

# CANADIAN BROADCASTER

## AND TELESCREEN

Vol. 10, No. 4.

TORONTO, ONTARIO

February 21st, 1951

### AGENCIES AND SPONSORS TO JOIN BROADCASTERS IN FOUR-DAY MEET

The following is the agenda for the Canadian Association of Broadcasters' twenty-sixth Annual Meeting at the Chateau Frontenac, Quebec City, Monday, February 26 to Thursday, March 1.

Following the address of welcome by W. M. Guild, chairman of the Board, and the appointment of Convention Committees, at 9.30 a.m., Monday, the Convention will move into its first panel discussion, "Earnings and Services."

This session, under the chairmanship of F. H. Elphicke (CKWX, Vancouver), meets at 10 a.m. to discuss matters pertaining to libraries, transcriptions and news services. The panel will consist of Stuart MacKay, All-Canada Radio Facilities Ltd.; Spence Caldwell, S. W. Caldwell, Ltd.; Alex Sherwood, Standard Radio; Al Sambrook, RCA-The-saurus; Maurice Mitchell, Associated Program Services; C. O. Langlois, Sr., Lang-Worth Feature Programs Inc.; Charlie Edwards, Press News Ltd.; Phil Curran, British United Press; Bert Lown, Associated Program Services.

At 12.15 the same day, there will be a luncheon at which the guest speaker will be Maurice "Mitch" Mitchell, vice-president and general manager of Associated Program Services.

The afternoon session will consist of Panel No. 2, chaired by Vic George, CFCF, Montreal, titled "Information Please."

This panel will consist of Jack McGill, Tuckett's; Bill Byles, Young & Rubicam; Guy Herbert, All-Canada; Ruth Jones, Benton & Bowles; Bob Campbell, J. Walter Thompson Co.; Joe Weed, Weed & Co.; C. W. Hart, Procter & Gamble; Wilf Dippie, Radio Representatives Ltd.

The Monday events end with a cocktail party for delegates and guests at which the Canadian Pacific and Canadian National Telegraph Companies will be joint hosts.

On Tuesday, the Convention gathers at 10 a.m. for Panel No. 3, "Earnings and Audience."

This time Ralph Snelgrove, CKBB, Barrie, takes the chair, and his panel consists of Walter Elliott, Elliott-Haynes; Penn McLeod, Penn McLeod & Associates; W. H. Poole, Young & Rubicam; Al Grady, Canadian Institute of Public Opinion; Lew Phenner,



**JIM ALLARD**  
CAB General Manager

Bureau of Broadcast Measurement; Pat Freeman, CAB.

There is no luncheon meeting scheduled for this day, and the afternoon meetings will be open



**VIC GEORGE**  
Heads Agenda Committee

to CAB members and associate members only.

At the 2.30 p.m. session, the meeting will discuss Association business and the annual report.

### MUST HAVE STEEL TO GET LICENSE

Ottawa.—Canada does not look as though it is going to have any more stations — when present stocks of steel are exhausted, except where it is practical to erect wooden towers. This is based on information that the Federal Department of Transport is telling those seeking licenses for new stations that their applications cannot be considered unless they have steel available. This is a result of the current steel shortage resulting from defence requirements.

Holders of licenses for existing stations have also been told that if they plan any expansions they must also show that they have steel available.

The use of wooden instead of steel antennae is apparently practical for AM transmitters which are omni-directional. There has been no experience in using wooden towers for TV.

Contacted in Montreal, Dr. Augustin Frigon, CBC general manager, had this to say regarding the effect of the freeze upon the CBC's AM and TV future plans: "We have some time ago taken steps to protect ourselves with regard to steel for TV. We have no AM projects at present which will be affected by restrictions on steel."

### Fire Barely Stops Broadcasts

Moncton, N.B.—The Knights of Pythias Building, which houses station CKCW, had a fire last week, with damage reported at several thousand dollars, which was confined to the furnace room in the basement and a section of Success Business College on the first floor. Except for burned-out circuits, CKCW suffered no loss except smoke damage.

Control room operator Reg Stockhall first noticed a loss of gain on the program line and a few seconds later, it failed completely. An emergency service program was immediately put on the air from the transmitter.

Fred Lynds, CKCW manager, ordered everyone out. While the fire department worked to get the fire, which was traced to faulty wiring, under control, Jim White and Ross Rowlands, respectively chief engineer and program director, went back through the smoke to get out broadcast equipment. Then announcer Mike Stephens and Reg Stockhall took equipment to the transmitter, five miles away, to set up an emergency studio. This proved unnecessary, however, when Ned Conlon announced the resumption of the regular schedule one hour after the break, while firemen were still pouring water into the basement.

### WILL PRESENT PLAQUE IN MEMORY OF JOHN J. GILLEN JUNIOR

At 4.15 p.m., the meeting, still in closed session, will conduct Panel 4—"Civil Defence and Disaster Organization." Vic George is in the chair, and his panel consists of George Chandler, CJOR, Vancouver; Bill Speers, CKRC, Winnipeg; Finlay MacDonald, CJCH, Halifax; Ken Soble, CHML, Hamilton.

The Canadian Marconi Company will entertain at a cocktail party at 5.30 p.m. At 8.00 p.m., the annual dinner takes place. This function will be under the chairmanship of CAB president Malcolm Neill, CFNB, Fredericton. The speaker will be Dr. J. R. Petrie, Director of Research, the Canadian Tax Foundation.

Other features of the annual dinner will be the presentation of the John J. Gillin Junior Memorial Award; memberships in the CAB's Quarter Century Club; and presentations of the Canadian General Electric Trophy and other awards. There will also be entertainment.

Ralph Snelgrove comes to the fore again at the Wednesday morning (10 a.m.) session to conduct a special Small Markets Seminar, to consist of a discussion of administration and sales on small market stations.

At 11 a.m., the schedule calls for the seventh annual meeting of the Bureau of Broadcast Measurement.

The Wednesday luncheon is to be addressed by the publisher of this paper, Dick Lewis.

Wednesday afternoon, W. F. "Doc" Souch, of the Canadian Marconi Company, will preside over Panel No. 5, "Operations and Earnings." He will be assisted by H. S. "Johnny" Walker, RCA Victor Co. Ltd.; Finlay MacDonald, CJCH, Halifax; George Chandler, CJOR, Vancouver.

Thursday, March 1, the Convention meets in closed session under the chairmanship of Bill Guild to discuss Association business.

Board of Directors' meetings are scheduled for Sunday, February 25, at 3.00 p.m.; Wednesday, February 28, at 8.30 p.m.; and Thursday, March 1, at 1.00 p.m.

The Convention Agenda Committee consists of Vic George, chairman; Arthur Dupont, Phil Lalonde and Wilf Dippie.

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



**ALL-CANADA** means  
**SALESMANSHIP** and **SHOWMANSHIP**  
 A Profitable Partnership



HUMPHREY  
**BOGART**



LAUREN  
**BACALL**

together in

# "BOLD VENTURE"

**SHOWMANSHIP . . . . .**

The greatest stars ever teamed in a half-hour radio show—Bogart and Bacall—supported by an all-star cast. Brilliant scripts—thrilling direction with music under the direction of David Rose. Produced and packaged by the famous house of hits, F. W. Ziv Company.

**SALESMANSHIP . . . . .**

Now playing from coast to coast over 39 stations to showcase the famous "Players Please" selling message. Again the Imperial Tobacco Company have **SELECTED** their vehicle—**SELECTED** their markets—**SELECTED** their stations—the All-Canada way to **BIGGER** Audiences and **GREATER** selling impact!



Packaged Programs can sell for you, too . . . Spearhead your 1951 advertising with a *packaged* program and *selective* radio. See your **ALL-CANADA MAN** TODAY!

## ALL-CANADA RADIO FACILITIES *Limited*

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL

# STATIONS

## Hewitt Station Launched

Toronto, February 21, 1951. — Radio station CKFH, Toronto, headed by ace sportscaster Foster Hewitt, is to take to the air today on a 24-hour schedule aiming to reach and please the Toronto radio audience.

Features of the station will be news on the hour, an analysis of the news nightly at 7 and a 9.05 to 10.30 sports actuality every night, with the possible exception of Saturdays, to be called *The Main Event*.

Calling his program scheme *Theatre Productions*, Howard Caine, station manager, says the day will be blocked off into two to three-hour segments, each a produced show under one emcee.

The day opens with *Curtain Raiser*, which runs from 7 to 9 a.m., followed by *Morning Spin*, from 9-12 and *Luncheon Intermission*, 12 to 1. The rest of the day will be given over to *Matinee Performance*, *Variety Stage*, *Supper Club*, a sponsored musical disc show from 8 to 9, *The Main Event*, *Newscast*, *In the Dressingroom* (sports), *Encores*, *The Nightclub* and the all-night *Dick Nelson Show*. Newscasts are from each hour to five minutes after.

• • •

Key men are Foster Hewitt, president; Howard Caine, station manager; Len Smith, commercial manager; Bill McGregor, chief engineer; Billie Hewitt, sports and special events director.

Engaged as announcers are: Bob Pugh and Mike Hopkins, newscasters; Al Davidson, Art Hives, Dan Bethall, Stan Edwards and, for the all-night show, Dick Nelson.

Len Smith's sales staff is comprised of Keith Davey, Pat Clarke and Frank Sommerville. The librarian is Ken Halpin. Continuity is in the hands of Dick Hawkins. The office staff: (Mrs.) Reforde Clarke, traffic; Sheila MacKay, accounting; Sheila McDonald, receptionist.

• • •

On the technical side, Bill McGregor has engaged Gerald Wilson, as chief operator, to be assisted by Jack Underhill, Bob Volun and Bev Edwards. The transmitter, located on Toronto's Island, will eventually be operated from master control in the studios by an RCA Remote Supervisory Unit. Equipment is RCA throughout, including a 250 watt transmitter, operating on 1400 kcs., and all studio equipment except two Micro turn-tables. News service is Press News and the library is Thesaurus.

## EVERYONE WORKS — INCLUDING FATHER



EVERYONE HAD TO TAKE A HAND to make the deadline of February 21 for the opening of Toronto's new station CKFH. At left, and from the left, we have Bill McGregor, chief engineer; Howard Caine, station manager; Billie Hewitt, sports and special events director; Foster Hewitt, president; Len Smith, commercial manager. In the left-hand shot, young Billie Hewitt holds the ladder while Pop slashes a spot of paint where it will do the most good.

# CHUB

NANAIMO, B.C.

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

In the Spring

1000 watts

1480 kcs.

NATIONAL BROADCAST SALES

Toronto, Montreal

JOHN N. HUNT AND ASSOC.,  
Vancouver

DONALD COOKE, INC.  
New York

# More radios are consistently tuned to CKRC than to any other Manitoba station

BBM, 1950 (6-7 TIMES WEEKLY)

FINAL FIGURES

Daytime	Station	Nighttime
126,300	CKRC ( 5,000 watts)	97,140
113,840	Station #2 (50,000 watts)	84,580
72,450	Station #3 ( 250 watts)	46,770

CHECK FOR AVAILABILITIES ON

# CKRC

WINNIPEG

630 KILOCYCLES — 5000 WATTS

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

# HUMOR

## I Give You The CAB

By J. Ross MacRae

In the long years of deep and thoughtful reading I have done, never have I come across a notice of a convention being held by the Canadian Association of Incinerator Operators.

Which accounts for the fact that I know so many happy wives of Incinerator Operators. To be completely truthful, the happy homelife of the Incinerator Operator has baffled the most erudite of people who go around making surveys on human behavior.

It is in the homes of men who do attend conventions that the sounds of strife and fury are most apt to be heard. For it is an unwritten law that whether you are an Elk, Moose, Lumberman, Brewmaster or Broadcaster, the annual convention is strictly of no interest to your wife.

Not only that, but you're so

damn busy every minute you're away, that you couldn't afford the time to show the little woman the good time to which she is not accustomed anyway.

"Henry," she is wont to say, "I've managed to put away a little money from the housekeeping fund. We could afford to take me along."

"How many times have I told you it isn't the money," says Henry, shaking his head, which is something he would be afraid to do after the convention has been under way for a while. Let's say 15 or 20 minutes.

A convention is about equally divided between general meetings, committee meetings, and the election of new officers. These new officers have exactly one year, plus the advice of re-elected officers, in which to keep any current problems alive, so that there'll be something to talk about the next year. In this way, a careful selection of skilled officers can keep the annual convention going practically in perpetuity.

Which means that in the homes of men who attend conventions, there will come that time of the year when Henry arrives home one night and says, "Well, Brunhilde, the convention dates have been set. I'll be away for a week in February."

And the whole cycle starts all over.

It is a nerve-racking time in the household. You have to have all your shirts laundered and the buttons sewn on. Your socks must be sorted, dipped in Lux, stretched on stretchers, mended and rolled. Your suits have to be sent to the cleaners, and you buy an extra pair of shoes and a couple of new ties. Then, you pack.

There is sometimes a bit of a problem packing. It involves space in the suitcase. The question is: what shall you leave OUT of the suitcase, if you're going to get the firewater IN. Most seasoned conventioners are inclined to leave at home either (a) extra shoes, or (b) three pairs of rolled socks. Both (a) and (b) take up

approximately 26 ounces.

Of course, if you have a long distance to go to attend the convention, you also dispense with (c) your flannel slacks, and (d) anything else you want to provide the required space.

If your firm can possibly afford it, take a compartment on the train. Trains at this time of year are notoriously behind times, and you may arrive at the convention a couple of days late, thereby missing a lot of the dull stuff you weren't looking forward to anyway.

Registering at the convention is great sport. You run into so many people whom you haven't seen since the last year. At that time, when you met, you had clasped arms around each other and shouted, "You! Why you old basket! Come on in! You know all the boys!"

And the old basket didn't know one of them. None of them knew the old basket. So he weaved out of the room again. And that is basket-weaving at its best.

Anyhow, he's the first person you meet. So you shake hands. You register. You get a ribbon to tie on your lapel so you look like the prize Hereford Bull at the Canadian National Exhibition. Then you wander through the hotel looking for the meeting. If you're lucky, you may not find it for some time.

There is a simple way to locate the meeting room. You simply sniff. Generally someone at the convention smokes. As a matter of fact, almost everyone smokes.

It is a little known fact that the Tuckett Tobacco Company not only invented the cigarette, but was also responsible for Bizet writing Carmen, and the introduction of the Annual Convention.

At any rate, when you see a door with smoke pouring out from under it, enter and find a chair. Somewhere in the gloom ahead, someone will be making a speech. Listen carefully, for it may be that this speaker will say something you have never heard before.

Always remember your personnel when you're attending a convention. They sit back in Mudville year in and year out, and expect you to come back with a few new stories.

One radio station manager came back one year, without a new story, and he was a dead duck. With the advent of television, it looks like radio stations are going to be dead ducks themselves.

And if you can't get a television license, don't come hollering to me about it. I haven't got one. And even if I did, I don't know what good it would be as my décolletage is about as interesting as a low rating. In fact, I'd be a bust in T.V.

And if I weren't such a coward, I would go to the convention in Quebec. But I keep remembering that Robert Benchley said the only sure cure for a hangover is death. So this is one person who won't be there to meet you this year.

Which is probably lucky for both of us.

# CKVL

## STARTS 1951 WITH A BANG!

...and 14 of the top 20 French programmes in GREATER MONTREAL

With an Elliott-Haynes-averaged 39.5% of the GREATER MONTREAL French audience, and 28 of the 36 twenty-rating-or-better features, CKVL increases its lead in 1951 with these 14 of the top 20 programmes.

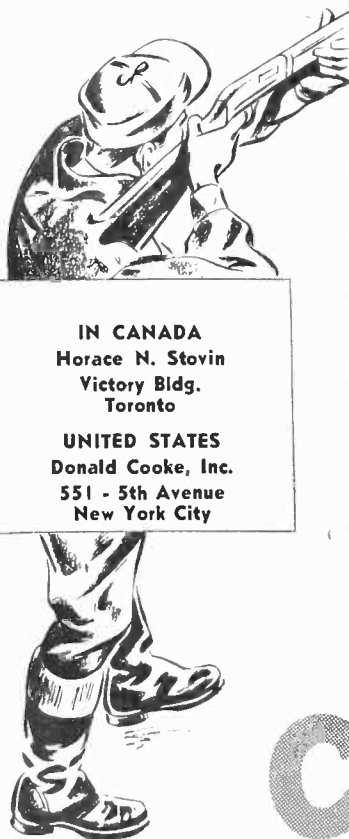
- \*1st ..... 31.0 Rating 8.30 p.m. Thursdays
- 3rd ..... 30.6 Rating 8.00 p.m. Mondays
- \*4th ..... 30.0 Rating 8.30 p.m. Fridays
- 6th ..... 28.7 Rating 9.00 p.m. Mondays
- \*7th ..... 28.6 Rating 9.00 p.m. Fridays
- \*9th ..... 26.9 Rating 8.00 p.m. Thursdays
- 11th ..... 25.9 Rating 9.00 p.m. Tuesdays
- 12th ..... 25.5 Rating 9.00 p.m. Thursdays
- 13th ..... 25.5 Rating 8.55 p.m. 5 days
- 14th ..... 25.4 Rating 8.30 p.m. Wednesdays
- 15th ..... 24.7 Rating 8.00 p.m. Tuesdays
- \*17th ..... 24.2 Rating 9.00 p.m. Wednesdays
- \*18th ..... 24.1 Rating 9.30 p.m. Mondays
- \*20th ..... 23.4 Rating 8.00 p.m. Fridays

\*Some of these features are available for sponsorship.

Phone, write or wire for availabilities TODAY on the favourite Radio Station of all GREATER MONTREAL . . .

# CKVL Verdun

## 980 KC... 24 hours every day



IN CANADA  
Horace N. Stovin  
Victory Bldg.  
Toronto

UNITED STATES  
Donald Cooke, Inc.  
551 - 5th Avenue  
New York City

# CANADIAN BROADCASTER AND TELESCREEN

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February 21st, 1951

## This Is Radio

This CAB Convention issue is devoted to the success story of private radio, both as a voice in its communities and as a sales weapon.

Most of its content is comprised of reprints of stories of radio at work, which appeared in this paper during 1950. A few newer ones have been added to bring it up to date.

It is our hope that our readers will be as impressed as we are with the fine positive picture private radio can present when its sagas of success are placed side by side, and we hope also that it will be possible to make such a presentation an annual event.

Besides thanking those stations whose contributions over the past year have made this issue possible, we would like to point out to those others, who are conspicuous by their absence, that their material is always most welcome in these columns, provided it contains true reader interest. For those who have, in the past, been in doubt about the kind of material we need, here is a partial indication of what can be done. To which may we add a perhaps somewhat pointed reminder that radio's prime problem is not and never has been one of rendering service to its listeners and its sponsors, but far more one of sharing and passing along its successes by means of factual publicity. This cannot be accomplished by sudden spurts for special events. It has to be a continuing and year-round effort.

■ ■ ■

A review of the content of this issue will reveal that there is one common denominator to every story. And that is that each is a plain statement of fact, with sources quoted wherever claims are made; that they are unembellished with the epithets and superlatives that tend to make some alleged "news releases" read more like paid advertisements; and that they are completely devoid of opinion.

This, we believe, is the formula for preparing a commercial news release. If a straight and unadorned recital of the facts does not make interesting reading, then the choice of subject must be wrong.

■ ■ ■

Experience shows that it is at times of national and international emergency that there is a strong tendency towards nationalization. Elliott-Haynes Public Attitude Surveys, conducted semi-annually through the war years and since, shows a swing to government ownership of all industry during the war, which came sharply back as soon as hostilities ended.

In June, 1944, 39% of the Canadian



public favored nationalization of all industries. The first post-war survey, taken in December, 1945, showed 34.5% in favor of nationalization. In February, 1947, the index was 27.8%. In December, 1949, it was 23.9%. And in the last (December, 1950) poll, it had shrunk to 20.8%.

Now we are standing on the brink of war again, and it is reasonable to assume that as government moves into our economic lives, the same trend will recur! Presumably it will revert in favor of a free-enterprise economy when the trouble is over. But, in the meantime, legislation could easily be introduced which might do irremediable harm to the cause of the business system.

■ ■ ■

Getting the enterprise story into the news, both positively and palatably from a public standpoint, is business' prime need today, in order to keep public awareness alive to the advantages it derives from the tried and proven enterprise system.

■ ■ ■

## Toronto's Sixth

There is an interesting point about the birth of Toronto's sixth radio station, CKFH, and that is that its chief, Foster Hewitt, had his beginnings in radio on Toronto's first station, CFCA, way back in the twenties. Since then, he has, of course, earned himself the title of the best-known voice not only in radio but in Canada, as broadcaster of the NHL Hockey games.

It is significant that in this new venture, Foster is leaning heavily for program material on the subject he knows best, sport, and the fact that there will be a 90-minute actuality broadcast of a sports event each

evening will be welcome news to devotees of the ball and puck.

One point which should be of especial interest to advertisers is the fact that while everyone is not frantically interested in sport, CKFH is bound to attract an audience to its sporting programs that will learn to regard CKFH as its own station, and will offer an intensity of listening loyalty which may prove more valuable, sales-wise, than astronomic ratings.

This journal would like to add to the volume of good wishes, which have resounded up and down Radio Row, for the continued progress of this lusty infant station, which has proven its acceptance by advertisers and their agencies before going on the air.

■ ■ ■

## So Long, Rosy

The Canadian radio industry and the advertising profession are mourning the death of a progressive and constructive leader in their fields—Maurice Rosenfeld, who passed away Tuesday, February 6, 1951.

But it wasn't the death of a business associate that gripped the large number of people—many of them "not of Moses"—who saw the solemn last rites performed over his remains at the Holy Blossom Temple.

As they sat and listened to Rabbi Feinberg's simple tribute, they were saying "so long" to the old and dear friend whom they had known and loved as Mo or Rosy.

■ ■ ■

Rosy won't be flying out to CAB Conventions any more to tell the Broadcasters where they get off in no uncertain terms and then send them chuckling into the next session with his ribald stories. Rosy won't be sitting at his desk, listening to talent's tales of woe and trying to work them into a show. He won't be grinning encouragement at the performers from the broadcast booth of the CBC Concert Studio. He won't be ringing up this office to suggest an item for our next issue—"only you don't have to tell anyone I suggested it."

Rosy has gone.

The past two years haven't been easy for him. His stout heart would not admit the almost incessant pain and suffering his drawn face and shrunken frame unwillingly confessed.

Everyone did not know Maurice Rosenfeld. But everyone who did know Rosy or Mo has lost a friend.

*Consult us . . .*

for the Writing and Producing  
of Singing Commercials by  
organized groups or individuals  
of top calibre.



## OFFICE OF MART KENNEY

125 DUPONT ST.

TORONTO

KI. 3147

THE powerful voice  
of a friendly station --  
reaching thousands  
of homes across  
Saskatchewan.



# CKRM REGINA

5000 watts

980 kc.

## NEWS

### CFQC News Service Is Precision Built

Only the surface of radio news has been scratched by most radio stations, according to Godfrey Hudson, news director of CFQC's seven-man News Service, who lives, eats and sleeps news, with just enough time out to keep up with his favorite magazine, *Atlantic Monthly*.

Hudson hopes all stations will establish news departments "on a professional basis," because, as he puts it, "one of the best ways for a private station to sell itself to its community is to have able reporters covering community activities, a function which is not performed by the networks." He believes that stations could be of great help to each other "in covering events on an exchange basis on a wider scale than is usually done."

Precise Hudson, whose mind works with the precision of a slide rule, took over CFQC news in April, 1941, when most of the previous output had been scalped from the local paper. He has developed it to the point where it now airs 16 daily newscasts and sportscasts (six on Sundays) through the combined efforts of six men and a girl, and the telecasts of the two news services, costing a monthly \$2,100 for salaries, service fees and incidental expenses. With one exception, these broadcasts are all sponsored.

Hudson has doggedly developed his department, step by step. When he took over as news editor in 1941, he was a one-man news department, with staff announcers doing the sports shows. In 1946, sports coverage was turned over to the news department (which became the "News Service") and Hudson's title was changed from "news editor" to "news director."

Hudson picks staff with typical thoroughness on the basis of a written application, psychological test, intelligence test, personal interview and audition. Staffing the department is the responsibility of this six-foot farm-bred bachelor, now in the beginning of his 30's, who followed his graduation from the University of Saskatchewan with successful courses at NBC's Northwestern University Summer Radio Institute in Chicago in 1946 and the summer sessions of the Medill School of Journalism, Evanston, Ill., in 1947-48. (On the human side, he likes drawing, music from old time to classics, judging livestock and shapely medium height brunettes.)

The staff consists of Bob Elliott, a graduate of the University of Saskatchewan, who is morning co-ordinator and senior editor-reporter; Bill Cameron, who put in two years at the same alma mater, functions likewise on the afternoon offerings; Arnold Stilling, ex-RCAF, is senior sports editor-reporter; Connie Helme, another U. of S. grad, is women's editor-reporter; Ron MacDonald is intermediate editor-reporter; and the most recent acquisition is the

junior editor, Derwood Castle.

Hudson methodically lists the duties of his staff as follows:

(1) Editing of news and sports. (2) Personal coverage of news and sports events in Saskatoon and district. (3) Announcing of news and sport.

Daily and more frequent phone contact is made with the mayor; the city commissioner; the chief of police (every morning and afternoon and three times on Sundays); the fire chief daily (and four daily calls to the general fire department); the RCMP (twice daily); the ambulance service (three times); president of the University (daily); Board of Trade Commissioner (daily); two major hospitals (every morning).

All calls, Hudson says, are made at set times. And he means what he says.

CFQC reporters cover meetings of these organizations: City Council; Police Commission; Transit Board; Board of Health; City Hospital Board; Playgrounds Association; Parks Board; Board of Trade; Saskatoon Exhibition Board; Saskatoon Trades & Labor Council; Saskatoon and District Labor Council; Saskatoon Branch Canadian Legion; Saskatoon Council of Women; Saskatoon Branch Canadian Association of Consumers.

Periodical contact is made by phone with: provincial leaders of political parties; local members of Parliament and of the Saskatchewan Legislature; various professors of the U. of S., especially in the Extension Department and the College of Agriculture; Saskatchewan Teachers' Federation; Saskatchewan Farmers' Union; Hudson Bay Route Association; Post Office; Saskatoon Community Chest and Council; Radio Range (for weather information); railway, bus and airline companies; Provincial Department of Highways; Public School and Collegiate Board officials; rural municipality of Cory.

Among conventions covered by CFQC News Service are: Canadian Federation of Mayors and Municipalities; Canadian Federation of Agriculture; Saskatchewan Association of Urban Municipalities; Saskatchewan Association of Rural Municipalities; Saskatchewan Farmers' Union.

Special on-the-spot coverage is given civic elections, results being broadcast from the headquarters of the returning officer in the City Hall, and three members of the News Service preparing summaries throughout the vote counting. Floods, which occur with some frequency, are generally covered by reporters flying over inundated areas in RCAF and private planes. Reporters drive to the scene of fires and train and highway accidents, even when, as in the case of a train wreck at Young, Sask., in 1946, it entailed an all-night trip over badly drifted roads in sub-zero weather.

Long distance telephone is used extensively in interviewing provincial government officials in Regina, and others from whom information is needed quickly. The annual Saskatoon Exhibition is a



THREE OF THE NEWS SERVICE STAFF are, left to right: Arnold Stilling, play-by-play sportscaster; (in inset) Bob Elliott, morning co-ordinator and senior editor reporter; and News Service Director Godfrey Hudson.

routine job. Comprehensive round-ups of the effects of inclement weather on transportation and communications make seasonable broadcasts. Three reporters regularly attend and cover the University of Saskatchewan Farm and Home Week, held annually in January.

On the sports side, reporters attend all local games in the Western Canada Senior Hockey League, the Saskatoon Junior Hockey League, Saskatoon and District Baseball League, Saskatchewan Junior Football League, Saskatoon Senior Men's and Women's Softball Leagues, and all local curling bonspiels.

Play-by-play broadcasts conducted by members of the News Service include coverage of the *Saskatoon Quakers* (senior hockey), wherever they are playing Saturday evenings; *Saskatoon Hilltops* (junior football), regardless of location; Friday night home games of the Saskatoon and District Baseball League; the race meet at the annual Saskatoon Exhibition; and, for the past two years, Rosetown's Automobile Bonspiels.

Efficiency, Hudson claims, is achieved in part through the versatility of his staff.

"If there is a glut of straight news, but a dearth of worth-while sports events," he says, "the staff concentrates on the straight news events in the district," and vice versa.

Male staff members are chosen with an eye to ability to handle both news and sports.

"At the same time," he continues, "there is a degree of specialization." He lists his own fortes as politics, agriculture, civic affairs and labor. Bob Elliott leans to economics, politics and agriculture. Bill Cameron is a specialist in civic affairs and many sports. Arnold Stilling is a sports authority, with emphasis on play-by-plays. With Connie Helme, the lone woman in the department, it's political science and feature writing. Ron Macdonald is becoming a labor authority. Derwood Castle is concentrating on news editing and newscasting.

No member of the CFQC News Service works a set shift each week. The work week is 44 hours,

but Hudson admits he often puts in 60 and has done as much as 70. (He says he hasn't found time to get married.)

A "futures book" is kept in which there's a record of most events that are to be covered.

Using this book as a guide, a work schedule is drawn up each Saturday for the coming week, listing what air work, editing and outside reporting assignments are to be handled by each staffer. This schedule is adhered to closely. Hudson loves schedules. Only changes are those occasioned by such unforeseen events as fires and accidents.

When Hudson started out on his own to cover local events and interview local and visiting officials—this was in 1941—he was received with mixed feelings. News was the daily paper's field and had been since early in the century.

Coolness and open resentment met him at first, but soon a few people began to express open approval of a radio station setting out to gather local news for its listeners.

To begin with, there were no tip-off sources. But they opened up after a while. Plugging names of newscaster-reporters was found a big help in convincing people that radio news was not read out of the newspaper.

Hudson feels that the adoption of the name News "Service" after such alternatives as "department" and "bureau" had been thrown out, was a material help in selling the idea that CFQC digs up the news before broadcasting it over the air.

A. A. Murphy, CFQC president, has this to say about the operation, the development of which he has left completely in Hudson's hands: "Our news service has been a tremendous asset. Not only has it boosted our listening audience, but has done a terrific job of public relations, through personally contacting thousands of people.

"The local and district news and sports coverage has given our newscasts and sportscasts a distinctive flavor. People know that by tuning in to our station they can get all the significant and interesting international and domes-

tic news and also reports on all the top news and sport events in the Saskatoon region.

"It has taken time, great effort and skill to build the News Service. But it has been an eminent success and has paid dividends."

### Easter Seal Chairmen

Toronto. — Officers have been named to head up the various committees charged with the multitudinous arrangements for the annual Easter Seal program, to be broadcast from the Maple Leaf Gardens here Sunday, March 18. The program will again be fed to all Ontario stations, and will be dedicated to the Ontario Society for Crippled Children.

Chairman of the project is Foster Hewitt, CKFH, Toronto; Waldo Holden of CFRB is first vice-chairman and Cy Mack, second vice-chairman. The balance of the executive committee consists of Mart Kenney; Len Headley, RCA Victor; Controller John Innes and Dick Lewis, C.B.&T.

Committee chairmen have been named as follows:

Station relations, Wis McQuillin, Cockfield Brown; script, Hugh Newton, Parry & Newton; pre-show, George Taggart, George Taggart Organization; collections, Cecilia Long, Ronalds Advertising; publicity, Chas. Edwards, Press News Ltd.; program, special events and promotional, Mart Kenney; transcribed spots, Monty Hall; stage manager, Chas. Emerson, CBC; public relations, Ernie Paul, Aikin-McCracken; tickets, Len Headley; mats, Tommy Munns; pictures, Pete Gordon, John McKenney Bingham.

## 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	19.0	+3.2
Right to Happiness	18.3	+4.7
Pepper Young	18.0	+3.4
Big Sister	17.7	+3.0
Life Can Be Beautiful	15.6	+3.4
Laura Limited	15.1	+3.1
Road of Life	15.0	+3.2
Aunt Lucy	13.9	+2.0
Happy Gang	13.9	+2.5
Kate Aitken	13.4	+ .7
French		
Rue Principale	27.5	+3.0
Jeunesse Dorce	25.4	+ .5
Maman Jeanne	25.0	+2.1
Tante Lucie	24.9	+2.8
Quart d'Heure de détente	24.9	+4.1
A L'Enseigne des Fins		
Gourmets	24.7	+2.3
Grande Soeur	23.8	+ .9
L'Ardent Voyage	22.8	+1.7
Lettre a une Canadienne	20.3	+2.9
Joyeux Troubadours	18.8	- .3

### EVENING

English		
Charlie McCarthy	37.4	+2.0
Amos 'n' Andy	34.4	+3.7
Lux Radio Theatre	33.9	+3.2
Our Miss Brooks	31.3	+3.4
Twenty Questions	26.6	+6.2
My Friend Irma	25.8	+4.5
Your Host, General Elec.	24.5	+5.3
Aldrich Family	24.5	+5.3
My Favorite Husband	24.1	+3.6
Roy Rogers	24.1	+6.2
Suspense	22.7	+4.1
Ford Theatre	22.4	+4.1
Gillette Fights	22.1	+8.3
Boston Blackie	22.0	+ .3
Great Gildersleeve	21.9	+3.9
French		
Un Homme et Son Peche	33.3	- .9
Radio Carabin	29.3	-1.4
Metropole	28.9	+ .6
L'Epervier	28.2	+6.2
La Pause Qui Rafraichit	27.0	new
Ceux Qu'on Aime	26.2	+2.4
Prix d'heroisme	25.5	+2.6
Le Cure de Village	25.1	-1.4
La Course au Tresor	24.6	+3.7
Tentez Votre Chance	24.2	- .8
Les Etoiles de Demain	24.0	new
Jouez Double	21.7	+3.1
Ralliement du Rire	20.8	- .2
Theatre Ford	20.8	-1.8
Mine D'Or	20.8	+2.2

# CKSF is first with CORNWALL LISTENERS

## AND HERE'S WHY

**first** IN ENTERTAINMENT. CKSF produces gala shows daily, including local artists, popular disc jockeys, syndicated musical, variety and dramatic features, along with leading CBC Dominion Network Commercial shows.

**first** IN NEWS. CKSF maintains complete coverage of National and Local news given in 12 newscasts daily.

**first** IN SPORTS. CKSF provides three daily broadcasts giving top coverage of Local and National sports, along with many play-by-play commentaries.

**first** IN PUBLIC SERVICE. CKSF has a special events staff to broadcast important civic, patriotic and community activities.

**first** IN ADVERTISING VALUE. CKSF broadcasts to 17,850 homes in Cornwall and surrounding counties. 91% of radio homes in Cornwall (B.B.M. figures 1950) listen regularly to CKSF.

# CKSF

## CORNWALL - ONTARIO

All programs synchronized on CKSF-FM.

Represented by Horace N. Stovin (Canada)  
Joseph H. McGillvra (U.S.A.)

**SELL TO SPONSORS**

with

# The WAYNE KING

*...an incomparable*



**WAYNE KING** *a great name in show business*  
*a great name in radio*  
*an all-time favorite of radio audiences*

---

**NOW** *the sales-power and* **YOURS**  
*prestige of this name is*

"THE WAYNE KING SERENADE" is a fully scripted show, combining the music that has made Wayne King famous and the personality that has attracted millions of loyal customers for advertisers throughout the nation. The program gives THE SAURUS subscribers another exclusive musical package—teeming with sponsor-appeal and constantly refreshed through additional THE SAURUS releases.

**RCA** recorded program services

RADIO CORPORATION OF AMERICA RCA VICTOR DIVISION

New York Chicago Hollywood Atlanta Dallas



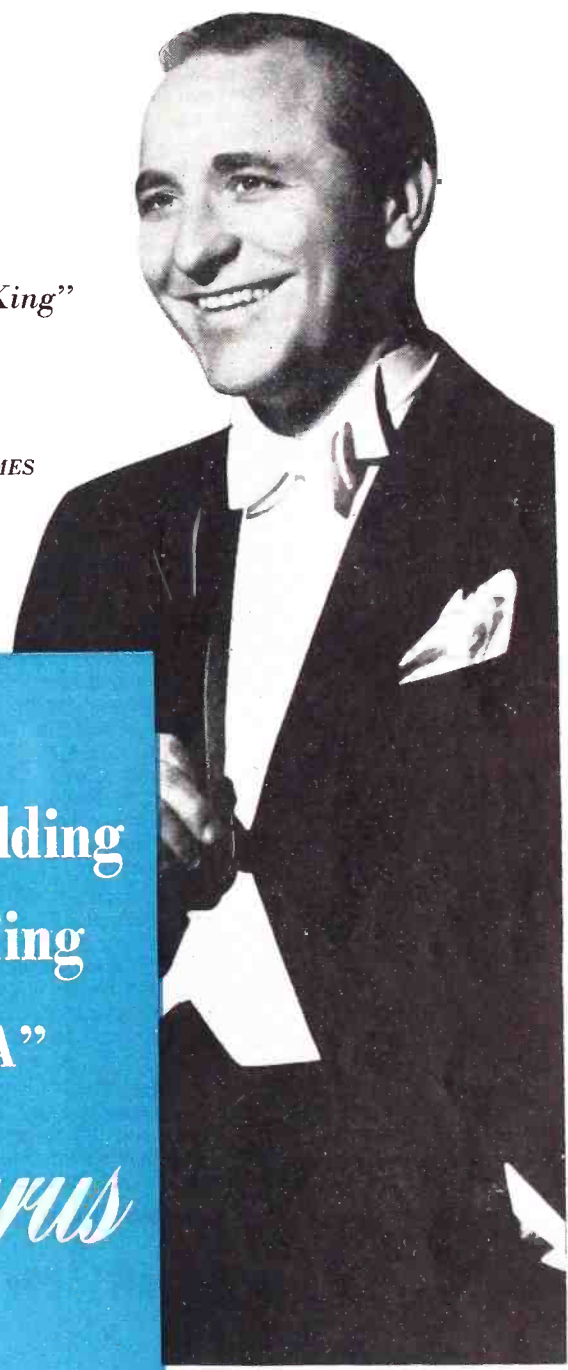
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# Serenade

half-hour show

starring "The Waltz King"  
and his Orchestra

featuring  
HARRY HALL  
GLORIA VAN JACQUELINE JAMES  
THE WAYNE KING CHORUS



another  
audience-building  
money-making  
"NEW ERA"  
Thesaurus  
feature

CLIP AND MAIL  
THIS COUPON TODAY!

## SELL TO SPONSORS

- ... YOUR hard-hitting sponsor-selling brochure
- ... YOUR complete audience-building promotion kit
- ... YOUR convincing sales-clinching audition disc

## SELL FOR SPONSORS

- ... YOUR SPONSOR gets product identification at the beginning and end of every program. Wayne King opens and closes each show and introduces featured artists.
- ... YOUR SPONSOR's three full-length commercials are more effective because Wayne King introduces the local announcer on each broadcast.
- ... YOUR SPONSOR's show and product are promoted with pre-broadcast and "on-the-air" station breaks by Wayne King and featured artists.

THESAURUS SALES DEPT.  
RCA Recorded Program Services  
120 East 23rd Street, New York 10, N. Y.

Send complete information on THESAURUS—with its basic library of over 5000 selections and 50 selections per month—plus its new sponsor-selling feature, "THE WAYNE KING SERENADE."

NAME ..... TITLE .....

STATION OR AGENCY.....

ADDRESS .....

.....

# SPORTS

## Radio Draws The Crowds

By Tom Briggs

Radio and sports grew up in the same era. The depression which knocked the props from under sporting events also caused radio to stumble. But from there they travelled together, gaining a new public acceptance, until now each relies on the other for top audiences.

One of the pioneers of play-by-play descriptions in this country, Foster Hewitt, looks at it this way: "If an event is broadcast it puts the stamp of approval on it and draws the interest of those who wouldn't ordinarily give the spectacle a passing glance. Neither radio nor television will ever hurt the attendance at good sports," he feels. On the other hand, Hewitt believes that sport broadcasts can draw large radio audiences too, and intends to prove this on his own station, CKFH, Toronto.

At CKTB, St. Catharines, the sport director is another veteran of some 20 years of sports announcing who thinks that radio has the power to increase gates. He is Rex Stimers, an unorthodox sportscaster of the anything-for-a-laugh variety, who can proudly point out that, in one case, after three years of his baseball reporting, the attendance rose 150 per cent. Some years ago when he started doing lacrosse games for the station the average attendance per game was 400. After one year, he says, 4,000 people were packing the stands for each contest and a survey showed that 24 per cent of the cars parked outside the stadium had come from across the border.

Stimers, described by newspaper columnist Jim Coleman as "The Lung," has broadcast almost every type of sporting event there is including five-pin bowling, which he did in the days when the microphone was being used. This he did against the advice of sound

engineers who thought the noise would be too great, but he proved them wrong and as a result of these broadcasts Stimers organized the Ontario Five Pin Bowling Championships.

Stimers is probably best known for his annual descriptions of the Royal Canadian Henley Regatta. Originating at CKTB, these broadcasts are fed to Canadian and American networks and the BBC.

Working on the CKTB sport staff with Stimers is his brother-in-law, Tommy Garrlock, who assists in the all-sport coverage and three daily sport roundups.

In Victoria lacrosse is a major attraction now, but until last year when a winning team and promotion by station CJVI gave it a fillip it threatened to die out. The station says that the response of fans to early-season promotion finally resulted in complete sell-outs for most of the games in the 4,500-seat arena, while some other cities in the circuit could only muster crowds numbering in the low hundreds.

The Victoria Shamrocks had their games broadcast by the station's 25-year-old director of sports, Ted Reynolds, and he is given a large share of the credit for lining people up at the arena box office as early as 6 a.m. for tickets. But the biggest public demonstration came when the team was busy winning a semifinal game of the Canadian Lacrosse Mann Cup series in Vancouver. The station invited listeners to form a motorcade and go out to Patricia Bay airport 20 miles away to welcome the athletes home. At midnight 1,000 fans met the Shamrocks.

The sponsor of the broadcast, the Farmer Construction Company, is pretty happy about lacrosse too, Reynolds says. He sold two homes as a direct result of the games, which was more than enough to pay for the series.

Under Tory Gregg's leadership and sponsored by CKNX, Wingham, the Western Ontario Athletic Association has created much of the organized sport in that

section of the province. The association was set up in 1944 with Gregg, who is also the station's sports organizer and reporter, as president and traffic manager Jean Tervitt as secretary. Originally 13 midget hockey teams formed the membership.

Last year Gregg reports that over 7,000 players signed WAAA certificates and competed for some 38 trophies. They were from 129 hockey teams and 179 ball teams which are now members of the association.

In addition to a daily sportscast, which has been sponsored for five years by Wm. Knechtel & Son of Hanover, Gregg spends his time travelling to sporting events in Western Ontario, acting as everything from emcee of fall fairs to starting announcer at harness race meets.

Lively enthusiasm for the game of curling is to be found in Canada's western provinces, where the smallest of towns work hard to form a championship team. In Grande Prairie the limiting factor in holding bigger and better bonspiels was the size of the rink, a very cramped space with only four sheets of ice.

The local station, CFGP, started a drive for funds with which to build a rink that could accommodate enough curlers to make the annual bonspiel one of the biggest in Alberta. Through special broadcasts, enough money was raised to start building a six-sheet rink with allowance for expansion in the near future. CFGP is currently raising money for the final payment on what is considered one of the finest curling rinks in the province.

As a result of what it had done for curling, the station's commercial manager, Jack Soars, said that baseball interests soon approached the station to ask for help in pulling attendance at the games out of a serious slump. And more recently, he pointed out, a delegation from the hockey arena requested that CFGP broadcast all games as they felt it would build up attendance as it had for baseball. The grateful hockey

representatives are now building a broadcast gondola and studio in their arena.

Johnny Esaw, sport director at CKRM, Regina, believes that interesting youngsters in sports, as a deterrent to juvenile delinquency, is an important part of his job. As the man in charge of films for the Saskatchewan Roughriders football club, he has interested the local school board in co-operating with him in making regular showings of sport films in the schools. He invites all youngsters in the city to be his guests at games of the Regina Capitols, the local entry in the senior loop.

In the curling field, the Saskatchewan Curling Association, through the co-operation of CKRM, was able to bring its membership to a world's record entry of 401 rinks last year. Here again, Esaw finds time to work with those in the junior ranks, especially Regina's Bill Clarke High School Rink. He saw this team take all local honors and when it travelled east to the Dominion High School Junior Championships, each member of the rink was presented with a curling sweater by the station.

When CFCF, Montreal's chief announcer and director of sports, Keith Dancy, started broadcasting baseball games of the Atwater Baseball League for Player's cigarettes, the number of fans in the stands steadily grew to an average of 4,500.

With Player's also as a sponsor, Dancy moved in to do broadcasts of the Snowden Fastball League in Montreal, recognized as one of the tops in Canada. Crowds at the games now number 4,000.

Helping to attract an audience of 10,000 to the annual hockey carnival of the Greater Montreal Inter-Scholastic Athletic Association was another instance of radio helping sport. The promotion broadcast was a 15-minute roundtable discussion on the GMIAA.

Wes McKnight, sport director and program manager of CFRB, Toronto, has been broadcasting his 10-minute early-evening Sportsviews daily, except Sunday, for 21 years with the same sponsor, Bee Hive Golden Corn Syrup. On his program, the veteran sportscaster has interviewed the greatest people of sport's last two decades. This background he also carries with him into the between-period sessions of the Hot Stove League on the Imperial Oil broadcasts of the Toronto Maple Leaf hockey team's home games.

Saturday afternoons during the football season, McKnight has been airing descriptions of the games of Toronto Argonauts, current Dominion champions, for six years, sponsored by Sweet Caporal Cigarettes, over CFRB. In all, McKnight estimates he has called over 80 Argonaut games, and the yearly Grey Cup final between the top contenders from eastern and western Canada, assisted by announcer Jack Dennett, Globe & Mail sportswriter Hal Walker, and visiting authorities on the game.

During the football season the station also carries a weekly half-hour discussion by experts, The Quarterbacks' Club, broadcast on



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LISTENS TO . . .

**CARNDUFF**  
193 miles southeast of Regina.

**KELVINGTON**  
174 miles northeast of Regina.

**CRAIK**  
90 miles northwest of Regina.

**KINCAID**  
176 miles southwest of Regina.

For complete Saskatchewan coverage see your All-Canada man.



**CKCK • Regina, Sask.**

a sustaining basis from the Toronto Men's Press Club.

"From experience, we would suggest that sports broadcasts, dollar for dollar, offer more advertising value than almost every other type of program," claims Clair Chambers, sales manager of station CJCH, Halifax. Faced with competition for audience from both Dominion and Trans-Canada network outlets, Chambers says that local sport has been one of the station's main stocks in trade.

CJCH carries three broadcasts of local hockey games each week during the hockey season, and when baseball time arrives, four of the games each week are called over the air. In addition, two sport commentaries are aired each day covering the day's sport news and on Sunday a weekly round-up is carried.

At the head of the CJCH sport staff is Danny Gallivan, a play-by-play announcer who has been ranked by the Montreal Star's sportswriter, Bax O'Meara, on a par "with Hewitt, Smith, Foley, Wells and those other good broadcasters" as the result of his emergency airing of a Montreal Canadian's game in the absence of regular sportscaster Doug Smith. Gallivan does broadcasts of "everything from the local kids' glass alley tournament in the summer to the Maritime Senior Hockey play-offs in the spring." Junior hockey gets special treatment on his Junior Hockey Round-up. Fifteen minutes each week is devoted to the youngsters who make this sport, with many of the players taking part in the broadcast.

For one week last month, the director of sports for CKXL, Calgary, Ken Foss, aired five hours and 35 minutes of commentary, requiring 19 hours of preparation, daily. The occasion was the 47th Annual Curling Bonspiel of Alberta, during which 165 Alberta rinks and 800 curlers competed for top honors. Foss did five-minute commentaries every hour from 6 a.m. to 1 a.m. from the arena to keep listeners posted on events as the number of teams was gradually whittled down through elimination.

Every evening Foss' two-hour Sports Parade includes the description of a major sport attraction and during this one week he called a senior hockey game, recreated two NHL games from wired reports, and broadcast a boxing match. He also does a 15-minute noon-hour sportcast. For one hour after midnight, Foss broadcast a round-up of the day's curling news during the bonspiel, as well as his regular daily feature, Sports Mirror.

All Foss' broadcasts are sponsored. Local Texaco dealers back the NHL hockey series on a co-operative basis, while Campbell & Haliburton, realtors, sponsor all senior league sports. Broadcasts of the senior football series of the Calgary Stampeders are financed, as in other major football centres, by Sweet Caporal Cigarettes, and regular sport news programs are sponsored by J. J. Fitzpatrick Men's Wear and the Calgary Brewery. The entire series of bonspiel reports was backed by many local merchants. Scheduled to start shortly, Foss

will deliver a series of talks to Calgary high schools by arrangement with the school board on sport, sport celebrities and sportsmanship.

To broadcast all of the 69 hockey games of the Guelph Biltmores last season, local station CJOY's sport director, Hugh Bowman, covered over 5,000 miles travelling to the cities in Ontario's Junior "A" hockey loop. When the team went on to the Eastern Canada finals in the Memorial Cup race, Bowman went with them and described the games from Ottawa, Toronto and Montreal. That his efforts were appreciated was made clear when the sponsors — Daymond Electric for the home games, and Heffernan Motor Car Limited for the out-of-town contests — enthusiastically took out contracts for this season, and the fans gave Bowman a rousing ovation during the team's public reception.

Bowman, who took over the CJOY sport director's post two years ago from Ron Cook, when Ron accepted the presidency of the United States Hockey League, also covers baseball for the station, which runs hockey a close second in popularity. All games of the Guelph Maple Leafs of the Inter-county League are broadcast under the sponsorship of Sutherlands Insurance, as well as play-off games of the junior league Regents.

Airing harness races from the local track poses a bit of a problem for Bowman, since he took on the job of official starter in addition to broadcasting the races and doing a description for the public address system. Two sportcasts by Bowman are heard daily, sponsored by R. O. Barber Limited, a builders' supply company, and Household Finance Corporation.

Don McEwen, now the leading middle distance runner in the U.S. at Michigan State University and a native of Ottawa, almost missed the Canadian track and field championships in Edmonton three years ago, due to lack of funds. But a mention of the situation over Tom Foley's Sports At Six, broadcast over CFRA, brought in more money than was needed to send McEwen and another Ottawa runner to Edmonton.

Foley, who is sport director at CFRA and voices close to 80 hockey games each year, also likes to recall when Ottawa district citizens two years ago rallied to raise funds to pay part of the costs of broadcasting a Memorial Cup hockey play-off between the local Inkerman Rockets and a Halifax team. The game was played in Halifax and Foley's description was relayed to Ottawa by wire lines.

The Lethbridge Maple Leaf Hockey Club, Canada's entry in the World's Amateur Championship which begins this month in Switzerland, was financed by public subscription, with the aid of station CJOC. The station is credited with directly raising well over \$1,000 for the fund through its special request shows and other promotions. In doing its share, the team has won 20 games and lost five in exhibition matches in Europe.

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When YOUR sales message is broadcast over these ACTION STATIONS

- CKPC BRANTFORD, Ontario.
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- CKLB OSHAWA, Ontario.
- CFPA PORT ARTHUR, Ontario.
- CJIC SAULT STE. MARIE, Ontario.
- CKNX WINGHAM, Ontario.
- CHLP MONTREAL, Quebec.
- CJNT QUEBEC CITY, Quebec.
- CFBC SAINT JOHN, New Brunswick.
- CKEN KENTVILLE, Nova Scotia.
- CFAB WINDSOR, Nova Scotia.

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# CFBC's

## "POP THE QUESTION"

is breaking all mail records in Saint John . . . .

(From Jan. 1 to Jan. 29)

**9642** letters, all including proof of purchase.

PLUS

**7517** entries deposited in local stores taking part.

★ TWO PROGRAMS ★  
DAILY

9.05 - 10.00 a.m.  
Rating: 20.0 plus

7.30 - 8.30 p.m.  
Rating: 25.1

ASK: J. L. ALEXANDER  
WEED & COMPANY

# CFBC SAINT JOHN

New Brunswick

# AGENCIES

By Art Benson

### KENYON & ECKHARDT

Toronto.—The Kellogg Co. of Canada has an extensive spot announcement campaign going to 45 stations coast to coast. The series will run throughout 1951 with a 13-week summer break and advertises Kellogg's All Bran. Same sponsor has also started the transcribed *Clyde Beatty Show* over 16 stations coast to coast advertising Rice Crispies.

Richard Hudnut Ltd. has an extensive spot announcement campaign going to eight French Quebec stations advertising Home Permanents and Egg Creme Shampoo.

### F. H. HAYHURST

Toronto. — Bromo-Seltzer Ltd. has started a series of transcribed spot announcements over 36 stations coast to coast. The campaign dramatizes the *Bromo - Seltzer Roving Reporter* who interviews people in various lines of business to find out just how his product can relieve headaches. In addition a series of newscasts and sport broadcasts are going to CKEY, Toronto; CHML, Hamilton; CJAD and CFCF, Montreal; and CKVL, Verdun.

### J. WALTER THOMPSON

Toronto.—Lever Brothers Ltd. has taken over the sponsorship of *Fun Parade* featuring Roy Ward Dickson and Maurice Rapkin. The

eight-year-old quizzer is heard live over CFRB, Toronto, with delays to 12 stations coast to coast.

Same sponsor has also started *Qui aura le dernier mot?* (Who'll have the last word?) (15 minutes five a week) featuring singer Lucille Dumont, over the French network, advertising Surf.

### WHITEHALL BROADCASTING

Montreal. — Imperial Tobacco Company has replaced the transcribed *Guy Lombardo Show* with *Bold Venture* featuring Humphrey Bogart and Lauren Bacall, over 39 stations coast to coast, advertising Player's cigarettes.

### FERRES ADVERTISING

Hamilton.—National Cellulose of Canada Ltd. has started the half hour *Turnabout* quizzer over CFRB, Toronto, with delays to CHML, CFPL, CKWS, CKOY and CJAD. The show features Roy Ward Dickson and advertises Facelle and Gibson's Tissues.

### S. W. CALDWELL LTD.

Toronto. — Canadian Westinghouse Co. Ltd. has added the Newfoundland network to its *Westinghouse Presents* series, making a total of 52 stations carrying the program featuring the Don Wright Chorus and John Fisher.

### BAKER ADVERTISING

Toronto.—Supreme Drugs (Politent) has a 13-week series of flash announcements going to CKEY, Toronto.

### O'BRIEN ADVERTISING

Vancouver.—Vancouver Motors Ltd. (Ford and Monarch) has a spot announcement series going to CKNW, New Westminster, through June, 1951.

### J. J. GIBBONS

Regina. — Phillips For Beauty (Hairdressers) has started an extensive spot announcement campaign over CKRM and CKCK, Regina, to run through 1951.

### WALSH ADVERTISING

Montreal. — Bar-Dol Products Corp. has scheduled a series of spot announcements over 26 Eastern Canadian stations, to get under way March 15 until the end of the year, advertising Bardahl Lubricants.

### JOINS VICKERS & BENSON

Toronto. — Peter Harricks has been appointed radio director at the local office of Vickers & Benson Ltd. Harricks was assistant to Ralph Hart at Spitzer & Mills Ltd. for the past two years.

### BINGHAM TAKES OVER KELLEY TORONTO OFFICE

Toronto. — Jack Bingham, former manager of Russell T. Kelley's local office, now closed, has taken over the Toronto operation under the name of John McKenney Bingham Ltd. Harry Titherington has been appointed vice-president, with Irene Porter as secretary-treasurer.

### ERWIN WASEY OF CANADA

Toronto. — Canadian Wallpaper Manufacturers Ltd. has a 12-week

test campaign going to CJCH, Halifax. The series consists of five 15-minute shows a week featuring Abbie Lane, who discusses home decoration, tied in with sales promotion with local dealers.

### WANTED

**ANNOUNCER-OPERATOR**, experienced, for 250 watt Ontario station. The man we want must be qualified to move up into the program and sales departments and be able to conceive and prepare saleable program ideas. Full details in first letter.

Box A-79

Canadian Broadcaster & Telescreen

163½ Church St., Toronto



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

"I read a statement the other day by Valmore Gratton, Montreal's Industrial Commissioner, who said, 'Quebec Province is becoming the Ruhr of Canada.' It is said that the industrial boom in the St. Lawrence Valley will do bigger things for Canada's future than even Alberta oil. Quebec already produces more than 70% of the world supply of asbestos, nine-tenths of all Canadian tobacco products, and three-quarters of all cotton goods. Now Quebec is well into an industrial boom that is making this market of more and more importance to advertisers. So don't underestimate the growing value of Quebec Market No. 2. For fuller details — Ask Jos. Hardy."

For any information on  
**QUEBEC MARKET No. 2**

and

"TRANS-QUEBEC" Radio Group

Telephone, Wire or Write to

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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 More We Are Together...



... the more the broadcasters get together at their conventions and other meetings to exchange ideas and plan new ones, the greater the selling power CKCW has to offer its sponsors and their agencies for promotions of their programs and products.

That is why Lionel will be right on deck at Quebec, to put his two-bits worth into the gabfests and benefit from the contributions of the other stations.

That is why, first, last and always—

LIONEL SELLS RESULTS

# CKCW

MONCTON NEW BRUNSWICK

The Hub of the Maritimes

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

# Take a letter . . . Miss McDougall!!

Mr. J. H. Yuill,  
President,  
Monarch Broadcasting Co. Ltd.,  
Medicine Hat, Alberta.

January 16, 1951.

Dear Sir:

Here is your Mid-Century report on CHAT, the station owned and operated by Monarch Broadcasting Co. Ltd., of Medicine Hat.

Since 1946, when we first took to the air with a brand-new batch of fully matched RCA equipment, and a studio building affording us 4,800 feet of working space, including three studios and two control rooms, we have progressed considerably. In four years, our Production Department has increased from four to eight, our technical department from three to five, and our front office and administrative department from three to seven.

We have SIXTY-FIVE National Accounts using our facilities regularly (thanks to All-Canada, Weed and Company, and the Agency boys) . . . we have SIXTEEN Dominion Network Commercial Accounts (thanks to the CBC and our supplementary network affiliation) . . . we have ONE HUNDRED AND THIRTY-FIVE Local Accounts (thanks to our local sales and service people) . . . and indications are that we haven't reached the peak, by any means . . . Funny thing . . . business is better with the newspaper too . . . we made the market advertising-conscious . . . and made the rest of Canada considerably more Medicine Hat market conscious than ever before.

The fact that Medicine Hat is an amazingly busy industrial centre, and an extremely important and busy rail centre and the focal point of huge ranching and farming interests, impresses the National Time Buyer, and as a result, we have a new crop grown in Medicine Hat annually . . . yes, the contract crop is flourishing very nicely.

When CHAT took the lead in demanding irrigation for these parts, we got results . . . three projects assured, with two already under way . . . rehabilitating farm land in sufficient acreage to accommodate TEN THOUSAND New Farmers. When we took the lead in the matter of Aid-to-Manitoba, we got results . . . a total of \$27,000.00 from this city and its district. When we took the lead in the matter of an annual Medicine Hat Exhibition and Stampede, and Livestock Auctions, we got results . . . the second biggest Stampede in Canada, and several Livestock Auctions a year, netting the ranchers and farmers several hundred thousand dollars. When we convinced the National and Local advertiser to use our facilities, HE GOT RESULTS . . . better distribution, bigger sales, better consumer acceptance.

We're here to stay, Mr. President, and to grow with our fast progressing market. Since 1940, our population has increased 50%, and we're just starting. Medicine Hat is definitely on the map, and I am proud to report that CHAT's One Thousand Persuasive Watts had something to do with it.

Yours very truly,  
**BROADCASTING STATION CHAT**

*R. J. Buss,*

MANAGER.

RJB:em



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

**ACTING**

**JANE MALLETT**—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 a c t i n g, 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** — Engueue, 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)

**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** — Engueue — ME. 4144. (D)

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

**ANNOUNCING**

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

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

**MICHAEL FITZGERALD** — Kingsdale 0616. (M)

**JACK DAWSON**—PR. 5711 or OX. 2607. (L)

**ANNOUNCING**

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

**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**

**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. (O)

**PROGRAMS**

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

**UNCLE REMUS** — 20 quarter hour shows for a month's intensive campaign, directed to the youngsters. CALDWELL'S, Victory Bldg. (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 Cappes' 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**

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

**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)

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

**TALENT TRAIL**

By Tom Briggs

Male vocalists in the popular field are as plentiful as postage stamps; good ones are considerably scarcer. Fewer still are the successful ones. Members of the latter select group can either sing very well and pleasingly, or, as is quite often the case, they have that rare gift called showmanship.

Howard Manning, who captains his own half-hour musical over CKEY four evenings a week, is neither a great singer nor an outstanding showman. But what he does possess is a more than mediocre combination of these talents, plus a knowledge of how to put together a light, breezy and inconspicuous program. It is the show's second year on CKEY.

Consisting almost entirely of the latest tunes, with just enough informal chatter to let the listener know what is going on, the *Howard Manning Show* seems to be designed neither to keep people awake nor to put them to sleep, seriously entertain nor inform. It is an unusual program that leaves one alone. And after all, who wants to be continually disturbed as most entertainment attempts to do in one way or another

This isn't to say that it is a poor show. If it attempted to do greater things it would be a king-sized clinker. But as long as it does nothing more than flit in the background of listeners' activities, it should have considerable, although probably unconscious, acceptance.

The whole feeling of the show is softness. Manning himself has a mild voice. The accompaniment of the Les Foster Trio is mostly subtle, never jolting. And the work of feminine guest vocalists, such as Peggy Brooks who is heard frequently, is never loud, always pleasant. So is the speedy piano work of Calvin Jackson.

Manning, until midway through 1949, was an announcer on CJOY, Guelph. He came to CKEY as librarian, with some hopes of being able to assemble and air a musical program of his own. Keith

Sandy, a prominent disc-jockey with the station, heard the results of some of Manning's efforts and liked them, which seemed to be all he needed to get going on the air.

The Les Foster Trio bounces unerringly along through the efforts of accordionist Les Foster, electric organist Lloyd Edwards, and guitarist George Mawson. All of them seem to know their instruments well and how to keep their playing toned down.

On the other hand, Calvin Jackson, a frequent contributor and an American pianist of considerable ability, who came here from the MGM movie lot, whizzes over the keys in complicated arrangements of former jazz hits. But always he keeps his whizzing subdued.

■ ■ ■

Manning's guests on this show, appearing at the rate of one per evening, often turn out to be one of three repeaters—Peggy Brooks, Frances Wright or Helen Young. They all fit the show's format admirably, although it is probably an effort, since most of Peggy Brooks' many other engagements call for more volume, while Miss Young sounds as if she would be happier with a more showy arrangement. Miss Brooks is a recent import from Australia who can be heard almost any time on some spot on the radio dial. Miss Young is a recent arrival from Vancouver who promises to be a good performer.

In short, the *Howard Manning Show* doesn't impress me as a great puller of fan mail, but its subtlety must keep a lot of radios tuned in—including mine.

**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

**NATIONALLY AND LOCALLY THE "TRANSIT RADIO" STATION**



**CJAV**  
 PORT ALBERNI, B.C.  
**SELLS**

**NATIONAL CJAV Sells 20% More Peanut Butter in 1950.**  
**LOCAL 3 Spots on CJAV Sells \$200 of Knitting Wool.**

ASK

**NATIONAL BROADCAST SALES**

TORONTO — MONTREAL

JOHN N. HUNT — VANCOUVER



## PROMOTION

### Finding Friends For "Lonesome Gal"

The importance and value of late-evening listening times for the national advertiser has recently been pointed out by some 14 stations who got behind State Express Cigarette's test campaign of the *Lonesome Gal* program with promotion schemes.

Originally placed on stations in eight major markets, and an additional six last month, the transcribed show consists of five quarter-hours a week, usually aired after 10 p.m.

In Hamilton, CHML launched a promotion campaign including newspapers, direct mail, and point-of-sale displays. The artwork and physical costs alone of CHML's promotion venture had an estimated value of \$400.00. Two weeks before the program was scheduled to begin, a series of 12 teaser advertisements ran in the local daily newspaper, supported by ads run once per week in two other papers.

While 20,000 coasters, supplied by the station, were being handed out in many of the city's cocktail lounges and waitresses in key restaurants sported *Lonesome Gal* masks, a stand-in for the real *Gal* paraded around the city, transported between strategic points in an open convertible. Lobby displays were set up in the city's six largest motion picture theatres.

In Vancouver, CJOR worked with the *Vancouver Sun* to promote an unusual contest. Each day a disguised CJOR staffer was sent to a spot in the city, which was identified in the newspaper. Clues to the location were also given out over the air. To win the \$40 cash prize it was necessary for a citizen to see through the disguise and present himself, with a current issue of the newspaper, to this "Lonesome Gal."

To introduce the second series of the program, the station built a large window display in a department store featuring soft lights, armchairs, a fireplace, dummies and other props, designed to establish an atmosphere of leisure and coziness.

CFCF Montreal sponsored a *Lonesome Gal* weight - guessing contest. Pictures of *The Gal* appeared all over the city and over 5,000 letters containing weight estimates were received by the station. The prize for the listener coming closest to the exact weight was a dollar a pound, the correct answer being 127 pounds.

**2 MEN WANTED**  
**PROGRAM DIRECTOR AND ANNOUNCER** for 5000 watt station in Western Ontario. State experience and salary in first letter. If possible send disc.

**Box A-80**  
**Canadian Broadcaster & Telescreen**  
**163½ Church St., Toronto**

#### CONVENTION MOTIF

Earning is the essence of private enterprise and the keynote of this Convention. It means that you get what is coming to you.

■ ■ ■

#### CONVENTION THEME SONG

"I hope you're earning too."

■ ■ ■

#### CONVENTION SLOGAN

"Let's take the 'y' out of yearning."

■ ■ ■

#### DEPT. OF DEFINITIONS

Industry earns the luxuries we never have time to enjoy. Indolence earns the spare time to enjoy the luxuries we can't pay for.

■ ■ ■

#### VICIOUS CIRCLE

Retirement is the right we earn to quit our life's work—and then take up another job.

■ ■ ■

#### PERSONNEL POLICY

One good earn deserves another.

■ ■ ■

#### AUDIENCE ACCEPTANCE

Some speakers earn the plaudits of the audience—when they sit down.

■ ■ ■

#### TCK TCK DEPT.

"Not so old but she may (I)earn."  
 —Shakespeare.

■ ■ ■

#### REMOTE CONTROL

You can't buy program ratings, but you can buy a lot of other things which you earn with the money you earn earning them.

■ ■ ■

#### SIC TRANSIT GLORIA MUNDI

You work at the job of earning until it almost kills you. Then you quit and that finishes it.

# CFQC

... The radio hub  
 of Saskatchewan

*SENDS GREETINGS  
 TO CAB DELEGATES!*

## CFQC IN SASKATOON

A 5000 Watt Wheel at 600 kcs

Touching Every Phase of Life In Saskatchewan

## 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

# RADIO ADVERTISING AGENCIES

A list of Advertising Agencies Enfranchised by the Canadian Association of Broadcasters, together with their addresses and radio officers.

## PERSONAL

Representation



Paul

## MULVIHILL

offers a limited number of radio stations

## PERSONAL TORONTO REPRESENTATION

based on a solid background of agency and sponsor relations

Currently Representing

**CJCH**  
HALIFAX

Effective April 1

**CKTB**  
ST. CATHARINES

Between CAB sessions you might care to chat things over.

Paul

## MULVIHILL

21 KING ST. E., TORONTO  
WAverley 6554

Aikin-McCracken Ltd.	2 Toronto St., Toronto	PL. 6286	Mrs. Phyllis Judson
Ardiel Advertising Agency Ltd.	4 Lawton Blvd., Toronto	MA. 6541	Clark Wright
Associated Broadcasting Co. Limited	37 James St. South, Hamilton	7-9284	S. P. Westaway
Atherton & Currier Inc.	1139 Bay St., Toronto	PR. 1111	Gordon Allen
Baker Advertising Agency Ltd.	100 Adelaide St. W., Toronto	EM. 3-5418	K. C. Utley
Benton & Bowles Inc.	1375 Yonge St., Toronto	PR. 2101	Jack Horler
John McKenney Bingham Ltd.	1557 Mackay St., Montreal	HA. 9247	Gabriel Langlais
S. W. Caldwell Ltd.	91 Yonge St., Toronto	EM. 3-8222	W. H. Fleischman
Canadian Advertising Agency Ltd.	86 Adelaide St. E., Toronto	PL. 2516	Jack Bingham
Garry J. Carter of Canada Ltd.	80 Richmond St. W., Toronto	PL. 8727	Spence Caldwell
Cockfield, Brown & Co. Ltd.	Sun Life Bldg., Montreal	PL. 8046	Colin Kane
Don H. Copeland Advertising Ltd.	80 King St. W., Toronto	EM. 3-3051	Irvin Teitel
Crombie Advertising Co. Ltd.	Dominion Bldg., Vancouver	TA. 1938	Harry Madden
Dancer-Fitzgerald Sample (Canada) Ltd.	59 Avenue Rd., Toronto	PR. 2505	Bob Howe
D'Arcy Advertising Agency	Canada Cement Bldg., Montreal	HA. 4171	R. W. Harwood
A. J. Denne & Co. Ltd.	Metropolitan Bldg., Toronto	EM. 4-9201	C. W. McQuillin
Dominion Broadcasting Co.	Electric Railway Chambers, Winnipeg	923538	J. Burke-Gaffney
Ellis Advertising Co.	Royal Bank Bldg., Vancouver	PA. 7557	Don Tisdale
W. H. Emmett (Canada) Ltd.	442 Sherbourne St., Toronto	KI. 3119	Mil Copeland
Erwin Wasey of Canada Ltd.	474 St. Alexis St., Montreal	LA. 2139	Keith Crombie
Ferres Advertising Service	24 King St. W., Toronto	EM. 4-7204	Chloe Lomack
James Fisher Co. Ltd.	Royal Bank Bldg., Toronto	EM. 3-2851	Gilbert Nunns
Harry E. Foster Advertising Ltd.	90 Broadview Ave., Toronto	GL. 7591	C. F. Goodman
J. J. Gibbons Ltd.	90 King St. W., Toronto	EM. 4-3444	Miss L. Ryan
Grant Advertising of Canada Ltd.	4 Albert St., Toronto	EM. 3-3383	H. B. Williams
R. F. Griffiths Advertising Service	96 King St. W., Toronto	WA. 9902	A. B. May
F. H. Hayhurst Co. Ltd.	Drummond Bldg., Montreal	PL. 6928	H. P. Diehl
L. J. Heagerty Ltd.	1121 St. Catherine St. W., Montreal	PL. 9146	E. H. Smith
Heggie Advertising Co.	1170 Bay St., Toronto	RA. 5187	Bea McCullough
Publicite J. E. Huot	63 Duke St., Hamilton	3-1116	E. B. Heaven
Hutchins Advertising Co. of Canada Ltd.	264 Richmond St. W., Toronto	WA. 8091	David Fenn
Imperial Advertising Ltd.	679 Belmont St., Montreal	LA. 1205	G. Humphrey
Albert Jarvis Ltd.	King Edward Hotel, Toronto	PL. 4661	Dick Wakeley
Russell T. Kelley Ltd.	128 Sun Life Bldg., Montreal	BE. 1984	Jacques Herdt
Kenyon & Eckhardt Ltd.	119 West Pender St., Vancouver	TA. 1172	L. Webster
Locke, Johnson & Co. Ltd.	612 Barrington St., Halifax	3-7301	E. Murray
James Lovick & Co. Ltd.	200 Bay St., Toronto	EM. 4-2111	Doug Marshall
MacLaren Advertising Co. Ltd.	Dominion Square Bldg., Montreal	HA. 8251	C. W. McGibbon
McConnell Eastman & Co. Ltd.	272 Scott Bldg., Winnipeg	927373	A. B. Johnston
McGuire Advertising Ltd.	Province Bldg., Vancouver	PA. 0157	E. T. Wilson
McKim Advertising Ltd.	Renfrew Bldg., Calgary	M. 5437	M. M. Biner
Metropolitan Broadcast Sales	Dominion Bank Bldg., Edmonton	27512	(Through Calgary)
Jack Murray Ltd.	Leader Bldg., Regina	6141	R. P. Wilson
Muir, Culiner, Frankfurter & Gould Ltd.	103 Church St., Toronto	EM. 3-3396	Miss Olive Jennings
O'Brien Advertising Ltd.	822 Royal Bank Bldg., Winnipeg	928734	R. F. Griffiths
Wm. Orr & Company	38 King St. W., Toronto	EM. 4-9263	Robt. Amos
Elton M. Plant Co.	1405 Peel St., Montreal	MA. 2212	(Through Toronto)
Alford R. Poyntz Advertising Ltd.	19 Melinda St., Toronto	EM. 3-1186	L. J. Heagerty
Thornon Purkis Ltd.	57 Bloor St. West, Toronto	PR. 1443	John Chilman
Radio Advertising Service Ltd.	353 St. Nicholas St., Montreal	PL. 4131	Andre Audet
E. W. Reynolds & Co. Ltd.	1244 Dufferin St., Toronto	KE. 2737	W. Engwer
Ronalds Advertising Agency Ltd.	71 George St., Halifax	3-9373	E. S. Murray
Ruthrauff & Ryan Inc.	73 Adelaide St. W., Toronto	EM. 3-2438	Albert Jarvis
Schneider, Cardon Ltd.	447 Main St. E., Hamilton	2-1155	H. P. Kelley
R. C. Smith & Son Ltd.	Royal Bank Bldg., Vancouver	PL. 4621	Volney Irons
Spitzer & Mills Ltd.	480 Lagauchetiere W., Montreal	PL. 4621	E. W. Desbarats
Harold F. Stanfield Ltd.	New Hargreaves Bldg., Winnipeg	EM. 3-8314	Gord Lowen
Stevenson & Scott Ltd.	70 King St. E., St. Catharines	EM. 4-6271	(Through Hamilton)
Stewart-Bowman-Macpherson Ltd.	304 Bay St., Toronto	EM. 4-6271	P. H. Boulbee
Tandy Advertising Agency Ltd.	Harbor Commission Bldg., Toronto	EM. 4-6271	E. Johnson
J. Walter Thompson Co. Ltd.	535 Homer St., Vancouver	MI. 9887	Florence Asson
Vamplew Advertising	800 Bay St., Toronto	PL. 3405	Audrey Brown
Vickers & Benson Ltd.	Dominion Square Bldg., Montreal	PL. 3405	Miss Gwen Miles
Wallace Advertising Ltd.	Canada Life Bldg., Calgary	M. 4445	Miss Elva Moffat
Walsh Advertising Co. Ltd.	372 Bay St., Toronto	EM. 4-0321	Mary Moran
Stan Wayte and Company	Dominion Square Bldg., Montreal	PL. 9556	E. P. Thomson
Armand S. Weill Inc.	Electric Railway Chambers, Winnipeg	926321	W. D. S. Patterson
Whitehall Broadcasting Ltd.	Province Bldg., Vancouver	MA. 6268	W. F. Harrison
Woodhouse & Hawkins	111 Sparks St., Ottawa	5-4301	Bob Armstrong
Young & Rubicam Ltd.	147 University Ave., Toronto	EM. 3-7004	W. M. Page
	Huron & Erie Bldg., London	ME. 544	A. Green
	Dominion Square Bldg., Montreal	PL. 1146	Andrew McGuire
	Trust & Loan Bldg., Winnipeg	935541	T. C. Maguire
	Stock Exchange Bldg., Vancouver	MA. 2161	Frank Flint
	Bank of Commerce Bldg., Windsor	LA. 5192	A. A. Brown
	Dominion Square Bldg., Montreal	KE. 3561	W. J. Sanstrom
	47 Fraser Ave., Toronto	923491	Don Wright
	Paris Bldg., Winnipeg	MA. 3284	Mrs. Muriel Murray
	Province Bldg., Vancouver	EM. 3-0181	Eddie Gould
	21 Dundas Sq., Toronto	HY. 0497	M. J. O'Brien
	727A Bayview Ave., Toronto	WA. 3438	Wm. Orr
	137 Wellington St. W., Toronto	PA. 9174	A. R. Poyntz
	928 West Pender St., Vancouver	EM. 3-4331	Miss G. Race
	156 Yonge St., Toronto	EM. 3-8716	T. Marchant
	303 Bartlett Bldg., Windsor	EM. 3-3762	Arthur Burns
	95 King St. E., Toronto	MA. 5947	Gordon Howard
	330 Bay St., Toronto	WA. 6157	Alan Morrison
	1262 Sherbrooke St. W., Montreal	LA. 3745	Frank Starr
	1502 St. Catherine St. W., Montreal	PL. 4803	Ray Avery
	145 Yonge St., Toronto	EM. 3-0237	Ramsay Lees
	Marine Bldg., Montreal	PL. 1515	N. Cardon
	Keefe Bldg., Montreal	MA. 8024	G. A. Phare
	108 Peter St., Toronto	EM. 4-9396	Clement Cook
	2 Toronto St., Toronto	PL. 2811	Ralph Hart
	1426 Bishop St., Montreal	HA. 7334	Paul Corbeil
	80 King St. W., Toronto	PA. 2102	Jack Randle
	1516 Mountain St., Montreal	PL. 9777	Wallace Telford
	50 King St. W., Toronto	PL. 5454	Michael O'Grady
	Dominion Square Bldg., Montreal	HA. 4131	
	Royal Bank Bldg., Vancouver	EM. 3-1166	Sam Young
	Dominion Square Bldg., Montreal	PA. 5824	R. A. Hunter
	University Tower Bldg., Montreal	PA. 3531	Hubert Watson
	100 Adelaide St. W., Toronto	M. 1432	Robt. McNicol
	402 West Pender St., Vancouver	25107	W. Kerr
	Province Bldg., Vancouver	WA. 8648	J. M. Bowman
	337 West 8th Ave., Calgary	924346	E. MacPherson
	Brock Bldg., Edmonton	EM. 3-6362	A. C. Haight
	88-90 Richmond St. W., Toronto	MA. 7794	Miss Mary Cardon
	294 Portage Ave., Winnipeg	WA. 2646	Miss P. Sivall
	66 Portland St., Toronto	MI. 5589	Tom Vamplew
	Dominion Square Bldg., Montreal	PL. 5051	Roland Beaudry
	80 Richmond St. W., Toronto	EM. 4-6301	Peter Harricks
	1175 Bay St., Toronto	3-7557	F. R. Wallace
	Keefe Bldg., Montreal	2-7224	Ross Mason
	380 Victoria St., Toronto	BE. 8431	Yves Bourassa
	135 Roy Bldg., Halifax	EM. 3-3053	Ev. Palmer
	Guaranty Trust Bldg., Windsor	EM. 3-5112	Stan Wayte
	508 University Tower, Montreal	LA. 6500	Alan Waters
	44 King St. West, Toronto	KI. 4864	W. Charland
	2829 Anquet Ave., Regina	PL. 4691	A. McGregor
	225 Mutual St., Toronto	EM. 3-5035	Jean F. Pelletier
	Dominion Square Bldg., Montreal		W. D. Byles
	1175 Bay St., Toronto		
	University Tower Bldg., Montreal		
	44 King St. W., Toronto		



*Ear and Eye*

**SPECIALISTS**

**to Canadian broadcasters**

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

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

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

**CANADIAN MARCONI COMPANY**

Established 1903

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

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

# PANORAMA

## No Change In CAPAC Fees

Ottawa.—The Copyright Appeal Board has ruled that the basis of payments made to the Composers', Authors' and Publishers' Association of Canada by radio stations and places of entertainment this year for the performance of CAPAC's music would remain unchanged. The fees paid by stations this year, calculated at the rate of 14 cents per licensed radio, will amount to \$304,842. The CBC will pay half of this amount while private radio stations as a group will hand over a similar sum.

The ruling followed consideration of objections to the fee set-up by the three-man board, headed by Mr. Justice J. T. Thorson of the Exchequer Court last month, during public hearings. The total amount paid by radio stations to CAPAC this year will be \$12,124 above last year's figure, which is due to an increase in the number of licensed radios in Canada.

BMI Canada Ltd., for the use of its musical works, will collect from private stations this year a total of \$43,548, or 2 cents for each licensed radio. It was reported that BMI did not ask the Copyright Appeal Board's approval of any charge against the CBC, with which it has a working agreement, but it was learned that the CBC would pay an amount about

equal to that of the private stations.

CAPAC sought the Board's approval of a one dollar fee on each loudspeaker installed in a private home by Rediffusion Limited of Montreal. In addition to supplying restaurants and other public places with recorded music, Rediffusion now has a wired service going to homes which makes available continuous recorded music or the programs of any of four radio stations. The Board ordered that the fee be cut to 50 cents since the service is only in an experimental stage.

CAPAC had also asked that establishments using its works be required to obtain a license, thereby agreeing to pay the fee applicable to their particular business. In lieu of a license, a minimum fee of \$3,500 a year should be set, CAPAC suggested. The Board denied this request but left the Association the right to inspect the books of any customer. CAPAC also got approval to collect a fee from motion picture theatres which stage live shows using CAPAC music.

The Board again stated flatly that it will not establish fees for the use of copyright music on television until after TV stations actually start operations in Canada. The Board had originally stated this view during the public sessions held earlier, when CAPAC suggested a charge of \$500 a month should be levied against TV stations.

# BACK FROM KOREA



BERT CANNINGS, NEWS EDITOR OF CKWX, Vancouver, who flew to Korea to cover events there for the Canadian Association of Broadcasters, is seen above with his interpreter, Chae Myoung Soo. He is holding the camera with which he augmented his radio coverage of the Canadians on the peninsula. On his return last month the Vancouver Daily Province devoted all of its daily picture page to his photographs of the fighting front.

## FIRST TV REP

Toronto.—The Horace N. Stovin office is now representing 20 American television stations in Canada. Five of these are ABC owned and operated, while the remainder are independents.

Andy McDermott, sales manager of the Stovin organization, says this makes them the first TV reps in Canada.

Already lined up are film spot series for provincial and federal government tourist bureaus which plan using the medium to sell Canada's summer spots south of the border. The James Lovick agency is also preparing a similar series for B-A Oil.

## TV SETS SALES HIT NEW HIGH

Toronto.—Sales of television receivers in Canada hit a new high of 5,163 during December, the Radio Manufacturers' Association of Canada has reported. Of this total almost 80% of the sales were confined to the Toronto, Hamilton and Windsor areas.

This report brings the total number of sets in operation in Canada at the beginning of this year to 37,823, the RMA noted. The distribution is as follows: Windsor, 16,565 sets or 43.8%; Toronto-Hamilton, 13,481 sets or 35.6%; Niagara Peninsula, 5,901 sets or 15.6%; and other areas, 1,876 sets or 5%.

## STORK MARKET

Toronto.—On Saturday, January 20, Margaret Mulvihill added a second daughter to her family. Weight: 7 lbs. 11 ozs. All, including Poppa Paul, are doing well.

## EXPERIENCED ANNOUNCER WANTED

Near Toronto, good salary, plus Talent fees.

Box A-77  
Canadian Broadcaster & Telescreen  
163½ Church St., Toronto

## CBC-TV MARCHES ON

Toronto.—Television equipment is now being installed in the CBC's temporary television quarters here, it was announced last week. This is the first equipment to be received and includes two camera chains, on loan from Canadian Marconi Company Limited, pending delivery of regular equipment, and apparatus such as lights and microphones.

The CBC's temporary television quarters here include a studio about 35 by 27 feet, a control room and offices. They are located in the CBC's present building on Jarvis Street and will be used for training purposes until completion of the permanent television building, now under construction on the same property. It is expected by CBC officials that the building will be ready for occupancy late this year.

Initial training on this equipment will be confined for some weeks to the present television staff here, it was pointed out. This program will gradually be expanded in line with a training plan leading up to the inauguration of a CBC TV service in this area, tentatively expected to start early next winter.

## DISCS FOR FORCES

Calgary.—Members of Canada's Special Force in Korea, scheduled to move into action shortly, have been kept in touch with home through a special service set up by radio station CFAC here.

Members of the 2nd Battalion of Princess Pats for some time have been sent recordings of all hockey games played in Calgary by the "Big Four" Western Hockey League. Joe Marks, CFAC's sports commentator, has been doing play-by-play accounts of these games, but instead of being broadcast, they are recorded and flown to Korea.

Other stations in the Western senior hockey league circuit also got behind the plan and now a special *Western Hockey Parade* is recorded by Pete LaValley of CJCA, Edmonton; Arnold Stillington of CFQC, Saskatoon; Lloyd Saunders of CKCK, Regina, and Marks.

Announcing . . .

## A SPECIALIZED SERVICE TO ADVERTISING AGENCIES

- whose client's preference does not warrant the permanent staffing of an experienced radio department.
- who are currently aggressively using radio but find seasonal demands taxing the efficiency of their own staff.
- whose clients are already asking about television filmed commercials.
- who have clients potentially low budget users of industrial or training color film.

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treasure trove of

# Selling Power

... more big name talent, more network-quality shows, more variety, more new releases than any other library service—at least 8 big discs a month! These sponsor-pulling features, plus flawless production make Standard Library Service the best buy of them all! Standard tunes are up to the times, Standard programs are customed tailored to every type of sponsorship ... Standard talent — always tops!



1. Bob Crosby
2. Frankie Laine
3. Kay Starr
4. Lawrence Welk
5. Connie Haines
6. Lucille Norman
7. Tommy Dorsey
8. Spike Jones

**SELL WITH**

# Standard Radio

TRANSCRIPTION SERVICES, INC.

360 N. MICHIGAN AVE., CHICAGO

140 N. LaBREA, HOLLYWOOD

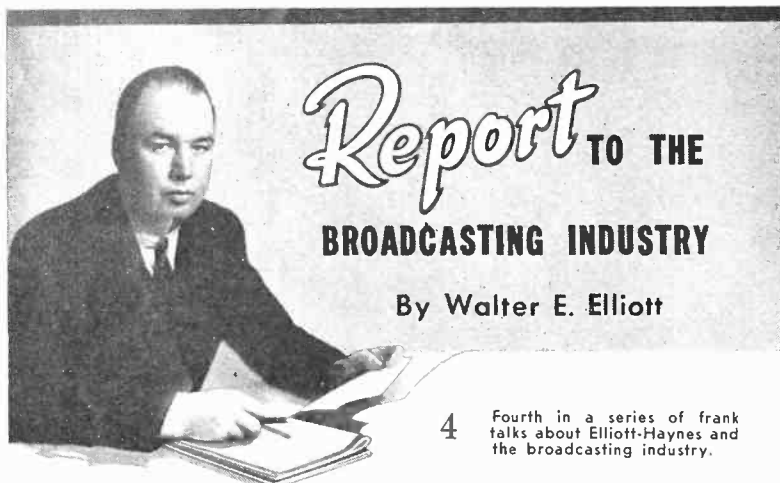
665 FIFTH AVE., NEW YORK

# HEADLINES of 1950

Through the following pages will be found a considerable number of articles, from the 1950 issues of this paper, telling the story of private enterprise radio. Our purpose in doing this is to furnish the industry with tangible evidence, conveniently presented, of community radio's tremendous part in 20th century life in Canada.

It is our earnest hope that it will prove of interest to our readers and of service to the industry.

Our news editor, Tom Briggs, has implemented his own articles with those of Bob Francis, our B.C. correspondent and is indebted to others who, from time to time, contribute to our columns by supplying us with the material on which to base articles. It is through the co-operation of the latter group that we are able to pursue our task of doing a liaison job between the broadcasting industry and the sponsors and their agencies.



4 Fourth in a series of frank talks about Elliott-Haynes and the broadcasting industry.

## The Coincidental Telephone Technique

ALL ratings data shown in E-H Reports are assembled by means of the telephone coincidental technique.

This method consists of telephoning a random selection of homes at the time the program is on the air, asking a standard set of questions, pertaining to the respondent's listening behavior.

The coincidental telephone technique has these distinct advantages:

1. It permits measurement of the size of audiences while they are assembled as listeners to specific programs;
2. It is the quickest and most direct contact with the listening audience;
3. It requires the least listener effort;
4. It is the most economical interviewing procedure;
5. By actual experience, it is the most accurate, sensitive and reliable method of measuring radio audiences.

Next issue: "The Interviewer's Questions."



*Elliott-Haynes Limited*

[ Continuous Radio Audience ]  
[ Measurements Since 1940 ]

Intl. Aviation Bldg.  
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515 Broadview Ave.  
TORONTO  
GErrard 1144

## NORTHERN ONTARIO'S

*Greatest*

## ADVERTISING

## MEDIUM

# CKSO

NORTHERN ONTARIO'S  
HIGH-POWERED  
STATION

*Ask*

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

Headlines of 1950

# PUBLIC SERVICE

## STATIONS CO-OPERATE IN NOVEL DRIVE



In Clovelly Hospital in Victoria during the great one-night drive for the Community Chest Fund, Dave Hill, CKDA staff man, chats with an elderly donor and canvasser. Inset is Dick Batey, CJVI, seen above as he described the city on the memorable night from a TCA airliner.

Victoria.—At the 7 o'clock signal, 2,000 canvassers descended on the citizens of Victoria for contributions to the recent Community Chest drive for \$186,000 and local stations CJVI and CKDA, having scrapped their regular schedules, started to broadcast the results of a new technique in charitable fund campaigns.

The signal was the sounding of horns, whistles, church bells and sirens, while householders, as had been planned for weeks, turned on their porch lights to notify the canvassers that they were expected. The main purpose of the experiment, other than the immediate objective, was to discover if it is possible to squeeze a normal two-week campaign into one big night and still go "over the top."

The big job for both stations was to keep messages flowing between the field men and campaign headquarters, supplementing this work with appeals and announcements to the public.

CKDA staff men Dave Hill and Hal Yerxa, with engineer John Skelton, made roving reports from all over the city in a radio car made available through the co-operation of the Department of Transport. They made a broadcast of an actual canvass, and started a parade of cars to Chest headquarters, where all would donate to the fund. Meanwhile CJVI's production manager, Dick Batey, was surveying and describing the whole scene, as thousands of lights flashed on, from his vantage point in a TCA air liner. He

spotted dimmer districts of the city and urged the residents to turn on more lights.

Tom O'Neill and Ray Nicholl co-operated with sales manager Gordon Reid in presenting the results over CKDA as the evening wore on, and sent messages out to canvassers. A crew from CJVI was stationed at Prince Robert House, headquarters for the campaign, and kept up a running commentary on how top Community Chest officials felt the campaign was going.

♦ ♦ ♦

Over 90 district "captains" in radio-equipped cars were tuned to the stations to receive important messages, such as: "R-20, meet at Monterey School — 200 envelopes coming by motorcycle" and "District Captain 72—Menzies Street missed. Get canvassers there." Communication proved im-

portant too in sorting out some of the human things which happened, such as: "Will canvasser who called at 198 Westbrook Rd., please return for her gloves?"

Under publicity chairman Gordon Reid and M. V. Chesnut, manager of CJVI, the advertising campaign laid out for the fund was credited with getting 95 per cent of the city's porchlights lit. And by 1 a.m. campaign chairmen John MacCormack and Art Roberts wound up the most successful Community Chest drive ever held in Victoria.

It is now predicted that many more cities in Canada and the United States, with proof that such condensed drives are possible and successful, will also be using the "Stay Where You Live Until You Give" slogan for Community Chests.

—November 8, 1950.

## NOW IN OUR TENTH YEAR

as the printed liaison  
between

### The BROADCASTING INDUSTRY and its SPONSORS

We uphold the operation of  
the radio medium as an  
important part of  
PRIVATE ENTERPRISE

**CANADIAN BROADCASTER**  
AND TELESCREEN

\$3.00 a year

\$5.00 for 2 years

Advertising Rates On Application

## 76,910 Radio Homes mean 76,910 Kitchens (CFNB 1950 B.B.M.)

Are the housewives using your appliances, serving your cereal—  
or ketchup—or coffee?

Are they using your baking powder—or flour—or margarine?—  
your cutlery—or china—or utensils?

Are enough of the 76,910 kitchens in the CFNB radio homes  
equipped with your lighting, heating, plumbing fixtures?

Are these 76,910 housewives listening to your radios?—Hearing  
your sales story?—Buying your products?



Ask the All-Canada Man — how

# CFNB

CAN GIVE YOU A SALES  
BOOST IN NEW BRUNSWICK

# Compare this all new **RCA VICTOR** 250 watt AM transmitter

## A NEW CONCEPT IN OPERATING EFFICIENCY... A MAJOR ADVANCEMENT IN PLANT ECONOMY

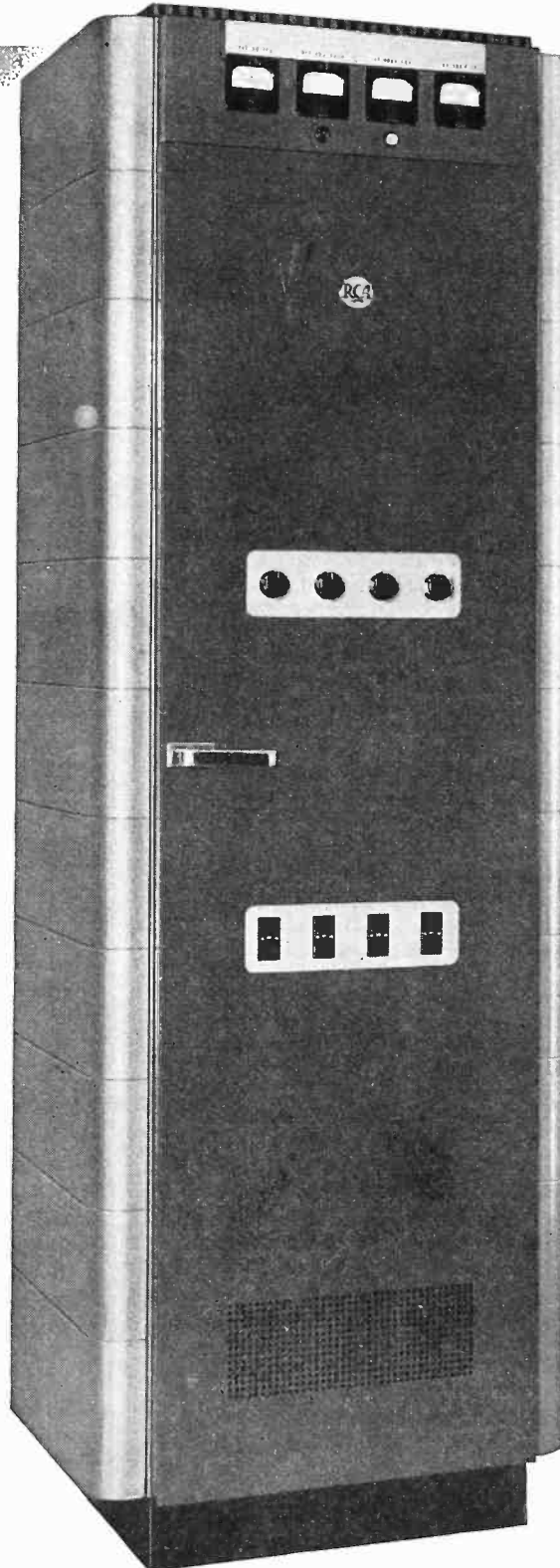
Here's the newest development in 250W transmitters designed by RCA Victor engineers to meet the new trends in station operating practices. For example:

**Simplicity**—Simplicity of transmitter operation is desirable to permit more flexibility in allocating and 'spelling' operating personnel. *To meet this requirement, BTA-250M tuning has been reduced to one control and neutralizing has been entirely eliminated.*

**Economy**—Saving in power consumption, space and maintenance are of major importance. *To meet these requirements, BTA-250M design reduces power consumption about 35%, uses less floor space, and cuts maintenance costs by reducing both the types and number of tubes and the necessary spare tube inventory.*

Here's transmitter design that really squares with to-day's practices and needs. Let us give you the full story on the BTA-250M.

For complete information on the BTA-250M, call in your RCA Victor Sales Engineer. Or write direct to Engineering Products Sales Department, 1001 Lenoir St., Montreal.



## CHECK THESE FEATURES

### \$ SMALLER SIZE

Uses less than 4 sq. feet of floor space.

### \$ TAKES LESS POWER

Average modulation—1150 watts.

### \$ SIMPLIFIED TUNING

Only one tuning control and no neutralization.

### \$ FEWER TUBES

Only 10 tubes—only 3 types to stock.

### \$ LOWEST DISTORTION

Less than 2% at 95% modulation.

### \$ BETTER FREQUENCY STABILITY

Maximum deviation  $\pm 5$  cycles per second.

**RCA VICTOR**  
**BTA-250M**  
**AM TRANSMITTER**



# RCA VICTOR

RCA VICTOR COMPANY LTD.

HALIFAX • MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER

# MOVE STUDIOS TO STORE WINDOW



**Toronto.**—In a two weeks' drive to assist in the fight against polio, station CHUM, with the co-operation and blessing of the S. S. Kresge Co., moved its entire broadcast activities into the window of Kresge's head store here last month.

From dawn to dusk, CHUM staffers squeezed themselves into their narrow "studio" for a fortnight and carried on the program schedule "as usual," while an estimated 100,000 curious pedestrians crowded around for a second look.

Donations from listeners and spectators came in a steady stream and were placed in a glass tube in the window for all to see how the fund was growing.

Vern Hill is seen reading the news (centre) in the picture above, while Leigh Stubbs, CHUM program director, and announcer John Cleary hold a card announcing what is on the air. On the right of the window is Phil Stone, station sport director, and engineer Mel Lovell.

—March 8, 1950.

## Everyday Is Committee Day

**Winnipeg.** — During annual financial campaigns of organizations like the Red Cross and Community Chest you get an earful, through Canadian radio stations, of what they are doing, or are planning to do when they lay their hands on the needed cash.

Yet when the campaign ends, you usually hear very little about them until next year, and a new drive, rolls around.

CKRC has set out to remedy this. Station's idea is to boost the work of such organizations at every chance — and on a yearly basis. At the moment particular attention is being paid to the Red Cross blood-donor service, reminding listeners they can donate their blood any time.

In the same community service vein, CKRC jogs dialers-in with the necessity for them to look after their personal safety both on highways and in the water. Soaring week-end casualty tolls point up the necessity for these reminders.

Three times weekly on the just-before-midnight *Concert Under the Stars* the station is boosting Winnipeg's symphony orchestra. During the show, outlines are given of coming fall programs and personnel of orchestra is broken down.

—August 9, 1950.

# CONSTANTLY GROWING..

"About \$1,154,000 will be spent by the C.N.R. in the Prince Albert Division on new work and improvements," F. H. Keefe, general manager of the C.N.R. for Western Canada at Winnipeg, said last night, at the Annual Board of Trade Banquet. He added, "That the operating expenses for the Prince Albert Division alone amount to in excess of \$5,000,000. Of this amount payroll figures exceed \$1,000,000."

—Prince Albert Daily Herald, January 26th.

You ARE NOT COVERING ALL OF SASKATCHEWAN WITHOUT CKBI. ADD THIS EXPANDING MARKET.

# CKBI

PRINCE ALBERT, SASK.

5000 WATTS

# REPORTS FLOOD BY AIR



**Colin Fitzgerald**, who calls himself the Gee Gee Man and gets people out of bed around 6 in the morning with a disc jockey show on CJOR, used his own aircraft to bring back reports on the flood situation in the Fraser Valley outside town.

Gee Gee is a man of parts, one of them being a private pilot of the Culver in the picture. Hal Ross, newscaster on CJOR, is handing in portable recording equipment which Gee Gee used to

cover the flood from the air.

The station won awards for its coverage of the disastrous 1948 spring floods, and used its experience on that occasion as a basis for planning coverage this year. The floods didn't compare with the disaster two years ago, or with the Manitoba floods of this spring, but exceptionally high water after a winter of deep snow gave the radio news people enough to worry about.

—July 12, 1950.

**The market:** CENTRAL VANCOUVER ISLAND  
(Annual Industrial Payroll over \$12 million.)

**The station:** CJAV, PORT ALBERNI  
(Earning over 70% of the audience.)

**The plus:** OVER ¾ MILLION EXTRA AUDIENCE ANNUALLY FOR CJAV's TRANSIT RADIO

**The results:** "... SALES SHOW A CONSISTENT INCREASE"  
a local advertiser reports. And more than 60% of all local business firms use CJAV.

**YOUR ACTION:** Get results on Central Vancouver Island with

# CJAV PORT ALBERNI

250 WATTS

1240 KCS.

Represented by

**NATIONAL BROADCAST SALES**

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

NEW ADDRESS AND PHONE

88 Richmond St. W., Suite 207-9 — PL. 3718-9

MONTREAL: serving you—Ed Kavanagh, Gord Sweetman, Jim Fitzsimmons  
106 Medical Arts Building — FI. 2439

**WEDNESDAY FEB. 21<sup>ST</sup>**

Canada's *All-time*  
**Radio Favorite ...**

"**Foster Hewitt**"

invites **ALL** Toronto

to **ENJOY**

**CKWFH**

**1400 ON YOUR DIAL**

**NEWS on the HOUR**

**NEW PERSONALITIES**

**TOP SPORTS EVENTS**  
Actualities...Interviews

**OPENING CEREMONIES BROADCAST**  
7:30 p.m. WED.

*Serving Greater Toronto...*

**24 HOURS A DAY!**

*Headlines of 1950*

**PUBLIC SERVICE**

**Spreading Christmas Cheer**

A party with all the Christmas trimmings for close to one hundred children, all patients at the Queen Alexandra Crippled Children's Solarium in Victoria, B.C., is a big event, especially for the kids. The party will be the result of a successful campaign for funds started by CKDA's announcer Ed Farey on his afternoon and evening radio shows. Victorians have rallied around to subscribe over \$1,400 to date, which will provide the Solarium's inmates with a big turkey dinner, and everything that usually goes with it at Christmas-time—entertainment by a choir, the Rodeo Rascals Quartet, acts by entertainers, and presents. Firmly behind the plan is the B.C. Electric Company, which will donate all transportation, together with numerous organizations which are rounding up funds.

CKWX got in an anonymous Christmas good deed for 2,000 youngsters in the Orpheum Theatre when Eaton's staged their *Good Deed Club* broadcast, a talent show plus entertainment, for the kids.

fooled every one of the kids, including Hughes.

Members of the *Good Deed Club* received prizes, watches, badges, and ribbons for telling old Kringle about their good turns.

The *Senior Citizens'* Christmas Fund is on the march again for the fifth year from CJAV, Port Alberni. Last year a Christmas auction for the Senior Citizens brought in \$4,446. This year the objective is \$5,000.

The fund is distributed among older people throughout the Alberni Valley by the Welfare Department of the provincial government and, while the exact total of the fund can't be foretold, it is expected that those who will share in the fund will receive cheques amounting to between \$15 and \$25, depending on their circumstances.

The idea originated with CJAV during the Christmas season of 1946, and each year more money has flooded into the fund. As is the custom, the staff of CJAV will preside over the first auction of the season, and then the service clubs will take up the cause as official auctioneers. Again the response from these clubs has been "overwhelming." All merchandise for the auctions is donated by local business men and householders.



Howard Hughes, the four-and-a-half-year-old youngster seen above getting a paper hat and a box of candy from Santa Claus, just happens to be the son of Ken Hughes, promotion manager for the station. The fellow with the beard is Jack Sayers, sales manager of CKWX, who claims he

It is expected that orphans in the various institutions around New Westminster and Vancouver will celebrate another memorable Christmas, thanks to the many people who donate to a fund that CKNW has been promoting over the past six years. Each year warm clothing has been bought for any child needing it in the eleven institutions in the area, plus a special little gift each child has selected as being the one thing he wants above all others.

About 1,000 children are cared for in this way each year, and the grand total collected over the years for the fund is about \$50,000.

Children's choirs from nine of the rural areas in the Kelowna area are to be featured in a series of quarter hour programs over CKOV. They will



**THE** station with more potential customers\* in the greater Oshawa area than all other stations combined.

\*E-H Report.

**"IN THE HEART OF CANADA'S RICHEST MARKET"**



sing carols and take part in the special Christmas programs that the station has prepared. A choir from the Kelowna Junior High School will be doing two half-hour broadcasts from the CKOV studios as well.

The Santa Claus parade in Regina, sponsored by CKCK and the Lions Club, not only provides a riotous day for thousands of children but raises a helpful sum (last year \$800) for the Regina Leader-Post Cheer Fund.

On the day of the big event the kids from the city and surrounding suburbs, forewarned for days by Santa Claus programs and special announcements, line the streets and fill six theatres, donated for the occasion, while the old man with the whiskers, escorted by RCMP officers, floats and clowns, wends his way through the downtown area. At the theatres and the hospital Santa stops off long enough to unload many bags full of gifts.

At the Junior Red Cross hospital in Calgary on Christmas morning, crippled children eagerly await the arrival of the CFCN microphone which carries their voices over the air to their families and friends. Getting the chance to recite the verses they have learned, to sing little songs, or just to say "Merry Christmas, momma," has become an important annual event at the hospital, which is a co-operative effort of the station and the local Kinsmen Club.

Through the efforts of CJBQ

and its annual Christmas Cheer Fund Show, another \$500 will probably be raised for the Belleville branch of the Salvation Army. The show is aired from the stage of the McCarthy Theatre, donated for the occasion, and is made up completely of local talent. Proceeds from the sale of tickets are distributed to needy folks by the Salvation Army.

It became apparent that many of the children in the new ward of Moncton's Tuberculosis Hospital would have radios this Christmas when the initial response to CKCW's drive brought in 17 sets. The sets aren't new, but when chief engineer Jim White completes overhauling them, they will bring some of the outside world into the young patients.

In Cornwall, station CKSF is planning an evening-long program of local talent to boost its campaign for funds for needy children in the district. An orchestra, instrumentalists and vocalists will take part in a program of requested numbers where those hoping to hear their favorite selections must first pledge a donation to the fund.

The station hires the hall for a large audience, and provides much of the transportation and refreshments, while station staffers and artists give of their time and talent. If the total response matches the \$1,200 raised last year, it will be considered a successful evening.

December 6, 1950.

Junior Music

Winnipeg.—Local vocalists and instrumentalists, among the younger set, are getting a chance to air their talents on two city radio stations these days.

One of the programs has been heard over CKRC for the past dozen years, while CKY, in its first few months on the air, has a similar type of show under way.

Let's look at the CKRC production first. Actually this show is staged by the youngsters themselves under the patronage of the Junior Musical Club.

The kids furnish the producers, announcers and talent, after first consulting with various music teachers. In other words, the 30-minute show, heard each Saturday morning, is entirely in their hands.

Many of Winnipeg's prominent concert performers passed through this format in their younger days. It taught them how to stage a show and gave them an insight into the radio business.

Over at CKY the show is "Winnipeg Sings." Broadcast twice weekly between 9.30 and 9.45 p.m., the program's aim is to reveal some of the city's vocal talent. A 35-voice male choir composed of members of the Winnipeg Junior Chamber of Commerce, appeared on a recent program.

They featured selections they were going to present at a concert the next night. The concert was a sell-out, for which CKY received part of the credit.

April 12, 1950.

JOHN J. GILLIN MEMORIAL

Montreal.—It was decided by a fully-attended meeting of the board of directors of the Canadian Association of Broadcasters to set up a Johnny J. Gillin Junior Memorial Plaque for public service on the part of a CAB station. The plaque is to be awarded annually, and details have been turned over to a board of trustees consisting of Harry Sedgwick, CFRB, Toronto; J. E. Campeau, CKLW, Windsor; Guy Herbert, All-Canada Radio Facilities Ltd., Toronto; W. T. Cranston, CKOC, Hamilton.

The late Johnny Gillin was president of station WOW, Omaha, Neb. He was a regular attendant at CAB conventions, always lending his assistance through his knowledge of the industry in the U.S. He was universally liked throughout the industry.

October 25, 1950.

AID LEUKEMIA VICTIM

Winnipeg.—Three city radio stations have rallied behind four-and-a-half-year-old Harold Kravetsky of Winnipeg who is now in a New York City hospital receiving treatment for leukemia.

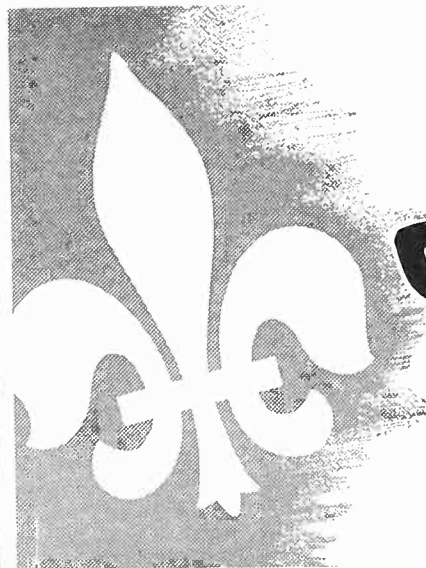
CKY, CJOB and CKRC have joined in broadcasting appeals for subscriptions to a fund set up to aid the boy in his fight for life. The fund was organized by the B'nai B'rith Lodge in Winnipeg.

Also, the stations carry special reports each day on Harold's condition.

February 22, 1950.

Nous souhaitons à tous les congressistes de retrouver dans notre vieille cité l'atmosphère hospitalière de leur "home."

QUEBEC EXTENDS A MOST HEARTY WELCOME TO ALL THE DELEGATES AND THEIR FRIENDS TO THE ANNUAL CONGRESS OF CANADIAN BROADCASTERS AND ASSURES THEM THAT THE ANCIENT CAPITAL IS THEIRS FOR THE PERIOD OF THEIR DELIBERATIONS.



CHRC

5000 WATTS 800 KC. Your best French seller.

Studios and Office 39, St. Jean Street, Tel.: 2-8177

Henri Lepage, General Manager

Headlines of 1950

**PUBLIC SERVICE**

**Culture Rates High**

There is a radio station in the Maritimes whose personnel now believe that a program of classical music can attract more listeners than western tunes, especially in the rural areas. The station is CFBC, Saint John, and the programs on which this assumption is based are *The Concert Hour* and *Pops Concert*. R. J. Gallagher, the station's promotion manager, pointed out, as proof, an Elliott-Haynes Area Survey which showed that the best ratings were for these two programs, while western music drew the lowest rating of the broadcast day.

Experiences such as this have been generally considered by radio people to be more the exception than the rule up till now, but a recent survey of programming on Canadian radio stations by *Canadian Broadcaster & Telescreen* reveals that an increasing amount of time is being devoted to the more serious aspects of music, drama and world affairs.

Station CJAD in Montreal is an example.

On Thursday evenings, for a half hour, studios and facilities are turned over by CJAD to one of six theatre groups which take turns in producing the feature, *Montreal Little Theatre*. Arthur Dupont, general manager of CJAD, explains that the purpose

of this series "is to give an opportunity to younger actors and actresses to do radio work under expert guidance"—and to provide good listening. The expert guidance is given by writer-actor Jerry Rowan.

Junior brother to this series is another program, *Little Players of the Air*. Heard for a half hour every Saturday morning, it is directed by Moira Sheehy, who is responsible for moulding groups of talented but untrained teenagers into a company which can produce entertaining plays. After making their debut in *Little Players*, some of these youngsters have gone on to become accomplished actors and singers.

Also heard on this Montreal station, and designed to provide more than just entertainment, is a weekly *Citizens' Forum*. The program, which started this month, will run for 30 weeks. Stuart Richardson, lecturer and public relations officer of the Northern Electric Company, takes charge, while a panel of authorities discusses subjects of current interest.

In Guelph, station CJOY and the Little Theatre are co-operating to produce a 26-week series of dramas. Most of the actors will be entirely new to either radio or the stage, and members of the station staff will act as producers and directors with more enthusiasm and theoretical knowledge than experience.

"It is only a quarter hour until they get their feet wet," station manager Wally Slatter explained, during which time new people can be trained for lengthier productions.

Another new project of the station is a 13-week series of variety shows featuring local talent. This is the result of a district-wide search for vocalists with talent who lacked the opportunity to be heard and judged by more people.

Town Meeting in Canada, under the guidance of its moderator and originator Arthur Helps and through the co-operation of station CJOR, Vancouver, is now heard on 22 stations from coast to coast, and won an Ohio State University award in 1948. The program aims at "tolerance, justice and reason through an informed public" and is a series of hour-long discussions by prominent people from all provinces on topical questions. It is aired across the country as a sustaining program.

For women, CJOR schedules women's commentator Laddie Watkis on a weekly half hour on behalf of the Vancouver Council of Women. Guests, mostly internationally-known speakers, are featured on this program, such as the directors of the University of British Columbia summer school, currently being heard.

Henry Birks & Sons changed the format of their *Sunday Serenade* this year to include, for the first

time, singers and musicians from Calgary who had never had an opportunity to work for radio.

CFCN in Calgary, the station which carries the program, reported that there were a number of excellent musicians and singers in Calgary, worthy of a hearing on radio, who did not have the time to prepare and maintain a series of radio broadcasts, and others who, lacking the necessary repertoire, have been assisted by this weekly half-hour series.

The series has now run 17 weeks, with a varied presentation of male and female vocalists and instrumentalists, but the station feels that less than half of the available deserving talent has been used.

The survey revealed that the 20-odd stations, which replied with program information, carry one or more shows of live talent, either drama or variety, and in many cases both, during a week. These stations represent various areas of Canada, where audiences range from mostly urban in Ontario to very rural in the northern Prairies. Some of these programs have been on the air only a short time, and others have been going for years.

—October 11, 1950.

**Juvenile Clubs Save Juvenile Courts**

Montreal.—The plans of Captain Oliva Pelletier, head of the Delinquency Prevention Bureau of the Montreal police force, had been moving ahead slowly but surely until the co-operation of local radio stations CJAD and CKAC was enlisted. Then there developed a crisis.

In the April issue of *National Home Monthly*, feature writer Jock Carroll describes the growth of the Montreal police juvenile clubs from a limited membership in a test district to the avalanche of 45,000 new members which followed the broadcasts. Author Carroll explains that the purpose of the clubs is to take potential candidates for the juvenile courts off the streets and provide them with organized recreation before they get into trouble. They are also taught, contrary to what many of them believed, that policemen are their friends, Carroll says.

Two weekly radio broadcasts help to weld the various clubs together and promote public interest in the scheme, while the struggle for equipment, facilities and finances goes on. Errol Malouin, CKAC announcer, handles a French program for the youngsters while CJAD's Ron Morrier does an English broadcast over his station. Local sponsors have added their support by donating 20 prizes each week, one of which is usually a bicycle, to club members during the broadcasts. Typical of program content was one broadcast over CKAC where John Gautier, a Kiwanis director, and Capt. Pelletier chatted with a few of the club's 50,000 members about city by-laws, pointing out that laws are for their protection.

—April 26, 1950.

Presenting . . .

**THE RADIO PANEL OF CANADA**

Projectible Ratings for Network and Selective Radio

On A

- NATIONAL
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- CITY SIZE BASIS

Also further breakdowns of your listening audience by education, age of housewife and economic status.

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Complete Marketing Research Services

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**Here's our record**

ON THE AIR - MAY 1948  
...since then it's been a record of constant growth...

**in 1950**

- 60 --- NATIONAL ADVERTISERS
- 131 (Local) LONDON ADVERTISERS
- 126 (Local) DISTRICT ADVERTISERS
- 97 (Local) ST. THOMAS ADVERTISERS

You bet we're accepted  
... in St. Thomas - London  
and six of Western Ontario's wealthiest counties.

**CHLO**

"The Voice of the Golden Acres"  
DIAL - 680  
ST. THOMAS, ONT.

P.S. Let RADIO REPS tell you the rest of the story...in U.S.A. talk it over with DONALD COOKE INC.

# Greetings . . . From Our Half Million



**A**ND BEST WISHES FOR A SUCCESSFUL C.A.B. CONVENTION AT QUEBEC City . . . that's not just from the staff here at CFRA, either . . . we take the liberty of sending along greetings from our half million listeners. That's just a small group of our friends in the photo above. They're enjoying themselves at the CFRA Saturday Night Square Dance in the Ottawa Playhouse. Incidentally, if you happen to be in our area drop in at the Playhouse for a set or two . . . the exercise will do you good!



**A**ND JUST TO PROVE THINGS ARE PRETTY LIVELY AT CFRA . . . That's the Farmer himself . . . Frank Ryan, on the left, smack in the middle of a fast step dance. He'll be available for limited engagements during the Convention.

The Voice of the Valley . . .

**CFRA**  
**OTTAWA**

REPRESENTATIVES

ALL-CANADA and WEED & CO.

*Headlines of 1950***NEWS****THE KNOWN QUANTITY**

Up - to - the - minute  
**NEWSCASTS**  
 ensure

*Constant Listeners*  
*Satisfied Sponsors*  
*Successful Stations*

The world's most informed  
 people demand news fast,  
 authoritative, accurate . . . .

**THE ASSOCIATED PRESS:**  
 for News of the World

**REUTERS:**  
 for the World and Empire

**THE CANADIAN PRESS:**  
 for News of the Nation

*Three Great Services in One*

**PRESS  
 NEWS**

**Election Actuality**

A CFRB Broadcast by Jack Dennett On His Return from a Five-day Trip to London to Cover the British Elections.



**JACK DENNETT**

Immediately after the British elections, the leaders of the two main parties took to the country for the weekend. Mr. Churchill and his second in command, Anthony Eden, left London for Mr. Churchill's country home at West-erham, Kent, while the Attlees moved from the worries of No. 10 Downing Street to the country home of Chequers.

Both leaders have plenty to think over in the next few days. With such a close decision, it seems likely that Parliament will be called just long enough to bring forth a budget and after a short time, enough for all parties to get their breath and gather election funds, the issues of Labor vs. Conservatives will again be put to the British people. Coalition still seems impossible and the Liberals, who hold the balance of power, have shown no indication of aiding Mr. Attlee in his hopes for a little larger majority.

We had the pleasure of spending the past week in London, to watch closely the election proceedings and to determine the present conditions in Britain in this over-extended period of post-war austerity.

The Island residents took the election with a grain of salt, the way they take everything else. Except for the large gatherings in Piccadilly and Trafalgar Square, February 23 went without any great show of excitement, and only when the battle between Labor and Conservatives threatened to become a dead heat at about 5 o'clock on Friday afternoon, did the usually calm Britishers start to get pepped up to a thrilling finish.

There are few events that will really give cause for excitement and displays of interest in Britain. A couple may be a soccer cup game or an appearance of the King and Queen, but apart from taking time out to vote—election day is just another day. The re-

ports in London on Friday said Canada and the States were more interested in the election than the British people. The British take their elections seriously but they don't consider it a day of celebration, even if one's party wins. They consider it a day of responsibility toward their country as is evidenced by the extremely heavy vote on Thursday. The ballot was about 83%, a very high percentage.

■ ■ ■

Britain is still showing the effects of the war. Acres of bombed-out areas can be found, if you want to look for them, mainly in the east end around St. Paul's, Whitechapel near the Tower and close to the actual square-mile City of London proper.

The people of the old country still carry ration books for candy, sweet biscuits, meat, raisins, gasoline, tea and many items we in Canada enjoy in plenty. In this country it is difficult to realize what a few pounds of butter, a ham or a few tins of meat can do toward lifting a British family out of that ration-starved rut. It gives them a new lease on life. There is plenty to eat in Britain, but the menu is short of all the little luxuries and variety that makes mealtime a period of enjoyment. It's an unpleasant task seven days a week to have either macaroni, rabbit or fish and then end up with an unappetizing dish of starchy custard or bread pudding. The British people are tolerant and hard-working, but they are also a little over-proud, and although they would hesitate to ask for them, you can be sure that Canadian parcels of their rationed goods are still more than welcome and are appreciated much more than anything you could send.

■ ■ ■

England is beautiful at this time of year. When I took a stroll through Hyde Park yesterday afternoon, children were picking flowers, and some of the early type trees were in bud. The new grass has already arrived and the parks and countryside were a brilliant green. The election may be cause for worry, rationing may make life dismal, but when spring comes to Britain, an indescribable something happens to make domestic problems trivial and life really worth while.

If your summer trip is incomplete, Britain can well do with American and Canadian dollars and you'll never regret spending your money in a country where courtesy and kindness are freely dispensed. And to our way of thinking, London is still the greatest and most fascinating city in the world.

We can help to put Britain back on her feet by buying her products and taking advantage of her hospitality.

—March 8, 1950.

### Ubiquitous Newsmen

Vancouver. — Bert Cannings, news chief of CKWX, started off right in character when he left to cover Sweetbriar, the Canadian - U.S. manoeuvres in the North.

Only a few hours out of Vancouver, his train became snow-bound at North Bend, and he was able to give the station personal coverage on the traffic jam there.

This sort of thing has been happening to Cannings for years. He starts off to cover one event, and falls in on a lot of others that need covering en route.



In 1948 he started off to do stories on the Canol oil scheme and bogged down in the floods at Revelstoke. Last fall he went with a party of officials to the opening of a new power project up the coast, and the ship ran aground.

Cannings is one of 11 reporters from Canada and the U.S., and he represents CKWX and the CAB.

When he returns from Sweetbriar—unless he runs into something more newsworthy on the way—Cannings will go to Victoria for the opening of the Legislature. Nobody expects the ship to sink getting him across to the capital—but reporters planning to go over the same day have been seen checking their life rafts.

—February 22, 1950.



### To Cover Korea

Vancouver. — Bert Cannings, news director of CKWX, Vancouver, has been appointed to fly to Korea to represent the CAB. It is his second assignment for the CAB, having covered exercise "Sweetbriar" in northern Canada earlier this year.

Bert will fly to Tokyo and on to Seoul on his way to the fighting front. His principal sources of news will be the Canadian airlift crews, the Canadian destroyers and the Canadian Korean force.

Press News, which supplies a news wire to many stations in this country, will also carry Cannings' reports.

He is the first private station man to leave for the Korean war, preceded only by Bill Herbert of the CBC, who recently left Vancouver for the Orient.

—November 22, 1950.

## KOREA AUREVOIRS



New Westminster.—Vic Fergie of CKNW, New Westminster, was one of the last reporters to talk to Canadian troops as they embarked for Korea at Seattle, Wash.

In a series of tape-recorder interviews, Fergie talked to the soldiers at the Fort Lewis, Wash.,

training grounds and again aboard ship in Seattle.

Here he is talking to Sgt. Bill Mallory of Vancouver, who gets a slight ribbing from his friends as he sends a message home.

—November 22, 1950.

## FOR SALE

REASONABLE

250 WATT  
MARCONI  
TRANSMITTER  
WITH 1000 WATT  
AMPLIFIER

Can be converted  
to use RCA Tubes  
if desired.

WOULD MAKE  
SPLENDID STAND-BY  
TRANSMITTER.

Apply:  
Box A-75

Canadian Broadcaster  
& Telescreen

163½ Church St., Toronto

# "WHAT A HEADACHE" MERCHANTISING



CANADIAN MARCONI COMPANY  
1331 ST. CATHERINE STREET WEST - MONTREAL, 11

HOLIDAY TIME

Dear Mr. Druggist:


Well, the Time of the Great Too Much is upon us again but -- believe you me --- you are the gentleman the public will be turning to for aid during this festive season.

Yes, Holiday Time is Bromo-Seltzer time and Bromo-Seltzer is going all out to let Montreal know that YOU - are - ready with their favorite Christmas and New Year's Relief aid -- Bromo-Seltzer.

You can definitely help YOUR sales if you'll join this extensive advertising campaign by displaying Bromo-Seltzer conspicuously in your window and counter-displays. Remember -- Holiday Time is Bromo-Seltzer Time and profit time for you!

May we take this opportunity to wish you and yours from all of us at CFCF a very MERRY CHRISTMAS and prosperous NEW YEAR!

Cordially yours,  
*Frank M. Jones*  
Frank M. Jones,  
Promotion Department.



P.S. We're sending this along for your own personal use at the Time of the Great Too Much as we feel with your co-operation your supply of Bromo-Seltzer may possibly be exhausted over Christmas and New Year's festivities.

Don't get us wrong. We don't mean that it's a headache to merchandise for our sponsors on Station CFCF. On the contrary there is nothing we'd rather do.

What we do mean is that Bromo-Seltzer asked us to pass along the holiday headache idea as a promotion gimmick to Montreal druggists.

Bromo-Seltzer wanted the druggists to know that with their co-operation in store displays, etc., combined with Bromo - Seltzer's intensive CFCF spot campaign larger profits would be theirs.

CFCF did pass along that merchandising theme in its typical promotion-wise way. Letters were mailed out to the druggists reminding them of Bromo - Seltzer's heavy spot schedule and that it was to their advantage to join in the campaign.

Accompanying each letter was a sample of Bromo-Seltzer for their own personal use, pointing out that with their help their store supply would probably be exhausted over the festive season.

This is the typical imaginative CFCF follow-up promotion our sponsors know they can expect when their sales message is carried on

## CANADA'S FIRST STATION

### 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



COREY THOMSON,  
CKVL, Verdun, P.Q.



C. H. INSULANDER,  
CFPR, Prince Rupert



G. A. CROMWELL,  
CHSJ, Saint John, N.B.



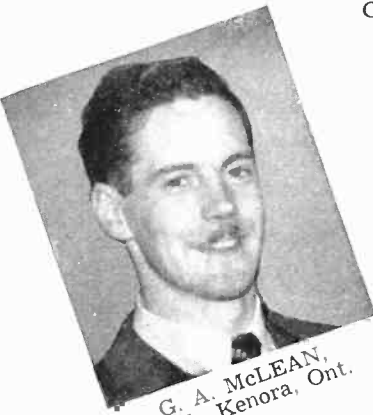
F. A. LYNDS,  
CKCW, Moncton



G. C. CHANDLER,  
CJOR, Vancouver, B.C.



G. CARON,  
CJBR, Rimouski, P.Q.



G. A. McLEAN,  
CJRL, Kenora, Ont.



MAURICE LACASSE,  
CJEM, Edmundston, N.B.



J. S. BOYLING  
CHAB, Moose Jaw



ARTHUR MILLS,  
CJGX, Yorkton, Sask.



BOB MCGALL,  
CJBC, Toronto, Ont.



LLOYD MOFFATT,  
CKY, Winnipeg, Man.



HUME LETHBRIDGE  
CJNB, North Battleford



G. E. SMITH,  
CFOR, Orillia, Ont.



E. G. ARCHIBALD,  
CHOV, Pembroke, Ont.



W. H. STOVIN,  
CJBQ, Belleville, Ont.



J. R. RADFORD,  
CFJM, Brockville, Ont.



H. H. FLINT,  
CKSF, Cornwall, Ont.



WM. HAWKINS,  
CFOS, Owen Sound, Ont.



C. H. WITNEY,  
CFAR, Flin Flon, Man.



J. E. BUTLER,  
VOCM, St. John's, Nfld.



Substituting for  
A. R. RAMSDEN,  
CKLN, Nelson, B.C.

H  
MONI

# Pepys

## OBSERVES

### "A Stovin Station is a Proven Station"

"To the Duchess' rout last evening, there to be challenged, by one who was doubtless jealous of the phrase, to prove that 'A Stovin Station IS a Proven Station.' Did, on my return, sit down with inkhorn and quill to compose this message, which is that a Stovin Station is Proven in two ways — first, by its record of service to its listening publick; and second, by the quality of the men who do direct each one • • • Accordingly, have set out their pictures for all to see — arranged in no east-west or west-east order, but companionably together as befits good fellows • • • Here are men who are leaders in the industry of broadcasting, each one an outstanding figure in the life of his community, alert to anticipate and serve the desires of his listeners, and thereby earn for themselves and their stations a goodly name for being progressive and productive • • • And so to C.A.B. Convention, to meet these and many other friendly faces with right good will.

P.S.—Without doubt, every Stovin Station is ALSO proven by the sales results they afford to the many local and national sponsors who do use them — but this, I do believe, is already well known to all."



CE N. STOVIN  
& COMPANY  
*Station Representatives*  
TORONTO • WINNIPEG • VANCOUVER

Simcoe County has 25,410 RADIO HOMES (1949 BBM) and no daily newspaper.

Most of these homes depend for their news, entertainment and shopping information on

**CKBB**  
BARRIE ONT.  
RALPH SNELGROVE  
Manager

REPS. NATIONAL BROADCAST SALES

Headlines of 1950

**NEWS**

**Radio's No. 1 Commodity**

Somewhere not far back in radio's history is the story of the news vendor who drew crowds of people to his newsstand, but they didn't come primarily to buy his papers. They swarmed around that corner to hear the news that came over his small radio every hour on the hour, and then passed on.

That was radio news demonstrating its attractiveness and effectiveness. For further proof there are Elliott-Haynes figures, that show newscasts generally command the top ratings on a daily average. Or walk along any residential street in any Canadian town or city on a warm summer evening and on the hour, from the open windows, will come the voices of the newscasters.

Behind the news the listener hears are news bureaus made up of men who know news and its application to radio.

In Vancouver, at CKWX, the news bureau consists of five men, working on rotating shifts. They cover, in addition to desk work, city hall, police, labor, service club and hotel beats. The news director is Bert Canning and under him are: senior editor Mike Gireau, intermediate editor Bob Freedman,

"Hold it, ladies and gentlemen. There is something big coming over the wire."



and junior men Earl McLeod and Joe Midmore. Each man is expected to telephone a news story for each of the station's hourly newscasts.

These men go out into the field for stories of floods, forest fires, and covered recent events like the RCAF Korean airlift out of Tacoma, Washington, and the Canadian Army's northern exercise "Operation Sweetbriar." But local and regional coverage, "the cornerstone of any newscast," as Canning puts it, is stressed. Canning, from the seat in the Provincial Legislature press gallery at Victoria which the station holds, covers the entire session of Parliament each year, using wire and telephone to get his stories in quickly. A web of correspondents working out of six key points on Vancouver Island and the Fraser Valley, and covering an area containing 80% of the B.C. population, rounds out the regional side of CKWX newscasts.

On the local side, the men cover their respective beats and follow "hot tips" from the police radio. This system of "staffing the potential sources of news" has paid off and continues to do so, Canning says. With this volume of new news coming in, he points out, the station's editors are able to completely rewrite 10 of the 20 daily newscasts and get streamlined copy that is easy to listen to and easy to absorb.

Tracy S. Ludington, a man with 22 years of news-gathering experience, is the top man in the news bureau of the Montreal station CFCF. In addition to supervising the news reporting in Montreal, he spends much of his time covering special out-of-town stories and such regular items as the Provincial Legislature in Quebec, and Parliament in Ottawa.

Under Ludington are two editors, Peel Stevens and Jack Brooks, who work the day and night shifts. Again, local and regional material gathered through wires direct to Montreal's city hall, fire and police stations, and on-the-spot reporting, gets their greatest attention. Station manager Al Hammond says that listeners mostly want news from the city itself, and the 37 municipal

ities that surround it, except for a few major stories on the national and international scenes.

Hammond and the CFCF news staff think highly of accurate and well-edited newscasts. "It all adds up to good business," they say.

Radio Press Ltd., the news baby of five Maritime stations and British United Press, now well into its third year, is no longer an experiment. Its backers say this method of news-gathering is here to stay, for them at least, and when asked if it is an example of things to come, managing director Claude Cain asserts: "This is the thing to come."

Three full-time newsmen, in each of the three basic stations, in the loop, and one each in the other two, form the backbone of Radio Press. It is reinforced by a string of 10 correspondents throughout New Brunswick, and the whole provides a complete local, regional, and from the wires of BUP, national news service for its subscribers: CFNB, Fredericton; CKCW, Moncton; CFBC, Saint John; CKMR, Newcastle, and CKCL, Truro. A network of correspondents is being organized throughout Nova Scotia and, in addition, stringers in the smaller and distant centres are available for special assignments.

The system was originally intended to fill the regional news void, but soon took over the job of supplying all news to these stations in a complete bundle, edited and tailored to fit the individual station. Material is carried from outlying points by phone and BUP wires.

Cain, former radio editor of BUP's Montreal bureau and a radio newsmen for 17 years, is now predicting wider applications for this type of radio news reporting.

News writers and announcers at CKEY, Toronto, work in teams around the clock, with the writer-reporter compiling and editing local items, while the announcer works on foreign and national news from the wire services before airing a newscast. Three of

**SELECTIVE ON CKOC-HAMILTON**

DAILY

- CORUX BLADES Secret Sounds 7.45-7.50 a.m.
- COLGATE'S Barry & Betty 8.30-8.35 a.m.
- LIPTON'S Toast & Marmalade 8.35-8.50 a.m.
- TEMPLETON'S Gospel Singer 10.05-10.10 a.m.
- WESTON'S Pick of the Hit Parade 1.10-1.15 p.m.
- METROPOLITAN LIFE'S The News 2.55-3.00 p.m.
- CAMPBELL'S Double or Nothing 4.00-4.30 p.m.
- COLGATE'S Barry & Betty 5.15-5.30 p.m.
- COLGATE'S Who Am I 5.30-5.45 p.m.

MONDAY

- WALKER'S BISCUITS  
Lightnin' Jim 7.30-8.00 p.m.

TUESDAY

- KELLOGG'S Mark Trail  
7.30-8.00 p.m.

WEDNESDAY

- KELLOGG'S Clyde Beatty  
8.00-8.25 p.m.

THURSDAY

- KELLOGG'S Mark Trail  
7.30-8.00 p.m.
- CANADA STARCH Boston Blackie 8.00-8.30
- IMPERIAL TOBACCO'S Bold Venture 10-10.30 p.m.

FRIDAY

- WRIGLEY'S Cisco Kid 7.30-8.00 p.m.
- KELLOGG'S Clyde Beatty  
8.00-8.25 p.m.

**CKOC**

*Selling one of Canada's great metropolitan markets!*

Represented in Canada by All-Canada — U.S.A. by Weed & Co.



these teams are on duty in a 24-hour period, putting out a total of 30 newscasts.

News editor at CKEY is Harry Rasky who supervises all news work and prepares material for featured news commentator Lorne Greene.

Wherever possible, Rasky says, the station does "live" reports taped on the scene in its news reports, and "offers something newspapers can never provide — the sound."

At CKNX, Wingham, a network of 40 correspondents, spread out over eight Ontario counties, provides news coverage for this essentially rural station. In an area where, for the most part, people only have one daily newspaper, and that coming from a distant city, local broadcast news averages 40 per cent of the total aired by CKNX. The correspondents, who are mostly weekly newspaper editors, file their stories by phone to news editor John Strong. A Tapewriter is used to record reports, thereby reducing long distance costs to a minimum. They are later rewritten for broadcast.

More than 700 people in the London area proved to CFPL recently that they are sufficiently interested in international news to write in for a war map of the world the station offered. The United Press map, designed to enable news listeners to follow the changing war picture more closely, was offered free during two newscasts.

For getting places in a hurry where news is being made, CFPL shares an airplane with the London Free Press. The plane itself made news during one of Harold Wilson's ill-fated attempts to break the world's speedboat record with Miss Canada IV. While racing at Trenton the boat damaged a propeller, but an emergency flight by the CFPL plane to Gravenhurst and back for a replacement, made it possible for Wilson to make another attempt.

Local news coverage for CJSO, Sorel, P.Q., presents a four-way problem. Here, with programming directed to Drummondville, St. Hyacinthe, Joliette and Sorel in segments, newscasts must be directed to each city separately. CJSO operates with a news editor at the station, who gathers material from the other centres, as reported by newspaper-radio men, by telegraph, and prepares it for broadcast. Bulletins go on the air during the hour devoted to the city concerned, or, if regional in interest, are included in all the newscasts.

Radio news has grown greatly in importance over the last 20 years, until now it is the greatest single audience-builder, holder and seller radio has, says a spokesman for the National Association of Radio News Directors in the U.S.

Back about 1927, CFRB in Toronto aired three newscasts daily, from the offices of the old Toronto "Globe," all unsponsored. Today 18 newscasts go out from CFRB's newsroom, one every hour, and only one is currently available for sponsorship.

On May 1, in 1928, CFRB received this telegram: "Reception Sunday excellent. News items

about 11 p.m. would be appreciated." It was signed by the Chambers Hudson Straits Expedition at Nottingham Island near Ottawa. Another telegram from the same group, received two weeks later, read: "News and music items received perfectly. Members of expedition greatly appreciate same."

"The radio news man is only now coming into his own," says CKEY's news editor Harry Rasky. "He is trained for news-gathering for sound rather than sight. He must always be aware of the 'now-ness' of news, because radio can get the information to the people faster than any other medium."

And Wilton Cobb, general manager of WMAZ, Macon, Georgia, whose station won a Peabody citation for local news, says this: "News is an economical program service, even if never sold. Our news department averages personal contact with over a hundred people every day. That's 36,500 people every year who have a personal contact with WMAZ."

The most commonly expressed point is accuracy. All stations, in one way or another, underline the motto: "Get it first, but first get it right."

—October 25, 1950.

Outstanding News Coverage

New York, BUP.—Ten radio and television stations and two individuals were named winners of the 17th annual Variety Plaque Awards . . .

And at the top of the list for "outstanding news coverage" is radio station CHUM, Toronto . . . for the way it handled the Noronic disaster.

CHUM is hailed editorially by the newspaper's radio editor, George Rosen, as "a symbol for all radio."

Rosen said: ". . . an enterprising post-war 1000-watter (CHUM) rates accolades for its outstanding local news coverage." CHUM, he said, demonstrates the value and power of a radio station to a community and its people. The alertness, vigor and showmanship

of CHUM's management illustrates anew the youth of radio, its importance in the scheme of things today and mainly the new horizons open to it.

The citation itself read: "If ever a small station rated that old Army citation 'for services rendered beyond the call of duty,' it's this young 1000-watt daytimer across the border. The fact that it was the first radio station on the scene of the tragic SS Noronic fire was not just luck. The big beat was the pay-

off for CHUM's enterprising 'Teleflash News Bureau' idea, set up several years ago when the station first started operations."

The newspaper said that for two days the CHUM staff worked without sleep in reporting the disaster.

"All commercials were dropped, and CHUM's facilities as well as staff did nothing else but disaster service. The station became practically a voice for police, fire and disaster aid organizations . . ." —June 14, 1950.

**CANADA**  
*is Bilingual*

**WHITEHALL**  
*is truly Bilingual*

**WHITEHALL BROADCASTING LIMITED**  
502 DOMINION SQUARE BUILDING  
MONTREAL

**CFCO has more listeners**  
**Per Watt at less cost than any other**  
**Western Ontario Station**

**TOTAL DAY AUDIENCE 79,480 HOMES**

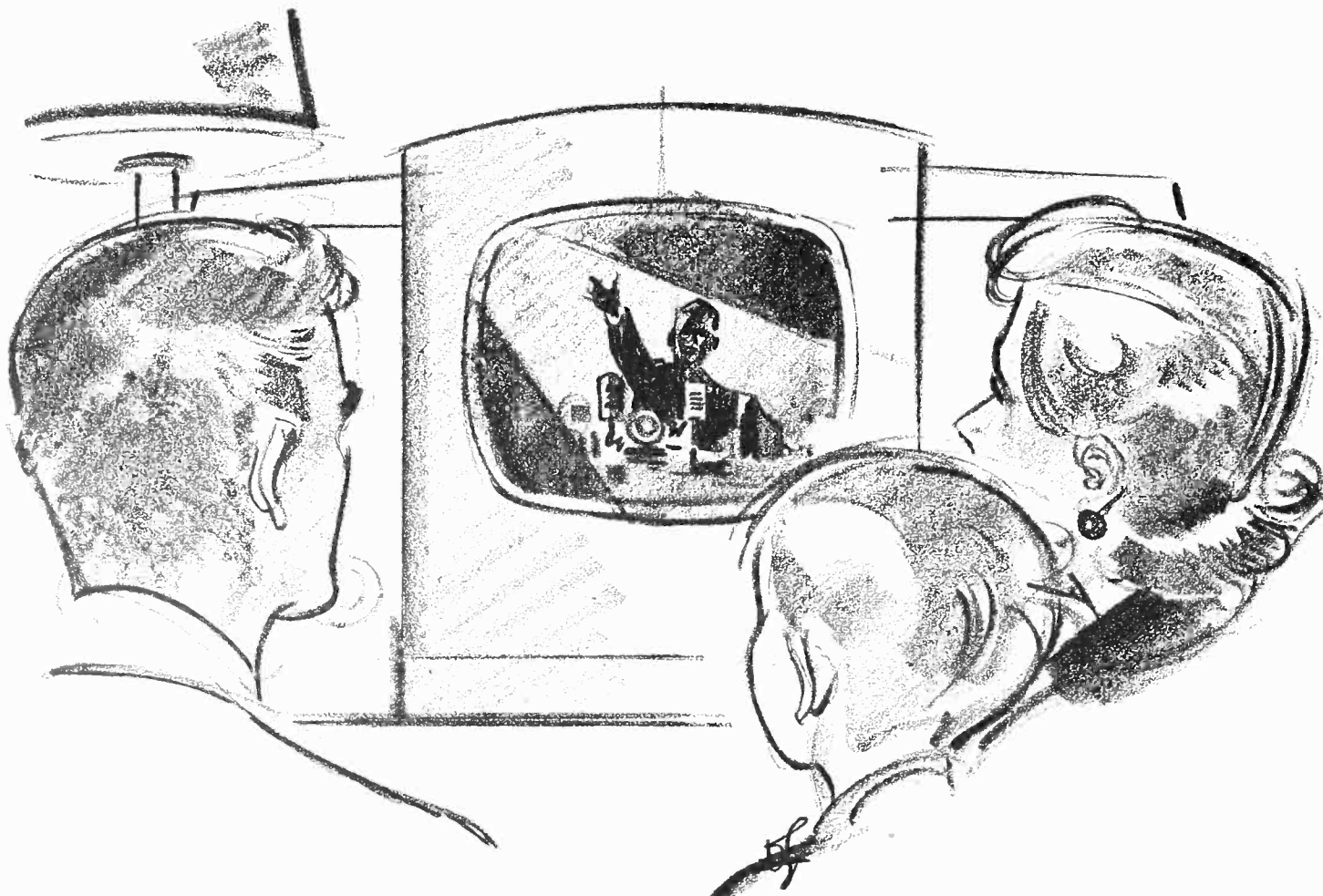
¼ hour program ..... 15 cents per M. homes.  
Spot announcements ..... 5½ cents per M. homes.

**TOTAL NIGHT AUDIENCE 55,510 HOMES**

¼ hour program ..... 32 cents per M. homes.  
Spot announcement ..... 9 cents per M. homes.

B.B.M. STUDY NO. 4

**CFCO - 630 Kcs. - Chatham**



## Television . . . Will Canada be ready when it comes?

Canadian television is expected to make its debut in September, 1951, when CBC-TV programs will be broadcast from Toronto. Already some 23,500 Canadian set-owners are viewing TV broadcasts from the United States.

The potential of television's pulling-power is not surprising. For only in television does the advertiser have a medium which can demonstrate the promise of his product . . . in sight, in sound . . . in motion, in use . . . *all in the viewer's home.* Here are examples:—

An appliance manufacturer introduced a new product to audiences in a single city of medium size. From just one program orders came in for a total of \$1,650. in sales. Advertising cost: \$1.78 for every \$30 appliance sold!

A cook book offer on an afternoon cooking show produced 11,000 requests—accompanied by cash—in three days.

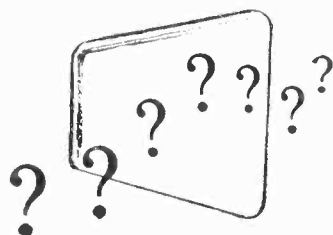
A dairy offered a seasonal novelty through local 20-second TV announcements. Within two weeks more than 50,000 orders came in—a 500% increase from pre-TV days.

But to make use of television's

potential is no easy, last-minute job! To solve problems of programming and selling you need intimate experience with this new medium.

The J. Walter Thompson Company has worked closely with television for twenty years. In September, 1930, our Chicago office directed the first commercial TV program ever put on the air. Today the J. Walter Thompson Company supervises the production of 20 national network and local TV programs. Spot announcements for 225 stations. For one client alone, more than 200 personalized TV film announcements.

When television comes into its own in Canada, will you be ready with your TV plans? If your program is to be among Canada's first in September, planning it NOW is none too soon.



In helping you to make your plans and program successful, the J. Walter Thompson Company Limited can call upon the skills and experience developed over the years by our offices in the United States.

Since its first TV Show in 1930, the J. Walter Thompson Company was also—

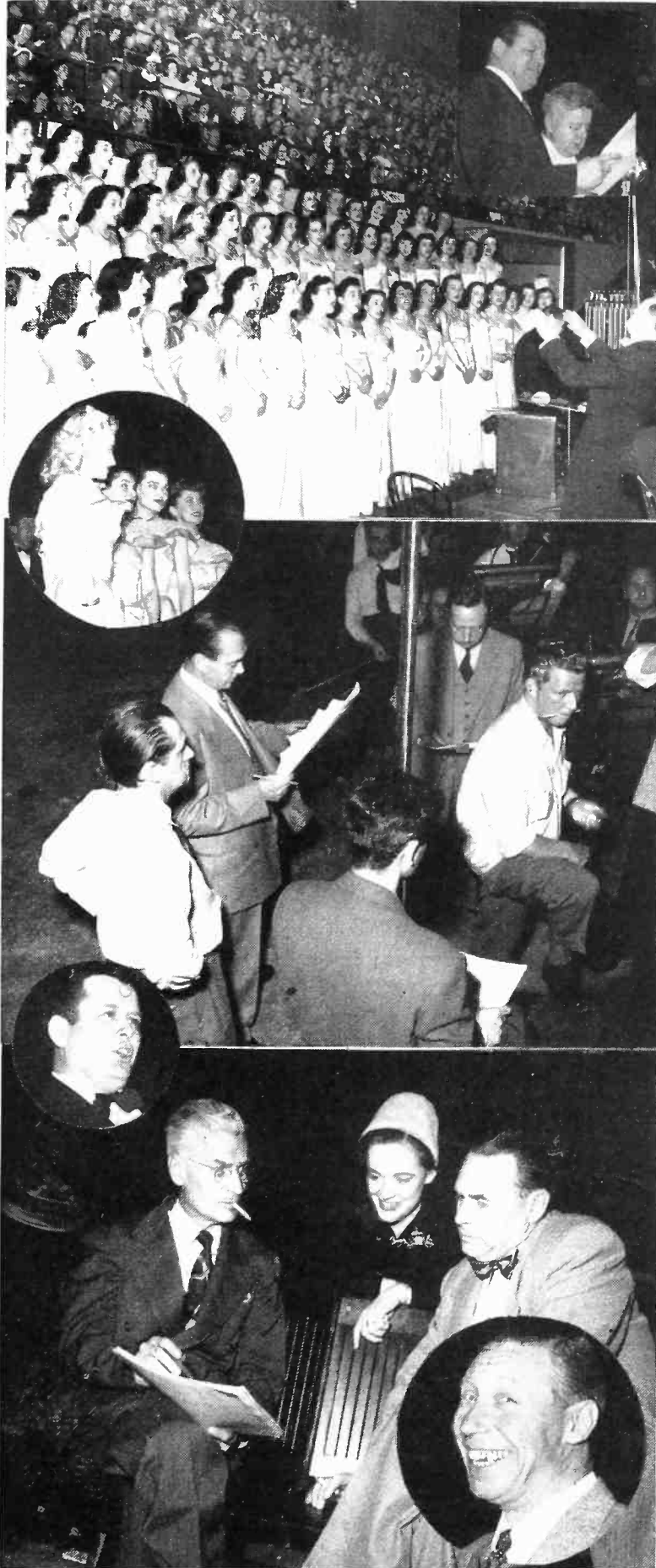
- First to produce a full variety show (1940)
- First to present a regular weekly *hour-long* sponsored program (1946)
- First to produce and direct a regular weekly *hour-long dramatic program* (1947)
- First agency to employ its own TV set designer

**J. Walter Thompson  
Company, Limited,**  
Dominion Square Building,  
Montreal, and  
80 Richmond St. W., Toronto

Headlines of 1950

# EMERGENCIES

## ALL RADIO PITCHES IN TO "FLOOD THE FUND"



North America. — Friday, May 26, an estimated 2,689,725 Canadians heard a formidable galaxy of radio talent air, from Toronto's Maple Leaf Gardens, its mammoth "Red River Relief Rally" for flood-stricken Manitoba. The program was heard on 120 Canadian stations and 509 ABC and Mutual outlets in the United States.

Canadian listenership was determined by Elliott-Hayes Ltd., whose special cross-Canadian survey disclosed that an average of 45.8% of sets were in use, with 91.9% of them giving the programs a 42.1 national rating. In Winnipeg, Edmonton, Regina and Ottawa, the percentage of listeners' score was 100. Other cities, showing over 90%, were Moncton, Toronto, Calgary, Halifax and Hamilton. But this is not a story of statistics.

More than 17,000 people jammed the huge arena to listen, with sympathy and sincerity, to eloquent appeals spoken on behalf of their beleaguered fellow-Canadians; to drink in the music played for them on the program; to blend their laughter with the gags and quips of the lighter part of the show.

The program's Canadian entertainers—CBC, private radio and free-lances—were bolstered, generously, by artists from the United States who volunteered their services, and one who flew over especially from England.

The audience in the Gardens contributed a "gate" of over \$26,000.00 which went to the Flood Relief Fund in toto. Winnipeg Fund authorities reported that contributions started flowing in with greatly added momentum as soon as the program was over. Words written by a Winnipeg Free Press writer, Frank Walker, some time previously, took on a new significance: "In its path of damage and destruction, the Red River is leaving a monument to the decency of human beings."

You couldn't single out of such a program the stars who stole the show.

CBC producer Esse Ljungh, who, assisted by Jackie Rae, per-

formed the stupendous task of putting the piece together — it was 90 minutes long — in eight short days, commented on the enormous number of artists who offered their services, many of whom it was impossible to use. He spoke also of the co-operation backstage during that frantic week. "For once in my life, I was able to make my own decisions," he said. "There was no time for experimenting."

Hollywood comedian Jack Carson, a native Manitoban, flew up to emcee the show. Fred Waring and his 68 Pennsylvanians came especially from New York. Lancashire comedian George Formby hopped a plane from England to contribute his songs. The Leslie Bell Singers sang as they have never sung before. Gisele and George Murray "gave" for their respective St. Boniface and Winnipeg. Sir Ernest MacMillan, Paul Scherman and Geoffrey Waddington took the podium; Three Johns—Fisher, Drainie and Scott—read the appeals. A mother and son combination were responsible for most of the writing—Laura Goodman Salverson and George. And the Toronto audience enthusiastically clapped and tapped its feet as from Winnipeg the *Prairie Schooner* ensemble rendered its cheerful theme.

Just as important, Don Roberts and Archie McDonald and their corps of operators and technicians sent the show out on its tour of the hemisphere for more than 700 stations to pick up and relay to their listeners. Unions co-operated by permitting their members to perform free. And everyone with anything to do with radio had a share in tickets, publicity and the myriad Joe jobs behind the scenes. In virtually every town where the program was broadcast radio had a co-sponsor—the local newspaper.

No, there were no stars vying for top honors in the "Red River Radio Relief Rally" for flood-bound Manitoba. It was just a continent's radio industry sending out a plea for help to the great heart of Canada. The people of Canada stole the show.

—June 14, 1950.

PICTURED FROM THE TOP, Leslie Bell Singers; inset (right), emcee Jack Carson and maestro Sir Ernest MacMillan; inset (left), four members of Fred Waring's Glee Club; producer Esse W. Ljungh, Jack Dennett (with script), Foster Hewitt in background; asst. producer Jackie Rae; unidentified artist; CBC librarian Erland Misener; chanteuse Gisele; conductor Geoffrey Waddington; insets (left) George Murray (right), George Formby. Photo of George Formby by Bob MacPherson, others by Gilbert Milne.

**W**ouldn't think  
**O**f letting this edition  
**O**ut without  
**D**elivering our best  
**H**opes for a big conven-  
**O**ver in Quebec, with  
**U**nanimous  
**S**atisfaction in  
**E**very issue.

**H**earliest congratula-  
 tions to  
**A**ll C.A.B. Members &  
 Committees.  
**W**e know co-operation  
 will be the  
**K**eynote  
**I**n every session.  
**N**ow we'll say "All the  
 best,"  
**S**incerely,

ART MCGREGOR & FRANK DEAVILLE  
 SPECIALISTS IN RADIO BROADCAST ADVERTISING  
 1175 BAY STREET TORONTO, ONT. KINGSDALE 4864

# MR. SOBLE BUILDS A DREAM HOUSE



ONE OF THE MOST SUCCESSFUL public service projects in the history of radio was the "Dream Home" built in Hamilton at the instance of CHML president Ken Soble and raffled for nearly a quarter of a million dollars at a dollar a ticket in aid of the Manitoba Flood Relief Fund. Started as a CHML project it gathered such momentum that Soble turned it over to the city. Winnipeg Mayor Coulter flew to Hamilton to present the keys to the house and a new Studebaker to the winner. Everyone pitched in to build the house, from suppliers to men on the job, and the house was erected and lavishly furnished without cost whatsoever in about eight days.

—July 12, 1950.

BETTER CALL SWC

FOR DISCS, TAPE & T.V.

And read this at the

**C.A.B.**

In Quebec, Spence celebrates the second anniversary of Caldwell's, Gordon Keeble joins him to mark 6 months' association and I remain on deserted Richmond Street.

Spence and Gord are in the Frontenac with cuts, contracts and Calvert's; audition, commission, perdition. Some shows are spanking new—many others are established favorites. Important—ask about our delightful VALLEE deal! Last year the most surprising show to hit Canadian radio was LONE-SOME GAL — this year it might well be RUDY VALLEE. There are other tricks up our sleeves — GLORIA SWANSON, INFORMATION PLEASE.

Television has started rolling. Plans include bringing in STUDIO ONE for Westinghouse and building Canadian commercials. If you want a long conversation — mention T-V to Caldwell. Speaking of Westinghouse, Don Wright Chorus & John Fisher constitute this country's biggest network show—52 stations!

A lot of things should be reviewed — greetings to the new stations—music libraries—singing jingles—commercial writing services — new features and facilities—but we will sign thirty sincerely inviting you up to the Penthouse in Toronto before going home.

Meanwhile, keep a "whether" eye on Spence and Gord, will you? ?

*John H. Heaton*

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

## CKPC Boosts Hospital Fund

Brantford.—Two little girls of this city are happy with a brand-new TV set, the Toronto Sick Children's Hospital building fund is \$14,000 richer, and staff members of CKPC here feel they have performed a deserving service during a recent campaign waged by the station.

The television set was the first prize in the campaign, where all donations were honored with an entry in a ballot box for the draw, organized and promoted by the CKPC staff, with assistance coming from local talent and merchants for the staging of three programs during Christmas week.

Disappointed in the district's response to the appeal up to the middle of last month and having heard of no local organized drive on behalf of the fund, the station staff decided one night to do its own organizing and air the three shows. As an added attraction, the station put up \$300 as half of the purchase price of a Westinghouse television receiver with Krieger's Radio Sales Limited footing the balance.

For program material, 40 local musicians and vocalists were approached and they donated their time for the two-hour shows, the last of which signed off shortly after 1.00 a.m. the day before Christmas with \$14,000 in pledges for the fund. The money came from many places beyond city boundaries, often accompanied by

messages or comments such as: "because the Sick Children's Hospital fixed Susan's feet"; "this is half of my Christmas tips," from a newspaper delivery boy; and "this contribution takes the place of a wreath for the late Mayor Dowden, because this is the way he would have preferred it."

—January 11, 1950.

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

Radio Representatives — Adam J. Young, Jr.

# ALL STATIONS ON FLOOD STORY



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

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

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

—May 24, 1950.

## STRIKE STORY

**Toronto.** — While union leaders reported the "100 per cent effectiveness of the recent railway stoppage, most Canadian radio stations were troubled very little and inclined to remark: "What strike?" after it was over, although everyone seemed to expect, and were preparing for the worst.

Express difficulties appear to have been hurdled in one way or another by most stations and, according to reports, wire line circuits, connected but unattended by striking telegraph employees, stood up without failure during the nine-day feud.

In reply to a Canadian Broadcaster survey, CFCY in Charlotte-town reported that the emergency notification service on the latest details of available space on the privately-owned ferry service from the mainland, the only one operating. At most times the ferry was overloaded, but airlines kept light freight moving, and vital transcriptions arrived without delay.

The manager of CJRW, Summerside, Art Rogers, knew there was a strike on, however. He spent 24 hours with hundreds of other people waiting for the ferry to take him and his car across the Strait. It was the beginning of a holiday and a trip to Toronto.

■ ■ ■

**At CKEY, Toronto,** the station's facilities were turned over to all public or private organizations whose operations affected the general public. Greatest use of this service was made by officials of both the Canadian and Ontario Automotive Transport Associations, who broadcast badly needed shipping instructions for those seeking transport space, and made appeals for drivers.

Then, the moment it was all over, local union leaders Walter Eamond, Elroy Robson and Harry L. Walters, rushed to the station to make the official "return to work" announcements to their members.

Not so favorably impressed with all this service of CKEY was a Mr. Smith, whose phone number

was similar to that of the emergency line installed by the station. Smith was called to the phone at all hours of the day and night as perfect strangers insisted on giving him bewildering mes-sages.

Sportscaster Joe Crysedale of CKEY, who normally reconstructs out-of-town Maple Leaf baseball games for home consumption from reports received by C.N. Tele-graph from the ball park, had his difficulties. Through the co-operation of WRNY in Rochester and WEBR in Buffalo, Crysedale heard these stations' sportscasters giving the play-by-play by telephone, then did his own about two plays behind. He found it tough going though, especially when he had to describe a foul ball in an unexcited tone, while fans at the park went into a frenzy over a home run.

■ ■ ■

**In Winnipeg,** the strike made more of an impact on local stations when it came to an end

(Continued next page)

## 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

### This year . . .

The CAB Convention has moved to Old Quebec City and we hope that this — the 26th — will be a successful one.

### This year . . .

We too, have moved to the New Bank of Nova Scotia Building in Toronto and if any of you Conventioneers are in town we hope you'll drop in to see our new quarters.

## WILLIAM WRIGHT

TORONTO  
 BANK OF NOVA SCOTIA BLDG.  
 BILL WRIGHT — KEN DAVIS

MONTREAL  
 YORK BUILDING  
 LEW HILL

rather than at its peak. This came about when listeners flooded switchboards of CKRC, CJOB, CKY and CKSB with calls requesting the latest information on the strike's end. Bulk of the calls came from rail workers and a few minutes after the dispute had become history, stations were broadcasting bulletins to workers telling them when and where to report.

Prior to this the scene had been calm. CKY took its microphones down to the picket lines and Ed McCrea, program director, interviewed some of the strikers.

■ ■ ■

One of the ways some stations saw their duty and did it where needed, was in the matter of facilitating transportation by arrang-

ing to fill cars making out-of-town trips. CKCW, Moncton, opened an emergency travel service to help bring together businessmen and others without cars with those who did have cars going in the same direction. Many people going to distant points in Canada and the States were grateful. The service required the full time attention of two staffers to look after calls and arrange contacts, and it was understood that the vehicles were not operated on a commercial basis, but strictly along "good neighbor" lines.

■ ■ ■

CJKL in Kirkland Lake did much the same thing for people in its area in arranging rides. They tell of a request they had from the owner of a baby Austin for

# BACK TO WORK



—Photo by Jim Lynch.

**TORONTO RAILWAY UNION LEADERS** issued their back-to-work instructions to strikers over CKEY as soon as official word came from Ottawa August 30. Pictured above, from left to right—Walter Eamond, Toronto area strike leader; Elroy Robson, national vice-president, Canadian Brotherhood of Railway Employees; Harry L. Walters, Central Ontario regional strike director.

—September 13, 1950.

## Penn McLeod & Associates Ltd.

RADIO RESEARCH

**VANCOUVER**

1673 West 4th Ave.  
B.A. 3922

**TORONTO**

365 Yonge St.  
P.L. 4093



February 21, 1951

Memo to:

CAB MEMBERS ET AL

See you all in Quebec

February 26-March 1.

*Jack Slatter*

five passengers to Toronto; crowded but happy, a staff member saw the six of them on their way.

One regular service that went by the board was CJKL's daily train report. The Ontario Northland Railroad train "47" is very seldom on time, it was reported, but during the strike they hit a record—approximately 9 days and 4 hours late.

■ ■ ■

In Timmins, gold digging went on as usual and so did CKGB, until a threatened gasoline shortage sent the staff scrambling to broadcast gas conservation spots and flashes, which helped this comparatively remote town prevent a crisis. They also ran a passenger service.

■ ■ ■

For a time, the people of St. Catharines and CKTB were worried. The strike caught the Niagara district fruit growers with their peach crop down, and the station made tentative plans for an avalanche of free commercials in the event the growers were forced to dump the crop on nearby towns and cities.

But the trucks, to which many people paid glowing tribute during the emergency, arrived and hauled the peaches to distant points. There was no loss.

■ ■ ■

Sault Ste. Marie is well served by air and water and CJIC did not report any serious results of the pinch. One show produced by CJIC in their *Homemaker Harmonies* series was dedicated to the national situation. They play-

ed "Tell Me How Long the Train's Been Gone," "It Takes a Long, Long Train With a Red Caboose," and "I've Been Workin' On the Railroad."

■ ■ ■

Inconvenience, resulting in displays of ingenuity, was about the total extent of the railway strike's effect on Canadian radio.

At CKOV, Kelowna, a special broadcast, taped by Bob Morrison for the B.C. Division of the Canadian Manufacturers' Association earlier in Vancouver, and air-expressed as far as Penticton, was missing as broadcast time drew near. It was discovered that no provision had been made to forward the tape to Kelowna by bus. With only a couple of hours to go, CKOV manager Jim Browne, Jr., took off from the local airport, piloting a chartered plane, and made the return trip to Penticton for the tape just in time.

■ ■ ■

Radio Press Limited, the cooperative organization supplying news to CFBC, Saint John; CKCW, Moncton; CFNB, Fredericton; CKCL, Truro; and CKMR, Newcastle; over BUP wires, had a field day when news editors Dave Rogers and Jos. Emery filed over 11,000 words during a 16-day period. This kept Maritimers informed on local and regional aspects of the strike, especially schedules of regular and special bus service.

■ ■ ■

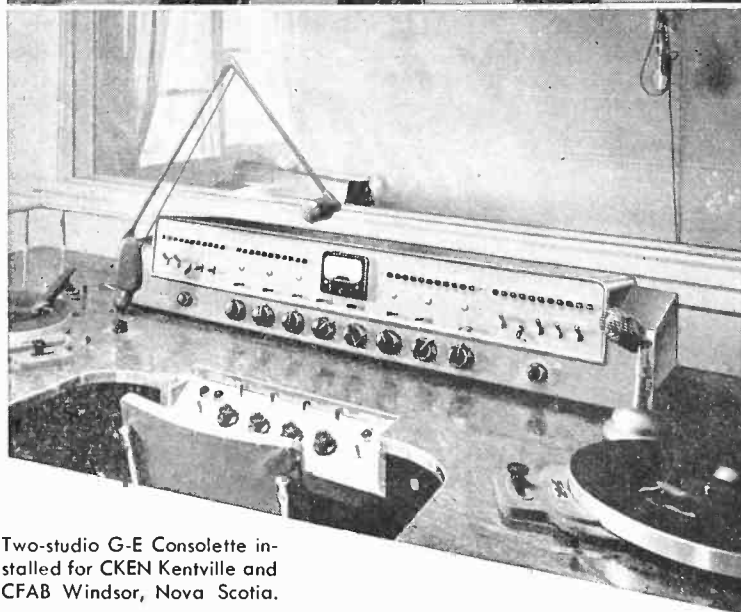
In the news room of CHRC, Quebec, organized bedlam broke out as strike deadline drew near.

**Broadcasters buy  
dependable . . .**

**GENERAL  ELECTRIC**

**. . . AM-FM-TV equipment  
with confidence**

3 kw G-E transmitter at "Education's Own Station" CJRT-FM, Ryerson Institute of Technology, Toronto.



Two-studio G-E Console installed for CKEN Kentville and CFAB Windsor, Nova Scotia.

**HERE IS A PARTIAL LIST:**

- CFAB - - - Windsor, N.S. - - - - - 250W
- CKEN - - - Kentville, N.S. - - - - - 250W
- CFCY - - - Charlottetown, P.E.I. - - - 5000W
- CHSJ - - - Saint John, N.B. - - - - - 5000W
- CHLP - - - Montreal, P.Q. - - - - - 1000W
- CKVL - - - Montreal, P.Q. - - - - - 1000W
- CKCH - - - Ottawa, Ont. - - - - - 1000W
- CKBB - - - Barrie, Ont. - - - - - 250W
- CFRB - - - Toronto, Ont. - - - - - 50,000W
- CKEY - - - Toronto, Ont. - - - - - 250W
- CJRT-FM - - Toronto, Ont. - - - - - 3000W
- CKOC - - - Hamilton, Ont. - - - - - 5000W
- CHSJ-FM - - Hamilton, Ont. - - - - - 3000W
- CKPC - - - Brantford, Ont. - - - - - 5000W
- CFPL - - - London, Ont. - - - - - 5000W
- CJOB - - - Winnipeg, Man. - - - - - 250W
- CKDM - - - Dauphin, Man. - - - - - 250W
- CFAR - - - Flin Flon, Man. - - - - - 1000W
- CKOK - - - Penticton, B.C. - - - - - 1000W
- CHUB - - - Nanaimo, B.C. - - - - - 1000W
- CHWK - - - Chilliwack, B.C. - - - - - 1000W
- CKDA - - - Victoria, B.C. - - - - - 250W

*The purchase of General Electric AM-FM-TV Equipment gives you these outstanding benefits:*

- A quality product made to suit Canadian requirements.
- Technical installation service coast-to-coast.
- Replacement parts service from convenient central warehouses.

**WRITE YOUR NEAREST C-G-E OFFICE FOR FULL INFORMATION.**

**CANADIAN GENERAL ELECTRIC COMPANY  
LIMITED**

HEAD OFFICE: TORONTO — Sales Offices from Coast to Coast

51-RT-2

(Continued from page 38)  
 While teletypes rattled off national and regional coverage by the yard, local news poured in by phone. Newsmen Gaston Blais, Paul Legare, Gaetan Plante, Philippe Langlois, Georges Patry, and Roger Blancher answered over 2,000 phone calls from all over the province, filed thousands of words for airing, and kept the station transmitting bulletins all night. At 5.30 Tuesday morning the boys went home; the "strike that couldn't happen" was on.

On the west coast, strikers in Hotel Vancouver even managed to confuse a group of radio men from CJOR.

Wallie Peters took a crew to the hotel at 6 a.m. daylight time, believing the strike would go on then, and looking for a color story on the employees knocking off and guests trying to look after themselves.

Only trouble was, the hotel strikers didn't go out till 6 a.m. standard, along with the rest of the railway system. By the time the extra hour was up, and having rolled out of bed under protest at dawn, Peters and his crew thought the strike was even less funny than they had thought.

It wasn't CKY's fault if Manitobans weren't familiar with the causes of the dispute, and what was being done to organize alternative transportation. In the series, *The Week in Winnipeg*, many of the personalities who were to make the news in the next nine days, faced the CKY

microphone to give various sides of the story. Prior to the strike Jack Thornton, public relations officer for the CNR and Sid Simpson, strike leader for Manitoba, voiced their positions, followed by representatives of the Retail Merchants' Association, Trans-Canada Air Lines, the British-American Oil Company, and the bus companies. A. V. Gonder, general manager of the CNR, was heard from later in the series, with George S. Jones, Winnipeg strike leader, representing the other side, and H. E. Wood, from the Manitoba Department of Agriculture, explaining the shut-down's effect on farmers.

Ken Ellis, news and sports editor of CFPL, London, along with chief operator Kevin Knight, lost some sleep the night it was all over, covering the return to work of employees and trains. The two finished a late ball game and then headed for the scene of action, as London's CNR and CPR yardmen started to breathe life back into cold engines. At London's east yard of the CNR, the general yardmaster was interviewed as he went into action lining up the make-up for the first train out. Ellis and Company then moved a recorder to the round-house, where crews were rolling out big engine 6233, watched and taped as the black beauty was coaled and watered up, and saw her move out to the main track. The engineer and fireman, who would take this first train out to Windsor, showed up for an interview.

Back at the east yard the 40 cars were ready, and as train and engine were brought together, the conductor added a word to the broadcast before he swung aboard for the run.

After returning to the studios, the boys of CFPL's special events crew hurriedly completed the editing and timing of the tapes, and at 7.45 in the morning wrote "30" to their part of the biggest national news story of the year.

With studios in the CPR building in Edmonton, CFRN staffers met pickets whenever leaving or entering the station. One morning one of the station staff was asked by pickets if the Winnipeg home football game against Edmonton would be broadcast as usual over CFRN. The pickets were told that, if nothing happened to wire lines due to the strike, the game would be carried. The union men felt this was serious, and one replied: "Maybe we'd better bet back to work, or we'll miss the game."

And that is about how all Canada and Canadian radio accepted the situation. Business was pretty much as usual, but everyone is thankful it didn't last longer.

—September 13 & 27, 1950.

**Red Deer Actuality Men Cover Leduc Blast**

Red Deer, Alta. — Listeners to station CKRD here were given on-the-spot coverage of the tragic Leduc explosion and fire which razed a hotel 80 miles from here

November 11.

The station's production manager, Ned Corrigan, news editor Cliff Bowers and chief engineer Bill Frost raced to the scene and arrived two hours after the Leduc hotel had blown up. The death toll was 10 and on the injured list there appeared 16 names.

The three station men found a scene of utter destruction. Where once had stood a modern, two-storey brick hotel, there now remained only a gaping, smoking hole, partially filled with broken bricks and charred, twisted timbers.

A tape recorder was set up in the bakery shop situated directly across the street from the destroyed building. Rescue workers and firemen worked tirelessly all afternoon and well into Sunday to extricate the victims. Pulverized glass covered the streets surrounding the death scene, and steam from the burned building, combined with the water from the fire hoses, glazed the streets with a coating of ice.

Corrigan and Bowers interviewed eye-witnesses and one interviewee told of being thrown across his employer's office by the force of the blast. He rushed across the street and helped other passers-by to drag trapped men and women from the collapsed building.

The recorded interviews were featured on two special newscasts that evening after the tapes had been rushed to the station by car.

—November 22, 1950.

**Congratulations from a**

*"Steady Customer"*

\* We salute the 26th Convention of the Canadian Association of Broadcasters with warm congratulations on an unparalleled record of progress.

As architects of that progress, the men of the C.A.B. have reason to be proud of their achievements . . . achievements for which Canadians should be truly grateful.

For our part, we at Bulova count it a privilege to have been a consistent advertiser in Canadian Radio almost since its inception.

**Canada Runs on Bulova Time**



**Largest manufacturers of fine watches in the world**



Headlines of 1950

# TALENT

## Musical Festival Hits New High

**Moncton.** — The 1950 Musical Festival here, an annual event sponsored by radio station CKCW, drew a larger competitors' list and greater audiences than in any previous year. This year's festival saw 959 separate entries, embracing over 4,000 individuals performing before four adjudicators, and ran for a full week of morning, afternoon and evening sessions in two halls.

The number of competitors entering the festival this year is an increase over 1947, CKCW's first year of sponsorship, when 1,500 contestants performed, and attests to the growth and popularity of the Moncton Festivals.

■ ■ ■

**Adjudicators for the competitions** were Filmer Hubble of Winnipeg, and John Lee, a former Nova Scotian from Los Angeles and well known to radio audiences in the West and the Maritimes.

The yearly festivals are organized and operated by Hubert Button and Alf Parkes of the CKCW staff, and the station, in underwriting the event, guarantees to pay all accounts not covered by entry fees or door admissions. The station also assists groups financially who may require transportation from outside points, and top-ranking adjudicators are hired each year.

Through arrangements made by CKCW, competitors in the 1950 Festival became eligible for 23 scholarships awarded by business firms, service organizations and individuals. Further awards consisted of four cash prizes given by the Frederick Harris Music Company of Oakville, Ontario, for best performances of the works of Canadian composers. This was a special competition introduced to the 1950 Festival for the first time to bring the works of Canadians before a wider public. Ballet dancing classes took part for the first time.

—June 28, 1950.

■ ■ ■

## 'NW Cops 3 Prizes

**New Westminster.**—Artists from CKNW did a wholesale job of award-winning in the huge West-

ern Musical Roundup which was a feature of the Pacific National Exhibition at Vancouver August 23 to September 4.

*The Rhythm Pals*, Mike Ferby, Marc Wald and Jack Jensen, knocked over the \$1,000 first prize in the World Open event for western groups. Jack Jensen personally carried off an extra \$1,000 cash as first prize in the World Open Singles vocal event for men and women.

Another CKNW man, Jimmy Morris, took the \$500 first prize in the Northwest Open vocal contest.

Pat Gerow and his Western Gang took a \$500 first in the Northwest Open Square Dance Orchestra event.

Roy Warhurst, 15-year-old fiddler of the station's Fraser River Boys, took \$75 as second prize in the Northwest Open for Old Time Fiddlers. Between them the CKNW boys justified their years of making CKNW the "Western" station by taking a total of \$3,075 in prize money in the Western Musical Roundup. They competed with entrants from all parts of Western Canada.

—September 27, 1950.

■ ■ ■

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610 KCS.

NEW CARLISLE, QUE.

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THE VALLEY'S NUMBER 1 STATION

(Continued from page 38)

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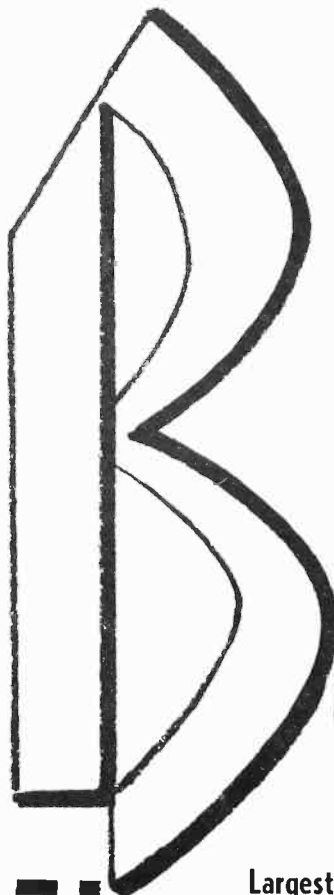
*"Steady Customer"*

• We salute the 26th Convention of the Canadian Association of Broadcasters with warm congratulations on an unparalleled record of progress.

As architects of that progress, the men of the C.A.B. have reason to be proud of their achievements . . . achievements for which Canadians should be truly grateful.

For our part, we at Bulova count it a privilege to have been a consistent advertiser in Canadian Radio almost since its inception.

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# Bulova

Largest manufacturers of fine watches in the world

Headlines of 1950

# TALENT

## Musical Festival Hits New High

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The number of competitors entering the festival this year is an increase over 1947, CKCW's first year of sponsorship, when 1,500 contestants performed, and attests to the growth and popularity of the Moncton Festivals.

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The yearly festivals are organized and operated by Hubert Buton and Alf Parkes of the CKCW staff, and the station, in underwriting the event, guarantees to pay all accounts not covered by entry fees or door admissions. The station also assists groups financially who may require transportation from outside points, and top-ranking adjudicators are hired each year.

Through arrangements made by CKCW, competitors in the 1950 Festival became eligible for 23 scholarships awarded by business firms, service organizations and individuals. Further awards consisted of four cash prizes given by the Frederick Harris Music Company of Oakville, Ontario, for best performances of the works of Canadian composers. This was a special competition introduced to the 1950 Festival for the first time to bring the works of Canadians before a wider public. Ballet dancing classes took part for the first time.

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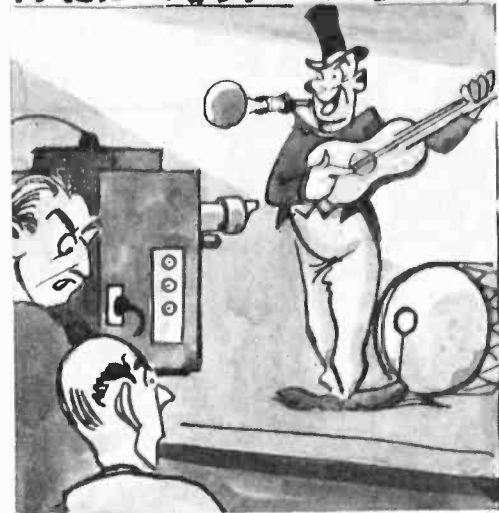
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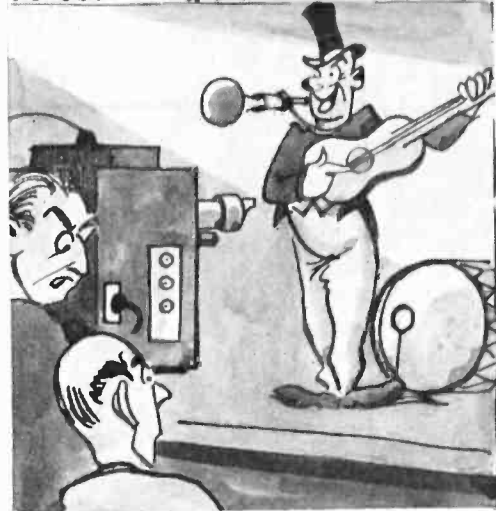
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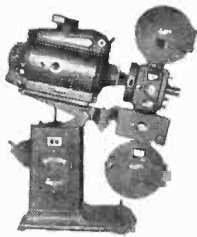
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# ACHIEVEMENT AT BELLEVILLE

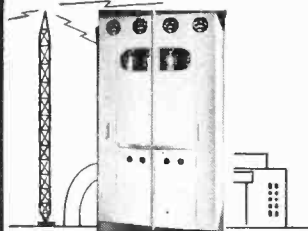


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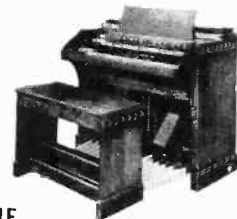
All types of fine radios for the home



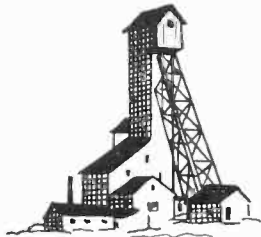
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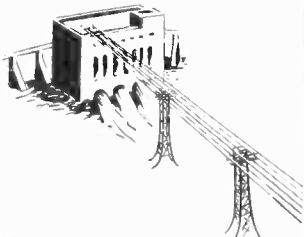
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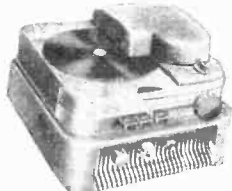
Fire Alarm equipment and systems for buildings or municipalities.



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

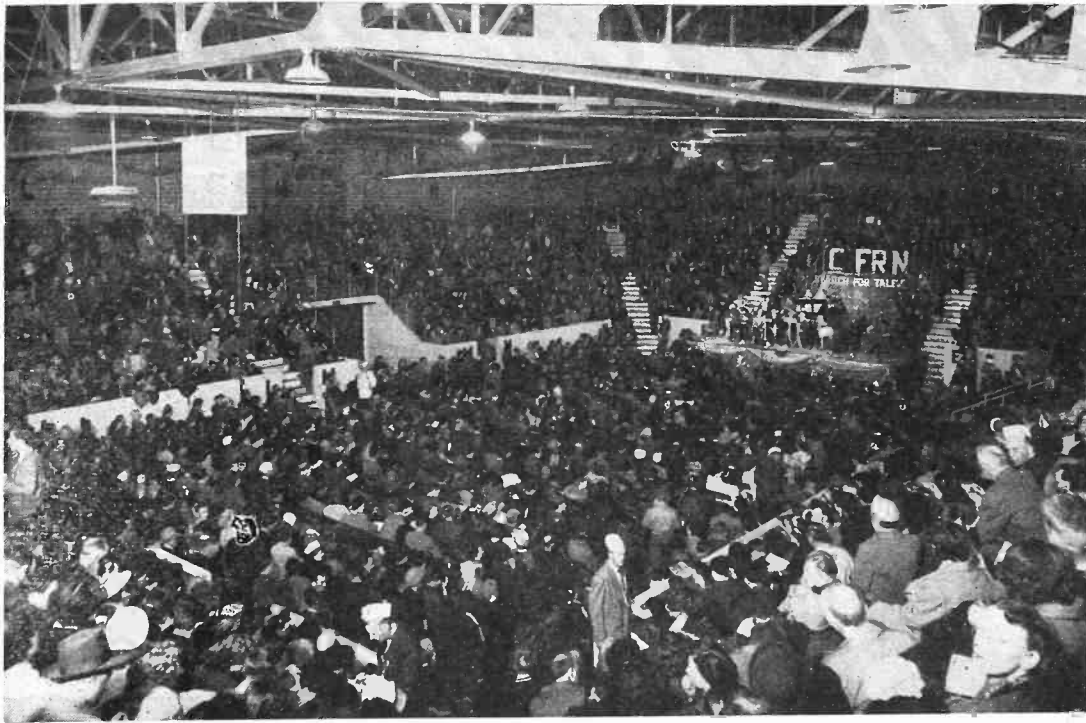
## Northern Electric

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DISTRIBUTING HOUSES THROUGHOUT CANADA

# 6,000 LOCAL ARTISTS RAISE \$51,000.00



**THIRD ANNUAL CFRN-A.C.T. "SEARCH FOR TALENT" show, in aid of Northern Alberta Crippled Children's Fund, plays to full house as contestants are brought to Edmonton for finals.**

Edmonton. — The three-year-old "Search for Talent Showboat" program, a non-profit project sponsored jointly by station CFRN and the local branch of the Associated Canadian Travellers, has so far done double duty by raising over \$51,000 for the Crippled Children's Fund of Northern Alberta and giving a boost to some 6,000 promising home-grown artists who have been aired during 78 three-hour shows.

Under CFRN's chief announcer and program emcee Claude Blackwood, the station's staffers pack themselves and remote broadcast equipment into vehicles for a trip to a different Northern Alberta town each Saturday night, 26 times a year. The first hour of the show consists of local amateurs doing their stuff, most of them for the first time, before capacity audiences in local auditoriums and over the air. Following this, two hours of variety entertainment is staged and produced by CFRN personnel.

Near the end of each season, what is considered to be the top act from each town is brought to Edmonton for the semi-final and final shows.

The need for this public service became apparent three years ago when the Associated Canadian Travellers asked for CFRN's help in assisting the crippled children of Northern Alberta, after the handicapped kids' plight had been brought to their attention by Alberta's Deputy Minister of Health, Dr. A. C. Somerville. No facilities or services were available for treating crippled youngsters, Dr. Somerville revealed, but to date, through the fund, 51 cases have been treated; some have been completely cured.

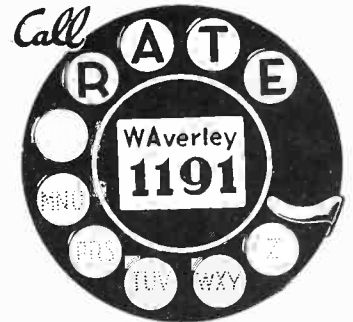
During the summer months, the Crippled Children's Fund is promoted by a CFRN-A.C.T. "Barn Dance" series. These are one-hour broadcasts from towns on the "Search for Talent" circuit, followed by three hours of dancing and entertainment by the CFRN staff for the studio audience.

Recently, George Duffield, production manager at CFRN, was called upon to prepare a script on "Search for Talent" for the CBC International Service. The story was beamed to Europe on "The Voice of Canada" by Elspeth Chisholm who handles International

Service's "Midweek Commentary and Cultural Talk."

Recently, Helen Jackman, who does "Morning Comments" on the CBC's Edmonton outlet, CBX, told a coast-to-coast network audience of this CFRN-A.C.T. venture in humanity.

—June 14, 1950.



## FOR THESE ARTISTS

- BOND, Roxana
- DAVIES, Joy
- DENNIS, Laddie
- ELWOOD, Johnny
- EWING, Diane
- JOUDRY, Patricia
- LOCKERBIE, Beth
- MATHER, Jack
- MILSOM, Howard
- MORTSON, Verla
- NELSON, Dick
- NESBITT, Barry
- O'HEARN, Mona
- RAPKIN, Maurice
- RUSSELL, Lee
- RUTTAN, Meg
- SCOTT, Sandra
- SERA, Joseph
- WOOD, Barry
- WICKHAM, Ann

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# Thank You Very Much

## FOR ANOTHER SUCCESSFUL YEAR

Radio has always played an important part in our sales growth. Again this year, we wish to express our gratitude to top-ranking Canadian performers—to Canadian Radio Station Managers and their workers in the field—to recording engineers—and to the personnel in our four advertising agencies who work behind the scenes to keep our sales booming.

It is a pleasure to work with such a co-operative team of sales-helpers. Thank you for your loyalty over the years.

*LePint* President.

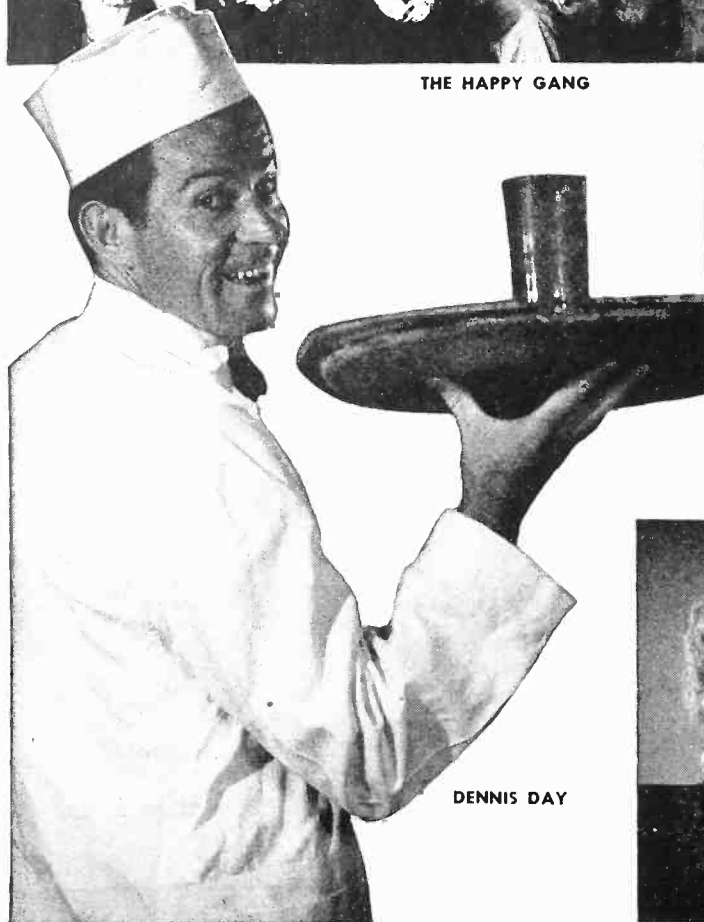
COLGATE-PALMOLIVE-PEET COMPANY, LIMITED



THE HAPPY GANG



LES JOYEUX TROUBADOURS



DENNIS DAY



BARRY AND BETTY



MR. & MRS. NORTH



PEGGY BROOKS





IRV SHORE



ABBIE LANE



BOB GILES



MONTY HALL



OUR MISS BROOKS



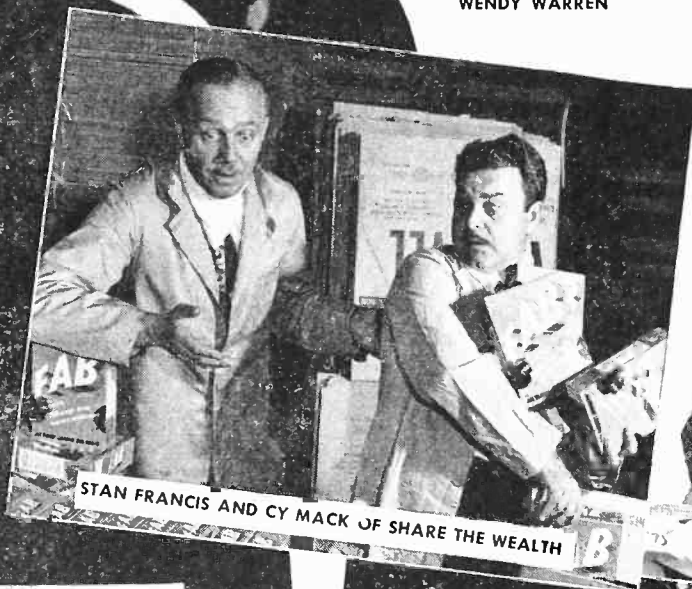
WENDY WARREN



KEITH STERLING



WENDY PAIGE



STAN FRANCIS AND CY MACK OF SHARE THE WEALTH



MARGARET WILLIAMS



LA MINE D'OR WITH LOUIS BELANGER AND ROGER BAULU



NEWS QUIZ



CASINO DE LA CHANSON

Thanks to this group of co-operative Station Managers who have helped to publicize Colgate-Palmolive shows over their stations and in local dealers' stores.

- VOCM, J. L. Butler • CFCY, R. F. Large • CKBW, John Hirtle • CJCH, E. F. MacDonald • CKCL, A. Thomson • CJLS, Don Smith • CKNB, C.S. Chapman • CJBM, Maurice Lucasse • CFNB, Malcolm Neill • CKCW, F. A. Lynds • CKMR, Jack Coalston • CFBC, Bob Bowman • CHSJ, Geo. Cromwell • CHAD, J. Duguay • CHEF, G. Laliberte • CKCH, J. P. Lemire • CKRS, Tom Burbam • CKBL, Rene Lapointe • CFCF, J. A. Hammond • CJAD, J. A. Dupont • CKAC, Phil Lalonde • CHNC, Viateur Bernard • CHRC, Henri LePage • CJBR, Guy Caron • CJFP, Armand Belle • CHRL, L. Morin • CKRN, L. Duchesnay • CHLT, A. Gauthier • CKTS, A. Gauthier • CHLN, Leon Trepanier • CKVD, L. Hiller • CKVL, Jack Tietolman • CFJR, J. R. Radford • CJRL, Geo. McLean • CKWS, Roy Hofstetter • CJKL, Harry Edgar • CFCH, K. Packer • CKOY, Edgar Guest • CFRA, Frank Ryan • CHOV, E. G. Archibald • CHLO, John Warder • CJIC, J. G. Hyland • CHNO, Rene Riel • CKGB, H. C. Freeman • CFRB, E. L. Moore • CJBC, Bob McGill • CKEY, Hal Cooke • CKY, Lloyd Moffat • CKBI, E. Rawlinson • CFAC, A. M. Cairns • CFCN, H. G. Love • CKXL, Fred Shaw • CFRN, G. R. A. Rice • CJCA, Gerry Gaetz • CFGP, Arthur Balfour • CJOC, Wm. Guild • CHAT, R. J. Buss • CHWK, Jack Pilling • CFJC, Ian Clark • CKOV, J. W. B. Browne • CKNW, William Rea, Jr. • CJAT, John Loader • CJOR, G. C. Chandler • CKWX, F. H. Elphicke • CJVI, M. V. Chesnut

Plus CBC Stations

- CBN • CBT • CBG • CBY • CBI • CBH • CBA • CBM • CBF • CBV • CBJ • CBO • CBL • CBE • CBW • CKY • CBK • CBX • CBR



# COLGATE-PALMOLIVE-PEET COMPANY, LIMITED

64 Colgate Ave., Toronto 8

SAINT JOHN • MONCTON • QUEBEC • MONTREAL • OTTAWA • WINNIPEG • REGINA • CALGARY • VANCOUVER



Headlines of 1950

# SALESMANSHIP

## Promoting The Promotion

Radio stations, no longer just in the business of selling radio time, have come to realize, possibly faster than any other medium, that their prime function is to promote the sale of merchandise. Their entire existence is dependent on their ability to sell the products of their advertisers, and to this end Canadian radio stations have become merchandising bureaus, concentrating on the art of selling by sound, with their forte — the spoken commercial — bolstered by any and all means of attracting, holding, impressing and selling the consuming public.

**The Promotion Yardstick**, inaugurated by CKWX, Vancouver, in 1946, is a system whereby each program on the station is guaranteed planned promotion on an organized basis, the station's promotion manager, Ken Hughes, says. Through the Yardstick, a campaign is given points according to the total number of hours bought, and may later increase its points, if it gains a higher program rating.

The station then "spends" these points on newspaper space, trade paper space, display cards, billboards, bulletins or station announcements. The value of such promotion, in terms of points, is pre-determined and part of the Yardstick formula. Hughes points out that a half-hour program, running for 26 weeks with an Elliott-Haynes rating of 9 would qualify for 57 points, worth 11 showings on the station's billboards or 57 inches of newspaper space, or a combination of any of the station's promotion outlets.

The station is currently publicizing programs and products in 22 weekly newspapers, and prepares and issues a monthly publication, the *CKWX-tra*, on programs and events, which goes to over 1,600 druggists and grocers in the area.

The Sales Service Division is the station's six-month-old project for helping druggists and grocers increase sales of radio-advertised goods. Division head John Boates is responsible for personally contacting all the druggists and grocers on Vancouver Island and the lower part of the province. Hughes explains that the Division's job is two-fold: to evaluate the effectiveness of any advertising campaign by means of personal interviews; and to acquaint merchants with what products are currently being advertised on the station, in an effort to secure the merchants' fullest possible cooperation in pushing the sponsor's goods.

**CFPL, London**, with a promotion set-up that includes newspaper space, window cards and air announcements, believes in helping those sponsors who help themselves. Doug Trowell, the promotion manager, reports that the amount of promotion allotted to various programs is based on four main factors: listener appeal; public service value; sponsor co-

operation; and the amount of time used. "Our job is to promote the program that will build audience and retain it," he says.

The station uses window cards in many of the sponsors' outlets, and counter display cards, with changeable messages, appear on London showcases. In the *London Free Press*, a quarter-page is devoted daily to listener promotion. Air announcements for programs are used on a rotating basis of eight per day, and any sustaining programs not devoted to public service have the usual commercial slots given over to boosting shows.

**Pepsodent Dentifrice** has a program aired over CKNW, New Westminster, called *Stump Jimmy Morris*. To promote the show, merchandising displays have been arranged in many dealers' windows throughout the station's coverage area, planned and supplied by CKNW's sales promotion staff. The window displays emphasize Jimmy Morris, Pepsodent and CKNW. This, the station points out, is one audience "plus." In addition, the program is broadcast before the public in various places, and at one time 4,000 people jammed the Exhibition Gardens in Vancouver and saw the show, drawn there partly by prizes of four mink coats, one valued at \$4,000. In future, still more attention will be drawn towards Pepsodent when Morris makes personal appearances at some of the larger local drug stores.

By the same station another product, Solsuds, a Vancouver powdered soap, was packaged specially in sample envelopes and mailed to the wives of thousands of grocers in a wide area for testing. After that they were urged to help CKNW in every way to sell the soap.

**Ivory Flakes** is another of many products that is given special treatment by CKNW's merchandising division. Twenty-four managers of B & K Economy Stores arranged point-of-sale displays, supplied by the station, and featured price cards dominated by a CKNW microphone, throughout their stores. This was followed up by station advertising in weekly newspapers.

**Everything, from chewing gum** to parades, figures in the promotion of products by CKCW, Moncton, during a year.

Station staff members, loaded with sticks of gum on which were pasted special labels announcing the return to the air of Wrigley's *Cisco Kid* program, handed it out to youngsters all over town. Another part of the promotion scheme was a *Cisco Kid* party, given by the station, to which the children came dressed in something like the costume of the idol they were honoring. Prizes were given for the best regalia, and facsimiles of the *Cisco Kid* were seen in many parts of Moncton that night.

To publicize *Ford Theatre*, CKCW staged a parade of Ford vehicles through the city's busi-

ness section during the height of the Friday night shopping period. With the co-operation of Ford dealer Alex E. Ross, 15 cars, trucks and tractors, complete with banners and placards, announced coming plays to be heard on the program.

Alf Parkes, the station's publicity director, says that the ideal organization for the supplementary promotion of general goods is the Maritime Merchants' Alliance, a group with 36 member stores that co-operated with the station in arranging for displays and highlighting "pushed" goods in its advertising. This group helped boost the sale of Carnation Milk and the listenership of the *Contented Hour* by featuring station-prepared displays of Carnation near their cashiers' desks, so that cans could be picked up easily. The Carnation representative keeps an eye on the displays to see that they are continually built up to size. "A truly co-operative effort," Parkes says.

**CHAB, Moose Jaw**, does much of its promotion through street

broadcasts, where passers-by are interviewed and presented with a complimentary package of the product. This was the method used to increase interest in shows for two tobacco products, Ogden's and Player's.

The station maintains permanent window displays, which various sponsors share in rotation and usually contain a picture of the featured artist and program information. Then letters to dealers are sent out by the thousand at the beginning of every program series suggesting to these final salesmen that particular attention be paid to the advertising campaign and that every effort be made to push the products.

This, then, is how a representative cross-section of Canadian radio stations promotes and merchandises the thousands of programs that are broadcast every year. The everlasting jingle of retailers' cash registers bears witness, in part, to their effectiveness.

—November 22, 1950.

## U. S. Merchants Use CFRA



**THE MEN WHO PLANNED** the "Greetings from Potsdam" program, aired over CFRA, which contributed to the success of the New York village's greatest sale week, are: left to right—Charley Tierney, continuity editor and George Gowling, commercial manager, both of CFRA, Ottawa; Verner M. Ingram, president of the Potsdam Chamber of Commerce; and standing is Louis Greenblatt, representing the Retail Merchants of Potsdam.

**Ottawa.**—Potsdam is a village in New York State which, when confronted with the problem of promoting itself for tourists and what it calls its Three Great Community Sale Days to the local citizenry, uniquely decided to call on a radio station 70 miles away, and in a different country—CFRA in Ottawa.

When CFRA men George Gowling, commercial manager, and Charlie Tierney, continuity editor, arrived in Potsdam to assess the problem at first hand, they found many CFRA listeners in the Potsdam area and discovered that a great number of people in the north part of the state listen to Canadian stations.

Gowling and Tierney drew up plans for the "Greetings from Potsdam" program to run 2½ hours nightly for a week, and aired a local origination with the Potsdam Chamber of Commerce,

the Merchants' Bureau and Clarkson College of Technology participating.

After the "take" had been counted, Chamber of Commerce president Verner M. Ingram revealed that the Sale had been the greatest ever, and that the CFRA advertising had "contributed in a large measure to the success." Then Louis Greenblatt, spokesman for the Merchants' Bureau, added his congratulations and said: "The results of our program confirmed belief that a number of villages lying in the foothills of the Adirondacks depend upon your station for clear and regular reception."

Charlie Tierney feels that the experiment "emphasizes the closeness of Canada and the United States, and proves that a border line need be no barrier to friendly relations — business as well as personal."

—September 13, 1950.

# HOUSEWIVES' HOLIDAY



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

B.C.'s youngest station, CKDA, Victoria, has come up with a daily audience participation piece called *Housewives' Holiday*, for Macdonald's Electric, which gives away groceries at 1904 prices and lays the recipients in the aisles while it does so.

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

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

The piece has turned out to be so popular that seats for the "Old Country Store Day" shows are gone more than a week in advance. The actual proceeds from the gag sales go to charity.

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

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

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

—August 23, 1950.

## 5000th Broadcast

**Montreal.** — Corey Thomson, manager of CKVL, Verdun, did his 5,000th broadcast of the *Uncle Troy* program over CFCF here last month. As the hero of Montreal's youngsters, Thomson has been airing the show for the same sponsor, Troy Laundry, and over the same station, CFCF, for the past 19 years.

To mark the occasion the usual 15-minute program was increased to 25 minutes for one day and tributes from civic personalities and executives from the American Broadcasting Company were read.

In addition, John Aird, son of the Troy Laundry president, presented a sterling silver cigarette box to Thomson, while Allan Hammond, CFCF manager, presented him with a wire recorder on behalf of the station and the Canadian Marconi Company.

—December 20, 1950.

**CJAD** **môntreal**

**covers QUÉBEC'S ENGLISH MARKET**

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

5,000 watts 800 kc.

AFFILIATED WITH CBS

HA/WJT

## ASK THE MAN WHO SELLS THERE

**WE HAD** a chat the other day with our friend Bill Byles of Young & Rubicam. Bill said:

"You can't kid the local merchant. He either gets results or doesn't renew."

So here is a small sample of the Ottawa Valley accounts who have found that it pays to use CHOV, Pembroke, consistently.

In 1950, we had 157 different commercial sponsors in the month of March; 151 in June; 183 in September; 281 in December.

The following have been consistent sponsors for a varying number of years: J. Deacon Taylor, jeweler, 2 spots a day since 1942; L. A. Mathews Motors Ltd. (Chrysler-Plymouth dealers), daily spot since 1943; Healey Motors (Dodge-DeSoto dealers), daily spot since 1943; Landen's Menswear, daily spot since 1943; Smith's Clothing, daily spot since 1942; Royal Furniture, daily quarter hour since 1946; A. J. Freiman Ltd., daily quarter hour newscast since 1943, plus many extra programs and spot campaigns; Centre Theatre, daily quarter hour since 1943; O'Brien Theatre, daily quarter hour since 1947.

There are many others, but if you are impressed by long-time sponsors who are on the spot and are able to add up their own cash registers daily and without trouble, you will know that they just don't stay on the air that long unless it is paying off.

## ASK THE MAN WHO SELLS THERE

# CHOV

**PEMBROKE**

**HORACE N. STOVIN IN CANADA**  
**ADAM J. YOUNG, JR., IN U.S.A.**

**1000 WATTS — 1350 KCS.**  
**"The Voice of the Ottawa Valley"**



# Happy Birthday Boss!

And please tell the broadcasters we aren't interested in their offers of jobs. We like it here. We're mighty proud to be a part of CKNX which first went on the air, all ten watts of it, a quarter of a century ago, and to have grown up with the industry to the point where we are the accepted "Voice of Rural Western Ontario."



**JEAN TERVITT**  
Traffic  
10 Years



**W. T. "DOC" CRUICKSHANK**  
General Manager  
25 Years



**JOHN CRUICKSHANK**  
Station Manager  
14 Years



**JOHNNY BRENT**  
Program Manager  
9 Years



**MARGARET BROPHY**  
Women's Commentator  
12 Years



**SCOTT REID**  
Chief Engineer  
13 Years



**M. L. "TORY" GREGG**  
Sports Organizer  
6 Years

### OTHER STAFFERS

Ward Allen, Lloyd Bank, Shirley Boucher, Bob Carbert, Bob Clark, Bud Cruickshank, Lillian Darling, Vin Dittmer, Frank Eidt, Mary Louise Flack, Doug Fry, Norm Fry, Lillian Garbutt, Ross Hamilton, Earl Heywood, Mildred Jones, Barry Kay, Jack Kingston, John Langridge, Mel Lavigne, Bill Mankiss, Bert Mathers, Willard Platt, Elmer Purdon, Tom Rafferty, Jack Salter, Glenn Schieffele, John Strong, Iona Terry.

And let's not forget a word of thanks to our 67,840 radio homes, our sponsors, and in no small measure to Jimmie Alexander and Adam Young, our energetic reps.

**The ONTARIO FARM STATION**  
REPRESENTATIVES JAMES L. ALEXANDER TORONTO & MONTREAL

Headlines of 1950

# SALESMANSHIP

## Profile of a Prodigy

Toronto. — Fifty-two of Canadian radio's recent success stories have been used to reinforce the arguments for selective radio, advanced in the booklet, *Profile of a Prodigy That Sells in 3 1/4 Million Canadian Homes*, issued this month by Walsh Advertising Co. Ltd.

These testimonials, compiled by Walsh radio director Ev. Palmer, are intended to show radio's pulling power in the sale of capital consumer goods at prices upwards from \$300.00.



"The successes scored by radio in the sale of less expensive merchandise are too widely known to warrant further elaboration here," writes Palmer.

The successes of many motor car campaigns were mainly cited, headed by the case of Campbell Motors Ltd., Vancouver Pontiac dealers, which revealed, according to the company's advertising manager, that a test campaign aired over local CKWX produced results which "ranked equal to, if not exceeded, the results obtained from our very large newspaper appropriation."

Station CFNB, Fredericton, reported on the results obtained by a used car client, Stiles Motors, in Woodstock, N.B. According to a report by station sales manager Austin Moore, special announcements had to be aired to rebuild the stock of cars completely sold out in a previous campaign. "We're completely sold out and haven't had anything left since April 1," Bill Stiles is quoted as saying.

But less widely-marketed items, like power boats, tractors and self-propelled combines, also became part of this anthology of Canadian radio. For instance, in the first week of a spot announcement campaign over CJGX, Yorkton, a Massey-Harris dealer, John Koptellas, racked up seven sales of \$4,500 self-propelled combines, traced directly to these radio spots.

In this booklet, station CKNX, Wingham, is credited with this item: "Recently a sales manager of a utility tractor manufacturing company decided to try radio advertising over our station. This he decided to do in the nature of a test campaign after using weekly farm papers and farm magazines without obtaining results.

"After one week's advertising over our station he sold eight of these utility tractors at \$3,500 each; also he was approached by several farm implement dealers in this area to be his agent for these tractors in the southwestern area of Ontario.

"Needless to say, this sales manager of Utility Tractors Manufacturing Company was amazed at

the results obtained by radio advertising over our station and is now thoroughly sold on the use of radio advertising for his tractors."

—July 26, 1950.

## Calling All Motorists

Calgary.—Radio advertising has really "paid off" for the Alberta Motor Association, increasing its membership from 8,000 in 1944 to well over 50,000 by July 1, 1950.

Credit for the membership growth is definitely due to radio alone, for the organization sponsors only short newspaper campaigns in either the spring or fall of each year.

H. R. Chauncey of Calgary, provincial president, says: "I believe that the consistent use of radio broadcasting has been a major factor in the remarkable success of the Alberta Motor Association.

"Through radio, the human voice carries our message convincingly, and at a minimum of expense, to all motorists of Alberta."

Back in 1944, the A.M.A. was only a small organization in the province. Radio advertising, consisting of three dramatized spots per week, carried over four stations, was inaugurated in November of that year. Since that time, the membership growth has been phenomenal, with as many as 800 members a month signing up in the Calgary office alone.

The spots are carried on CFAC, Calgary; CFRN, Edmonton; CJOC, Lethbridge, and CHAT, Medicine Hat. The dramatized spots were dropped about a year ago in favor of straight commercial announcements voiced by Frank Fleming, Calgary free-lance radio producer.

Radio advertising is also lauded by L. M. Saint, manager of the Calgary A.M.A. branch, who says:

"I feel that radio advertising has played a major part in building up the membership of this association. Consistent advertising in this form has unquestionably brought the advantages of membership to the attention of all and sundry, and has assisted our salesmen, to a marked degree, when making personal contacts."

A.M.A. campaigns not only for new members, but it also works closely with the Alberta Safety Council and highway control officials to educate the public in safer driving practices. Provincial legislation is also a target for A.M.A. broadcasts which demand improved highway conditions and a reduction in license plate fees.

The Calgary office of the A.M.A. also sponsors radio commercials, broadcasting three a week over CFCN, Calgary. More personalized than the provincial spots, the local announcements discuss local driving conditions, timely tips on A.M.A. service and general driving information.

—July 26, 1950.

## SHOP IN OSHAWA



AS LARRY SOLWAY, CKLB STAFFER, stands by to announce the names of the three winners of the Shop-in-Oshawa contest, in the above picture, the lucky contestants point out some of the prizes displayed in the station's studios. They are, left to right: Mrs. R. J. Brown, Mrs. H. N. Pascoe and Mrs. Anna Black.

Oshawa. — A gigantic Shop-in-Oshawa contest, engineered from the studios of CKLB with the co-operation of the Chamber of Commerce, highlighted National Radio Week here and resulted in many hundreds of thousands of dollars being spent in the Greater Oshawa area.

The campaign, which ran a full month and ended last week, was designed to keep purchasing dollars in Oshawa. Merchants in the area donated over \$3,000 in prizes and further co-operated by supplementing radio promotion with

window streamers and posters, and undertook to handle contest forms.

Contest forms, which had to be picked up at stores, were filled with statements of 25 words or less on why the contestant liked to shop in Oshawa, and mailed with a sales slip to CKLB.

The entries were judged by a panel of three local citizens, and the \$3,000 jackpot was divided and turned over to the three winners. Prizes ranged from diamond rings to a year's supply of coal and fuel oil.

—October 11, 1950.



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

Headlines of 1950

# SALESMANSHIP

## Radio a Super-Salesman

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

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

Modern Dairies Ltd. are currently appropriating 90% of their advertising budget to radio, reports the same Winnipeg station, as why wouldn't they?

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

Yet another story from CKRC tells how, in the past 12 months, National Radex purchased a total of 55 30-minute programs and 16 one-hour programs at a cost ex-

ceeding \$3,000. In August, 1948, this firm was using no radio at all. Today the medium receives 70% of their advertising budget, and in just six months have doubled their previous earnings for a 12-month period.

McCeag's Furniture Company, another Winnipeg concern, sold their entire stock of Indian rugs with one mention on *Calling All Cars*—"enough of the things to pay for our entire radio campaign."

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

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

CFCN, in carrying out its policy of fostering the improvement of agriculture and keeping young people interested in farm work, has presented four silver trophies for competition among the members of the Farm Clubs. The trophies were awarded on a basis of outstanding achievement, and presented to the winners at the annual meeting by Miss Dibney.

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

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

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

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

A noteworthy story of advertising success through radio is told by a Calgary photographer who, through a 15-minute program once a week on CFAC, has had direct

sales results far exceeding his most optimistic expectations.

Everett & Sons moved to Calgary in March, 1947, and bought out a local downtown photographer. They did nothing but newspaper advertising, and business was very slow in picking up, so in 1948 they sold out and bought another business in a suburban shopping district in Hillhurst. After moving to their new location, Everett's decided to try radio and they were sold a 15-minute program, once a week. The program, entitled *Music from the Swiss Alps*, was heard Tuesday mornings at 10 a.m. and consisted of imported Swiss recordings. Housewives took the program to their hearts, declaring the music to be "refreshingly different."

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

Since then Everett's have been consistent users of CFAC. Today, the proprietor himself says that, were it not for his radio advertising, he would not now be in business. Using newspaper only spasmodically, he feels that not only does he get more for his advertising dollar from radio, but he attributes more business directly to his current radio advertising than he got from 10 years of newspaper advertising.

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

—August 23, 1950.

## TELEVISION consultant

Ten years' experience eliminates the guesswork from your TV planning.

ANDREW N. McLELLAN

4 Albert St., Toronto PLaza 6165

## CHIEF ENGINEER WANTED

FOR METROPOLITAN ONTARIO STATION. To take full charge of transmitter and studio. The man we want must have station experience and will be responsible for all remotes, etc. We would like this vacancy filled as soon as possible, being in the throes of re-modelling.

Box A-76

Canadian Broadcaster & Telescreen

163 1/2 Church St.

Toronto

## THANK YOU, GENTLEMEN FOR YOUR CONFIDENCE IN OUR PRODUCT

TODAY you are placing with us a greater volume of business than ever before and for this we offer a sincere "thanks."



The recent addition to our facilities of some of the most modern recording equipment in America will assure you of a continuance of our high standard of friendly, fast and efficient service, plus enhanced quality.



## RCA VICTOR RECORDING STUDIOS

Toronto: Royal York Hotel



Montreal: 1050 Lacasse St.



A **FACTUAL PRESENTATION**  
of the  
**"TRANS-QUEBEC" RADIO GROUP**

Total French Radio Homes in the Province of Quebec (1949) – 781,410

- ★ **"NIGHT TIME"** Minimum Unduplicated Weekly Circulation (Province of Quebec only) of the three "Trans-Quebec" Basic Stations (CKAC — CHRC — CKRS) based on B.B.M. 1950 Survey.  
575,050 RADIO HOMES — or 73.6% of total Province.
- ★ **COST:** 35.4 cents per 1,000 Radio Homes (1/2-hour Class "A" 26-time rate).
- ★ Total **INDIVIDUAL** Weekly Circulation (Province of Quebec only) of the three "Trans-Quebec" Basic Stations (as above).  
658,180 RADIO HOMES — or 84.2% of total Province.
- ★ Total **INDIVIDUAL WEEKLY CIRCULATION** (French and Bilingual Audience) of the **EIGHT** "Trans-Quebec" Stations.

	<u>Daytime</u>	<u>Night Time</u>
QUEBEC .....	707,320	765,920
NEW BRUNSWICK .....	35,320	32,860
ONTARIO .....	15,410	18,570
	<u>758,050</u>	<u>765,920</u>

BASIC STATIONS:	WATTS	MEMBER STATIONS:	WATTS
CKAC Montreal .....	10,000	CHNC New Carlisle .....	5,000
CHRC Quebec .....	5,000	CKBL Matane .....	1,000
CKRS Jonquière-Kénogami .....	250	CKVM Ville-Marie .....	1,000
		CKLD Thetford Mines .....	250
		CJEM Edmundston, N.B. ....	250

**Representatives:**

**MONTREAL**

Jos. A. Hardy & Co. Ltd.  
1015 Dominion Square Bldg.

**TORONTO**

C. W. Wright  
44 King St. West

**UNITED STATES**

Adam J. Young, Jr., Inc.  
New York

**RADIO GROUPE TRANS-QUÉBEC INC.**

1010 St. Catherine St. West

Montreal, P.Q.

Harbour 2515

Headlines of 1950

SALESMANSHIP



THE station with more potential customers\* in the greater Oshawa area than all other stations combined.

\*E-H Report.

"IN THE HEART OF CANADA'S RICHEST MARKET"

Mr. Advertiser—

DON'T overlook CJEM, Edmundston — a market within a market — and the radio voice of the "Republic of Madawaska."

CJEM is the only FRENCH station in the Maritimes selling the goods and services of many local and national advertisers to over 30,000 LISTENERS.

DON'T OVERLOOK THE FRENCH MARKET IN THE MARITIMES

CJEM

SOON 1000 WATTS

REPS: CANADA: HORACE N. STOVIN — U.S.A.: ADAM J. YOUNG

THE AGENCIES Know the Score!

See

1950 B.B.M.

the Figures 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 sponsors—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."

Radio Earns 90% Piano Budget

Vancouver. — An advertising campaign proving that radio can move important amounts of expensive "capital" goods as well as small consumer items, and that it can pay off also during the usually slow summer months, has been operating successfully since it was begun during the summer of 1949 by CKWX for the J. W. Kelly Piano Co., a single store concern.

The net result, sales manager Jack Sayers of CKWX said, has been that Kelly's now spend 90% of their advertising budget in radio.

For some years previously they had used various stations off and on, but never had worked out a specific campaign. Results from the campaign instituted by CKWX were so startling that they have now virtually dropped newspaper space and in addition have taken time on CJOR here and CKNW in New Westminster.

CKWX put the proposition up to Kelly's this way: "Spend the same money with us as you spend with the papers, and on items of the same value. If we cannot outpull the newspapers, you don't have to pay us anything."

From their line of pianos and appliances, Kelly's chose a \$595 piano to go at a sale price of \$445. Where they would have spent \$150 with each evening paper, and expected to sell six pianos, they give the \$300 to the station.

"You don't pay us unless you move seven pianos in the sale," was the CKWX agreement.

The sale day was set at June 30, a tough one for a piano sale with schools closed, music lessons ended, holidays being planned and summer ennui setting in.

The advertising campaign ran for two days prior to the sale. It consisted of one quarter hour show and one half hour show an hour apart during the evening, both name shows, plus a five-minute newscast, spots and flashes through the day and the use of practically all sustaining time.

The treatment was repeated on the following day, a Thursday, and the one-day sale on Friday moved 15 pianos or initiated the inquiries which resulted in 15 sales in the subsequent few days. Some of them were more expensive jobs than the specific sale item advertised, with the turnover totalling around \$8,000.

Satisfied with this, the firm spent \$1,000 a month promoting ranges and other appliances during the summer, stepped up the appropriation in the fall, finishing with a \$4,000 budget for radio in December.

By this time CJOR and CKNW had been added to the outlets. In a specific promotion, the firm used the same spot all day on all stations, with CKWX producing the discs.

With the principle and the results established, the firm used roughly the same amount this year in comparable months. They are using time on the three stations now, and finding that the normally unprofitable summer months can be used to good account, with proper promotion.

—November 8, 1950.

NEW DEAL IN PROMOTION



Vancouver.—With a newly-created Sales Service Division, CKWX has taken to the open road with a new deal in promotion and service to the sponsor and retailer.

Staff man John Boates, equipped with a new English Ford quarter ton van, will help promote the point-of-sale merchandising of products advertised on CKWX.

It is a kind of service to sponsors never given before to radio advertisers in this region.

The scheme works out not only to the benefit of CKWX clients, but also to merchandisers in the station's coverage area who handle the products involved.

Boates will call individually on each druggist and grocer in the

CKWX area, to acquaint the retailer with the various advertised products, and advise him on possible displays and merchandising ideas to help back up the radio campaign.

Sales Service Division is also designed to let retailers know what products are currently being advertised on the station, and what is coming up, giving him a better chance to cash in on the advertising and prepare his local displays.

The English Ford which Boates will use is a two-tone job with the station's slogans, "First with the news" and "Centre aisle on your radio dial," on the panels.

—June 14, 1950.



Headlines of 1950

# AGRICULTURE

## Farming Is Big Broadcasting Business

This business of farming is a big business, but it is managed by hundreds of thousands of individuals owning anywhere from an average of 100 acres in Ontario, or less in Quebec, to the section and multiple-section expanses in the Prairies.

To the average farmer his head is management and his hands are labor, and producing his products takes such a high percentage of his time that little is left for the study of new methods, new equipment, and the vital process of selling.

Here is how some Canadian stations attempt to translate and condense the important news of the day for a man who is nearly always in a hurry—the farmer.

At CJOC, Lethbridge, the man who tells local farmers the day-to-day value of their produce and crops, the weather, the results of recent governmental experiments and news of the latest fairs, is farm service director Omar Broughton. During the 15-minute daily program aimed at the farm audience, Broughton leads off with agricultural news gathered from a network of local correspondents, farm organizations, marketing associations and farm industries.

Broughton is usually featured

in a short commentary on subjects as diversified as livestock feeding and plant pathology. And with the experience he gained operating his own mixed farm and an agricultural science degree from the University of Alberta to his credit, he is able to translate the language of the experimenters and researchers into the lingo of the farmer.

Other features of the farm program include all - important weather reports and forecasts, and market reports from the four main marketing centres of Toronto, Montreal, Winnipeg and Calgary, supplemented with trading records from the Lethbridge stock yards. Winnipeg and Chicago supply the coarse grain futures market summaries.

Rex Frost, veteran farm broadcaster for CFRB, Toronto, handles the station's daily quarter-hour noontime program directed to the farmer. Frost originated the program in 1932 with a straight farm news format, but two years later incorporated remote special events broadcasts of plowing matches, and fall fairs, those all-important features of rural community life.

Then, after the war, Frost began stressing the international aspects of agriculture, and he carried reports of the Food & Agriculture Organization direct from Washington and Rome, and the International Federation of Agricultural Producers' conferences

from Holland, France and Sweden.

For the first 12 years the program was directed entirely to farmers but more recently it has been expanded to keep both farmers and consumers posted on the production, distribution and sale of food. At present, a part of the daily program is devoted to questions the city housewife should know about, like the price of farm-produced foods, fruits and vegetables in season.

And are the farmers interested? Frost thinks so, for one Christmas he offered to send a personal greeting card to anyone sending him one. He was deluged with 4,800 of them.

In the early morning, CFRB carries another farm program handled by John Bradshaw, another farmer and science graduate who has turned to radio. This former supervisor of development for the Veterans' Land Act in Western Ontario, bases his program on interviews with agricultural economists, Department of Agriculture officials, spokesmen for farm organizations, and farm young people. In addition, he airs what he calls "a short - term weather forecast, good for eight hours," which is the same one given to pilots of commercial aircraft, and is sometimes broadcast by the weather forecaster personally.

In the middle of the richest diversified farming area in Canada, CFPL, London, schedules three programs a day for the men who till this land. Roy Jewell, the station's director of farm features, discusses on these programs the

latest farming methods and experiments conducted at government research stations and the Ontario Agricultural College which he feels will help the farmer produce livestock and crops more profitably. Jewell is a farmer himself, owning a 132-acre farm and a herd of dairy cattle, and for two years was fieldman for the Middlesex County branch of the Department of Agriculture.

At least once each week on *The Farm Page*, the noon-hour program, Jewell features a recorded interview with an authority on one phase of farming. Another important function of the program is the promotion of community organizations like the Beekeepers' Association which, Jewell says, will enable this group to produce honey more successfully and market it more efficiently.

Co-operating with Jewell is the Department of Agriculture's local fieldman George Stirling, who does a weekly broadcast for CFPL. An example of how men like these can help the farmer was one case where crop damage due to insects was reported in a small area, but prompt action by farmers who had been alerted avoided serious loss.

Even city folk listen to these broadcasts on CFPL in increasing numbers, for the station reports 44.3 per cent of the urban audience listens regularly to *The Farm Page*.

The city market place is really where the producer and consumer of farm products get together. To

Federal  
TV  
FM & AM  
Transmitters

Federal  
Transmitter  
Tubes

Federal  
FM Antennas

Federal  
FM Mobile  
Radio Units

Federal  
Transmission  
Lines  
(Solid)

# FEDERAL

## A TOP NAME IN COMMUNICATIONS

**FEDERAL TUBES**  
with  
**LONGER LIFE**  
and  
**ENDURING**  
**PERFORMANCE**

In tube manufacture, the smallest details are a big factor in lasting performance.

That's why every Federal tube is subjected to the most rigid quality control and test procedure all along the line. For example, every tube gets X-ray tests to assure accuracy of internal construction details not otherwise visible. These and other exacting test procedures are the result of Federal's 37 years of experience in designing and building better tubes.

Write Federal for complete information on electronic tubes for your requirements — Dept. 800.



9600 ST. LAWRENCE BLVD.

MONTREAL 14, P.Q.

(Continued from page 53)

increase the scope of this meeting place, the manager of CFBC, Saint John, Bob Bowman, airs his daily program *Meet Me In The Market* from the floor of the city's huge shopping centre.

Bowman makes the rounds of the stalls, freezers and counters, interviewing farmers about prices, crops and general conditions. Shoppers too are invited to make their comments.

■ ■ ■

Beaming special half-hour programs to each of the four localities around Fort Frances, CKFI brings the farmers of the Rainy River district weather reports, community news and agricultural information. The material used on the programs is prepared by Bill Brady and supplied by rural correspondents. Grain quotations from Winnipeg also form an important part of CKFI's noontime newscasts.

At CHLO, St. Thomas, Bob Colling prepares the farm material which is aired for an hour at noon each day. Farm broadcast director Colling, who came from a farm, edits the farm news and does remote broadcasts of the local fairs and horse races. CHLO offers to provide and set up public address systems at all community functions, especially fall fairs, and its equipment is in heavy demand.

Before re-entering the Canadian Army two months ago, former CHLO manager Jack Peterson handled a weekly round-up of rural news, gleaned from some 40 weekly newspapers in the surrounding communities.

■ ■ ■

So farming, as one station puts it, not only "means big business but an important responsibility and definite obligation" to a Canadian radio station.

—November 8, 1950.

# LONG DISTANCE REPORT



RICKEY SHARPE, World's Wheat Champion, is interviewed by the press in the press room of the Royal Winter Fair. Omar Broughton, CJOC Farm Editor, is standing directly behind Sharpe.

Bill Guild, manager of CJOC, Lethbridge, who, as chairman of the CAB spent many months of last year running back and forth across the country appearing and arranging appearances before the Massey Commission on Development in the Arts, Letters and Sciences, is back in the broadcasting business! To prove it, Bill brought his Farm Director, Omar Broughton, to Toronto to cover the Royal Winter Fair, and feed back to his Alberta listeners, via tape, telephone and telegraph, on-the-spot reports and interviews relating to the large number of Albertans who won ribbons and other distinctions at Canada's top agricultural event.

CJOC is moving into the agricultural field, according to Guild, because seven out of eight of the station's listeners are either farmers or ranchers. Besides this, Lethbridge boasts the second largest experimental farm in the Dominion, and is willing and eager to co-operate with this CJOC activity in every possible way.

Omar Broughton was chosen to fill the post of Farm Director first and foremost because he was born and raised a Central Alberta grass roots farmer, who knows the problems and speaks the language of the station's rural listeners. Further, he has the academic training which goes with the job. As evidence of his interest, Broughton, while overseas with the RCAF, as an observer, took time out to take a look at farming methods in England, Northern Ireland, Scotland and West Africa, where his duties took him.

■ ■ ■

There was never a dull moment at the Fair for either Guild or Broughton, as they recorded interviews with many of the Albertans who distinguished themselves, and rushed the tapes to Malton airport where they were flown 1,638 air miles to Lethbridge by TCA and broadcast to local listeners 36 hours after the tapes left the machines. Several wires were sent daily from the grounds, and relatives of interviewees were advised by telephone of when they would

be heard on the air.

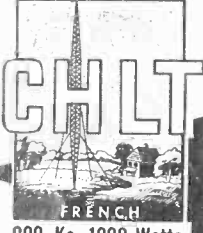
A piece of the tape had to be cut out of the interview with John Davidson, who was handling a pen of winning steers, when he interrupted himself to ask for a drink and they handed him a glass of water. During another interview, a steer broke away from the pen, with Guild hot-footing it after him. Young Rickey Sharpe stole the show when he was crowned world wheat king.

■ ■ ■

As part of its agricultural activities CJOC's one and a half acre transmitter site is being transformed into ultra-modern community gardens, irrigated with an aluminum sprinkler system, to be tilled by the staff under the direction of Broughton. Various new varieties of potatoes and other vegetables will be grown and listeners will be given the benefit of experiments on them. The station hopes to be an exhibitor next year at the Royal Winter Fair.

"Public interest in Albertan affairs has been centred on the oil industry in the northern part of the province," Guild told the *Broadcaster*. "We are trying to remind advertisers that farming and ranching still constitute Southern Alberta's multi-million dollar industry," he said.

—December 6, 1950.

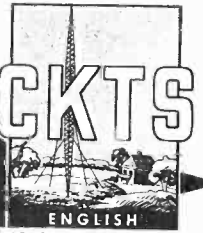


**CHLT**  
FRENCH  
900 Kc. 1000 Watts

**SHERBROOKE QUEBEC**

The Voice of the Eastern Townships

Quebec



**CKTS**  
ENGLISH  
1240 Kc. 250 Watts

Representatives

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

## AN INVITATION

from


**BOVINE BILL AND WHEATSTOCK WILLIE**


TO SHARE A

# \$170,000,000

GRAIN AND LIVESTOCK MARKET

## THE RICHEST FARM MARKET IN WESTERN CANADA







**Yorkton**

SASKATCHEWAN

**940 ON YOUR RADIO DIAL**

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





"You don't have to go to Florida to find a dog-gone good bet. Elliott-Haynes' area study shows I'm TOP DOG in the Vancouver area."

# Still Scoring

# BIG

## BIG

**in Power!**  
**50,000 Watts**

## BIG

**in Listener**  
**Acceptance**

## BIG

**in Business**

Ringin' Cash Registers  
for 109 Advertisers

**CKLW** is your biggest and best radio buy in Western Ontario. It blankets completely this rich industrial-agricultural market with its lusty 50,000 watt voice to carry your advertising message into more radio homes than any other outlet. Let's consider **FACTS . . .** CKLW enjoys top audience acceptance, providing the best in radio entertainment and public service 24 hours daily. And this potent selling force reaches listeners whose earnings are consistently the highest in Canada, giving them the means to buy the goods or services you have to offer.

Remember—radio continues to be the most powerful and economical advertising and public service medium on the North American Continent — Your Biggest Advertising Buy.

Why not let CKLW work for you and eliminate guesswork? For economical, effective coverage of one of Canada's richest markets— for tested, **PROVEN** results — make CKLW a "must" on your next schedule.

# CKLW

**AM and FM**

**800 K.C.**

**The Good Neighbor Station — Windsor, Ontario**

## Headlines of 1950

## EDUCATION

## Builders of BC

Vancouver.—The men and women who built British Columbia are commemorated in a series on seven stations sponsored by the B.C. Federation of Trade and Industry—*Builders of B.C.*

This is an effective and dramatic series about a group of enterprising, colorful, individualistic believers in Canada's western frontier. Written and narrated by Dick Diespecker, the pieces go over CJOR and discs go to CHWK Chilliwack; CJAV Port Alberni; CJAT Trail; CKOV Kelowna; CKDA Victoria, and CKPG Prince George.

Latest in the series was on Joe Fortes, the West Indian who came round the Horn in a sailing ship to Vancouver and became a lifeguard and swimming instructor at English Bay, the big Vancouver beach.

His feats of life-saving, his patience as a teacher and his tremendous influence over children made Fortes one of the best-loved characters in the city. After his death in 1922, a bronze bust with the words, "Little children loved him," was put up by the city. He has become a part of the story and legend of B.C.

First story in the *Builders* series was that of Rev. E. D. "Ed" Braden, father of actor Bernie Braden, a widely-known minister who died only recently. There was Helen Gregory MacGill, a juvenile court judge; colorful old John Huston, the first mayor of Nelson when the town was a rough mining centre; Father Pendozi, one of the first men to open the Okanagan Valley to settlers.

David Oppenheimer, second mayor of Vancouver in the days of reconstruction after the fire, was another "Builder," along with Emily Carr, the painter, whose recognition has come only since her death; Dr. C. Wesley Prowd, the cancer fighter, who spent 39

years at St. Paul's Hospital here, and Percy Bengough, president of the TLC.

These people did not build B.C. single handed, but without them and their breed the province would have been less than the place it is, Diespecker's series says in effect.

—July 12, 1950.

Include Program  
In School Curriculum

Moncton, N.B.—For the third successive year, station CKCW's *Music Appreciation Course* has been incorporated into the curriculum for grade 8 students in all Moncton schools by the Moncton School Board.

Conceived jointly by Robert C. Bayley, supervisor of school music for Moncton and the station, this program provides the basis on which all Moncton grade 8 students pass or fail on music subjects at the end of the term.

Radios are located in classrooms and are tuned to CKCW each Tuesday afternoon at 1.45 when Bayley broadcasts the lecture for the week. Periodic review tests are given by him, and all students are required to answer the questions, at the time they are posed by him over the radio. Papers are corrected by class teachers immediately following the program. Mid-term and final examinations are given in the same manner. Printed outlines of the courses are given to each student by the station.

The Moncton School Board has endorsed CKCW's *Music Appreciation Course* as part of the school curriculum each year since 1948.

While school programs have been broadcast elsewhere for some time, they have consisted largely of lecture type programs that are listened to mainly at the

discretion of teachers and principals. None, as far as is known, are a definite part of a curriculum, nor do they appear to give actual examinations over the air, or provide a basis for grading students, as is the case with this CKCW venture.

—November 22, 1950.

Private Station Organizes  
Free Radio Course

Vancouver.—With the idea of establishing a pool of partly trained radio talent, a commercial radio course has been established by station CKWX and the University of B.C. Radio Society.

The 20-week course is divided into two parts. At the end of the basic eight-week course, exams will weed out those who have shown they have little talent for the radio business, while the rest go on to the advanced course.

Begun in mid - October, the course runs until the end of March, when a half-hour program, originated, prepared and presented by members of the class, will go on the air.

Reo Thompson of CKWX gave the introductory lecture to the 40 students, and, working with Don Cunliffe, president of the U.B.C. Radio Society, has lined up a group of experts to lecture on their specialties.

"We are trying to teach the students how to hold staff jobs on radio stations," Thompson said. "We are not trying to teach them art."

The weekly lectures, divided between instruction and questions from students, cover every field of radio. Some CKWX staff members have also been sitting in on the classes.

The course is free, and Thompson said he believed there was no other course like it in Canada.

Thompson himself handles the introduction, review sessions and exams, with these staffers and outside experts giving the lectures:

Laurie Irving, microphone tech-

nique and musical programming; Vern Groves, operating; Dick Diespecker of the *Daily Province*, writing for radio; Jack Sayers, radio salesmanship; F. H. Elphicke, manager of CKWX, the purpose of radio; Sam Ross, news and special events; Don Tyerman of O'Brien Advertising Limited, advertising agency work; Dick Diespecker, drama and variety production; Ken Hughes, radio promotion; F. H. Elphicke, station management; Sam Ross, station regulations; Vern Groves, Cal George and Johnny Ansell, announcing and operating; Nina Anthony, Leah Campbell and Jackie Phillips, radio writing; Charlie Smith and Dave Pomeroy, engineering.

—November 22, 1950.

Four Stations Air  
"Alberta Story"

Calgary. — A journey of 600 miles for a single half-hour program—that is the tally for one of the programs in Frank Fleming's documentary series, "The Alberta Story," and is by no means unusual.

The series covers various phases of industry and activity in the Province of Alberta, ranching, oil producing, farming, transportation, forestry, etc.

The broadcasts feature unusual techniques in the building of documentary shows, using a combination of narration, actuality, interview and dramatization.

Using a magnetic tape recorder the program's producer, Frank Fleming, records interviews and statements "ad lib," and carefully edits the tape to remove the hesitancy, repetition and lack of continuity common in such interviews, at the same time maintaining the spontaneity usually lacking in a scripted interview.

To prepare a recent program covering Alberta's lumbering industry, Frank and his assistant, Don Osborne, travelled a total of 600 miles with their recorder, picking up sounds of trees being felled, horses hauling logs, cook-house sounds, and other lumber camp color deep in the Alberta foothills—and the first-hand story of a huge forest fire, as told by a ranger at his station.

In the actual broadcast another unusual technique was employed—forestry men who had actually directed fire - fighting operations carried narration of the forest fire story, which was broken by dramatization, music and sound. Under ordinary conditions, untrained speakers would not be able to inject the necessary elements of suspense, but by careful editing of "ad lib" statements it was found possible to keep the suspense and still have the added attraction of hearing the story direct from the men whose experiences were being relived.

The half - hour weekly series, heard over CJCA, Edmonton; CKRD, Red Deer; CFAC, Calgary, and CJOC, Lethbridge, is sponsored by two Alberta natural gas companies. The entire production is being produced by Fleming Radio Productions of Calgary. The account was placed through J. J. Gibbons, Limited.

—April 26, 1950.

## CAPAC

• • • makes available to Canadian radio stations the copyright music, both of its own Canadian members and of more than 70,000 composers, authors and publishers representing practically all nationalities in the world. This constitutes most of the music that is broadcast in Canada.

• • • is a non-profit association. All the fees collected by CAPAC, less only the administration expense, are distributed among composers, authors and publishers in proportion to the extent their music is performed.

COMPOSERS AUTHORS AND PUBLISHERS ASSOCIATION  
of Canada Limited

132 ST. GEORGE STREET, TORONTO 5

CONGRATULATIONS JONES,  
SALES RESULTS IN QUEBEC  
PROVINCE ARE BIGGER  
AND BETTER THAN EVER

**YOU REALLY GET RESULTS...**



**WHEN YOU GET YOUR MESSAGE HOME!**



WE SURE ARE REACHING  
AN AUDIENCE SINCE WE  
STARTED WITH  
**FRENCH RADIO ASSOCIATES GROUP\***

## Canada's First Private Network \* Proves Its Value

Elliott-Haynes Limited completed an Independent Survey for us in January, 1951. It was conducted in French homes in Montreal, Sherbrooke, Trois-Rivières, Quebec, Sorel and Granby . . . the home of the 6 Basic Stations of the "Group"\*.

The Survey covered programs sponsored by these 6 leading Advertisers:—Kraft Foods, Success Wax, Coca-Cola, Listerine, Sweet Caps, Dow's Brewery, and Conserverie Dorion.

Here are the Elliott-Haynes figures—**HERE IS YOUR PROOF**

Percentage of Listeners.....	"THE GROUP"*	43.1
Percentage of Listeners.....	Network "A"	24.3
Percentage of Listeners.....	Network "B"	24.3
	All Others	8.3

**NOTE:**—"The Group's"\* 6 Basic Stations penetrate 82.2% of all French Quebec radios and—with its supplementary stations—penetrates better than 93%.  
(These figures are based on B.B.M. reports.)

### BASIC STATIONS

- CKCV—Quebec
- CKVL—Verdun
- CHLT—Sherbrooke
- CHEF—Granby
- CJSO—Sorel
- CHLN—Three Rivers

### SUPPLEMENTARY STATIONS

- CJFP—Rivière du Loup
- CHRL—Roberval
- CHGB—St. Anne de la Pocatiere

*Inquiries to us, or our Representatives, are invited.*

**OMER RENAUD & CO.**  
MONTREAL

**HORACE N. STOVIN & CO.**  
TORONTO



We look forward to welcoming you at the forthcoming C.A.B. Convention.

\*"The Group" means 6 stations, or more, operating together under the subsidiary network rules of C.B.C.—sold as a Group.

# FRENCH RADIO ASSOCIATES LTD. LES ASSOCIÉS DE LA RADIO FRANÇAISE LTÉE

1434 STE-CATHERINE WEST — SUITE 314  
MONTREAL, CANADA

**EDWARD BELLAMY**  
looks backward ...

If we could have devised an arrangement for providing everybody with music in their homes, perfect in quality, unlimited in quantity, suited to every mood, and beginning and ceasing at will, we should have considered the limit of human felicity already attained.

*Edward Bellamy*

*From—"Looking Backward"  
Written 1888*

**WE'RE LOOKING**  
forward ...

to meeting all those  
who make this possible

at the  
**C.A.B. CONVENTION**  
**QUEBEC CITY**  
**FEB. 26 - MARCH 1**



**CJOB**  
**WINNIPEG**

*Headlines of 1950*

**EDUCATION**

**Man With A Purpose**

*They gave him the key to the city.*

They told Arthur Helps that an hour is too long for a radio program, and that talks don't go well with listeners, so this young clerk in the B.C. Attorney-General's Department set out to prove they were wrong.

This was November 5, 1943 (Guy Fawkes Day and Helps' 31st birthday), the day when CJOR, Vancouver, aired the first of the weekly "Town Meeting in Canada." Today, Helps, who titles himself the program's moderator, has 22 private stations carrying the program, with more biting all the time.

"Town Meeting in Canada" is incorporated as a non-profit educational institution, dedicated to the "promotion of tolerance, justice and reason, through an informed public." Financially it is maintained by the radio stations which subscribe a fraction of their hourly rate for the privilege of carrying the show.

The program runs as a year round one hour forum for the discussion of all subjects of national interest. Crediting CJOR for its original belief in the idea, Helps, who now operates full time with an office and two assistants in Vancouver, claims his brainchild has now become a national institution, and hopes his programs will eventually be heard everywhere.

In 1948, he won the top award for "programs presenting public issues" of the Institute for Education by Radio at Columbus,

Ohio. Owen Sound gave him the key to the city. He claims ratings better than double those stacked up by network forums, in areas where his show is heard. Among big names that have debated contentious topics on his program are: Msgr. Henri Levesque (now sitting on the Massey Commission), Senators Gray Turgeon and the late Gerry McGeer; B.C. Attorney-General Gordon Wismer (his old boss); John Diefenbaker, M.P.; Tim Buck; John Kylie, president of the Milwaukee Railroad.

Originated as a rule over CJOR, Vancouver, except when they are on the road, programs are recorded, and discs sent out to subscribing stations. Helps is currently in the east on a tour.

Right before Christmas they covered the west coast, originating programs from Port Alberni, Victoria, Powell River (all in B.C.); Bellingham, Wash.; then back to B.C. for Prince George and Dawson Creek; then to Grande Prairie, Edmonton and Wetaskiwin, Alta.; then back to Mission and Vancouver, B.C.

Since Christmas "Town Meeting in Canada" has appeared in International Falls, Minn., being broadcast from Fort Frances. It has also appeared in Owen Sound and Kitchener, Ont.

Scheduled for appearances in the immediate future are Truro, where CKCL and the local Board of Trade have leased the Capitol Theatre, and St. John's, Newfoundland, where the program is regularly carried, under local sponsorship, by VOXM.

—November 8, 1950.

**SPEECH EXPERT**



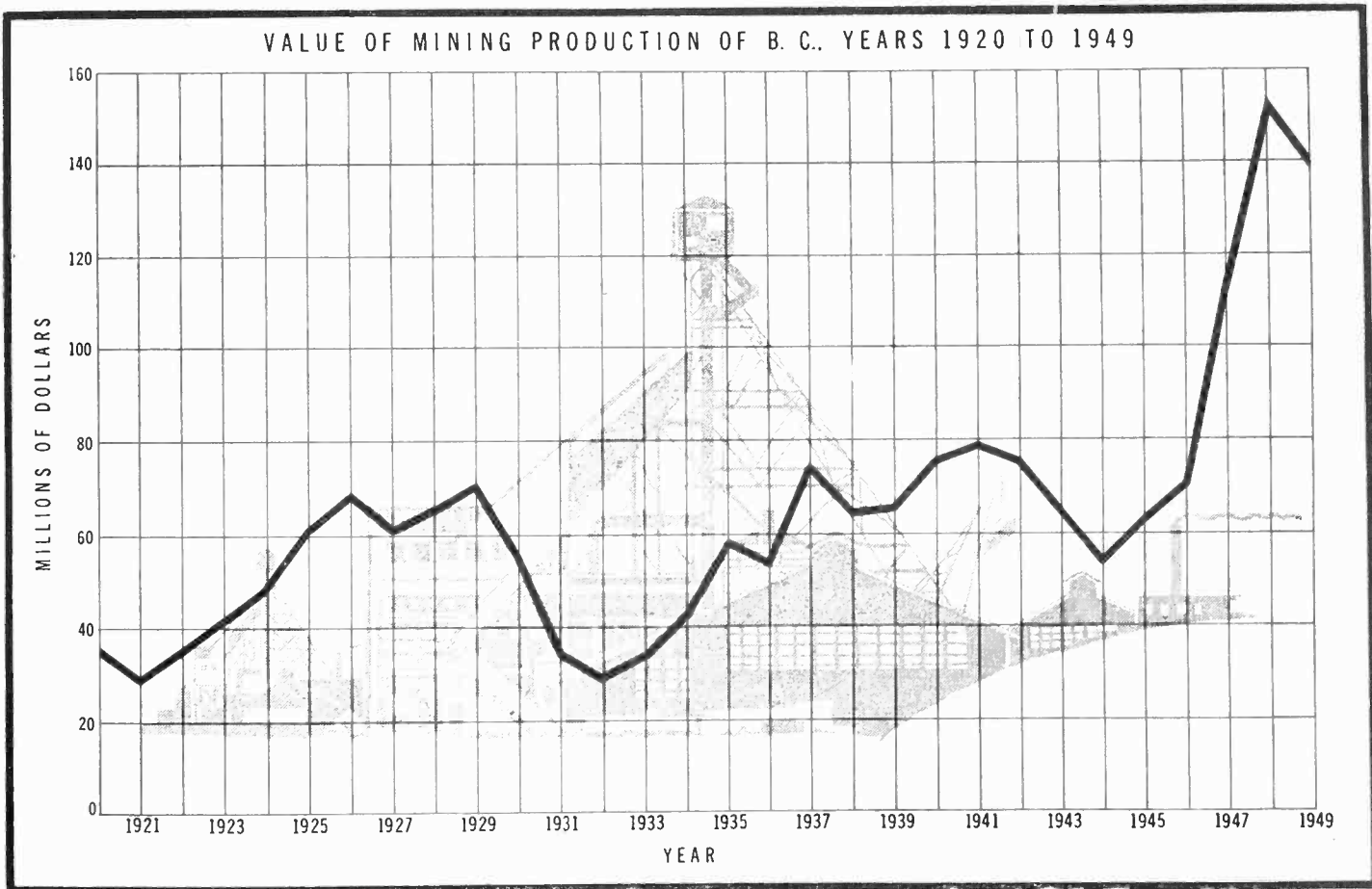
NEW WESTMINSTER.—To "improve the air salesmanship" of CKNW announcers, Bill Rea has brought voice expert Mrs. Bertha Biggs from Edmonton to lead a one-month voice-training course. Mrs. Biggs has had experience with radio people before, training announcers at prairie stations including CFAC, Calgary; CJA, Edmonton and CKCK, Regina. Juan Root will carry on as permanent voice coach after the course ends.

—September 13, 1950.

# TIME to UP

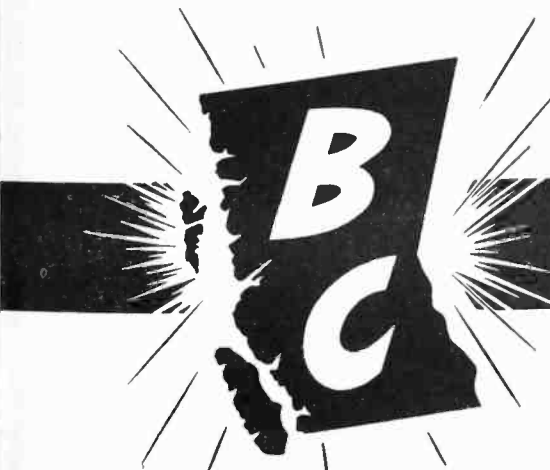
# Your B.C. Budget!

## MINING Shows Why..



Ten years ago the total value of all leading metals mined in B. C. — lead, zinc, copper, silver and gold; plus coal and structural materials — was around \$65,000,000. In '48 and '49 that figure had more than doubled. Another clear indication of the increasing wealth of Canada's most progressive province.

—Another reason why "It's time to up your B. C. radio budget"!



### BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

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

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

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

# "Listeners Are IMPORTANT"



C. R. VINT, Past-President of A.C.A., President and General Manager, Colgate-Palmolive Peet Company Limited, is widely known in advertising circles and has given considerable study to research in all advertising media.

## *C. R. Vint gives his reasons for depending on BBM figures*

"**R**ADIO Listeners are important people! They are potential buyers of Colgate-Palmolive products.

145 Radio Stations serve Canada. When buying radio time, we must know what the listening habits are in each buying area.

This problem is solved by BBM reports which guide us in spending our radio advertising dollar. BBM service is made possible by the co-operation of subscribing stations — agencies — advertisers. This is a real contribution to Canadian advertising."

## **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