

CANADIAN BROADCASTER

AND TELESCREEN

Vol. 10, No. 3.

TORONTO, ONTARIO

February 7th, 1951

RADIO'S STRENGTH IS UNDERSOLD

"Discount-crazy" is Charge at BCAB Meet

By Bob Francis

Victoria, B.C.—Canadian radio as an advertising medium is only half as expensive, at most, as American in terms of doing a job of comparable circulation, and at best one-fifth as costly, Pat Freeman, CAB director of sales and research, told the annual meeting of the B.C. Association of Broadcasters.

"We have gone for years without measuring our own strength," Freeman said. "There have been many things we never knew about ourselves.

"We have never realized what a terrific medium our own industry is, and it's so inexpensive in Canada."

Freeman was making a presentation resulting from months of research, comparing readership of newspaper ads to listenership of radio time of the same cost.

His survey covered Canadian radio advertising costs as against U.S. costs, and analysis of listenership and readership ratings. The study also contrasted the circulations obtained by weekly and monthly publications against the daily circulation of all radio stations.

"By cost, or by circulation," he said, "our story is so good we cannot lose."

Using BBM and ABC as the basis for his figures, he said he leaned over backwards in his research to put other media in their best possible light.

Freeman began to prepare his material, he said, on the basis that "radio needs a new sales story." He decided what was needed was the story of daily circulation.

Taking newspaper circulations, and using the cost of a given amount of newspaper lineage, he compared the proved readership with the proved listenership of radio time costing the same amount, in the same region.

Whichever way you looked at it, Freeman concluded, radio time was a better buy for the sponsor.

Answering questions from rural station owners as to the value of his survey to them, Freeman called his conclusions "an industry presentation for national advertisers on your behalf."

"No other advertising message," he said, "competes for attention with the radio message while it's on the air. There is nothing to distract the listener, in the way

"TRAIL" WHOOPS 12th BIRTHDAY ON 600th PROGRAM



—Photo by Trifoli.

DURING THE TWELFTH BIRTHDAY celebration of the network quiz program "Treasure Trail," the show's producer, Mrs. Muriel Murray, prepares, in the above picture, to cut the first slice in the cake. She is flanked by others who help put the show on the air. They are, left to right: announcer Jack Dennett; interviewer Wally Crouter; emcee Jack Dawson; operator and studio engineer for the program since the first broadcast, Bill Baker; and Ross Patterson, assistant producer.

Toronto.—Last month *Treasure Trail* celebrated its twelfth birthday, chalked up its 600th consecutive broadcast, and received from its sponsor, Lambert Pharmaceutical Company's G. Russell Hogg, best wishes for many more to come. And while a spirited studio audience, one of the largest yet, looked on, a little old lady who had walked off with one of the first silver-dollar prizes on the inaugural broadcast correctly answered the question which entitled her to four more of the 250,000 bright coins handed out so far.

When *Treasure Trail* first went on the air, under the sponsorship of the Wm. Wrigley, Jr. Company, it went out from the studio audi-

torium of CFRB to a network of seven stations. Now, 12 years and only one sponsor later, the voices of *Trail's* Jack Dawson, Wally Crouter and Jack Dennett, respectively emcee, interviewer and announcer, go out from CFRB to 32 Dominion network and six French network stations. Mail from listeners quite often hits 100,000 letters per week.

The program was originated by the late Jack Murray, making him a pioneer of audience-participation radio. Originally the mike work on the show was handled by such radio veterans as Rai Purdy, Ramsay Lees and Alan Savage. Many have come and gone since, such as Todd Russell, Jack Fuller, Wes Mc-

Knight, Stu Kenney and Hugh Bartlett, but always the hand on the console controls has been the same, belonging to CFRB's chief studio engineer, Bill Baker.

Production and direction of the program for the past two years has been handled by Mrs. Muriel Murray, widow of the show's founder. During the airing of the birthday celebration she received gifts of flowers from roving women's radio commentator Kate Aitken and members of the program's staff.

In congratulating the program and its producer, CFRB president Harry Sedgwick commented: "600 consecutive broadcasts is an outstanding achievement in Canadian radio."

that a newspaper layout, even of the ad in question, let alone surrounding ads and news stories, can draw a reader's attention from the message."

On the subject of rates, he said, one way to stiffen tariffs would be to stop giving so many discounts.

"In the whole field of advertising, radio's base rates are the lowest for the job done," he said. "But we are discount crazy. If we stopped giving so many discounts, rates in effect would go up."

F. H. Elphicke, of CKWX, Vancouver, was re-elected president for a further year; Bill Rea, of CKNW, New Westminster, re-elected vice-president and M. P. Finnerty, M.L.A., of CKOK, Penitction, was re-elected director-at-large.

The convention closed with a cocktail party for Mrs. Mary Farr, new member of the CBC Board of Governors.

T. J. Allard, general manager of the CAB, told the convention it "might be time to review policy on free time." He suggested half

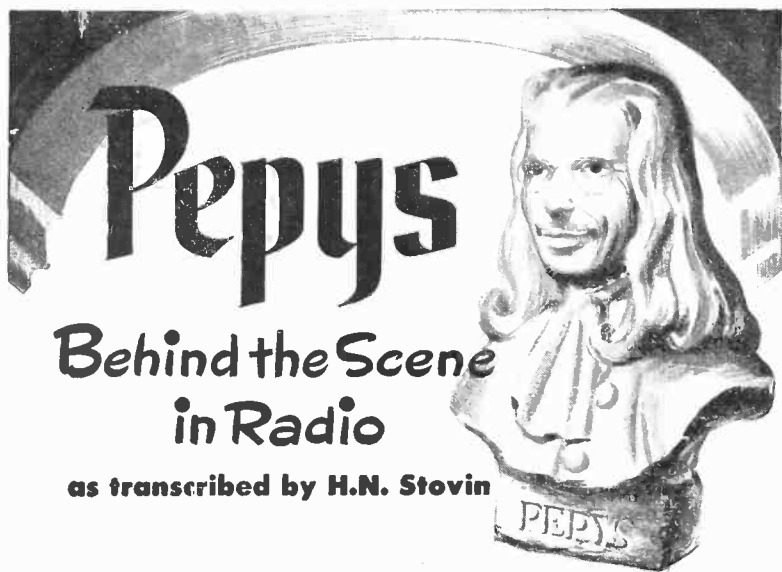
the ordinary card rate for benevolent organizations, even locally, might be suitable.

"But you should be certain the organization is charitable or benevolent, and not commercial."

There was also a brief discussion on the subject of free time for professional organizations.

Allard also suggested any remaining sustaining time should be used to build up the station and its staff, private enterprise generally, and the brand name system, which was the basis of advertising.

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



Pepys

Behind the Scene in Radio

as transcribed by H.N. Stovin

"This day comes news from The Advertising and Sales Club of Toronto that my friend, Walter Elliott, will speak before that body of estimable men on Tuesday next, being the 13th. Do learn, further, that his discourse reviews recent research done by his organization as to public attitudes toward advertising. This study is of more than passing merit, and was the subject of comment recently in these notes ● ● ● From CJEM, Edmundston, the good word that the mail pull on the final week of their program for Marven's was 1,941 letters—a goodly response indeed, and proof of a truly loyal audience. Fine mail response, too, to CFOR, Orillia's 'Mail Bag Program.' These smaller, but sales-conscious stations do indeed have something to offer to the national advertiser which is not fully yet appreciated or used—namely, the locally produced quarter hour program with proven local interest, which does often-times produce results beyond those of more elaborate packages ● ● ● From CJBQ, Belleville—whose manager does rubber-stamp his mail with a humorous though none too flattering caricature of his familiar features—the results of a new survey showing that this station has a loyal and consistent rural audience in Northumberland, Prince Edward and Hastings counties; the same being a rich market not adequately covered EXCEPT by CJBQ ● ● ● To end, as we began, with Walter Elliott, was interested by his account of one Ebenezer Elliott, an ancestor, beyond doubt, who did in 1831, an hundred and score years since, pen these lines:

"What is a Communist? One who hath yearnings
For equal division of unequal yearnings.
Idler or bungler, or both—he is willing
To fork out his copper and pocket your shilling."

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

PROMOTION

Share Public Service Info

Victoria, B.C.—The CAB Public Service Promotion Kit was described to the BCAB annual meeting by Bill Rea of CKNW, New Westminster, in his report to members on the CAB directors' meeting.

The difficulty of getting out this guide, Rea said, was in persuading stations to submit examples of their own activities in the public service field.

He felt there would be a worthwhile collection of examples if stations would send them in, such as the Victoria campaign by CKDA and CJVI in which the Red Feather appeal last fall was put over in a single day.

Details of such a project would be a valuable guide to other stations in similar tasks, he said. The whole compilation would go to every CAB station, and they could pick out useful background from others' experience to apply to particular problems in their own areas.

Rea also proposed that rate cards should carry a note to the effect that "political broadcasts are carried at the usual rates." This would show there was no discrimination in "gouging" politicians on private stations, as one speaker charged last fall.

He also suggested managers would do well to warn staffers specifically that no one except engineers should touch consoles or other equipment. He gave examples of non-technical men being killed by tampering with equipment which they did not understand. Even qualified technicians, he said, often became careless.

Stations To Use Sales Kit

Victoria, B.C. — A provincial sales presentation, prepared by the B.C. Association of Broadcasters for the use of all members in approaching potential sponsors, was demonstrated at the association's annual meeting here.

The 29-card presentation was demonstrated by association president F. H. Elphicke of CKWX, Vancouver, who pointed out that while much of it would be standard for all 17 B.C. stations, some cards would be replaced by special inserts at individual stations.

Elphicke suggested that each station in the province might keep the presentation for two weeks before shipping it on to the next owner requesting it. In this way all B.C. stations would have the use of it within less than a year.

The presentation was originally conceived as a sales tool with which to approach the provincial government. It is now proposed to make it available to stations to use in connection with their contacts with commercial sponsors.

The cards include such sales angles as: radio's geographical position in B.C.; the potential of listeners; do British Columbians listen to B.C. stations?; no delivery delay; radio is persuasive; radio is economical; such and such sponsors are finding radio successful; there are more radios than hot water taps in B.C.; people do listen to radio in their spare time; and, radio fills a basic human need.

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

CFCO again goes over the top

with 77,420 Radio Homes at a cost to the advertiser of 39 cents per thousand homes.

The Lowest Radio cost in the whole of South Western Ontario. BBM Study No. 4.

CFCO - 630 Kcs - Chatham

Leader in Quebec Area
in power and results.
Covers 230,700 radio homes.
Sell over

CHRC

5000 WATTS 800 KC.
Your best French Seller

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

•
U.S.A.
Adam J. Young, Jr., Inc.

"La voix du vieux Quebec"

CANADIAN BROADCASTER AND TELESREEN

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

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Winnipeg
Vancouver

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Vol. 10, No. 3.

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

February 7th, 1951

News Vs. Publicity

With most of Canadian radio about to descend on the citadel of Quebec for the annual meeting of the Canadian Association of Broadcasters, one thought seems worthy of planting ahead of time while something can be done about it.

One of radio's prime problems has been, is, and in all probability always will be, that of getting its story across to the public. It is the people who are on the receiving end of all radio's efforts, good, bad and indifferent. It is supposed to be on their behalf that radio legislation and regulations are enacted and imposed. Yet Mr. and Mrs. John Q seem to be perpetually in the dark, especially as regards private radio.

■ ■ ■

The private enterprise broadcasters have steadfastly refrained from telling their own story over their own facilities.

There are those who regret this failure to use a little dexterity in preparing programs for their own stations that would inform the listeners without appearing to be blowing their own trumpets. Others believe that, however astutely such material was prepared, it would be biased and consequently unconvincing, because it was presented by those who have the most to win or to lose. Whatever one's view on the subject, it cannot be gainsaid that the public is still painfully uninformed on the internal workings of their number one instrument of entertainment and information.

■ ■ ■

It is at CAB Conventions that private enterprise radio is afforded a golden opportunity of getting itself and its problems discussed in the daily press. Yet it is an opportunity of which it seldom takes the fullest possible advantage.

■ ■ ■

Obviously the most important matters up for discussion at such meetings are those which directly concern the business of broadcasting. The trade press gives ample and eager coverage to such activities.

But the daily press and the news services are always on hand as well, looking for stories of the proceedings which will interest the public. Yet the amount of mate-

RADIO A/B/S Marked



"Good God, I've forgotten the sponsor's name!"

rial which emanates from these functions which could, at the longest stretch of imagination, be deemed to be of general interest, is extremely small. And we cannot blame the papers for this.

■ ■ ■

Radio and its friends, who will be holding forth at this year's CAB Convention, will be doing the industry an immeasurable service if they will include a couple of paragraphs in their talks which will interestingly convey to the public something they would want to know about the radio picture. Speakers who deliver their harangues "off the cuff" can, with very little trouble, commit at least this much to paper, and make copies available to the press.

■ ■ ■

The daily newspapers do not cover radio conventions because they want to publicize their keenest competitor. They do so because they hope to gain information, in the form of news stories, to hand on to their readers on the one-time squawk in the ether which has developed into as important an industry as itself.

The problems of private enterprise radio, on the other hand, need all the airing (even in print) that they can get. And the CAB Convention is one place where such utterances meet with willing ears and open notebooks, not for publicity releases, but for news.

This Is Radio

At this moment it seems fitting to trot out the old cliché—"we can't see the forest for the trees."

Many of us—and this journal is by no means in the background—are wont to spend more time trying to carp about what is wrong than to extol what is right. This, we have decided, is off balance.

In our present mood of contrition, we have administered to ourselves a sound spanking, and would add, as a codicil—"hoping you're the same."

As evidence of the new leaf we have just finished turning over, we should like to announce that our next issue—the annual CAB Convention number—will be largely devoted to a feature we have named "This is Radio."

This will take the form of a symposium of factual stories—not an editorial or even an opinion in the whole shebang—displaying free enterprise radio as a force for good in its communities and also as an economic giant in the field of advertising.

■ ■ ■

We looked everywhere for the stories and items we wanted, to make this project worth while. At first we seemed doomed to disappointment. Stories—good stories, that is—are hard to come by. We couldn't pile more than twenty working hours into the day, and the broadcasters have limited themselves to eighteen!

Then we had an idea.

■ ■ ■

A quick run through the 24 issues of 1950 was the formula, and pretty soon we found enough potential material on our desks to fill six such issues. And now we're half way through the weeding-out process.

■ ■ ■

This business of seeing the forest for the trees may not be confined to the broadcasting fraternity after all. We wanted to make what the agencies boys call a "presentation" on private enterprise radio and there it was right in our own back numbers.

We hope you'll like it.

.... A CASE HISTORY OF STATION SHOWMANSHIP AND SPONSOR SALESMANSHIP

MGM RADIO ATTRACTIONS

Here are the stations who have purchased the MGM shows:

CFRB — TORONTO	CJCA — EDMONTON	CKCW — MONCTON
CKOC — HAMILTON	CJOC — LETHBRIDGE	CHAT — MEDICINE HAT
CKLB — OSHAWA	CKCK — REGINA	CKDM — DAUPHIN
CFRA — OTTAWA	CJGX — YORKTON	CFPA — PORT ARTHUR
CHLO — ST. THOMAS	CKY — WINNIPEG	CKSO — SUDBURY
CHSJ — ST. JOHN	CKX — BRANDON	CFNB — FREDERICTON
CJCH — HALIFAX	CJVI — VICTORIA	VOCM — ST. JOHN'S
CKWX — VANCOUVER	CKRM — REGINA	CFPL — LONDON
CKOK — PENTICTON	CKRC — WINNIPEG	CJAT — TRAIL
CJIB — VERNON	CFAR — FLIN FLON	CKSF — CORNWALL
CFAC — CALGARY	CJBQ — BELLEVILLE	CJRL — KENORA
CKNX — WINGHAM	CJCB — SYDNEY	CKBB — BARRIE

Here are the Sponsors who have used MGM shows to drive home their selling message:

Consumers Gas Company, Toronto
 United Gas and Fuel, Hamilton
 United Gas and Fuel, Oshawa
 Ottawa Motor Sales, Ottawa
 Fishers Motors, St. Thomas
 Emerson Wheaton Furniture Co., St. John
 Reliable Cleaners, Halifax
 Black Motors Limited, Vancouver
 Ucola Hotel, Penticton
 Mc & Mc (Vernon) Limited, Vernon
 T. H. Peacock Automotive Parts, Calgary
 Beaver Lumber, Edmonton
 Smith Motors, Lethbridge
 Art Riddell & Son Limited, Regina
 International Harvester, Yorkton
 Mitchell-Copp Jewellers, Winnipeg
 Manitoba Power Commission, Brandon
 Victoria Super Service Garage, Victoria
 Culley-Lawson Electric, Hamilton
 Williams Furniture House, St. Thomas
 Garvin Ice & Fuel Company, Vancouver
 Kraft Furrier, Calgary
 Christie-Grants Dept. Store, Regina
 Perth's Dry Cleaners, Winnipeg

W. B. Hardware, Flin Flon
 Lords Shoe Store, Edmonton
 Tuckett Tobacco Company, Toronto
 Alderson's Motor Sales, Hamilton
 James Text, Belleville
 Robt. Simpson Company, Moncton
 Robbin Drugs, St. John
 Darlings Pharmacy, Victoria
 Cinderella Style Shop, Medicine Hat
 Electric Shop Ltd., Calgary
 St. Louis Furniture, Lethbridge
 J. I. Case—Implements, Regina
 Smith Cement Works, Dauphin
 Dad's Cookies, Toronto
 Davidson's Fuels, Oshawa
 Cabeldr Motors, Ottawa
 Van Dusen Bros. Elect. Appl., Belleville
 Cochrane Dunlap Hardware, Sudbury
 Marshall-Wells Hardware, Port Arthur
 Bradley's Jewellers, Fredericton
 E. A. Bradley—Jewellers, St. John
 John Clouston Ltd., St. John's
 Davis Motors, Victoria

Moore's Furniture, Medicine Hat
 Kraft Furs, Calgary
 Reids China and Gift Shop, Edmonton
 Sturdie Propone, Lethbridge
 Waterman and Waterbury Mfg. Co., Regina
 Carnduff Motors, Yorkton
 Weston's Bread, Winnipeg
 Ostry's Store, Flin Flon
 N.B. Motors, North Battleford
 Klinis Furniture, Trail
 Hall Fuel Company, Ottawa
 Frenette Motors, Cornwall
 St. John Motors, St. John
 Western Furs Ltd., Regina
 Brookfield Creameries, Moncton
 Fred Deeley Limited, Vancouver
 Stocker's Security Storage, Victoria
 Fenner's Jewellery Store, Kenora
 James Fogg, Jeweller, Hamilton
 Vail's Cleaners, Ottawa
 Alberta Furniture, Calgary
 Can. Safeway Stores, Winnipeg

WHAT IS THE REACTION OF THE LISTENING AUDIENCE TO MGM SHOWS?

The MGM shows were created and transcribed to provide the broadcaster with built-in showmanship, i.e., the audience pulling power that wins more sales and increased goodwill for the sponsor, with higher ratings and greater prestige for the station.

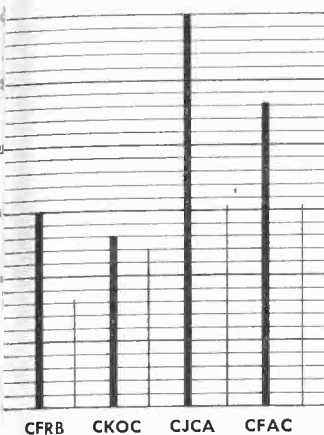
Perhaps the best yardstick to gauge the popularity and competitive pulling power of MGM shows is a study of the ELLIOTT-HAYNES Radio Ratings made during September, October, November, and December, 1950 and January, 1951. Here is a graphic presentation of the December ratings, covering the primary markets in Canada. To drive home our point, we show the MGM show rating, as compared with the highest rating for competitor programs.

These ratings give a clear cut example of MGM shows not only holding their own, but in most cases outrating the high budget, big network programs of both American and Canadian origin!

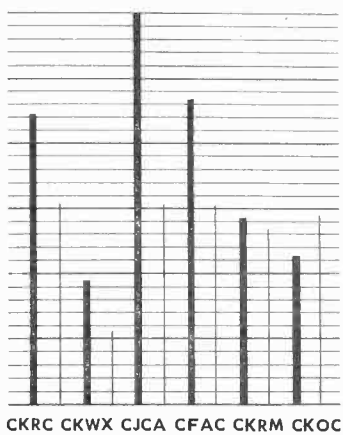


... "RATINGS TO COMPARE WITH THE BEST AND OUTRATE THE BEST!"

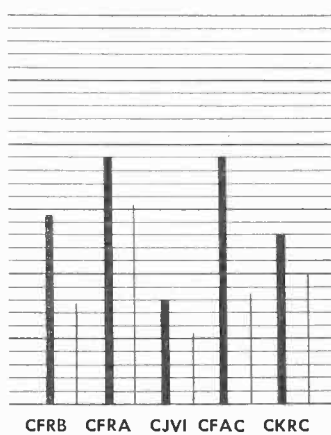
MGM THEATRE OF THE AIR



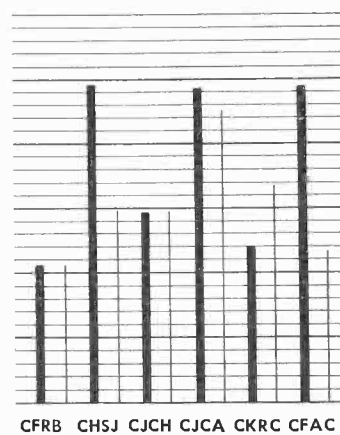
ADVENTURES OF MAISIE



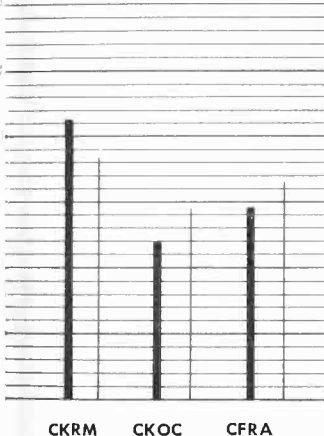
THE STORY OF DR. KILDARE



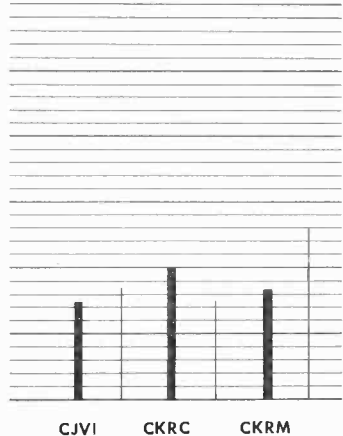
JUDGE HARDY'S FAMILY



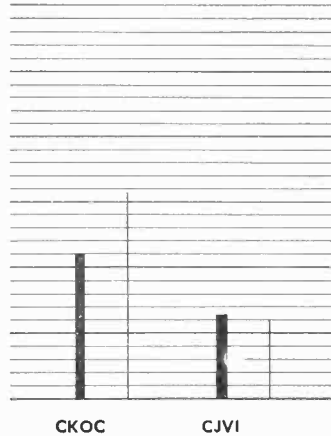
CRIME DOES NOT PAY



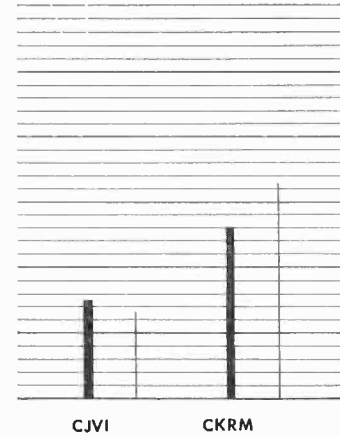
HOLLYWOOD, U.S.A.



GOOD NEWS FROM HOLLYWOOD



AT HOME WITH LIONEL BARRYMORE



AND NOW - MGM is increasing production 26 additional weeks for a grand total of 78 consecutive weeks.

MGM THEATRE OF THE AIR
with more one-hour shows now available

THE STORY OF DR. KILDARE
ADVENTURES OF MAISIE

with more half-hour shows now available

JUDGE HARDY'S FAMILY
CRIME DOES NOT PAY

AT HOME WITH LIONEL BARRYMORE
designed for three-a-week presentation

with more 15-minute shows now available

HOLLYWOOD, U.S.A. with PAULA STONE
designed for five-a-week presentation

Call the All-Canada Man at Selective Radio Headquarters

ALL-CANADA RADIO FACILITIES *Limited*

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL

A Community
RADIO SERVICE
FOR
96,000
MANITOBANS

announces

**THE APPOINTMENT
OF THESE SALES
REPRESENTATIVES:**

**BROADCAST
REPRESENTATIVES LTD.**

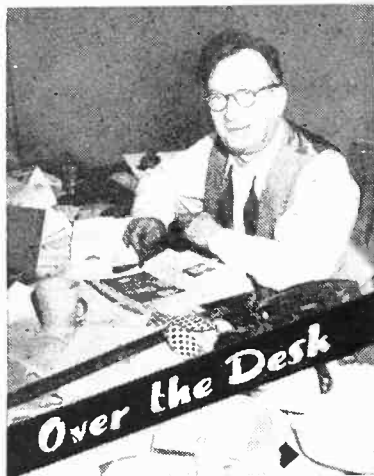
In Winnipeg

**RADIO
REPRESENTATIVES LTD.**

In Toronto & Montreal



Dauphin Broadcasting Co. Ltd.



Art Benson just came in to ask what he should do with the "Over the Desk" column head, as he has had an offer of four cents for it as scrap metal. It seems fitting, therefore, that I return with another of those cameos of prose, which have been running rather fitfully of late. However, every-

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

one's appendix seems to be either in or out at the present moment, and although "The Desk" is piled higher than usual, even with large quantities of "possibles" for the bumper CAB issue that is already shaping up, there seems both time and space for me. So here goes.

The finished version of the CAB agenda has not reached us yet. We have, however, received a pretty comprehensive provisional one.

It looks like an energetic kind of "do," filled with provocative topics which should be productive of a colorful convention.

The convention is under the general chairmanship of Bill Guild, CAB chairman of the board and the key word in the discussion panels is "earnings." The all-Montreal agenda committee, consisting of chairman Vic George (CFCF), Arthur Dupont (CJAD), Phil Lalonde (CKAC) and Wilf Dippie (Radio Reps), have apparently reached the conclusion that even the exponents of a high-minded art like radio must eat.

On the opening day the topic is "Earnings and Services," with a discussion on libraries, transcripts and news services under the chairmanship of F. H. "Tiny" Elphicke of CKWX, Vancouver. Tuesday morning, it's "Earnings and Audience," compered by Ralph Snelgrove of CKBB, Barrie. Wednesday afternoon it's "Operations and Earnings" with W. F. "Doc" Souch, Canadian Marconi Company, playing the role of surgeon.

There is quantity as well as quality in Vic George's "Information Please" panel which is doing a come-back after its successful effort in Niagara Falls last year, on the first (Monday) afternoon. Vic has gathered together a truly representative covey of Canadians and Americans from agencies, reps and sponsors, viz and to wit: Jack McGill (Tucketts), Bill Byles (Young & Rubicam), Guy Herbert (All-Canada), Ruth Jones (Benton & Bowles), Bob Campbell (J. Walter Thompson), Joe Weed (Weed & Co.), Carlton Hart (Procter & Gamble), and Wilf Dippie (Radio Reps).

Closed meetings have been confined to two Tuesday afternoon sessions. At 2.30 p.m. delegates will discuss association business and hear the annual report. At 4.15 the meeting, still in closed session, moves into a panel on Emergency Communications, chaired by Vic George, supported by George Chandler (CJOR, Vancouver), Bill Speers (CKRC, Winnipeg), Finlay MacDonald (CJCH, Halifax), Ken Soble (CHML, Hamilton), and General Worthington, civil defence co-ordinator.

The final day, Thursday, has been left clear to "clean up all unfinished business and other matters as required."

Luncheons have been arranged for Monday and Wednesday. On Monday the speaker will be Maurice Mitchell whose "Mitch's Pitch" stole the show at last year's CAB Convention. It was a two-hour harangue, and then he came back to do an encore.

Information received to date makes no mention of a noon event on Tuesday. On Wednesday, however, delegates and guests will either stay in their rooms or stand ready to face up with life's grim realities. The speaker (if you will pardon the expression) will be that unbiased philosopher, that Adonis of the Dial (thanks, Tom)—your humble servant. The title as it sits now—maintaining the "moola motif"—is "Broadcasters are People" or "Who Says You Can't Take It With You?" I'd let you in on the subject matter, but Tom Briggs and Art Benson haven't finished writing the script yet. I can tell you this, though. I was a wow in Amherst.

On the social side, the CN and CP telegraph companies are throwing their usual cocktail party on the first (Monday) evening. Canadian Marconi Company is turning it on in traditional style on the second evening. This function is followed by the annual dinner at which CAB president Malcolm Neill will preside. The



**JOS.
HARDY**
talks
ON QUEBEC MARKET No 2

"Good day to you from Jos. Hardy. I am in Quebec City today—Canada's fifth largest metropolis. Quebec City has made huge forward progress in the past 25 years. If it is not in fifth place in your 1951 advertising plans, please do let Jos. Hardy prove what can be done in this rich market. New banks, theatres, factories and homes are growing up apace—there is real money, real prosperity, here. Maybe you know historic, old Quebec City. I am selling modern, progressive, new Quebec City—a wealthy centre blanketed by French Speaking Radio Station CHRC. I am very fond of CHRC, because it does such a wonderful job for advertisers. For further details—Ask Jos. Hardy, please!"

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

REPRESENTING

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

THE VANCOUVER MARKET
Plus **the Lower Fraser Valley**

No matter how you look at it—Elliott-Haynes' monthly reports on Vancouver, reports on Share of Audience or Auto Radio listening, or our special Penn McLeod Report on Richmond Municipality—you can't help but come to the conclusion that CKNW is your best bet to reach the Vancouver Market. And CKNW gives you the plus value of 50%-or-over listening in the 200,000 plus homes in the lower Fraser Valley.

Ask NBS for the facts on

CKNW NEW WESTMINSTER
1000 WATTS 1320 KCS.

Represented by

NATIONAL BROADCAST SALES

TORONTO: serving you—Bob Leslie, Harry McLoy, Ernie Towndrow, Bill Tierney, Bill Mullett.

NEW ADDRESS—88 Richmond St. W., Suite 207-9.
AND PHONE—PL. 3718-9.

MONTREAL: 106 Medical Arts Building — FL. 2439.

speaker will be Dr. J. R. Petrie, research director of the Canadian Tax Foundation. There is a variety of awards to be presented as well as membership certificates in the new CAB Quarter Century Club. Entertainment, which is under the chairmanship of Jack Slatter, Radio Representatives Ltd., is to be announced.

Earl McCarron, production manager of CHSJ, Saint John, N.B., who believes his composition "When We Ride on the Merry-Go-Round" was the first Canadian tune to be used in an American movie (back in 1933), says that Canadian talent's failure to reach the level it should be attributable to "Canadian talent's unwillingness to support Canadian talent."

Earl's beef is that while the radio industry, through its BMI Canada Ltd., is untiring in its efforts to exploit Canadian composers of all kinds of music, the radio artists themselves — band leaders and singers in particular — consistently refrain from using Canadian music on their national programs.

McCarron, who works in collaboration with Raleigh Keith ("You Hold the Reins"), Whitey Hains ("The Wind and the Rain"), and Ralph Bolton and Johnny Mercer ("Merry-Go-Round"), says he has a catalogue of popular tunes comparable to anything performed on the Canadian air. He says he has contacted everyone from CBC production headquarters to many well-known leaders and singers, but unknown tunes never get a start because, as he feels, "the Happy Gang would prefer to play an established tune—even an inferior one."

Best news to reach these ears for a long time is the approach to recovery of Ramsay Lees, radio director of Ruthrauff & Ryan, who has been in the Hamilton San for nearly two years. Ramsay spent Christmas day with his family in Hamilton. He has been to his own home in Oakville once. He will emerge from the San at the end of February. Then, after a month in his own bed, he'll be back at his desk, bright and early on April Fools' Day!

First to arrive east of the Prairie invaders for the CAB Convention is Bob Buss of CHAT, Medicine Hat. So far our intercourse with him has been purely telephonic, but all good things must end.

ANDREW N. McLELLAN
Consultant

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

Television Broadcasting

4 Albert Street
Toronto
PLaza 6165

Nobody will deny that radio has considerably changed our mode of living. For example, the two Toronto evening papers are currently indulging in a bitter and highly amusing gimmick war beyond anything ever conceived by a rate-hunting broadcaster. The Telegram started it with a "Match the Twins Contest." The Star countered with one about "Famous Sayings." Next came the Telegram's "Ontario Landmarks," followed immediately with a revival of the twin gag. And now the Star has taken the stage with a "Know Ontario" contest. All of which is a good stimulant for competitive business to the point where it even has Art Benson reading the Telegram now. (His wife still likes the Star's funnies.)

And that cleans it off until next issue.

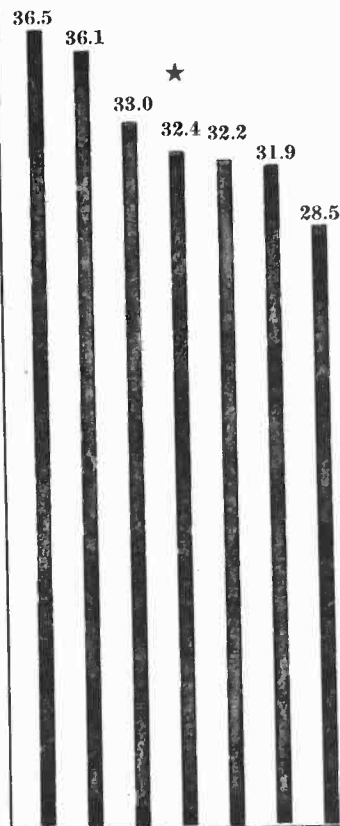
TWO-WAY GABFEST

Winnipeg.—City housewives are now able to hear their telephone conversations with announcer George McCloy on the air, thanks to a two-way telephone system installed by CJOB.

New wrinkle—a first for the Manitoba area—has been introduced on McCloy's *Ladies' Choice* show, broadcast each weekday morning. McCloy phones up several housewives, chats with them briefly, and then asks what selection they would like played. Listeners are able to hear both sides of the conversation.

McCloy's show has boomed in popularity, proving that women like to hear themselves talk.

What type program?



NEWS
SERIAL DRAMA
POPULAR MUSIC
COMPLETE DRAMA
WESTERN MUSIC
QUIZ SHOWS
CONCERT MUSIC

Any type program on CFNB, if it is a good program of its type, gets listeners gets results.

CFNB
FREDERICTON, N.B.

*Averages of ratings on all programs of each type surveyed in 1950.

**WIDE AWAKE — PROGRESSIVE
LIVE-WIRE — ENTERPRISING**

Still not enough synonyms to properly explain Kitchener-Waterloo's

SOLID PROSPERITY

INVESTIGATE

CKCR

CKCR-FM

"Smack in the middle of Ontario's Richest Market"

REPS:
WILLIAM WRIGHT, TORONTO - MONTREAL — ADAM J. YOUNG, U.S.A.

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.

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Montreal—1411 Stanley St. • Toronto—53 Yonge St.
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ADVERTISING

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HIGH-POWERED
STATION

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

TALENT TRAIL

By Tom Briggs

"Showtime" is a new series of weekly half-hours (Tuesdays, 10 p.m.) sustained by CFRB which makes a fair attempt at recalling to memory, even if only momentarily and with no lack of intended nostalgia, the tunes of the past generation. When one considers the glut of revivals on the various hit parades these days, it is amazing how many old tunes producer Wishart Campbell can dig out of the twenties that are still considered "oldies."

There is nothing new about the program's format. Every listener has a special seat in the "theatre"—front row, centre—and when the house lights are dimmed and the orchestra has finished the introduction, a male and female vocalist do two solos each and a couple of duets. Then it's over. It's as old as the songs.

But very ably holding down a big share of the show is a man with a good voice, William Blaine Williams. He has quality, depth, power and reveals a sense of familiarity with the music that is welcome. Nor is there a hint of any contempt for his material, a feeling which has marred the work of many good vocalists when handling such songs. Williams sounds as if he feels that young or old, highbrow or low, giving it the full treatment is what it deserves. And in doing so he scores. Last week he did it with pieces such as "Rose Marie" and "Until I Met You," and if you like this sort of thing Williams offers a pleasant way to take it.


At the same time the music seems to be his prime consideration while the meaning of the lyrics, if indeed there be any,

receives scant attention. So be it. If the notes can't tell the story then the piece should be forgotten. Others with less ability will throw themselves physically and mentally (and some even morally) into a pseudo-dramatic interpretation for the benefit of the few feeble-minded.

Williams can also be thanked for saving the often uncertain efforts of the show's feminine star, Yolanda di Paolo, especially in the duets. When the going seems tough, as in her high-register work and supplying melody to contrast with powerful Williams, she shines. In passages which are simple enough Miss di Paolo relaxes, listens to herself and wavers away.

Showtime's orchestra, conducted by Fred Rous, capably pours out notes for the whole 30 minutes, usually deciding to put all of its brilliance into a single brief number about midway through each program. Last week, for example, in a relatively ancient bit called "I Told Every Little Star" somebody displayed a bit of genius for arranging. The smallness of the orchestra was overcome by marked economy in the use of instruments which camouflaged the lack of depth and brought each of the instruments to the fore at effective points. The players followed through and provided, in addition to rhythm.

Unfortunately, some of the program's appeal is defaced by a silly thing—a sugar-dosed script which announcer Frank Grant is called upon to read. Several times throughout the show the listener is reminded that this half hour, designed "for your listening pleasure," presents two "brilliant" singers and an "all-star" orchestra. It might be an idea to let the listeners decide the proper adjectives.



Report TO THE BROADCASTING INDUSTRY
By Walter E. Elliott

3 Third in a series of frank talks about Elliott-Haynes and the broadcasting industry.

Random Selection of Respondents

EACH interviewer is allotted her own section of the local telephone directory and works progressively on residential telephone numbers from the top of column 1, page 1, to the bottom of the last column, on the last page.

After calling all residential numbers in her section of the telephone book, she repeats the procedure, starting again at the top of column 1, page 1.

In this manner, a group of interviewers working concurrently in different sections of the telephone book, assures complete random selection of respondents.

Next issue: "The Co-incidental Telephone Technique."



Elliott-Haynes Limited

[Continuous Radio Audience]
[Measurements Since 1940]

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UNiversity 1519


515 Broadview Ave.
TORONTO
GErard 1144

The Voice of the Eastern Townships

CHLT
(FRENCH) 900 Kc. 1000 Watts

CKTS
(ENGLISH) 1240 Kc. 250 Watts

SHERBROOKE, QUE.



SHERBROOKE, QUE.

Sherbrooke is not only an important city in itself, it is also the hub from which are reached, in every direction, dozens of supporting towns. Their products come into Sherbrooke, and consequently much of their trade comes to Sherbrooke too. It has become the buying centre for 200,000 people—75% of whom live in one of the richest agricultural, mining and manufacturing regions in Quebec Province. Tell your sales story in this important market—over CHLT and CKTS.

Representatives

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

Number 1 again in '51

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IT'S

CKOV-KELOWNA

THE VALLEY'S NUMBER 1 STATION



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ACTING

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** — WA. 5017. 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 — Engeneue, 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. (11)

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

TOBY ROBINS — Engeneue — ME. 4144. (D)

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

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

ANNOUNCING

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

MICHAEL FITZGERALD — Kingsdale 0616. (1M)

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)

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, 163½ Church St., Toronto 2, Ont.

EDUCATION

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

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

ENGINEERING

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

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

PHOTOGRAPHY

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

PROGRAMS

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

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

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.

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 and we will immediately return to you resharpened a fraction shorter than those supplied to us. This remarkable service has already been tried by leading broadcast stations and has proven to be highly successful. Net price each . . . \$2.50 — ALPHA ARACON CO. LTD. — 29 Adelaide St. W., Toronto.

RESTAURANTS

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

SINGING

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

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

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)

"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)

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

**A
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MARKET**

- ★ FARMING
- ★ FISHING
- ★ FURS
- ★ FORESTS

They fish here, too—over 7,758,000 pounds of fish caught in the 1949-50 season. Pockets jingle twelve months of the year in this market.

CKBI

5000 WATTS

PRINCE ALBERT

SASKATCHEWAN

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CANADA'S

FIRST

STATION



MONTREAL—ABC and DOMINION NETWORK AFFILIATE

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

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

**THE AGENCIES
Know the Score!**

See
1950 B.B.M.
the Fig-
ures for
CFCN
are proof
of value!

OVER 60%
... Yes, over 60% of radio placements made
by Calgary's three National Agencies
ARE ON CFCN
These on-the-spot agencies and national spon-
sors—home town firms—are aware of CFCN's
greater audience.



ASK THESE
ON-THE-SPOT
TIME BUYERS
They Know!

Calgary

"The Voice of the Prairies Ltd."

PANORAMA

Plan Easter Seal Show

Toronto.—Major Conn Smythe has cleared time for the annual Easter Seal program for the Ontario Society for Crippled Children to be held in the Maple Leaf Gardens, Sunday, March 18. There will be a pre-show presented by the variety artists from 2.30 to 3.30 p.m., and the broadcast, which is being made available to all Ontario radio stations, will be aired from 3.30 to 4.30.

It was first found that the Gardens would not be available for the broadcast on any Sunday due to the fact that Junior hockey playoffs are being held Sundays throughout March. It was felt by the radio committee that it would be better to make arrangements with some Toronto theatre than to move the program to a weekday.

However, Conn Smythe stepped in the breach and has changed one of the games to accommodate the show.

Sales of Easter Seals last year amounted to \$350,000, with much of the success of the campaign being credited to Ontario radio stations and the radio industry for producing and airing the hour-long broadcast.

During the meeting Foster Hewitt, president of Toronto's newest station, CKFH, was appointed chairman of the committee. He will take over this post from bandleader Mart Kenney. Other officers appointed were: Waldo Holden, sales manager of CFRB, as first vice-president; and Cy Mack, free-lance radio artist, as second vice-president.

ROSY PASSES

Toronto.—Maurice Rosenfeld, radio director of MacLaren Advertising Co. Ltd., died Monday, February 5.

Known and loved in radio circles as "Rosy," he had been ailing for the past two years. He was 47 and is survived by his wife, Janice and two children, Peter and Nancy.

WANTED

Radio Announcer — good working conditions, good salary, 1000 watt station in large Northern Ontario city. Must be ready to start immediately.

Box A-74

Canadian Broadcaster & Telescreen

163½ Church St. Toronto



'TAIN'T JET PROPULSION

Stories of radio-active dust in and around Ottawa indicate that the Massey Commission may be ready to break with its report in the near future.

• • •

INVASIONITIS

Associated's Maurice Mitchell gave us the one about the U.S. station manager whose plans, in the event of a raid, are for all hands to proceed to the sales department, the only spot in the building where there is absolutely no radio-activity.

• • •

NONE SO DEAF

Small tan dog lost, Knob Hill district, Tuesday. Deaf. Answers to "Buddy" . . . —Calgary Albertan.

• • •

THAT HAT

"Radio people have more fun than anybody . . . except horses . . . and they can sleep standing up. —Bob Buss (CHAT).

• • •

DEAR WALTER DALES:

Aw shucks! —R. G. L.

• • •

FOR SALE

A limited number of sparkling witticisms, only slightly used. Ideal for speakers at the forthcoming CAB Convention.

• • •

WE'D LIKE TO MEET

The pious account executive whose secretary thought the word "succor" contained in a Biblical text on his office wall referred to one of his long list of satisfied clients.

• • •

OUCH DEPT.

Then there's the program director who didn't like Chopin because crowds bother him.

• • •

CALLING BOB BUSS

Stay west, old man, stay west.

CANADIAN TELESCREEN

RCA TO APPEAL COLOR VERDICT

New York.—RCA and a whole string of other companies, dissatisfied with the decisions of both the Federal Communications Commission and Chicago District Court on the color television question have been granted permission to appeal to this country's highest tribunal, the U.S. Supreme Court.

Early last month the lower court upheld the FCC's decision to adopt CBS standards for color television. Backed by intervenors such as Emerson Radio & Phonograph Corporation, Pilot Radio Corporation, The Radio Craftsmen Inc., Wells-Gardner & Company Sightmaster Corporation, AF of L's Local 1031 of the International Brotherhood of Electric Workers, and the Television Installation Service Association, RCA is apparently going to carry the fight right to the top.

RCA contends that the District Court erred in its decision, and will base its appeal on the claim that the adoption of incompatible color television is "contrary to the statutory standard of public interest" and an "unreasonable suppression of competition and

beyond the Commission's jurisdiction."

Plans for a merger of the nation's two television broadcasters' associations seemed a little more concrete, following a conference in Chicago late last month. But reports pointed out a number of problems which would have to be solved before the wedding takes place.

At the moment many of the country's TV stations, operating independently of AM stations, are represented by the Television Broadcasters Association, headed by Paramount Television Corporation's Paul Raibourn, who was one of the speakers at the Canadian TV Clinic in Toronto last December. Among its members are three networks: CBS, ABC and DuMont. Other TV stations, most of them with AM affiliates, belong to the National Association of Broadcasters TV section.

Directors and members of both the associations have for some time advocated a single organization to represent TV stations in matters pertaining to legislation, unions and music rights. It would also be useful in setting up TV research, some point out.

But TBA is holding out for autonomy for any new organization, except in matters of general policy, fearing the same fate the FM association met at the hands of NAB; that is, being swallowed and forgotten. TBA also feels that network participation in a TV group is essential, but its three web members at the moment are having nothing to do with NAB and a reconciliation will have to be worked out before any merger is finalized. Another contentious point is where to locate headquarters for the association. With its large organization in Washington, NAB heads feel that is the logical place to quarter the group's executives. TBA, on the other hand, likes

New York, capital of the TV industry.

The only thing certain to date is that, as a result of the Chicago conference, a new committee has been formed to report to NAB during the Florida meeting in the near future, and that if plans can be worked out there will be an opening for a paid president close to the \$35,000 a year bracket.

Former Canadian comic Alan Young is considered the best television actor in America by the Academy of Television Arts and Sciences, at least during the past year. Young came in for two awards given out by the Academy during its third annual awards dinner in Hollywood last month. The second one came his way as top man on the *Alan Young Show*, voted the best TV variety program of the year.

NBC will start telecasts from the new co-op tower on the Empire State Building, March 1. Others to follow in the next few months include WCBS-TV, WABD-DuMont, WJZ-TV and WATV, and two FM stations.

Canada Week On US TV

New York. — Last week was "Canada Week" on television in this metropolis, as WOR-TV, with the co-operation of Canadian National Railways, launched a series of filmed telecasts designed to give New Yorkers a better understanding of the scenic loveliness and vacation possibilities of their neighboring country to the north.

Films on Canada were shown each day by this key station of the Mutual network, highlighted by a showing of the 40-minute "This Is Canada" film, considered by critics as "the most complete picture ever made of Canada," last Sunday.

A total of 10 programs were carried by the station, all consisting of films taken by the CNR in various parts of Canada.

New Hope For Small TV

Clifton, New Jersey. — A new system of television broadcasting, which may be the answer to lowering the costs of smaller-market operations, was announced late last month by Dr. Allen B. DuMont.

DuMont, who is head of the DuMont Laboratories here and the DuMont TV network, revealed some of the results which had come from experiments using light beams to transmit TV programs. DuMont said that light beam transmitters have been developed in the laboratory with a range of about a quarter mile, adding that he hopes the range can be increased to about 10 miles.

The cost of such transmitters, DuMont said, would be about one-tenth that of conventional types, while the cost of producing receivers is only about one-third.

He reasoned that this system of television transmission would have two main advantages. It could be used for relaying telecasts of events, such as sports, to a conventional TV station, and would serve the needs of small communities lacking the financial support normally required for television.



OR THESE ARTISTS

- ARLOW, Herb
- BOND, Roxana
- DAVIES, Joy
- DENNIS, Laddie
- ELWOOD, Johnny
- EWING, Diane
- JOUDRY, Patricia
- LOCKERBIE, Beth
- LYONS, John
- MacBAIN, Margaret
- MATHER, Jack
- MILSOM, Howard
- MORTSON, Verla
- NELSON, Dick
- NESBITT, Barry
- O'HEARN, Mona
- RAPKIN, Maurice
- RUSSELL, Lee
- RUTTAN, Meg
- SCOTT, Sandra
- WOOD, Barry

Day and Night Service at Radio Artists Telephone Exchange

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



"PLEASE listen to me — I'm TOP DOG on the Coast!"



FOR DISCS, TAPE & T.V.

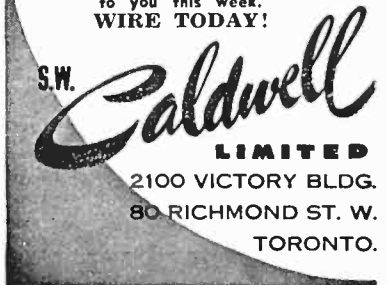
on transcription — HI - HO, EVERYBODY! GIVE YOUR SALESMEN A NEW SHOW TO SELL

- BLOCK SPONSORSHIP
- SPOT PARTICIPATING

THE RUDY VALLEE SHOW

- 1—
- 3—Half hours per week.
- 5—

(No Minimum Sale) See our news release mailed to you this week. WIRE TODAY!



BLIND MAN'S BUFF



GEORGE S. BERTRAM, advertising manager of Swift Canadian Company Limited and Past President of the Association of Canadian Advertisers, is responsible not only for placing a considerable volume of radio advertising but also for interpreting coverage to Swift's Dominion Wide Organization.

George Bertram gives his reasons for depending on BBM figures

“**M**ODERN advertisers rely on facts — proven facts gathered and checked by statistically sound methods.

The BBM — an impartial body controlled by the buyers — supplies these essential figures to radio time buyers.

In our company the only figures on radio listenership we accept are BBM. To do anything else is to play Blind Man's Buff.”

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