

CANADIAN BROADCASTER

AND TELESCREEN

Vol. 10, No. 7.

TORONTO, ONTARIO

April 4th, 1951

Int'l. Broadcasters Condemn CBC Power

Sao Paulo, Brazil.—The broadcasting system which exists in Canada was branded "undemocratic" and condemned by the Inter-American Association of Broadcasters, during sessions held here last week. A resolution passed by the Association during its last plenary session invites the Canadian Association of Broadcasters to appeal to the Canadian Parliament for the appointment of "a completely independent agency" to license and regulate broadcasting operations.

The resolution also called for the CAB to petition for the establishment of a charter "under which both publicly and privately owned stations can expand."

Both the agency, appointed by Parliament and directly responsible to Parliament, and the charter would suppress "the control which the Canadian Broadcasting Corporation has over its competitors" and institute that freedom of expression which is "an inalienable legal right," it was thought. The CBC in this case, the resolution says, would be reorganized without power to regulate its competitors, but maintaining its status as the national broadcasting system.

(Commenting on the action of the IAAB, Jim Allard, general manager of the CAB, said the resolution's request was identical with the presentation made by the CAB to the Massey Commission. Coming as it does from outside of Canada, it was suggested in Ottawa, the resolution may receive some serious consideration in government circles.)

■ ■ ■

The membership of the IAAB is made up of all broadcasting trade associations of North and South America, with the exception of Argentina, and 15 nations were represented at this meeting.

Earlier, Judge Justin Miller, president of the National Association of Broadcasters, told delegates that governments should not interfere with broadcasting, even in times of general emergency, if the people are to be warned quickly and efficiently about danger or disaster. In the featured address of the meet, Judge Miller presented a 10-point program designed to guarantee freedom of communication in the Western Hemisphere.

The action of the Peron Argentine Government in suppressing the newspaper, *La Prensa*, was bitterly criticized by many of the assembly speakers, most of them terming it a "deplorable situation." This and the action the assembly took on the Canadian broadcasting set-up was part of

CHUM'S "AUNT SUSAN" WOWS THE KIDS



ADELE EVANS, Toronto station CHUM's young "Aunt Susan," who airs a daily children's program, has undertaken to meet and entertain many local youngsters. In the above picture, she is seen surrounded by some of the 1,500 kids in the Palace Theatre, where she started her tour of personal appearances at a Saturday matinee last month. Here she held contests and awarded prizes of books, records and radios, led a sing-song, told traffic safety stories, and conducted an amateur talent program. After a six-week stay at the Palace she will follow up with appearances in more of Toronto's Famous Player Theatres.

the Association's reaffirmation of its stand on behalf of free speech and independence from government influence and intervention.

During this session, the IAAB was informed that it had been accepted into the membership of the United Nations Economic & Security Council.

■ ■ ■

Frigidaire Goes Big Radio

Toronto.—What is said to be the largest selective radio campaign in Canadian radio history started this week when Frigidaire and its dealers began sponsoring the *Guy Lombardo Show* over 89 stations from coast to coast. It is expected that this figure will go to 94 soon, Jack Horler of Baker Advertising said.

The half-hour weekly musical program, bought by Frigidaire from All-Canada Radio Facilities for exclusive airing in Canada, will be sponsored by Frigidaire in Toronto, Montreal and Vancouver. In all other centres dealers are picking up the tab on a 50-50 basis.

It is the company's first major venture in radio.

STATION SEEKS SONG HITS

London, Ont. — Through a *Search For Songs* contest, which goes into its final stage here this week, station CFPL hopes to discover compositions of "hit" calibre by Western Ontario amateur writers. This week a series of programs will begin, during which two vocalists, Gayle Gordon and Ginny Mitchell, will sing the best of the songs which have been entered.

The contest got under way over a month ago and was instituted by the station's program director Bob Rinehart. It was felt that, in addition to numerous *Search For Talent* contests which the station has held, something should be done for those with other than performing talents. To Rinehart, song-writing seemed to be the answer.

From a total of 72 compositions the selection board, consisting of Don Wright, Martin Boundy, director of the London Civic Symphony Orchestra, and Earle Terry, director of music for the London

Board of Education, narrowed the number of songs to compete for final honors down to 21. These will be presented to listeners over a series of five weekly programs by the two vocalists, accompanied by Neil McKay's orchestra, so that listeners can take part in the final judging. They are asked to fill in ballots appearing in the *London Free Press* with their choices each week and, from these results, a top song will be decided for each program. On the sixth and final program the contest winner will be decided.

As a prize, Harold Moon of BMI Canada Limited has informed CFPL that his organization will promote the winning song throughout Canada, while through the co-operation of the American BMI it will also be made available in the United States. In addition, the winner and his song will appear on the CBS program, *Songs For Sale*, and it is expected that at least one record company will include the number in its future releases.

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

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

PEOPLE

Name Montreal Manager

Ottawa.—Crawley Films Limited will establish a branch office in Montreal early this month as the result of the demand for television film production, it was announced here by president F. R. Crawley. Over a quarter of Crawley's present business comes from the Montreal area, much of



J. A. FRASER

it for films in French, it was pointed out.

Manager of the new office will be J. Alasdair Fraser, formerly president of Fraser Films of Montreal. Facilities of the Fraser business, including screening rooms, shooting stage and offices, will be occupied by Crawleys, and contracts under commitment to Fraser Films will be also taken over by Crawley Films.

Fraser has had over 10 years' experience in Canadian film-making. He set up the motion picture section of Canadian Industries Limited and was a captain with the Canadian Army film and photo unit in Europe during the war, before founding his own company four years ago.

It is expected that a French liaison officer will be appointed to the new branch due to the large number of French films being purchased.

• • •

Directs French News

Montreal.—The appointment of Lucien Roy as director of the French service of British United Press was announced here last month by general manager Phil Curran.

Before joining BUP several months ago, Roy was for five years radio editor of station CKAC here, published the *East Montrealer*, and served on the editorial staff of *Le Petit Journal*. While with CKAC, the station won the Lafleche trophy for the best radio news service in the province.

In his new position Roy will have complete supervision over the service's French circuits, serving 35 French stations and newspapers. News editor of the French branch is Jacques Sauriol.

**More radios
are consistently tuned
to CKRC
than to any other
Manitoba station**

BBM, 1950 (6-7 TIMES WEEKLY)
FINAL FIGURES

Daytime	Station	Nighttime
126,300	CKRC (5,000 watts)	97,140
113,840	Station #2 (50,000 watts)	84,580
72,450	Station #3 (250 watts)	46,770

CHECK FOR AVAILABILITIES ON

**CKRC
WINNIPEG**

630 KILOCYCLES — 5000 WATTS

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

**TELEVISION
consultant**

Ten years' experience eliminates the guesswork from your TV planning.

ANDREW N. McLELLAN

4 Albert St., Toronto PLaza 6165



Invents Loud Speaker

Vancouver.—A "miracle" loud-speaker, on which he has been working for 20 years, has been demonstrated by a 79-year-old retired business man who claims he could start production almost immediately.

W. Midgley Campbell of North Vancouver has not discussed the technical dodge which allows his speaker to reproduce with what musicians have called "remarkable clarity."

The inventor is a musician himself, and says he has letters from well-known musicians, including Sir Ernest MacMillan, who remarked on the clarity of detail which his speaker achieved.

New Research Chief



Montreal.—The appointment of Dr. F. G. R. Warren, Ph.D., as supervisor of the research group, Engineering Products Division of RCA Victor here, has been announced.

Dr. Warren, who at one time was chief chemist of Defense Industries Limited and later research chemist of Aluminum Company of Canada, has been studying dielectrics as a member of the technical staff of Bell Telephone Laboratories.

In his new position, Dr. Warren is heading a staff in research and development on microwave optics and antenna theory.

ALL-CANADA APPOINTMENT

Toronto.—Rod Gibson has been appointed to the station time Division of All-Canada Radio Facilities, it was announced here last week by division manager John Tregale.

Gibson was formerly assistant time buyer for Philbin, Brandon & Sargent Inc., New York City television advertising agency. Prior to that he was district sales manager for American Tobacco Company in Buffalo.

VETERAN RETIRES

Victoria. — W. J. Bowerman, who has been with the government radio service on the west coast since 1911, retired here as district superintendent of the radio division of the transport department.

STILL E-X-P-A-N-D-I-N-G

"The Saskatchewan Wheat Pool District Mr. J. Pavelik, announced today that most of the Pool's one and a half million dollar construction of elevators and annexes for 1951, will be spent in the Prince Albert area. Two elevators and four annexes which will hold a quarter of a million bushels of grain are already started. Others will be started this spring."

CKBI News Room, March 12/51.

The Farm Cash Income in 1950 for the CKBI Market, based on figures issued recently by the Dominion Bureau of Statistics was \$103,656,114.00. Place your next campaign on CKBI and get results in this expanding market.

CKBI

PRINCE ALBERT, SASK.

5000 WATTS

CFBC's "POP THE QUESTION"

... the Maritimes' Most Sensational Program! ...

1951	Proof of Purchase
January	9,642
February	19,272
To March 15th (Inclusive)	11,165

TOTAL LETTERS: 40,079

Ratings ... 23.7 (average) for both Morning and Evening Programs

CFBC

SAINT JOHN
NEW BRUNSWICK

See: J. L. Alexander, Toronto - Montreal
Weed & Company in the U.S.A.



We don't sell Time -

We SELL RESULTS

CKCW

MONCTON NEW BRUNSWICK

The Hub of the Maritimes

REPS: STOVIN IN CANADA; MCGILLVRA IN U.S.A.

Income per family: \$3,813
Keep it in mind
when preparing
your next ad budget.

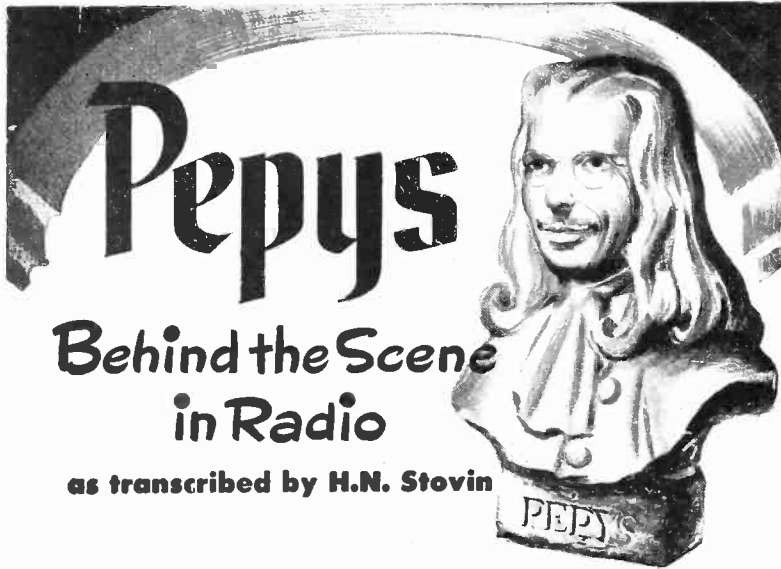
CHRC

BRINGS RESULTS!
5000 WATTS 800 KC.
Your best French Seller

Representatives:
CANADA
Jos. A. Hardy & Co. Ltd.

U.S.A.
Adam J. Young, Jr., Inc.
"La voix du vieux Quebec"





"To my haberdashers this day, to see what new fabrics he might have for Spring, and did select those which pleased me. The same being, as is my custom, on the brightly colored and well-patterned side. Whereupon he did, with some boldness, say 'Your sports coats do make themselves heard, but in your diary—as I do read extracts from it in the publick journals—you are quiet indeed about the services you do freely extend to advertisers from your own organization, though you speak often and well about the stations you represent' ● ● ● The which I cannot, in modesty, tell about in those glowing terms which some others use. It is true that we have a goodly sales staff whose first thought is service and helpfulness to advertisers. It is true, too, that one time-buyer, who is tough, though fair-minded, did tell one of our staff that he had never had so complete an analysis of his problem, nor one which meant so much knowledge or effort on the part of the station representative ● ● ● It is true, too, that we do not stint on market-research, on studies of both consumer and dealer attitudes, if they do help the advertiser; but do cheerfully break down such figures as can be procured from many sources, and tabulate them so that a client or prospective client may benefit mightily thereby and find them accurate ● ● ● It is true that we do approach every problem from the standpoint of increasing an advertiser's sales and goodwill, rather than our own; and that many of the larger clients have thanked us for so serving them ● ● ● But, being a modest man, save perhaps in the jackets in which I do play golf, it would seem an over-bold thing to tell people about these publickly."

"A STOVIN STATION IS A PROVEN STATION"

HORACE N. STOVIN
& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

Representative for these live Radio Stations

CJOR Vancouver	CKY Winnipeg	CKSF Cornwall
CFPR Prince Rupert	CJRL Kenora	CKVL Verdun-Montreal
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
CFAR Flin Flon	CJBQ Belleville	VOCM Newfoundland
	CFJR Brockville	

PANORAMA

Host To Youngsters

Vancouver. — Working on arrangements for the visit to this city of 14 school children from Whaletown, Cortez Island, CJOR's promotion manager Kay Cronyn found herself very busy. The youngsters from the Gulf of Georgia settlement, most of whom have never been off the island before, were guests of the station for Easter week.

The kids went on the air every evening with Ross Mortimer, who got the operation under way when he heard from Alfred Ferguson, the children's teacher.

Ferguson said they had been doing everything from janitor work to putting on concerts to raise money for their big trip. Mortimer said CJOR would be their hosts. Their absence made quite a hole in the village's population, which is only 162 with every man on deck.

Other concerns, like Castle Hotel, TCA, White Lunch, B.C. Electric, CPR, The Vancouver Sun, Hudson's Bay Company, and various industrial plants, pitched in to feed the youngsters, put them up or show them the town.

■ ■ ■

TV May Change Culture

Vancouver.—Television could do more than radio to lever Canada away from the melting pot of U.S. culture, Dr. Norman A. M. MacKenzie, president of University of B.C. and member of the Royal Commission on Arts and Sciences, said here.

The new medium could completely change culture and education in this country, and "undoubtedly will have a great hold over our children."

Despite Canadian determination to remain independent, Dr. MacKenzie said, "there has been a long-range tendency for us to become culturally an American colony."

He added, "Maybe we should put TV on ice for 20 years. But we're getting it from the U.S. and we are only left to decide how much we will have and how good it will be." He said he felt there was growing impatience with the delay in bringing TV to Canadians.

■ ■ ■

Long Way Round

Vancouver. — Mike Giraud, reporter for CKWX, distinguished himself during the air search for a missing fishboat by beating the town on a local break when he was 110 miles out of town.

Up with an RCAF search plane near Discovery Passage in the Gulf of Georgia, he heard the Air Force message from Vancouver headquarters that the missing boat and two crewmen had been found.

The plane's skipper let him use the radio to send his story back to HQ, where it was relayed to CKWX, before other local stations or papers got onto it.

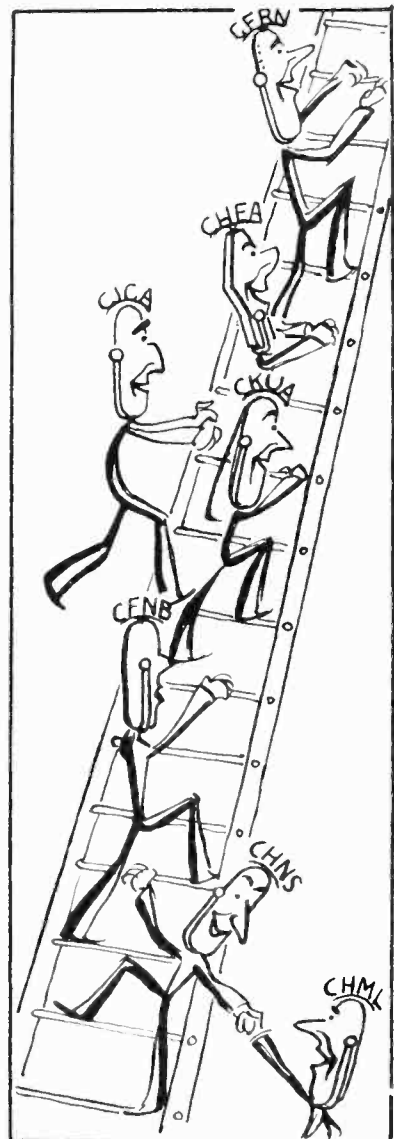
Ten minutes after sending his story at 12.50 p.m., he and the skipper tuned the plane's radio to CKWX and heard the news.



FOR THESE ARTISTS

- BOND, Roxana
- DAVIES, Joy
- DENNIS, Laddle
- ELWOOD, Johnny
- EWING, Diane
- JOUDRY, Patricia
- LOCKERBIE, Beth
- MATHER, Jack
- MILSOM, Howard
- MORTSON, Verla
- NELSON, Dick
- NESBITT, Barry
- O'HEARN, Mona
- RAPKIN, Maurice
- RUSSELL, Lee
- RUTTAN, Meg
- SCOTT, Sandra
- SERA, Joseph
- WOOD, Barry
- WICKHAM, Ann

Day and Night Service
at
Radio Artists Telephone
Exchange



CANADIAN BROADCASTER AND TELESCREEN

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

Published by
R. G. LEWIS & COMPANY, LTD., 163 1/2 Church St., Toronto 2, Canada
EMpire 3-5075

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

Vol. 10, No. 7.

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

April 4th, 1951

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

Correspondents
Montreal - - - - - Walter Dalas
Winnipeg - - - - - Dave Adams
Vancouver - - - - - Bob Francis



Converting The Unbeliever

Radio's prime problem in selling itself is to get its story across, not to the agency radio department manager, who should be selling radio as actively as any rep or salesman; not to the client, who retains an agency to take care of such matters for him; but to the account executive, who studies the client's problems, prescribes a plan; and then sits in with the time buyer and the producer to select a vehicle and the required markets.

The agency radio department is fully competent to handle buying and production for those accounts which are already inured to the radio medium. But there are other accounts, whose campaigns in the other media are compounded in planning board meetings, where radio may not even get considered because, through the years, satisfactory results have been obtained from one or more of the printed media.

■ ■ ■

Getting the story across to account men who are not sold on radio is as complex as it is essential.

First of all there is the radio department manager to reckon with.

He feels—and rightly—that he is perfectly competent to tackle the job. As an individual he is. But as the department head of an advertising agency, which operates in all media, he has less to lose than radio which, if it is not on its toes, stands a good chance of being left out in the cold.

Then, of course, the account executive is a busy man. He wants to see people who have something to tell him, something of interest to himself and his client. Unfortunately, though, too many of his visitors think that a social call will turn the trick.

■ ■ ■

Trying to go over the radio department manager's head is like trying to go over his dead body, and he will do battle to the last ditch.

Station men and their representatives are better advised to confer with the radio director and seek his co-operation before taking any such step. And it is no use arranging a meeting unless an individual presentation is prepared — a presentation, that is, which shows why a particular product should be advertised in a particular market, over a particular station.

As Bob Campbell, of J. Walter Thompson Company, said at the CAB Convention: "agencies don't buy media; they buy markets, and the best way to reach them, be they press, radio, billboards, car cards or sandwich men." And, as was pointed out on the same occasion by Lever Brothers'

RADIO RIBI ... by Harkley



"There's a guy who really lives in a dream. He begins all his talks with 'Friends.'"

director of advertising, J. E. Potts—advertisers are most interested in a comparison between radio and the other media in the market under consideration.

■ ■ ■

An agency radio department head exists to render a radio service to his agency's account men. That is his mission in life and he guards it jealously.

Trying to sidetrack him is a futile effort. But offering him the kind of co-operation that will induce him to arrange a joint meeting with the account man in question, and perhaps even with his client, can prove of mutual benefit.

■ ■ ■

A harsh word has crept into radio's lingo of late. It is the word "pitch", which seems to imply the forcible stuffing of something down somebody's throat. This is not good selling under any circumstances. Yet it is exactly what too many of these "presentations" have become.

Thumping the desk has gone out of style. A true salesman spends his time showing clients and potential clients how his product or service can be useful to them.

So let's quit barking like old-time medicine men in the market square, whose plan of action was "to get 'em and forget 'em." Let's throw out the "pitch" and give them a "prescription."

■ ■ ■

Good Can Be Made Better

Radio in this part of the country turned it on with full force last month in its fourth annual Easter Seal Program for the Society for Crippled Children.

Through this mammoth radio effort, Canadians far beyond the territorial limits

of the Province of Ontario—and Americans too—devoted a melodic hour of this Palm Sunday afternoon to the program and to the inspiration it gave them to contribute to the welfare of the little sufferers to whom it is always dedicated.

It was an all-Canadian program, and this, for the second successive year, encouraged Canadians to feel not a little pride that their country's sons and daughters in the world of entertainment no longer need rely on the aid of imported American talent to bolster such a venture. It was heartening to find the three talent unions, ACRA, AGVA and the Toronto Musical Protective Association, lending unqualified support to this worthy cause; heartening too that CBC and private stations were eager to cancel their regular commitments to carry through this project in the public service.

■ ■ ■

Not in a sense of criticism but of constructive suggestion, it does seem that the burden of carrying this program to the people is assumed year after year by almost the identical group of artists. Their work is always of the highest calibre, and their willingness to donate their services is exemplary. There are, however, other artists who would welcome an opportunity to appear on these shows, both from Toronto and from other Ontario radio stations, and we would urge those charged with next year's Easter Seal Program to see if the 1952 offering can be made representative, not only of Toronto talent, but of talent from all over the province.

■ ■ ■

One other suggestion is that greater recognition be given the talented artists whose performances do not go out over the radio, but whose work adds so very much to the entertainment of the thousands of people who attend the show in the Maple Leaf Gardens. These are the people of the AGVA group, whose stage show, which always precedes the broadcast, invariably brings such an enthusiastic response from the audience in the Gardens.

Many of these acts would be unsuitable for broadcasting. Many, on the other hand, would add considerably to the already high entertainment value of the radio program. And, incidentally, most of them will be avidly sought after, when television eventually comes to Canada.

■ ■ ■

As we said at the beginning of this article, the annual Easter Seal Program is a worthwhile and commendable endeavor in every respect. This is, however, no reason why it cannot be made even better through the years to come.

The Voice of the Eastern Townships

CHLT
(FRENCH) 900 Kc. 1000 Watts

CKTS
(ENGLISH) 1240 Kc. 250 Watts

SHERBROOKE, QUE.

SHERBROOKE, QUE.

CKTS — the English-speaking voice of Sherbrooke and the rich and important Eastern Townships—is your voice, too, Mr. Advertiser. When you use it, you really reach the 200,000 who make Sherbrooke their buying centre. The average per capita income here is not only the highest in Quebec Market No. 2, but also the highest in all Canada. Use CKTS — in English — and CHLT if the message should be in French.

Representatives

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

AGENCIES

By Art Benson

L. J. HEAGERTY

Toronto. — Colgate-Palmolive Peet Co. Ltd. has started the 15-minute three-a-week transcribed *Colgate Sports Quiz* over 10 stations coast to coast. The show features emcee Monty Hall and sportswriters Milt Dunnell and Trent Frayne. Products advertised are Colgate Shave Creams.

THE F. H. HAYHURST CO.

Toronto. — Canadian Cannery Ltd. (Hamilton) has scheduled the five-minute five-a-week *Word to the Wise* featuring June Dennis over CJBC, Toronto, along with a 10-minute three-a-week segment of the *Jane Gray Show* on CHML, Hamilton, advertising Aylmer Jams and Marmalades. Same sponsor has also renewed its spot announcement series over 12 French-language stations in Quebec advertising Aylmer Soups.

WILLIAM GENT ADVERTISING

Toronto.—Giles, Rice & Peters (Motor Cars) has started the five-minute five-a-week transcribed *Breakfast Briefs* featuring Cy Mack over CFRB, Toronto (8.10 a.m.).

Drayton Motors Ltd. is taking a five-minute segment of *Toast & Jamboree* five times a week with Bruce Smith over CJBC, Toronto.

O'NEILL, LARSON & McMAHON

Toronto.—Benjamin Moore Co. Ltd. (Paints) has started the 15-minute transcribed *Betty Moore Decoration Talks* over a network of 20-odd Ontario stations for 13 weeks. In addition a 13-week series of five-minute decoration talks is going to 22 stations coast to coast.

J. J. GIBBONS

Vancouver. — British America Paint Company has a 156-flash announcement campaign going to CKNW, New Westminster until May advertising Bapco Paint.

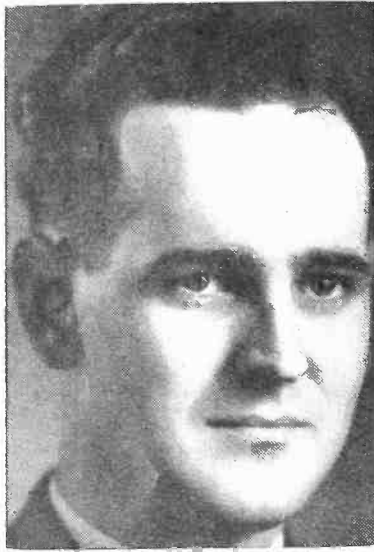
AGENCY MOVES

Toronto.—Kenyon & Eckhardt Ltd. has moved its local operation from 304 Bay St. to 80 King St. West.

BAKER ADVERTISING

Toronto.—The Carnation Company Ltd. has renewed the 15-minute twice-a-week transcribed *Riders of the Purple Sage* (S. W. Caldwell) over the CBC Newfoundland network through 1951.

Our New Representatives
EFFECTIVE APRIL 1st



PAUL MULVIHILL
Room 300,
21 King St. East,
Toronto. WA. 6554



JIM TAPP
Radio Times Sales (Quebec) Ltd.,
1231 St. Catherine St. West,
Montreal. MA. 4864

Agencies and advertisers will welcome the extra attention and service offered by these boys whose ideas and suggestions are based on solid radio and advertising experience. They know the market — they know the station.

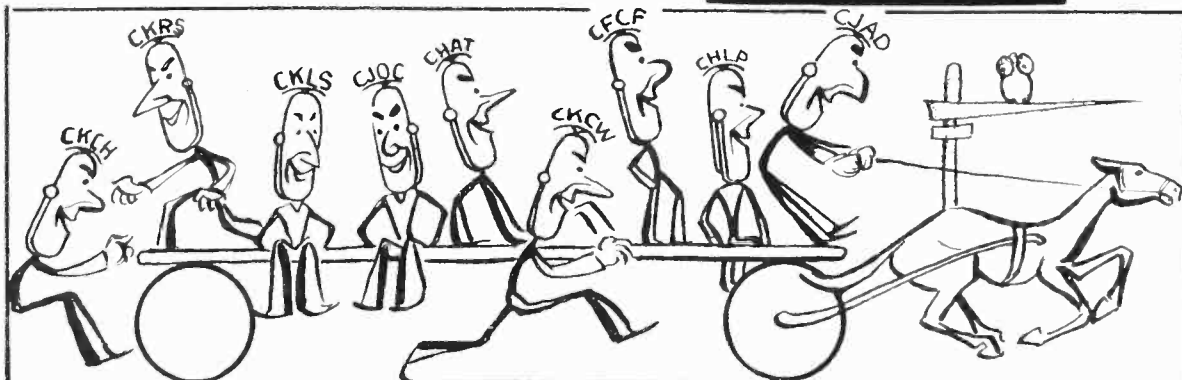
Contact them now for the facts and figures on the rich Niagara Peninsula served by Station CKTB.

J. H. McGillvra
continues as U.S. Rep.

Your Niagara District Station

CKTB
ST. CATHARINES

Now 620 ON YOUR DIAL



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

CELEO

1000 WATTS AT 680

Serving... the Listener and the Advertiser in St. Thomas, London and six of the wealthiest Counties in Western Ontario.

In addition to TOP Coverage of the CITY area

CHNS

gives you a GREAT BIG PLUS in AREA COVERAGE (75-mile radius)

51,311 ADDITIONAL RADIO HOMES AT NO EXTRA COST!

• Use the Halifax station that gives you MORE of everything for your money.

Ask the All-Canada Man for all the details!

Simcoe County has 25,410 RADIO HOMES (1949 BBM)

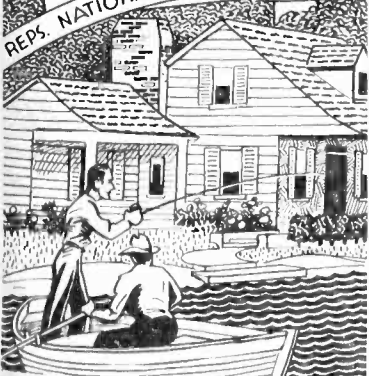
and no daily newspaper.

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

CKBB BARRIE ONT.

RALPH SNEGROVE
Manager

REPS. NATIONAL BROADCAST SALES



VERBATIM

The Last Voice You Will Hear

By Bertram Lebhar, Jr.
Director, Radio Station WMGM and Metro-Goldwyn-Mayer Radio Attractions, New York City.

(Reprinted from *The Advertiser Magazine*, New York, Oct., 1950.)

The last voice you will hear on the radio will not be that of anyone you have ever heard before. In fact, that broadcaster whose assignment it is to make the final signoff, has not yet been born, and won't, perhaps, for many centuries to come.

The future of radio, depends to a great extent upon what you interpret its past to have been. If you believe that radio broadcasting was some sort of advertising monster which devoured all opposition that came in its way, then it might be logical to suppose that radio, in turn, was about to be completely vanquished by the advent of television. If, on the other hand, you believe that radio was a new-born giant of the past two decades, a giant that grew to unbelievable stature, but, at the same time, encouraging all of the smaller giants to keep right on growing themselves, so that they, too, rose to new and greater heights, then, perhaps it would be logical to assume that radio will keep right on growing, even though in television, we may have a new giant in our midst.

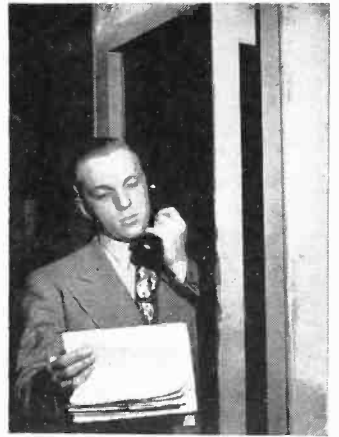
Since the very nature of our rhetoric might let it be suspected that we subscribe to the latter point of view, let us allay certain fears of perpetual boredom by the promise that we shall try to avoid a repetition of most that has been said before on this heated topic of radio vs. TV. We appreciate the miracle of science which television represents, perhaps to a greater degree than a good many of those who are so wrapped in its economic potentialities. Further, we realize full well that there are few people, indeed, who will watch a television screen and listen to a radio set simultaneously. Too much of what has been written recently about television, however, has been written from a subjective rather than an objective point of view.

Twenty some odd years ago the radio giant emerged as the greatest means of communication the world had ever known, the greatest medium of entertainment, and the greatest medium, therefore, for advertising, as American industry knows it. Despite the fact that commercial radio really grew out of its short pants during the years of our greatest depression, the fact remains that radio, as an industry, has never had a retrogressive year. Not through all the years of that depression, and all the years of the Second World War. As an industry, it is our opinion that the radio giant will not start to shrink in size for the next 10 years to come, if at all.

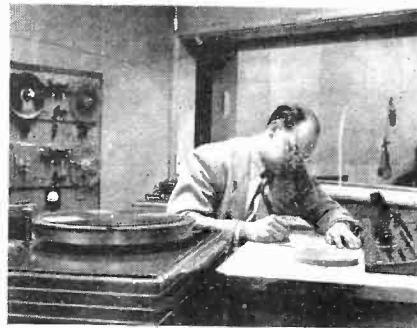
For in fattening so quickly, the radio giant did not feed upon others. Despite early losses by newspapers, magazines, outdoor (Next page, please)

..... beep beep beep
ep CFPL has NEWS for you! b

A news story of national (beep) interest, centred in London, was the February Provincial (beep) investigation into the dismissal of London's Mayor Allan J. Rush (beep) from the London Police Force prior to his election as Mayor (beep) of the city.



CFPL NEWS covered (beep) the story right from the Middlesex County Court House (beep) with a telephone recording unit. CFPL's KEN ELLIS phoned reports which were tape recorded (beep) and broadcast continuously during the week of the (beep) probe.



CFPL NEWS editor JOHN TRETHERWEY listened (beep), checked, and released the reports as they came in. Each report was aired (beep) immediately, regardless of the time of day. (beep) A recap was also aired each evening.

... and Western Ontario listened closely, as always, regardless of the time of day! ...



FAST! ALERT!



VIVID! UNEXPECTED!...

... all describe CFPL NEWS coverage to show you WHY, Listener-Wise CFPL in London is Western Ontario's FIRST station. For more CFPL NEWS, dial All-Canada Radio Facilities or Weed & Co. in the U.S.

*See Paragraph 4, General Information, page 2 of your Bell Telephone Directory

RADIO — Canada's GREAT Advertising Medium CFPL — Western Ontario's FIRST Station

NORTHERN ONTARIO'S

Greatest

ADVERTISING

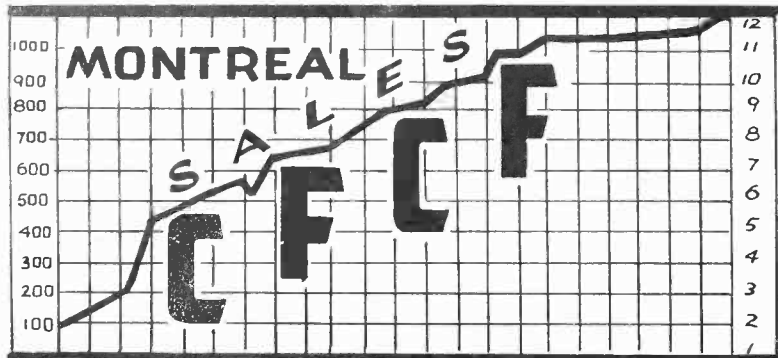
MEDIUM

CKSO

NORTHERN ONTARIO'S
HIGH-POWERED
STATION

Ask

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



LET Canada's **FIRST STATION** be your **STEP-PING** stone to greater sales and profits in the vast Montreal market.

CFCF, wise in the ways of **Programming, Promotion and Merchandise** has what it takes to **STEP** up **YOUR** Sales.

Your advertising dollar gets results when put to work on Canada's **FIRST STATION**.

REPS:

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



(Continued from previous page)

ter today than at any time in their history. Nor did radio fatten itself upon any of the other all of these media are doing bet-and other media, the fact is that branches of the entertainment world. Despite earlier opinions, comparable to those now being advanced as regards television, radio did not obliterate the phonograph, in fact the record industry might never have attained its present stature had it not been for radio. Nor did the radio molest the motion picture theatre, the legitimate stage, professional sports, or any of the other media which seemed to be in jeopardy as radio grew more and more significant.

Obviously, a person could not sit home listening to the radio and go to a motion picture at the same time, he could not sit home listening to the radio and read a magazine at the same time, though later a great many people did develop that particular talent, and we know that despite the fact that the radio has completely antiquated the newspapers as a means of disseminating news from the standpoint of speed, that the American public is just as insistent on reading its newspapers, even though it may have heard the same or later news many minutes before through its own loud-speakers.

We do recognize the fact that sound pictures almost completely replaced the silent film, that the automobile has replaced the horse, that the electric refrigerator has replaced the ice box, and so on right down the line with a great number of advancements that each century has brought us. However, the typewriter did not replace the fountain pen, nor did the ball point pen replace the wet ink pen, the mechanical pencil did not replace the wooden lead pencil, and actually, there are more horses in the United States today than there were at the time the Pilgrims landed here, and the ice industry with a volume of 52 million tons this year is running 13 million tons ahead of the best year it had before the invention of the electric refrigerator. What then, is the standard for prognostication?

In our opinion it boils down to one single word — integration. Radio was able to do what it did because it became thoroughly integrated in the American way of life. Certainly there are few, indeed, who regard radio as any magic box today. The radio is taken for granted, the same as our telephone, our electric light, our indoor plumbing. Few indeed think of buying a new automobile today which is not equipped with radio. Right there, within itself, lies part of the story. Those same automobiles will never be equipped with television for the occupants of the driver's seat. Whereas there has been so much ballyhoo about such things as transit radio aimed to reach an audience of non-attentive people, the 15 to 20 million automobiles that roam America's highways, represent a tremendous potential radio audience that will never be affected

(Concluded next page)

cics
SELLS

in
Stratford

NOTES TO YOU!

"STAY HOME and be LONELY"

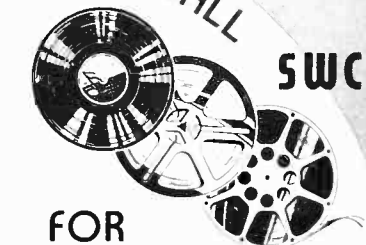
is a way of keeping them home listening to you.

It's a London Record, No. 755.

Write us for a free disc.

FAVORITE MUSIC CO.
21 SUSSEX AVE. TORONTO

BETTER CALL SWC



FOR DISCS, TAPE & T.V.

to a Pub-keeper
"mind your P's & Q's"
refers to Pints & Quarts
but
to a Broadcaster
it's Programs & Quotations
always

Quote Caldwell Programs
Price & Quality
consistently eximious
(meaning excellent)

Foy Willing & the
RIDERS OF THE PURPLE SAGE
156 15-minute shows

S.W. *Caldwell*
LIMITED

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

by television.

Television, perhaps because it's still in its infancy, has never made any attempt to solve its own problems of integration. Perhaps it's just as well. Perhaps those problems are best left alone, because they defy solution, and are therefore, best handled in the manner of the little lady we know who sweeps everything under the living room rug.

For one thing, no matter how many millions of advertisers' monies are spent for entertainment, the American family will never be able to spend as many hours per day watching a television screen as it has been in the habit of doing in listening to a radio receiver. Therefore, then, the needs of those extra hours will still have to be filled by radio.

Secondly, with four and perhaps five networks beaming programs for many hours seven days per week, another of television's unsolvable problems lies in the fact that there just isn't that much talent to go round. There aren't that many plots, there aren't that many gags, there aren't that many songs, there aren't that many performers. When you consider the effort, time and cost as well as the genius necessary for the production of the play on the legitimate stage, or the same factors in the production of the motion picture film, it becomes readily apparent that the same quality cannot be attained on the mass production schedule which television demands.

As far as sports are concerned, the efforts of prejudiced people to prove that television helps rather than hurts sports attendance, are almost pitiable. These would advance the arguments that did apply to radio, about the new fans who were created, and the greater interest in the sport, but these people, intentionally or not, overlook sight of the fact that few, indeed, have bought television sets who did not previously own radio sets. Thus there are no new horizons, no new virgin fields.

No, despite the fact that television is a great new giant, that it represents another of our modern miracles of science, and therefore has been capable of creating the excitement it has, it will never take the place of radio. It will may take a large share of radio audiences, even faster than the normal increases in those audiences, during certain hours on certain days. Similarly, it may for limited time periods take the place of other forms of entertainment.

However, when television does integrate itself into our American

way of life, it will be on a limited base, and a base small enough that there will always be a sizeable void to be filled by radio, that is, of course, provided the radio broadcasters, like the manufacturers of ice, lead pencils, and phonograph records, are still making a good enough product at that time to cash in on the market which will be available to them.

No, we haven't the faintest idea whose will be the last voice you will hear in radio, but we are rather certain it will not be ours.

THE KNITTING SCHOOL OF THE AIR

From Coast To Coast

OPEN FOR SPONSORSHIP

First and only series of its kind in Canada—15 minutes twice a week—solid interest for housewives—excellent mail response. Audition discs available.



Marjorie Chadwick (Commentator)



Mary Esther (Knitting Designer)

P. O. Box 98 Station "F" Toronto

THE - VOICE - OF - THE - OTTAWA - VALLEY

THE OTTAWA VALLEY BROADCASTING COMPANY, LIMITED

RADIO · STATION · CHOV · 1000 WATTS · - - 1350Kc.
PEMBROKE, ONTARIO

March 19th, '51.

Mr. R. G. Lewis,
Canadian Broadcaster & Telescreen,
163 1/2 Church Street,
Toronto, Ontario.

Dear Richard:

I'm formal, to show respect for your speech at the C.A.B.

I am angry. (I would have said "Mad", except that some of our more literate friends would agree.)

After attending the Stovin sales clinic in Toronto, and the C.A.B. meeting in Quebec, I came home to read in a prominent U.S. trade paper, what was supposed to be a great success story.

It seems that the station in Shelbyville, Indiana, succeeded in raising \$1,952.00 for the March of Dimes, in ONLY 13 hours and 10 minutes of air time. Isn't that wonderful?

Mind you, I've nothing against Shelbyville. In fact have never been there in my life, but, while we don't think we're the best radio station in the world, our files are full of such items as:

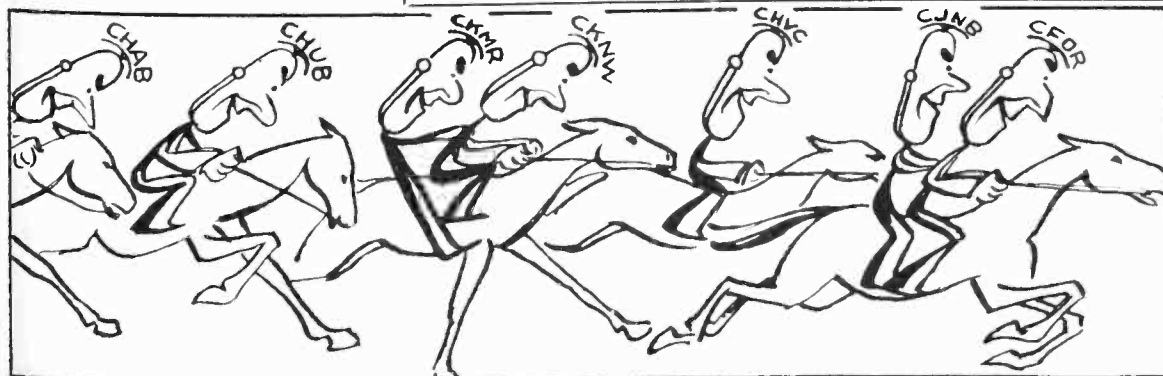
- VICTORY LOAN CAMPAIGN \$117,000.00 in four hours' air time.
- PEMBROKE LUMBER KINGS \$ 1,200.00 in two hours air time to pay for broadcasts from Sydney. This conducted by Kinsmen's Club.
- LITTLE LUMBER KINGS \$ 1,156.00 in 50 minutes, starting cold at 11.10 p.m. when the Little Kings were faced with raising \$700.00, or defaulting by midnight.
- MANITOBA FLOOD RELIEF FUND \$ 2,300.00 with a few spots.

As I say, after the study by Pat Freeman and Horace Stovin, which indicated that Canadian stations were vastly under-priced, I was angry. By heck . . . I agree.

Sincerely,

Gord

E. G. ARCHIBALD,
President.



WANTED

Used Turntable for use in station library. Will not be used for broadcasting. Preferably 33 1/3, 45, 78 vertical and lateral.

Write or Wire

CJR W

Summerside

P.E.I.

CKRM

REGINA, Saskatchewan

operated by

Western Communications Limited

is pleased to announce the appointment
as national sales representatives
in Canada . . .

RADIO REPRESENTATIVES LIMITED

MONTREAL
TORONTO

WINNIPEG
VANCOUVER

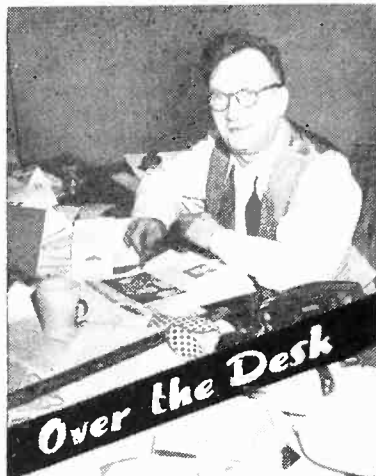
EFFECTIVE APRIL 1, 1951

In the United States:

ADAM J. YOUNG, JR., INC.

New York — Los Angeles

Chicago — San Francisco



The beginning of this column is being committed to paper in Roomette 4, Car 59 of the CPR train to Winnipeg. Sunshine that looks warm through my picture window is making the silver birches and the snow-blanketed ground gleam this first day of spring. There's a carload of troops—Lord Stratheona Horse—on the train, and as I stood waiting to get into the dining car for breakfast, I couldn't help remembering back to the nightmare of war-time travelling, and hoping to God that all the current preparedness and defence measures are going to have effect this time.

I shared a table with a corporal from Calgary — about 26. I should say—with the full treatment of service ribbons which indicated that he remembers the war too. With him was a clean-cut youngster of about 18 — a full-blown private who hails from the Kootenays. He was examining a booklet with pictures of the lush accommodation in CPR liners. They expect to be leaving for Germany this spring, and I think the kid (he'll forgive the indignity of that) was picturing himself in one of those cabins.

"Will they have any radios?" he wanted to know.

The corp smiled tolerantly. "There'll just be bunks," he said, as one who knew from long experience, "and we'll just squat on them and listen to the waves go by." And then—a little wistfully—"It'll be a relief after all the waiting around."

The world tragedy that is threatening to unfold was not written on either of those young faces. I think the corporal was going back to the life he liked. He'd probably gone right into the

army out of school during the war, so this was his first love—except for the wife who is waiting for him in Calgary. To the still starry-eyed youngster it is a bit bewildering. Strange and unpredictable things are about to happen to him. But it is all a grand and glorious adventure.

There's been a letter on "The Desk" since early in January. I've been going to do something about it a dozen times. Now it's on my roomette table and it's going to be disposed of here and now.

It comes from Chuck Tierney, CFRA, Ottawa, copy chief, and contains, for my money, a doozer of an idea.

Writes Chuck: "One of my favorite contentions is that if 10 (or more) copywriters were given the same information, you'd get back 10 entirely different commercials. Of course the only way to find out which was best would be to test them."

"How about holding a contest with all the commercial copywriters presently employed in radio stations doing a commercial on a given set of facts? The results, I figured, would be most interesting."

"So I selected you to run the contest."

We'll go along with the gag. Chuck, provided at least 20 writers will write and tell us they will enter. They have to be station men or women, and we need to hear from them by return. We'll line up a committee of judges to assess the efforts, and a few prizes to add a little zest. And we'll announce the rules in the next issue.

We've been carrying the torch for you scribes for a long time now. Here is your opportunity to prove you are worth it.

When the report of the Massey Commission is tabled in the House of Commons, and I don't think they'll be ready for it on April 15 as anticipated, it will only be the beginning.

Whatever its content will be—and many feel that it will recommend an independent regulatory committee — there will be some waiting to do before it is implemented by the government. And with the world in its present state of chaos, there will be plenty of excuse for delay.

There are enough rumors float-

THE AGENCIES Know the Score!

See 1950 B.B.M. the Figures for CFCN are proof of value!

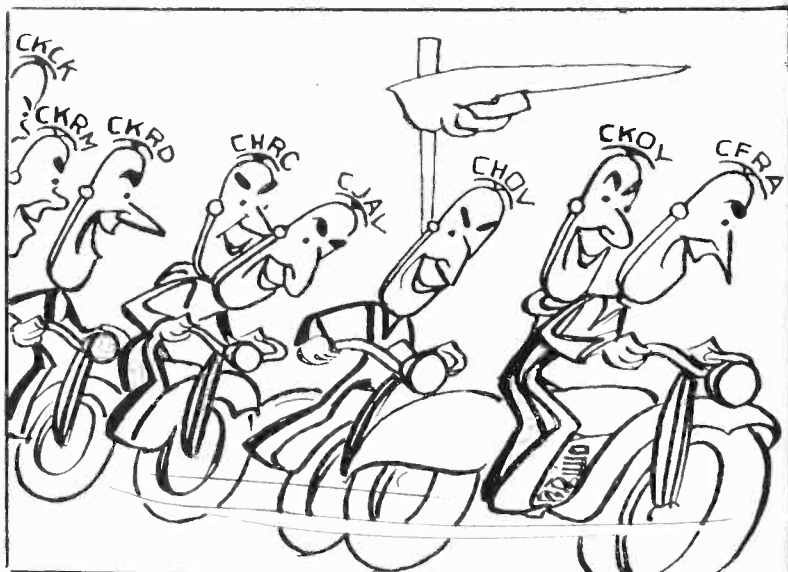
OVER 60%
 . . . Yes, over 60% of radio placements made by Calgary's three National Agencies
ARE ON CFCN
 These on-the-spot agencies and national sponsors—home town firms—are aware of CFCN's greater audience.

ASK THESE ON-THE-SPOT TIME BUYERS They Know!

Calgary



"The Voice of the Prairies Ltd."



ing around to fill a volume of the Encyclopedia. One official is quoted as saying: "The private stations will change their tune when the report comes down." Just what the tune will be was

not disclosed. Somebody else trotted out the belief that whatever the Commission recommends, the government will feel it inadvisable to go ahead with television in view of steel and other shortages. Whether this means CBC-TV or private TV, or both, nobody seems to know. An advertising agency has issued an internal report that indicates that in their opinion TV is a dead duck until the international mess is wiped up. And if you want an answer to that one, you'd better drop a day letter to Uncle Joe.

The fact of the matter is that the radio is here to stay. Some of us may be sitting on a tack waiting for the Commission's decision to come down. The wise guy, though, is carrying on with his business and will square up and face the emergencies and exigencies of the moment, when he is able to determine the nature of them, which will be when, as and if the moment arrives.

"Do radio programs have to be so sombre?" That was the gist of a conversation I overheard in a restaurant the other day. I was sitting at the next table and my innate modesty prevented me from butting in.

For some reason or another there is an absolute fear of humor in the hearts of those responsible for devising radio programs. Yet comedy in the bigtime outrates all other types of entertainment combined.

"No one can write humor." That is the eternal alibi. But this isn't true. Every narrative that is set on paper, is actually a report of something that happened. It is kicked around from the original incident to fit the circumstances. Yet it is basically a straight report of an incident, which may be turned into dialogue. And I can't see where either technique entails so much of a problem.

Maybe the guy who is best fitted is the guy who writes the news. Maybe this is another idea which might be taken on by the News Services. Comedy program scripts coming at you over the teletype. Then all you have to do is find someone with a nasal voice and a long fingernail. They could underline the punch lines so that the announcer would know when to cue in the audience's laughter.



"Good morning to you from Jos. Hardy — this time from Trois-Rivières. I wonder how many of you think of this as a big, busy port, important for the big volume of cargoes it loads for foreign countries. Grain, Newsprint and other paper, and aluminum are the principal products; and here are unloaded, in return, coal, grain, sulphur and other mine products in return. In 1949, 350,276 tons were loaded here, for foreign countries; and 121,910 tons unloaded. All this adds to the wealth and prosperity of this part of Quebec Market No. 2. It is fully covered by the live, French-speaking Radio Station at Trois-Rivières, CHLN. For further details, just 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

THE PEOPLE OF KITCHENER - WATERLOO AND DISTRICT - LISTEN TO

CKCR
CKCR-FM

WHY?

THEY LIKE OUR PROGRAMMING. IT MAKES THEM FEEL THERE IS NO STATION LIKE THE HOME STATION

CJFX Antigonish means extra sales in Newfoundland

COVERAGE—The BBM Newfoundland Supplement Report of March, 1950, shows CJFX leading all Maritime stations and 3 out of 5 Newfoundland stations in both day and night coverage of the island.

AUDIENCE—Regular correspondence from Newfoundland listeners proves that CJFX not only has coverage but regular interested listeners. A recent two-week period produced mail from 81 Newfoundland communities.

Many independent Newfoundland advertisers use CJFX to cover their own retail market. National advertisers cover Antigonish and area with the added plus of the west and south coasts of Newfoundland.

CJFX — ANTIGONISH

5000 WATTS

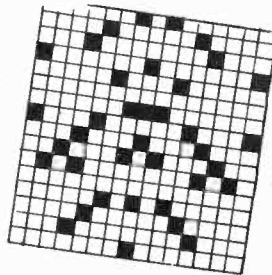
580 KCS.

Get the facts from

NATIONAL BROADCAST SALES

TORONTO: 88 RICHMOND STREET WEST — PL. 3718-9
MONTREAL: MEDICAL ARTS BUILDING — FI. 2439
VANCOUVER: ROY CHAPMAN, 804 HORNBY STREET

Do you use THE PUZZLE TECHNIQUE?



US LBH OB LBH NCB AHCIF!

$$W = C / \sqrt{V_2 (1/A + e/A)}$$

Or

Do you use **BBM**

WHEN BUYING TIME?

Cost per listener is the important thing.

CFNB

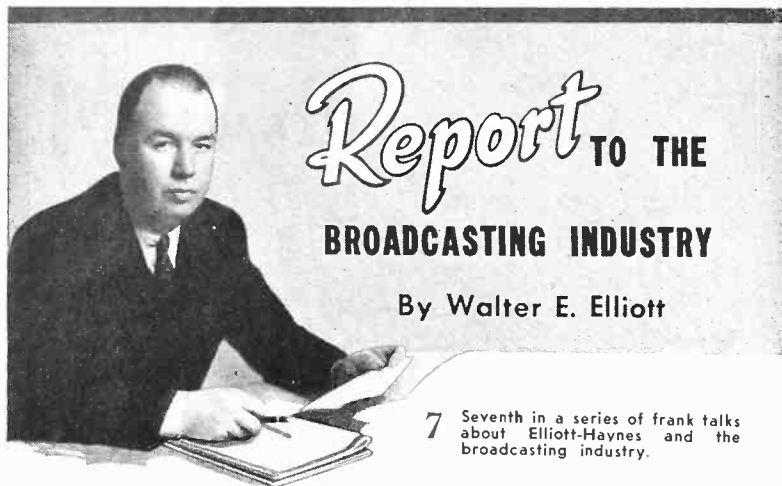
Gives you more listeners for less. Ask All-Canada

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 McGillvra, Inc.
 366 Madison Ave., New York 17, Phone Murray-Hill 2-8755



Report TO THE BROADCASTING INDUSTRY

By Walter E. Elliott

7 Seventh in a series of frank talks about Elliott-Haynes and the broadcasting industry.

Verification of Information

IN ORDER to verify the accuracy of the survey work sheets and the honesty of the interviewers, a re-check call is made on every tenth call reported by the telephone interviewers.

This re-call is conducted through the supervisor in each city who is supplied with the telephone numbers which have been coded as to original data. Her reports are compared with the original records so that dishonest reports can be immediately detected.

This system of re-checking replies has kept Elliott-Haynes telephone interviewers careful and honest throughout many years of telephone survey work.



Elliott-Haynes Limited

[Continuous Radio Audience]
 [Measurements Since 1940]

Intl. Aviation Bldg.
 MONTREAL
 University 1519

515 Broadview Ave.
 TORONTO
 GErrard 1144

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

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

THE BOWMANS — Saleable series of 78 five-minute Husband & Wife musical shows. Caldwell Ltd., Victory Bldg., Toronto. (O)

PRESS CLIPPING

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

RECORD'G SUPPLIES

IMMEDIATE RESHARPENING SERVICE—By special arrangement with Audio Devices Inc., we carry a large stock of Cappel's' resharpening sapphire needles. Mail us your used Sapphires 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

HOWARD MANNING — Baritone: "Howard Manning Show," KKEY 9.30 p.m.—Available for commercials, guest appearances. Phone HY. 7782. (G)

FROSIA GREGORY—New address:—Thornhill, Ont. Telephone: Thornhill 385W. (O)

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

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

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

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

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

ACTING

RUTH SPRINGFORD — Ford, Wednesday Nights, Stages, Commercial Spots; 8 years' experience — Scotch dialects a specialty—LY. 6740. (I)

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

TOBY ROBINS — Engeneue — ME. 4144. (D)

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

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

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

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

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

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

MARCIA DIAMOND — Engeneue, leads, 7 years radio, acting. Chicago, Vancouver, Toronto. Commercials, many CBC shows. RE. 0319. (E)

NEED A TOP-NOTCH Child Actress? ? Call **LUCILLE BIRCHALL** . . . experienced, talented. Phone 533-W — Richmond Hill. (E)

ROXANA BOND — WA. 1191. (L)

ANNOUNCING

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

MICHAEL FITZGERALD — Kingsdale 0616. (M)

JACK DAWSON—PR. 5711 or OX. 2607. (L)

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

BOOKS

RADIO & TELEVISION WRITING, a basic text and excellent guide for both media, edited by the radio and TV authority Max Wylie, with over 600 pages of authoritative information by experts in their various fields. Price \$7.75, post paid if cheque enclosed with order. Book Dept., Canadian Broadcaster & Telescreen, 163½ Church St., Toronto 2, Ont.

THE BOOK YOU NEED can be bought without reaching for your hat. Just dictate a note to Book Dept., Canadian Broadcaster & Telescreen, 163½ Church St., Toronto 2, Ont.

EDUCATION

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

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

ENGINEERING

MCCURDY RADIO INDUSTRIES—Broadcast station installation specialists — custom manufacturers of Audio Equipment — commercial Repair Service—33 Melinda St., Toronto—EM. 3-9701. (P)

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

PHOTOGRAPHY

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

PROGRAMS

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.



QUALITATIVE ANALYSIS

Some commercial announcers hold the audience so tightly with their spiels that some people think they ought to let go once in a while.

• • •

AUDIENCE ACQUAINTANCE

This column was written on the way home from Winnipeg, Kenora, Sudbury and North Bay where we renewed old contacts and contracts.

• • •

WORLD NEED

Korea Counsellors.

• • •

PURCHASE PREMIUM

Then there's the progressive sponsor who gave away a free pair of ear-muffs with every purchase to reward his customers by saving the agony of listening to the commercials.

• • •

EMPLOYMENT WANTED

Sir: Please advise me how a guy who wants to break into radio gets the experience he can't get until he has some.

—Puzzled.

• • •

HELP WANTED

Wanted, a disc jockey who is capable of living on spins and needles.

• • •

RESCRIPTION FOR PROGRESS

Early to bed,
Early to rise,
Work like Hell
And advertise.

—Executives' Digest.

• • •

AN MAIL

Sir: After a recent visit to your office and a look at your desk, I am wondering if you have secured a patent for a waste basket with drawers in it.

—K. W. D.

• • •

ROYAL COMMISSION

For what we are about to receive . . .

TALENT TRAIL

By Tom Briggs

Timmy, presumably sitting in one of the front seats at Maple Leaf Gardens two Sundays ago, must have felt pretty important when, for an hour of air time nearly all the veteran entertainers of Canadian radio went to work solely for his benefit. Of course, the entire effort wasn't for Timmy as a person, but as the symbol of the Ontario Society for Crippled Children's fund-raising campaign.

Strangely enough, the very thing which contributes most to making the show an entertainment success could also be the reason for it dropping flat. This is the profusion of people who gladly offer their peculiar talents, which includes everyone in Toronto radiodom.

Just how much can be put into a one-hour show and still have it sound something like a smooth performance was the problem which producer Jack Rae had to solve. He narrowed the field down to 23 performers, plus an orchestra and a chorus.

The Leslie Bell Singers in fine fashion opened the program and left little doubt that "There's Going To Be A Great Day" with this number, especially for the youngsters in the wheel chairs who sat within yo-yo distance of the stage. Mr. Hockey Hewitt in his standard Saturday night greeting then told listeners what the program was all about and for once he was biased; he left no doubt as

to the team he wanted to see win.

Taking over the announcing chore for the next segment of the show, Allan McFee sincerely plumped for the kids and introduced tenor Bernard Johnston, comedian Eric Christmas and songstress Gisele. In turn the audience must have been warmed by Johnston's "Look for a Silver Lining," humored by the foolery of Christmas, and brightened by Gisele.

• • •

A change of pace with a cymbal crash led into Cable's "Strike Up The Band" and Cy Mack followed with the announcing. He jockeyed into position a neat trick which had Byng Whitteker, Keith Sandy, Jack Dennett, Herb May and Elwood Glover, giving their commercial interpretations to the "Buy Easter Seals" theme.

For all who enjoy vocalizing there were samples of the finest of every choice by such a representative group as George Murray, Norma Locke and Wally Koster dueting, John Sturgess, Jimmy Shields, Terry Dale, Charles Jordon and Cliff McKay. There was also children's storyteller Mary Grannan who, in simple and forthright style, plainly told the drama of the Crippled Kids, eloquently captioned "Timmy."

And, to bring the confidential lowdown in news fashion to the man's world and woman's world there were Gordon Sinclair and Kate Aitken.

Was it all a success? It was bound to be, but for confirmation, ask Timmy.

DID YOU KNOW?

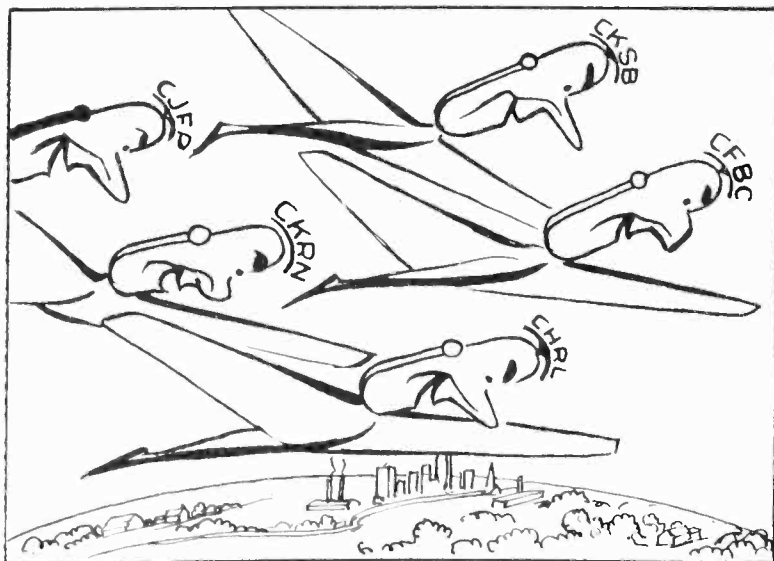
That a current 5-minute daily quiz show on CKCL is pulling over 1,500 letters per week, each one representing a minimum 50c sale? That spells results — SALES. We're ready to go to work for you—see our rep. for availabilities.

CKCL

TRURO BROADCASTING CO. LTD.

J. A. MANNING
Manager

WM. WRIGHT, Representative
Toronto and Montreal



CJCH
HALIFAX

The
Number

One

STATION

In

The

Maritimes

Number

One

MARKET

•
24 HOURS
ON 5000 WATTS

REPS:

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

MONTREAL:
Radio Time Sales
(Quebec) Ltd.
1221 St. Catherine W.
MA. 4864

CJCH
HALIFAX

CANADIAN TELESCREEN

Vol. 4, No. 4.

TV and Screen Supplement

April 4th, 1951

FCC PLAN MAY END U.S. FREEZE

Washington.—The Federal Communications Commission had good news for the nation's television industry last week when it announced that it believed that the answer to the television "freeze" was in sight. In fact, the FCC has a plan, complete in all its technical detail, which it is expected may do most of three things very soon: give UHF (ultra-high frequency) service to some U.S. cities; allow power increases to some existing VHF (very high frequency) stations, of which there are 107; and bring television service of the VHF variety to many blank U.S. areas immediately.

But whether this was really the long-awaited thaw or merely a temporary defrosting couldn't be predicted this week. It all depends on the industry's reaction to the plan since the FCC will hold off making any definite move until these comments are received. The deadline is May 8.

On the surface the plan seems to answer many of the problems which created the freeze, observers feel. In the UHF there are 65 to 70 channels available, according to FCC's figures, which, when added to the 12 channels of the present VHF band, will provide working space for some 2,000 TV stations in about 1,200 communities.

This great increase in the number of station availabilities has been made possible mostly through the opening of the UHF band. Other economies which help the over-all picture, however, have been brought about by the adoption of new technical standards which narrows down the distance which must separate stations on the same channel or adjacent channels.

The power of stations will be limited by population figures and interference factors of the area the stations serve. Since there

will be about 82 channels inter-mixed (2 to 13 in VHF and 14 to 83 in UHF) the maximum powers as established in the plan for stations on channels 2 to 6 would be 100 kw. ERP and from 7 to 83, 200 kw. ERP (effective radiated power). The minimum power for a station serving a community of over one million would be 50 kw., 10 kw. for a city of 250,000 and over, 2 kw. for 50,000 or over, and 1 kw. below this figure.

From the commercial TV broadcasters' point of view there are two features of doubtful merit to the overdue FCC proposal. A whole 10 per cent of the available channels (200) are to be reserved for educational or non-commercial use. The broadcasters feel that this percentage is too high. As an alternative, and recognizing the need for the educational type of program on television, many of the operators have offered their services and facilities to educational institutions for the production and presentation of these programs, in most cases without cost other than actual expenses. This, the commercial men believe, is far more sound financially for the universities and others, and at the same time makes available that many more channels for commercial operation.

However, backed by a powerful association of educational broadcasters and from within by Commissioner Frieda B. Henneck, it appears almost certain that the FCC will retain this part of the plan as is.

The other factor causing alarm among some station owners is the fact that in the new allocation layout about 31 stations will be switched to new channel assignments. In nearly all cases the change means gaining a greater coverage area and less interference, according to the FCC,

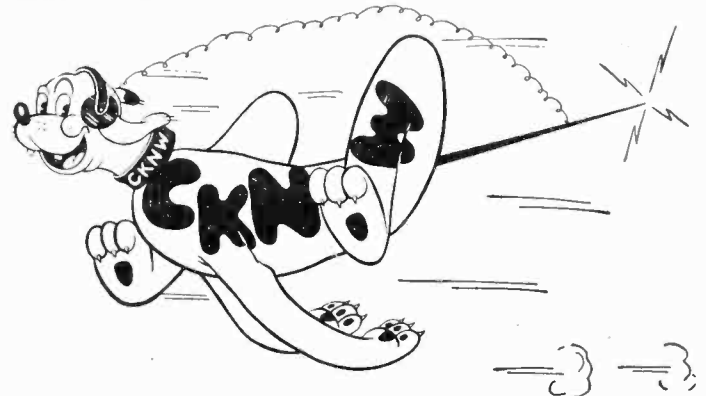
but in the process some stations will face considerable expenditures in modifying transmitters and antennae.

The FCC has also decided to set aside from 13 to 18 channels at the top of the UHF band, designated as "flexible," for experimentation and possible future use of Stratovision or "polycasting," two broadcast techniques which may become important in the next few years.

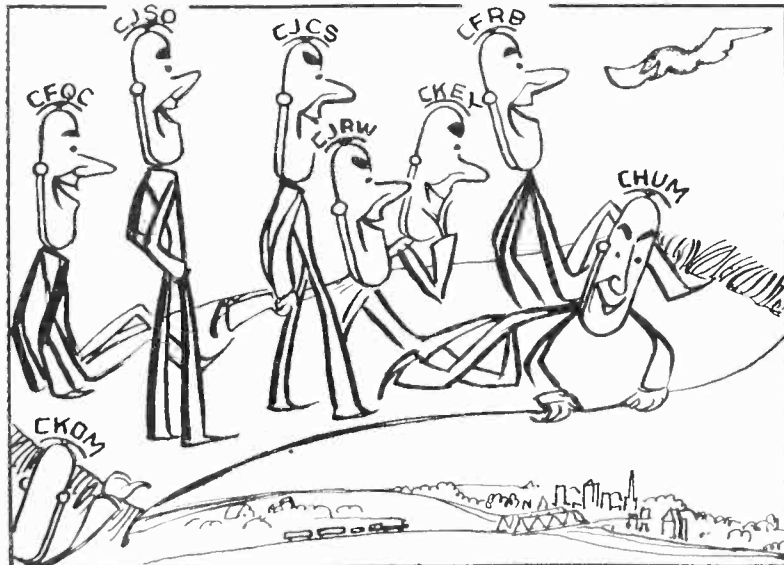
FRANCE PUSHES TV

Paris, France. — French television is technically among the most advanced in the world, the French Minister of Information, Albert Gazier, claims.

In a statement made recently he pointed out that advanced experiments with transmissions of 819 lines had been very successful and predicted that this fine-screen TV will eventually replace the 441 lines currently in use here.



"You don't have to go to Florida to find a dog-gone good bet. Elliott-Haynes' area study shows I'm TOP DOG in the Vancouver area."



THIS KIND OF DEALER CO-OPERATION PAYS OFF FOR CKOV

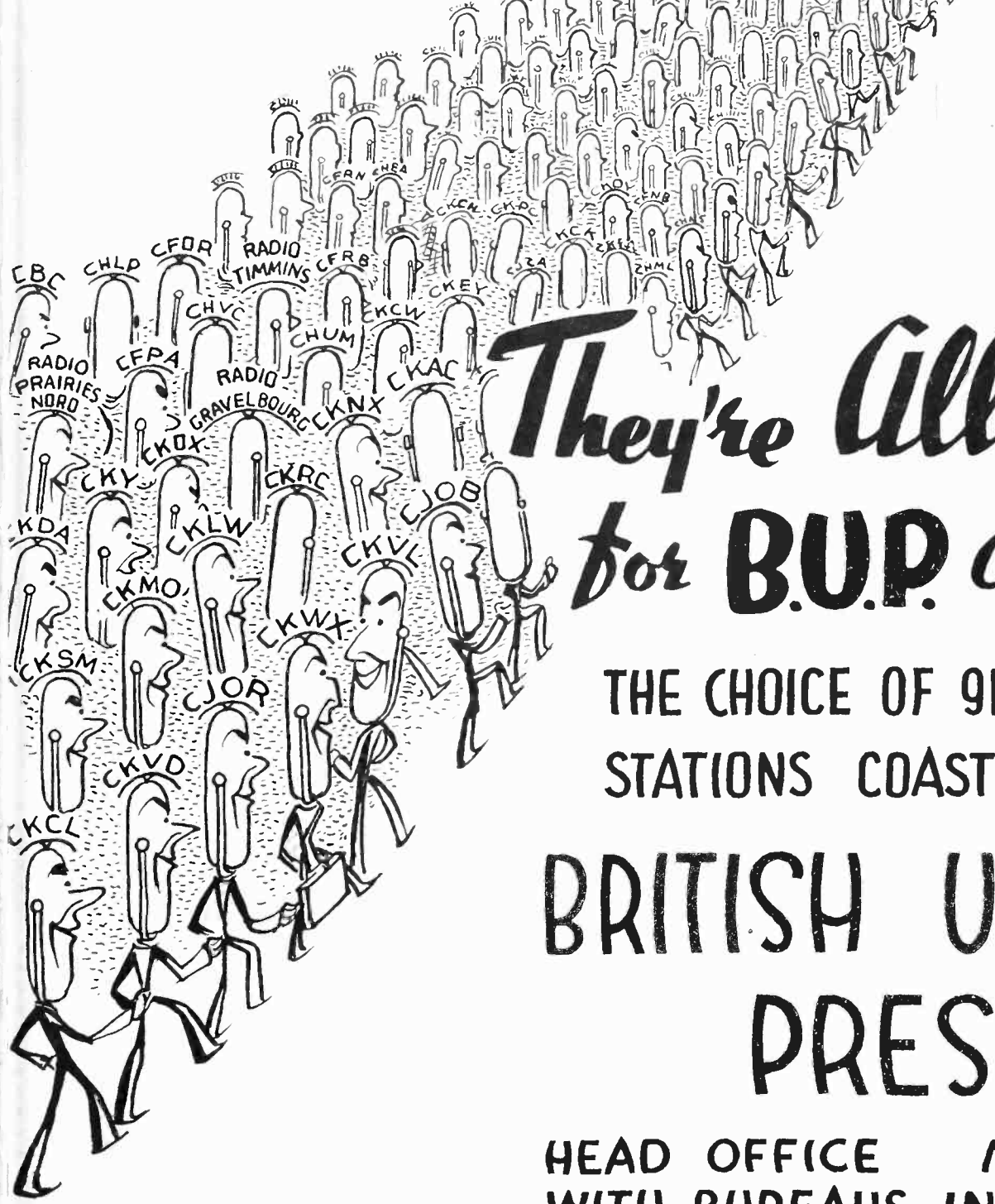


Display in Kelowna's New, Modern Super-Valu Food Market

CKOV-KELOWNA

THE OKANAGAN VALLEY'S NUMBER 1 STATION

B. U. P.



They're All Going for B.U.P. Coverage

THE CHOICE OF 91 CANADIAN
STATIONS COAST TO COAST

BRITISH UNITED PRESS

HEAD OFFICE MONTREAL
WITH BUREAUS IN 12 OTHER
CANADIAN NEWS CENTRES

INDISPUTABLE FACTS, NOT GUESSWORK



The opinion of J. E. (JIM) POTTS, Group Advertising Manager of Lever Brothers Limited, one of Canada's largest radio time buyers, is of particular interest to everyone connected with radio.

*J. E. Potts tells why
he depends on BBM...*

EVERY EXECUTIVE knows that you *can't* run a business on guesswork. You need *facts*. Indisputable facts, gathered by statistically sound methods. The same principle applies to your advertising. You want proven facts and figures to show you where your advertising dollars will reap the biggest harvest. Today's experienced time buyers rely on BBM—an impartial body controlled by the buyers—for accurate guidance."

BBM is YOUR Service

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

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

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

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

CFRB 50,000 watts
1010 kc.

Representatives:

United States: Adam J. Young Jr., Incorporated

Canada: All-Canada Radio Facilities Limited