

CANADIAN BROADCASTER

AND TELESCREEN

Vol. 10, No. 14.

TORONTO, ONTARIO

July 18th, 1951

Newscasters Switch



CFRB's TWO TOP NEWSMEN, Jack Dennett (left) and John Collingwood Reade have just swapped spots. Jack's Salada news, which used to occupy the 11 p.m. spot, is now heard at 8 a.m. and 6.30 p.m. Reade, who was doing the double shot for Mutual Benefit, has returned to the 11 o'clock time he popularized during the war (for Eaton's). His new sponsor is Shell Oil Company.

Bordens Drop Net For Spot Radio Move Has Switch To TV In Mind

Toronto. — A major change in the sponsored programming of The Borden Company Ltd., was started here last month when the company dropped the network variety show, *Canadian Cavalcade*, in favor of locally produced programs on a selected market basis. In announcing the change, the company said: "The new radio set-up will have the flexibility which will make possible the evolution of Borden's new radio show as a television medium." Instead of the seventh-month season which *Cavalcade* has averaged, the new program will operate on a 52-week basis in many areas, including Toronto.

Here and in some other cities the new Borden program will be a musicale, called *Memory Lane*, made up of records selected station by station according to specifications laid down in scripts prepared by the agency, Young & Rubicam Ltd.

In other Borden sales territories, the company said, different types of programs may be developed, with preference being given to well-established home town shows where they meet required standards.

The switch from evening network to daytime local sponsorship is said to be in line with a current trend and follows the successful experience of the parent company in the United States which began its swing away from national network two years ago.

Daytime radio allows programs to be beamed at housewives, Borden's major customers. By adopting sponsorship in selected markets on an individual basis, Borden's territorial management is also being equipped with a sales instrument which can be adjusted to varying regional and local conditions, a requirement which was difficult to meet under a uniform network system, but under the new one is more adjustable, it was reported.

The new programming, which began locally over CFRB in an 11.15 a.m. time slot late last month, will be heard three days per week. The total number of stations on the Borden list may eventually go as high as 35 or 40, the agency said.

As far as television is concerned, it was pointed out that Borden's current radio plan will allow a gradual transition to TV, area by

area, paralleling the growth of the new medium in this country. This envisioned move, geared to the acceptance of TV, could not be made from a national network carrying a uniform program across the country, the Borden Company believes.

Community service causes, such as Red Cross drives and hospital campaigns, will be allotted time on the new program, as has been the case on *Cavalcade* since it was launched eight years ago.

CKCW Discovery Wins Eisteddfod Honors

Moncton.—From coast to coast Canadians have suddenly found themselves internationally famous in the world of song, as 29 young students from St. Joseph's University, New Brunswick, under the talented direction of Father Leandre Brault, gained for themselves the International Folk Song Trophy at the Welsh Llangollen Eisteddfod, the Blue Ribbon festival of the world.

Just five years ago, a group of St. Joseph students gathered together with Father Brault to sing for their own enjoyment. In that same year, CKCW undertook to revive and underwrite the Moncton Musical Festival as a much-needed community service for the city and neighboring districts. The newly-appointed festival director, Hubert Button, a member of CKCW's staff, visited the university and persuaded Father Brault to enter his youthful choristers in the competitions.

On their first appearance the choir earned the highest praise from the adjudicators, capturing top honors in the festival. Since that day they have never looked back, for at each succeeding Moncton Musical Festival, St. Joseph's Choir has taken first place. In 1951 the choir was awarded the Lincoln Trophy, emblematic of choral supremacy in Canada.

Now, the young singers have reached the pinnacle of choral achievement at the Eisteddfod by winning the coveted trophy in competition with 24 choirs representing 16 different countries. In addition, by a margin of a single point, the 29 St. Joseph Choristers placed second in their other competition to a 60-voice choir from Birkenhead, England.

Padres Are Posted



TO AID CLERGYMEN in a better understanding of radio and how to use it to greater advantage, station CFOS, Owen Sound, recently conducted a one-day school in radio broadcasting technique for ministers in the area. Seen above after a day of lectures and discussions, thanking station manager Bill Hawkins (centre) for his efforts and the use of studios are, left to right: Douglas Stotesbury, National Film Board; Rev. Morrison Sellar and W. J. Dowkes, Owen Sound ministers; and Dr. Kenneth J. Beaton, secretary of the United Church radio committee.

(Story on page 6)

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



2210 Local Salesmen for You

THE 2,210 men and women, who manage and staff the 103 independent stations of the C A B, gain their knowledge of the areas they serve, because they live in them.

They go to their clubs and churches with their listeners; their children attend the same schools as their listeners' children; they pay taxes into the same coffers; they share in and work together on the same problems; they speak the language of their own community; know its notables; its history; its traditions.

Intimacy is the essence of Selective Radio.

When this crew of 2,210 salesmen carries your sales message to its friends and neighbors, your potential customers hear your message from one of their own kind -- spoken in their own language.



The CANADIAN ASSOCIATION of BROADCASTERS

Representing 103 Broadcasting Stations whose voices are invited into over 3,000,000 Canadian homes every day.

T. J. ALLARD
General Manager
108 Sparks St.
Ottawa

PAT FREEMAN
Director of Sales & Research
37 Bloor St. West
Toronto

ECONOMICS

There'll Be Pie In The Sky

Contributed by
Mart McDonald

President of the Thunder Bay
Lumber Company, Ltd.,
Port Arthur

I could tell you many of the stories and paint you many of the pictures of the changes in the lumber business from the time I first started in the lumber yard, and can well recall the early part of this century when 2 x 4's sold at \$10 and \$12 a thousand and number 4 boards and shiplap sold at \$8. Those days are now happily gone.

Now let us look at 2000 A.D., as seen through the eyes of John Fisher, Canada's great public relations man, as he says, in effect: "There'll be pie in the sky by and by."

"There's a great day coming round 2000 A.D.," says Prime Minister St. Laurent, "when our national income will hit ten billion dollars."

His "happy days will be here permanently in another 50 years" envisages the average national family income as \$12,000.00 and the Joneses struggling to keep up with the Conservatives.

Inflation? Men, you haven't seen anything yet! But Fisher, who hates to be out of step with the times, says: "I am already tuning my ear and my financial sensibilities for the lush days ahead. It may be later than you think. And when the ten strike comes I want to be psychologically prepared for the best."

Let's peek into the average Canadian household, come 2000 A.D., and get a load of family conversation, as Mummy and Daddy, Junior and Sis, sit around the solid gold drop-leaf table and cut up tricks.

JUNIOR: Ma! Ma! Gimme five dollars for an ice-cream cone! Please Ma! Woncha Ma?

MUMMY (sternly): What did you do with that C-note I gave you yesterday?

JUNIOR (defensively): Well, gee whiz, ya can't expect me to stretch a li'l ol' hundred dollars for ever and ever, can ya?

DADDY (getting a word in edgewise): So he offered me \$10,210 trade-in on the old car. And I says to him: "Look, Mac! You trying to be funny? This car's only gone 24,000 miles and I paid you \$23,399 for it only three months ago." But he says: "So what? I can get plenty of those four-cylinder jobs on a \$10,000 trade-in."

SIS: Oh! It's time for "Stop the Nonsense."

(Sis fiddles the dials of the \$15,000 tele-radio-vision set just as the announcer is saying: "And now, ladies and gentlemen of the Radio - Rough - Di - O - Dough audience, 'Stop the Nonsense' is once more on the air, offering the chance of a lifetime to the lucky contestant who can spell his name and thus get a chance at the giant jackpot now totalling \$7,259,473,843.")

MUMMY (sniffing contemptuously): What's so big about that? Why only last week that silly

woman who lives next door to Aunt Emma won \$13,492,651,000 on the "Take it or Leave it at Ottawa" program.

DADDY: The funniest thing happened to me when I was going back to the office after luncheon today. A bum stopped me and said: "Brother, can you spare a dollar for a cup of coffee?" And I said to him: "You show me where you can get a cup of coffee for a dollar, Bud, and I'll blow us both to a cup." He must have been drunk or crazy.

SIS (pouting): Daddy! Why can't I have a pink mink coat? All the other girls have pink minks. Honest, Daddy, I'm ashamed to be seen in that old green mink.

DADDY: Dammit, do you kids think I'm made of money? I paid \$28,000 for that green mink last winter and you promised to be a good girl and wear it three winters before asking for another.

SIS: But, Daddy, I saw a pink mink on sale today. Only \$32,000. Please, Daddy, please!

DADDY (sulking): All right!

All right! I'll think about it. But I slave away for a pittance at the factory and if I get a cheap \$565 blue serge suit once a year, I'm lucky.

DADDY (groans): Alice, I told you we'd have to lie low this month. I haven't even paid last month's grocery bill.

MUMMY (in tears): Can I help it if prime ribs are \$12 a pound?

And now, our business.

Poplar Shiplap selling at \$400 a thousand, Spruce Shiplap \$450, and Fir at \$500. 2 x 4's at \$450 and Fir at \$500.

White Pine will be \$900 a thousand and Fir will cost you a dollar a foot.

And if you want to get plastered, your lath will cost you \$400 a thousand.

Well, there it is in the present new world of 2000 A.D.

Take it away and let's join in the chorus of that popular song: "Let the revolution come and everybody will have to eat strawberries."

CJAD
MONTREAL

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

5 Kw on 800 Kc
AFFILIATED WITH CBS

more people
listen to
CKRC
than to
any other
Manitoba
station

for instance —
TOTAL WEEKLY
BBM 1950 FINAL FIGURES
DAYTIME 176860
NIGHTTIME 170040

CKRC - WINNIPEG • 630 KC • 5000 WATTS

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



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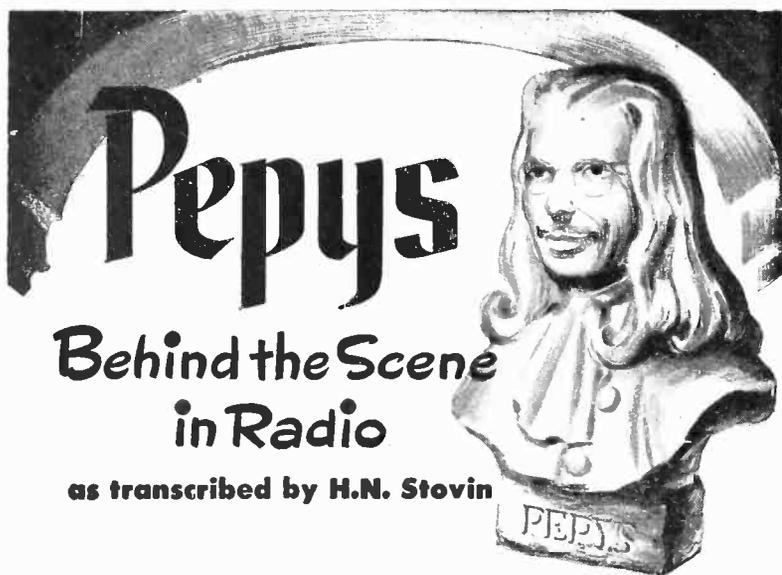
5 Kw on 800 Kc
AFFILIATED WITH CBS

more people
listen to
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TOTAL WEEKLY
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"Did enjoy some hours in the contemplative sport of angling, and noted with interest that my box of bait was labelled 'Cultured Worms.' Having made long study of 'THAT' Report, did remark to my companion that here was one thing that could be cultured by Act of Parliament, but do doubt whether Canadians CAN ● ● ● Do turn with relief to letters from several stations, and note the fine type of service they are giving their communities. That it is appreciated is plain from the letter from Don Laws, of CJOR, whose Racing broadcasts for 70 days this summer have all been taken by local sponsors—nice evidence of acceptance by Vancouver listeners ● ● ● On Page 9, Paragraph 20, of 'THAT' Report mention is made of a program of local talent heard at a private station. Manager Mengie Shulman points out that the program was specially arranged and broadcast by 'Another Stovin Station'—VOCM, St. John's, Newfoundland, who also drew the astounding total of One Million, Six Hundred and Forty-Eight Thousand Coupons for Purity Factories Ltd. ● ● ● Jack Radford, ebullient in prose as in verse, forecasts greater days ahead for Brockville and CFJR with the advent of the multi-million-dollar CIL plant just six miles east of that city, and an RCA million-dollar plant only twelve miles away ● ● ● Sid Boyling of CHAB, Moose Jaw, loses no opportunity to tie in promotion of sponsors' products with local personalities of interest. Too many to list all in this space, even though very good indeed, including having announcer personally do his washing in a super-market window, in one of the store's washing machines, using Colgate's 'Fab'—one time when washing dirty linen in public really paid off!"

"A STOVIN STATION IS A PROVEN STATION"

HORACE N. STOVIN
& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

Representative for these live Radio Stations

CJOR Vancouver	CFAR Flin Flon	CFJR Brockville
CFPR Prince Rupert	CKY Winnipeg	CKSF Cornwall
CKLN Nelson	CJRL Kenora	CJBR Rimouski
CJGX Yorkton	CJBC Toronto	CJEM Edmundston
CHAB Moose Jaw	CFOR Crillio	CKCW Moncton
CJNB North Battleford	CFOS Owen Sound	CHSJ Saint John
CKOM Saskatoon	CHOV Pembroke	VOCM Newfoundland
	CJBO Belleville	

EQUIPMENT

Sees Green Light For AM

Toronto.—The future of radio set sales is just as bright as that of the iron and probably more so, observed H. H. Rogge, president of Canadian Westinghouse Company Limited, here recently.

Although the number of radio homes in Canada stands at over 96 per cent, Rogge said that only in a theoretical sense was this approaching the saturation point. He pointed out that radio sales would probably compare with the iron, where 110 per cent saturation and over had been reached but people continued to buy one, two and sometimes three extra irons, and threw the old one away.

Rogge predicted that many more multi-set homes in the near future would be created and that, coupled with at least normal replacement demand, would provide a healthy receiver market for some time.

Even the coming of television wouldn't affect radio sales to any great extent over a long period, he felt, and he pointed to the experience in the United States, where radio sales are again on the upswing, having been forced dangerously low during the past three years by the interest in TV.

On the subject of FM, Rogge said he hoped for and expected a very gradual demand for this type of broadcasting and although television cut short its bid for recognition, this same medium may be responsible for its acceptance later on.

With that in mind, all the bigger Westinghouse receivers now come equipped with FM, he said, and although buyers at the moment are more inclined to consider it merely as an interesting extra, nevertheless these sets are getting into circulation in considerable quantity.

RMA Adds To TV Name

Niagara Falls. — The twenty-second annual meeting of what will now be known as the Radio-Television Manufacturers' Association of Canada, was held here recently, highlighted by the announced change from the former name, Radio Manufacturers' Association of Canada, was approved by the majority of members. The change was made "in recognition of the growing importance of television to the industry."

During the meeting, Ralph R. Hackbusch, president and managing director of Stromberg-Carlson Company Ltd., was re-elected president and chairman of the board of the Association. Also elected were: A. B. Hunt, Northern Electric Company Ltd., as chairman of the Receiver Division; L. M. Price, Radio Valve Company of Canada Ltd., as chairman of the Parts and Accessory Division; and S. G. Paterson, Canadian Radio Manufacturing Corp., as chairman of the Transmitter Division. They will also serve as vice-presidents on the Association's board of directors.

CKBB

BARRIE

Is now represented by

PAUL MULVIHILL

21 King St. E. — W.A. 6554
Toronto

RADIO TIME SALES
(QUE.) LTD.

1231 St. Catherine W.
M.A. 4684
Montreal

ADAM J. YOUNG, JR.,
INC.

In the U.S.A.

BBM SURVEY
VERIFIES THAT
CHNS
IS TOP
HALIFAX STATION

Besides blanketing the Halifax area, here's how CHNS stacks up on

PROVINCIAL
COVERAGE...

STATION	LISTENERS	
	DAY	NIGHT
CHNS	82,730	75,490
"B"	56,000	52,420
"C"	18,520	18,000

Nova Scotia's Oldest Station

CHNS
THE VOICE OF HALIFAX

REPS: ALL-CANADA
WEED & CO., N.Y.

CANADIAN BROADCASTER AND TELESCREEN

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

Published by
R. G. LEWIS & COMPANY, LTD., 163½ Church St., Toronto 2, Canada
EMpire 3-5075

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

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Vol. 10, No. 14.

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

July 18th, 1951

There Must Be Some Gold Some Place

There must be a great deal of satisfaction for CKCW, Moncton, in particular and privately-owned radio in general, over the news story, on the front page of this issue, which tells how the St. Joseph's Choir, a CKCW discovery scored top honors for itself and artistic glory for Canada at the recent Welsh Eisteddfod.

If the Massey Commission had devoted a commensurate amount of space to such efforts as this, which was an offshoot of CKCW's annual Moncton Music Festival which has been underwritten by that station for the past five years, its harsh comments, which were to a great extent merited, would have carried more weight. Not only this, but such commending comment would have pointed a finger in the direction in which it felt that private enterprise should travel.

Instead of this—and this is our considered opinion after our third reading of the Report—it seems to have set out to list the virtues of the CBC, with an occasional placid criticism, and practically without exception, to tabulate the shortcomings of the private stations.

Early in the Report (page 32, section 32), the Commission says: "... the lack of assistance to artists by private stations (with one distinguished exception) has provoked sharp criticism."

An enigmatic under-statement such as this can accomplish no purpose. Which is the station described as a distinguished exception, whose development of local talent is an example to all radio?

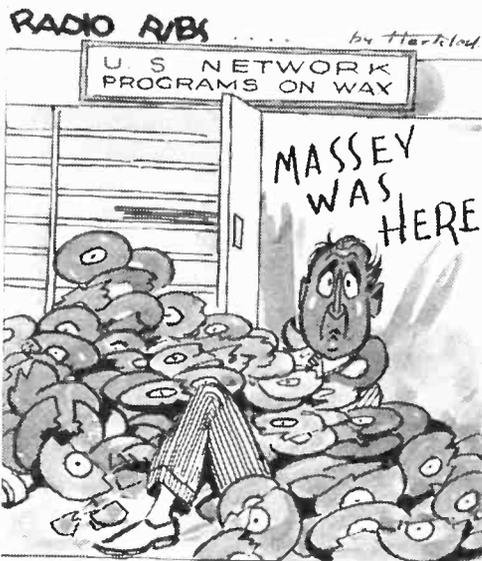
It could be the Moncton Music Festival we have just mentioned.

It might be CKRC, Winnipeg, for the opportunity it offers local vocalists and instrumentalists, through its 12-year-old "Junior Musical Club," or CKY's contribution, of recent origination, called "Winnipeg Sings."

Perhaps the Commission was alluding to CJAD, Montreal's "Montreal Little Theatre," wherein young actors from six theatrical groups are given an opportunity to get on the air each week as a contribution to talent development made by the station. There is also the same station's Saturday morning "Little Players" and its "Citizen's Forum."

Then again there was CJOY, Guelph's "Little Theatre"; "Town Meeting in Canada," which was originally a CJOR production and has spread to over twenty stations across Canada.

Possibly the Commission had heard of CFRN's annual "Search for Talent," through which last year (its third successive one) 6,000 local artists appeared for the



Northern Alberta Crippled Children's Fund and helped raise \$51,000 for the fund.

Or did they have in mind CFPL, London, known from coast to coast for their locally developed "Don Wright Chorus" and numerous other programs heard locally and across the country by network?

No thinking person with an interest in the artistic and cultural future of Canada should try and argue or alibi their way out of the quite reasonable criticism that is levelled against them by the Report. The tendency to shrug off the unpleasant comment on general programming as impractical is regrettable, in our opinion. Improving programs, not only for regular listeners but so as to add to the number of regular listeners cannot by any stretch of imagination be regarded as anything but a benefit to the nation.

Unfortunately, from the standpoint of the private stations, the Commission's comment is so completely negative, so utterly devoid of a hint or a suggestion on the positive side, that making an analysis of the long list of complaints, or compounding a prescription with which to follow its diagnosis, is much harder than it would otherwise be.

No one is more sincere than we are in our belief that the members of the Commission set forth to make an honest appraisal of Canadian culture. Yet, try as we may, we cannot completely dispel the idea that the Commission's Report in actual fact is a document which gives complete support to the government which appointed it. People are saying: "What else would they do?" We think they are wrong. We hope we are right.

Ask The Man Who Lives There

There is an interesting trend away from network and into selective or spot radio, as is evidenced by the new policy being

adopted by Borden's this year, in spotting programs across the country, instead of using a major network show from coast to coast.

Other national advertisers who use this kind of radio advertising are: Household Finance, who are using a variety of locally produced shows on about eighty stations, including music of all kinds, sports, news, talks and other types; Frigidaire is playing the transcribed "Guy Lombardo Show" in 86 selected markets; Imperial Tobacco use recorded music handled by local announcers, many sports events and such transcribed features as "Bold Venture"; there are also Wrigley's "Cisco Kid," Kellogg's "Mark Trail" and Colgate's "Who Am I?"

Obviously one of the prime reasons for this trend is to place the program in the right place at the right time. This flexibility is one of radio's greatest strengths. With very few exceptions, it is impossible to devise a network feature which will, at one and the same time, give glitter to city listeners and the more solid kind of fare to the ruralites.

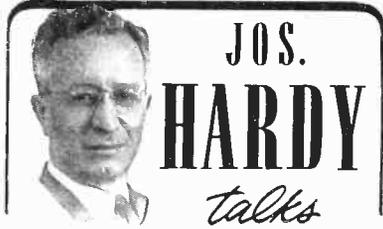
When it's lunch time in the Rockies it's tea time in Montreal. This fact is an insuperable barrier to effective network programming. But by using individual stations, time differential can be overcome.

Sponsors with more than one product to sell can choose local programs with ready-made audiences or transcribed shows calculated to have local interest, and can vary the product plugged according to the demand in various areas. While this is sometimes attempted by local cut-in announcements, it is seldom as effective and administration becomes a headache.

All stations have programs with tremendous local interest. Many of them have been on the air for years and have gathered legions of loyal listeners. Some of them feature personalities whose names have never been heard up and down Agency Row, but whose personalities are part and parcel in the areas where they live and work.

Radio advertising has for years been divided into two parts, labeled national and local. Much of the so-called national type is aimed over the heads of many listeners. This is strange, because whether the sponsor is a large manufacturer or a retail store, his purpose is the same—to sell Joe Public.

Wise advertisers will tie onto this trend to localize programming and wise stations will lose no effort to keep advertisers and agencies posted on those successful shows they have on the air which are available for sponsorship. If they will do this, they will find advertisers tending more and more to ask the man who lives there.



JOS. HARDY

talks

ON QUEBEC MARKET No 2

"A recent article in Maclean's Magazine said 'It's doubtful if there's another city in Canada as aggressive in its bid for new industry as Three Rivers.' In 5 years some 10 new industries have settled here—including a huge plant producing electrical appliances, others turning out abrasives, steel plate, aluminum foil, textiles, paper products and bags. More than 2,000 new jobs have been created. And the population has jumped from 50,000 in 1941 to 70,000 today. Radio Station CHLN, Trois-Rivières, covers the city and suburbs thoroughly, in French. It is listened to and appreciated. It can carry your selling message effectively and inexpensively. For full details—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-Kenbgami	250 WATTS
CKBL	MATANE	1000 WATTS
CKLD	THETFORD MINES	250 WATTS

RELIGION

Stations Aid Clergy

By Tom Briggs

That there is room for improvement in the broadcast of religious programs and that the broadcasters are aware of this unrealized potential, was brought out in a survey of radio stations made this month by *Canadian Broadcaster & Telescreen*.

At the same time, however, it became apparent that the stations themselves were doing much to make religious programs more acceptable to listeners by constantly seeking to raise the technical quality of broadcasts, while instructing ministers, organists and choirmasters in the art of using radio.

Radio station CFOS, Owen Sound, recently conducted a one-day school in radio broadcasting technique in its studios, in co-operation with the radio committee of the United Church of Canada, for ministers in the station's area. Lectures during the day, given by W. J. Dunlop, director of the CBC's religious broadcasts; Reid Forsee, program and talks producer of the CBC, and Rev. Dr. Beaton, secretary of the United Church radio committee, and two discussion periods, gave the 30 clergymen a new insight on the approach to radio.

Organized by Rev. Maurice Whidden, minister of a church in the area, the school was considered a success. CFOS manager Bill Hawkins said: "Many of those attending the school participate in the station's *Morning Devotions* series and other religious broadcasts, and there is no doubt in our minds that the one-day discussion on radio technique has helped these men to better plan and produce their broadcasts."

A similar experiment was carried out by CHEX, Peterborough. A meeting with the local ministerial association was arranged at which tape recordings of its *Morning Devotions* program, made

over a period of four weeks unknown to the minister in charge, were played and discussed. Out of the meeting came suggestions for a standard, non-denominational format for the program, an offer by the station to supply each minister with a list of all hymns in the station record library, and an organized radio committee set up to control, criticize and improve religious broadcasts.

As a result, CHEX manager Russ Baer believes that the ministers of all denominations in the locality are now more radio-conscious. "We have taken important steps to improve the calibre of religious broadcasts," he said, "and in so doing received excellent co-operation from the ministers. They were highly impressed with our interest in assisting to improve. Their Sunday morning church services are prepared and presented so that the listening audience feels a part of the congregation, rather than outsiders listening in."

"I would suggest that broadcasters generally become more aware of the importance of religion in their programming," he urged, "because, after all, religion is the backbone of the community."

Bill Stovin, manager of CJBQ, Belleville, has had two meetings with the ministerial association there, explaining the various approaches to good radio speaking. Response to these was sufficient to warrant the preparation of a special pamphlet by the station, in which were outlined pointers on material and procedure for broadcasts.

The local ministers now know what does and does not make good radio. Further, the station has supplied the clergyman with copies of an important book on the subject, "Religious Radio—What To Do and How."

The station's production manager, Scott Hannah, pointed out that for some time CJBQ has been looking for better ways to make "on the air" sermons more listenable. He feels that its efforts to date have had satisfactory

results.

Critical of radio's handling of religious programs is M. V. Chesnut, manager of radio station CJNI, Victoria, who feels that "a serious mistake was made when the first church service was broadcast, a mistake that has led religious broadcasting down the wrong path to this day."

"Back in the early days," he said, "when 'special events' or 'memo' broadcasts were new, we tried our hand at anything and everything. We broadcast dance bands, sports, political rallies, fires and riots. We broadcast from aircraft, from under water, and from circus cages, and, included in this search for novelties, to our shame, we broadcast the church service and even the marriage ceremony."

"A church service is an act of worship," Chesnut declared. "It is a deeply personal affair, and as such it is not a fitting subject for broadcasting. Moreover, I believe that even the most devout clergymen are corrupted to some extent by the presence of the microphone, with a portion of their minds on their 'performance' during worship."

"The laws of Canada," he pointed out, "prohibit the broadcasting of the proceedings of any court of law, on the grounds that broadcasting is injurious to the dignity and majesty of the court, while a service of worship becomes a radio program, competing with other programs for rating points."

"Religious broadcasting and the propagation of Christianity by radio should take the form of religious music, inspirational talks and drama," he suggested. "The idea of Christianity can be 'sold' with the same techniques that have proven so successful with Community Chest, Red Cross and Victory Loans, but let us accord our churches at least the same respect we grant our law courts."

Of the many religious organizations using CFCN, Calgary, to broadcast their messages, all have demonstrated how important such programs can be when the medium is understood, according to the station's manager, James Love. They are also aware of the need for continued improvement.

Some of the programs are produced by groups of evangelists in the station's studios, most of whom have been trained in the Moody Bible Institute for radio work and understand broadcasting well. Another program, consisting of gospel hymns by the Janz Quartet, promotes attendance at gospel meetings, and originates in specially constructed studios at the Three Hills Bible Institute. A great deal of money has been spent by the organization on equipment and studios, and it is always anxious to improve the quality of its programs, Love said.

Calgary's Central United Church is said to have the largest radio congregation of any United Church in Canada, and also broadcasts over CFCN. It is therefore extremely interested in improving the broadcasts of its regular services and more attention is given to the radio congregation than to the one in the church. Some broadcast equipment is owned by the church and the newly-appointed minister was chosen, at

ANNOUNCING the formation of

Radio & Television Sales Inc.

Broadcasting Station Sales Representatives

A. A. McDERMOTT, GENERAL MANAGER

MONTREAL
Windsor Hotel
UNiversity 6-0936

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REPRESENTING

RADIO STATION CKVL VERDUN - MONTREAL

AND

THE FRENCH RADIO ASSOCIATES GROUP NETWORK

least partially, for his qualifications as a radio speaker.

Still another program cited by Love is that of the Prophetic Bible Institute, now in its twenty-sixth year and conducted by Premier E. C. Manning. Professional vocal and instrumental talent is engaged and each program is carefully rehearsed before it goes on the air. It is produced and transcribed in studios and on equipment belonging to the Institute and released to 12 other stations across Canada.

"There is no doubt that those churches using modern radio technique are getting very good results from the medium," Love contended, saying many clergymen agree that "churches need to adopt a more progressive point of view with regard to radio."

"We constantly urge that good things come in small packages," said Howard Bedford, president of station CHVC, Niagara Falls. "Condensation," he went on, "is as effective in religious radio as in any other public appeal. We ask our ministers to eliminate embellishments."

However, he suggested that a station should make sure it is providing adequate technical facilities "to get out of church broadcasts what is put into them. And the radio man at a church, be he producer, announcer or merely operator, must be straightforward and emphatic in his instructions to all concerned, bearing in mind that the ratio of those in the radio audience to those in the chapel is immense."

Pointing out that it is hard to differentiate between programs specially prepared for radio and broadcasts of regular church services, J. A. C. Lewis, manager of station CKEN, Kentville, N.S., said that with a regular schedule, ministers throughout the two surrounding counties try to make the best presentation possible on broadcast services with special planning. However, he felt that from experience, no drastic change in present procedure could be recommended. "After all, it is a church service we are broadcasting," Lewis said, "and the folk who are listening appreciate it as being carried in the manner they would experience were they able to attend."

Much the same opinion was expressed by Bob Bowman, CFBC, Saint John, N.B., when he said: "Specially prepared broadcasts seem to get more visible response than pick-ups from churches, but I think the church pick-ups are appreciated by thoughtful people."

The station's promotion manager, Dick Gallagher, considered programs such as the *Hour of St. Francis*, *Family Theatre* and productions of The Salvation Army to be of high standing both in production and audience response. But while church services of any particular denomination are inclined to be favored more by its members than the great majority, "they are better listening than manufactured programs."

In Wingham, CKNX, which devotes more than 12 hours weekly to religious broadcasting, is much concerned over the quality of such

programs. One of its program series, *Church of the Air*, has been administered for the past 10 years by the Wingham and District Council of Churches, which is responsible for securing a different minister for each of the daily half-hour programs.

Promotion manager Vin Dittmer reported that, contrary to current religious broadcasting methods, this program uses the order of service of the church almost exclusively. Such an approach is more readily understood by the average listener than the type of program especially prepared, he said. "We feel that our rural community wants more religious broadcasting," he went on. "We also think that the local unrehearsed qualities of our programs go off better with our audience."

The station was instrumental in setting up a "radio workshop" for the Church Council and it is felt that this will contribute towards any toning-up the broadcasts may require.

At CKWX, Vancouver, it is the considered opinion of many members of the staff that the radio industry could profit by providing leadership in an instructional program on radio for the clergy and laymen.

As expressed by Sam Ross, assistant manager, such an undertaking should be aimed at "educating the church as to the nature of radio as a means of mass communication, and why it is different" and teaching the "basic tenets of radio salesmanship and new ways to promote the gospel." It could further provide "assistance in effective planning and scheduling of religious broadcasts." Training in radio speaking and basic radio writing was suggested as part of the proposed course, "to avoid oratory in sermons from studios" and "to point out the differences in pulpit work." Some training in production techniques, such as discussions, forums and interviews, was also recommended.

The CKWX staff felt that a three-point program could achieve these ends. They believed that occasional workshop studies in radio stations should be provided for all clergymen within each community and that they should also be urged to hold classes themselves. Encouragement and leadership should also be provided for permanent radio workshops, designed primarily for teaching the laymen of the church, particularly the young people who can be counted upon to be interested in such ventures. "We put emphasis on the activity of laymen, because much of the work of the church is done by them," Ross said.

The third point in the proposal was aimed at instructing theological students. "When it comes to early training of theological students, we'd like to put extra emphasis on this final suggestion," declared Ross. "Theological colleges should include some form of radio training for their students. If this were done, then the graduates would be far better equipped to do work on the air and thus appeal to a greater number of people. We feel that radio stations would be glad to nominate some of their staff members to lecture and lead discussions on radio in theological classes."

OUT SEPTEMBER 1st

Canadian RETAIL SALES INDEX

1951-52 Edition

Compiled by G. E. Rutter

Estimates of Retail Sales for 1950, by counties and census sub-divisions broken down into 20 business type groups.

Also population and radio homes figures as furnished by the Bureau of Broadcast Measurement.

RESERVE YOUR COPY

AT THE PRE-PUBLICATION PRICE

NOW

Published price . . . \$ 5.00 per copy
Pre-publication price \$ 3.50 per copy
\$10.00 for 3 copies

USE THIS FORM

PRE-PUBLICATION ORDER

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

As soon as published, rush us _____
copies of the 1951-52 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; additional 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 _____

LOCAL AND DISTRICT MERCHANTS SELL YEAR ROUND THROUGH CKBI

No summer recess in this market for business. As of June 30 — 123 local merchants and 171 district merchants are using CKBI's facilities. More being added every day. Business is good in this market. Plan to add your campaign in the CKBI Market this year.

CKBI
PRINCE ALBERT
SASKATCHEWAN

5000 WATTS

AGENCIES

By Art Benson

SPITZER & MILLS

Toronto. — Colgate-Palmolive Peet has spots and flashes going to CKEY and CFRB, Toronto, until the middle of October advertising Halo Shampoo.

Quaker Oats Co. of Canada Ltd. starts a summer series of spot announcements July 25, over 15 stations coast to coast, advertising Puffed Rice and Puffed Wheat. Same sponsor has also scheduled a three-month spot campaign, starting in September, over 37 stations coast to coast, advertising Quaker Oats.

DANCER-FITZGERALD SAMPLE

Toronto.—Sterling Drug Canadian Ltd. replaces *Backstage Wife* for the summer with the 15-minute five-a-week transcribed *Second Spring* (All-Canada) over 15 stations coast to coast, advertising Dr. Lyons' Tooth Powder, Phillips Milk of Magnesia and Ironized Yeast.

MacLAREN ADVERTISING

Toronto.—H. J. Heinz Co. of Canada Ltd. has started *A Life In Your Hands* (from ABC) over CJBC, Toronto and CFCF, Montreal, as a summer replacement for *Ozzie & Harriet*, advertising its various products. Herb May handles the commercials.

THORNTON PURKIS

Toronto. — Salada Tea Co. of Canada Ltd. has scheduled two 10-minute newscasts (8.00 a.m. and 6.30 p.m.) six days a week over CFRB, Toronto, for five years, featuring Jack Dennett. The Salada Tea newscast has been previously aired at 11 p.m. six nights a week over the same station.

J. WALTER THOMPSON

Toronto.—Shell Oil Company of Canada in conjunction with its dealers has taken over the sponsorship of the 11 p.m. newscast over CFRB, Toronto, featuring John Collingwood Reade. The newscast will be heard seven nights a week and marks the nineteenth station currently carrying Shell newscasts across the country.

WOODHOUSE & HAWKINS

Toronto. — Maher Shoe Stores Ltd. starts the transcribed *Henry King Show* (S. W. Caldwell) over nine Ontario stations as a summer replacement for *Double or Nothing*.

MOVE 'PEG OFFICE

Winnipeg. — McKim Advertising Ltd. has moved its local operation to the National Trust Building with the same phone number of 923491.

ASSOCIATED BROADCASTING

Toronto. — City Buick Pontiac Ltd. has switched the five-minute five-a-week transcribed *Tumpane Talking*, featuring the Globe & Mail columnist Frank Tumpane, from CKEY to CFRB, Toronto.

JAMES LOVICK

Vancouver. — Patricia Young, novelist, who has been continuity editor of CKMO, has left to join the radio department of James Lovick agency. Also working in the department are Florence Assen and Donna Powers, which makes it the largest radio department operated by any agency in the west, as well as being the only one staffed entirely by women.

SET MARKET HOLDS

Toronto. — There were 37,781 radios of all types sold during May, bringing the total so far this year to 258,286, reported the RTMA. Total value for sets sold this year is \$22,231,244.

BETTER CALL SWC



FOR DISCS, TAPE & T.V.

SURE-FIRE \$HOW FOR SURE-FIRE SALE

★ **HOLLYWOOD THEATRE OF STARS** ★

204 HALF-HOURS

2 solid years of all-star programming

A famous Hollywood Star in every episode, drama, comedy music

Herbert Marshall • Cornel Wilde
Rhonda Fleming • Dana Andrews
Robert Mitchum • Susan Hayward

At LOW Prices
You'll Hardly Believe

SEND FOR YOUR SAMPLE SHOWS TODAY!

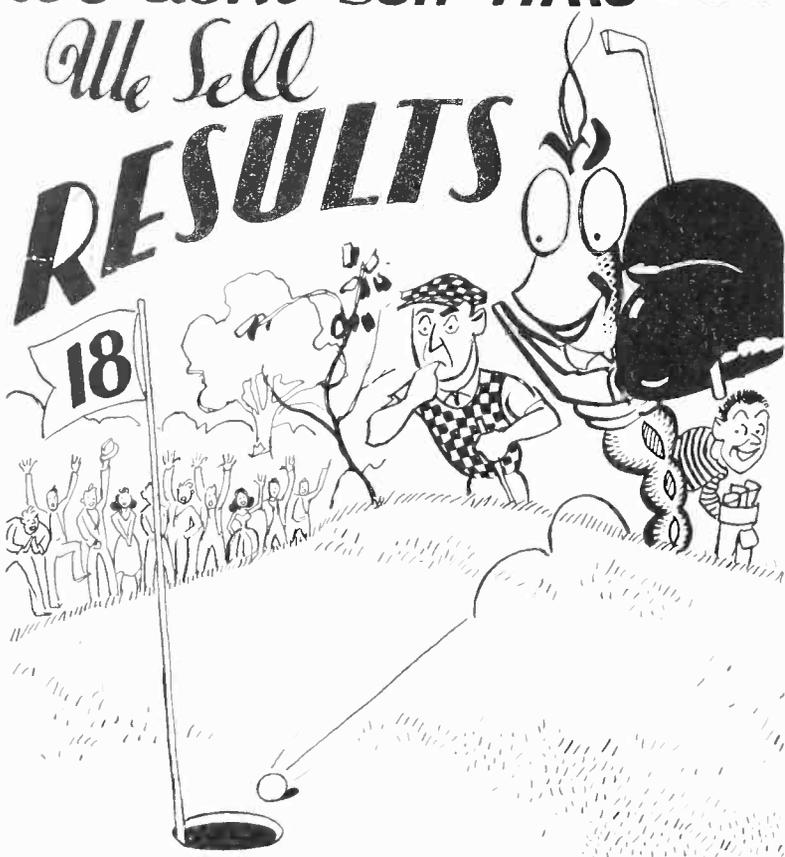
S.W. **Caldwell** LIMITED

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

We don't sell Time

We Sell

RESULTS



CKCW

MONCTON NEW BRUNSWICK

The Hub of the Maritimes

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

CKCW

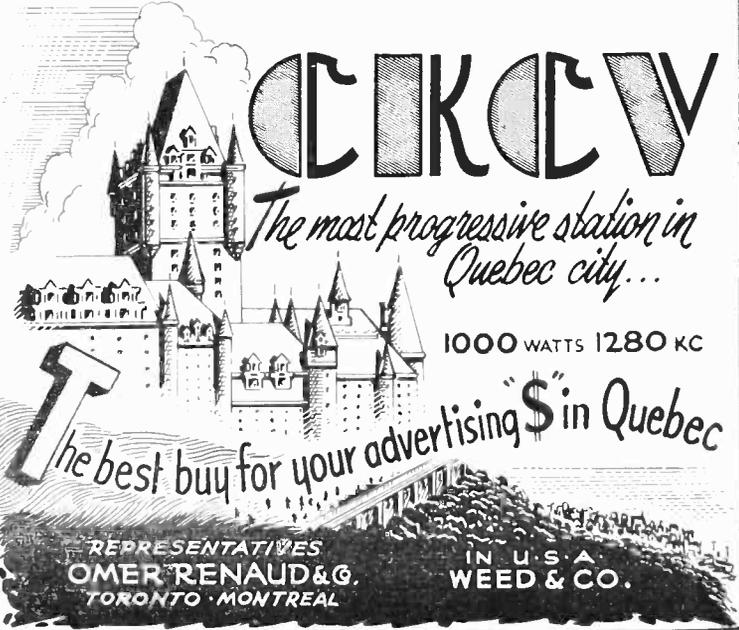
The most progressive station in Quebec city...

1000 WATTS 1280 KC

The best buy for your advertising \$ in Quebec

REPRESENTATIVES
OMER RENAUD & G.
TORONTO MONTREAL

IN U.S.A.
WEED & CO.





Top Left, Clockwise:
"Martin Boundy and Orchestra"
"Don Wright Chorus"
"Neil McKay and Orchestra"
"Earl Terry Singers"

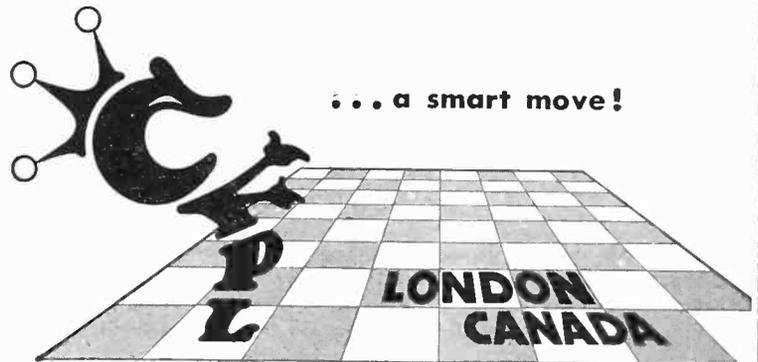


The belief held by CFPL in the ability of local musical talent of London and Western Ontario has been substantiated. In 1950-51, CFPL originated four series of weekly half-hour musical programs to CBC Dominion. Starting with "Westinghouse Presents" with The Don Wright Chorus, CFPL then produced a young musician-arranger, Neil McKay and his Orchestra. This summer . . . two more shows: The Earle Terry Singers . . . and the Martin Boundy Summer Concerts.

Another 4-square reason why advertisers, listeners, performers alike, know that choosing 980-CFPL

is always . . .

. . . a smart move!



your next move . . .

call All-Canada Radio Facilities or Weed & Company in the U.S. Do it NOW!

CFPL - LONDON, Western Ontario's FIRST Station

Let's Go FISHING

for SALES!

CFQC casts the bait of your advertising line into the rich depths of the hard-wheat belt—makes your sales catch bigger 'n' better than ever!

CFQC in SASKATOON

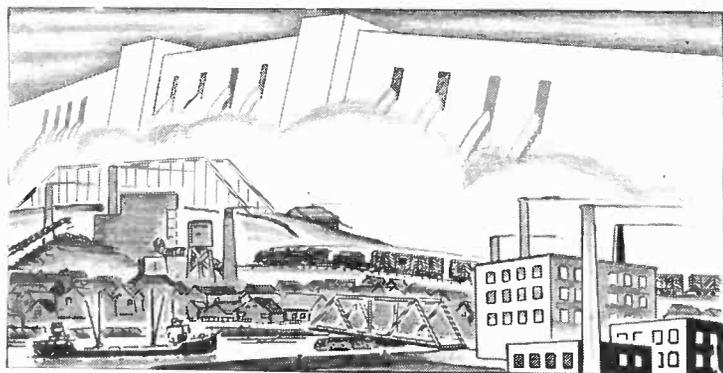


SASKATOON, SASKATCHEWAN 600 KC 5000 WATTS

The radio hub of Saskatchewan!

ASK RADIO REPS!

WE'RE DOING FINE WITHOUT IT.... BUT WATCH US IF IT COMES!



Our artist has packed the real and the potential assets of Cornwall for the national advertiser in this picture. In the foreground are some of Cornwall's industries—her paper mill, her textile mills. Also shown are her transportation assets—her main line railways, her international bridge, and her canal transportation.

In the background is depicted the great dam that will cross the St. Lawrence River if the seaway and power plan is approved. Its impact on Cornwall will be tremendous.

But the folk of Cornwall and the tri-counties of Stormont, Dundas and Glengarry have been hearing talk of the seaway for half a century. They'll believe it when they see it. In the meantime, there is a growing, progressive market for all kinds of goods in Cornwall and the United Counties NOW.

REACH IT THROUGH

CKSF and CKSF-FM

CORNWALL — ONTARIO

National Representatives: HORACE N. STOVIN LTD. (Canada) or JOSEPH HERSHEY MCGILLVRA (U.S.A.)

KELLOGG BOOSTED ON BOTH COASTS



Vancouver.—A combined station and sponsor campaign, designed to promote the Clyde Beatty Circus, has been entered into by CKWX and the Kellogg Company Ltd. In all, some 20 store windows will be dressed, featuring the company's products and drawing attention to the circus which is due to be held in the near future. On the air a contest is being held in which Kellogg box tops can qualify for free circus tickets, while interviews with Beatty, renowned animal trainer, spark attention.

Also included in the campaign are signs and billboard, lobby displays at the radio station, the CKWX sales service truck decked out in posters, and a large banner at the circus.

Reproduced above are: top—the CKWX sign over Eaton's parking lot at this city's busiest intersection; centre—a CKWX billboard on another main thoroughfare; and lower right—the sales service van, operated by the station as an aid to retailers in planning displays, carries a card tying in Kellogg products with the circus.

Hero Goes Fishing

Saint John, N.B.—To promote products of the Kellogg Company of Canada Ltd., and its Mark Trail radio show, station CFBC here staged a week-long fishing trip in which were included the local Kellogg representative, the writer and lead actor of the Mark Trail program and a special news team from the American publication, *Look Magazine*.

Local promotion was carried by CFBC in its newscasts, announcements and programs devoted to the event in which Mark Trail, well known through the comic strip and broadcast, was the leading character.

It is understood that a photostory of the trip will be published in *Look* at some future date, written by its feature writer, Lew Gillenson, with photos by Arthur Rothstein, both members of the fishing party.

During the out-of-doors week, Ed Dodd, cartoonist-naturalist and creator of the Mark Trail comic and radio show, worked out a special program and strip on New Brunswick.

Representing Kellogg's on the trip was Joseph McCormick, sales manager for the southwestern area of New Brunswick. From CFBC came manager Bob Bowman and promotion manager Dick Gallagher.

When the party returned, Ben Cooper made a personal appearance at the station's studios to mark the end of the season for his series. It was also closing day for the schools, and it was reported that 50% of the youngsters who came to the station to see one of their heroes had to be turned away.

The trip was arranged with the co-operation of the American agency, Kenyon & Eckhardt.

Serving over . . .

45,000 French-Canadians. Dialed by the entire population of the Oil Province for the best musical programs.

CHFA

EDMONTON

680 KC. 5000 WATTS

"La voix française de l'Alberta"

— SEE OMER RENAUD & CO. —

OPINION

British vs. U.S. Radio Lessons For Us

As part of its inquiry into British broadcasting, the Beveridge Committee sent sub-committees to look at and listen to the U.S. broadcasts.

Since the BBC is a state monopoly and the U.S. system is a commercial private enterprise system financed exclusively by advertising, the reports of these delegations were of keen interest to Lord Beveridge and his colleagues.

The findings are illuminating, also here in Canada, which possesses a system largely modelled on the BBC, but with elements in common with the U.S. system.

■ ■ ■

The London Economist deduced from the U.S. reports that the British envoys "found American broadcasting not nearly so bad as it had been painted." Selwyn Lloyd, of the Beveridge Committee, was indeed so far converted as to propose, in a minority report, "the licensing, alongside the BBC, of one or two national companies to run commercial programs, as well as local stations which would be allowed to take advertising."

The majority of the committee, however, stood by the present monopoly policy of the BBC. The chairman and two others suggested, very tentatively, that experiments should be made by the BBC, accepting paid advertisements, but without giving advertisers any control over the programs between which their announcements would be sandwiched.

■ ■ ■

John Crosby, a well-known radio and television columnist in the U.S., who has recently been visiting Britain, told readers of the Manchester Guardian a few days ago that he doubted whether the sub-committees sent across the Atlantic had listened to enough U.S. programs to get a fair picture. He thinks they went back, on the whole, merely fortified in the opinions they had carried with them to the U.S.

Mr. Crosby argues that U.S. advertising on the air is not so offensive as the casual visitor thinks. The U.S. listeners have through long practice acquired "selective deafness." They simply turn off their ears "as people living on the edge of street car tracks learn to ignore the racket of the wheels while remaining fully sensitive to the slightest cough from the baby upstairs."

He admits that while the U.S. advertiser has committed some grave offences against good taste, it should be remembered that the advertiser "pours roughly \$500 millions a year into radio and television; which means that the broadcaster can afford and does provide an opulence and variety on our air which is not possible anywhere else in the world." Mr. Crosby asserts that much of the money goes into the wrong pockets, but on the credit side he lists such outstanding cultural achievements as the NBC Symphony.

The greatest sin of the U.S. broadcaster, he thinks, is "not that he allowed the advertiser to support the medium—after all, we in the newspaper business are supported by him too—but that he allowed him to control it completely." But this situation is slowly being corrected.

He thinks the U.S. press should

go further than it does in developing "genuine critical and review columns." And he adds that with all its faults he feels that commercial radio is the best for a country as big, as populous and as diverse as the United States.

—Reprinted from

The Vancouver News-Herald.

Flash.

CKDA FIRST in Victoria!

(See Elliott-Haynes and Penn McLeod Surveys)

Get the CKDA STORY from RADIO REPS

NOTES TO YOU!

"FAR FAR AWAY"

Records Available

Jim Byrne
Maple Leaf (Folk)

Charlie Kunz
London (Pop)

Ozzie Williams
London (Pop)

AND OTHERS

Write us
for a free disc.

FAVORITE MUSIC CO.
21 SUSSEX AVE. TORONTO 5

INTRODUCING ANOTHER EXECUTIVE WHO SELLS THE CALGARY MARKET SUCCESSFULLY

Austin Dealer Sees Sales Soar

- Calgary's Cyril Carter Doubles Service Volume, Increases Car Sales thru CFAC Friday night quarter-hour.

- Estimates Each Dollar Spent on CFAC Brings Twice as Many Sales.



CYRIL CARTER

"WITHIN three months of starting our advertising campaign on CFAC, we were pleased to find that we had doubled the volume of our service department. Since that time, we have acquired an Austin dealership, and have used CFAC successfully to promote the sale of these small cars as well. In fact, comparing our total business volumes before and after we started using radio, we estimate that our radio-advertising dollars bring us twice as many direct sales as our other forms of advertising."

"Our location is a favorable one, on a main thoroughfare into the city. A good many out-of-town listeners come directly to us, and we have had letters from people in remote points, saying that they have heard about us on CFAC. By keeping tab on traffic, both from in-town and from out-of-town, we observe that the greatest number of our prospects come in to investigate on the Saturday and Monday following our Friday program."

Signed—CYRIL CARTER.

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

THE STATION
MOST
LISTENERS DIAL



THE STATION
MOST
ADVERTISERS BUY

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

GOOD PROSPECTS FOR YOU on CJGX YORKTON

Right in the centre of Western Canada's richest agricultural area.



★ Crop reports show an excellent crop in store for this Fall.

★ Livestock shipments are at the highest peak in history!

BE SURE YOU INFLUENCE THIS RICH AND GROWING MARKET

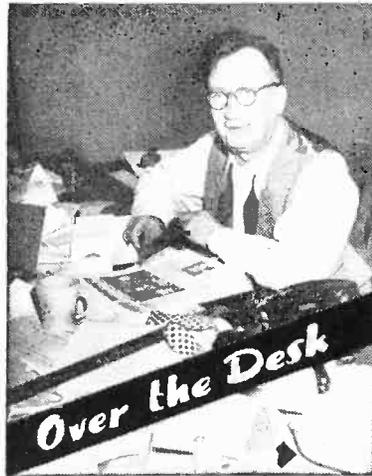


WITH

CJGX YORKTON

SASKATCHEWAN

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



Some of the stations' commercial writers were set back on their heels by the candid comments made by the judges in our recent writing contest which were published in our last issue.

I'm not going to agree or disagree, but one writer—and his anonymity is my idea, not his—complains that: "It's a shame that a writer's services are free to local sponsors, and that a majority of local stations emphasize that when making a sale. Many sponsors appreciate the gesture," he writes, "but there are also many others who adopt the attitude that if it is free, it can't require much effort or intelligence." This, our friend feels, results in the sponsor taking it for granted that the copy is only fair and so several changes are obviously necessary. He also thinks it leads the sponsors to take a let's - make-the-most-of-it-because-

it - doesn't - cost - anything attitude, and boot it around just for the fun of watching it squirm.

If, on the other hand, a small service charge were tacked onto the price of the time, then, he thinks, it would be appreciated and treated with respect.

To take a firm stand on both sides of this comment, it seems to me that people in all walks of life tend to lack appreciation for anything they get for nothing. It occurs to me, too, that stations and other media would be justified in getting compensation for the money they spend maintaining copy departments, from the people who make use of such services. However, program ideas, art work or just plain writing are the most powerful single weapons a salesman can use in securing an advertising account, and such a plan might deprive them of this tool. It might also lessen the stimulating and healthy competition, where one medium is vieing with another, or one station (or paper) with another station (or paper), to come up with the idea that will land the contract.

Be this as it may, it is certainly a fact that if a trade paper can land more advertising contracts with copy ideas than by any other means—and I can assure you that this is a fact—then this would be the basis for my plea for better commercial writing in radio, to secure more contracts. And, my friendly writer-correspondent notwithstanding, I don't think the way to attain this end is by charging more money for it. I suggest rather that the best way is to

get better writing, or, if absolutely necessary, better writers.

I suppose it had to happen. Now they are asking us to stage an announcers' contest. Holy sufferin'! I suppose it could be done... if you guys want it that way. Let's have a little enthusiasm from the announce staffs, huh? Get someone to write us a letter and you can make your marks on the bottom, if you want us to do something along the lines of the recent writers' contest.

CKCW, Moncton, got an "on-and-in-the-spot" broadcast when the Congress of Hollywood Daredevils drove stock Ford convertibles through a series of hair-raising stunts at the Moncton race track.

Fred Hearne, a recent addition (via the Broadcaster office) to CKCW's announce staff, went along with the Daredevils—for the ride—and kicked through with a tape recording of it just to prove he was there.

This twenty-niner, who came out from England in 1947, did five years with the R.A.F. On discharge, he joined the Arthur Rank organization as an animation artist for cartoon movies and intended to take up stunt driving for the films as a specialized career.

After risking his neck in one film, he changed his mind and came to Canada as a freelance commercial artist. Last September he got the radio bug and signed on for the broadcasting course at Ryerson Institute.

In our short acquaintance, before he left for Moncton, I found that Fred has one further accomplishment. He talks more than I do, but doesn't always say as much.

Hubert Button, CKCW's veteran staffer but newly-named publicity man, claims that this character plans joining the first rocket ship trip to the moon for an actuality shot. Meantime, I sincerely hope he is keeping his feet on the ground, even if it stretches his lengthy torso.

Tiny Elphicke, of CKWX, Vancouver, hasn't read my "Saturday Night" article on the Massey Report, but he has seen, and, believe it or not, admired my picture!

Writes Tiny: "While I have not yet had time to read your discourse (guess I'll have to make a transcribed version) I am sure it will be in your own inimitable, scintillating—if somewhat acid—manner. This, however, is not the point.

"The picture makes you look almost dignified, and I would very much like to get a copy. God knows I might even hang it at home—and I say 'hang' advisedly."

I am including this cameo of twentieth century prose in my column for two reasons: first, for its vibrant humor and second, because Benson just told me we're running 24 pages this issue, so anything goes—practically.

Pat Bayer, who says we are responsible for her first by-lined article, "Twenty Million Letters Is A Wad Of Mail" (C.B.&T. August 4, 1945), and whom you will remember as CFRB's pub-

• 100 MILE •

AREA STUDY

by ELLIOTT HAYNES
1951

CKCK leads the field.....

Station	% of Audience
CKCK	41.0
STATION A	30.7
STATION B	12.0
STATION C	9.8

CKCK

THE FIRST STATION IN SASKATCHEWAN

licity Jill back in the middle forties, dropped in to tell me she is now in New York as Radio and TV Editor of *Tide*.

On the side, Pat has appointed herself Canadian ambassador to American advertising, and is forever battling to get more space devoted to this country's activities. There is an old familiar note to her plaint that Canadians are always loathe to spill to newshawks.

Pat had me drooling when she told me that she can sit at her desk and hand-pick what she needs from the news that comes at her every mail delivery. This, I gathered, even contains information about things before they happen. Clever people, these Americans.

Tommy Church, until recently, production manager of CFBC, Saint John, N.B., has joined the sales department of All-Canada Radio Facilities Ltd. (Program Division).

Tessa Andrews, one-time CKMO Traffic Dept., is now with Andy McDermott and his Radio and Television Sales. (RATS to us, Andy.)

OTTAWA

Senate Raps Radio Bureau

Ottawa.—An attack by the Senate on a broadcast made last November in the *Report from Parliament Hill* series was revived here early last month when charges that the commentary was "slandrous and libelous" were brought before the Finance Committee of the Senate's Upper Chamber. The Senators demanded that action be taken against those responsible.

In the broadcast, it was reported, Francis Oakes Baldwin, regular writer of the series, said Senate attendance was about a dozen Senators, "most of them asleep," and that it cost the country "several million dollars a year" to have bills passed by them with little or no discussion.

The *Report from Parliament Hill* series is a service going to about 68 private radio stations across the country, produced by the Radio Bureau of the Canadian Association of Broadcasters.

Senator A. N. McLean of New Brunswick urged that legal action be taken against the Radio Bureau, while Senator W. H. Golding charged the statements in the broadcast were "absolute falsehoods." Senator John T. Haig, Senate Opposition leader, said "if they are going to disseminate

that kind of nonsense" the matter should be brought before the CBC Board of Governors.

In commenting on the Senate charges, Jim Allard, general manager of the CAB, referred to the statement he made when criticism was first levelled at the broadcast last February. He said the Radio Bureau has no political or editorial opinions and permits its writers to state the facts as they see them. "They have on past occasions paid tribute to the good work done by the Senate committees," he said.

A. Davidson Dunton, chairman of the CBC Board of Governors, in discussing the matter, said that he would make an investigation, but he pointed out the CBC did not relish taking on the responsibility of going over scripts to be broadcast by private stations, even though it has the power to do so. The CBC had always taken the view that it should avoid censorship of opinion and fact, he said.

Dunton thought the best method would be to approach the CAB with a view to rectification, and said that a radio station, like a newspaper, could be approached to give "the other side of the picture" in a controversial issue.

One Senator, Thomas Reid of British Columbia, went on to criticize the news broadcasts of the CBC, saying that those dealing with Parliamentary matters are "not always a fair report." He was told by Dunton that the CBC's news came mostly from the major news agencies, such as The Canadian Press and British United Press.

This month Senator Thomas Farquhar added fuel to the fire when he suggested that the government should take over all private stations and place them under the operation of the CBC. He went on to say that the statements in the *Report From Parliament Hill* broadcast were both "misleading and untrue."

The Senator said he was not calling for the curtailment of freedom of speech, but he felt a very definite stand should be taken on the question, claiming that the CBC had done nothing to prevent a repetition of the offending statements.

He also said that if the government placed private stations completely under the CBC's control, this corporation could then

"be operated on a sound financial basis as it should be."

Senator Reid again joined the discussion saying he would agree with the proposal that the government take over all radio, except that he believed the government is not in the radio business in Canada through the CBC. It had created in that organization a "corporation which is above the government."

However, he reminded the Senate that it was the private stations which had pioneered radio, and criticized the CBC's programming, saying that it insisted on putting on a lot of "tripe," such as "weepy" plays where one could "feel the shaking of the voices of the actors."



In answer to many questions (one, anyway) as to what the above coat of arms represents and why it is running in this publication for awhile all by its lonesome, it was done to arouse curiosity—as what ad (radio or otherwise) isn't?

Our coat of arms has not the official stamp of the College of Heraldry. There were so many things we wanted to depict like *SALES POTENTIAL RAMPANT* and *LISTENERS LOYAL ON A FIELD OF INTENSITY*.

However, we had to settle for a pictorial representation of our call letters and motto reminder that we speak—

"In Full Round Voice — In the Midst of Things"
in the Quinte Market.

CJBQ
BELLEVILLE



FOR THESE ARTISTS

- CARR, Joe
- DAVIES, Joy
- DENNIS, Laddie
- ELWOOD, Johnny
- HANDLEY, Joe
- LOCKERBIE, Beth
- MATHER, Jack
- MILSOM, Howard
- MORTSON, Verla
- O'HEARN, Mona
- RAPKIN, Maurice
- RUTTAN, Meg
- SCOTT, Sandra
- SERA, Joseph
- WOOD, Barry
- WICKHAM, Ann

Day and Night Service
at
Radio Artists Telephone
Exchange

Wanted

EXPERIENCED announcer - operator who wants to get ahead and share in unique company profits plan for station going to 1000 watts. Apply in writing only to:

STATION CKFI

Fort Frances Ontario

You can look it up...

Elliott-Haynes Radio Rating Reports show CHEX to be the only independent station reaching the powerful Peterborough market! Yes . . . by playing an important part in the community life of the Peterborough district, CHEX has obtained extremely high program ratings and percentage of listeners.

The latest evening survey, in February, 1951, gives CHEX an average program rating of 21.2, and indicates the average percentage of listeners at 61.7.

The latest daytime survey, in April, 1951, gives CHEX an average program rating of 14.0, and indicates the average percentage of listeners at 63.9.

Let these amazing listenership figures work for you . . . schedule your advertising on:

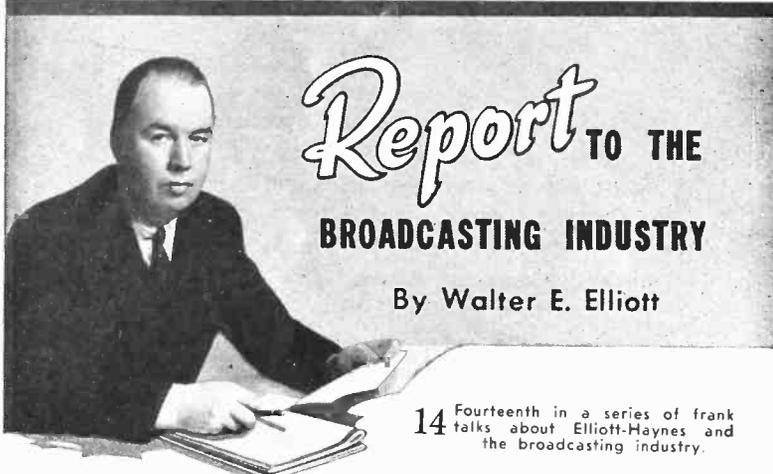
CHEX PETERBOROUGH

1000 WATTS

1430 KCS.

NATIONAL BROADCAST SALES

TORONTO: 88 RICHMOND STREET WEST — PL. 3718-9
 MONTREAL: MEDICAL ARTS BUILDING — FI. 2439
 VANCOUVER: ROY CHAPMAN, 804 HORNBY ST. — TA. 7721



14 Fourteenth in a series of frank talks about Elliott-Haynes and the broadcasting industry.

Available Survey Reports

Besides the regular Daytime and Evening Reports published monthly, Elliott-Haynes releases the following radio reports on a regular basis:

- National Rating Reports
- Sets-In-Use Reports
- Share of Audience Reports
- Early Morning and Late Evening Listening Trends
- Out-of-Home Listening Trends
- Car-Radio Listening Reports
- Tele-Rating Reports
- Area Studies

If you do not receive some of these reports, and wish to obtain information in any of these fields, please do not hesitate to contact one of our offices.



Elliott-Haynes Limited

[Continuous Radio Audience]
 [Measurements Since 1940]

Intl. Aviation Bldg.
 MONTREAL
 UNiversity 1519

515 Broadview Ave.
 TORONTO
 GErrard 1144

ROUND-UP

People Want Pantomime

Vancouver. — Except for radio, jokes are becoming obsolete in show business. TV comic Alan Young said, as he returned home with his wife, Virginia, for a summer visit with his family.

"I don't think in terms of gags any more," Young said. "All my work today is sight comedy."

Young said that practically every subject has been worked to death for gag content for years and that gag writing has become a mechanical art.

"People want the old-fashioned pantomime back," he said. "It's the 'new' pantomime now, with TV shows hinged on more props and business than was ever seen on the silent screen."

As an example he described one of his recent shows in which he spoke only three lines in a 10-minute TV sketch, with the rest consisting of pantomime.

Smaller and Cheaper Transmitters

Hamilton, Ont.—A new type of high-power, air-cooled broadcasting transmitter, embodying a recently developed technique—Ampliphase—has been announced here by Marconi's Wireless Telegraph Co. Ltd., a member of the English Electric group here.

It is claimed that Ampliphase will allow larger installations to be completely air-cooled and will reduce the size and cost of many broadcasting transmitter units.

The new system has been tested for the last year in the service of the BBC and a 60 kw. model lost only 12.5 minutes due to breakdown in over 2,000 hours of operation.

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

HOW THEY STAND

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

DAYTIME

English	Rating	Change
Ma Perkins	15.6	-1.0
Big Sister	15.0	-1.3
Pepper Young	14.2	-1.3
Right To Happiness	13.2	+ .1
Life Can Be Beautiful	13.1	-1.1
Road Of Life	12.4	- .5
Aunt Lucy	12.0	-1.7
Laura Limited	11.9	-1.3
Who Am I?	10.4	- .5
Strike It Rich	9.8	new
French		
Rue Principale	21.6	-4.4
Grande Soeur	21.5	-2.7
Quart d'Heure de Detente	21.5	- .4
Jeunesse Doree	21.3	-3.4
Tante Lucie	20.6	-1.7
Maman Jeanne	20.0	-3.5
L'Ardent Voyage	19.2	-2.1
Francine Louvain	17.2	-1.1
Lettre a une Canadienne	16.3	-2.4
Quelles Nouvelles	15.5	-1.6

EVENING

English	Rating	Change
Charlie McCarthy	26.3	-4.4
Lux Radio Theatre	25.3	-2.9
Our Miss Brooks	23.8	-2.3
Amos 'n' Andy	21.7	-3.0
Twenty Questions	17.9	-2.5
My Friend Irma	17.1	-2.3
Aldrich Family	16.8	-1.9
Suspense	16.1	-2.9
Mystery Theatre	15.7	-1.2
Arthur Godfrey	14.7	-1.1
Wayne & Shuster	14.6	-1.0
The Falcon	14.2	new
Treasure Trail	13.8	-1.9
Club 15	13.8	- .9
Contented Hour	13.7	-1.9
French		
Un Homme et Son Peche	30.1	+ .8
Metropole	27.7	-1.1
La Pause Qui Rafraichit	23.1	-4.0
Jouez Double	20.9	- .9
Radio Carabin	20.0	-4.9
Les etoiles de demain	20.0	-1.7
L'Epervier	19.2	-6.0
Ceux qu'on aime	18.7	-3.2
Oswald	18.6	-2.6
Tentez Votre Chance	18.4	-4.1
Course au Tresor	17.6	-1.4
Mine d'Or	17.2	-4.2
Le Journal de Grignon	16.7	-1.0
Faubourg	16.5	new
Qui suis-je?	13.5	-3.8

COOKE BUYS BALL CLUB

Toronto. — Jack Kent Cooke, president of station CKEY, Toronto, and publisher of *New Liberty Magazine*, has purchased a large interest in the Toronto Maple Leaf Baseball Club and is now president of that organization.

ELECTRONICS SALES SUPERVISOR

Supervisor of field sales engineering staff wanted for important Canadian electronics manufacturer. Technical sales or managerial experience in radio broadcasting or general electronics field needed.

This is a senior position requiring mature judgment and ability. Give full particulars, including age, education, experience.

Box A-97

Canadian Broadcaster & Telescreen

163½ Church St.

Toronto



900 Kc. 1000 Watts

SHERBROOKE
 QUEBEC

The Voice of the
 Eastern Townships

Quebec



1240 Kc. 250 Watts

Representatives

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

PERSONAL

Representation



Paul
MULVIHILL

offers

**PERSONAL
TORONTO
REPRESENTATION**

*Currently
Representing*

**CJCH
HALIFAX**

**CKTB
ST. CATHARINES**

**CKBB
BARRIE**

**AND NOW
CHOK
SARNIA**

Capitalizes on this personal service which could be your answer to YOUR sales problem.

Paul
MULVIHILL

21 KING ST. E., TORONTO
WAverley 6554

SOUNDING BOARD

Selling Nou-Christians

Toronto

As an old radio man may I contribute a few thoughts and suggestions in connection with religious broadcasting? I think you are to be commended for drawing attention to this potentially most valuable and helpful of radio broadcasting's public services. I think Don Wright is to be commended for his efforts to make the medium more effective in this respect and I think the vast majority of Canadian radio stations are to be commended for their sincere and constructive efforts to work with local pastoral clergy, with the end in view of best filling the denominational religious needs within their respective coverage areas.

May I suggest, however, that with few exceptions, denominational religious broadcasting is consciously or unconsciously directed to or appropriate for those who may now be church members. This is a necessary and praiseworthy service in itself—but what of the multitudes of agnostics—of non-Christians—the indifferent — or what we might call, for want of a better name, "gray" Christians? Reflect a bit and consider whether the language, approach or general set-up of the present-day denominational broadcasting "services" would really "sell" practising Christianity to those not presently practising Christians. Are those multitudes now being "sold" to any great extent on Christianity? Are they worth bothering about? If there were more actual "practising" Christians in this world, would it be helpful in ameliorating the sorry situation we now find ourselves in?

We loosely call Canada a Christian country. Are we actually? Should we be? If so, then clearly we should utilize every means and media possible in the most effective manner possible to "sell" real Christianity to those who are not practising Christians.

Can radio help do a real and effective job in this respect? I am confident it can through a united and co-operative effort among the various denominations and radio at the national level—appointing clergymen particularly adapted to radio broadcasting — sincere, honorable and consecrated men who would become full-time audience-gaining "Radio Personalities" and who would make their life's work using the radio to win souls for Christ, using Christ's own techniques, and remembering that radio must, in its very nature, be interdenominational, and that while we may differ denominationally on certain aspects of our faith, we have our common denominator in the person of Christ and His teachings common to all denominations.

I respectfully suggest that radio explore the vast possibilities of this medium for good in the "selling" of practising Christianity to those not presently practising Christians—to me the most important and greatest "Public Service" radio could possibly render to its listeners.

Carson Buchanan.

NORTHERN ONTARIO'S

Greatest

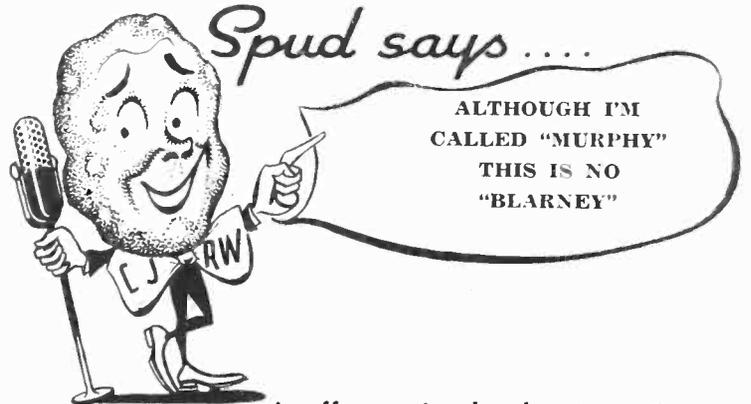
**ADVERTISING
MEDIUM**

CKSO

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

Ask

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



Spud says

ALTHOUGH I'M CALLED "MURPHY" THIS IS NO "BLARNEY"

I offer national advertisers New Brunswick's north shore from Cocagne to Bathurst; P.E.I. and north Nova Scotia-at RATES LOWER than any other Maritime station!

Let me prove to you that CJRW DOESN'T COST...IT PAYS!

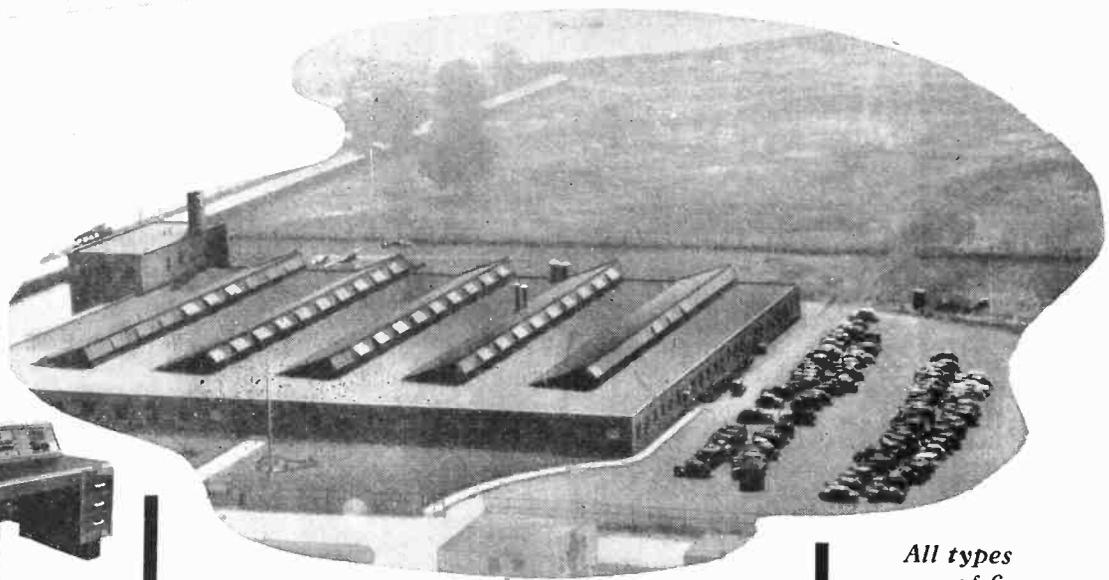
- Spud

CJRW
SUMMERSIDE, P.E.I.

SEE RADIO REPS

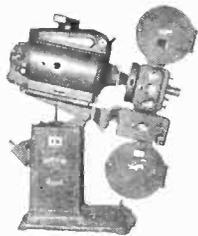
"The Voice of Canada's Garden Province"

ACHIEVEMENT AT BELLEVILLE

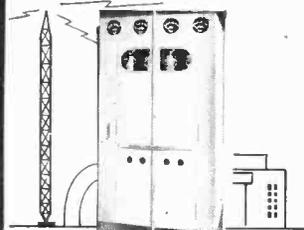


Completely modern Sound Systems for sports arenas, industrial plants, schools, hotels, institutions.

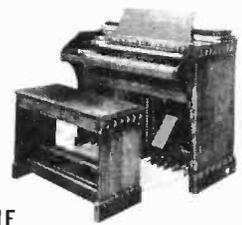
All types of fine radios for the home



Motion picture Sound Systems for theatres of all sizes.



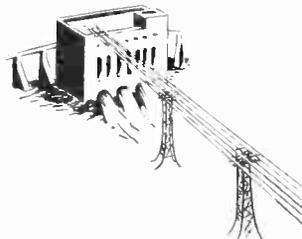
AM or FM Broadcasting Stations including Speech Input Equipment . . . A complete Broadcasting Station service from Telephone Line to antenna.



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.



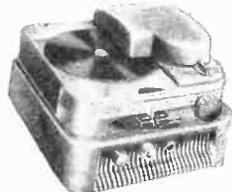
Fire Alarm equipment and systems for buildings or municipalities.



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, surveys 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



PROFESSIONAL AND SERVICE
Directory

RATES—6 Months (12 Issues) 20 words minimum—\$24.00
Additional words, add 10c per word, each issue.
12 Months (24 Issues) 20 words minimum—\$40.80
Additional words, add 8½c per word, each issue.
Casual Insertions—15c per word. Min. 20 words.
(All payments are to be in advance.)
Copy and/or classification may be changed
each issue.
Agency commissions cannot be allowed on these
advertisements.

ACTING

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

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

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

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

BETH ROBINSON — 15 years stage—radio. Straight leads, boy-girl, teen parts a specialty — English, French, Scotch dialects. HY. 3063. (Q)

ROXANA BOND — WA. 1191. (L)

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

JANE MALLET — Heard on most national programs since radio began, is available for some spots and commercials. PR. 5502. (P)

ANNOUNCING

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

MICHAEL FITZGERALD — Kingsdale 0616. (M)

JACK DAWSON—PR. 5711 or OX. 2607. (L)

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

BOOKS

HANDBOOK OF BROADCASTING, by Waldo Abbot, is a complete guide book on the effective methods of radio and TV broadcasting for everyone in every phase of non-technical broadcasting. This up-to-the-minute reference book covers pro-

BOOKS

gramming, directing, writing commercial continuity and business aspects of broadcasting stations. Third edition, 494 pages, 61 illustrations. Price: \$6.50, postpaid if cheque enclosed with Broadcaster & Telescreen, 163½ Church St., Toronto 2, Ont. Book Dept., Canadian

TELEVISION PROGRAMMING & PRODUCTION is "enlightening, good reading, most concise and informative text available," says the New York Times. Richard Hubbell, the author and a veteran of 15 years in TV and allied arts, is one of the greatest basic theorists in the medium, and his book will become a "bible" for the industry. Price \$5.25, post paid if cheque enclosed with order. Book Dept., Canadian Broadcaster & Telescreen, 163½ Church Street, Toronto 2, Ont.

EDUCATION

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

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

ENGINEERING

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

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

PHOTOGRAPHY

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

PROGRAMS

HYMN FOR THE DAY—Gene Baker sings world's best-loved hymns. 65 five-minute shows. Caldwell Ltd., Simco House, Toronto. (O)

RADIO ADVERTISING FOR RETAILERS—A monthly service for the Broadcaster, consisting of Commercial Continuity, Copy Starters, Sales Digest, Management and Promotion Tips, Program Ideas. Written and produced by experienced radio writers who appreciate your problems. Free samples on request. Available exclusively thru All-Canada Radio Facilities Limited, Program Division, Toronto.

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

PRESS CLIPPING

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

RECORD'G SUPPLIES

IMMEDIATE RESHARPENING SERVICE—By special arrangement with Audio Devices Inc., we carry a large stock of Cappel's resharpened 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 Smorgaasborg. Dancing nightly from 9-12. 720 Bay St., Toronto. (O)

SINGING

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

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

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CANADA'S

FIRST

STATION



MONTREAL—ABC and DOMINION NETWORK AFFILIATE

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

SUMMER IS ONLY COLOSSAL

Your advertising dollar has the greatest summer dollar value when your sales message is delivered by CKLB... the station with more potential holiday customers* in the Greater Oshawa area than all other stations combined.

*E-H Report

To make YOUR SUMMER SALES Colossal just ask Jim Alexander about the most - listened - to station serving a fifty million dollar market.




CANADIAN PACIFIC EXPRESS TRAVELLERS' CHEQUES

OBTAINABLE FROM ALL CANADIAN PACIFIC AGENTS AND MOST BANKS

A WEEKLY BBM of 71,380

(44,340 daily)

gives

CJBR
Rimouski

**The Largest French-Language
Potential Coverage in Canada**

after Montreal and

Quebec City

**5000 WATTS
ON 900 KCS.**

**Supplementary
to the
French Network**

CJBR
RIMOUSKI

Ask

**HORACE STOVIN IN CANADA
ADAM YOUNG IN THE U.S.A.**

CBC

**CBC's Three Million Touch
Is Only The Beginning**

Ottawa. — Revenue Minister McCann, governmental spokesman for the Canadian Broadcasting Corporation, moved two items through the public accounts committee sessions here late last month which will give the CBC another loan for television of \$1,500,000 and a grant of the same amount to cover its radio operations deficit of the current year. But the items were agreed to only after a lengthy debate led by opposition members Donald Fleming and John Diefenbaker.

The outright gift to cover the Corporation's deficits set a precedent, since in the past all public funds going to the CBC had been in the form of loans, repayable with interest.

Most members, opposed to the item, were unwilling to see the grant made until a full debate on the Report of the Massey Commission, which makes a detailed recommendation for giving money to the CBC, has been held in the House, and this will not be until the fall. They pointed out that they were actually being asked to accept the Commission's recommendation in part, assuming that it would pass with Parliamentary approval.

Fleming urged that the item be held over until the fall session, contending that the matter was not so urgent that immediate approval was required. "What I am asking now," he said, "is that this item be allowed to stand until the kind of study that the importance of this (Massey) Report justifies and demands is given to it . . . and until a committee of the House has gone exhaustively into all aspects of the Report in relation to broadcasting and television."

Dr. McCann considered the CBC's financial plight grave and said it might not be able to continue to the end of the year unless financial assistance was provided immediately. As his reason for recommending a grant, he said: "I expect that the recommendations—and perhaps I am premature—of the Massey Report will be put into effect. That makes

provision for grants. This would be one part of the grant that would be given for the current year. That is the candid reason I give for it, and I think it will ultimately turn out to be the real reason of what will happen."

Alistair Stewart, member for Winnipeg North, suggested that the reason for the grant is more obvious. "For some years the CBC has been running a deficit, and this past year that deficit amounted to \$900,000. The CBC already owes the government \$8,400,000, and if we continue to make loans, the Corporation will continue to run into debt. It is not expected that the loans will ever be repaid and we might as well call them what they really are—that is, grants."

Assuming that the recommendation of the Massey Commission for aid to the CBC is adopted, Dr. McCann was asked how much money the CBC would be given in the next five years. Setting the population at 14,000,000 and allowing the CBC \$1 per head, less its license and commercial revenue, the minister said it would be approximately \$5,000,000 per year, more than half of which would be used for capital commitments, if the CBC's revenue and expenses remain about the same. This is in addition to the \$600,000 yearly which it costs the government to collect license fees, not charged to the CBC, as Fleming pointed out.

An attempt by the opposition to have the item changed to a loan was ended finally when it was brought out that Parliamentary regulations would not permit such a change.

The loan of an additional \$1,500,000 for television would go largely towards covering preliminary work and current costs during the first months of operations, Dr. McCann told the House. He also said that it does not appear as though the CBC's Toronto TV centre could be operating before late winter of 1952, whereas previous announcements had mentioned mid-summer of next year as the starting date. The studios for Montreal television are well advanced, McCann said, but the transmitter and building, to be located on Mount Royal, has been delayed until recently by building restrictions imposed by the Province of Quebec. No starting date was mentioned for the expected start of Montreal TV.



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

**"YOU CANNA AFFORD TO MISS THE
LETHBRIDGE MARKET!"**



Ask your local
All-Canada man.

LETHBRIDGE ALBERTA ALL-CANADA STATION

MEMO to TIME-BUYERS!

NOW is the time to make reservations for "Pop The Question" Fall twice-daily programs!

E-H RATING:	% LISTENERS
Mornings 25.05	63.6

**★ For Summer Box-Top Campaign —
Try "POP THE QUESTION" \$7 SPECIAL
MORNING SHOW SPOT RATE!**

CFBC — Saint John

REPS: J. L. ALEXANDER — Montreal — Toronto
WEED & CO. — In the U.S.A.



TALENT TRAIL

By Tom Briggs

From among the many talented young people who performed during the past year on the top flight amateur program, *Opportunity Knocks*, have come the three grand winners. Part of their reward is a regular spot on a new summer replacement program, *Opportunity Winners* (Dom. Net. Mondays 8.30 p.m. EDT) which is now in its fifth week.

This ambitious, well-conceived program makes good listening, largely because it is in the capable hands of John Adaskin.

One of the winners is Morris Kronick of Montreal. Twice during the program last week, the young pianist went to work to entertain and succeeded admirably, especially in a piece called *Sin Titulo*. Earlier he did a lively arrangement of the oft-rearranged *Dark Eyes*. With a rich classical background, which includes a stint as guest soloist of the Montreal Junior Symphony, Kronick seems destined to make a fair bid for recognition in the popular and semi-classical field.

Another good performer is baritone Fernand Martel who added to the show's quality with his French and English version of *The River Seine*. There was also a stirring rendition by Joseph Rainer of the tenor aria, *Vesti La Giubba*, from Leoncavallo's *I Pagliacci*. All young and with classical music educations, the three proved in fact why the adjudicators had seen fit to send them on to this engagement which, if anything, will improve their poise and timing, probably instil in them a sense of showmanship and make them less unknown. It is truly an opportunity, and they seem to deserve it. And in re-

turn they give one of the best musical programs currently available, with the help of producers Ian Reid in Toronto and Ken Withers in Montreal.

It was also during this program that its director and orchestra conductor, outspoken John Adaskin, got another load off his chest. He said, quoting his friend, Dr. Edward Johnston: "The man who owns a Stradivarius is not always a violinist."

Adaskin amplified this thought. He implored people who had reason to believe that within them lay a wealth of untapped talent, to bring that latent ability to fruition by cultivating it, saying: "I have often been faced with the situation where a singer seemed to feel that his or her possession of a good voice was an automatic passport to success . . . but really it is only a fraction of what is required. It is rather what they are able to do with such a voice that is important. The sad thing is that these owners of lovely voices are often the most reluctant to spend the years of study and work which are necessary to becoming really first class artists."

It would appear that Adaskin is unwilling to compromise with mediocrity and that his remarks can apply to every side of the entertainment world. They carry the weight of his experience too, because he knows music, he understands the demands of show business, and his professional association with young artists is surpassed by few. It is this conviction, coupled with his belief that this country has a lot of talent waiting to be discovered, which made *Opportunity Winners* possible. Who can deny the man is on the right track?

MAILBAG

Sir: Why don't you dedicate a regular column in your disreputable paper to "Culture for the Masses"?

—L. S.

• • •

HEADLINE

Armed Forces Agree Women Necessary.

—Globe & Mail.

• • •

15% PROOF

Hugh Newton, as ever the PR man, suggests that Bill Byles introduce a new drink called Rum and Yubicam.

• • •

HOMOGEGNIZED

All hail the summer-bachelor account executive who wheeled into the dairy and demanded a mickey of milk.

• • •

PERSISTENCE

If the Joy people keep up their "Economy Time" spots much longer, I'll be buying some of their gas, and then they'll be sorry.

• • •

TURNABBOT

If this tax situation gets much worse, next election I'm going to vote for Costello.

• • •

CHURCHY LA FAM

The sponsor's wife sang four arias and a couple of recitatifs into the microphone, which made her very angry, because the mike wasn't on.

• • •

TAINT FUNNY

Maybe the announcers and the clergy should change places for a while and see what happens.

• • •

FOR ART'S SAKE

Now Art Benson has gone away on his holidays, we'll find out once and for all who does all the work around here. (See next issue.)

COPYWRITER

3½ years station experience following one year retail advertising dept. —stood third in Broadcaster writing contest — seeks opening in station, agency, or what have you?

WENDELL WALTON
54 Kipling Rd., Hamilton

cics
SELLS

in

Stratford

THIS PAPER

has an opening for a keen young man (18-21) who wants an opportunity to learn his way into an interesting business.

He has to be prepared to start at a small salary; he has to face up with the fact that he will get his tuition from three hard-working guys who started and came up the same way.

Any abilities, such as running a typewriter or duplicating machine, will be in his favor, but quite secondary to a desire to make himself useful.

If you want to talk it over, write in your own handwriting to Canadian Broadcaster & Telescreen, 163½ Church Street, Toronto 2, for an appointment.

CJCH HALIFAX

The
Number

One

STATION

In

The

Maritimes

Number

One

MARKET

•
24 HOURS
ON 5000 WATTS

REPS:

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

MONTREAL:
Radio Time Sales
(Quebec) Ltd.
1231 St. Catherine W.
MA. 4684

CJCH HALIFAX

CANADIAN TELESCREEN

Vol. 4, No. 10.

TV and Screen Supplement

July 18th, 1951

RADIO HOLDS OWN IN TV STRUGGLE

Chicago. — In homes equipped with both radio and television in the United States, the total average time spent listening to these instruments was 8.07 hours, of which 2.63 hours were devoted to radio. These were some of the facts brought out in a recent statistical study by A. C. Nielsen Company here.

The study pointed out that television drew the people of radio-television homes for the remaining hours, or 5.44 hours, compared with radio listening in radio homes of 4.53 hours daily. This means that TV is out-attracting radio by slightly less than one hour per day in the differently equipped homes, but the margin increases to 2.81 hours daily when the same people are given a choice of radio or TV.

In all radio and/or TV homes, however, the study showed that radio is still holding up well, due to the comparatively low circulation of television. The Nielsen figures showed that in all homes (discounting those without radio) the average time spent at radio was 4.06 hours, while for television the figure was 1.41. But it is also apparent that television has been responsible for raising the total time spent on these types of entertainment from 4.53 hours (before TV) to a current 5.47.

In a breakdown of an average radio-television day, other figures showed that in the morning there is little TV viewing done, and in the one hour period before noon the statistics reveal there were no TV sets in use. Immediately after, however, and throughout the afternoon, the use of radio drops in favor of TV where there is a choice, but radio increases steadily in "radio only" homes. The gulf is widest between 8 and 10 p.m. where, in "radio only" homes, the sets in use number 37.7 per cent, while in radio-television homes

the radios in use account for only 8.6 per cent. From eleven o'clock to midnight the corresponding figures are: for "radio only" homes —16.9 per cent; for radio in TV homes—5.4 per cent.

The effect of television on radio has been greater in metropolitan centres than in small towns and rural areas, the report showed. The reduction in radio listening in metropolitan areas due to TV was set at 17 per cent before 5 p.m. and 40 per cent after 5 p.m. In the small towns and rural areas the decline is 1 per cent before 5 p.m. and 16 per cent thereafter.

The Nielsen report injected one especially cheerful note for radio in pointing out that while radio listening has slumped in the overall picture, the increased number of radio sets has had a "substantial offsetting effect." In 1946 the hours per home per day of radio listening, when considered with the number of radio homes, stood at a statistical index of 156. In the five succeeding years the index has been 176, 192, 198, 189 and 169. It pointed out that the 1951 level of total listening (169) exceeds the 1946-47 average of 166.

In another continuing study on radio-television use, conducted by the National Broadcasting Company, figures show "that, as one would expect, in TV homes TV is the dominant medium. But the figures also show that radio is still a vital force, even in TV homes," according to Edward D. Madden, an NBC vice-president in charge of television sales and operations. The findings, he said, are in keeping with his belief that the most effective media combination for the national advertiser is radio and television.

The study, "Television Today," showed that in TV homes, the average adult viewer spends 135

minutes per day watching the tele-screen, 61 minutes per day listening to radio, another 47 minutes daily reading newspapers and 11 minutes with magazines daily. This indicated that radio listening time in TV homes is greater than the combined time spent on newspapers and magazines (58 minutes) by three minutes.

Radio is still leading in the over-all picture in New York City where 51 per cent of the homes at the time of the survey had TV sets. Among all the adults an average of 90 minutes per day was spent on radio, 73 minutes with television, 49 minutes at newspapers and 13 at magazines. The average adult, therefore, according to the survey, spends 84 per cent more time listening to

the radio than reading newspapers, and as much time with radio in one day as he spends reading magazines in an entire week.

The average housewife spends even more time listening to radio, "Television Today" reveals. She hears radio 106 minutes daily, watches television for about 77 minutes, reads newspapers for 40 minutes and spends only 13 minutes with magazines.

Madden declared that all figures in the study relate to the New York metropolitan area, where TV ownership is high, and where newspaper and magazine circulation is disproportionately large. In many other TV markets, he said, the radio listening time advantage over newspapers and magazines is undoubtedly even greater.

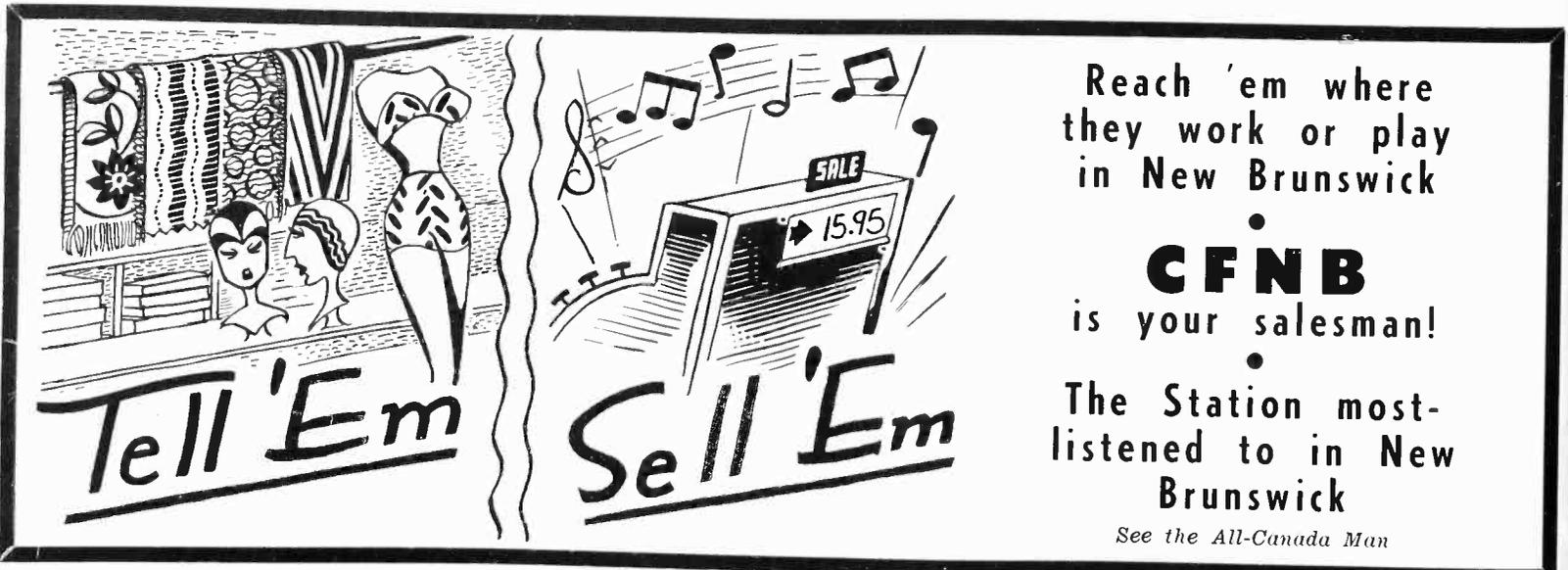
MOVIE PRODUCERS TURN TO TV

New York. — Time Inc. announced here earlier this month that their series of documentary movies, *The March of Time*, will be discontinued this fall when most of its production facilities are to be devoted to TV films. This is the latest move by a major film company in a general trend which is reportedly reshaping the entire economy of the medium-sized independent movie production houses.

Motion Picture Centre Studios of Hollywood also announced that over half of its facilities have been converted for TV film production and, although it will continue to turn out major theatre films, a large part of its footage will now be for TV purposes, produced through its newly-created Motion Picture Television Centre. The company in the past has produced a number of top rate theatre features, among them are *Cyrano de Bergerac* and *Home of the Brave*.

In commenting on the "Time" change, president Roy E. Larsen said that although its releases during the past year had shown a marked sales increase, mounting costs necessitated the move. "Our company has been increasingly active in recent years in developing and producing programs for television and the *March of Time* facilities are admirably suited for the new medium," he said. Under the direction of its co-founder, Louis de Rochemont, "Time's" documentaries have been considered outstanding in the field and have captured many awards.

The president of Motion Picture Centre Studios, Joseph Justman, said, in referring to the change, that "motion picture production is very much alive and will continue in this studio. However, we must face facts. Television is growing fast. It is here and is going to stay and we must deal with it."



Reach 'em where they work or play in New Brunswick

CFNB is your salesman!

The Station most-listened to in New Brunswick

See the All-Canada Man

VERBATIM

The Case For Subscription TV

Condensed from an address to the Public Relations Association of Ontario by Millard C. Faught, Ph.D., president of The Faught Company Inc., New York, management and public relations consultants.

Tonight well over 100,000,000 man hours in some 11,000,000 American homes will be devoted to the absorbing new process of watching television. Yet even these prodigious manpower figures will be overshadowed by the women hours devoted to TV, and they in turn by the children hours soaked up by the magic tubes before bedtime tonight in the U.S.A.

Never in the history of the sciences or the arts have the total living habits of a nation been so greatly modified by a technological phenomenon so quickly.

To my knowledge we have never before, as public policy, tried to guide the potentials of a new technological development until atomic fission came along. I want no part of a secret Government Commission dictating the use of television. Yet TV has already influenced our daily lives more than has the sundered atom. Maybe, therefore, we ought at least to get our minds together and accord television some prescient thought commensurate with its potentialities.

In spite of a transmitting pattern that has been frozen since September, 1948, we already have some 12,000,000 sets in use in the U.S., tunable to 107 stations. In several larger cities, the homes are already more than 50 per cent "saturated" by sets. What happens to this billion-odd dollars worth of obsolete equipment when TV expands into the UHF area of the spectrum? What happens when the jurists finally decide what the engineers should do about color television?

The Federal Communications Commission is considering whether it will authorize a system of "box office" television, which the Zenith Radio Corporation has just finished testing in Chicago, with FCC permission. As some of you may know, a cross-section of 300 Chicago families had their homes equipped for 90 days with special television receivers, on which they could see feature motion pictures nightly upon payment of a family admission charge of \$1 per picture. The films were telecast from a regular television station, but "scrambled" both as to sight and sound. However, the test families, upon request to the station, could have the picture "un-scrambled" by means of a "key" sent to their special home television receivers via telephone. Appropriately enough, this system is called *Phonevision*.

I can see television as the vehicle which can bring the Metropolitan Opera to a snowbound living room in Manitoba; "South Pacific" to a home theatre-party in Atlanta; the Kentucky Derby to cowboys in a bunkhouse in Montana; the circus to crippled kids in homes from ocean to ocean; Hollywood's best colossal smash hits to a living-room arm-chair audience of 10 times the seating capacity of all the movie houses in North America—including some 20,000,000 people who are too old or too infirm to go out to any sort of public place of entertainment. But most of all, I can see television bringing the vast stored knowledge out of hiding in the Library of Congress, the Field Museum, the Adler Planetarium, out of 500 universities — not to mention current events from the floor of the U.S. Senate or Canada's Parliament — and into the homes and minds of people who are too full of boredom and questions, and the fear and ignorance that go with them.

Television can do all of these things, but how to pay for them — beyond those fragments of these potentialities that advertising sponsorship can or would pay for — or which can be subsidized out

of public funds? For such of these things as we now enjoy in the places where they are sold—the theatre, the stadium or the school—we buy a ticket or pay tuition. The same information or entertainment can be delivered via television. Finally, now it could be collected for via *Phonevision*.

The 300 test families in Chicago were offered one kind of product on *Phonevision*—a variety of feature motion pictures, most of which are pre-1948 vintage, and therefore have had their first run of the regular theatre gambit. There were no double features or extra added attractions, no free dishes and no bingo on the *Phonevision* test programs. Yet the sample population of 300 families bought and paid for from 300 to 700% more motion pictures at home on *Phonevision* than they are accustomed to consume as regular movie patrons.

If one extrapolates these results to the nation as a whole, and takes into account only those families who now have television sets and telephones, the resulting figures of potential new business to Hollywood and to television run off the edge of the paper.

I think that *Phonevision*, or any workable system of box-office telecasting, would be the best single thing that could happen to TV. In the interest of brevity, let me telescope my reasons:

Phonevision would give television a huge new source of revenue and thus break down the economic barriers that now contain television, not only in its business growth but in its programming or cultural potentialities. TV as we know it in the U.S. can now do or offer only what advertisers can or will pay for. With *Phonevision*, it could also do and offer what the public, with all its now-neglected minority interest groups, would pay for.

To do a bit of limb-hopping, I'll wager there are enough people within signal range of this room to support a *Phonevision* series (Next page, please)

More Alberta Radio Homes.. FOR LESS!

Via CFCN

You reach more Radio Homes for less money via CFCN, Calgary — Your best Buy in the Alberta Market. Here's why:

STATION	Radio Homes	Cost per 1000
CFCN	97,528	24.6c
#2	66,787	42c
#3	36,767	52.2c

(Figures quoted are 1950 BBM Daytime Averages and Costs are based on 1/4-hour "C" Time rates.)

CFCN—CALGARY FOR RESULTS!

CFCN 10,000 WATTS

THE VOICE OF THE PRAIRIES

ASK:
Radio Reps.
Toronto — Montreal
Winnipeg — Vancouver
Adam J. Young Jr., Inc.
U.S.A.

The Bright STATIONS

Summer Complaint?

YES, some radio stations complain about the lack of summer business. With warm vacation days under way, many advertisers consider a two- or three-months lay-off. It's nice to know that the radio stations represented by William Wright enjoy business all the year round.

Representing:

- CKAC, Montreal
- CKCR, Kitchener
- CKCL, Truro
- CKNB, Campbellton
- CKOX, Woodstock
- CHNO, Sudbury
- CKMR, Newcastle
- CKMO, Vancouver

William Wright

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

MONTREAL
York Bldg.
WE. 6200

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

**MORE PEOPLE
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OTHER
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STATION
IN
BRITISH COLUMBIA**



SUPREME IN VANCOUVER

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

(Continued from previous page)

on a subject even as specialized as the hobby of taxidermy. I believe the obsolete, decrepit old Opera House in New York could be rebuilt on the network revenue from one week's presentations on *Phonevision* from just the receivers now in use. As things stand now, the Opera is unsponsored and therefore available only to those of its millions of friends who can crowd into the moldering old Met, where the great artists sing amidst the deficits, and the scenery gets stored on the sidewalk.

To take a different approach to the potentials of subscription TV, let me ask you—how many people would pay \$1 for a home family-seat at the Kentucky Derby? Indianapolis Race? The World Series? The premiere of a "Gone With the Wind"? Ringling Brothers Circus from Madison Square Garden? A super benefit show for the Red Cross? An Easter Service for the benefit of community churches?

Life Magazine says that 30,000,000 people saw the recent LaMotta-Robinson prize fight, but only 14,802 paid. Suppose that only 10% of the U.S. home audience had paid?

Across the U.S. the promoters of spectator sports, from the big-town professionals to the freshwater colleges, are tearing their hair about television because they can't collect from willing viewers—nor can the advertisers make up the difference. Yet all the while the ticket-buying public sits by, willing to pay if somebody will figure how to collect it. *Phonevision* could cancel out all of these stalemates.

Television is already a miracle of communication. With a box-office or cash register on the receiving end, television becomes an even greater miracle of distribution.

Whole shelves of books will have been written before the full ramifications of this fact will have become history. But just to point your mind in the direction of the immediate potentialities, here are some possibilities which cease to be "academic," when and if large numbers of homes become equipped with television sets which can also function as ticket-takers and perform other collection duties:

1. Such homes, for marketing or merchandising purposes, become theatres, opera houses, stadia, classrooms, or a domestic substitute for any other contemporary "sales arena" where people pay to enter so they can consume some type of commodity that is absorbed principally through the eyes and ears.

2. Differently put, any "program" for which people are now accustomed to pay, and which can be telecast, could then be sold to consumers within their homes and delivered by television for a fee.

3. Conceivably, therefore, home classes, numbering students into the thousands, could take a course telecast from a college classroom and produce "tuition" from a single lesson that now exceeds a decade's revenue from that course,

or a year's gate receipts from the college's football team.

4. What box-office television in the homes of America's sports fans might mean in the way of added revenue to football, baseball, boxing, racing, etc., is a wide-open guess.

5. There are supposed to be some 60-odd million potential U.S. movie customers who are not quite "potential" enough to go to the theatre regularly. What percentage of them might see at least one movie per week if they could do so at home via TV at less family cost for admission, and no "incidental" expense or inconvenience?

6. We are already accustomed to putting charity appeals on television by broadcasting an extravaganza "free show," together with an appeal for donations. Suppose we put the same show on box-office TV for a fee so that, instead of leaving sweet charity at the mercy of good intention, we contributed painlessly to charity while under the anaesthesia of the good time we are having. Granted a nation-wide box-office television audience of no more sets than are already in use in the U.S., I can envisage the Red Cross or some comparable charity collecting as much as \$5,000,000 from a single broadcast.

But enough of these "heroic hypotheses." These should suffice to suggest my basic thesis—that if we are to realize television's full potentialities, we have got to do our biggest thinking about it in advance.

If that is a sound assumption in the States, it should be doubly so in Canada where television still has a clean slate as a new cultural force. If it guides its programming and services generally by the minimal rule of what the public will put up with, the results can only be suicidal for television. The very impact of television is such that it cannot afford nearly the proportion of mediocrity that radio has gotten away with, commercial or otherwise.

CHUB

NANAIMO, B.C.

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

Now

1000 watts

1570 kcs.

National Broadcast Sales
Toronto, Montreal

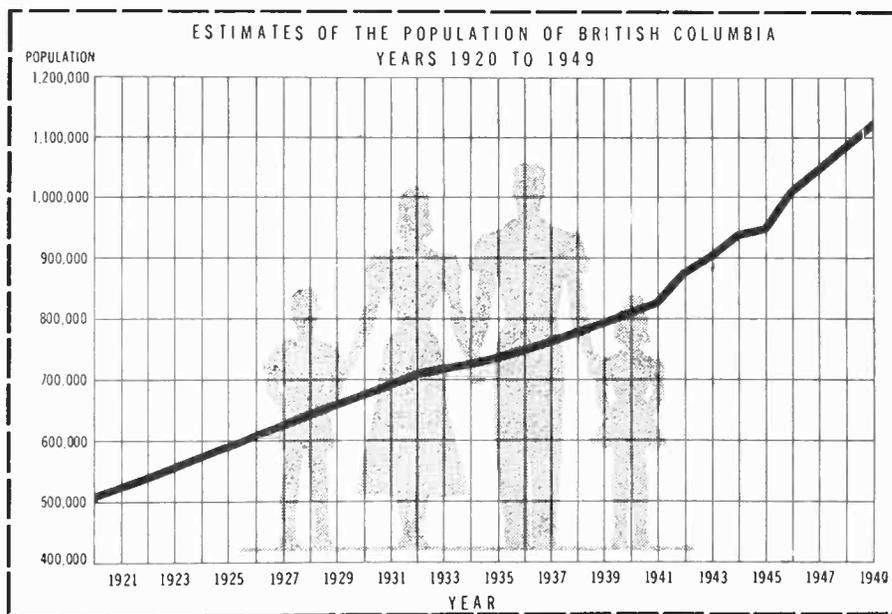
JOHN N. HUNT AND ASSOC.,
Vancouver

DONALD COOKE, INC.

New York

TIME to UP Your B.C. Budget!

POPULATION Shows Why..



Thirty years ago the population of B. C. was half a million. Ten years ago it was 800,000. Today it is more than 1,115,000 —and going up and up. Think what that means in terms of expenditure; and then make sure your B. C. radio budget is large enough to “share the wealth.”



BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

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

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

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

INDISPUTABLE

FACTS, NOT

GUESSWORK



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

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

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

BBM is YOUR Service

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

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

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

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

CFRB 50,000 watts
1010 kc.

Representatives:

United States: Adam J. Young Jr., Incorporated

Canada: All-Canada Radio Facilities Limited