

CANADIAN BROADCASTER

AND TELESCREEN

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TORONTO, ONTARIO

November 8th, 1950

STATIONS CO-OPERATE IN NOVEL DRIVE



Clovelly Hospital in Victoria during the great one-night drive for the Community Chest Fund, Dave Hill, CKDA staff man, chats with an elderly donor and canvasser. Inset is Dick Batey, CJVI, seen above as he described the city on the memorable night from a TCA airliner.

Victoria.—At the 7 o'clock signal, 2,000 canvassers descended on the citizens of Victoria for contributions to the recent Community Chest drive for \$186,000 and local stations CJVI and CKDA, having scrapped their regular schedules, started to broadcast the results of a new technique in charitable fund campaigns.

The signal was the sounding of horns, whistles, church bells and sirens, while householders, as had been planned for weeks, turned on their porch lights to notify the canvassers that they were expected. The main purpose of the experiment, other than the immediate objective, was to discover if it is possible to squeeze a normal two-week campaign into one night and still go "over the top."

The big job for both stations was to keep messages flowing between the field men and campaign headquarters, supplementing this work with appeals and announcements to the public.

CKDA staff men Dave Hill and Hal Yerxa, with engineer John Kelton, made roving reports from all over the city in a radio car made available through the cooperation of the Department of Transport. They made a broadcast of an actual canvass, and started a parade of cars to Chest headquarters, where all would donate to the fund. Meanwhile CJVI's production manager, Dick Batey, was surveying and describing the whole scene, as thousands of lights flashed on, from his vantage point in a TCA air liner. He spotted dimmer districts of the

city and urged the residents to turn on more lights.

Tom O'Neill and Ray Nicholl co-operated with sales manager Gordon Reid in presenting the results over CKDA as the evening wore on, and sent messages out to canvassers. A crew from CJVI was stationed at Prince Robert House, headquarters for the campaign, and kept up a running commentary on how top Community Chest officials felt the campaign was going.

Over 90 district "captains" in radio-equipped cars were tuned to the stations to receive important messages, such as: "R-20, meet at Monterey School — 200 envelopes coming by motorcycle" and "District Captain 72—Menzie's Street missed. Get canvassers there." Communication proved important too in sorting out some of the human things which happened, such as: "Will canvasser who called at 198 Westbrook Rd., please return for her gloves?"

Under publicity chairmen Gordon Reid and M. V. Chesnut, manager of CJVI, the advertising campaign laid out for the fund was credited with getting 95 per cent of the city's porchlights lit. And by 1 a.m. campaign chairmen John MacCormack and Art Roberts wound up the most successful Community Chest drive ever held in Victoria.

It is now predicted that many more cities in Canada and the United States, with proof that such condensed drives are possible and successful, will also be using the "Stay Where You Live Until You Give" slogan for Community Chests.

CBC GOVERNORS HAVE LIGHT AGENDA

Ottawa. — A request for a license for a new AM station in Cranbrook, B.C., by J. Reg. Beaty will come before the board of governors of the OBC during a meeting to be held here November 16 and 17. The application is for a 250 watt station on 1230 kc.

Also to come before the board is a request for increase in power for station CKFI, Fort Frances and CJEM, Edmundston. The CKFI request is for a boost from 250 watts on 1340 kc. to 1 kw. day and 500 watts night on 800 kc. omni-directional. The requested change for CJEM, deferred from the previous meeting, is from 250 watts on 1230 kc. to 1 kw. on 1380 kc. DA-1.

Transfers for AM licenses are being sought by two stations during this board session. An application to transfer the license of station CFPL, London, from The London Free Press Printing Company Limited to a new company with the same name, will be considered, as will a transfer of the CKXL, Calgary, license from The Albertan Publishing Co. Ltd. to The Albertan Broadcasting Co. Ltd.

A change in the frequency of station CJRT-FM, Toronto, is to be requested by Ryerson Institute of Technology to cover a proposed switch from channel 202 (88.3 mc.) to channel 216 (91.1 mc.).

A transfer of control in La Compagnie de Radiodiffusion de Matane Ltée., affecting station CKBL, Matane, from Roger Bergeron and René Lapointe to René Lapointe and Octave Lapointe is scheduled for hearing at this time, as is a transfer of control in Eastern Broadcasters Ltd., affecting station CJCB, Sydney, from N. Nathanson to J. Marvin Nathanson and Norris L. Nathanson.

Requests for share transfers to be heard by the board during this meeting are: transfer of 20 shares in Telegram Printing and Publishing Company Ltd. (CKTS, Sherbrooke); transfer of four shares in La Tribune Limitée (CHLT, Sherbrooke); transfer of four shares in Radio Edmonton Limitée (CHFA, Edmonton); and transfer of 4,000 shares in CJAV (Port Alberni) Limited.

JOINT LUNCH FOR ACA & AD CLUB

Toronto.—There will be a joint luncheon of the ACA and the Toronto Ad Club, at the Royal York Hotel, November 27, when Clarence B. Gorshorn will discuss the planning of advertising under present emergency conditions. Other ACA meetings will be closed.

Gab Fest For Engineers

Stations of the Western Association of Broadcasters are holding an Engineers' Conference at the Paliser Hotel in Calgary November 30 to December 2. This is the first time such a function has been held in Canadian radio, and high hopes for its success and ultimate spreading across Canada are expressed by the committee, consisting of Dick Rice (CFRN, Edmonton), Lloyd Moffat (CKY, Winnipeg), and W. F. "Doc" Souch (Canadian Marconi Company) representing the equipment suppliers and chairman of the committee.

The project was the outcome of a resolution carried at the 1950 Convention of the Western Association of Broadcasters.

The stated purpose of the meeting is that it "be entirely for acquiring and passing on technical information . . . no administrative or staff problems will be discussed." Questionnaires asking for suggested subjects and topics have been sent to all engineers of WAB stations.

Space is being made available to equipment firms wishing to exhibit.

CHOV Grets New C.O.



Pembroke.—Following the ceremony in which the command of the 2nd Battalion, Royal Canadian Regiment, was transferred from Lt.-Col. Peter Bingham, the officer in command of the 2nd Battalion's training, to Lt.-Col. Bob Keane at Petawawa last month, the Hon. Brooke Claxton, Minister of National Defence, officially requested a complete recording of the broadcast done by CHOV here.

The 2nd Battalion of the RCR is part of the Special Force, recruited and trained for Korean action, and during the ceremony there were addresses by Mr. Claxton and Brig. "Rocky" Rockingham, officer commanding the Special Force. They are shown above during the recording of a special message of congratulation to the officers and men.

CHOV will present recordings of the entire ceremony, bound in an engraved leather album, to Mr. Claxton who will then present them to the regiment.

CFPL

A M - F M

L O N D O N

F R E E P R E S S B U I L D I N G

Dear Mr. Advertiser:-

We feel we have something worth your consideration in planning a successful sales campaign.

We don't claim that CFPL is necessarily the World's Champion Radio Station. But, CFPL is a first rate station in a truly great Canadian market. The London-Middlesex area alone is comparable in Canada to the Greater Boston market in the United States. Whether it be for purposes of increasing sales, or as a top Canadian test-market, London and the fifteen or more counties it influences is a 'must' in any sales plan.

The part which CFPL plays in radio-strong Western Ontario is of definitely major importance. Our 'personality block programming' with adequate promotion has produced a 47% average audience during any rated period. CFPL is dominant in its market. Those same personalities lend to your radio advertising 'word of mouth' quality. It makes an important difference in results when you have 'authority' behind your story.

Our Commercial and Program Departments are familiar with our market and audiences. They are qualified to suggest the most effective available times and programs to give you the best results for your dollars invested. Our Program Department will provide planned promotion, merchandising aids, dealer letters and will work with you on any special research.

CFPL will work hard for you.

Complete data on CFPL, its market and what we can do for you is available through us directly or our representatives, All-Canada Radio Facilities in Canada; Weed and Company in the U. S.

We look forward to doing business with you. In the meantime, best regards.

Sincerely yours,

Murray T. Brown

Murray T. Brown
Station Manager



MTB/vm

5000 WATTS - DAY AND NIGHT

B A S I C D O M I N I O N N E T W O R K

PROGRAMS

Winnipeg Stations Mull New Programs

By Dave Adams

Winnipeg.—CJOB officials have worked out a novel twist to pep interest in the current Savings and drive. The program will pay for those citizens able to string words in limerick form. The show, which got under way October 9 and will run through Thursday nights to November 4, is titled *It's Be Thrifty in Fifty*. At the moment listeners are being asked to supply last lines of limericks being read over the air. The best are culled from the mail pull and to the top entries are \$5 as a down payment on Savings Bond. At the end of the series of programs a \$100 bond will be awarded to the person ending in the best limerick pointing up the bond drive.

Still in a give-away frame of mind, we turn to the CJOB show titled *Bonny Bread*, sponsored by General Bakeries. Housewives can acquire such items as watches, silverware and pressure cookers for doing very little.

Here's how the program, headed by Cliff Gardner and heard for 30 minutes each morning Monday through Friday, works. Some days before the show, which went on the air September 21, got underway, the bakery company distributed cards bearing serial numbers to homes throughout the city. Each morning Cliff spouts three of the numbers over the air. Then the salesman for the company calls the three locations and if the housewives correctly answer a simple question they are on the prize list.

Turning away from the talent answering questions to talent of a vocal and instrumental nature, we find CJOB has come up with a show highlighting the above commodity in young Winnipeggers.

It is *Talent Time*, sponsored by the Winnipeg Paint and Glass Company, and heard from the stage of a downtown theatre each Wednesday night.

Smooth-talking Chuck Skelding keeps the show rolling and edges the young guests towards the mike. Four artists are featured on each show accompanied by an orchestra under the direction of Harold Green. At the end of the series those who got the nod from a panel of judges will fight it out for top honors. Theatre patrons will have a chance to vie with the judges through the courtesy of an applause metre.

Still whistling a merry tune we turn to a CJOB program called *Pick of the Past*, with a cheese company picking up the tab on this epic which features the music that dad and mom used to murder.

Listeners are asked to compile a list of what they considered the best musically in the good old days and mail it into the station. Top picker will get some kind of a reward. Show, a 10-minute effort, will be heard Monday through Friday.

Ethel Lowe, local organist, is back on 'OB each week day morning between 11.05 and 11.30. Ethel will share the spotlight with accordion and violin stars.

Hold tight, here comes that man again. We're referring to Old Moneybags Wells, Winnipeg's gravel-voiced sportscaster. Jackson has moved in on the high school football field and is calling some of the games over CJOB.

Talking of Wells, his week-end sports roundup, heard each Sunday over CKRC, is sponsored now by Dot Motors.

The same chappie has also lined himself up for the junior hockey season which gets under way hereabouts a few days after the middle of this month. Jack will call the last period of Winnipeg games over CKY in between plugs for Mitchell Copp jewelers.

Canadian Restaurant Association, Manitoba branch, has de-

cid to get itself better known to the eating public (and it seems to be a common habit) via the warts at the disposal of CKY.

They picked out Chuck Cook as their man, and Chuck has dubbed himself *The Town Crier* for the eatery officials. Each night, Monday through Saturday, for a five-minute period, Chuck lets listeners in on what he considers is a bit out of the ordinary in the run of news. Cook picks out items with a bit of humor in them, or those with a peculiar twist.

The same Cook also acts as reporter for a chainstore outfit known as Jewel Stores. He gives shopping news and plays tunes for 30 minutes each morning, Monday through Saturday.

Chuck plays a mystery tune during the show and phones three listeners who have written letters to the show. Winners get hampers of food.

Meanwhile, local businessmen seem to be breaking all records to clamber aboard the CKY news broadcasts bandwagon.

Notable among the newcomers are Great West Decorating and Contracting Company, Limited, sponsoring a 10-minute newscast daily at 12.30 p.m.; Northwest Laundry, a five-minute newscast

(Next page, please)



BETTER CALL SWC

FOR DISCS, TAPE & T.V.

Your daytime audience will be fascinated by the unusual adventures of

SAMSON

DAVID GARRICK

SIDNEY CARTON

and other men who dared all
FOR LOVE OF A WOMAN

Dramatized in 52 15-minute self-contained brand-new shows priced for the Cautious Budget.

Wire or Write Now

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

CFCO leads all Western Ontario Stations

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

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

"Ask anyone in Western Ontario"

CFCO - 630 Kcs - Chatham

THE STANDARD BROADCASTING CO. LTD.

IS PROUD TO ANNOUNCE

The appointment of

Mrs. Mary Sutherland

Former Member of the

C.B.C. Board of Governors

as Manager of

RADIO STATION

CHUB
NANAIMO, B.C.

76,370 RADIO HOMES
BBM - 1950

Approximately 3 times the circulation of any New Brunswick daily paper.

More than the combined circulation of ALL New Brunswick daily papers.

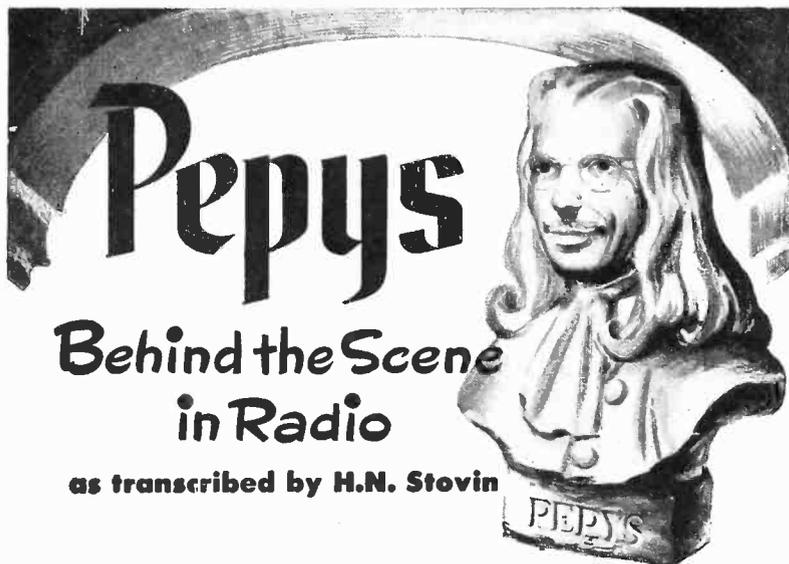
Almost double the combined circulation of ALL New Brunswick weeklies.

Total combined circulation of ALL New Brunswick daily and weekly papers if distributed without duplication could cover only 82% of New Brunswick homes.

RADIO reaches 91.4%
of New Brunswick homes.

USE RADIO - CHOOSE CFNB
in New Brunswick





Do this day salute, and call to the attention of all local and national advertisers, these live Radio Stations.

"A STOVIN STATION IS A PROVEN STATION"

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

HORACE N. STOVIN
& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

PROGRAMS

(Continued from previous page)

daily, 8.30 a.m.; Dot Motors Limited, a 10-minute newscast, daily at 6.30 p.m.; Motor Sales Limited, a 10-minute newscast daily at 10 p.m., and Canadian Association for Labour Israel which sponsors a 15-minute transcribed actuality broadcast from Palestine. Also Manitoba Pool Elevators have taken a year's contract on CKY for a quarter-hour newscast daily at 8 p.m. The latter is a \$10,000,000 organization handling 47 per cent of all grain marketed in Manitoba.

CKSB has brought back for the fifth year the popular *Let's Learn French* show presided over by Professor Meredith Jones of the University of Manitoba. Corrective instruction highlights this year's program.

Professor Jones has a student accompanying him on each show, heard every Thursday between 7.30 and 8 p.m. He asks the student to give with a certain word or sentence in French, then sets out to correct errors, if any.

First 15 minutes of each program is aimed at beginners. Last portion makes way for more advanced listeners.

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		
Ma Perkins	13.9	+2.1
Big Sister	12.8	+ .6
Right To Happiness	12.6	+1.8
Pepper Young	12.6	+2.2
Life Can Be Beautiful	10.5	+1.7
Road of Life	10.2	+ .5
Happy Gang	10.1	resuming
Kate Aitken	9.9	resuming
Laura Limited	9.4	+ .8
Aunt Lucy	9.0	+ .3
French		
Jeunesse Doree	24.4	+5.4
Rue Principale	24.0	+4.9
Quelles Nouvelles	18.4	+3.8
Joyeux Troubadours	18.3	resuming
Maman Jeanne	18.1	+1.3
Quart d'Heure de Detente	17.1	+ .7
Grande Soeur	16.7	+ .4
Tante Lucie	16.1	- .7
L'Ardent Voyage	16.1	+1.4
EVENING		
English		
Lux Radio Theatre	24.7	resuming
Our Miss Brooks	20.7	resuming
Pause That Refreshes	16.0	+4.8
Twenty Questions	16.0	+3.9
Mystery Theatre	14.6	+5.6
Beulah	14.3	resuming
My Favorite Husband	14.2	resuming
Fun Parade	14.1	resuming
Aldrich Family	13.6	resuming
Club 15	13.1	resuming
Carnation Contented Hour	13.0	+3.9
Suspense	12.7	resuming
Jack Smith Show	12.6	resuming
Great Gildersleeve	12.3	resuming
Treasure Trail	11.9	resuming
French		
Un homme et Son Peche	35.3	resuming
Metropole	29.7	resuming
Radio Carabin	28.0	resuming
Course au Tresor	26.5	resuming
Tentez votre Chance	20.2	resuming
Joieux Double	19.6	+6.2
Caux qu'on aime	19.6	resuming
Qui suis-je?	17.4	resuming
Contes et Legendes	13.3	new
Cafe Concert	11.8	+2.1
Juliette Beliveau	10.2	resuming
Journal de Grignon	9.3	resuming



HUNTING SEASON

Now Open in Nova Scotia

- When you use CHNS Halifax you don't HUNT for results... you get them!

NO LIMIT ON THE BAG WHEN YOU USE 960 KCS AMMUNITION

Every Shot Brings Results!

- Ask the All-Canada Game Warden for License and Audience.

CHNS
AM and FM

Plus Short Wave: CHNX

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

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

CKBB
BARRIE ONT.
RALPH SNELGROVE
Manager

REPS. NATIONAL BROADCAST SALES

CANADIAN BROADCASTER AND TELESCREEN

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

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 Business Manager: ARTHUR C. BENSON
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 News Editor: THOMAS C. BRIGGS
 Sales Promotion: ROBERT H. GRASLEY
 Research Consultant: G. E. RUTTER

Correspondents

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Montreal	Walter Dales
Winnipeg	Dave Adams
Vancouver	Bob Francis



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

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Research Is A Diagnostician

If the recent Elliott-Haynes survey on public attitudes towards advertising only served to stir up a certain amount of controversy, its function was a useful one.

The survey was made, it will be recalled, as a project of the Montreal Advertising & Sales Executives Club, and it disclosed, among other things, that 73% of the people don't realize that price reduction is a direct result of advertising, and that 57% don't think advertised brands are superior brands.

Editorially this paper expressed considerable alarm over this situation, and criticism has been piled on its head for its attitude, and also for the incompleteness of the survey.

We admit that the relatively large number of people who don't think advertised brands are superior brands seems a little incongruous in the face of the obvious fact that most people buy such products as toilet goods, automobiles, medicines and cigarettes by name. On the other hand, in view of the fact that in many instances there is no other way to buy, we do not see that this makes the finding of the surveyers wrong. It is indeed possible that it does not occur to them that there is any alternative to this kind of means of making a purchase. People pay income and other taxes, doctors' bills, rent or mortgage interest, but this does not necessarily mean that they enjoy doing so. It is more than possible that the public buys goods advertised under trade names because these are the only names they know, or the names they know best.

It could be that the criticism of the survey that it does not go far enough holds water, and that a very valuable addition to it would be to find out why they buy branded goods, why they don't think advertising affects price reductions and so forth.

It is our opinion that surveys, public opinion polls and similar ventures can be extremely valuable to the cause of business if they are fully used. It has to be remembered, though, that researchers are something between news reporters and diagnosticians. Their function is to seek information and report what, if anything, is wrong. After the patient's condition has been determined in this manner, it is incumbent on him to seek a remedy, either



"Professor Philbert is going to speak to you on the head-shrinking tribes of New Guinea."

through his own efforts or by consulting a therapist.

Business is too prone to assess the value of a survey on the question of whether or not it can use it to prove a point, instead of projecting its findings, especially the unfavorable ones, further and further, until a complete picture appears. The fault for this lies not with the survey people, but with business itself.

One Industry

One of the most heartening pieces of news, from an industry standpoint, which we have had the privilege of printing, was contained in last issue's report of the meeting of the board of directors of the Canadian Association of Broadcasters. It concerned the question of the selection of the directors insofar as the location of their stations is concerned.

Those directors hailing elsewhere than from Ontario were in favor of this province's recognition on their board being increased from three to four. The Ontario directors, however, were opposed to the idea and here was their reason. They felt that just as the CAB is the association of nearly all the stations in Canada, from coast to coast, they are elected directors by the industry to represent it as a whole, and not just to work for the stations located in Ontario.

This journal has often railed at the tendency among some members of the CAB to be interested in the association's activities only insofar as they affected them individually. The weakest link in the chain has always been the station

which said "This problem doesn't exist as far as I am concerned, so why should I bother with it?"

The Ontario directors of the CAB have now upset this precedent. They have set an example to the industry to work together for the well-being of the whole. We hope that the industry will appreciate their action, because it is, in our book, a major forward step in radio's annals.

Paging The Forgotten Man

The announcement that the Western Association of Broadcasters is instituting an engineers' conference, which is expected to be an annual event, indicates an important forward stride by this segment of the industry, which has pioneered so many comparable moves. It is to be hoped that the operation will be watched intently by station management across the country, with the thought of developing a similar plan for the whole industry, either in one annual meeting staged under the auspices of the CAB, or else, if it is deemed more expedient, a succession of regional meetings.

Whatever the future holds in store, the move signifies some recognition for those who have been termed, not without reason, "radio's forgotten men," without whose labors no single note or sentence could go out on the air.

It is to be hoped that the engineers will take full advantage of this project, in order that management will be encouraged to expand this type of activity for the betterment of broadcasting everywhere. It is also important that each engineer participating in the venture approach it unselfishly, with a willingness to contribute his own theories and ideas in return for those he will receive from the others. Only on this basis can such an undertaking succeed.

Annual meetings of both national and regional groups enable management to get together and confer on matters of administration and over-all policy. Until this time, program directors, sales managers and others have only met privately, in their own groups.

It is to be hoped, therefore, that out of this first engineers' conference will spring a movement to bring together from time to time the men in the various departments who actually do the work.



"Technicians and specialists have been busy in Trois Rivières for some months past, according to telephone company officials, who announced recently that over 750 new phones are being installed in the immediate region, which includes both sides of the St. Maurice River, Trois Rivières, and Cap-de-la-Madeleine. To meet this expansion, an extra storey is being added to the Bell Telephone Co.'s quarters, as new lines are installed. To keep those telephone lines busy, ordering your goods from local merchants, you can 'ring the bell' by advertising what you have to sell over CHLN, Trois Rivières. Ask Jos. Hardy!"

For any information on QUEBEC MARKET No. 2 and

"TRANS-QUEBEC" Radio Group Telephone, Wire or Write to

JOS. A. HARDY & CO. LTD. MONTREAL QUEBEC TORONTO

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

SELECTIVE RADIO

Farming Is Big Broadcasting Business

By Tom Briggs

This business of farming is a big business, but it is managed by hundreds of thousands of individuals owning anywhere from an average of 100 acres in Ontario, or less in Quebec, to the section and multiple-section expanses in the Prairies.

To the average farmer his head is management and his hands are labor, and producing his products takes such a high percentage of his time that little is left for the study of new methods, new equipment, and the vital process of selling.

Here is how some Canadian stations attempt to translate and condense the important news of the day for a man who is nearly always in a hurry—the farmer.

At CJOC, Lethbridge, the man who tells local farmers the day-to-day value of their produce and crops, the weather, the results of recent governmental experiments and news of the latest fairs, is farm service director Omar Broughton. During the 15-minute

daily program aimed at the farm audience, Broughton leads off with agricultural news gathered from a network of local correspondents, farm organizations, marketing associations and farm industries.

Broughton is usually featured in a short commentary on subjects as diversified as livestock feeding and plant pathology. And with the experience he gained operating his own mixed farm and an agricultural science degree from the University of Alberta to his credit, he is able to translate the language of the experimenters and researchers into the lingo of the farmer.

Other features of the farm program include all-important weather reports and forecasts, and market reports from the four main marketing centres of Toronto, Montreal, Winnipeg and Calgary, supplemented with trading records from the Lethbridge stock yards. Winnipeg and Chicago supply the coarse grain futures markets summaries.

Rex Frost, veteran farm broadcaster for CFRB, Toronto, handles the station's daily quarter-hour noontime program directed to the farmer. Frost originated the program in 1932 with a straight farm news format, but two years later incorporated remote special events

broadcasts of plowing matches and fall fairs, those all-important features of rural community life.

Then, after the war, Frost began stressing the international aspects of agriculture, and he carried reports of the Food & Agriculture Organization direct from Washington and Rome, and the International Federation of Agricultural Producers' conference from Holland, France and Sweden.

For the first 12 years the program was directed entirely to farmers but more recently it has been expanded to keep both farmers and consumers posted on production, distribution and sale of food. At present, a part of the daily program is devoted to questions the city housewife should know about, like the price of farm-produced foods, fruits and vegetables in season.

And are the farmers interested? Frost thinks so, for one Christmas he offered to send a personal greeting card to anyone sending him one. He was deluged with 4,800 of them.

In the early morning, CFIB carries another farm program handled by John Bradshaw, another farmer and science graduate who has turned to radio. The former supervisor of development for the Veterans' Land Act in Western Ontario, bases his program on interviews with agricultural economists, Department of Agriculture officials, spokesmen for farm organizations, and farm young people. In addition, he has what he calls "a short-ten weather forecast, good for eight hours," which is the same given to pilots of commercial aircraft, and is sometimes broadcast by the weather forecaster personally.

In the middle of the richly diversified farming area in Canada, CFPL, London, schedules three programs a day for the man who tills this land. Roy Jewell, the station's director of farm features, discusses on these programs the latest farming methods and experiments conducted at government research stations and the Ontario Agricultural College which he feels will help the farmer produce livestock and crops more profitably. Jewell is a farmer himself, owning a 132-acre farm and a herd of dairy cattle, and for 10 years was fieldman for the Middlesex County branch of the Department of Agriculture.

At least once each week on the Farm Page, the noon-hour program, Jewell features a recorded interview with an authority on one phase of farming. Another important function of the program is the promotion of community organizations like the Beekeepers' Association which Jewell says, will enable this group to produce honey more successfully and market it more efficiently.

Co-operating with Jewell is the Department of Agriculture's local fieldman George Stirling, who



Continuous Radio Audience Measurements Since 1940



Elliott-Haynes Limited

International Aviation Bldg. MONTREAL Plateau 6494

515 Broadview Ave. TORONTO GERRARD 1144

CANADA'S FIRST STATION



"THE BIG-TIME STATION in MONTREAL"

Amos 'n' Andy - Edgar Bergen - Dennis Day
Judy Canova - Ozzie and Harriet



...es a weekly broadcast for CFPL. An example of how men like these can help the farmer is one case where crop damage due to insects was reported in a small area, but prompt action by farmers who had been alerted avoided serious loss.

Even city folk listen to these broadcasts on CFPL in increasing numbers, for the station reports 4.3 per cent of the urban audience listens regularly to *The Farm Page*.

The city market place is really here where the producer and consumer farm products get together. To increase the scope of this meeting place, the manager of CFBC, Saint John, Bob Bowman, airs his daily program *Meet Me In The Market* from the floor of the city's huge shopping centre.

Bowman makes the rounds of the stalls, freezers and counters, interviewing farmers about prices, crops and general conditions. Hoppers too are invited to make their comments.

Beaming special half-hour programs to each of the four localities around Fort Frances, CKFI rings the farmers of the Rainy River district weather reports, community news and agricultural information. The material used on these programs is prepared by Bill Brady and supplied by rural correspondents. Grain quotations from Winnipeg also form an important part of CKFI's noontime newscasts.

At CHLO, St. Thomas, Bob Colling prepares the farm material which is aired for an hour at noon each day. Farm broadcast director Colling, who came from a farm, edits the farm news and does remote broadcasts of the local fairs and horse races. CHLO offers to provide and set up public address systems at all community functions, especially fall fairs, and its equipment is in heavy demand.

Before re-entering the Canadian Army two months ago, former CHLO manager Jack Peterson handled a weekly round-up of rural news, gleaned from some 40 weekly newspapers in the surrounding communities.

So farming, as one station puts it, not only "means big business but an important responsibility and definite obligation" to a Canadian radio station.

AGENCIES

COCKFIELD BROWN

Toronto. — Campbell Soup Co. Ltd. has started the transcribed half-hour five-a-week *Double or Nothing* featuring Walter O'Keefe for a run of 52 weeks over CKWX, Vancouver; CJCA, Edmonton; CFAC, Calgary; CKCK, Regina; CKRC, Winnipeg; CKOC, Hamilton; CKEY, Toronto; CJAD, Montreal and CJCH, Halifax.

Maple Leaf Milling has started the live five-a-week *Monarch Money Man* over 28 stations coast to coast advertising the Monarch family of Ready-Mixes. The telephone quiz show is produced locally by the stations and is heard on a 15-minute basis over 16 stations with the balance taking it for five minutes.

NEW RADIO ASSISTANT

Toronto. — Cliff Harrison has been appointed assistant radio director to Bob Amos at the local office of the F. H. Hayhurst Co. Harrison is a graduate of the Ryerson Institute of Technology and for the past three years has been program director at CJKL, Kirkland Lake.

ALFORD R. POYNTZ ADVERTISING

Toronto. — The Holland Bulb Company has scheduled the 15-minute once-a-week *The Green Thumb Club* for one year over CFRB, Toronto, featuring John Bradshaw.

WALSH ADVERTISING

Montreal.—The Department of National Defence has scheduled the half-hour *Coup de Clairon* over the CBC French network directed at Army recruiting. In addition, a daily five-minute newscast is going to 15 Quebec stations.

The RCAF recruiting program is being hypoped by the 15-minute twice-a-week *La Chanson de l'Escadrille*, featuring Louise Roy. The campaign is rounded out by a series of 15-minute sportscasts called *Les Sports au Vol* over five Quebec stations.

YOUNG & RUBICAM

Toronto. — International Milling Company has renewed the transcribed half-hour *Adventures of Frank Race* (S. W. Caldwell) for 13 weeks over the Newfoundland network advertising Cinderella Flour.

Do RESULTS count?

During Radio Week, CKGB ran a special contest, giving away a radio each day.

Result:

7,000 letters

In addition to this high listener interest, CKGB offers a much - higher - than - average sets-in-use, and complete domination of the market. (See any Elliott-Haynes report.)

You can get results, too, by using

CKGB • TIMMINS

5000 WATTS

680 KCS.

CKGB-FM

Get the facts from

NATIONAL BROADCAST SALES

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



Home from the fishing trip that was their jackpot prize in CHOV's Birthday Contest is winner Charlie Crook and his 12-year-old son Jimmie, seen above displaying the mammoth catch brought in during their five-day northern outing to the Bryson Lake Fish and Game Club. Crook wrote one of the three thousand letters received during the week-long contest and qualified for the biggest in a long list of prizes. On the right is Earl Price, pilot of the Ottawa Valley Air Services Ltd. plane which provided free transportation to and from the club where the two anglers were guests of club manager Ray Parsons. CHOV manager Gordon Archibald (left) is taping a broadcast of the experiences of father and son.

THIS KIND

of promotion, coupled with programming designed for our own audience, is largely responsible for our new BBM—

14,400 RADIO HOMES

(An increase of nearly 100% over 1949)

CHOV • PEMBROKE

HORACE STOVIN in Canada — ADAM YOUNG in U.S.A.

Sell the rich
Niagara Peninsula
(and away beyond since change to 620 kcs.)
at one low cost

with

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

The Voice of the Eastern Townships

CHLT
(FRENCH) 900 Kc. 1000 Watts

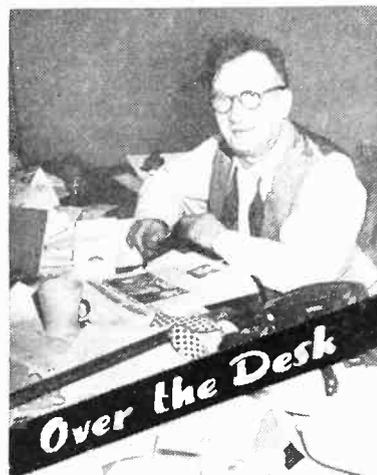
CKTS
(ENGLISH) 1240 Kc. 250 Watts

SHERBROOKE, QUE.

SHERBROOKE, QUE.

In 1949, the 11,300 families in Sherbrooke had a total income of \$37,685,000—or an average of \$3,365.00 per family. Wealth in this already prosperous area is increasing — the market index now standing at 104% as compared to 100% for the whole of Canada. CHLT (French) and CKTS (English) Radio Stations cover the Sherbrooke area—let us carry your sales message, too.

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



risen as a threat in the minds of people responsible for programming, to the point when they spend most of their time trying to win the kids for listeners? But isn't it also a fact that generally speaking those responsible for the selection of radio fare are much too old to know what the young fry really likes; that the same young fry's tastes are much more mature than they are given credit for; and also—and of prime importance—people between 30 and 60 are far better prospects for advertisers than their children and grandchildren?

Are YOU Selling ALL of the Ottawa-Hull Market?

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

CKCH

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

Maybe it's my incipient senility. I wouldn't know. But to me something is missing in present-day radio, something it used to have but hasn't any more, something that once enriched it in the minds of most North Americans.

This thought germinated when some of the young fry who had seen the revival of Charlie Chaplin's *City Lights* were discussing the film most favorably, without any apology for liking that "old-fashioned corn." It was a revelation to them. One of them explained: "It didn't even flicker!"

Chapter 2 of my story came the following Sunday, during the weekly presentation of *Amos 'n' Andy*, which was well-received as the Sunday evening comedy shows go, but to anyone old enough to remember the famous comedy team as it was in the twenties, well there just wasn't any comparison.

People who never heard of *Tony Wons' Scrap Book* and that quavering nasal voice that interspersed the reading of sentimental verse with his "Are You Listenin'?" go stary-eyed when Frank Willis and others muse rhymingly into the microphone, and around these parts Ross Millard has built up a huge following for the same thing on the *Trull Funeral Hour*, which has been on the air for nearly 17 years.

Isn't it a fact that the teen-age and early twenties generation has

If I were running for mayor of Canada's Radio City, I'd go to the people with a plan to get radio back onto a human plane. The first step I'd take would be to devise a human series of evening (dinnertime) programs along the old *Amos 'n' Andy*, *Myrt & Marge*, *Just Plain Bill* lines (and let's not forget the eternal *Homme et son Pêché* series of Quebec). I'd make them simple stories about simple people, without the minimum fuss and palaver. I'd probably aim at a typical Canadian family, whose lives would coincide with the lives of typical Canadians rather than in any way a script-writer saw them from his ivory tower. (I'm thinking here of the CBC's valiant attempt at such a project in the early days of the war called *Newbridge*, whose character veins emerged from the typewriter flowing with ink instead of blood.)

Here is a project which could be economically produced by a group of private stations, on what is an inexpensive experiment which, properly handled, would most inevitably sell. The problem, of course, is the finding of a writer capable of mirroring people in whom the listeners would see their own selves and families. So far has radio in general and radio drama in particular gotten from real life that I believe it would be necessary to look for this scribe somewhere outside the business, even if it entailed training him or her to write in a readable manner.

Against the cost of this project could be written off the money now seems necessary to pay listeners for telling the date on which Christmas will fall this year.

During National Radio Week CKBW, Bridgewater, N.S., set up studios in a local store window and did newscasts and disc-jockey shows during the week. The station's national advertisers got a promotion break in the same project when the station staged a "Pick - Your - Own - Prize Contest" drawing attention to the products of national advertisers using the station.

It might be unfair to say Bruce Alloway, formerly of the All-Canada sales department, couldn't be out of radio. It's a fact, however, that Bruce quit a few months back to start up his own business (advertisings) in Calgary, and is now, to learn, back on the straight and narrow path as commercial manager of that city's CKXL. I think

Take a wire, Miss McDougall!

John Tregale, All-Canada Radio Facilities,
 80 Richmond Street West, Toronto.

Here's big news, John, about Medicine Hat's fast-growing market. The Dominion Government has purchased two hundred thousand acres of land immediately northwest of Medicine Hat and the Honourable James G. Gardiner, Minister of Agriculture, has instructed the P.F.R.A. to proceed full steam ahead to irrigate this entire property. Drought-stricken farmers from Saskatchewan will be rehabilitated on this project and will add at least twenty thousand ears to CHAT's listening audience. No increase in rates. John. Best regards.

(Signed) R. J. Buss, CHAT.

am speaking for the industry, Bruce, when I say that your return is a welcome one. (Advertising rate card going out under separate cover.)

Before he left the Toronto free-press field to take up his duties as special events man at CKY, Winnipeg, Big Steve Rowan asked how he could get his picture in the Broadcaster and was told, carefully as usual, he'd have to break an arm or a leg. So Steve obligingly broke his arm, and here is the picture to prove it.



Steve's impacted shoulder and fractured arm followed a victorious battle between CKY and CBW in the Winnipeg Radio Football League. Steve was centre man for the CKY squad, which beat the CBC outfit after it had merged victoriously from tilts with CKRC and CJOB. The score was 12 to 6.

(To guard against this journal taking on the look of the house organ of the medical association, we are currently trying to dream up a new qualification to make this column.)

CFRB announcer Jack Dawson is still wondering what happened Saturday night of the week before last. Sitting looking in on his TV set, the reformed West-mer heard a prowler trying to break into the house, and phoned the police. In a trice, one of To-



ronto's finest drove up and colared the guy. But he broke away. The cop ordered him to stop, and then fired three shots in the air — and brought down Jack's TV antenna.

Incidentally, the same announcer has just taken over the emcee spot on *Treasure Trail*, replacing Cy Strange.

Without establishing any precedent, I agree with *The Star's* Gordon Sinclair in his current affray with CKEY over their—and I quote *Sinc* — "naive and childish boast" that they are "first with the news in Ontario." As the columnist has pointed out in his recent pieces on the subject, the news comes from the same services, so being first depends on the time of the next broadcast. For my money, the quality of the news, both in its preparation and delivery, is many times more important than whether it is aired at 12.00 or 12.01 or even 2.00. CKEY employs a capable full-time news editor, whose competence is most evident in the station's newscasts. This fact seems much more brag-worthy than the fanciful statement that, come hell or high water they invariably scoop their competitors.

Maybe it's an oldie, but have you heard about the radio station which recently staged an amateur contest? There were three prizes—first an all-expenses paid week in Toronto; second prize, two weeks in Toronto; third prize, three weeks in Toronto. (Note to accounting dept.: charge this to out-of-town circulation promotion.)

And that cleans us off to the oak top for this issue.

TO MANAGE CHUB

Nanaimo. — Newly-appointed manager of radio station CHUB here is Mrs. Mary Sutherland, recently resigned member of the board of governors of the Canadian Broadcasting Corporation.

Mrs. Sutherland, in the past few years, has served on three Royal Commissions. At one time she followed a journalistic career and edited the women's page of the *Regina Leader Post*, later becoming associate editor of the *Grain Grower's Guide* and managing director of the *Revelstoke Review*.



says...

It's 14 in '50!

Johnny Esaw — CKRM's sports

director — broadcasts 14 sports

programs every week on CKRM!

ask your All-Canada man about

ckrm Regina

SASKATCHEWAN'S SPORTS STATION

Letters addressed to "5444, MONCTON, N.B.", reach their destination from many Maritime points. Unusual! Well, yes, when you consider that 5444 is the phone number of a CKCW sponsor whose daily announcement only suggests that you phone 5444 for prescription requirements.

Not unusual, though, is the fact that sales messages broadcast by "Lionel" should register so vividly with listeners and, in this sponsor's case, result in a mail order business never even considered.

For that's how it is with CKCW audiences! They not only digest your message . . . they act upon it! Lionel's quite a "number", himself, when it comes to creating sales for sponsors . . . ask Horace N.

"MACOVEE" SAYS:

CKOV CONDUCTS AMATEUR TALENT NIGHTS

in a 110-mile radius of Kelowna!

So far: Hedley, Keremeos, Kelowna, Rutland, Armstrong, Lumby. Coming up: Summerland, Winfield, Enderby, Salmon Arm.

Another reason why more Okanagan Valley folks tune in

CKOV-Kelowna

Ask our All-Canada Man



"The 'OV Appleman"

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

NORTHERN ONTARIO'S

Greatest

ADVERTISING

MEDIUM

CKSO

NORTHERN ONTARIO'S
HIGH-POWERED
STATION

Ask

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

SELECTIVE RADIO

(Continued from page 7)

Radio Earns 90% Of Piano Budget

By Bob Francis

Vancouver. — An advertising campaign proving that radio can move important amounts of expensive "capital" goods as well as small consumer items, and that it can pay off also during the usually slow summer months, has been operating successfully since it was begun during the summer of 1949 by CKWX for the J. W. Kelly Piano Co., a single store concern.

The net result, sales manager Jack Sayers of CKWX said, has been that Kelly's now spend 90% of their advertising budget in radio.

For some years previously they had used various stations off and on, but never had worked out a specific campaign. Results from the campaign instituted by CKWX were so startling that they have now virtually dropped newspaper space and in addition have taken time on CJOR here and CKWX in New Westminster.

CKWX put the proposition up to Kelly's this way: "Spend the same money with us as you spend with the papers, and on items of the same value. If we cannot outpull the newspapers, you don't have to pay us anything."

From their line of pianos and appliances, Kelly's chose a \$595 piano to go at a sale price of \$445. Where they would have spent \$150 with each evening paper, and expected to sell six pianos, they give the \$300 to the station.

"You don't pay us unless you move seven pianos in the sale," was the CKWX agreement.

The sale day was set at June 30, a tough one for a piano sale with schools closed, music lessons ended, holidays being planned and summer ennui setting in.

The advertising campaign ran for two days prior to the sale. It consisted of one quarter hour show and one half hour show an hour apart during the evening, both name shows, plus a five-minute newscast, spots and flashes through the day and the use of practically all sustaining time.

The treatment was repeated on the following day, a Thursday, and

the one-day sale on Friday moved 15 pianos or initiated the inquiries which resulted in 15 sales in the subsequent few days. Some of them were more expensive jobs than the specific sale item advertised, with the turnover totalling around \$8,000.

Satisfied with this, the firm spent \$1,000 a month promoting ranges and other appliances during the summer, stepped up to appropriation in the fall, finishing with a \$4,000 budget for radio in December.

By this time CJOR and CKNV had been added to the outlets. In a specific promotion, the firm used the same spot all day on all stations, with CKWX producing the discs.

With the principle and the results established, the firm used roughly the same amount the year in comparable months. They are using time on the three stations now, and finding that the normally unprofitable summer months can be used to good account, with proper promotion.

Merchants Back Local Talent

Montreal.—For a full week last month, the Notre Dame de Grace Business Men's Association, in collaboration with station CFMT here, presented a half-hour show each evening featuring local N.D.G. talent.

Spot announcements over the station drew a large number of contestants who were auditioned for the show, and 24 were chosen to go on the air. Merchants who are members of the Business Men's Association got behind the project and offered to sponsor the young artists.

Every evening six contestants appeared on a special program, and those giving what was judged the best performance each night did an encore on the final show. Ann McCubbin, considered the best performer by a panel of the prominent adjudicators, received \$50, an all-expense trip to New York, and an audition with AF.

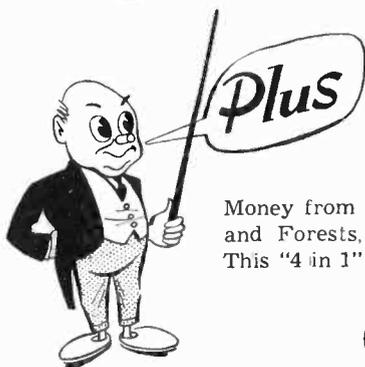


Farming PLUS!

CKBI MARKET

1 1949
FARM INCOME
\$251,000,000.00

- +2 TIMBER — \$5,251,095.00
- +3 FISH — \$1,282,437.00
- +4 FURS — \$2,243,867.00



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

USING CKBI

PRINCE ALBERT, SASK.
5000 WATTS

SEE THE
"ALL-CANADA"
MAN

New Quebec development
New business
Purchasing power—\$771,294,000

Sell by
CHRC
5000 WATTS 800 KC.
Your best French Seller

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

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

"La voix du vieux Quebec"

INTERNATIONAL

U.K. Observers Study Commercial Radio

Toronto. — The Beveridge Report, the document which will contain recommendations as to the future course of broadcasting in Britain, will include observations on the United States and Canadian commercial radio, made by four members of the Beveridge committee during recent tours of radio centres on this continent.

Making an extensive study of Canadian radio is committee member Lord Elgin, grandson of the 10th Lord Elgin who was Governor-General of Canada 100 years ago. He is presently touring Western Canada after looking in on radio here and in Montreal. In Toronto he conferred with Joseph Sedgwick, K.C., legal counsel for the Canadian Association of Broadcasters, on privately-operated radio, and in both Toronto and Montreal visited private stations and discussed network operations with CBC general manager Dr. Arigon.

Lord Elgin explained he was not in a position to comment on the aspects of North American radio which he and the committee may be particularly interested, and have no clue as to possible recommendations which may be included in the report as a result of the tours.

Two other committee members, Melwyn Lloyd, a Conservative

member of Parliament, and Mrs. Stocks, principal of Westfield Ladies' College in London, viewed the radio and television systems of the major U.S. networks in New York last August, and later consulted CBC officials in Toronto and Montreal. Another committee member, Joseph Reeves, Socialist member of Parliament, is confining his study to the U.S.

■ ■ ■
The Beveridge Report is expected to be presented to Parliament late this year and will contain basic recommendations concerning the British Broadcasting Corporation to cover the next 10-year period, it is understood. The BBC is a public corporation whose royal charter comes before Parliament for renewal every 10 years.

RETURNS TO CANADA

Windsor. — Rhoda Howe has been appointed sales promotion manager and director of advertising of Beauty Counselors of Canada Ltd., it was announced here last month.

Miss Howe was an executive in the Toronto office of J. Walter Thompson Co. Ltd., for 11 years until 1944, when she transferred to the agency's New York office. She pioneered in radio quiz programs as emcee of Pond's Ask Another program.

CHRISTMAS ISSUE

To assure delivery in time right across the continent, our issue of December 6 will be the Christmas issue. Advertising forms close November 22.



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



HEAD OFFICE
231 St. James Street
MONTREAL

DID YOU KNOW?

That more and more National Advertisers are including CKCL in their schedules? We've welcomed five additional new advertisers in the past two weeks. Yes the National Advertisers — like the local merchants — are finding CKCL the proven way to sell merchandise in Central Nova Scotia. We're ready to go to work for you.

CKCL

TRURO BROADCASTING CO. LTD.

J. A. MANNING
Manager

WM. WRIGHT, Representative
Toronto and Montreal

**MORE
WHERE
it counts
MOST
for
LESS**

- Selling Power By Programming with a Punch
- In the Heart of Canada's Richest Market!
- Listeners (more than all other stations combined in the Greater Oshawa Area) ★
- Cost per Thousand Listeners in a Rapidly Expanding Market

ASK JIM ALEXANDER ABOUT

"The Biggest Little Station in the Nation"

CKLB

OSHAWA — ONT.

1240 ON THE DIAL

*ELLIOTT-HAYNES



PROFESSIONAL AND SERVICE
Directory

RATES—6 Months (12 issues) 20 words minimum—\$24.00
Additional words, add 10c per word, each issue.
12 Months (24 issues) 20 words minimum—\$40.80
Additional words, add 8 1/2c per word, each issue.
Casual insertions—15c per word. Min. 20 words.
(All payments are to be in advance.)
Copy and/or classification may be changed
each issue.
Agency commissions cannot be allowed on these
advertisements.

PRESS CLIPPING

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

RECORD'G SUPPLIES

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

RESTAURANTS

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

SINGING

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

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

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

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

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

FROSIA GREGORY — Singing on the "Army Show"—available for guest spots, commercials, etc. Accompanies self on Auto-Harp—RE. 7718. (O)

SHIRLEY PACK — Soprano, New York, San Francisco, available for radio calls—RA. 2601 or KI. 2103. (B)

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

WRITING

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

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

ACTING

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

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

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

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

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

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

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

VERLA MORTSON—Commercial—acting. Young, attractive, ambitious. Considerable commercial and CBC experience. WA. 1191 or HU. 0114. (P)

For warm, sympathetic voice type, call **IRIS COOPER** — RA. 0440. Also European dialects. Fully experienced. (X)

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

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

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

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

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

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

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

ROXANA BOND — WA. 1191. (L)

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

ANNOUNCING

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

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

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

MICHAEL FITZGERALD — Kingsdale 0616. (M)

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

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

EDUCATION

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

JUVENILE CLASSES for students 7 to 17 in drama and speech. Saturday mornings at the Academy of Radio Arts, Lorne Greene, Director, 447 Jarvis, Toronto. (G)

ENGINEERING

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

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

PHOTOGRAPHY

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

PROGRAMS

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

MYSTERY is still best drama buy. We're loaded with half-hours and 15-minute mysteries. S. W. CALDWELL, LTD., 80 Richmond West, Toronto. (O)

TALENT TRAIL

By Tom Briggs

Ernest Bushnell, CBC director-general of programs, and Byng Whitteker, the announcer with the very informative script, did everything they could to explain away some of the confusion and misunderstanding that surrounds opera in general, and *Turandot* in particular, on CBC's *Wednesday Night*, October 18. They were possibly more effective than anyone will ever know for, while the audience was probably more confused at the end of *Turandot* than at the beginning, it was at least a wiser audience and knew only too well that it had heard two-and-a-half hours of fine music that was quite disturbing.

Turandot was supposed to be a very exciting young oriental lady, fictitious, they say, and Puccini was just the composer to catch the fire, fury, humor and pathos of the story with music.

It was therefore all up to the CBC Opera Company, chorus boys' choir and orchestra to put the whole thing across.

They did. And certainly no one tried too hard to make the opera pleasant. It was blatant — the kind of listening that keeps the audience awake, interested, and when it's all over, mostly satisfied with the new experience.

The outstanding performance other than that of Nicholas Goltschmidt the brilliant conductor was the leading role of *Turandot* sung by Elizabeth Benson Guy, very talented young lady from Halifax, who gained prominence in the *Singing Stars of Tomorrow* series. Taking the inspired male lead was tenor Jimmie Shields, who can always be counted on to be the best. Then, too, there was Jan Rubes in the small but exciting role of Timur who, with soprano Mary Morrison as Liu, sang the stirring and pathetic duet that was the composer's last page. The opera was completed by a little-known Italian composer, Franco Alfano.

For balance in a score that, for the most part, is pretty head-banging, the comics Ping, Pang and Pong were perfect. Ernest Adams, William Morton and Earl Dick took these parts.

Only mar on the whole operation noticed by anyone as unfamiliar with it as I, was the failure of the orchestra to tone down during some of the more delicate vocal passages. Some of the soloists in a few spots were almost overwhelmed by the all-powerful strings. But then, it's just a small point in a good evening, possible due to technical operation something.

In *Stage 51's* only extravaganza so far this season, Erich Remarque's *All Quiet On The Western Front* (Next page, please)



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
- SCOTT, Sandra
- WOOD, Barry

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• • •

OR WHAT WE ARE ABOUT TO RECEIVE

Things must be getting tough when a well-known free-lance announcer starts telling his children fairy stories at meal times to discourage them from eating.

• • •

ANANA

"I hope I'm going to be one third as good in TV as I think I'm going to be."
—Barry Wood.

• • •

UNDER THE TOWN CLOCK

"Only 793 more speeches before election day."
—Richard Sheridan,
Globe & Mail.

• • •

BETTER TO BE HALF SHOT TWICE

All hail the versatile sportscaster who gave the home team a touchdown on a shot from the blue line, with men stranded on second and third bases, to finish six under par at seven love.

• • •

DEPT. OF DEFINITIONS

A vice-president is the individual who accompanies the president when he's resting.

• • •

SPEAK UP & SHUT UP!

It always seems difficult for the expert speaker not to tell his audience more than he knows.

• • •

MODERN DRAMA

There are too many writers who are writing more and more skilfully about less and less.

• • •

VALEDICTORY

This'll teach you to send in kindly comments about the Lewisite column.

Front (October 29), there was more cast than gore, and certainly no lack of the latter. Twenty-two actors doubling up on 33 parts gave a tremendously vivid portrayal of this classic World War I story and producer Andrew Allan, in his inimitable way, left not one stone in the gravel they spread on the studio floor unturned to make it realistic.

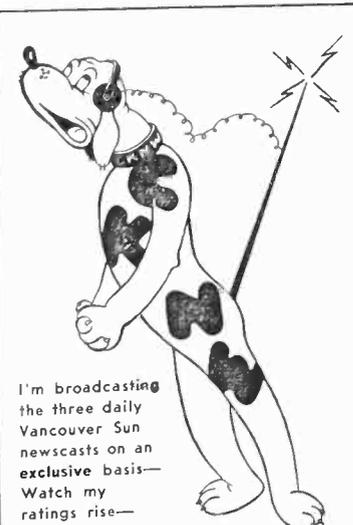
Sound effects, one of the most important elements in the play, were flawlessly carried out, mostly by the actors themselves equipped with rifles, blank cartridges and memories of last-war experiences. This sort of thing could go too far, though.

It was obvious from the beginning that a large budget and plenty of ingenuity had created an atmosphere in which the players couldn't help but catch the grim spirit of the events. Bill Needles, John Drainie, John Bethune and Tommy Tweed took the leading roles, and were ably supported by a long list of players headed by Michael Kane, Alfie Scott, George Robertson, Richard Nelson and Budd Knapp. Only female members of the cast were Dorothy Fowler and Nina Klowden.

Many in the cast are recent newcomers to the *Stage* series, notably Jonathan White, who played the dual role of recruit and driver. White was formerly a CBC employee in the stores and supplies department of the Toronto studios until his interest and talent led him to parts with the Little Theatre group and finally free-lancing in radio.



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CANADIAN TELESCREEN

Vol. 3, No. 21.

TV and Screen Supplement

November 8th, 1951

CAB BLOCKS MT. ROYAL MONOPOLY

Ottawa. — The Canadian Association of Broadcasters late last month informed Premier Duplessis of Quebec that it is opposed to the CBC being given any "monopolistic" television transmitter privileges in Montreal, either atop Mount Royal or anywhere else.

The views of the association were outlined in a telegram sent to Mr. Duplessis by T. J. Allard, CAB general manager, which said that transmitter sites "should be equally available to all qualified applicants, and that no monopolistic special privileges should be created, especially on behalf of a state corporation now holding some of these to the detriment of tax-paying competitors."

Reason for his statement, Allard said, was a report that the Montreal city executive committee was pushing for action, by the Quebec Government, on a bill which would give the CBC authority to construct its Montreal TV transmitter on what engineers term "an ideal site," Mount Royal.

The city granted the CBC permission in 1944 to install a transmitter, but since Mount Royal is a public park, final approval had

to come from the Quebec Legislature. The Legislature gave the okay, but has held up the order-in-council that would make permission effective. Duplessis has explained that his approval for the site will not be given until the CBC grants the Quebec Government the right to operate its own radio stations.

One top-ranking City Hall spokesman sided with Allard's views and said "it requires the initiative, urge and push of private enterprise to make this whole television affair a success in the community."

A CBC spokesman told the *Montreal Herald* that the Corporation "was very anxious to take over the site and commence construction." No other spot in Montreal proper is without some complication or other as far as TV transmitting is concerned, engineers point out.

The CBC has been looking forward to an opening deadline for Toronto and Montreal TV stations of September, 1951. Work is progressing according to schedule in Toronto, it is reported, but lack of a suitable site could delay work in Montreal indefinitely.

TEE VEE ACTION

New York.—Most people here fully expected the many fireworks that any decision on color television by the FCC or anyone else would cause, but recent developments are, to say the least, interesting.

Late last month RCA, on behalf of RCA, NBC and RCA Victor Distributing Corp., requested a temporary injunction to restrain the FCC from enforcing its order for the adoption of the CBS color system. The request was filed in United States District Court in Chicago, pending a permanent injunction which RCA will fight for.

Pilot Radio Corp., which also filed an action against FCC at the same time in Brooklyn, withdrew when Pilot president Isadore Goldberg decided that both suits involved the same issues, and "the interest of the public would be best served by a single action."

RCA pointed out in its complaint that adoption of CBS incompatible color standards would not only seriously affect the financial position of the Corporation and the whole industry, but would cost the public millions for the necessary converters, retard the expansion of black-and-white TV as well as color, and, through the adoption of the so-called "bracket standards" which the CBS system requires, would scrap or jeopardize the progress already made.

Apart from the temporary injunction, which RCA wants put into effect immediately, the Corporation is also seeking a decree, after final court hearings, that the FCC order is beyond the lawful authority of the Commission.

Possibly as a result of the color squabble, spokesmen in the setting end of the TV business reported this week that sales in Washington and Philadelphia were off slightly and that they expect a drop of maybe 40 to 50 per cent next year. Two other factors could be contributing to this: the new U.S. Regulation W controlling

credit purchases, or increased excise taxes. Or it might be all them.

To make the chaotic picture complete, the government last week tapped TV manufacturers on the shoulder and said "You're new on the control list." That means that the three vital metals in production, and all production for that matter, would be cut from 20 to 30 per cent for civilian use. Aluminum, copper and nickel, already becoming scarce, would be cut effective December 1, it is expected, while another metal, cobalt, will be used exclusively for defense orders.

Canadian Supplier Covers UN With TV

Lake Success.—A television crew with complete equipment, supplied by the Canadian Marconi Company, swung into action here last month on the first leg of a 11-week tour of duty, televising United Nations meetings, particularly those of the General Assembly.

Vic George, broadcasting manager of Canadian Marconi, who operates radio station CFCF Montreal, explained that the purpose of sending out the crew, with over 3,000 pounds of equipment is to provide continuous service into New York so that television stations and networks there may cut in on the telecasts at a time. It is also anticipated that other countries will be making kinescope recordings, George said.

The crew will use equipment built by Canadian Marconi's parent company, the Marconi Wireless Telegraph Company of England, and will work with production personnel of the U.N. Telecommunications Section. "They will thus further broaden their experience—an asset we believe will be of great value to all in the future," George said.

Commenting on the invitation of U.N. to have the Canadian company supply men and equipment, T. J. Allard, general manager of the Canadian Association of Broadcasters, said that it was "a matter of regret that first recognition of the willingness of Canadian radio stations to develop television had to come from abroad."

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