

CANADIAN BROADCASTER

AND TELESCREEN

Vol. 10, No. 11.

TORONTO, ONTARIO

June 6th, 1951

ROYAL COMMISSION TABLES REPORT Favors Right of Appeal - - Flays Programs



THE ROYAL COMMISSION ON NATIONAL DEVELOPMENT in the Arts, Letters and Sciences climaxed its two-year investigation by tabling its 200,000-word report in the House of Commons last week. From left to right the Commissioners are: Arthur Surveyer, B.A.Sc., C.E., D.Engn., LL.D., Montreal civil engineer; Most Reverend Georges-Henri Levesque, O.P., D.Sc. Soc., Dean of Social Sciences, Laval University; Lt. Hon. Vincent Massey, P.C., C.H., Chancellor of the University of Toronto; Miss Hilda Neatby, M.A., Ph.D., Acting Head of the History Department, University of Saskatchewan; Norman A. M. MacKenzie, C.M.G., K.C., LL.D., President of University of British Columbia.

Ottawa.—An oath of secrecy similar to the one exacted from the press at budget time was obtained from the few members of the Press Gallery who were entrusted with advance copies of the long-awaited 600-page report of the Royal Commission on National Development in the Arts, Letters and Sciences, which was tabled in the House of Commons Friday of last week.

The 50 pages of the lengthy report which were devoted to radio and television were blunt and outspoken in their criticism of all programming, and advocated leaving control, as heretofore, in the hands of the Canadian Broadcasting Corporation, with no material change in the structure.

Four out of five of the members of the Commission opposed the quest of the private broadcasters or a regulatory body to preside over both privately and publicly owned broadcasting. The report loes, however, recommend that specific provision be made for appeal to a federal court on matters in which the CBC has the final decision, and where it is felt that an injustice might be worked by such a decision on an individual or a corporation.

The report commented on the CAB's proposal for an independent regulatory committee by pointing out that it would "either divide or destroy, or merely duplicate the present system of national control."

"Legislation to set up a separate regulatory body would alter the present national system and would result in two independent groups of radio broadcasting stations, one public and one private," the Commission said. It had no evidence, the report said, that the present CBC Board had used its powers harshly or unjustly.

If this separate regulatory body were established, the Commission felt that "the CBC would no longer have the control over all clear channels considered necessary to insure national coverage. This matter might be arranged, but the CBC would still lose the outlets through private stations which are equally necessary for national coverage under existing conditions..."

The member who favored the establishment of an independent regulatory committee was Dr. Arthur Surveyer, B.A.Sc., C.E., D.Eng., LL.D., Montreal civil engineer.

The Commission came out as favoring the continuance of listener license fees at the prevailing rate of \$2.50 per radio home, though Dr. Surveyer went on record with the opinion that the tax should be levied on each set, as used to be the case.

On the question of networks, the report recommended the continuance of the present system under which no private station may become part of the network without the permission of the CBC. It also advocated that private station licenses be issued on five-year terms, cancellable for cause and non-transferable, as opposed to the present three-year term, cancellable with or without cause. It also asked that the CBC refuse to accept local advertising except where no private station is available.

If Parliament implements the recommendations contained in the Commission's report, CBC costs will be fixed for five-year periods. These costs will be paid out of receiver license fees, which, it is felt, should remain at the present rate of \$2.50. It should also continue to derive revenue from the commercial broadcasting field,

THE REPORT IN BRIEF
Main Radio Recommendations of the Massey Commission

Annual radio receiver license fee of \$2.50 to remain unchanged.

CBC to continue to control national and private broadcasting with an enlarged board of governors for wider representation.

No private station to operate as part of a network without permission from the CBC, as at present.

Private broadcasters to be granted the right of appeal to the courts against miscarriage of justice through CBC decisions.

CBC to refuse local commercial advertising except where no private station is available.

CBC to refuse all commercial programs not acceptable in content, and to consider eliminating some of the less desirable commercials now carried.

Establishment of a CBC French network and a CBC French-speaking station for the Maritimes.

subject to certain limitations. Deficits, if any, should be made up by statutory grant.

The Commission feels that some of the CBC's network commercials should be eliminated as undesirable.

The report stated that the CBC has developed into "the greatest single agency for national unity, understanding and enlightenment," but adds that "there is room for improvement."

It deplored the influence of the American programs which are broadcast in Canada, and questioned "whether any of the declared objects of Canadian radio can be reconciled with the more-than-generous provision of soap operas." The report also said that regional programming and local talent should be developed further.

The report is highly critical of all programming, but especially that of the private stations. It points out that the briefs of the 30-odd private stations heard by the Commission were all predicated on what it termed "the false assumption that broadcast-

(Continued on page 3)

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



BROADCAST ADVERTISING is *SELLING in PERSON*

Radio talks to people in their own language — in their own homes.

Nothing approaches the effectiveness of radio, except personal solicitation, which is obviously impossible on any comparable scale.

Radio makes its calls — individually — every day — on every prospect for your product — on everyone who can be a prospect.

It uses the same method that you would use if you dropped in personally for a call — and that method is talk.

It makes millions of these calls everyday.

Radio multiplies your sales force by millions of receivers that Canadians depend on every day for time, weather, news, entertainment and information.

Radio salesmen are welcome visitors in 95% of all Canadian homes — selling with the added advantage and impact that comes from easy, long established friendship.

Only Radio talks to people in their own language — in their own homes.

Only broadcast advertising can be described as — “Selling in Person”.

The CANADIAN ASSOCIATION of BROADCASTERS

T. J. ALLARD
General Manager
108 Sparks St.
Ottawa

PAT FREEMAN
Director of Sales & Research
37 Bloor St. West
Toronto



(Continued from page 1)

ing in Canada is an industry. Broadcasting in Canada, in our view," it continued, "is a public service, directed and controlled in the public interest by a body responsible to Parliament."

In criticizing private stations for programming, it specifically singled out *Report from Parliament Hill* as an example of good public service programming and a worth-while contribution by the private stations. (This is the program devised by Ken Soble as a local—CHML, Hamilton—feature, later expanded by the CAB. It consists of reports of members of Parliament, recorded by the CAB's Radio Bureau in Ottawa, and shipped to the stations in members' own constituencies where they are aired weekly. Sixty-seven private stations are now carrying these programs and bearing all recording and other expenses.)

The report deals harshly with private station programming, saying, in part: "There is no doubt a great variation in the performance of the many private stations. The programs of some are satisfactory, and, of very few, praiseworthy. On the other hand, far too many stations, regulated in principle by the CBC, offer programs which must be described as regrettable.

"There is no apparent attempt to fulfil the proper function of the local station as we understand it; to reflect the life and interests of the community; and to use and develop the local talent available," the report says.

"Of the friendly services of the private stations to the public, we have abundant evidence, and these services help to justify the continued existence of such stations in our national system. But," it continued, "from the study we have made, we cannot believe that there is any justification for their undistinguished programs.

"After a careful consideration of the evidence available, we are convinced that only very rarely can limited revenue be advanced as an extenuating circumstance for this inexpensive and unimaginative programming."

"Private citizens are permitted to engage their capital and their energies in this service, subject to the regulations of this body (CBC)," the report said elsewhere.

"That these citizens should be assured of just and equal treatment, that they should enjoy adequate security and compensation for the actual monetary investments they are permitted to make, is apparent . . . but that they enjoy any vested right to engage in broadcasting as an industry, or that they have any status except as part of the national broad-

casting system, is, to us, inadmissible."

The report went on to say: "We believe that Canadian radio broadcasting legislation contemplates and effectively provides for one national system; that the private stations have been licensed only because they can play a useful part within that system; and that the CBC control of network broadcasting, of the issue and renewal of licenses, of advertising and of other matters related to radio broadcasting, is a proper expression of the power of the CBC to exercise control over all radio broadcasting policies and programs in Canada."

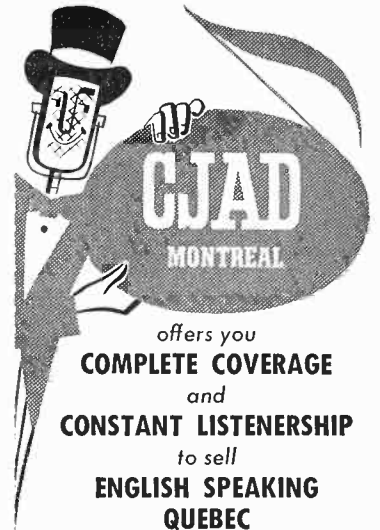
The report recommended the expansion of the CBC Board of Governors to make it larger and more representative. It deplored the fact that there are no members of the Board who are outstanding in the field of letters, and urged that the CBC proceed with the establishment of regional "Listeners' Advisory Councils" to

offer criticism and suggestions concerning programs.

The report recommended the establishment of a second CBC French network, and also a CBC French-language station for the Maritimes.

It thoroughly endorsed newspaper ownership of radio stations. It recognized a tendency to monopoly under such conditions but said there was no evidence of abuse. It recommended less control over Facsimile broadcasting, when and if newspapers adopt it.

On the international side, the Commission felt that the CBC International services should be continued and expanded. It also advocated that grants be made available for people engaged in arts and letters, including broadcasting, film and press, for work and study either in Canada or abroad. It suggested that similar grants be made to artists, musicians and men of letters from abroad, to study in Canada.



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COMPLETE COVERAGE
and
CONSTANT LISTENERSHIP
to sell
ENGLISH SPEAKING QUEBEC

5 Kw on 800 Kc
AFFILIATED WITH CBS

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

BBM, 1950 (6-7 TIMES WEEKLY)
FINAL FIGURES

Daytime - - - 126,300 radio homes
Nighttime - - - 97,140 radio homes

CHECK FOR AVAILABILITIES ON

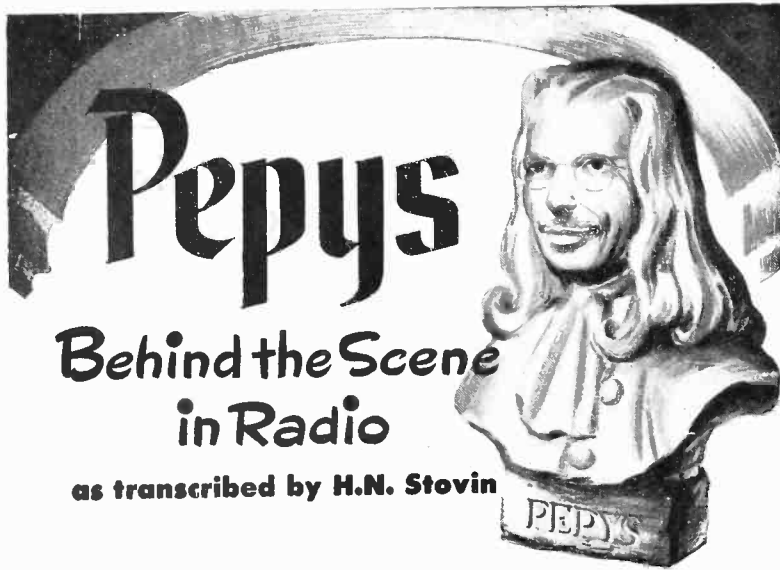
CKRC

WINNIPEG

630 KILOCYCLES — 5000 WATTS

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

1,241 of this paper's total circulation of 1,786 are National Advertisers and Agencies.



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"A STOVIN STATION IS A PROVEN STATION"

HORACE N. STOVIN
& COMPANY

MONTREAL	TORONTO	WINNIPEG	VANCOUVER
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Representative for these live Radio Stations

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

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CBC Ayes All Quests

Montreal.—There were no applications for licenses for new radio stations to be considered by the board of governors of the Canadian Broadcasting Corporation here last month, due to an order issued by the Department of Transport banning new station construction for the time being. But to all the miscellaneous items on the agenda for this meeting, the board gave its approval.

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The following share transfers were approved: transfer of 4 common and 76 preferred shares in Acadia Broadcasting Company Limited, affecting CKBW, Bridgewater; transfer of 8 common shares in Atlantic Broadcasters Limited, affecting CJFX, Antigonish; transfer of 50 common shares in Grey & Bruce Broadcasting Co. Ltd., affecting CFOS, Owen Sound; transfer of 46 common shares in Northern Broadcasting Corporation Limited, affecting CFGP, Grande Prairie; transfer of 2 common shares in New Brunswick Broadcasting Company Limited, affecting CHSJ, Saint John; transfer of 297 common shares in Island Broadcasting Company Limited, affecting CJVI, Victoria; and transfer of 400 common shares in Western Communications Limited, affecting CKRM, Regina. In all cases control of the companies is unaffected.

NOTES TO YOU!

"FAR FAR AWAY"

Records Available

Jim Byrne
Maple Leaf (Folk)

Charlie Kunz
London (Pop)

Ozzie Williams
London (Pop)

AND OTHERS

Write us for a free disc.

FAVORITE MUSIC CO.
21 SUSSEX AVE. TORONTO 5

CKCW

The most progressive station in Quebec city...

1000 WATTS 1280 KC

The best buy for your advertising \$ in Quebec

REPRESENTATIVES
OMER RENAUD & G.
TORONTO - MONTREAL

IN U.S.A.
WEED & CO.

CANADIAN BROADCASTER AND TELESCREEN

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

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Programming For The Other Five Percent

Easily the most significant part of the report of the Massey Commission, tabled in the House last Friday afternoon, was the fact that it accepted the principle of the Broadcasting Act without comment, and stated flatly that broadcasting is not an industry but a public service.

There are those, in the industry and out of it, who feel that the CBC's dual role of arbiter and competitor is undemocratic. It was on this premise that the independent stations asked the Commission to recommend the establishment of a separate regulatory body, to preside over both the privately and publicly owned stations.

When four of its five members opposed this plan, they did so with the notation that such a move would alter the present national system. This seemed to imply that the possibility of recommending an amendment to the Act was not considered, but rather that deliberations were based on the premise that the Act would stand in its present form. This might possibly be interpreted as an opening for further efforts to get the Act amended.

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Many of the Commission's harsh criticisms of some of the private stations' programming do definitely hold water, and left little to the imagination when it utilized such epithets as "regrettable," "undistinguished," and "inexpensive and unimaginative."

The fact that it commended the "Report from Parliament Hill" programs meets with our approval, because we too have frequently expressed our belief that this is a major contribution to Canadian citizenship. One should not, however, overlook the point that public acceptance of these programs, in terms of listenership, is extremely low, and speaking for ourselves we believe that wide audience acceptance is an absolute essential to success in any expressive endeavor.



"And now a word about the social implications of the atomic bomb!"

It might well be argued that all of the Commission's recommendations along cultural lines are estimable, provided that an audience can be found for what they feel should be heard. Statistics prove, however, that Canadian people are, regrettably, not generally educated to an appreciation of the finer kinds of music and drama. And it is our sincere belief that the best way to implement the Massey Commission's recommendations would be to set to work in the primary grades of the schools to plant the seeds of this love of better things and Canadian things when minds are supple enough to be molded.

It is easy to disparage a critic. But it accomplishes nothing.

In the research field, it is common practice to accept what shows us up favorably, and to toss the things we don't want to hear into the waste basket as inaccurate, rather than examining them carefully to see if we might not turn them to our advantage by improving our product.

By the same token, if the radio industry examines the report in the same light as it should examine a survey, it could scarcely fail to come up with the same observation as was made in the report, and that is that while there is good programming all over the country, there is also other programming which leaves a great deal of room for improvement.

Pursuing this thought still further, it might then proceed to examine its program departments; it might assess the ability of its key men to produce worth-while shows; it might consider the question of whether the standards it demands of its program

directors might not be elevated, even at the risk of having to demote or displace those who do not measure up, replacing them with more competent people at better salaries; it might even consider its program budgets as to their adequacy to do the best possible job, even though an increase in those budgets might entail an increase in the rates for which they are selling their time; it might even consider adopting a policy comparable to that of a newspaper or other publication, which prepares its own informing or entertaining features without interference from advertisers, and still has advertisers flocking into its advertising columns.

This last point will raise the obvious objection that the advertisers would never go for it. And the answer to this is that if the most unambitious kind of radio — a hodge-podge of recordings sprinkled with a random collection of commercial announcements—can do the fantastic job of selling, which is done every day, how much more effective would programs be if they were prepared for the sole purpose of attracting listeners, both to themselves and to the commercial announcements which went along with them.

Summing it all up, there is enough in the report that is favorable to the cause of private radio, to enable the broadcasters to gloss lightly over the slurs if they will. There is the provision for appeals; the five-year tenure of license; the suggestion that CBC reduce the number of their commercials; there are other points.

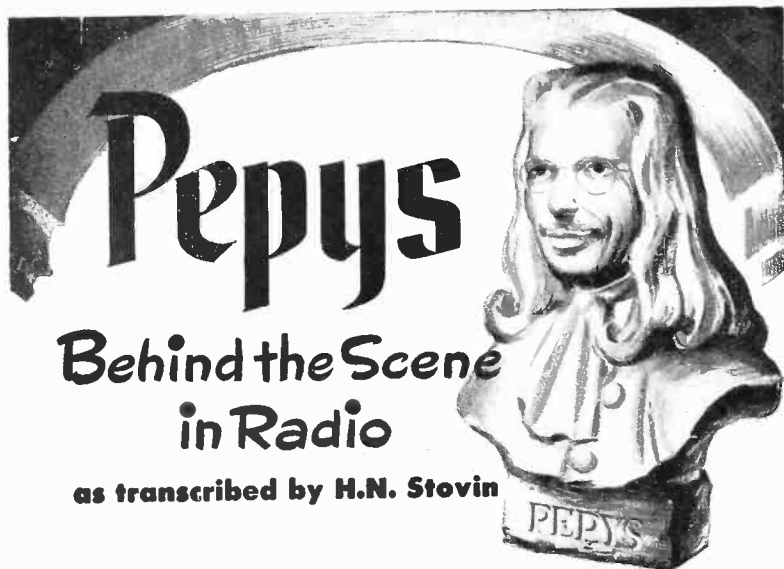
On the other hand there is harsh criticism, which, however unjustified it may seem, may provide broadcasters with a sound basis for the improvement of their already high quality product, if they will look at it constructively.

Knowing the broadcasters as we do, we believe they will.

One final point is this:

The day will one day dawn—it has to dawn — when the government will be stripped of its monopolistic hold on the business of broadcasting.

When that day comes, it will be marked by the fact that private radio, by its programs and performances, has won over the long-hairs and intellectuals, as well as the general public, which it has already won to such a marked degree. And it will have accomplished this by plowing back enough money into its programs to give the other five per cent what they want to hear too.



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CKCW
 The most progressive station in
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 1000 WATTS 1280 KC
 The best buy for your advertising \$ in Quebec
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It might well be argued that all of the Commission's recommendations along cultural lines are estimable, provided that an audience can be found for what they feel should be heard. Statistics prove, however, that Canadian people are, regrettably, not generally educated to an appreciation of the finer kinds of music and drama. And it is our sincere belief that the best way to implement the Massey Commission's recommendations would be to set to work in the primary grades of the schools to plant the seeds of this love of better things and Canadian things when minds are supple enough to be molded.

It is easy to disparage a critic. But it accomplishes nothing.

In the research field, it is common practice to accept what shows us up favorably, and to toss the things we don't want to hear into the waste basket as inaccurate, rather than examining them carefully to see if we might not turn them to our advantage by improving our product.

By the same token, if the radio industry examines the report in the same light as it should examine a survey, it could scarcely fail to come up with the same observation as was made in the report, and that is that while there is good programming all over the country, there is also other programming which leaves a great deal of room for improvement.

Pursuing this thought still further, it might then proceed to examine its program departments; it might assess the ability of its key men to produce worth-while shows; it might consider the question of whether the standards it demands of its program

directors might not be elevated, even at the risk of having to demote or displace those who do not measure up, replacing them with more competent people at better salaries; it might even consider its program budgets as to their adequacy to do the best possible job, even though an increase in those budgets might entail an increase in the rates for which they are selling their time; it might even consider adopting a policy comparable to that of a newspaper or other publication, which prepares its own informing or entertaining features without interference from advertisers, and still has advertisers flocking into its advertising columns.

This last point will raise the obvious objection that the advertisers would never go for it. And the answer to this is that if the most unambitious kind of radio — a hodge-podge of recordings sprinkled with a random collection of commercial announcements—can do the fantastic job of selling, which is done every day, how much more effective would programs be if they were prepared for the sole purpose of attracting listeners, both to themselves and to the commercial announcements which went along with them.

Summing it all up, there is enough in the report that is favorable to the cause of private radio, to enable the broadcasters to gloss lightly over the slurs if they will. There is the provision for appeals; the five-year tenure of license; the suggestion that CBC reduce the number of their commercials; there are other points.

On the other hand there is harsh criticism, which, however unjustified it may seem, may provide broadcasters with a sound basis for the improvement of their already high quality product, if they will look at it constructively.

Knowing the broadcasters as we do, we believe they will.

One final point is this:
The day will one day dawn—it has to dawn — when the government will be stripped of its monopolistic hold on the business of broadcasting.

When that day comes, it will be marked by the fact that private radio, by its programs and performances, has won over the long-hairs and intellectuals, as well as the general public, which it has already won to such a marked degree. And it will have accomplished this by plowing back enough money into its programs to give the other five per cent what they want to hear too.

BETTER CALL SWC



FOR DISCS, TAPE & T.V.

The most commercially successful variety show of all time.

HOBBY — LOBBY

Build Summer ratings and keep your audience for the Fall.

52 HALF-HOURS
Minimum Sale 26 Episodes

Comedy — Tragedy — Fascinating
Oddities and Unusual People

Order Your Audition Today

REPS

Stovin Promotions

Toronto. — Ralph J. Judge, branch manager at Montreal, has been appointed general sales manager of Horace N. Stovin and Company, radio sales representatives, it is announced by Horace N. Stovin, president. Frank C. Murray, of the Toronto staff, becomes manager of the Montreal office. Judge will move to Toronto, headquarters of the company.

Born in Toronto, Ralph Judge entered radio as a performer while employed in a managerial capacity with a large food company. He was a tenor on radio stations from Winnipeg to the Pacific Coast, was on Borden's *Canadian Cavalcade*, the CBC, and NBC exchange programs. Six years ago he joined the Stovin organization and was at the To-

Launches New Rep Firm

Toronto. — Andy McDermott, well known in Canadian radio for more than a decade, resigns as sales manager of Horace N. Stovin & Company to become general manager of a new broadcasting station representative firm, Radio & Television Sales Incorporated, early in June.

Effective June 15 the new firm



RALPH JUDGE



FRANK MURRAY

ronto office until promoted to the Montreal managership 3 1/2 years ago. He is a former Rotarian and member of the Toronto Advertising and Sales Club.

Frank Murray, born and educated in Ireland, had active service with the R.A.F. during World War II. After the war, he came

to Canada and became a time salesman for CJBQ, Belleville. He was one of the organizers of the Belleville Sales and Advertising Club and was a member of the Chamber of Commerce there. He joined the Stovin organization in 1949. He is an active member of the Toronto Advertising and Sales Club.

will open offices at 10 Adelaide Street East, in Toronto and at 1434 St. Catherine Street West in Montreal. McDermott will be headquartered in Toronto. Representation will commence on that date for station CKVL, Verdun-Montreal and the French Associates Group network consisting of CKCV, Quebec City; CHLT, Sherbrooke; CHEF, Granby; CHLN, Three Rivers; CJSO, Sorel and CKVL.

McDermott entered the radio representation field in the late '30's with Joseph Hershey McGillvra, at first in Toronto then in New York and Montreal, after 14 years in daily newspaper work in several cities, including a term as advertising manager of the old *Regina Daily Star*. In World War II he directed the Canadian and overseas activities of the RCAF Public Relations Radio Division. He is a member of the Sales Advisory Committee of the C.A.B., chairman of the Advisory Com-

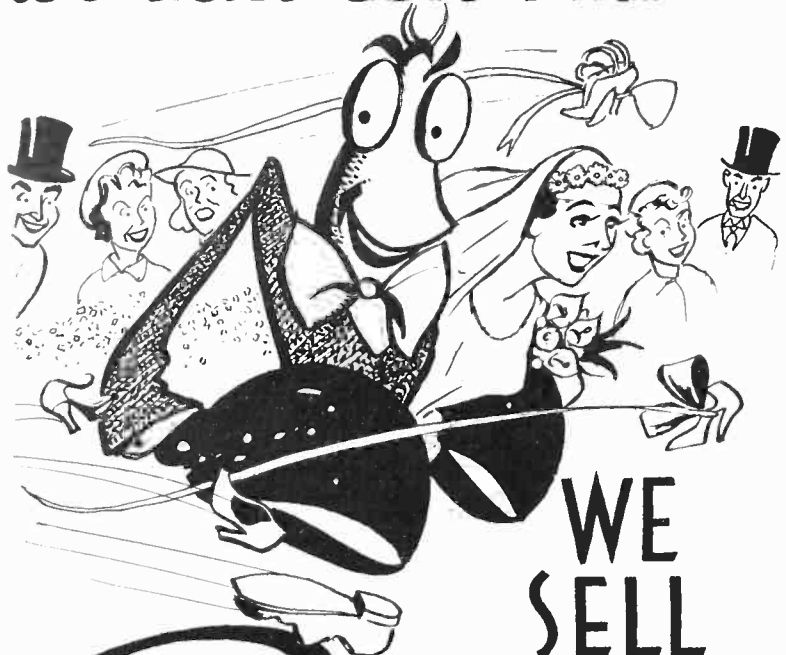


ANDY McDERMOTT

mitted to Radio Broadcasters at Ryerson Institute, and a new director of the Toronto Advertising and Sales Club.

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

We don't sell Time —



WE SELL

Results

CKCW

MONCTON NEW BRUNSWICK

The Hub of the Maritimes

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

THE AGENCIES WILL TELL YOU - - -
THE SPONSORS WILL TELL YOU - - -

Service

GIVEN BY

CKCR AND CKCR-FM KITCHENER

— PROMOTION-WISE —

IS TOPS

KNOW YOUR STATION!! ASK "BILL" WRIGHT

STATIONS

Easter Seals Over The Top

Toronto.—The objective of the Easter Seal Campaign of the Ontario Society for Crippled Children, in which all branches of the radio industry in this province played a major part, was exceeded this year. Returns to date, which are still incomplete, top the objective of \$375,000 by \$5,341.49.

"This is the fifth consecutive year the Society has gone over the top by exceeding its objective," pointed out financial chairman Conn Smythe. "I consider this a remarkable record at a time when so many appeals to the public are being made, with a number of them falling short of their objectives," he said.

Among other things, the money will go to support three summer camps for handicapped children, a cerebral palsy centre at London and cerebral palsy demonstration clinics touring the province, all of which are operated by the Society.

• • •

CCBA To Meet In Fall

Toronto.—The 1951 meeting of the Central Canada Broadcasters' Association, which had been planned as a spring convention, has been postponed until fall, according to president Ralph Snelgrove, of CKBB, Barrie. It will be a two-day meeting and will probably take place around September 15, about 10 days after the Western Association of Broadcasters' meeting.

Reasons for the postponement are that it was anticipated that the report of the Massey Commission would have been tabled by spring and that it would have been possible to discuss it at that time.

Delay in the appearance of the report has made it too late to discuss the other main topic of summer revenue, and it has therefore been decided to postpone the meeting as stated.

The agenda committee will be headed up by Lyman Potts, assistant manager of CKOC, Hamilton, who is vice-president of the CCBA.

Hot Ziggetty!

Winnipeg.—No one at radio station CKRC here even dreamed that an informal interview on a "meet-the-people" type of program would sell \$23,000 worth of very unusual machinery, until the next day when the interviewee phoned.

He was a Mr. Lane, western sales manager for an American company making the "Sizzle Snack" hot dog machine, which instantly and electrically cooks and buns a "dog" on a put-the-coin-in-a-slot system.

It all started when Lane was met by George Knight, emcee of the "Vox Pop" program, in the lobby of the local Marlborough Hotel and he explained to Knight on the air that he was in the west to locate distributors for his company's newest product. He then described the automatic frankfurter vendor.

It wasn't long before a phone call came for Lane from an interested listener in Portage La-Prairie, and by the following morning the caller had contracted for \$23,000 worth of the machines with the Calgary distributor.

• • •

Lauded For Safety Shows

Toronto.—The 1950 Award of Merit of the Chicago National Safety Council has been given to radio station CHUM here, it was announced late last month. In addition, the Council conferred Public Interest Awards for overall safety programming on three Canadian stations. They are CHUM and CJBC in Toronto and CKOC, Hamilton.

The Award of Merit was accorded CHUM "for exceptional service to safety in broadcast." Specifically, it went to the station's program, *Howard's Safety Quiz*, sponsored for 5½ years by Howard's School of Safe Driving. The program featured Inspector Vernon Page and Traffic Officer Johnny Fogg of the Toronto City Police. Last year the station qualified for the Council's Farm Safety Award.

The Public Interest Awards went to the stations for their general programming in public service which stressed safety.

In a letter to the stations, Nad H. Dearborn, president of the Council, said that there was no doubt in the mind of the Council that the stations' interest in safety had saved many lives and prevented accidents.

PENN McLEOD MULTI-CITY RADIO REPORTS

Now Available to

ADVERTISERS
ADVERTISING AGENCIES

•
12 BASIC CENTRES
COMPLETE PROGRAM SURVEY
EVERY MONTH

- | | |
|-------------|-----------|
| HALIFAX | SASKATOON |
| MONTREAL | REGINA |
| OTTAWA-HULL | EDMONTON |
| TORONTO | CALGARY |
| HAMILTON | VANCOUVER |
| WINNIPEG | VICTORIA |

•
IN ADDITION:

43 SUPPLEMENTARY CENTRES
SURVEYED BI-MONTHLY, QUARTERLY,
SEMI-ANNUALLY AND ANNUALLY
WILL BE INCLUDED FROM TIME TO TIME

•
THE TREND IS TO PENN McLEOD
MAY 1950 — 11 STATIONS
MAY 1951 — 86 STATIONS

Our continuing Radio Audience studies will help you keep in closer touch with your radio advertising campaigns.

"The Story of Penn McLeod Radio Research" will show you how. Phone or write to:

PENN McLEOD AND ASSOCIATES Limited

MARKETING AND RADIO RESEARCH

VANCOUVER
1673 WEST FOURTH AVENUE
Bayview 3922

TORONTO
BAY & GERRARD BUILDING
PLaza 4093



NORTHERN ONTARIO'S

Greatest

**ADVERTISING
MEDIUM**

CKSO

NORTHERN ONTARIO'S
HIGH-POWERED
STATION

Ask

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

AGENCIES

By Art Benson

CHICAGO AGENCY OPENS HERE

Chicago.—A Canadian office of the Chicago advertising agency, Needham, Louis & Brorby, Inc., will be opened in Toronto late this summer, it was announced here last month by agency president Maurice H. Needham.

John Willoughby, who has been director of the agency's public relations and publicity department, has been appointed managing director for the Canadian office. He is formerly of London, Ontario, where he received his education, and has been with the agency in Chicago since 1945. During the last war he was a major with the 4th Canadian Armoured Division.

The steady increase in the volume of advertising placed for clients in Canadian newspapers, magazines, and on radio stations, is said to be the reason behind the move.

AGENCY OPENS TORONTO OFFICE

Montreal.—Anderson, Smith & Cairns Ltd. advertising agency has opened a Toronto office in the Bank of Montreal Building, it was announced by Harvey H. Smith, head of the local operation here. R. V. Birtwhistle, former copy chief at McKim's Toronto office, will be in charge.

NEW HOME FOR CALDWELL

Toronto.—All offices and departments of S. W. Caldwell Ltd., are now located on the top two floors of Simcoe House, 150 Simcoe Street at Richmond.

For the first time, all operations of the company have been brought under one roof. The company's telephone numbers are: PL. 8727 and WA. 6810.

STEVENSON & SCOTT

Toronto. — MacLaren's Ltd. (Foods) has scheduled a series of 15-minute five-a-week musical quiz shows over CKEY, Toronto; CJOB, Winnipeg; CKVL, Verdun and CKWX, Vancouver. An extensive spot announcement campaign is also going to 39 stations coast to coast for the same sponsor.

MacLAREN ADVERTISING

Toronto.—Peoples Credit Jewellers return *Sunnyside Community Sing Song* for the seventh season to CFRB, Toronto; CFRA, Ottawa; CFPL, London and CHML, Hamilton. The program again features Art Hallman and his orchestra and is aired from Sunnyside Beach, Toronto, starting June 10.

Imperial Oil Co. Ltd. has an extensive spot and flash announcement campaign going to 66 stations coast to coast until September 15 advertising Esso Gasoline.

SPITZER & MILLS


Toronto. — Colgate-Palmolive Peet Co. Ltd. has started the 15-minute five-a-week *King's Row* (delayed from CBS) over CFRB, Toronto and CJAD, Montreal, advertising its various products. Same sponsor has also commenced its summer replacement for the *Happy Gang* with the half-hour five-a-week *Strike It Rich* delayed from CBS. The show goes to the Trans-Canada network at the usual time (1.15 p.m. EDT), while CFRB, Toronto, takes it at 4.30 p.m. (EDT). Warren Hull is the emcee and the commercials are built around the many Colgate products.

The Toni Division of Gillette Summer Razor Company starts a safety series of transcribed spot announcements June 18 over 20 stations coast to coast advertising Home Permanents.

J. WALTER THOMPSON

Toronto.—John Labatt Ltd. has a series of daily one-minute radio and television spots going to Detroit stations as an introductory campaign to launch its new Pilsener Beer. 39 film commercials are under way over WXYZ-TV, WJBK-TV and WWY-TV until June 15 while 20 transcribed spots go to stations WWJ and WJR. The TV spots are prepared and produced by S. W. Caldwell Ltd., Toronto.

Wm. Wrigley, Jr., Co. Ltd. is piping in *Rate Your Mate* from CBS to CFRB, Toronto, as a July replacement for the *Gene Autry Show*. The show features Joey Adams and advertises Doublemint Gum.



**Report TO THE
BROADCASTING INDUSTRY**

By Walter E. Elliott

11 Eleventh in a series of frank talks about Elliott-Haynes and the broadcasting industry.

Percentage Of Listeners

IF A GIVEN program receives a rating of 10.0 at a time when the sets-in-use index is 31.5, the Percentage of Listeners is determined by dividing the sets-in-use index into the program rating and multiplying the result by 100 to give a percentage of 31.7.

Thus, it can be presumed that, within the limits of statistical variation, this program is drawing 31.7% of the available listening audience at that time.



Elliott-Haynes Limited

[Continuous Radio Audience]
[Measurements Since 1940]

Int'l. Aviation Bldg.
MONTREAL
UNiversity 1519

515 Broadview Ave.
TORONTO
GErrand 1144

LOOK! MAY '51 ELLIOTT-HAYNES

AVERAGE
EVENING RATINGS (6 to 10 P.M.)

C F B C	Station "B"
22.1	17.1

And from Jan. 1st to May 19th . . . CFBC's "POP THE QUESTION" has brought in over . . .

107,000

entries each with a Proof of Purchase of a Sponsor's Product!

CFBC—SAINT JOHN, N.B.

Reps: J. L. Alexander — Montreal and Toronto
Weed & Company, in the U.S.A.

ASSOCIATED BROADCASTING

Toronto.—The Arthur Murray Studios has a half-hour once-a-week test campaign going to CFRB, Toronto, called *Public Performance* with Larry Mann handling the commercials on dancing lessons.

City Buick Pontiac Ltd. has started the five-minute five-a-week transcribed *Tumpane Talking* over CKEY, Toronto, featuring the Globe & Mail columnist Frank Tumpane. Gordon Allen looks after the commercials.

O'Donnell-Mackie Ltd. (Studebaker) has a flash announcement series going to CFRB, Toronto, through October, on a three-a-week basis.

D'ARCY ADVERTISING

Toronto.—Coca-Cola Ltd. starts the *Mario Lanza Show* June 10 over the Dominion network plus CFRB, Toronto and CFCF, Montreal (from CBS), as a summer replacement for *Charlie McCarthy*. Ray Sinatra conducts the 30-piece orchestra while Del Mott handles the cut-ins.

O'BRIEN ADVERTISING

Vancouver.—Rock Gas has renewed its six-a-week spot announcement series over KKNW for its second year advertising liquified petroleum gas.

ELLIS ADVERTISING

Vancouver.—Fletchers Limited (Meat Distributors) has scheduled a series of 122 spot announcements over KKNW, New Westminster, through July 27.

MOVES MONTREAL OFFICE

Montreal.—McKim Advertising Ltd. has moved its local operation to 1510 Drummond Street with the same telephone number of LA. 5192.

HUTCHINS ADVERTISING

Toronto.—Hutchins Advertising Co. of Canada Ltd. has announced the appointment of Walter Engwer as vice-president. Engwer has been general manager of the local office for the past five years.

DANCER-FITZGERALD SAMPLE

Toronto.—Stokley-Van Camp of Canada Ltd. has extended its five-minute five-a-week *Women In The News* over CFRB, Toronto, until November 30 featuring Loy Owens and advertising its canned goods.

LIONEL AT HOME



AGENCIES, REPS AND SPONSORS gathered at the Royal York May 15 for the annual feed staged by Lionel the Lobster, aided and abetted by CKCW's Fred Lynds. A similar party was staged earlier in Montreal.

JOHN MCKENNEY BINGHAM

Toronto.—The Toronto Motor Car Ltd. (Mercury, Meteor and Lincoln) has returned the 15-minute once a week *19th Hole* with Dave Price for the third year to CJBC, Toronto.

HARRY E. FOSTER

Toronto.—Colgate-Palmolive Peet Co. Ltd. has started the 15-minute three-a-week *Reflexions de Femme* featuring Janette Bertrand over CKAC, Montreal, advertising Vel and Colgate Beauty Soap.

MCKEE ALBRIGHT

New York.—Philadelphia & Reading Coal Company has scheduled a five-minute three-a-week early morning newscast for one year over CFRB, Toronto, featuring Wally Crouter.

JAMES LOVICK

Toronto.—British American Oil Co. Ltd. has a two-week spot announcement campaign going to 50-odd stations coast to coast June 18 advertising 88-/98 Gasoline.

"Many of you will, this summer, see the old city of Quebec; and nowhere in North America is as much early history enshrined as here. I would like to show you St. Malo—Quebec's newest industrial development. Here, in buildings formerly used by the Dept. of Munitions and Supply, covering 26 million feet of floor space, are now some 35 industries representing an investment of \$20 million. It is the most important single industrial development in the history of Quebec. All this new wealth and purchasing power is in the primary area of CHRC—for fuller details, ask Jos. Hardy."

For any information on QUEBEC MARKET No. 2 and "TRANS-QUEBEC" Radio Group Telephone, Wire or Write to

JOS. A. HARDY & CO. LTD.
MONTREAL QUEBEC TORONTO

REPRESENTING

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

CKFH

Toronto's Newest Station

has an opening for an experienced announcer—news, commercial and disc jockey. Apply in writing to:

PROGRAM DIRECTOR

STATION CKFH

TORONTO

MONTREAL'S

FIRST STATION
IN ENTERTAINMENT
NATIONAL ADVERTISERS
ESTABLISHED SALES RESULTS
STRONG PROGRAMMING APPEAL
TOP SPONSOR PROMOTION

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

ABC and DOMINION NETWORK AFFILIATE

WANTED—AT ONCE! ANNOUNCER - OPERATOR

For 250 Watt
Southern Ontario Station

For Full Particulars

Apply Box A-92
Canadian Broadcaster
& Telescreen

163½ Church St., Toronto

WANTED A WRITER

(Male or Female)

The writer we want is probably working in the continuity department of a radio station; has already earned a reputation for speed and versatility; has probably sold a few items here and there on a free-lance basis.

We offer a chance to earn more money, learn more about the writing trade, in a Montreal office, established seven years, where working conditions are pleasant.

Interested writers should send complete details in first letter. References will then be asked from those who interest us greatly.

You may be sure your application will be treated in the strictest confidence.

Box A-91

Canadian Broadcaster
& Telescreen

163½ Church St. Toronto

RESEARCH

Marketing Needs Research

Toronto. — Executives, when making decisions on important marketing questions, are right only 58 per cent of the time, A. C. Nielsen, president of the Chicago research firm of A. C. Nielsen Company, told delegates at the Thursday afternoon research sessions of the Association of Canadian Advertisers Convention held here last month.

The reasons for this high percentage of error, the speaker said, were because the problems of marketing exist in the establishments and minds of wholesalers, retailers and consumers and there is a lack of facts on which to base decisions. Market problems, unlike production problems, do not exist under your own roof where you can watch them, and the lack of facts stems from the wide geographical dispersion of most companies' retail field. Even if some forms of research are used, he said, the desired information is often unknown to the respondent.

Nielsen then pointed out how these problems have been overcome with research techniques developed by his company. The advantages of the Nielsen Food-Drug Index, he said, were—that it is factual, and a careful physical count is relied upon rather than guesswork and opinion; it is a bi-monthly service, which provides a continuous picture of the



Toronto.—The Bureau of Broadcast Measurement's Research and Development Committee took advantage of the visit of prominent U.S. researcher A. C. Nielsen's visit to the ACA Convention here last month, and spent an hour conferring with him between sessions.

For weeks now this committee has been conducting an exhaustive study of BBM's project number 2, program popularity measurement, known as "ratings."

Following this meeting, the committee spent a day at the Nielsen research headquarters in Chicago.

In the course of its studies, the committee will continue to inter-

view firms active in the field of research.

Pictured above at the ACA meeting, left to right, standing, are: A. C. Nielsen; C. W. McQuillin, radio director, Cockfield Brown & Co. Ltd.; Pat Freeman, CAB director of sales and research; Dr. A. Shephard and Dr. K. S. Bernhardt, both of the department of psychology of the University of Toronto; J. E. Potts, group advertising manager, Lever Brothers Limited; seated in the same order: H. F. Chevrier, CBC statistician; Robin Merry, marketing director, Lever Brothers Limited; E. Austin Weir, CBC commercial manager.

field; and since many manufacturers in two different industries in four countries all contribute, the cost of the system has been lowered.

The speaker believes that his system provides a consumer sales curve, not only for the entire country, but broken down into territories, city-size range, store size and consumer income class. The Nielsen Index also reveals similar information on competing products, he said.

Data for this research tool comes from 6,000 typical chain and independent stores in the United States, United Kingdom, Canada and Australia, and under the terms of a contract with each store, the Nielsen Company has the privilege of taking inventories and auditing the invoices for all goods coming into the store, Nielsen revealed. From this information it is possible to predict sales to consumers, purchases by retailers, retail stocks, retail stock turnover, retail distribution,

per cent of stores out of stock, prices, retail gross profit, retail promotion and total sales, he said.

The results can then be used to distribute correctly advertising and merchandising effort and to check the effectiveness of different copy appeals and types of media, to detect marketing weaknesses, and to provide advance warnings of sales declines, the causes and remedies, he said.

COMMERCIAL WRITERS' CONTEST

Over fifty entries have come in for the Canadian Broadcaster & Telescreen's first commercial writer's contest, which closed May 31.

Everything possible will be done to get the judges to do their stuff in time for winners to be announced in our issue of July 4.

We feel most encouraged by the gratifying response to this experiment.

CFQC

... a big wheel
in radio -

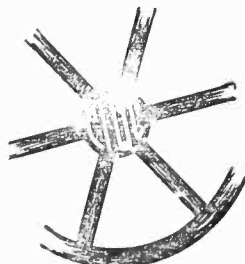
Serving Saskatoon — ... a big wheel
in transportation:

- ★ AIR—Saskatoon is better-served by air transportation than any other city in Saskatchewan!
- ★ TRAIN—94 arrivals and departures daily. Important freight distributing centre!
- ★ BUS—6,000 miles in the Saskatoon region serviced daily!

YOU CAN

COVER GROUND

in this busy market—
Ask RADIO REPS about CFQC!



SASKATOON, SASKATCHEWAN 5000 WATTS

The radio hub of Saskatchewan!

DID YOU KNOW?

That CKCL has done it again! On Wednesday, May 16th, during a 2½-hour program, over \$2,000.00 was raised for youth work in this area. Proving once again that CKCL has the ear and the support of Central Nova Scotia. That responsive audience is available for YOUR sales message.

CKCL

COLCHESTER BROADCASTING CO. LTD.

J. A. MANNING
Manager

WM. WRIGHT, Representative
Toronto and Montreal

Research Must Produce Facts

Toronto.—Some of the history and purpose of the Canadian Advertising Research Foundation was explained during last month's probing research session of the ACA Convention by H. H. Rimmer and Mark Napier, chairman and vice-chairman, respectively, of CARF.

Rimmer, who is advertising manager of Canadian General Electric Co. Limited, told of how this research organization helps the whole advertising industry by controlling methods and standardizing techniques, thus furnishing validated research of practical value to advertisers, their agencies and media.

Napier, vice-president of J. Walter Thompson Co. Limited, went on to point out that this non-profit organization, financed jointly by the Association of Canadian Advertisers and the Canadian Association of Advertising Agencies, has as its policy the discouragement of all research which will not produce facts which the advertisers and agencies can act upon.

He said that since a large part of the agencies' income is from the various advertising media, they are paying indirectly in part for CARF and have a very definite interest in it.

“The relative unimportance of an advertisement to the public leaves the door wide open to improve advertising through research,” A. W. Lehman, managing director of the Advertising Research Foundation, New York, told the convention delegates.

In his address on “Increasing the Effectiveness of Advertising Through Research,” Lehman recommended the adoption by the advertising industry of a three-point program which would increase the amount of information that can be made available through research; improve the quality of all advertising research efforts; and learn better how to apply, individually, research facts and figures to the ever-present problem of reaching more minds more effectively.

“It is media management that

creates the vehicles for advertising, and advertisers sometimes seem to forget that,” the speaker said. “The challenge to all media,” he went on, “is to obtain maximum circulation . . . so as to be able to sell the maximum amount of advertising at the highest possible rate and still serve the public well.”

“Some papers and magazines have twice as many readers as others with the same circulation but,” Lehman complained, “no one has yet found out why.” There are wide differences in the reading and listening habits of men as compared with women; a national general interest department store ad drew a readership of only 11 per cent; a car card in Winnipeg got a rating of 58 per cent while another of the same size rated only 18 per cent; and to all these statements the speaker asked the question “Why?”

“We've got to have more money to go beyond these mere readers-per-copy figures,” Lehman stated,

but he added that “until we find out how to determine accurately the ultimate sales results of a given advertisement, we would be shortsighted indeed if we did not make full use of the measuring devices already at hand.”

cics
SELLS
in
Stratford

WANTED

FIRST CLASS ANNOUNCER with operating experience for long established **Prairie 5000 watt station.**

Send vital statistics including marital status in first letter, together with photo and audition disc. Good opportunity for the right man.

Box A-95

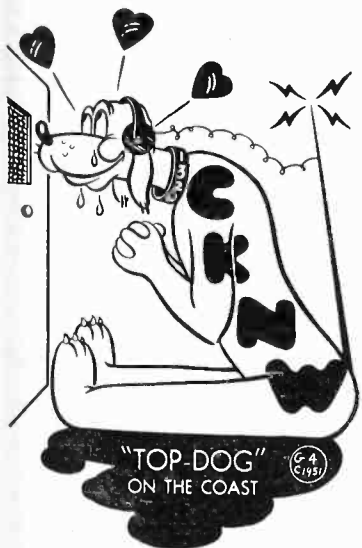
Canadian Broadcaster & Telescreen, 163 1/2 Church St., Toronto

IN SUMMER
the spotlight is on
SPORTS!
and on shrewd
sponsors
who buy time at...

CKRM REGINA

5000 watts

980 kc.



“Just get a load of Elliott-Haynes survey of total listening in a 100-mile radius of Vancouver — I'm TOP DOG.”

More Alberta Radio Homes..
FOR LESS!

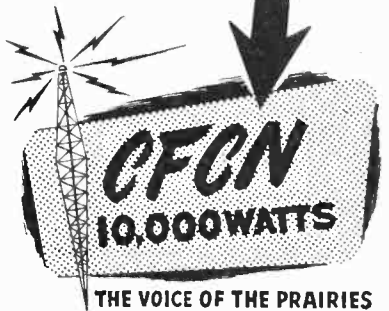
Via
CFCN

You reach more Radio Homes for less money via CFCN, Calgary — Your best Buy in the Alberta Market. Here's why:

STATION	Radio Homes	Cost per 1000
CFCN	97,528	24.6c
#2	66,787	42c
#3	36,767	52.2c

(Figures quoted are 1950 BBM Daytime Averages and Costs are based on 1/4-hour "C" Time rates.)

CFCN—CALGARY FOR RESULTS!



ASK:
Radio Reps.
Toronto — Montreal
Winnipeg — Vancouver
Adam J. Young Jr., Inc.
U.S.A.

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CKBI

PRINCE ALBERT, SASKATCHEWAN
5000 WATTS

CKOC STAFF APPOINTMENTS

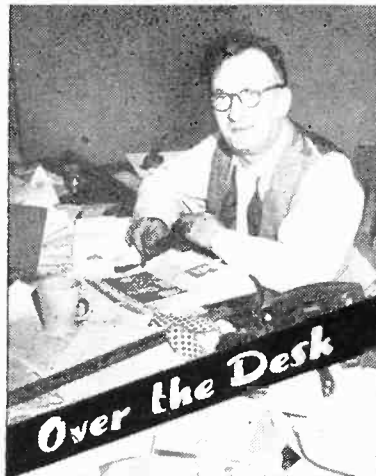


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For Complete Coverage of Western Manitoba use:

CKX

OUR REPS:

RADIO REPS LTD. — Montreal — Toronto — Winnipeg — Vancouver
 DONALD COOKE, INC. — U.S.A.

Sell the rich Niagara Peninsula

(and away beyond since change to 620 kcs.)

at one low cost with

Your Niagara District Station
CKTB
 ST. CATHARINES
Now 620
 ON YOUR DIAL

REPS:

TORONTO:
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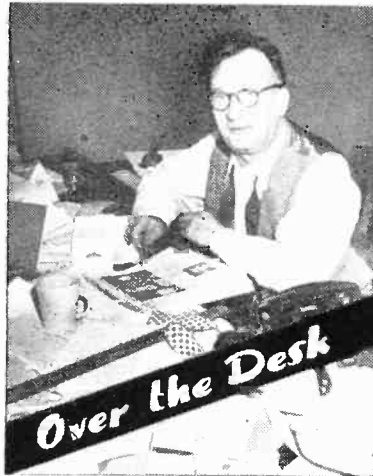


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Sell the rich
Niagara Peninsula

(and away beyond since change to 620 kcs.)

at one low cost
with

Your Niagara District Station
CKTB
ST. CATHARINES
Now 620
ON YOUR DIAL

REPS:

TORONTO:
Paul Mulvihill

MONTREAL:
Radio Time Sales
(Quebec) Ltd.

TEN BIG REASONS

for choosing

CFNB

- 1—Highest total B.B.M. of all New Brunswick stations—76,370.
- 2—Highest B.B.M. of N.B. radio homes—59,020.
- 3—Highest ratings of all Maritime stations.
- 4—Low cost per 1,000 listeners.
- 5—Location near geographic centre of New Brunswick where basic agriculture and lumbering is concentrated.
- 6—High efficiency of 5000 watts at 550 kc.
- 7—Large staff of trained and experienced writers.
- 8—Unquestionable acceptance and endorsement by the community.
- 9—A record of successful campaigns dating back to 1923.
- 10—A program policy acknowledging the rights of the listeners, and the station's responsibility to its advertisers.

For Additional Detail and Additional Reasons

See

THE ALL-CANADA MAN

PROGRAMS

CKCW Music Festival Completes Fifth Year

Moncton, N.B.—The fifth annual Moncton Musical Festival, sponsored by radio station CKCW here, was considered by adjudicators and competitors alike as the greatest success yet. For five days last month, well over 4,000 individuals, making up 1,200 entries, competed in 237 classes of various phases of music, French and English speech and dancing.

The competitors, many of whom came from as far away as Cape Breton and Halifax in Nova Scotia and Saint John and Campbellton in New Brunswick, vied for 22 scholarships and prizes, arranged for by the station and donated by companies, educational institutions and service clubs in the area. These went to those who, in the opinion of five prominent adjudicators, demonstrated a marked aptitude in their field and showed a sincerity of purpose in continuing music studies.

Several new classes and other features were introduced in the festival's program this year to make the event more encompassing. A half-hour Hammond organ recital preceded each evening's session and for the first year, organ classes were included. French speech, both solo and choral, and contests for original poems, also appeared for the first time.

The festival was arranged by sales manager Hubert Button and publicity director Alf Parkes of the CKCW staff, with assistance from interested music teachers and citizens who selected music for the various classes and helped with other arrangements, while the station, as in other years, underwrote all expenses.

Adjudicators for the music classes were John J. Weatherseed, president of the Canadian College of Organists and a member of the Royal Conservatory of Music in Toronto; Clayton Hare, conductor of the Calgary Symphony Orchestra; and Howard Brown, head of the pianoforte department at Mount Allison University, Sackville. Judging the dancing sessions was Pauline Cunningham of the New Brunswick Department of Physical Education, while speech classes were assessed by Marion Munro of the faculty of Teachers' College, Fredericton, and Louise Chouzet, a language graduate from Lille University, France. They presided over the 35 sessions held during the mornings, afternoons and evenings throughout the week in four concert halls.

The Moncton Music Festival has grown to its present size and scope from its beginning in 1947 when 1,500 musically-talented competitors performed before only one adjudicator. The event then lasted for four days.

Considered as proof of the value of this community effort by CKCW is the success of the St.

Joseph's University Boys' Choir, which first entered the competition at the urging of the station in 1949, and last year became holder of the Lincoln Trophy, awarded to the best Canadian choir to appear before the English Chain of Music Adjudicators, which comes to this country annually.

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	19.8	+ .2
Pepper Young	18.9	+ .7
Right To Happiness	17.8	— .1
Big Sister	17.3	— .5
Happy Gang	16.1	+1.4
Life Can Be Beautiful	16.0	+1.2
Laura Limited	15.4	+ .6
Road of Life	15.0	— .4
Aunt Lucy	15.0	+ .9
Kate Aitken	13.5	— .3
French		
Jeunesse Doree	25.0	—3.2
Rue Principale	24.8	—2.4
Grande Soeter	24.1	— .4
Quart d'Heure de detente	22.7	—2.1
Tante Lucie	22.6	+1.0
Maman Jeanne	22.5	—1.4
L'Ardent Voyage	20.9	—3.2
Quelles Nouvelles	18.1	+ .6
Lettre a une Canadienne	17.3	—2.5
Joyeux Troubadours	17.0	—2.2

EVENING

English		
Charlie McCarthy	35.6	— .6
Lux Radio Theatre	32.9	—3.1
Our Miss Brooks	30.2	— .2
Amos n' Andy	28.5	—2.4
Twenty Questions	24.7	—3.6
My Friend Irma	21.7	—2.3
Ford Theatre	21.3	— .8
Aldrich Family	21.0	—2.1
Great Gildersleeve	21.0	—1.0
Your Host—Gen. Electric	21.0	— .5
Suspense	20.8	—1.8
My Favorite Husband	20.1	—3.6
Take A Chance*	19.8	—2.1
Share The Wealth	19.6	—1.5
NHL Hockey	19.3	+ .1

*Selective program.

French		
Un Homme et son Peche	34.7	+1.4
Metropole	31.2	+1.3
L'Epervier	29.3	+1.6
Ceux qu'on aime	28.9	+2.4
NHL Hockey	28.1	+8.4
Radio Carabin	27.7	—2.3
La Pause qui Refraichit	26.3	+ .2
Prix d'Heroisme	26.1	+3.4
Tentez votre Chance	22.5	—3.1
Course au Tresor	21.8	—4.8
Le Cure de Village	21.6	—3.1
Mosaïque Canadienne	21.5	+2.3
Le Journal de Grignon	20.9	+ .6
Mine D'Or	20.9	+1.2
Qui suis-je?	19.4	+ .2

SUMMER IS ONLY COLOSSAL

Your advertising dollar has the greatest summer dollar value when your sales message is delivered by CKLB . . . the station with more potential holiday customers* in the Greatest Oshawa area than all other stations combined.

*E-H Report

To make YOUR SUMMER SALES Colossal just ask Jim Alexander about the most-listened-to station serving a fifty million dollar market.



CONSUMER RESPONSE

76.2%

of the mail received by one current feature contained a "Box Top."

CKY

"The Station with the Pull"

Representatives
Horace N. Stovin & Co. — Canada
Adam J. Young, Jr., Inc. — U.S.A.

LOOK TO THE EAST!

CFNB

FREDERICTON, NEW BRUNSWICK
5000 WATTS - 550 KCS.

Ohio Awards

Columbus, Ohio. — Three first awards and three honorable mentions were carried off by Canadian programs at the 15th American Exhibition of Educational Radio Programs, held last month at Ohio State University here.

Regional programs, produced by the Canadian Broadcasting Corporation, accounted for the first awards and one mention while, in the local program category, station CKAC, Montreal, took an honorable mention. Another mention also went to the Saskatchewan Government's Bureau of Publications which sponsored the series, *Farmers Co-operators*.

The first awards going to the CBC were for: *The Seven Joys of Mary*, a religious program; *Health Highways* and *Listening Is Fun*, both of which were school broadcasts produced in co-operation with the western provinces. The program winning a mention for the CBC was produced by the International Service and called *Canadian Primer, the ABC of Canada*.

CKAC's winning program was *Reports on Rome Holy Year Ceremonies*, a documentary which is reported to have been up against stiff competition in the local program field, since the emphasis of the Exhibition has swung away from network productions.

The Institute for Education by Radio-Television, which sponsors the Exhibition, withdrew national network programs of both U.S. and Canadian origin from the competition for the first time this year. However, the Institute suggested that Canadian programs should be included in radio competitions held by other organizations on a network level, stating that Canadian programs "frequently illustrate superb quality in both content and production and provide wholesome competition to American networks."

Working For Winnipeg

Winnipeg.—Radio station CJOB this year as in others, went to the 33rd annual Manitoba Music Festival, held here last month. Each evening during this city's great musical exhibition, which enjoyed a record number of entries this year, CJOB carried results of the day's competition.

On the night of the final concert which, according to adjudicators drew an extremely high calibre of performers, the station's recording equipment captured the winners' performances and broadcast highlights of the concert the following evening and a re-broadcast the next Sunday afternoon.

CJOB was also busy this month, for the third consecutive year, on the Radio Auction of the Y's Men's Club of Winnipeg. Articles which went under the auctioneer's hammer ranged from an automobile and refrigerator to 48 tins of dog food and hockey sticks autographed by NHL players.

The money raised during the three-night affair goes to the

maintenance of Camp Stephens, a YMCA-sponsored boys' summer camp. The station donated one and a half hours of broadcast time each evening for the cause.

Meanwhile, CJOB's chief, Jack Blick, has been busy preparing to lecture to the Saskatchewan Civil Defence School and Valley Centre, Fort Qu'Appelle, on the subject "Panic Prevention in Disaster." The invitation was extended to Blick by J. O. Probe, director of the defence organization, who based his selection on the work accomplished by CJOB during the Red River Flood last spring.

AGGRESSIVE MARITIME STATION

has opening for

Program Director able to co-ordinate and produce commercial program ideas.

Announcer with general experience. Must be self-starter with desire to get ahead.

Full particulars to

Box A-93

Canadian Broadcaster & Telescreen

163½ Church St., Toronto

INTRODUCING ANOTHER EXECUTIVE WHO SELLS THE CALGARY MARKET SUCCESSFULLY

Plugging Houses on CFAC Makes Money for Realtor...

● Calgary's Paul Hansen Gets Listings and Makes Sales Via Weekly 10-minute "Design for Living".

● Personalized Selling in Vehicle and Messages Builds Public Confidence and Attracts Buyers.



PAUL HANSEN, Mgr.

"FOR us, CFAC does the work of a whole crew of salesmen... enabling us to talk directly to the people who are good prospects for what we have to sell, and to use the same kind of personalized persuasion as if we were selling face-to-face.

"As you know, since going on CFAC, we have virtually eliminated our newspaper advertising... confining ourselves to small space announcements along the lines of 'Let us Radio-Advertise your Home'. CFAC, we have found, sells houses for us more quickly and more cheaply than any other medium. As a regular thing, we can trace the sale of one or more houses to each release of our program.

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

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BETH ROBINSON — 15 years stage—radio. Straight leads, boy-girl, 'teen parts a specialty — English, French, Scotch dialects. HY. 3063. (Q)

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. 3704. (L)

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JACK DAWSON—PR. 5711 or OX. 2607. (L)

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

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

MICHAEL FITZGERALD — Kingsdale 0616. (M)

BOOKS

H A N D B O O K O F B R O A D C A S T I N G, by Waldo Abbot, is a complete guide book on the effective methods of radio and TV broadcasting for everyone in every phase of non-technical broadcasting. This up-to-the-minute reference book covers programming, directing, writing commercial continuity and business aspects of broadcasting stations. Third edition, 494 pages, 61 illustrations. Price: \$6.50, postpaid if cheque enclosed with Broadcaster & Telescreen, 163 1/2 Church St., Toronto 2. Order. Book Dept., Canadian

BOOKS

TELEVISION PROGRAMMING & PRODUCTION is "enlightening, good reading, most concise and informative text available," says the New York Times. Richard Hubbell, the author and a veteran of 15 years in TV and allied arts, is one of the greatest basic theorists in the medium, and his book will become a "bible" for the industry. Price \$5.25, post paid if cheque enclosed with order. Book Dept., Canadian Broadcaster & Telescreen, 163 1/2 Church Street, Toronto 2, Ont.

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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

MCCURDY RADIO INDUSTRIES—Broadcast station installation specialists — custom manufacturers of Audio Equipment — commercial Repair Service — 74 York St., Toronto—EM. 3-9701. (P)

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

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 Program Specialists — Producers of "Mother Parker's Musical Mysteries" and "Did I Say That"—EM. 3-0181. (P)



NEWS IN BRIEF

One good thing about the Massey Commission's report - - - it's out.

■ ■ ■

CAUSTIC COMMENT

One broadcaster was heard to comment on the Massey Commission's plea for more serious programming — "When do we eat?"

■ ■ ■

MANANA

Maybe we should throw questions of private TV over to the current crop of "twenties." They may live long enough to see it happen.

■ ■ ■

CRYSTAL BALLS

If all the federal aid recommendations of the Massey Commission are looking into the future and telling our fortunes, it won't be long before the government is counting them.

■ ■ ■

AD OF THE FUTURE

Earnest young man seeks appointment on private station announce staff. Experienced interpreter of Bach and Donizetti on the triangle; connoisseur of batiks and china painting; exponent of Chaucerian prose; willing to study announcing. No commercials, please.

■ ■ ■

LATHER LIBRETTOS

An aggressive soap manufacturer is said to be conferring with Lucio Agostini regarding musical backgrounds for recitatifs of Homer's Iliad, which he proposes to use as a replacement for his soap operas.

■ ■ ■

THINGS WE WOULD LIKE TO KNOW

How long must an artist be dead to have his or her work deemed worth while?

■ ■ ■

SCALPING SINCLAIR

The question is whether soap operas have to be acceptable to Mrs. O'Reilly who listens to them because she wants to or the distinguished members of the Royal Commission who heard them because they had to.

■ ■ ■

POST SCRIPT

And how does Mrs. O'Reilly feel about *CBC Wednesday Night*?

TALENT TRAIL

By Tom Briggs

The solar system notwithstanding, summer has arrived, as far as radio is concerned, and with it came the usual shuffling and changes in program schedules. But so far it seems that the changes on the networks in this country have been in name only, for most of the talent is still heard in programs similar in format to the winter regulars. In regional and local programs too, the situation appears the same, so that actors and singers and musicians in the "established" clique needn't look forward to a long and enforced summer holiday without pay, especially with summer stock work just around the corner.

Indeed, the warm weather successor to talent's biggest employer *Stage 51*, actually went overboard in casting its recent production "L'Aiglon," and loaded the play with no less than 23 voices. Even at that, some of the performers had to take dual roles. And other shows in the *Trans-Canada Theatre* series have been almost as voluptuous. The thinking of producer Peter McDonald and the CBC seems to be that money is no object — the play's the thing, rather than conserving for a big Fall splash.

It makes good listening though. "L'Aiglon," Edmund Rostand's classic tragedy of Napoleon's Austrian offspring, Franz, was well done in all departments. Old stuff like this, just because it's considered a classic, doesn't necessarily mellow with age, and it must have required a considerable amount of audacity on the part of both adapter Drew Crossan and McDonald even to attempt it.

The cast did the rest. Even for veterans such as Frank Perry, Howard Milsom, Joy LaFleur, Lorne Greene, Eric Christmas and Ruth Springford, who took the leads, the play must have been a challenge. But they made the plot come to life, and except

for a few stretches of over-long, soul-searching dialogue, they kept it moving over the one hour course. Fred Tudor, handling sound effects, also did a masterful job, but after last season's "All Quiet On The Western Front," this was probably child's play. The music carried Lucio Agostini's trade mark. It is doubtful if anyone can turn out the same quantity of music this man does, and do it better.

If this is a sample of things to come, then *Trans-Canada Theatre*, under McDonald, should provide us with some of the year's best drama, and we have been doing very nicely with *Ford Theatre* and *The Stage*. It would be an interesting change, though, to hear a few new voices on this show. There must be some good ones available and the summer period of experimentation with everything else would seem like a good time to give them a trial.

■ ■ ■

Dr. Leslie Bell is now conducting a male chorus which sounds even better than his bevy of love-lies. It is billed as the *RCAF Chorus* and is currently to be heard in a series of 15-minute programs being aired thrice weekly over 21 stations.

The chorus and an orchestra under the direction of Maurice Surdin also forms the background for the fine vocalizing of baritone Charles Jordan and between them they manage to handle a little bit of everything in the music field to entice new recruits into the RCAF. Needless to say, it is being paid for by the Department of National Defence.

Producer Esse W. Ljungh is in charge and it turns out to be better than just another musical, although not wonderful. Lorne Greene does the commentary and, all in all, it is a very nice way to get talked into the Air Force.

WANTED

RADIO ANNOUNCER for Edmonton station. Top salary. Immediate opening. Send application and audition to: DEPT. D, J. J. GIBBONS LTD. 34 Dominion Bank Bldg. Edmonton, Alta.

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CFCO - 630 Kcs - Chatham

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CKTS
(ENGLISH) 1240 Kc. 250 Watts

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MONTREAL:

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1231 St. Catherine W.
MA. 4684

**CJCH
HALIFAX**

CANADIAN TELESCREEN

Vol. 4, No. 7.

TV and Screen Supplement

June 6th, 1951

NO PRIVATE TV TILL CBC ROLLS

Ottawa.—The Royal Commission on National Development in the Arts, Letters and Sciences recommended that complete control of television be retained by the CBC and suggested that no private television stations should be licensed until the CBC has national programs available, in its majority report tabled in the House of Commons last Friday. It also urged that all private stations which might be licensed in the future be required to serve as outlets for the CBC's national programs.

One of the five Commission members, Dr. Arthur Surveyer, held an opposing view, and recommended that the independent regulatory board he approved for controlling radio, on which he was outvoted, also be given jurisdiction over television. He said that this board could collaborate immediately with the CBC in drawing up a "sound television program suitable to Canadian conditions."

The report went on to recommend that the CBC continue its plans for telecasting, saying that capital costs of establishing a

national television service should be provided from public money by Parliamentary grant. It also advised that part of the cost of operating CBC stations be financed by commercial revenues and a license fee on receiving sets, and it suggested that the CBC recommend the amount of such fee. It was suggested that the fee should only be collected from those owning sets within range of CBC telecasts.

Another recommendation in the report was for a review of the whole television broadcasting system in Canada by an independent body within three years after the start of regular telecasting.

"Television development," the Commission said, "should not be precipitate, but should be carefully planned to avoid costly experiments which our country can ill afford.

"In the national interest," it continued, "the Board of Governors should not yield to pressure to advise the licensing of any commercial station before it is ready with national programs which all stations may carry.

"Finally, we also urge, that since this continent is predominantly English-speaking, such programs in the French language be produced as will meet the needs and interests of French-speaking Canadians."

In the matter of programming, the Commission felt that the CBC should "exercise a strict control over all television stations in Canada in order to avoid excessive commercialism and to encourage Canadian content and the use of Canadian talent."

Costly Sets Sell Best

Toronto.—Canadians have spent over \$26 million on the 56,284 television sets that were in operation at the end of April, the Radio Manufacturers' Association reported here last week.

During March, TV sets sales slipped slightly below this year's monthly average of 4,615 to 4,409, representing a total value of \$2,500,867. The best month so far this year for sales was March, during which 5,955 units moved.

The RMA report showed that over 60 per cent of the sets sold in April (2,722) were console models valued at over \$500 each, while 1,373 were table models selling for more than \$400 each. Some 153 sets sold were table models listed at under \$400 and 97 were consoles under \$500. The deluxe sets accounted for 64 of the sales and had an average value of about \$791.

The distribution of the number of sets currently in operation is: Windsor—24,195 or 43%; Toronto-Hamilton—19,969 or 35%; Niagara Peninsula—9,228 or 17%; and other areas—2,892 or 5%.

CBC PLANS MOUNT ROYAL TV

Montreal.—Dr. Augustin Frigon, general manager of the CBC, made known here last month the plans of the projected television transmitter to be erected atop Mount Royal, which the CBC is submitting to the municipal authorities here.

The transmitter building will have a basement and one story and will house the TV transmitter, which it is hoped will be in operation by next spring, and two FM transmitters.

The tower, less than 300 feet high, will have the antenna of this city's first TV station at the very top, while underneath will be the two FM antennae and more room for TV expansion. At the outset, only the top antenna will be in operation, transmitting telecasts alternately in English and French.

Engineers consider Mount Royal to be the only suitable location for TV transmission after almost a

year of careful study of all possible sites. They claim that the mountain is the only location which guarantees complete coverage of the city's metropolitan area. The tower's height has been limited by the Civil Aviation authorities in order to avoid interference with air traffic.

Dr. Frigon also said that, in occupying the mountain as a TV site, the CBC had never asked for, nor ever desired, a monopoly on its use. The advantages of this site apply to all broadcasters, he said, pointing out that if the Civil Aviation authorities had not limited the height of the tower, it would have been possible to put all stations which may in time serve the Montreal area on the same mast. As it is, the 300-foot tower which the CBC is planning can accommodate only its own TV and FM services.

Film Is TV's Insurance

Toronto.—There will be a wedding of television and movies in the near future, predicted George Murphy, M-G-M actor, Academy Award winner and Hollywood's goodwill ambassador-at-large, before a luncheon gathering of the ACA during the final day of its convention. While this union wouldn't exist in theory, Murphy said, he thought he could see the day coming when the television industry would rely so heavily on Hollywood film that it would be practically that.

To emphasize his point, Murphy quoted his boss, Louis B. Mayer, as saying to television interests: "You gentlemen supply the medium and we will furnish the entertainment."

However, the speaker pointed out that this interest in television wouldn't come because Hollywood's survival was threatened.

Television won't ruin anything, he said, and as for it hurting the movie industry, he claimed that there are presently more people working in Hollywood than ever before. "At one time radio was going to kill newspapers and theatres," he said, "but newspapers today are enjoying the greatest success ever, according to circulation."

Although there is a natural tendency to think only in terms of live TV, Murphy said that programming on television didn't have to be live to be good. He argued that "you cannot put organ music on TV like in radio when things go wrong," so film is therefore the answer. He referred to one instance in which the lead man in a TV production had to leave his sick bed to perform.

Selling film shows to sponsors is far easier than if it is live, he said, because the client can see exactly what he is getting.



FOR THESE ARTISTS

- CARR, Joe
- DAVIES, Joy
- DENNIS, Laddle
- ELWOOD, Johnny
- HANDLEY, Joe
- LOCKERBIE, Beth
- MATHER, Jack
- MILSOM, Howard
- MORTSON, Verla
- O'HEARN, Mona
- RAPKIN, Maurice
- RUTTAN, Meg
- SCOTT, Sandra
- SERA, Joseph
- WOOD, Barry
- WICKHAM, Ann

Day and Night Service
at
Radio Artists Telephone
Exchange



CRIME PROBE TOPS ALL TV

Undoubtedly one of the biggest program features, and certainly the greatest quiz, which television will ever have, wound up recently when the Kefauver Crime Investigation Committee closed its public hearings and went into closed session. The hearings turned out to be the greatest example, so far, of television's great role in handling actualities and the power of that TV intangible called "immediacy." According to many reports just beginning to filter in, millions of viewers just loved every minute of it.

At one time or another all of the networks got in on the big show, sending telecasts from the many cities where the hearings were held to almost every station in the nation. And the people flocked to the hotels, the bars, the restaurants, the private homes, or anywhere a set could be found, throughout the days and evenings. In Chicago, it was reported that a crowd of viewers huddled around a radio shop window in drizzling weather to watch the TV activity, while in New York an extra generator had to be switched on in the daytime to meet the increased electrical load demanded by the thousands of receivers which were on.

So intense was interest in the telecast hearings that business in a number of cities felt a decided pinch, especially the department stores and groceries. The movies complained too, but as much over the fact that they didn't have large-screen television already set up, as over the drop in box office. Cab drivers didn't seem to mind the temporary lack of passengers, which enabled them to have a look at the proceedings too.

Kefauver and his investigation, however, has raised a delicate problem for the TV industry to solve. The question is whether or not to go ahead and televise such important congressional and legislative events as this and if so, where will the sponsors come from? And if the sponsors do appear—and they probably will—what will happen to competing commercial programs which, it can be expected, will often be left with but a handful of viewers?

The legal implications in requiring witnesses in a public investigation such as this to testify before television cameras, and in so doing possibly establishing TV's equality of rights alongside press, radio and newsreel, may be thoroughly aired in the United States Supreme Court, as a result of this crime probe.

Both Morris Kleinman and Louis Rothkopf, said to be notorious Cleveland underworld rulers, were arrested on charges of contempt for refusing to give testimony before TV cameras during these public hearings, although none of the witnesses balked at the presence of radio, press photographers or the movie-makers. These and other witnesses claimed that television was a violation of their constitutional rights. The groundwork for a trial in the Supreme Court has been laid, it is said, and TV executives are anxious to settle the question with a "test case," thereby establishing

a precedent. Industry legal brains believe that TV will win.

ANTENNA PERMITS

Guelph.—What is believed to be the first legislation governing television receivers yet passed in this country, has been enacted by the City Council here.

The by-law requires that a permit must first be issued before any television aerial is erected and that only in special cases will permission be granted for an antenna over 30 feet high.

The by-law also grants the right to any ratepayer or civic authority to seek an injunction to prohibit the erection of any TV antenna.

TIME BUYERS — ADVERTISING MANAGERS!

KELOWNA, B.C.
6 JUNE, 1951



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Sincerely,
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CFCY

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ONE STATION CFCY

Presenting★ your story to

47% of the RADIO HOMES

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BBM DAY 134,310
NITE 128,460

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CIRCULATION OF ANY
PRIVATE STATION
EAST OF MONTREAL**

5000 WATTS DAY & NIGHT 630 KILOCYCLES

REPS. IN CANADA — ALL-CANADA RADIO FACILITIES
IN USA — WEED & COMPANY

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