

CANADIAN BROADCASTER

AND TELESCREEN

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TORONTO, ONTARIO

April 18th, 1951

TV GOES TO ACA

Toronto.—Television will come up for discussion here during the Friday afternoon session of the 36th annual Association of Canadian Advertisers' convention, May 2 to 4, in the Royal York Hotel.

A. Davidson Dunton, chairman of the board of governors of the Canadian Broadcasting Corporation, will speak on "Television in Canada." He will state what the prospects of television in this country are at present, and point out the role of advertising and its relation to Canadian television.

Preceding Dunton during the same afternoon meeting will be John T. Cunningham, executive vice-president of Cunningham & Walsh, Inc., of New York, who, in his address on "Effects of the Video Virus on the Human Being," will report on the changes in the social life and habits of the television set owners.

Following an address of welcome Wednesday morning by ACA president Lee Trenholm, Dr. E. B. Hinckley will stress the possibilities of the advertising man's technical ability being applied to the public and industrial relations fields, in his talk, "Training for Industrial Statesmanship."

In a later session, Bennett S. Chapple, Jr., assistant vice-president of United States Steel Corporation, will discuss "Advertising's Challenge—And Opportunity—Today."

During the Wednesday luncheon, at which top level executives of member companies will be head table guests, Dr. Robert M. Hutchins, president of the University of Chicago and associate director of the Ford Foundation, will address delegates on "Why Education Has Failed."

Economics will be discussed in the afternoon, with James Stewart, vice-president and general manager of the Canadian Bank of Commerce, speaking on "The Canadian Economic Climate," followed by Dr. J. S. Petrie, director of research for the Canadian Tax Foundation, giving an address on "The Impact of New Taxes on Marketing."

Thursday morning research will be aired when Eric M. Wilson, director of advertising, *Montreal Star*, will speak on "I See By the Paper," followed by A. W. Lehman, managing director of the Advertising Research Foundation, discussing "Increasing the Effectiveness of Advertising Through Research." "Validated Advertising Research Explained" will be discussed jointly by H. H. Rimmer, Canadian General Electric



—Photo by Ken Bell.

ON STAGE AT MASSEY HALL last Sunday evening for the final broadcast of "C.I.L. Singing Stars of Tomorrow," left to right, Robert Savoie of Montreal, second award winner for young men; Marguerite Gignac of Windsor, Ontario, second award winner for young women; Pierre Boutet of Quebec City, top award winner for young men; June Kowalchuk of Regina, Saskatchewan, grand award winner; Dr. Edward Johnson, retired general manager of the Metropolitan Opera Association; Mr. Herbert H. Lank, vice-president of Canadian Industries Limited.

Toronto. — Before one of the largest audiences to ever pack Toronto's Massey Hall a petite young girl from Regina, Saskatchewan, stood proudly on the stage, Sunday evening, and heard her lovely voice praised by Dr. Edward Johnson, former general manager of the Metropolitan Opera Company. The occasion was the awarding of the Canadian Industries Limited scholarships on *C.I.L. Singing Stars of Tomorrow*, and the young singer was June Kowalchuk, winner of the top award of \$1,000. Following the presentation of the award she sang for the Massey Hall audience and was heard over 38 stations of the Dominion network.

The first award for young men was won by the young tenor Pierre

Boutet of Quebec City. Dr. Johnson presented him with a cheque for \$750 and spoke in glowing terms of his talent. Second award of \$500 was made to Robert Savoie of Montreal. Second award of \$500 for young women was won by Marguerite Gignac of Windsor, Ontario.

The final hour of the season brought to a close one of the most intensive talent searches ever made in Canada. During the season well over 500 young singers auditioned for the broadcast and 48 were brought from cities across the country during the 25 weeks the program was on the air. Each week the program's panel of independent judges listened closely to each young singer and, through

their combined marks, eight semi-finalists were brought back for a second appearance. The award winners were arrived at by adding the marks given each singer on his or her initial and semi-final broadcasts. Judges for the series were Mr. Rhynd Jamieson of Vancouver, Mr. A. A. Alldrick of Winnipeg, Mr. Jean Dufresne of Montreal, Dr. Healey Willan of Toronto, and Mr. Rex Battle, the *Singing Stars* musical director.

At the conclusion of Sunday's broadcast Mr. H. H. Lank, vice-president of Canadian Industries Limited, announced that *C.I.L. Singing Stars of Tomorrow* will be back on the air in the fall, continuing its policy of encouraging and tangibly assisting young Canadian singers.

Co. Limited and Mark Napier, J. Walter Thompson Co. Limited.

Other speakers to be heard Thursday include: A. C. Nielsen, president, A. C. Nielsen & Co., New York City, on "Marketing Research in a Changing World"; Jack Genser, assistant general manager, Steinberg's Wholesale Groceries Ltd., Montreal, on "Market Research Helps Introduce Self-Service Meats"; Henry King, research manager, Cockfield,

Brown & Co. Limited, Montreal, on "Market Research Helps Bring Tourists to Canada"; and J. H. Sunley, sales promotion manager, American Can Company, Hamilton, on "Market Research Helps Sell Containers."

Friday morning the speakers will be: Samuel Cherr, vice-president and merchandising director, Young & Rubicam, Inc., New York, on "Changing Trends in

Distribution"; and N. J. Leigh, chairman of the board, Einson-Freeman, Inc., Long Island City, N.Y., on "Ten Top Display Ideas and How They Grew."

Luncheon speakers for Thursday and Friday have yet to be announced.

Highlight of the annual banquet Friday evening will be the presentation of the 1950 ACA Advertising Awards.

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

\$PRING & \$UMMER \$ALES \$TIMULANTS

Here's the All-Canada guide to the right programs—and each with a proven Sponsor History:

APPLIANCES

Showtime From Hollywood
78—15 Min. Eps. or 26—30 Min.

AUTO ACCESSORIES

Famous Court Dramas
52—30 Min. Eps.

AUTO REPAIR

Philo Vance
104—30 Min. Eps.

BAKERIES

Kenny Baker
130—15 Min. Eps.

BEAUTY PARLOURS

Wayne King
78—30 Min. Eps.

BOOK STORES

Favourite Story
117—30 Min. Eps.

CHILDREN SHOPS

Fairy Tales
156—15 Min. Eps.

COAL AND ICE

Crime Does Not Pay
78—30 Min. Eps.

DAIRIES

Tune-O
(Musical Quiz)

DEPT. STORES

Jump Jump of Holiday House
95—15 Min. Eps.

DRUG STORES

Dr. Kildare
78—30 Min. Eps.

DRY CLEANERS

Meet the Menjous
260—15 Min. Eps.

FARM EQUIPMENT

Chuck Wagon Jamboree
131—15 Min. Eps.

FEED GRAIN

Smiling Ed McConnell
78—15 Min. Eps.

FENDER & BODY WORK

Secrets of Scotland Yard
104—30 Min. Eps.

FLORISTS

Harmony Isle
26—15 Min. Eps.

FOOD STORES

Barry Wood
182—15 Min. Eps.

FUNERAL PARLOURS

Tales from the Towers of St. John
52—30 Min. Eps.

FURNITURE STORES

André Baruch Furniture Spots
130 Singing Jingles

FURRIERS

Adventures of Maisie
78—30 Min. Eps.

GAS STATIONS

Hollywood Open House (New Series)
52—30 Min. Eps.

GIFT STORES

At Home With Lionel Barrymore
234—15 Min. Eps.

HARDWARE STORES

MGM Theatre of the Air
78—one hour Eps.

JEWELERS

Blue Danube
52—30 Min. Eps.

LAUNDRIES

Good News From Hollywood
156—15 Min. Eps.

LUMBER

Hometowners
156—15 Min. Eps.

MEN'S CLOTHING

Secrets of Scotland Yard
104—30 Min. Eps.

MUSICAL STORIES

The Jordannairens
104—15 Min. Eps.

PAINT & WALLPAPER

Box 13—Alan Ladd
52—30 Min. Eps.

REAL ESTATE

House in the Country
52—30 Min. Eps.

RESTAURANTS

Good News from Hollywood
156—15 Min. Eps.

SHOES

Nom de Plume
52—30 Min. Eps.

SOFT DRINKS

Hospitality Time
82—15 Min. Eps.

SPORTING GOODS

Sport Stories Never Told
130—5 Min. Eps.

USED CARS

Damon Runyan Theatre
52—30 Min. Eps.

WOMEN'S APPAREL

Opera for the People
26—30 Min. Eps.

You'll be agreeably surprised at the attractive prices for these top-ranking shows — special discounts are granted in many cases.

Call the All-Canada Program Man today for selecting the right program for the right account.

ALL-CANADA RADIO FACILITIES *Limited*

VANCOUVER - CALGARY - WINNIPEG - TORONTO - MONTREAL

RESEARCH

Provocative Document

Toronto.—\$2,695.00 will buy one hour Class A (highest rate) time on the 37 Ontario stations which are members of the Canadian Association of Broadcasters. \$2,101.00 is the pro-rated cost of one page, black and white, of the Ontario circulation of a week-end newspaper which sells 502,131 copies in this province.



\$1,200.00 is the cost of one four-color page in the major Quebec French language weekly, with an ABC circulation of 253,763. \$1,212.00 will buy six quarter-hour programs, Class A time, a total of 36 quarter hours, on CKCH, Hull; CHNC, New Carlisle; CKAC, Montreal; KCKV, Quebec; CJBR, Rimouski, and CKRS, Jonquière.

These are only two of the startling facts contained in the most exhaustive audience study radio has ever devised, "The Inter-Media Story," which has just been completed by Pat Freeman, director of sales and research for the Canadian Association of Broadcasters. In it he points out that the whole undertaking, involving over 4,000 calculations, has only been made possible by the refinements introduced into the 1950 survey of the Bureau of Broadcast Measurement.

This study sets out to make a comparison between BBM radio homes figures and ABC circulation statements. It takes one hour Class A time, which is the highest one hour rate on the card, and compares it with one page black and white space in the various printed media. It has already been distributed to the CAB member stations and will be made available to agencies and advertisers in due course.

Freeman points out that a radio station's real competition is not the other station in town, but the other media serving the same

area. So, besides comparison of listener and reader figures, the study also shows what a given sum of money will buy in various media.

For example, in a smaller Alberta centre, \$80 will buy five Class A quarter-hour programs on the local station, with a BBM of 10,721 homes (day) and 7,520 (night). A full page advertisement in the local paper, with an ABC circulation of 4,389, costs \$90.

In the preamble to his statistical data, Freeman stresses that BBM deals with radio homes that can and do listen, whereas ABC indicates only potential readership.

He mentions an extensive readership study which was made a few months ago of all advertisements appearing in a major Canadian daily newspaper. "In this study," he says, "thirteen national advertisements of from three to four hundred lines, were rated. Only admitted readers of the paper were interviewed," he points out. "But the average readership of these thirteen advertisements was by 2.4% of the men and by 3% of the women interviewed."

Next he quotes from part of a study conducted in the United States by the advertising agency, Batten, Barton, Durstine & Osborn Inc., and reprinted in *Printer & Publisher*.

This survey showed that in non-television U.S. homes, the average person spends 3 hours and 33 minutes a day listening to the radio against 48 minutes reading the evening newspapers.

By comparing the circulation and rating figures for radio and newspapers, he shows how a specific segment of radio time can deliver "far more commercial content to over eleven times as many people for the same cost."

James E. Potts, group advertising manager of Lever Brothers Ltd., who spoke on the research topic during the recent CAB Convention, says in a letter which is appended to Freeman's report, that he found himself "impressed by the dramatic and yet simple way you have compared the two media." He commends Freeman for his fairness and objectivity in drawing the comparisons. "The usefulness of your story could be enlarged very considerably," he points out, "if each station could provide the details of its coverage cost in comparison with other media in the same area."

Copies of Pat Freeman's "Inter-Media Story" are being made available to advertisers and agencies who would like to have them by the CAB's Toronto office at 37 Bloor Street West.

NEWSCASTER — COMMENTATOR AVAILABLE

28 years' newspaper experience . . . overseas correspondent in U. K., France, Italy, Germany, Middle East, etc. . . nationally and internationally by-lined in dailies and magazines . . . radio and platform experience . . . available for weekly round-up or commentary, Toronto and/or discs.

Address enquiries to Dick Lewis c/o CB&T who has full particulars and will arrange interview.

NORTHERN ONTARIO'S

Greatest

ADVERTISING
MEDIUM

CKSO

NORTHERN ONTARIO'S
HIGH-POWERED
STATION

Ask

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

We don't sell Time —

WE
SELL

Results!

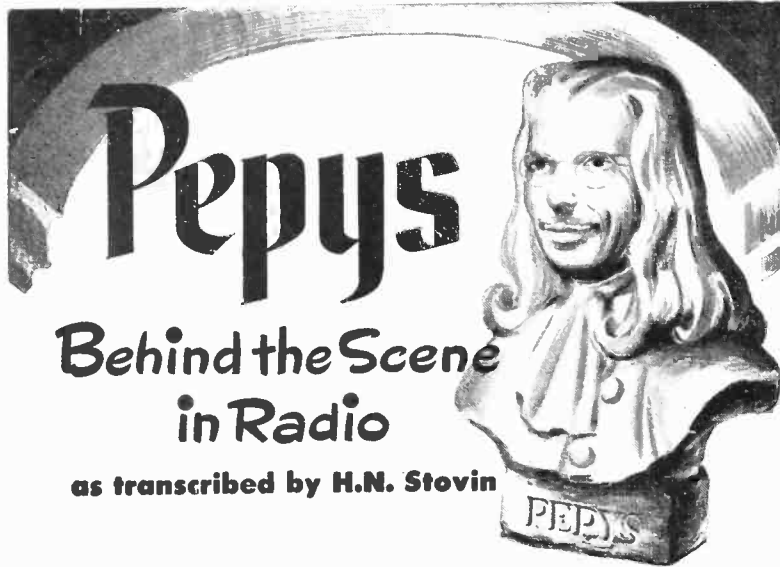


CKCW

MONCTON NEW BRUNSWICK

The Hub of the Maritimes

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



"Do, as I pass through the coffee-houses where the merchants gather, sometimes have thrust at me the question, 'What IS a Station Representative?' Most times, I do believe, it is put in jest, and the asker knows very well that a Station Representative is not some kind of a ticket-seller; and if in my judgment he be in fun, I do pass him by with some current quip. But if he being in good faith and uninformed, then I do tell him these facts ● ● ● Station Representation is of value to Stations and Advertisers alike. To the station it means that they have a live, hard-working sales force visiting those who buy time, setting forth the value of their station, and in many ways aiding them with figures, facts and maps that will help them make a wise selection. In a word, we do seek out and obtain business for those stations we are proud to represent ● ● ● To the busy Time-Buyer, who has not hours enough in his day to interview a separate salesman from each station he desires to use, it is a vast convenience to see but one well-informed salesman whom he can summon quickly by dialing EMPIRE 3-9184. To serve advertisers well, we do gladly maintain an adequate and well-trained staff, that top management may have full service at all times ● ● ● We do, furthermore, provide willingly such market-research, dealer and consumer studies, as may help the advertiser; besides having intelligent knowledge of availabilities, and those other figures he needs. For such things we have been thanked many a time, and it seems strange to me that all salesmen do not realize that good service paves the way to good sales, the which all Stovin men learned long since ● ● ● Speaking of learning, am reminded of the 5-year-old son of a well-known radio executive whose mother did take him for his first efforts at skating. His progress was slow, as might be expected, but young Graham was in no way discouraged. 'Well, mother,' he said brightly, 'I DID learn how to sit down nicely, didn't I?' With such willingness to make the best of his bumps, the lad has the makings of a real salesman!"

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

REGULATIONS

The Music Goes Round & Round

Ontario broadcasters are getting the run-around in no mean fashion on the question of institutional beer advertising, according to Jim Allard, general manager of the Canadian Association of Broadcasters.

In Quebec, the printed media can accept direct selling brewery ads in the papers, while the CBC only permits sponsor identification on the air. In the other eight provinces the advertising of alcoholic liquors is prohibited in all media.

In Ontario, however, while such advertising is permitted, in the printed media, as O'Keefe's "Canada Unlimited," Carling's "Conservation Club," and other institutional visual advertising, this field is completely closed to radio, Allard said.

Under the Ontario Liquor Control Act, subsection 91, "The Liquor Control Board shall decide as to what advertising may be permitted." CBC Regulation 10E reads as follows: "In any program no one shall advertise spirituous liquors, beer or wine, or broadcast or cause to be broadcast any radio presentation or announcement whatsoever by or on behalf of a manufacturer or dealer whose principal business is the manufacture or sale of spirituous liquors, beer or wine, provided, however, that programs of 15 minutes or more sponsored by breweries or wine companies will be allowed in provinces in which, by provincial legislation, the advertising of beer and wine is permissible . . ."

Under the terms of this CBC regulation, it is legally possible for Ontario broadcasters to carry institutional advertising for breweries and wineries with the consent of the Liquor Control Board, Allard pointed out. Such permission has been granted by the Board to newspapers, billboards, street car cards and magazines. When approached by the CAB in quest of similar permission, the Board stated that advertising was "a matter of government policy and not a question of decision by the Board," he said.

The CAB counsel conferred with the association's management as long ago as 1946, because it was difficult to understand why the Board saw fit to relinquish the authority vested in it by the Act and refer the radio problem to the government, while it apparently considered itself quite competent to sanction advertising in other media without such reference.

The CAB and its general counsel have been in correspondence with the Liquor Board, the Ontario Government and the CBC for the past four years, according to the CAB general manager. The Liquor Board consistently refers such correspondence to the government, the government refers it back to the Liquor Board, and the CBC remains aloof with the statement that it is up to the province.

In the meantime, Ontario breweries are spending Canadian

money to advertise their perfectly legal wares to the Canadian market from radio and television stations south of the American border, while Canadian stations across the river have no alternative but to program against these shows.

As an added piece of irony, one of the three Ottawa stations carries the CBC's own brewery-sponsored programs, originating in Montreal, while the other two—one of them a CBC outlet—are denied this privilege. The reason for this is that the privileged station, with studios in downtown Ottawa, happens to have its transmitter located across the river, a few feet inside the Quebec boundary.

New Reciprocities

Ottawa.—An amendment to the Radio Act of 1938, passed by Parliament this month, exempts employees of Canadian radio stations from the provision of section 7 of the Act, which formerly required that employees be British subjects and take an oath of secrecy. Besides station personnel, this new provision also includes "any person who holds a valid Canadian certificate of proficiency or an equivalent certificate issued by the country of which he is a citizen" and a person who is a "citizen and resident of a country that grants a reciprocal permission to Canadian citizens."

Hon. Lionel Chevrier, Minister of Transport and mover of the bill, pointed out that "reciprocal permission" in this case refers to the United States. Other than these new exemptions, this section of the Act applies to anyone employed as a radio operator on any coast, land or mobile station of Canada.

The licensing of receiving sets, as provided for in section 5 of the Act, was amended at this time to exclude from those requiring a license, car radios or radios only temporarily in Canada.

As a further amendment, it will now be permissible for mobile radio transmitters, used in the public service or for commercial purposes, to be operated from the territory of either Canada or the United States in border areas. This provision also covered amateur wireless operators, who may now use their sets while visiting in either Canada or the States, and pilots, who are qualified radio operators, who may use transmitters installed in civilian aircraft of the other country's registry.

The items in this bill were the result of a treaty made between Canada and United States some time ago.

**Your Book Needs
will be filled
at publishers'
prices by**

**Book Dept.
Canadian Broadcaster
& Telescreen**

CANADIAN BROADCASTER AND TELESREEN

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

Published by
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Vol. 10, No. 8.

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April 18th, 1951

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News Editor: THOMAS C. BRIGGS
Research Consultant: G. E. RUTTER

Correspondents
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Winnipeg - A. L. Garside
Vancouver - Bob Francis



Hitting Below The Money Belt

Quite apart from last week's budget, the entire country should be extremely concerned over the actions of the Federal Government right now.

This Government was elected, and the Socialist party almost completely wiped out, in 1949. Yet its economic systems of regulations, controls and hidden taxes are conceived on principles of Socialism.

The new regulations curtailing credit do not just mean that it is no longer possible to buy a car or a refrigerator unless you are able to pay half the purchase price in your down payment, and the balance is not more than twelve monthly payments. It does not only mean that you cannot use your credit at the bank to assist you to gather up the initial payment on a house, unless you can pay it off in a year. It does mean, though, that business cannot go through with plans of healthy expansion with money provided by the bank. It means also that every effort is being made to curtail your personal spendings, which will, in turn, diminish production of the goods you buy, and this will eventually deprive industry and business of the revenue that they have to have if they are going to pay your wages and salaries.

■ ■ ■

On top of this, in order to take up any loose money which may be left after the new scale of taxation which was just introduced, it is planning a new toll called a "turnover tax." It will not impose this tax itself. Rather it will place the provinces in such a position that they will be compelled to impose it.

This is to consist of a direct levy of three per cent on everything. It is as simple as that.

Naturally such a move would not be popular.

So, in order to pry the money it wants out of our pockets without having to lose face, which means votes, the Federal Government will seek an amendment to the British North America Act which, if it is carried, will permit the Provincial Governments to collect this tax. Then it will abandon some of the welfare and other services it has been paying for, thus throwing these added burdens on the shoulders of the provinces and compelling them to levy the tax, whether they want to or not, in order to make ends meet.

■ ■ ■

The sinister part of all this is that you won't know you are paying this tax because it will be a hidden one.

It will be added onto the price the merchant must pay for his merchandise, thus making him not only pay the tax but act



"To get one of these lovely combination razors and telescopes just send the Department of Inland Revenue a box top and three dollars, and they'll send the manufacturer the ten cents change."

as tax collector too. And he, in turn, will have no alternative to handing it on to his customers.

It will be just like cigarettes and other things on which there are hidden taxes now.

When you buy a package of cigarettes, the government now collects nearly two-thirds of the retail price. Including the new ten per cent sales tax and the twenty-five per cent excise tax, there is a levy of around one-third on the manufacturer's price of a car, a radio or a household appliance. The bottle of whiskey for which you pay between four and five dollars nets the distiller considerably less than a dollar.

The point is not so much that these exorbitant taxes are imposed. The main cause for concern is that they are imposed in such a way that it would appear to the public that the money is going, not to the government but to the manufacturer.

And that is the system they propose to force the provinces to adopt for the new turnover tax, unless we do something about it.

■ ■ ■

So should we just shrug our shoulders and say: "Politics! Pah!?" Or should we set to work to learn a language which will be intelligible to the people who represent us in Parliament, and tell them we don't like this sneaky, underhand way of financing the country—our country?

Let's make up our minds here and now that the government is not "they" but "we"; that the taxes are not their money but our money. Let's stand up on our own two

feet and see to it that the affairs of our country are run our way by our representatives, and not by a group of self-appointed dictators who think it is their prerogative to rule the people they were appointed to serve.

■ ■ ■

A Major Contribution

There may be those who will feel that there are gaps in Pat Freeman's "Inter-Media Story," reviewed on another page of this issue. Doubtless Freeman himself hopes to add to its usefulness as time goes by. Nobody will deny, though, that this mammoth undertaking of the CAB's Director of Sales and Research is a major contribution to advertising, in that it enables time and space buyers, for the first time in their careers, to make an equitable comparison between the time and space their advertising dollar can buy in the various media.

The radio industry is under a debt of gratitude to Freeman for the arduous task he has just completed, because it shows up the spoken medium to such great advantage. Advertising could afford a "thanks, Pat," too, because he has taken this major step towards supplying not just radio but all advertising with a greatly needed piece of research.

■ ■ ■

A suggestion of a national advertiser, quoted in our review of this study, urges stations to provide coverage data on their own medium and of competing media in their area.

This stems back to a point which was emphasized so emphatically by Maurice Mitchell in his "Mitch's Pitch" at Niagara Falls last year and has come up repeatedly since. That is the point that a radio station's main competitor for advertisers is not the other station in the town but the other media. The idea is that if every station would work to get accounts for radio, each station would automatically get its own share.

■ ■ ■

This year at Niagara Falls, Bob Campbell, of J. Walter Thompson Company Ltd., pointed out to the broadcasters that an agency "cannot be partial to any one medium," and emphasized the importance of selling the market.

■ ■ ■

Slowly but surely a formula is shaping up on this information question. Ideas on the subject are cropping up all over the place. And they all bear a definite relationship to one another. One of these days we shall be able to put them all together and they will spell "what the agency wants to know."

The MARITIME MARKET and CFCY

"THE FRIENDLY VOICE OF THE MARITIMES"

One Station - CFCY

Presents★ Your Story To

47% of the RADIO HOMES

46% of the POPULATION

44% of the RETAIL SALES

★ BASED ON 50% BBM AREA

BBM DAY 134,310
NITE 128,460

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

5000 Watts Day & Nite — 630 Kilocycles

REPS: IN CANADA—ALL-CANADA RADIO FACILITIES
IN U.S.A.—WEED & COMPANY

PANORAMA

Nets Go Bargain-Base ment

That old witticism about AM killing radio before TV does may be slowly coming true. That is what *Variety* thinks, in the words of George Rosen.

He feels network radio is becoming a "bargain-basement medium" by dangling cut rates and huge discounts before sponsors in an effort to sell time at any cost. ABC's offer to NBC's daytime sponsors of a 45% discount and program contribution is but "one of a succession of moves and counter-moves on the part of the networks designed to stir up sponsorship interest at a time when sponsors are holding themselves aloof from the medium," Rosen says. On the other hand, video has "gone legit" and is playing hard to get.

Rosen cited the case of one network which will gladly dispose of any house package, including shows with a weekly production cost of around \$6,000, for \$200 a week, just to get the time off its hands. Another network has offered to underwrite all line charges and contribute toward the talent fees.

"For some time now," concludes Rosen, "there's been a growing awareness that, while radio has a terrific story to tell of an advertising medium that's without parallel, it has not been projecting the story effectively. The selling of radio and TV, it is argued, has been on an intra-industry level (pitting the virtues of AM against TV and vice versa) rather than on a more fully competitive basis designed to show their attractiveness as opposed to newspaper and magazine advertising.

"Just as TV is in a position to sell itself in relation to other visual media, without infringing on radio's domain, it is felt that radio, with an all-time record high in circulation and sets, has an even more impressive story to tell as the most effective medium today in reaching the mass consumer."

Blasts Day-Time Radio

Vancouver. — Private station daytime broadcasts are awful, *Daily Province* radio columnist Dick Diespecker concluded after a bout of flu when he had nothing to do except listen.

"Most private station daytime listening," he wrote in his *Around Your Radio Dial* column on his return, "is becoming more than ever one long screaming commercial with a few notes of music here and there as a form of camouflage to kid the public that they are being entertained.

"Friday, being the day before St. Patrick's," he added, "was, of course, unbearable, though if I must be subjected to the vain boastings of the Irish, I prefer to have them delivered by the *Happy Gang*."

After finding a couple of things he did like, he summed up: "What little daytime listening I have

done in the last two days has only strengthened my conviction that most daytime radio is awful. In self-defense it becomes necessary to turn more and more often to the CBC, except when they are broadcasting dull talks about catching and taming elephants in Ceylon."

COPY CONTEST

There has been sufficient response to the suggestion in our last issue that we stage a commercial writing contest to say that it will take place. Full particulars will be announced in our next issue.

The contest will be open only to commercial copy writers employed by radio stations across Canada. Entries will be accepted from individuals, provided they are currently employed on a station.

Full particulars, including contest rules, names of judges and prize list, will be announced in the next issue. In the meantime, those wishing to enter, are asked to drop us a note advising us of their names.

Copy people frequently voice the complaint that they are radio's forgotten men and women. This contest is being staged to centre attention on this important phase of the industry.

STILL GROWING!!

TIMBER SALES
MAY SOAR TO
\$5,000,000

Prince Albert. — Total sales of the Saskatchewan Timber Board may reach \$5,000,000 for 1950-51, M. Kalmakoff, Manager, announced today at Prince Albert. 1949-50 sales were \$3,775,000.

—Saskatoon Star Phoenix.

ADD THIS GROWING MARKET TO YOUR 1951 CAMPAIGNS

CKBI
PRINCE ALBERT
SASKATCHEWAN
5000 WATTS



Alpha Milk's "Melody Hour," aired on CJOC from 6.30 to 7.00 p.m. Fridays, pulled an E-H rating of 31.9 in February. Enthusiastic loyal listeners in Southern Alberta's richest market will respond to your sales message too!

"YOU CANNOT AFFORD TO MISS THE LETHBRIDGE MARKET!"



Ask your local All-Canada man.

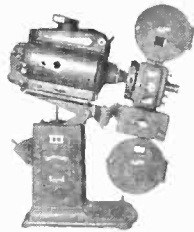
LETHBRIDGE ALBERTA ALL-CANADA STATION

ACHIEVEMENT AT BELLEVILLE

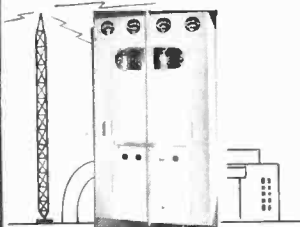


Completely modern Sound Systems for sports arenas, industrial plants, schools, hotels, institutions.

All types of fine radios for the home



Motion picture Sound Systems for theatres of all sizes.



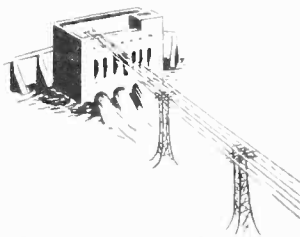
AM or FM Broadcasting Stations including Speech Input Equipment . . . A complete Broadcasting Station service from Telephone Line to antenna.



THE **HAMMOND ORGAN**
Music's most glorious voice
For Church and Home



Mine Signalling Equipment . . . for voice or signal communication between cage and surface. Designed for rigorous use in Canadian hard-rock mining.



Power Line Carrier Systems for voice communication, generation control, or remote telemetering . . . Specifically engineered for the Canadian Central Station industry.



Fire Alarm equipment and systems for buildings or municipalities.



All forms of manual and Traffic Actuated Traffic Equipment and Systems.



The latest Mobile Services Equipment, including complete fixed station systems, for Municipal, Provincial and Federal Police, forest conservation, hydro systems, surveyors and prospectors.



Electronic Soundwriters Dictating machines of distinction for Canadian business men, executives, travellers, teachers, stock supervisors, investigators . . .

Northern Electric

COMPANY LIMITED

Expert Engineering and Installation Services at your disposal

DISTRIBUTING HOUSES THROUGHOUT CANADA



JOS. HARDY
talks
ON QUEBEC MARKET No 2

Here is Jos Hardy speaking to you from the rich asbestos area of Quebec Market No. 2. From here come the brake-linings, clutch facings, gaskets, packing, boiler and pipe coverings, asbestos cloth and wall-board that you use and depend on. The mines alone employ over 5,000 men, and the asbestos products industry another 1,000. Their annual earnings are well over \$12 million. Radio Station CKLD, Thetford Mines, is in the heart of the asbestos country, reaches its people in French, and can do a good sales job for you. 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

EDUCATION



Vancouver. — Twenty-six graduates of special radio classes, conducted by CKWX for the University of B.C. Radio Society received special diplomas at a dinner attended by station and university leaders.

From the left are Don Tyerman of O'Brien Advertising; Leo Thompson of CKWX, who organized the schedule of classes and the speakers on each phase of radio work; Prof. G. C. Andrew, executive assistant to the president of the university, handing diploma to Denyse Pierce; Dr. Gordon Shrum, head of the uni-

versity extension department; F. H. Elphicke, manager of CKWX. Lower left is Nina Anthony, also of CKWX.

Speakers at the graduation banquet included the university president, Dr. Norman A. M. MacKenzie and a member of the Massey Commission, and Ron Alltree, president of the UBC Radio Society.

The 20 weeks' course covered all phases of radio, with specialists in each branch, some from outside the station, lecturing the students.

BOOKS

Radio For Fledglings

Waldo Abbot's *Handbook of Broadcasting* is essentially a classroom text on the fundamentals of all phases of radio and television. However, the "classroom" can also easily be considered to be the office during lunch hour or the bedroom in the evening, for the reader can overlook the elementary material and still reap an abundance of information and knowledge about broadcasting from the ground up in this

volume

Abbot, who is an associate professor of speech at the University of Michigan and manager of its radio station, WUOM, directs his book to young people beginning, or who are thinking of beginning, careers in broadcasting or radio advertising.

The author considers it important that those working in or with radio should understand the basic theories of transmission, and so in the first two chapters he explains roughly what makes AM, FM, facsimile and TV tick. It is obviously necessary that those on the microphone and program ends of the business understand the

technical capabilities and limitations of the medium, especially the latter three new developments, if radio is to grow. Abbot here proves his point.

In the pages which follow, the author extensively covers programming, with "meaty" chapters on news, sports, talks and public service, announcing with all aspects of articulation and pronunciation outlined and explained; and writing, including techniques for plays, serials and humor. Advertising, and the selling of it to sponsors, is given a lengthy discussion by Abbot, as are subjects like the microphone, sound effects and the making of recordings. Other sections with less intrinsic value, such as "Station Paper Work" and "Law As It Affects Broadcasting," also appear here.

In the 500 pages of this book will be found the knowledge to remove much of the dampness from behind the ears of station and agency radio department fledglings. There is no substitute for experience, just aids, and author Abbot may have reduced the effectiveness of this helpmate to beginners by attempting to cover too much territory between only two covers.

Briggs.

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

SALES — MANAGER and SALESMAN
required for WESTERN STATION

Excellent opportunity for experienced and capable men. Our staff has been advised of this advertisement.

Full particulars to Box A-86 Canadian Broadcaster & Telescreen

163 1/2 Church St., Toronto 2

the Bright STATIONS

TIMBER!!

Twenty Million Dollars is the annual payroll from New Brunswick's number one industry — Lumbering. All but one mill can be found in the CKNB coverage area. For the facts on community-sales-minded

CKNB — Campbellton

SEE **William Wright**

TORONTO
Bank of Nova Scotia Bldg.
EM. 3-8481

MONTREAL
York Bldg.
WE. 6200

AGENCIES

By Art Benson

F. H. HAYHURST

Toronto. — Best Foods (Canadian) Ltd. has added five Ontario stations to its five-minute five-a-week transcribed *Who's Talking* series featuring Mike FitzGerald. The stations are CHOK, Sarnia; CFCO, Chatham; CHLO, St. Thomas; CKCR, Kitchener, and CKWS, Kingston, making a total of 11 Ontario and B.C. stations. The campaign is scheduled until June 15 and advertises Nocoa Margarine.

Acousticon - Dictograph has started the five-minute three-a-week transcribed *Hymn for the Day* over CFOS, Owen Sound, advertising Acousticon Hearing Aids.

Templeton's Ltd. has taken the noon newscast six days a week over CHML, Hamilton, for one year, advertising TRC's and Raz-Mah.

YOUNG & RUBICAM

Toronto. — Drackett Company has started a six weeks' campaign of transcribed spots over a number of Ontario and Quebec stations advertising Windex Cleaner.

VICKERS & BENSON

Toronto.—Seven Up has a spot announcement series going to a number of western stations until October.

Blue Coal has scheduled a spot announcement campaign over 12 Ontario stations and CFCF, Montreal and CKVL, Verdun, running through June.

McKIM ADVERTISING

Montreal. — Elasto-Plast has a four-month test spot announcement campaign going to CKNW, New Westminster, beginning in June, advertising medical adhesive tape.

ARMAND S. WEILL

Toronto. — Adrem Pharmacal Sales Ltd. has scheduled a series of five-minute six-a-week programs over 10 western stations until July advertising Sarnak.

BAKER ADVERTISING

Toronto. — General Foods Ltd. has replaced *My Favorite Husband* with *Father Knows Best* (NBC) over the Trans-Canada net

featuring Robert Young and advertising Maxwell House Coffee and Jello. Same sponsor has started the five-minute six-a-week *Music For You* over the CBC Newfoundland network. CKNW, New Westminster, gets a five-minute six-a-week newscast for one year advertising Grape-Nuts.

A. J. DENNE

Toronto.—Wildroot Limited has renewed its five-minute five-a-week segment of *The All Time Hit Parade* on CKNW, New Westminster, for one year, advertising Wildroot Cream Oil.

CORRECTION

Cockfield Brown's Montreal office placed the new transcribed *Smiley Burnette Show* for Imperial Tobacco Company (Ogdens Fine Cut) instead of Whitehall Broadcasting as reported in this column on March 21.

BENTON & BOWLES

New York.—Procter & Gamble has renewed the 15-minute five-a-week recorded *Brighter Day* for a year over CFRB, Toronto, advertising Tide.

Stovin Staffer



NEW TO THE REP FIELD is Godfrey (Chuck) Tudor, a recent arrival in Canada from the South African Broadcasting Corporation, who has joined Horace Stovin's Toronto sales staff. Although he and his wife, Susannah, have only been in Canada a few months, Chuck is already the father of a Canadian-born daughter.




600 KC
5000 WATTS

*The radio hub
of Saskatchewan!*

CFQC in Saskatoon — a 5000 watt wheel touching every phase of life in Saskatchewan!

ASK RADIO REPS

Montreal — Toronto — Winnipeg — Vancouver



Report TO THE BROADCASTING INDUSTRY

By Walter E. Elliott

8 Eighth in a series of frank talks about Elliott-Haynes and the broadcasting industry.

Formula For Determining Sets - In - Use

1. The formula must take into consideration all the replies obtained by the interviewers (See Report No. 6) in order to be accurate. The formula is as follows:

$$\text{Sets-In-Use} = \frac{\left(\frac{A}{B} \times C\right) + A}{D - E}$$

2. The symbols represent the following:

- A—Total radios on.
- B—Total radio homes.
- C—Busy and refusals.
- D—Total attempted calls.
- E—Non-radio homes.



Elliott-Haynes Limited

[Continuous Radio Audience]
[Measurements Since 1940]

Intl. Aviation Bldg.
MONTREAL
UNiversity 1519

515 Broadview Ave.
TORONTO
GErrard 1144



"Every motorist on the Pacific Coast loves me. Elliott-Haynes' survey of Vancouver automobile radios shows I'm TOP DOG."

THE AGENCIES Know the Score!

See
1950 B.B.M.
the Fig-
ures 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 spon-
sors—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."

**CFNB
7 CENTRE
Surveys**

WOODSTOCK
NEWCASTLE
CHATHAM
SUSSEX
ST. STEPHEN
MILLTOWN
FREDERICTON

50m, 64m, 60m, 90m, 93m, 56m

**A Confirmation
of broad coverage**

CFNB

SEE ALL-CANADA ABOUT

OPINION

Budget Reaction is Calm

Toronto.—A quick round-robin poll of the Toronto advertising fraternity, with emphasis on the buying side, discloses no great degree of concern over the budget brought down in the House last week by the Minister of Finance.

Press opinion in the three Toronto dailies expressed approval of the budget as a necessary means of coping with the present state of emergency, but decried the 2% increase in the sales tax.

This tax was introduced during the First War, at 4%. It went back to 1% after the war. Then it started to climb again and has been 8% for many years. The new budget hoists it to 10%.

The loudest protests came from labor, which had hoped for the restoration of price ceilings, and now says it will have no alternative but to go out for further wage increases to meet the increased costs which will be created by the heightened scales of taxation.

Up and down Advertising Row, the feeling seems to be that there will be little if any change in the volume of advertising, while its style may alter considerably.

Shortage of materials will slacken production and create shortage of finished products. This will tend to make direct selling copy unnecessary. Lack of funds in the public purse, on the other hand, will, it is generally believed, stiffen resistance to higher retail prices. From this standpoint it seems to be the opinion that the more aggressive type of advertising may be brought to bear in an attempt to capture the limited number of consumer dollars which are available.

From the individual advertiser's standpoint, it would seem that advertising policies will depend upon how hard his particular product is hit by the budget, and his dependence on steel and other materials which may be in short supply. The advertising agencies seem to feel that accounts which may go into an advertising decline will be compensated for by those others which either increase their appropriations to meet consumer resistance or go into the more institutional kind of advertising to keep themselves in the minds of the public while they are unable to fill the demand for their products.

There follow some of the individual opinions which have been expressed by a cross-section of this paper's readers, polled by telephone the day after the budget was brought down.

T. J. Allard, general manager, the Canadian Association of Broadcasters: "The new scale of taxes will create more selectivity on the part of the buyer and contribute to the restoration of a buyers' market."

Howard Baker, president of the Canadian Association of Advertis-

ing Agencies: "Since Canada is entering into a very substantial contribution to the United Nations' defence armament program, it is naturally understandable that this cost to our country will be heavy, and while the increased taxes are going to hurt, there is some satisfaction to know that we are conforming to a pay-as-you-go plan as we did in World War II. In the foreseeable future, it is likely that shortages will be more responsible for advertising curtailment than will the new budget."

Jack Kent Cooke, president of radio station CKEY and president and publisher of New Liberty Magazine: "The consumer has less money; the products will be at higher prices; therefore it will require more advertising and merchandising to sell available goods to the public."

Gordon Ferris, advertising manager, Household Finance Corporation of Canada: "Only a small portion of our business is affected by consumer credit regulations, and it is not expected that the new budget will affect our advertising in any way."

Guy F. Herbert, general manager, All-Canada Radio Facilities Ltd.: "The public's purchases of consumer goods, particularly in non-essential lines, will diminish. It will therefore be necessary for manufacturers of such lines to use advertising more freely."

R. A. McEachern, editor, The Financial Post: "I think that quite a few of us are Canadian citizens first, and most of the things that were done in the budget are pretty hard to quarrel with. Obviously reducing the Canadian standard of living had to be done, provided one is willing to agree that a defence effort is necessary. Inevitably not everybody is going to be happy and

CHUB
NANAIMO, B.C.

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

In the Spring
1000 watts
1480 kc.

National Broadcast Sales
Toronto, Montreal
JOHN N. HUNT AND ASSOC.,
Vancouver
DONALD COOKE, INC.
New York

advertising will have to take its chance with the rest of business."

C. W. McQuillin, radio director, Cockfield Brown & Co. Ltd.: "Advertising is tied to production in most cases. If production is curtailed, advertising budgets tend to shrink. On the other hand we may be priced up by the budget into a buyers' market, which would tend to encourage advertising to take on a much more aggressive tone."

Mark Napier, vice-president and managing director, J. Walter Thompson Company Ltd.: "The budget isn't at all a bad job of making the best of a bad job. The experience of the last war does not suggest that either shortage of goods or high taxation necessarily causes a reduction of advertising appropriations."

E. F. K. Nelson, general manager, Canadian Retail Federation, says: "The appliance field will be hard hit by the increase in excise and sales taxes, as well as the recent ruling of a minimum down payment of 50%. Retailers, especially in these fields, will have to use more advertising to more present heavy inventories."

"The withholding of depreciation write-offs, combined with the steel shortage, will curtail multiple store expansion. This may, for the time being, react to the advantage of the smaller independent store owner."

John Collingwood Reade, CFRB

news analyst: "Obviously the government's attempt through the budget to curtail domestic spendings will create a more competitive situation in business, which will stimulate advertising in the battle for the dollar that is left. I don't think it matters to the government who gets that dollar."

E. V. Rechnitzer, vice-president, MacLaren Advertising Company Ltd.: "If the budget has any effect on advertising in the automobile field, it will stimulate it because by mid-summer the car dealers will find it very tough to sell motor cars. The sale of advertised foods, on the other hand, never dropped off even in the depression or the war years, so curtailed spending resulting from the budget will encourage the consumption of more foods at home, thereby providing a wider field for advertising."

H. H. Rimmer, manager of advertising department, Canadian General Electric Company Ltd.: "I don't think the budget will affect the volume of advertising too much. It might change its nature. The less we have to sell, the more institutional our advertising will become, which is what happened during the war. Shortage of materials could diminish production to the level of a diminished demand due to increased prices. This would obviate the need for hard-hitting advertising and tend to encourage the institutional type."

Lee Trenholm, public relations manager of Provincial Paper Ltd. and president of the Association of Canadian Advertisers: "I see in the new budget a beginning of a return to a World War II situation, where an increase in the taxation on the corporate dollar made the profit dollar less. During the war, this tended to divert more money to advertising, with the result that the Federal Government was compelled to limit the amount of advertising expenditures chargeable to operating expenses. This budget is only a beginning of a return of this situation. If the government has to increase corporation tax still more next year, it would help advertisers if the government would shed some clarity on its tax policy as to the extent to which advertising expenditures could be charged to advertising cost. The government's failure to do this during the war caused a great deal of unnecessary confusion among buyers of advertising."

Charles R. Vint, president of Colgate-Palmolive Peet Company Ltd.: "Extra taxation increases the cost of goods, and it takes more advertising to move goods at higher prices. The result of the budget will be that there will be a tendency among advertisers to try and maintain their physical volume of business to keep production cost as low as possible. The best way to do this will be to maintain an adequate amount of advertising to maintain the physical volume which is indispensable to meet the higher tax costs."

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

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

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

980 on your dial



SUPREME IN VANCOUVER

F. H. Elphicke, Manager - All Canada Radio Facilities Limited Station Representatives



FOR THESE ARTISTS

- BOND, Roxana
- DAVIES, Joy
- DENNIS, Laddie
- ELWOOD, Johnny
- EWING, Diane
- JOUDRY, Patricia
- LOCKERBIE, Beth
- MATHER, Jack
- MILSON, 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

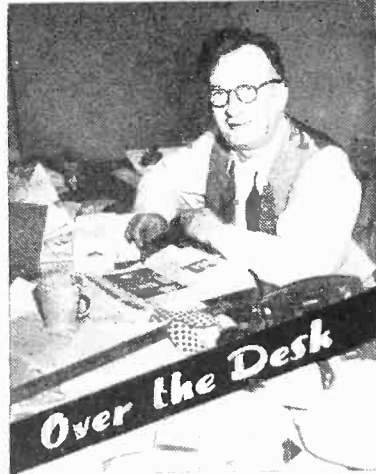
Radio Artists Telephone Exchange

LOOKING

for metropolitan area opening
**ANNOUNCER-WRITER-
PRODUCER**

One year network production—
3 years private stations on
sports, special events, drama,
morning man, production and
scripting. At present employed
as chief announcer. Disc avail-
able and will travel for inter-
view.

Box A-85
Canadian Broadcaster & Telescreen
163 1/2 Church St. Toronto



There's no end to the avalanche of advice to station managers and others about what information to give what officers of what agencies. Our advertising department is faced with the same problem, because many stations wish to use this information, whatever it is, in their advertisements in this paper.

In the course of a conversation the other day, I suggested to one enquirer that the man who knows best is the rep. As Guy Herbert expressed it at the CAB Convention, the representative is the station's branch office in Toronto, Montreal, or wherever he is located.

He and his men are calling on the agencies day after day. They are answering the agency men's questions, and therefore are in the best position to say what they want to know.

The reps may not appreciate my suggestion that more work be placed on their heavily laden shoulders, but I do think that the most effective station promotions in the national field are the ones that the representatives deem the most helpful to them in selling the station in question.

A letter with an idea has reached The Desk from a Mrs. A. Lunham, of the Toronto Branch of the Council of Friendship, a non-political, non-sectarian organization which is currently helping New Canadians establish themselves.

Mrs. Lunham says: "Canada has given refuge to some 300,000 new Canadians in recent years. Many of these people need help in learning our language.

"Could this not be accomplished or at least aided with the help of our nationally-owned Canadian Broadcasting Corporation?

"The night schools for basic English are doing a wonderful job for the fathers of these families who realize they must attend these classes and master the language if they are to make a living. The mothers, in the meantime, have to stay at home to take care of the children.

"If the lessons taught in the night schools could be sent out by radio, husband and wife could learn together and help each other. These mothers are teaching the children. How important it is to our national life that they know and understand our language, customs and laws."

I believe Mrs. Lunham is offering a sincere and constructive idea, and hope this will fall into the hands of those who may be able to do something about it.

April 29 is opening day for Quebec's newest thousand watter, station CKSM, Shawinigan Falls.

The station will operate on 1220 kcs. under the name of La Compagnie de Radiodiffusion de Shawinigan Falls, Limitee. The president is D. R. Wilson, publisher of the *Shawinigan Standard*. Jean Legault is general manager. Allan Rogerson is secretary-treasurer and national sales manager. Lucien Guertin, publisher of *l'Echo du St-Mawice* is also on the board.

According to Rogerson, Shawinigan Falls and Grand'Mere will be the chief centres served. These, he says, have a population of 50,000 and an annual industrial payroll of over \$18,000,000.

Did you know that 60 Canadians out of every thousand require some sort of psychiatric treatment now? That four out of every thousand are now patients in mental hospitals?

These facts come out in material which has been prepared and distributed to radio stations and others by the Canadian Mental Health Association which is conducting "Mental Health Week" May 1 to 8.

This campaign, while public financial support is being sought in the form of one dollar memberships, is designed primarily to get these startling and little-known facts about mental health across to the people.

The association is embarking on no paid advertising campaigns, but is counting on the support of radio and press in what seems to be an extremely worthy cause. Suggested spots have been sent out to stations. Also an opening address by the Governor-General will be broadcast by the CBC.

Stations and others who would be interested in any further particulars can obtain them from Dr. Reva Gerstein, Canadian Mental Health Association, 111 St. George St., Toronto.

A minor invasion of hockey players into the "Hub City" of Saskatoon for the championship game in the Western Canadian Senior Hockey League playoffs was accompanied by an equally imposing invasion of radio sportsmen, writes Connie Helme, of the CFQC News Service.

Besides broadcasting the game over its own air waves, CFQC was called upon to provide equipment for three other stations, viz and to wit, CFRN and CJCA, Edmonton, who broadcast the defeat of their hometown "Flyers" at the hands of the Saskatoon Quakers, and CKRM, Regina.

CFQC staffers who worked for the four radio stations at the same time were commentators Arnold Stilling and Bill Cameron, and operators Lynn Hoskins, Wilf Gilbey and Carl O'Brien.

Also broadcasting the game were CKXL, Calgary and CKUA, Edmonton.

Musicians in a busman's holiday, and other lovers of music will want to take in a piano recital at the Eaton Auditorium, April 25, featuring the Hungarian pianist, Bela Boszormenyi-Nagy. Formerly head of the Budapest Conservatory and soloist with many of the major European symphony orchestras, next year he will tour the United States and appear with the Chi-

cics
SELLS
in
Stratford



- ★ Sell MORE goods
- ★ Get MORE dealer impact
- ★ Get MORE for your advertising dollar

By using the station with more potential customers* in the Greater Oshawa area than all other stations combined.

*E-H Report

ASK JIM ALEXANDER ABOUT CKLB'S "SLEEPER PLAY"



EVERYONE IN SASKATCHEWAN LISTENS TO . . .

For complete Saskatchewan coverage see your All-Canada man.

153,420 daytime
141,370 nighttime

• B.B.M. 1950 •

CARLYLE
148 miles southeast of Regina.

KELLIHER
106 miles northeast of Regina.

CABRI
222 miles northwest of Regina.

KELSTERN
149 miles southwest of Regina.

CKCK • Regina, Sask.

ago and San Francisco Symphony Orchestras. His program will include works by Bach, Beethoven, Schumann, Liszt, Bartok, and also the recent work of two Canadian composers. Oskar Morawetz and Paul McIntyre. For information and tickets, phone MA. 5358.

Next Monday is St. George's Day. This Englishman is feeling a warm glow of satisfaction at having received an invitation to address the Royal Society of St. George in Winnipeg on that day. He would like to reflect that being a good Englishman—or a good Canadian—or both—entails no obligation to dislike anyone. Neither does it mean that it is necessary to cajole or to compel others to live as we live. It is a sort of legal bigamy where we can have not one wife but two—where we can be the richer and the happier for knowing and loving two countries.

And that cleans off the desk for this issue.

TALENT

Jackpot For Gisele



Mm! Mm! Good!

Hollywood. — Canadian radio singing star, Gisele Lafleche, began her regular appearances on Bob Crosby's Club 15 show here last week. To be known on this show as Gisele MacKenzie, the

23-year-old chanteuse from St. Boniface will appear on the Monday and Friday editions of the program, replacing the Andrew Sisters. Vocalist Jo Stafford is featured on the Tuesday-through-Thursday programs.

The contract with the advertising agency, Ward, Wheelock Inc., and the sponsor, Campbell Soups, who brought Gisele here, is expected to run for five years and is said to be worth substantially more than \$20,000 per

annum. It covers only radio and television appearances.

In addition to singing popular songs and her specialty, French ballads and novelty numbers, Gisele will be featured on some of the shows playing both the violin and piano. During the war she entertained troops as a singer-pianist and before that won a violin scholarship from the Toronto Conservatory of Music.

Since 1946, when she started

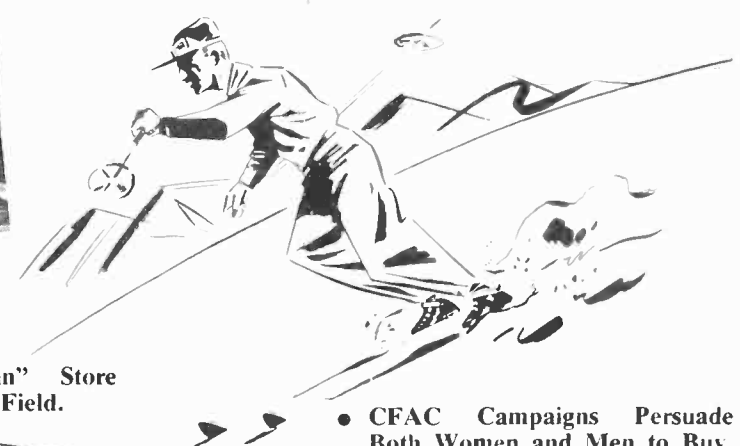
in radio with a twice-weekly program, *Meet Gisele*, on both CBC networks, Gisele has been a regular performer in Canadian radio, both as star of her own programs and as guest on such shows as *Canadian Cavalcade*. She was recently featured on *Lyrical Yours*, a half-hour weekly musical sustainer, and *Night Cap With Gisele*, a daily quarter-hour, in addition to guesting with the Edgar Bergen show and Morton Downey in the U.S.

INTRODUCING ANOTHER EXECUTIVE WHO SELLS THE CALGARY MARKET SUCCESSFULLY



H. A. COMPTON, Mgr.

Sporting Goods Store Creates New Clientele



● Calgary's "Sportsman" Store Now a Leader In Its Field.

● CFAC Campaigns Persuade Both Women and Men to Buy.

"TWO years ago, our establishment was considered primarily a store for men. In fact, we used to see the ladies wait outside while their husbands came in to shop! Today, with the assistance of CFAC, we are overcoming that problem, and we are glad to say that we are now doing a sizable volume of business with the ladies. In fact, 70% of our 1950 Christmas volume came from women shoppers—whereas two years ago 90% of it came from men. Today, we are doing more total volume than ever before . . . and we give the bulk of the credit for the effect of our promotion to our various campaigns on CFAC.

"Ever since we went into business four years ago, we have used CFAC continuously to publicize our store, with plenty of evidence of direct sales reaction. In one instance, we advertised figure-skating tights—an article with a very limited demand. As a direct result of that one plug, we received 70 telephone calls and sold out our entire stock. And, what's more, we made such good contacts through those particular sales that we became established overnight as headquarters for figure-skating equipment. In another case, with one commercial, we sold (almost exclusively to women) a shipment of very expensive books on fishing, which we had in stock for months and had been unable to sell otherwise.

"In all our various contacts with CFAC, we have been impressed with its traceable effect as a means of personalizing our publicity, and of persuading people at large to do business with us. It does seem that we have a winning combination in offering the right items and services to the right prospects via CFAC."—H. A. Compton, Mgr.

● Every day, CFAC sells a host of items and services for a wide variety of active advertisers — to the same people you regard as YOUR customers and prospects. Get the details on how CFAC can sell for you too . . . from the station itself, All-Canada Radio Facilities Ltd. in Canada, or Weed and Company in the U.S.A.

CJAD
MONTREAL

offers you
COMPLETE COVERAGE
and
CONSTANT LISTENERSHIP
to sell
ENGLISH SPEAKING
QUEBEC

5 Kw on 800 Kc
AFFILIATED WITH CBS

THE STATION
MOST
LISTENERS DIAL

THE STATION
MOST
ADVERTISERS BUY

(Check ELLIOTT-HAYNES AUDIENCE REPORTS—Daytime & Nighttime—Calgary City & Rural Area)

Compare this all new **RCA VICTOR** 250 watt **AM** transmitter

A NEW CONCEPT IN OPERATING EFFICIENCY... A MAJOR ADVANCEMENT IN PLANT ECONOMY

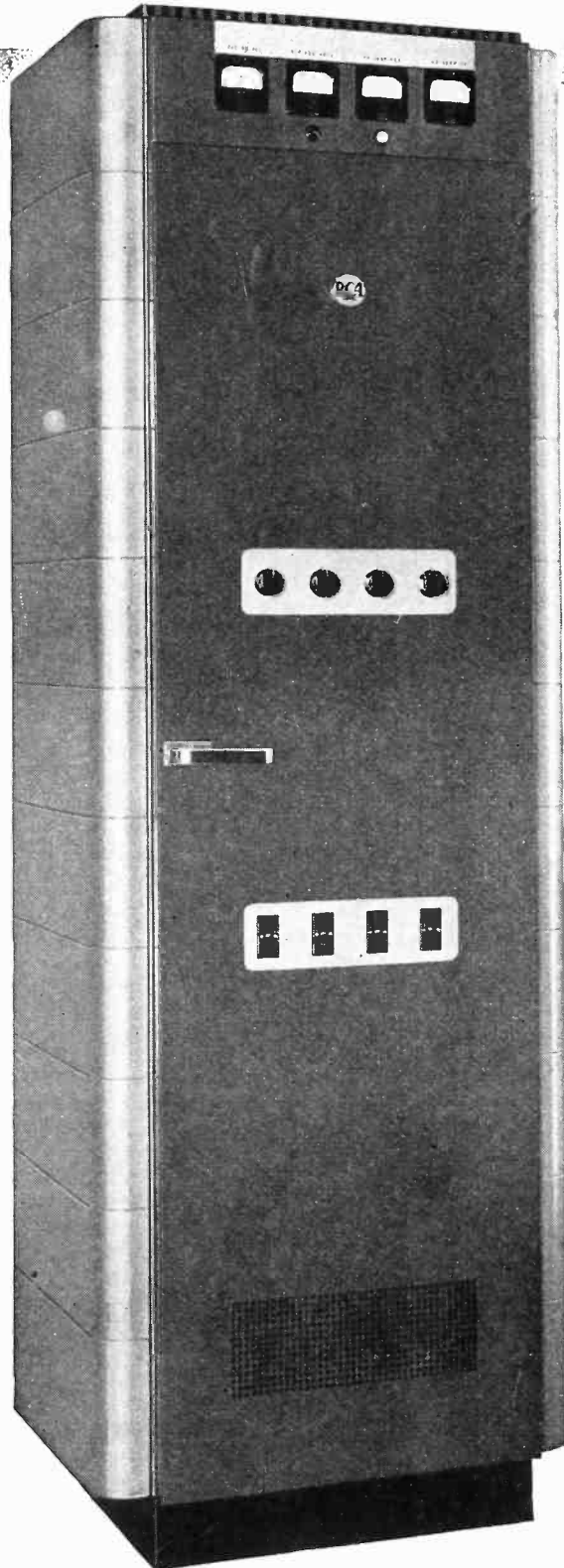
Here's the newest development in 250W transmitters designed by RCA Victor engineers to meet the new trends in station operating practices. For example:

Simplicity—Simplicity of transmitter operation is desirable to permit more flexibility in allocating and 'spelling' operating personnel. *To meet this requirement, BTA-250M tuning has been reduced to one control and neutralizing has been entirely eliminated.*

Economy—Saving in power consumption, space and maintenance are of major importance. *To meet these requirements, BTA-250M design reduces power consumption about 35%, uses less floor space, and cuts maintenance costs by reducing both the types and number of tubes and the necessary spare tube inventory.*

Here's transmitter design that really squares with to-day's practices and needs. Let us give you the full story on the BTA-250M.

For complete information on the BTA-250M, call in your RCA Victor Sales Engineer. Or write direct to Engineering Products Sales Department, 1001 Lenoir St., Montreal.



CHECK THESE FEATURES

- \$ SMALLER SIZE**
Uses less than 4 sq. feet of floor space.
 - \$ TAKES LESS POWER**
Average modulation—1150 watts.
 - \$ SIMPLIFIED TUNING**
Only one tuning control and no neutralization.
 - \$ FEWER TUBES**
Only 10 tubes—only 3 types to stock.
 - \$ LOWEST DISTORTION**
Less than 2% at 95% modulation.
 - \$ BETTER FREQUENCY STABILITY**
Maximum deviation ± 5 cycles per second.
- RCA VICTOR
BTA-250M
AM TRANSMITTER**



RCA VICTOR

RCA VICTOR COMPANY LTD.

HALIFAX • MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER

SPORTS

To Air Giants For Peoples



TOM FOLEY

Ottawa.—The local branch of Peoples Credit Jewellers have bought the entire series of baseball games to be played by the new International League team, the Ottawa Giants, from CFRA.

All games, both at home and away, numbering 154, will be broadcast under the sponsorship of the Ottawa branch of Peoples Credit Jewellers. Play-by-plays will be handled by CFRA sports director Tom Foley and Terry Kieley, who functions as special events director overlapping into the sports department as assistant to Foley.

This series, opening April 18, will take the Giants and the CFRA crew to ball parks in Ottawa, Toronto, Montreal, Springfield, Buffalo, Rochester and Syracuse.

Tom Foley has just completed broadcasting 88 hockey games for this station. His past activities in the baseball field have been confined to local games, this being his first venture into the International field.

PEOPLE

JOINS CALDWELL

Toronto.—R. Ian Laidlaw has been appointed account executive for S. W. Caldwell Limited, it was announced here last week.

He was formerly on the sales staff of CFRB, Toronto, and an account executive with Russell T. Kelley Limited, before opening Ian Laidlaw Productions, a radio and TV film service.

In his new position, Laidlaw will offer his radio and TV film service through the Caldwell organization and assist in the development of transcribed commercials featuring Canadian talent.

NBS APPOINTMENTS

Toronto.—Ivan W. Whittet has been appointed to the sales staff of National Broadcast Sales here, it was announced last week.

At the same time it was reported that Ernie Towndrow of the NBS Toronto staff is being transferred to Montreal.

Features Local Compositions

Victoria.—An ex-BBC organist who just got in from England in December, Reginald Stone, has already made a steady spot for himself on CKDA and specializes in arranging and playing local compositions.

Former Londoners living here have called the station to say "it's just like home."

Stone does his own arrangements of manuscripts submitted by local composers, such as a concert waltz, *Firelight Dreams*, by Mrs. Miriam Martin and a western ballad, *There's a Moon A-peekin'*, by Ref Stofer, and plays them from the stage of the Fox Theatre and on the air.

Besides local material he is liable to come up with anything in the musical scale. He's on the air every night but Saturday.

New Manager

Cornwall.—Fred Pemberton has been appointed manager of radio station CKSF here, succeeding Harry Flint, it was announced late last month. Pemberton, until two years ago, was with the BBC in London. He then came to Canada, settling in Cornwall, and takes on this new position from his former post as program director.

Harry Flint has been appointed vice-president and general manager of radio station WOSC, Fulton and Oswego, N.Y.

HOW THEY STAND

The following appeared in the current Elliott-Haynes Reports as the top national programs, based on fifteen key markets. The first figure following the name is the E-H rating; the second is the change from the previous month.

DAYTIME		
English		
Ma Perkins	19.6	-1.2
Pepper Young	18.2	-1.6
Right to Happiness	17.9	-1.4
Big Sister	17.8	-1.3
Road of Life	15.4	-2
Life Can Be Beautiful	14.8	-2.0
Laura Limited	14.8	+1
Happy Gang	14.7	-9
Aunt Lucy	14.1	+2
Kate Aitken	13.8	-1
French		
Jeunesse Doree	28.2	+1.1
Rue Principale	27.2	-1.9
A l'Enseigne des Fins		
Gourmets	26.0	+1.2
Quart d'Heure de detente	24.8	-2.3
Grande Soeur	24.5	+3
L'Ardent Voyage	24.1	+2
Maman Jeanne	23.9	-8
Tante Lucie	21.6	-3.7
Metairie Rancourt	20.4	+3
Francine Louvain	20.3	+9
EVENING		
English		
Charlie McCarthy	36.2	-2.9
Lux Radio Theatre	36.0	+5
Amos 'n' Andy	30.9	-3.8
Our Miss Brooks	30.4	-2.0
Twenty Questions	28.3	-1.0
My Friend Irma	24.0	-3.9
My Favorite Husband	23.7	-1.1
Aldrich Family	23.1	-2.4
Suspense	22.6	+1.7
Ford Theatre	22.1	-1.8
Great Gildersleeve	2.0	-2.0
Roy Rogers	21.9	-2.1
Take A Chance*	21.9	+2
Boston Blackie*	21.6	-1.7
Your Host—Gen. Elect.	21.5	-3.0
*Selective Program.		
French		
Un Homme et son Peche	33.3	+2.3
Radio Carabin	30.0	-3
Metropole	29.9	-3
L'Epervier	27.7	+5
Course au Tresor	26.6	+2.7
Ceux qu'on aime	26.5	-1.8
Ralliement du Rire	26.5	+1.9
La Pause qui Refraichit	26.1	+3.2
Les Etoiles de demain	25.8	+1.2
Tentez votre Chance	25.6	+3.2
Le Cure de Village	24.7	-1.0
Prix d'Heroisme	22.7	-2.2
Theatre Ford	21.8	+1.0
Le Journal de Grignon	20.3	+8
Jouez Double	20.1	-7

1st Two Weeks	1,489
3rd Week	2,083
4th Week	3,157
5th Week	3,273
6th Week	3,498
7th Week	4,656
8th Week	5,308
9th Week	6,489
10th Week	7,387
11th Week	8,121
12th Week	9,105

➔ **TOTAL: 54,566**

"POP THE QUESTION"
MAIL RESPONSE IS ON
THE UPTREND!

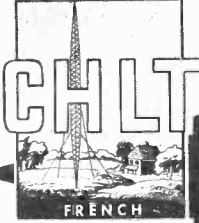
ELLIOTT-HAYNES SAYS:
Morning PTQ: 22.85 Rating
Evening PTQ: 24.6 "

CFBC

SAINT JOHN, N.B.

Reps:
J. L. Alexander, Montreal and Toronto
Weed & Co., in the U.S.A.

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



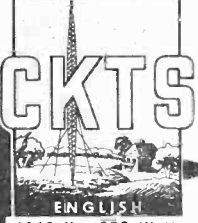
CHLT
FRENCH
900 Kc. 1000 Watts

SHERBROOKE QUEBEC

The Voice of the Eastern Townships

Quebec

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



CKTS
ENGLISH
1240 Kc. 250 Watts

MORE PEOPLE UNDERSTAND A MESSAGE IN ENGLISH THAN IN FRENCH IN MONTREAL

B.B.M. LISTS:

- 326,390 Radio Homes in Greater Montreal of which
- 279,710 understand a message in French
- 313,070 understand a message in ENGLISH

Yes 10.3% more MONTREAL radio homes understand an ENGLISH SALES MESSAGE. That is why smart advertisers are enjoying CFCF's wise experienced ways (since 1919) of . . . PROGRAMMING . . . PROMOTING . . . and MERCHANDISING to best suit the rich Montreal Market . . . YOUR advertising dollar works harder . . . produces more when put to work on "CANADA'S FIRST STATION."

REPS: In Canada: ALL-CANADA RADIO FACILITIES LTD. — In U.S.A.: WEED & CO.



**Worth Consideration
Sarnia's Market Potential
enormously increased by
current Industrial Expansion.**

- Twenty new storage tanks to be build for Imperial Oil's Western Canada oil shipments.
- Canadian Oil Company Limited — new \$18,000,000 refinery.
- Addition to Polymer facilities at a cost of \$6,600,000.
- \$5,000,000 housing development being built in Sarnia under N.H.A.
- \$50,000,000 to be spent by Imperial Oil on new cracking plant and general expansion.
- Dow Chemical to build million-dollar ammonia plant.
- A quarter million dollars for building supply branch of Canada Building Materials.

CHOK — Sarnia
5000 WATTS 1070 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



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)

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 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 Smorgasborg. Dancing nightly from 9-12. 720 Bay St., Toronto. (O)

SINGING

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

HOWARD MANNING — Baritone: "Howard Manning Show," CKEY 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 outlets. 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)

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

ACTING

ROXANA BOND — WA. 1191. (L)

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)

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 — Rinsco, 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)

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

ANNOUNCING

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

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

MICHAEL FITZGERALD — Kingsdale 0616. (M)

JACK DAWSON—PR. 5711 or OX. 2607. (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.

BOOKS

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

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

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

ENGINEERING

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

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

PHOTOGRAPHY

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

PROGRAMS

WESTWARD HO—The greatest five-minute show ever packaged. Sixty-five easy-to-sell episodes. Caldwell Ltd., Victory Bdg., Toronto. (O)

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.



**WHEATSTOCK
WILLIE
and
BOVINE
BILL**



ARE PLEASED TO ANNOUNCE THAT

YORKTON
IS AGAIN WESTERN CANADA'S
RICHEST FARM DISTRICT

GRAIN & LIVESTOCK VALUE

\$42,128,000

(AS LISTED BY SANFORD EVANS)



**940 ON YOUR
RADIO DIAL**

Representatives
Horace N. Stovin & Co.
Toronto, Montreal
Inland Broadcasting Service
Winnipeg
Adam Young, Jr., Inc.
U.S.A.



TALENT TRAIL

By Tom Briggs

If it wasn't for the slushy Scotch dialect which makes understanding it as difficult as possible, the *Mr. Glencannon* series might be a tolerably rowdy, humorously vulgar bit of program fare each Tuesday (Trans - Canada, 9.30) evening. But the humor and base-ness is doomed to obscurity by somebody's seemingly uncontrollable desire to leave no doubt as to the principals' nationality. About ninety per cent of this liquorish brogue is extraneous; indeed the program would be better off without it, for then it wouldn't require a listener to have spent ten years with a Scot to know what the dialogue is all about.

Unlike other CBC attempts at humor, this program provides a few hearty laughs, prompted mostly by Mr. Glencannon himself (Frank Peddie). At least half of them, however, are dependent on crude comic situations where, if one of the characters isn't completely plastered, he has a bottle to his lips and is well on his way. It seems to me that to program to minority groups, which is the purpose of so many CBC sustainers, is one thing. But in so doing, to raise the antagonism of another group, maybe a majority, is quite another thing and unforgivable. This is liquor advertising—maybe not a specific product, but at least in principle.

On the cast side, it is obvious that more intelligence was exercised in selecting the players than in the story material. This is not a reflection on the ability of Tommy Tweed who adapted the original stories by Guy Kilpatric for radio. These adaptations would make good theatre, good burlesque, but not very good radio. In fact, Tweed did too good a job in retaining most of the spice, which on radio is detrimental.

The old sea dog, Colin Glencannon, is not an easy character to portray, but veteran Peddie, with thick accent and all, sustains the action throughout each half hour. He keeps Glencannon going at high speed, and is especially effective when he alternates between confidential softness and roaring bombast.

Lorne Greene, as narrator, plays

probably the most important role, by keeping the story line straightened out in listeners' minds with his interjections in everyday English (if you can call Greene's cultured speech "everyday English"), giving some sense to the jumble that followed him. It is wrong, I think, to suppose that there is anything amusing in the triteness of the narration, which only confuses by conflicting with the main comic.

Also heard on this series with some regularity are John Drainie as Captain Ball, and Alan King playing Mr. Montgomery. These roles seem to be important only as working backgrounds for the great Glencannon, but as such they need to be almost flawlessly played with little room for personality. At least this is the way it is put across, and very effective it is.

Ruth Springford and Eric Christmas turned up for bouts with the hero in the performance last week and improved the presentation considerably. Miss Springford had very little to do as Miss Clematis Mahoney, but what she did came across well, while Christmas, with his Anglian accent, was quite a relief from the Scottish burr. And he plays the part of a fool so deftly too.

Artistically, the *Adventures of Colin Glencannon* is only fair, I feel, and as program fare it undoubtedly cost more than it's worth—a lot more.

UNFAIR TO US

"The Impact of New Taxes on Marketing," one of the ACA Convention topics, may be a good idea, but to us it sounds like rank discrimination.

WE DO MEAN YOU

The most important control in the present high tax era is the control of controls by self-control.

DOUBLE STANDARD

A poll of public opinion would undoubtedly disclose a desire for price ceilings on all products except your own.

QUESTION AND ANSWER

Does Mr. Abbott roll his own? (And Howe).

FALSE ECONOMY

There would be no point in boosting liquor prices when we can't afford a crock anyhow.

COMING OR GOING

Myles Leckie of Elliott-Haynes Ltd. reports that you can still buy two mouse traps for 15 cents. How about the cheese, Myles?

SONGS WE WON'T SING

Oh to be in England Now that their April budget's there!

GOOD LUCK OMEN

Then there's the superstitious prospect who stopped to pick up a pin and the salesman thought he had the order.

AGENCY STUFF

"No," said the account executive, blushing deeply, for it was the first time he had used that word.

WILL AUDITION ANNOUNCER

required by leading metropolitan station in Ontario. Must be good on commercials and news for this important job.

ALSO good commercial copy writer.

Box A-84

Canadian Broadcaster & Telescreen

163 1/2 Church St. Toronto

BETTER CALL SWC

FOR DISCS, TAPE & T.V. MYSTERY

Mystery of Incomparable Dramatic Force
WARREN WILLIAM
In
STRANGE WILLS

26 1/2-hour episodes fascinatingly different

Network hiatus knocking holes in your schedule? Keep high ratings with Transcriptions.

Audition this outstanding feature now.

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

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.
1231 St. Catherine W.
MA. 4684

CJCH HALIFAX

CANADIAN TELESCREEN

Vol. 4, No. 5.

TV and Screen Supplement

April 18th, 1951

CBC CONDUCTS TV HOCKEY TRIALS



THE EXPERIMENTAL TELECAST, which was staged in Maple Leaf Gardens last month on a closed circuit basis, gave the CBC's TV staff experience in shooting a sport event. In the above picture, standing at right, is Fergus Mutrie, director of CBC television in Toronto, who directed the test. Seated at the monitor screens, from left to right, are technician Harold Wright, technical director Reg Horton and technician Murray MacKenzie.

screen in the broadcast booth as well as watching the ice surface, but the temporary facilities made this impossible.

The experiment was directed by Fergus Mutrie, CBC director of television in Toronto, who acted as program director in selecting one of the two pictures coming to the monitors from the cameras for imagined transmission. One camera, using a wide-angle lens, covered general shots of the ice surface, while the other took close-up shots of compact action, like goal-mouth scrambles.

Interested observers at this trial TV production included John Gibson, advertising manager of Imperial Oil Limited, sponsors of the NHL radio broadcasts, and Hugh Horler, radio director of MacLaren Advertising Agency, which handles the Imperial Oil radio account. They considered the experiment "very successful."

Horler said it proved that it should be possible to produce here a better type of hockey telecast than has been done so far in either Boston or Detroit. Certain physical features, such as the advantage of white ice, will make for a better production, he said, but the most important factor is in

having the top hockey commentator in the business, Hewitt, who can anticipate the play and lead the cameras to the action. Horler felt that hockey is an ideal sport to televise, but emphasized that there are many problems to overcome.

When actual telecasts of sport features such as this begin, the programs will be fed to the CBC transmitter by coaxial cable from semi-permanent installations at the point of origination, the CBC reports. For other outside telecasts, a micro-wave link will be used to carry the programs from a mobile unit to a receiving cone on the transmitter.

♦ ♦ ♦

HAM HAS NEW COLOR PLAN

New York.—A young amateur radio operator of Cleveland Heights, Ohio, believes he has hit upon the answer to high-definition, low-cost color television, said to be more practical than any so far. He is Franklin Porath, a "ham" since he was nine, and at the moment the Polaroid Corporation of America is interested in his idea, complete with details and drawings.

Toronto.—The first in a series of television training programs was held here last month by the CBC when a two-camera TV chain and remote equipment was moved into Maple Leaf Gardens for the practice televising of a Maple Leaf-Canadiens hockey game.

The two cameras, manned by technicians George Lovatt and Cecil Johns, picked up the action during the first period of the game and fed images to the monitoring screens, set up in a distant part of the arena.

Foster Hewitt, who was available for the early part of this period, called the play with the cameras following his description. It was pointed out that, under actual conditions, the commentator would be able to follow the picture being transmitted on a

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 SNELGROVE
Manager

REPS. NATIONAL BROADCAST SALES

NOTES TO YOU!

"FAR FAR AWAY"

Records Available

Jim Byrne
Maple Leaf (Folk)

Charlie Kunz
London (Pop)

Ozzie Williams
London (Pop)

AND OTHERS

Write us
for a free disc.

FAVORITE MUSIC CO.
21 SUSSEX AVE. TORONTO 5

PEN & PENCIL
PROOF

CKSF
HOLDS
LISTENING
KEY TO

CORNWALL AND EASTERN
ONTARIO MARKET

Shown here is the mail response to one program in one day. Mail response to all CKSF programs often runs to thousands of letters monthly . . . Reaching out to the Quebec border on the east . . . To Iroquois on the west . . . To Casselman on the north . . . CKSF is the "Home Station" to the solid citizens of this prosperous area . . . CKSF programs are designed to ATTRACT and HOLD its widespread listeners. They will hear your advertising message on

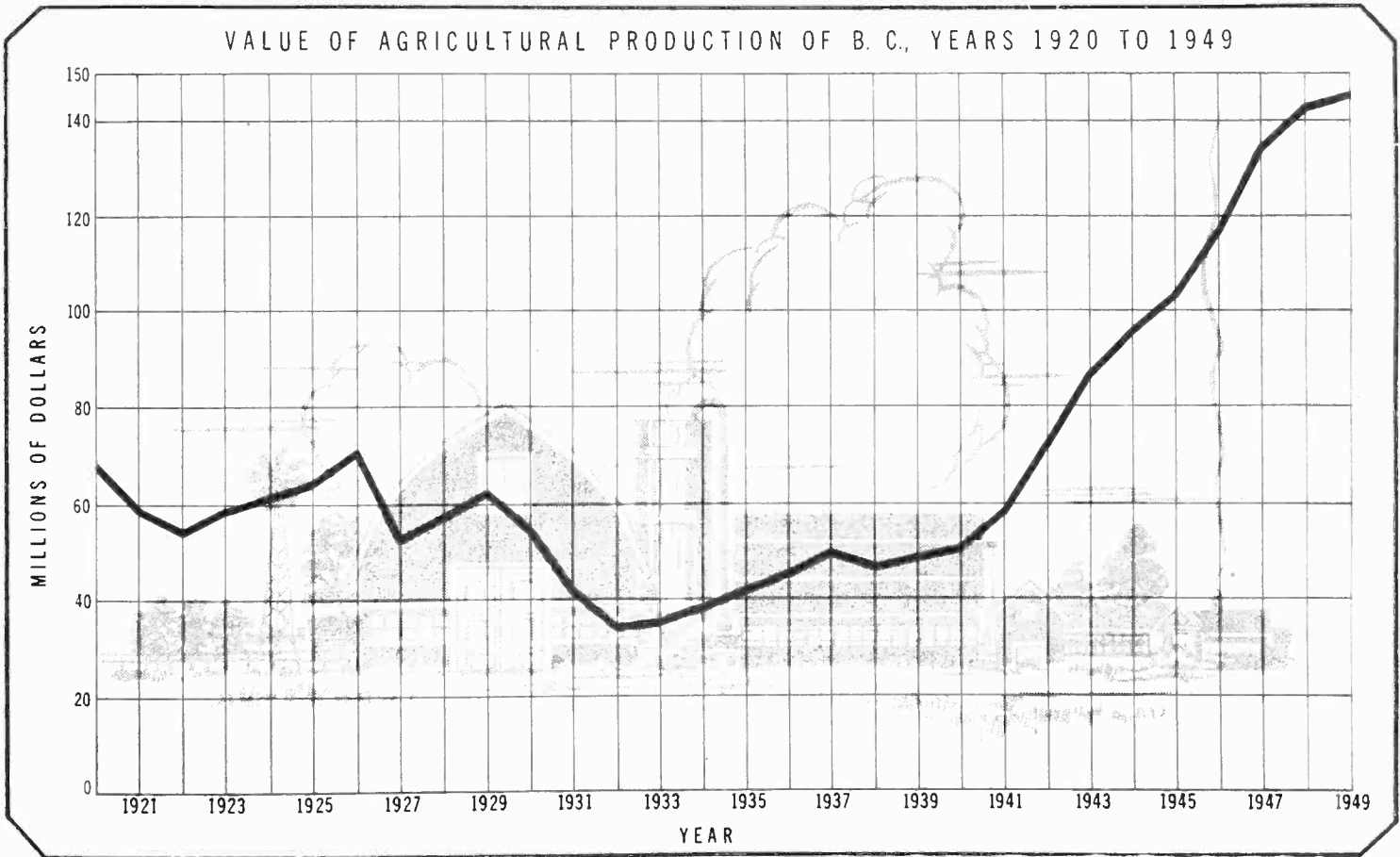
CKSF and CKSF - FM
CORNWALL — ONTARIO

Write us direct, or contact HORACE N. STOVIN LTD. (Canada) or JOSEPH H. MCGILLVRA (U.S.A.)

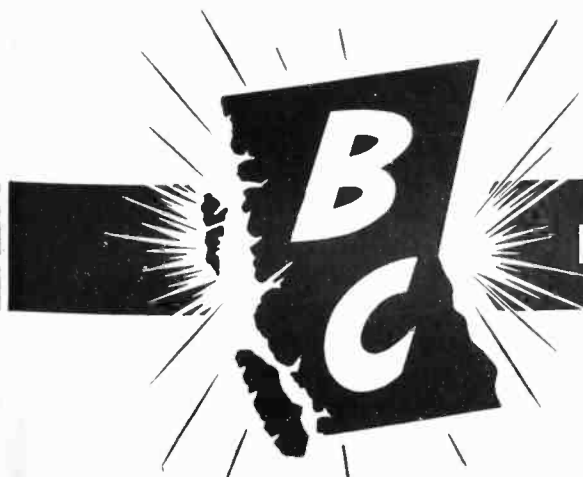


TIME to UP Your B.C. Budget!

AGRICULTURE Shows Why..



The value of agricultural production in B.C. has been increasing year by year. In 1949—at approximately \$145,000,000—it was \$3,000,000 better than the previous year; \$100,000,000 better than ten years ago. And the increase has been **consistent**. Make sure your radio appropriation in B.C. is adequate to “share the wealth.”



BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

CHWK CHILLIWACK
 CJDC DAWSON CREEK
 CFJC KAMLOOPS
 CKOV KELOWNA
 CHUB NANAIMO
 CKLN NELSON

CKNW NEW WESTMINSTER
 CKOK PENTICTON
 CJAV PORT ALBERNI
 CKPG PRINCE GEORGE
 CJAT TRAIL

CJOR VANCOUVER
 CKMO VANCOUVER
 CKWX VANCOUVER
 CKDA VICTORIA
 CJVI VICTORIA
 CJIB VERNON

"Reap the biggest harvest"



HEDLEIGH T. VENNING, vice-president of sales for Sherriff's Limited, and a vice-president of the Association of Canadian Advertisers, is widely known in Canadian advertising circles.

H. T. Venning tells why he depends on BBM

"EVERY EXECUTIVE knows that you can't run a business on guesswork. You need facts. Indisputable facts, gathered by statistically sound methods.

The same principle applies to advertising. Proven facts and figures help to show you where your advertising dollars will reap the biggest harvest.

We have found BBM one of the most valuable, useful and accurate tools at our disposal."

BBM is YOUR Service

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

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

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

The 1950 BBM figures show CFRB's BBM coverage as 619,050 daytime and 653,860 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