

CANADIAN BROADCASTER

AND TELESCREEN

Vol. 9, No. 13.

TORONTO, ONTARIO

July 26th, 1950

NOT SILVER PLATE BUT SILVER TONE



RADIO TOOK PRECEDENCE over silverplate when CJOR, carrier of all major west coast racing broadcasts, was invited to present a trophy for the B.C. Breeders' Handicap at Lansdowne Park, Vancouver. In place of the inevitable candlesticks and cake plates, owner of winning horse "Eddy's Boy," Mr. J. D. Kermod, was presented with a streamlined portable radio by Mrs. Helen Chandler (extreme right), wife of CJOR's Vice-President Art Chandler. Smiling approval are Mrs. Kermod (hold B.C. Breeders' Cup) and "Eddy's Boy" jockey—Tony Licata.

BC BROADCASTERS WILL REBUTT CHARGES RADIO SOAKED ELECTIONEERS

By Bob Francis

Vancouver. — The British Columbia Association of Broadcasters will write every member of the House of Commons to say that statements by various members about the cost of radio time going up during election campaigns were not true.

At their annual summer meeting, held at Kamloops, the BCAB discussed the Hansard report of the June 2 sitting of the Parliamentary Radio Committee when the cost of spot announcements and the 1949 federal election campaign were discussed.

According to Hansard, Ralph Maybank, Winnipeg M.P. and chairman of the committee, commented that "all prices were doubled during the last election or broadcasting." Another Winnipeg member, Alistair Stewart, said, "we were soaked," while Donald Fleming of Toronto said anyone who had been through an

election campaign knew what it cost.

BCAB members denied the accuracy of these statements and passed a resolution that F. H. Elphicke of CKWX, president of the association, write federal members "pointing out that the statements made before the Parliamentary Radio Committee regarding political broadcasting were incorrect and that no station in the BCAB charged more than its published card rates in the last federal election."

A feature of the two-day BCAB meeting, July 10 and 11, was discussion of a new survey method for measuring the effectiveness of the advertising dollar in all media.

Sam Ross, assistant manager of CKWX and Jim Wallace, manager of KPQ, Wenatchee, Wash., led the panel.

The new method has been tested by Advertising Research Bureau

Inc. of Seattle, and is built on point of sale interviews after advertising campaigns in which the major essential is the investment by the retailer of the same volume of dollars in the media being tested.

Mr. Wallace, whose station has conducted two of the tests in Wenatchee, said they showed the effectiveness of radio and newspapers when the same volume of dollars was used in each, and the effectiveness of an advertising campaign when both media are used.

The task of the association's sales presentation committee is almost complete, retiring chairman F. H. Elphicke reported. He was succeeded by M. V. Chesnut of CJVI Victoria.

The committee's goal is a detailed report on the use of radio in all parts of the world, the use and potential use of radio in B.C., and its effectiveness in selling.

The BCAB's own advertising committee, headed by Bill Rea of CKNW New Westminster, received approval for a new campaign promoting the use of advertising in B.C. This campaign will be built around the proposition of expanded radio advertising expenditure to get results commensurate with the province's population growth and industrial expansion.

A resolution was passed approving William Guild of CJOC Lethbridge and his committee for their job in presenting the case for private radio to the Royal Commission on Arts, Letters and Sciences.

George Chandler of CJOR warned delegates that extreme care was essential to protect private commercial stations in any changes in the North American Regional Broadcasting Agreement. He was reporting on latest NARBA negotiations and discussed international allocation of frequencies and the need for protective agreement.

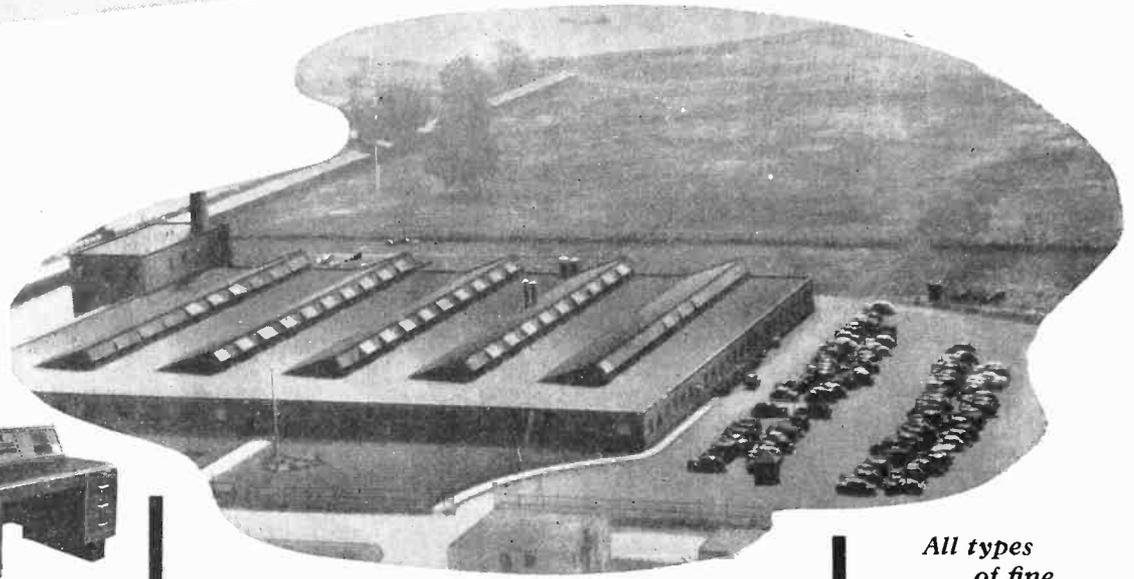
Twelve of B.C.'s 17 stations, with representatives of other phases of the industry, registered for the convention, including Ian Clark and Walter Harwood, CFJC Kamloops; Allan Ramsden, CKLN Nelson; Maurice Finnerty and Harry Watts, CKOK Penticton; Jim Browne, Sr. and Jim Browne, Jr., CKOV Kelowna; Jack Carbutt, CKPG Prince George; Joan Orr, CHUB Nanaimo; Jack Pilling, CHWK Chilliwack; John Loader, CJAT Trail; Bill Rea, CKNW New Westminster; George Chandler and Dorwin Baird, CJOR Vancouver; F. H. Elphicke and Sam Ross, CKWX Vancouver; M. V. Chesnut, CJVI Victoria; Jim Wallace, KPQ Wenatchee, Wash.; Ted Barbour and Jack Gray, Canadian General Electric; Les Hawkins, Canadian Marconi; John Hunt, John N. Hunt & Associates, Vancouver; and John Baldwin, All-Canada.

WELCOME HOME

Toronto.—Guy Herbert, general manager of All-Canada Radio Facilities Ltd., returned here last week from a six-weeks' trip to Great Britain and Europe.

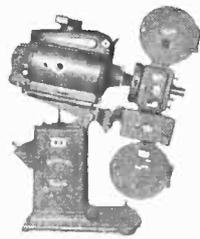
He returned full of enthusiasm, and echoed Harry Sedgwick's belief that there is business for Canadian radio to be had over there. He has promised an interview for next issue.

ACHIEVEMENT AT BELLEVILLE

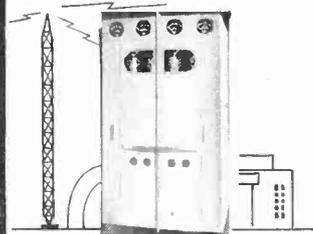


Completely modern Sound Systems for sports arenas, industrial plants, schools, hotels, institutions.

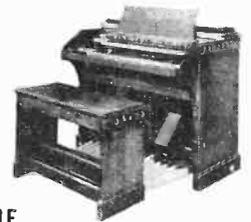
All types of fine radios for the home



Motion picture Sound Systems for theatres of all sizes.



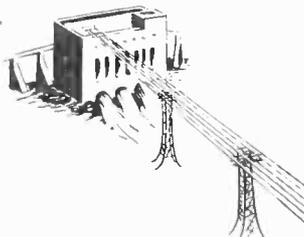
AM or FM Broadcasting Stations including Speech Input Equipment... A complete Broadcasting Station service from Telephone Line to antenna.



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

AGENCIES

By Art Benson

Profile of a Prodigy

Toronto. — Fifty-two of Canadian radio's recent success stories have been used to reinforce the arguments for selective radio, advanced in the booklet, *Profile of a Prodigy That Sells in 3 1/4 Million Canadian Homes*, issued this month by Walsh Advertising Co. Ltd.

These testimonials, compiled by Walsh radio director Ev. Palmer, are intended to show radio's pulling power in the sale of capital consumer goods at prices upwards from \$300.00.



"The successes scored by radio in the sale of less expensive merchandise are too widely known to warrant further elaboration here," writes Palmer.

The successes of many motor car campaigns were mainly cited, headed by the case of Campbell Motors Ltd., Vancouver Pontiac dealers, which revealed, according to the company's advertising manager, that a test campaign aired over local CKWX produced results which "ranked equal to, if not exceeded, the results obtained from our very large newspaper appropriation."

Station CFNB Fredericton reported on the results obtained by a used car client, Stiles Motors, Woodstock, N.B. According to a report by station sales manager Justin Moore, special announcements had to be aired to rebuild the stock of cars completely sold out in a previous campaign. "We're completely sold out and haven't had anything left since April 1," Bill Stiles is quoted as saying.

But less widely-marketed items, like power boats, tractors and self-propelled combines, also became part of this anthology of Canadian radio. For instance, in the first week of a spot announcement campaign over CJGX Yorkton, a Massey-Harris dealer, John Koptellas, racked up seven sales of \$4,500 self-propelled combines, traced directly to these radio spots.

In this booklet, station CKNX Ingham is credited with this gem: "Recently a sales manager of a utility tractor manufacturing company decided to try radio advertising over our station. This he decided to do in the nature of a test campaign after using weekly farm papers and farm magazines without obtaining results.

"After one week's advertising over our station he sold eight of these utility tractors at \$3,500 each; also he was approached by several farm implement dealers in his area to be his agent for these tractors in the southwestern area of Ontario.

"Needless to say, this sales manager of Utility Tractors Manufacturing Company was amazed at the results obtained by radio advertising over our station and is

now thoroughly sold on the use of radio advertising for his tractors."

COCKFIELD BROWN

Toronto. — The Canadian National Exhibition has scheduled a series of daily minute spot announcements and chain - breaks over six American stations commencing August 7 through September 1. A daily spot announcement is also going to 26 Ontario stations beginning August 14 for three weeks.

JAMES LOVICK

Toronto.—F. W. Fitch Co. Ltd. has scheduled a five-minute three-a-week morning sportscast over CFRB Toronto for one year featuring Wally Crouter. A daily five-minute newscast goes to CKEY Toronto along with a daily flash announcement series. To round out this 52-week campaign, advertising Fitch's Dandruff Remover Shampoo, is a spot announcement series going to CKVL Verdun; CJAD Montreal; and CJOR Vancouver.

SPITZER & MILLS

Toronto. — Colgate - Palmolive Peet Co. Ltd. starts an 8 weeks' flash announcement campaign July 31 over 16 stations coast to coast advertising Fab.

J. J. GIBBONS

Calgary. — Calgary Brewing & Malting Co. Ltd., advertising Calgary Ginger Ale, has started a new series of five-a-week sports programs over CFCN Calgary (5.55 p.m.) with Henry Viney announcing. Viney also broadcast the world - famous chuckwagon races at the Calgary Stampede this year with the same sponsor. Calgary Brewing & Malting Co. Ltd. now has four daily sports broadcasts in Alberta. The 15-minute *Sports Parade* over CFRN, Edmonton (12.45 p.m. Monday through Saturday with Gordon Williamson); the 15-minute *Sports Mirror* over CKXL Calgary (6.15 p.m. Monday through Saturday with Ken Foss); and the 10-minute *Cal-O-Scope* over CKRD Red Deer (6.40 p.m. Monday through Friday with Ned Corrigan).

CJAD montreal

covers QUEBEC'S ENGLISH MARKET

... providing the perfect combination of coverage and listenership.

5,000 watts 800 kc.

AFFILIATED WITH CBS

Take a letter, Miss McDougall!

July 8th, 1950.

MR. W. D. BYLES, Radio Director,
YOUNG AND RUBICAM LTD.,
TORONTO, Ontario.

Dear Bill:

Here's some information that should make your clients sit up and take notice about our 1000 PERSUASIVE WATTS! This information concerns our newspaper competition, The Medicine Hat News. If you'll turn to page 25 of the Second Quarter edition of CANADIAN ADVERTISING, you can verify this information.

Total Net Paid 4,215 City Zone 3,433 Retail Trading Zone 520 (ABC)

Make a note, Bill, of that Rural Trading Zone figure! In a market that is predominantly rural, only 520 copies of the News goes into the rural area. And here's something else . . . out of the total of 520 copies, 400 of them go to Redcliff, 9 miles west of Medicine Hat. Redcliff is the home of the western factory of Dominion Glass, and is populated by 1,100 people, all of whom derive their income from Dominion Glass, and have absolutely nothing to do with the rural economy of this market. It simply boils down to this . . . that **only 120 copies** of the Medicine Hat Daily News go into this rural market.

Now, for the sake of comparison, here are the same issue's figures concerning newspaper coverage in our neighboring market, Lethbridge, another predominantly rural market.

Total Net Paid 12,534 City Zone 5,522 Retail Trading Zone 6,150 (ABC)

I guess we haven't got any newspaper competition in the Medicine Hat market. Maybe you'd better point this out to the boys the next time you attend a media meeting! I've convinced a lot of advertisers at this end!

Kindest personal regards,

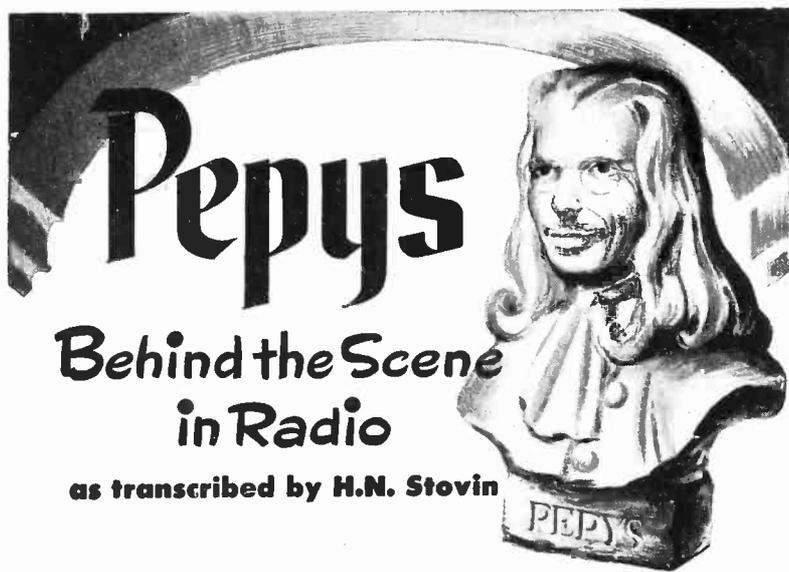
R. J. Buss,

Manager,

Radio Station CHAT,
Medicine Hat, Alberta.

RJB/em

ONE THOUSAND PERSUASIVE WATTS SELLING 20,000 CITY AND RURAL RADIO HOMES!



as transcribed by H.N. Stovin

"Do today find myself looking back wistfully to former summers, when a Station Rep. could take his holiday with untroubled mind, knowing that Agencies and Clients were doing the same thing, and that after vacations, business would settle down to its 39-weeks-a-year pace ● ● ● Not so this year, in which mid-summer sees no let-up in Agency activity or Client demands; the which I do not complain over, for it means bigger-than-ever Radio business this autumn ● ● ● The trend to Spot, or Selective, Radio grows apace as more and more shrewd buyers discover the value of local radio as a real Sales Force. Do feel vastly gratified at this, having long made known my belief that many local features on Community Stations can and will outpull high-budget network shows—thereby paying off handsomely to those advertisers who will invest in Radio's greatest "plus", which is "listener loyalty" ● ● ● Harry Flint tells of a new Cornwall, Ont., Jeweller who spent \$100.00 to have his opening announced over CHSF, and bought no other media. More than 3,000 people jammed his store on opening day ● ● ● From Marsh Ellis the note that CKY Winnipeg newscasts are fed through theatre P.A. systems, during intermissions, commercials and all! A nice "plus" for advertisers ● ● ● Sid Boyling writes of two staff members who organized a touring variety show to visit Saskatchewan points, which is drawing 500 to 1,000 people nightly—a shrewd buy for a national advertiser, provided some local merchant doesn't buy it first ● ● ● Am having a hard time to decide to forsake work and accept CKCW's invitation to attend Moncton's D'Amont Jubilee celebrations on the month end, and am heartened by the thought that Pepys, who has many busy times, should also be allowed his Maritimes."

"A STOVIN STATION IS A PROVEN STATION"

HORACE N. STOVIN
& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

*Representative for
these live Radio Stations*

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

NEW YORK'S RADIO ROW

by
Richard Young

New York, N.Y.—This piece is being penned far from ulcer-laden Radio Row. We're currently on our annual two-week siesta in the wilds of Long Island.

Probably the most significant talk heard in many a moon was served up recently by NBC's genial prexy, Joseph H. McConnell. You'll recall that during recent months there has been an increasing clamor for reduced ad rates for AM radio in television cities. So far the hue and cry has been answered by the broadcasters with shocked surprise (?).

Nearly all the broadcasters have seen the handwriting on the wall. Only Mr. McConnell, however, has admitted it.

Mr. McConnell said that the time will inevitably come when "radio's facilities and rates will have to be reappraised and adjusted in order that it can continue in good economic health." He then added: "I do not know just when that time will come, but such an adjustment will have only one objective—to keep the cost of advertising on radio in a proper relation to its value, so that no other medium can match radio's effectiveness at its cost."

Mr. McConnell said that the advertisers who are putting on the pressure for reduced rates overlook the fact that after the full effect of television is taken into account, national radio during the coming season "will still deliver a larger audience than it delivered in any year between 1940 and 1947." (One of the advertisers putting on the pressure, incidentally, is Procter & Gamble, only the biggest spender in radio.)

The gossip is that NBC will be the first of the major chains to reduce its rates. If so, it'll probably be the Sunday afternoon rates that go under the knife first.

We'll say one thing for radio (and few people will, these days). Its commercial messages are more widely spaced than those on television.

Yes, despite the fact that radio is plagued by disc jockeys and their numerous commercials, it is outnumbered by television advertising. Radio standards of practice limit commercial time to three minutes for each 15-minute period. On television, however, there is such a thing as a 15-minute commercial. Book company sponsors are doing it. Department stores are doing it. (In fact, some department store sponsored shows are actually half-hour commercials.)

The telecasters call it entertainment because, for instance, a book on how to play the piano can be interesting when advertised on television. Mebbe so. But it can also be darn irritating to a viewer who doesn't give two hoots about playing the piano. And how many viewers do?

It's too early to get excited about it. But if the trend continues, it can only lead to one

thing. The FCC is going to in and have a look. Soon a that television will have a 1 book to put next to radio's fam Blue Book. It also means fe viewers. Most of these sh currently have low viewer ings. They can't go much lo —but they will.

Tradesters who should know us that RCA is exerting more more influence on the operat of NBC. Much of the recent tivity at the network has reg edly been directed by RCA h quarters in Camden, N.J. includes some recent perso appointments at the netwo New York flagship, WNBC.

Insiders point out that WNE which now has a flood of i station disc jockey shows—is reently playing nothing but records. How commercial can get?

Oh, hell! That's enough for We're going fishin'.

Serving ---

CANADA'S FIFTH CITY

--- better than ever

**EDMONTON'S
POPULATION
GROWTH ---**

1,000

Persons
Per
Month

EDMONTON - ALBERTA
Radio Representatives Ltd.
TORONTO — MONTREAL

CANADIAN BROADCASTER AND TELESCREEN

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

Published by

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Business Manager: ARTHUR C. BENSON
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Correspondents
Toronto - Elda Hope
Montreal - Walter Dales
Winnipeg - Dave Adams
Vancouver - Bob Francis
New York - Richard Young



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

Vol. 9, No. 14.

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

July 26th, 1950

Threat To Democracy

The British Columbia Association of Broadcasters have moved into action. Commendably, we feel, on the comment made by Ralph Maybank, chairman of the recent House Committee on Radio Broadcasting, to the effect that the best of spot announcements during the 1949 elections was doubled by the private stations. The association's move in writing every member of the Federal House, pointing out that this and similar statements were incorrect, is a wise step to set the M.P.'s right, but there is another point which does not seem to have received attention.

There are, as far as we know, no controls, government or otherwise, on what the privately-owned radio stations may charge for their services. It is the very basis of free enterprise, as opposed to the government variety, that a man or firm may sell his wares for the price he deems equitable. And, by the same token, the public (M.P.'s included) has no inalienable privilege, of deciding whether to buy from that source, or from a competing concern. This privilege only obtains, of course, so long as competing concerns are permitted to operate.

* * *

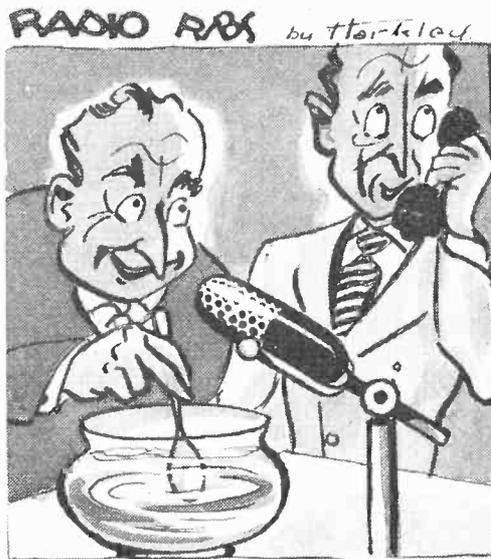
For too long, bland statements have been bandied around government circles, emanating from the Socialists and the Socialistically-inclined members of other parties, about the public ownership of the air lanes. This, according to the law, has to be accepted insofar as the tenure of broadcasting frequencies is concerned. But while an individual is licensed by the government to operate a radio station on an assigned frequency, and while he conducts broadcasting operations in accordance with the law and the canons of good taste, no government or other body has any right to dictate what he may charge for the services he offers. This is a point to fight for, because on it stands or falls all democratic rights.

* * *

Radio-Conscious Agency

Latest agency to demonstrate its awareness of and interest in the radio medium (with emphasis on Selective Radio) is Walsh Advertising Agency Ltd., whose radio director has recently compiled a symposium of radio success stories under the title of "Profile of a Prodigy that Sells in 3 1/4 Million Canadian Homes."

This extremely intelligent, readable and, above all else, factual documenta-



"Yes, it is the sound of water lapping against a boat as it goes up a river. Now, madam, what river?"

tion of radio selling power is a major contribution to the industry, contributed only now by an agency which has in the past been little more than a name on the CAB's list.

Doubtless other agencies have done comparable research work within their own organizations, but this is the first time, to our knowledge, that such a concern has been willing to share it with the industry as well as with its own competitors, at least in this form.

This is not discounting the major contributions of agency people, especially radio directors, who travel regularly to broadcasters' conventions to give their side of the problem of getting more programs on the air.

The Walsh effort, as we see it, is an unselfish promotion piece, designed primarily for the promotion of selective radio, and, as such, it rates the appreciation of the industry.

* * *

Deflating Inflation

Whatever our opinions of government action in the present Korean crisis, the fact remains and has to be faced that the world is closer to the brink of war than it has been since the open hostilities of World War II ended.

The all-out activity of the peace-loving United States, comparable only to that of Great Britain, Canada and the other nations of the Commonwealth in 1914 and 1939, indicates the seriousness of the situation.

It is not in our individual hands to decide whether we should be sending troops to Korea, or whether it is better

to stand by in case similar situations crop up elsewhere. There are things, however, which we of business, and, more especially, of advertising business, can do to keep the economic ship on an even keel.

One of the main dangers which the last war proved can afflict neutrals as drastically as belligerents, is the threat of inflation. An empty rumor about a sugar shortage, or a dearth of some other household commodity, can send housewives scampering to their shopping centres to buy up all available supplies, and force prices up and up when no shortage really exists.

This is, of course, the first step to the disaster of inflation, and, as United States President Truman said in his radio address last week, it is exactly what the "enemy" wants.

* * *

Last war, the Canadian Government stepped in to apply ceiling prices before this could happen. So far they have announced that they will not apply controls. It is therefore giving business a chance to do what it can to prevent sugar and other "runs," and this means to stem the rumors which start them.

During the war, radio, in co-operation with its sponsors, battled situations of this kind with tremendous effect. At this time, when no one in authority quite knows which way the tide is going to turn, business might get moving of its own accord, and institute public service campaigns—and none could be of greater service—to point out to the public that no shortages exist nor will exist unless Dame Rumor gets out of control.

* * *

An Irreparable Loss

Canadian radio has lost a great friend with the passing of Johnny Gillin, president of WOW, Omaha, whose unofficial post of liaison officer between the Canadian Association of Broadcasters and the American National Association of Broadcasters typified the cordial relationship that has always existed between our two countries.

Radio in Canada and the United States is beset with very similar problems, and Johnny's eternal willingness to give our problems an American viewpoint was of inestimable value.

No doubt another American broadcaster will attend the next CAB Convention in the same advisory capacity. But in the affections of his many friends, Johnny's loss is an irreparable one.

3 Times more on 620

The signal strength of CKTB St. Catharines tripled with their frequency change from 1550 to 620 Kcs. early this year.

This means an expanded area of influence in addition to complete coverage of the rich Niagara Peninsula.

Elliott-Haynes ratings, too, show the progressive ever-increasing influence of CKTB. All advertisers—including Dominion network advertisers considering supplementary stations—should get the new story of CKTB from N. B. S.

CKTB - St. Catharines

1000 Watts

620 Kcs.

*A Dominion Network
Supplementary Station*

Get the facts from

NATIONAL BROADCAST SALES

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

No Hiatus FOR CREAGHAN'S MEN'S WEAR

This account decided to leave the air for the summer. But when "Lionel" pointed out that consistent year-round sales could only be achieved through year-round radio . . . Creaghan's stayed.

In two weeks, they sold 125 MORE SUMMER WEIGHT HATS than in the ENTIRE SEASON, last year. From here on there'll be

NO HIATUS IN SELLING
for Creaghan's because there'll be

NO HIATUS IN RADIO ADVERTISING

They are convinced that
TO SELL TWELVE MONTHS OF THE YEAR . . . YOU NEED CKCW TWELVE MONTHS OF THE YEAR!

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

VERBATIM

Let All Media Play With The Same Deck

By
PAT FREEMAN,
Director of Sales & Research,
Canadian Association of
Broadcasters.

Those of you who are charged with the responsibility of placing advertising must constantly assess all available research data on the various media competing for consideration. The familiar form of measurement used in determining listenership to and readership of advertisements bears the deceiving title of "rating"—deceiving in that it camouflages the heterogeneous properties of a rating when applied to radio as compared to other advertising media.

A radio rating means "that percentage of all radio homes in the area being surveyed that is tuned to a particular program or station." (The word "universe" is sometimes used to denote any given area under consideration or study.)

It cannot be too strongly emphasized that, in radio terms, a rating is a percentage of all radio homes, whether or not they are listening at the time of the survey.

It is most important to realize that a radio rating cannot be used on equal terms with Starch ratings for magazine advertisements or with ratings taken from the Continuing Study of Newspaper Readership. Instead, the radio rating must be compensatingly increased in terms of that proportion of all known radio homes where the radio is found not to be in use. And here is the reason why.

In the Study of Newspaper Readership, published by the Advertising Research Foundation, we read:

"The sample for a single issue of a newspaper examination contains approximately 450 people, about equally divided between men and women, who say they have read the paper and report the details of their reading.

"Interviewers record only interviews made with admitted readers of a newspaper. No record is made of persons who received the newspaper but did not read it before the interview . . . percentage ratings cannot be used to project the number of readers or to compute the cost per reader.

" . . . the readership ratings set forth in this and other Continuing Study of Newspaper Reading reports cannot be projected to the circulation of the newspaper, nor to the population."

In the introduction to Starch reports, we read:

"The primary purpose of these interviews was to ascertain the degree to which magazine readers saw and read advertisements and editorial items.

"To be counted as a reader of a publication, a respondent must have at least opened and glanced through the current issue of that magazine prior to the interviewer's call."

In other words, both of the studies award ratings to advertisements as a result of interview with only those who have read the actual publications or page being surveyed. Hence, non-readers are not included in the rating figures. Therefore, for purposes of any inter-media rating comparisons, non-listening radio homes must be excluded.

Roughly speaking, on a day a night national average, one-third of all urban radio sets are in use and two-thirds are not in use. Therefore, it is only the one-third who say they are listening and therefore are ready for the "examination" that should form the group to be rated, just as or those who say they have read a "examined" in obtaining the magazine and newspaper ratings. The non-reading and non-listening are excluded.

On this general basis a present radio rating of, say, 20, which is a percentage of all radio homes in the area being surveyed, would become a rating of 60 because only the one-third actually listening would be examined; the two-thirds not listening having (if the non-readers) been excluded.

One way to reach the desired state of equality would be to adjust the printed advertisement surveys to include all persons reached by the interviewers and let the rating become "that percentage of all people in the area being surveyed who have read the given advertisement." If this were done, then the radio rating in use would have to embrace all homes whether or not they were radio homes. But this would be a minor adjustment as only 6% of all Canadian homes are without at least one radio. Then, and then on would there be any basis for comparison between existing radio measurements made of those who listen and those who read.

It is interesting to note that radio ratings are confined to the urban centres. The "sets in use" index for the smaller urban centres invariably exceeds the figure for the larger cities. Exploratory investigation of rural areas has confirmed that the expected further increase does occur in country homes.

Hence, radio ratings must not be taken as absolute "minimum" figures. The physical processes of the coincidental telephone survey obviously cause the behavior of the living room set to be more regularly reported, with the frequent exclusion of sets located in rooms away from the telephone. The recent RADOX mechanical survey in Philadelphia found that the secondary set was used more than the living room set in over 20% of the homes sampled. Added to this picture the presently measured automobile set listening and "out of home" listening generally and I think you will agree that the radio rating is indeed a "minimum" figure.

And so, for all practical purposes of inter-media comparison, however general or detailed such investigation may be, please give due consideration to the inequities that presently exist.

Reprint of advertisement May 22 Canadian Broadcaster

Now 40%

Since 1946 . . .

~~36%~~ **OF CANADIAN BROADCASTERS**
PURCHASING NEW EQUIPMENT

Specified . . .

GENERAL  ELECTRIC
TRANSMITTERS

New AM and FM Stations and Stations Increasing
Power are placing their Confidence in these products

There's a Reason for this . . .

- ★ Technical Service Coast-to-Coast
- ★ Canadian Manufacture to meet Canadian Requirements
- ★ Quality Products

And Now Television . . .

Canada's First Station will be equipped with a
General Electric Television Transmitter — made-in-Canada
You, too, can place your confidence in G-E products

CANADIAN GENERAL ELECTRIC COMPANY
LIMITED

HEAD OFFICE: TORONTO — SALES OFFICES FROM COAST TO COAST

50-11-2X

3 Times more on 620

The signal strength of CKTB St. Catharines tripled with their frequency change from 1550 to 620 Kcs. early this year.

This means an expanded area of influence in addition to complete coverage of the rich Niagara Peninsula.

Elliott-Haynes ratings, too, show the progressive ever-increasing influence of CKTB. All advertisers—including Dominion network advertisers considering supplementary stations—should get the new story of CKTB from N. B. S.

CKTB - St. Catharines

1000 Watts

620 Kcs.

*A Dominion Network
Supplementary Station*

Get the facts from

NATIONAL BROADCAST SALES

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

VERBATIM

Let All Media Play With The Same Deck

By
PAT FREEMAN,
Director of Sales & Research,
Canadian Association of
Broadcasters.

Those of you who are charged with the responsibility of placing advertising must constantly assess all available research data on the various media competing for consideration. The familiar form of measurement used in determining listenership to and readership of advertisements bears the deceiving title of "rating"—deceiving in that it camouflages the heterogeneous properties of a rating when applied to radio as compared to other advertising media.

A radio rating means "that percentage of all radio homes in the area being surveyed that is tuned to a particular program or station." (The word "universe" is sometimes used to denote any given area under consideration or study.)

It cannot be too strongly emphasized that, in radio terms, a rating is a percentage of all radio homes, whether or not they are listening at the time of the survey.

It is most important to realize that a radio rating cannot be used on equal terms with Starch ratings for magazine advertisements or with ratings taken from the Continuing Study of Newspaper Readership. Instead, the radio rating must be compensatingly increased in terms of that proportion of all known radio homes where the radio is found not to be in use. And here is the reason why.

In the Study of Newspaper Readership, published by the Advertising Research Foundation, we read:

"The sample for a single issue of a newspaper examination contains approximately 450 people, about equally divided between men and women, who say they have read the paper and report the details of their reading.

"Interviewers record only interviews made with admitted readers of a newspaper. No record is made of persons who received the newspaper but did not read it before the interview . . . percentage ratings cannot be used to project the number of readers or to compute the cost per reader.

" . . . the readership ratings set forth in this and other Continuing Study of Newspaper Reading reports cannot be projected to the circulation of the newspaper, nor to the population."

In the introduction to Starch reports, we read:

"The primary purpose of these interviews was to ascertain the degree to which magazine readers saw and read advertisements and editorial items.

"To be counted as a reader of a publication, a respondent must have at least opened and glanced through the current issue of that magazine prior to the interviewer's call."

In other words, both of these studies award ratings to advertisements as a result of interview with only those who have read the actual publications or paper being surveyed. Hence, non-readers are not included in the rating figures. Therefore, for purpose of any inter-media rating comparisons, non-listening radio homes must be excluded.

Roughly speaking, on a day and night national average, one-third of all urban radio sets are in use and two-thirds are not in use. Therefore, it is only the one-third who say they are listening and therefore are ready for the "examination" that should form the group to be rated, just as on those who say they have read a magazine and newspaper ratings. The non-reading and non-listening alike are excluded.

On this general basis a present radio rating of, say, 20, which is a percentage of all radio homes in the area being surveyed, would become a rating of 60 because only the one-third actually listening would be examined; the two-thirds not listening having (like the non-readers) been excluded.

One way to reach the desired state of equality would be to adjust the printed advertisement surveys to include all persons reached by the interviewers and let the rating become "that percentage of all people in the area being surveyed who have read the given advertisement." If this were done, then the radio rating in use would have to embrace all homes whether or not they were radio homes. But this would be a minor adjustment as only 6% of all Canadian homes are without at least one radio. Then, and then only would there be any basis for comparison between existing rating measurements made of those who listen and those who read.

It is interesting to note that radio ratings are confined to the urban centres. The "sets in use" index for the smaller urban centres invariably exceeds the figure for the larger cities. Exploratory investigation of rural areas has confirmed that the expected further increase does occur in country homes.

Hence, radio ratings must be taken as absolute "minimum" figures. The physical processes of the coincidental telephone survey obviously cause the behavior of the living room set to be more regularly reported, with the frequent exclusion of sets located in rooms away from the telephone. The recent RADOX mechanical survey in Philadelphia found that the secondary set was used more than the living room set in over 20% of the homes sampled. As to this picture the presently measured automobile set listening and "out of home" listening generally and I think you will agree that the radio rating is indeed a "minimum" figure.

And so, for all practical purposes of inter-media comparison, however general or detailed such investigation may be, please give due consideration to the inequities that presently exist.

No Hiatus FOR CREAGHAN'S MEN'S WEAR

This account decided to leave the air for the summer. But when "Lionel" pointed out that consistent year-round sales could only be achieved through year-round radio . . . Creaghan's stayed.

In two weeks, they sold 125 MORE SUMMER WEIGHT HATS than in the ENTIRE SEASON, last year. From here on there'll be

NO HIATUS IN SELLING
for Creaghan's because there'll be
NO HIATUS IN RADIO
ADVERTISING

They are convinced that
TO SELL TWELVE MONTHS OF
THE YEAR . . . YOU NEED CKCW
TWELVE MONTHS OF THE YEAR!

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

Reprint of advertisement May 22 Canadian Broadcaster

Now 40%

Since 1946 . . .

~~36%~~ **OF CANADIAN BROADCASTERS**
PURCHASING NEW EQUIPMENT

Specified . . .

GENERAL  ELECTRIC
TRANSMITTERS

New AM and FM Stations and Stations Increasing
Power are placing their Confidence in these products

There's a Reason for this . . .

- ★ Technical Service Coast-to-Coast
- ★ Canadian Manufacture to meet Canadian Requirements
- ★ Quality Products

And Now Television . . .

Canada's First Station will be equipped with a
General Electric Television Transmitter — made-in-Canada
You, too, can place your confidence in G-E products

CANADIAN GENERAL ELECTRIC COMPANY
LIMITED

HEAD OFFICE: TORONTO — SALES OFFICES FROM COAST TO COAST

50-RT-2 X



"Today's little sales story will be about Sherbrooke and its district, covered by Radio Stations CHLT (French) and CKTS (English). Here is a progressive, prosperous market for your advertising and sales. Its purchasing power is claimed to be 31% higher than any other average community in Canada. Over \$36 million have been spent in local retail stores in a 12-month period. Over 10,000 people are employed in the nine leading Textile, Iron and Steel Works, and other industrial firms. With very little unemployment — high per family purchasing power — and two live radio stations to tell your sales story in English and French, add CHLT and CKTS to your schedule. Tell 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	Jonquièrre-Kenogami	250 WATTS
CKBL	MATANE	1000 WATTS
CKLD	THETFORD MINES	250 WATTS

SELECTIVE RADIO

Dream House Appreciated

By Dave Adams

Winnipeg. — Mauri Desourdy, CKRC publicity man, is still raving about the "wonderful job" accomplished for the Manitoba Flood Relief Fund when the dream home was raffled off in Hamilton.

Mauri was on hand for the event as sole representative of Manitoba radio. He was interviewed and had his picture taken with Hamilton's mayor.

He can't say enough for the people who got behind the idea and made it pay off handsomely for flood victims out this way.

Talking about paying-off, CKRC didn't do too badly in pushing the fund along. The station boosted the fund idea to local citizens and managed to raise some \$15,000 for flood relief by asking listeners to send along donations with each number they requested on a special show set aside for the purpose.

Ken Babb of CKRC is walking the last mile down the middle aisle around the middle of August. Ken is a member of the continuity department. His bride-to-be is Joy Hayden, who does her daily stint for a local bank.

The station is losing one of its most popular secretaries, Dorothy Brown, via the matrimonial route soon. She will reside in Toronto.

CKRC aired the dippy-doodle efforts of the fly-for-fun boys when they held a competition here. The event was the annual model aircraft test, and scores of youngsters—and grownups too—proudly put their planes through the trick-routine.

A CKRC announcer described the event, and winners were interviewed. Sponsor of the broadcast was Acme Motors.

Jack Wells is now lending his voice to the balls-and-strikes routine. Twice weekly he broadcasts the latter half of city games played in the Mandak baseball loop.

Broadcasts are heard over CJOB every Monday and Saturday night.

Wells will soon be switching to football, with the season opening here near the end of August.

George Hellman, formerly with CKPR, Fort William, joined CKY a little more than a month ago and is already up to the eyes in shows.

George is now the regular emcee on the *Night Watchman* show, running from 11.15 p.m. to 1 a.m. six days a week. On his night off, Wednesday, Vaughn Bjerre, former custodian, fills in.

George is also in charge of *Showtime Review*, a Monday night show lasting for an hour, and featuring the cream of tunes from Broadway hits.

He is top man on *Tops in Tunes*, heard each Tuesday and Thursday between 7 and 8 p.m. Top hit tunes of all time—1950 and past—are run off.

Night Watchman shapes up as George's best, scads of listeners dialing him in. He constantly requests listeners not to phone for favorite selections — instead, he wants them to write.

The other Saturday night the listeners weren't paying any attention to George's pleas. He figures he averaged 14 calls for each selection played — and if there had been more lines available they would have been in use.

CKY has rounded up a couple

of lads to wrangle a few western tunes every week-day afternoon between 3 and 3.30 o'clock.

They are Bill Snow and Eddie Rogers, and they have named their show *Rhythm Ranch*. Both have travelled Canada from coast-to-coast and handle a mean cowboy-style air as well as accompanying themselves on guitars.

French communities in southern Manitoba are being played up on a CKSB, St. Boniface, program called *Hello Manitoba*.

The 45-minute show is currently being worked up to a six-day-a-week pitch, and is sponsored by merchants in the various towns. CKSB staffers journey to the towns in turn and tape-record interviews with residents. These, along with historical notes and music, fill out the show.

Rene Dussault, CKSB station manager, and announcer Leo Brodeur, obtained a quick glimpse of army life when they toured camps in Manitoba and Saskatchewan.

The pair took along a tape recorder, on which they placed interviews and impressions of life in army summer camps. These were aired at a later date.

Louis Bodir has left his post as chief transmitter operator at CKSB. He is now employed in a local hotel as head electrician.

Anything Goes Including Elephants

Calgary.—On his *Anything Goes* disc jockey show, CFAC's Don McDermid let listeners in on his impressions while riding an elephant last month. What listeners heard was a recording McDermid made earlier while mounted on Alice, lead elephant in the herd of King Brothers Circus performing here, during the Grand Entry March.



Led by a band and drum major-ette, McDermid was paraded around the three rings inside the big top on Alice's head, followed by the rest of the circus and flanked by two clowns carrying recording equipment.

The elephant rode like "a boat on a smooth lake" during his four-minute trip, McDermid said, but mounting the animal posed a problem until he discovered that, unlike a horse, it was better to climb up the trunk, described as "like the side of a smooth cliff," when Alice obligingly knelt.

CKNW **CHNW** **THE Only STATION THAT COVERS BOTH HALVES OF THE "VANCOUVER AREA"**

WHICH?

Daily Newspaper A No A.B.C. Est. 6,000

PLUS

Weekly Newspaper	A	— Circulation —	3,325
"	B	"	1,945
"	C	"	1,214
"	D	"	5,808
"	E	"	3,678

Combined circulation including duplication. Est. 21,970

OR

CFNB - BBM RADIO HOMES 54,820



Ask the All-Canada Man

For the occasion, McDermid was garbed in the black and white shirt, sombrero and chaps which CFAC staffers were scheduled to don to mark this year's 75th Anniversary Calgary Stampede.

Calgary; CFRN, Edmonton; CJOC, Lethbridge, and CHAT, Medicine Hat. The dramatized spots were dropped about a year ago in favor of straight commercial announcements voiced by Frank Fleming, Calgary free-lance radio producer.

Calling All Motorists

Calgary.—Radio advertising has really "paid off" for the Alberta Motor Association, increasing its membership from 8,000 in 1944 to well over 50,000 by July 1, 1950.

Credit for the membership growth is definitely due to radio alone, for the organization sponsors only short newspaper campaigns in either the spring or fall of each year.

H. R. Chauncey of Calgary, provincial president, says: "I believe that the consistent use of radio broadcasting has been a major factor in the remarkable success of the Alberta Motor Association.

"Through radio, the human voice carries our message convincingly, and at a minimum of expense, to all motorists of Alberta."

Back in 1944, the A.M.A. was only a small organization in the province. Radio advertising, consisting of three dramatized spots per week, carried over four stations, was inaugurated in November of that year. Since that time, the membership growth has been phenomenal, with as many as 800 members a month signing up in the Calgary office alone.

The spots are carried on CFAC,

Radio advertising is also lauded by L. M. Saint, manager of the Calgary A.M.A. branch, who says:

"I feel that radio advertising has played a major part in building up the membership of this association. Consistent advertising in this form has unquestionably brought the advantages of membership to the attention of all and sundry, and has assisted our salesmen, to a marked degree, when making personal contacts."

A.M.A. campaigns not only for new members, but it also works closely with the Alberta Safety Council and highway control officials to educate the public in safer driving practices. Provincial legislation is also a target for A.M.A. broadcasts which demand improved highway conditions and a reduction in license plate fees.

The Calgary office of the A.M.A. also sponsors radio commercials, broadcasting three a week over CFCN, Calgary. More personalized than the provincial spots, the local announcements discuss local driving conditions, timely tips on A.M.A. service and general driving information.

HOW THEY STAND

The following appeared in the current Elliott-Haynes Reports as the top national program, 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		
Big Sister	13.6	-1.8
Ma Perkins	13.0	-1.1
Pepper Young	12.1	-1.8
Road of Life	11.6	-2.4
Right to Happiness	11.3	-1.8
Life Can Be Beautiful	10.7	-1.5
Laura Limited	9.8	-1.6
Aunt Lucy	9.4	-1.1
Brave Voyage	6.6	-1.4
Young Widder Brown	6.1	new
French		
Jeunesse Doree	25.7	-1.0
Rue Principale	23.9	-3.6
Tante Lucie	20.5	+ .3
Grande Soeur	19.5	-2.4
Quart d'Heure de Detente	19.1	- .4
Maman Jeanne	19.0	-1.9
Francine Louvain	18.7	- .8
L'Ardent Voyage	17.1	-1.3
Quelles Nouvelles	16.9	-2.4
Le Grand Prix	9.9	+ .5

EVENING

English		
Lux Radio Theatre	25.7	-2.9
My Friend Irma	19.3	- .9
Bob Hope	18.7	-1.9
Pause That Refreshes	17.6	new
My Favorite Husband	16.4	-2.8
Great Gildersleeve	16.1	-2.0
Aldrich Family	15.3	-2.7
Suspense	15.3	-1.1
Twenty Questions	15.0	-5.2
Sealed Book	14.2	- .1
Arthur Godfrey Talent Scouts	14.1	-3.3
Mystery Theatre	13.8	-2.3
Treasure Trail	13.3	-3.2
Wayne & Shuster	13.1	-1.7
Contented Hour	12.8	-1.3
French		
Un Homme et Son Peche	37.6	-1.6
Metropole	27.1	-1.6
Radio Carabin	24.5	-4.7
Ceux qu'on aime	19.2	-5.1
Jouez Double	19.1	-4.4
Journal de Grignon	16.0	+2.2
Qui suis-je?	15.4	-3.8
Pointres de la Chanson	15.4	-2.2
Ralliement du Rire	14.8	-3.9
La Route Enchantee	14.8	-2.4
Cafe Concert	14.6	-5.2
Mine d'Or	12.6	-2.8
Course au Tresor	9.6	-1.7
Dites Moi	7.6	-1.0

WANT AN ACTOR?

See page 14

NORTHERN ONTARIO'S

Greatest

**ADVERTISING
MEDIUM**

CKSO

**NORTHERN ONTARIO'S
HIGH-POWERED
STATION**

Ask

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



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



HEAD OFFICE
231 St. James Street
MONTREAL

"All Aboard-d-d"
No Summer Slow-down Here

The main-line radio road to Kenora — Keewatin — Lake of the Woods — North Western Ontario — North East Manitoba — and all points North in the rich mining districts—is via Station CJRL.

In summer business travels faster than ever; the impact of your message is four times as great, reaching the host of campers, cottagers, tourists and holiday-makers who throng this enchanting playground.

Use CJRL's practically exclusive coverage to reach this bonus market—and for profitable year 'round selling as well.

HORACE N. STOVIN & CO.,
Toronto and Montreal
**INLAND BROADCASTING
AND RECORDING SERVICE,**
Winnipeg
DONALD COOKE, U.S.A.

96% DAY
92% NIGHT
B.B.M.

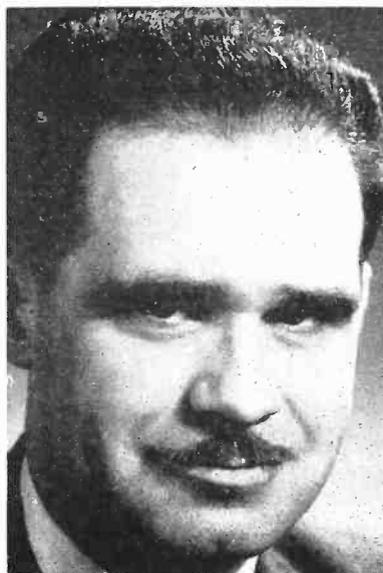
CJRL
KENORA ONT.
DOMINION NETWORK

The MARKET FIGURES YOU what it is —

First Annual

"CANADIAN RETAIL TRADE INDEX"

Estimates of Retail Sales and Radio Homes
for 1949 by Counties and Census Sub-Divisions.
Not just total retail sales, but retail sales
in 20 different businesses.



G. E. RUTTER, widely experienced Radio and Market Researcher, has been working for months, preparing this elaborate break-down of who buys what and where, ready for publication early in September in The First Annual

CANADIAN RETAIL TRADE INDEX

HAVE BEEN WAITING FOR

how to get it —

Cash In

ON OUR

PRE - PUBLICATION OFFER NOW

PUBLISHED TO SELL AT \$5.00

You can secure delivery of your copies of "CANADIAN RETAIL SALES INDEX" as soon as they come off the press, early in September at a SPECIAL PRE - PUBLICATION PRICE, and we'll pay the postage.

You'll Need
this valuable study for
our advertising and
sales departments, your
clients and customers,
and for yourself.

USE THE PRE-PUBLICA-
TION ORDER NOW

PRE - PUBLICATION ORDER

R. G. Lewis & Company, Ltd.,
163½ Church St.,
Toronto 2.

As soon as published, rush us _____
copies of the 1950-51 edition of "CANADIAN RETAIL
SALES INDEX," regularly \$5.00 per copy, at the pre-
publication price of: 1 copy—\$3.50; 3 copies—\$10.00; addi-
tional copies—each \$3.00. Post paid.

Check Here	
Cheque Enclosed	<input type="checkbox"/>
Ship C.O.D.	<input type="checkbox"/>
Bill Us	<input type="checkbox"/>

Signed _____

R. G. LEWIS & COMPANY LTD.
Publishers

163½ Church Street

Toronto 2

SHERBROOKE QUEBEC

CHLT **CKTS**

The Voice of the Eastern Townships

Quebec

900 Kc. 1000 Watts (FRENCH) 1240 Kc. 250 Watts (ENGLISH)

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

CFCY BBM 127,020 DAY
122,120 NITE

Over 40,000 MORE radio homes than the next private station in the Maritimes

Retail Sales over \$200,000,000 in Primary Area alone (50% BBM or Greater—Sanford Evans Survey)

Cut your costs—eliminate duplication in the overcrowded Maritime Radio Field — USE **CFCY, THE STATION THAT TALKS TO THE MOST PEOPLE.** Buy the Top Commercial Radio Circulation in the Maritimes and get South and West Newfoundland as a PLUS.

CFCY 5000 WATTS 630 KC.

Rep. U.S.A.: Weed & Co.

CANADA: All-Canada Radio Facilities

"The Friendly Voice of the Maritimes for over 25 years."

Over The Desk

This section of the column—not collyume, pullease—has no bearing on radio, advertising, the desk or private enterprise. Correction! It has very definitely to do with private enterprise! It also concerns Canada, which is a vaguely outlined terrain in which our home provinces are located.

It has to do with Canada's number 1 industry (they keep telling us), and how it could be improved. (Host of readers who wish to protest that this is irrelevant to a trade paper for the broadcasting business, line up to the left — or right.)

Last Friday I drove to weekend in the shed I call my summer cottage. Guests who accompanied me had been successfully prevailed upon not to bring food, it being pointed out that the local stores are extremely useful, kindly, etc., etc., and that they are entitled to cottagers' business.

Episode 1. We stopped at a highway "Lunch" and ordered some of the Chile Con Carne which signs indicated was a specialty of the establishment. "Sorry, we haven't any." We settled for sandwiches and requested lime drinks. "Have no lime." I scowled a little expressively and was answered with a curt: "If we ain't got it, we ain't got it."

Episode 2. Wanting to hang some pictures in the shanty, we set forth for some wire and screw eyes. They only had the wire. A grocer said he had no brown bread, so we'd have to take white. I never heard of such a regulation and told him so.

Episode 3. A man-of-all-work, who had promised to do a small job around the cottage, just hadn't time to get started, but expressed great indignation when I told him I was going to have a wiring job done by someone else.

Episode 4. I wanted to get a key cut for a padlock but nobody



had any key-cutting devices—least not one of the three hawes I tried.

That's the end of the story, at least of what I am going to print of it. Next week I'm going to package up the things I did for the week-end and take them up with me.

If tourist trade can assume proportions it does with this kind of "invitation," what would happen if more live-wire merchants set out to serve the touring public? If radio started a national campaign to impress on these people how much they are missing their sloppy business methods, that should be a big help. Or maybe the hot dog stands and messes should all be operated by a newly formed department of government.

The Civil Servants who spend their time luring U.S. tourists to this land with their precious business might devote more attention to providing Uncle Sam with so where to spend his dough.

Just a thought in passing.

Vic Virgili (rhymes with chili and *The Laurentian Valley Blues with the Songs of Rene,*) heard on CFCH North Bay, these many past years, have waxed themselves a couple of audition discs and are making the rounds of commercial recording houses, with the range in their hair and hope in their hearts. West Swing—that's what they call it—and as rendered on the original play-back, they are decidedly tuneful, and, to boot, far enough from the *CBC Wednesday Night* to be commercially profitable.

There's some hot talent (said wighed between some that is not so hot) at the Red Barn Theatre, Jackson's Point, a summer resort just north of here.

It's a musical stock company called "The Barnstormers," doing four two weeks' shows, starting with "Crazy With The Heat," which I did a sortie from Ye (cottage with the week-end's guests the Ev. Palmers, to catch. Next, and currently, comes another along the same lines called *Warmer*, which I hope to see next week-end.

The company is comprised of about two dozen performers. John Pratt is the star — you'll remember him from *Navy Show* days—and his dead-pan cuttings up are terrific. Especial credit goes for his last number, "The Reluctant Doukhabor" (by Volvin, incidentally), which is top entertainment calibre and fooling about it. Whether John's dead-pan style could be adapted

MIGHTY MIKE Sez...

Things Look Terrific in Saskatchewan!
 The wheatcrop outlook:
July 1950 - 141*
 July, 1949—104 (a good year).

*100=long term average wheat crop of 15 bushels to the acre.
(c) Saskatchewan Wheat Pool.

CKCK REGINA

YOUR 5000 watt TOP NETWORK STATION

DIAL 620

radio is a question which would have to be decided by the production boys themselves. Personally I think it could. Television—when, as and if—is made for him. Radio's Dick Nelson did a good bit in *Packson's Joint* page, which he also wrote.

ancer Sydney Vousden was a in-spot; Roy Wolvin's sketch, "nini-peg," with Sheila Craig, Pratt, Terry Johnson and dald Ball, was funny, clever, w-handled, but I thought burued the Winnipeg disaster a e too soon after it had haped. But maybe I'm funny ht way.

ote to Torontonians: Jackson's Pat is a 54-mile drive from Toronto, and this show is worth making the missus in the car for a cool drive and a "different" evening.

...

ere is one for light summer reading.

English is such an expressive language, it seems a pity those of whose stock in trade it is don't make the most of it.

I don't mean radio; I don't mean press; I mean press, radio, magazines, and everyone who prints words at a stenographer's pace with a "takealittleplease-please-stevenson."

Maybe it's the climate.

As a race, our appetites are fine. Prosperous restaurants, catering to people with a buck or two to spend, grind out hamburgers (under a long list of misnomers) with a weekly special roast beef, and always surrounded with a gooey-looking substance known as "masherterboiled" plus a tired-looking mess of "carrotsnpeas." For desert, there's "vanicecream," or—and you do get two other choices—pie or ice cream.

aren't the words we hear on the radio and read in the various media just about as scintillating and colorful?

Radio is our concern, so take a wander at this:

Tune in any radio station for a continuous hour, and I'll bet you'll hear at least half of these expressions:

Presented for your listening (ancing) pleasure." (Who's *posed?*) . . . "And now . . ." (hat? Now?) . . . "And now take you . . ." (I've been took bore) . . . "Steps to the podium." (hat in hell's that got to do with it?) . . . "Lifts his baton." (hat is he? A weight lifter?) . . . "But first a word from our sponsor." (Wishful thinking) . . . "Absolutely guaranteed." (To do *at?*) . . . "Buy—product—now." (he stores have been shut two hours) . . . "The large economy sale." (Maybe I don't want that *uch*) . . . "Now more than er." (Why?) . . . "The new improved . . ." (How?) . . . "Contains Mulvoonium." (Who cares?)

English is such an expressive language.

JOHNNY GILLIN PASSES

News came as a shock to his many friends in Canadian radio of the death, suddenly last week, following a heart attack, of Johnny Gillin of Omaha, Neb.

Johnny was president of station WOW in his home city. He was a regular attendant at and participator in CAB Conventions at which he represented the American National Association of Broadcasters last year.

At the CAB Convention at Niagara Falls last March, he addressed the delegates on his television operation at WOW-TV.



\$3.00 a Year

(\$5.00 for 2 years)

Insures Regular Delivery of the

Canadian Broadcaster & Telescreen

HOLIDAYING??

NOT OUR LOCAL ADVERTISERS

AS OF JULY 5th
WE HAVE ON THE AIR,
447 LOCAL AND
DISTRICT ACCOUNTS
FROM 94 SASK.
CITIES AND TOWNS.

**THEY ARE HERE -
WHERE ARE YOU?**

CKBI

PRINCE ALBERT
SASK.

5000 WATTS

Are YOU Selling ALL of the Ottawa-Hull Market?

CKCH IS USED BY 76 NATIONAL AND 83 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

The Wright STATIONS

FOR SALE
An Established Program For Station Time Only

"COUNTRY NEWSCAST"
5-Minute Newscasts from surrounding towns and hamlets, gathered by four correspondents.

CKOX
WOODSTOCK
SEE

William Wright
Reford Bldg. TORONTO
York Bldg. MONTREAL

WANT FREELANCE WORK?

See page 14



It could be that one has to be allergic to such things or maybe one must have a yen for Western entertainment but, in any case, CKEY's *Hayloft Hoe Down* seems a super idea to me. I'm reasonably sure that my allergies do not embrace this sort of thing and I'm equally sure I wouldn't go over backwards to be entertained by the cowboy treatment to music but this program is really worth



FOR THESE ARTISTS

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

Day and Night Service at

Radio Artists Telephone Exchange

anybody's time.

There isn't any way CKEY could miss turning out a top-flight show with a man like producer Ed Houston in the driver's seat and his having ace musicians at call. And when you get some toe-tapping, sit-on-the-edge-of-your-chair type of music, it all makes for bigger and better square dances, which still have a large following. The O'Leary Sisters add female interest with their vocal trio to complete a well-balanced show.

Last year I was quite interested in Elwood Glover's method of presentation on *Musically Yours*. This year that holds quite true of his *Musical Memos*. At least it smacks of last year's show in that it is of the same high standard and has the same narrator to give out with interesting musical facts. The signature melody could be played several times over for me, but something should be done, to my way of thinking, about the opening of "Well, Hello."

This tuneful half hour replaces *The Happy Gang* and I'd think any program must have made the grade to be in this category. This is my opinion of *Musical Memos*.

It is right up my alley to be back in the ropes again, so if you can bear with me we'll all be happy.

It's true I've been away from these pages for some little time but only because the doctor said it must be that way due to laryngitis. Believe me, when a girl can't talk, that's bad.

By the time this issue pops up on desks, *The Happy Gang* will have been broadcasting for 13 years. On any microphone that's a long time, and it occurs to me that Bert Pearl deserves a lot of credit. Producer George Temple naturally features in this, as do all the members of the Gang who make this show such a huge success.

CFRB could well count me among its listeners Sunday afternoons if, for no other reason, than the attraction of the *Trull Sunday Hour*. And one definite drawing-card on this show is violinist Blain Mathe. It seems to me that Mathe rounds the program out to something very classy. Announcements are handled by Ross Millard.



A NEW SERVICE TO RADIO

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

ACTING

RUBY COHEN—CBL, "Brave Voyage"—away for the summer, will be available for radio calls August 26—MO, 7022. (L)

LADDIE DENNIS — advises radio sponsors and personal friends, she has changed her address to 572 Bay Street, Suite 6, WA, 1191. (L)

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

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

MARLENE DANIELS—Returning to Toronto September 1. Teen parts and dialects, considerable CBC experience. Phone RE. 6715. (X)

ALENE KAMINS — ingenue, straights, "Me" in "Alan and Me" (Levers), "Stage," etc., Movies; "Bush Pilot," Canadian Shorts. Young, attractive. KE. 7518. (A)

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

ACTING

JOSEPHINE BARRINGTON—Character and leading woman. Fifteen years' experience in radio acting. Available for calls in September—MA. 3904. (L)

ANNOUNCING

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

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

STEVE ROWAN—Convincing announcing, experienced, but not heard daily. CKFI, CKX, CKCK, "Fun Parade," Summering at CKOC. Available Sept. 1—WA. 1191. (Q)

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

MICHAEL FITZGERALD — Kingsdale 0616. (M)

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

BOOKS

THE BOOK YOU NEED can be bought without reaching for your hat. Just dictate a note to Book Dept., Canadian Broadcaster & Telescreen, 163 1/2 Church St., Toronto 2, Ont.

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, 163 1/2 Church St., Toronto 2, Ont.

CANADIAN RADIO & TELEVISION ANNUAL 1950 is available at \$6.00, post free if cheque accompanies order to Book Dept., Canadian Broadcaster & Telescreen, 163 1/2 Church St., Toronto 2, Ont.

ENGINEERING

TRANS - CANADA STEEL JACKS—Painting and installation of Transmitter Tower. Fast, dependable work. King St. E. — WA. 0764 Toronto.

PRESS CLIPPING

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

SINGING

GISELE—Thanks her friends for their congratulations since she sang on the New York "Coca-Cola" Show. Gisele has returned to Canada and is available for radio and personal appearance bookings. Exclusive management: The SHUTE WORTH AGENCY—834 York St.—KI. 9129—Toronto.

FREDA ANTROBUS — Soprano—available for radio calls September 1st — 3840.

TELEVISION

WRITE TODAY—for exact details of an outstanding basic training course in television Programming, Production and Operation. Available soon in Toronto, Montreal, Vancouver and Winnipeg. Andrew N. McLellan, 2346 Queen St. E., Toronto.

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

WRITING

ROXANA BOND — Spans original scripts that provide sponsors and audience. Children's shows a specialty. Phone Zone 8986 Willowdale.

OPENING FOR LOCAL SALES MANAGER

for South-Western Ontario Station

The man we want has had at least one year in local radio selling, and has the initiative to organize and carry through his sales operations on a permanent basis. This is a good opportunity to settle down in a well-established station in a friendly community.

Box A-52, Canadian Broadcaster & Telescreen 163 1/2 Church St., Toronto 2

Tired of Waiting For a Promotion?

A Western Canada Station in a fast-growing market needs an experienced wide-awake Production Manager. Must be good announcer, amiable, level-headed. Send snapshot, personal particulars and salary requirements to

CHAT
Medicine Hat, Alberta
All inquiries confidential.

LEWISITE

THANKS DEPT.

We gratefully acknowledge the gift of a wolf-skin from Johnny Vail of CHEX, presumably to wear over our sheep's clothing.

OPEN MAIL

Dear Dick: I liked the last verse in your "Over the Desk" last issue. Who wrote it? Tom Briggs?

—Murray MacIvor.

RED RASPBERRY

PU on Alec Phare, who slipped stealthily away on his vacation without leaving us even one of his alleged bons mots for this issue.

PARLIAMENT CHILL

Even if the stations had doubled their rates for election broadcasts, they'd be entitled to some compensation for the audience they lost.

AMBIGUOUS CITY

We assume that CHML appreciated the picture we ran of their "Dream House" last issue. Had they not done so, they would doubtless have voiced their disapproval.

STATEMENT PROVIDED

We can't figure out what irked the bank manager when he asked for a statement and we said: "We're optimistic."

STRICTLY BUSINESS

This is to assure our bevy of friends and readers that there will definitely be no Lewisite column in the "Canadian Retail Sales Index."

RESEARCH DEPT.

Fred Allen offers incontrovertible proof that the male is harder than the female, by pointing out that the New York telephone directory lists over 300 Smiths and not one single Pocahontas.

—Bennett Cerf.

OS

In its constant pleas for more and more money, does the CBC need succor or suckers?

TALENT TRAIL

By Tom Briggs

More Listening For Listeners

There's an old Egyptian proverb (does anybody want to argue?) that goes something like this: "If your cattle are going thirsty, the stream didn't necessarily dry up of its own accord, unless somebody cut the water off."

That it seems, is just about the position of both network and local radio this summer. Listeners are going thirsty for some decent program fare and, so help them, if they don't get it they will not continue to be disappointed by returning to the same old dry watering hole. They may even, and certainly heaven won't forbid this, attempt to find nourishment elsewhere, and that means only one thing—less listeners.

During past summers, and especially preceding the current one, many elegant executives of radio have been doing their professional best to beat the old hiatus bug by arguing that, as yet, people on holidays aren't going to the moon and so out of radio's orbit, but just to the lodge, the cottage, or the camp — always taking a receiver with them. Okay now, fellows. You have really hammered that argument into little pieces and have lots of sponsors unzipping purses for summertime time. Now, let's get programs at least up to winter par, and get these advertisers a few more listeners. If not this summer, then next, let's beat the program lay-off and, whether you like it or not, the listener lay-off.

You may have gathered that this is a new column. It is to be devoted to Canadian talent. Simple, eh? Only thing is there is a definite lack of Canadian-produced shows all the time, but this state hits an all-time high during the summer months.

Best bit of Canadian talent of more than one body assembled in the same spot for the same show heard on the air last week was (sorry we had to exclude the Hon. Brooke-Claxton from this category) Henry Gregg's production *Danforth Radio Folks*, over CFRB. For this weekly half-hour stint, an aggregation consisting of Bill Richards on violin, Al McCallum on guitar, master accordionist Dixie Dean, Don Gordon perched on the Hammond organ, and Rudy Spratt, the bass man, go to work on this modern hoe-down stuff. With the square dancing rage going round it is little wonder that more and more eastern hombres are getting a kick out of this fare, and if it has to be done (we are quite impartial) there is doubtless no finer group hereabouts. Giving western tunes a modern eastern tinge on this show are vocalists Merrick Jarrett and the Kenny Sisters, Grace and Mattie. Doing a capable emceeing job for the "Folks" is light-hearted Eddie Luther, a little too prone to laughing, but quick enough with the gab to prevent any lapses into what would be deadly for this type of show—silence.

CJCH JUNE BRIDE

- ★ Ran five weeks.
- ★ Received a top rating.
- ★ Put the main emphasis on information, entertainment and merchandising.
- ★ Gave a June Bride \$1,000.00 in merchandise.
- ★ Grossed \$76,386.66 in retail sales for 17 local sponsors. (This is exact figure—not estimate. Break-down upon request.)
- ★ Again proved the reason why 70% of Halifax radio-minded merchants use

CJCH

5000 WATTS ON 920

24 HOURS EACH DAY



Imperial Tobacco's Guy Lombardo show pulled an E-H rating of 33.4 in January over CJOC. And that's just a sample! Get all the facts on CJOC's amazing success in Southern Alberta's richest market NOW!

"YOU CANNOT AFFORD TO MISS THE LETHBRIDGE MARKET!"



Ask your local All-Canada man!

LETHBRIDGE ALBERTA ALL-CANADA STATION

CANADIAN TELESCREEN

Vol. 3, No. 14.

TV and Screen Supplement

July 26th, 1948

TV'S FABULOUS FLUFFS

By West Peterson

(Reprinted from "Mechanix Illustrated")

To see or not to see—that was the question. It was one of television's most embarrassing moments.

Engineers of CBS-TV were on hand with their equipment at the monster reunion show of the Air Force Association in Madison Square Garden, New York City, in October, 1948.

For an hour everything went smoothly. There was a succession of screen stars on the stage. The camera took them in closeup for the TV fans. Then along came Gypsy Rose Lee, the eminent strip teaser.

Would she be a good girl and leave her clothes on? Or would she yield to the clamor of the vets and do something to shock television's self-appointed censors?

Plainly, the engineers didn't know. They nervously trained the camera on Gypsy while she sang a couple of stanzas from a ditty entitled *Psychology of the Strip Tease*.

At last, with a wink at the panting spectators, the stripper queen reached up and unfastened one of the straps of her evening gown and let it fall.

So far as TV viewers at home were concerned, that was the end of the act. They saw the vision on their screens dissolve into a series of jittering lines. Then there was nothing but the letters CBS.

In the meantime, however, the mike was still operating and the disappointed TV owners could hear lusty shouts:

"Take it off, Gypsy! Take it off!"

When Gypsy's performance was over, the camera swung back into action and presented the remainder of the show.

Pressed for an explanation next day, Columbia officials muttered something about a "blown fuse." It was a mere coincidence, they said, that the technical difficulty cropped up just as Gypsy was giving the boys what they wanted. To which cynical viewers, responded:

"Oh, yeah?"

Since TV—the big, brawling infant of the entertainment industry—happens to be a child that is not only heard but also seen, its fabulous "fluffs" or boners are twice as mortifying as the mistakes made on radio.

There's double the opportunity for embarrassing moments, too. TV cameras can take in too much territory, pick up the wrong people, detect the unbuttoned button, penetrate diaphanous gowns, make smooth-shaven gents look like bearded bums — and in general



"Eat a Pontiac" was what Harry Klingler, left, the car firm's boss, was ready to do after previewing Pontiac's 1950 New York show on TV with Arthur Godfrey. When the GM exec pressed a button on a new automatic window, it slid open—then stuck fast. "Better get that fixed," Arthur cracked as the boss burned.

play all sorts of unpredictable tricks.

After talking with producers, directors and announcers — and with plain John Q. Viewer — you realize that the collecting of amusing television fluffs has become a new indoor sport.

This is not to disparage TV. The infant is rapidly coming of age, and errors aren't nearly as prevalent as they were in the past. The surprising thing, in fact, is that the fanciers of boners don't have many, many more in their collections!

Not long ago on the CBS program *Missus Goes A-Shopping* a duck named Pierre was a "supporting player." He wandered about the stage while the human performers went through their paces.

Pierre made half a dozen appearances before the cameras and mikes with 'nary a mishap. He was getting to be a real ham. Then an "accident" happened! The duck's protest against modern plumbing facilities proved quite shocking to others in the cast. John Reed King, major-domo of the program, called "Fowl!" And that put an abrupt ending to Pierre's career.

At that, Pierre probably wasn't as nonplussed as was Sid Caesar, the comedian, on the NBC program *Admiral Broadway Revue*. Caesar went to open the door of his sponsor's refrigerator to reveal its interior marvels—and the danged door insisted on remaining tightly closed!

The same thing happened to Henry Morgan on one of his early shows, but in reverse. After an appropriate buildup this funnyman began demonstrating how easily you could open the refrigerator

advertised on his program. The door not only swung freely — it dropped right off the hinges!

Knowing Morgan, many viewers figured it was a gag. What the sponsor thought is not recorded.

Commercials often cause fluffs, too. Between rounds in a fight telecast sponsored by Gillette Razor, the announcer gave a big spiel on how it was child's play to insert a new blade.

"A simple twist of the handle, the razor opens, you insert the blade. Another twist and presto! You're ready for a clean, delightful shave!"

But the particular razor used by the announcer for his demonstration was faulty. Twisting the handle with all his might after putting in the blade, he couldn't get the thing to close. He banged it on a table and still it wouldn't function. Finally the flustered announcer had to abandon the attempt and go back to describing the fight.

Comic Arthur Godfrey had as a guest on one of his programs the late Bill Odom, round-the-world flier. "Have a Chesterfield," said Godfrey, extending a pack. "Thanks," Odom replied, "but I never smoke." Recently Godfrey was previewing General Motors' 1950 auto show in New York before the TV cameras with Harry Klingler, Pontiac's general manager. Klingler pressed a button on the automatic window of the new Pontiac hardtop convertible. The window quickly slid down. He pressed a button again—but the window stayed down—stuck fast. "Better get that fixed before the big show opens tomorrow," Godfrey cracked before the camera could shift from the embarrassed GM executive.

On *We the People* a can of Gulf oil was frozen inside a block of ice. The idea, of course, was to show how the oil would flow under the most frigid conditions. Came time for the commercial. The can was broken out of the ice and a hole was punched in it. The announcer up-ended the ice-cold can. But the oil definitely did not come running out!

Clothes can be a headache on television. One veteran director recalls a show he handled several years ago on which a well-proportioned singer appeared. The upper part of her gown was of a diaphanous material. That was OK under ordinary lights. But under the powerful spots needed for TV at that time, the stuff was just about invisible.

Raymond Nelson, who staged *Fashions on Parade* for Dumont, has discovered along with other TV workers that you must take care with color.

"Gowns of a certain shade of

TEE VEE ACTION

New York, N.Y.—The Senate Advisory Committee on color television reports that it is ready to advise the public.

The committee concluded that only one system should be licensed but it did not recommend any specific system. The committee complained by saying that the major social and economic factors involved in shifting from black and white to color are "not properly analyzed." The committee hopes its conclusions will help the FCC in making a decision—a decision expected within two months.

The committee broke down a tabulatory summary of performance characteristics into eight major categories, of which five subdivisions were listed as having outstanding performance. Of these five, CBS was rated superior in two, RCA and CTI (Color Television, Inc.) scored superior in two, and all were equal in one. In 13 other categories, CBS was superior in three, RCA superior in three, CBS and RCA excellent in three, CTI and RCA excellent in three, and CBS and CTI ranked highest in one.

■ ■ ■

ABC-TV sold half hour of new Don McNeill TV Break Club (starting in the fall) to the Philco Corp.

■ ■ ■

Lux Radio Theatre will move into television next fall with a half hour instead of hour program on CBS-TV.

■ ■ ■

NBC-TV signed Ed Wynn for shows a year. He's expected to go into the Colgate-sponsored variety hour on Sunday nights along with Fred Allen and Eec Cantor.

red positively make a woman appear undressed," he says. The same reason, negligees, foundation garments and nightgowns must be avoided.

During the early days of television a leading lady in *Romeo and Juliet* was detected tugging at her girdle. This, of course, was an accidental pickup. The camera should have been pointed at the action taking place on another part of the stage.

More recently a similar mishap involved the ventriloquist *Fal Winchester* in the show which features him with Joseph Dunnington, the mind-reading wizard. A stage hand pulled the curtain back a little too far and the camera showed Winchester in the midst of making a costume change.

(Page 18, please)

ear & eye specialists

to
**Canadian
broadcasters**



AM, FM and TV — it's Marconi for all three.
You'll be first with the latest equipment, first in performance,
first to receive the benefit of the latest technical advances, because
Marconi are *specialists* in broadcasting equipment.

Marconi Engineering Consulting Service can help you with engineering
problems, plans, surveys and submissions to broadcasting
authorities. If you're planning to establish a station or enlarge your
present equipment, call or write us.

*We are also distributors of measuring equipment
manufactured by General Radio Company and
Marconi Instruments Limited.*

CANADIAN MARCONI COMPANY
Established 1903

VANCOUVER • WINNIPEG • TORONTO • MONTREAL • HALIFAX • ST. JOHN'S

MARCONI — THE GREATEST NAME IN RADIO and Television!



REAP THE HARVEST

Bovine Bill: "How's the crop doin', Wheatstalk? That's your department, you know."

Wheatstalk Willie: "Coming along fine, Bill. As usual, it's way above the average for the province."

Bovine Bill: "Never had a crop failure in this district, they say."

Wheatstalk Willie: "No, sir, and we won't have, this year; we've sure got another fine harvest coming up."



Wheatstalk Willie

And there's a sales-harvest awaiting advertisers who channel their messages right into the homes of these well-to-do farmers through Western Canada's Farm Station —



Bovine Bill



YORKTON

DOMINION NETWORK

Representatives:

HORACE N. STOVIN & CO. — Toronto, Montreal
 INLAND BROADCASTING SERVICE — Winnipeg
 ADAM J. YOUNG, JR., INC. — U.S.A.

(Continued from page 16)

was very nearly caught literally with his pants down.

During a sports telecast the announcer went through a great part of a basketball game calling one side "City College." The players actually were from New York University, and viewers could plainly see the NYU in large letters on their jerseys.

In "pan" shots of crowds, announcers have learned from bitter experience to avoid saying, "And there's good old Gus Whoozis and his charming wife."

It might not be Gus' legal spouse at all. And if the real Mrs. Whoozis is watching the telecast at home there's hell to pay!

Then there was the time that cutup "King of Television," Milton Berle, came within an inch of being "berled" like a lobster.

A *Make Mine Manhattan* skit called for Berle to walk into a store, select a ball-point pen and subject it to every possible test prior to purchasing it. One of the tests, of course, was writing with the pen under water.

A tank was erected on the stage, its sides extending up close to the lights. Some time before the telecast was scheduled to begin it was filled with water. The idea was that Berle was to immerse himself, together with the wonderful pen.

Quite accidentally the comedian's manager came by and cas-

ually thrust his hand into the water. It almost scalded him. Under the lights the water heated up until it was practically boiling. For Berle things had nearly reached a real "Berle-in-point."

As TV marches on mishaps such as these will become more infrequent. Nor will these be many mistakes in the control room like the one that embarrassed announcer John Tillman in station WPIX's New York television studio.

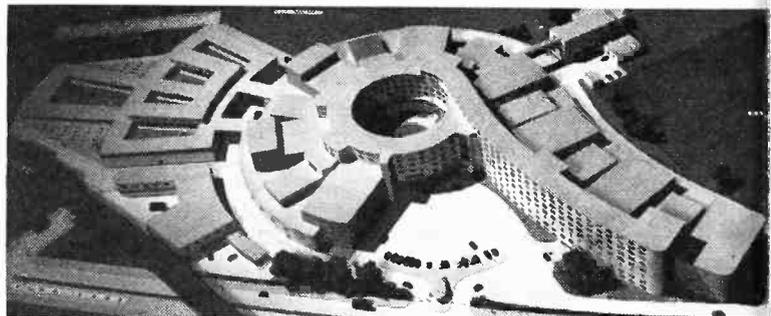
It was a couple of minutes before Tillman's scheduled news summary, and he was seated at a desk going over his notes. Meanwhile the station was running off a short titled Film Museum, showing old movie favorites.

"And now," Jimmy Fidler, the narrator, paused dramatically "we reach into our Hollywood picture morgue and bring you one of the greatest performers in film history—that grand old lad of the silver screen who will never be forgotten — the late *Max Dressler!*"

In the control room an engine punched the wrong button. Instead of the actress, viewers saw Tillman reading his notes, scratching his head, tugging his necktie.

"That happened several months ago," Tillman says, "but I have lived that Dressler fluff down you. People are still calling me *Max!*"

BBC PLANS NEW TV CENTRE



THE MODEL OF THE STUDIO and production centre for television seen above, has been adopted in principle by the British Broadcasting Corporation for construction on its newly-acquired 13-acre site at Shepherd's Bush, London. The centre will be known as White City and built in progressive stages, with only a small part, the scene block, planned for occupancy in 1952. This block will provide scene to another new BBC centre, Lime Grove Studios, half a mile from White City. Lime Grove houses television studios and will be used after the 1956 expiration of the Alexandra Palace lease, to accommodate major BBC activities until White City is built. After the scene block, the portion of the scheme containing the circular ring and buildings to the left of that ring (see photo) will be erected first for television. This includes three large and three medium studios, wardrobe dressing rooms, a canteen, and administrative offices in the ring.



S.A.

to a Beauty Contest Judge means "Sex Appeal." But, to Canadian Time Buyers "S.A."

MEANS:
Southern Alberta
 a rich Western Canadian market. If "S.A." figures in your Sales Plan, CFCN can serve you best. Besides having plus coverage in northern areas, remember, CFCN HAS SOLD "S.A." SINCE 1922.

Let CFCN help you reach the "S.A." Market



"The Voice of the Prairies Ltd."

ASK:

- Radio Reps: Toronto, Montreal, Vancouver
- Broadcast Reps: Winnipeg, Adam J. Young, Jr., New York, Chicago, San Francisco, Harlan Oakes, Los Angeles



At CKMO

We Don't BRIBE Listeners — We WIN Friends!

GOOD Music Makes GOOD Listening At 1410

"PIONEER VOICE OF BRITISH COLUMBIA"

This is the BCAB



Elphicke, CKPG, Prince George



G. Chandler, CJOR, Vancouver



J. Browne, CKOV, Kelowna



I. Clarke, CFJC, Kamloops



J. Pilling, CHWK, Chilliwack



L. Roskin, CJDC, Dawson Creek



J. Orr, CHUB, Nanaimo



M. Chesnut, CJVI, Victoria



J. Loader, CJAT, Trail



C. Rudd, CJAV, Port Alberni



W. Reo, CKNW, New Westminster



S. Lancaster, CJIB, Vernon



F. Elphicke, CKWX, Vancouver



K. Haryett, CKLN, Nelson



H. Watts, CKOK, Penticton



K. Willis, CKMO, Vancouver

★ GOOD MANAGEMENT
MEANS GOOD RADIO



BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

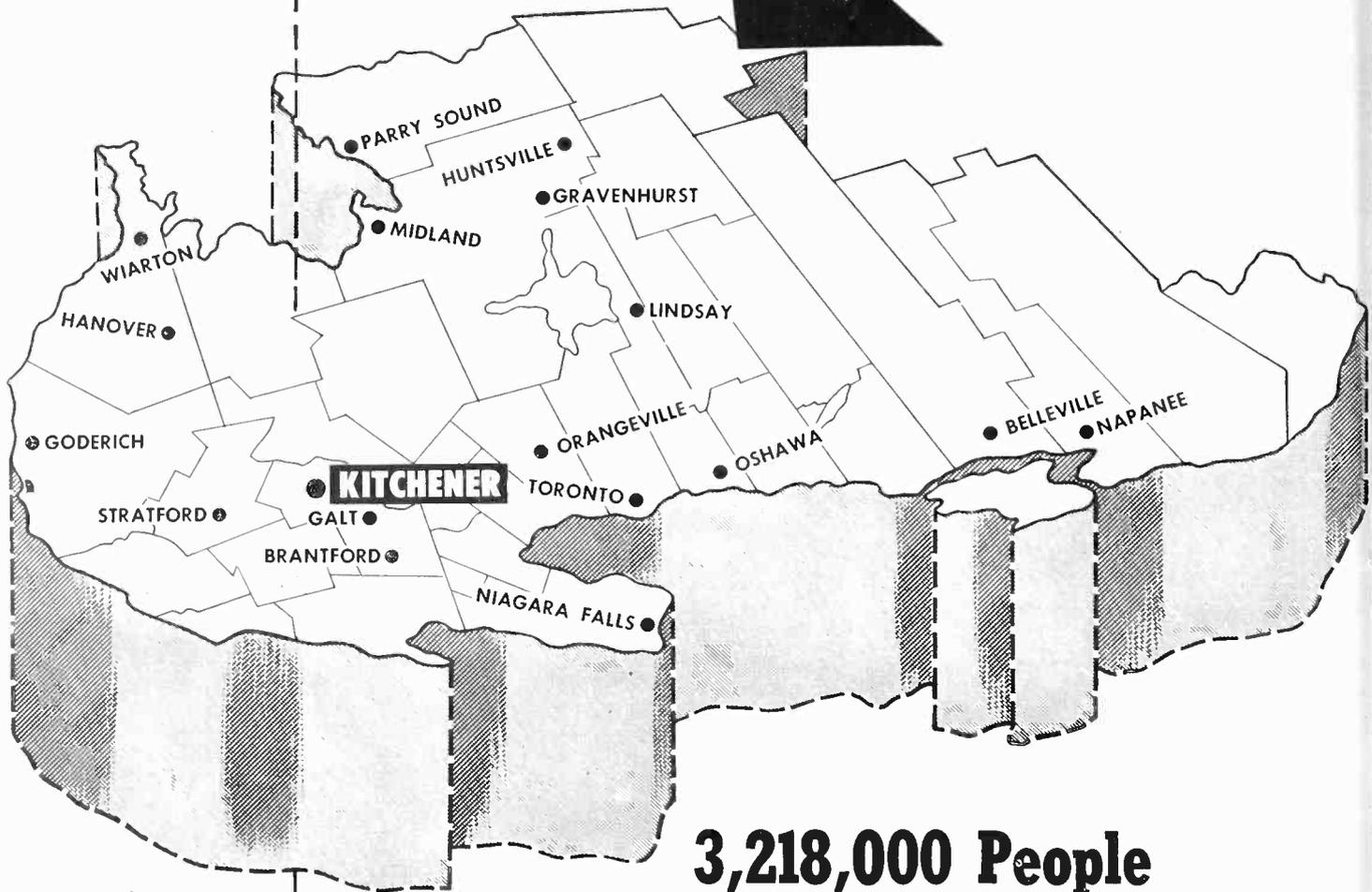
CHWK—CHILLIWACK
CJDC—DAWSON CREEK
CFJC—KAMLOOPS
CKOV—KELOWNA
CHUB—NANAIMO

CKLN—NELSON
CKOK—PENTICTON
CJAV—PORT ALBERNI
CKPG—PRINCE GEORGE
CJAT—TRAIL
CJOR—VANCOUVER

CKMO—VANCOUVER
CKWX—VANCOUVER
CJIB—VERNON
CJVI—VICTORIA
CKNW—NEW WESTMINSTER

MARKET
VOLUME
EQUALS AREA
X DEPTH

TAKE KITCHENER
FOR INSTANCE



**3,218,000 People
is BROAD Coverage and
CFRB Penetrates it DEEPLY**

THE KITCHENER MARKET

- 11,700 families in 1949. Average family's effective buying income \$4,104.
- Annual retail sales over \$38,000,000, including \$8,682,000 for food stores; \$4,280,000 for general merchandise; \$2,547,000 for furniture and radios. Manufacturing production close to \$100,000,000.

THE ONTARIO MARKET

- CFRB effectively covers a 64,550 square mile area—36 Ontario counties which hold 24.5% of Canada's buying power.

- Elliott-Haynes surveys of 38 centres in this Ontario market showed that CFRB is listened to regularly (several times a week) by a median average 60% of people in these centres; the next independent Toronto station was heard regularly by 24.0%.

BROAD coverage in the Number One market—more than 3 million people with over \$3 billion buying power—it's yours on CFRB! But more than that, look at the depth or quality of this coverage. For proof of CFRB's deep penetration take Kitchener, for example.

Kitchener is a \$38,000,000 retail market, where over 97% of the homes have radios. In this market Elliott-

Haynes report that 79% of listeners hear CFRB regularly (several times a week); only 30% reported listening regularly to the next independent Toronto station.

And remember Kitchener is just one of the many important centres in this rich Ontario market. For complete data on CFRB's market write our office, or our representatives.

Put your
dollars where
dollars are!

CFRB 50,000
Watts
1010 KC

REPRESENTATIVES: United States — Adam J. Young, Jr., Inc. Canada — All-Canada Radio Facilities Ltd.