

CANADIAN BROADCASTER

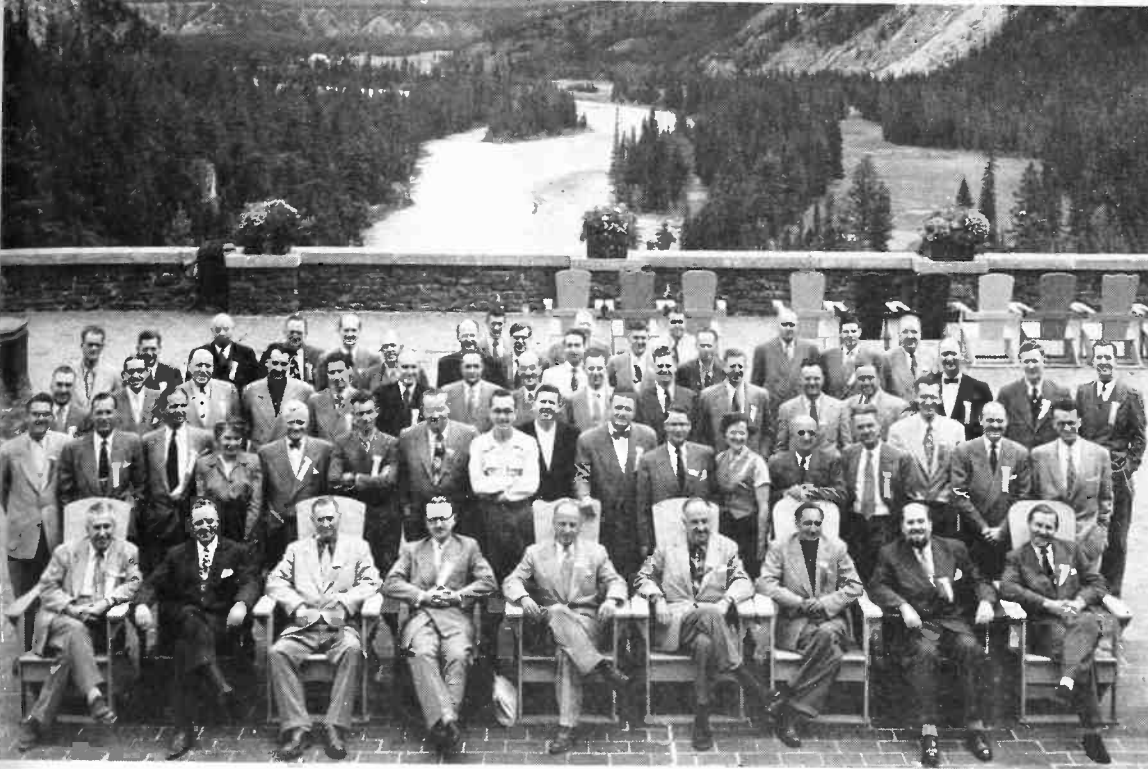
AND TELESCREEN

Vol. 10, No. 17.

TORONTO, ONTARIO

September 5th, 1951

LICENSES CLAIMED FREEDOM BREACH



—Associated Screen News.

DELEGATES AND GUESTS at the annual meeting of the Western Association of Broadcasters, seen above on the terrace of Banff Springs Hotel, are: front row, seated, left to right: George Young, CBC; Pat Freeman, CAB, Toronto; Gordon Love, CFCN, Calgary; Jim Allard, CAB, Ottawa; Ed Rawlinson, CKBI, Prince Albert; F. H. Elphicke, CKWX, Vancouver; Bill Speers, CKRC, Winnipeg; Harold Moon, BMI Canada Ltd.; Tom Sloan, BBC; second row: Hal Crittenden, CKCK, Regina; Blair Nelson, CFQC, Saskatoon; Bob Leslie, National Broadcast Sales; Victoria Murphy, Radio Reps Ltd.; Percy Gayner, All-Canada Radio Facilities Ltd., Winnipeg; Jack Soars, CFGP, Grande Prairie; Bill Guild, CJOC, Lethbridge; John Burke-Gaffney, Cockfield, Brown, Winnipeg; Penn McLeod, Don Hartford, CFAC, Calgary; Dave Armstrong, CKEA, Victoria; Mrs. Leslie White, Stewart-Bowman-Macpherson, Calgary; A. A. Murphy, CFQC, Saskatoon; Vern Dallin, CFQC, Saskatoon; Wes Fisher, CJRL, Kenora; Spence Caldwell, S. W. Caldwell Ltd.; Hugh Horler, MacLaren Advertising Co. Ltd.; third row: George Duffield, CFRN, Edmonton; Jack Slatter, Radio Reps Ltd.; Phil Curran, B.U.P.; Sid Boyling, CHAB, Moose Jaw; Dik King, Stewart-Bowman-Macpherson, Winnipeg; John Wilson, CFCP, Grande Prairie; Harry Nattall, J. J. Gibbons Ltd., Calgary; Tony Messner, CJOB, Winnipeg; Bruce Alloway, CKXL, Calgary; Lloyd Moffat, CKY, Winnipeg; Don Laws, CJOR, Vancouver; Maurice Finnerly, M.L.A., CKOK, Peniticon; Fred Shaw, CKXL, Calgary; Walt Davison, Lang-Worth, Hollywood; R. A. Marsh, RCA, Vancouver; H. C. Thompson, RCA, Calgary; fourth row: Red Hoops, CFRN, Edmonton; Don MacMillan, CFAC, Calgary; Guy Herbert, All-Canada Radio Facilities Ltd., Toronto; Gerry Gaetz, CJCA, Edmonton; Jim Love, CFCN, Calgary; Hopp Yuill, CHAT, Medicine Hat; Norm Botterill, CKRM, Regina; Jack Enefer, Press News, Edmonton; Lew Roskin, CJDC, Dawson Creek; Jim Browne, Jr., CKOV, Kelowna; Earle Connor, CFAC, Calgary; Dick Rice, CFRN, Edmonton; Bob Lamb, CFCN, Calgary; Bob Buss, CHAT, Medicine Hat; rear centre: Gordon Carter, CFCN, Calgary; Art Balfour, CFGP, Grande Prairie; John N. Hunt, Vancouver.

Banff, Alta.—The Western Association of Broadcasters, in connection at the Banff Springs Hotel August 30, 31 and September 1, unanimously approved a resolution urging the CAB directors to request Parliament to abolish present radio receiver licenses on the grounds that they invade the fundamental freedom of listen.

The resolution, which was proposed by George Chandler and seconded by F. H. Elphicke, respectively, of CJOR and CKWX, Vancouver, was phrased:

"Whereas the free access to information which includes access to newspapers and radio broadcasts, is a fundamental freedom of every Canadian citizen; And Whereas the law presently requires the payment of a license and registration in Ottawa before Canadians can legally listen to radio broadcasts, thus constituting an abridgement of a fundamental freedom of every Canadian; Therefore, be it re-

solved, that the Western Association of Broadcasters urge the directors of Canadian Association of Broadcasters to take such steps as they see fit to request Parliament to abolish the present radio receiver license."

The Association re-elected its 1950-1951 executive for a fourth one-year term.

E. A. Rawlinson, CKBI, Prince Albert, was re-elected president. Rawlinson, who is also a director of the CAB, was re-elected Saskatchewan representative on the WAB Board.

F. H. Elphicke, CKWX, Vancouver, CAB vice-chairman, was re-elected British Columbia representative on WAB Board.

Other directors are: Gordon Love, CFCN, Calgary (Alberta); Bill Speers, CKRC, Winnipeg (Manitoba).

Two other resolutions concerned programming and arose from lengthy and vigorous dis-

ussion. WAB members felt that programming techniques could best be shaped and devised for listeners of a given area by broadcasters who live and work in that area and appreciate the tastes and needs of their neighbors, rather than by self-appointed experts with centralizing tendencies operating from large but remote centres. It was also pointed out that private radio has long succeeded in satisfying the wishes of the great silent majority, but that greater attention might in future be paid to the desires of highly vocal minorities.

Several members pointed out that all programming service is capable of constant improvement and felt that the best programming ideas of all broadcasters should be periodically pooled for mutual benefit. As a result, a resolution was unanimously endorsed which authorized the WAB Board to set up a clinic for program directors and other program news and production personnel.

These clinics will also be open to station managers. They will study methods for constant improvement of all program services.

It was also strongly felt that those responsible for program production would benefit from the BMI program clinics — and the success of these in the U.S. was mentioned. The second unanimous resolution on programming instructed the WAB Board to try and complete arrangements for bringing the BMI clinics as quickly as possible to each of the four western provinces.

The four centres suggested for BMI clinics were Winnipeg, Regina, Calgary and Vancouver.

Harold Moon of BMI Canada Ltd. addressed the meeting on BMI services and copyright law in U.S. and Canada. He urged WAB members to complete indexing of their music libraries in order that they may know what BMI recordings they contain.

Manager Jim Allard and sales director Pat Freeman of the CAB both reported extensively on the activities of the parent Association.

Freeman told the westerners the BBM research and development committee is now analyzing and assessing the entire Canadian scene in terms of providing program popularity studies with the view that BBM might enter such a field, if only in a formula creating or supervisory capacity.

George Chandler reported in great detail on types of plans currently being evolved for the full use of broadcast facilities during emergency. The meeting, held for obvious reasons in camera, urged that the Federal Government announce a definite selection of plan, and this expression of opinion will be conveyed to the proper officials through the CAB.

In his address to the annual dinner, Dick Lewis, of this paper (see page 7), offered to revive the Beaver Awards for program production if the industry indicated that it felt they would stimulate local program production and publicity.

Over a hundred people, representing 42 western radio stations, attended the convention. Among these were Dr. E. A. McCusker, M.P., parliamentary assistant to the Minister of National Health and Welfare, president of CKRM, Regina and Maurice Finnerly, British Columbia MLA and president of station CKOK, Peniticon.

The next WAB meeting will take place September 10-14, 1952, at Jasper Park Lodge.

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

There's No Such Thing As "National" Advertising

Good advertising is the art of conveying to selected groups of people sales messages for a product in which it is hoped to stir their interest as buyers.

There is no more effective way of accomplishing this end than the use of carefully chosen radio stations in areas where there is a known purchasing potential for the product; the picking of radio programs, whether one for the whole campaign or individual ones for different areas, with a proven acceptance where their selling job is to be done.

The local radio station delivers your advertising message through local voices, known to and accepted by the community and talking the language of the community.



The CANADIAN ASSOCIATION of BROADCASTERS

Representing 103 Broadcasting Stations whose voices are
invited into over 3,000,000 Canadian homes every day.

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

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

PANORAMA

D. J. Coaxes Big Drip But B.C. Stays Dry



Rainmaker Chesney

New Westminster. — CKNW, here, added a little active meteorology to the radio business recently, trying to make rain for what, up until last week, was the bone-dry mainland of B.C.

Active meteorology, according to the station's chief rainmaker, Joe Chesney, means trying to make rain yourself, as opposed to passive meteorology—predicting when some other fellow is going to make some.

Chesney, who is a disc jockey on the *Rangers Cabin* program, took off in a Queen Charlotte Airlines plane with a supply of dry ice and a recording machine. He also carried a watering can.

The machine cruised up the Fraser Valley to Chilliwack, dropping the dry ice on any juicy cumulus clouds met on the way. There were reports that some rain fell about 12 hours later, but the professional weathermen were inclined to say, "Bah! Just a coincidence."

Officially, there was rainfall amounting to three one-hundredths of an inch in New Westminster that day, which led Bill Rea, station manager, to announce cheerfully that since the

operation had been so successful he would order the boys to have another go at it later. Those who happened to notice the drops that fell in the area were hoping for much more, but took the view that even this was better than nothing.

At last reports, however, pilot Jim Peters of QCA did not figure there would be steady work in this sort of thing.

■ ■ ■

Defence Policy Needed

Vancouver.—Delivery of equipment needed to modify radio transmitters so that enemy aircraft could not use them as navigation aids would take at least five months, George Chandler, manager of CJOR and a member of the Civil Defence Board, said here.

He was discussing a situation which he has attacked several times lately, the fact that Ottawa has "no policy at all" on civil defence and that the radio industry has not been told what is expected of it in the event of a national emergency.

Delay in the setting up of a main control centre for civil defence here by the federal government, he said, is holding up the establishment of a disaster communications system for the area.

■ ■ ■

Heads Westinghouse P.R.

Hamilton.—C. H. MacBain has been appointed public relations manager of the Canadian Westinghouse Company Limited here it was announced last week by Herbert Rogge, president.

MacBain joined Westinghouse in 1931 after graduating from McMaster University and has been associated with the appliance division in sales promotion, advertising and sales. For the last four years he has been manager of the appliance sales department.

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

WATCH FOR WEAK LINKS

Between Toronto and Montreal—and not covered by the stations in those cities—is the prosperous and growing market of Eastern Ontario, including the rich urban areas of Kingston, Belleville, Brockville, Picton, Perth, and Smiths Falls. Plan now to cover this market with your next advertising campaign and avoid having a weak link in your sales message.

Sell abundant Eastern Ontario with

CKWS KINGSTON
5000 WATTS 960 KCS.

Represented By:

NATIONAL BROADCAST SALES

TORONTO: 88 RICHMOND STREET WEST — PL. 3718-9

MONTREAL: MEDICAL ARTS BUILDING — FI. 2439

VANCOUVER: ROY CHAPMAN, 804 HORNBY ST. — TA. 7721

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.

NEED A MAN? EQUIPMENT FOR SALE? USE AN AD IN CANADIAN BROADCASTER

Miss Beautiful Barrie Says—

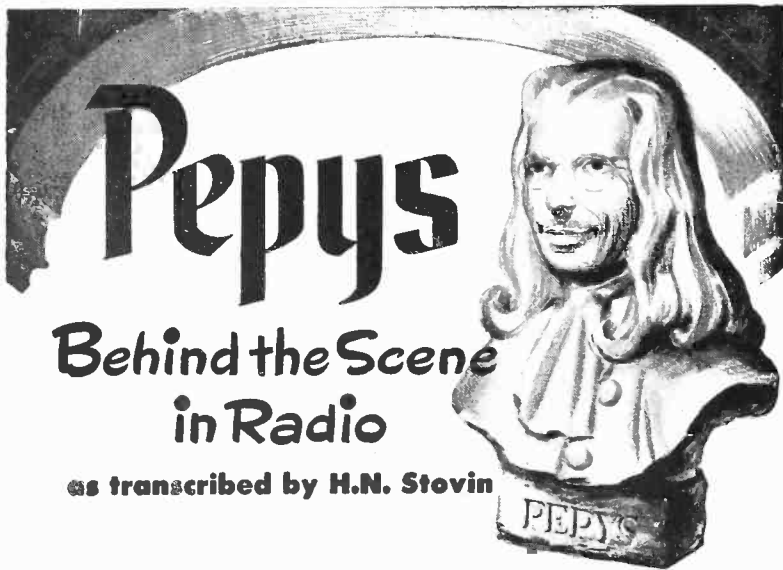


DANGERFIELD MOTORS, Dodge and De Soto Distributors, say: "We have been very pleased with the results obtained by advertising on your station, which may be evidenced by our renewal of contract for the coming year."

CKBB

Serving Simcoe County

Paul Mulvihill In Toronto
Radio Time Sales (Quebec) Ltd. In Montreal
Adam Young In The U.S.A.



“Though commonly called the dog days, do find no lack of activity among our good Stovin stations, which does not surprise me, since three fifths of Pepys is PEP ● ● ● Harry Munro reports that CKY Winnipeg has exclusive rights to broadcast major sports in Manitoba, and that Imperial Tobacco (Sweet Caporals) has signed to carry the complete football series, including the Grey Cup finals. Jack Wells, outstanding Western Canadian Sports commentator, will handle the play-by-play broadcast. CKY is launching a powerful advertising promotion plan including newspapers, dramatic spots, write-ups, programs before the game plus personality interviews ● ● ● A doff of the hat to CKY, too, on their help toward a career given to Sam Cancilla and Carl Wildeman, reported elsewhere ● ● ● From Flin Flon, Manitoba’s third largest community, a welcome note from Manager C. H. Witney, who can prove Station CFAR to be top favorite in this area. Their engineer, finishing work on the cable two miles from the studio, found himself without transportation. Being of the ‘come-hell-or-high-water’ type, he calmly broke into a program and told the audience he wanted a cab, and fast! For the next ten minutes there was a barrage of telephone calls by listeners, all calling a cab! ● ● ● Bob Hosie, CKOM Saskatoon, sends along a grand fan-letter commending Commentator Art Henderson for his excellent and impartial reporting of local events. Another letter to Art says ‘We almost feel we are at the game when you are on the air.’ CKOM is giving real leadership in supporting Community enterprises, too ● ● ● In the old days I did often close my diary with the letters ASTB, being short for ‘and so to bed,’ but do now prefer instead ASSIAPS. (Ask any Stovin man!).”

“A STOVIN STATION IS A PROVEN STATION”



HORACE N. STOVIN

& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

Representative for these live Radio Stations

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

CCBA

Government Relations Top CCBA Agenda

Toronto.—Ontario Premier Leslie Frost has been invited to attend the first annual convention of the Central Canada Broadcasters Association, to be held here in the Royal York, September 24 and 25.

In making the announcement, CCBA president Ralph Snelgrove said he hopes that a plan will be forthcoming for mutual co-operation between the Ontario Government and radio stations in the province in matters pertaining to hydro, provincial advertising, tourist promotion and agriculture as a result of this convention.

Snelgrove, who is president of station CKBB, Barrie, also hopes that this meeting will produce concrete ideas of service to advertisers and in consequence, productive of added revenue to stations.

Some smaller stations, he said, are faced with a growing need for saleable ideas and plans to put them into operation, and Snelgrove feels that a considerable part of this convention should be devoted to the discussion of ways and means of pooling what he calls “gimmick ideas” and to improving local news coverage without adding materially to overhead expense.

Harold Moon of BMI Canada Ltd. will tell delegates what steps have been taken in classifying recordings in the various libraries.

Jim Allard, general manager and Pat Freeman, director of sales and research, will represent the Canadian Association of Broadcasters and, among other matters discussed, will be CAB activities and the Massey Report.

Mark Napier, vice-president of J. Walter Thompson Co. Ltd. and chairman of the Canadian Advertising Research Foundation, will address the meeting on “What Can Research Do For You?”

The CCBA’s agenda committee is attempting to line up a representative of an “extremely successful station” in the U.S. who would speak to the meeting on “How to Operate a Successful Station,” Snelgrove reported.

■ ■ ■

CBC BOARD MEETING

Ottawa.—There will be a three-day meeting of the board of governors of the Canadian Broadcasting Corporation in Montreal beginning September 27, it was announced here late last month by board chairman A. Davidson Dunton.

■ ■ ■

1950 BBM MAPS RELEASED

Toronto.—The Bureau of Broadcast Measurement’s 1950 station maps were distributed last week to the 24 BBM member stations in the Maritimes, C. J. Follett, the Bureau’s executive secretary, announced. This is the first group of these maps to be released. Other releases to the remainder of the 125 subscribing stations are to be made shortly, Follett said.

SELL MANITOBA
The
Rich Family
Market
with
MANITOBA’S
Family Station

IN WINNIPEG
AND
MANITOBA
IT’S



“THE STATION WITH PULL”

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

BETTER CALL
SWC



FOR
DISCS, TAPE & T.V.

“Children’s programs,
when properly used,
lead all radio selling!”

Here’s the Sellingest
Kidshow Ever!

SLEEPY —
— JOE

260 15-minute programs.

EXTRA !!!
20 SPECIAL
XMAS SHOWS
(Sold separately
if desired.)

Stories and Music for
Moppetts starring inimitable & phenomenal
JIMMY SCRIBNER
Radio’s Uncle Remus
Special auditions available.
Write right Now!

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

CANADIAN BROADCASTER AND TELESCREEN

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

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Winnipeg - A. L. Garside
Vancouver - Bob Francis



Advertisers Don't Write Editorials

Adapted from an address to the Western Association of Broadcasters, by Richard G. Lewis, C. B. & T. editor, at their 1951 Convention at the Banff Springs Hotel.

When a national advertiser or his advertising agency wants to buy an advertisement in a newspaper or other publication, he buys a specific space; says what he wants to say in it; and leaves the rest of the page to the highly-trained craftsmen from the editorial departments.

When the same advertiser wants to buy time on a radio station, he dictates what kind of material shall occupy the rest of the period.

The result of this is, in a word, that whereas a newspaper dictates the policy and the nature of the material in its editorial columns, the radio station has blandly turned over this important function to the advertiser.

The defence stations will offer is that the advertiser is eager to attract listeners so that they will buy his product, and that cannot react any way but favorably to the station which is obviously trying to build up listeners too. This, however, is not always a fact, because we have all of us heard advertisers admit that sometimes it is just as practical to annoy people into buying their product as it is to please them into it.

There are some stations that have adopted a policy more similar to that of the publishers. These, of course, are the block programming stations. We had a story from one of them just lately about a station which is blocking a dramatic period. But generally speaking, as the Massey Report points out, these stations concentrate on popular music punctuated with news. The surveys show that people seem to like this kind of lazy listening with one ear while the other one is sweeping the floor. Maybe the commercials penetrate this kind of listener's sub-conscious. Who am I to say?

I think that, insofar as their national advertising is concerned, many stations have sold out to the agencies and their clients.

Most of the Massey Commission's criticism of the programs should rightfully be leveled at the agencies for some of the things they get away with and at the stations for letting them get away with them. The commercials they send are, in the main, badly prepared to the point where they actually make good listening. I don't think, though—and there are surveys to prove his point—that people resent the commercials so much as what goes on between them.

Maybe you will say the agencies will never let the stations get programming out of their hands. But the agencies don't write editorials in the Calgary Herald or the



Never a dull moment.

Edmonton Journal, but they still buy space.

This is not a slight to the bright minds in the agencies. There are innumerable agency people who have helped build radio and whose value to the medium is beyond description. They are in agencies because they want to be in radio production, and the agency is the nearest approach they can find. I feel that radio needs them back in its stations.

When I was gathering my material for this talk, I had a chat with a friend of mine who holds an executive position on the advertising side of one of Toronto's daily newspapers. Forgetting typesetters and other technicians, he told me that his paper employs 134 editorial people—full time, that is—and that includes the editor, sub-editors, reporters, columnists and photographers. On the advertising side, it has 19 salesmen on national and local display.

The ratio is about three to 20.

Some of the writers are big names, and people request position close to their articles and columns and pay a premium rate for the privilege. But it would never occur to them to tell these writers what to say.

Radio has the same situation when people clamor for a spot before or after the news, and pay a premium rate for it. And remember, this is one feature which is not supplied by the sponsors or their agencies.

If, as the Massey Commission says, programming is weak, I submit that it is not generally because of the stations' failure to do a competent job. The trouble, in my opinion, lies in the fact that the agencies have undertaken to relieve stations of a large share of the responsibility of part of their programming and to pay them for the privilege, and they have succumbed to

the temptation.

A radio station can be a mighty London or New York Times, which prints its news and its features with one objective—to interest its readers. Or it can be a throw-away shopping guide, which prints anything that is handed to it to print as long as it gets paid for printing it. I don't have to elaborate on the difference between the two; the difference in social standing; in public acceptance; in financial gain. A radio station will attain the highest standing in its community, not by making over its facilities to advertisers who may at times elect to aggravate listeners into buying goods. It will attain it by staffing its studios with competent newsmen and entertainers, by selecting the best of programs, be they live or transcribed, and by generally making of itself an even more important part of the lives of the people in its community, in terms of entertainment, information and education, as well as public service, than it has already become.

An Important Conference

Radio reformers and would-be reformers are always clamoring for the rights of the minorities. There is such a large number of these minorities and they are so much more vocal than the rest, that the majority sometimes tends to get shouted down by the minorities.

Something along the same lines might be said of the regions into which Canada's privately-owned broadcasting stations are divided.

It has been our pleasure to attend and to report local or regional broadcasting conventions in every area of Canada except one, and that is our home area of Ontario, or to give it its broader name, Central Canada.

The announcement that the Central Canada Broadcasters Association will be holding a two-day convention in Toronto September 24 and 25, and that this function will be an annual affair, is welcome news and news that is, in our opinion, much overdue.

It is our hope that this meeting of the Ontario and Quebec English stations will be well attended and that delegates will show up with a determination to get things done for the good of the industry in general, and that part of it which is located in this important area in particular.

Besides its importance to these stations, this conference should be watched with interest by all parts of the country, because most national business stems from either Toronto or Montreal and radio is judged by its performance within earshot of those who buy the time.

THE BEST YEAR YET! PROGRESS IS STEADY IN THE CKBI MARKET

Up to July 31st this year we note:

BANK CLEARINGS\$46,353,002.00

An increase of over \$5 millions over 1950.

VALUE OF BUILDING PERMITS\$1,276,817.00

An increase of \$116,515.00 over 1950.

UNDER CONSTRUCTION AT PRESENT


- * The New Safeway Super Market.
- * The New Woolworth Building.
- * The New Kresge Block.
- * The New Medical Block.
- * A New Bakery.

Barring frosts, we will have the largest crops ever harvested. Steady expansion is the keynote here. Start your campaign in this expanding market this year. Get the particulars from your nearest All-Canada Man!

CKBI

PRINCE ALBERT SASKATCHEWAN

5000 watts



Report TO THE
BROADCASTING INDUSTRY
By Walter E. Elliott

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

CAR RADIO SURVEYS

About one out of three automobiles on Canadian streets and highways is equipped with a radio. The average sets-in-use among car radios is 32%. This information is obtained from the car radio surveys conducted twice a year as a regular part of Elliott-Haynes complete survey service.

In each of the 12 cities where car radio surveys are conducted, these figures can be projected to the number of cars in use at a given time—based on traffic-flow studies conducted by the city traffic departments.



Elliott-Haynes Limited

[Continuous Radio Audience]
[Measurements Since 1940]

Intl. Aviation Bldg.
MONTREAL
University 1519

515 Broadview Ave.
TORONTO
GErrard 1144

W.A.B.

Freedom Of Press For Radio Is Target

Banff.—"It has become crystal-clear in the last six months that our main purpose and duty is to establish . . . for broadcasting the same freedom, rights and privileges that are now extended to all other forms of communications," said T. J. Allard, addressing the annual convention of the Western Association of Broadcasters here last week.

Allard, who is general manager of the Canadian Association of Broadcasters, said that since "the ordinary laws of the land are deemed sufficient to protect the public from licence or improper practice in the case of all other means of mass communication," they should be sufficient for radio. Broadcasting is a twentieth century extension of the Press, he contended, and it alone should not be singled out for control.

(Earlier last month, Allard lashed out at the CBC's control over broadcast news in a letter to the Department of External Affairs commenting on the United Nations' draft convention on freedom of information. As long as the CBC's regulations are in force, Allard declared, "we feel that Canada would scarcely seem to be in a very strong position to urge upon others an enlightened and progressive policy on freedom of information.")

He then quoted from section 13 (1) of broadcasting regulations from The Canadian Broadcasting Act, which reads: "Stations shall not transmit in the form of news-casts, news commentaries or in any manner any news or information of any kind published in any newspaper or obtained, collated or co-ordinated by any newspaper or association of newspapers or any news agency or service except the following: (a) Such news bulletins, free from sponsorship, as are released by the (Canadian Broadcasting) Corporation for the express use of broadcasting stations, broadcasts of which shall be subject to such conditions as the Corporation may prescribe; (b) Local and sports news under written arrangements to be made by each station individually with its local newspaper or newspapers or collected through

its own employees. Copies of all such written arrangements shall be filed with the Corporation immediately upon completion thereof; (c) News from sources other than those provided for in clauses (a) and (b) hereof with the prior permission in writing from the Corporation and subject to such conditions as the Corporation may specify.")

"Control probably grew up because of the admitted need for regulation in the broadcasting industry," Allard told the WAB delegates, "but regulation and control are two entirely different things." This need for regulation, he said, should not be permitted to serve any longer as an excuse for control.

Allard held that the chief service of the Massey Commission to broadcasting is that it clarifies the issues and enables broadcasters to approach a single target with unity and concentration, that target being freedom. He suggested that the CBC should be equally as interested in seeing radio's struggle for freedom won as are the private broadcasters, since the CBC's key men "must, in their hearts, realize that an independent regulatory Board is the best thing for broadcasting as an industry, art and science, and for the public welfare."

In discussing radio's role in civil defence, Allard said that in the event of an emergency, "broadcasting will have a tremendously important part to play in providing information, maintaining civilian morale and giving instructions to the civil populace." Although the CAB was one of the first groups to become interested in defence and the first to suggest a practical plan of action, what is still needed, he said, is an announcement by the Federal Government of a clear-cut policy for the guidance of broadcasting in defence efforts. "Broadcasters are as familiar with the needs and requirements of a Civil Defence program as anybody in the country and have worked more actively at it than any other group," he declared.

Allard briefed the convention delegates on the situation which radio is faced with in the United States now that the effects of television are being felt. He mentioned the over-all reduction of radio rates, and warned that a

Record Fruit Crop
means greater buying power
than ever in the rich
Niagara Peninsula
served by

Your Niagara District Station
CKTB
ST. CATHARINES
Now 620 ON FOUR Dist.

REPRESENTATIVES
TORONTO: Paul Mulvihill
MONTREAL: Radio Time Sales

W. A. B. (Continued)

comparable problem would have to be met by radio in this country if and when television arrives, even though it will be concentrated in Toronto and Montreal in the beginning.

The advertisers and agencies who deal in national advertising, and centred mainly in these two cities, will see television all about them and assume that everybody lives the same way they do, Allard believed. "Larger and larger portions of their budgets will, especially at the start, go into television," using money that would have otherwise been spent in radio in other cities."

But if radio rates must come down in three or four years as a result of TV, Allard urged that broadcasters "see to it that they come down from the place where they should be, and for some years should have been, not at the place where they are now" which, "by any scientific yardstick," is too low.

• • •

In closing, the CAB general manager praised the "unselfish vision" of men like the Sedgwicks, the Carsons, the Loves, the Rices, the Murphys and the Buchanans, who had "well and truly laid" the foundations of the CAB. "They have the satisfaction of knowing that they built well and truly," he said, "and that they have reaped, and are continuing to reap, capable successors."

Will Revive "Beavers"

Banff. — Canadian Broadcaster & Telescreen is prepared to revive its Beaver Awards if there is an indication that the radio industry is behind them, Richard G. Lewis, editor and publisher of this paper, told delegates at the annual convention of the Western Association of Broadcasters here.

In his speech, delivered at the WAB's annual dinner, Lewis said: "We are prepared to present four Beavers every year. Each will be given for a local talent series, to be adjudicated by an independent committee appointed by us."

"Awards," he said, "would be given to stations, with diplomas for the people involved in the programs. Marks would be awarded on the basis of listener interest and degree of encouragement to local talent."

The publisher said he thought that these awards would present "a means to bring out into the light of day some of the fine programming that is being done by the private stations of Canada, and to add a little encouragement to do more of it. If the revival of the Beavers would contribute to the cause, then we are willing to go along with the gag."

Lewis reminded his audience of Western broadcasters that for three years, beginning in 1945, C.B.&T. had conducted the annual Beaver Awards, designed to centre public attention on the radio medium and the people in it. "Apparently the Beavers are still remembered," he went on, "because lately a number of people have suggested that it is time they were revived."

In disclosing details of the system on which the awards would now be based, the speaker said that there would be one "Beaver" awarded to a station in each of the four main power classifications: 250 watts, 1000 watts, 5000 watts and over 5000 watts. One of the winning program series would be adjudged as being superior to all other entries, irrespective of class, and it would capture the "super-duper Beaver."

Drawing attention to the importance of the Beaver Awards, the editor of this paper contended that, through them, "we can carry a positive radio story in print wherever a daily or weekly newspaper is sold." He told all broadcasters that "through your own facilities you can far more than double up on this potent publicity. It is you who stand to gain by it and your gains are our gains."



More Alberta Radio Homes..
FOR LESS!

Via
CFCN



August was no holiday!

Sunday, August 5th—saw a morning church service broadcast from Trenton. Then, in the afternoon, a remote broadcast of Drumhead Dedication Service from Memorial Park, Tweed, on the occasion of that village's Diamond Anniversary.

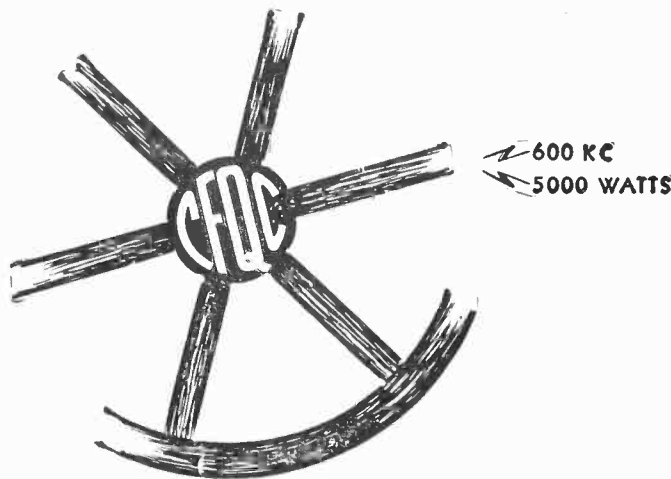
Sunday, August 6th—originated and carried complete broadcast of Gold Cup Regatta and Speedboat Races on Picton Bay. Canadian Power Boat officials say this is first covered.

August 13th-16th—four days time entire event of this kind of afternoon and evening broadcasting from our studios at the Belleville Fair.

August 19th-25th—our Fifth Anniversary Celebration with special broadcasts, promotions, retail sales courses, radio meetings for merchants and a good start on a Sixth Year of Service.

CJBQ

BELLEVILLE — TRENTON



The radio hub of Saskatchewan!

CFQC in Saskatoon — a 5000 watt wheel touching every phase of life in Saskatchewan!

ASK RADIO REPS

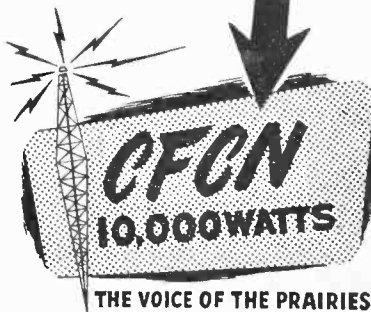
Montreal — Toronto — Winnipeg — Vancouver

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.



Letter to the Editor

APPRECIATES BROADCAST

The Editor, Picton Gazette:

As one of the many who had the privilege of listening to the broadcast of the Picton Gold Cup Regatta over station CJBQ, Belleville, may I express my grateful thanks to Mr. McFarland for his generosity in permitting this Broadcast to take place.

It was a pleasure to sit and listen as the reception was so clear one could almost fancy they were at the course themselves.

We are proud indeed that a Canadian has at last won the cup, and may the Town of Picton continue to have success.

—Florence Cooper, Picton.

(Reprinted from Picton Gazette, Aug. 10, '51)



WRITING

A Copy Man Hits Back

We asked a copy man to turn the tables and tell the industry how it could help him do a better job. Here is the result, by Chuck Tierney, three years copy chief at CFRA, Ottawa.

The recent radio writers' contest, sponsored by C. B. & T., showed definitely that radio continuity writers, especially those who write commercials for their bread and butter, welcomed the opportunity to bask in the light of new recognition. For all too long, the average writing Joe and Josephine in most radio stations has been considered as a necessary, but not overly important member of the staff.

Now, however, a new concept in thinking, as far as commercial continuity writers are concerned, seems to be in order. The importance of good radio copy has been stressed time and time again by men who are prominent in all fields of advertising. Most radio stations make presentations of commercials to the various sponsors before they are aired. So, with so much attention now being focused on the commercial, it seems reasonable to hope for an end of the old order where a commercial writer could be anyone from the office boy to the chief engineer.

Not everyone can write a good commercial. The man or woman who can has in all probability

had extensive experience in radio writing; keeps constant check on the commercials written by others; follows the changing trend in advertising methods; studies new techniques; and is constantly striving for improvement. He, or she, will listen regularly to the different announcers, noting their style and presentation, and where possible, will write commercials especially for the man who will read them, knowing that the more clearly and believably they are read, the more effective they will be, and the greater will be the results obtained by the sponsor. And this, after all, is the sole purpose of the radio commercial.

■ ■ ■

Obviously the man or woman who fulfils these requirements is a specialist, and should be considered as such. They should be able to maintain close contact with their sponsors (a difficult task when a writer is handling more accounts than can efficiently be looked after), and, what I feel to be very important, their opinions and ideas should be carefully considered by the account executive or radio time salesman.

In too many cases are the ideas and suggestions of the writer ignored because the account executive or time salesman feels that "this isn't what the sponsor wants." If the sponsor is fully cognizant of radio techniques, then he knows, and rightly so, exactly what he wants. But in the case of the majority of local sponsors, they only have a sketchy knowledge of radio and are mainly concerned with having their names



FOR THESE ARTISTS

- CARR, Joe
- DAVIES, Joy
- DENNIS, Laddie
- 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

A real "punch" in your sales story

USE

CHRC

Make your product the first choice
in Quebec area

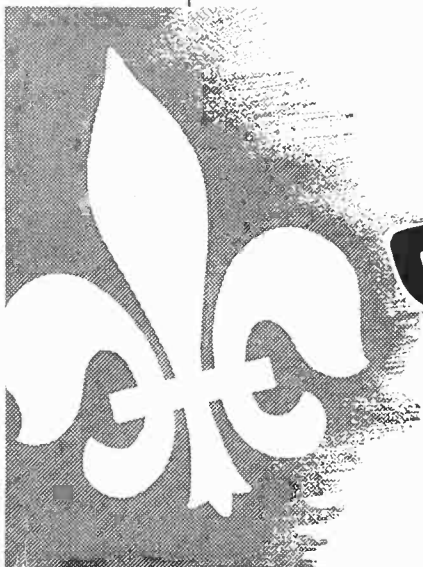
The only 5000 watt Station
in Quebec city.

Reaches 250,000 radio homes
and a \$908,288,000 net effective buying
income*.

*Sales Management, May, 1951.

Our Representatives:

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



shouted several times. In these cases, the salesman or account man should argue for the writer, and explain to the sponsor that the commercial concerned is the one that all in the radio station feel will do the best job. This, of course, is dependent on the fact that the writer has turned out a good commercial.

Another point is that many local sponsors are influenced by the commercials prepared for national accounts, and without stopping to consider that these have been written to appeal generally to the national population, insist that theirs be almost identical. I feel that here, the salesman handling the account should point out this fact and show that the local writer is appealing specifically to the local audience.

The preparation of a good commercial must necessarily be based on co-operation, co-operation between the sponsor, salesman, and writer. After all, each of these individuals is working toward the same end—to increase sales of the goods or services to be advertised. Yet, in so many cases, the writer is expected to turn out scintillating, effective copy on the scantiest of knowledge. He may never even meet the sponsor, never see for himself what he's writing about, have little or no previous knowledge of the product. Yet he is expected to sit down and dash off five or six commercials that literally drip with selling phrases and imply a thorough knowledge and first-hand experience with his topic. And, he may have to do this on a moment's notice, so that the sponsor can get on the air immediately.

In one sense, this is most flattering to the writer, for obviously he is considered to be an extremely versatile fellow, blessed with an innate and inordinate amount of knowledge covering all existing fields of business. But if he's that good, think how much better he would be if he did have a comprehensive understanding of his sponsor's product.

When you come right down to it, the attitude toward the commercial writer is a most peculiar one (granted there are cases where the attitude is not misplaced). The writer, as far as many stations are concerned, is a guy or gal who knows everything

about every business, except how to write a good commercial, can come up with original, imaginative and selling copy in a minute or two and is mechanical perfection at its best, able to roll commercials out of the typewriter one after another without a single error.

So with all these attributes, it's rather surprising that the writer still receives secondary consideration around so many radio stations. The time has come when the commercial writer should be recognized for what he is, a specialist; a highly skilled individual with the unique ability to write a selling message in 15, 30, or 60 seconds. Utilized to the fullest extent, his abilities can be most profitable to his employer. If he can't fill all these qualifications, he rates—the axe.

So why not take commercial writing out of the back room? Make the preparation of good commercials a worth-while job. As long as writers are more tolerated than rated, they'll never be content with writing as a career. Instead, they'll be continually looking for other positions that offer greater opportunity. To paraphrase a popular song, "a good writer is hard to find," and if you have one, you want to hold on to him or her.

While it goes without saying that salary is an important consideration in any position, I believe that the majority of present-day commercial writers are more intent on doing a good job for the radio station and its sponsors than they are on furthering their own ends. But ultimately the time comes when they discover there are more lucrative fields in radio than that of writing commercials.

So, the station loses a good writer, and one on whom they've possibly spent considerable time and money. A new writer must then be broken in with a subsequent drop in efficiency, only for a time, but as anyone in radio knows, time means money, and a waste of time is actually a station loss.

To hold anyone in a position, you must keep him happy. Self-satisfaction in a job well done will not sustain anyone for too long. This applies particularly well to the commercial writer. It can't be too difficult to make a writer happy or the turnover in most stations would be phenom-

enal, for outside of the studio operator, no one in a radio station receives less recognition.

A writer is happy when he knows he's doing a good job. This stems from the aforementioned self-satisfaction. He can be kept in this frame of mind by recognition of his efforts; by the occasional pat on the back from station management; by those he deals with, salesmen, announcers, etc., understanding the problems and effort involved in preparing commercials; and, naturally, by being paid a salary commensurate with his ability, output, and general worth to the station.

Those are fundamental facts, inherent with human nature. And writers, believe it or not, are human.

cjcs
SELLS
in
Stratford

DID YOU KNOW?

That CKCL is the **only** station giving complete, on-the-spot coverage of Central Nova Scotia Exhibition—the Province's Class "A" Agricultural Fair? Just another CKCL public service which keeps listeners tuned to this station for "what's happening in Central Nova Scotia." That listening audience is available for YOUR sales message.

CKCL

COLCHESTER BROADCASTING CO. LTD.

J. A. MANNING
Manager

WM. WRIGHT, Representative
Toronto and Montreal

George McCloy packs the theater with Winnipeggers



ON HIS WESTERN HOUR PROGRAM

(Live broadcast every week from Winnipeg's Dominion Theatre)

Come on "pardner" the show is fine! This is the Western man that keeps everyone remembering that the good old West is still the best! Another thing to keep in mind, "pardner" is that George has listeners that like to buy—let's tell them about your business!

CJOB

See our reps...

Radio Representatives Limited
Toronto, Montreal
Winnipeg & Vancouver
Donald Cooke, Inc.
U.S.A.

WINNER OF
John J. Gillan Jr. Award
G. E. On the Air Award
Billboard Award



✓ CHECK . . .



The 'OV Appleman

- ✓ Air Adventures of Jimmy Allen
- ✓ Hour of Charm
- ✓ Showtime from Hollywood
- ✓ Famous Court Dramas
- ✓ Ports of Call
- ✓ Nom de Plume

SEE OUR ALL-CANADA MAN

CKOV Kelowna

Radio Station Promotion Contest WIN CASH PRIZES . . . COLGATE STATION PLAQUE

Starting August 28th, 1951, and continuing for ten weeks, the Colgate-Palmolive-Peet Company, Limited, will be sponsoring the greatest contest ever used in Canada. Value of consumer prizes totals over \$20,000.00 and will include 5 new Monarch automobiles plus a host of other prizes.

SPECIAL PRIZES FOR RADIO STATIONS AND PERSONNEL

This great Colgate contest extends to Canadian Radio Stations and Radio Station personnel. Here's how:

1. Stations are asked to use the promotion material on the contest supplied by Colgate-Palmolive-Peet.
2. Stations entering Promotion contest must keep records of promotion, and mail to Colgate-Palmolive-Peet Company, Limited, 64 Colgate Avenue, Toronto, at the conclusion of the consumer contest.
3. Entries will be judged on originality and application of promotions used.
4. Entries will be judged by a panel made up of Dick Lewis, Canadian Broadcaster Magazine and the Presidents of Advertising Agencies serving Colgate-Palmolive-Peet Company Limited.

Winners will be announced in the first issue of The Canadian Broadcaster following completion of judging.

PRIZES:

- 1st Prize—\$100 plus Colgate Plaque goes to station contributing best single promotion used.
 2nd Prize—\$50 and honorable mention to station contributing the greatest number of usable ideas.
 3rd Prize—\$20.00.
 4th, 5th & 6th Prizes—\$10.00 each.

Read contest advertisement for full details on consumer contest then plan your station Promotion to get your station in the Prize Listing.

COLGATE PLAQUE



Being originated for this contest, the Colgate Plaque is planned as a continuing yearly award made to the station showing itself to be the most promotion-minded through each year.

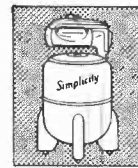
**\$20,000
IN PRIZES!**

5 Monarchs

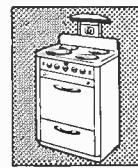
\$1,250 WORTH OF **Esso GASOLINE**
Plus **\$3,000 CASH!**



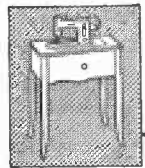
FOR BOXTOPS OR LABELS FROM ANY COLGATE-PALMOLIVE PRODUCT



5 SIMPLICITY WASHING MACHINES



5 NATIONAL ELECTRIC RANGES



5 NECCHI ELECTRIC SEWING MACHINES

CASH PRIZES DOUBLED

if winning entry contains
BOXTOPS OR LABELS FROM ANY GIANT SIZE COLGATE-PALMOLIVE PRODUCT

IN 5 BIG CONTESTS

- 1st contest closes September 15
- 2nd " " " 29
- 3rd " " " October 13
- 4th " " " 27
- 5th " " " November 10

Send boxtops or labels to each contest

IN EACH CONTEST YOU CAN WIN:

FIRST PRIZE—A new Monarch six-passenger coupe with \$250 worth of Esso gasoline *plus* \$100 CASH if your winning entry contains a boxtop or label from *any* Colgate-Palmolive product.

SECOND PRIZE—Simplicity Washing Machine and National Electric Range *plus* \$100 CASH if your winning entry contains a boxtop or label from *any* Colgate-Palmolive product.

THIRD PRIZE—Necchi Console Electric Sewing Machine with Bench *plus* \$100 CASH if your winning entry contains a boxtop or label from *any* Colgate-Palmolive product.

Send your name and address to:
**COLGATE MONARCH CONTEST,
PARIS, ONTARIO**

From all entries received not later than NOON on the dates shown above *six* will be drawn for each of the five contests. Senders of those entries will be notified by telegram to complete this sentence in 25 words or less . . . "I like (name of Colgate-Palmolive product) because . . .". The three prizes for each contest will then be awarded in order of merit.

Prize winners announced over radio, in press. Decision of judges final. Entries become property of Colgate-Palmolive-Peet Company, Limited, for use as seen fit. Contest open to residents of Canada *only* except employees and agents of Colgate-Palmolive-Peet Company, Limited. Winners' names on request.

Enter each contest every day! The more entries you send, the more chances you have of winning! Remember, Giant Size Colgate-Palmolive box-tops or labels increase your prizes!

CASH PRIZES DOUBLED

if winning entry contains
**BOXTOPS OR LABELS
from Giant Size
COLGATE-PALMOLIVE
PRODUCTS**



SAVE ON THESE "GET-ACQUAINTED" OFFERS

| | | | | |
|---|---|--|--|---|
| <p>SAVE 35¢ on 2 bottles CASHMERE BOUQUET Pink Mist HAND LOTION 75¢</p> | <p>Half-price Sale! HIT CREAM HAIRDRESS Giant 35¢ Regular 22¢</p> | <p>3 REGULAR CAKES PALMOLIVE SOAP WITH COLGATE DENTAL CREAM ALL FOR 39¢ YOU SAVE 15¢</p> | <p>1¢ SPECIAL CASHMERE BOUQUET SOAP with HALO Giant 70¢ Family Size \$1.09</p> | <p>SAVE 20¢ COLGATE SHAVE CREAM WITH 5 CORUX BLADES Large 48¢ Giant 65¢</p> |
|---|---|--|--|---|



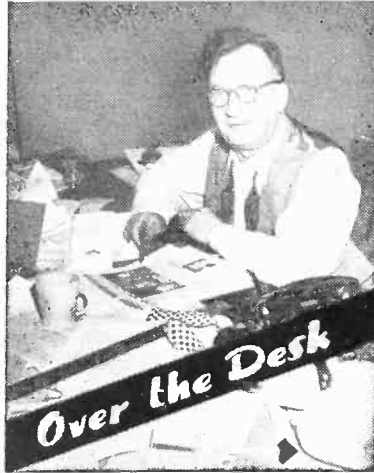
ON QUEBEC MARKET No. 2
 "Are you getting your share of Canada's huge Tourist Revenue, which in 1950 was worth \$260 millions to this country? Here is how each dollar was spent:

- 25c in retail and department stores.
- 22c in restaurants and food stores.
- 17c in hotels, resorts and camps.
- 12c in service stations and garages.
- 9c for movies and recreation.
- 7c for train, bus, plane, etc., fares.
- 5c for refreshments, etc.
- 3c for souvenirs, etc.

"Busy, booming Quebec Market No. 2 also contains a vast playground—to cash in on this plus value, use these live, sales-productive Radio Stations. For the full story—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 | Jonquière-Kénogami 250 WATTS |
| CKBL | MATANE 1000 WATTS |
| CKLD | THETFORD MINES 250 WATTS |
| CKNB | CAMPBELLTON 1000 WATTS |



This is being written in Roomette 7 in Car 59 on the CPR train westward bound for Banff and the WAB Convention, which will be history by the time it reaches you, dear reader.

My travelling companion and I are in separate quarters because we are both loaded down with work that has to be done on the train. To make it easier, we're travelling incognito. He's Lewis and I'm Edwards!

The countryside, as seen through the picture window of my roomette, is surprisingly green for August 27. Just so that you will know where we are, we passed Cartier (pronounced Carshay) a little while ago. Wild flowers are blooming serenely along the track. Only an occasional gilding sprig of silver birch forecasts the fall which must be lurking just around

the corner. Three weeks from now, on the way home again, with writing for the upcoming issue written and filed (I hope), I shall be clicking my camera as we travel east, trying to record in color some breath-taking impressions of the glories of Canadian autumn with which to bore my friends through the coming winter.

And that, boys and girls, concludes your nature lesson until next issue.

It's only a rumor, but it keeps popping up, that the Canadian music czar, president of A. F. & M.'s Toronto Musical Protective Association, may meet with some opposition when the musicians hold their elections next February.

Strictly without confirmation, the story has it that genial Walter Murdock who, with his bland and disarming smile cloaking a grim determination to get what he goes after, has almost succeeded in making the musicians' union the tail that wags the radio dog, will be opposed by a guy we don't know, named, significantly, Bray, when the orchestra boys hold their elections.

Whether or not this story holds water, it is not unreasonable to hope that the day will come when the musical profession, through its union, will recognize some vestige of responsibility to the radio stations, the theatres and other outlets for this type of talent which they must have if their instruments are to be heard.

Another rumor, in the perennial class, is the one that has it that CBC chairman Dave Dunton will any time now be named ambassador to Paflagonia or somewhere. I don't think it's right, because I also understand that Dave is building himself a new house in Ottawa. Also, his name has quite often been mentioned as a possible general manager of the CBC when Dr. Frigon retires, which he is due to do in the next few years. Whether, if this is true, they would combine the chairmanship and general management is something on which we can only speculate.

Come what may, though, time's a pushing and one day there'll be changes in the CBC hierarchy as another mogul follows Austin Weir into the pastures of retirement. (Only Austin elected to stay in the stable.)

There are two men who have attained the administrative level the hard way—by doing things themselves that they are now charged with having others do—and just in case the Board of Governors omits asking me for my recommendations, when, as and if that day comes, I should like to go on record with them now.

These are, first, the one-time singer and private station manager who tries so hard and so fruitlessly to make his growls sound ferocious, the man who has now shrunk back to a normal state of health and obscenity, Ernie Bushnell, director general of programs; the other is a man who has less contact with the outside world but who is responsible for the CBC's most important and, I think, most efficient activity, and that is retiring but vibrant news chief Dan McArthur.

I now move that nominations be closed.

Prospects of the forthcoming Central Canada Broadcasters Association (Ontario and Quebec English) Convention, slated for September 24 and 25 in Toronto, are pleasant for more reasons than one. I'll be out of town until just before it takes place, and consequently will be leaving Art Benson and Tom Briggs to do all the work—with the minimum of wired, phoned and airmailed interference — on the September 19 issue in which we shall be commemorating the event. This is a pleasant prospect in itself.

In addition to this though, al-

WANTED

Bilingual announcer for Maritime station. Must be able to speak both languages without accent. Salary will depend on qualifications and experience.

We are willing to train candidate showing remarkable ability in handling both languages.

The right man can carve an interesting career for himself in one of New Brunswick's most progressive and liveliest towns.

Apply immediately and send audition record in both languages to:

**STATION
CJEM
EDMUNDSTON — NEW BRUNSWICK**

CKX
BRANDON

**January or July
CKX gets sales results
for the Sponsors!**

CKX
BRANDON

Wherever ad-men get together the story of McCulloch's Farm Machinery in Brandon is still hashed over. Perhaps it is one of the best radio advertising sale success stories to come out of Canadian Radio in '51. To refresh your memory. McCulloch sold 50 Combines in January and February via a 5-minute time slot at 12.25 daily on CKX. McCulloch's gross sales totaled \$193,000 for the two-month period.

July 16, 17 and 18 Roseman's Ltd., of Brandon, sold 9 dozen Electric Kettles via their 10-minute daily Sport Report at 10.15 p.m. plus three daytime 50-word Spots. The Sponsor grossed a quick \$1,077.84.

The Sales technique of repetition copy was used by Roseman's Limited. McCulloch's copy covered assorted farm equipment, but to a large degree this Sponsor did use repetitious copy plugging Combines.

For Market Analysis of the CKX trade territory see
Radio Representatives Limited.

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.
80 RIVERSIDE DR. TORONTO 3

though most of the national business which is funneled out to the entire country stems from this area, the so-vocal minorities, in the Prairies, British Columbia and the Maritimes seem to have outshouted Toronto, Montreal and their environs into a complex which is so inferior that they have relegated the Mother of the Commonwealth of Canadian Isolations into a state somewhere between that of a troublesome but affluent relative and just a plain, ordinary ugly duckling.

Before anyone becomes a radio announcer, he should spend a day, or better still a week, studying the pitchmen at the Canadian National Exhibition. The hucksters who peddle a motley variety of kitchen gadgets are the ones I mean especially, and I do mean peddle.

The job they do, first of attracting and holding their audience and second of getting them to shell out, is nothing short of terrific. And they don't seem to work by any of the rules that are followed by radio's pitchmen.

In the first place, they talk more like people talking to people individually than a silver-toned orator delivering his homily to a vast throng from some raised dais.

Tricks like stopping dead short, in the middle of a sentence, engaging the eye of one individual and asking him if he is not interested to move along and make room for someone who is, doesn't just cause a titter at the expense of the chosen person, who might even be part of the act. It has everyone on their toes wondering what's going to happen next. The brazen impertinence of assuring the people that the product is being given away to advertise, and that only 14 of the crowd would be permitted to have one, convinced nobody, beyond an infinitesimal spark of curiosity that made them raise their hands fast when they were given the word. It was all such a far cry from the pedantic ravings about the chemical content of a bottle of perfume and the stern admonition to trot right over to the corner drugstore to buy a jug of it, two hours after every drugstore in town has been closed.

A post-graduate course in announcing came to me over lunch when I asked the waiter if it would be possible to have my Lake Super-

REVIEW

Good But Oh So Early

By Bob Francis

A good piece to listen to, if you're up at the time and are interested in fish prices and weather reports, is *Slack Tide*, which goes from 4.30 to 6.30 a.m. (that's in the morning, men) on CKNW.

Ferdy Baglo, a world traveller who has obviously studied fish and all that sort of thing from here to Batavia, produces the program, which is on the air daily except Sunday, aimed at the thousands of fishermen and their families on the west coast.

This report, obviously, is hearsay, since I am as likely to hear a radio program at 4.30 in the morning as I am to replace Gisele.

Johnny Johnson, a new man at the station, assists Baglo with marine weather reports, prices, tides and other data affecting the industry.

Fishermen from up and down the coast, and in the U.S., send musical requests for their families, and the letters and cards that come in read like a radio ham's verification list.

Interviews are picked up by staffers all over the coast and one goes on the air each morning—from fish packers at sea, canneries, fishermen's homes and the dockside.

The Board of Harbor Commissioners takes a quarter hour to announce official stuff on marine traffic, buoys, storm warnings and all the other essential data on which fishermen base their movements.

Slack Tide has an unexpected dramatic punch and an air of the sea about it. You don't have to be a fisherman to enjoy it, but you have to be awake.

rior trout grilled instead of fried. The waiter said: "I'll see, sir," brought it back as requested, and said with a grin: "I just told the chef it was for you."

Well, you can't play cribbage on a roomette table with a typewriter on it, and Edwards has just stalked petulantly past my door for the third time. (He wants to recoup some of last night's losses.) So buzz me if you hear anything, won't you?



"It says here that in spite of the high cost of living and high taxes, most people can still afford about 2 meals a day and a radio on which to hear Walter Dales' new show, 'Listen Ladies'."

A WEEKLY BBM of 71,380

(44,340 daily)

gives

CJBR

Rimouski

The Largest French-Language
Potential Coverage in Canada

after Montreal and
Quebec City

5000 WATTS
ON 900 KCS.

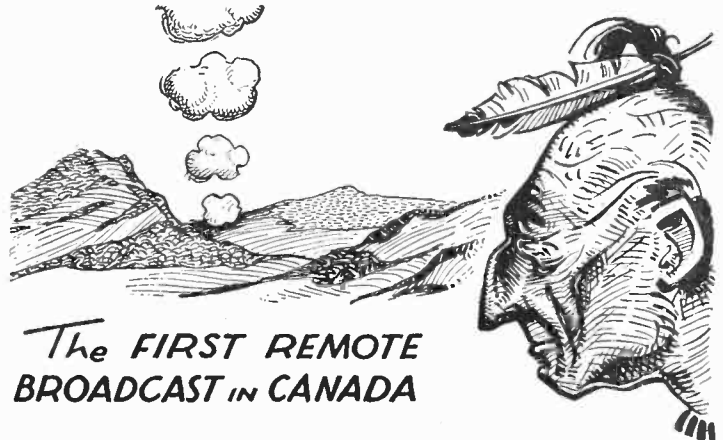
Supplementary
to the
French Network

CJBR

RIMOUSKI

Ask

HORACE STOVIN IN CANADA
ADAM YOUNG IN THE U.S.A.



The FIRST REMOTE
BROADCAST IN CANADA

CFCF alone can offer you its rich experience as the original pioneer in Canadian broadcasting history!

The same spark of enthusiasm and alertness that put CFCF first on the air in Canada has fanned to a full blaze. Sure in productive methods of Merchandising and Programming, a staff of experts complemented by the finest radio equipment in radio today makes CFCF Montreal . . . A HIGH-POWERED, LOW-COST SALESMAN FOR YOU!

REPS:

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



CFCO again goes over the top

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

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

CFCO - 630 Kcs - Chatham

Serving over . . .

45,000 French-Canadians. Dialed by the entire population of the Oil Province for the best musical programs.

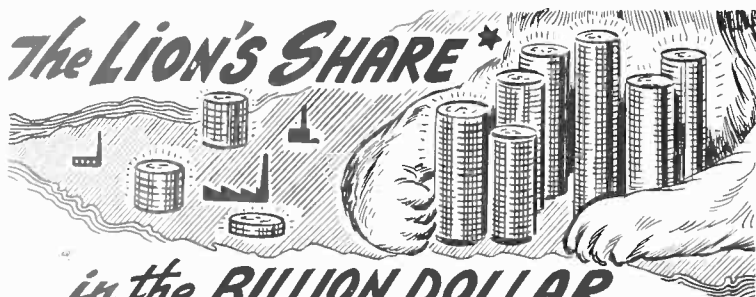
CHFA

EDMONTON

680 KC. 5000 WATTS

"La voix française de l'Alberta"

— SEE OMER RENAUD & CO. —



The LION'S SHARE
in the **BILLION DOLLAR**
GREATER MONTREAL PLUS MARKET
IS YOURS THROUGH **CKVL**

YES, CKVL IS A FOUR YEAR OLD RADIO PHENOMENON
 . . . IN 1947 WE HAD 17% OF THE FRENCH AUDIENCE
 . . . TODAY 44.5% IN GREATER MONTREAL PLUS . . .
 MORE THAN THE OTHER RATED FRENCH STATIONS
 COMBINED . . . CANADA'S LARGEST PERMANENT STAFF
 . . . CANADA'S BIGGEST LIVE TALENT SPENDER . . .
 MODERN EQUIPMENT . . . POWER PACKED PRO-
 GRAMMES THAT PULL . . . SPONSORS WISE REALIZE
 CKVL IS A MUST FOR THE MONTREAL-QUEBEC PROV-
 INCE MARKET . . . PHONE, WRITE OR WIRE FOR
 REMAINING AVAILABILITIES NOW!

CANADA
 Radio & Television Sales Inc.,
 Montreal and Toronto

UNITED STATES
 Donald Cooke Inc.,
 New York City

*Figures, verified by Elliott-Haynes Ltd., are for July 1951 evenings.

AGENCIES

By Art Benson

SPITZER & MILLS

Toronto. — Colgate-Palmolive Peet returns some of its major shows to the nets this month. *The Happy Gang* gets back to the Trans-Canada network September 10 with the same format and artists, as does its French counterpart, *Les Joyeux Troubadours* over the French net. Both shows advertise a wide range of Colgate products.

Share the Wealth starts back September 22 over the Trans-Canada with delays to CKWX, CKRC, CFRB and CJAD, while the French version, *La Mine d'Or*, gets going September 18 over the French net. Products advertised include Halo Shampoo, Fab and Palmolive Shave Cream.

Canadian Cellucotton Products has scheduled a six-month spot announcement campaign over 17 stations coast to coast advertising Kleenex, commencing September 17.

Quaker Oats Co. of Canada has a two-month spot announcement series going to 38 stations coast to coast until November advertising Quaker Oats.

Toni Home Permanents has a 13-week spot announcement series under way on CFRB, Toronto, advertising Toni Creme Rinse.

WOODHOUSE & HAWKINS

Toronto. — Maher Shoes Stores returns *Double or Nothing* to a network of nine Ontario stations (from CFRB, Toronto) featuring Frank Deaville, Art McGregor, Stu Kenney and Don Gordon. Same sponsor has also extended the transcribed *Henry King Show* (S. W. Caldwell) over eight additional stations until the end of the year.

Pryal and Nye (Battery and Ignition service) has taken the five-minute six-a-week 11 o'clock newscast for three months over CKEY, Toronto.

Puddicombe Motors Ltd. (Mercury-Lincoln-Meteor) has a three-month series of singing commercials going to CHUM, Toronto.

S. W. CALDWELL

Toronto. — Canadian Westinghouse Co. Ltd. returns for the third season *Canadian Westing-*

house Presents featuring the Don Wright Chorus and John Fisher, commencing October 7. The show originates from CFPL, London, at the new time of 6.00 p.m. (EST) Sundays and is fed to 49 stations of the Dominion network plus three Trans-Canada Newfoundland stations. John Tretheway looks after the commercials.

LOVELL TO DOMINION

Toronto. — Mel Lovell, former recording engineer with L. J. Heagerty Ltd., has joined the staff at Dominion Broadcasting Company as chief recording engineer. He replaces Austin Moran who was appointed radio director at McConnell-Eastman's Toronto office last month.

RONALDS ADVERTISING

Toronto.—Rexall Drug Co. Ltd. returns *Amos 'n' Andy* (from CBS) to the Dominion network plus CFRB, Toronto and CFCF, Montreal, September 30. John Rae handles the commercials.

Louis K. Liggett Co. Ltd. resumes the 15-minute once a week transcribed *Drama of Medicine* for the seventh season to a network of nine Canadian stations September 16.

MACLAREN ADVERTISING

Toronto.—G. W. Hogan Co. Ltd. (Pontiac-Buick) starts the five-minute five a week transcribed *Sport Yarns* featuring Wes McKnight over CFRB, Toronto, September 17, running through until May, 1952.

ERWIN WASEY OF CANADA

Montreal.—S. C. Johnson & Son Ltd. (Waxes) has scheduled a series of twice daily transcribed spots over 15 Quebec French stations commencing September 10 and replacing its network show, *Qui Suis Je?*

Toronto.—The Musterole Company of Canada has scheduled a series of transcribed flash announcements over 16 stations coast to coast running from October to March of 1952 advertising Musterole Chest Rub.

DON H. COPELAND

Toronto.—The Associated Bulb Growers of Holland has scheduled a six-week series of five-minute two-a-week transcribed talks on bulb culture commencing September 11 over 16 stations between CJCH, Halifax and CJVI, Victoria.

"For every 'out-of-home' radio in SAINT JOHN, N.B., July '51 E-H reports 10.09 people within range—the highest figure in Canada!"

Of these people the choice is obvious:

| | | |
|---------|-------------|-------------|
| | CFBC | Station "B" |
| Rating: | 30.0 | 26.7 |

About "Fall" and "Winter" bookings—see our representatives:

J. L. Alexander — Montreal & Toronto
 Weed and Company in the U.S.A.
 J. N. Hunt & Associates in Vancouver

CFBC

SAINT JOHN

NEW BRUNSWICK

AGENCIES

OPENS TORONTO OFFICE

Toronto. — Needham, Louis & Brorby Inc. enters the advertising agency field here this month with offices at 880 Bay Street. John Willoughby, from headquarters in Chicago, will manage the local operation assisted by Edward Reed, formerly account executive with J. Walter Thompson's Toronto office.

■ ■ ■

COCKFIELD BROWN

Toronto.—Canada Packers Ltd. has taken over the sponsorship of the Toronto Symphony Orchestra's *Pops Concerts* to be heard Friday nights for one hour over the Trans-Canada network, commencing middle of October. Announcer and commentator will be announced at a later date.

■ ■ ■

O'BRIEN ADVERTISING

Vancouver. — Standard Oil of British Columbia Ltd. has a 156-spot announcement campaign going to CKNW, New Westminster, until October 11 advertising Chevron Supreme Gasoline.

■ ■ ■

A. J. DENNE

Toronto.—Mother Parker's Tea Company returns the half-hour *Musical Mysteries* to a network of 16 Ontario stations (from CKEY, Toronto) September 29 again featuring Don Wright, Paul Hanover and pianist Frank Bogart.

■ ■ ■

ASSOCIATED BROADCASTING

Toronto. — Carr's Firestone Dealer Store has taken 25-minute segments (five a week) of *Midnight Merry-go-round* featuring Barry Wood over CFRB, Toronto, for a month test.

PEOPLE

LOUIS WAIZMANN PASSES

Toronto.—One of the most unusual and likable characters to ever occupy a desk at 354 Jarvis St., Louis Waizmann, wasn't at his appointed spot at his usual early hour of 8 o'clock last week. He died the week end before at the age of 86, one of the most prolific of CBC music arrangers.

Waizmann joined the CBC as an arranger in 1933, gaining the admiration of musicians and laymen alike, who hadn't known him previously, for the agility with which he arranged and composed musical scores without the benefit of a piano or other instrument and for the philosophical and orderly way he went through life.

Born in Mozart's house in Salzburg, Austria, where his father was cathedral organist, Waizmann studied music there and later for five years in Munich with classmate Richard Strauss. He came to Canada in 1893, after serving for 10 years in an Austrian army band, and became a music teacher. Among his most successful pupils were Percy Faith, Samuel Hershoren, Paul Scherman and Bob Farnon. He is noted also for having written over 200 original compositions for everything from solo instruments to full orchestra.

■ ■ ■

NAMED ASST. MANAGER

New Westminster. — Phil Baldwin has been appointed assistant manager of CKNW, supervising merchandising and promotion departments and handling manager Bill Rea's Roundup when Rea is out of town.

Jim Scott, formerly with Radio Reps in Toronto, has joined the station to handle national sales.

HERE IS ESSENTIAL Market Data FOR ADVERTISERS!

2nd ANNUAL

Canadian RETAIL SALES INDEX

1951-52 Edition

Compiled by G. E. Rutter

Estimates of Retail Sales for 1950, by counties and census sub-divisions broken down into 20 business type groups.

Also population and radio homes figures as furnished by the Bureau of Broadcast Measurement.

\$5.00 PER COPY

POSTPAID

R. G. LEWIS & CO. LTD.

163½ CHURCH STREET

TORONTO 2, ONT.


Publishers of Canadian Broadcaster & Telescreen

The Voice of the Eastern Townships

CHLT
(FRENCH) 900 Kc. 1000 Watts

CKTS
(ENGLISH) 1240 Kc. 250. Watts

SHERBROOKE, QUE.



SHERBROOKE, QUE.

Twenty-five per cent of the woollen fabrics made in Canada come from the Province of Quebec. Woollen production first began in Sherbrooke in 1866 and since then Sherbrooke and the Textile Industry have grown together. To reach the wealthy market of Sherbrooke and its surrounding counties, use CHLT Sherbrooke. (Also CKTS, English.)

Representatives

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

**SAFE
to CARRY**



**CANADIAN PACIFIC EXPRESS
TRAVELLERS CHEQUES**

OBTAINABLE FROM ALL CANADIAN
PACIFIC AGENTS AND MOST BANKS

NORTHERN ONTARIO'S

Greatest
**ADVERTISING
 MEDIUM**

CKSO

NORTHERN ONTARIO'S
 HIGH-POWERED
 STATION

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



Since the day we commenced transmission with 50 watts, our station has grown to be a leader in Saskatchewan. Our faithful listeners and successful advertisers are invited to "keep tuned to the Centre Aisle on Your Radio Dial . . ."



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
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 (All payments are to be in advance.)
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 Agency commissions cannot be allowed on these advertisements.

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VERLA MORTSON—Commercial—acting. Young, attractive, ambitious. Considerable commercial and CBC experience. WA. 1191 or MI. 7653. (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)

ROXANA BOND—WA. 1191. (L)

ANNOUNCING

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

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

JACK DAWSON—PR. 5711 or OX. 2607. (L)

BOOKS

HANDBOOK OF BROADCASTING, 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 pro-

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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, 163½ Church Street, Toronto 2, Ont.

EDUCATION

RYERSON INSTITUTE OF TECHNOLOGY offers complete courses in all aspects of broadcasting—announcing, writing, production, technical. 50 Gould St., Toronto. WA. 2631. (O)

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

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—74 York St., Toronto—EM. 3-9701. (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 Program Specialists—Custom-built shows for any market or sponsor. For details call Don Wright, EM. 3-0181. (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

Serving National Advertisers and their agencies with competitive lineage reports, newspaper clippings—**ADVERTISING RESEARCH BUREAU**, 310 Spadina, Toronto; 1434 St. Catherine W., Montreal. (O)

RECORD'G SUPPLIES

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

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)

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EVELYN GOULD—Coloratura, winner of Eddie Cantor's "Talent Search"—now available for Fall shows. (X) 7372.

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

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TIME SALESMAN

WANTED IMMEDIATELY for two 250 watt stations (Maritimes) connected by permanent leased lines serving 80,000 audience with trading area concentrated in three towns. \$60,000 last financial year. Salary \$50 weekly plus expense and volume commissions.

Box A-101
 Canadian Broadcaster & Telescreen
 163½ Church St. Toronto



WHAT IS IT?

I like its gentle murmur; I love its fluent flow; I like to wind my mouth up; And I love to hear it go.

—Contributed (and probably swiped) by Fred Silman.

WOE IS ME

"Here am I working for posterity," said the actor, "and what has posterity ever done for me?"

WANT AD

What this country needs today is a good five cent nickel.

PAGING LITTLE AUDREY

When the producer told her to get it off the paper, she marched right out and bought herself a type eraser.

EDITOR'S NOTE

All the flaws in this issue, published during my absence out west, will be attributable to fort-holders Benson and Briggs—I hope.

S. O. S.

Experienced radio performer, just through with five weekly summer replacement assignments, is anxious to join new clique which works in winter. Willing to love or hate anyone.

PHILOSOPHY DEPT.

If we never went on trips, look at the fun we'd miss—getting away and getting home again.

WE'D LIKE TO KNOW

Why does the WAB hold its Conventions every year just when most national advertisers are exposing their wares in a mighty prospect list at the Canadian National Exhibition?

PAN MAIL

Dear Sir: For years now I've been reading the alleged humor in your Lewisite column. Frankly I think your editorials are much funnier.

—S. Niff.

TALENT TRAIL

By Tom Briggs

A flock of young, very young and some older, people have been beating a path to Syd Brown's school of drama where they work for a couple of hours each week primarily on radio acting and all that goes with it. They all seem infected with the radio bug and are intent on preparing themselves for a radio career, if they can live up to their own and Brown's expectations and the opportunities arise. If not, they will probably feel that it has been a lot of good fun, and that they have at least awakened within themselves a new appreciation of drama, its interpretation and speech.

What all groups such as this require most—an opportunity to get some actual "on the air" experience—is provided by CKFH, Toronto, each Sunday night for a half hour beginning at 10 p.m. But Brown and his students do not produce the usual type of dramatic show one would expect. Rather, they have split the period to accommodate excerpts or condensations of two well-known plays and, at the beginning and conclusion of each, director Brown assesses the play from the actor's point of view and inserts a few words of criticism for the benefit of both his cast and the audience.

When the program was first conceived, the idea seemed perfect to station manager Howard Caine and Brown, with the exception of one hitch. The new station had only one control room ready for use, and it was needed all the time for other shows, which ruled out the possibility of a dress rehearsal prior to air time. And so it was out of this dilemma that Dress Rehearsal

emerged and it has studiously been made what its name implies.

Last week the school tackled the thirteenth and final of its 12-minute episodes of Louisa May Alcott's Little Women, which proved to be a fairly stiff test of their ability. All of the cast came through with varying degrees of success, mainly because they managed to keep the subtle tension of the story above the surface.

Featured in the cast, and ranging in age all the way from about 17 to 50, were: Rita Fage, Joyce Dadson, Audrey Merritt, Nancy McVie, Bernard Soldan, Emily Stetson, Ronald Graham and Joy Dunstell.

The second play of the evening was weak, due almost entirely to miserable story material. Known as Lady Cornbury, it lacked meat into which these amateurs could really sink their teeth. Nevertheless, they tried hard—in some places too hard—and dug out of it almost all that could be expected. They did keep their characters distinguishable—a point about which they had been warned earlier by Brown—and deserve praise for accomplishing this in a short story with a large cast.

The voices heard in this piece belonged to: Lorna Walker, Loral Butler, Helen Barthelmess, Dulcie Talbot, Norma Freeman, Eileen Yeates, Stella Kennedy, John Ward, Roland Bull and James Rea.

Radio Row never waits for newcomers with arms outstretched, but if and when they make the tough grade, if that is what they want, they should make healthy additions to the acting fraternity.

CJCH HALIFAX

The Number

One STATION

In

The

Maritimes

Number

One

MARKET

24 HOURS ON 5000 WATTS

REPS:

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

MONTREAL: Radio Time Sales (Quebec) Ltd. 1231 St. Catherine W. MA. 4684

CJCH HALIFAX

Flash. CKDA FIRST in Victoria! (See Penn McLeod Surveys) Get the CKDA STORY from RADIO REPS

ACRQV 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.

NORTHERN ONTARIO'S

Greatest

ADVERTISING MEDIUM

CKSO

NORTHERN ONTARIO'S
HIGH-POWERED
STATION

Ask

ALL-CANADA IN CANADA
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When they are asked why they require this opportunity to get some "radio acting" experience as provided by KFHF, Toronto, each Sunday night for a half hour from 7:30 to 8:00 p.m. But I think they do not put it in the category of drama as we normally expect. Rather, they view the period to accommodate the "radio" condensations of the well-known plays and comedies, and conclude that the actor's point of view is a few words more than the benefit of both sides to the audience.

When they are asked why they first came to the school, they seem perfectly satisfied with the "ward" and the "school" and the "experience" and the "new" station had a room ready for them. They needed all the "radio" shows, which they have the opportunity of a day to air time. A dilemma of this dilemma is the "arsal

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The voices heard in this piece belonged to: Lorna Walker, Loral Butler, Helen Barthelmess, Dulcie Talbot, Norma Freeman, Eileen Yeates, Stella Kennedy, John Ward, Roland Bull and James Rea.

Radio Row never waits for newcomers with arms outstretched, but if and when they make the tough grade, if that is what they want, they should make healthy additions to the acting fraternity.

WHAT IS IT?

I like its gentle murmur;
I love its fluent flow;
I like to wind my mouth up;
And I love to hear it go.

—Contributed (and probably swiped) by Fred Silman.

WOE IS ME

"Here am I working for 'radio'," said the actor, "what has posterity ever done for me?"

WANT AD

this country needs
is a good five cent
nickel.

PAGING LITTLE AUDREY

The producer told her
it off the paper, she
marched right out and
bought herself a type eraser.

EDITOR'S NOTE

All the flaws in
published during my absence
out west, will be attributable
to fort-holders
and Briggs—I hope.

S. O. S.

Experienced radio performer,
just through with
fluently summer
assignments, is
anxious to join new clique
which works in winter.
Willing to love or hate anyone.

PHILOSOPHY DEPT.

If we never went on trips,
look at the fun we'd miss
—getting away and getting
home again.

WE'D LIKE TO KNOW

Why does the WAB hold
its Conventions every year
just when most national
advertisers are exposing their
wares in a mighty prospect
list at the Canadian
National Exhibition?

FAN MAIL

Dear Sir: For years now
I've been reading the alleged
humor in your Lewisite
column. Frankly I think
your editorials are much
funnier.

—S. Niff.

CJCH HALIFAX

The
Number

One

STATION

In

The

Maritimes

Number

One

MARKET

24 HOURS
ON 5000 WATTS

Flash
CKDA FAST in Victoria!
(See in McLeod Surveys)
Get the CKDA STORY from RADIO REPS

CKDW
The most progressive station in
Quebec city...
1000 WATTS 1280 KC
The best buy for your advertising \$ in Quebec
REPRESENTATIVES
OMER RENAULT & G.
TORONTO - MONTREAL
IN U.S.A.
WEED & CO.

TORONTO:
Paul Mahaffey
Room 308, 21
WA. 4584

MONTREAL:
Radio Time Sales
(Quebec) Ltd.
1231 St. Catherine W.
MA. 4584

CANADIAN TELESCREEN

Vol. 4, No. 13.

TV and Screen Supplement

September 5th, 1951

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The bursary was established in 1948 and allows for the recipient to spend time studying Britain in a general way as well as observing BBC activities.

Nixon has been with CBC since 1942, after working for private stations here and in Edmonton.



Spud says

MY PRIMARY SALES AREA IS VALUED AT \$120 MILLION

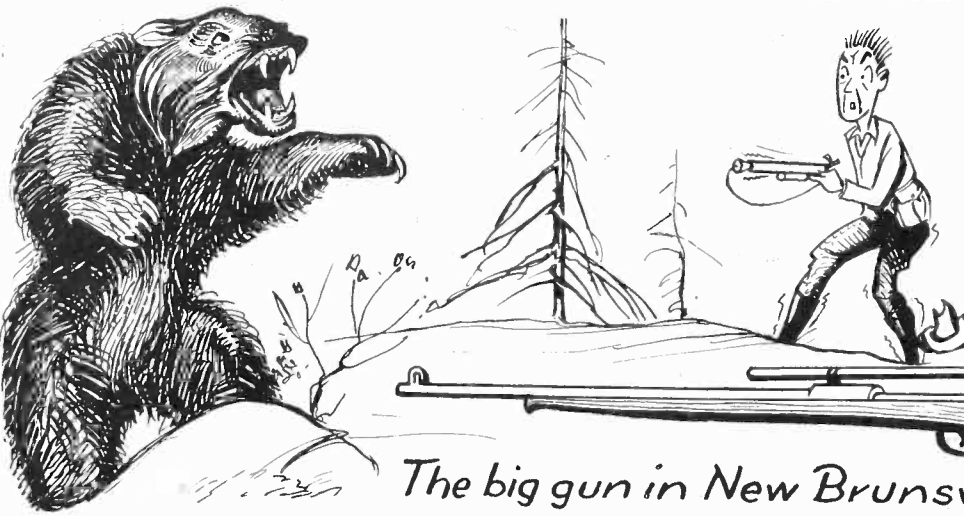
Pardon me, for being serious, but I must tell you about my market. I offer you 8 rich counties bordering on P. E. I., as well as the Province for your sales message.

—Spud.

CJRW
SUMMERSIDE, P.E.I.

SEE RADIO REPS

"The Voice of Canada's Garden Province"



Don't send your salesman against tough competition without a powerful advertising weapon.

SEE THE ALL-CANADA MAN ABOUT

CFNB

The big gun in New Brunswick

Station Time Sells Well In U.S.

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The stations, which represent 56 of the 63 markets presently served by TV stations, also disclosed that those linked to a network by coaxial cable received 50% of their programming over the wire, while kinescope and film accounted for 12% and 18%, respectively, and 17% was devoted to live local productions. Of the 81 stations in the survey, 55 were in this group.

The rest of the stations, unable to get network programs from the cable, transmit 46% of the time from kinescope recordings. Local live productions carried by this class of station account for an average of 29% of air time, while films are shown 28% of the time, the report mentioned.

This study also found that, on the average, 6.5% of a station's time is devoted to telecasting educational, religious and discussion programs, not including news, commentaries and weather reports.

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During the past 11 months, however, radio has held the best average of 3.04%. Television has run second with 3.93%, followed by the other media.

IF IT'S SPORT —

BASEBALL, HOCKEY, OR WHAT HAVE YOU

A BACKSEAT TO NO ONE

GOES TO

CKCR AND CKCR-FM

KITCHENER

WHERE SPORTS EXCEL . . .

KNOW YOUR STATION — ASK OMER RENAUD

The **MARITIME MARKET**
and

CFCY

"THE FRIENDLY VOICE OF THE MARITIMES"

ONE STATION CFCY

Presenting★ your story to

47% of the RADIO HOMES

46% of the POPULATION

44% of the RETAIL SALES

*Based on 50% BBM Area

BBM — Day 134,310 • Night 128,460

An ESTABLISHED AUDIENCE built up by
over 25 years of broadcasting

CFCY OFFERS THE TOP 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

CJAD
MONTREAL

offers you
COMPLETE COVERAGE
and
CONSTANT LISTENERSHIP
to sell
ENGLISH SPEAKING QUEBEC

5 Kw on 800 Kc
AFFILIATED WITH CBS

NORTHERN ONTARIO'S

Greatest
**ADVERTISING
 MEDIUM**

CKSO

NORTHERN ONTARIO'S
 HIGH-POWERED
 STATION

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



Since the day we commenced transmission with 50 watts, our station has grown to be a leader in Saskatchewan. Our faithful listeners and successful advertisers are invited to "keep tuned to the Centre Aisle on Your Radio Dial..."



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 MALLET—Heard on most national programs since radio began, is available for some spots and commercials. PR. 5502. (P)

VERLA MORTSON—Commercial—acting. Young, attractive, ambitious. Considerable commercial and CBC experience. WA. 1191 or MI. 7653. (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)

ROXANA BOND—WA. 1191. (L)

ANNOUNCING

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

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

JACK DAWSON—PR. 5711 or OX. 2607. (L)

BOOKS

HANDBOOK OF BROADCASTING, 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, 163½ Church St., Toronto 2, Ont.

RADIO & TELEVISION WRITING, a basic text and excellent guide for both media, edited by the radio and TV authority Max Wylie, with over 600 pages of authoritative information by experts in their various fields. Price \$7.75, post paid if cheque enclosed with order. Book Dept., Canadian Broadcaster & Telescreen, 163½ Church St., Toronto 2, Ont.

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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, 163½ Church Street, Toronto 2, Ont.

EDUCATION

RYERSON INSTITUTE OF TECHNOLOGY offers complete courses in all aspects of broadcasting—announcing, writing, production, technical. 50 Gould St., Toronto. WA. 2631. (O)

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

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 — 74 York St., Toronto—EM. 3-9701. (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 Program Specialists — Custom-built shows for any market or sponsor. For details call Don Wright, EM. 3-0181. (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

Serving National Advertisers and their agencies with competitive lineage reports, newspaper clippings — **ADVERTISING RESEARCH BUREAU**, 310 Spadina, Toronto; 1434 St. Catherine W., Montreal. (O)

RECORD'G SUPPLIES

IMMEDIATE RESHARPENING SERVICE—By special arrangement with Audio Devices Inc. we carry a large stock of Gappes' resharper sapphire needles. Mail us your used Sapphire Needles and we will immediately return to you resharper 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. (P)

RESTAURANTS

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

SINGING

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

EVELYN GOULD—Coloratura, winner of Eddie Cantor's "Talent Search"—now available for Fall shows. KI. 7372.

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

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

TIME SALESMAN

WANTED IMMEDIATELY for two 250 watt stations (Maritimes) connected by permanent leased lines serving 80,000 audience with trading area concentrated in three towns. \$60,000 last financial year. Salary \$50 weekly plus expense and volume commissions.

Box A-101
 Canadian Broadcaster & Telescreen
 163½ Church St. Toronto



WHAT IS IT?

I like its gentle murmur;
I love its fluent flow;
I like to wind my mouth up;
And I love to hear it go.

—Contributed (and probably swiped) by Fred Silman.

■ ■ ■

WOE IS ME

"Here am I working for posterity," said the actor, "and what has posterity ever done for me?"

■ ■ ■

WANT AD

What this country needs today is a good five cent nickel.

■ ■ ■

PAGING LITTLE AUDREY

When the producer told her to get it off the paper, she marched right out and bought herself a type eraser.

■ ■ ■

EDITOR'S NOTE

All the flaws in this issue, published during my absence out west, will be attributable to fort-holders Benson and Briggs—I hope.

■ ■ ■

O. S.

Experienced radio performer, just through with five weekly summer replacement assignments, is anxious to join new clique which works in winter. Willing to love or hate anyone.

■ ■ ■

HILOSOPHY DEPT.

If we never went on trips, look at the fun we'd miss—getting away and getting home again.

■ ■ ■

WE'D LIKE TO KNOW

Why does the WAB hold its Conventions every year just when most national advertisers are exposing their wares in a mighty prospect list at the Canadian National Exhibition?

■ ■ ■

AN MAIL

Dear Sir: For years now I've been reading the alleged humor in your Lewisite column. Frankly I think your editorials are much funnier.

—S. Niff.

TALENT TRAIL

By Tom Briggs

A flock of young, very young and some older, people have been beating a path to Syd Brown's school of drama where they work for a couple of hours each week primarily on radio acting and all that goes with it. They all seem infected with the radio bug and are intent on preparing themselves for a radio career, if they can live up to their own and Brown's expectations and the opportunities arise. If not, they will probably feel that it has been a lot of good fun, and that they have at least awakened within themselves a new appreciation of drama, its interpretation and speech.

What all groups such as this require most—an opportunity to get some actual "on the air" experience—is provided by CKFH, Toronto, each Sunday night for a half hour beginning at 10 p.m. But Brown and his students do not produce the usual type of dramatic show one would expect. Rather, they have split the period to accommodate excerpts or condensations of two well-known plays and, at the beginning and conclusion of each, director Brown assesses the play from the actor's point of view and inserts a few words of criticism for the benefit of both his cast and the audience.

When the program was first conceived, the idea seemed perfect to station manager Howard Caine and Brown, with the exception of one hitch. The new station had only one control room ready for use, and it was needed all the time for other shows, which ruled out the possibility of a dress rehearsal prior to air time. And so it was out of this dilemma that *Dress Rehearsal*

emerged and it has studiously been made what its name implies.

■ ■ ■

Last week the school tackled the thirteenth and final of its 12-minute episodes of Louisa May Alcott's *Little Women*, which proved to be a fairly stiff test of their ability. All of the cast came through with varying degrees of success, mainly because they managed to keep the subtle tension of the story above the surface.

Featured in the cast, and ranging in age all the way from about 17 to 50, were: Rita Fage, Joyce Dadson, Audrey Merritt, Nancy McVie, Bernard Soldan, Emily Stetson, Ronald Graham and Joy Dunstell.

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STATION

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MARKET

●
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●

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TORONTO:
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WA. 6554

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MA. 4684

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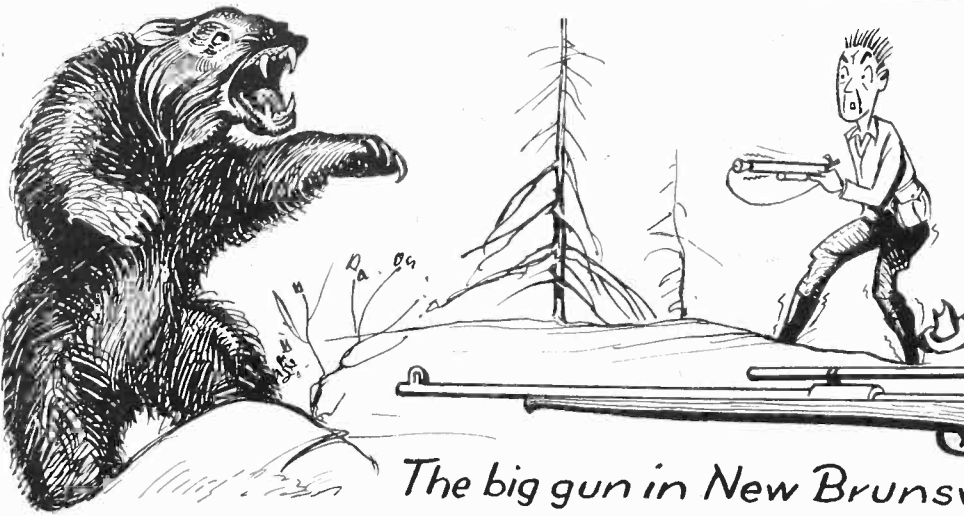
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ONE STATION CFCY

Presenting★ your story to

47% of the RADIO HOMES

46% of the POPULATION

44% of the RETAIL SALES

*Based on 50% BBM Area

BBM — Day 134,310 • Night 128,460

An ESTABLISHED AUDIENCE built up by
over 25 years of broadcasting

CFCY OFFERS THE TOP 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

CJAD
MONTREAL

offers you
COMPLETE COVERAGE
and
CONSTANT LISTENERSHIP
to sell
ENGLISH SPEAKING QUEBEC

5 Kw on 800 Kc
AFFILIATED WITH CBS

"By Guess or By Gosh Figures of No Interest"



Vice-President in charge of Advertising and Sales Promotion for Standard Brands Limited, G. C. (Gib) Clarke is widely known in advertising circles across Canada. On radio in particular he speaks with authority.

G. C. Clarke depends on BBM for accurate guidance

TODAY'S experienced time buyers rely on BBM—an impartial body controlled by the buyers—for accurate guidance.

By guess or by gosh figures are of no interest to our company when the agency presents a recommendation. We want proven facts to show where our advertising dollars will reap the biggest harvest."

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