

CANADIAN BROADCASTER

AND TELESCREEN

Vol. 10, No. 2.

TORONTO, ONTARIO

January 24th, 1951

CBC GIVES NOD TO 5 NEW STATIONS

Montreal.—The board of governors of the Canadian Broadcasting Corporation has recommended licenses be granted for five new AM stations, of which two are French, following hearings held here earlier this month, it has been announced.

Two of the new stations will be located in Saskatoon. Hotel-keeper R. A. Hosie, one of five applicants seeking a station here, will broadcast in English on 1340 kc. with 250 watts power. The CBC board noted "that Mr. Hosie and his associates are residents of Saskatoon, do not already own another radio station, and gave good evidence of local support."

A license for a French station in Saskatoon was recommended for Radio-Prairies-Nord Limitée, headed by Dr. Maurice DeMay. The station will have a power of 1,000 watts on 950 kc. The board expressed some concern over the fact that CJGX, Yorkton, operating on 940 kc., may be interfered with by this new station. However, it recommended that "the technical plans of the applicant be reviewed to eliminate or reduce as much as possible any mutual interference in rural areas."

Radio Gravelbourg Limitée, represented by Dumont LePage of Gravelbourg, had its application for a French language station to operate with 250 watts in Gravelbourg, Sask., approved at this time. A proposed frequency of 1340 kc. cannot be used in this area and it will be necessary for the company to submit a technical brief on a new frequency. Gravelbourg is situated 40 miles southwest of Moose Jaw.

In St. John's, Nfld., the board ruled that there is now a place for another privately-owned station in this city, and approved the application of the Newfoundland Broadcasting Company, equally controlled by G. W. Stirling, G. S. Squires and Don Jamieson. The station will operate on a power of 5,000 watts on 930 kc.

J. Conrad Lavigne, seeking a license to establish a bilingual station at Timmins, had his application approved. The station will operate at 1,000 watts power on 580 kc., on the condition that 80 per cent of its program and announcement time be in French.

Radio Victoriaville Limitée, which sought 250 watt stations in Victoriaville and Drummondville instead of the previously-recommended 1 kw. station in Victoriaville, had its application turned down. The board said that relay transmitters could be used only

MAB MEANS MORE ALL-ROUND BUSINESS

SEE STORY PAGE SIX



AMONG THOSE PRESENT at the Maritime Association of Broadcasters convention in the Fort Cumberland Hotel, Amherst, N.S., last week, were: left to right, back row—Clair Chambers, CJCH, Halifax; Alex Thomson, CKCL, Truro; Fred Lynds, CKCW, Moncton; Lester Rogers, CKBW, Bridgewater; George Cromwell, CHSJ, Saint John; Jamie Macleod, CKBW; Earl McCarron, CHSJ; John Tregale, All-Canada Radio Facilities Ltd.; Lyman Potts, CKOC, Hamilton; Jim Allard and Pat Freeman, Canadian Association of Broadcasters; Maurice Lacasse, CJEM, Edmundston; Austin Moore, CFNB, Fredericton; Phil Curran and Tom McQuaid, British United Press, Montreal; front row—Ralph Snelgrove, CKBB, Barrie; John Hirtle, CKBW; Finlay MacDonald, CJCH; Malcolm Neill, CFNB; Gerry Redmond, CHNS, Halifax; Art Rogers, CJRW, Summerside; and Art Manning, CKCL.

under unusual circumstances to fill gaps in an expected coverage area, and not to extend the service area. The company, headed by P. H. Plourde, had its original application approved last February.

The board deferred judgment on a request made by Hugh M. Sibald for a 1,000 watt station in Edmonton on 630 kc.

■ ■ ■

Experimental television licenses were approved at this meeting for RCA Victor Company Ltd., to operate in Montreal on channel 5, and Stewart-Warner Alemitte Corp. of Canada to operate in Belleville on channel 10. The board pointed out that signals on these channels would be limited to 5 watt power and could be used only for receiver antenna design and adjustments. The licenses will be subject to cancellation when a station starts operating in the general area, it was said.

The board approved a transfer of the license of CKRM, Regina, from Transcanada Communications Ltd., headed by Clifford Sifton of Toronto, to Western

Communications Ltd., which is controlled by a Liberal M.P. for Regina, Dr. E. A. McCusker. Also approved was the transfer of the license for CJRL, Kenora, from Kenora Broadcasting Company Ltd. to C. W. Johnson, operator of the Norwestco Corporation, a radio communication system in northwestern Ontario. The application to have the license of CKPR, Fort William, transferred from the Dougall Motor Car Company Ltd. to H. F. Dougall Company Ltd. without affecting control of the company, was approved.

■ ■ ■

Transfers of shares were approved by the board as follows: recapitalization of Toronto Broadcasting Company, affecting CKEY, with 10,000 preferred shares; transfer of 1,193 preferred and 401 common shares in Acadia Broadcasting Company Limited, affecting CKBW, Bridgewater, control of the company now to be held by L. Rogers and J. Hirtle; transfer of 136 shares in CKOK Limited, Penticton; transfer of 5,250 shares in CJAV Limited, Port Alberni, to C. J. Rudd and

K. H. R. Hutcheson, and Miss A. M. Rae no longer holding shares; transfer of 30 shares in Gulf Broadcasting Company Limited, affecting CJRW, Summerside, which does not change control of the company; transfer of 1,530 shares in Northern Broadcasting Company Limited, affecting CFCH, North Bay, CJKL, Kirkland Lake, and CKGB, Timmins, which does not change control of the company; transfer of 200 preferred and 10,100 common shares in CKOY Limited, Ottawa, the board ruling that shares held by "the Southam interests do not at any time in the future exceed 38.5 per cent of the preferred shares and 38.5 per cent of the common shares issued," and it noted that Dr. G. M. Geldert and G. W. Mitchell would no longer hold shares; transfer of 2 shares in the Brookland Company Limited, affecting CHEX, Peterborough and CKWS, Kingston, with control of the company unchanged; and transfer of 4 shares in Atlantic Broadcasters Limited, affecting CJFX, Antigonish, with control of the company unchanged.

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

ALL-CANADA RADIO FACILITIES *Limited*

TAKE PLEASURE IN ANNOUNCING
THEIR APPOINTMENT AS

CANADIAN REPRESENTATIVES

of the following Radio and Rediffusion Stations
in the **BRITISH WEST INDIES**
and **FAR EAST**

Radio Station Z.B.M. Bermuda B.W.I.
15,500 Radio Sets

The only Radio Station in the Island, and the only Radio Station normally receivable with an ordinary household radio. Broadcasting to the greatest concentration of wealthy tourist traffic in the B.W.I.

Radio Station Z.Q.I. Jamaica B.W.I.
20,000 Radio Sets

Broadcasting to approximately 100,000 listeners in the largest and most valuable of the B.W.I. Islands. Radio Jamaica is the principal advertising medium in Jamaica with perfect reception in all parts of the Island.

Radio Station Z.F.Y. British Guiana
11,000 Radio Sets

The only Radio Station in British Guiana and plays an important part in the daily life of the Colony. The transmitter is situated at Georgetown, and gives strong coverage in the capital, and the coastal strip where the greater proportion of the population live.

Rediffusion Malta
23,250 Subscribers

Intensive coverage in all principal towns and villages in the Island of approximately 150,000 listeners. Commercial broadcasts in English or Maltese. There is no civilian radio station in Malta.

Rediffusion Barbados B.W.I.
4,000 Subscribers

Intensive coverage of Bridgetown, St. Michael and the wealthy residential areas of Christchurch, with complete coverage of the Island as far as purchasing power is concerned. Almost all the City hotels, clubs, bars, restaurants and shops operate the service and two of the four movie houses take the programs for interval music between shows.

Radio and Rediffusion Trinidad B.W.I.
25,000 Radio and Rediffusion Sets

Total population of Trinidad and Tobago 557,970. Station is situated in Port of Spain the capital with a population of 92,793. Imports and exports exceed a hundred million dollars annually.

Rediffusion Singapore F.M.S.
14,500 Subscribers

Situated in the principal business and residential area of Singapore and subscribers include a large number of coffee shops, restaurants, stores, hotels, clubs.

Two programs are broadcast simultaneously, one in English and the other in Chinese and Malay.

Rediffusion Hong Kong
44,000 Subscribers

An average of 10 listeners per set giving a total listenership of 440,000 approximately. Rediffusion service is the only means of reaching a large number of potential buyers who are better qualified to absorb the spoken "ad" rather than the written message. Commercial broadcasts in English and Chinese.

Rediffusion Kuala Lumpur
6,500 Subscribers

Covering the capital of Malaya with approximately 60,000 listeners to the service. Subscribers include a large number of the City Coffee Shops—restaurants, hotels, etc. Cantonese, Malay and English are the most popular languages, and programs in these languages are broadcast daily.

For Rates and full particulars on any of these Markets apply

ALL-CANADA RADIO FACILITIES *Limited*

AGENCIES

By Art Benson

STEVENSON & SCOTT

Toronto. — Dr. Ballard Animal Food Company is again sponsoring the broadcast of the running of the 100-mile International Dog Derby, February 8-9-10, over stations CFRA and CKOY, Ottawa. Spot announcements will also be used over the Ottawa stations during the three days of racing to give positions and general information. The event carries more than \$2,000.00 cash prize money and the Dr. Ballard Champion Trophy.

McLaren's Ltd. (Wholesale Food Products) has taken over sponsorship of the 15-minute five-a-week *Pick the Hits* over CKEY, Toronto, commencing January 15.

WOODHOUSE & HAWKINS

Toronto. — Puddicombe Motors Ltd. has taken its five-minute six-a-week newscast for another 26 weeks over CFRB's *Midnight Merry-Go-Round* featuring Barry Wood.

Maher Shoe Stores has scheduled the half hour transcribed *Henry King Show* over seven Ontario stations once a week through 1951. Same sponsor has also renewed *Double or Nothing* for another year over nine Ontario stations.

WHITEHALL BROADCASTING

Montreal. — Imperial Tobacco Co. Ltd. is renewing the transcribed five-a-week *Lonesome Gal* (S. W. Caldwell) over eight stations for State Express cigarettes beginning January 29. Six new markets will be added with stations CJCH, CFBC, CKWS, CKCK, CHAT and CHML taking the quarter hour ballad show.

S. W. CALDWELL

Toronto. — Canadian Westinghouse Co. Ltd. has added six stations, making a total of 48 Dominion network stations carrying *Canadian Westinghouse Presents*. The show, which features the Don Wright Chorus and John Fisher, has also been extended to April 29.

JAMES LOVICK

Vancouver. — Pacific Milk Co. Ltd. has scheduled a series of 260 transcribed flashes over CKNW, New Westminster, to run through 1951, advertising Evaporated Milk.

Canadian Bakeries Ltd. has a 224 spot announcement campaign going to CKNW until August, 1951.

Toronto. — Newlands & Company (Wool Products) has returned the *Knitting School of the Air* (15 minutes twice a week) to eight stations, featuring Marjorie Chadwick and Nettie Sturdy.

J. WALTER THOMPSON

Toronto. — Wm. Wrigley, Jr., Co. Ltd. has extended its half hour *Life with Luigi* (from CBS) to 26 stations of the Trans-Canada network and CFRB, Toronto. Show was previously heard only over CBM, Montreal.

ARMAND S. WEILL

Toronto. — Sarnak has contracted for five minute six-a-week segments of *Bill Rea's Roundup* over CKNW, New Westminster, until April of this year.

MOVES TORONTO OFFICE

Toronto. — James Lovick & Co. Ltd. has moved its local operation to the new B-A Oil Building, 800 Bay Street, with the new phone number of MIDway 9887.

WANTED

ANNOUNCER with commanding selling voice to take over commercials and newscasts and do a job of them. Here's a chance for a responsible man with a proven record to make a name for himself. Salary most inviting.

Send disc and full details to:

CFPL

LONDON, ONT.

— NOTICE —

To give you even better service we have installed an entirely new telephone number. Enquiries concerned with programming, live or transcribed, should now be made through

PLaza 8727

S. W. CALDWELL LTD.

2100 VICTORY BUILDING, TORONTO 1

Canada's Only Complete Program Service

Dominant — in the Prairies' Richest Farming Area

B. B. M. 1950
DAY 71,730
NIGHT 59,600
INCREASE over 1948 B.B.M.
DAY 34.3% NIGHT 40%



Consult our nearest National Representative.

CJGX


YORKTON

"Western Canada's Farm Station"

DOMINION NETWORK

Representatives:

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



Report TO THE BROADCASTING INDUSTRY

By Walter E. Elliott

2 Second in a series of frank talks about Elliott-Haynes and the broadcasting industry.

The Selection of the Interviewer

FOUR hundred and ninety-eight trained and experienced telephone interviewers located in 41 Canadian cities from coast-to-coast — these are the field workers who collect the material from which Elliott-Haynes Radio Reports are processed.

The interviewer is a highly important cog in the E-H mechanism and must meet rigid specifications.

1. Experience proves the female voice to have ready acceptance and the first qualification is that the interviewer must be a woman.
2. The interviewer must have voice appeal.
3. She must be basically honest and able to stand up under constant honesty tests.
4. She must be reliable with a conscientious regard for detail.
5. She must not have any advertising media connections which might result in interviewer bias.

Next issue: "Random Selection of Respondents."

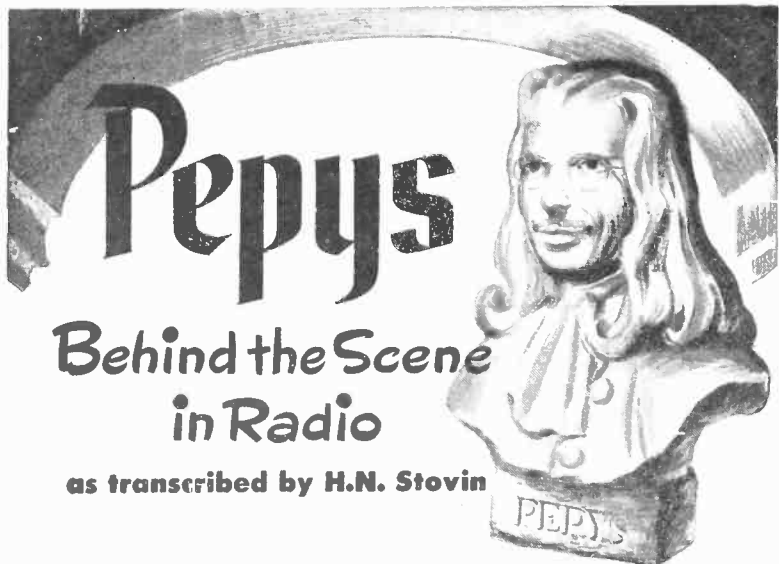


Elliott-Haynes Limited

[Continuous Radio Audience]
[Measurements Since 1940]

Intl. Aviation Bldg.
MONTREAL
University 1519

515 Broadview Ave.
TORONTO
GErrard 1144



PANORAMA

Dauphin Debuts

Dauphin. — Latest addition to the broadcasting field in Manitoba is CKDM, Dauphin, which was launched Jan. 5 in a shower of special ceremonies. Permanent authority for broadcast will come Feb. 1 from the Department of Transport if performance is up to standard.

Mayor W. Bullmore and Reeve J. Potoski of the rural municipality of Dauphin spoke at the station opening. Highlight of the opening was a 60-minute variety show featuring many artists from Dauphin and district.

Ken Parton, former manager of CJGX, Yorkton, is managing director of the station. Chief announcer is W. G. Portman, who came from CHUB, Nanaimo, where he served as announcer and production manager. Other announcers are: Jim Henderson, formerly with CKRM, Regina, and Peter Prosdoswech, who is taking his first fling at the radio business. George Gallagher, who came from CJGX, is sales manager. He will also handle newscasts.

AUTOTYPED letters in any quantity, cost only slightly more than duplicating, yet are individually typed. Samples and prices from:

AUTOTYPE
LETTER SERVICE
73 Adelaide W.
EL. 2983 Toronto

CAPAC Sues City

London.—The damage suit filed by Composers, Authors and Publishers Association of Canada Limited (CAPAC) against the City of London, Ontario, has been settled out of court. Action was started by CAPAC when the City of London ignored requests that a license be obtained to perform their copyright music in respect to band concerts in the city parks.

CAPAC alleged that seven copyright tunes, including "Tea for Two," were performed without permission, and sought an injunction preventing any further performances, together with damages and the cost of the action.

The action was withdrawn when the city paid damages for the infringements, the costs of the action, and provided an undertaking not to perform any CAPAC music in future without first obtaining a license and paying the proper fees.

NBS APPOINTMENTS

Toronto.—Harry R. McLay has been appointed Toronto office manager of National Broadcast Sales, it was announced here last week by president R. A. Leslie. He has been on the sales staff of NBS for the past two years.

Also announced at this time was the appointment of Bill Mullett to the sales staff. Mullett started in radio in 1929 at CKCD, Vancouver, and was with CKNW, New Westminster, before enlisting in the RCAF during the last war. While studying agriculture at the University of British Columbia in 1949 he produced some of the university's major radio shows.

The Toronto office of NBS is now located at 88 Richmond St. W. The phone number is PLaza 3718.

"Did, during the recent festive season, accompany my small grandson to see his first Santa Claus parade, with which he was properly impressed. Was not averse, myself, to thus renewing my youth, for it was indeed a merry spectacle and a wonderful piece of advertising for those who organized it; and would not willingly have missed it ● ● ● Did reflect later on those who do, in a wider sense of the phrase, also "miss the parade," in any business, and particularly in my own, which is that of representing radio stations and in every way promoting local or spot radio advertising. And, in so doing, am daily more convinced that in local radio lies the most powerful advertising medium that we have in Canada. Am confirmed in this belief by reading the remarks of Mr. Duane Jones before the Chicago Advertising Executives' Club, where he did advise his audience to use the "lowest cost responsive circulation," namely Radio, Sunday Supplements, Newspapers and Magazines, "which," he said, "pull returns in about the order given." As example of which I would point out that three hours of rapid fire commentary by Jack Short on CJOR, Vancouver, did result in a record 21,000 nickels for their 1950 Nickel Club Racing Jamboree in aid of needy families ● ● ● Was again reminded of those advertisers who do miss the profits which they might have, by missing the spot broadcasting parade, when again taking my grandson downtown. On a sudden he pulled at my hand, and pointed to the centre of the street, calling out "Hey, pops, too bad we missed the parade." Not interpreting the equine evidence in the same manner that he did, I asked why he thought there had been a parade that day. "They always do that when there's a parade," he said grimly—proving that people, like advertisers, do not always properly interpret the obvious!

"A STOVIN STATION IS A PROVEN STATION"

HORACE N. STOVIN
& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

*Representative for
these live Radio Stations*

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

Are YOU Selling ALL of the Ottawa-Hull Market?

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

CKCH

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

CANADIAN BROADCASTER AND TELESCREEN

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

Published by
R. G. LEWIS & COMPANY, LTD., 163 1/2 Church St., Toronto 2, Canada
 Empire 3-5075

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

Correspondents
 Montreal - - - - - Walter Dales
 Winnipeg - - - - - Dave Adams
 Vancouver - - - - - Bob Francis



Vol. 10, No. 2.

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

January 24th, 1951

A Contribution To Advertising

The Maritime Association of Broadcasters is to be congratulated, not only on an informal, informative, sociable and energetic convention, but also because it has taken a step which is long overdue. This step is to publish a book of information on the Maritime market for advertising agencies and their clients, containing data on the four seaside provinces and also information on the radio medium.

Considerable thought was given to the question of whether it should also contain information — coverage and otherwise — about the individual stations. While the matter was left in the hands of a committee, it was the general opinion that stations' individual claims, which would almost inevitably be conflicting at times, should give place in this study to facts about the market and facts about how radio can reach it.

Another wise decision, reached by the MAB membership, was to place research and production in the hands of an independent concern, so that no one will be able to accuse individual broadcasters, who might otherwise have been called upon to supply data for their own areas, of bias or other distortion of fact. The validity and consequently the value of the book is increased tenfold in our opinion by this single point.

Preparation of the book, if it is to be truly useful and present a clear picture, will not be a simple procedure.

In examining retail spendings it will be found that per capita averages for these four provinces are below the national average.

At first thought it might be felt that this is the complete picture. On the other hand it is only fair to consider whether this indicates smaller consumption of household and other goods in actual quantity or whether volume is reduced by the fact that a preference is shown for lower-priced brands. Living habits bear investigation to determine whether or not it is a fact that this group tends more to pass its leisure hours in the homes of friends than to patronize theatres, restaurants and other places of entertainment. The housing question—cost



"Don't worry, you'll get your song in. He's bound to run down sometime."

to buy and cost to rent—may have a bearing. And so forth.

As far as it was possible to tell at the meetings, the MAB is going into this project, fully aware that, while their book will be of considerable value to the agencies and their clients, it is not going to be a direct selling weapon; that it will have to be backed by campaigns, designed expressly to do a selling job; that a way will have to be found of keeping the information contained in the book perpetually up to date.

Malcolm Neill, who is chairman of the project committee; Austin Moore, of CFNB, who has ardently nurtured it to its present stage, and Fred Lynds, who was appointed to the committee last week, have an exhausting job on their hands. Given the complete co-operation of the Maritimers, they are well qualified to make the project an extremely successful one.

Welcome Strangers!

The CBC Board's recommendations for new station operators in Canada indicates a completely new generation of broadcasters is coming into the field, and that it is incumbent upon those already established in the business to roll out the welcome mat, if the kind of brotherhood that has given the industry strength in the past is to be maintained.

When the general manager of the Canadian Association of Broadcasters reads the list of new members at the convention next month, it would be both pleasant and generous if those who have been on the air

for years would greet the new "citizens" with more than the usual perfunctory round of applause.

The nature of the radio industry is such that it will forever be under guns of some sort or another. Some of its problems in the past have been increased by the inability of the industry to find a unanimous agreement for a plan of action. A prompt and more demonstrative acceptance of these newcomers into the fold would not only help them over what can be a rather embarrassing experience, but can also lead towards a faster and keener appreciation of the aims and goals which only a completely united industry can attain.

One Little Word

There was promotion in the wind for someone. The boss had it narrowed down to two but couldn't make up his mind which. It was a good job; head of the sales department; and could easily lead right to the throne.

Some of the directors had been putting the pressure on the big boy to bring someone in from the outside; someone from a competitor, maybe, who might bring some of his accounts with him.

The boss couldn't see it that way. He had personally picked every man on his staff with an eye to the future—the firm's future and the man's too. He was a man who believed in making his organization self-sufficient. He knew what it felt like to have a key job filled by bringing in a man over the heads of existing staff. It had happened to him once, in his younger days. He had felt then that there was a reason; had traced it to his own lack of initiative. It had hurt none the less.

Determined that he was going to make the right choice, he took two memos from his desk, one from each of the men he had in mind for the job.

They were in answer to his request for written applications. He glanced through one. Then the other. All of a sudden his face firmed, and he returned them to the file, his mind made up.

The first one read: "This is the opportunity I have been working for ever since I joined the firm fifteen years ago. I am certain that I can do it justice."

The second one read: "Having taken the liberty of talking this proposition over with the other men on the sales staff, we can offer you not a sales manager, but a department which is eager to pull together for the good of us all."

He landed the job. One little word. "We."

SHERBROOKE QUEBEC

CHLT **CKTS**

The Voice of the Eastern Townships

Quebec

Representatives

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

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

SELECTIVE RADIO

Maritimers Mobilize

Amherst, N.S.—“We expect to go ahead in the coming year with a bigger and better share of the national business” was the optimistic note with which Malcolm Neill, manager of CFNB, Fredericton, and president of the Maritime Association of Broadcasters, opened the association’s three-day annual convention here last week.

In addition to his predictions of increased radio business in the Maritimes, Neill also pointed out that the association’s fundamental job was to promote broadcasting. “This get-together is to pool our knowledge for the advantage of all,” he said.

Neill extended congratulations to the secretary of the MAB, G. J. Redmond, on his recent promotion from managership of station CHNS, Halifax, to the post of station director. Tribute was

also paid by Neill to the memory of Laurie Smith, former manager of CJLS, Yarmouth, and veteran MAB member, who died during the past year.

In urging Maritime stations to take the initiative in civil defence communications, E. Finlay MacDonald, manager of CJCH, Halifax, drew the attention of MAB delegates to the need for “a definite plan and of definite mechanics for discharging their obligations . . . during any period of danger.” MacDonald spoke during the second day of the convention.

Warning that the federal government has powers of control over broadcasting stations in case of emergency, he called on the delegates to bring their plans up to date and be prepared for any emergency, so that there would be no need for the use of extraordinary government controls.

The Defence Department has been asked for clarification on the vulnerability of AM and FM broadcasting signals as a conductor of enemy guided-missiles in case of attack, he said, pointing out that such information was needed in carrying out war preparedness programs. He mentioned Halifax as a prime target and said this made it even more necessary for other stations to be prepared, especially to provide emergency communications for civil defence.

Malcolm Neill was re-elected president of the association, followed by the re-election of Finlay MacDonald as vice-president and Gerry Redmond as secretary. The new post of treasurer is to be filled by Fred Lynds, manager of CKCW, Moncton.

Neill and MacDonald were also re-elected directors to represent the MAB on the board of the CAB, of which Neill remains president, until new officers are elected at the CAB convention next month.

Highlighting the last day of the convention was the unanimous adoption by the MAB of the recommendation that a radio sales fact book on the Maritime market be published. The book is to be compiled by an independent marketing authority.

The only question about this project seemed to be as to whether the book should contain, besides market facts and facts about radio stations in the area, information about the individual stations. The matter was left to the committee, but the impression was that the meeting was opposed to this.

During the sessions, Jim Allard and Pat Freeman, of the Canadian Association of Broadcasters, discussed the Music Copyright situation and “promotion and research,” respectively. Harold Moon, of BMI Canada Ltd., told the broadcasters of the progress of their organization in promoting the use of the works of Canadian composers. Ralph Snelgrove, manager of station CKBB, Barrie, and president of the newly-formed Central Canada Broadcasters’ Association, gave an informative and amusing peek at the intimate details of his own operation. Lyman Potts, assistant manager of CKOC,

When You Want To Reach The Heart Of Southern Ontario,

Consider These Facts:

- C**ost per listener.
- K**now-how in Programming.
- L**istenership.
- B**uying power.

Put them all together, they spell

CKLB

OSHAWA

“The Biggest Little Station in the Nation”

ASK JIM ALEXANDER OR JOE MCGILLVRA

CHUB

NANAIMO, B.C.

“The Big Island Station”
 serving B.C.’s largest market outside the 3 metropolitan cities . . .

In February

1000 watts

1480 kc.

RADIO REPRESENTATIVES LTD.
 Toronto, Montreal

JOHN N. HUNT AND ASSOC.,
 Vancouver

DONALD COOKE, INC.
 New York

The **Wright** STATIONS

BEST BUY AND WHY!!

CHNO B.B.M. RADIO HOMES

SUDBURY DISTRICT

English — 17,080
 French — 9,250

LOWEST COST PER LISTENER!!

IF YOU'RE FROM MISSOURI CALL

William Wright

81 Queen St. West
 TORONTO

York Bldg.
 MONTREAL

CKBI Market Still Growing

"1950 was a record-breaking year in Prince Albert, topping the \$2,000,000.00 mark, according to Junius Jonsson, superintendent of utilities. He said there was a possibility of values reaching two and a quarter million dollars in 1951."

—Prince Albert Herald

ADD THIS GROWING MARKET TO YOUR 1951 CAMPAIGNS

CKBI
PRINCE ALBERT
SASKATCHEWAN
5000 WATTS

Hamilton, spoke on station administration.

The meeting was attended by one agency man, Art Evelyn, of Imperial Advertising Limited, Halifax. The national representatives were repped by John Tregale, of All-Canada Radio Facilities Ltd., and Frank Murray, of Horace N. Stovin & Company. From the news services, there were Charles Edwards, Press News Ltd., Toronto; Jack Brayley, The Canadian Press, Halifax; Phil Curran and Tom McQuaid, British United Press, Montreal; Ted Shields, BUP, Halifax, and Claude Cain, Radio Press, Fredericton.

■ ■ ■

The proceedings wound up with more than the customary vote of thanks to the Fort Cumberland Hotel, its manager, Jack Freestone, and his staff. In and out of the meetings, every delegate and guest was enthusiastic about the rooms, the meals, the service and the rates.

OPPORTUNITY TO EARN \$500.00 per month AS AN ACCOUNT EXECUTIVE At West Coast Radio Station Box A-73 Canadian Broadcaster & Telescreen 163½ Church St., Toronto

HOW THEY STAND

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

DAYTIME		
English		
Ma Perkins	15.8	-.7
Big Sister	14.7	-1.4
Pepper Young	14.6	+.1
Right To Happiness	13.6	-.3
Kate Aitken	12.7	+1.0
Laura Limited	12.0	-.1
Aunt Lucy	11.9	+.6
Road of Life	11.8	+.6
Happy Gang	11.4	+.8
Life Can Be Beautiful	10.7	-1.4
French		
Jeunesse Doree	24.9	-.7
Rue Principale	24.5	-.7
Grande Soeur	22.9	+.2
Maman Jeanne	22.9	+.6
A L'Enseigne des Fins	22.4	-.1
Tante Lucie	22.1	+1.2
L'Ardent Voyage	21.1	+1.0
Quart d'Heure de detente	20.8	-.3
Les Joyeux Troubadours	19.1	-1.3
Francine Louvain	18.9	-.6
EVENING		
English		
Charlie McCarthy	35.4	+3.7
Amos 'n' Andy	30.7	+1.5
Lux Radio Theatre	30.7	+1.9
Our Miss Brooks	27.9	-.7
My Friend Irma	21.3	-3.2
Suspense	20.6	-1.8
My Favorite Husband	20.5	-4.1
Twenty Questions	20.4	-.4
Boston Blackie	19.7	-1.8
Your Host	19.2	-.1
Aldrich Family	19.2	-1.6
Take A Chance	18.4	-1.4
Beulah	18.4	-2.0
Wayne & Shuster	18.4	-3.4
Ford Theatre	18.3	+3.2
French		
Un Homme et Son Peche	34.2	+8.5
Radio Carabin	30.7	+1.8
Metropole	28.3	+2.7
Le Cure de Village	26.5	+4.3
Tentez Votre Chance	25.0	+5.3
Les Amateurs	24.8	+1.4
Ceux Qu'on Aime	23.8	-.7
Priz d'Heroisme	22.9	+2.6
Theatre Ford	22.6	+4.1
L'Epervier	22.0	-.7
La Ralliment du Rire	21.0	-1.0
La Course au Tresor	20.9	-2.4
Theatre Lyrique Molson	19.7	+2.8
Jouez Double	18.6	-1.6
La Mine D'Or	18.6	+.6

BETTER CALL SWC



FOR DISCS, TAPE & T.V.

Ahoy, cap'n!

SALE ON THE BEAM

join the boarding party with

CAPTAIN STUBBY and the BUCCANEERS

78 quarter-hours (no quarter given) of rollicking tunes and capers Shanghai your client for a long-term cruise on the good ship PROFIT. Hail Caldwell for disc and rates.



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

You Can't Sell...

Northern Ontario without 3 vital stations, serving a combined primary area of 265,130 people, with total retail spendings of approximately \$150,000,000. Reach these prosperous Canadians at home, through their top entertainment medium - the radio - over the three basic Trans-Canada Network stations which, day and night, have delivered a saturation audience, averaging over 95% in every Elliott-Haynes survey during the past seven years.

Reach This Market - Behind - The - Wall over

CKGB

Timmins
5000 Watts
680 Kilocycles

CJKL

Kirkland Lake
5000 Watts
560 Kilocycles

CFCH

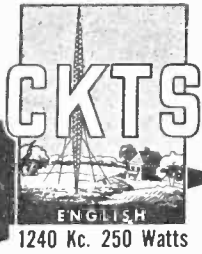
North Bay
1000 Watts
600 Kilocycles



**SHERBROOKE
QUEBEC**

The Voice of the
Eastern Townships

Quebec



900 Kc. 1000 Watts

1240 Kc. 250 Watts

Representatives

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

When You Want To Reach The
Heart Of Southern Ontario,
Consider These Facts:

Cost per listener.

Know-how in Programming.

Listenership.

Buying power.

Put them all together, they spell

CKLB

OSHAWA

"The Biggest Little Station in the Nation"

ASK JIM ALEXANDER
OR JOE MCGILLVRA

SELECTIVE RADIO

Maritimers Mobilize

Amherst, N.S.—“We expect to go ahead in the coming year with a bigger and better share of the national business” was the optimistic note with which Malcolm Neill, manager of CFNB, Fredericton, and president of the Maritime Association of Broadcasters, opened the association's three-day annual convention here last week.

In addition to his predictions of increased radio business in the Maritimes, Neill also pointed out that the association's fundamental job was to promote broadcasting. “This get-together is to pool our knowledge for the advantage of all,” he said.

Neill extended congratulations to the secretary of the MAB, G. J. Redmond, on his recent promotion from managership of station CHNS, Halifax, to the post of station director. Tribute was

also paid by Neill to the memory of Laurie Smith, former manager of CJLS, Yarmouth, and veteran MAB member, who died during the past year.

In urging Maritime stations to take the initiative in civil defence communications, E. Finlay MacDonald, manager of CJCH, Halifax, drew the attention of MAB delegates to the need for “a definite plan and of definite mechanics for discharging their obligations . . . during any period of danger.” MacDonald spoke during the second day of the convention.

Warning that the federal government has powers of control over broadcasting stations in case of emergency, he called on the delegates to bring their plans up to date and be prepared for any emergency, so that there would be no need for the use of extraordinary government controls.

The Defence Department has been asked for clarification on the vulnerability of AM and FM broadcasting signals as a conductor of enemy guided-missiles in case of attack, he said, pointing out that such information was needed in carrying out war preparedness programs. He mentioned Halifax as a prime target and said this made it even more necessary for other stations to be prepared, especially to provide emergency communications for civil defence.

Malcolm Neill was re-elected president of the association, followed by the re-election of Finlay MacDonald as vice-president and Gerry Redmond as secretary. The new post of treasurer is to be filled by Fred Lynds, manager of CKCW, Moncton.

Neill and MacDonald were also re-elected directors to represent the MAB on the board of the CAB, of which Neill remains president, until new officers are elected at the CAB convention next month.

Highlighting the last day of the convention was the unanimous adoption by the MAB of the recommendation that a radio sales fact book on the Maritime market be published. The book is to be compiled by an independent marketing authority.

The only question about this project seemed to be as to whether the book should contain, besides market facts and facts about radio stations in the area, information about the individual stations. The matter was left to the committee, but the impression was that the meeting was opposed to this.

During the sessions, Jim Allard and Pat Freeman, of the Canadian Association of Broadcasters, discussed the Music Copyright situation and “promotion and research,” respectively. Harold Moon, of BMI Canada Ltd., told the broadcasters of the progress of their organization in promoting the use of the works of Canadian composers. Ralph Snelgrove, manager of station CKBB, Barrie, and president of the newly-formed Central Canada Broadcasters' Association, gave an informative and amusing peek at the intimate details of his own operation. Lyman Potts, assistant manager of CKOC,

CHUB

NANAIMO, B.C.

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

In February

1000 watts

1480 kc.

RADIO REPRESENTATIVES LTD.
Toronto, Montreal

JOHN N. HUNT AND ASSOC.,
Vancouver

DONALD COOKE, INC.
New York

The *Wright*
STATIONS

BEST BUY AND WHY!!
CHNO B.B.M. RADIO HOMES
SUDBURY DISTRICT
English — 17,080
French — 9,250

LOWEST COST PER LISTENER!!
IF YOU'RE FROM MISSOURI
CALL

William Wright
York Bldg.
MONTREAL

81 Queen St. West
TORONTO

CKBI Market Still Growing

"1950 was a record-breaking year in Prince Albert, topping the \$2,000,000.00 mark, according to Junius Jonsson, superintendent of utilities. He said there was a possibility of values reaching two and a quarter million dollars in 1951."

—Prince Albert Herald

ADD THIS GROWING MARKET TO YOUR 1951 CAMPAIGNS

CKBI
PRINCE ALBERT
SASKATCHEWAN
5000 WATTS

Hamilton, spoke on station administration.

The meeting was attended by one agency man, Art Evelyn, of Imperial Advertising Limited, Halifax. The national representatives were repped by John Tregale, of All-Canada Radio Facilities Ltd., and Frank Murray, of Horace N. Stovin & Company. From the news services, there were Charles Edwards, Press News Ltd., Toronto; Jack Brayley, The Canadian Press, Halifax; Phil Curran and Tom McQuaid, British United Press, Montreal; Ted Shields, BUP, Halifax, and Claude Cain, Radio Press, Fred-ericton.

■ ■ ■

The proceedings wound up with more than the customary vote of thanks to the Fort Cumberland Hotel, its manager, Jack Freestone, and his staff. In and out of the meetings, every delegate and guest was enthusiastic about the rooms, the meals, the service and the rates.

OPPORTUNITY TO EARN \$500.00 per month AS AN ACCOUNT EXECUTIVE At West Coast Radio Station Box A-73 Canadian Broadcaster & Telescreen 163½ Church St., Toronto

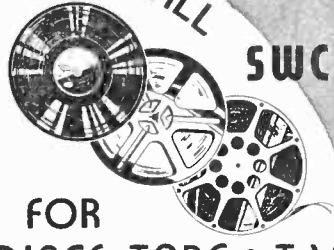
HOW THEY STAND

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

DAYTIME		
English		
Ma Perkins	15.8	-.7
Big Sister	14.7	-1.4
Pepper Young	14.6	+.1
Right To Happiness	13.6	+.3
Kate Aitken	12.7	+1.0
Laura Limited	12.0	-.1
Aunt Lucy	11.9	+.6
Road of Life	11.8	+.5
Happy Gang	11.4	+.8
Life Can Be Beautiful	10.7	-1.4
French		
Jeunesse Doree	24.9	-.7
Rue Principale	24.5	-.7
Grande Soeur	22.9	+.2
Maman Jeanne	22.9	+.6
A L'Enseigne des Fins	22.4	-.1
Tante Lucie	22.1	+1.2
L'Ardent Voyage	21.1	+1.0
Quart d'Heure de detente	20.8	-.3
Les Joyeux Troubadours	19.1	-1.3
Francine Louvain	18.9	-.6

EVENING		
English		
Charlie McCarthy	35.4	+3.7
Amos 'n' Andy	30.7	+1.5
Lux Radio Theatre	30.7	+1.9
Our Miss Brooks	27.9	+.7
My Friend Irma	21.3	+3.2
Suspense	20.6	+1.8
My Favorite Husband	20.5	+4.1
Twenty Questions	20.4	-.4
Boston Blackie	19.7	+1.8
Your Host	19.2	-.1
Aldrich Family	19.2	+1.6
Take A Chance	18.4	+1.4
Beulah	18.4	+2.0
Wayne & Shuster	18.4	+3.4
Ford Theatre	18.3	+3.2
French		
Un Homme et Son Peche	34.2	+1.5
Radio Carabin	30.7	+1.8
Metropole	28.3	+2.7
Le Cure de Village	26.5	+1.3
Tentez Votre Chance	25.0	+5.3
Les Amateurs	24.8	+1.4
Ceux Qu'on Aime	23.8	-.7
Priz d'Heroisme	22.9	+2.6
Theatre Ford	22.6	+4.1
L'Epervier	22.0	-.7
La Ralliement du Rire	21.0	-1.0
La Course au Tresor	20.9	-2.4
Theatre Lyrique Molson	19.7	+2.8
Jouez Double	18.6	-1.6
La Mine D'Or	18.6	+.6

BETTER CALL SWC



FOR DISCS, TAPE & T.V.

Ahoy, cap'n!

SALE ON THE BEAM

join the boarding party with

CAPTAIN STUBBY and the BUCCANEERS

78 quarter-hours (no quarter given) of rollicking tunes and capers Shanghai your client for a long-term cruise on the good ship PROFIT. Mail Caldwell for disc and rates.

S.W. Caldwell LIMITED

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

You Can't Sell...

Northern Ontario without 3 vital stations, serving a combined primary area of 265,130 people, with total retail spendings of approximately \$150,000,000. Reach these prosperous Canadians at home, through their top entertainment medium - the radio - over the three basic Trans-Canada Network stations which, day and night, have delivered a saturation audience, averaging over 95% in every Elliott - Haynes survey during the past seven years.

Reach This Market - Behind - The - Wall over

CKGB

Timmins
5000 Watts
680 Kilocycles

CJKL

Kirkland Lake
5000 Watts
560 Kilocycles

CFCH

North Bay
1000 Watts
600 Kilocycles

Representing . . .

these sales-minded, sales-getting stations
in top-quality markets:

CITY	STATION	POWER	FREQUENCY
EAST			
ANTIGONISH	CFJX	5000 Watts	580 Kcs.
CENTRAL			
BARRIE	CKBB	250 "	1230 "
HAMILTON	CHML	5000 "	900 "
KINGSTON	CKWS	5000 "	960 "
KIRKLAND LAKE	CJKL	5000 "	560 "
NORTH BAY	CFCH	1000 "	600 "
OTTAWA	CKOY	5000 "	1310 "
PETERBOROUGH	CHEX	1000 "	1430 "
ST. CATHARINES	CKTB	1000 "	620 "
SARNIA	CHOK	5000 "	1070 "
TIMMINS	CKGB	5000 "	680 "
*TORONTO	CKEY	5000 "	580 "
WEST			
CALGARY	CKXL	1000 "	1140 "
NANAIMO	CHUB	250 "	1570 "
NEW WESTMINSTER	CKNW	1000 "	1320 "
PORT ALBERNI	CJAV	250 "	1240 "
BRITISH GUIANA			
GEORGETOWN	ZFY		

Get the Facts from

NATIONAL BROADCAST SALES

TORONTO: NEW ADDRESS and PHONE:
88 Richmond Street West — PL. 3718
MONTREAL: 106 Medical Arts Building — FI. 2439

*Represented by us in Montreal only.

MARCONI PRESIDENCY CHANGES



S. M. FINLAYSON



A. H. GINMAN

Montreal.—A. H. Ginman has retired as president of the Canadian Marconi Company, succeeded by S. M. Finlayson, it was announced here late last month. Ginman will remain on the company's board of directors while Finlayson continues to act as general manager.

For almost 60 years Ginman

has been associated with the development of sound transmission. Early in the century he left the British-owned Cuba Submarine Cable Company, where he started in 1895, to join Marconi's newly-formed Wireless Telegraph Company Limited.

In 1935, having served for three years as general manager of the parent company in England, Ginman was made president of the Canadian Marconi Company and general manager in Canada for Cable & Wireless Limited.

Ginman's successor, S. M. Finlayson, joined the company in 1919 and was named general manager in 1945.

...

NAMED RADIO EDITOR

Montreal.—Tom McQuaid has been appointed radio editor for British United Press, it was announced here last week by BUP's executive news editor, Dennis Landry.

McQuaid, who leaves the managership of the news service's Toronto bureau to take up his new post, has been with BUP for almost 20 years and has served in all provinces but Newfoundland. He assisted in establishing the first radio news circuits in Canada 16 years ago. He is succeeded in Toronto by Knowlton Nash from the Vancouver bureau.



LIONEL played life-saver last month when the Moncton natural gas supply broke down.

The gas was off, but how many householders had turned off their stoves and other appliances? What would happen when the gas went on again to endanger these homes?

LIONEL went on the air with flashes every fifteen minutes through the afternoon and into the evening, when the trouble was remedied, to warn against possible explosions and asphyxiations. THE GAS COMPANY REPORTED NOT ONE SINGLE MISHAP.

LIONEL SELLS RESULTS



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

CJAD
montreal

covers QUEBEC'S ENGLISH MARKET

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

5,000 watts 800 kc.

AFFILIATED WITH CBS

Number 1 In '51

DEFINITELY!

YOUR BEST BUY IN THE

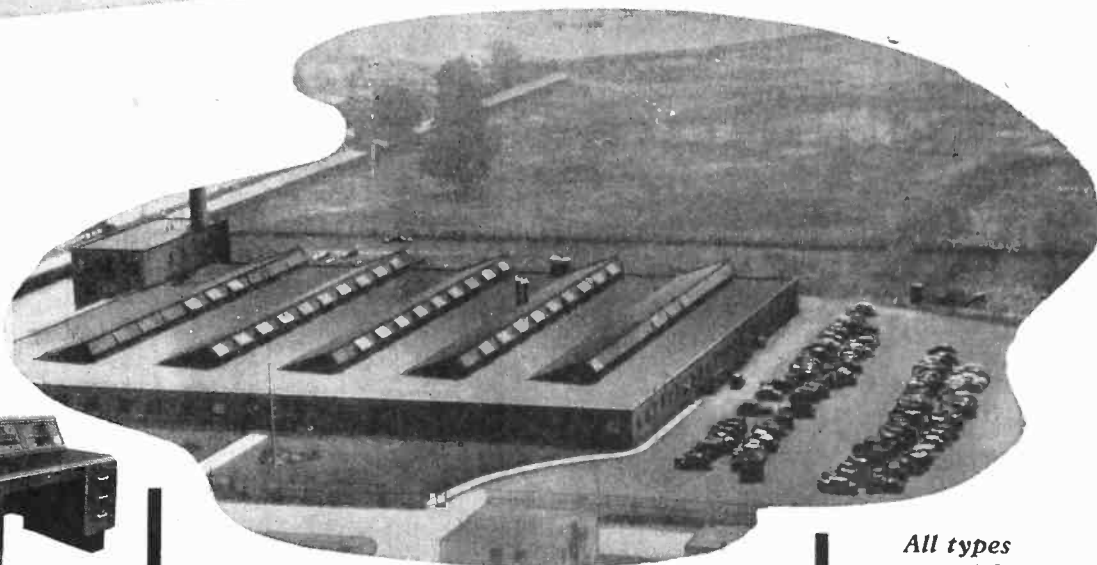
OKANAGAN IN '51

IS

CKOV-KELOWNA

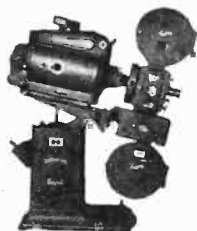
THE VALLEY'S NUMBER 1 STATION

ACHIEVEMENT AT BELLEVILLE

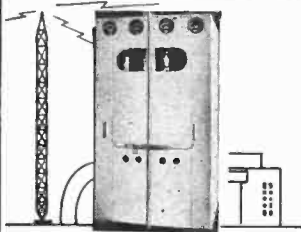


Completely modern Sound Systems for sports arenas, industrial plants, schools, hotels, institutions.

All types of fine radios for the home



Motion picture Sound Systems for theatres of all sizes.



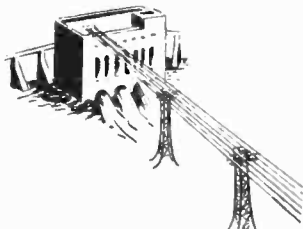
AM or FM Broadcasting Stations including Speech Input Equipment . . . A complete Broadcasting Station service from Telephone Line to antenna.



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.



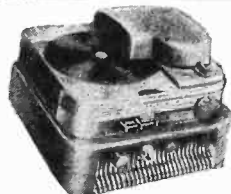
Fire Alarm equipment and systems for buildings or municipalities.



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

NORTHERN ONTARIO'S

Greatest

ADVERTISING MEDIUM

CKSO

NORTHERN ONTARIO'S
HIGH-POWERED
STATION

Ask

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

CKSF'S "ALL-OUT" EFFORT FOR CORNWALL CHILDREN



CKSF Production Director Howard Bailey keeps a watchful eye on a cowboy singer while other Cornwall talent stands ready to take part in CKSF's annual all-request Children's Christmas Broadcast. The five-hour program started off a campaign that raised more than \$4,000 for Christmas baskets and Children's welfare work.

Community efforts like this make CKSF the popular "home-town" station for Cornwall and the United Counties of Stormont, Dundas and Glengarry.

Put your advertising message where they'll hear it in this growing Eastern Ontario market. Put it on

CKSF and CKSF - FM

"At the Hub of the St. Lawrence Seaway Project"

Represented by HORACE N. STOVIN (Canada) and
JOSEPH H. MCGILLVRA (U.S.A.)

VERBATIM

"Maritimers Are People"

Excerpted from an address to the Maritime Association of Broadcasters at the Fort Cumberland Hotel, Amherst, N.S., by Richard G. Lewis.

Where do the Maritimers sit on the question of being people?

Are you people or aren't you?

Frankly, gentlemen, we in the smug, self-satisfied stronghold of Upper Canada neither know, nor do we, I am afraid, seem to care.

I've heard it said by Maritimers that Toronto hides behind an iron curtain. I have also heard it said in Toronto that you are hiding behind an iron curtain. One question is, how do you tell the back of that curtain from the front? I don't know if that matters so much. But another, and I think it is a most important question, is—who stands to lose the most?

All of us here are in the advertising business — on the selling side. I want radio stations to use space in my paper to tell the 1,242 agencies and their clients who read it just why they should use their stations to tell the public about Joe's Jam or Ben's Bologna. I also want Joe and Ben to succumb to your ads, because then you will buy more of them.

But Joe and Ben are doing quite nicely, they keep saying, in the markets they have already invaded. Ev Palmer, whom many of you know, wrote in our current issue (January 10) of an Upper Canadian who said: "Any damn fool knows they haven't any roads down there" (meaning down here). Maybe that applies to Joe and Ben too. Maybe if they knew that you had not only roads, but cars and modern homes—with inside plumbing—and refrigerators groaning with good things to eat, and fashionable clothes — and above all else — people — maybe then they would be prepared to shake loose some of their Upper Canadian shekkels—negotiable at par at all Maritime banks—to tell your listeners that they have commodities which Maritimers would enjoy eating, drinking, wearing, gargling, smoking, or rubbing on their bellies, if they only knew about them.

■ ■ ■

You have to entice this money onto your stations, and the same thing goes for the newspaper boys and the billboard people. I think one day it will be a question of beating the other media to the punch. But right now I think they are your allies in trying to beat down our notorious and deplorable Upper Canadian apathy, which is only excelled by that of Lower Canada.

It is up to you to take the initiative, because nobody else will. You can't afford to wait for the Mahommeds in the advertising agencies to hoist their suavely padded haunches off their sponsors' laps to take the first available plane to Moncton to gawk at Freddie Lynds' upside down mountain. You have to sing Johnny Hirtle's "Bridgewater Ballad" at Bay and Richmond Streets, or carol "Silent Nate" in the foyer of the Dominion Square

ANDREW N. McLELLAN

Consultant

to advertising agencies, advertisers and broadcasters, in all matters pertaining to

Television Broadcasting

4 Albert Street
Toronto

PLaza 6165

WANTED

Announcer Operator

by

Northwestern Ontario 1000
Watt Station. Send Audition
Disc and Full Particulars of
Age, Experience and Salary
Expected to:

Box A-72

Canadian Broadcaster
& Telescreen

163½ Church St., Toronto

CJRW

250 WATTS

- * 15,380 RADIO FAMILIES
- * LOCAL AUDIENCE 100%
- * COUNTY " 90%

REACHING 5 OF
CANADA'S PROVINCES
PROGRAMMING THAT
HOLDS OUR AUDIENCE

ANNOUNCING THAT
SELLS YOUR PRODUCTS

What More Could You
Ask For?

WE ARE WAITING
TO SERVE YOU

All You Have To Do
Is Inquire From
RADIO REPS LTD.
Toronto — Montreal
For the Information

CJRW

Summerside, P. E. Island
THE VOICE OF CANADA'S
GARDEN PROVINCE

*Latest BBM Survey

Oh, yes, gentlemen, you have a problem, but like all problems, it can be solved.

If you face up with the facts—and if you don't they'll certainly catch up with you—you will admit at the vast terrain, called vaguely the Maritime market, is populated by people whose average earnings and spendings are low the national Canadian average, both in bulk and per capita.

For some reason or other, this seems to indicate to some people that the situation is a hopeless one, and that they might as well give up trying and get out as soon as possible. They seem to think that if they can't claim the biggest incomes, the greatest sendings, the highest ratings, and the loudest ballyhoo, there isn't anything to talk about.

They just shrug forlornly and decide to keep their traps shut. The Province of Ontario is reputed by many people to be the diamond-studded Croesus of Canada. Yet if you will look at the figures in the current issue of our "Canadian Retail Sales Index," you will be able to determine that the estimated per capita retail spendings in Ontario are \$4.00 a year less than those of British Columbia. You will learn that, whereas every man, woman and child in this Province of Nova Scotia spent an estimated average of \$504 in 1949, the comparable figure for the Province of Quebec was only \$457.

In spite of all this, my friends, Ontario and Quebec are still in business.

The solution of all this is twofold.

First of all, be positive. Forget the things you don't have—like low average incomes and spendings. Talk, in fact cry from the top, about your assets—all of them. What other region in Canada can claim such vast resources as your timber, steel and coal; your fruit and other agriculture; your multi-million dollar fishing industry; your wide variety of factories; your waterways; your great harbors with ships that carry the name of Canada and her goods across the seven seas?

That's the first part of the solution to your problem. Shoot your faces to the end that the people you want to do business

NOTES TO YOU!

"STAY HOME and be LONELY"

is a way of keeping them home listening to you.

It's a London Record, No. 755.

Write us for a free disc.

FAVORITE MUSIC CO.
21 SUSSEX AVE. TORONTO 5

with will be better informed about you. But for heaven's sake do it in such a way that they will feel that you are telling them what they want to know rather than what you want to tell them.

It isn't a case of beating a competing station to the draw; no, nor the local newspaper either, because you are all faced with the same problem. It is simply a question of getting it across to the rest of Canada—and in your specific case to the advertising agencies and their clients, in Toronto and Montreal—that Maritimers definitely are, in every sense of the word, people.

The second part, which is the rest of the solution, is even simpler.

Enthusiasm for the Maritimes has to exist at home before it can spread afield.

We all know that every cabinet minister and university president, to say nothing of countless leaders in industry and elsewhere, are from the Maritimes. This much we do know, because you tell it to us over and over again.

But what about selling it to the Maritimers here at home? What about getting it across to them that their own cities, their own towns and their own villages are just as good places to stay in as they are to leave?

All any region needs to turn its commercial potentials into industry is first the potentials—and you have them, heaven knows—and second, the desire to develop them.

Nowhere on the North American Continent is there a greater challenge than right here in your own back yards, where you breed the stout hearts and fertile brains that have carried Maritime fame so far afield.

That is all there is to it. Such a plan would soon set everything right, because soon there would be more payrolls to increase incomes and retail spending, which is all you lack, as far as I can see it.

And who has a better weapon with which to engender the kind of progress I am advocating, than the men and women of Maritime radio?

Add the smallest vestige of North American aggressiveness to your old world warmth and charm—but don't let it eclipse the charm. Infect one another with it, by radio and every other means in your power, and never omit to asking me and every other uninformed Upper Canadian to your conventions, so that we may remind ourselves and keep on reminding ourselves that Maritimers are people.



"Good morning again from Jos. Hardy, to tell you about the new forty million dollar Hydro-Electric project opened a few weeks ago by Premier Maurice Duplessis. It is the sixth of such developments to be built on the St. Maurice River, and the largest single power-house on the system of the Shawinigan Water and Power Co. on the Trenché project. Of the \$40,000,000 which the project will cost when completed, about \$11,000,000 is wages and salaries. This is just one more example of the way Quebec Market No. 2 is growing! Trenché lies in the primary area of CHLN, Trois Rivières, so, to reach this populous, big-money market with your sales story—use CHLN. For further information, ask Jos. Hardy."

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

REPRESENTING

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

SIU = RO

RO means "radios on"

RO is the percentage of radio homes with radios turned on.

RO replaces our former Sets In Use.

Penn McLeod & Associates Ltd.
RADIO RESEARCH

VANCOUVER 1673 West 4th Ave. BA. 3922

TORONTO 365 Yonge St. PL. 4093

MONTREAL'S

FIRST STATION

IN ENTERTAINMENT

NATIONAL ADVERTISERS

ESTABLISHED SALES RESULTS

STRONG PROGRAMMING APPEAL

TOP SPONSOR PROMOTION

REPS: In Canada: ALL-CANADA RADIO FACILITIES LTD. — In U.S.A.: WEED & CO.

5000 WATTS DAY AND NIGHT

ABC and DOMINION NETWORK AFFILIATE

THE BIG B.B.M.

(76,910 Radio Homes—1950)

Plus

**THE BIG RATING
IN NOT ONE - OR TWO -
BUT IN SEVEN CENTRES
SIMULTANEOUSLY SURVEYED**

Prove

CFNB

**DELIVERS THE AUDIENCE
IN NEW BRUNSWICK**

CHECK—THE 1950 B.B.M.—
CHECK—THE ELLIOTT-HAYNES REPORTS
THEN—CALL THE ALL-CANADA MAN



PROFESSIONAL AND SERVICE Directory

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

PROGRAMS

TEMPERATURES—151 degrees of temperature set to song in 14 second jingles—lowest weekly rates — CALDWELL LTD., Victory Building, Toronto. (O)

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

PRESS CLIPPING

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

RECORD'G SUPPLIES

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

RESTAURANTS

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

SINGING

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

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

FROSIA GREGORY—New address—Thornhill, Ont. Telephone: Thornhill 385W. (O)

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

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

PHYLLIS MARSHALL — Experienced personality singer. Shows: "Moon Mist"—"Starlight Moods," heard on Dominion-Mutual outlets. Available for bookings — LY. 4862. (F)

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

BRUCE WEBB—Versatile bass, singing pops, folk songs, commercials. Present shows: "Bruce Webb Show," "Danforth Radio Folks"—GE. 8380. (U)

ACTING

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

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

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

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

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

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

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

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

NEED A TOP-NOTCH Child Actress? Call **LUCILLE BIRCHALL** . . . experienced, talented. Phone 533-W — Richmond Hill. (E)

THE VOICE you have been looking for! Warmth, sincerity . . . SALES for your client! **ALENE KAMINS** — KE. 7518. (M)

ROXANA BOND — WA. 1191. (L)

RUTH SPRINGFORD — Ford, Wednesday Nights, Stages, Commercial Spots; 8 years' experience — Scotch dialects a specialty—LY. 6740. (I)

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

TOBY ROBINS — Engene — ME. 4144. (D)

BETH LOCKERBIE — Experience tells . . . MA. 2338 or WA. 1191. (B)

ANNOUNCING

MICHAEL FITZGERALD — Kingsdale 0616. (M)

JACK DAWSON—PR. 5711 or OX. 2607. (L)

ANNOUNCING

BETH LOCKERBIE — Experience tells . . . MA. 2338 or WA. 1191. (B)

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

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

BOOKS

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.

EDUCATION

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

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

ENGINEERING

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

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

PHOTOGRAPHY

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

PROGRAMS

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



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

"YOU CANNOT AFFORD TO MISS THE LETHBRIDGE MARKET!"



See your local All-Canada man.

LETHBRIDGE ALBERTA ALL-CANADA STATION

TALENT TRAIL

By Tom Briggs

When York Knitting Mills announced last April that it was dropping *Singing Stars of Tomorrow*, the program which it had bravely begun to sponsor six years before, many people were genuinely concerned. Not the least of these were some of Canada's finest junior vocalists who had hopes of getting on the program for the first time and others who had looked forward to another crack at the prize of some measure of fame and not inconsiderable riches that were heaped on the four most talented contestants.

Then this season Canadian Industries Limited decided to pay the bills for *Singing Stars* (Sundays, 9.30 p.m., Dominion). There were other people who were also happy about this. They were the hundreds who had regularly attended the broadcasts in the Toronto studios (now in the Odeon-Hurlawn Theatre) and the unknown thousands who could be termed faithful listeners.

CIL has made only minor changes, which is all for the best. The show's formally-frocked producer, John Adaskin, is still there behind the scene doing his effective best to allay the fears of the often-frightened stars.

During air time announcer and emcee Elwood Glover takes over armed with a fairly skilfully written script and easy delivery generally succeeds in making the contestants feel more comfortable. The daily commercials continue to come from Cockfield Brown & Co. Ltd.

Rex Battle and his orchestra, which when it isn't stirring is simply tinny, do the rest by riding along with the singers. Nobody, or so it sounds, is leading the led. This is probably not as easy as radio makes it sound, but all-important to the contestants since the board of adjudicators, spread across Canada, pays highest points for interpretation and personality. It is Battle's job to see that they are allowed full scope. He does.

The singers themselves, presumably, are considered by men who should know either good or excellent and the season's end reveals who is what. To the listener there is probably one winner category, neither good nor bad—just noncompatible.

The program makes pleasant, interesting listening. There is also added enjoyment in trying to second-guess the learned judges.

The first instalments of a new sustaining series called *Corn East* (Tuesdays, 8 p.m., Trans-Canada) managed to live up to half of the name in that it was unquestionably corn. Of roast, or anything even remotely suggestive of heat or fire, there was a decided lack, except in the first few minutes of each show where the troupe stuck to musical variety.

It shouldn't have come off this way for an impressive collection of high-priced ability is called in to do the show. There is Lucio Costini and his orchestra, Aus-songstress Peggy Brooks, and



HOME SWEET HOME

Back after a pleasant few days in the Maritimes to Toronto, where it is nice to be able to go in a restaurant and revel in a dinner of Maritime fish.

VOLUME CONTROL

It is hard to reconcile the volume of the noise that flows out of a gathering of silent Maritimers when said SM's are gathered together at an MAB Convention.

DEPT. OF AIN'T

You'd be amazed at the lack of information the agencies have."

—Jack Tregale (*All-Canada*).

DECISIVE

"The best you can get out of most agency men is a positive maybe."

—Clair Chambers (*CJCH*).

PU DEPT.

"Ralph Snelgrove, of Station CKBB, Barrie, will address the MAB on smell station operation."

—PN News Release.

STRICTLY COMMERCIAL

"Let's give Dick Lewis a little more time to talk, and charge him our regular card rates to help pay for our new market promotion book."

—Fred Lynds (*CKCW*).

ACCOUNTS PAYABLE

"All we have outstanding now is the seventeen thousand dollars worth of preferred stock which I owe to me."

—Ralph Snelgrove (*CKBB*).

LISTENER RESPONSE

Thanks to those sleepy Maritimers who laughed my 40-minute speech into slightly over an hour, thus proving, beyond question, that Maritimers are people.

FRIENDLY BORDER

The beautiful new blonde on the mail desk at Station WOW, Omaha, Neb., has been routing letters addressed to the "House Organ Editor" to the music department.

Bill Brady and his quintet, to say nothing of Art Hallman, Dick Nelson, Doug Haskins, Al Pearce, Mike Cane and Byng Whitteker.

The show is devoted mostly to humor and the jokes just don't come off. Some of the material is pretty good but the pace drags, and the long, involved set-ups give the gags the snap of a soggy Kleenex. To save the show, I think the actors and writers will have to give their humor a rapid-fire treatment.

CJCH

HALIFAX

THE NUMBER ONE
STATION
IN THE MARITIMES'
NUMBER ONE
MARKET

CJCH

HALIFAX

24 HOURS ON 5000 WATTS

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

MONTREAL—Radio Time Sales (Quebec) Ltd., 1231 St. Catherine W., MA. 4864

★
83,600
Radio Homes

ASK:
Radio
Reps
!

Yes, you can tell your story in *83,600 Alberta Radio Homes 6 or 7 times a week over CFCN!



* See
1950
BBM

Calgary

"The Voice of the Prairies Ltd."

THE BIG B.B.M.

(76,910 Radio Homes—1950)

Plus

**THE BIG RATING
IN NOT ONE - OR TWO -
BUT IN SEVEN CENTRES
SIMULTANEOUSLY SURVEYED**

Prove

CFNB

**DELIVERS THE AUDIENCE
IN NEW BRUNSWICK**

CHECK—THE 1950 B.B.M.—
CHECK—THE ELLIOTT-HAYNES REPORTS
THEN—CALL THE ALL-CANADA MAN



PROFESSIONAL AND SERVICE Directory

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

PROGRAMS

TEMPERATURES—151 degrees of temperature set to song in 14 second jingles—lowest weekly rates — CALDWELL LTD., Victory Building, Toronto. (O)

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

PRESS CLIPPING

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

RECORD'G SUPPLIES

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

RESTAURANTS

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

SINGING

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

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

FROSIA GREGORY—New address: Thornhill, Ont. Telephone: Thornhill 385W. (O)

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

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

PHYLLIS MARSHALL — Experienced personality singer. Shows: "Moon Mist"—"Starlight Moods," heard on Dominion-Mutual outlets. Available for bookings — LY. 4862. (F)

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

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

ACTING

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

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

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

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

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

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

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

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

NEED A TOP-NOTCH Child Actress? Call **LUCILLE BIRCHALL** . . . experienced, talented. Phone 533-W — Richmond Hill. (E)

THE VOICE you have been looking for! Warmth, sincerity . . . SALES for your client! **ALENE KAMINS** — KE. 7518. (M)

ROXANA BOND — WA. 1191. (L)

RUTH SPRINGFORD — Ford, Wednesday Nights, Stages, Commercial Spots; 8 years' experience — Scotch dialects a specialty—LY. 6740. (I)

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

TOBY ROBINS — Engagee — ME. 4144. (D)

BETH LOCKERBIE — Experience tells . . . MA. 2338 or WA. 1191. (B)

ANNOUNCING

MICHAEL FITZGERALD — Kingsdale 0616. (M)

JACK DAWSON—PR. 5711 or OX. 2607. (L)

ANNOUNCING

BETH LOCKERBIE — Experience tells . . . MA. 2338 or WA. 1191. (B)

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

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

BOOKS

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.

EDUCATION

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

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

ENGINEERING

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

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

PHOTOGRAPHY

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

PROGRAMS

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



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

"YOU CANNOT AFFORD TO MISS THE LETHBRIDGE MARKET!"



See your local All-Canada man.

LETHBRIDGE ALBERTA ALL-CANADA STATION

TALENT TRAIL

By Tom Briggs

When York Knitting Mills announced last April that it was dropping *Singing Stars of Tomorrow*, the program which it had bravely begun to sponsor six years before, many people were genuinely concerned. Not the least of these were some of Canada's finest junior vocalists who had hopes of getting on the program for the first time and others who had looked forward to another crack at the prize of some measure of fame and not inconsiderable riches that were heaped on the four most talented contestants.

Then this season Canadian Industries Limited decided to pay the bills for *Singing Stars* (Sundays, 9.30 p.m., Dominion). There were other people who were also happy about this. They were the hundreds who had regularly attended the broadcasts in the Toronto studios (now in the Odeon-Fairlawn Theatre) and the unknown thousands who could be termed faithful listeners.

CIL has made only minor changes, which is all for the best. The show's formally-frocked producer, John Adaskin, is still there behind the scene doing his effective best to allay the fears of the often-frightened stars.

During air time announcer and emcee Elwood Glover takes over and with a fairly skilfully written script and easy delivery generally succeeds in making the contestants feel more comfortable. The tidy commercials continue to come from Cockfield Brown & Co. Ltd.

Rex Battle and his orchestra, which when it isn't stirring is grimly tinny, do the rest by riding along with the singers. Nobody, or so it sounds, is leading or led. This is probably not as easy as radio makes it sound, but is all-important to the contestants since the board of adjudicators, spread across Canada, pays highest points for interpretation and personality. It is Battle's job to see that they are allowed full scope. He does.

The singers themselves, presumably, are considered by men who should know either good or excellent and the season's end reveals who is what. To the lay listener there is probably one other category, neither good nor bad—just noncompatible.

The program makes pleasant, interesting listening. There is also added enjoyment in trying to second-guess the learned judges.

The first instalments of a new sustaining series called *Corn Roast* (Tuesdays, 8 p.m., Trans-Canada) managed to live up to half of the name in that it was unquestionably corn. Of roast, or anything even remotely suggestive of heat or fire, there was a decided lack, except in the first few minutes of each show where the troupe stuck to musical variety.

It shouldn't have come off this way for an impressive collection of high-priced ability is called in to do the show. There is Lucio Costini and his orchestra, Aussie songstress Peggy Brooks, and



HOME SWEET HOME

Back after a pleasant few days in the Maritimes to Toronto, where it is nice to be able to go in a restaurant and revel in a dinner of Maritime fish.

VOLUME CONTROL

It is hard to reconcile the volume of the noise that flows out of a gathering of silent Maritimers when said SM's are gathered together at an MAB Convention.

DEPT. OF AIN'T

You'd be amazed at the lack of information the agencies have."

—Jack Tregale (*All-Canada*).

DECISIVE

"The best you can get out of most agency men is a positive maybe."

—Clair Chambers (*CJCH*).

PU DEPT.

"Ralph Snelgrove, of Station CKBB, Barrie, will address the MAB on smell station operation."

—PN News Release.

STRICTLY COMMERCIAL

"Let's give Dick Lewis a little more time to talk, and charge him our regular card rates to help pay for our new market promotion book."

—Fred Lynds (*CKCW*).

ACCOUNTS PAYABLE

"All we have outstanding now is the seventeen thousand dollars worth of preferred stock which I owe to me."

—Ralph Snelgrove (*CKBB*).

LISTENER RESPONSE

Thanks to those sleepy Maritimers who laughed my 40-minute speech into slightly over an hour, thus proving, beyond question, that Maritimers are people.

FRIENDLY BORDER

The beautiful new blonde on the mail desk at Station WOW, Omaha, Neb., has been routing letters addressed to the "House Organ Editor" to the music department.

Bill Brady and his quintet, to say nothing of Art Hallman, Dick Nelson, Doug Haskins, Al Pearce, Mike Cane and Byng Whitteker.

The show is devoted mostly to humor and the jokes just don't come off. Some of the material is pretty good but the pace drags, and the long, involved set-ups give the gags the snap of a soggy Kleenex. To save the show, I think the actors and writers will have to give their humor a rapid-fire treatment.

CJCH
HALIFAX

THE NUMBER ONE
STATION
IN THE MARITIMES'
NUMBER ONE
MARKET

CJCH
HALIFAX

24 HOURS ON 5000 WATTS

TORONTO—Paul Mulvihill, Room 300, 21 King E., WA. 6554
MONTREAL—Radio Time Sales (Quebec) Ltd., 1231 St. Catherine W., MA. 4864

★
83,600
Radio Homes

ASK:
Radio
Reps
!

Yes, you can tell your story in *83,600 Alberta Radio Homes 6 or 7 times a week over CFCN!

* See
1950
BBM



Calgary

"The Voice of the Prairies Ltd."

Why buy a pig in a poke?



LEW PHENNER, Past President of A.C.A., chairman of its radio committee and President of Canadian Cellucotton is widely known and liked in Canadian Advertising circles. His views on time buying will be of interest to all our readers.

Lew Phenner gives his reasons for depending on BBM figures

“**M**ODERN advertisers are buying more and more on the basis of facts. Solid incontrovertible facts gathered by statistically sound methods, validated by an impartial body controlled by the buyers.

Just as “space” buyers turn first to A.B.C., time buyers turn to BBM. In our company the only figures on radio listenership we accept are BBM. To do anything else is to buy a pig in a poke.”

BBM is YOUR Service

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

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

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

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

CFRB 50,000 watts
1010 kc.

Representatives:

United States: Adam J. Young Jr., Incorporated
Canada: All-Canada Radio Facilities Limited