

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

CANADIAN BROADCASTER

AND TELESCREEN

Vol. 9, No. 16. TORONTO, ONTARIO August 23rd, 1950



—C.N.R. Photo.

TOP PRESS
Due to the Railroad
Strike the WAB
Convention has
been cancelled

CONVENTION ISSUE

1950 ANNUAL MEETING

of the

WESTERN ASSOCIATION of BROADCASTERS

at

JASPER PARK LODGE — JASPER, ALBERTA

AUGUST 31 - SEPTEMBER 2, 1950

Quite True The Radio Picture in Calgary Has Changed



But Not
as much as some people think!

**Elliott-Haynes
Surveys**

**Penn-McLeod
Surveys**

Elliott - Haynes

JUNE 1950 (Daytime)

9:00 a.m. to 6:00 p.m.
MON. Thru SAT.
(18 half hour periods per day)
CFAC leads in 18
Station B leads in 0
Station C leads in 0

Average Program Rating

CFAC 13.54
Station B 6.89
Station C 5.58

JULY 1950 (Night)

6:00 p.m. to 10:15 p.m.
MON. Thru SUN.
(8½ half hour periods per night,
59½ per week)
CFAC leads in 36
Station B leads in 19
Station C leads in 4½

Average Program Rating

CFAC 10.14
Station B 7.81
Station C 5.82

Share of Audience Report

February to June 1950
9:00 a.m. to 12:00 noon
CFAC 61.9%
Station B 15.0%
Station C 18.8%

12:00 noon to 6:00 p.m.
CFAC 50.1%
Station B 18.2%
Station C 26.4%

6:00 p.m. to 10:00 p.m.
CFAC 45.0%
Station B 21.2%
Station C 25.9%

Penn McLeod

APRIL 1950

8:00 a.m. to 10:30 p.m.
MON. Thru FRI.
(29 half hour periods per day)
CFAC leads in 18
Station B leads in 8
Station C leads in 2
One period tie:
CFAC and Station B

MAY 1950

8:00 a.m. to 10:30 p.m.
MON. Thru FRI.
(29 half hour periods per day)
CFAC leads in 15
Station B leads in 12
Station C leads in 0
Two periods tie:
CFAC and Station B
CFAC and Station C

JUNE 1950

8:00 a.m. to 10:30 p.m.
MON. Thru FRI.
(29 half hour periods per day)
CFAC leads in 20
Station B leads in 6
Station C leads in 0
Three periods tie:
CFAC and Station B

*No Matter
Whose Survey
You Study*

CFAC

is still
away out in front in
audience and selling power

Representatives:

All-Canada Radio Facilities Ltd.

Montreal — Toronto — Winnipeg — Vancouver

WESTERN RADIO

Radiating Waves

A business is part and parcel of the character and the tradition of the area in which it is situated. It is a wise businessman who sees to it that his operation is geared to this thought. And it was this belief that prompted Dick Rice of Edmonton's CFRN in his choice of a name for his company — the Sunwapta Broadcasting Company Limited.

The word "Sunwapta" is derived from the Stony Indian word meaning "radiating waves." The Indians noted the small waves that radiated in all directions when stones were dropped in still pools. These waves were given the name "Sunwapta."

This name was considered to be "natural" for a radio station. Inasmuch as radio waves followed almost the same pattern from a transmitter.

Wherever possible the studios and offices carry out the Indian and pioneer decorative motif. CFRN's reception room is palisaded. The drapes are homespun with Indian designs. Rice's private office is a particularly interesting spot, with its curios and rare collectors' pieces, including wampum belts, peace pipes, head-dresses, medicine man paraphernalia, arrow heads, tomahawks and numerous other historical items.

The transmitter is a huge log cabin, with a natural log fence surrounding it and a high post gate as its entrance. The call letters fastened to the cabin are made of natural birch, and the firm's name is inscribed on a huge bearskin plaque.

Standing tall in the front yard is a huge totem pole. Totems represent the chief crests of an important Indian family and act as a device to recall mythological incidents. Sometimes they are several feet in diameter at the base and occasionally as high as 60 feet. They are carved and stained with bright colors obtained from bark and moss.

The site of CFRN's transmitter is on the Jasper Highway just west of Edmonton. The surrounding area was a vast and stony plain, indicating the derivation of the name Stony Indians. The plain was a former meeting place between the Mountain and the Plain Indians.

Radio - A Super Salesman

Three spots heard on CKRC before 9 a.m. compelled Safeway Stores to call the station and cancel the balance of the schedule, because they had completely sold out their carload of canned corn—and this was last year in the corn-on-the-cob season.

Stories like this abound wherever earnest young men stand before sensitive microphones to deliver sales messages, the price—the only price—which listeners are eager to pay for the entertainment brought them over their community radio stations.

Modern Dairies Ltd. are cur-

rently appropriating 90% of their advertising budget to radio, reports the same Winnipeg station, as why wouldn't they?

After creating an overwhelming demand for ice cream pies following only one spot announcement in December, 1948, they launched a morning newscast, to which they have since added an afternoon one, and last winter, on their own statement, turned out as great a volume of ice cream products as is normally produced in the summer.

Yet another story from CKRC tells how, in the past 12 months, National Radex purchased a total of 55 30-minute programs and 16 one-hour programs at a cost exceeding \$3,000. In August, 1948, this firm was using no radio at all. Today the medium receives 70% of their advertising budget, and in just six months have doubled their previous earnings for a 12-month period.

McCeag's Furniture Company, another Winnipeg concern, sold their entire stock of Indian rugs with one mention on *Calling All*

Cars—"enough of the things to pay for our entire radio campaign."

Notwithstanding the carping of petulant critics, community stations everywhere know that they earn their listeners—and so their advertising—by the extent of the usefulness they are able to shower on their communities. This story from Calgary gives a typical example.

Dora Dibney, CFCN's women's commentator, was the featured speaker recently, at the annual meeting of the Junior Farm Clubs of Alberta, held in Olds, at the Olds School of Agriculture. There are two groups of these boys' and girls' clubs, and they are sponsored by the Alberta Department of Agriculture and the Alberta Women's Institute. Approximately 150 delegates from each of the groups attended the convention.

CFCN, in carrying out its policy of fostering the improvement of agriculture and keeping young

(Next page, please)

CJAD montreal

covers QUEBEC'S ENGLISH MARKET

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

5,000 watts 800 kc.

AFFILIATED WITH CBS

WELCOME TO ALBERTA

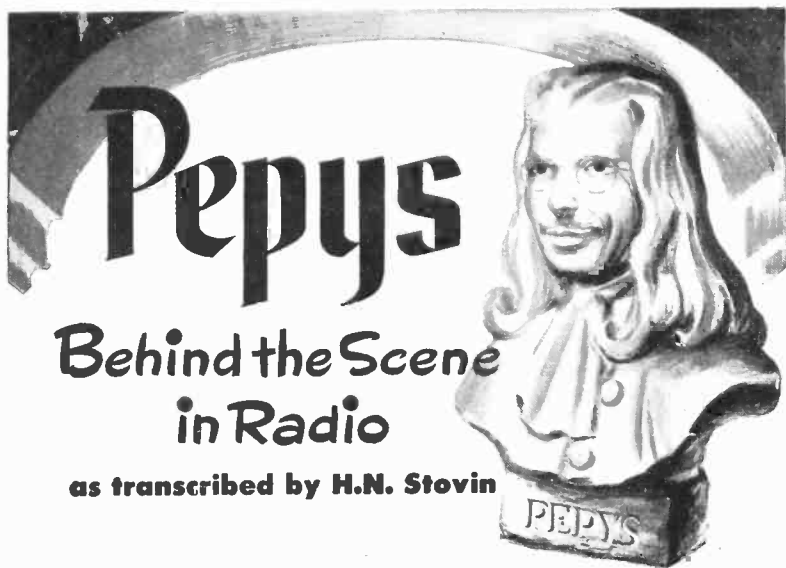
We hope you enjoy your visit at Jasper - - - and that you can take time to see our modern new studios at

CJOC

LETHBRIDGE

5000 Watts

1220 Kc.



WESTERN RADIO

(Continued from page 3)

people interested in farm work, has presented four silver trophies for competition among the members of the Farm Clubs. The trophies were awarded on a basis of outstanding achievement, and presented to the winners at the annual meeting by Miss Dibney on behalf of CFCN.

Each week for the past year, Miss Dibney has been turning over one of her popular week-day morning half - hour programs, *Diary for Today*, to the Alberta Women's Institute. As the largest woman's organization in Alberta, this group represents a great majority of the women of the province.

■ ■ ■

In the same spirit, station CJGX Yorkton, being essentially a farm station, is developing a closer type of co-operation with farmers and homesteaders throughout the Prairie West, by a "Farm Service Bureau," which invites farmers to write CJGX for information pertaining to their agricultural problems or call personally and have a friendly chat with their farm news editor and advisor. All problems are answered personally by letter and the information is then broadcast on one or more of the farm programs provided by this station.

The farm service editor has enlisted and received the loyal support of the agricultural representatives, cattle buyers and veterinarians in this district. They also get regular material and information from the University of Saskatchewan in Saskatoon.

Personal contact by the CJGX's farm advisor with farmers at agricultural shows and on their own farms has and is still building a pillar of confidence in CJGX through this rich rural area.

■ ■ ■

A noteworthy story of advertising success through radio is told by a Calgary photographer who, through a 15-minute program once a week on CFAC, has had direct sales results far exceeding his most optimistic expectations.

Everett & Sons moved to Calgary in March, 1947, and bought out a local downtown photographer. They did nothing but newspaper advertising, and business was very slow in picking up, so in 1948 they sold out and

bought another business in a suburban shopping district in Hillhurst. After moving to their new location, Everett's decided to try radio and they were sold a 15-minute program, once a week. The program, entitled *Music from the Swiss Alps*, was heard Tuesday mornings at 10 a.m. and consisted of imported Swiss recordings. Housewives took the program to their hearts, declaring the music to be "refreshingly different."

After instituting the program, Everett's asked each week for 10 babies to use as models for photographs for publicity purposes. No free photograph was offered; simply the opportunity to purchase duplicate prints. Immediately following the first broadcast, over 70 calls were received and the telephone company informed Mr. Everett that this was only 1% of the number who were trying to reach him, before the exchange jammed. The next program brought similar results, and after the third show, the superintendent of the telephone company called on Everett & Son, in person, with a plea that life was already filled with enough problems and would Mr. Everett kindly lay off! Mr. Everett estimated that 50% of those who phoned in for appointments turned out to be customers, not only for baby pictures but, later, for other work as well. They completed over 800 sittings before being asked by the telephone company to eliminate the hool from the radio program.

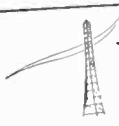
Since then Everett's have been consistent users of CFAC. Today the proprietor himself says that were it not for his radio advertising, he would not now be in business. Using newspaper only spasmodically, he feels that not only does he get more for his advertising dollar from radio, but he attributes more business directly to his current radio advertising than he got from 1 years of newspaper advertising before CFAC came on the scene.

■ ■ ■

CKBI Prince Albert tells how last spring the Leach Foundry ran a series of 13 programs and received 6,681 letters from the western provinces and various points in the United States and made direct sales of 56 of their grain loaders. In September they will be running another series promoting the sale of snowplough they also manufacture.

"Do find myself, as I take quill in hand to pen these few thoughts, somewhat dismayed that summer does seem to have come and well-nigh gone so quickly, what with people returning from vacation and the Canadian National Exhibition upon us ● ● ● Do never recall a summer in which Advertising Agency people were so busy, and am much heartened by the big volume of radio business built up this summer for the coming Fall. All of which spotlights the fact that Radio is a matured and recognized Selling medium, and more farseeing buyers are aware of it than ever before — a goodly condition of affairs ● ● ● From Jack Shortreed, new Sales Manager of CJGX Yorkton, the report that in this most productive Saskatchewan and Manitoba area crops have never been better, and Yorkton booming accordingly ● ● ● Newly back from vacation, Judah Tietolman, CKVL Verdun, points to Elliott-Haynes' Survey of Out-of-Home Listening, which shows CKVL to be by far the most preferred station of Montreal listeners, both French and English ● ● ● VOXM St. John's, Newfoundland, soon to be testing its 1000 watt transmitter, which sends me to my own calendar for notes of other important dates. Among them that on August 20th CKY Winnipeg moved down the dial to the choice 580 spot. August 28th noted too, as the date on which Don Laws of CJOR Vancouver starts his invasion of Toronto and Montreal agencies, armed with proof that despite ratings, Vancouver advertisers have been buying more time than ever before. August 31st to see the start of the Annual Convention of the Western Association of Broadcasters in Jasper, at which Pepys plans to be present.

"A STOVIN STATION IS A PROVEN STATION"



HORACE N. STOVIN

& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

Representative for these live Radio Stations

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



CJAV

PORT ALBERNI, B.C.

- TEN MILLION dollars annual industrial payroll PLUS! ¼ MILLION dollars ADDED new payroll (thanks to the logging industry's wage increases in 1950).
- BLANKET COVERAGE! PLUS ¼ MILLION people riding "TRANSIT BUSES" annually.

Ask Radio Representatives

VANCOUVER — WINNIPEG — TORONTO — MONTREAL

CANADIAN BROADCASTER AND TELESCREEN

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

Published by

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AD. 5075

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Business Manager: ARTHUR C. BENSON
Art Editor: GREY HARKLEY
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Sales Promotion: ROBERT H. GRASLEY
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Winnipeg	Dave Adams
Vancouver	Bob Francis
New York	Richard Young



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

Vol. 9, No. 16.

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August 23rd, 1950

Objectivity In The News

Recently the railway union heads complained bitterly that the CBC was slanting labor news in favor of the railway owners and against the unions. This complaint, which we consider, from our own listening, to have been unwarranted, raises the point of the embarrassing position any news medium finds itself in when such charges are laid. It also points up the humiliation of the medium—in this instance unnecessary—when that medium happens to be, as is the case with the CBC, an agency of government.

Without question, the CBC news department operates not only with extreme efficiency, but also, under present and past management, with complete integrity. While we have always seen the danger of its present directors being replaced at some time with others of less scrupulous character, this incident does not in any way reflect on the present organization.

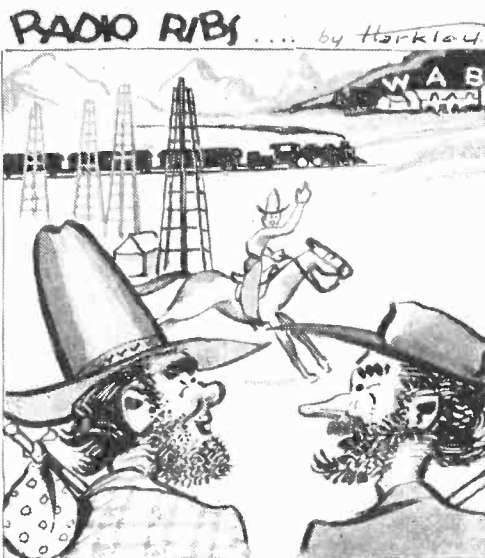
What we cannot help feeling is this.

It is the function of government and its various agencies to make news, not to report it. Honest reporting must, of necessity, be objective. No servant of any enterprise, either public or private, is capable of consistently viewing the operations of his or her employer with the dispassionate objectivity that is essential to good news writing. Large corporations employ outside public relations counsel to report their activities to the press, because they know it is not an assignment they can undertake themselves.

If the CBC is to continue in the field of broadcasting, which is, we feel, an extremely debatable point, would it not be a service to the people of Canada if it served, if it bought its newscast scripts from the news services to which it presently subscribes, but bought them ready to go on the air, as it once did, and broadcast them word for word, with credit to the source?

Needed, A Research Pattern

Research is one of the topics slated for consideration and discussion by the Western Association of Broadcasters at their convention in Jasper, Alberta, next month. It is to be sincerely hoped that this organization, more or less local in character but noted for leading



"We're in the West, Grigsby, so we'll find out what's happening in Eastern radio next year."

the broadcasting industry from coast to coast, will come up with a plan which will fill in some of the gaps which still gape in the radio research picture. It is to be hoped that the delegates will work to the point where they can record their unanimous resolutions—and that means aye votes from everyone—which will set an industry-wide pattern for this most important aspect of broadcasting. It is further to be hoped that once set, this plan will be adopted across the country.

This unity of opinion and acceptance of a system is not going to be attained without considerable effort. In the first place, it not only has to be accepted by the industry, but it must also be approved by the advertising agencies and their clients. This will entail considerable planning, followed by an intelligent educational program. It is absolutely essential that the means of measurement selected are completely understood by everyone concerned. It is actually a fact that there are still broadcasters who set a BBM audience measurement alongside an Elliott-Haynes popularity rating, and try to compare them on an even basis.

It is also true that there is a tendency to disparage figures which show disappointing results; to look at quantity of audience without giving any thought to quality; to speak vaguely of primary listening areas without universally defining what that means; to try and answer the specific circulation figures

of the printed media with less definite figures for radio; to use ratings not to provide information, but to prove a claim.

It is highly important, to broadcasters and their sponsors alike, that a system of gauging listening figures be evolved which can truly be set alongside the circulation figures of the publications for fair comparison. The fact also has to be faced that the publications are not going to change their tried and tested methods to make them comply with radio, because the publications happened to be there first.

Evolving and adopting a research pattern for use by all stations and on all programs does not necessarily mean excluding radio research to one organization. But this does not make it feasible to have several concerns arriving at such figures as ratings by devious means and with devious results. It is of prime and immediate importance that a definite formula or set of formulas be found for use by any accepted research organization, with the assurance that however many people do the job, they cannot fail to come up with the same answers.

WAB Agenda

Wednesday, August 30

Afternoon—Registration of delegates and guests.

Thursday, August 31

10.00 a.m.—Appointment of secretary; president's welcome to delegates and new members; introduction of delegates; appointment of committees; president's address; minutes of previous meeting; report from CAB general manager Jim Allard.

2.00 p.m.—Report of CAB Sales Division, by Pat Freeman, director of Sales and Research; discussion of Research, including work at the coast by Advertising Research Bureau Inc.; application of new BBM figures; means of improving coincidental surveys.

4.00 p.m.—Report of experiment with one-rate card.

Friday, September 1

10.00 a.m.—Reports on Royal Commission and Parliamentary Committee on Radio; discussion on better public relations for free enterprise radio; report of Practices and Procedures Committee.

2.00 p.m.—Discussion on CBC regulations; new method of electing CAB directors; discussion of policy on NARBA Conference at Washington; discussion on maintaining rate card structure.

4.00 p.m.—Ladies' afternoon tea.

Saturday, September 2

9.30 a.m.—Election of officers; setting date and place of next WAB meeting; committee reports and new business.

1.00 p.m.—Annual WAB golf tournament.

5.30 p.m.—Marconi cocktail party.

6.45 p.m.—Annual WAB dinner.

8.00 p.m.—Presentation of prizes.

Greetings —

from the Heart of
Manitoba's rich farm lands.

Says "Canadian Business":
"Manitoba's relatively
small wheat acreage
will produce a big crop."

**CKX
BRANDON**

"The Heart of the
Manitoba Agricultural Belt"

Greetings

- from one of Canada's most famous beauty spots to another.
- from the Lake of the Woods to Lac Beauvert.
- from CJRL to delegates and visitors to the WAB Convention at Jasper—

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

BEST WISHES FOR
AN ENJOYABLE
AND SUCCESSFUL
MEETING

CJRL
KENORA ONT.
DOMINION NETWORK

SELECTIVE RADIO

Big Blow Hits Winnipeg

By Dave Adams

Winnipeg. — Trouble, in all forms, seems to be gravitating towards this city. First it was the flood, now a new kind of weather is giving Winnipeg the back of its hand.

During the first August week end, a Civic Holiday, a storm of hurricane proportions ripped the city, scattering trees and lifting roofs off houses and blocks.

Local radio stations escaped the big blow without too much trouble. CKSB was the only outlet that experienced grief, being off the air some 12 hours after power lines had been blown down.

CKRC officials are happy that they let go their old transmitter at Middlechurch. When the wind got through with it, it was only a twisted heap of metal.

When the transmitter toppled it threw a hitch into the broadcasting schedule of the local R.C.M.P. detachment, who took over from CKRC.

With football fever growing in leaps and bounds as the new season nears the kick-off stage, CKRC—guided by leather-lunged sportscaster Jack Wells—is keeping fans well abreast of happenings in the Western Conference as a whole.

Each Friday night, between 10.30 and 11 o'clock, Wells hits the airwaves with *Football Time*, sponsored by Northern Electric. Jackson gives the latest chatter on the Winnipeg Blue Bombers and cuts in interviews and notes from such eminent commentators as Lloyd Saunders in Regina, Pete LaValley in Edmonton, and Joe Carberry in Calgary.

The boys, in a mad whirl, interchange all discs turned out. Thus Western football filberts know just about everything that is taking place in the training camps of the Bombers, Regina Roughriders, Edmonton Eskimos and Calgary Stampede.

CKSB came to the aid, in radio-auction form, of the St. Boniface Kiwanis Club when that organization needed funds to carry out its Young Canada At Play program.

Cash raised in a two-hour show,

conducted by auctioneer Ren Dussault, was used to produce more of the Kiwanis pamphlet instructing community clubs and other organizations in how to keep kids off the streets and interested in some beneficial activity.

It's pretty hard to get an Englishman to say he is anything but an Englishman.

Ron Alderson, early morning news reporter on CKRC, can vouch for this. A few days ago Ron had an uncle from England on his hands. During the course of trying to make the old boy visit entertaining, Ron and family decided to take him across the U.S. boundary to Fargo in North Dakota.

During the automobile trip to Emerson, Ron briefed his uncle Jim on what was needed to cross the line. "Be sure when the American customs blokes ask you what you are say you are Canadian. Then we won't have any trouble getting across." Each time he passed this on, the uncle nodded. Ron figured they were home-free and could see himself comfortably planted in some dimly-lit Yankee bar. But it was not to be.

They had no trouble passing through Canadian customs at Emerson. But at Noyes, just across the line, the invariable question—"Are you all natives of Canada?"—was put to the Alderson clan.

"Oh, no," quickly piped up Uncle Jim, "I'm a Britisher, you know." There was a moment of silence, and then the U.S. Customs official further asked Uncle Jim: "Well, then, have you visa?" Jim shook his head. "That means you can't go across," was the decision, "but it's all right for you people," said the official waving at Ron and his family.

But Ron decided to stick by the British. They returned to Winnipeg—and its lamentable lack of bars.

What's the moral? Well... proud blokes, these Englishmen aren't they!

You can't hear yourself think around the corridors of CJOB for the pealing of wedding bells. Not less than three OB staffers tied the knot in the week July 28 to August 6.

Cliff Gardner, who does the wake-up show each a.m., was the

(Page 8, please)

CKNW
CHNW
NIGHT AND DAY
1000 WATTS
FIRST IN
VANCOUVER AND
NEW WESTMINSTER

CHLT
FRENCH
900 Kc. 1000 Watts

**SHERBROOKE
QUEBEC**

The Voice of the
Eastern Townships

Quebec

CKTS
ENGLISH
1240 Kc. 250 Watts

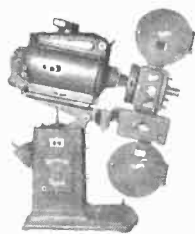
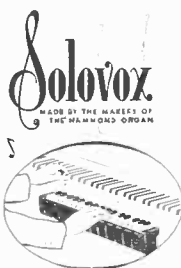
Representatives
JOS. A. HARDY & CO. LTD. — CANADA
ADAM J. YOUNG, JR. INC. — U. S. A.

ACHIEVEMENT AT BELLEVILLE

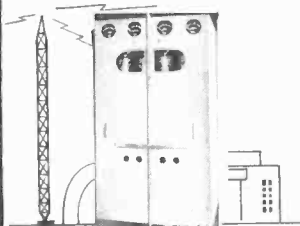


Completely modern Sound Systems for sports arenas, industrial plants, schools, hotels, institutions.

All types of fine radios for the home



Motion picture Sound Systems for theatres of all sizes.



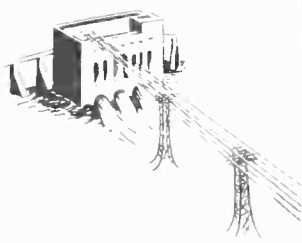
AM or FM Broadcasting Stations including Speech Input Equipment . . . A complete Broadcasting Station service from Telephone Line to antenna.



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



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



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



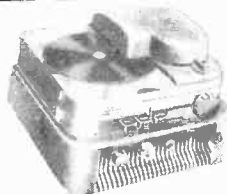
Fire Alarm equipment and systems for buildings or municipalities.



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



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



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

Northern Electric COMPANY LIMITED

Expert Engineering and Installation Services at your disposal

DISTRIBUTING HOUSES THROUGHOUT CANADA

A GREAT MARKET
with
A GREAT MEDIUM

★ **OSHAWA**

Central Ontario's
Richest Market

CKLB

The Station with
more listeners in
the Oshawa Area
than all other Can-
adian stations
combined



ASK

JIM Alexander

ABOUT

*"The Biggest Little Station
in the Nation"*

CKLB

OSHAWA

1240 on your dial

★ Ontario Bureau of Statistics

● Elliott-Haynes

SELECTIVE RADIO

(Continued from page 6)

first to go—on Saturday, July 29. Johnny Mestery, operator, was the next. He trudged up the aisle August 1. Chuck Skelding, announcer, completed the trend, becoming a twosome Saturday, August 6.

The defeat of the "Hardy Three" means there are only four guys with brains left around CJOB. In other words, they are still single. As for the above mentioned threesome, the boys tried to make it as painless as possible by tossing a monster stag.



Listeners interested in farm news are now dialing in at a different time to catch Lionel Moore over CKY. He has shifted from the early morning to an afternoon spot.

In addition to his farm hour, from two to three o'clock across the board, Lionel now handles Dr. Bell's Farm Service, a five-minute message to rural listeners at 1.40 p.m.

On his own daily show, Lionel stresses current market quotations as posted at the Union Stock Yards in Winnipeg. Soaring live-stock values make listening to Lionel's show a must for most Manitoba farmers, station claims.



John Edwards, CKY's chief engineer, has just about reached the end of the headache trail. He figures some time this month the station will be ready to switch from its present 1080 frequency to the 580 position.

And then, according to John, CKY's 5,000 watts on 580 kilo-

cycles will be 10 times more effective than the same power on any frequency about 1,000 kilocycles.

You pretty well have to take John's word for everything that is going on. Ask him to describe the various processes used in the shift and he draws you a diagram that looks like the flight of the bumble bee sounds.

But, says John, when everything is in shape and the station has made the shift, listeners will be in for some clear, bell-like reception.

As for John, he'll probably sneak away to some quiet institution.



Here's a prime example of lending a helping hand—western style

It happened when a question was delivered on CKRC's *Dial Detective Show* — a quiz effort. The announcer, Bill Guest, picked out a number and dialed it. After a few moments a woman, plainly out of puff, answered it. She was a neighbor and gave this reason for being breathless.

She had heard the phone ring in the house next door, and having been listening to the show knew what the ring meant. She tore out the back door, jumped a couple of fences, and hurled herself through her neighbor's back door in time to answer the phone.

"Why did you go to all that trouble?" enquired announcer Guest. "Well, I knew my neighbor wouldn't hear the phone, you know," came the answer. "You see, she's deaf!"

Guest put the question to the woman. She answered it correctly, and the neighbor got the cash remaining in the jackpot.

(Page 9, please)

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

SELECTIVE RADIO

(Continued from page 8)

Seek New Station In BC Blind Spot

By Bob Francis

Vancouver.—Establishment of a radio station at Cranbrook, in the east Kootenay district, near the Alberta border and just north of the U.S. boundary, is under discussion. This is the only area of the southern interior of the province still without an independent station, being served locally only by CBC repeater service.

Talk about the proposed station has been in terms of a \$50,000 job, and Reg Beattie, who recently disposed of his station at Enticton, in the southern Okanagan, has been in touch with leading citizens of the Cranbrook area.

At last reports he was still holding opinion there, and there had been no application for a license.

A station at Cranbrook would be heard from the Kootenay Lake, west of the town, to the Crow's Nest Pass on the Alberta border, and probably as far as Golden and Kimberley.

For years the area has been known as something less than ideal as regards reception conditions.

Only this week The Vancouver Sun's columnist, Elmore Philpott, writing from Radium Hot Springs, said, "This Upper Columbia and Kootenay Valley is one of the worst radio blind spots that I have yet come across in Canada."

"It is not quite so poorly served as the Yukon—which is by far the worst I have seen in Canada. Still, the service is very bad."

"There is a weak CBC repeater station at Cranbrook, which reaches part of the valley by fits and starts. The average set cannot get Calgary regularly."

"The result is that far fewer people here listen to radio than in most parts of Canada."

Two programs on CJOR have brought particularly notable results for advertisers in recent months, both run by veteran radio men, Ross Mortimer and Billy Browne.

Browne's program, *Remember When*, is on behalf of Little Dipper Cake Mix, and Billy got into the way he gets into any product he talks about on the air, by trying it out himself. Since he is no mean shakes as a cook, he was able to do this personally.

Of course, Browne says, with his product it isn't very difficult. You just add water and stir. Even a man can do it. He tried his results on the staff and received unanimous approval.

The only time Browne bogged down on his rule about trying a product personally was when he had a permanent wave account. Browne hasn't enough hair to occupy one curler, so he dispatched his secretary to case the job instead.

In the case of Little Dipper, both sponsor and agency agreed he should handle the copy his

(Page 10, please)

BUSINESS IS GOOD IN THE MARITIMES

MAY, 1950 OVER MAY, 1949 — D.B.S. REPORT

Kind of Business	Canada	Maritimes	Position
All Business	+ 6.1%	+ 10.1%	1st
Department Stores	+ 2.2%	+ 4.9%	2nd
Motor Vehicle	+ 22.9%	+ 44.9%	1st
Garage & Service Stations	+ 10.9%	+ 38.6%	1st
Women's Clothing	- 12.2%	+ 6.1%	1st
Shoes	+ 4.1%	+ 15.4%	2nd
Furniture	+ 5.3%	+ 15.9%	1st
Hardware	- 3.9%	+ 5.9%	1st



Ask the
All-Canada Man



THIS YEAR MANITOBA IS A BETTER MARKET THAN EVER BEFORE

3,098 radios sold in March, 1950
a 34% increase over March, 1949

CKRC WINNIPEG

5000 WATTS

630 KILOCYCLES

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



"I shall pick Trois Rivières to talk about this time, because it has a nice cool sound! It is the third largest St. Lawrence River port, and is the unofficial newsprint capital of Canada. Trois Rivières showing industrial, commercial and municipal growth, giving this area a nice diversity of industry. It has a population of 50,000, or 75,000 with its suburbs — and therefore rates as a substantial market, well worth your attention. Tell your story over Station CHLN. Trois Rivières. Results? Just ask Jos. Hardy."

For any information on **QUEBEC MARKET No. 2** and "TRANS-QUEBEC" Radio Group Telephone, Wire or Write to **JOS. A. HARDY & CO. LTD.** MONTREAL QUEBEC TORONTO

REPRESENTING

CHRC	QUEBEC	5000 WATTS
CHVC	NEW CARLISLE	5000 WATTS
CHLN	TROIS RIVIERES	1000 WATTS
CHL1	SHERBROOKE (French)	1000 WATTS
CKTS	SHERBROOKE (English)	250 WATTS
CKVM	VILLE-MARIE	1000 WATTS
CKRS	Jonquiere-Kenogami	250 WATTS
CKBL	MATANE	1000 WATTS
CKLD	THETFORD MINES	250 WATTS

SELECTIVE RADIO

(Continued from page 9)

own way. After his personal experiments and his first commercials, the sponsor phoned and said, "Bill, you even made my mouth water when you described how you made an upside-down peach cake with prunes!"

In seven months Browne has pulled in 80,000 letters, 82% of them containing a Little Dipper label, from contestants trying to name his mystery tunes. The records are all old-timers which Browne brings out of his own collection. A label with the entry gives the contestant a chance to double his prize money.

The mail has been so overwhelming that now the letters are "candled" to see if they contain labels. Now and again a complete week's mail is opened and interesting letters passed on to the sponsor.

The second show of which CJOR is particularly proud is the sponsorship of Dad's Cookies on Ross Mortimer's participating *Kiddies Karnival*.

The proudest is advertised over 10 stations in B.C., two of them in the Vancouver area. Over three months, according to the sponsor, Mortimer never drew less than 65.5% of the entire mail count, with his percentage going as high as 72.7. The percentage was based on total entries sent to all 10 stations.

In the first three weeks of CJOR, the spot pulled in more than 1,600 entries to a coloring competition.

B.C.'s youngest station, CKDA Victoria, has come up with a daily audience participation piece called *Housewives' Holiday*, for Macdon-



MANAGER GEORGE MACDONALD, of Macdonald's Electric, at the left, and Gordon Reid, assistant manager of CKDA, start the gags rolling on "Housewives' Holiday," the new show which Macdonald is happy to say has brought nothing but customers to his store.

ald's Electric, which gives away groceries at 1904 prices and lays the recipients in the aisles while it does so.

The show has an obvious appeal these days of high cost of living, and the 200 women who jam Macdonald's "half acre" showroom on Mondays, which is "Old Country Store Day," are liable to get anything from a dozen eggs for a dime to a pound of steak for the same price.

Housewives' Holiday is a half hour show bossed by Gordon Reid, assistant manager of CKDA and George Macdonald, manager of the store.

The piece has turned out to be so popular that seats for the "Old Country Store Day" shows are gone more than a week in

advance. The actual proceeds from the gag sales go to charity.

Awards also go to the "Best Neighbor of the Week" and the housewife with the best recipe. The Singing Troubadour, featured entertainer of the show, serenades a lady in the audience, and more than 6,000 of them have attended since its inauguration.

Macdonald has tied in publicity and advertising stunts with the program. He recently ordered 1,000 cups and saucers, from an English firm, with pictures of himself and Gordon Reid emblazoned on the sides.

On Store Day, Macdonald and Reid turn up dogged in false moustache, green derby, outside boatie and grocers' apron. The then song goes on to the tune of "Daisy," and from there on anybody in the audience is liable to find herself with a load of groceries.

CKNW New Westminster which pays off at \$1 daily at an extra \$5 weekly for the best news story phoned in by listeners will award imitation scrolls to volunteer "reporters" not qualifying for the money.

Listeners call in to the new room to report local happenings within a few minutes of the occurrence, and the new award will be recognition by the station of these unpaid efforts.

"Honorary Award to CKNW News Reporter John Doe," the scroll reads, "in appreciation of the news story you phoned in our news room."

"Your story was used on our hourly newscasts and was most helpful to our listeners."

"We hope many of your future stories will qualify for cash prizes."

It only takes a single spot announcement on CKNW for a sponsor to get twice the result he's asking for, according to the Dominion-Provincial Farm Labor Service office here.

Orme Lipsey, manager of the Farm Labor office, put an evening spot over the station asking for 500 raspberry pickers the following morning. More than 1,000 turned out.

CKNW
CHNW

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

The *Bright* STATIONS

STOP THE PRESS!
CKAC, Montreal's Participating

"CASINO de la CHANSON"

- Pulled 614,000 letters between March and August.
- Pulled 83,856 letters between July 22 and 28. (99.7% with proof of purchase.)
- One sponsor has increased sales over 1949 by \$40,000 to date.
- Mrs. Patsy Gauthier of Montreal won \$1,400.00.

SEE **William Wright** York Bldg. MONTREAL

Reford Bldg. TORONTO

NEWS

Newscasts Plug Products And Local Dealers

Shell-sponsored newscasts embraced British Columbia with the addition of two more stations in July. Eight a.m. newscasts from HUB, Nanaimo and 10.30 evening newscasts from CJVI Victoria, bring West Coast dealers to the Shell Oil radio campaign that now sponsors daily newscasts on a dozen stations.

The result of extensive research, dealer surveys, and a test program to examine four sample markets, the Shell newscast campaign features an effective dealer-in. Keyed to the slogan "Service Is My Business," newscasts include two commercials. One commercial is devoted to a Shell product; the other to the Shell dealer sponsoring the particular newscast.

Usually, not more than a dozen dealers are permitted to participate in one area, thus each dealer assured sponsorship and local commercial coverage at least once every two weeks. In some cases, where more than 12 dealers participate in a larger centre, the dealers agree that sponsorship be distributed to "Your neighborhood Shell dealer."

Time is purchased at national rates and dealers pay for slightly less than half the cost of radio time. Thus the local Shell dealer gets effective daily coverage.

though he pays only half the cost when his own sponsorship comes up. Newscasts are sponsored daily Monday through Saturday.

Shell Oil Company of Canada took a year to study the plan with its agency, J. Walter Thompson Company, Toronto. When the news format and campaign had been planned in rough it was discussed with dealers and sales staffs before finalizing. Newscasters and stations were picked on the basis of local following and news coverage, with stress on local news. A survey was made of broadcast availabilities, newscaster's popularity and economical market areas. District Shell managers and dealers were then asked by letter to comment on the plan and its applicability to their particular areas. Dealers were also asked to detail the services they offered their customers.

When all this information had been collated, C. W. Chamberlin, Shell's advertising manager, and agency executives held conferences with the dealers and district managers to assure complete satisfaction on the campaign and its commercial content.

First broadcasts were made on a trial basis in four check areas; Hamilton was picked as an industrial medium-sized centre; Cornwall as a smaller industrial centre; Ottawa because it combined residential and tourist factors; Orillia as a smaller centre of residential and tourist markets.

In May, Barrie and Peterborough stations were added. The following month, Shell newscasts were inaugurated in Quebec, Three Rivers and Sherbrooke. Last month, Pembroke was added as well as the two B.C. stations.

Introduction of the Shell news-cast campaign was supported by advertisements on radio pages of local newspapers during the first four weeks. Then, advertisements using cartoon situations from Shell's current "It's Activated" campaigns were employed. Captions of these cartoon advertisements were altered to read "Hear all about the most powerful gasoline your car can use over Station . . ."

HOW THEY STAND

DAYTIME

English		
Big Sister	11.6	-2.0
Ma Perkins	11.6	-1.4
Right to Happiness	10.3	-1.0
Pepper Young	10.1	-2.0
Life Can Be Beautiful	9.4	-1.3
Road of Life	9.1	-2.5
Laura Limited	7.9	-1.9
Aunt Lucy	7.7	-1.7
Brave Voyage	5.7	-.9
Young Widder Brown	5.2	-.9
French		
Jeunesse Doree	19.3	-6.4
Rue Principale	19.2	-4.7
Tante Lucie	15.3	-5.2
Maman Jeanne	14.9	-4.1
Grande Soeur	14.3	-5.2
L'Ardent Voyage	14.0	-3.1
Quart d'Heure de Detente	13.9	-5.2
Quelles Nouvelles	13.5	-3.4
Francine Louvain	13.0	-5.7
Le Grand Prix	9.1	-.8

EVENING

English		
Pause That Refreshes	12.6	-5.0
Twenty Questions	12.3	-2.7
Aldrich Family	11.5	-3.8
Mystery Theatre	9.6	-4.2
Contented Hour	9.6	-3.2
French		
Jouez Double	13.9	-5.2
La Route Enchantee	11.8	-3.0
Cafe Concert	10.0	-4.6

"PN"

for **Radio News**

24-Hour Teletype Service

24 News Summaries Daily

Special Regional Coverage

14 Feature Programs Daily

THE ASSOCIATED PRESS

REUTERS

THE CANADIAN PRESS

Three Great Services in One

PRESS NEWS

55 University Ave.

Toronto

Simcoe County has 25,410 RADIO HOMES (1949 BBM) and no daily newspaper. Most of these homes depend for their news, entertainment and shopping information on **CKBB BARRIE ONT.** RALPH SHELROVE Manager. REPS. NATIONAL BROADCAST SALES

Major ADVERTISERS
AND THEIR AGENCIES
Hail
"CANADIAN
RETAIL SALES INDEX"

Compiled by
G. E. RUTTER

as
"... a major contribution
to advertising ..."

THIS VALUABLE BOOK,
priced at five dollars, goes
in the mail early in
September.

Here is your last call . . . to cash in on our
Pre-publication offer:—

- 1 Copy \$ 3.50
- 3 Copies \$10.00
- Additional \$ 3.00

Pin this ad to your letterhead and mail NOW to

R. G. LEWIS & COMPANY
LIMITED

163 1/2 Church St.

Toronto 2

MUSIC

Pitching For
Canadian Music



Hollywood.—Time out for music at a luncheon at Mike Lyman's Restaurant here, staged to introduce EMI Canada's Harold Moon to motion picture, record, transcription and radio producers of this entertainment capital.

Purpose of the luncheon was to make these U.S. music users aware of the "untapped wealth of Canadian music available through BMI Canada Ltd."

BMI's general manager Bob Burton regaled the attending brass with note-by-note descriptions of Moon's success in discovering and promoting literally hundreds of Canadian compositions in every field of music from symphonies to singing spots.

The BMI pitch was backed by Major Victor Duclos, Canadian Trade Commissioner for California, who stressed the point that Canada alone among the nations of the world has no financial barriers on music and movie revenues. He urged reciprocity in the use of Canadian-written music in the U.S.

Burton hammered home the success of such Canadian compositions as *Bluebird On Your Window Sill*, first aired on CKNW, New Westminster; Jackie Rae and Lou Snider's *Valley of the Saints*; Lyle Kohler's *It's A Boy! It's A Boy! It's A Boy!*; Raleigh Keith's *You Hold the Reins (While I Kiss You)* and Ozzie Williams' *Far, Far Away*.

Canadian music is finding an international place for itself, Burton said. He cited especially recent all-Canadian concerts by the Oklahoma State Symphony Orchestra (MBS and CBC) and similar concerts in Rome, Amsterdam and Paris.

Already, he said, major transcription and record firms are cutting Canadian music, both serious and pops. First U.S. movie outfit to use Canadian music was Monogram, in their picture, *Squaredance Katie*. Standard Radio pioneered in the transcription field. All libraries are now expanding their use of it.

The camera caught an informal gathering after the luncheon. From left to right, they are: Harold Moon (standing); Glen Dol-

berg, BMI Pacific representative (at the piano); A. Cameron Grant, former Canadian Navy Show, who started at CFCF Montreal and is now doing movie characters; Trade Commissioner Major Victor Duclos.

Twenty-one Canadian music publishers, and almost a hundred Canadian composers, are now on the receiving end of the broadcaster-owned BMI Canada's growing volume of performing right payments.

Catering To Cranks

Hamilton, Ont. — Cranks may not be the nicest name for FM radio listeners, but FM broadcasters, who some think have been given the go-by by TV, are finding that the growing number of owners of the static-free receivers set a new high in their exacting demands for culturally better programs, and at least one Canadian FM station sees indications of a pay-off at long last.

Comparing surveys of set-owners made eight months ago with a further study just completed it seems that FM receivers have more than doubled their number in and around Hamilton since The Hamilton Spectator's CJSH-FM first went on the air.

Starting with an estimate, 1,500 sets in Wentworth and small part of Halton Counties, the current Elliott - Haynes survey shows that there are now 3,866 FM equipped homes in Wentworth alone. A survey taken in St. Cath-



No Hiatus
IN COMMUNITY SERVICE

Being part of Moncton's community life is a year-round business with "Lionel." Twelve months of the year . . . whenever and wherever events of civic interest and importance take place . . . a CKCW microphone brings a word picture to citizens.

Continuous participation in community happenings, presentation of programs and sponsorship of projects which add to the cultural life of the city ensures CKCW a year-round following of faithful listeners who hear, and act upon, your sales message. In this territory there's

NO HIATUS IN LISTENING HABITS

and, therefore, no decline in sales figures of CKCW clients. "Lionel's" listeners show their appreciation of his community work in a tangible manner . . . by consistently supporting advertisers twelve months of the year.



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

WELCOME—
W A B
delegates



says

RM THE PROGRAM MAN

CKRM
REGINA

ies for Lincoln County showed 10 FM equipped homes. The worth figure of 3,866 represents 5.8% of all receivers, and Lincoln figure of 1,490 represents 6.9%.

These surveys, made for CJSH indicate that, in Wentworth County, 86.6% listen to the Hamilton station either regularly or occasionally; 39.6% listen regularly; 47% occasionally; 13.4% never.

David Ker, CJSH-FM station manager, points up the ardor of listeners, whose tastes seem largely to run along "long-hair" lines, and are consequently delighted with the high-fidelity reproduction which is FM's prime advantage. Collectors of classical records use the station as a record catalogue. One dealer runs classical programs twice weekly during the winter and next day finds an increased sale for records used in the show.

Corux Blades. In addition a five-minute five-a-week morning show called *Corux Secret Sound* has been scheduled over CFPL London.

ronto commencing in September and running for one year, advertising its Star Service Stores.

NBC) for Jello puddings.

Adams Brand Sales Ltd. brings back *Take A Chance* September 13 for the third season to CFRB Toronto (live) and 30 stations coast to coast (transcribed). The show again features Roy Ward Dickson and Maurice Rapkin as co-emcees with Doc Lindsey handling the commercials on Chiclets and Dentyne Gum. The French counterpart, *Tentez votre Chance*, gets under way September 15 via CKVL Verdun to a group of 15 French stations.

VAMPLEW ADVERTISING

Toronto. — Presswood Brothers Ltd. (Meat Packers) has renewed its 15-minute Sunday newscast over CFRB Toronto for another 26 weeks.

White & Sons (Dry Cleaners) has scheduled seven Sunday afternoon newscasts over OKEY To-

BAKER ADVERTISING

Toronto. — General Foods Ltd. returns *My Favorite Husband* featuring Lucille Ball to CFRB Toronto and the Trans-Canada network (from CBS) September 3, advertising Maxwell House Coffee and Jello. Same sponsor resumes the *Aldrich Family* September 3 over CIBC Toronto and the Dominion network (from

AGENCIES

By Art Benson

J. WALTER THOMPSON

Toronto. — Wm. Wrigley, Jr. Co. Ltd. has scheduled the half-hour transcribed *Cisco Kid* (All-Canada) over 30 odd stations coast to coast commencing August 31. The show hits various markets on a once and twice a week basis and advertises Spearment and Doublemint Gum.

Ever Bros. Ltd. returns *Lux Radio Theatre* for the 14th season August 28 to CFRB Toronto, CAC Montreal, and the Trans-Canada network. Same sponsor resumes the 15-minute five-a-week daytimer, *Laura Limited* (from Montreal) September 23 over the Trans-Canada network advertising Lux products.

Wm. S. Extract Company brings back *John & Judy* to the Trans-Canada network September 14 for its 10th season.

MacLAREN ADVERTISING

Toronto.—Christie's Biscuits renewed August 21 the five-a-week 15-minute *Listen Ladies* for the 10th consecutive year to CKEY Toronto and CHML Hamilton, featuring Mona Gould with Howland Milsom taking care of the commercials.

JAMES LOVICK

Vancouver. — General Bakeries Co. has scheduled a series of six-a-week five-minute programs for one year beginning September 4 over CKNW New Westminster.

CAB RECOGNITION

Toronto.—Vamplew Advertising Co. has been granted agency recognition by the Canadian Association of Broadcasters.

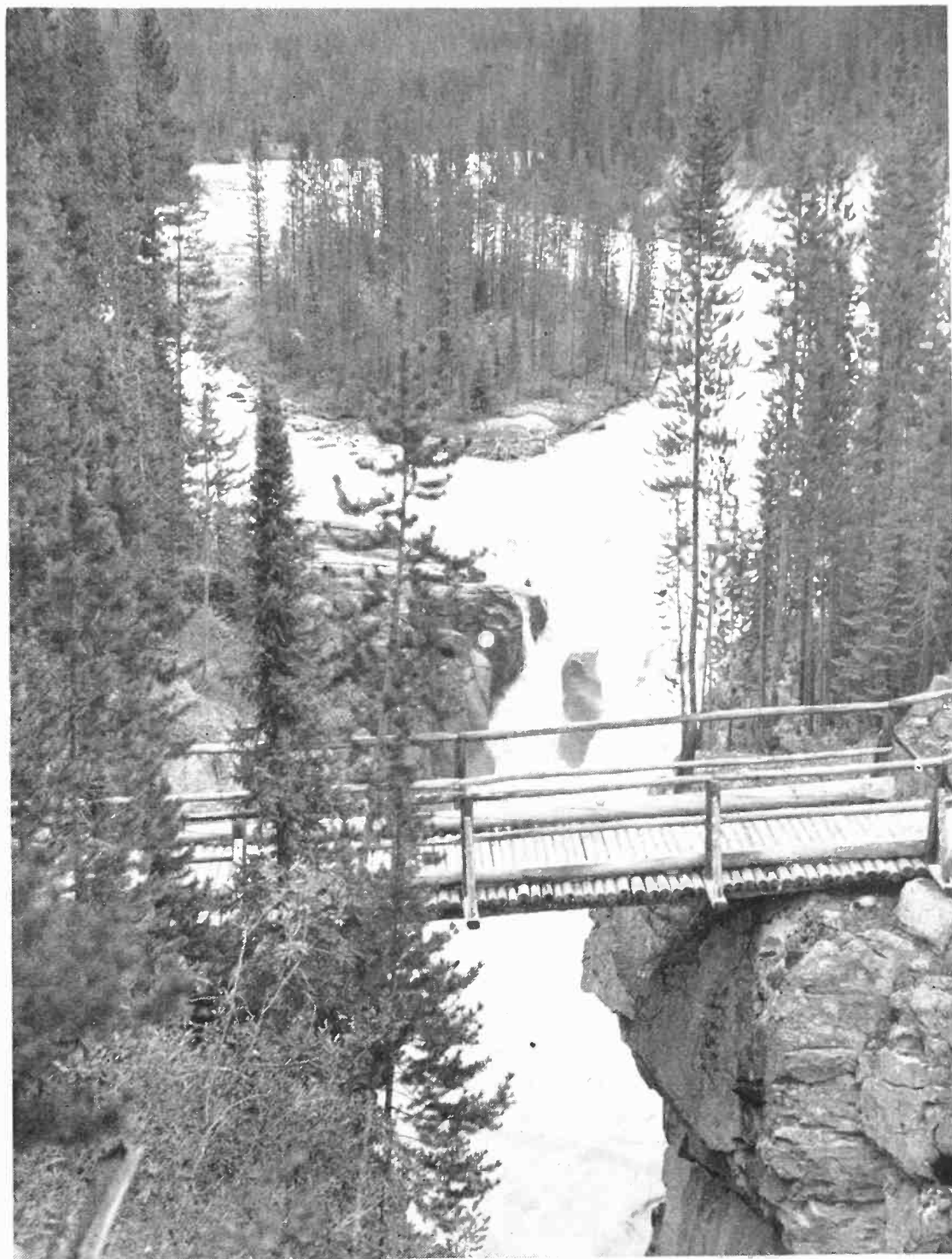
EDDHAM, LOUIS & BRORBY

Chicago.—Kraft Foods Ltd. has a spot announcement series under way until the end of October over a number of stations advertising Pepskey Margarine.

F. H. HAYHURST

Toronto. — American Safety Razor Company has a spot announcement series going to eight Ontario and Quebec stations beginning September 4 advertising

Welcome to Jasper



SUNWAPTA FALLS — JASPER, ALBERTA

"Along Sunwapta Way"

EDMONTON'S FRIENDLY CFRN

BUMPER CROP for Saskatchewan this year

CFQC serves the richest farming area in the west being located in SASKATOON the Hub of the Hard Wheat Belt.

See —

- Jack Slatter — Radio Reps — Toronto
- Wilf Dippie — Radio Reps — Montreal
- Tony Messner — Radio Reps — Winnipeg
- Johnnie Hunt — Radio Reps — Vancouver

CFQC

SASKATOON

600 KCS.

5000 WATTS

NEW MANAGERS



GORDON KEEBLE



AL HAMMOND

Two recent personnel changes on the management level are the resignation of Gordon Keeble as manager of CFCF, Montreal, to become manager of S. W. Caldwell Ltd., radio and television advertising, and his replacement at the Montreal station by Al Hammond, who has been functioning at the Marconi station as Keeble's assistant.

Keeble wandered into radio via Northern's CFCH, North Bay and CKGB, Timmins, in 1941, as general man - about - microphone. He then spent four years with the CBC, leaving in 1946 to assume

radio directorship of F. H. Hurst Co. Ltd. Since 1948 he has been manager of CFCF.

Hammond started at CFCF as announcer and general job while he was still at school. He has been successively traffic clerk, night supervisor, traffic supervisor and, up till now, assistant station manager. While serving with the RCAF, he was shot down over occupied France, smuggled himself, with the help of the Underground, into Switzerland, where he spent the rest of the war.

Both appointments are effective September 1.



CHOICE
OF
Smart Advertisers
IN ALBERTA

CFCN leads with smart advertisers because they know CFCN gives them a PLUS audience in Alberta, Saskatchewan and B.C. (See B.B.M.)

The Voice of the Prairies Ltd.
CALGARY



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

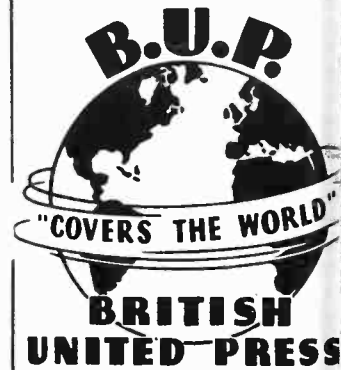
Oldest Agency Man Passes

Toronto.—Canada has lost one of her most colorful and rugged advertising personalities through the death of Robert Candlish Smith, founder of the advertising agency of R. C. Smith & Son Ltd., who died this month at the great age of 97.

Born in Scotland, he had lived in Canada since infancy, and knew her intimate history and geography by first-hand as few men have done.

Many things will be remembered of him—his life-long belief that the small towns were the backbone of Canada; his championing of weekly newspapers as advertising media; his pioneer advancement of color in advertising; his keen and youthful outlook on all new phases of advertising as they developed.

He had come up the hard way, and remembered what it was to work with his hands. To the end, he believed that practical understanding was preferable to more formal education. His office door always stood open, and he was never too busy to dispense wise and kindly counsel to the many men—and especially young men—who sought it. His was a long, full and useful life—he made a definite contribution to his community and his country—and that is, perhaps, the only epitaph he would have wished.



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



HEAD OFFICE
231 St. James Street
MONTREAL

Reprint of advertisement May 22 Canadian Broadcaster

Now 40%

Since 1946 . . .

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

Specified . . .

GENERAL  ELECTRIC
TRANSMITTERS

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

There's a Reason for this . . .

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

And Now Television . . .

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

CANADIAN GENERAL ELECTRIC COMPANY
LIMITED

HEAD OFFICE: TORONTO — SALES OFFICES FROM COAST TO COAST

50-17.1 X

NORTHERN ONTARIO'S

Greatest

ADVERTISING

MEDIUM

CKSO

NORTHERN ONTARIO'S
HIGH-POWERED
STATION

Ask

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

NEW YORK'S RADIO ROW

by
Richard Young

New York, N.Y. — Without a doubt, this has been one of the busiest summers in history along Ad Alley and Radio Row.

We don't mean there are a flock of commercial shows on radio and television this season. Far from it. But there has been extensive activity by the advertising agencies and broadcasters preparing for the fall season.

Activity-wise, there has been no summer slump.

Much of the activity affecting radio has been sparked by the sensational advances made by television. Many agencies are still undecided about how to advise their clients on whether this fall is the time to make the big plunge into video. Nearly all agencies are conducting exhaustive studies of the radio-TV situation. One top-ranking agency recently completed classes in television for all its employees.

As things stand at this writing — it looks as though radio is going to wind up with a pretty darn good share of the ad dollar this fall. It has two major advantages over TV these days—lower costs and wider coverage. This doesn't mean that video is going to need an oxygen tent. Its future is very bright commercial-wise.

How come both media are expected to do so well?

That's an easy one to answer. Right now it looks as though all media are going to have a good year. Despite the Korean situation, most advertisers are continuing with their ad plans for the '50-'51 season. And a good many are increasing their appropriations.

Of course, this optimistic outlook hinges on what happens in Korea and elsewhere. As you all know, it's a big "IF." Not unlike the world situation, advertising's future is subject to change (and with very little notice).

The networks ain't said a word officially about the Association of National Advertisers' study of TV's effect on radio listening and the group's belief that it's time to reduce AM ad rates. They are apparently sticking to the old adage — when you don't like a thing, the only remedy is polite silence.

Some broadcasters feel they've got a good defense of keeping present in the wave of rate increases by national magazines

and newspapers. A few of the increases were brought on by expanded circulation but most are blamed on increased costs. Included in the flood of rate hikes are four of the Curtis publications — Saturday Evening Post, Ladies Home Journal, Country Gentleman and Holiday, Collier's, Time and Life.

Meanwhile, the radio boys continue to come up with figures showing that radio listening is the upbeat. The ABC network for instance, in a new presentation, points out that 95% of U.S. homes have radios; only 1% have television sets.

All the figures they come up with are darn impressive. They serve to back up our conclusion in the first paragraph that radio is going to do O.K. this fall.

NEW REP

Effective September 1, eastern national rep. for CFPA, P. Arthur, will be J. L. Alexander.

Greetings!

W. A. B.

West's

Agricultural

Best

Nature has been good to us again! What a crop! What a market! Every farm, a resident farmer! Every resident farmer, a happy one!

Join our happy throng! Get into our bumper market this year!

CKBI

PRINCE ALBERT
SASK.

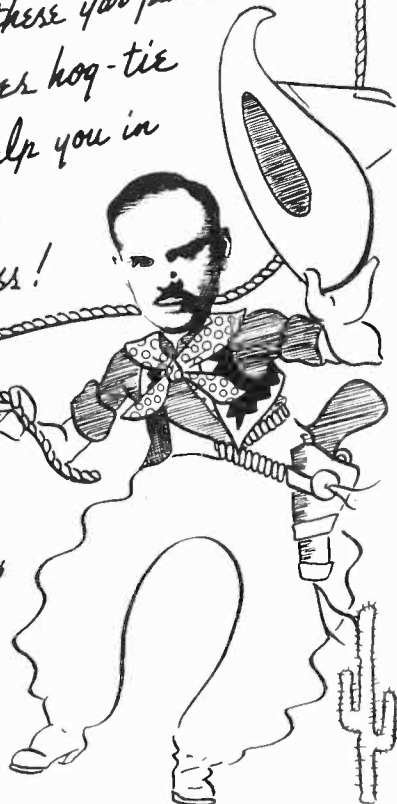
5000 WATTS

*Howdy Podners...
we're ridin' west + sure hope to corral
you all in our bunkhouse at the W.A.B.
to see + hear the smartest range of
entertainment in these yer parts —
shows that will jes hog-tie
your audience + help you in
the fall roundup in
ropin' new business!*

S.W. **Caldwell**
LIMITED

RADIO & TELEVISION
ADVERTISING

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

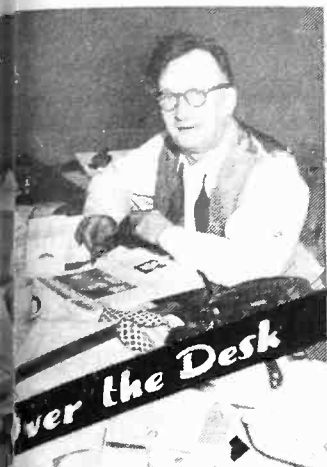


At CKMO

We Don't BRIBE Listeners —
We WIN Friends!

GOOD Music Makes GOOD Listening
At 1410

"PIONEER VOICE OF BRITISH COLUMBIA"



Now in under my new column-
without comment . . . hop-
you're the same.

area, strikes, controls and the
her notwithstanding, there
smiles all around Toronto's
alto on account of a Joe who
od like a candidate for the
Reaper, fooled 'em and is
on the job in time to cele-
his sixtieth birthday. I'm
eking of a Joe named Carr,
red of children hereabouts for
santa Claus broadcasts, and of
alent crowd as Radio's Grand
Man. Joe staged a miraculous
recovery from cancer of the throat,
I do mean recovery. Next
Christmas the perennial *Santa
Is Coming To Town* will
a deeper meaning for all of
who know him. Power to you,

is busy with columnist-
dcaster Gordon Sinclair, who
adding to his Alka Seltzer
to Noon a *Story to Six* for
same sponsor, both on CFRB
The new program replaces
Massey and Martha Tilden
which died last week. Besides
the Singular Mr. Sinclair
(that person, that is) is—rumors
withstanding — continuing his
Ask, Line & Sinclair, for Peller
Migration Company, who run
brewery on the side. Also, for
fifth successive year, Sinc is
ing his *Footloose at the Exhi-*
on, for the Ex, on five sta-
tions for the duration of the show.
tions are CFRB and CKEY,
Onto; CFPL, London; CKPC,
Bintford; CHML, Hamilton.

ork Market news includes
ink Murray of the Stovin, To-
o, office who just became the
and poppa of a boy, evening the
nce to one of each. Rick Camp-
e, emcee of CKEY's *Club 580*,
w, blessed with an eight-pound
daughter August 13.

on the personnel front, Pat
Peterson, OBC disc jock (only
nine one in Canada, it says
ne), leaves to join the big trek
England . . . Harry Rasky,
erly newsman at CHUM, is
y at CKEY in that capacity
Bill Todd, former CHUM
esman, has also joined the Uni-
sity Avenue emporium . . .
twhile CKOY, Ottawa, news-
n Rex Loring is now at CFCF,
Montreal.

PLEASE NOTE THIS IMPORTANT CORRECTION

Canadian Broadcaster regrets
that in the transfer of CKXL's
original copy to the engravers,
an important part of the text
was overlooked in their ad.

CKXL'S AD IN AUG. 9. ISSUE SHOULD HAVE READ:

WAS

March Evening Survey
Audience Averages

CKXL **12.6**
Formerly CJCJ

CFAC **57.4**

CFCN **26.2**

NOW

July Evening Survey
Audience Percentages—
6 to 9 p.m., Monday thru' Friday

CKXL **39.8** GAIN OVER 200%

CFAC **37.6** 28% LOSS

CFCN **16.9** 32% LOSS

(Loss and gain percentages approximate)

ELLIOTT-HAYNES Report Requirement:

While verification of listener responses, concurrent with the July survey in Calgary, does not show any significant evidence of unreliability, subscribers are cautioned that normal listening patterns have been disturbed as a result of 3 months of prize-for-listening programming, and present listening levels may or may not be sustained.

PLEASE NOTE:

In view of the fact that the small prize money involved in CKXL's programming did not compare with substantial offers of other 2 stations, the "Prize for Listening" factor appears to have little significance in the audience swing to CKXL.

P.S.:—154 Rural firms throughout the Calgary trading area are regular contract advertisers on CKXL — proof of the RURAL swing, to CKXL.



CALGARY, ALBERTA

Eastern Representatives:—JAMES L. ALEXANDER, Toronto & Montreal

Serving Radio in Western Canada

INLAND BROADCASTING SERVICE



Advertisers - Agencies - Stations

Complete facilities at your service for the production and recording of transcribed programs and announcements, speeches, music and special events.

AMONG THOSE PRESENT

The names of many firms prominent in Canadian business appear in our list of clients—

J. H. Ashdown Hardware Co. Ltd.	Lake of the Woods Milling Co. Ltd.
Beaver Lumber Co. Ltd.	Manitoba Provincial Government
John Deere Plow Co. Ltd.	Parkhill Bedding Limited
T. Eaton Co. Limited	Paulin Chambers Co. Ltd.
Fairfield & Sons Limited	Public Finance Corporation Ltd.
Hudson's Bay Company	G. F. Stephens Ltd.

We invite your enquiries.

Recording Studios at 171 McDermot Avenue

WINNIPEG

In VANCOUVER Your Best VALUE Is CKMO

- ★ CKMO's 1000 watts of sales-power easily reaches the 80% of B.C.'s population that live within 60 miles of Vancouver.
- ★ CKMO's 1000 watts of sales-power cost less than other Vancouver stations.
- ★ CKMO's 1000 watts of sales-power is your best Vancouver Value.

Ask N.B.S. for the facts.

CKMO VANCOUVER

1000 WATTS

1410 KCS.

NATIONAL BROADCAST SALES

TORONTO: 2320 Bank of Commerce Bldg. - AD. 8895

MONTREAL: 106 Medical Arts Building - FI. 2439



PROFESSIONAL AND SERVICE Directory

A NEW SERVICE TO RADIO

Our Professional and Service Directory is available to radio artists and those offering associated services, who wish to get regular coverage of our readership of national advertisers, advertising agencies and radio people.

Rates, payable in advance, are as follows: 6 months (12 issues) 20 words minimum—\$24.00. (Additional words, add \$1.20 per word.) 12 months (24 issues) 20 words minimum—\$40.80. (Additional words, add \$2.40 per word.) Copy changes are permitted with two weeks' notice in writing. Agency commissions cannot be allowed on these advertisements.

ACTING

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

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

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

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

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

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

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

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

LADDIE DENNIS will be at CNE — Fashion Commentator, Children's Show 1-6 p.m. Otherwise available for radio calls—WA. 1191. (L)

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

VERLA MORTSON—Commercial - acting. Young, attractive, ambitious. Considerable commercial and CBC experience. WA. 1191 or WA. 9659.

ANNOUNCING

STEVE ROWAN leaves CKOC September 3rd to start as special events announcer at CKY Winnipeg. He wants to say "so long and thanks" to the friends he has made down east, especially the gang at CFRB and CKOC, Gord Sinclair, Bob Kesten and the agency radio directors who have patiently heard his pitch. (P)

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

MICHAEL FITZGERALD — Kingsdale 0616. (M)

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

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

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

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

BOOKS

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

RADIO & TELEVISION WRITING, a basic text and excellent guide for both media, edited by the radio and TV authority Max Wylie, with over 600 pages of authoritative information by experts in their various fields. Price \$7.75, post paid if cheque enclosed with order. Book Dept., Canadian Broadcaster & Telescreen, 163 1/2 Church St., Toronto 2, Ont.

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

ENGINEERING

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

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

RESTAURANTS

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

PHOTOGRAPHY

ANTHONY TRIFOLI STUDIO — Personalized professional portraits and publicity shots. Appointments at artists' convenience — MI. 9276 — Church St.

PRESS CLIPPING

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

PROGRAMS

167 SHOPPING DAYS — Christmas! We have 17 features for the Christmas tree. S. W. CALDWELL LTD. Richmond St. W., Toronto.

SINGING

EVELYN GOULD—Former oratorica star, "Music Canadians," now in Toronto available for fall. Write, of Canadian Broadcaster Telescreen.

SHIRLEY PACK — Soprano, New York, San Francisco available for radio. Danny Kaye Show, Sept. —RA. 2601.

GISELE—Thanks her friends for their congratulations since she sang on the York "Coca-Cola" Show. Gisele has returned to Canada and is available for radio and personal appearance bookings. Exclusive management: The SHUWORTH AGENCY—834 York St.—KI. 9121—Toronto.

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

FROSIA GREGORY—Just finishing "Frosia Tells a Story" singing, narrating children's stories with Auto-Harp accompaniment — sponsor enquiries welcomed. RE. 3840.

TELEVISION

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

WRITING

ROXANA BOND — Special original scripts that please sponsors and audience. Children's shows a specialty. Phone Zone 8986 Willow

Successful Businesses ARE USING CKNW

TALENT TRAIL

By Tom Briggs

When Eric Tredwell gave up school teaching, the Toronto Board of Education's loss became the CBC's gain, as was amply demonstrated earlier this month when he, and the rest of the CBC Opera Company, turned in the performance of Gilbert & Sullivan's seldom-heard *Ruddigore*. Tredwell, singing the role of Sir Despard Murgatroyd of Aldgore, stood out slightly from the well-balanced company because of the extras he gave the extra feeling, extra fine interpretation, and extra drive. He made the supposedly wicked character sound just evil enough.

When Mad Margaret, sung by Marie Smith and spoken by Mona O'Hearn, solemnly appeared, after an uncertain preliminary 40 minutes or so, everyone came to life. Marie Smith, assisted by the first of completely original melody in the opera, was inspired to do a great entrance and give importance to what could easily become a mediocre character. Later, though, she lost all color and life. Spoken half, Mona O'Hearn, the only one who truly shed her singing partner's trappings, were too good, or not good enough, or miscast, or just missed to convincingly tie the other parts together into a single character. However, this was more pronounced in *Yeomen of the Ward*, so producer Ernest Morand and director Geoffrey Watkinson had more success in ironing it out this time.

William Morton, albeit a very good singer who did Richard Trentless, still bothers us. We worry about his attack (the attack seems late) and his pitch (it seems both flat and sharp). It always comes through, but we worry.

John Drainie and Billie Richards are very lucky. They have

the privilege of playing the leads in the brightest series of half hour comedies the CBC has produced. Drainie is starred as fibbing, cussing, amusing and lovable old Jake and Richards as the Jake-attached Kid in *Jake and The Kid*, now running into its eighth week (Trans-Canada, Tuesday, 8:30 p.m.). Master-minding the script for this unique bit of Canadian comedy is W. O. Mitchell, who, if for nothing else, should get a "first" for making this series both Canadian and comical.

Young Drainie can't make Jake sound 80 years old, the age the script calls for, but he does produce a fairly lively real 70-year-old, full of fun, schemes, and—the basis of each week's plot—tall tales. Richards, The Kid, has been doing a neat, timid interpretation; would probably sound more alive if she endowed the Kid with spirit and guts. Of course Mitchell has made the actors' jobs easy by fully creating characters he knows. It is said that he has lived the greater part of these stories.

Others in the well-rounded cast

include: Claire Murray (Mrs. Drainie), Frank Peddie, Margo Christie, Robert Jackson and Bonnie Brooks.

Figuratively and literally, they can't keep women's commentator Claire Wallace down. Since her Australian hop months ago she has been recuperating from a broken hip; has now graduated to crutches and hopes soon to throw them away. Her convalescence has been filled with work on a book which she and co-author Florence Craig have been writing on "famous Canadian personalities." She may return to radio on a limited basis, something like once a week, she says, unless publishing demands most of her much-curtailed working time.

\$3.00 a Year
 (\$5.00 for 2 years)
Insures Regular Delivery of the
Canadian Broadcaster & Telescreen

CKBB
 BARRIE, ONT.
 Wants
EXPERIENCED ANNOUNCER
 who can
DOUBLE
 in
PLAY-BY-PLAY HOCKEY

WANTED
CHIEF ENGINEER
 For 1000 watt Ontario Station. Permanent employment. Please write giving full particulars and salary expected. Immediate opening.
 Box A-55
 Canadian Broadcaster & Telescreen
 163 1/2 Church St., Toronto

CJCA NEWS BUREAU

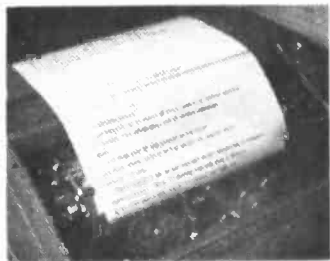
"FIRST-WITH-THE-NEWS!", CJCA keeps listeners constantly informed—through authoritative news sources and alert reporting. CJCA's News Bureau compiles and edits newscasts eighteen hours a day . . . twenty-four hours a day in a crisis.

● **'ROUND THE WORLD**

Two teletypes in CJCA's News Bureau keep newscasts up to the minute on world events. Teletypes always operate twenty-four hours a day.

● **HIGHLIGHTS AT HOME**

Thirty-five Northern Alberta correspondents . . . liaison with broadcasting stations in Calgary, Lethbridge and Grande Prairie . . . a staff of reporters in Edmonton . . . provide latest City and Alberta news.



● **CJCA NEWS BUREAU**

PREPARES 15 NEWSCASTS DAILY

6:00 a.m.	11:00 a.m.	6:00 p.m.
6:30 a.m.	12:30 p.m.	7:00 p.m.
7:00 a.m.	2:00 p.m.	10:00 p.m.
8:00 a.m.	2:50 p.m.	11:10 p.m.
8:55 a.m.	5:00 p.m.	12:00 p.m.

SUNDAY:

8:00 a.m.	12:10 p.m.	7:00 p.m.
9:00 a.m.	1:00 p.m.	10:00 p.m.
10:55 a.m.	6:00 p.m.	11:10 p.m.



CJCA PRESENTS 4 SPORTECASTS DAILY

A constant flow of events and results arrive by teletype, wire, mail and phone at the Sports Desk. Sportscasts also provide eye-witness accounts of major events in Edmonton sport circles.

BROADCASTS

8:10 a.m.—12:45 noon—6:15 p.m.—11:00 p.m.
 Sundays: 12:30 noon — 6:15 p.m. — 11:00 p.m.



TIME SALESMAN
 With over two years' local selling experience, wants sales position on metropolitan station. Need 2 weeks' notice to terminate present employment.
 Box A-56
 Canadian Broadcaster & Telescreen
 63 1/2 Church St., Toronto

AVAILABLE
RADIO TECHNICIAN-OPERATOR with abundance of knowledge and experience acquired from over 30 years' activities in all branches of the profession. Have operator's ticket. Willing to go anywhere.
 Box A-54
 Canadian Broadcaster & Telescreen
 63 1/2 Church St., Toronto

Ear and Eye

SPECIALISTS

to Canadian broadcasters

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

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

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

CANADIAN MARCONI COMPANY

Established 1903

Vancouver • Winnipeg • Toronto • Montreal • Halifax • St. John's

MARCONI—THE GREATEST NAME IN RADIO *and Television!*

LEWISITE

TIPS TO CONVENTION CHAIRMEN

Thirteen Sure Ways Not To Get a Press

Printed by request from CB&T, Nov. 9, 1949)

Take sure your speakers have press copies.

See that you provide not more than .75 chairs per reporter at the press table.

For screen demonstrations, place large banner between screen and table.

Employ an able public relations man and then fail to equip him with necessary information.

Never put a light on the press table even when the speaker does his show in the dark.

When a reporter induces a speaker to give him his script, mimeograph it and have it mimeographed. Copies to be provided six weeks later.

Speakers should see that their remarks are of interest only to those members and others present, and completely uncopyworthy to the public.

Speakers should also be sure they avoid contentious topics which might prove interesting.

They should theorize for the full length of their talks, illustrate their statements with off-focus slides, and sit down without reaching any definite conclusions.

They should also edit their speech as they proceed with its delivery, and then swear to high heaven that they were misquoted.

Press Committee chairmen should insist on seeing all reports before they are printed.

All important meetings should be held behind locked doors.

To insure not getting a press next year either, criticize the content of every news story that gets printed, and carp about the ones that don't.

Note: These observations should be taken to heart by the B, the CAB, the ACA, or any other conventions we are frequently called upon to attend, they are aimed at the WAB, CAB and the ACA collectively.



It may be a bit different, in fact it is well off the beaten track, but I find it well worth my time to spend at least a part of a Sunday afternoon listening to *The Johnny Lombardi Show* on CHUM. You may toss your head high and remark "it's only recordings" but what if it is? Didn't those artists have to be there and in form to make any recordings necessary? At times there have been known to be live artists on the show, so it is not continuously in the disc-jockey class. In my opinion, Italian music has reached a new high on this show. All this music is interspersed with social announcements, a spot of advertising plus interviews of well-known Italian singers. Yes, I still think you're missing a good bet if you aren't among the listeners to *The Johnnie Lombardi Show*.

While we are on the subject of disc-jockeys, let's glance toward CHUM's Josh King who is responsible for the results of still another disced show. I can take my music in quantity ranging from opera to bee-bop, even including Western type, but it must be in tempo. Josh King has taken over this show and has succeeded in ruining it for me in that he is playing Western music to a highly syncopated tempo. Slow it up, Josh King, and it's possible I'll join your audience again.

One of the most intriguing things to me is to hear the reactions of other people to radio programs. One person in mind is the only one I've ever heard carrying on conversations with announcers. Among the Toronto boys, she piles them up this way—"Aunt Lucy's" Johnny Peters, who is actually CFRB's Jack Dawson, Allan McFee, Michael FitzGerald and Cy Strange.

At this point I dared to ask this frequenter of the dials about her favorite orchestra and was promptly told it is Guy Lombardo. She can tell you all about soap operas, including the products advertised and the players. She pulled no punches in stat-

ing Bing Crosby was her favorite male singer. She admitted Dick Haymes was in there too, but trailing the field. She felt that gals should get their credit as well as the weaker sex, and hailed Dinah Shore, Jo Stafford and Evelyn Knight.

★ TOP STATION
CKNW ★ BOTH in Vancouver and ★ NEW WESTMINSTER

CJCH JUNE BRIDE

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

CJCH

5000 WATTS ON 920
24 HOURS EACH DAY

MIGHTY MIKE *Sez...*

WELCOME!

WAB DELEGATES

★ ★ ★

FROM SASKATCHEWAN'S FIRST STATION

CKCK REGINA

YOUR 5000 watt TOP NETWORK STATION

CANADIAN TELESCREEN

Vol. 3, No. 16.

TV and Screen Supplement

August 23rd, 1950

G.E. PROVES SLEEPER IN COLOR TV RACE

Syracuse, N.Y.—A new system of color television described as having important technical and economic advantages over previously proposed systems, has been announced by Dr. W. R. G. Baker, General Electric vice-president and general manager of the G-E electronics department.

The new G-E color system, which has been submitted to the FCC, provides a method of transmitting color picture information within a frequency band no wider than that used in present day black and white transmission, and could be used with either the three-tube or the single picture tube systems advocated by other companies at the recent FCC color hearings, Dr. Baker said.

He said the new system, which is called "frequency interlace," could not be demonstrated for at least 90 days. Under ordinary conditions, announcement would not be made until field tests were

completed, he said, but since the FCC is currently studying other systems, it was necessary to reveal now that the system is being tested, and that these tests to date indicate technical soundness of the system.

Dr. Baker stated that among the advantages over other known systems, the G-E frequency interlace system would permit relatively low-cost TV receivers, "reliable in operation, easy to adjust and maintain and simple in construction." He said the system is inherently compatible with present black and white standards, and would permit color broadcasts to be received in black and white on present-day receivers, or black and white broadcasts to be received on color receivers incorporating the new system.

Dr. Baker said that present studies indicate the new system would permit reception free of

twinkle, crawl or flicker.

Dr. Baker informed the FCC of the G-E color system in a letter to Chairman Wayne Coy in which he said, "I recognize that it is rather late to submit for consideration a new system of color television. Unfortunately, however, research and development cannot be scheduled, otherwise we would have presented the system at the recent hearing."

The complete text of the letter to Mr. Coy follows:

"I am enclosing a description of a new system of color television which we call frequency interlace. We believe that the frequency interlace color television system has very important advantages both technically and economically.

"The frequency interlace color television system has been critically studied by our organization and others. It appears to be technically sound.

"We have not had time to make complete tests on this system. However, we have just completed tests to prove what seemed to be critical points.

"At present the major effort of our laboratory is directed toward the development of the frequency interlace color television system. If our work proceeds according to schedule we will be able to make a preliminary demonstration in from 90 to 120 days.

"I recognize that it is rather late to submit for consideration a new system of color television. Unfortunately, however, research and development cannot be scheduled, otherwise we would have presented the system at the recent hearing. In any event, the frequency interlace system of color television appears to have such outstanding potential advantages as to justify serious consideration even at such a late date.

"We would be glad to send any of our people to Washington to meet with whoever you might designate for a full discussion of the system."

TEE VEE ACTION

New York, N.Y.—The Korean crisis has had little effect on television so far. What the future holds, it's anybody's guess.

To date there have been no production cutbacks. And even when they do come—and they are expected—the industry has become so big it will in all probability be able to turn out at least some consumer production. Such a prediction has come from no less a gentleman than Gen. David Sarnoff, board chairman, RCA.

So far the demand for materials and parts by the military has been slight. It is reported that Mont has sent out some receivers minus two important tubes. Mont suggests that the dealer install these tubes.

If the situation does get serious, and TV's coverage suffers during any long war period, advertisers are expected to rely heavily on radio—which is a direct reversal of the current trend. Coverage would also be affected by any equipment shortage since it would hold up for an indefinite period the start of new stations.

At this writing—it's just about "business as usual."

NBC-TV signed Jimmie Durkin to an exclusive TV-radio contract—which is the happiest item of the day.

CBS-TV has contracted with Remington-Rand, Inc., for the manufacture of industrial color television equipment.

More than half the 106 TV stations are now or will soon be in the black.

Jasper - 1950
 Congratulations to the
W. A. B.



WHEATSTALK WILLIE:

"Best wishes for a bumper crop of new ideas, gainful discussions—"



BOVINE BILL:

"—and real meat in every meeting."

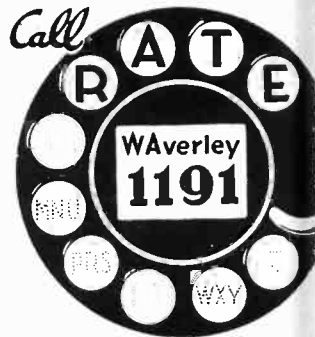


YORKTON

DOMINION NETWORK

Representatives:

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



FOR THESE ARTISTS

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

Day and Night Service at

Radio Artists Telephone Exchange

TIME to UP

Your B.C. Budget!

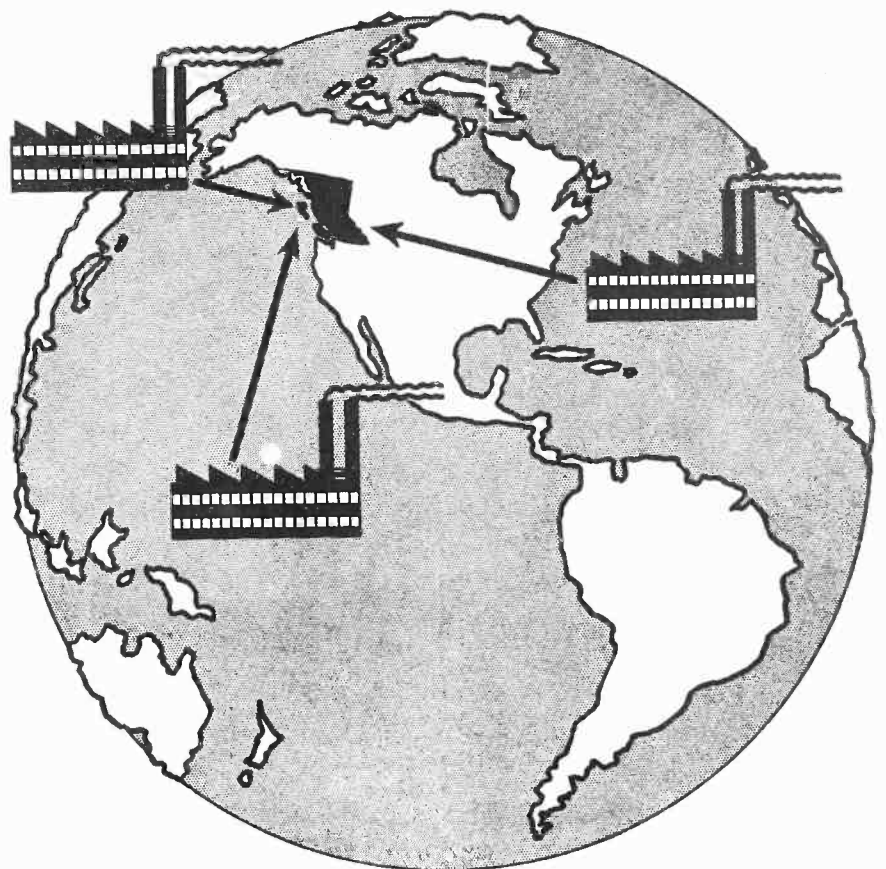


Business is Moving to British Columbia

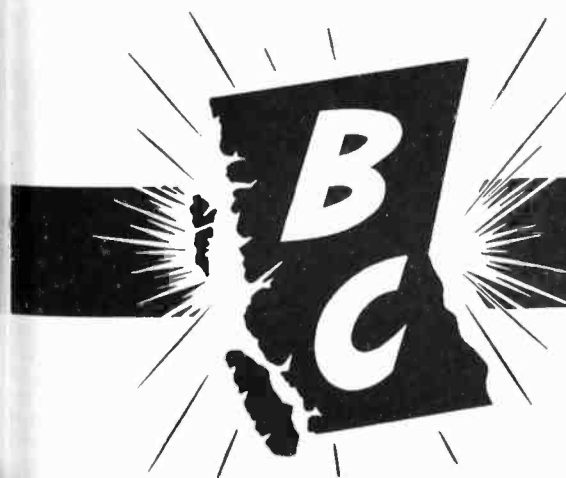
Starting next month —

A new series of B.C.A.B. advertisements will appear in Canadian Broadcaster.

Each advertisement will be headlined "Time to up your B.C. Budget" . . . each will give a different "reason why". Easy-to-read charts, supplied by the B.C. Department of Trade and Industry, will show the phenomenal growth of population, industry and trade in B.C. during the past decade — and make it abundantly clear just WHY it is "TIME TO UP YOUR B.C. RADIO BUDGET".



During 1949 . . . 1306 Companies were incorporated in British Columbia



BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

CHWK CHILLIWACK

CFJC KAMLOOPS

CKOV KELOWNA

CKNW N. WESTMINST'R

CKOK PENTICTON

CJAV PORT ALBERNI

CKPG PRINCE GEORGE

CJAT TRAIL

CJOR VANCOUVER

CKMO VANCOUVER

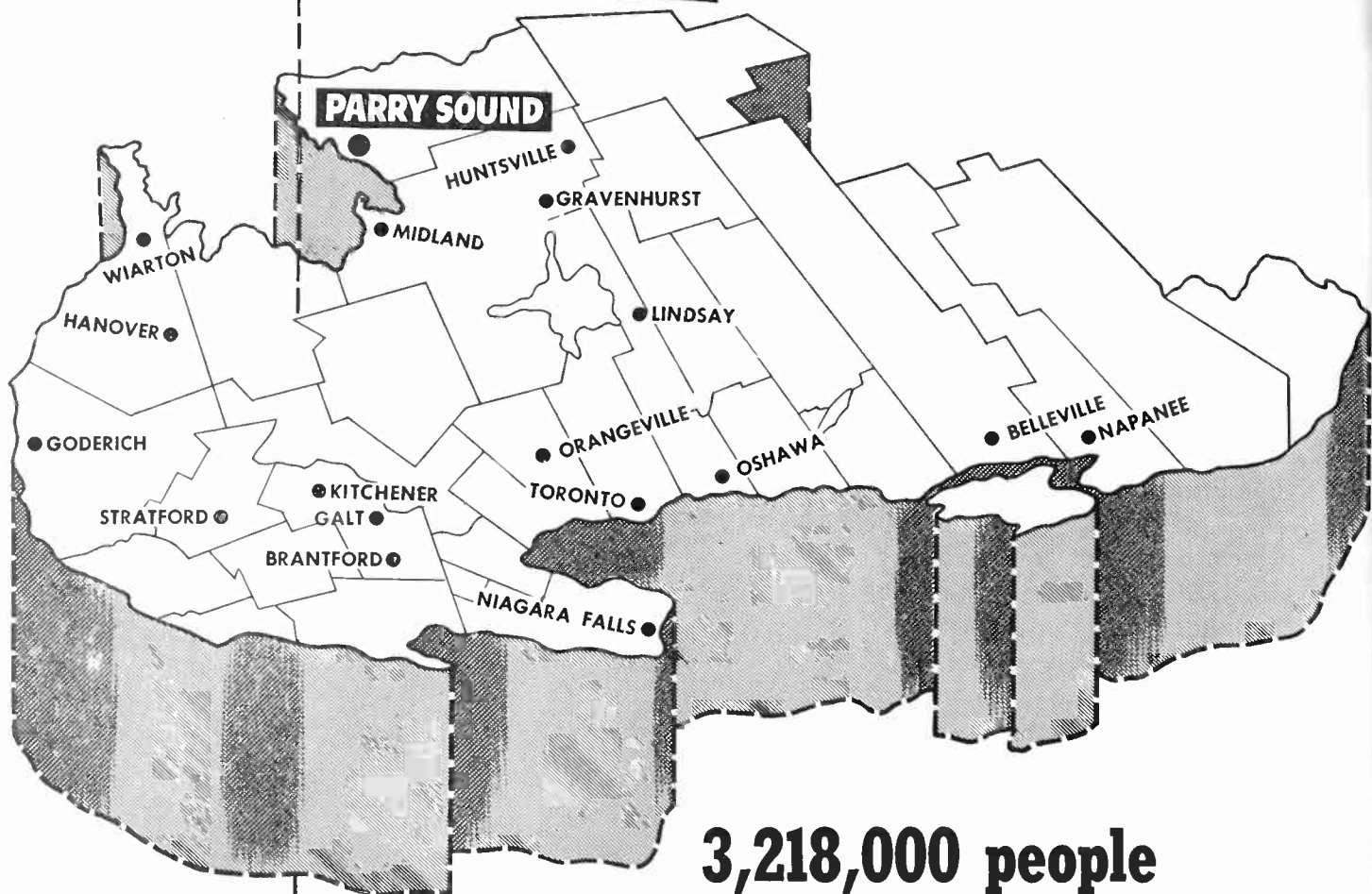
CKWX VANCOUVER

CJVI VICTORIA

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MARKET
VOLUME
EQUALS AREA
X DEPTH

TAKE PARRY SOUND
FOR INSTANCE



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

THE PARRY SOUND MARKET

- Population 1950: approx. 7,000.
- Annual retail sales: \$9,138,000 including food sales of \$2,500,000.
- Effective buying income: \$4,678 per family. Parry Sound, with .05% of Canada's population enjoys more than .1% of Canada's retail trade.

THE ONTARIO MARKET

- CFRB effectively covers a 64,550 square mile area—36 Ontario counties which hold 24.5% of Canada's buying power.
- Elliott-Haynes surveys of 38 centres in this Ontario market showed that CFRB is listened to regularly (several times a week) by a median average 60% of people in these centres; the next independent Toronto station was heard regularly by 24.0%.

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

A Great Lakes port and Georgian Bay tourist centre, Parry Sound has close to 2,000 families, each with an average annual buying power of \$4,678.

In this \$9,000,000 retail market, Elliott-Haynes report that 86.2 per cent of listeners hear CFRB regularly (several times a week); 34.8 per cent listen regularly to the next independent Toronto station.

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

Put your
dollars where
dollars are!

CFRB

50,000
Watts
1010 KC

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