Symbolic of all their stops on the Royal Tour, radio is on hand to carry listeners the details of the landing at Toronto’s Malton Air Port of their Royal Highnesses, Princess Elizabeth and the Duke of Edinburgh.
Every Word Becomes
A Headline Word

With radio, your message is the ONLY thing the listener hears when it is on the air. It has the whole stage to itself. The listener gives you the same attention he would if you were talking to him in person.

Your radio sales message stands alone in the centre of the stage. It has no competition for sole attention.

Every radio word is a headline word, helping you turn more people into your customers.

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
Montreal — T. C. (Mickey) Maguire has been named manager of the Toronto office of the rep firm of Omer Renaud & Company, which recently acquired the C. W. Wright business, it was announced here last week by Omer Renaud. Maguire will be located at suite 2425 of the Bank of Nova Scotia Building.

Maguire has been active in radio for over 20 years. He was formerly radio director of McKim Advertising Limited here, and at one time was on the sales staff of All-Canada Radio Facilities.

During the last war he served overseas with the Royal Canadian Corps of Signals and was later attached to the Information Control Services of the British 21st Army Group, which operated Northwest Deutsche Rundfunk, headquarterd at Radio Hamburg, Germany.

For some time Petty studied playwriting under Dr. E. P. Contile, Broadway playwright and resident dramatist of the University of Texas, and went on to work with Norman Corwin, writer and producer of the Columbia Broadcasting System in New York, and in London with radio producer Steven Potter and television producer Ken Sheldon.

Some of Petty's plays have been produced by the Banff Summer Theatre, the University Players of Toronto and the University of Alberta's Little Theatre.

In commenting on programming for radio, Petty contends: "Radio should reflect in a natural manner the life of the community and the country in which it operates. Perhaps our culture might be defined as the sum total of 'livingness' of the people of our country. By this yardstick, a radio actuality broadcast about a regatta on Winnipeg's Red River is as representative of Canadian culture as a sonorously intoned performance of 'Oedipus Rex.'"

**CHUB**

NANAIMO, B.C.

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

Now

1000 watts

1570 kcs.

National Broadcast Sales

Toronto, Montreal

JOHN N. HUNT AND ASSOC.,

Vancouver

DONALD COOKE, INC.

New York

more people listen to CKRC than to any other Manitoba station

for instance —

TOTAL WEEKLY

BBM 1950 FINAL FIGURES

DAYTIME 176860

NIGHTTIME 170040

CKRC - WINNIPEG • 630 KC • 5000 WATTS

Representatives • All-Canada Radio Facilities • In U.S.A. Weed & Co.
INTERNATIONAL

Freedom Of Press Won
For Radio In U.S. Court

Newark—The New Jersey Su-
preme Court held here late last
month that radio news broad-
casting comes within the scope
of what is generally referred to
as freedom of the press as laid
down in this nation's Bill of Rights.
This meant that for the first time
the judiciary went on record as
recognizing the right of radio to
collect and disseminate news mater-
ial on an equal basis with the
press.

The judgment, handed down by
Judge C. Thomas Schettino, arose
from a case involving the City
Council of Asbury Park, N.J. and
radio station WJLK, in the same
city, and established in particular
the right of radio to report gov-
ernmental proceedings on any
level.

The court held that the City
Council had committed a breach
of freedom of the press by refus-
ing to grant the station the right to broad-
cast a controversial hearing on a new
tax law. The court action thereby denied state fed-
eral constitutional protection to
radio and, by inference, included television.

It was the Asbury Park Press,
affiliated with the radio station,
which pursued the action. The
challenge was laid late last year
when City Council scheduled a
hearing on a by-law which would
levy a luxury tax of 1½ per cent
on lodging, amusements and
beverages sold at bars. The news-
paper favored the tax in its editor-
columns and the station broad-
cast special programs to in-
form local citizens of what the
tax would mean—namely, that
Asbury Park being mainly a re-
sort city, it would be felt mostly
by tourists and tourists.

Judge Schettino, without the
benefit of a precedent in law, held
that radio news broadcasting
comes within the basic meaning
of the press under the Bill of
Rights, and handed down this
decision in time for the station
to broadcast the thing.

The judge said: "On the basic
human interest, our country spends
millions of dollars broadcasting its
public affairs, its civilization,
through the Voice of America to
peoples who are slaves in sup-
pressed nations."

"Yet," he went on, "when we
have an opportunity to do the
same to some of our own unen-
lightened local citizens we object
because it is something novel." He
concluded that "an enlightened
local citizenry is the best defense
against foreign, oppres-
sive thinking and against the
local, state and municipal corrup-
tion that has been revealed in our
country."

The swift and unprecedented
action of Judge Schettino was
praised by many broadcasters, in-
cluding Ben Chatfield, president
of the National Association of
Radio News Directors and news
director of WMNZ, Macon, Geor-
gia, and Judge Justin Miller,
chairman of the National Asso-
ciation of Radio & Television
Broadcasters. Miller, in pointing
out that radio, although a newer
means of informing the public, is
just as important as the older
instruments, said: "Here we have
a judge with vision, as well as the
legal learning, who understands
that law is a living, growing thing,
which must be restated from time
to time in terms of varying and
changing community problems."

Following the broadcasting of
the tax hearing, it was learned
that some of the Asbury Park
Council members had buried their
animosity toward the broadcast.
The mayor, George A. Smock,
said afterward that "WJLK per-
formed an important public ser-
vice by broadcasting the hearing
for the public," emphasizing this
was "because it was a complete
broadcast of the hearing."
Retort To The Report

Right now Canadian radio is under the gun.

Its future was an important part of the deliberation of the Massey Commission on national development in the Arts, Letters and Sciences. Judging by its Report, the Commission wants listeners to hear more talks, more serious dramas and more of literary dramas of the type of "The Stage" series.

We cannot quarrel with this worthy desire of the Massey Commission to elevate our national culture. But the Commission lost sight of one thing. And that one thing is the kind of programs to which people are willing to listen. It overlooked the important function of talking to people in their own language, which is surely a "must" for any medium of mass communication. The Commission wants our radios to talk to us in the language of Bach and Bee-hoven, while the language most of us speak is—regrettably we agree—the language of Bee-hop and Boogie.

During the present session of Parliament, when the House deals with the Massey Commission's Report, it will surely see that while people welcome programs that elevate and inspire, at the same time they will only tune in the programs they want to hear.

The audience for such worthy undertakings as the CBC's "Stage" dramas and their "Wednesday Night" concerts is actually small, to a point almost of insignificance. We would not deny even this audience recognition, but a new method needs to be adopted.

One day our schools—against which all charges of lack of cultural development should logically be laid—will instil in children a greater appreciation of music, literature and drama. And that time cannot come too soon. In the meantime there is a simple solution, as far as radio is concerned. And that is to give the privately-owned stations the right to run a commercial network—a right which is denied them under the Broadcasting Act—to subsidize entirely on its ability to attract listeners and advertisers, at no expense to the public. This it would do by the simple expedient of talking to the vast majority of people in their own language.

Then, to further the development of musical and literary appreciation, and to encourage the discriminating few to grow in numbers, the CBC should be given the funds—not through license fees but by annual grant from the public purse—to operate one network across Canada, catering to national advancement in the Arts, to organize a concert and a literary service for the use of member stations.

This development is heartening for more reasons than one.

In the first place, here is a direct answer to the sweeping and scathing criticism of programming contained in the recent Report of the Massey Commission. It is a healthy sign that while probably most broadcasters share our view that the criticism was too general to be constructive, they are at the same time taking stock of themselves, and seeing where improvements can be made.

Another reason why this trend is encouraging is that advertising agencies and their clients are showing tremendous interest in the stations' own productions, for sponsorship, in preference to network shows which many feel have not the same degree of local flexibility.

It is also a point that the stations are more and more demonstrating the ability they have always had but have neglected to talk about, to produce programs geared specifically at their listeners.
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
HIGH-POWERED
STATION
Ask
ALL-CANADA IN CANADA
WEED & CO. IN U.S.A.

VERBATIM

Freedom Needs Protection

Third in a series of reprints of

talks by radio commentators. This is
one of them. The series includes
speeches by such well-known
people as W. C. Fields, Fred Astaire,
and many others.

In the last two broadcasts, we
have attempted to set forth some
of the factors involved in freedom of
information, freedom of news,
and opinion.

The avenues for dissemination
of news in Canada—particularly
newspapers and radio—are doing
an excellent job across the coun-
try. They provide a vast amount of
news, and they do the best and most
honorable job they can in reporting
news.

A question then could well be
asked—why is this so, and why
worry? Why bother about any
 guarantees when we are getting
along very well without them?

The issue is forced upon us be-
cause regulations exist that could
infringe the present freedom of
both newspapers and radio. The
people should be able to curb radio;
the development of facsimile in the
broadcasting of the written word
is technically possible and could
affect the daily newspapers.

There are many other ways in
which censorship could be im-
pacted indirectly, and because the
power exists to make such impacts
effective, we believe that the time
has come for definite action to achieve
the necessary guarantees.


The press and radio are essen-
tial in a democracy, and the freedom
is essential to our democratic way
of life. The press and radio are
the means by which one part of
Canada knows what is going on
in all parts of the country. They
are the means by which Canadians in
the big cities or hinterlands know
what is going on in Ottawa, or
if something newsworthy happens
anywhere in the country.

It is the press and radio that
tells the day-to-day activities in
events of the House of Commons and
the Senate. They keep the people
informed of legislation, and the
views of the members of Par-
liament. They tell the story of
the government, and keep an
informed public.

Serving over...

45,000 French-Canadians. Dialeed 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.—
October 17th, 1951

Canadian Broadcaster & Telescreen

Page Seven

To become great, a newspaper or a radio station must have freedom to grow and develop, to honestly earn an income that will permit it to expand its services and give its readers or its listeners better and better service and greater variety in opinion and all the news it can gather.

With freedom, however, goes responsibility. Each must be cautious and hold in the public interest. It must be cautious to be sure it is right. It must be held to speak its mind when it is sure that it is right.

The newspapers and radio stations of Canada recognize these principles. They recognize their obligations to their communities and their responsibility to Canada as a nation. There have been times when they felt short of the goal, but nevertheless the goal - there and most newspapers and radio stations seek to attain it.

The development of Canada and the increasing responsibilities that rest upon newspapers and radio stations make the guarantee of freedom more essential than ever. It is the same with civil rights.

Increasing concentration of power in a central government puts greater protection of the individual...

Throughout the world today, the trend is to restriction of civil rights - it is just as true in Canada. The hermit in the hills doesn't think about liberty. His own liberty until someone else moves into his territory. Then his liberty becomes a problem to him. When his neighbor arrived, he could no longer think of himself alone.

The modern world of Canada included is the case of the hermit multiplied countless times. It is made even more complex by modern achievements in science, and the pursuit of survival and security. The principles and freedoms that were taken for granted yes, can no longer be certain without guarantees.

The radio and the press are in vital need of the guarantees of freedom. They are in need of guarantees which were unthought of a few years ago. If they do not establish these guarantees and continuously fight for them, once they are achieved, then their freedom is endangered, and civil rights and individual liberties are threatened as well.

There is no great problem of establishing the principle of freedom of the press and radio. Canada has a Constitution, the British North America Act. A simple amendment will do the job, and do it effectively.

The amendment has only to declare that no government or any other legislative body shall have any action to abridge the freedom of radio and the press and that the freedom of information will be guaranteed to all Canadians.

If this were done, the transmission of news and opinion would have a constitutional guarantee that would be a bulwark for civil liberties in this state of freedom and untrammelled news and opinion with himself as the advocate of what he believes.

---

An IMPORTANT ANNOUNCEMENT to
ADVERTISERS - AGENCIES - BROADCASTERS
Effective Immediately

all package programs & properties previously distributed by
NATIONAL PROGRAMS LIMITED
are solely represented in Canada by
S. W. CALDWELL LTD.

For Profit Programming See S.W.C.

Right Prices — Top Talent & Production — Dependable Service

Enquiries are invited on these tested & proved selective properties.

THE AVENGER
26 half-hours

BABY DAYS
52 quarter-hours

HOPALONG Cassidy
104 quarter-hours

DATE WITH MUSIC
104 quarter-hours

CHARLIE CHAN
52 half-hours

DRAMA OF MEDICINE
104 quarter-hours

DICK COLE
26 half-hours

FUR FASHION PARADE
39 quarter-hours

DR. JEKYLL & MR. HYDE
26 half-hours

HOLLYWOOD & VINE
52 quarter-hours

MYSTERY HOUSE
52 half-hours

NIGHTCAP YARNS
52 quarter-hours

THE SEALED BOOK
26 half-hours

SO THE STORY GOES
260 quarter-hours

Auditions & Complete Information Now Available

IT'S EASY TO DO BUSINESS WITH CALDWELL

2100 Victory Bldg.
80 Richmond St. W
PL #720

TORONTO 1

CANADA'S FASTEST GROWING PROGRAMMING SERVICE

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www.americanradiohistory.com
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 Measure-
ment.

$5.00 PER COPY
POSTPAID

R. G. LEWIS & CO. LTD.
163 1/2 CHURCH STREET — TORONTO 2, ONT.
Publishers of Canadian Broadcaster & Telescreen

STATIONS

Routine Matters
Get CBC Okay

Montreal. — Two transfers of
licenses and an emergency trans-
mitter license were recommended
for approval here earlier this
month by the Board of Governors
of the Canadian Broadcasting
Corporation during one of its reg-
ular meetings.

A request for the transfer of
the license of CKFI, Fort Frances,
from J. G. McLaren to Broadcast-
ing Station CKFI Limited was
approved, as was the transfer of
the license of CFDA, Victori-
ville, P.Q., from Pierre Brisson
to Radio Victoriaville Limité. A
250-watt emergency transmitter
was approved for CKFJ.

The Board also dealt with and
approved the following share
transfers: 1 common share in Ed-
mundston Radio Limited, affect-
ing station CJEM; 2 common
shares in Central Public Service
Corporation Limited, affecting
CJBR, Rimouski; 11 common
shares in Atlantic Broadcasters
Limited, affecting CJFX, Anti-
gonish; 2 common shares in Ev-
gavine Broadcasting Company Limi-
ted, affecting stations CFAB,
Windsor, N.S. and CKEN, Kent-
ville; 185 common and 19 pre-
ferred shares in Acadia Broad-
casting Company Limited, affect-
ing CKBW, Bridgewater; and 1,183
common shares in News Pub-
lishing Company Limited, affecting
CKLN, Nelson.

The recapitalization of Kootenay
Broadcasting Company Limited,
operating station CFAT, Trail,
from 20,000 common shares to
20,000 common and 60,000 pre-
ferred shares with the issuance of
37,200 preferred shares to com-
mon shareholders on a pro-rata
basis, was approved. The Board
also recommended the recapital-
ization of the Brookland Company
Limited, operating CHEK,
Peterborough and CKK, Kingston,
from 10,000 common and 4,000
preferred shares to 10,000 com-
mon and 7,500 preferred shares.

BOOST BLOOD BANK

RADIO PEOPLE DO HAVE BLOOD in their veins, after all, according to the
Vancouver Red Cross. To help the Red Cross put over its 1,000 pints a week
objective, Vancouver radio and press personalities combined in a super-publicity
committee for the transfusion service. Radio people attended to contribute their
own blood and act as drawing cards for public donors. Shown above is Jane
Cutler, traffic manager of CJOR, donating a pint and getting morale support
from husband Keith Cutler, CJOR newscaster (with mike) and Bert Canning
news editor of CKWX.

DO YOU REALIZE . . . .
THAT CFBC IN SAINT JOHN
GIVES YOU NEW BRUNSWICK'S
POPULATION CONCENTRATION—
PLUS
THE WESTERN NOVA SCOTIA
BONUS?

BBM Surveys of CFBC Coverage Show a Potential of:
NEW BRUNSWICK 61,450
NOVA SCOTIA 29,190
89,640

(1949 Radio Homes)

See: JAMES L. ALEXANDER — Montreal and Toronto
J. N. HUNT ASSOCIATES — Vancouver
WEED & CO. — In the U.S.A.

CFBC SAINT JOHN
NEW BRUNSWICK
St. John's, Nfld. — This province's second privately-owned radio station was officially opened here last week by Premier Joseph Smallwood. With call letters GQN, the station will operate with 5,000 watts power on 930 kc, for 18 hours daily.

President and manager of the station is Geoff Stirling, a former newspaperman who has worked with a number of newspapers both in the United States and Newfound-land. At one time he was foreign correspondent for various American papers, filing material

from South America, Europe and Africa.

Don Jamieson, another newspaperman and writer and newspaper for the CBC's local outlet, CBN, is the new station's production manager. He recently completed a tour of stations in United States and Europe, inspecting the latest broadcasting methods and techniques.

The opening ceremony featured congratulatory recordings supplied by a number of All-Canada Radio Facilities' stations. Included were two live talent shows from CKKX, Regina and CKWX, Vancouver.

RECORDED SALES MEETINGS HYPO SELLING

New York. — More than 500 radio salesmen in Canada and United States this week completed the eighth in the continuing series of recorded sales meetings released by Associated Program Service.

The meetings are held separately at each of the participating stations, using a detailed set of instructions and a meeting outline provided by Associated Program Service, under whose direction the project was launched last Febru-ary. The service is sent to all APS transcription library sub-
scribers.

Heart of each station sales meeting is a 30-minute transcription devoted to a single phase of radio selling. The transcriptions feature Maurice B. Mitchell, vice-president and general manager of APS.

ing," and "Radio vs. Newspaper (No. 1)."

For each meeting, Mitchell prepares an instruction manual which gives station managers the back-ground of the problem to be dis-cussed. The manual helps man-
egers to plan and organize each meeting, going into such details as the kind of material to be as-sembled before the meeting, a time-table for the meeting itself, and an assignment project which underlines the objectives of the meeting makes it possible to systematically check results during the month between meetings. Bibliographies and source mate-rial are frequently included. Meet-
gings are timed to run 60 minutes.

Reports, filed with APS after each meeting by a majority of broadcasters, indicate a wide variety of reactions. Foremost is the feeling on the part of broad-
casters that the monthly arrival of the sales meeting transcrip-
tions inspires an organized and pro-
ductive sales meeting at least 12 times each year—an improve-
ment, in some cases, over here-to-
fore haphazard sales training methods. Many operators report that any plan which makes them plan ahead for a sales meeting at least once a month is an imme-
diate improvement, regardless of content.

Greatest value of the transcrip-
tions themselves, in the eyes of many veteran station sales ex-
erts, is the fact that they are rapidly building into a library that can be used to train and in-
doctri-nate new men in the radio sales field.

To Manage CKOK

Vancouver. — Roy Chapman, formerly local sales manager for CKNW, New Westminster, has returned to his home town of Penticton, B.C., as manager and part-owner of CKOK.

Chapman started in radio with CFCP, now CJVI, Victoria, as an announce-
er. Earlier this year he was ap-pointed manager of the Vancouver office of National Broadcast Sales.

MIGHTY MIKE sez...

"PROSPECTS FOR SASKATCHEWAN:
A RECORD CROP"

*Get on the Grain Belt Station NOW!

CKCK • Regina, Sask.
“Good day again—from Jos. Hardy and of course I want to talk about Quebec Market No. 2, as I have been doing for 22 years past! When you go through statistics on Quebec, please don’t be misled as to which is which, when it comes to cities, towns and villages. For instance, Jonquière, the largest town in the province which grew from 13,789 to 21,566 in the past 10 years—is actually larger than 8 of the cities listed by D.B.S. Jonquière-Kénogami is fully covered by Station CKRS, for full information, ask Jos. Hardy whose 22 years of experience in the French Quebec Market is at your service.

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**

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Power</th>
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</thead>
<tbody>
<tr>
<td>CHRC</td>
<td>Quebec</td>
<td>5000 WATTS</td>
</tr>
<tr>
<td>CHNC</td>
<td>New Carlisle</td>
<td>5000 WATTS</td>
</tr>
<tr>
<td>CHLN</td>
<td>Trois Rivieres</td>
<td>1000 WATTS</td>
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<tr>
<td>CHLT</td>
<td>Sherbrooke</td>
<td>250 WATTS</td>
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<tr>
<td>CKTS</td>
<td>Sherbrooke (English)</td>
<td>250 WATTS</td>
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<tr>
<td>CKVM</td>
<td>Ville-Marie</td>
<td>1000 WATTS</td>
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<tr>
<td>CKRS</td>
<td>Jonquière-Kénogami</td>
<td>250 WATTS</td>
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<tr>
<td>CKBL</td>
<td>Matane</td>
<td>1000 WATTS</td>
</tr>
<tr>
<td>CKLD</td>
<td>Tadoussac</td>
<td>250 WATTS</td>
</tr>
<tr>
<td>CKNB</td>
<td>Campbellton</td>
<td>1000 WATTS</td>
</tr>
</tbody>
</table>

Lunch with CFRB’s Ken Maraden last week brought forth various pieces of news from the Bloor Street emporium.

Item 1: Commentator Rex Frost has left for London, armed with a tape recorder to cover the British elections October 25. A native Londoner and a Cambridge graduate, Frost dates back in radio to the late twenties. 1927-8 he directed and announced the Control Hour on CKGW and CFRB. He is currently heard on CFRB’s daily broadcast which he inaugurated in 1933. For many years he did a nightly commentary called The Armchair Club on the same station.

His election tapes will be flown back to Canada for daily broadcast.

Item 2: Between the time of writing and publication, a thumbnail sketch of your editor will appear in Claire Wallace’s Claire Wallace Saga. This is a weekly radio column by the well-known commentator which is appearing, as a CFRB advertisement, every Saturday. Papers carrying the feature are: the three Toronto dailies; Ontario Intelligence, Belleville Galt Reporter, Niagara Falls Review; Brantford Expositor; Ottawa Times-Gazette; Stratford Beacon Herald.

Claire’s columns are chatty pieces about radio people, CFRB personalities especially but not exclusively. Comment on their content is reserved until I see what Claire’s pen has done to me.

CFRB is also using a list of 10 Ontario weeklies for a series of ads slugged Personality Preferences.” These feature CFRB performers who recommend their choice of programs.

CFRB advertising is handled by Bill Willis of J. Walter Thompson Co. Ltd.

Item 3: Having just signed a long lease on the 37 Bloor Street West premises, CFRB is renovating that space which is being expanded into the entire second floor of the building.

Item 4: Gord Smith, who has been looking after the sporting scene at CFCH, Saint John, ever since the station opened in 1946, is back home in time for the opening of the hockey season after a jaunt down east to send back news of the fireworks, who have been in training at Weston, Ont.

Gord sent back tapes of several of their exhibition games and also some interviews, to be played on the home station. Last March, when the national basketball finals were played in Saint John, Winnipeg was the visiting team, and it was Gord who sent his taped play-by-play of the match back to CKY for local airing.

Among his other activities, the same sportscaster has a feature he calls the Post Mortem Period, which follows all hockey games played at home in Saint John. After his play-by-play, Gord takes his mike down to the dressing rooms, and dishes out appropriate awards, presented by local merchants, to the players. This he does on a background of swirling showers and what he terms the “colorful language” of the players. These awards take the form of merchandise which he sends to his wife, as a hat-trick, and so forth.

If you want to buy any plumbing supplies—wholesale—try Don Bassett Supplies, Aurora, Ont.

Don, who will be remembered in radio circles for many years with L for Lanky dramas and also The Goodyear Show, among other programs. He decided to take his leave of radio when he came out of hospital after a lengthy stay.

Aurora is a few miles up Yonge Street, and Don and his wife, Margaret, are living in the neighboring village of Vandoor.

There’s been an amendment to the Post Office Act that is worth bringing to people’s attention. In future, mail that is not stamped will be returned to the sender instead of being delivered and double postage being charged. This apparently does not apply if a piece of mail is partially stamped. It is only when it is not stamped at all.

Maybe it’s because your correspondent is going through an epidemic of public speaking—nine harangues in September and October—but he was amused, and feels you may be also, by a paragraph in Ellery Queen’s Ten Days’ Wonder, in The Pocket Books’ whodunit which he has just read. The paragraph went like this:

Business pursues its less selfish all-saints on Monday, which is logical, Saturday retail business being brisk and Monday retail business being sluggish. That is why you will find the Wrightsville Retail Merchants’ Association meeting for pork chops, Julian’s potatoes and the Sales Tax at the Hollis Hotel each Monday at noon.

The Chamber of Commerce congregates at the Kelton for baked ham, candied sweets, and the American Way on Thursdays; and Rotary assemblies at Upham House.

**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.**
20 RIVERSIDE DR.  TORONTO
Lillian and Corey Thomson and P.O. (Nursing Sister) Jean Thomson.

for Ma Upham's fried chicken, hot biscuits and the Menace of Communism on Wednesdays . . .

Vic Fergie, news editor of CKNW. New Westminster, is a hard man to shake from a story. His persistent efforts resulted in CKNW being the only independent west coast radio station to get accreditation to cover the complete Royal Tour from Montreal to Victoria and back to Newfoundland.

When news of the Royal Visit was first released, Vic went to his boss, Bill Rea, and asked for permission to get aboard the Royal train and stay there. Rea agreed and, with the backing of the New Westminster Board of Trade and Mayor Fred Jackson, the permission was obtained from Ottawa.

Vic, though only 24, is a veteran radio man. He recalls doing his first broadcast at the age of nine, in a children's play. He went into radio as a career man when he left school in 1944. In 1950 he won the Dominion Drama Festival Award for the best dramatic actor in B.C. He will record his impressions of the Royal Tour on tape which he will airmail back to the station for broadcast.

Also travelling on the tour with the Royal couple are two newsmen from the All-Canada group, who will furnish ACMO stations with on-the-spot news of the tour. These are Ev. Dutton of CKRC, Winnipeg and Larry Heywood of CFAC, Calgary.

Another independent station which will be covering the entire tour is CKVL, Verdun. Veteran broadcaster Corey Thomson, manager of CKVL, will be on the Royal train and will be feeding material back to his station in both English and French. He will be accompanied by his wife, Lillian, who is a full-fledged radio and recording technician.

The couple is seen in the above picture interviewing Pilot Officer (Nursing Sister) Jean Thomson, one of the four women recently taken on by the RCAF for training in para-rescue work. Corey and his wife have just completed a trip of over 5,000 miles by air, which they took to cover the recent exercises of the RCAF Para-rescue school at Jasper, Alberta.

CJOR, Vancouver, is relying on network reports of the tour until the Royal party arrives in Calgary. Dorwin Baird, of the Vancouver station, will then join the train and remain with it through to Victoria. During the Royal Visit to Vancouver, CJOR will place a staff of 15 throughout the city to cover the day's events.

MORE PEOPLE LISTEN TO CKWX
MORE CONSISTENTLY THAN ANY OTHER RADIO STATION IN BRITISH COLUMBIA

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980 on your dial

SUPREME IN VANCOUVER
F. H. Elphicke, Manager – All Canada Radio Facilities Limited
Station Representatives
PANORAMA

Launch News Service

Vancouver. — A news feature syndicate and local news covering bureau, to be known as Press-Radio Service, was born here earlier this month.

Concerned in the venture are Vancouver-born Frank Fleming, and former British United Press newswoman Don Osborne. The main purpose of the new organization, as outlined by Fleming, is the syndication of newspaper features and radio scripts as well as tapes and transcriptions. The service will also be available to make on-the-spot actuality broadcasts for both local and remote stations. For this purpose the two men have their own mobile unit, equipped with both tape and disc recording equipment.

Fleming, who is a veteran of 20 years in radio, began his career here and then moved east, becoming noted for his documentary productions, like "The Oil Story", which was released last winter over nine prairie stations.

American-born Osborne joined BUP on his discharge from the RCAF in 1948 and later became the manager of the Calgary bureau.

Also mingling the program features which Press-Radio Service will tackle is to be the production of new-type and documentary radio shows.

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

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CHML - Hamilton  CHUB - Nanaimo
CJKL - Kirkland Lake  CFCH - North Bay
CKEX - Toronto  CFX - Peterborough

CJFX - Antigonish

CANADIAN MARCONI COMPANY
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Vancouver • Winnipeg • Toronto • Montreal • Halifax • St. John's

Ready For Radio Week

Toronto. — Plans for National Radio Week this year, to be held from October 27 to November 3, are well advanced, with posters, streamers, window cards and displays in the final stage of preparation, it was announced here last week. The promotion material, to be set up in appliance stores and public places, will call the attention of the public to the part radio plays in Canadian life.

National Radio Week is sponsored by the Canadian Association of Broadcasters, Canadian Broadcasting Corporation, Canadian Association of Radio & Appliance Dealers, Radio & Television Manufacturers Association and trade publications serving the various parts of the industry.

- -

Army Station Seeks Shows

Ottawa. — The Canadian Association of Broadcasters announced here recently that station CHFC, a non-commercial military station located at Fort Churchill, Manitoba, was in need of program material.

Jim Allard, CAB general manager, said that the station, which provides an entertainment service to military personnel stationed at Fort Churchill, would welcome spare discs of any type, spare transcriptions, or any other program material that might be available.

NATIONAL BROADCAST SALES
TORONTO: 23 RICHMOND STREET WEST — PL. 3718-9
MONTREAL:  MEDICAL ARTS BUILDING — FL. 2429

*Represented in Montreal only.
AGENCIES
By Art Benson

TORONTO WAS A TREAT

At the seventh year.

CARL ADVERTISING
Toronto. — Canadian General Electric has returned the Sunday half-hour Your Host—Canadian General Electric to the Dominion network for the fourth season featuring the Leslie Bell Singers, Howard Cable's Orchestra and baritone Charles Jordan. John Scott is back as announcer-narrator while Eske Ljung looks after production.

Imperial Oil Ltd. returned the Imperial Bash Hockey Broadcast October 13 to 41 stations of the Trans-Canada network and 12 French Quebec stations. Foster Hewitt handles the play-by-plays in Toronto with Jack Dennett taking care of the commercials. While in Montreal Doug Smith and Walter DowNS do the English broadcasts from the forum with Mike Normanandin Jacob DesBuislets giving the French version.

Standard Chemical Co. Ltd. has started the 10-minute five a week Housewives Holiday over CJBC, Toronto, featuring Pat Patterson and advertising Javel.

GREY ADVERTISING
New York.—Ronson Art Metal Works (Canada) Ltd. started the half-hour Hollywood Stars On Stage from ABC October 17 over 34 stations on the Dominion network. The show is produced in Hollywood, and each week features a different play and cast headed by a Hollywood star.

YOUNG & RUBICAM
Toronto. — Robin Hood Flour Mills has scheduled the half-hour once a week transcribed Love Ranger (All-Canada) over 61 stations coast to coast advertising Quick Robin Hood Oats. Same sponsor has also returned Robin Hood Musical Kitchen for the third season to the Trans-Canada network. The 15-minute three a week daytimer again features Howard Cable's Orchestra, Bernard Johnson and emcee Elwood Glover.

NEW YORK AGENCY
OPENS TORONTO OFFICE
Toronto. — Robert Otto and Company Inc. plans opening a branch office here sometime in the late fall with Athol Stewart in charge. Stewart was formerly associated with the Montreal office of Walsh Advertising as copy and radio chief.

McCONNELL EASTMAN
Vancouver. — General Bakers Ltd. has renewed its year's contract of spot announcements over CKNW, New Westminster, for the seventh year.

RONDALS ADVERTISING
Toronto. — Rexall Drug Co. Ltd. has a two-week spot announcement series going to 30 stations coast to coast advertising winter change-over lubrication.

McKIM ADVERTISING
Winnipeg. — Co-op Vegetable Oils Ltd. has scheduled a series of spot announcements on stations in major markets throughout Western Canada running through the fall and advertising Safflo Salad and Cooking Oil.

HARRY E. FOSTER
Toronto. — Northern Electric Co. Ltd. has started the 15-minute once a week Hollywood Your Parle featuring Henri Letouald on CKAC, Montreal, advertising household appliances.

Walter M. Lowrey (Chocolates) starts the half-hour once a week Evaluez Votre Partenaire for 13 weeks over 10 French-speaking stations in Quebec.

COCKFIELD BROWN
Toronto. — Gordon Keble and Bernard Cowan have been selected as announcer and music commentator, respectively, for Canada Packers' Popa Concerts which get under way over the Trans-Canada network on October 19.

ASSOCIATED BROADCASTING
Toronto. — O'Donnell-Mackie Ltd. has scheduled the half hour transcribed The Amazing Oscar Hammerstein (All-Canada) over CFRB, Toronto, commencing October 13 at 8:30 p.m.

SASAC, INC.
475 FIFTH AVENUE
NEW YORK 17, N.Y.

A "WAKE-UP" PROGRAM THAT "WAKES UP" SALES

Shown above is Mr. Reg Kyte, proprietor of Kyte's Stationers, with some of the friends that his "MORNING MARCH-PAST" program on CKSF, Cornwall, has made for him.

Mr. Kyte doesn't have to be told on CKSF programming and pulling power. He has had the same program, same time, same station, for 6 1/2 years—since CKSF opened.

Be a "regular" on CKSF—the station they listen to in the "Seaway City" and its rich surrounding area. TRY

CKSF AND CKSF - FM
CORNWALL - ONTARIO

 REPRESENTATIVES: Horace N. Stevin Ltd. (Canada) Joseph Harshay McGillivera (U.S.A.)
Talent Trail
By Tom Briggs

Bagatelle can refer either to anything trite and meaningless or to a light musical composition, but as applied to a number of the more recent productions in the Winnipeg Drama series it takes on a new connotation, because these Bagatelle dramas are well and vigorously played, mostly. (The series is heard on Trans-Canada, Thursdays at 11:30 p.m.)

Besides, there is nothing trite about a skillfully written and produced mystery such as The Null, or an excursion into the realm of mob psychology as in The White Lady, two recent productions. The latter was good as done in Bagatelles, but the former left something to be desired in timing and sustained suspense, an ever-present danger, it seems, when adapting material to existing radio periods.

Possibly the finest work presented so far (I have not heard them all) came last week when the group did Joseph Schull’s The Little God. Producer James Kent, with ample co-operation from a well-chosen cast, achieved a smooth, nicely-paced presentation. In the lead role of Caramon was Don Pavette who, charged with maintaining a high interest pitch while others dealt with the subtler points of the story, ably carried out his assignment.

A minor role, but one with importance, was taken by Gene Charbonneau, a CKY announcer. As gruff, bushwhacker Harris, experienced in the ways of the British Guiana jungle, Charbonneau manoeuvred through the last half of the play with a changing tempo that made Harris everything he should be.

Some of the players heard in this series who have created completely logical characters include: Dave Robertson, Shirley Scott, Norman Newton, Margaret Stobie, Jack Helston, Dick James, Helene Winston, George Broderick, Max Nelko and Ethel Cunningham.

If the current efforts of a large number of prominent Toronto radio people to establish a professional Canadian legitimate theatre are of no avail, then it can only be concluded that for the time at least, the accomplishment of such a task is virtually impossible. But no, Giant Theatre Incorporated, newly organized, should be able to put it over.

Late last month, members of press and radio were called in to become acquainted with what Jupiter was and had done since long ago the project was roughly drafted. The trustees of Jupiter are John Drainie, Lorne Greene, Len Parham, Glen Frankfurter, Paul Klizman, Edna Slatter and George Robertson, all of whom, in addition to steering the group, will no doubt play major parts in the productions, either on stage or off.

No one is being timid about Jupiter; it is to be professional in both the artistic and financial sense and it is hoped that in the not too distant future it will be paying its way handsomely. In the meantime, considerable initial expenses have been underwritten by a number of radio and advertising agencies. Some of them, in addition to the trustees, are Lucio Agostini, Morris Serdin, Lou Smider, Alan Savage, J. Frank Wilcox, and Bernard Cowan and Lloyd Edwards.

Scheduled for presentation about mid-December in the Royal Mu- seum Theatre here, the first play of the season is to be Galilee by Bertolt Brecht. The producer of this one will be the Toronto Globe & Mail’s drama critic, Herb Whittaker, but a cast has not been decided. The only Canadian writer's work to be tackled this season is Lister Sinclair’s So- cieties, produced by Roberts Batty, former New York producer and actor now situated in Montreal. It is expected that more Canadian works will be considered for the following season by playwrights Tommy Tweed, Joseph Schull and others.

But Jupiter's need at the moment is more competent actors and actresses (and trustee Edna Slatter) underwritten competent to perform this season. Although audition readings have been held, it is understood that casting is still incomplete and experienced radio and stage performers in or near Toronto who may be interested are directed to the trustees. Jupiter Theatre Inc., at 21 Grenville Street.

Besides establishing a professional Canadian theatre, however, Jupiter seems destined to become something of an interesting view of Canadian television drama.

Canadian Broadcaster & Telescreen
October 17th, 1951

Available
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BOOKS

HAND BOOK OF BROADCASTING, by William Abbott, is a complete guide book on the effective methods of radio and TV broadcasting for even the most inexperienced in every phase of non-technical broadcasting. This up-to-the-minute reference book covers programming, directing, writing, production, business aspects of broadcasting stations. Third edition, 496 pages, 61 illustrations, Price $4.75 postpaid if cheque enclosed with order. Book Dept., Canadian Broadcaster & Telescreen, 1635 Church St., Toronto 2.

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CJEM

WANTED

SEMI-TECHNICAL OPERATOR

Must be proficient in turn-table operating, have experience with remotes, be technically inclined, and suited to learning operation of Master Control equipment. Is wanted for large metropolitan station in Southern Ontario. Please state experience, age, marital status and present wage.

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CJEM

EDMUNDSTON—NEW BRUNSWICK

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We are willing to train candidate showing remarkable ability 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

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EDMUNDSTON—NEW BRUNSWICK

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Serving National Advertisers and their agencies with competitive lineage reports, newspaper clipping—ADVERTISING RESEARCH BUREAU, 310 Goulding, Toronto; 1434 St. Catherine W., Montreal.

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IMMEDIATE REMARK-SHARPENING SERVICE—By special arrangement with Audio Devices Inc., we carry a large stock of Capiap's remark sharpening needles. Mail us your used needles and we will immediately return to you a fraction sharper than those supplied to you. This remarkable service has already been tried by leading broadcast stations and has produced highly successful. Net price each 75c. ALBERT CHIOCCO, LTD.—29 Adelaide St. W.

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LITTLE BIT OF DENMARK TOWER—When in Toronto, set in old world atmosphere, Famous for Danish Smorgasbord. Dining Room 9-12. 720 Bay St., Toronto.

SINGING


HELEN BRUCE—International lyric soprano. 15 years stage, concert, radio. Popular classics, opera, etc. Audition disc available. Zone 8444.

EVELYN GOULD—Artistic winner of Eddie Counter's Talent Search. Audition accetable for Fall shows. 5279.

WHATEVER THE SERVICE

you have to offer Broad-\ncaster or others, there is a category for it in our Professional and Service Directory.
PROGRAMS
Northern Electric
Sponsors World Trip

Toronto.—For the third time in as many years, Larry Henderson, veteran globe-trotter and commentator on the Headliners program, set out on the first leg of a world tour from here last week, this time under the sponsorship of Northern Electric.

Henderson, who left by air from here, will cover the forthcoming British elections, traveling about England to tape interviews with some of the more prominent personalities in the electoral race. From there he will go to Paris to spend the greater part of November reporting the events of the United Nations General Assembly.

Following this, Henderson will ride the famed Orient Express to the Middle East, stopping off at as many cities behind the Iron Curtain as possible, notably Belgrade. From Turkey, the broadcaster will hop to Bethlehem for Christmas Eve and then travel about Israel, Jordan, Iraq, Iran and finally, Cairo. Further points have not as yet been arranged.

The taped commentaries and interviews of Henderson are to be flown from wherever he is to Toronto for re-recording and further distribution by air, and they will form the five-minute five a week Headliners series, recently purchased through Harry E. Foster Advertising Agencies by Northern Electric. Through air delivery and planned scheduling, it is estimated that Henderson's tapes will be aired a few days after recording.

The program, which began this week, is heard in Halifax, Montreal, Ottawa, Toronto, Winnipeg, Edmonton and Vancouver, over stations CHNS, CJAD, CKOY, CFRB, CKRC, CJCA and CKWX, respectively.

DOUBLE FEATURE
Montreal.— Walter A. Dales, president of Radioscripts, became the father of twin daughters here last month, increasing his family to five children. Mother and daughters are all well.
FORECAST FREEZE-LIFT SOON

NBC-TV Network Covers Royal Tour

New York, Sept. 21 — The picture was turned black as news of the royal marriage arrived at a time when the network was preparing to project it as a splendid black and white event.

The news was received by the television network as a severe setback to its plans for a successful broadcast of the event. The decision to broadcast the marriage without color was made by the network's board of directors, who had been advised by a group of experts that the event was not suited to color television.

The news of the royal marriage was received with enthusiasm by the network's staff, who were determined to make the best of the situation. They worked tirelessly to prepare a special program, incorporating all the elements of the event, in order to make the best possible use of the available resources.

The decision to broadcast the event without color was met with some criticism, but the network's management stood firm, determined to present the event in a way that was fitting and appropriate. As a result, the network was able to broadcast the event with great success, despite the initial setback.

In light of this success, the network is now considering the possibility of broadcasting other major events in color, in order to provide its viewers with the best possible experience. The network's management is confident that, with careful planning and execution, it can present these events in a way that is both fitting and entertaining.
ACHIEVEMENT AT BELLEVILLE

Completely modern Sound Systems for sports arenas, industrial plants, schools, hotels, institutions.

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THE HAMMOND ORGAN

Music's most glorious voice

For Church and Home

Northern Electric

COMPANY LIMITED

Expert Engineering and Installation Services at your disposal

DISTRIBUTING HOUSES THROUGHOUT CANADA
"Reap the biggest harvest"

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 nighttime — more than one fifth of the homes in Canada, concentrated in the market which accounts for 40% of the Dominion's retail sales.

CFRB 50,000 watts 1010 kc.

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

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