL

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

5 Kw on 800 Kc
 AFFILIATED WITH CBS



Pete McGurk still isn't sure whether he was pulling his leg when he grunted up our 39 steps last week and found our day-to-day calendar set at July 12, when it should have shown just twice that number.

Pete, who carries the torch for a long list of Canadian stations sales-wise in New York, under the Joe Weed banner, wishes that radio stations would furnish him with details of programs to facilitate getting them business.

Information he would like to have of programs which are for sale he lists as follows: title, type, how long on air; time on air; preceding show, sponsor and rating; following show, sponsor and rating; when available time cost; talent cost; producer; general description; history (names of previous sponsors); name of personality (biographical history and picture if possible); maximum commercial content; format.

In keeping with this paper's recent reflections on the trend to selective away from network, we believe this is worth considering by stations' commercial departments, for the benefit, not only of their reps, but also of time buyers, account executives and advertisers. If anyone has any idea how we may throw in our two bits worth in these columns, let's hear from him.

Imagine the plight of an aggressive publicity man who lines up three television shows in the United States (time donated) and then doesn't know what to do on them because he has never seen a TV show produced in Canada.

This was the predicament Harry M. Savage of Toronto found him-

self in recently while handling publicity for the only Canadian showing of the Vienna Art Treasures, an \$80 million collection of rare paintings, sculptures, arms and armor, tapestries, gold and precious stones, on display at the Toronto Art Gallery from August 5 to September 16.

This exhibition of these rare paintings and priceless pieces of decorative art, all of which were acquired by the Royal Family of Habsburg over four centuries, was made possible on this continent through the courtesy of the Austrian Government. It was shown in seven cities in the U.S. and is now in Canada—in Toronto.

Realizing that 27 U.S. cities had made an effort, unsuccessfully, to bring the Hapsburg Art Treasures to their individual galleries or museums, Savage contacted several TV stations in border cities. He was not a little surprised when WBEN-TV, Buffalo; WHAM-TV, Rochester and WSYR-TV, Syracuse, all acceded to his request that time be donated to help publicize this exhibition of world-famous art treasures.

As a result, he found it necessary to spend considerable time in the TV studios of WBEN, watching the production of television shows.

His initial effort in using TV as a publicity medium was on Wednesday, August 1, over WBEN-TV, when Dr. Ernst H. Buschbeck of the Kunsthistorisches Museum in Vienna and Mr. Martin Baldwin, director of the Art Gallery of Toronto, will describe the treasures. As video aids Savage will have about 20 photographs of articles and paintings in the collection and Dr. Buschbeck has consented to take along three objects from the art treasures, worth hundreds of thousands of dollars, which will be shown to the TV audience.

An original racing-game program, featuring broadcasts of races of past years at local tracks, has won honorable mention from the U.S. Advertising Association of the West for Jack Short, racing commentator for CJOR, Vancouver.

The occasion was the annual radio contest sponsored by the Association, with entries coming from 11 western states and B.C.

Jack Short's piece was recognized (continued on page 10)

DID YOU KNOW?

That a daily 5-minute Quiz Show on CKCL, just completed, pulled a total of 21,398 letters, each containing proof of purchase, during its 4-month run? That indicates one thing — LISTENING AUDIENCE! Yes, CKCL has the audience in Central Nova Scotia. The local advertisers (over 150 of them) accept that fact, and they're the men who KNOW! That audience is available for your sales message.

CKCL

COLCHESTER BROADCASTING CO. LTD.

J. A. MANNING
Manager

WM. WRIGHT, Representative
Toronto and Montreal

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

**THE BEST
AND RICHEST COVERAGE
AT THE
LOWEST COST**

CKCR and CKCR-FM
KITCHENER

KNOW YOUR STATION — ASK BILL WRIGHT



PLAY BALL!

OF COURSE! You as an advertiser expect your RADIO MEDIUM to PLAY BALL when you spend that carefully budgeted advertising dollar—to back up your sales messages 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.



RELIGION

Stations Aid Clergy By Tom Briggs

In establishing a policy for religious broadcasts some years ago, station CKOC, Hamilton, instituted a change in which churches of four denominations were donated a regular Sunday morning hour on a rotation basis for broadcasting their services, after consulting with representative clergymen of all religious faiths. Formerly, the traditional church service hour had been sold to the same church over a period of years which, it was felt, constituted an undesirable monopoly.

On being put into practice, the new policy meant that four churches of different denominations would have their service broadcast once a month for a three-month period, at the end of which another group would be chosen by the Hamilton Council of Churches.

In addition and supplementary to the Sunday broadcasts, a mid-week period, *Day's End*, was reserved by the station to permit those ministers not participating in regular radio services to reach their people with devotional programs. Two early morning segments on Sunday were also scheduled for religious use and these have been taken over by the Catholic and Jewish churches.

Other periods are set aside from time to time for the broadcast of religious conventions and other functions of the church. On one occasion a church celebrating its 125th anniversary in Galt, 33 miles away, had its commemoration service broadcast over the Hamilton station. CKOC sent an engineer and producer to Galt to inspect the church and make preliminary arrangements. They made a second trip to get a "balance test" of the choir and another to conduct the broadcast. A fourth visit was made during which an interview was conducted with a number of the "old-timers" who were able to recount the historic lore of the church and community.

When a new Bishop was installed for the Diocese of Niagara, portions of two special services were combined for a one-hour broadcast by the CKOC staff. The program was later transcribed and aired by CKTB, St. Catharines, which is also within the Diocese.

Recently the station drew up a set of rules for the guidance of the ministers and choirleaders taking part in broadcast services. It was considered that these rules would tend to improve the church service broadcasts and at the same time meet the demands of radio. They are as follows:

1. The minister and organist should check their watches with the CKOC operator on duty at the church for the EXACT time.
2. The choirs of Baptist, United and Presbyterian Churches should be in their seats and settled BEFORE 11:00.00 a.m. The choirs of Anglican Churches should be ready to file into the church at 11:00.45 a.m.
3. The organist should cease playing at 15 seconds to 11.



FOR THESE ARTISTS

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

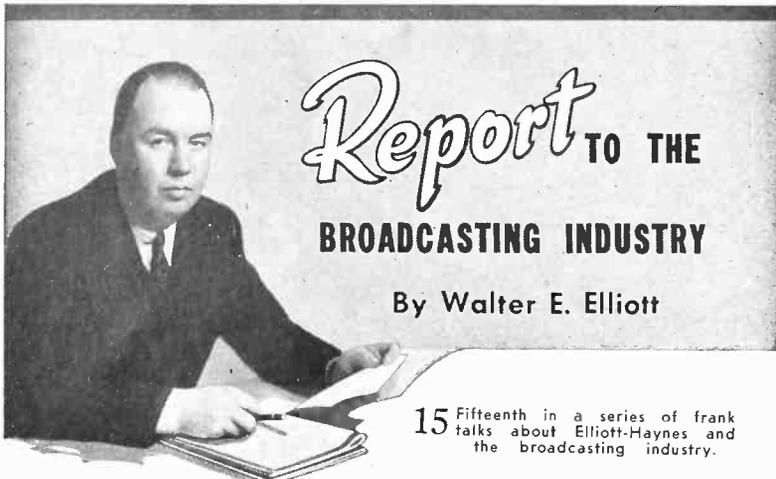
Day and Night Service at Radio Artists Telephone Exchange



Had a large fire in Belleville about a month ago. One of our men discovered it, turned in the alarm and then proceeded to do an actuality on it from the roof of a building diagonally opposite.

The staff took the copy for the McFarland 6.15 p.m. news up on the roof — not with any thought of establishing a FIRST—just so they wouldn't miss the show.

Many spectators admitted they hadn't known about the fire until they heard it on CJBQ. The Police Inspector was a bit piqued. Didn't mind having to contend with his own citizens—but, when they started arriving from Tweed, Picton, Trenton, Napanee, etc., it was a bit much.



Report TO THE BROADCASTING INDUSTRY

By Walter E. Elliott

15 Fifteenth in a series of frank talks about Elliott-Haynes and the broadcasting industry.

Specialized Studies

Besides establishing the program ratings for various programs and broadcast periods, Elliott-Haynes has been able to collect a great fund of information in special studies during the past ten years. The following types of information have been supplied to clients during the past month:

Audience Turnover—The proportion of listeners to a weekly dramatic program that listen week-in and week-out, and those that listen only occasionally.

Number of Hours Radio Is On—In order to establish the average exposure to radio broadcasting in the average Canadian home.

Rural and Urban Program Preferences—A comparison of city and farm listening for purely entertainment programs.

Audience Composition—The number of men, women and children by various age groups, to determine potential customers for a patent medicine.



Elliott-Haynes Limited

[Continuous Radio Audience]
[Measurements Since 1940]

Intl. Aviation Bldg.
MONTREAL
University 1519

515 Broadview Ave.
TORONTO
GErrard 1144

4. At exactly 11:00.00 (on signal from CKOC operator) the organist should play suitable organ music for 45 seconds. It is during this time that the CKOC announcer at the studio introduces the broadcast. The actual service must not begin until 11:00.45.

5. The choirleader should advise the operator of any vocal solos to be heard during the morning service.

6. As the minister is closer to the microphone than any other person, it is requested that he refrain from singing during a broadcast.

7. During responsive readings, the minister is requested to refrain from reading the congregation "lines," for the same reason outlined in No. 6.

8. All services must conclude no later than 11:59.00.

9. Should a service conclude before 11:59.00 — the operator will fade out at the conclusion of the amen which follows the benediction. Suitable transcribed music from the studio will be used to fill the balance of the period.

10. When communion is to be held, the minister should advise the operator of a suitable place to conclude the broadcast portion of the service.

11. It is suggested that the minister identify the church and station approximately half way through the service for the benefit of late "tuners-in."

12. While the collection is being taken—the organist is asked to play a selection moderator—sufficient volume to over-ride the usual coughing and moving about that takes place. The organist is requested not to improvise a melody — but to actually choose a selection that is suitable as an organ solo.

13. The minister is requested to keep within the range of a microphone at all times.

14. CBC regulations do not permit you to make any appeal for funds over the air. This includes reference to donations to help defray "broadcasting expenses."

"Our religious policy is such that we do not accept religious broadcasting on a paid basis," says Lyman Potts, CKOC assistant manager, "but we endeavor to make available time on what we have found to be the most equitable basis. The adoption of this policy," he said, "solved for us what we considered to be a problem in properly serving our

listeners and Hamilton's religious bodies. It has brought honor to us not only in the City of Hamilton but in surrounding cities as well. It has also served as a model to many other broadcast-stations."

Don Nairn, program director of station CJKL, Kirkland Lake, believes that an increase in the effectiveness of religious broadcast can be brought about by improving the speech delivery of the ministers. "Surely," he said, "it is almost as important for a minister to study good speech under a proper authority, as it is for a doctor to study medicine along with surgery."

Nairn contended that although some clergymen seem to be at their best when speaking from a pulpit, the best speakers are those who are able to "talk quietly, confidentially and effectively from a studio."

But Nairn felt that, beyond assistance in production, the problem of effective speech rests with the clergy, pointing out that CJKL has "never offered to tutor any minister handicapped with the unfortunate 'pulpit-style' of years ago, because un-learning what he has practiced for years might harm his work in the pulpit; secondly, we feel it is not our place to criticize a minister, even constructively, without being asked."

Attending the meetings of the local ministerial association, Ken Wright, manager of station CKDM, Dauphin, Man., finds that he has a better opportunity of explaining to the clergy the approach to radio, the impact of the medium and the basic principles of effective presentation.

The station donates time for regular church services each week and these are broadcast from many of the churches in and near Dauphin. There is also a daily devotional period and one minister, who has been experimenting with many program ideas, is currently airing a program aimed at children, in which a Bible is given to any youngster who can locate the planted errors in his Biblical readings.

"Although we have had a few difficulties with the nature of some of the broadcasts," Wright said, "we sincerely believe that by having a close contact with the ministerial association the problems have been ironed out."

CFBC — Sweeping The Country!

* The May 1951 Elliott-Haynes AREA Survey for the adjacent 60-mile radius from Saint John indicates surely that "CFBC IS SWEEPING THE COUNTRY!"

For example, let's look at "POP THE QUESTION" — that wonderful morning and evening quiz show!

	CFBC Rating	CHSJ Rating	CFNB (Fredericton) Rating
MORNING SHOW 9.05-10.00 A.M.	21.0	10.0	4.0
EVENING SHOW 7.30-8.30 P.M.	19.2	10.4	5.9
AVERAGES:	20.1	10.2	4.9

* If buying for Fall and Winter — we urge you to consult with our representatives to discover how and why "POP THE QUESTION" is but one of the many reasons why CFBC is "Sweeping the Country!"

CFBC — SAINT JOHN, N. B.

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

COMING SOON:

Our Silver Anniversary!



From 50 watts to 5,000 . . .

From "CJRM" to "CKRM" . . .

From 1926 to 1951 . . .

- Giving service to advertisers and listeners in Saskatchewan.

CKRM REGINA

5000 watts

980 kc.

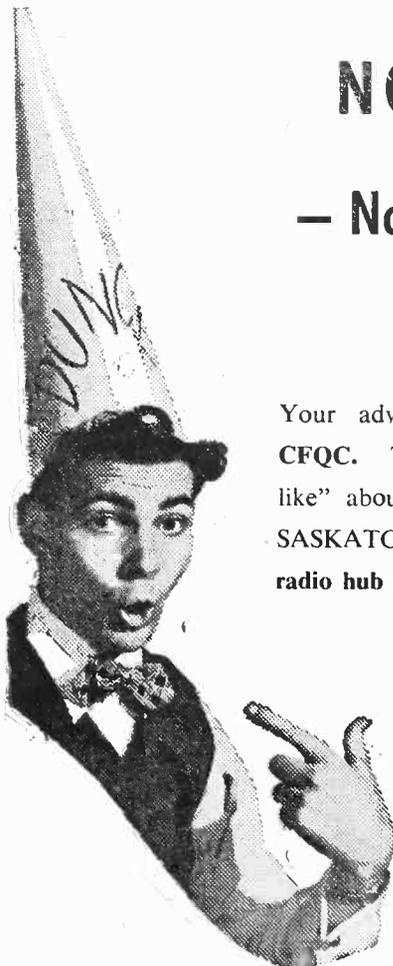
ORDER YOUR CANADIAN
RETAIL SALES INDEX *Now*

NOT ME?

— No, not YOU —

IF

Your advertising message is on CFQC. There's nothing "dunce-like" about the man who SELLS SASKATCHEWAN through the radio hub of Saskatchewan, CFQC!



SEE

RADIO REPS

for details on how anyone can get rid of that cap!

CFQC 5000 WATTS 600 KCS. SASKATOON

OVER THE DESK

(Continued from page 7)

nized in the "Large City Commercial Program" class, and was the only Canadian radio program in the awards list.

The *Jack Short Show* is written, announced and produced by the man himself. It runs during the winter, sponsored by the Pacific Meat Company, and entails listeners, called by Short on the phone, picking winners from the entries he reads them for a specific race of some years ago, after which he plays back his own broadcast of that race.

The A.A.W. radio contest is designed to promote better advertising in the West.

Also from Vancouver, I hear that radio columnist Dick Diespecker does right by his *Daily Province* readers when he goes on holiday. The line-up of authors he persuades to fill his space would sink a CBC Board of Governors' meeting, and probably entertain his readers to boot.

Here are the people Diespecker has persuaded to write short, crisp pieces about themselves, or about anybody else they feel like taking a cut at: conductor Lucio

Agostini; CBC features man J. Frank Willis; comics Wayne and Shuster; singer Gisele; actor John Drainie; playwright Lister Sinclair; movie director Fletcher Markle; TV writer Harry Junkin; BBC and London stage star Ted Hockridge; stage and radio star Raymond Massey; and women's commentator Claire Wallace.

From Winnipeg comes word that an opportunity to go on the air is afforded to youthful talent by station CKY on its show called *Radio Discoveries*. CKY's Jim Thom handles the piece and says he has been flooded by aspiring performers.

The project started with an elimination contest, with live broadcasts from a local theatre. Winners were chosen by audience applause. A 13-week contract puts finalists on the air on their own show called *The Melody Club*.

CJRW, Summerside, P.E.I., is presenting a \$25 scholarship each year to a grade 10 student at the Summerside High School. The scholarship is awarded "for individual achievement in any phase of school activity."

Bob Schurman is assistant to manager Al Bestall. Ned Conlon, formerly with CKCW, Moncton and CBC, Halifax, is now production manager at CJRW. Fred Butland, formerly with Radio Press, is news editor. Announcer Roy Turner is now continuity editor and the post of office manager is being filled by Helen Walker.



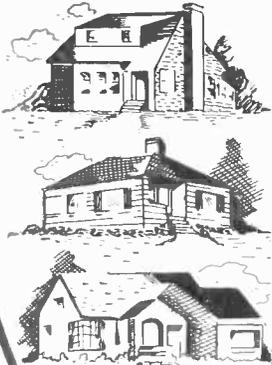
—PANDA

BERT ANDERSON

Maybe this item should have the dignity of a formal announcement written in the austere language of our news editor, but it concerns the guy who virtually started me in radio, and nothing, in consequence, can be too bad for him.

It concerns Bert Anderson, who, as an account executive in the Hamilton office of McConnell & Ferguson (now McConnell Eastman) wanted to get even with his client, the Levy Bros. Company, manufacturers of the Mars Dust-tight Watch, and so put me on the air on a network consisting of CKOC, Hamilton; CFPL, London; CKNC, Toronto and CKAC, Montreal, with a pro-

More
Alberta
Radio
Homes.
FOR LESS!



Via
CFCN

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

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

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

CFCN—CALGARY
FOR
RESULTS!



ASK:

Radio Reps.

Toronto — Montreal
Winnipeg — Vancouver

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

BETTER CALL
SWC
FOR
DISCS, TAPE & T.V.



THIS IS IT!

"RIDERS
OF THE
PURPLE SAGE"

★ FEATURING ★
FOY WILLING

156 quarter-hours

The slickest, easiest
to listen-to musical
programme of its kind.

The famous Riders — stars
of radio, motion pictures
and records present latter-
day standards, old-time
favourites, sentimental bal-
lads, barbershop harmony,
classics of the Old West.

A Real Western big-time
show for the smaller
budget.

Rates and Discs
Ready Now.

S.W. Caldwell
LIMITED

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



Spud says....

MY NEW TOURIST PRO-
GRAM LETS ME TALK
TO IDAHO AND RHODE
ISLAND POTATOES!

Biggest tourist promotion ever orig-
inated from P.E.I. sees me on the
boat from Cape Tormentine, N.B. to
Borden, P.E.I., every day, welcoming
visitors and passing out gifts, infor-
mation etc.

- Spud

P.S. It's endorsed by the P.E.I.
Travel Bureau and the local Board
of Trade.

CJRW
SUMMERSIDE, P.E.I.

SEE RADIO REPS

"The Voice of Canada's Garden Province"

gram which would, I am sure, have warmed the cockles of Mr. Massey's heart (and certainly contributed to the birth of the CBC) called *Danny and His Dad*.

That was in 1931.
But I was talking about Bert Anderson.

Bert left the agency shortly after my radio effort. I never had the courage to ask why. For 11 years he managed the Montreal office of *Liberty Magazine*. Next he did some time with Maclean-Hunter on their *Men's Wear of Canada*, I think it was. (Never use the stuff myself.)

Now he is back at his first love, the agency business, in Montreal (maybe I ought to dust off those old *Danny and His Dad* scripts), with Arthur Burns and Ralph Novek and their Associated Advertising Agency, which, on adding its CDNA franchise to the CAB one, changed its name, as above, from Radio Advertising Service Ltd.

And that seems to dispose of Bert except to add: "Power to you!"

■ ■ ■

Apparently our commercial writing contest is still being talked about, because here is what Bob Bowman, manager of CFBC, Saint John, would have filed as his contribution had he been eligible.

"Would you spend a hundred dollars to make a million? Of course, you would, especially if it were a sure thing.

"All right, listen to this *sure thing*. Spend your vacation in Canada this year, and you'll come back feeling like a million. That's for sure. Canada, your next-door neighbor, three million square miles of playground, from the Atlantic to the Pacific, with everything there to make your vacation dream come true, from life in the rough to life's greatest luxury . . . they're all yours on a Canadian vacation . . .

"Canada . . . where they speak your language, use your money, and give you five per cent premium to boot . . . no passports necessary, no red tape of any kind . . . and you can bring back from two hundred to five hundred dollars of purchases duty free, depending on how long you stay.

"Vacation in Canada . . . folders, maps, and all information to fill your needs will be sent to you free of charge if you write to Travel, Ottawa, Canada . . . that's all . . . send a card to Travel, Ottawa, Canada."

■ ■ ■

Judging from a circular letter which has been going the rounds, a valiant effort is being made by what I should presume to be a new production house to offer Canadian radio, Canadian programs. The firm is Habler-Hamil-

ton Productions, located at "The Coronation," Suite 22, 1650 Bathurst St., Toronto, with another office at 709-11 Neave Building, Cincinnati, Ohio.

It's a pity the letter has such a negative tone—purporting to "clean the airwaves of some of the noisome products of over-commercial-minded writers and poor productions." I hope this unfortunate approach is attributable to inexperience in the preparation of sales letters, because this organization seems to have something to offer. The letter contains a list of eight variegated programs "produced under the personal supervision and direction" of Wishart Campbell, musical director of CFRB. Some of them, it would appear, are already recorded.

Any honest endeavor to produce Canadian programs is worthy of further investigation, and, as such, we draw it to your attention.

■ ■ ■

Will somebody who knows news tell me whether the value of an item is increased because it happens to be a "first"? When a hospital televises an operation so that it can be seen by a hundred medical students, that's news for my money. The fact that it has never been done before is interesting, I suppose, but I question whether the value of the item for publication or broadcasting is greatly enhanced by it.

To go into radio, a program is interesting to the audience or else it lacks interest, it seems to me. The fact that it consists of a combination of instruments and voices which have never been assembled in that particular way before makes it neither more nor less listenable, I would suggest.

Actually, in music, the majority of people prefer a familiar tune to one they have never heard before, so what happens to your "first" then?

■ ■ ■

Ah, well! I'm firsty! So that winds it up for this issue. Buzz me if you hear anything, won't you?

■ ■ ■

MORE LICENSES BOUGHT

Ottawa.—Radio licenses issued by the Department of Transport totalled 2,212,435 for the fiscal year ending March 31, 1951.

Licenses issued since then and up to June 30 number 1,609,137, an increase over the same period last year of 89,511.

■ ■ ■

U.S. TV HITS 12 MILLION SETS

New York. — The number of homes equipped with television in the U.S.A. reached 12,620,088 last month, an increase of over 3.5 million since the beginning of the year.

The Voice of the Eastern Townships
CHLT CKTS
(FRENCH) 900 Kc. 1000 Watts
(ENGLISH) 1240 Kc. 250 Watts
SHERBROOKE, QUE.

SHERBROOKE, QUE.

According to "Sales Management," Retail Sales in the City of Sherbrooke for 1950 totalled \$39,599,000.00, while its "Quality of Market" Index is 104 as compared with 100 norm. Its per capita income is the highest in Canada. To tell your sales story in Sherbrooke and its surrounding counties, use CHLT (French) and CKTS (English).

Representatives

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

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

After Montreal and Quebec City

THE LARGEST FRENCH-LANGUAGE MARKET IN CANADA

can be reached best ★

over

CJBR Rimouski

5000 watts on 900 kcs.

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

ASK

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

Flash.

CKDA FIRST in Victoria!

(See Elliott-Haynes and Penn McLeod Surveys)

Get the CKDA STORY from RADIO REPS



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

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

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

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. (Q)

ROXANA BOND — WA. 1191. (L)

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

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

ANNOUNCING

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

MICHAEL FITZGERALD — Kingsdale 0616. (M)

JACK DAWSON—PR. 5711 or OX. 2607. (L)

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

BOOKS

HANDBOOK OF BROADCASTING, by Waldo Abbot, is a complete guide book on the effective methods of radio and TV broadcasting for everyone in every phase of non-technical broadcasting. This up-to-the-minute reference book covers pro-

BOOKS

gramming, 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

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.

EDUCATION

ACADEMY OF RADIO ARTS — Lorne Greene, Director. Our function: to supply the Radio Industry with competent, trained personnel. 47 Jarvis, Toronto. (U)

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

ENGINEERING

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

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

PHOTOGRAPHY

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

PROGRAMS

FOOTPRINTS ON THE SANDS OF TIME—260 dramatic five-minute stories by Art Baker. Caldwell Ltd., Simcoe House, Toronto. (O)

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

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

PRESS CLIPPING

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

RECORD'G SUPPLIES

IMMEDIATE RESHARPENING SERVICE—By special arrangement with Audio Devices Inc. we carry a large stock of Cappel's resharpening sapphire needles. Mail us your used Sapphires and we will immediately return to you resharpened needles 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

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

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

The market:

CENTRAL VANCOUVER ISLAND

(Annual Industrial Payroll over \$12 million)

The station:

CJAV PORT ALBERNI

(Earning over 70% of the audience)

The plus:

OVER ¾ MILLION EXTRA AUDIENCE ANNUALLY FOR C J A V's TRANSIT RADIO

The results:

"... SALES SHOW A CONSISTENT INCREASE" a local advertiser reports. And more than 60% of all local business firms use C J A V.

YOUR ACTION:

Get results on Central Vancouver Island with

CJAV • Port Alberni

250 WATTS

1240 KCS.

NATIONAL BROADCAST SALES

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

MONTREAL: MEDICAL ARTS BUILDING — FI. 2439

VANCOUVER: ROY CHAPMAN, 804 HORNBY ST. — TA. 7721

**Lights!
Action!
Camera!**

We're in the Movies!

Not showing at your neighborhood theatre, but at the offices of All-Canada Radio Facilities Limited. A colored movie of Saskatchewan's expanding market. So if you want a look-see at this outstanding four-in-one market of farming, forests, furs and fishing, ask your All-Canada man for a private showing. Start your new campaign here where performance not promise is the keynote.

CKBI

PRINCE ALBERT

SASKATCHEWAN

5000 WATTS

**Sell the rich
Niagara Peninsula**

(and away beyond since change to 620 kcs.)

**at one low cost
with**



REPS:

TORONTO:
Paul Mulvihill

MONTREAL:
Radio Time Sales
(Quebec) Ltd.



TALENT TRAIL

By Tom Briggs

The stories of Alan King in his *Ghost* series (Sundays, Trans-Canada network, 9 p.m. EDT) are neither as good as they might be nor as bad as they could be; they are interesting, but hardly exciting. The interest is probably due to the novelty of the program, for certainly it is not exactly the type of thing one expects as a replacement for the summer replacement for the *Stage* series.

The great trouble with all of the stories in King's ghost collection to date is the ghosts themselves. They are neither explainable as unusual but natural phenomena, nor are they aggravatingly inexplicable, one of which most would say is the prime requisite of the mystery and ghost story.

A number of years ago there was a local production known as *Out of the Night*, directed by Rai Purdy, which always had an abundance of supernatural atmosphere, although sometimes, as I recall, it was a little too forced. Then there is one of the most notable radio productions of the last few years, CBS's *Suspense*, which every so often comes up with something great in the way of unnatural mysteries. There is no need to copy, but certainly a realization of what can and is being done would help the CBC's ghost stories tremendously, unless, of course, it is interested only in taking folk tales and stories by some of the top ghost story-tellers and presenting them as authentically as possible, without the benefit of latter-day radio technique. But it seems to me that in his original stories in the series, King has ability enough to really cut loose and turn out a memorable piece.

With the scripts as they are, adding nothing in the way of emotion but recounting faithfully the events as they presumably were according to popular legend, producer Esse Ljungh has little opportunity to add much of his creative skill to the show, beyond solving run-of-the-mill production problems.

Thus far in the 13-week series the casts have been quite good, which is only what one would

expect from regulars like Frank Peddie, Alan King and Eric Christmas, who took part in one of the best episodes, *The Ghost of Black Fingers Rock*, along with a seldom-heard fellow in the lead role by the name of Anthony Dawn. The latter is quite young, but when he overcomes a trace of immaturity in his voice, he will no doubt become a prominent member of the Jarvis St. acting fraternity.

This listener's ears could hardly believe themselves when a complete newcomer took the lead a week later in *Rhapsody for a Lost Love*. She is 20-year-old Paisley Maxwell, a leading graduate fresh from the Academy of Radio Arts with an acting scholarship. Not only is a new voice on the national network on a Sunday evening CBC production about as rare as a mosquito in January, but as a number of people understand it, debuts are almost entirely confined to broadcasts from private stations or the regional networks. The girl sounded as if she deserved this break, she was that good. She carried the greatest load in the program where she had to fight for recognition against long interludes of piano solos. Composed by Morris Surdin, the music was nothing short of terrific, but could have been effectively faded into the background most of the time, if the play was the thing.

But this is only the beginning. Maybe by the time the thirteenth episode has passed, we shall have heard at least as many excellent programs as mediocre ones.

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

PUBLIC SERVICE DEPT.

We are proposing to devote three or four pages of each issue to an up-to-date listing of exclusive reps.

SHAGGY CAR STORY

One thing I like about my new Austin is the trapdoor in the top, especially in the winter, because you can always shut it.

RODENT TO FAME

Vic Dyer, the old bon-moter of MacLaren's, suggests a slogan for Andy McDermott's Radio and Television Sales — "We Gnaw Our Business."

SHARE THE WEALTH

It has been suggested by a frustrated scribe who missed the boat in our commercial writing contest, that the judges each write their own idea of a spot—"just to show us how it ought to be done."

WHEN IN ROME

As next issue is the last before the WAB, we're toying with the idea of ending each item in this column with the word "Yip-pee!"

DIRECT QUOTE

"I hope you will see in the professional wrestling match, that has become one of the chief staples of television here, the full rich beauty of the ancient art. How unsullied and unchanged from the days of Greece!"

—Norman Corwin
on CBC-TV.

PERSONNEL SELECTION

We acknowledge an application for the general Joe-boy we were advertising for in our last issue from an agency vice-president, and assure him he will be hearing from us as soon as we have had time to check his qualifications.

DAFFYNITIONS

Then there's the media buyer's assistant who thought that a deadline was what her chief kept telling her about his past.

READERSHIP SURVEY

Sir: Each time your paper comes out we have a contest in our office to see who gets most of the Lewisite gags.

FOR ART'S SAKE (2)

Now that Art Benson is back from his holidays, we've found out, once and for all, who does all the work around here. (See last issue.)

CJCH HALIFAX

The
Number

One

STATION

In

The

Maritimes

Number

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MARKET

24 HOURS
ON 5000 WATTS

REPS:

TORONTO:

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

MONTREAL:

Radio Time Sales
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1231 St. Catherine W.
MA. 4684

MACK-OVEE SAYS:

TIME'S RUNNING OUT!



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for Fall and Winter on the
Okanagan's No. 1 Station

CKOV

 Centrally Located
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CJCH HALIFAX

CANADIAN TELESCREEN

Vol. 4, No. 11.

TV and Screen Supplement

August 1st, 195

US NETS CUT ALL AM RATES

New York.—The four national American networks found they had reached the point where they were forced to recognize the inroads TV has made on radio audiences and, effective last month, dropped afternoon and evening time rates from 10 to 15 per cent.

The move has been vigorously opposed by the networks' affiliates ever since it was proposed several months ago. They argued that TV had only barely cut into radio audiences in the larger centres, certainly not by 10 per cent, and in the smaller markets it wouldn't be felt for some time, because there are not that many sets in operation. Besides, they said, with rising costs pinching everywhere, it would amount to a cut if broadcasters are able to keep prices stationary.

But CBS and NBC, who spearheaded the cut, and ABC and MBS, who were compelled to follow, thought differently and introduced reductions across the board which, coupled with the sacrifice-priced packaged shows some of the nets are offering, makes network radio now the cheapest per thousand listeners in radio history.

It is not expected that individual stations will begin to lower local rates following the network move. In fact, in a survey undertaken by Radio-Television Daily of New York, it was revealed that many stations were considering a rate increase, while others have postponed any boost, for the time being, thinking the time is not ripe.

It was felt that the thinking of other stations may have been reflected by one broadcaster in the survey who reported he was considering dropping network affiliation, feeling that the cutback has made the association of little value, and that as local business and national spot sales are both booming, he could proceed just as well if he became an independent.

Growing Pains Over

Vancouver.—Canadians should be glad they missed some of TV's growing pains, according to a former Toronto advertising woman, Mrs. Richard Scarry, visiting here after working in New York as a writer for TV.

TV, as it is now in the eastern U.S., was worth waiting for, she said in an interview with the *Vancouver Sun* here. "But the growing pains were awful."

Seven years ago the TV door was open and she just "walked in" as a writer, Mrs. Scarry said. Now she feels that the early problems have been overcome and it's time for Canada to have TV of its own.

The new medium has become common, she said, and people have become selective in their viewing, picking particular programs as they do with radio. Predictions that families would sit mesmerized night after night have not been borne out.

US TV Hits Vancouver

Vancouver.—A relay system is being planned here to give TV viewers an even better look at programs coming from station KING-TV, Seattle, Wash. The setup involves a relay system leading to TV homes from a huge central antenna at one or more high spots in the city. Control units would be spotted along the coaxial cable leading in from the antenna to a distribution point serving one segment of the city.

The system is currently being used by KVOS-TV, Bellingham, Wash., and nine other U.S. stations in cities which would normally be on the fringe of their coverage areas. The method eliminates the need for expensive individual TV antennae, though there would be an installation fee and a service charge.

Arrangements for this transmission method are expected to be completed here by autumn. A company to do the job is reported to be in the process of formation, and technicians are already at work on its behalf.

TV Impact Negligible

Toronto.—The number of Canadians who have their television sets on at a given time is only a very small fraction of the total available audience, it was pointed out here this month by Myle Leckie, vice-president of Elliott Haynes Limited.

In a regular survey of the Chatham area, retabulation showed that of the 3,140 respondents who had either radios or TV set on, only 47 were viewing television representing 1.5 per cent of the total available audience. Expressed in rating terms, television would get a .4 rating, compared with radio's 29.0.

Leckie said that if the survey results were projected to the 6,000 radio homes in the city of Chatham, it would represent 1,740 radios on at a given time, compared with 24 television sets.



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French Voice
in Quebec
area.

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OVER
CHRC

5000 WATTS 800 Kc.

Representatives

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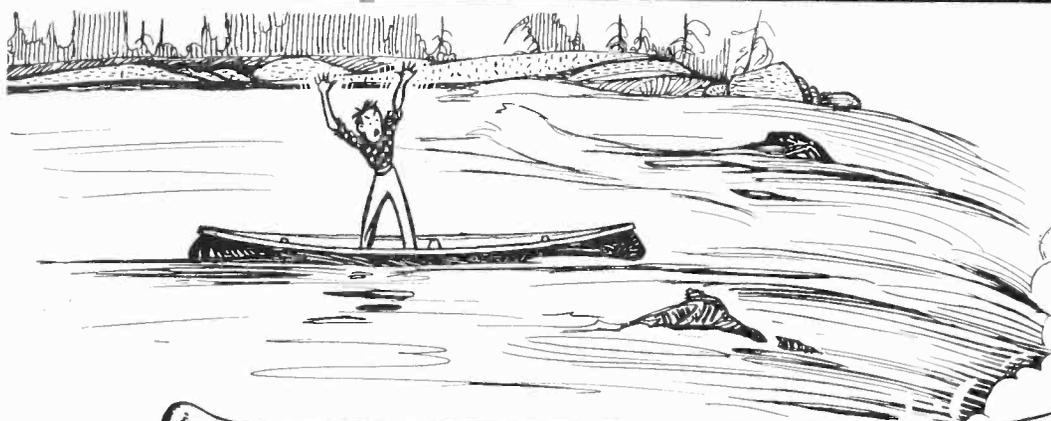
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WUXTRA! WUXTRA!

READ ALL ABOUT IT!"

THE LATEST AND BIGGEST NEWS IN SELECTIVE RADIO

STERLING Drug (Canadian) Limited through their agency, Dancer Fitzgerald Sample (Canada) Limited, have purchased All-Canada's latest daytime serial **SECOND SPRING** for broadcast on a five per week basis in 16 major markets across Canada.

SECOND SPRING, written by the veteran Hollywood writer, Cliff Thomas, promises to become one of the most listened-to daytime

serials on the air. It's the true-to-life story of Christine Harding, and every installment is filled with dramatic suspense, human interest and fast-paced action.

All-Canada welcomes Sterling Drug to Radio's **SELECT** company. **SELECT** because through the All-Canada transcription method of distribution Sterling Drug **SELECT** their:

PROGRAMS • MARKETS • STATIONS • TIMES • ADJACENCIES

The All-Canada way to bigger and greater selling impact

Call your All-Canada man today!

NOW is the time to contact the All-Canada **MAN** for your Fall and 1952 radio plans . . . details on the finest array of Packaged Programs in All-Canada's history are available to you without obligation.

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"Reap the biggest harvest"



HEDLEIGH T. VENNING, vice-president of sales for Shirriff's Limited, and a vice-president of the Association of Canadian Advertisers, is widely known in Canadian advertising circles.

H. T. Venning tells why he depends on BBM

"EVERY EXECUTIVE knows that you can't run a business on guesswork. You need facts. Indisputable facts, gathered by statistically sound methods.

The same principle applies to advertising. Proven facts and figures help to show you where your advertising dollars will reap the biggest harvest.

We have found BBM one of the most valuable, useful and accurate tools at our disposal."

BBM is YOUR Service

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

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

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

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

CFRB 50,000 watts
1010 kc.

Representatives:

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