LICENSES CLAIMED FREEDOM BREACH

The licenses claimed freedom breach.

BANFF, Alta.—The Western Association of Broadcasters, in a convention at the Banff Springs Hotel August 30, 31 and September 1, unanimously approved a resolution urging the CAB director of Canada to abolish the present radio receiver licenses on the grounds that they made the fundamental freedom to listen.

The resolution, which was proposed by George Chandler and seconded by F. H. Elphicke, respectively, of CJOR and CKXW, Vancouver, was phrased:

"Whereas the free access to information which includes access to newspapers and radio broadcasts, is a fundamental freedom and the right of every Canadian citizen; And Whereas the law recently requires the payment of a license and registration in Ottawa before Canadians can legally listen to radio broadcasts, thus constituting an abridgement on the fundamental freedom of every Canadian; Therefore, be it resolved, that the Western Association of Broadcasters urge the directors of Canadian Association of Broadcasters to take such steps as they see fit to request Parliament to abolish the present radio receiver license."

The Western Association re-elected its 1950-1951 executive for a fourth one-year term.

E. A. Rawlinson, CKPR, Prince Albert, was re-elected president.

Rawlinson, who is also a director of the CAB, was re-elected Saskatchewan representative on the WAB Board.

F. H. Elphicke, CKXW, Vancover, CAB vice-chairman, was re-elected British Columbia representative on WAB Board.

Other directors are:
- Gordon Love, CFVN, Calgary (Alberta);
- Bill Speers, CKRC, Winnipeg (Manitoba)

Two other resolutions concerned programming and arose from lengthy and vigorous discussion. WAB members felt that programming techniques could best be shared and devised for listeners of a given area by broadcasters who live and work in that area and appreciate the tastes and needs of their neighbors, rather than by self-appointed experts with centralizing tendencies operating from large but remote centres. It was also pointed out that private radio has long succeeded in satisfying the wishes of the great silent majority, but that the broadcast provision might in future be paid to the desires of highly vocal minorities.

Several members pointed out that all programming service is capable of constant improvement and felt that the best programming ideas of all broadcasters should be periodically pooled for mutual benefit. As a result, a resolution was unanimously endorsed which authorized the WAB Board to set up a clinic for program directors and other program news and production personnel.

These clinics will also be open to station managers. They will study methods for constant improvement of all program services.

It was also strongly felt that those responsible for program production would benefit from the WAB program clinics — and the success of these in the U.S. was mentioned. The second unanimous resolution on programming instructed the WAB Board to try and complete arrangements for bringing the WAB clinics quickly as possible to each of the four western provinces.

The four centers suggested for WAB clinics were Winnipeg, Regina, Calgary and Vancouver.

Manager Jim Allard and sales director Pat Freeman of the CAB both reported extensively on the activities of the parent Association.

Freeman told the westeners that the WAB regional and U.S. sentiment committee is now analyzing and assessing the entire Canadian scene in the WAB of providing program popularity studies with the view that WMB might enter such a field, if only in a formula creating or supervisory capacity.

George Chandler reported in general on the type and plans currently being evolved for the full use of broadcast facilities during emergencies. The meeting, held for obvious reasons in camera, urged that the Federal Government announce a definite selection of plan, and this announcement will be conveyed to the proper officials through the CAB.

In his address to the annual dinner, Dick Lewis, of this paper (see page 7), offered to revive the Beaver Awards for program production if the industry indicated that it felt they would stimulate local production and publicity.

Over a hundred people, representing 42 western radio stations, attended the convention. Among these were Dr. E. A. McLaughlin, M.P., parliamentary assistant to the Minister of National Health and Welfare, president of CKRM, Regina (Manitoba); British Columbia MLA and president of station CKOK, Penticton.

The next WAB meeting will take place September 30-14, 1952, at Jasper Park Lodge.
Good advertising is the art of conveying to selected groups of people sales messages for a product in which it is hoped to stir their interest as buyers.

There is no more effective way of accomplishing this end than the use of carefully chosen radio stations in areas where there is a known purchasing potential for the product; the picking of radio programs, whether one for the whole campaign or individual ones for different areas, with a proven acceptance where their selling job is to be done.

The local radio station delivers your advertising message through local voices, known to and accepted by the community and talking the language of the community.

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
**WATCH FOR WEAK LINKS**

Between Toronto and Montreal—and not covered by the stations in those cities—is the prosperous and growing market of Eastern Ontario, including the rich urban areas of Kingston, Belleville, Brockville, Picton, Perth, and Smiths Falls. Plan now to cover this market with your next advertising campaign and avoid having a weak link in your sales message.

**Sell abundant Eastern Ontario with**

**CKWS KINGSTON**

5000 WATTS 960 KCS.

Represented By:

NATIONAL BROADCAST SALES

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

MONTREAL: MEDICAL ARTS BUILDING — FL. 2439

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

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

**Miss Beautiful Barrie Says—**

**DANGEROUSFIELD MOTORS, Dodge and De Soto Distributors, say: “We have been very pleased with the results obtained by advertising on your station, which may be evidenced by our renewal of contract for the coming year.”**

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**PANORAMA**

**D. J. Coaxes Big Drip But B.C. Stays Dry**

Rainmaker Chesney

New Westminster — CKNW, here, added a little active meteorology to the radio business recently, trying to make rain for what, up until last week, was the bone-dry mainland of B.C. Active meteorology, according to the station’s chief rainmaker, Joe Chesney, means trying to make rain yourself, as opposed to passive meteorology—predicting when some other fellow is going to make some.

Chesney, who is a disc jockey on the Rangers Cabin program, took off in a Queen Charlotte Air Lines plane with a supply of dry ice and a recording machine. He also carried a watering can.

The machine cruised up the Fraser Valley to Chilliwack, dropping the dry ice on any juicy cumulus clouds met on the way. There were reports that some rain fell about 12 hours later, but the professional weathermen were inclined to say, “Bah! Just coincidence.”

Officially, there was rainfall amounting to three one-hundredths of an inch in New Westminster that day, which led Bill sea, station manager, to announce cheerfully that since the operation had been so successful he would order the boys to have another go at it later. Those who happened to notice the drops that fell in the area were hoping for much more, but took the view that even this was better than nothing.

At last reports, however, pilot Jim Peters of QCA did not figure there would be steady work in this sort of thing.

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**Defence Policy Needed**

Vancouver—Delivery of equipment needed to modify radio transmitters so that enemy aircraft could not use them as navigation aids would take at least five months. George Chandler, manager of CJOR and a member of the Civil Defence Board, said here.

He was discussing a situation which he has attacked several times lately, the fact that Ottawa has “no policy at all” on civil defence and that the radio industry has not been told what is expected of it in the event of a national emergency.

Delay in the setting up of a main control centre for civil defence here by the federal government, he said, is holding up the establishment of a disaster communications system for the area.

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**Heads Westinghouse P.R.**

Hamilton—C. H. MacBain has been appointed public relations manager of the Canadian Westinghouse Company Limited here it was announced last week by Herbert Logan, president.

MacBain joined Westinghouse in 1931 after graduating from McMaster University and has been associated with the appliance division in sales promotion, advertising and sales. For the last four years he has been manager of the appliance sales department.

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

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**NEED A MAN? EQUIPMENT FOR SALE? USE AN AD IN CANADIAN BROADCASTER**
"Though commonly called the dog days, do find no lack of activity among our good Stovin stations, which does not surprise me, since three fifths of Pepsy is PEP... Harry Munro reports that CKY Winnipeg has exclusive rights to broadcast major sports in Manitoba, and that Imperial Tobacco (Sweet Caporals) has signed to carry the complete football series, including the Grey Cup finals. Jack Wells, outstanding Western Canadian Sports commentator, will handle the play-by-play broadcast. CKY is launching a powerful advertising promotion plan including newspapers, dramatic spots, write-ups, programs before the game plus personality interviews... A doff of the hat to CKY, too, on their help toward a career given to Sam Cancilla and Carl Wildeman, reported elsewhere... From Flin Flon, Manitoba’s third largest community, a welcome note from Manager C. H. Witney, who can prove Station CFAR to be top favorite in this area. Their engineer, finishing work on the cable two miles from the studio, found himself without transportation. Being of the ‘come-hell-or-high-water’ type, he calmly broke into a program and told the audience he wanted a cab, and fast! For the next ten minutes there was a barrage of telephone calls by listeners, all calling for a cab!... From the board... In the old days I did often close my diary with the letters ASTB, being short for ‘and so to bed,’ but do now prefer instead ASSIAPS. (Ask any Stovin man.)"

“STOVIN STATION IS A PROVEN STATION”

Horace N. Stovin & Company
Representatives for
their line Radio Stations

CBOR Vancouver
CFVF Prince Rupert
CKLM Nelson
CIGX Yorkton
CHAR Moose Jaw
CJNS North Battleford
CKOM Saskatoon

CFAR Flin Flon
CFFR Prince Rupert
CJRL Kenora
CJBC Toronto
CFOR Sault
CJOS Pembske
CJQO Belleville

CFW Winnipeg
CJSP Kenora
CJEM Edmonton
CJWT Grand Forks
CJHS Saint John
YQCM Newfoundland

CBC BOARD MEETING

Ottawa.—There will be a three-day meeting of the board of governors of the Canadian Broadcasting Corporation in Montreal beginning September 27. It was announced here late last month by board chairman A. Davidson Dunton.

1950 BBM MAPS RELEASED

Toronto.—The Bureau of Broadcast Measurement’s 1950 station maps were distributed last week to the 24 BBM member stations in the Maritimes. C. J. Pollitt, the Bureau’s executive secretary, announced. This is the first group of these maps to be released. Other releases to the remainder of the 125 subscribing stations are to be made shortly, Pollitt said.

Government Relations
Top CCBA Agenda

Toronto.—Ontario Premier Leslie Frost has been invited to attend the first annual convention of the Central Canada Broadcasters Association, to be held here in the Royal York, September 24 and 25.

In making the announcement, CCBA president Ralph Snelgrove said he hopes that a plan will be forthcoming for mutual co-operation between the Ontario Government and radio stations in the province in matters pertaining to hydro, provincial advertising, tourism promotion and agriculture as a result of this convention.

Snelgrove, who is president of station CKBB, Barrie, also hopes that this meeting will produce concrete ideas of service to advertisers and in consequence, productive of added revenue to stations.

Some smaller stations, he said, are faced with a growing need for saleable ideas and plans to put them into operation, and Snelgrove feels that a considerable part of this convention should be devoted to the discussion of ways and means of pooling what he calls “gimmick ideas” and to improving local news coverage without adding materially to overhead expense.

Harold Moon of BMI Canada Ltd. will tell delegates what steps have been taken in classifying recordings in the various library. Jim Allard, general manager and Pat Freeman, director of sales and research, will represent the Canadian Association of Broadcasters and, among other matters discussed, will be CAB activities and the Massey Report.

Mark Napier, vice-president of J. Walter Thompson Co. Ltd. and chairman of the Canadian Advertising Research Foundation, will address the meeting on “What Can Research Do For You?”

The CCBA’s agenda committee is attempting to line up a representative of an “extremely successful station” in the U.S. who would speak to the meeting on “How to Operate a Successful Station,” Snelgrove reported.
Advertisers Don't Write Editorials

Adapted from an address to the Western Association of Broadcasters, by Richard G. Lewis, C. B. & T. editor, at their 1951 Convention at the BeauWit new Hotel.

When a national advertiser or his advertising agency wants to buy an advertisement in a newspaper or other publication, he buys a specific space; says what he wants to say in it; and leaves the rest of the page to the highly-trained craftsmen from the editorial departments.

When the same advertiser wants to buy time on a radio station, he dictates what kind of material shall occupy the rest of the period.

The result of this is, in a word, that whereas, in newspapers, the dictates the policy and the nature of the material in its editorial columns, the radio station has blandly turned over this important function to the advertiser.

The defence stations will offer is that the advertiser is eager to attract listeners so that they will buy his product, and that cannot be done favorably by the station which is obviously trying to build up listeners too. This, however, is not always a fact, because we have all of us heard advertisers admit that sometimes it is just as practical to annoy people into buying their product as it is to please them into it.

There are some stations that have adopted a policy more similar to that of the publishers. These, of course, are the block programming stations. We had a story from one of them just lately about a station which is blooding a dramatic period. But generally speaking, as the Massey Report points out, these stations concentrate on popular music punctuated with commercials. The surveys show that people seem to like this kind of lazy listening with one ear while the other one is sweeping the floor. Maybe the commercials penetrate this kind of listener's sub-conscious. Who am I to say?

I think that, insofar as their national advertising is concerned, many stations have sold out to the agencies and their clients.

Most of the Masssey Commission's criticism of the programs should rightfully be revisited at the agencies for some of the things they get away with and at the stations for letting them get away with them. The commercials they send are, in the main, prepared to the point where they actually make good listening. I don't think—though—and there are surveys to prove this point—that people resent the commercials so much as what goes on between them.

Maybe you will say the agencies will ever let the stations get programming out of their hands. But the agencies don't write the editorials in the Calgary Herald or the Edmonton Journal, but they still buy space. This is not a slight to the bright minds in the agencies. There are innumerable agency people who have helped build radio and whose value to the medium is beyond description. They are in agencies because they want to be in radio production, and the agency is the nearest approach they can find. I feel that radio needs them back in its stations.

When I was gathering my material for this talk, I had a chat with a friend of mine who holds an executive position on the advertising side of one of Toronto's daily newspapers. Forgetting typesetters and other technicians, he told me that his agency employs 134 editorial people—full time, that is—and that includes the editor, sub-editors, reporters, columnists and photographers. On the advertising side, it has 19 salesmen on national and local display.

The ratio is about three to 20. Some of the writers are big names, and people request position close to their articles and columns and pay a premium rate for the privilege. But it would never occur to them to tell these writers what to say.

Radio has the same situation when people clamor for a slot before or after the news, and pay a premium rate for the privilege. As I remember, this is one feature which is not supplied by the sponsors or their agencies.

If, as the Masssey Commission says, programming is weak, I submit that it is not generally because of the stations' failure to do a competent job. The trouble, in my opinion, lies in the fact that the agencies have undertaken to relieve stations of a large share of the responsibility of part of their programming and to pay them for the privilege, and they have succumbed to the temptation.

A radio station can be a mighty London or New York Times, which prints its news and its features with one object—to interest its readers. Or it can be a throw-away shopping guide, which prints anything that is handed to it to print as long as it gets paid for printing it. I don't have to elaborate on the difference between the two, the difference in social standing in public acceptance; in financial gain. A radio station will attain the highest standing in its community, not by making over its facilities to advertisers who may at times elect to aggravate listeners into buying goods. It will attain it by staffing it with competent newspeople and entertainers, by selecting the best of programs, be they live or transcribed, and by generally making of itself an even more important part of the lives of the people in its community, in terms of entertainment, information and education, as well as public service, than it has already become.

An Important Conference

Radio reformers and would-be reformers are always clamoring for the rights of the minorities. There is such a large number of these minorities and they are so much more vocal than the rest, that the majority sometimes tends to get shouted down by the minorities.

Something along the same lines might be said of the regions into which Canada's privately-owned broadcasting stations are divided.

It has been our pleasure to attend and to report on local and regional broadcasting conventions in every area of Canada. It has been one, and that is our home area of Ontario, and to give it its broader name, Central Canada.

The announcement that the Central Canada Broadcasters Association will be holding a two-day convention in Toronto September 24 and 25, and that this function will be an annual affair, is welcome news and news that is, in our opinion, much overdue.

It is our hope that this meeting of the Ontario and Quebec English stations will be well-attended and that delegates will show up with a determination to get things done for the good of the industry in general, and that part of it which is located in this important area in particular.

Besides its importance to these stations, this conference should be watched with interest by all parts of the country, because most national business stems from either Toronto or Montreal and radio is judged by its performance within earshot of those who buy the time.
THE BEST YEAR YET! PROGRESS IS STEADY IN THE CKBI MARKET

Up to July 31st this year we note:

BANK CLEARINGS $40,353,002.00
An increase of over $3 millions over 1950.

VALUE OF BUILDING PERMITS $1,276,847.00
An increase of $116,315.00 over 1950.

UNDER CONSTRUCTION AT PRESENT
* The New Woolworth Building.
* The New Kresge Block.
* The New Medical Block.
* A New Bakery.

Barring frosts, we will have the largest crops ever harvested. Steady expansion is the keynote here. Start your campaign in this expanding market this year. Get the particulars from your nearest All-Canada Man!

CKBI
PRINCE ALBERT SASKATCHEWAN
5000 watts

W.A.B.
Freedom Of Press For Radio Is Target

Bannfr.—“It has become crystal-clear in the last six months that our main purpose and duty is to establish for broadcasting the same freedom, rights and privileges that are now extended to all other forms of communications,” said T. J. Allard, addressing the annual convention of the Western Association of Broadcasters here last week.

Allard, who is general manager of the Canadian Association of Broadcasters, said that since the ordinary laws of the land are deemed sufficient to protect the public from licence or practice in the case of all other means of mass communication,” they should be sufficient for radio. Broadcasting is a twentieth century extension of the Press, he contended, and it alone should not be singled out for control.

(Earlier last month, Allard lashed out at the CBC's control over broadcast news in a letter to the Department of External Affairs commenting on the United Nations' draft convention on freedom of information. As long as the CBC's regulations are in force, Allard declared, “we feel that Canada would scarcely seem to be in a very strong position to urge upon others an enlightened and progressive policy on freedom of information.

He then quoted from section 13 (1) of broadcasting regulations from The Canadian Broadcasting Act, which reads: “Stations shall not transmit in the form of news-casts, news commentaries or in any manner any news or information of any kind published in any newspaper or obtained, collated or co-ordinated by any newspaper or association of newspapers or any news agency or service except the following: (a) Such news bulletins, free from sponsorship, as are released by the (Canadian Broadcasting) Corporation for the express use of broadcasting stations, broadcasts of which shall be subject to such conditions as the Corporation may prescribe; (b) Local and sports new under written arrangements to be made by each station individually with its local newspaper or newspapers or collected through

its own employees. Copies of such written arrangements shall be filed with the Corporation immediately upon completion there of; (c) News from sources other than those provided for in clauses (a) and (b) hereof with the prior permission in writing from the Corporation and subject to such conditions as the Corporation may specify.”

“Control probably grew up because of the admitted need for regulation in the broadcasting industry,” Allard told the delegates, “but regulation and control are two entirely different things. This need for regulation, he said, should not be permitted to serve any longer as an excuse for control.

Allard held that the chief service of the Massey Commission to broadcasting is that it clarifies the issues and enables broadcasters to approach a single target with unity and concentration, that target being freedom. He suggested that the CBC should be equally as interested in seeing radio's struggle for freedom won as are the private broadcasters, since the CBC's key men "must, in their hearts, realize that an independent regulatory Board is the best thing for broadcasting as an industry, art and science, and for the public welfare."

In discussing radio's role in civil defence, Allard said that in the event of an emergency, "broadcasting will have a tremendously important part to play in providing information, maintaining civilian morale and giving instructions to the public."

Although the CAB was one of the first groups to become interested in defence and the first to suggest a practical plan of action, what is still needed, he said, is an announcement from the Government of a clear-cut policy for the guidance of broadcasting in defence efforts. "Broadcasters are familiar with the needs and requirements of a Civil Defence program as anybody in the country and have worked there actively at it than any other group," he declared.

Allard briefed the convention delegates on the situation which radio is faced with in the United States now that television is being felt. He mentioned the over-all reduction of radio rates, and warned that

Record Fruit Crop
means greater buying power
than ever in the rich
Niagara Peninsula
served by

Elliott-Haynes Limited

CAR RADIO SURVEYS

About one out of three automobiles on Canadian streets and highways is equipped with a radio. The average set-in-use among car radios is 32%. This information is obtained from the car radio surveys conducted twice a year as a regular part of Elliott-Haynes complete survey service.

In each of the 12 cities where car radio surveys are conducted, these figures can be projected to the number of cars in use at a given time—based on traffic-flow studies conducted by the city traffic departments.

September 5th, 1951
Will Revive "Beavers"

Banff, - Canadian Broadcaster & Telescreen is prepared to revive its Beaver Awards if there is an indication that the radio industry is behind them, Richard G. Lewis, editor and publisher of this paper, told delegates at the annual convention of the Western Association of Broadcasters here.

In his speech, delivered at the WAB’s annual dinner, Lewis said, "We are prepared to present four Beavers every year. Each will be given for a local talent series, to be adjudicated by an independent committee appointed by us."

"Awards," he said, "would be given to stations, with diplomas for the people involved in the programs. Marks would be awarded on the basis of listener interest and degree of encouragement to local talent."

The publisher said he thought that these awards would present "a means to bring out into the light of day some of the fine programming that is being done by the private stations of Canada, and to add a little encouragement to do more of it. If the revival of the Beavers would contribute to the cause, then we are willing to go along with the gag."

Lewis reminded his audience of Western broadcasters that for three years, beginning in 1945, Canadian Broadcasters had conducted the annual Beaver Awards, designed to centre public attention on the radio medium and the people in it. "Apparently the Beavers are still remembered," he went on. "Because last year a number of people have suggested that it is time they were revived."

In disclosing details of the system on which the awards would now be based, the speaker said that there would be one "Beaver" awarded to a station in each of the four main power classifications: 250 watts, 1000 watts, 5000 watts and over 5000 watts. One of the winning program series would be adjudged as being superior to all other entries, irrespective of class, and it would capture the "super-duper Beaver."

Drawing attention to the importance of the Beaver Awards, the editor of this paper contended that, through them, "we can carry a positive radio story in print wherever a daily or weekly newspaper is sold." He told all broadcasters that "through your own facilities you can far more than double up on this potent publicity. It is you who stand to gain by it and your gains are our gains."

In closing, the C.A.B. general manager praised the "unselfish vision" of men like the Sedgwicks, the Parsons, the Loves, the Rices, the Duphys and the Buchanan, who said "well and truly laid" the foundations of the C.A.B. "They save the satisfaction of knowing that they build well and truly," he said, "and that they have raised, and are continuing to raise, capable successors.

August was holiday! Sunday, August 5th—saw a morning church service broadcast from Trenton. Then, in the afternoon, a remote broadcast of Drumhead Dedication Service from Memorial Park, Tweed, on the occasion of that village’s Diamond Anniversary.

Sunday, August 6th—originated and carried complete broadcast of Gold Cup Regatta and Speedboat Races on Picton Bay. Canadian Power Boat officials say this is first covered.

August 13th-16th—four days time entire event of this kind of afternoon and evening broadcasting from our studios at the Belleville Fair.

August 19th-25th—our Fifth Anniversary Celebration included special broadcasts, promotions, retail sales courses, radio meetings for merchants and a good start on a Sixth Year of Service.

Gus

August was no holiday!

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Letter to the Editor

APPRECIATES BROADCAST

The Editor, Picton Gazette:

As one of the many who had the privilege of listening to the broadcast of the Picton Gold Cup Regatta over station CJBQ, Belleville, may I express my grateful thanks to Mr. McFarland for his generosity in permitting this Broadcast to take place.

It was a pleasure to sit and listen as the reception was so clear one could almost fancy they were at the course themselves.

We are proud indeed that a Canadian has at last won the cup, and may the Town of Picton continue to have success.

—Florence Cooper, Picton.

(Reprinted from Picton Gazette, Aug. 10, '51)

WRITING

A Copy Man Hits Back

We asked a copy man to turn the tables and tell the industry how it could help him do a better job. Here is the result, by Chuck Tierney, three years copy chief at CFRA, Ottawa.

The recent radio writers' contest, sponsored by C. B. & T., showed definitely that radio continuity writers, especially those who write commercials for their bread and butter, welcomed the opportunity to bask in the light of new recognition. For all too long, the average writing Joe and Josephine in most radio stations has been considered as a necessary, but not overly important member of the staff.

Now, however, a new concept in thinking, as far as commercial continuity writers are concerned, seems to be in order. The importance of good radio copy has been stressed time and time again by men who are prominent in all fields of advertising. Most radio stations make presentations of commercials to the various sponsors before they are aired. So, with so much attention now being focused on the commercial, it seems reasonable to hope for an end of the old order where a commercial writer could be anyone from the office boy to the chief engineer.

Not everyone can write a good commercial. The man or woman who can has in all probability had extensive experience in radio writing; keeps constant check on the commercials written by others; follows the changing trend in advertising methods; studies new techniques; and is constantly striving for improvement. He, or she, will listen regularly to the different announcers, noting their style and presentation, and where possible, will write commercials especially for the man who will read them, knowing that the more clearly and believably they are read, the more effective they will be, and the greater will be the results obtained by the sponsor. And this, after all, is the sole purpose of the radio commercial.

Obviously the man or woman who fulfills these requirements is a specialist, and should be considered as such. They should be able to maintain close contact with their sponsors (a difficult task when a writer is handling more accounts than can efficiently be looked after), and, what I feel to be very important, their opinions and ideas should be carefully considered by the account executive or radio time salesman.

In too many cases the ideas and suggestions of the writer ignored because the account executive or time salesman feels that "this isn't what the sponsor wants." If the sponsor is fully cognizant of radio techniques, then he knows, and rightly so, exactly what he wants. But in the case of the majority of local sponsors, they only have a sketchy knowledge of radio and are mainly concerned with having their names
shouted several times. In these cases, the salesman or account man may argue for the writer, and explain to the sponsor that the commercial concerned is the one that has all good radio station feel will do the best job. This, of course, is dependent on the fact that the writer has turned out a good commercial.

Another point is that many local sponsors are influenced by the commercials prepared for national accounts, and without stopping to consider that these have been written to appeal generally to the national population, insist that there be as much similarity as possible. I feel that here, the salesman handling the account should point out this fact and show that the local writer is appealing specifically to the local audience. The preparation of a good commercial must necessarily be based on co-operation, co-operation between the sponsor, salesman and writer. After all, each of these individuals is working toward the same end—to increase sales of the goods or radio station advertised. Yet, in so many cases, the writer is expected to turn out stimulating, effective copy on the scantiest of knowledge. He may never even meet the sponsor, never see for himself what he’s writing about, have little or no previous knowledge of the product. Yet he is expected to turn on and off in five or six commercials that literally drip with selling phrases and imply a thorough knowledge and firsthand experience with his topic. And, he may have to do this on a moment’s notice, so that the sponsor can get on the air immediately.

In one sense, this is most flattering to the writer, for obviously he is considered to be an extremely versatile fellow, blessed with an innate and incredible amount of knowledge covering all existing fields of business. But if he’s that good, think how much better he would be if he did have a comprehensive understanding of his sponsor’s product.

When you come right down to it, the attitude toward the commercial writer is a most peculiar one (granted there are cases where the attitude is not misplaced). The writer, as far as many stations are concerned, is a guy or gal who knows everything about every business, except how to write a good commercial, can come up with original, imaginative and selling copy in a minute or two and is mechanical perfection at its best, able to roll commercials out of the typewriter one after another without a single error.

So with all these attributes, it’s rather surprising that the writer still receives secondary consideration around so many radio stations. The time has come when the commercial writer should be recognized, for what he is, a specialist; a highly skilled individual with the unique ability to write a memorable message in 15, 30, or 60 seconds. Utilized to the fullest extent, his abilities can be most profitable to his employer. If he can fill all these qualifications, he rates— the axe.

So why not take commercial writing out of the back room? Make the preparation of good commercials a worthwhile job. As long as writers are more tolerated than venerated, they’ll never be content with writing as a career. Instead, they’ll be continually looking for other positions that offer greater opportunity. To paraphrase a popular song, “a good writer is hard to find,” and if you have one, you want to hold on to him or her.

While it goes without saying that salary is an important consideration in any position, I believe that the majority of radio stations has, day commercial writers are more intent on doing a good job for the radio station and its sponsors than they are on forthcoming their own ends. But ultimately the time comes when they discover there are more lucrative fields in radio than that of writing commercials.

So, the station loses a good writer, and one on whom they’ve possibly spent considerable time and money. A new writer must then be broken in with a subsequent drop in efficiency, only for a time, but as anyone in radio knows, time means money, and a waste of time is actually a station loss. To avoid anyone in a position, you must keep him happy. Self-satisfaction in a job well done will not sustain anyone for too long. This applies particularly well to the commercial writer. It can’t be too difficult to make a writer happy or the turnover in most stations would be phenom-
Radio Station Promotion Contest
WIN CASH PRIZES . . .
COLGATE STATION PLAQUE

Starting August 28th, 1951, and continuing for ten weeks, the Colgate-Palmolive-Peet Company, Limited, will be sponsoring the greatest contest ever used in Canada. Value of consumer prizes totals over $20,000.00 and will include 5 new Monarch automobiles plus a host of other prizes.

SPECIAL PRIZES FOR RADIO STATIONS AND PERSONNEL

This great Colgate contest extends to Canadian Radio Stations and Radio Station personnel. Here's how:

1. Stations are asked to use the promotion material on the contest supplied by Colgate-Palmolive-Peet.
2. Stations entering Promotion contest must keep records of promotion, and mail to Colgate-Palmolive-Peet Company, Limited, 64 Colgate Avenue, Toronto, at the conclusion of the consumer contest.
3. Entries will be judged on originality and application of promotions used.
4. Entries will be judged by a panel made up of Dick Lewis, Canadian Broadcaster Magazine and the Presidents of Advertising Agencies serving Colgate-Palmolive-Peet Company Limited.

Winners will be announced in the first issue of The Canadian Broadcaster following completion of judging.

PRIZES:

1st Prize—$100 plus Colgate Plaque goes to station contributing best single promotion used.
2nd Prize—$50 and honorable mention to station contributing the greatest number of usable ideas.
3rd Prize—$20.00.
4th, 5th & 6th Prizes—$10.00 each.

Read contest advertisement for full details on consumer contest then plan your station Promotion to get your station in the Prize Listing.

COLGATE PLAQUE

Being originated for this contest, the Colgate Plaque is planned as a continuing yearly award made to the station showing itself to be the most promotion-minded through each year.
CASH PRIZES DOUBLED
if winning entry contains
BOXTOPS OR LABELS FROM ANY GIANT SIZE COLGATE-PALMOLIVE PRODUCT

IN 5 BIG CONTESTS

IN EACH CONTEST YOU CAN WIN:
FIRST PRIZE—A new Monarch six-passenger coupe with $250 worth of Esso gasoline plus $100 CASH if your winning entry contains a boxtop or label from any Colgate-Palmolive product.
SECOND PRIZE—Simplicity Washing Machine and National Electric Range plus $100 CASH if your winning entry contains a boxtop or label from any Colgate-Palmolive product.
THIRD PRIZE—Necchi Console Electric Sewing Machine with Bench plus $100 CASH if your winning entry contains a boxtop or label from any Colgate-Palmolive product.

CASH PRIZES DOUBLED
if winning entry contains
BOXTOPS OR LABELS FROM ANY GIANT SIZE COLGATE-PALMOLIVE PRODUCT

1st contest closes September 15
2nd " " October 13
3rd " " November 10
4th " " "
5th " " "

Send boxtops or labels to each contest

Send your name and address to:
COLGATE MONARCH CONTEST,
PARIS, ONTARIO

From all entries received not later than NOON on the dates shown above six will be drawn for each of the five contests. Senders of those entries will be notified by telegram to complete this sentence in 25 words or less..."I like (name of Colgate-Palmolive product) because..."
The three prizes for each contest will then be awarded in order of merit. Prize winners announced over radio, in press. Decision of judges final.

Entries become property of Colgate-Palmolive-Peri Company, Limited, for use as seen fit. Contest open to residents of Canada only except employees and agents of Colgate-Palmolive-Peri Company, Limited. Winners' names on request.

Enter each contest every day! The more entries you send, the more chances you have of winning! Remember, Giant Size Colgate-Palmolive boxtops or labels increase your prizes!

SAVE ON THESE "GET-ACQUAINTED" OFFERS

SAVE 35¢ on 2 bottles
CASHMERE BOUQUET SOAP
Halo Mist
HAND LOTION 75¢

Half-price Sale!
HIT CREAM HAIRDRESS
GIANT 35¢ REGULAR 22¢

3 REGULAR CAKES
PALMOLIVE SOAP WITH
COLGATE DENTAL CREAM
ALL FOR 39¢ YOU SAVE 15¢

1¢ SPECIAL
CASHMERE BOUQUET SOAP WITH HALO
GIANT FAMILY SIZE 70¢ $1.09

SAVE 20¢
COLGATE SHAVE CREAM WITH
5 CORUX BLADES
LARGE 48¢ G I A N T 65¢
This is being written in Roomette 7 in Car 50 on the CPR train westbound for Banff and the WAB Convention, which will be history by the time it reaches you, dear reader.

My travelling companion and I are in separate quarters because we are both loaded down with work that has to be done on the train. To make it easier, we’re travelling incognito. He’s Lewis and I’m Edwards!

The countryside, as seen through the picture window of my roomette, is surprisingly green for August 27. Just so that you will know where we are, we passed Cartier (pronounced Caraboo) a little while ago. Wild flowers are blooming serenely along the track. Only an occasional glinting spark of silver birth forecasts the fall which must be lurking just around the corner. Three weeks from now, on the way home again, with writing for the upcoming issue written and filed (I hope!), I shall be clicking my camera as we travel east, trying to record in color these breath-taking impressions of the glories of Canadian autumn with which to bore my friends through the coming winter.

And that boys and girls, concludes your nature lesson until next issue. 

It’s only a rumor, but it keeps popping up, that the Canadian music czar, president of A. F. & M.’s Toronto Musical Protective Association, may meet with some opposition when the musicians hold their elections next February.

Strictly without confirmation, the story has it that genial Walter Murpoeo, who, with his bland and disarming smile cloaking a grim determination to get what he wants after, has almost succeeded in making the musicians’ union the tail that wags the radio dog, will be opposed by a guy who seems to know, named significantly, Bray, when the orchestra boys hold their elections.

Whether or not this story holds water, it is not unreasonable to hope that the day will come when the musical profession, through its union, will recognize some vestige of responsibility to the radio stations, the theatres and other outlets for their blank-talking talent which they must have if their instruments are to be heard.

WANTED

Bilingual announcer for Maritime station. Must be able to speak both languages without accent. Salary will depend on qualifications and experience.

We are willing to train candidate showing remarkable abiity in handling both languages.

The right man can carve an interesting career for himself in one of New Brunswick’s most progressive and liveliest towns.

Apply immediately and send audition record in both languages to:

STATION

CJEM

EDMUNDSTOWN—NEW BRUNSWICK

CKX,

January or July

CKX gets sales results for the Sponsors!

Wherever ad-men get together the story of McCulloch’s Farm Machinery in Brandon is still hashed over.

Perhaps it is one of the best radio advertising sale success stories to come out of Canadian Radio in $!

To refresh your memory, McCulloch sold 50 Combines in January and February via a 5-minute time slot at 12:25 daily on CKX. McCulloch’s gross sales totaled $93,000 for the two-month period.

July 16, 17 and 18 Roseman’s Ltd., of Brandon, sold 9 dozen Electric Kettles via their 10-minute daily Sport Report at 10:15 p.m. plus three daytime 500-word Spots. The Sponsor grossed a quick $1,077.84.

The Sales technique of repetition copy was used by Roseman’s Limited. McCulloch’s copy covered assorted farm equipment, but to a large degree this Sponsor did use repetition copy plugging Combines.

For Market Analysis of the CKX trade territory see

Radio Representatives Limited.

Another rumor, in the perennial class, is the one that has it that CBC chairman Dave Dunton will any time now be named ambassador to Paflagonia or somewhere.

I don’t think it’s right, because I also understand that Dave is building himself a new house in Ottawa. Also, his name has quite often been mentioned as a possible general manager of the CBC when Dr. Frigon retires, which he is due to do in the next few years. Whether or not this is true, they would combine the chairmanship and general managership is something on which we can only speculate.

Come what may, though, time’s a pushing and one day there’ll be change in the CBC hierarchy as another mogul follows Austin Weir into the pastures of retirements.

There are two men who have attained the administrative level the hard way—by doing things themselves that they are now charged with having others do—and time in case the Board, or Governors omits asking me for my recommendations, when, as and if that day comes, I should like to go on record with them now.

These are, first, the one-time singer and president of the CBC, a man who tries so hard and so fruitlessly to make his groans heard for two years. Whether he has now shrunken back to a normal state of health and obsession, Ernie Bushnell, director general of programs, the other in a man who has less contact with the outside world but who is responsible for the CBC’s most important aural commodity, I think, most efficient activity, and that is retiring but vibrant music czar, Dunton McArthur.

I now move the nominations be closed. 

Prospects of the forthcoming Central Canada Broadcasters Association (Ontario and Quebec English) Convention, slated for September 24 and 25 in Toronto, are pleasant for more reasons than one. I’ll be out of town until just before it takes place, but in a man and consequently will be leaving Art Benson and Tom Briggs to do all the work with the minimum of wired, phoned and airmailed interference — on the September 19 show in which we shall be commemorating the event. This is a pleasant prospect in itself. In addition to this though, all—
though most of the national business which is funneled out to the entire country stems from this area, the so-called minorities, in the Prairies, British Columbia and the Maritimes seem to have outstripped Toronto, Montreal and their environs into a complex which is so inferior that they have relegated the Mother of the Commonwealths of Canadian Institutions into a state somewhere between that of a troublesome but often relative and just a plain, ordinary ugly duckling.

* * *

Before anyone becomes a radio announcer, he should spend a day, or better still a week, studying the pitchmen at the Canadian National Exhibition. The hucksters who peddle a motley variety of kitchen gadgets are the ones I mean especially, and I do mean peddle.

The job they do, first of attracting and holding their audience and second of getting them to shell out, is nothing short of terrific. And they don't seem to work by any of the rules that are followed by radio's pitchmen.

In the first place, they talk more like people talking to people individually than a silver-toned orator delivering his homily to a vast throng from some raised dais.

Tricks like stopping dead short, in the middle of a sentence, engaging the eye of one individual and asking him if he is not interested to move along and make room for someone who is, doesn't just cause a titter at the expense of the chosen person, who might even be part of the act. It has everyone on their toes wondering what's going to happen next. The brazen impertinence of assuring the people that the product is being given away to advertise, and that only 14 of the crowd would be permitted to have one, convinced nobody, beyond an infinitesimal spark of curiosity that made them raise their hands fast when they were given the word. It was all such a far cry from the post modern ravings about the chemical content of a bottle of perfume and the stern admonition to toe right over to the corner drugstore to buy a jug of it, two hours after every drugstore in town has been closed.

A post-graduate course in announcing came to me over lunch when I asked the waiter if it would be possible to have my Lake Superior trout grilled instead of fried. The waiter said: "I'll see, sir," brought it back as requested, and said with a grin: "I just told the chef it was for you."

* * *

Well, you can't play cribbage on a roomeette table with a typewriter on it, and Edwards has just stalked petulantly past my door for the third time. (He wants to recoup some of last night's losses.) So buzz me if you hear anything, won't you?"
AEGIES
By Art Benson

SPITZER & MILLS
Toronto. — Colgate-Palmolive
Pee returns some of its major
shows to the nets this month.
The Happy Gang gets back to
the Trans-Canada network Sep-
tember 18 with the same format
and artists as does its French
counterpart, Les Joueurs Trou-
bouleurs over the French net.
Both shows advertise a wide
range of Colgate products.
Share the Wealth starts back
September 22 over the Trans-
Canada with delays to SKWX,
CKRC, CFRB and CJAD, while
the French version, La Mine d'Or,
goes going September 18 over
the French net. Products
advertised include Halo Shampoo,
Fab and Palmolive Shave
Cream.

Toronto. — The Happy Gang
returns September 18 to the
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AGENCIES

OPENS TORONTO OFFICE
Toronto.—Needham, Louis & Brody Inc. enters the advertising agency field here this month with offices at 880 Bay Street. John Willoughby, from headquarters in Chicago, will manage the local operation assisted by Edward Red, formerly account executive with J. Walter Thompson’s Toronto office.

COCKFIELD BROWN
Toronto.—Canada Packers Ltd. has taken over the sponsorship of the Toronto Symphony Orchestra’s Pops Concerts to be heard Friday nights for one hour over the Trans-Canada network, commencing middle of October. Announcer and commentator will be announced at a later date.

O'BRIEN ADVERTISING
Vancouver.—Standard Oil of British Columbia Ltd. has a 156-spot announcement campaign going to CKNW, New Westminster, until October 11 advertising Chevron Supreme Gasoline.

A. J. DENNE
Toronto.—Mother Parker’s Tea Company returns the half-hour Musical Mysteries to a network of 16 Ontario stations (from CKY, Toronto) September 29 again featuring Don Wright, Paul Hanover and pianist Frank Bogart.

ASSOCIATED BROADCASTING
Toronto.—Carr’s Firestone Dealership has taken 25-minute segments (five a week) of Midnight Merry-go-round featuring Barry Wood over CFRB, Toronto, for a month test.

LOUIS WAIZMANN PASSES
Toronto.—One of the most unusual and likable characters to ever occupy a desk at 354 Jarvis St., Louis Waizmann, wasn’t at his appointed spot at his usual early hour of 8 o’clock last week. He died the week end before at the age of 86, one of the most prolific of CBC music arrangers.

Waizmann joined the CBC as an arranger in 1933, gaining the admiration of musicians and laymen alike, who had known him previously, for the agility with which he arranged and composed musical scores without the benefit of a piano or other instrument and for the philosophical and orderly way he went through life.

Born in Mozart’s house in Salzburg, Austria, where his father was cathedral organist, Waizmann studied music there and later for five years in Munich with classmate Richard Strauss. He came to Canada in 1899, after serving for 10 years in an Austrian army band, and became a music teacher. Among his most successful pupils were Percy Faith, Samuel Hershenhoren, Paul Scherman and Bob Farnon. He is noted also for having written over 200 original compositions for everything from solo instruments to full orchestra.

NAMED ASST. MANAGER
New Westminster.—Phil Baldwin has been appointed assistant manager of CKNW, supervising merchandising and promotion departments and handling manager Bill Rea’s Roundup when Rea is out of town.

Jim Scott, formerly with Radio Reps in Toronto, has joined the station to handle national sales.

SHERBROOKE, QUE.
Twenty-five per cent of the woolen fabrics made in Canada come from the Province of Quebec. Woolen production first began in Sherbrooke in 1864 and since then Sherbrooke and the textile industry have grown together. To reach the wealthy market of Sherbrooke and its surrounding counties, use CHLT Sherbrooke. (Also CKTS, English.)

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

SAFE to CARRY
CANADIAN PACIFIC EXPRESS
TRAVELLERS CHEQUES
OBTAINABLE FROM ALL CANADIAN PACIFIC AGENTS AND MOST BANKS

HERE IS ESSENTIAL Market Data FOR ADVERTISERS!

2nd ANNUAL
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.

$5.00 PER COPY
POSTPAID

R.G. LEWIS & CO. LTD.
163½ CHURCH STREET — TORONTO 2, ONT.
NORTHERN ONTARIO'S GREATEST ADVERTISING MEDIUM

CKSO
NORTHERN ONTARIO'S HIGH-POWERED STATION

Ask ALL-CANADA IN CANADA WEEDE & CO. IN U.S.A.

Since the day we commenced transmission with 50 watts, our station has grown to be a leader in Saskatchewan. Our faithful listeners and successful advertisers are invited to "keep tuned to the Centre Aisle on Your Radio Dial . . ."

RATES—4 Months (12 issues) 20 words minimum—$45.00. Additional words 16c per word, each issue. 12 Months (24 issues) 20 words minimum—$64.80. Additional words 18c per word, each issue. Casual Insertions—15c per word. Min. 20 words. (All payments to be in advance.) Copy and/or classification may be changed with issue. Agency commissions cannot be allowed on these advertisements.

ACTING

JANE MALLETT—Heard on most national programs since radio began, is available for any spot and commercials. PR 5509

VERA MORTON—Commercially trained, attractive, ambitious. Considerable commercial and CBC experience. WA 1191 or MI 7352

For warm, sympathetic voices, type call IRIS COOPER—WA 5017. Also European dialects. Fully experienced. IL

RENA MACRAS—Commercially trained, mother-housewife type, testimonials, etc. Substantial experience—Ringlet, etc. Phone MC 1941.

ROXANA BOND—WA 1191

ANNOUNCING

JAFF FORD—At your service CFBM—Princess 7711

EDDIE LUTHER—OX 4520 or CFBP—PR 5711

JACK DAWSON—PR 7171 or OX 2607

BOOKS


RADIO & TELEVISION WRITING—by Max Wyler. A basic text and excellent guide for both media, edited by the radio and television authority. Max Wyler, with over 600 pages of authoritative information by experts in their various fields. Price $7.75, postpaid if cheque enclosed with order Book Dept., Canadian Broadcaster & Telecine, 1250 Church St., Toronto 2, Ont. 撰写, 编辑, 播放, 电视: 第三版, 41 页插图。价格: $5.00, 全额支付, 附支票。

TELEVISION PRODUCTION is "eighth wonder of the modern age," concludes and informative text available—says the New York Times. Richard Markham, the author of a 15-year history of telecasting, the basic guide for the industry. Price $2.50, post paid if cheque enclosed with order. Book Dept. Canadian Broadcaster & Telsecine, 1250 Church St., Toronto 2, Ont.

EDUCATION

YERSON INSTITUTE OF TECHNOLOGY offers complete courses in all aspects of broadcasting, writing, production, technical. 22 Gould St., Toronto 1431.

ACADEMY OF RADIO ARTS—Lorna Greene, Director. Our function is to supply the Radio Industry with competent, trained personnel. 447 Jarvis, Toronto, Ont.

ENGINEERING

TRANS—CANADA STEELE Jacks—Fathering Transmission Towers. (VJNT) 720 Bay St., Toronto. WA 9745

MCCurdy radio industries—broadcast station installation specialists, custom manufacturers of Audio Equipment—commercial, U.S. & Canadian. 77 Spadina, Toronto; Em 3107.

PHOTOGRAPHY

ANTHONY TRIFOLI STUDIOS—Personalized professional portraits and publicity shots. Appointment of artist’s convenience. 7246 (U) 1631/2 Church St.

PROGRAMS

METROPOLITAN BROADCAST SALES—Radio Program Specialists—Custom-Built shows for any market or sponsor. For details, call Don Wright, Em 1-101

TIME SALESMAN

WANTED IMMEDIATELY for two 250 watt stations (Montmites) connected by permanent leased lines serving 80,000 audience with trading area concentrated in three towns. $60,000 lost financial year. Salary $50 weekly plus expense and volume commissions.

Box A-101

Canadian Broadcaster & Telecine

1631/2 Church St.

Toronto

Canada

SINGING


BRUCE WEBB—Varied professional and folk singer, soloist. "Barn" shows, "Bruce Webb's Western Review." Contact the agency by special arrangement.

WHATEVER THE SERVICE you have to offer to Broad- caster & Telecine, there is a category for it in our Pro- fessional and Service Directory.
TALENT TRAIL
By Tom Briggs

A flock of young, very young and some older, people have been beating a path to Syd Brown's rehearsal of drama over a couple of hours each week for 12 minutes of radio acting and all that goes with it. All seem infected with the radio bug and are intent on preparing themselves for a radio career, if they can live up to their own and Brown's expectations and the opportunities arise. If not, they will probably feel that it has been a lot of good fun, and that they have at least awakened within themselves a new appreciation of drama, its interpretation and speech.

What all groups such as this require most—an opportunity to get some actual on-the-air experience—is provided by CKFH, Toronto, each Sunday night for a half hour beginning at 10 p.m. Brown and his students do not produce the usual type of dramatic show one would expect. Rather, they have split the period to accommodate excerpt, or condensations of two well-known plays and, at the beginning and conclusion of each, director Brown assesses the play from the actor's point of view and inserts a few words of criticism for the benefit of both his cast and the audience.

When the program was first conceived, the idea seemed perfect to station manager Howard Caine, and Brown, with the exception of one hitch. The new station had only one control room ready for use, and it was needed all the time for other shows, which ruled out the possibility of a dress rehearsal prior to air time. And so it was out of this dilemma that Dress Rehearsal emerged and it has studiously been made what its name implies.

Last week the school tackled the first episode of its Lizzy's Little Women, which is going over like a fairly stiff test of their ability. All of the cast is divided into groups of students of varying degrees of experience, mainly because they managed to keep the subtle tension of the story above the surface.

Featured in the cast, and ranging in age all the way from about 17 to 50, were: Rita Pego, Joyce Omer Cadot, Audrey Mathias Tamblyn, Nancy McVicar, Bernard Soldan, Emily Stetson, Ronald Graham and Donald Dunstall.

The second play of the evening was weak, due almost entirely to miserable story material. Known as Lady Cornbury, it lacked meat into which these amateurs could really sink their teeth. Nevertheless, they tried hard—in some places too hard—and dug out of it almost all that could be expected. They did keep their characters distinguishable, a point which has been made earlier by Brown and deserve praise for accomplishing this in a short story with a large cast.

The voices heard in this piece belonged to: Lorna Walker, Loralle Butcher, Helen Bartholomew, Dulcie Talbot, Norma Freeman, Eileen Yeates, Stella Kennedy, John Ward, Roland Bull and James Rea.

Radio Ron? never waits for new-comers with arms outstretched, but if and when they make the tough grade, if that is what they want, they should make healthy additions to the acting fraternity.

S. O. S.

Experienced radio performers, just through with five weekly summer replacement assignments, is anxious to join new clique which works in winter. Willing to love or hate anyone.

FAGIN LITTLE AUDREY

When the producer told her to get it off the paper, she marched right out and bought herself a type eraser.

EDITOR'S NOTE

All the flaws in this issue, published in my absence out west, will be attributable to fort-holders Benson and Briggs—I hope.

WHAT IS IT?

I like its gentle murmur; I love its fluent flow; I like to wind my mouth up.

And I love to hear it go.

—Contributed (and probably slapped) by Fred Silman.

WOE IS ME

"Here am I working for posterity," said the actor, "and what has posterity ever done for me?"

WANT AD

What this country needs today is a good five cent nickel.

FLASH.

CKDA FIRST in Victoria!
(See Penn McLeod Surveys)

Get the CKDA STORY from RADIO REPS

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. 6556

Montreal:
Radio Time Sales
1231 St. Catherine W.
MA. 4656

CJCH HALIFAX
Since the day we commenced transmission with 50 watts, our station has grown to be a leader in Saskatchewan. Our faithful listeners and successful advertisers are invited to “keep tuned to the Centre Aisle on Your Radio Dial . . .”
TALENT TRIAL
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When did this require the ability to get something out of experience in prison? Perhaps KPH, Toronto's Independent, for a half hour p.m. But no, don't do not to be of drama an expect. Rather it is hoped to accommodate condensations known plays and conditons brown asso. actor's room few works of benefit of hold audience. When the thing is seen first there heyward new station had ready for all the shows. time of a d. time this dilemma emerged and it has studiously been made what it name implies.

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S.O.S.

Experienced radio performer just through with fairly summer repertoire assignments, is anxious to join new clique which works in winter. Willing to love or hate anyone.

PHILOS. DEPT.

If we never went on trips, look at the fun we'd miss—getting away and getting home again.

WED LIKE TO KNOW

Why does the WAB hold its conventions every year just when most national advertisers are exposing their wares at a mighty prospect list at the Canadian National Exhibition?

FAN MAIL

Dear Sir: For years now I've been reading the alleged humor in your Lewiston column. Frankly I think your editorials are much funnier.

—S. Nieh.
Windsor C of C Fights License Fee

Windsor.—The Windsor Chamber of Commerce passed a resolution here last month urging that its parent organization attempt to block any move by the government to levy a television set fee in areas "which are not adequately served by Canadian telecasting stations."

Following a newspaper report from Ottawa which said that during the fall session of Parliament legislation would be introduced to provide for a TV license fee, the Windsor branch of the Canadian Chamber of Commerce stated that, since there are new areas in Canada in which there are large numbers of TV receivers but only Toronto and Montreal have been designated by the CBC as points for establishment of telecasting stations, any license fee should not be applicable to sets beyond reach of Canadian stations.

This city, with a set population estimated at 24,710, would be one of the areas which, under the CBC's announced plans, could not receive a Canadian service.

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CJR W
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"The Voice of Canada's Garden Province"

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The rest of the stations, unable to get network programs from the wire, transmit 46% of the time from kinescope recordings. Local live productions carried by this class of station account for an average of 29% of air time, while films are shown 28% of the time, the report mentioned.

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ONE STATION CFCY
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47% of the RADIO HOMES
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*Based on 50% BBM Area

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An ESTABLISHED AUDIENCE built up by
over 25 years of broadcasting

CFCY OFFERS THE TOP CIRCULATION OF ANY PRIVATE STATION
EAST OF MONTREAL

5000 WATTS DAY & NIGHT 630 KILOCYCLES

REPS. IN CANADA — ALL-CANADA RADIO FACILITIES
IN USA — WEED & COMPANY
Since the day we commenced transmission with 50 watts, our station has grown to be a leader in Saskatchewan. Our faithful listeners and successful advertisers are invited to "keep tuned to the Centre Aisle on Your Radio Dial..."
TALENT TRAIL
By Tom Briggs

A flock of young, very young and some older, people have been beating a path to Syd Brown's school of drama where they work for a couple of hours each week primarily on radio acting and all that goes with it. They all seem infected with the radio bug and are intent on preparing themselves for a radio career, if they can live up to their own and Brown's expectations and the opportunities arise. If not, they will probably feel that it has been a lot of good fun, and that they have at least awakened within themselves a new appreciation of drama, its interpretation and speech.

What all groups such as this require most—an opportunity to get some actual "on the air" experience—is provided by CKYH, Toronto, each Sunday night for a half hour beginning at 10 p.m. But Brown and his students do not produce the usual type of dramatic show one would expect. Rather, they have split the period to accommodate excerpts or condensations of two well-known plays and, at the beginning and conclusion of each, director Brown assesses the play from the actor's point of view and inserts a few words of criticism for the benefit of both his cast and the audience.

When the program was first conceived, the idea seemed perfect to station manager Howard Caine and Brown, with the exception of one hitch. The new station had only one control room ready for use, and it was needed all the time for other shows, which ruled out the possibility of a dress rehearsal prior to air time. And so it was out of this dilemma that Dress Rehearsal emerged and it has studiously been made what its name implies.

Last week the school tackled the thirteenth and final of its 12-minute episodes of Louisa May Alcott's Little Women, which proved to be a fairly stiff test of their ability. All of the cast came through with varying degrees of success, mainly because they managed to keep the subtle tension of the story above the surface.

Featured in the cast, and ranging in age all the way from about 17 to 50, were: Rika Fage, Joyce Adson, Audrey McVic, Bernard Soldan, Emily Stetson, Ronald Graham and Joy Dunset.

The second play of the evening was weak, due almost entirely to miserable story material. Known as Lady Covington, it lacked meat into which these amateurs could really sink their teeth. Nevertheless, they tried hard—in some places too hard—and dug out of it almost all that could be expected. They did keep their characters distinguishable—a point about which they had been warned earlier by Brown—and deserve praise for accomplishing this in a short story with a large cast.

The voices heard in this piece belonged to: Lorna Walker, Loral Butler, Helen Barthelmes, Dulcie Talbot, Norma Freeman, Eileen Yeates, Stella Kennedy, John Ward, Roland Bull and James Rea.

Radio Row never waits for newcomers with arms outstretched, but if and when they make the tough grade, if that is what they want, they should make healthy additions to the acting fraternity.

O.S.

Experienced radio performer, just through with five weekly summer replacement assignments, is anxious to join new clique which works in winter. Willing to love or hate anyone.

PHILOSOPHY DEPT.

If we never went on trips, look at the fun we'd miss—getting away and getting home again.

I'D LIKE TO KNOW

Why does the WAB hold its Conventions every year just when most national advertisers are exposing their wares in a mighty prospect list at the Canadian National Exhibition?

AN MAIL

Dear Sir: For years now I've been reading the alliterated humor in your Lewiston column. Frankly I think your editorials are much funnier.

—S. Niff.
Windsor C of C Fights License Fee

Windsor.—The Windsor Chamber of Commerce passed a resolution here last month urging that its parent organization attempt to block any move by the government to levy a television set fee in areas "which are not adequately served by Canadian telecasting stations."

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G. C. Clarke depends on BBM for accurate guidance

"Today's experienced time buyers rely on BBM—an impartial body controlled by the buyers—for accurate guidance.

By guess or by gosh figures are of no interest to our company when the agency presents a recommendation. We want proven facts to show where our advertising dollars will reap the biggest harvest."

BBM is YOUR Service

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

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

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

The 1950 BBM figures show CFBRB'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