

# CANADIAN BROADCASTER

## AND TELESCREEN

V. 9, No. 10.

TORONTO, ONTARIO

May 24th, 1950

## WISCONSIN RADIO COMBINES IN BATTLE OF THE RED

By Dave Adams

Winnipeg.—It was three weeks ago that four radio stations in Winnipeg and one in St. Boniface threw their full resources into the battle against the flooding Red River.

Since that time CKRC, CJOB, CBY, CBW and CKSB have operated on round-the-clock schedules. Staffers are bone-weary and hollow-eyed, but still they keep going. They have to if this fight is to be won. The Red River is still letting up.

Now the Canadian radio industry as a whole has joined in. Radio stations from one end of the country to the other have signified their support. They can't get up to the usual battlefield, so they are sticking to the day when the flood waters recede and the Red River begins the long haul back to what it was before the deluge struck.

They have declared unlimited support in the collection of contributions for the Manitoba Flood Relief Fund from their communities.

The fund was brought to light Saturday, May 14, in a special broadcast carried by every station in the Dominion.

Radio did not take long to get into action.

WOCM of St. John's, Newfoundland, wired:

"You can be assured of our practical sympathy and assistance."

The fund "can count on 100 per cent co-operation," wired CKVL, Verdun, Que.

Responses like these have heartened fund officials as contributions snowball by the hour. All city radio stations have been set up as receiving centres for contributions.

The Sunday night broadcast

that outlined the need for the fund featured such speakers as Brig. E. A. Morton, who is directing the flood battle; Premier D. L. Campbell, Mayor Garnet Coulter and Chief Justice E. K. Williams of the Manitoba Court of King's Bench.

It is almost impossible to "grasp the full extent of the damage done to property in the province," Brig. Morton told listeners in the Dominion. Tens of thousands have had to abandon homes. There were about 70,000 evacuees in the Greater Winnipeg area.

■ ■ ■

There isn't time to compile a list of all the radio people who have suffered through the flood, neither is the information available. It is difficult to think of anyone who hasn't been hurt in some way. The extent of the damage varies from total loss of all their possessions to less serious cases where the only actual expense has been the cost of evacuating their families.

■ ■ ■

Transmitter men are having their share of flood-born adventures.

Rampaging waters of the Red River pinned Bert Hooper, chief engineer at CKRC, and two assistants in the station's transmitter in St. Vital for nine days.

The boys are now back in Winnipeg. The station's transmitter fell to the flood waters and a new one was rigged up on the roof of the Free Press Building, allowing CKRC to continue its round-the-clock service.

Out in St. Boniface, at the CJOB transmitter, the bitter battle still rages.

With 10 feet of water pouring into the tuning hut, a hole was cut in the roof and the transmitter jacked through it. A shunt

feeding aerial was set up.

A 16-foot tent was rigged up by operators to enclose the transmitter. It nearly cost the lives of the operators.

Late Saturday night, May 13, a gusty gale blew up, billowing the tent. The operators rushed to the roof in an attempt to keep the tent pinned down. The gale nearly blew them off the roof into the angry waters before they let the tent whirl away.

The station was off the air 20 minutes during the turmoil. Service was resumed when an FM line was linked with the transmitter.

But all-in-all flood waters have taken very little toll of broadcasting time. Once power-failure of the Winnipeg Electric Company cost both CJOB and CKSB two hours. CKRC had some trouble breaking-in the new transmitter, but nothing serious.

■ ■ ■

The stations are still sending out the pleas for more volunteers to man the dikes; more coffee and sandwiches; trying to trace persons evacuated from their homes, and listing those people telegrams are waiting for.

■ ■ ■

Here is Bert Hooper's own story of what he saw and felt in his

trip over the watery wastes to this hard-hit city which is only now starting to win its battle with the Red River:

"My two assistants and I were marooned out at CKRC's transmitter for nine days by the Red River flood. We'd been trying to protect the transmitter and the building but the flood was too much for us.

"It's in St. Vital, just east of the Red River, the only place anywhere near above water in a huge lake. We started sandbagging our own place and trying to keep the station operating on a 24-hour basis.

"But before we finished we were a clearing house for refugees, a supply centre, and a dock for navy ducks. The whole area is desolated. Many of the people are mink or fox farmers. Most of them were wiped out.

"Their barns and houses were up to the eaves. They lived in lofts, trying to keep their animals. Most of them ended by shooting them. When they ran out of ammunition they strangled the animals with handling hooks.

"We saw all kinds of tragedy, but some things were almost funny.

"Friday (May 12), just before  
(Continued on page 3)

## FIRE RAZES RIMOUSKI

Rimouski.—Shortly after noon on Tuesday, May 9, two days after the notorious fire which razed more than a third of this city had spent itself, engineers completed the installation of new high-tension lines which enabled station CJBR to get back on the air with messages and information to facilitate relief work.

First task on hand, other than explaining to many people who were still bewildered about just what had happened, was to locate and bring together the members of many families who had become "lost" in the general confusion during and following the blaze. Almost 300 children, seeking the whereabouts of "mommy and daddy," had their descriptions aired and anxious parents soon claimed the tots.

CJBR manager Guy Caron, as chairman of the Red Cross Publicity Committee, went on the Trans-Canada network Tuesday evening and made an appeal for supplies and funds to aid the fire victims who, at that time, numbered about 2,500. They had been living in the 300 private homes that were destroyed and half of them belonged in the low income bracket. Caron also expressed

Rimouski's thanks to Montreal radio stations CKAC and CKVL who had started relief funds soon after first reports of the fire had been received. Two hours later Caron made his appeal again over the French network.

In a story to British United Press, Caron described the situation as "like doomsday" and said he "was walking down the main street when I noticed smoke over the town from the direction of the Price Brothers Mills. The fire suddenly seemed to encircle the town. Great puffs of smoke erupted from homes and then suddenly turned into flames. The fire threw a great glowing arc across the river and the town."

At dusk on Saturday, May 6, the rapidly growing fire hit poles supporting high-tension transformers and the station went off the air. To repair the damage 50 hydro-electric poles, cross-arms, trucks and bulldozers were brought in.

Three employees of CJBR lost homes that were in the path of the fire. They were Louis Morissette, operator; Caroline Marmen, secretary to Caron, and Jacqueline Fillion, record librarian.



The CKRC transmitter at St. Vital which had to be abandoned.

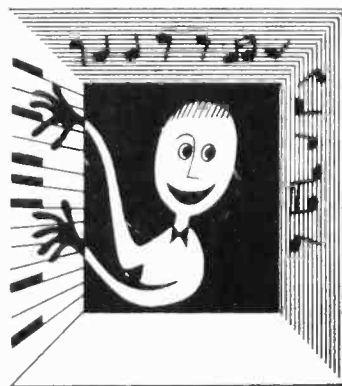
ANNOUNCING THE NEW

# Sing-Library

**SINGING ANNOUNCEMENTS  
FOR 61 TYPES OF BUSINESS**

- Appliances
- Auto Accessories, Tires
- Auto Repair
- Bakeries
- Beauty Parlors
- Book Stores
- Bread
- Building Supplies
- Camera Shops
- Children's Shops
- Coal and Ice
- Credit Clothing
- Dairies
- Department Stores
- Drive-in Restaurants
- Drive-in Theatres
- Drug Stores
- Dry Cleaning
- Farm Equipment
- Feed and Grain
- Fender & Body Works
- Florists
- Food Stores
- Furniture Stores
- Furriers
- Gas Stations
- Gift Shops
- Hardware Stores
- Ice Cream
- Jewelers
- Laundries
- Loan Companies
- Luggage Stores
- Lumber
- Men's Clothing
- Meat Markets
- Movers and Storage
- Movie Theatres
- Music Stores
- Paint & Wallpaper
- Plumbing
- Real Estate & Ins.
- Restaurants
- Self-Service Laundries
- Shoes
- Soft Drinks
- Sporting Goods
- Taxi Companies
- Television
- Used Cars
- Women's Apparel

Straight copy  
is dull.



Musical Spot-  
Frames sparkle  
and sell.

SPECIAL HILL BILLY arrangements to give that Western slant for the following popular business categories;

- |              |                |              |                |
|--------------|----------------|--------------|----------------|
| APPLIANCES   | DRUG STORES    | FEED & GRAIN | JEWELRY        |
| AUTO REPAIRS | DRY CLEANING   | FURNITURE    | MEN'S CLOTHING |
| CLOTHING     | FARM EQUIPMENT | HARDWARE     | USED CARS      |

PLUS

A SPECIAL supplement each month to the regular library to cover those important occasions throughout the year such as Easter, Mother's Day, Summer vacations, Fall and Winter specials, Xmas.

You are guaranteed 61 different categories for a total of 760 sparkling Jingles - over 125 singers and announcers with as many as 21 musicians in the background assure production unsurpassed for originality and sales appeal.

This brand new series gives you, EXCLUSIVELY, selling ammunition to stimulate new business. The cost is unbelievably low!

WRITE - WIRE - PHONE - TODAY for audition disc.

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# Battle of the Red

(Continued)

left on the nine-mile boat trip to Winnipeg, we saw a whole string of boats coming down St. Mary's Road. It looked like a race. There were women, children, dogs and chickens in the boats.

Behind was an old fellow in a nose trough, paddling it with a shovel. I laughed, but I guess it wasn't funny to him.

Our own place is a mess. We built a dike around it and the transmitter, but there's water behind it now. We pulled all the switches, then let the water into the basement and ran. The nine-foot basement filled in a couple of minutes.

My crew of 19 sandbaggers got out early. Two assistant engineers and I stayed on. We had lots of food — it's still stacked away up above the equipment. We brought some back for the Red Cross.

The navy brought people in to clean their ducks. We fed them and they moved on. I must have made a hundred gallons of coffee. We loaded about 3,000 pounds of radio equipment and ourselves into a boat with an outboard and started for town. We towed a kayak that a Japanese gave us.

Outhouses, parts of bridges, and mink and dead mice floated around us. We saw cows and horses in barns with just their heads above water. Dogs on dry places were howling their heads off. That's an awful noise to listen to for eight nights.

We passed some lovely big houses. Through the big front-room windows you could see living-room furniture—good stuff—sitting around. We floated right up to bedroom windows, on the top floors, and saw beds all made up, just like everyone was still home. There was not a soul for miles. We got one dog out of an upstairs window.

Some houses which were right off their foundations, toppled over. I think the worst thing, though, was an old man near the station. He was living in his loft—no stock, no nothing. But he wasn't leaving.

"He said: 'This is all I've got.'

"I guess he's too old to start over."

**CJCA**

**EDMONTON**

AVERAGE SHARE

DAYTIME AUDIENCE

JULY-DEC., 1949

**67.6%**

ELLIOTT-HAYNES



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- Canadian Breweries
- Ford Dealers
- Peoples Credit Jewellers
- Imperial Tobacco
- Austin Sales and Service

*They all buy...*

**MARCONI CFCF MONTREAL**

### Abbie Lane Sells Soap... CJCH sells the women of Nova Scotia...

Colgate - Palmolive - Peet Company, Limited  
 Colgate Avenue, Toronto 8, Canada

May 10, 1950

Mr. Finlay MacDonald, Manager,  
Radio Station CJCH,  
Halifax, N.S.

Dear Mr. MacDonald:

The Abbie Lane Show has been one of the most popular local shows that we have used during the past year.

Mrs. Lane has a good local following, which is a valuable asset to any national advertiser.

Thanks for what you have done personally to help our local retail sales organization cash in on the wide appeal which the Abbie Lane show has in the Halifax area.

Yours very truly,

*Bob Jones*

REJ:ol

Advertising Manager

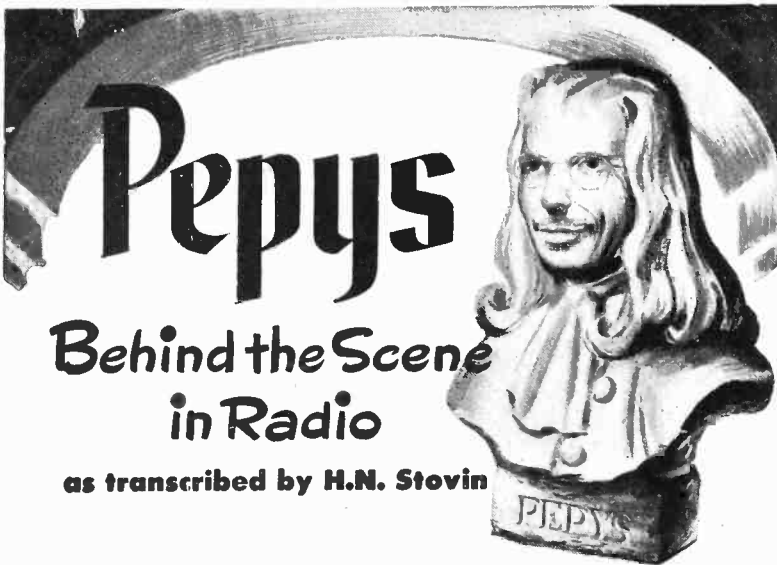
**CJCH HALIFAX**  
5000 WATTS 920 KCS.

Get the facts from

**NATIONAL BROADCAST SALES**

**TORONTO**  
2320 Bank of Commerce Bldg. — AD. 8895

**MONTREAL**  
106 Medical Arts Building — FI. 2493



Have many times paid publick tribute to radio stations for the tireless service they do render to their own communities; and do now, with right good will, do so again—to Winnipeg's CJOB, CKY, CKRC, and CBW; to CKSB, St. Boniface; to CJFP, Riviere Du Loup; CJBR, Rimouski, and CJEM, Edmundston, for their ready and willing service through fire and flood in their stricken localities ● ● ● Rimouski went off the air at 9 p.m. on Saturday, when fire burned a main transformer; and only by hard work and organized effort were the studios themselves saved. 64 hours later CJBR was back on the air, and Manager Guy Caron personally appealed to listeners all across Canada, in both French and English, for relief for the sorely hit area. It is good to be able to report that goodly assistance was forthcoming, particularly of much-needed construction materials ● ● ● Directly the station got back on the air, it opened its facilities to the Red Cross for the finding of missing persons, including 300 children who—having been taken in by kindly hearted people—were temporarily "lost." Three of the station personnel lost their homes through fire—to them our sincere sympathy. To the others, our tribute to the tremendous efforts which have returned CJBR to the air and rendering full service ● ● ● No less service was being rendered, almost at the same time, by Rimouski's sister-station, CJEM, Edmundston, to the fire-devastated area of Cabano, Que.; wherein the whole town was burned ● ● ● To all three stations, the mede of praise for real service in time of emergency, which is so richly due them.

**GEORGE ARTHUR ARNOT**

Toronto. — The untimely and sudden death occurred Sunday, May 14, of George Arnot, sales manager for William Wright.

He was 36 and succumbed to a heart attack.

Born in Regina he became commercial manager of CKX, Brandon, and came east to join the firm of Stovin & Wright in 1943. He is survived by his wife, Phyllis and two sons, Perry and Michael.

**FOLDING BONFIRE**

Winnipeg.—Early-morning man Cliff Gardner of CJOB is currently working a give-away gag to the benefit of the Children's Hospital building fund. To everyone who walks into the studios and smacks down a donation lanky Cliff hands over a portable bonfire. The bonfire turns out to be a folder of matches with an imprint of Gardner's classic features and CJOB propaganda imprinted thereon.

To those persons who are expecting some sort of a folding bonfire the match gag comes as quite a surprise—and their retorts are not always printable. But Cliff doesn't care. The money goes to a worthy cause.

**HOW THEY STAND**

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

DAYTIME		
English		
Big Sister	16.2	— .8
Ma Perkins	14.6	+ .2
Road of Life	14.5	— .6
Pepper Young	14.5	+ .3
Happy Gang	14.2	— .8
Right to Happiness	14.0	+ .2
Life Can Be Beautiful	13.2	+ .2
Laura Limited	12.5	—1.5
Kate Aitken	12.3	+ .4
Rita Martin's Musical Kitchen	11.9	— .8
French		
Rue Principale	28.4	— .5
Jeunesse Doree	27.9	—1.0
Quelles Nouvelles	22.7	— .2
Maman Jeanne	22.2	—1.3
Tante Lucie	21.8	—1.3
Joyeux Troubadours	21.7	— .7
Grand Soeur	21.1	—2.2
Quart d'Heure de Detente	20.4	—1.7
Franfine Louvain	19.9	same
Metairie Rancourt	19.6	— .2
EVENING		
English		
Charlie McCarthy	33.7	—1.4
Lux Radio Theatre	30.7	—2.8
Amos 'n' Andy	30.3	—1.7
Our Miss Brooks	27.0	—2.2
My Friend Irma	24.1	—1.1
N.H.L. Hockey	24.0	+4.4
Twenty Questions	23.8	—2.0
Fibber McGee & Molly	22.6	—10.5
Aldrich Family	20.8	— .8
Bob Hope	20.2	—5.9
Great Glidersleeve	19.7	— .4
Suspense	19.6	— .9
Take a Chance	19.1	+ .5
Mystery Theatre	18.7	—2.6
My Favorite Husband	18.6	—1.7
*N.H.L. Playoffs.		
French		
Un Homme et Son Peche	40.8	+ .8
Radio Carabin	31.9	—3.3
Metropole	30.9	— .2
N.H.L. Hockey	25.8	+8.4
Ceux qu'on aime	23.9	—2.5
Talents de Chez Nous	23.9	— .5
Le Cure de Village	23.9	+3.3
Theatre Ford	23.5	+ .7
Jouez Double	22.0	+2.5
Varieties 57	21.5	+1.0
Qui suls-je?	21.1	— .5
Tentex Votre Chance	21.1	+2.2
Cafe Concert	20.9	+1.9
Route Enchantee	20.0	new
*N.H.L. Playoffs.		



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

HEAD OFFICE  
231 St. James Street  
MONTREAL

**"GOLD on the HOOF"**

"A Saskatchewan record in cattle prices was created in Prince Albert this weekend when Burns and Company packing house here paid a total of \$8,400 for a single carload of Herford steers. The cattle were shipped to Burns by F. M. Clark and Son of Meadow Lake.

"In addition to being a Saskatchewan record, the price paid for this carload is probably a Canadian record for non-exhibition cattle for slaughter," F. A. Watson, manager of Burns and Company in Prince Albert stated.

The 21 steers in the carload weighed a total of 32,680 pounds and, graded as "Fancy Hotel-Type," were purchased for an average of 26 cents a pound liveweight.

—Prince Albert Herald

USE

**CKBI**  
PRINCE ALBERT  
SASKATCHEWAN

**HORACE N. STOVIN & COMPANY**  
MONTREAL TORONTO WINNIPEG VANCOUVER  
Representative for these live Radio Stations

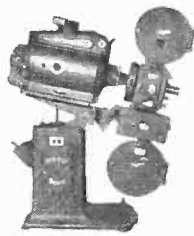
CHSJ Saint John	CHOV Pembroke	CHAB Moose Jaw
CKCW Moncton	CFOS Owen Sound	CJGX Yorkton
CJEM Edmundston	CFOR Orillia	CJNB North Battleford
CJBR Rimouski	CJBC Toronto	CFPR Prince Rupert
CKVL Verdon	CJRL Kenora	CJOR Vancouver
CKSF Cornwall	CKY Winnipeg	ZBM Bermuda
CFJM Brockville	CKLW Windsor	TBC Trinidad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

# ACHIEVEMENT AT BELLEVILLE

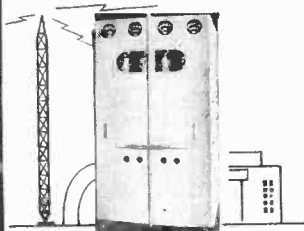


Completely modern sound systems for sports arenas, industrial plants, schools, hotels, institutions.

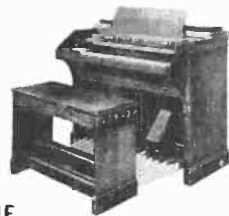
All types of fine radios for the home



Motion picture Sound Systems for theatres of all sizes.



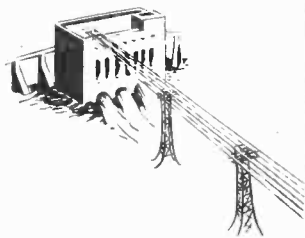
AM or FM Broadcasting Stations including Speech Input Equipment . . . A complete Broadcasting Station service from Telephone Line to antenna.



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.



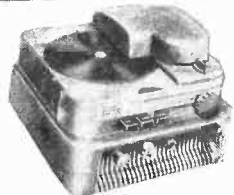
Fire Alarm equipment and systems for buildings or municipalities.



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



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



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

## Northern Electric COMPANY LIMITED

Expert Engineering and Installation Services at your disposal

DISTRIBUTING HOUSES THROUGHOUT CANADA



## HAVE WE GOT A MARKET?

WELL . . . .

- 200 LOCAL ADVERTISERS
- 36 DISTRICT ADVERTISERS
- 44 NAT'L SELECTIVE ADVERTISERS
- 12 DOMINION NET. ADVERTISERS

**THINK WE HAVE!**

*You're Missing Sales  
If  
You're Missing This Market*

# CHAT

MEDICINE HAT  
ALBERTA

## 1000 PERSUASIVE WATTS

AN ALL-CANADA-WEED STATION  
BOB BUSS, Mgr.

## ALL STATIONS ON FLOOD STORY

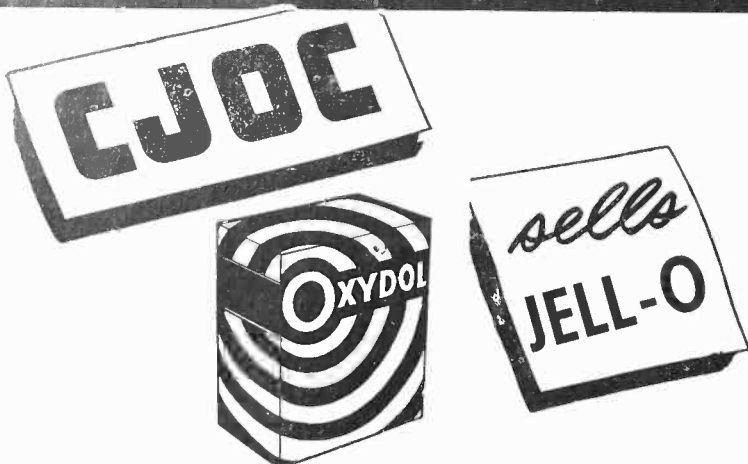


From all over Canada, radio stations are rallying to the help of Winnipeg, still struggling with the flooding Red River. Some stations, notably CKEY and CFRB, Toronto and CFPL, London, have sent announcer-reporters to tape on-the-spot stories for their home listeners. Pictured above are some of these men in action. From left to right they are: Gnr. Bill Ash of the RCHA, on loan to the beleaguered city for rescue duty; CKEY recording engineer Bill McAlpine; CFRB announcer Wally Crouter; CKEY special events director Rick Campbell; Chet Magnusson of the AP; Felix Lazarus of Pathe News, and two un-

named helpers.

Virtually every station in the country has been promoting the Manitoba Flood Relief Campaign. Even unmarried staffers of Winnipeg stations, who have escaped flood damage, are turning over every penny they can to the fund.

Jack Blick, manager of CJOC has contacted many stations across the country asking them to send cigarettes for dike workers or cash with which to purchase them. Alling discs supplied by Blick, stations which have co-operated include: CKNW, New Westminster; CFRN, Edmonton; CFCN, Calgary; CFQC, Saskatoon; CHMI, Hamilton; and CJAD, Montreal.



Oxydol's Ma Perkins pulled an E-H rating of 35.5 in September over CJOC. And that's just a sample! Get all the facts on CJOC's amazing success in Southern Alberta's richest market.

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



Ask your local All-Canada man!

**LETHBRIDGE ALBERTA ALL-CANADA STATION**

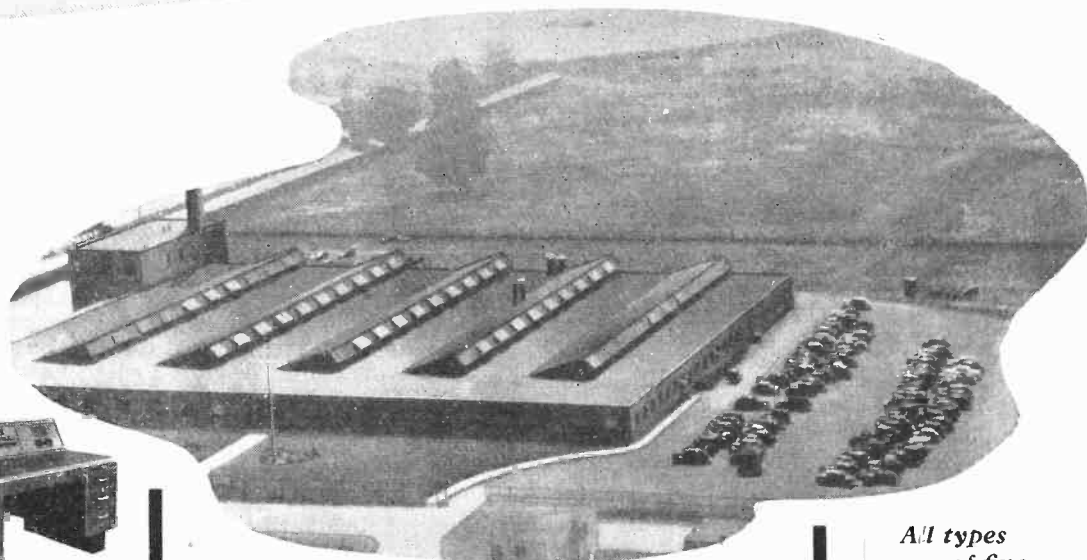
## Are YOU Selling ALL of the Ottawa-Hull Market?

CKCH IS USED BY 76 NATIONAL AND 83 LOCAL ADVERTISERS TO SELL THE 385,167 FRENCH-SPEAKING CANADIANS IN OTTAWA, HULL AND SURROUNDING COUNTIES.

# CKCH

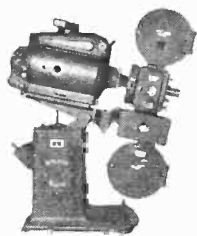
Studios—121 Notre Dame St., Hull, Que.  
Canadian Representative: Omer Renaud & Cie.  
Montreal—1411 Stanley St. • Toronto—53 Yonge St.  
U.S. Representative: Joseph Hershey McGillvra, Inc.  
366 Madison Ave., New York 17, Phone Murray-Hill 2-8755

# ACHIEVEMENT AT BELLEVILLE

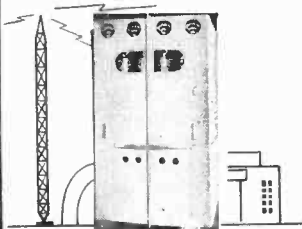


Completely modern Sound Systems for sports arenas, industrial plants, schools, hotels, institutions.

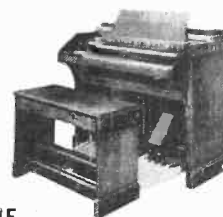
All types of fine radios for the home



Motion picture Sound Systems for theatres of all sizes.



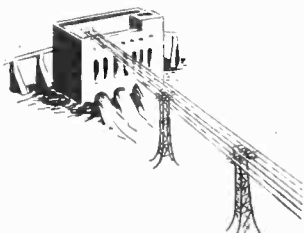
AM or FM Broadcasting Stations including Speech Input Equipment . . . A complete Broadcasting Station service from Telephone Line to antenna.



THE HAMMOND ORGAN  
Music's most glorious voice  
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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.



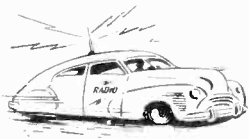
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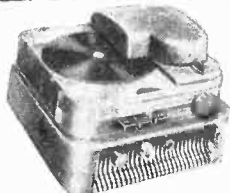
Fire Alarm equipment and systems for buildings or municipalities.



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



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



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## Northern Electric COMPANY LIMITED

Expert Engineering and Installation Services at your disposal

DISTRIBUTING HOUSES THROUGHOUT CANADA



"Good morning to you from Jos. Hardy, and from our new station too — CKVM Ville Marie. The opening of this—the most powerful radio station in North-Western Quebec — offers you new buying power in a new radio field, reaching 90,000 French-speaking Canadians. It covers Temiscangué and Abitibi, in Quebec; and also serves all the many French-speaking families in North-Eastern Ontario. Now, for the first time, these thousands of prosperous families can receive clearly, through CKVM, programs and sales messages in their own tongue. The addition of CKVM to our list of leading Regional French Stations means complete coverage of Quebec Market No. 2. For full details, at any time, 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	Jonquiére-Kenogami	250 WATTS
CKBL	MATANE	1000 WATTS
CKLD	THETFORD MINES	250 WATTS

# REPS

## Presentations Need Information

By Dick Lewis

Toronto.—The crying need for program, market and general information was drummed home again and again by the formidable group of agency men, national representatives and sponsors who addressed the five-day meeting of more than 40 sales and production managers of the stations represented by All-Canada Radio Facilities Ltd., at the Royal York here May 8-12.

The conference was under the general chairmanship of Guy Herbert, general manager of All-Canada, with CKOC manager Bill Cranston and Stu MacKay, ACRF assistant general manager, chairing the discussions.

"Agency account executives cannot be experts in all media. They need specific answers to specific questions from station men and their reps," T. L. Anderson, vice-president and general manager of Cockfield Brown & Co. Ltd., told the meeting. "Clients put their agencies on the hot seat," he said. "They want to know why they can't buy a show with as high a rating as some other show, and agency men need the answers to such questions. There must be other things than just mass audience," he suggested, "just as there are reasons for selecting certain publications for other causes than their circulations. Why not tell the agencies what they are?"

An agency director of media and research, Dick Wakeley of

Harry E. Foster Advertising Ltd., felt that radio station sales personnel hold themselves down too much. "Newspaper space salesmen will see three or four account executives besides the media buyer," he said, urging time salesmen to follow along the same line. "Most of these men came up through the printed media and can estimate the cost of printed advertising by just looking at it but when it comes to radio are completely lost. Even in the Foster agency—unique in that it has expanded into other media from radio—only 25% of personnel came up through radio."

Most of the men who make the decisions are older and more conservative, he went on. "Radio came into the scheme of things late in their careers," he pointed out, "and soap serials and other kinds of programs, which have proved so successful, are completely foreign to their ideas."

Wakeley urged the station men to present their stories to the agencies visually. He cited a current presentation of a Toronto daily, utilizing sound slide films, narrated by radio's John Drainie.

A time-buyers' panel, presided over by Bob Amos (F. H. Hayhurst), pinch-hitting for Maurice Rosenfeld who was ill, started off with the thought that "radio is laughing at itself" to its own detriment. As the panel, consisting of Vic Dyer (MacLaren's), Mary Newton (Foster's) and Howard Caine (Vickers & Benson), moved into action, it became evident that the point was that when a rival station lands an account, it is harmful to the whole industry to tell the sponsor that he has made a mistake. "Congratulate him on getting into radio,"

Guy Herbert said, "and spend your time getting after the man who is using other media."

This panel felt that competitive advertising is often run too close to spots and programs, but admitted that it was often impossible to disclose the name of a sponsor or the nature of his business when asking for availabilities.

The reps were after more information too. A panel consisting of Joe Weed and Pete McGur from Weed and Co., N.Y., and All-Canada's Toronto men, Ross McCreath, Bill Mitchell and Clare Copeland, presented a lively session under the chairmanship of Time Sales and Statistical Department manager John Tregale.

Ross McCreath, one time junior in an agency radio department, pleaded for more information about the content of programs adjoining availabilities. "What kind of music? Who is the announcer?" These were two questions to which answers should be forthcoming, he said, adding that a short history of each of the announcers on the station would be valuable information.

More and more children's products are appearing on the market he went on, and information as to school hours, both urban and rural as well as dates of school holidays, would be valuable.

Once again the call rang out for more success stories for presentation to advertisers who are new to radio. McCreath quoted one top executive, who, after inspecting a presentation on a local campaign, said: "If these facts are true, radio has 75% more impact than the other media."

Bill Mitchell, who started his radio career in the shipping department of All-Canada's Program Division, called for more information than just bare availabilities. "We want ratings and information about program content, not just twice a year but regularly," he said. "Often it is necessary to make a pitch to agencies before all availabilities have come in which makes it difficult to land a contract," he continued. "We are your Toronto salesmen. Treat us the same as your local salesmen. No news is no business."

Clare Copeland, who recently came east from the sales department of CJCA, Edmonton, gave a graphic comparison of local and national selling.

Local advertisers and local salesmen live and do business in the home market, he said, while their national equivalents do business in the local field but have never been out of Toronto. Locals know what is on the air by listening to it; they know what it does from an advertising standpoint, by the experience of their friends. Nationally, they have only BBM reports and Elliott Haynes ratings to go by. Local salesmen have the sales manager to consult, while the national salesman is a "middle-man" without the knowledge of how a local salesman would handle it to the station's advantage.

"You know when your office buys a new hat," said John Tregale.

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

**MIGHTY MIKE Sez...**

Get Continuous Results

Art Riddell & Son have been a sponsor on CKCK for 16 years

**CKCK REGINA**

YOUR 5000 watt TOP NETWORK STATION



...and we want to know too." He pointed out in a few brief but urgent remarks that the reps need information. "They want pictures of the studios from which to paint word pictures," he said. The opening of a new plant in the area is news to us; we want to know your listeners' farm and rural habits. Local success stories are our ammunition; if your local advertiser is getting success from radio, we can use the story to show that the national concern can do the same thing," he said. He asked stations to supply their reps with lists of drug, grocery and other stores in their areas for the use of sponsors and advertising agencies.

Two New York reps from Weed & Co., Joe Weed and Pete McGurk, endorsed the need for information. McGurk stressed especially the value of supplying his office with "Program Descriptions." He detailed the information required under these headings: "Title," "Type" (detail of content), "Time," "Availability," "Cost," "Rating," "General Description," "Format," "Audition" (whether disc available).

Waldo Holden of CFRB, speaking from the floor, endorsed the reps' need for more and better information, but pointed out that stations also need all possible information from the reps, before they can intelligently offer availabilities.

More and more national accounts are becoming interested in radio as opposed to network radio," Stuart MacKay told the meeting in his report on the All-Canada Program Division's activities, "and transcribed programs have contributed materially to this." He prophesied that still more erstwhile network accounts would be going into "package programs."

Transcription sales to national accounts have increased nearly 50%, it was disclosed by Guy Herbert, who stated that in 1947 the Program Division had made 87 sales; in 1948 there were 113, and in 1949, 117. This, he pointed out, had created a great deal of business, not only for All-Canada stations but for the entire industry.

The All-Canada syndicated series *Reflections*, is now playing in

The Voice of the Eastern Townships

**CHLT**  
(FRENCH) 900 Kc. 1000 Watts

**CKTS**  
(ENGLISH) 1240 Kc. 250 Watts

SHERBROOKE, QUE.

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



**MOST OF THE COMMERCIAL AND PRODUCTION MANAGERS** who attended the meeting in Toronto this month of All-Canada represented stations posed for the camera. Starting from the back row, left, they are: Waldo Holden, CFRB, Toronto; Harold Keenan, World Library; Jack Fenety, CFNB, Fredericton; Keith Chase and Bob Reinhart, CFPL, London. (Upper right): Rolfe Barnes, Dalt Elton, "Doc" Murray and Joe McKenzie, CJCA, Edmonton; Jack Sayers, CKWX, Vancouver. Remainder of those standing, from the left: Ken Marsden, CFRB, Toronto; Bill Byles, Young & Rubicam; Tom Quigley, CFCF, Montreal; Cam Perry, CJOC, Lethbridge; Jack Howlett, CFCF; George Brown, CJOC; Don Dawson, CKCK, Regina; Al MacKenzie, CFAC, Calgary; Gil Seabrook, CKCK; Don MacMillan, CFAC; Bert Lown, Associated; Wilf Woodill, CKSO, Sudbury; Gerry Redmond, CHNS, Halifax; Bob Alexander, CKSO; John Loader, CJAT, Trail; Dick Batey, CJVI, Victoria; Fred Davis, CFRA, Ottawa; Lee Halberg, CJVI; Tom Hill and Fred Laight, CKRM, Regina; Laurie Irving, CKWX; Bert Wood, RCA Thesaurus; (Seated in chairs): Bill Cranston, CKOC, Hamilton; Pat Freeman, CAB, Toronto; Guy Herbert, All-Canada, Toronto; Joe Weed, Weed & Co., N.Y.; Burt Hall, All-Canada, Montreal; Stu MacKay, All-Canada, Toronto; Pete McGurk, Weed & Co. (On the floor): Art Todd, CKOC; Bob Tate and Ross McCreath, All-Canada, Toronto; Dick Lewis, CB&T; Bill Mitchell and Clare Copeland, All-Canada, Toronto.

more than 100 American markets, it was learned.

Three library services were represented on a panel which discussed the topic: "What do we want in a program service?"

Bert Wood (RCA Thesaurus), Bert Lown (Associated) and Harold Keenan (World) asked the radio men how they could help them and then sat back and took it.

Lyman Potts, CKOC, Hamilton, gave his station's ideas of what music should be played and when. "What we need is music for moods," he said. "Before 9 a.m. it's bright and cheery to wake up by. From 9 to 5 it's just for the women—no female vocalists but robust men. At 5," he continued, "the kids want to hear the records they can buy. Tone it down for dinner time. Lombardo pleases, because he plays melody all down the line."

Jack Sayers of CKWX, Vancouver, urged the meeting to come through with radio success stories to help sell the medium.

The meeting was punctuated with a cocktail party, a dinner, a visit to the Toronto stations and a tour of WBen-TV, Buffalo, conducted by Bill Cranston of CKOC, Hamilton.

Bill Byles' address on television is reported in the *Telescreen* section of this issue. George Bertam, advertising manager of Swift Canadian Co. Ltd., delivered a talk which will be covered in our next issue.

## "WESTERN CANADA'S FARM STATION" —

"—Covers 33,000 Farms"

—says Wheatstalk Willie.



and they have



"—An Income of \$114,000,000"

—adds Bovine Bill.

Consult our nearest National Representative.

**CJGX**  
**YORKTON**  
**DOMINION NETWORK**

Representatives:

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

# NORTHERN ONTARIO'S

*Greatest*

## ADVERTISING

## MEDIUM

# CKSO

NORTHERN ONTARIO'S  
HIGH-POWERED  
STATION

*Ask*

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

## Over The Desk

It will be weeks, perhaps months, before the story is told of radio's part in the Winnipeg Floods, but stories of the assistance that is being sought and found by microphone all over the country are beginning to trickle in.

An over-all story of what radio is doing right in Winnipeg, written on the spot by our Manitoba correspondent, Dave Adams, appears elsewhere in this issue.

Meantime, back in Ontario, station CHUM started May 14 appealing for money for the Flood Relief Fund, and with all staffers giving up their days off, the sum raised at press time was over \$14,000.00.

Sudbury's bi-lingual station CHNO's contribution may not have hit as high a figure, but it at least rates an "A" for ingenuity. Dave Wright, Ryerson graduate who started his broadcasting career at this station only a few weeks ago, decided to take the bull by the horns.

Before the appeals for relief funds had been made, Dave decided that someone had to do something, so he launched his own appeal on his own program "Curb Service."

On this show Dave takes a mike into the street and asks parked motorists what they would like to hear played. So he instituted a slight charge, for the flood victims, for each request. Starting May 11 without notice, he raked in seven dollars in nickels and dimes. The following night he doubled that amount. Saturday night two other CHNO staffers climbed on the band wagon, and when they went off the air at 3 a.m. Sunday, the kitty had grown to the tidy total of fifty dollars.

Six CBC programs, two CBC network commercials, one private station production and a CAB series won first or "special" awards in the "Canadian Radio Awards," sponsored by the Canadian Association for Adult Education "on behalf of more than 50 national organizations." Sixteen "mentions" were divided up as follows: CBC programs, ten; CBC network commercials, two; private stations' programs, two; provincial departments of education, two.

Awards were distributed as follows:

*Open Drama:* a "CBC Wednesday Night" program, "The Trial"; *Variety Class:* Toni's "Wayne & Shuster Show"; *Community*

*Drama:* a CKAC play by Ernest Pallascio-Morin, "Pacelli Le Magnifique"; *Open Music:* CBC Opera Company's "Peter Grimes"; *Talk Class:* jointly to "Canada's Heritage of Sail" by Thomas Raddal from CBC Halifax, and a CBC Radio College entry, "Introduction à la Poésie du XXe Siècle" by Roger Rolland and Robert Gadouas; *Children's Programs:* CBC's "Le Jeune Roi."

The "special awards" went to the "CBC Wednesday Night"; the CAB's "Report From Parliament Hill"; and Alan Savage's commercial network "Ford Theatre."

And here are the mentions: Lister Sinclair's "Stage 49" play "The Story of Hilda Morgan"; Eloi de Grandmont's adaptation of "La Farce du Pendu" (CBC French network); Colgate's "The Happy Gang"; two CBC Montreal productions—"Le Petites Symphonies" and "Ne Futures Etoiles"; a CBC tall "Profile of Dr. G. G. Sedgewick" by Roy Daniel; the Imperial O Hockey Broadcasts, and the Dominion network broadcast of the Dominion Grey Cup Football Final, featuring Wes McKnight of CFRB, with Jack Wells, Winnipeg freelance; Ken Foss of CJCJ (now CKXL) Calgary, and Tom Foley of CFRA, Ottawa, sponsored by Sweet Caporal Cigarettes; two programs in the CBC series "Cross Section," produced by Charles Harris—"A New Deal for Women" and "Labor Love Lost"; "Life in These Mad Times," produced by CJFX, Antigonish; a public service program of the Ford Company, "Windsor is Our Home Town," aired CKLW; B.C. Department of Education's "Listen to the City" Manitoba Department of Education's "Long, Long Ago"; CB Toronto's "Cuckoo Clock House"

Another awards project has just been completed by The Hamilton Spectator's station CJSH-FD. Sponsored by the newspaper, for the encouragement and development of musical talent in the area it consisted of a series of semi-weekly recitals by amateur singers and pianists. Earlier this month F. I. Ker, publisher of the paper and instigator of the contest, presented \$150 scholarship to the winners.

Official notification will go out to World Library subscribers May 27 that Dominion Sound Equipment Ltd., a wholly-owned subsidiary of Northern Electric, has been appointed representatives in Canada for World Broadcast System Inc., N.Y. Harold Keenan, who has supervised World Library operations for Northern, will continue in the same capacity.

## CJRL dominates the field!

Sports . . . Drama . . . Music . . . Mystery . . . top-notch network and local shows that appeal to every member of the family in over 90% of the radio homes in Kenora - Keewatin! Be sure to reach this well-to-do "one - station" audience. CJRL stands ready to cooperate with service and promotion via radio and press.

Arrange for this practically exclusive coverage by consulting your nearest National Representative:

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

KENORA-KEEWATIN  
96% DAY  
92% NIGHT  
B.B.M.

# CJRL

KENORA ONT.  
DOMINION NETWORK



## At CKMO

We Don't BRIBE Listeners -  
We WIN Friends!

GOOD Music Makes GOOD Listening  
At 1410

"PIONEER VOICE OF BRITISH COLUMBIA"

# NEW YORK'S RADIO ROW

by Richard Young

New York.—The cut-rate blues have become the new theme song of Radio Row.

There have been instances in the past of broadcasters offering a variety of "discounts" to attract certain advertisers—but nothing like the flood of cut-rate type of gimmicks now making the rounds. Signs like each day brings news of a new one.

Probably the most widespread one is being made of the now-famous (?) P.I. (Per Inquiry) deal. As you've no doubt heard, the arrangement pays the station operator off with a percentage of the sale price of the item sold on the airlines. Thus you can see that if an item doesn't happen to sell particularly well, the broadcaster might not get a return as high as the regular rate card charge. In other words, he would be offering his time for free. And doing this on some of those products being sold on P.I. deals, this may be true in more cases than

Only last week it was learned that the zone manager of a large retail company requested stations in this area to accept a percentage of sales made by the retailers in their listening districts. So far there has been no decision by the stations. Last week, however, they were warned by the Broadcast Advertising Bureau against adopting such a practice.

The major networks have to date been able to stay away from these deals—most of them not being practical for network use. However, the behind-the-scenes efforts of a variety of discount arrangements continue. One of the real gags is that special discounts are now being offered advertisers to agree to keep their mothers-law out of the sponsor's booth during the broadcast.

The broadcasters blame the situation on the advertisers and, in a last report, it has been the advertiser making these requests for rate favors. But the broadcasters actually gave them the idea. During recent years network biggies have made a habit of offering special discounts to attract advertisers away from their competitors. Now that most companies are looking for ways to cut costs, they remember those discounts and come up with a few new ideas of their own.

It's a situation that could get very serious if it continues to

spread. When you throw away the rate card—all advertising suffers and its standards are lowered. But, closer to home, it tends to set up broadcasting as the bargain-basement medium.

The controversy over TV's impact on AM has died down a bit but not completely. There are still many heated arguments over whether AM rates (especially at night) should be reduced in television areas.

Most AM broadcasters say nay, nay and they've been coming up with audience gains that seem to bear them out. But each week there is news of station rate changes that seem to have some bearing on the video situation.

The latest is station WJR in Detroit which is increasing its daytime rates but leaving its night rates unchanged. Television, of course, has made its greatest gains in night viewing. WJR's daytime increase is significant since not too long ago Philadelphia's station WFIL announced similar increases and pointed out that it believed radio in the future will be the strongest in the daylight hours.

Those of you who like to dance during the summer months (both of you) will probably get plenty of opportunity to do so if network advertisers have anything to do with it (and of course they do).

So far it looks as though several of the top-notch dance bands will be riding the airwaves during the vacation months. Percy Faith, for instance, gets the nod as replacement for Bergen and McCarthy and Guy Lombardo will play the "Sweetest Music This Side of Heaven" when Jack Benny puts his fiddle back in its case. Sammy Kaye and many others are being pitched for hot weather duty on the networks.

On the Cuff Notes . . . CBS network's "The Goldbergs" series, which returned to radio after many years following its success on television, will probably not be back on AM next season. General Foods is dropping and will probably replace it with a mystery . . . New Lever Bros. execs reportedly very happy with Bob Hope on NBC and Amos 'n' Andy on CBS. Probably won't be any changes next season . . . Incidentally the summer replacement for A.&A. will be the Hit the Jackpot quizzer starting May 28 . . . A total of 950 local advertisers are bankrolling MBS network's Game of the Day baseball broadcasts . . . and that's the news till next issue.

## "IT TAKES A SHOWMAN TO PUT ON A SHOW!"

Barney Goulet, for 10 years Chief Producer at CKAC and winner of Daoust Trophy for highest ratings in Quebec (1944-45-46) now free lancing.

Highly specialized radio production of spots—jingles, scripts, translation, variety shows, French or English.

### BERNARD GOULET RADIO PRODUCTIONS

Empire Life Building — Suite 302  
Montreal — HARbour 5439

CKNB

CAMPBELLTON

N.B.

May 24, 1950

Dear Mr. Time-Buyer:

With the beginning of construction of the Church of Our Lady of the Snows plus the new Sports Centre plus the new United Church Building, Campbellton is in the middle of a building boom running to more than \$700,000 for these three projects alone, and scheduled to last throughout the spring, summer and fall months at least.

This spells increased buying power in our coverage, and we're ready to help you share in our prosperity, as you certainly will when you place your business with CKNB in Campbellton.

Yours very truly,

Stan Chapman

Station Manager

CSC/LG

AN ALL-CANADA STATION

Lionel Scored 100!




90 marks was the top score awarded by adjudicators in Lionel's 1950 version of the Moncton Musical Festival.

**"BUT CITIZENS AND COMPETITORS AWARDED LIONEL 100 MARKS FOR CKCW'S CONTRIBUTION TO THE COMMUNITY LIFE OF MONCTON."**

This annual classic, sponsored and underwritten by CKCW, drew over 4,000 entrants who competed for twenty-three scholarships and four cash awards, arranged by the station before packed houses daily. An hour-long radio program of daily highlights took the Festival to those unable to attend.

Community Service Events such as this give Lionel top rating in the eyes of the community and guarantees a year-round responsive listening audience for your sales message.

CKCW

MONCTON NEW BRUNSWICK

The Hub of the Maritimes

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

# WITH APOLOGIES TO THE MASSEY COMMISSION!

## WE NEED A SALESMAN!

### ARE YOU THE MAN?

#### CAN YOU

- Sell and service local radio?
- Develop highly potential local accounts?
- Stand prosperity?

#### ARE YOU

- Steady ● Reliable ● Experienced ● Imaginative
- Personable ● Head of an expensive family?

#### WE OFFER

- A top station in the top Maritime market, keenly programmed, with a tremendous potential in large undeveloped accounts.
- 24 hours, round the clock operation. No network. Geo. Young writes only at Xmas time.
- Tremendous local acceptance. Greatest majority of local businessmen CJCH conscious.
- A guaranteed salary until established, then straight commission, at which time your greatest worry will be the Income Tax Dept.
- The finest availabilities in the market and unlimited saleable time because of no network operation.
- Six months vacation when station time is sold out.

#### WE HAVE

- 4 broken-down salesmen, beat from their effort to keep up with local time demand.
- Most of the All-Canada transcription library including the whole MGM package.
- A direct wire to Mac McGuire's office and carrier pigeon service to Spence Caldwell's.

#### WRITE NOW — RIGHT NOW

Enclose photo, qualifications and summary of your sales record to

**C. L. CHAMBERS — SALES MANAGER**  
**RADIO STATION CJCH, HALIFAX**

# 1986 NEW HOMES

*Completed in 1949 alone!*



Visible indication of progress on every hand — 1986 new homes erected in Calgary in 1949. A reflection of steady population increase and the stability prevailing in this growing, flourishing Market.

## CFCN HAS GROWN WITH THIS MARKET. OUR KNOWLEDGE CAN SELL IT FOR YOU!

Ask Radio Reps. — Toronto — Montreal



"THE VOICE OF THE PRAIRIES"

★  
**Calgary**

Wise time-buyers have used CFCN to sell the Southern Alberta Market for over 28 years.

# AGENCIES

## ACA Opposes Commission Hoist

Toronto. — The Association of Canadian Advertisers went on record as being opposed to any change in advertising agency commissions in a letter that was released here earlier this month. The letter was in answer to a request made some time ago by the Canadian Association of Advertising Agencies that the ACA support the agencies in their campaign to have commissions from all media increased to a straight 17%.

Emphasizing that the ACA would be the first to deplore the agencies' attempting to operate at a loss, the letter suggests the answer may lie in individual adjustments where agencies can demonstrate to clients that existing commissions are not sufficient to cover the value of the service.

The ACA said it believed any change would serve to magnify rather than abate obvious inequalities in the present rate of commissions and would deal advertising generally a great disservice. The association pointed out that any increase in commissions would have to be financed, directly or otherwise, by advertisers. The letter also revealed that it is understood by the ACA that some members of the CAAA are also opposed to any over-all change in the present rate structure.

### F. H. HAYHURST

Toronto.—F. W. Fitch Division (Grove Laboratories) has a one-minute spot announcement campaign going to 18 stations coast to coast advertising Dandruff Remover Shampoo.

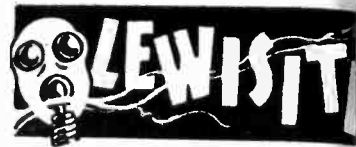
Best Foods (Canadian) Ltd. has started a spot announcement series over Ontario and Maritime stations advertising the New Nucoa Margarine. *Pick the Hits* for the same sponsor has been extended through the summer over CKEY, Toronto.

**Win**  
**CUSTOMERS**  
**IN GREATER**  
**VANCOUVER!**

\* Use the HIGH RATING STATION  
*Vancouver's*  
**CKWX**  
MUTUAL

\*(See Elliott-Haynes Reports)  
Consult ALL-CANADA  
OR WEED & COMPANY

T-8



## ECONOMIC DIAGNOSIS

(1) "There is scarcely anything around us but ruin and despair." (2) "Everything is tending toward convulsion." (3) "Thank God I shall be spared from seeing the consummation ruin that is gathering about us." (4) "In industry, commerce and agriculture, there is no hope whatever." (5) "Nothing can save the British Empire from shipwreck." (After you've decided who made these remarks and when, check yourself at the foot of the column.)

■ ■ ■

## TIT FOR TAT

Having supplied time-buyers with all the information they ask for, we'd like to know who is going to them down and read it them.

■ ■ ■

## HOBBY LOBBY

"I breed bulldogs—or rather I direct the breeding bulldogs."  
—Dick Batey (CJVI) on "What's Your Bee"

■ ■ ■

## DEPT. OF DEFINITIONS

Isn't a radio writer rather like the man who cracks the ice while the announcer drinks the cocktail?

■ ■ ■

## READER REACTION

"Wish you'd print your on better paper. By the time it gets to my desk (the ninth) it's as seedy-looking as its editor."  
—Maurice Rosenfeld  
MacLaren Advertising

■ ■ ■

## THIRTY

One day we're going to put the gags we think up when we're putting this column together, and duck to the printable ones.

■ ■ ■

## ENVOI

We regret that this column is one inch short, but our perpetual source of vitriol Alec Phare, has been out town.

■ ■ ■

(1) William Pitt in the 1790's; (2) Earl Grey in 1819; (3) The Duke of Wellington; (4) Disraeli in his death bed in 1851; (5) Lord Shaftesbury in 1868.—From "Shake Well Before Using."



# CANADIAN TELESCREEN

3, No. 10.

TV and Screen Supplement

May 24th, 1950

## TV NUDGES NIGHTTIME RADIO

Toronto. — "Night-time urban TV will scrap night-time urban radio in 10 years from inception," says Byles, radio director for Long & Rubicam, predicted at the month's meeting of All-Canadian commercial and production managers. He went on to say that because of this not only radio magazines and newspapers will all have to reduce rates. "Advertisers will look for some compensating rate to make up for the loss of audience to TV," he predicted.

In support of his forecast, Byles quoted statistics showing that television has already jumped slightly ahead of radio in one U.S. city, Baltimore (CB&T, May 10). A year ago in Baltimore, radio held sway with 82% of the broadcast audience, he said, while TV showed up with only the remainder at 18%. Today the picture has changed to the point where TV is on an edge with 50.2%, leaving radio with 49.8%. Byles' figures showed that in other U.S. cities a similar swing, although not as great, has been recorded. In New York a year ago, radio got 85%

of the sets-in-use; today it holds a bare lead with 50.4% and TV has 49.6%. Figures for Chicago and Los Angeles, grouped together, showed that in the past year TV has come up from 10% to 40%; Boston shows a change in TV's favor from 10% to a present high of 38%.

Then the Y & R radio chief quoted TV home figures which showed an increase in the number of sets from the 1947 total of 16,476 to a 1950 total of 3,950,000. Estimated totals for the next four years, Byles said, were: 1951—7,100,000; 1952—11,000,000; 1953—15,500,000; 1954—20,000,000.

The effect of TV on radio listening in the average TV home was summed up by Byles with a few figures which showed TV commanded more attention than radio ever did. The average TV set, considering only the time between 8 and 10 p.m., operates 3.13 hours per week, while a radio in a TV home is exercised only .27 hours per week. Before TV came along, however, the radio was listened to 1.39 hours weekly. At the same time, he said, the sets-in-use figures for AM radio over a three-year period were: 1948-49—44.2; 1949-50—38.3; 1950-51—34.1. Taking his own home as an example, he said that his television set often packs an audience of 24 people into a five-room bungalow!

And what about TV's impact? Quipped Byles: "It's all very well for us to whistle while we walk through the graveyard. Only two products are failing to outsell what they sold before they went on TV." The two products are Camel Cigarettes and Ipana Toothpaste which, in an NBC Impact Study cited by Byles, showed comparatively less sales to TV viewers than non-viewers, with Camels listing 15.6% to non-viewers as compared with 14.2% for viewers and Ipana registering 19% and 14.1% respectively. However, these were only two in 15 products included in the study, all others showing increases of from 3.1% to 24.2%. Topping the list was Lipton's Tea, with an increase, among women, from

24.2% for non-viewers to 48.4% for viewers. Second in line was Gillette razor blades, in the men's category, which registered figures of 30.3% and 54.2% respectively.

Such is the concentration on TV, said Byles, that TV home conversation has become limited to: "Good evening! May I have another drink? Goodnight!"

In programming, Byles reported, the comedy-variety type of show got a top rating of 19.8% for the six-month period ending December, 1949. Second favorite type of show was drama with a 17% rating; situation comedy, visual sports, kid shows and quizzes followed well behind. He said that situation comedy shows have doubled in the past year, while kid shows have been reduced 40% and quizzes have dropped 25%.

Milton Berle's show, both the highest rated and highest priced, gets a TV rating of 65.4%, costs \$51,300 per occasion with a cost per thousand viewers of \$19.30, Byles said, as he trotted out figures for some of the top-rated programs. The lowest cost per thousand viewers was racked up by Silver Theatre, which rates a 23.5%, costs \$11,762, and gets a thousand viewers for \$15.07. The lowest rated show cited, the Fred Waring Show with a 20.2% rating, costs the sponsor some \$40,650 per stanza and delivers a thousand viewers for \$52.63, the costliest on the list.

Two western U.S. stations are now operating on kinescope and film, and show a profit, Byles told the meeting, but comes the coaxial cable, with its much better quality live network shows, and kinescope goes into the viewer's ash can. Film and kinescope have to be improved in quality, he pointed out.

Switching to the Canadian scene, Byles worried some of those present by saying that we "will have to go into TV whether we like it or not. If we don't jump in somebody else will. Unfortunately, the first in will take the biggest beating."

Some of the problems which the Canadian TV production future holds are going to be terrific, Byles warned. He said that with-

out a theatre to draw talent from production will present a major source of headaches, to say nothing of "art departments with their berets" and "clients' wives who like screwy hats."

In summing up, the agency man again warned that "TV in urban areas is going to strafe night-time radio. TV is going to be a tremendous social force in driving people back into their homes. Radio may recover at a later date but . . ."

As far as daytime TV is concerned, "they're going to have to develop a brand new writing technique," he said. "It will have to be a technique where the housewife can take or leave the seeing part of TV, and lose nothing by only hearing it," he explained.

"Television," Byles concluded, "costs so much that it's got to be good."



### FOR THESE ARTISTS

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

Day and Night Service  
at  
Radio Artists Telephone  
Exchange

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ON



EDMONTON -- CANADA  
Radio Representatives Ltd.  
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# SEND YOUR SUMMER SALES SOARING!!

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**LAST SUMMER** —147 sponsors — both local and national  
**ON CKX** —continued their advertising campaigns right through the months of June, July and August. That's three times more than in 1948!

**THIS SUMMER** —Cash in on the buying-power of the prosperous Manitoba farmlands during the summer. CKX Brandon is ready to boost your sales — they've got the coverage to do it with!

% of audience survey June and August, 1949.

Up to 85.7% Summer DAYTIME  
Up to 92.6% Summer NIGHTIME

# CKX BRANDON

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TORONTO — MONTREAL — VANCOUVER WINNIPEG

# INCREASED SUMMER PROMOTION is a 1950 business trend.

These prominent conservative accounts are for the first time carrying promotion via CFNB through the summer months.

- Best Yeast Ltd.
- Palmer-McLellan Shoe Co. Ltd.
- John Palmer Co. Ltd. — Shoes
- Shute and Co. Ltd. — Jewellers
- Gards Ltd. — Jewellers
- Alexander Fraser Ltd. — Sport Goods
- J. C. Risteen Co. — Lumber and Millwork and many others



SEE THE ALL-CANADA MAN

### NO FILMS FOR PHONEVISION

Washington. — Obtaining first-run films for the authorized test of Zenith Corporation's Phonevision, which was scheduled for this month in Chicago, is proving to be the major obstacle facing the new system, it was reported here earlier this month.

When Phonevision, a scheme whereby it was hoped that viewers could get new films on their receivers on an hourly rate via special signal, was first proposed and approved for tests by the Federal Communications Commission, Hollywood spokesmen shied away from the whole thing. Later it was revealed that the picture people had definitely said "no."

Early this month, Abram Myers, general counsel for the Allied States Association of Motion Picture Exhibitors, in a public statement, said that the film interests, after court action to force the release of films had been threatened by McDonald, said ASAMPE members may or may not supply films as they saw fit and had the right to select their own customers. FCC chairman Wayne Coy, in considering possible steps to right the situation, thought that the film companies should be called to account, when asking licenses for TV operations, for refusing to rent films to Zenith.

## TEE VEE ACTION

New York, N.Y.—The color television hearings conducted by the Federal Communications Commission have been completed—except for one little item.

In the near future, some of the commissioners will travel to San Francisco to view a demonstration of the color system developed by Color Television, Inc., which didn't fare too well in its showing in Washington. Company is being given another chance to make good.

Summaries will soon be filed by all interested parties and after that—the FCC will be on its own. Washington experts predict that no decision on color will be forthcoming until August at the earliest.

The wonder that is television best illustrated by a new survey conducted for NBC by Hofst College.

Among its findings: TV can mean the difference to the average video advertiser of 193 extra customers per 1,000 television homes; products advertised on the sight-and-sound medium showed an average sales gain of 70.2% among viewers who watch at least one commercial, over those consumers who neither own sets nor view video in the homes of friends; each of the 15 TV-advertiser brands surveyed showed a sales increase among set owners, and the 15 showed an average increase of \$19.27 in extra sales for every dollar spent by the advertisers.

That video's future success in one-shot sponsorship is emphatically denied by network officials. They'll have their place, such as the Frigidaire series starring Betty Hope and run now-and-then, but they won't add up to a trend.

Necklines (feminine, that is) are getting higher on television. It's said that one network keeps a special vase of flowers on the set. When an actress of some stress shows up for the telecast with a too-low neckline, she is given a polite suggestion and a flower.

Sell the entire  
Niagara Peninsula  
at one low cost  
with ..



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# The Vancouver Sun

FOUNDED 1886 VOL. LXIII—No. 276 VANCOUVER, WEDNESDAY, SEPTEMBER 14. PRICE 5¢

## B.C. POPULATION UP 36.7%

**Million People In B.C. Now Hits New High of 1,085,608 Persons**

By Staff Reporter

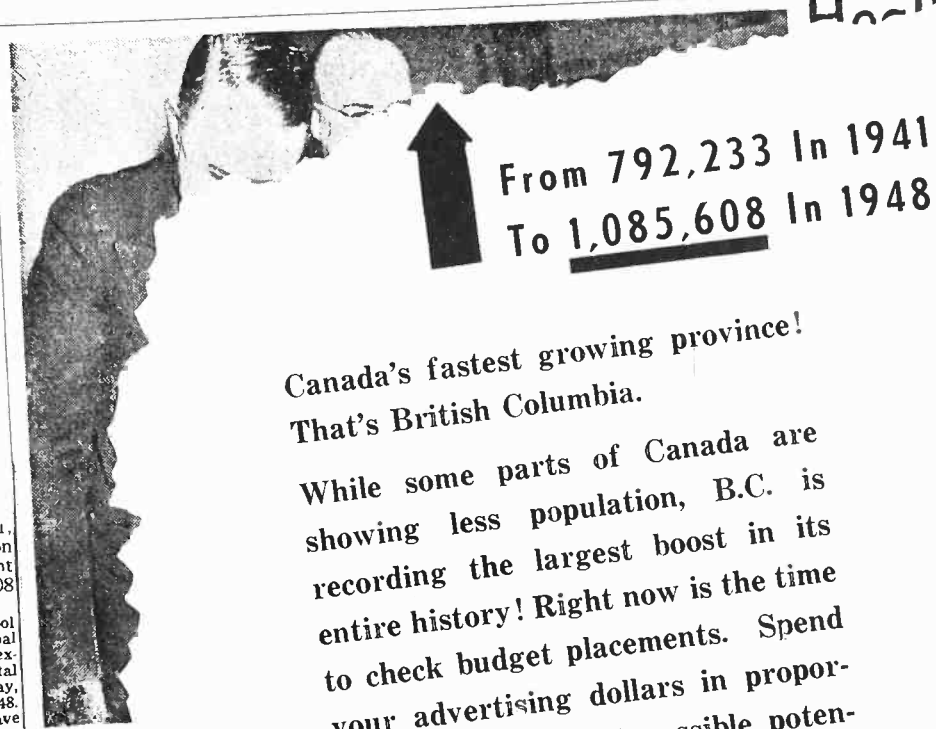
VICTORIA, Sept. 14.

Since last census in 1941, British Columbia's population has jumped by 36.7 percent to a new high of 1,085,608 persons.

The official estimates by school districts, made by municipal authorities and statistical experts, were released by the vital statistics division here today, covering up to the end of 1948. Several B.C. districts have more than doubled since the last census. There are few decreases and what there are chiefly reflect a movement of people from unorganized into organized territory.

In 1941 the census showed B.C. with a total of 792,233 persons of which 612,272 were in organized areas, 174,437 in unorganized regions and a further 7,524 who did not come within a school district.

This has been boosted since by 291,375 persons with the new total showing 921,488 persons in organized areas, 156,670 in unorganized and 7,450 outside of school districts.



From 792,233 In 1941  
To 1,085,608 In 1948

Canada's fastest growing province!  
That's British Columbia.

While some parts of Canada are showing less population, B.C. is recording the largest boost in its entire history! Right now is the time to check budget placements. Spend your advertising dollars in proportion to the greatest possible potential. Rich new markets are right here in this province.

**Your B.C. Budget should be up!**

**You're Not Selling Canada —  
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**BROA**



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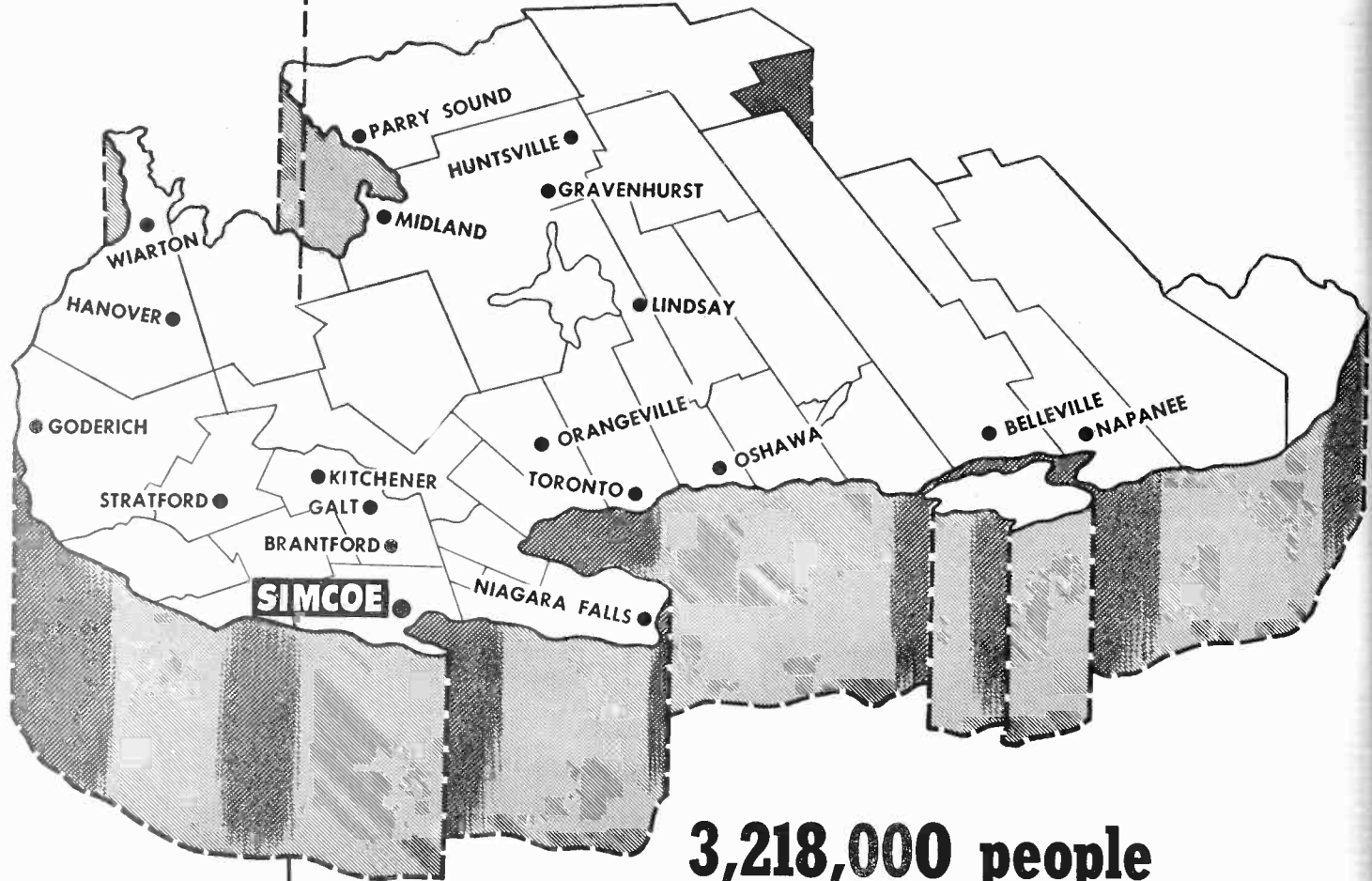
CHWK—CHILLIWACK  
CJDC—DAWSON CREEK  
CFJC—KAMLOOPS  
CKOV—KELOWNA  
CHUB—NANAIMO

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

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CKWX—VANCOUVER  
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CJVI—VICTORIA  
CKNW—NEW WESTMINSTER

MARKET VOLUME  
EQUALS AREA  
X DEPTH

TAKE SIMCOE  
FOR INSTANCE



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

- **THE SIMCOE MARKET**
- 7,000 population in 1950. Annual retail sales \$10,000,000, including food sales of \$2,300,000; general merchandise nearly \$700,000; \$500,000 worth of drug products. Annual industrial payroll \$5,000,000. Average family's effective buying income \$4,050. Simcoe, with half of one per cent of Canada's population, has approximately 9/10 of one per cent of Canada's potential sales volume.
- **THE ONTARIO MARKET**
- CFRB effectively covers a 64,550 square mile area—36 Ontario counties which hold 24.5% of Canada's buying power.
- Elliott-Haynes surveys of 38 centres in this Ontario market showed that CFRB is listened to regularly (several times a week) by a median average 60% of people in these centres; the next independent Toronto station was heard regularly by 24.0%.

**B**ROAD coverage in the Number One market—more than 3 million people with over \$3 billion buying power—it's yours on CFRB! But more than that, look at the depth or the quality of this coverage. For proof of CFRB's deep penetration take Simcoe, for example. Simcoe is the centre of a \$40,000,000 agricultural market; and its 229 stores show annual retail sales aggregating

\$10,000,000. In Simcoe, Elliot-Haynes report that 71% of radio listeners hear CFRB regularly (several times a week); just 51% reported listening to the next independent Toronto station. And remember, Simcoe is just one of the many important centres in this rich Ontario market. For complete data on CFRB's market write our office, or our representatives.

Put your  
dollars where  
dollars are!

**CFRB** 50,000  
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