

# CANADIAN BROADCASTER

## AND TELESCREEN

Vol. 11, No. 1. TORONTO, ONTARIO January 9th, 1952

### TEN YEARS AGO — REMEMBER?

10c A COPY — \$1.00 A YEAR  
**THE CANADIAN BROADCASTER**  
A Meeting Place for the Industry and Its Sponsors  
PUBLISHED MONTHLY  
JANUARY, 1942

Volume I, Number 1

*A Great Industry*

**C.A.B. ANNUAL MEETING**

#### HERE IS THE News

"It's a Woman's World," new "ladies only" radio game, offers cash prizes which are given to successful contestants. Some of the favorite charities, some of which are around \$8 dollars are contributed weekly through this means. Heard over C.F.R.B., Toronto, Mondays at 8:30 P.M. Produced by Fantasy Advertising Agency for Dr. Jackson Foods Limited.

CKMO (Vancouver) has inaugurated "News every hour on the hour" with newly installed British United Press Service.

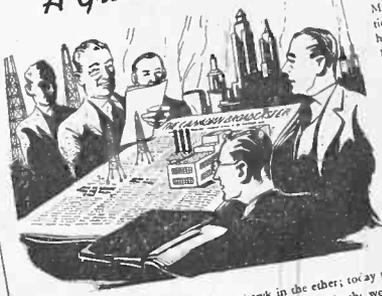
George Temple, CBC Toronto producer, severs his connection with the Corporation as of January 1st, to freelance. He will continue to produce "The Happy Feet" for Colgate - Palmolive-Peet through Lord & Thomas.

According to figures recently released by the Dominion Bureau of Statistics, the city of Toronto, Ontario, in the last census shows a population of 24,161, an increase of more than double over the previous figure of 12,200.

Treasure Trail starts fourth year of continuous sponsorship without summer lay-off, for Wigley through Tandy Advertising Agency, CRAC to Quebec (French), C.F.R.B. to Quebec (English) and Ontario, CKY to Prairie Provinces, and CJOB to British Columbia.

"Variety" cites CKCL (Toronto) for its successful blend of the public interest and its own interests. "This station" the citation begins, "has provided a well-balanced outline of how a radio station may serve its country and its home town during war time."

CHLW, Windsor, used to grant free admissions to their Sunday Evening Fivell Theatre Concerts. Lately the free feature has been cut off and the public is required to purchase at least one war savings stamp to secure a seat.



Twenty years ago a miraculous squawk in the ether; today the most powerful medium of information and expression in the world — here, in brief, is the story of broadcasting.

In Canada commercial broadcasting has afforded industry a new and potent selling force, wherein the station men, engineers and advertising agencies combine to give business in general a new and effective means of merchandising its goods. The relatively few years of the broadcasting industry's existence prove the value of the medium beyond question.

"THE CANADIAN BROADCASTER" emerges today from birth pains to spaddling clothes. It appears as a Canadian forum for the exchange of news and views between broadcasting station operators, advertising agencies and their clients—all the ingredients that are needed to compound a potion that will accelerate the growth of the industry, and consequently advance the service it renders.

To advertising agencies and their clients we say—may "THE CANADIAN BROADCASTER" promote fuller use—to your greater advantage—of Canadian commercial broadcasting.

To station operators and the industry at large,—your news items, your experiences and your ideas are vital factors in the business. The exchange of these facts cannot but benefit the industry as a whole, and yourselves as integral parts of it.

Finally, to our advertisers in this first issue — Thanks! Thanks for the blind confidence that prompted you to support us —right unseen.

*Richard S. Lewis*  
Managing Editor

Dates are now set for the Annual Meeting of the Canadian Association of Broadcasters, which will be held in Montreal, February 9th, 10th and 11th.

Originally the meeting was scheduled for February 2nd and 3rd, but the change was made to ensure the attendance of Mr. William Shirer, of the Columbia Broadcasting System, until recently their Berlin correspondent, and author of "Berlin Diary".

We understand that arrangements are in the course of being made to have Mr. Shirer address a formal dinner of the association on February 10th.

A fully representative crowd of Canadian radio men is expected at the meetings, when a full agenda of matters of importance to the industry will come up for discussion.

#### 1000 "CANDLES" ON CFRN'S BIRTHDAY CAKE

Accent on news and sport is the keynote of the Sunwaps Broadcasting Company, operating CFRN (Edmonton, Alberta), which celebrated its seventh birthday December 1st with newly enlarged and redecorated studios and a new thousand watt R. C. A. Victor transmitter.

In conjunction with the regular R. C. A. Transmitter, the company also operates short-wave station V.D.2.N., with its own gasoline-driven power plant, for use where regular current is not available. Although under the same call letters V.D.2.N. is the ultra-high frequency station on the 10 meter band. This transmitter is a small pack type unit, which can be carried on the announcer's back for special event broadcasting.

G. R. A. (Dick) Rice is manager of the broadcasting division of the company, and H. F. Nilsson manages the sound division.

THIS IS WHAT THE FIRST ISSUE of Canadian Broadcaster looked like when it rolled from the presses on January 8, 1942. Remember? Old Volume I, Number 1, as it is now affectionately known, has since become C. B. & T.'s personal museum-piece, its eight pages complete with the dust and tatters of its 10-year life. Resurrected it serves as contrast with the present. Like the industry it serves this paper has undergone growth and changes in its make-up. (For nostalgic and historical impressions, see page 5.)

ceive assurances from Revenue Minister McCann and government legal advisers that the interpretation of the words "program activities" in the Act would not be interpreted to mean financial statements.

The bill was drafted by the government to implement some of the recommendations on radio contained in the Report of the Royal Commission on National Development in the Arts, Letters and Sciences.

#### Copyright Hearing Delayed

Ottawa.—After its initial sittings here last month, the hearings of the Copyright Appeal Board were adjourned until January 21, it was announced. The hearings were originally scheduled to be completed before the New Year.

The Copyright Appeal Board rules on the amount of fees paid by private and publicly-owned stations to the Composers, Authors and Publishers Association of Canada for the broadcast-

ing of music under CAPAC's control. The fee until the end of 1951 amounted to 14 cents per licensed receiver in Canada, half of which was paid by private stations and the other half by the CBC.

During the sessions later this month, the Canadian Association of Broadcasters, CBC and CAPAC will present evidence to the Appeal Board and it is expected that a proposed increase in the fee will be vigorously contested by the OAB and CBC.

#### Senate Drops Change in Radio Bill

Ottawa. — Royal assent was given to the government's Bill 17, finally making law the Act to amend the Canadian Broadcasting Act 1936, during the dying moments of the session here late last month.

But the bill which provides, among other things, for an appeal to the Exchequer Court by private stations on questions of law arising out of Canadian Broadcasting Corporation rulings which result in license cancellation, was not put through until the Senate had almost crossed the government up three days earlier.

The government and the Parliamentary Committee on Radio, which reported last month, refused to widen the terms of appeal under the Act to include disputes other than those on questions of law, as the Canadian Association of Broadcasters had sought in its representations to the committee. Led by Liberal Senator Arthur Roebuck, however, the Senate Banking and Commerce Committee voted eight to five to accept the recommendation of the CAB on this point and extend the grounds of appeal to questions of fact.

The Senate turned down the amendment adopted by its committee, which had also been fought for by the Conservative opposition since the bill was introduced in the House, and passed the bill unchanged.

Increasing the number of governors on the CBC Board from nine to 11 and establishing annual grants of \$6,250,000 to the CBC for the next five years, are two features of the Act. As amended by the special radio committee, it also provides that in the case of the CBC ordering the suspension of a private station license for regulation violation, such an order will not go into effect until 10 days after it has been made.

One section of the original Act which has been retained, gives the CBC the right to programming information of private stations. Fearing that this might be interpreted as including stations' financial statements, the CAB recommended to the committee that this section should also be amended. But while no changes were made on this point, the CAB did re-

*Eleventh*

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



**ANNUAL CONFERENCE**  
at the  
**ROYAL YORK HOTEL**  
**TORONTO**  
March 24 - 27 1952

We just don't have the time or the facilities to write to all our good friends who attend or would like to attend our convention. We hope this will serve as a personal letter telling all of you that you will be very welcome.

**The CANADIAN ASSOCIATION of BROADCASTERS**

Representing 106 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

# PEOPLE

## Rea Is "Talking Chief"

New Westminster. — Bill Rea, who owns and manages CKNW, here, was officially tagged as Chief Ni-ka Wawa—the man who talks—by the Squamish tribe of North Vancouver.

That's Chief Mathias Joe in the above picture handing Rea the Wawa Stick — the talk stick — which the participant in tribal meetings must hold in his hand before speaking.

Chief Andy Paull (right, with pipe) of the Capilano tribe also made Rea honorary member of



North American Indian Brotherhood, of which Paull is head.

The honors came as a mark of Rea's interest in welfare among West Coast Indians.

At the ceremony, dancing Indian braves brushed Rea from head to toe with spruce boughs to "wipe off white man's smell." Then he was allowed to take part in Indian ceremonial dance.



## CBC Program Director Passes



Montreal.—William J. O'Reilly, 35-year-old program director of the CBC's English station, CBM, died here suddenly late last month.

With the CBC since 1937, except for his wartime service with the RCAF, O'Reilly recently gained prominence as one of the most active of CBC commentators during the recent Royal Tour, his second. In 1939 he was the youngest CBC commentator covering the visit to Canada of King

George and Queen Elizabeth.

O'Reilly entered radio in 1933 as announcer-operator on CKCH, Hull. Four years later he joined the CBC in Ottawa and was later transferred to Toronto. For three years he was assistant to the CBC's regional representative in Halifax, and was named OBM program director in 1946.

■ ■ ■

## To Manage U.S. Station

San Luis Obispo, Calif.—Don Macleod has been appointed manager of radio station KATY, the American Broadcasting Company outlet here. Macleod was formerly commercial manager of CHUM, Toronto and CKNW, New Westminster.

■ ■ ■

## Rep Appointment

New York. — Bill Wallace has been appointed manager of the Los Angeles office of Adam J. Young, Jr., Inc., it was announced here late last month by president Adam Young. Wallace has been associated with the broadcasting industry for 20 years.

## CFCO again goes over the top

with 77,420 Radio Homes at a cost to the advertiser of 39 cents per thousand homes.

The Lowest Radio cost in the whole of South Western Ontario. BBM Study No. 4.

### CFCO - 630 Kcs - Chatham

# Fingerprints

There are no fingerprints or smudges on the scripts of those who use Peerless Black Carbon Paper—multiple carbon copies can be easily read at the "mike"—clear, sharp, legible. Samples are yours for the asking!

## PEERLESS BRAND

Peerless Carbon & Ribbon Co. Ltd.

### BLACK CARBON PAPER

214 KING ST. E.

TORONTO

★

**36,469**  
**Box-Tops**

IN

**November!**

FOR

**OXO,**  
**OGILVIE**

&

**ALPHA**  
**MILK**

★

*Via*  
**CFCN**

Ca\$ino Carnival pulled 36,469

labels or box-tops for

OGILVIE, OXO and ALPHA MILK in November, 1951!

More proof that in Alberta, it's . . .

**CFCN**  
**CALGARY**  
**FOR**  
**RESULTS!**



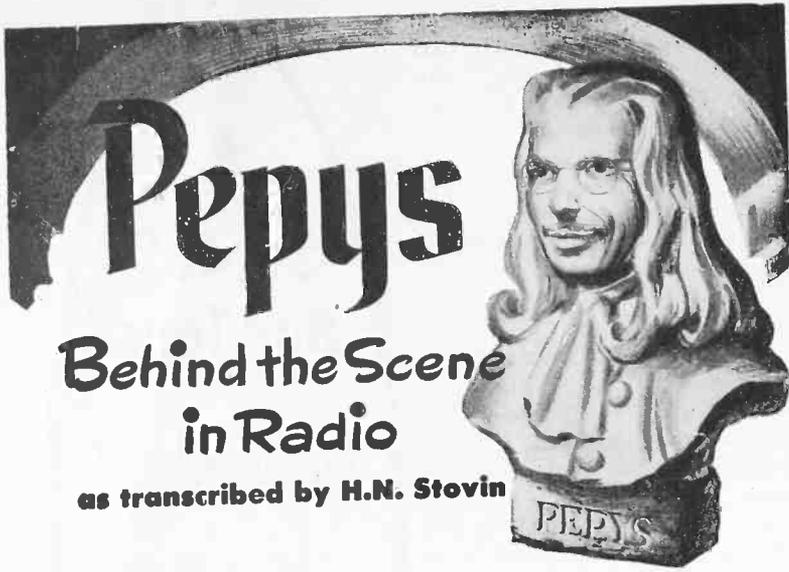
THE VOICE OF THE PRAIRIES

ASK:

**Radio Representatives Ltd.**

Toronto — Montreal  
Winnipeg — Vancouver

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



"Have this evening sat by my own good fireside in company with an old friend who is a pleasant fellow indeed and one with whom one would not wish to pick a bone—nor is likely to, he being a vegetarian. Through the magick of radio we have listened to the bells of Bethlehem, as they rang full sweetly to mark the passing of the Old, and the coming in of the New Year. And together we have set to paper, as is our custom, our New Year resolutions, even though they be frail things at best, and more easily broken than the walnuts that lie in my best blue china bowl between us ● ● ● The evening delivery by the post does bring the usual belated Christmas cards, and a welcome letter or two from good friends in our stations. CJOR, Vancouver, always to the fore in kindly acts, tells me that Ross Mortimer, their 'Kiddies' Karnival Man,' did especially carry cheer to sick and crippled children on a recent Sunday show—which Children's Hospital broadcast has been a CJOR feature for four years now—and did star a six-year-old named Penny, who is still getting her little burned body repaired, though it is now eighteen months since her night clothes caught fire as she stood before the fireplace ● ● ● The Times Herald of Moose Jaw, in a classified ad, carries a sincere testimonial of the popularity of CHAB's 'Javex Jill' program. A lady desires to sell her former watch at a very reasonable price, she having won a new watch, which she does describe as a 'Javex Bulova' ● ● ● My friend Theophilus now having a new batch of mulled claret prettily spiced, no time to tell of my new resolutions, save that in 1952 I shall relate more, and even better, stories of the sales-potency of those goodly proven stations which we do represent.

"A STOVIN STATION IS A PROVEN STATION"

**HORACE N. STOVIN**  
& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

Representative for these live Radio Stations

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

# PANORAMA

## Commercial Radio & TV Predicted for Britain

London.—The cry for commercialization of Britain's radio and television has again been raised, this time by the *Sunday Pictorial* here, which predicts that 1952 will see some form of commercial radio and television in this country.

It was not made clear, however, whether commercialism would come through the BBC offering some or all of its programs for sponsorship or through the granting of licenses for commercial stations. The week-end news magazine hinted that sponsorship would be "cutting into the monopoly of the air now held by the BBC."

The paper based its claim on the report that advertisers now have in the planning stage some shows featuring top stars and performers on which they are prepared to spend large sums. Sponsored shows on television will be the first step, the *Sunday Pictorial* asserts.

Adding fuel to this fire of speculation is the fact that a Parliamentary debate is scheduled for the near future on the government charter under which the BBC operates. Granted for five-year periods in the past, the last charter expired six months ago.

Over a year ago the customary examination of the BBC by a government-appointed committee was carried out. Before its report was turned in last January rumors in high circles were rife that a change toward commercial participation in radio and TV would be recommended by this 12-man Beverage Committee.

Only one member, however, Conservative Selwyn Lloyd, objected to the committee's majority report which failed to recommend sponsorship, while three other members added the reservation that advertising might be included in BBC programs.

## Musicians Re-elect Murdoch in Close Race

Toronto.—The Toronto Musical Protective Association (A.F. of M.) at a meeting held here last Sunday, installed its new executive board and officers, under re-elected president Walter Murdoch. They were elected during a controversial election late last month.

This election was first considered invalid on a procedural technicality, but when submitted for a ruling to the International American Federation of Musicians it was found that the "intent of the electorate was apparent in the balloting, regardless of procedure." This finding was announced to the membership of the Toronto group at the meeting.

Murdoch was re-elected for his twenty-first year as president while the post of secretary, occupied by Arthur Dowell, was not at stake. Other officers include: Gurney Titmarsh, 1st vice-president; Captain W. T. Atkins, Queen's Own Rifles Band, as 2nd vice-president; assistant secretary, John Orde; marshal, Gordon Dalamont; sgt.-at-arms, John Niosi; and chairman of the price list committee, Roy Locksley.

The executive board consists of: Les Foster, Sidney Gangbar, Alfred Shawl, Harry Freedman and Brian McCool. One other member—either Ernest Johnston or Robert Burgess—will be decided by a recount.

The election, which saw Murdoch re-elected by a margin of only 46 votes after running 15 years without opposition, almost split the Toronto musicians' union into two camps—one for and the other against the former administration. Murdoch defeated 27-year-old Carne Bray. The election provided one big upset when Gurney Titmarsh took over from Don Romanelli, the union's 1st vice-president for the last 15 years.

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

# CANADIAN BROADCASTER AND TELESCREEN

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

Published by  
**R. G. LEWIS & COMPANY, LTD., 163½ Church St., Toronto 2, Canada**

EMpire 3-5075

Printed by Reg. Willson Printing Company, 3 Chester Ave., Toronto — GLadstone 4844

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

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



Vol. 11, No. 1.

25c a Copy — \$3.00 a Year — \$5.00 for Two Years

January 9th, 1952

## First Person Singular

We've just shaken the dust off the engraver's "copy" for the front page cut for this issue. It's the one surviving copy of Volume 1, Number 1, of this here journal, which appeared, with no great evidence of rejoicing, just ten years ago. As a matter of fact it was due out January 1, 1942, but we finally emerged with our eight scintillating pages on January 8—just one day late per page.

I've just been reading it through, typographical errors and all—damn that guy Benson—oh, he wasn't here then—in fact I was the only one—must have been the printer's fault.

I got rather a kick wandering through the pages.

The editorial—we used to put them on the front page in those days—was headed "A Great Industry." News items on page 1 announced the CAB Convention and CFRN, Edmonton's seventh birthday. (They must be 17 now.)

Short items included the startling information that CKMO, Vancouver, had inaugurated "news on the hour every hour," while George Temple had severed his connection with the CBC to spend most of his time producing "The Happy Gang," through the advertising agency, Lord & Thomas. They were the predecessors to Spitzer & Mills. Remember?

"Treasure Trail," now in its fifteenth year, was bragging about four years of life. "Variety" had just cited CKCL (now CKEY, Toronto) for providing "a well-balanced outline of how a radio station may serve its country and its home town during war time." And CKLW, Windsor, had quit letting people in free to their Sunday evening concerts at the Tivoli Theatre, making them buy at least one war savings stamp to secure a seat.

On page 2, we had a pat on the back for The Toronto Telegram, in which we quoted an editorial in that paper which commended radio for its help in the paper's activities for the British bomb victims.

Then there was an article showing what listening trends had been during the past year, an article on merchandising programs; a picture montage headed "CKOC Goes Collegiate," showing some of the kids at work, when, every week, as a war savings promotion, they took over the Hamilton station. Adjoining that was a suggestion from us that High School debates might make good program material. I don't think



"And now the choir will sing . . ."

anyone ever latched onto that one, but it still seems like an idea to me.

**Red Foster's Crown Brand Sports Club** got a nod to fill out page 4. The story told how 10,000 Crown Brand Corn Syrup labels admitted a like number of youngsters (grown-ups were barred) to the Maple Leaf Gardens for the Crown Brand Sports Club Annual Ice Carnival, which was then celebrating its seventh birthday.

Gerry Tonkin, then Toronto manager of Northern Broadcasting, contributed an article which showed how successfully movie theatres were using radio, on page 5.

Page 6 announced the opening of CHEX, Peterborough, and told how CKWS, Kingston, was linking its studios to the transmitter on Wolfe Island by FM. The late Clary Settell had a slogan he urged people to adopt on his O'Keefe's Bowling Broadcasts over CKCL. It went like this: "To you who have a 'V for Victory' sign on your windshield, add another reading: 'Ride with me, soldier!'"

**Coyly, and no more aptly** than it would be right now, we printed: "News items for the February issue should reach the Canadian Broadcaster by January 20. Back in 1942 we were just Canadian Broadcaster. That, you will recall, was before we didn't have any television!"

Finally, on the back page, was a story about CFCO, Chatham's weather bureau,

which it had to put out of use for security reasons during the war.

There weren't many ads in this small but, to us, memorable issue. And because they were few, that made them all the more precious. CKTB, St. Catharines, used one to announce that they were now broadcasting on 1,000 watts; Radio Representatives not only pointed out that Greeley went west, but they also subtly suggested that he stopped off at the (then) six western stations represented by them; Hal Williams of Dominion Broadcasting Co. assured the industry that Duophonic Recordings give you true recording quality; CFCO, Chatham, talked of their continuous public service.

"We don't serve tea, but it could be arranged" was the blow-line on Harry E. Foster's ad in which he offered "ideas for sale—indoors, outdoors or on the air."

CFNB, Fredericton, used a quarter of a page, to remember, a little nostalgically, when they too "were the proud poppa of a new-born enterprise . . . way back in 1924." Roy Thomson's Northern Broadcasting & Publishing Company Ltd. (as it was called then) used two quarter pages to talk about his stations. I am sure Roy won't mind me recalling that he insisted on paying on a half page basis. Finally, on the back page, where they have been practically ever since, CFRB proclaimed that they are "The People's Choice."

Even as graceless a character as I cannot sidetrack an obligation to these, our original advertisers, who made the first issue possible. And you'll never know how literally I mean those words. Our rates were low then, but so was the value we had to offer. It was the preparedness of those eight advertisers to gamble a few bucks on the off chance that that funny-looking guy from Richmond Street might have something, and those who followed shortly after in their wake, that it has been possible for us to provide radio with its trade paper ever since.

It is because of the continued staunchness of the industry, and of Art Benson, Tom Briggs and the boys in the office that we are going on this year and in the years to come, growing in stature and growing in usefulness to the industry we serve.

*Richard Lewis*

# 10 YEARS OF PROGRESS IN "The North"

IN 1952 as in 1942 CJKL, Kirkland Lake; CKGB, Timmins and CFCH, North Bay, offer advertisers the only effective means of reaching the huge audience in the lush area between Huntsville and Hearst.

Outside radio just cannot break through this prosperous "Market behind the Wall" due to the mineral content of the north country.

To reach Ontario's Golden North, advertisers must use these local stations which earn over 94% of the audience.

**CJKL KIRKLAND LAKE**

5000 WATTS

**CKGB TIMMINS**

5000 WATTS

**CFCH NORTH BAY**

1000 WATTS

REPS:—National Broadcast Sales — Donald Cooke, Inc.

# WRITING BETTER RADIO COPY

(PART ONE)

G. Alec Phare, author of the poignant series of articles which begins here, is managing director of the advertising agency, R. C. Smith & Son Ltd., Toronto, as well as director of the Course in Advertising, University of Toronto Extension, and a veteran broadcaster and lecturer on advertising.

**In Part One herewith, he points out: "Writing is a mental process, not a mechanical one. Have something in mind first, then write."**

If you were to count the number of words sent out every day over the air by Canadian and American radio stations, it is a safe estimate that they would total not less than 25 million—every day, seven days a week, all year. It takes at least this huge torrent to satisfy the insatiable thirst of radio! And every one of those words is aimed at telling somebody something.

Radio is kept alive by its ability to tell a story which somebody wants to tell to anybody who might be influenced by it. Be it the station's call letters, the correct time, the names of participating actors or musicians, the titles of programs, the latest news, the message of a dramatic play or the ubiquitous word from the sponsor, every one of those billions of words during the listeners' year is intended to tell somebody something.

And let's face up to the unpalatable fact that people are getting pretty tired of the way radio does tell them! What's more, they are beginning to say so, and have long since learned the art of tuning out, mentally, any words that do not immediately interest them.

That being the case, and only ourselves to blame for it, there seems to be a definite reason for delving a little more deeply into the subject of putting words together in such a way that people will not only listen to them, but like it. And that is exactly what this series—written humbly, out of the accumulated experiences of the years, by a workman to fellow-workmen—is designed to do.

Writing for radio is a craft, not an art; it requires the skill of a

specialist, and without a knowledge of the requirements of radio copy the ordinary writer is as helpless as the plumber who has forgotten his tools. But it need never be a mystery, and anybody can write better radio copy by taking the necessary pains to find out how. It is as simple as that, and also as difficult.

There is an additional reason just now for the sharpening-up of the tools of our craft, and that is TV, which is now thoroughly established in the United States, where it has already dealt a body-blow to ordinary radio. A few parts of Canada are in its fringe area, and even under today's indifferent viewing conditions, we can look ahead and see that it is going to do the same thing here—when it comes. As one leading business man said only recently, "When we get Canadian TV, any man with a mass appeal product would be a fool not to use it. There never has been such a powerful advertising medium since printing was invented."

There are even those who say that Video will relegate Audio to the status of a classified ad. Even though we may not go this far, there is still plenty of evidence to show that radio writers may well sharpen both their pencils and their wits, for the law of the jungle still prevails, and it will be the fittest who survive.

In preparation for this series of informal chats, this writer has been talking to people who, day after day, do write for radio—men and women who write continuities, commercials and spot announcements; talks, newscasts and even plays; in radio stations, advertising agencies and continuity departments—what might be called the "mill-run" writers. Nearly all of them have the same thing to say. As one man put it, "I'm writing for a living, not to win medals, and I have to turn the stuff out so fast I don't even have time to read it over after it's written."

Probably you and I, and everybody else who ever had to write to deadlines, has said much the same thing, not realizing that that was exactly what made us "mill-run." What we really meant was, not that we hadn't the time,

**We don't sell Time**



**We Sell Results**

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

**Bigger Profits For You  
In 1952**

CHOOSE

**CKCR and CKCR-FM**

Serving from the heart

OF

**ONTARIO'S RICHEST MARKET**

Get the Facts from Omer Renaud

# It's Results that COUNT!



• For a Prosperous New Year and Sales Results all the year through, Buy CHNS for the Halifax and Nova Scotia Market.

Take a look at BBM and Elliott-Haynes. Then call the All-Canada Man in Canada, or Weed & Co. in the U.S.A.

## CHNS

The Voice of Halifax

but that our thinking was not properly organized. All that counted with us was the getting of some words on to a piece of paper, so we hurried to do just that.

But we influence people only as we transfer ideas off the type-written page and on to listeners' minds. It isn't more time we need, it is better-organized thinking time—four-fifths "think" and only one-fifth "ink." Because nothing can come off that piece of paper except words, if that is all we have put there. It is *ideas* that count.

The purpose of this particular article is to plant two ideas in the minds of readers—one general, one specific. The "general" idea is that an all-round stepping-up of the quality of radio copy is far more than a dreamy idea, it is vital to the very survival of radio; because video is going to nudge radio into the limbo of the classified column or the "neighborhood happenings," unless something is done smartly to keep listeners interested in what their local stations have to say.

And the "specific" idea is that what we write is intended to convey and implant ideas, to persuade, and to leave an impression behind which is a favorable one. A typewriter, then, is no place for any writer to do his thinking. Thinking is a mental process, typing is only a mechanical one. Putting words on paper should be the last step, not the first one, in the process of writing.

Properly organized thinking gives life and bounce to words so

that they *do* come off the paper. Every writer of the printed word knows the value of writing to one particular person — some of them even keep a photograph on the desk beside them just to help them do it. How much more important to *talk* to one particular person, when that is exactly what is going to happen when your message goes out over the mike.

Your audience is made up of individual listeners — why not write to an individual? And please don't dismiss this as elementary. It is—but listen for an hour or two to any commercially-minded station, and see for yourself how much of the spoken word is apparently pitched toward crowd psychology!

So, before writing a word, sit back and decide what it is you have to say—exactly. Then pack into a single sentence the idea or impression you hope to leave with your listener. Then, mentally, *tell* somebody. Put your heart into it, try to make that listener both interested and pleased; work on it as if you were selling on commission in a bargain basement and your next meal depended—not on making a sale, but on helping the prospect decide to buy.

Is that photograph on your desk, or the portrait in your mind, beginning to look interested, even to smile a little? If so, and even though you haven't written a word yet, you are already on the way to writing better radio copy!

(Part Two in this series will appear next issue.)

**BRITISH COLUMBIA'S** second largest population is concentrated in the north Okanagan and is served exclusively by CJIB . . . for by every survey CJIB shows five times as many listeners as any other station.

NUMBER ONE  
BY FAR!!



Reps:  
Radio Reps  
&  
Donald Cooke

## Start The New Year Right! in 1952

Program Profitably at Lowest Costs

Thru

Nfld's "Most Listened to" Station

*LOOK To The Spot On The Dial  
where Listeners are Legion*

# — 590 —

FIRST AND FAVORITE IN THE 10th PROVINCE

Contact Stovin or Weed for Best Availabilities

### Colonial Broadcasting System Limited

P.O. BOX 920 — NFLD'S "OWN" STATION — ST. JOHN'S



# STATIONS

## Radio Eases Transit Strike

**Toronto.**—Radio stations moved into high gear in a hurry here late last week to ease the shock of the transit strike which suddenly hit this city. Most of the stations' newsmen were still trying to second-guess the union leaders, like everybody else, by expecting the strike at least 24 hours later than it happened. But they had their plans laid anyway.

CKEY's news editor, Harry Rasky, dug his staff of five out of bed at 3 a.m. Friday morning and the station soon had on the

air reports and interviews with union and Toronto Transportation Commission officials. Then came the important public service of broadcasting bulletins from companies about arrangements they had made for getting their employees to work.

The switchboard of CFRB was loaded with calls long before the sun rose on Toronto's first streetcarless day. The callers were representatives of many companies, great and small, located everywhere from the heart of the city to distant suburbs, and they relayed to the station their plans for auxiliary transportation. There just wasn't enough air time to give all the requests good coverage, Ken Marsden reported, so

the biggest concerns got priority because more people were involved.

A tape recorder of CKFH was on hand to record the press and radio interview the union spokesmen held following the strike meeting early in the morning and this was aired as soon as the city began waking up. Besides employers' announcements and pleas directed at motorists to give a lift to those they saw walking, the station continued its series of "on the street" interviews begun the day before.

After the union meeting, which decided the action to be taken by the TTC's 5,000 employees, CBC staffers Alan Anderson, producer Art Hiller and operator Roly Anderson, spent the night touring the city in a mobile unit for interviews. They got the opinions and impressions of the last motorist to park his streetcar at the major car barn, as well as a few words with some people who, not knowing the situation, were anxiously waiting for the red-and-cream behemoths at street stops.

Hitting the air at sunrise, CHUM went to work airing requests for motorists to help out those who walked and also warned people to relieve the downtown traffic congestion by staying away if it was not necessary for them to enter the area.

CKFH came up with one idea to ease the confusion. It broadcast to motorists the suggestion that if they had room for passengers they turn on their lights to let them know. They call it the "Light Brigade." Program director Bob Pugh said he thought this would work out well in the morning, but at press time he was still looking for a solution for the dark evenings. Another suggestion aired by the stations was one in which motorists could put placards in their windshields denoting the cars' destinations.

In their desire to get information and interviews the stations continued to keep Toronto's new mayor, Allan Lamport, Ontario Labor Minister Daley, Chief Conciliation Officer of Ontario Louis Fine, and union officials before their microphones.



A CAMPAIGN TO GET BOOKS, magazines and other reading material for Canadian troops in Korea, staged by station CHUM, Toronto, and sparked by its sports director, Phil Stone, resulted in over 6,000 pieces of reading matter being airlifted to the Korean front. Stone began airing requests for books on his program when he learned from news reports that the supply for the fighting men was getting low. Reason—the cost of mailing books individually to Korea is prohibitive. The same problem faced CHUM until the RCAF, feeling the station had done a valuable service in rounding up the material, supplied air transportation. Stone is seen above helping an air force man ready part of the shipment for loading on an aircraft.

The Voice of the Eastern Townships

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

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

**SHERBROOKE, QUE.**

## SHERBROOKE, QUE.

Waterville, P.Q., is about to be the new home of the Sponge Rubber Company, manufacturers of sponge rubber, automobile-cushion rubber and similar products. Waterville, only some twelve miles from Sherbrooke, will benefit considerably from the new industry, which will open shortly and employ some 300 people. To reach the growing, prosperous Sherbrooke area use CHLT (French) and CKTS (English).

### Representatives

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

*Miss Beautiful Barrie Sapp*

ONE NATIONAL ADVERTISER writes, "I don't remember ever before having seen such a thorough-going promotion for our program." CKBB has a new promotion plan for National Advertisers — ask our representatives about it — CKBB can and WILL produce satisfactory results.

**CKBB**

Serving  
Simcoe  
County

Paul Mulvihill In Toronto  
Radio Time Sales (Quebec) Ltd. In Montreal  
Adam Young In The U.S.A.

## Prisoners Give Station Fund 2-Way Support

**Prince Albert.**—Again this year the campaign of station CKBI here to raise funds for its annual Christmas welfare plan of helping needy local families more than reached its objective of \$2,000. But for the first time one of the biggest helping hands came from the Saskatchewan Penitentiary.

The highlight of the drive each year is a mammoth radio show featuring local talent — everything from old-time musicians to performers in the classics, who give their services voluntarily—while the listening audience subscribes what it can afford. And, although it couldn't put in a personal appearance before the large studio audience, the Saskatchewan Penitentiary Symphony Orchestra played a major part in the recent program, aimed at providing material "good cheer" to 200 families with 700 children.

Many listeners here reported  
(See next page, please)

ONCE MORE we are entering a brand-new year. Now is the time to look ahead and plan new campaigns. It's also a time to look back over the old year—to make a note of missed opportunities and to resolve to avoid missing them this year.

IF YOUR PLANS for the past year did not include CFNB, investigate now the possibilities of New Brunswick's leading station.

MORE NEW BRUNSWICKERS listen to CFNB than to any other station. Make your resolution now to get the whole story on CFNB from the All-Canada Man. It will pay you.

New Brunswick's  
Most Listened-To  
Station



See  
The All-Canada Man

**cjcs**

**SELLS**

in

*Stratford*

### TOUR RECORDS GET ROYAL THANKS



BUCKINGHAM PALACE

8th November 1951

Dear Sir,

The gramophone records referred to in your letter of October 20th have now arrived and have been given to The King and Queen.

Their Majesties are very pleased to have this opportunity of hearing for themselves something of the warmth of the reception given to Princess Elizabeth and the Duke of Edinburgh in Hamilton, and I am to express to you, and to those associated with you, the sincere thanks of The King and Queen for your kind thought in sending these records, and for the message of loyalty and good wishes which accompanied them.

Yours truly

W.T.Cranston, Esq.,  
C.K.O.C.,  
King William Street,  
Hamilton, Ontario

APPRECIATION OF THE KING AND QUEEN for recordings of the two-hour Royal Tour broadcast by station CKOC, Hamilton, was expressed to station manager Bill Cranston in the above letter. Thirty four-minute records, describing the Hamilton portion of the Canadian tour of Princess Elizabeth and the Duke of Edinburgh, were sent by the station in bound albums to Their Majesties.

(Continued from previous page) that it was a heart-warming experience to hear the SPSO taking part in the program through remote control, because they have become familiar with the men behind the prison walls by way of other CKBI broadcasts of baseball and other games, as well as orchestral concerts, throughout the year.

But when the tabulating of returns was well advanced, it was discovered that the prison inmates had donated more than a portion of the program. "Two-year men" and "lifers" alike had pooled their nickels and dimes until they had

collected one of the larger donations that went to make up the fund.

...

#### STOP THIEF

New Westminster.—CKNW and Vancouver's police chief Walter Mulligan have started a campaign against car thieves by broadcasting the license numbers of all autos swiped in the Vancouver-New Westminster area.

This, according to a bulletin from CKNW, has reduced car thefts by one third.

In one instance police, acting on a tip from a listener, nabbed the culprit still in the car.



## McGavin's Ltd.

### Renews

## Contract on CKOV

FOR ANOTHER YEAR

OF NOONTIME NEWSCASTS

SIX DAYS A WEEK

ANOTHER SATISFIED SPONSOR — ON 630 KC.

# A 4 - IN - 1 MARKET

- ★ FARMING
- ★ FISHING
- ★ FURS
- ★ FORESTS

The Big Four which supplies the CKBI market with a year-round income. Add this market to your 1952 campaigns.

## CKBI

5000 WATTS

PRINCE ALBERT SASKATCHEWAN

## Winnipeg dreams right along with Irv Stein



### AFTER DINNER MUSIC, NEWS AND VARIETY!

Irv's soothing, relaxing show has a lot of enthusiastic admirers. It's a "dreamland" show for quiet relaxation and easy listening. And speaking of dreams, let M. C. Irv Stein help you realize your dream of high sales—constant sales!

See our  
reps...

Radio Representatives  
Limited  
Toronto, Montreal  
Winnipeg & Vancouver  
Adam J. Young, Jr.,  
Inc.  
U.S.A.

# GJOB

WINNER OF  
John J. Gillan Jr. Award  
G.E. On the Air Award  
Billboard Award



# NORTHERN ONTARIO'S

*Greatest*

## ADVERTISING

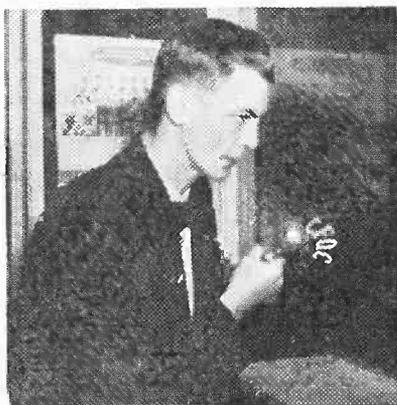
## MEDIUM

# CKSO

NORTHERN ONTARIO'S  
HIGH-POWERED  
STATION

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

*Introducing...*



Sportscaster Stilling broadcasting a Pacific Coast Hockey League game.

*Sportscaster*

## ARNOLD STILLING

— co-assistant director of the CFQC News Service in charge of sports.

Arnie has been with CFQC seven years, covering all types of sports. Does expert play-by-plays the year around of hockey, curling, baseball, football.

Professional, complete coverage of sporting events tabs CFQC as a station that's

"on the ball with sports!"



RADIO REPS for the complete CFQC story!



This column is being written just after Christmas in a room overlooking a lawn that is as green as Toronto grass in early May. The temperature outside is around 40, and it feels colder than 10 above! Inside the house—well, you've heard of English heating systems before. A bright fire in the grate sends a warm glow all over your face and chest—if you happen to be sitting facing it—while icicles form in the small of your back. I always thought we were given to overheating our houses in Canada. Now I am not quite so sure. Ever try climbing in bed between two sheets of ice? Then, brother, you ain't tried nothing yet.

The funny part is, after a couple or three days of it you feel healthier than ever before, and even begin to sympathize with the English practice of building your house with the water pipes outside, because it is easier to get at them and thaw them out, when they freeze.

The flight over was quite a thing, and I think I should tell you about it.

I was scheduled to take off from New York on Thursday, December 20, at 5 p.m. I planned a few days' "rest" at the Alex Sherwoods who live in Stamford, Conn. You think I'm fooling. But you don't know the Sherwoods. They do all their drinking sitting down. If you did the rounds of the Christmas office parties, you will know what I mean.

On Thursday, the day I thought was to be take-off day, I sat in, as Sherwood's guest — he didn't complain at paying for me so I guess that is what I was—at an

interesting function. It was a luncheon of the Radio Executives' Club of New York at the Waldorf Astoria, and the occasion was the fiftieth anniversary of the first radio signal sent across the Atlantic Ocean by Marconi.

The chairman of RCA, General David Sarnoff, performed the commemorative ceremony by transmitting, from his seat at the head table, the same letter "S" in Morse code that had been sent by radio's inventor half a century before.

As the General pressed his series of three "dits" on the key provided for the purpose, we heard the signals on a loudspeaker, less than one-eighth of a second later, after they had traveled around the globe.

He also exchanged greetings, by radio-telephone, with Marchesa Maria Cristina Marconi, widow of the wireless inventor and her daughter, Elettra, in Rome. Both ends of these conversations were audible to us in the dining room.

Actually the anniversary of the Marconi transmission was a week earlier because it was on December 12, 1901, that Marconi and his associates, after several weeks of experiments, heard in St. John's, Newfoundland, the letter "S" transmitted from a point near Cornwall, England.

In his short talk, General Sarnoff said: "The destiny of radio will not be fulfilled until there is direct person-to-person communication anywhere in the world." He predicted that some day each person would have an individual radio frequency, just as they have individual telephone numbers now.

My plan was to leave the lunch for the airport limousine. But it was not to be.

It was a "pig of a day" (English for "lousy weather") and they set us over, first for a few hours and next to the following (Friday) morning. We took off at about 9:30 a.m., and about 40 minutes out—or off, or whatever you call it—they announced over the plane's p.a. system, which whistled like most service club mikes I've spoken into, that we were having a bit of engine trouble and would be returning to New York.

We all sat there trying to look like it was nothing until we saw the city below us, through chinks

## DID YOU KNOW?

EVERYONE else is bragging about their quiz mail. Here is ours: During the past 10 weeks, we received 56,099 entries to three quiz programs—

King Cole Treasure Quest  
Marvens Calls The Missus  
Dollar Dividends

This same "interested" audience is available for your sales message.

# CKCL

TRURO, NOVA SCOTIA

J. A. MANNING  
Manager

OMER RENAUD & CO., Representative  
Toronto & Montreal

in the fog and clouds. We had a couple or three shots at making the landing but it was no soap. So they opened the mike again and "The Voice" proclaimed that we'd be flying around until the weather cleared, adding, pointedly: "The bar is now open."

Nine drinks later we landed—not in New York, but at the port we couldn't make because of engine trouble—Boston! Oh, well!

This was Friday lunch-time. We fed and then they turned us loose until dinner. We fed again and clambered into the aircraft at 8.30 p.m. We sat in it about an hour. Then they turned us out again because, they announced—the crew was too tired, so we were going to "over-night it" in Boston.

Most of the passengers were

getting quite muttery. I comforted them, however. You know me. I pointed out that there'd always be an England so there really wasn't any hurry. That fixed it. One of them gave up and went home.

Next day the whole tempo changed. We took off on schedule, right after breakfast, and literally sailed across the Atlantic in BOAC's best style, making Shannon in slightly over seven hours.

I think we forgave them. I know I did.

I haven't had much of a chance to do the observing I promised in the last issue. I can report on first impressions, though.

Things haven't changed much since my last visit just two years ago, except that austerity is now part and parcel of daily life and is taken for granted. If everything became plentiful again overnight, I think there'd really be turmoil because they wouldn't know what to do about it.

We had a family shopping excursion "down the village" this morning and our meagre orders were filled by smiling and courteous people in the shops, who acted as though they were doing us a tremendous favor but thoroughly enjoyed doing it.

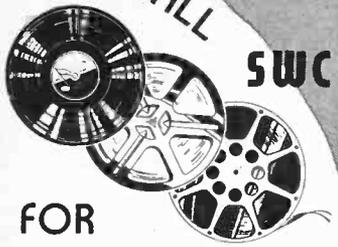
That one among miracles, the London taxi, has undergone a change. Just about the only commodity that was still operating at pre-war prices last time I was here, they've gone up—a trifling two-thirds!

Previously I was led to understand that the prices remained the same because it would cost too much money to change the meters. Now they have got around the problem. The meters remain unchanged, but there is a card beside them which points out that if the meter reads three shillings it should be five, and so forth. The taxi drivers don't like it. Higher fares mean fewer passengers. Fewer passengers mean fewer tips. From the visitor's standpoint, though, you can still do a half-hour ride for less than a dollar, and as far as tips are concerned, the cabbie will take your shilling without embarrassing you with his gratitude, and a shilling is just about 15 cents.

The few days I have been here so far have been mostly devoted to family functions and affairs. Next week I'm tackling the BBC and kindred places. These visits should be productive of printable material which will be flown over to make the next issue.

That about wraps it up for the present. Buzz—I mean cable me if you hear anything.

**BETTER CALL SWC**



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

Released for a SALES-HAPPY NEW YEAR

Exclusive or Participating Sponsorship  
Once-Weekly or Strip Programming

**THE RUDY VALLEE SHOW**



- 30 minutes of whimsy and wit plus 3 musical numbers of your own selection.
- Maximum 6 spots per show.
- No Minimum Contract.

Special Audition sent with rates and brochure.

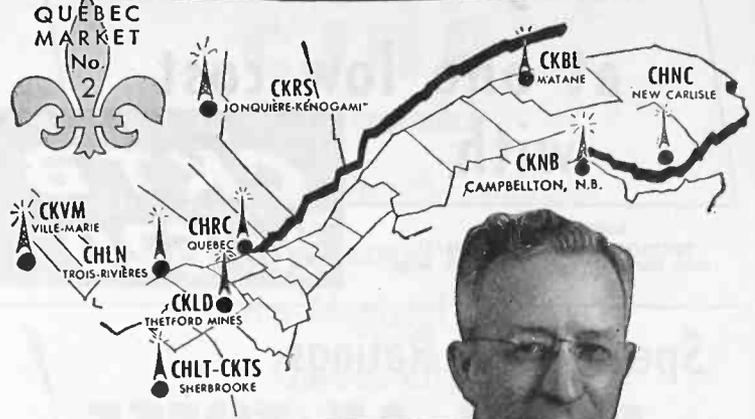
**S.W. Caldwell LIMITED**  
2100 VICTORY BLDG.  
80 RICHMOND ST. W.  
TORONTO.

**FEBRUARY CONVENTION DATES**

Feb. 4-6  
Maritime Association of Broadcasters, Fort Cumberland Hotel, Amherst, N.S.

Feb. 11-12  
B.C. Association of Broadcasters, Hotel Vancouver, Vancouver, B.C.

**MARKET No. 2**  
**IN FRENCH-SPEAKING QUEBEC**  
is Canada's Fastest-Growing Market



All of Quebec Province east of Montreal, with a large added French Audience in North-Eastern Ontario and the Maritimes.

**"Reach it by Radio"**  
SAYS *Jos. Hardy*

REPRESENTING These leading Regional Stations

<b>CHRC</b>	QUÉBEC	5000 WATTS
<b>CHNC</b>	NEW CARLISLE	5000 WATTS
<b>CHLN</b>	TROIS-RIVIÈRES	1000 WATTS
<b>CHLT</b>	SHERBROOKE (French)	1000 WATTS
<b>CKTS</b>	SHERBROOKE (English)	250 WATTS
<b>CKVM</b>	VILLE-MARIE	1000 WATTS
<b>CKRS</b>	Jonquiere-Kenogami	250 WATTS
<b>CKBL</b>	MATANE	1000 WATTS
<b>CKLD</b>	Thetford Mines	250 WATTS
<b>CKNB</b>	CAMPBELLTON	1000 WATTS

**RADIO IS NOT ONLY THE CHEAPEST AND MOST EFFECTIVE WAY OF REACHING MARKET NO. 2 IN FRENCH-SPEAKING QUEBEC—IN MANY SECTIONS IT IS THE ONLY WAY.**

"New spending power in the area covered by CHLN is evidenced by the increase of wages in Trois Rivières by 17.9%. Weekly salaries of workmen took a decided upturn during 1951, and the average wage-earner, who took home \$43.66 in 1950 now received \$45.86. In the paper-making industry, the average weekly pay was the highest, with an average of \$66.37. Reach this profitable market, in French, by using French-Speaking Radio Stations. For rates, availabilities and other details — Ask Jos. Hardy."

His 22 years of experience of 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.**

1015 DOMINION Sq. Bldg. MONTREAL UN 6-8915  
39 ST. JOHN St. QUEBEC 2-8178  
11 JORDON St. TORONTO Waverley 2438

Sell the rich  
Niagara Peninsula  
at one low cost  
with



REPRESENTATIVES  
TORONTO: Paul Mulvihill  
MONTREAL: Radio Time Sales

Speaking of Ratings.....  
**LOOK AT THESE!**

	RATING	% LISTENERS
<b>CFBC</b>	<b>25.1</b>	<b>54.8</b>
Station "B"	17.9	40.3

AVERAGES for EVENINGS — NOVEMBER '51

**CFBC SAINT JOHN**  
NEW BRUNSWICK

Representatives:

J. L. Alexander — Montreal & Toronto  
J. N. Hunt & Associates — Vancouver  
Weed & Company in the U.S.A.

**AGENCIES**

By Art Benson

**RUTHRAUFF & RYAN**

Toronto.—The Pepsodent Company of Canada starts the 15-minute five a week transcribed *Bert Devitt Drops In* (S. W. Caldwell) January 14 over 20-odd stations coast to coast advertising Pepsodent Dental Cream. Same sponsor also continues its 10-minute five a week segment of Gordie Tapp's *Fiesta* over CHML, Hamilton, for same product.

Lever Brothers Ltd. has scheduled a series of early morning five-minute programs, mostly newscasts, over 20-odd stations coast to coast advertising Lifebuoy Soap.

**VICKERS & BENSON**

Toronto.—George Weston Ltd. has renewed its five- and 10-minute radio shows along with its spot announcement series over 25 stations coast to coast advertising biscuits and candy. The Weston bakery division has scheduled a series of 5, 10, 15-minute shows in addition to spots and flashes over 40-odd stations from British Columbia to Quebec.

**YOUNG & RUBICAM**

Toronto.—Lever Brothers Ltd. has started the 15-minute five a week *Bod's Scrapbook* with Maurice Bodington over 39 stations of the Dominion network advertising Lipton's tea and soups. The show is heard mornings at 10.45 and also features singer Howard Manning and pianist Lou Snider. Esse Ljungh looks after production while Del Mott handles the commercials. Highlight of the program is the "Homemaker of the Day," a Canadian housewife who is honored for her particular contribution to the welfare of her community.

**WOODHOUSE & HAWKINS**

Toronto. — Maher Shoe Stores has scheduled the half hour once a week transcribed *Pappy Cheshire's Ranch Roundup* (S. W. Caldwell) for one year over CHML, CFPL, CKWS, CJBQ, CHOK, CFOS, CHEX and CFCH. Same

sponsor has also renewed *Double or Nothing* for another year over 10 Ontario stations.

Puddicombe Motors Ltd. (Mercury-Meteor-Lincoln) has renewed the five-minute six a week newscast featuring Barry Wood for a year over CFRB's *Midnight Merry-go-round* (11.30 p.m.).

**MacLAREN ADVERTISING**

Toronto.—Tucketts Limited has scheduled the 15-minute three a week transcribed *The Unexpected* (S. W. Caldwell) over CFRB, Toronto, advertising Buckingham cigarettes.

**SCROGGIE TO GIBBONS**

Toronto.—Jim Scroggie, formerly associated with Walsh Advertising, has been appointed creative chief at J. J. Gibbons' office here. Basil Partridge returns to Walsh's Toronto office as copy director.

**BAKER ADVERTISING**

Toronto.—The Carnation Company starts the 15-minute twice a week transcribed *Riders of the Purple Sage* (S. W. Caldwell) early this month over nine B.C. stations, six Maritime stations and four in Newfoundland. The series has been contracted for one year.

Eversharp International Inc. has scheduled the five-minute six a week *Sport Facts* over CFRB, Toronto, featuring Maurice Rapkin and advertising Eversharp pens and pencils along with Schick Injector razors and blades.

General Foods Ltd. is piping in the *Roy Rogers Show* from NBC to the Trans-Canada network January 10 advertising Sugar Crisp.



Roughrider Send-Off — Biggest CKRM Promotion of '51

★ ★ ★  
**Thousands cheer Roughriders at CKRM - H.F.C. radio rally**

REGINA'S Armory was jam-packed by thousands at a send-off rally the night that Roughriders departed for the Grey Cup classic. It was a terrific climax to the efforts of CKRM sportscaster Johnny Esaw. Johnny not only organized the city's Quarterback Club, but engineered the rally, directed the program and flew east to keep CKRM listeners in constant touch with their football heroes.

It was a great thing, too, for Household Finance Corporation, who sponsored the hour-long broadcast. In fact, every person who took part in this wonderful event was pleased as punch with the results!

16 years of network, local radio in all phases.

- ANNOUNCING
- PRODUCTION
- MANAGEMENT

At your service

Box A-112

C.B.&T. 1631½ Church St.



Those damn Russians! Now Stalin claims Mushkolovitchsky writes as well as Walter A. Dales Radioscopies, 907 Keefer Building, Montreal, telephone UNIVERSITY 6-7105.



**PROFESSIONAL AND SERVICE**  
*Directory*

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

**PROGRAMS**

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

**PRESS CLIPPING**

Serving National Advertisers and their agencies with competitive lineage reports, newspaper clippings — **ADVERTISING RESEARCH BUREAU**, 310 Spadina, Toronto; 1434 St. Catherine W., Montreal. (O)

**RECORD'G SUPPLIES**

**IMMEDIATE RESHARPENING SERVICE**—By special arrangement with Audio Devices Inc. we carry a large stock of Cappel's resharpening sapphire needles. Mail us your used Sapphire Needles and we will immediately return to you resharpened a fraction shorter than those supplied to us. This remarkable service has already been tried by leading broadcast stations and has proven to be highly successful. Net price each... \$2.50 — **ALPHA ARACON CO. LTD.** — 29 Adelaide St. W., Toronto. (P)

**RESTAURANTS**

**LITTLE BIT OF DENMARK TAVERN**—When in Toronto, eat in old world atmosphere. Famous for Danish Smorgasborg. Dancing nightly from 9-12. 729 Bay St., Toronto. (O)

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

**ACTING**

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

**ANNOUNCING**

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

**JACK DAWSON**—PR. 5711 or OX. 2607. (L)

**JAFF FORD**—At your service. CFRB—Princess 5714 or Zone 5-769. (S)

**BOOKS**

**HANDBOOK OF BROADCASTING**, by Waldo Abbot, is a complete guide book on the effective methods of radio and TV broadcasting for everyone in every phase of non-technical broadcasting. This up-to-the-minute reference book covers programming, directing, writing commercial continuity and business aspects of broadcasting stations. Third edition, 494 pages, 61 illustrations. Price: \$7.50, postpaid if cheque enclosed with order. Book Dept., Canadian Broadcaster & Telescreen, 163½ Church St., Toronto 2.

**EDUCATION**

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

**EDUCATION**

**RYERSON INSTITUTE OF TECHNOLOGY** offers complete courses in all aspects of broadcasting—announcing, writing, production, technical. 50 Gould St., Toronto. WA. 2631. (O)

**ENGINEERING**

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

**PERSONAL**

Saving money? Experienced insurance counsellor with radio background can show you a worth-while savings program. **TOM WILLIS**, EM. 4-6111 — 17 Queen East, Toronto. (U)

**PHOTOGRAPHY**

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

**PROGRAMS**

**METROPOLITAN BROADCAST SALES**—Radio Program Specialists—Custom-built shows for any market or sponsor. For details call Don Wright, EM. 3-0181. (O)

**WANTED**

**CHIEF ENGINEER** for mid-western 5000 watt broadcasting station. Man with directional antennae and Doherty Circuit experience preferred. This is a good proposition for a man with the right qualifications. Opening also exists for one transmitter operator.

Box A-111  
Canadian Broadcaster & Telescreen  
163½ Church St., Toronto

**WANTED**

**SENIOR ANNOUNCER** with not less than four years experience to fill position of chief announcer at 5,000 watt Maritime station. State qualifications and when available.

Box A-113  
Canadian Broadcaster & Telescreen  
163½ Church St. Toronto

**A WEEKLY BBM of 71,380**

(44,340 daily)

gives

**CJBR**  
**Rimouski**

The Largest French-Language  
Potential Coverage in Canada

after Montreal and  
Quebec City

5000 WATTS  
ON 900 KCS.

Supplementary  
to the  
French Network

**CJBR**  
**RIMOUSKI**

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

**1919 — 1952**



**ENTERS**

**33<sup>rd</sup> YEAR**

**OF RADIO BROADCASTING**

*Flash.*

**CKDA FIRST in Victoria!**

(See Penn McLeod Surveys)

Get the CKDA STORY from RADIO REPS



**FOR THESE ARTISTS**

- ARKLESS, John
- DAVIES, Joy
- CRUCHET, Jean
- ELWOOD, Johnny
- HANDLEY, Joe
- LOCKERBIE, Beth
- MATHER, Jack
- MILLER, Maxine
- MILSOM, Howard
- MORTSON, Verla
- O'HEARN, Mona
- OULD, Lois
- RAPKIN, Maurice
- RUTTAN, Meg
- SCOTT, Sandra
- SERA, Joseph
- WOOD, Barry

Day and Night Service  
at  
Radio Artists Telephone  
Exchange

**TALENT TRAIL**

By Tom Briggs

Radio programming doesn't start its new year with the calendar; in this business resolutions are generally made in the summer and the results are heard in the new launchings or continuations of shows in the fall. Nevertheless a favorite January pastime of picking the "tops" and "flops" in radio entertainment during the bygone year has sprung up.

Consideration of the best production in only one category will satisfy this reviewer, however—and that is in the field of drama. For reliably good performances, intelligence in material selection, interpretation and casting, and bringing entertainment to what is considered one of the largest Canadian radio audiences, I think the laurels must go to *Ford Theatre* (Fridays, 9 p.m., Dominion network).

Under producer Alan Savage of the Cockfield Brown agency, this series even improved over the good season before by bringing to radio the best of established stories and showed courage and discrimination in presenting new works throughout the past year. And that is also true of the casts. They were often unusually large—14 or more actresses in *The Women*—and were made up of the best voices in the business, with some exceptions. And these exceptions were all quite capable too; it's just that they were not considered

"in the business" until after their maiden broadcasts as "finds" on these shows.

There really hasn't been much competition for *Ford Theatre*, which makes its continuing improvement all the more to its credit. The show's closest of kin, *Lux Radio Theatre*, rolls along ruling the audience roost while turning in more mediocre performances than memorable ones, hamstrung as it is by some players unfamiliar with the medium and material revamped from films. Another of the one-hour series, *Stage 52*, has had a bungling year of trying too hard to be startling, and it falls down in lack of audience. And that brings us back to the *Theatre* of the well-known motor car.

Two weeks ago a radio adaptation of Hugh MacLennan's latest novel "Each Man's Son" was aired which gave *Ford Theatre* somewhat of a scoop since permission to do it came almost before the book's first edition had settled on the shelves. It was a success.

Veteran John Drainie sparked the program with the remarkable portrayal of a Cape Breton village doctor bent on raising a boy not his own. But if Drainie provided the sparks, Billie Richards was the bright star as the boy, being called on to handle a few highly-emotional scenes which had to be perfectly timed to carry the story. As it was they only threatened to become confused.

Peggy Loder as the boy's mother demonstrated her ability as usual, except that she sounded so very young. Her lines seemed to call for the use of a firmer voice to give the illusion of some maturity; a slight huskiness might have indicated some of the rigors of life she had gone through as the husband of a burnt-out boxer. Mike Kane as the boxer was charged with getting across most of his personality in one short scene and he didn't quite make it. In his second and last appearance, however, he filled in all the blanks with a rapid-fire finish.

The doctor's wife, taken by Ruth Springford, played a long but hardly impressive part in the story, but Miss Springford made it such that it would not be entirely missed. Also making their presence noticed in supporting roles were reliables like Frank Perry, Larry McCance, Gerald Saracini and Doug Master. Sound technician Dave Tasker had his hands full with this one, but of what I don't know; it's anybody's guess what he uses to get realistic effects.

And this all adds up to the unsurprising prediction that as long as there is an Alan Savage and a Ford Company behind this series it will continue to be our top radio drama.

Need a man?  
Equipment for sale?  
Use an ad in the Canadian  
Broadcaster & Telescreen.



**Thoughts On The Tenth Anniversary Of This Paper**

**STATEMENT OF FACT**

You should live so long!  
—Horace Stovin.

**BUILT-IN HEATING PLANT**

Sir: Having read the past three issues of your paper, I can't understand why you keep complaining about lack of heat in your office.  
—The Landlord.

**REHASH**

What with this age of mechanization and all the horses taken off the street, if it wasn't for the Canadian Broadcaster & Telescreen we sparrows would starve to death.  
—Hugh Newton.

**HELP WANTED**

What Canadian radio needs is a good trade paper.  
—Bob Campbell.

**SECOND MIND**

What Canadian radio needs is a trade paper.  
—Hal Williams.

**NOSTALGIA**

How well I remember your first issue. Just eight pages. Ah me!  
—Alec Phare.

**HAPPY DAY**

Heartiest congratulations. We'll be old and grey ourselves one day.  
—Howard Caine.

**AN INSTITUTION**

I cannot remember what life was like before Canadian Broadcaster & Telescreen was published.  
—Lynda Benson (age 7).

**REVELATION**

Trade paper? Is that what we are doing?  
—Grey Harkley.

**FRIENDLY BORDER**

Why listen to the Broadcaster when we can read the radio?  
—Alex Sherwood.

**FINALE**

I wonder what it would be like to publish a paper for an industry that could read and write.  
—Dick Lewis.

**cjch**  
**A PLANE'S EYE VIEW OF Rich HALIFAX**



—Photo by Pulsifer Bros., Halifax.

The Halifax-Dartmouth market's audience is completely reached by CJCH, the Maritimes' No. 1 non-network independent station, on the air 24 hours each day, stressing programs with distinct local appeal.

1950 Retail Sales Estimates

Halifax County	\$124,405,000
Halifax City	94,568,000
Dartmouth City	12,024,000

REPS:  
Paul Mulvihill in Toronto  
Radio Time Sales in Montreal  
Adam J. Young, Jr., in the U.S.

**cjch**

# CKOC HAMILTON WINS COLGATE AWARD FOR OUTSTANDING CANADIAN RADIO STATION PROMOTION!

## Congratulations CKOC!

In conjunction with the recent Colgate Monarch Car contest, radio stations across Canada were invited by Colgate-Palmolive to participate in an unique station promotion contest. Entries received were judged on originality and application of promotions used, by a panel of judges made up of:

R. G. Lewis, Editor and Publisher, Canadian Broadcaster & Telescreen  
H. E. Foster, President, Harry E. Foster Advertising Ltd.  
G. F. Mills, President, Spitzer & Mills Limited  
F. E. Spence, President, Grant Advertising (Canada) Ltd.  
Mrs. Helen Whitcomb, L. J. Heagerty Limited

### HERE IS THE COMPLETE LIST OF WINNERS

- 1st Prize—Colgate Plaque, plus \$100.00—CKOC, Hamilton  
2nd Prize—Honourable mention, plus \$50.00—CHNS, Halifax  
3rd Prize—Special commendation from our board of judges, plus \$20.00—CHAB, Moose Jaw  
4th Prize—\$10.00—CFQC, Saskatoon  
5th Prize—\$10.00—CKNW, New Westminster  
6th Prize—\$10.00—CFOS, Owen Sound



*The number and variety of entries made judging difficult, but did point up the original and sound promotional thinking coming from Canadian radio stations. The Colgate-Palmolive Peet Company, Limited, congratulates the winners, and all contest entrants for their splendid efforts . . . and wishes the entire Canadian radio industry a successful year in the service of Canada's radio public.*



40 PER CENT\*  
OF CANADA'S SALES  
IN MY BUSINESS  
ARE MADE RIGHT  
HERE!

**Household appliance sales alone  
in this area total**

**\$45,079,000\* annually**

And to reach this top Canadian market, CFRB is your top advertising salesman! Within this area more people listen regularly to CFRB than to any other single independent station . . . more people reached by your sales message at less cost!

So whether your product is refrigerators or frying pans . . . bobby pins or baby carriages . . . it will pay you to use Advertising's No. 1 Buy!

\*(Source: Canadian Retail Sales Index 1951-52)

**AS EVER, YOUR NO. 1 STATION  
IN CANADA'S NO. 1 MARKET**

**CFRB**

**50,000 WATTS 1010 KC.**

Representatives

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