

CANADIAN BROADCASTER

AND TELESCREEN

Vol. 9, No. 19.

TORONTO, ONTARIO

October 11th, 1950

WAB MEET WELL ATTENDED



—Photo by Oliver Studios, Calgary.

AMONG THE WAB DELEGATES and guests were, from left to right (back row): Fred Shaw, CKXL, Calgary; George Young, CBC; Pat Freeman, CAB; Jim Love, CFCN, Calgary; unidentified; Chas. Edwards, Press News, Toronto; Bill Watts, Penn McLeod & Associates, Vancouver; John Dauphinee, Canadian Press, Winnipeg; (second row) Leo Hutton, CN & CP Telegraphs; A. A. Murphy, CFQC, Saskatoon; Jack Sears, WFGF, Grande Prairie; Vern Dallin, CFQC; John Wilson, CFBP; A. L. Garside, CJRL, Kenora; Lew Rossin, CJDC, Dawson Creek; C. A. Radford, CN Telegraphs; Dave Armstrong, CKDA, Victoria; Fred Murphy, Press News, Vancouver; Myles Leckie, Elliott-Haynes Ltd.; (third row) Sid Boyling, CHAB, Moose Jaw; Gerry Gaetz, CJCA, Edmonton; Blair Nelson, CFQC; A. J. Messner, CJOB, Winnipeg; G. R. A. Rice, CFRN, Edmonton; E. H. McGuire, CFCN; Norm Botterill, CKRM, Regina; Gordon Henry, CKRD, Red Deer; John Craig, CKX, Brandon; John Loader, CJAT, Trail; Lloyd Moffat, CKY, Winnipeg; (fourth row) Jack Slatter, Radio Representatives; Gordon Love, CFCN; F. H. Elphicke, CKWX, Vancouver; Jim Allard, CAB; Bill Guild, CJOC, Lethbridge; Bill Rae, CKNW, New Westminster; Ed. Rawlinson, CKBI, Prince Albert; Bill Speers, CKRC, Winnipeg; Knowlton Nash, BUP, Vancouver.

Calgary.—The radio industry in Canada is experiencing generally prosperous conditions, president William Guild told the annual convention of the Western Association of Broadcasters in his opening speech here last month, but there must be intensive research into sales procedures if that condition is to continue indefinitely, he warned.

The WAB, of which every privately-owned radio station in Western Canada is a member, had "completely entwined" its work with that of the parent national body, the Canadian Association of Broadcasters, during the past year, Guild said. Western stations had played a prominent part in presenting private radio's case to the Massey Commission, he told delegates, and pointed out that of 33 individual station submissions to the Commission, 17 had come from the west.

The WAB has been unofficially advised that the report of the Massey Commission will be submitted to Prime Minister St. Laurent on February 14, the WAB president revealed. A few days later, it is expected that the report will be tabled in Parliament and released to the public.

Later in the convention, Guild paid tribute to the Royal Commission for the wonderful co-operation the CAB had received in its effort to place before the Commission the case for private radio operators. The CAB committee, charged with preparing

material for the Commission, was also lauded by Guild, who felt it had done an excellent job in this respect, and had ably represented CAB members.

The need for a series of radio programs to tell the public the importance of privately-owned stations in Canada was decided upon by the assembly of convention delegates. They drafted and passed a resolution that asked directors of the CAB to consider bringing such a plan before the CAB at the next annual meeting to be held in Quebec City, February 26 to March 1. The resolution was moved by G. B. Craig of CKX, Brandon and seconded by Gerry Gaetz of CJCA, Edmonton.

During a discussion later, it was asked if such programs, broadcast by CAB member stations, would be aired on a network basis, or by transcriptions. George Young, CBC Director of Station Relations, when asked about possible co-operation from the CBC with such a plan, said it would depend on the nature of the programs, and that they would come under the usual regulations dealing with controversial subjects.

Another resolution approved at the meeting here called for a study of the best and most practical methods of maintaining fair practices and standards throughout the industry in relation to the rate card structure. The resolution, addressed to CAB directors and their

sales advisory committee, came after a discussion of the "per inquiry" system of rates, whereby commercial programs are paid for on the basis of the number of inquiries received by the station. F. H. Elphicke of CKWX, Vancouver, moved the resolution be adopted. It was seconded by Norm Botterill, CKRM, Regina.

Coincidental telephone surveys came under discussion during the convention and the WAB went on record in favor of having existing forms of radio research supervised and administered by the Bureau of Broadcast Measurement.

The WAB, in the form of a resolution approved by its directors, is requesting that the CAB directors have EBM look into the matter of coincidental telephone surveys. The resolution added that, as a result of this investigation, the Bureau would place before the annual CAB meeting for discussion a detailed plan whereby the Bureau could take over the supervision and administration of such surveys in Canada.

Gerry Gaetz moved this resolution, which was seconded by H. G. Love of CFCN, Calgary.

Engineers and technicians on the staffs of WAB member stations may soon be discussing technical problems and trading knowledge at their own annual meetings if another resolution goes through. This one, moved by Syd Boyling of CHAB, Moose Jaw, asks that

the WAB organize a meeting of men on the technical side of radio, with the time and place to be decided by a three-man committee. Boyling recommended that G. R. A. Rice of CFRN, Edmonton and Lloyd Moffat of CKY, Winnipeg, serve on this committee, under the chairmanship of "Doc" Souch, Canadian Marconi Company. E. A. Rawlinson of CKBI, Prince Albert, seconded the motion.

William Speers of CKRC, Winnipeg, moved that the meeting go on record as regretting statements made before the Parliamentary Committee by Ralph Maybank and Alistair Stewart that they were "soaked" for political broadcasts over private radio stations during the last federal election. The resolution was seconded by H. G. Love and passed.

A. L. Garside, CJRL, Kenora, read to the delegates a resolution from the Manitoba Flood Fund Committee expressing thanks to Canadian radio stations for their efforts in raising \$985,000 by direct appeal. He said it was intended that the same resolution be presented to the CAB meeting in February.

A resolution from the CAB's previous convention in March regarding a new method of electing directors for the national association, was read by Guild. One plan provided for eight directors: one from British Columbia; one from each of the prairie provinces; two from Ontario; and one each from Quebec and the Maritimes. Another plan called for twelve directors, under which representation from Quebec and the Maritimes would be increased to two and three directors-at-large be elected by the annual meeting.

The WAB decided that it wished to retain the same representation from the west as at present, but that it was not against an increase of one in the number of Ontario's representatives, should the CAB directors find this desirable.

A. A. Murphy of CFQC, Saskatoon, moved that the WAB return to the previous method of electing WAB directors, with a nominating committee made up of one member from each of the four provinces, presenting a slate of four, one from each province, and with additional nominations from the floor if desired. The president would be elected from the four directors. It was moved and carried that this system would go into effect this year.

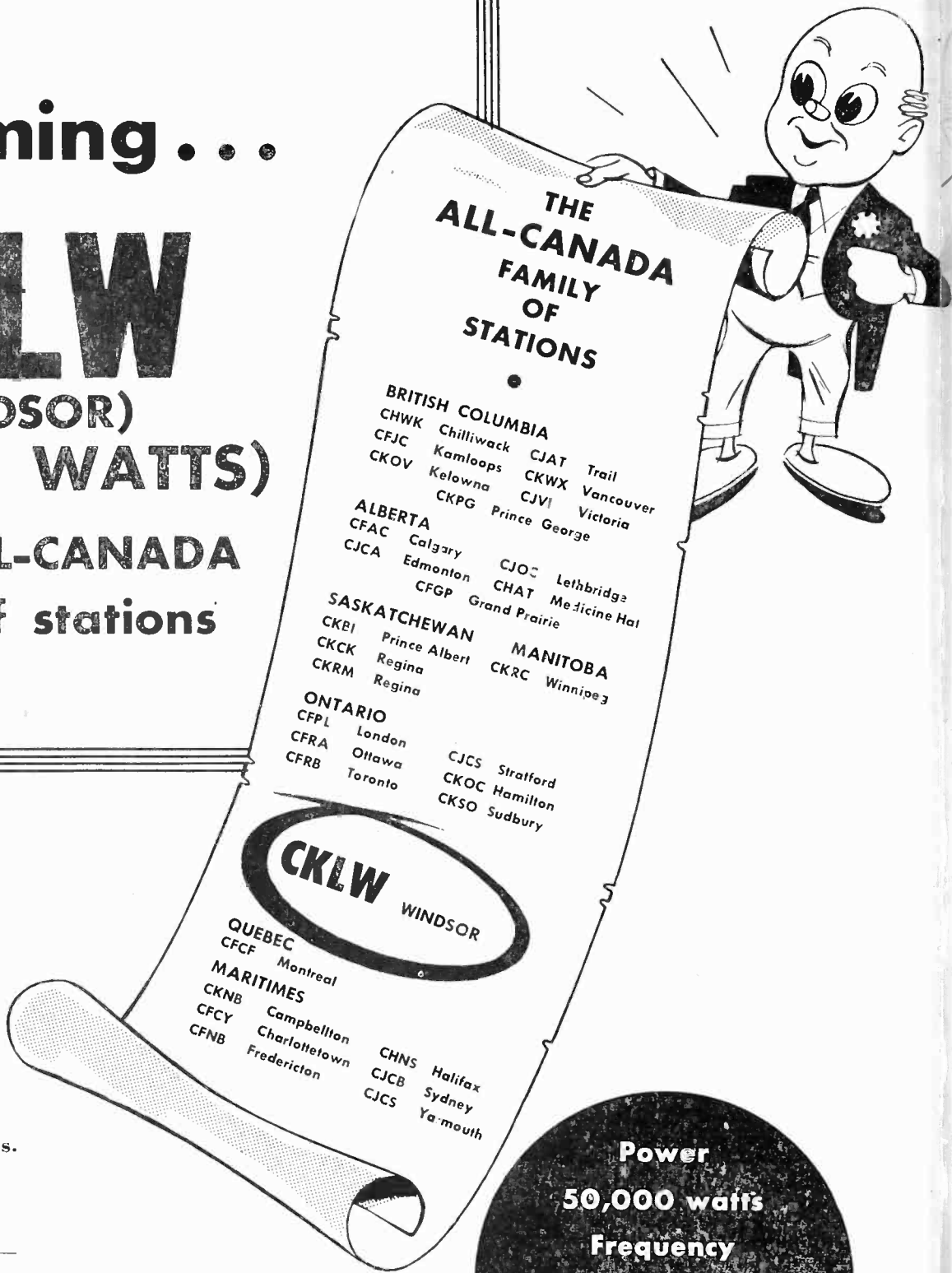
Elected president of the WAB for the next year was E. A. Rawlinson of CKBI, Prince Albert, Sask. Other directors elected unanimously to the association's board were: F. H. Elphicke, CKWX, Vancouver, representing British Columbia; H. G. Love, CFCN, Calgary, for Alberta; and Bill Speers, CKRC, Winnipeg, for Manitoba.

Welcoming . . .

CKLW

(WINDSOR) (50,000 WATTS)

to the ALL-CANADA family of stations



A Key station in a Key market. The most powerful and most popular station in Windsor, Ontario—CKLW (50,000 watts).

All-Canada Radio Facilities Limited is proud to welcome CKLW Windsor to the All-Canada Family of number one stations.

Your All-Canada Man—representing the top stations in the top markets in Canada—is at your service to supply complete information.

Power
50,000 watts
Frequency
800 Kilocycles
President
J. C. Campeau.

ALL-CANADA RADIO FACILITIES *Limited*

Radio's Foremost Advertiser Service Organization

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL

NEW YORK'S RADIO ROW

by Richard Young

New York, N.Y.—A lot of people along Radio Row are now saying that the nation's advertisers have eased their pressure for reduced radio rates in the face of increasing competition from television. Our sources have a slightly different idea.

Complacency on the part of the broadcasters was sparked this week by a lead story covering the recent Association of National Advertisers' convention in a weekly broadcasting magazine. This story, which did not agree with most accounts of the ANA meeting, said that the hue and cry for reduced rates was muffled and disposed of at a closed-door session.

Authorities who should know, however, are predicting that there will be continued and increased pressure. Throughout the ANA convention the running theme was a call for broader and improved rate and audience data—not only from radio, but television and magazines as well.

Many advertiser and agency speakers minced no words in attacking the quality (or lack of it) in media research. One top-ranking agency executive went so far as to say that he failed to understand how media expected advertisers to make use of the fact-starved cost and audience data currently being turned out.

Elaborating on the subject, another agency man urged advertisers, agencies and broadcasters to agree on what is needed in radio and video measurement and then turn the job of getting the research done over to the broadcasters. In his tongue-lashing this agency exec added: "I am well aware that this will be construed by the broadcasters as a drastic proposal, particularly so because the broadcasting industry as an industry has not altogether distinguished itself in the past for assuming leadership in the field of measurement."

That one probably hurt but certainly hit home. For many years now, there has been much within - the - industry dissension over research techniques and figures. There are a few indications that this situation may be partially solved by the planned successor to the Broadcast Measurement Bureau.

And there are also signs that individual broadcasters and at least one major network are scheduling special studies of the rate outlook.

... Mrs. Eleanor Roosevelt returns to the airlines October 11 in a new across-the-board series on station WNBC, New York. Mrs. Roosevelt replaces Mary Margaret McBride who moves over to the ABC network (reportedly taking along her 17 sponsors).

... A further sign that advertisers have not given up on their campaign to reduce radio rates is the fact that there are still many holes in the major networks' winter-spring schedules — holes that

have been filled long before this in previous years. Only a few weeks ago, the top broadcasters were predicting that these holes would soon be filled. Such has not been the case in many instances.

CBS says its billings are up, but there are several vacancies remaining in choice evening time. NBC is having its difficulties with such top-ranking programs as *Duffy's Tavern* and *Alice Faye and Phil Harris*. These shows—and many others—don't have the same price tags on them that they had only a few short months ago. But still no takers.

The boys are now getting suspicious. They have an idea that many of radio's former big bank-rollers are holding out because of the broadcasters' indifference to the cut rate pleas. Which certainly seems to back up our point made in our earlier paragraphs that the advertisers have not forgotten.

It's an eye-opening tug-of-war—and something is bound to break in the not too far distant future.

And that's the news till next issue.



THE Only STATION THAT COVERS BOTH HALVES OF THE "VANCOUVER AREA"

RIG YOUR TACKLE FOR GOOD FISHIN'

in the dollar-heavy OKANAGAN VALLEY!



CKOV

drops your bait in one of Canada's richest markets. This year's apple crop estimated at 7½ MILLION BOXES

"The Voice of the Okanagan" is

CKOV KELOWNA

Ask our All-Canada Man (In U.S.—Weed & Co.)

THIS YEAR MANITOBA IS A BETTER MARKET THAN EVER BEFORE

727 new vehicle sales financed in June, 1950
(value \$1,009,000)

A 106% increase over June, 1949

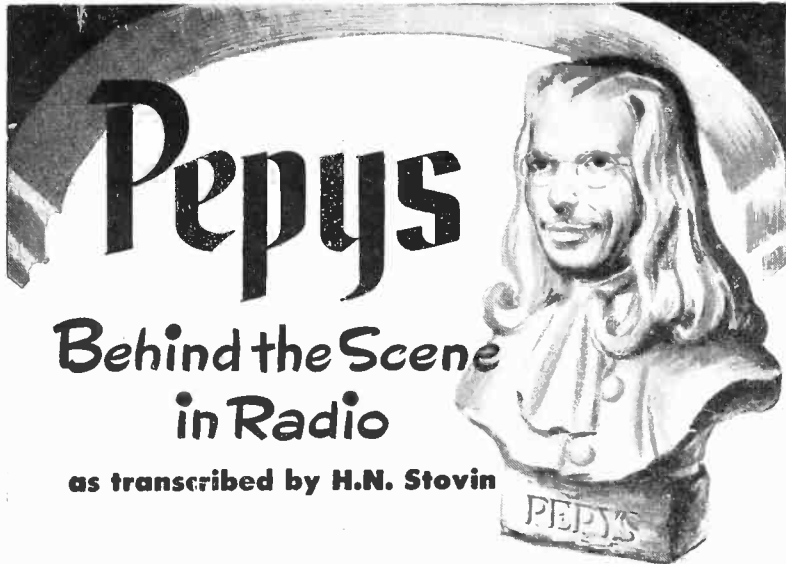
CKRC

WINNIPEG

5000 WATTS

630 KILOCYCLES

Representatives: All-Canada Radio Facilities — In U.S.A.: Weed & Co.



"Do, in the course of my daily peregrinations (or, to those of lesser learning, walks) do meet various types of advertisers — most of whom may be truly named alert, but a few range from complacent to asleep, though I write no names!" Do warn such, and all others who do wish to sell their wares in Western Canada, that if they have been asleep to the value of Radio as a Selling force, or complacent over their non-use of the same, they may be shocked into a different frame of mind. That is, if they will read — as they may do by asking any Stovin salesman — the facts and figures produced by Pat Freeman at the delayed sessions of the Western Association of Broadcasters but a few days ago ● ● ● This dynamic manager of C.A.B.'s Sales Bureau has done a masterful job in extracting the most from the latest B.B.M. figures, which do, for the first time, give day-to-day listening. Nothing in any printed medium can stand up before the evidence which my good friend Freeman has compiled and presented. Many budgets, I do feel assured, will need revision in regard to media, in the light of these facts — with which in view, am heartened to see that Stovin Stations in the West do continue to show increasing gains in audience capacity ● ● ● D'd meet with many old and good friends in the West, and was greatly pleased to learn from Lloyd Moffat of the goodly improvement of CKY, since that Winnipeg Station moved to 580 on the dial ● ● ● Found Sid. Boyling confidently upholding CHAB's continued dominance, of the 50%-and-over B.B.M. listening ● ● ● Jack Shortreed of CJGX in Yorkton full of new successes, saleswise, in his rich central Man.-Sask. area ● ● ● Hume Lethbridge, CJNB, looking ahead to North Battleford's new 1000 watts power, and word from Buck Witney in Flin Flon that CFAR's local business was never better ● ● ● Did read of a long ago classified advertisement, before radio days, of a Duke of Norfolk who thus appealed to his missing wife to return to his bed and board, "Since you left me I can neither eat, drink or sleep. Norfolk."

"A STOVIN STATION IS A PROVEN STATION"

HORACE N. STOVIN
& COMPANY
MONTREAL TORONTO WINNIPEG VANCOUVER

Representative for these live Radio Stations

VOCM Newfoundland	CFAR Flin Flon	CFJM Brockville
CJOR Vancouver	CKY Winnipeg	CKSF Cornwall
CFPR Prince Rupert	CJRL Kenora	CKVL Verdun
CKLN Nelson	CJBC Toronto	CJBR Rimouski
CJGX Yorkton	CFOR Orillia	CJEM Edmundston
CHAB Moose Jaw	CFOS Owen Sound	CKCW Moncton
CJNB North Battleford	CHOV Pembroke	CHSJ Saint John
TBC Trinidad	CJBQ Belleville	ZBM Bermuda

AGENCIES

F. H. HAYHURST

Toronto. — Canadian Cannery Ltd. resumes the five-minute transcribed *Chats About Children* (All-Canada) over 18 stations coast to coast featuring Janet Williams and advertising Aylmer Baby Foods. A five-a-week spot announcement series in French is also going to seven Quebec stations for the same sponsor.

McFeeter's Creamery has started a spot announcement campaign over four Toronto and Hamilton stations advertising Golden Bar Honey Butter.

SPITZER & MILLS

Toronto. — Colgate-Palmolive Peet returned two Saturday night shows on October 7 to CJBC, Toronto and the mid-eastern region of the Dominion network. *The Judy Canova Show* (from NBC) resumed for Palmolive Shave Cream and Halo Shampoo, while *A Day in the Life of Dennis Day* (from NBC) started back for Fab and Palmolive Soap.

Toni Home Permanents resumed the 15-minute once-a-week *Sing-along* October 10 over the Trans-Canada network featuring its new vocalist, Rudy Hanson.

Templeton's Ltd. has started the transcribed *Gospel Singer* featuring Edward MacHugh over 16 stations in British Columbia, Alberta and the Maritimes advertising TRC tablets and Razmah.

DON H. COPELAND ADVERTISING

Toronto.—The Associated Bulb Growers of Holland has started the five-minute twice-a-week transcribed *Your Garden Reporter* as a test campaign over eight Ontario stations through October featuring Earl Cox.

Superbloom Fertilizers Ltd. has a flash test campaign going to eight Ontario and western stations advertising Pokon house plant fertilizer.

MacLAREN ADVERTISING

Toronto.—Imperial Oil Ltd. returns the *Imperial Esso Hockey Broadcast* and Foster Hewitt for the 15th consecutive season October 14 to 51 stations of the Trans-Canada network and CFRB, Toronto. The Hot Stove League, emceed by Wes McKnight, will again be featured. Jack Dennett will look after the commercials.

WOODHOUSE & HAWKINS

Toronto.—Morse Credit Jewelers has started a 13-week series of 15-minute Sunday musical programs on CFRB, Toronto.

GRANT ADVERTISING

Toronto.—W. K. Buckley Ltd. (Cough Medicines) starts a 15-week spot announcement campaign over 31 western stations October 16 along with a five-minute five-a-week weather report over CKOV, Kelowna and the 101 minute five-a-week *Club Calendar* over CJCA, Edmonton. Same series goes to 53 eastern stations beginning October 30 along with a 26-week run of the 15-minute three-a-week transcribed *Songs of Yesteryear* (All-Canada) on the Newfoundland network.



"The world's best coverage of the world's biggest news"



HEAD OFFICE

231 St. James Street

MONTREAL

Simcoe County has 25,410 RADIO HOMES (1949 BBM) and no daily newspaper.

Most of these homes depend for their news, entertainment and shopping information on

CKBB
BARRIE ONT.
RALPH SHELROVE
Manager

REPS. NATIONAL BROADCAST SALES

CANADIAN BROADCASTER AND TELESCREEN

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

Published by

G. LEWIS & COMPANY, LTD., 163 1/2 Church St., Toronto 2, Canada
AD. 5075

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

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Montreal - Walter Dales
Winnipeg - Dave Adams
Vancouver - Bob Francis
New York - Richard Young



Member of the Canadian Circulation Audit Board and the Business Newspapers Ass'n.

Talent Can Help TV

There is nothing particularly surprising in the information that the Association of Canadian Radio Artists has widened its scope to embrace television performers. In fact this union is to be commended for its far-sightedness in preparing to represent its members in a field which is only about to develop. We wonder, though, whether this same organization might not carry its activities in this field still farther.

It is impossible to look in on some of the programs that are being telecast south of the border without realizing how different is the art of TV to that of broadcasting, and what a lot of experimenting is still needed before the quality of entertainment dispensed will reach a point where it will still hold audiences after the novelty has worn off.

Would it not be feasible for ACRA, or, to give it its new name, the Association of Canadian and Television Artists (ACRTA) to embark on some experimental programming now, at its own expense, for the benefit of the industry in which it hopes to play an important and profitable part?

It is reasonable to assume that the CBC, those private stations which hope to have TV licenses and the agencies and other producers would be only too willing to help such work with their time and effort.

Concern is felt in talent circles that imported film will encroach on talent's reserves, just as transcriptions do in the realm of broadcasting. It is our opinion that talent's best way to prevent this is to show itself willing to do its share, without immediate gain, in paving the way for the new medium, thus securing itself a part to play when it emerges from its swaddling clothes.

Researching Research

Once again the Western Association of Broadcasters has taken the bull by the horns and presented a resolution which could once and for all bring order into the chaotic maelstrom of listener research.

The idea propounded in the WAB resolution is that existing forms of radio research be "supervised and administered" by the Bureau of Broadcast Measurement.

We are inclined to go along with the idea that BBM supervise coincidental telephone surveys and other similar projects so that all research organiza-



"This is Glint Gurgle, your sports director, with up-to-the-minute news on this week's fishing prospects."

tions would be working to the same accepted formula, and would come up with the same answers. In our issue of August 23, we expressed the hope that the WAB would 'come up with a plan . . . which will set an industry-wide pattern for this most important aspect of broadcasting . . . (that) a definite formula or set of formulas be found for use by any accepted research organization.' . . .

Whether or not BBM should "administer" (which we take to mean operate) the system is another question. It has to be determined whether an industry-owned and operated research organization will be as acceptable to the advertisers and their agencies as would a number of private research organizations, approved by a joint committee of broadcasters, agencies and advertisers, operating on a formula accepted by that committee. An example of the industry-operated plan is, or rather was, the defunct American CAB (Co-operative Analysis of Broadcasting), which fell by the board a few years ago in favor of privately operated research organizations. . . .

It is generally accepted that a government - operated business invariably costs more to operate, and is less efficient, than the same function performed by private enterprise. Is it not an important question whether an industry-operated co-operative organization might not be equally as vulnerable as the government variety?

Commercials With A Certain Something

Perfect diction, timing and phrasing may be yardsticks by which to measure the quality of a commercial announcement, but there is, I maintain, something more, if it is going to do a selling job besides making the announcer's parents just glow with ecstasy.

This something does not rest with the announcer, or necessarily with the writer. It lies more with the sponsor and the agency or station salesman who work with him.

A few days ago, I was driving home when I had a blow-out. I was right outside a service station, so I hobbled the car onto the lot, breathing a sigh of relief that it was so handy.

A brow-furrowed individual came out of the office, took one look at the flat, and said: "It's seven o'clock and my supper's ready." There was nothing I could do about it, so I asked him if he knew where I could get fixed up. He gestured vaguely across the street.

There were ramifications to this incident. For one thing, I was in the course of moving from one apartment to another, and was following the truck with my chattels in order to direct the driver. He got away from me, so that was that.

I explained my predicament to the second service station man, told him where I had been supposed to meet the truck, and where I was going from there. He jumped in his car, followed and caught the truck, and relieved me of that. Meantime his partner—assistant — associate or whatever he was, took off the tire, showed me it was beyond repair, and relieved me of \$32 for a new one and tube. The truck was only momentarily delayed and the story had a happy ending.

Now I am not going to try and say that the service man's co-operative spirit got him the sale of that tire and tube. That would be absurd, because in my predicament I would have had to buy one from anyone—for the asking price. But from now on, I shall be driving past that station every morning and evening, and I can assure you that I shall be stopping off for gas, oil and what have you quite often. The proprietor has demonstrated that he is filled with a desire to earn my patronage by being useful to me, and I certainly propose to do everything I can to gratify his desire.

This started off to be a dissertation on commercial announcements, and while it may seem to have rambled far afield, this is not actually the case.

In its eternal quest for rhetorical and literary perfection, advertising is prone to lose sight of the number one means to succeed in advertising and selling, which are the same thing. It tends to overlook the fact that the public is influenced for or against dealing with a certain business concern by the extent to which that concern is disposed to put itself out to be useful to its customers, just as that service station man put himself out to be useful to me. "It ain't the things you say but the way you say 'em" may be a truism in most cases, but in advertising, success is most likely to come according to what the sponsor says he will do—and does.

Established

With The best frequency for maximum coverage, 550 Kc.

in 1923

The power output recommended for complete coverage of its market, 5000 watts.

to serve

Overwhelming audience preference shown by "% of listeners" average above 90.

New Brunswick

Proven Program Policy attested by average ratings above 35.

Confirmed

Largest B.B.M. of New Brunswick homes - 59,020.

First

Largest B.B.M. of New Brunswick homes 6 - 7 times a week - 40,320

by B.B.M.

Largest total B.B.M. of any New Brunswick independent station.

LOOK TO THE EAST!

CFNB

FREDERICTON, NEW BRUNSWICK 5000 WATTS - 550 KCS.

Ask The All-Canada Man

SELECTIVE RADIO

Culture Rates High On Private Stations

By Tom Briggs

There is a radio station in the Maritimes whose personnel now believe that a program of classical music can attract more listeners than western tunes, especially in the rural areas. The station is CFBC, Saint John, and the programs on which this assumption is based are *The Concert Hour* and *Pops Concert*. R. J. Gallagher, the station's promotion manager, pointed out, as proof, an Elliott-Haynes Area Survey which showed that the best ratings were for these two programs, while western music drew the lowest rating of the broadcast day.

Experiences such as this have been generally considered by radio people to be more the exception than the rule up till now, but a recent survey of programming on Canadian radio stations by *Canadian Broadcaster & Telescreen* reveals that an increasing amount of time is being devoted to the

more serious aspects of music, drama and world affairs.

Station CJAD in Montreal is an example.

On Thursday evenings, for a half hour, studios and facilities are turned over by CJAD to one of six theatre groups which take turns in producing the feature, *Montreal Little Theatre*. Arthur Dupont, general manager of CJAD, explains that the purpose of this series "is to give an opportunity to younger actors and actresses to do radio work under expert guidance"—and to provide good listening. The expert guidance is given by writer-actor Jerry Rowan.

Junior brother to this series is another program, *Little Players of the Air*. Heard for a half hour every Saturday morning, it is directed by Moira Sheehy, who is responsible for moulding groups of talented but untrained teenagers into a company which can produce entertaining plays. After making their debut in *Little Players*, some of these youngsters have gone on to become accomplished actors and singers.

Also heard on this Montreal station, and designed to provide more than just entertainment, is

a weekly *Citizens' Forum*. The program, which started this month, will run for 30 weeks. Stuart Richardson, lecturer and public relations officer of the Northern Electric Company, takes charge, while a panel of authorities discusses subjects of current interest.

In Guelph, station CJOY and the Little Theatre are co-operating to produce a 26-week series of dramas. Most of the actors will be entirely new to either radio or the stage, and members of the station staff will act as producers and directors with more enthusiasm and theoretical knowledge than experience.

"It is only a quarter hour until they get their feet wet," station manager Wally Slatter explained during which time new people can be trained for lengthier productions.

Another new project of the station is a 13-week series of variety shows featuring local talent. This is the result of a district-wide search for vocalists with talent who lacked the opportunity to be heard and judged by more people.

Town Meeting in Canada, under the guidance of its moderator and originator Arthur Helps and through the co-operation of station CJOR, Vancouver, is now heard on 22 stations from coast to coast, and won an Ohio State University award in 1948. The program aims at "tolerance, justice and reason through an informed public" and is a series of hour-long discussions by prominent people from all provinces on topical questions. It is aired across the country as a sustaining program.

For women, CJOR schedules women's commentator Ladd Watkis on a weekly half hour, behalf of the Vancouver Council of Women. Guests, mostly internationally-known speakers, featured on this program, such as the directors of the University of British Columbia summer school, are currently being heard.

Henry Birks & Sons changed the format of their *Sunday Serenade* this year to include, for the first time, singers and musicians from Calgary who had never had the opportunity to work for radio.

CFCN in Calgary, the station which carries the program, reported that there were a number of excellent musicians and singers

CFCO leads all Western Ontario Stations

for audience increase, according to B.B.M. Study No. 3.

An Average Day & Night Increase of 92% over Study No. 2.

"Ask anyone in Western Ontario"

CFCO - 630 Kcs - Chatham

Are YOU Selling ALL of the Ottawa-Hull Market?

CKCH IS USED BY 96 NATIONAL AND 103 LOCAL ADVERTISERS TO SELL THE 385,167 FRENCH-SPEAKING CANADIANS IN OTTAWA, HULL AND SURROUNDING COUNTIES.

CKCH

Studios—121 Notre Dame St., Hull, Que.
Canadian Representative: Omer Renaud & Cie.
Montreal—1411 Stanley St. • Toronto—53 Yonge St.
U.S. Representative: Joseph Hershey McGillivra, Inc.
366 Madison Ave., New York 17, Phone Murray-Hill 2-8755

WANTED

Two experienced announcer-operators by station that is really going places.

\$125 month to start. \$200 month upon proved ability.

CKFI

FORT FRANCES ONT.

ers in Calgary, worthy of a hearing on radio, who did not have the time to prepare and maintain a series of radio broadcasts, and others who, lacking the necessary repertoire, have been assisted by his weekly half-hour series.

The series has now run 17 weeks, with a varied presentation of male and female vocalists and instrumentalists, but the station feels that less than half of the available deserving talent has been used.

The survey revealed that the 20-odd stations, which replied with program information, carry one or more show of live talent, either drama or variety, and in many cases both, during a week. These stations represent various areas of Canada, where audiences range from mostly urban in Ontario to very rural in the northern Prairies. Some of these programs have been on the air only a short time, and others have been going for years.

CROSBIE TO JWT



John S. Crosbie, former manager of Canadian Advertising Agency's Montreal office, has joined the Toronto office of J. Walter Thompson in a senior executive capacity including supervision of the radio department.



LARRY SOLWAY, CKLB STAFFER, stands by to announce the names of the three winners of the Shop-in-Oshawa contest, in the above picture, the lucky contestants point out some of the prizes displayed in the station's studios. They are, left to right: Mrs. R. J. Brown, Mrs. H. N. Pascoe and Mrs. Anna Black.

Oshawa. — A gigantic Shop-in-Oshawa contest, engineered from the studios of CKLB with the cooperation of the Chamber of Commerce, highlighted National Radio Week here and resulted in many hundreds of thousands of dollars being spent in the Greater Oshawa area.

The campaign, which ran a full month and ended last week, was designed to keep purchasing dollars in Oshawa. Merchants in the area donated over \$3,000 in prizes and further co-operated by supplementing radio promotion with

window streamers and posters, and undertook to handle contest forms.

Contest forms, which had to be picked up at stores, were filled with statements of 25 words or less on why the contestant liked to shop in Oshawa, and mailed with a sales slip to CKLB.

The entries were judged by a panel of three local citizens, and the \$3,000 jackpot was divided and turned over to the three winners. Prizes ranged from diamond rings to a year's supply of coal and fuel oil.

DID YOU KNOW?

That CKCL now has a local news-gathering organization, providing fast, complete coverage of all news events throughout this area? That's just another reason — and a big one — why CKCL's audience is a loyal, listening audience. That audience is available for YOUR sales message.

CKCL

TRURO BROADCASTING CO. LTD.

J. A. MANNING
Manager

WM. WRIGHT, Representative
Toronto and Montreal

Penn McLeod Research

RADIO Research MARKETING Research

Penn McLeod & Associates Ltd.

Vancouver
1673 West Fourth Ave.
BA. 3922

Toronto
365 Yonge St.
AD. 8034



says...



It's 14 in '50!

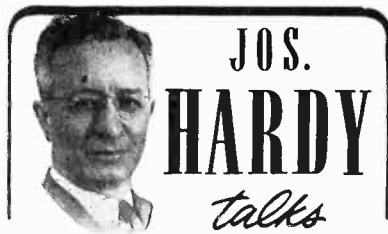
The Saskatchewan Wheat Pool begins its 14th consecutive year of hockey

broadcasts over CKRM this month!

*(Note to compositor: keep this head in type — for a good reason!)

 **At CKMO**
 We Don't BRIBE Listeners —
 We WIN Friends!
GOOD Music Makes GOOD Listening
At 1410
 "PIONEER VOICE OF BRITISH COLUMBIA"

ask your All-Canada man about
ckrm Regina
 SASKATCHEWAN'S SPORTS STATION



JOS. HARDY

talks

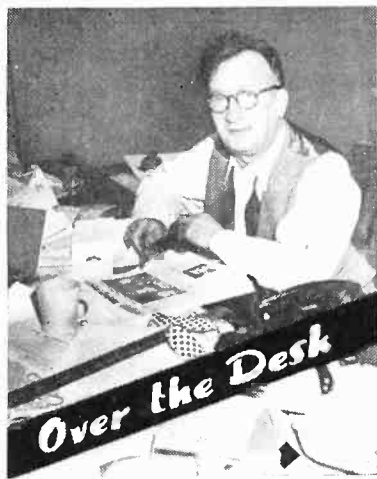
ON QUEBEC MARKET No. 2

"Today I am speaking to you from Arvida, the aluminum city of Canada, and the home of the world's largest aluminum smelter. Quebec Market No. 2 produces one quarter of the world's supply of this metal — which is finding more and more new uses, and consequently is in high demand. It is being used more and more in structural work, and here at Arvida is a new all-aluminum bridge. It is used in busses, trucks and street-cars, and by railroads in box-cars. Jet planes, too, use aluminum extensively for its light weight and high resistance. CKRS Jonquiere-Kenogami, serves this prosperous area, and offers a rich market to advertisers. Ask Jos. Hardy."

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

REPRESENTING

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



Lately the press has started reviewing radio to a far greater degree than it used to. Radio columns are cropping up in daily newspapers across the country, including two of our Toronto papers. Around these parts we're treated to six columns a week by Bob Kesten in the *Evening Telegram* and half that number by Gordon Sinclair in the *Daily Star*. Across the country, radio columns are becoming regular features in most progressive newspapers.

In view of all this, it seems about time that radio should do something about reciprocating. The newspapers give radio a press, so why don't the broadcasters give the press a radio?

Leaving aside such obvious comments as the large number of features the papers contain which are stereotyped reproductions of American writers and artists (where have we heard that one

before?), here is a point I think worthy of discussion.

Newspaper style is changing and I don't think the change is for the better. That's just my opinion, and I'm an old man of 48, and perhaps a bit of a reactionary besides.

I always thought a newspaper was intended primarily to recite, in a manner both factual and uncolored, the news of the day's happenings. It seems to me that such things as columnists, comics and other features have their place of course. Also there is the editorial page, where the publication expresses its opinion of the news, writing in the first person plural—that's the "editorial we"—to indicate that it is the opinion of the paper as a whole and not just that of the individual who happens to be assigned to write that particular piece.

But today these columns are cropping up on every page and they—not unlike this one—express the individual opinions of the writers. I don't see anything wrong with this, but gradually they are eclipsing the paper's original purpose, until even the lead stories on the front pages aspire to steering people into thinking the way the paper wants them to think, instead of reciting the plain facts and letting them draw their own conclusions.

I've used this item for three reasons. First I wanted to get it off my chest. Secondly, I am beginning to wonder if there is not, after all, something to be said for radio's system of delivering, almost verbatim, the news reports

written by the news service. Finally, I am inclined to think there is just as much room on the air for a program that reviews the press as there is in the newspapers for a column that reviews radio.

"Resurgence of this year's edition of the Winnipeg Blue Bombers in the Western Football Conference is making its impact on all strata of local society," writes our Winnipeg scribe, Dave Adams. "These days cornerlots echo the dull thuds of propelling bodies and the sharp thwack of pigskin on boot as younger citizens try to emulate the doings of the heroes. Also noticeable on streets in greater numbers are elder gentry with blondes on one arm and blankets on the other—bound for the stadium, we hope.

"But most amazing of all the effect on the fatmen who seem to make up the bulk of radio station personnel, be it Winnipeg or Toronto. Believe it or not, some of these guys have actually taken part in a football contest, or what passed for one.

"Yepp, a couple of Sundays ago close to 20 of these types, who usually grumble if they have to reach for the mike, hid themselves out to Assiniboine Park and did battle—for dear old CKR and CJOB.

"And when the sound and fumes died away and the twisted bodies were dragged out of sight the score was . . . now what was the score? CKRC spokesmen swear it was 24 to 6 in their favor, while George Davies, CJOB program director, admits his boys were trampled—but ONLY 20 to 5.

"Also," snorts Davies, "we were diddled out of one touchdown in the second quarter when it might have changed the whole complexion of the game. And the time it was 10-5 for those CKR louts, but Blick's Buddies (that's what we call ourselves," he says with a blush) "were driving for the goal-line.

"As a matter of fact we were only a couple of yards out when they (CKRC) said time had run out. Now we don't want to cast aspersions on the opposition triumph but we must point out it was CKRC men who were keeping time.

"We think they had a fair timepiece."

"CKRC personnel were responsible for the fray. They tossed the gauntlet at the 'OB boys. First the gladiators figured they could borrow enough equipment to cover their bones, but when it didn't appear, they looked askance at the 'touch' variety of football and jumped heartily into the tackle, punch and strangle type.

"Bruises were numerous but we are happy to report all those hospitalized expect to be able to operate a wheelchair within six months. Here are the lineups:

"CKRC—Ken Norell, Ken Ball, Al Blondal, Bruce Sewart, George Knight, Al Loewen, Gordon Walker, Ralph Haywood, Dick Schouten. CJOB—Norm Williams, Cliff Gardner, George McClellan, John Mestrey, George Davies, Bill McRory, Al Tasker, Jim Gibson.

"To show how this thing has spread, CBW has challenged CJOB. The free enterprise boys are confident of taking the mi-

The Voice of the Eastern Townships

CHLT
(FRENCH) 900 Kc. 1000 Watts

CKTS
(ENGLISH) 1240 Kc. 250 Watts

SHERBROOKE, QUE.

SHERBROOKE, QUE.

A new \$3 million Rayon Mill — the most modern in either Canada or the United States — is to be erected in Sherbrooke shortly, and will provide employment for some 400 people. This is one more of the many reasons why you can profitably tell your sales story in this rich market. Tell it over CHLT and CKTS — we get results for our sponsors.

Representatives

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

CANADA'S FIRST STATION



**PUTS YOUR SHOW
IN THE
BIG TIME**

ns of the government. Also the
roadcasters are laying plans to
ompete in hockey and baseball
season."

Television at its best is my de-
scription of the Louis-Charles
boxing match last month. I ques-
tion whether anyone—with the
possible exception of the referee
could have had a better view of
the entire show. TV seems ideally
suited for transmissions of such
events, definitely more so than
such sports as football or hockey,
where the cameras have so much
more space to cover.

If I were assigned to do a poll
one, I'd give top place to this
type of program; second to ac-
tualities in general; third to
comedies when they're good, which
by no means always; and abso-
lutely no place to a great many
of the infantile antics which are
pushed out in the name of com-
edy. (I didn't like the pie-throw-
ing comedies of the silent movies
either, which makes me consist-
ent.)

Speaking of TV music, I've
found it often disappointing to see
materialize into flesh and blood
bodies which belong to the
voices which I have enjoyed hear-
ing through the years. I'm sure
that my 17 non-related listeners
of *No Holds Barred* would see
exactly what I mean if I suddenly
merged on the TV screen.

First play-by-play hockey broad-
caster to hit the air this season
as (we believe) Fred Sherratt
of CKCH, North Bay, who did the
two exhibition games, Chicago vs.
Milwaukee and St. Louis vs.
North Bay.

Our Vancouver correspondent,
Bob Francis and wife, Margaret,
are in the east doing their annual
tour of editors, and gathering in
writing assignments with which
to return to their Pacific home-
-hackery. Margaret is doing
double duty this year as manager

for Miss British Columbia who
is making a trans-continental tour
right through to Newfoundland.

And that brings me down to
the oak top for this issue.

PROMOTION



Toronto.—John Adaskin, deviser
and producer of CBC's (Domin-
ion) *Opportunity Knocks* pro-
gram, was smiled on by Dame
Fortune himself when the Royal
Typewriter Co. of Canada Ltd.
presented him with a gold-plated
portable in recognition of his pro-
motion of Canadian talent.

John was singled out by the
typewriter company for the dis-
tinction because of the opportu-
nity his program has afforded to
about 1,000 Canadian musicians,
artists and would-be announcers
through the three years it has
been on the air.

The typewriter, which is valued
at \$1,000, was displayed by the
Robert Simpson Co. Ltd. in one
of their windows.

Pictured above are Adaskin (at
right) receiving the machine from
W. H. Bell, Central district man-
ager for Royal. In inset, Les
Neal, Royal salesman, a previous
winner on *Opportunity Knocks*.

CKNW
CHNW

NIGHT AND DAY
1000 WATTS
FIRST IN
VANCOUVER AND
NEW WESTMINSTER

Increase your sales
in the vast Quebec market.
Retail Sales 1949: \$377,155,000

Advertise on
CHRC
5000 WATTS 800 KC.

Representatives:
CANADA
Jos. A. Hardy & Co. Ltd.
•
U.S.A.
Adam J. Young, Jr., Inc.
"La voix du vieux Quebec"

NORTHERN ONTARIO'S

Greatest

ADVERTISING

MEDIUM

CKSO

NORTHERN ONTARIO'S
HIGH-POWERED
STATION

Ask

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



Breakfast À LA NEWS

Tuning the radio to "Lionel's" 8 A.M. NEWS-CAST is an early morning ritual with practically every household in CKCW's coverage area—in fact, it's part of the breakfast menu. "Lionel's" followers like to be informed of overnight national and local news events before leaving for work — a habit that makes this a "most listened to" newscast. Sponsorship of CKCW's 8 A.M. NEWS-CAST will give you this ready-made listening audience . . . one that will absorb your sales message and act upon it! Horace N. has further details.

P.S.—September 1950 issue of "Canadian Business" tells why CKCW newscasts are potent sales producers.

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

Cover BOTH the Winnipeg and Manitoba Markets!



THE SACRED RIGHT TO BE WRONG

A Radio Commentary from the Series "No Holds Barred"

By

RICHARD G. LEWIS

A chap I know stopped me on the street the other day and asked me a question which I thought I would use as the basis for this talk.

This man, who is a machinist in a factory, said he had been listening to me these past three months, and wanted to know what difference it made to him—whether the outfit he worked for belonged to private individuals or to the government, as long as the pay and working conditions were okay. Let's delve into this a little deeper.

I've tried to point out that there is a difference, a mighty important one, so perhaps I might sum-

marize the points I made when I answered my friend, the machinist. I told him that, in order to succeed in private enterprise, a company or industry has to keep on improving its product or service, if it is going to hold its own against its competitors in the same line of business, or else go under.

He pointed out that this was obvious, but couldn't see how it affected him. "I'm working for my wife and family," he said. "I need money to do this with. What do I care where the money comes from? My only boss is my foreman. I'm not concerned about who he takes his orders from."

It was a good point, so I went on with the next step.

I pointed out that in order to keep improving its output, private enterprise concern is completely dependent on the energy, initiative and general contentment of the people it employed. Most of them, like my friend—let's call him Bill—are buying homes and cars too. They want to see some of the money they hope their employers make going into their own bank accounts. That's reasonable, human and as it should be.

Their employers know that the men are actuated by the same profit incentive which drives them. They know that they can only hope to prosper themselves, if they see to it that those around them prosper.

Bill looked a little dubious, he said: "That may be the way it is with some of them. But there are others..."

I cut him off there.

"Employers can be unreasonable," I admitted. "Without doubt many of them—too many of them—are."

"Well," said Bill, "what's your answer to that?"

"Employees can be unreasonable, too," I went on. "But in private enterprise, both the employee and the employer—who depend completely on one another for their livelihoods—are protected against each other's unreasonable demands. That is the strength of the system under which we live."

Bill didn't quite see what I meant.

"Look," I continued. "If your wife finds that the grocer or meat market where she deals is overcharging, falling down on deliveries or in some other way not acting as she feels they should, she is protected, isn't she? There's something she can do to get the situation right?"

"She can start buying from another store, if that's what you mean," he said.

He was catching on to my point. "Supposing there was only one grocery or meat market in your town—owned and operated by the government?" I asked.

Bill nodded. "I get it," he said. "When the government operates a business, you just have to deal with it, because there isn't any other. But that isn't the same as working for a government railroad. There are private railroads too, if you don't think you're getting a square deal from the government one."

I thought a moment, and then I said: "Look at the aviation business..."

Coverage

CKY GETS IT!

From Western Ontario to mid-Saskatchewan, from South Dakota to the Manitoba North!

Listeners

CKY HAS 'EM!

46,981 letters in four weeks!

Results!

CKY GETS 'EM!

Ask CKY's sponsors!

5000 WATTS 580 KCS. WINNIPEG AND MANITOBA

Representatives:

CANADA — HORACE N. STOVIN and COMPANY

U.S.A. — ADAM J. YOUNG, JR., INCORPORATED

CKNW TOP STATION BOTH in Vancouver and NEW WESTMINSTER

REACHING CONSUMERS WHERE THEY LIVE IN A GREAT MARKET WITH A GREAT MEDIUM OSHAWA CENTRAL ONTARIO'S RICHEST MARKET CKLB The Station with more listeners in the Oshawa Area than all other Stations combined. ASK JIM ALEXANDER ABOUT The Biggest Little Station in the Nation CKLB 1240 ON YOUR DIAL

...ss. The government operates the only trans-Canada airline. There are small feeder lines, of course, but Ottawa keeps a pretty close check on them, and only lets people start up who are going to be small and not too profitable lines, and you will generally find that these small lines are so situated that they carry passengers and freight from up country somewhere to the regular stops on the trans-continental route."

Bill nodded again. "I guess there wouldn't be the future for a guy working for one of those feeder lines that there would with a bigger outfit," he agreed.

"Exactly," I said. "The only thing is, when you work for the big one, you're working in this case for a monopoly. There is no competing outfit to go to when you become dissatisfied, so there isn't much to do except grin and bear it, unless you want to tear yourself up by the roots and get to some other kind of work."

I could see by his face that I was getting my argument home. "You see, Bill," I continued, "no concern is going to encourage people to go into business in competition with it. A privately-owned business can't do anything about it except work to keep improving its product and so have universal public acceptance for it. And the best way to do this is to give its workmen all kinds of incentive—mainly their pay envelopes—to make this possible."

"With government businesses," he went on, "it is altogether different. Governments can't go out and gamble the public funds on which they exist on the off chance that they will be able to please more people. They have to consider general policy. They are answerable to members of Parliament who are always concerned about how everything that is done will affect the voters next election. Because of the size of a government machine, they cannot recognize initiative and enterprise, but rather have to do their promoting and pay boosting on a seniority basis gauged by years of service."

I could see that Bill was coming around to my way of thinking but was still not quite convinced. "I applied for a job once," he said, "and they didn't offer me enough to pay my rent and buy the groceries."

"What did you do?" I asked.

"I didn't take the job," he replied.

"Tried somewhere else, I suppose?" I said.

Bill nodded.

"Weren't you rather pleased there was somewhere else to try?"

"I didn't think of it that way at the time," he said, "but I certainly see what you mean now."

I saw that he was with me now. I didn't want to labor the point. So I just said: "One of the worst things I know is to be forever changing jobs. It's no good for the man and no good for the man who employs him. But the right to change, the privilege of telling the man you work for that you've had it and want to quit, that is something worth fighting for, and it is something that only comes in a private enterprise system."

That is one great thing about democracy, the right to have opinions and to express them. That's something worth hanging onto. When you lose that right you've completely lost your freedom. The only insurance against making mistakes is never to do anything, and inertia means apathy, disinterest, lack of initiative. Personally, I'll buy the man who makes plenty of mistakes, because that man has recognized and is clinging tight to his sacred right to be wrong.

JOINS ALEXANDER



Paul Mulvihill, formerly sales manager of National Broadcast Sales, Toronto, has joined the representative office of James L. Alexander.

ACCEPTED in the Peterborough District: CHEX and CHEX Advertisers

CHEX plays an important part in community life in the Peterborough district. At district fall fairs and exhibitions, for example, CHEX builds complete studios, shows fair visitors how they operate, cover events for those who can't attend. And promotes advertisers' products by arranging special displays.

This participation in community affairs has won acceptance in the Peterborough district for CHEX . . . and for CHEX advertisers. You can get results in Peterborough by using

CHEX PETERBOROUGH

1000 WATTS

1430 KCS.

CHEX-FM

Get the facts from

NATIONAL BROADCAST SALES

TORONTO: 2320 Bank of Commerce Bldg. — AD. 8895
MONTREAL: 106 Medical Arts Building — FI. 2439

Farming PLUS!

CKBI MARKET

1	1949 FARM INCOME	\$251,000,000.00
+2	TIMBER —	\$5,251,095.00
+3	FISH —	\$1,282,437.00
+4	FURS —	\$2,243,867.00



Money from Farming PLUS Fishing, Furs, and Forests, provides year-round income. This "4 in 1" combination available only by

USING

CKBI

PRINCE ALBERT, SASK.

5000 WATTS

SEE THE "ALL-CANADA" MAN

Sell the rich Niagara Peninsula

(and away beyond since change to 620 kcs.)

at one low cost

with

Your Niagara District Station
CKTB
ST. CATHARINES
Now 620 ON YOUR DIAL



PROFESSIONAL AND SERVICE
Directory

A NEW SERVICE TO RADIO

Our Professional and Service Directory is available to radio artists and those offering associated services, who wish to get regular coverage of our readership of national advertisers, advertising agencies and radio people. Rates, payable in advance, are as follows: 6 months (12 issues) 20 words minimum — \$24.00. (Additional words, add \$1.20 per word.) 12 months (24 issues) 20 words minimum — \$40.80. (Additional words, add \$2.40 per word.) Copy changes are permitted with two weeks' notice in writing. Agency commissions cannot be allowed on these advertisements.

ACTING

ALENE KAMINS—Now available for commercial calls—9 years' radio and film experience—specializing in 'Teen parts'—KE. 7518. (A)

PETER LEGG—characters and dialects, several years' experience overseas TV; CBC, etc. British dialects a specialty. Commercial, drama — EL. 7181—Loc. 267. (A)

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

BETH LOCKERBIE—Leading lady, European dialects, characters 8 to 80, 15 years' experience, commercial - acting. MA. 2338 or WA. 1191. (B)

TOBY ROBINS—Back in Toronto after summer of stock with the "Strawhatters" (Gravenhurst)—now available for radio calls — ME. 4144. (D)

RUTH SPRINGFORD—Actress — commentator—commercials — singing with zither accompaniment — "Kindergarten of the Air," etc. Extensive radio experience—RA. 7966. (D)

JANE MALLETT—Heard on most national programs since radio began, is available for some spots and commercials. HU. 4132. (P)

No globe-trotting for **LADIE DENNIS** this fall, staying on the job. Available for acting, commercials and commentating. WA. 1191. (L)

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

VERLA MORTSON—Commercial — acting. Young, attractive, ambitious. Considerable commercial and CBC experience. WA. 1191 or WA. 9659.

IRIS COOPER—Competent actress not heard every day — "Slovak" dialects a specialty. Considerable CBC experience. RA. 0440 (X)

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

BETH ROBINSON—15 years stage—radio. Straight leads, boy-girl, 'teen parts a specialty — English, French, Scotch dialects. HY. 3603. (R)

ACTING

MARCIA DIAMOND—Just back from Vancouver, after playing leads in CBC's "Summer Theatre." Available for Commercial — Drama calls. RE. 0319. (E)

LUCILLE BIRCHALL—Tops in child acting—has played all leading shows — Commands five dialects — Commercials — Acting—Phone 533W Richmond Hill. (E)

JOAN FOWLER—Enthusiastic young actress. Specialist in boy and girl parts, several years' experience at CBC—Phone PR. 4481. (L)

MARLENE DANIELS—Now in Toronto, available for calls. 'Teen parts and dialects, considerable CBC experience. RE. 3236 or RE. 9470. (X)

ANNOUNCING

JACK DAWSON—Lever Bros., Cities Service Oil Co. Ltd., Arthur Murray School of Dancing—CFRB. (L)

WALLY CROUTER—"Top O' the Mornin'," "Treasure Trail," CFRB Special Events —Call CFRB. (X)

BETH LOCKERBIE—Women DO listen to women — sell your lady listeners with commercials by one of Canada's top announcers. WA. 1191. (B)

JAFF FORD—Ten years of experience SELLING PRODUCTS and SERVICES by microphone. For commercials that SELL — phone me at CFRB. (L)

LOY OWENS—A record of consistent sales through Ontario's long established and most powerful independent outlet—CFRB, Toronto. (X)

MICHAEL FITZGERALD — Kingsdale 0616. (M)

ENGINEERING

MCCURDY RADIO INDUSTRIES—Broadcast station installation specialists — custom manufacturers of Audio Equipment — commercial Repair Service—33 Melinda St., Toronto—AD. 9701. (P)

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

PHOTOGRAPHY

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

PRESS CLIPPING

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

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

PROGRAMS

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

CHRISTMAS JINGLES — Brightest, best produced ever. 8 one-minute original jingles for 8 different seasonal sponsors. 50% discount if you act now. S. W. CALDWELL LTD., 80 Richmond West, Toronto. (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.

RESTAURANTS

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

SINGING

FROSIA GREGORY—Just finishing "Frosia Tells a Story," singing, narrating children's stories with Auto-Harp accompaniment — sponsors' inquiries welcomed. RE. 7718. (O)

SHIRLEY PACK — Soprano, New York, San Francisco, available for radio after Danny Kaye Show, Sept. 10 —RA. 2601. (B)

"TEX" BLOYE — Original western entertainment, songs, gags, etc. Just finishing "Who Am I?" Available for Radio, Stage, Recordings — LL. 5535. (R)

PHYLLISS MARSHALL—Experienced personality, singer. Shows: "Moon Mist" — "Starlight Moods," heard on Dominion-Mutual outlets. Available for bookings — LY. 4862. (F)

FREDA ANTROBUS — Lyric Soprano—available for radio calls. KI. 3840. (L)

TELEVISION

RYERSON INSTITUTE OF TECHNOLOGY — Toronto—Announces a Familiarization Course in Television. Commencing Oct. 16, sixteen evening lectures—\$15.00. (L)

WRITING

ROXANA BOND — Sparkling original scripts that please sponsors and audiences. Children's shows a specialty. Phone Zone 8986 Willowdale. (L)

TALENT TRAIL

By Tom Briggs

Jan Rubes (rhymes with "new dish") and a few more boys from the radio world must feel that they have gone half the way to television in making the Selkirk Productions' film *Forbidden Journey*, already released in Montreal and scheduled for Toronto about October 20.

Rubes takes the lead role of a Czech, who stows away on a ship and enters Canada illegally, supported by the girl who is now his bride of two weeks, Hollywood star Susan Douglas. Others in the trim cast who are widely known for their radio work include: Mac Shoub, Rupert Caplan and Jerry Rowan.

Tall, lean Rubes has gone a long way since he arrived in this country as a tailor (a rapidly acquired trade to facilitate his admission) in January of '49. The uncle in Toronto who arranged for Jan's immigration, and was responsible for employing him in his tailor shop, gladly overlooked these conditions when it was apparent that the big bass would be better off and happier singing.

In a couple of weeks he was "in" as far as the CBC was concerned, and he started to work with the CBC Opera Company on *Don Giovanni* and *La Traviata*. He was studying for the company's big event last year, Britten's *Peter Grimes*, when he somewhat reluctantly tore himself away for the film.

The reason that Rubes isn't a doctor in his hometown of Prague now is that a mob, once known as the Gestapo, shot the Prague University Students' Council during a meeting called for organizing a students' demonstration (Jan was a member, but left early) and closed the doors on that world-renowned institution. He was one of three fortunate enough to be allowed admission to the Prague Conservatory of Music, where he studied for three years, then, when presented with a German ultimatum of "work for us or sing for us," he took singing at the marathon rate of 242 performances in a year.

With the war over, Rubes returned to his home and studies, and in 1948 won the opportunity of representing Czechoslovakia at the Geneva Musical Festival. Then came restlessness; and with it the letter to his uncle which started him on his way to Canada.

Rubes likes it here and intends to stay. Although he has had offers from South America, where he spent three months last summer on the opera stage, and another from Rogers & Hammerstein, things are still okay here. On the Rogers & Hammerstein deal, he was offered Ezio Pinza's role for the *South Pacific* musical, when it hit the road, if he would sign for a year. Said Rubes: "Imagine! Every night for a whole year to have to sing 'Some Enchanted Evening.' Not for me."

After a short honeymoon with Mrs. Susan Douglas Rubes two weeks ago, Jan was back at work on his role of Timur in Pucini's

Turandot which will be CBC *Wednesday Night* offering on October 18. After that a break until the new year when he will be heard with the CBC Opera Company as the innkeeper, Sparafucile, in Verdi's *Rigoletto*.

Turvey, a radio adaptation of Rita Greer Allen of the prize-winning book of Earl Birney, supposed to be a satire of life in the Canadian Army. But it wasn't the way I heard it. This was a real thing.

The program was the feature on last week's *Wednesday Night* and was produced in Vancouver by Jack Whitehouse. Ed Namara as Turvey, and Jans Johnston as his brainier boss companion, Mac, brought to amusing and impossible things the last war laughingly to life. When a hundred thousand miles and an equal number of miles of red tape are formed into an arm, there is plenty of material for numerous books, but the limitations of radio—especially in the "good taste" department—reduce the amount of usable matter considerably. However, the radio *Turvey* didn't badly suffer from the extensive cutting it was subjected to, and the whole hour-and-a-half was fun.

Credit is certainly due the actors for their portrayals, assisted by one Bill Buckingham. I don't believe it is easy to be intentionally stupid and still sound convincing and natural as the players did.



FOR THESE ARTISTS

- ARLOW, Herb
- DAVIES, Joy
- DENNIS, Laddie
- EWING, Diane
- FOWLER, Dorothy
- GOTT, Herb
- HARRON, Donald
- HULME, Doreen
- KLIGHMAN, Paul
- LAFLEUR, Joy
- LOCKERBIE, Beth
- LYONS, John
- MacBAIN, Margaret
- MILSOM, Howard
- MORTSON, Verla
- NELSON, Dick
- NESBITY, Barry
- O'HEARN, Mona
- RAPKIN, Maurice
- SCOTT, Sandra
- WOOD, Barry

Day and Night Service at Radio Artists Telephone Exchange



RESEARCH

New Tool For Merchandisers

Toronto. — In 1949, Canadians spent in retail stores and mail order houses an estimated \$7,735,-766,000, an average of about \$593.00 per capita, with British Columbia topping Ontario by \$4. These figures are deduced from a new publication, *Canadian Retail Sales Index*, which breaks down retail spendings into counties and census divisions for 20 different kinds of business.

Compiled by G. E. Rutter, well-known market researcher, and published by R. G. Lewis & Company Ltd., 163½ Church Street, Toronto, at \$5.00 a copy, the Index is a 40-page book, containing estimates for 1949 of retail sales by cities, counties and census divisions, right across Canada, except Newfoundland, for which figures are not yet available. Shown also, in the same territorial divisions, are population and radio homes figures, as computed by the Bureau of Broadcast Measurement.

Breakdown of sales by types of business is in 20 categories: Grocery & Combination; Meat Stores; Country & General; Department & Variety; Motor Vehicle Dealers; Garages & Filling Stations; Men's Clothing; Family Clothing; Women's Clothing; Shoe Stores; Hardware; Lumber & Building Materials; Furniture; Appliance & Radio; Restaurants; Coal & Wood; Drug Stores; Jewellery Stores; Tobacco; All Other Trades.

A summary of county and census division totals shows the "Per Province" and "Dominion Total" figures in the same categories. 1941 census figures for "Sales of Commodity Groups by Kinds of Business" and "Distribution of Sales of Commodity Classes" have been included to clarify the other data.

In his introduction to the book, Rutter explains his estimating methods as follows:

"... computed by reconciling the Dominion Bureau of Statistics 1941 Census Data by Counties and Census Divisions with the 1949 Sales Data by Provinces... estimates have been carefully weighted according to population shifts... consideration has also been given (from Income Tax Figures) to revenue changes."

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This is why CFCN merits top consideration on all advertising schedules designed to reach the rapidly expanding markets in these overlapping areas. CFCN does the job best—CFCN has more listeners where they count most!



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Radio Reps.:
Toronto, Montreal,
Vancouver
Broadcast Reps.:

Winnipeg
Adam J. Young, Jr.:
New York, Chicago,
San Francisco
Harlan Oakes:
Los Angeles

"The Voice of the Prairies Ltd."

THINGS WE'D LIKE TO KNOW

Who told Comic A the gag he accuses Comic B of filching from him?

■ ■ ■

CH DEPT.

Then there's the popular ballad singer who wished and wished for a Ming vase to match her new coat.

■ ■ ■

CORRECTION

We have been asked to contradict the rumor that the CBC will not recommend TV licences for organizations which do not operate a cocktail bar.

■ ■ ■

INCURABLE

If the boss tells you that you haven't a head on your shoulders, it's no use consulting a plastic surgeon.

■ ■ ■

DIAGNOSIS

Some radio dramas we hear might well be labeled "all work and no play."

■ ■ ■

EXACTLY SUSTAINING

"Give it all you've got, just like you were singing for a sponsor," said the producer to the fill-in singer. Came the reply, "What's a sponsor?"

■ ■ ■

EXPERT. OF REVIEWS

The producer was as important to the program as the parsley on a platter of fish.

■ ■ ■

BOOK DEPT.

Sir: I understand there's a book which does half the work of teaching one about television. Please find out what it is and send me two copies.

E. Z.

■ ■ ■

UNFINISHED IN

She stepped before the TV cameras wearing a dress that protected the property but did not obstruct the view.

CANADIAN TELESREEN

Vol. 3, No. 19.

TV and Screen Supplement

October 11th, 1951

LET'S PUT THE VISION IN TELEVISION

By M. M. Elliott

Canadian Marconi Company

There are now approximately two million Canadians living well within range of U.S. television stations. The CBC has been authorized to construct stations in Montreal and Toronto and hopes to start operations in both cities by September 1, 1951. The CBC also proposes to establish a network between its Montreal and Toronto stations, providing service to Ottawa. This much we know.

I do not pretend to know how or when other centres will get television service but I am firmly convinced that nothing can stop the eventual development of this twentieth century miracle of entertainment.

I don't want to burden you with a lot of statistics on set production, miles of coaxial cable and other developments in the United States. But from the meteoric growth of television there, in the space of only three years, I can come to only one conclusion—that people want it. I can think of no reason why Canadians should feel otherwise.

Technically, television was ready many years ago. A station in London, England, for example, has been in operation for over 10 years, serving a potential audience of about twelve and a half million people. Color television has long been practical, technically. It has been delayed coming into general use because such action might have made obsolete all existing transmitting and receiving equipment. Recently, this difficulty has been solved and color transmission will give a perfectly good black

and white picture on the ordinary TV receiver and, through the modification of the ordinary receiver at nominal cost, pictures in color can be received.

Even though we in Canada are far behind other countries in providing television service, the receivers now being produced are of the very latest design and there is no reason why fear of obsolescence should prevent anyone within range of a station from enjoying television right now. So although we may look with envy at the progress being made in other countries, we can all rest assured that the industry is keeping abreast of the latest technical development and has, in fact, been producing a variety of receivers of the latest design for the Canadian market for more than two years.

Yes, television means an open road to a new world of education and entertainment within the home and I think it will help a great deal if we all stop and consider what a tremendous effect this new thing will have on the future of all of us. Television is more than an adjunct to sound broadcasting or an alternative to the movies. Short as our experience has been, it is quite clear that as a medium of instruction and mass entertainment television is almost without peer. As the market for TV receivers intensifies, we will realize more and more the far-reaching effects of television on our social and economic life.

Think for a minute of the employment that television will

create — jobs that never existed before for factory workers, engineers, actors, writers, artists and camera men. Think of the even greater effect on our economy through the selling of goods and services by television. Think of television's contribution to the technical progress and the defence of the country because of the training and employment of thousands in the field of electronics. Think of the habits that will change as people rearrange their furniture and even design new living-rooms to spend hours every day in front of their receivers.

Perhaps television is further advanced in this country than many may realize. It may surprise you to know that many Canadian advertisers are even now planning TV shows that will be aired the minute transmitters are ready to operate. If television has not yet reached your town, think of the future and get ready for it. If it has reached your town, then you have a wonderful opportunity, but it is up to you to do your part in educating the market.

When you read an advertisement "Ball Game Today—Not on Television," you will know that television has arrived—you will have proved to your own satisfaction that people want television.

TEE VEE ACTION

New York, N.Y.—The Federal Communications Commission asked for it—and in a way—got it. The majority of the nation's television receiver manufacturers told the Commission that they cannot make bracket standards color sets by the mid-November deadline.

The FCC originally announced that if the manufacturers did not disclose their intentions by September 29—then the CBS color TV system would be adopted as final. So far there has been no FCC reaction to the statements of the manufacturers but news on that is expected at any moment—and may appear in your daily papers as you are reading this.

Several of the companies asked for postponement of the FCC decision to give them time for development and field-testing of bracket standards. It would seem the only logical answer but the Commission is seemingly taking great delight in its role of one against the world—or in this case, against the major segment of the industry. A Commission spokesman has reportedly admitted that this is the first case where the Commission has advanced a proj-

ect not initiated by a major segment of the industry.

There's no doubt that RCA, CBS's chief opponent through the whole mess, is making at least some preparations for a court contest if Columbia gets the final nod. RCA asked for multiple color standards to allow both RCA and CBS color for a reasonable time.

Despite the FCC's color-wary attitude and its claim that the public wants color—even though the biggest portion of the population has yet to view black-and-white video—the boys with the wise money predict that any bit of color is still a good many years off.

New Name For Union

ACRA has decided to change its name as a result of a meeting held by the Toronto members last month. To be prepared for the inevitable, if slow, coming of TV, this artists' union will now be known as the Association of Canadian Radio and Television Artists. ACRTA offers art representation by the same association. They won't be required to join a separate union to get TV work.

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 Gordon Sinclair - Fun Parade - Big
 Sister - Mr. Chameleon - Quarterbacks
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 Trail - Our Miss Brooks - Charlie McCarthy - Meet the
 Menjous -
 Farm News -
 Aunt Mary -
 Helen Trent -
 Aunt Lucy -
 Anne Adam -
 Barry Wood -
 Brighter Day -
 Contented Hour -
 M. G. M. Theatre -
 Share the Wealth -
 Hollywood Reporter -
 Wes McKnight - Mr. Keene -
 Our Gal Sunday -
 Red Skelton - Kate Aitken - My Friend Irma -
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Again this fall, you'll hear them all...on CFRB

YES, this Fall you'll hear them all on CFRB. The nation's favourite programs... the cream of radio talent... gathered together on one station for greater listening pleasure. That's why more and more people from Sudbury to Brockville and Pembroke to Strathroy tune 1010 on the dial regularly.

So it's still the Number One Buy in the Number One market... CFRB! More so than ever, now that even more top-rated shows are being heard over CFRB commencing with the Fall season.

Place your message where it will reach the audience that is not only the largest but the most receptive, too. CFRB listeners *really* listen... they are the young and old who dial 1010, not at random, but because the most popular, the most-regularly-listened-to, programs are there. Let the good word about your product drop into the circle of warmth and cheer that is CFRB, rather than into the barren ground of casual listenership.

This Fall, as always, CFRB guarantees your message *listeners*, not just dial drifters.

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