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CANADIAN BROADCASTER

AND TELESCREEN

Vol. 10, No. 20.

TORONTO, ONTARIO

October 17th, 1951



—Photo by Witton.

Symbolic of all their stops on the Royal Tour, radio is on hand to carry listeners the details of the landing at Toronto's Malton Air Port of their Royal Highnesses, Princess Elizabeth and the Duke of Edinburgh.

*Every Word Becomes
A Headline Word*

WITH radio, your message is the ONLY thing the listener hears when it is on the air. It has the whole stage to itself. The listener gives you the same attention he would if you were talking to him in person.

YOUR RADIO sales message stands alone in the centre of the stage. It has no competition for sole attention.

EVERY RADIO word is a headline word, helping you turn more people into YOUR customers.



The CANADIAN ASSOCIATION of BROADCASTERS

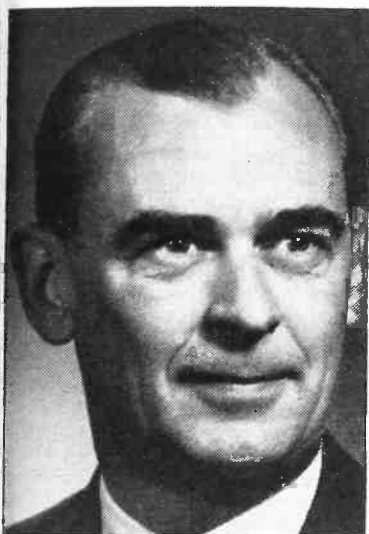
Representing 103 Broadcasting Stations whose voices are invited into over 3,000,000 Canadian homes every day.

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

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

PEOPLE

Manages Toronto Office Of Omer Renaud



Montreal. — T. C. (Mickey) Maguire has been named manager of the Toronto office of the rep firm of Omer Renaud & Company, which recently acquired the C. W. Wright business, it was announced here last week by Omer Renaud. Maguire will be located at suite 2425 of the Bank of Nova Scotia Building.

Maguire has been active in radio for over 20 years. He was formerly radio director of McKim Advertising Limited here, and at one time was on the sales staff of All-Canada Radio Facilities.

During the last war he served overseas with the Royal Canadian Corps of Signals and was later attached to the Information Control Services of the British 21st Army Group, which operated Northwest Deutsche Rundfunk, headquartered at Radio Hamburg, Germany.

CJAD
MONTREAL

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

5 Kw on 800 Kc
AFFILIATED WITH CBS

Heads CFCF Public Service Programs

Montreal. — William M. Petty has been appointed supervisor of public service broadcasts for radio station CFCF here, it was announced last week by W. Victor George, broadcast manager of the Canadian Marconi Company, which operates the station.

For the past three years Petty has been director of the CFCF program *Home and School of the Air*, aimed at parents and educationists. Last year he wrote and produced for the City of Montreal a tableau-dramatization based on the nine historic stained-glass windows of this city's Notre Dame Cathedral. It was produced in both French and English, the latter version featuring several CFCF announcers. He has also written a number of radio plays and documentaries dealing with Canadian themes.

For some time Petty studied playwriting under Dr. E. P. Conkle, Broadway playwright and resident dramatist of the University of Texas, and went on to work with Norman Corwin, writer and producer of the Columbia Broadcasting System in New York, and in London with radio producer Steven Potter and television producer Kev Sheldon.

Some of Petty's plays have been produced by the Banff Summer Theatre, the University Players of Toronto and the University of Alberta's Little Theatre.

In commenting on programming for radio, Petty contends: "Radio should reflect in a natural manner the life of the community and the country in which it operates. Perhaps our culture might be defined as the sum total of 'livingness' of the people of our country. By this yardstick, a radio actuality broadcast about a regatta on Winnipeg's Red River is as representative of Canadian culture as a sonorously-intoned performance of 'Oedipus Rex'."

CHUB

NANAIMO, B.C.

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

Now

1000 watts

1570 kcs.

National Broadcast Sales

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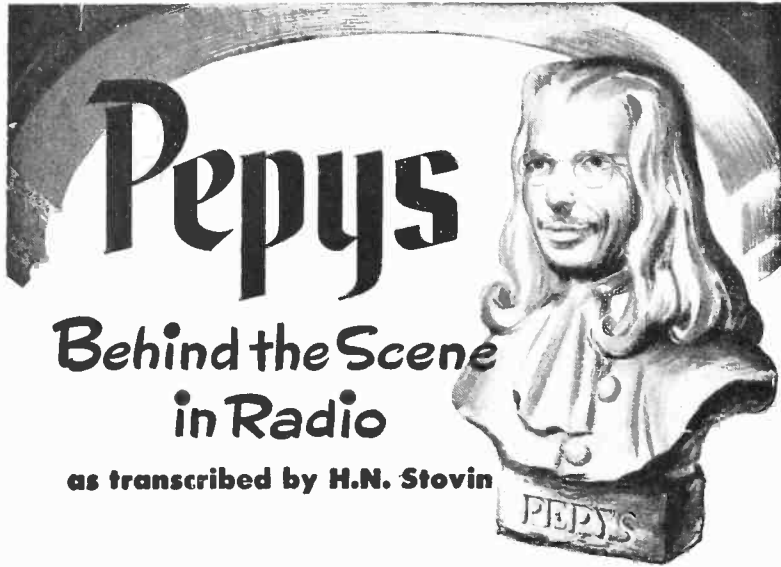
New York

more people
listen to
CKRC
than to
any other
Manitoba
station

for instance —
TOTAL WEEKLY
BBM 1950 FINAL FIGURES
DAYTIME 176860
NIGHTIME 170040

CKRC - WINNIPEG • 630 KC • 5000 WATTS

Representatives • All-Canada Radio Facilities • In U.S.A. Weed & Co.



"Do find my mailbag so heavy today that belike I shall have to use Radio myself, to tell all the good things our live Stovin Stations are doing! ● ● ● Four-year-old Donny Morton, son of an Archerville, Sask., farmer, will soon walk again. Following long illness and costly brain operations, his little legs shrivelled from disuse and the lack of expensive treatments. Generous Saskatchewan listeners, hearing Donny's story told by R. H. (Bob) Freeland over CKOM Saskatoon, subscribed \$795.82. Radio, indeed, hath a heart—as this 'proven' station hath well shown ● ● ● CJGX Yorkton, rejoicing that they are 'crammed with new accounts and renewals,' still has time to air informative broadcasts to farmers with free copies thereof, and to publicize, free, lost and found announcements and social engagements held for charity on 'Farmers' Almanack'. Also to broadcast dedication services of new United Church at Foam Lake—all fine community support ● ● ● CJNB North Battleford do now salute Chief Engineer Clint Nichol smartly each morning, since his appointment as C.O. of No. 43 Air Cadet Squadron. Pepys, too, doffs a respectful beaver ● ● ● CKSF Cornwall justly proud of 22 sponsored shows starting this Fall, with more to come. Manager Fred Pember-ton says CKSF will become 'a he-man of a 250-watter from coast to coast!' Pepys suggests that if anybody can do that with 250 watts, Fred can! ● ● ● CKY Winnipeg doing exclusive coverage of major sports broadcasts, with Jack Wells and Gorde Hunter adding to the popularity of this long-liked station daily ● ● ● CFOS Owen Sound proud of the showing in C.D.N.A. survey, that more radios are bought in Owen Sound than anywhere else in Canada. Practically nobody needs to miss CFOS's fine programming ● ● ● Alert buyers might well list VOCM Newfoundland as a 'must'. National Sales Manager Mengie Shulman reports their 'King Cole Treasure Chest' program had a mail count of 1,048 entries in one week, with 100% proof of purchase enclosures ● ● ● More news this time than space, so must mend my quill to write smaller."

"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 Orillia	CKCW Moncton	
CJNB North Battleford	CFOS Owen Sound	CHSJ Saint John	
CKOM Saskatoon	CHOV Pembroke	VOCM Newfoundland	
	CJBO Belleville		

INTERNATIONAL

Freedom Of Press Won For Radio In U.S. Court

Newark.—The New Jersey Superior Court held here late last month that radio news broadcasting comes within the scope of what is generally referred to as freedom of the press as laid down in this nation's Bill of Rights. This meant that for the first time the judiciary went on record as recognizing the right of radio to collect and disseminate news material on an equal basis with the press.

The judgment, handed down by Judge C. Thomas Schettino, arose from a case involving the City Council of Asbury Park, N.J. and radio station WJLK, in the same city, and established in particular the right of radio to report governmental proceedings on any level.

The court held that the City Council had committed a breach of freedom of the press by refusing the station the right to broadcast a controversial hearing on a new tax law. The court action therefore applied state and federal constitutional protection to radio and, by inference, included television.

It was the *Asbury Park Press*, affiliated with the radio station, which pursued the action. The case developed late last month when City Council scheduled a hearing on a by-law which would levy a luxury tax of up to 3 per cent on lodging, amusements and beverages sold at bars. The newspaper favored the tax in its editorial columns and the station broadcast special programs to inform local citizens of what the tax would mean—namely, that Asbury Park being mainly a resort city, it would be felt mostly by vacationers and tourists.

Judge Schettino, without the benefit of a precedent in law, held that radio news broadcasting comes within the basic meaning of the press under the Bill of Rights, and handed down this decision in time for the station to broadcast the hearing. The judge said: "On the basic human interest, our country spends millions of dollars broadcasting its public affairs, its civilization, through the *Voice of America* to peoples who are slaves in suppressed nations."

"Yet," he went on, "when we have an opportunity to do the same to some of our own unenlightened local citizens we object because it is something novel." He concluded that "an enlightened local citizenry is the best offense against foreign, oppressive thinking and against the local, state and municipal corruption that has been revealed in our country."


■ ■ ■

The swift and unprecedented action of Judge Schettino was praised by many broadcasters, including Ben Chatfield, president of the National Association of Radio News Directors and news director of WMAZ, Macon, Georgia, and Judge Justin Miller, chairman of the National Association of Radio & Television Broadcasters. Miller, in pointing out that radio, although a newer means of informing the public, is just as important as the older instruments, said: "Here we have a judge with vision, as well as legal learning, who understands that law is a living, growing thing, which must be restated from time to time in terms of varying and changing community problems."

Following the broadcasting of the tax hearing, it was learned that some of the Asbury Park council members had buried their animosity toward the broadcast. The mayor, George A. Smock, said afterward that "WJLK performed an important public service by bringing the hearing to the public," emphasizing that this was "because it was a complete broadcast of the hearing."

cjcs
SELLS
in
Stratford

Miss Beautiful Barrie Says—



MAIL PULL is one tangible way of assessing your radio advertising. In one quarter hour show aired over CKBB, one day's mail totalled 669 letters, 618 of which showed proof of purchase of the sponsor's product. CKBB has proved successful for many advertisers and can do the same for you!

CKBB

Serving
Simcoe
County

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

CANADIAN BROADCASTER AND TELESCREEN

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

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Retort To The Report

Right now Canadian radio is under the gun.

Its future was an important part of the deliberation of the Massey Commission on national development in the Arts, Letters and Sciences. Judging by its Report, the Commission wants listeners to hear more talks, more serious dramas and more of literary dramas of the type of "The Stage" series.

We cannot quarrel with this worthy desire of the Massey Commission to elevate our national culture. But the Commission lost sight of one thing. And that one thing is the kind of programs to which people are willing to listen. It overlooked the important function of talking to people in their own language, which is surely a "must" for any medium of mass communication. The Commission wants our radios to talk to us in the language of Bach and Beethoven, while the language most of us speak is—regrettably we agree—the language of Bee-bop and Boogie.

During the present session of Parliament, when the House deals with the Massey Commission's Report, it will surely see that while people welcome programs that elevate and inspire, at the same time they will only tune in the programs they want to hear.

The audience for such worthy undertakings as the CBC's "Stage" dramas and their "Wednesday Night" concerts is actually small, to a point almost of insignificance. We would not deny even this audience recognition, but a new method needs to be adopted.

One day our schools—against which all charges of lack of cultural development should logically be laid—will instill in children a greater appreciation of music, literature and drama. And that time cannot come too soon. In the meantime there is a simple solution, as far as radio is concerned. And that is to give the privately-owned stations the right to run a commercial network—a right which is denied them under the Broadcasting Act — to subsist entirely on its ability to attract listeners and advertisers, at no expense to the public. This it would do by the simple expedient of talking to the vast majority of people in their own language.

Then, to further the development of musical and literary appreciation, and to encourage the discriminating few to grow in numbers, the CBC should be given the funds—not through license fees but by annual grant from the public purse—to operate one network across Canada, catering to national advancement in the Arts,

RADIO RIBS . . . butler!



"Sorry to interrupt you, sir, but what was your reaction the first time you jimmed a safe?"

Letters and Sciences by radio, without being subjected to the indignity of being compelled to peddle advertising in order to stay on the air.

No single valid objection can be offered to this plan—a plan which has been functioning admirably in Australia for years—unless it would be that people would be deprived of the tremendous enjoyment they seem to derive from criticizing our radio system.

All over the North American continent broadcasting has developed and flourished as a business rather than as a public utility. Only that part of Canadian radio which functions under public ownership has been unable to make ends meet.

The fact that on this dual system radio would produce programs we loathe as well as programs we love, means that it could bring some pleasure to twice as many people as it could hope to please if it were catering only to the highbrows or only to the low-brows.

And that is a great deal more pleasure than either group is getting from our nationalized television right now.

The Show Is The Thing

More than a little interest is being shown in commercial radio circles across the country in the development by stations of programs through the exchange of ideas.

As has been reported in past issues of this paper, two regional associations, WAB and CCBA, have undertaken to establish program clinics. Two groups of Ontario stations are pooling programs for mutual use. And, nationally, the CAB is starting

to organize a concert and a literary service for the use of member stations.

This development is heartening for more reasons than one.

In the first place, here is a direct answer to the sweeping and scathing criticism of programming contained in the recent Report of the Massey Commission. It is a healthy sign that while probably most broadcasters share our view that the criticism was too general to be constructive, they are at the same time taking stock of themselves, and seeing where improvements can be made.

Another reason why this trend is encouraging is that advertising agencies and their clients are showing tremendous interest in the stations' own productions, for sponsorship, in preference to network shows which many feel have not the same degree of local flexibility.

It is also a point that the stations are more and more demonstrating the ability they have always had but have neglected to talk about, to produce programs geared specifically at their listeners.

To assist in bringing programs out into the light of day, where they will be heard about by the agencies and their clients, this paper is instituting a special issue (November 7) which will be called the "Show Case." It will give its readers some inside information on station programming in its editorial columns, and will also afford stations an opportunity to publicize the programs they have to offer in their advertising.

We should like to draw this forthcoming issue—our next—to the attention of our advertiser and agency readers, and we should also like to bespeak the co-operation of the stations in furnishing us with all possible success stories and other information about their own programming activities.

In Freedom's Cause

For the third successive issue we are printing a radio commentary—on freedom of speech — which was delivered over CKWX, Vancouver, by that station's assistant manager, under the title "Sam Ross Reports."

Across the country, many stations must be airing such material, on radio, on advertising, on our system of business and kindred subjects. We should like to extend an invitation to such commentators and to the stations which air their talks, to submit scripts in order that we may maintain such a series as a regular feature.

Exchange of thoughts on these absorbing topics may well form the basis for a substantial contribution to the cause of freedom.

First in 3 Counties

1st in Sudbury County

DAY & NIGHT

1st in Nipissing & Manitoulin

DAY

WITH BONUS AUDIENCE IN

Temiskaming & Parry Sound

SEE THE NEW BBM SURVEY

CKSO
SUDBURY

NORTHERN ONTARIO'S
HIGH-POWERED
STATION

Ask

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

**Chuck Skelding-Winnipeg's
"On The Spot" reporter**



**EVENTS AS THEY
HAPPEN . . .**

Exciting — dramatic — news in the making and Chuck right there to give you a full report. Chuck's a first rate merchandiser too—he'll give your message the same timely, vivid treatment . . . things really happen on this show!

See our
reps . . .

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

CJOB

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



VERBATIM

Freedom Needs Protection

Third in a series of reprints of talks by radio commentators. This is one of three such talks by Sam Ross, assistant manager of CKWX, Vancouver, in his Sunday evening series, "Sam Ross Reports."

In the last two broadcasts, we have attempted to set forth some of the factors involved in freedom of information, freedom of news, and opinion.

The avenues for dissemination of news in Canada—particularly newspapers and radio—are doing an excellent job across the country. They go in pursuit of news, and they do the best and most honest job they can in reporting news.

A question then could well be asked — if this is so, then why worry? Why bother about any guarantees when we are getting along very well without them?

The issue is forced upon us because regulations exist that could infringe the present freedom of both newspapers and radio. The power is there to curb radio; the development of facsimile — the broadcasting of the written word — is technically possible and could affect the daily newspapers.

There are many other ways in which censorship could be imposed indirectly, and because the power exists to make these ways effective, we believe the time has come for definite action to achieve the necessary guarantees.

The press and radio are essential to Canada, and their freedom is essential to our democratic way of life. The press and radio are the means by which one part of Canada knows what is going on in the other parts. They are the means by which Canadians in the big cities or hinterlands know what is going on in Ottawa, or — if something newsworthy happens — in any remote part of the country.

It is the press and radio that tells the day-to-day activities in the House of Commons and in the Senate. They keep the public informed of legislation, and the viewpoints of the members of Parliament. They tell the story of the government, and keep an informed public.

Ottawa and the Houses of Parliament are not alone in coming under the eyes and ears of the newsmen. It is done in the provincial capitals, in the municipal councils and in all the courts of the land. They are at the trades council meetings and the political meetings, and at conventions.

It is the radio and the press which deliver the news of the day, the fires, the floods, the luck of one person and the misfortune of another. They carry the call for help—voluntary help—in time of need.

The job is done—and done effectively—because there is a demand for news. Canadians do not want to be oblivious to what is happening beyond their own little community. They want to know the big things and the little things; the news that makes top place on the radio or the banner line in a newspaper. They want to know the little human interest items; the chuckle that makes the day brighter, and the item that makes them extend a helping hand to their neighbor.

The interest in news builds a newspaper's circulation, and a radio station's listening audience. The newspaper or the radio station that does the best job, gets the biggest audience or the biggest circulation. Newspapers are in competition with each other, and so are radio stations. It is their effort to do the best job possible — a better job than their competition—that makes them a more essential part of their community.

News alone does not make a newspaper or a radio station. It is an essential quality, and it must be done honestly, fairly, accurately and in service to the public. Another essential quality, however, is opinion.

Day by day, and particularly in time of public issue or elections, opinion must be reported. Canadians are just as interested in opinion as they are in actual news. It is the only way in which they can evaluate a speaker.

Sometimes an orator can lead people astray by the charm or force of his words. Strangely, however, the orator must have more than charm or force or the public soon catches up on him . . . or the newspapers and radio stations spot the repetition in his remarks and find they are no longer news, or of public interest.

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. —

To become great, a newspaper or a radio station must have freedom to grow and develop, to honestly earn an income that will permit it to expand its services and give its reader or its listener better and better service, and greater variety in opinion and all the news it can gather.

With freedom, however, goes responsibility. Each must be cautious and bold in the public interest. It must be cautious to be sure it is right. It must be bold to speak its mind when it is sure that it is right.

The newspapers and radio stations of Canada recognize these principles. They recognize their obligations to their community and their responsibility to Canada as a nation. There have been times when they fell short of the goal, but nevertheless the goal is there and most newspapers and radio stations seek to attain it.

The development of Canada and the increasing responsibilities that rest with newspapers and radio, make their guarantee of freedom more essential than ever. It is the same with civil rights. Increasing concentration of power in a central government requires greater protection of the individual.

• • •

Throughout the world today, the trend is to restriction of civil rights. It is just as true in Canada. The hermit in the hills doesn't think about liberty, his own liberty, until someone else moves into his territory. Then his liberty becomes a problem to him. When his neighbor arrived, he could no longer think of himself alone.

The modern world, Canada included, is the case of the hermit multiplied countless times. It is made even more complex by modern achievements in science, and the pursuit of survival and security. The principles and freedoms that were taken for granted yesterday, can no longer be certain without guarantees.

The radio and the press are in vital need of the guarantees of freedom. They are in need of guarantees which were unthought of a few years ago. If they do not establish those guarantees, and continuously fight for them once they are achieved, then their freedom is endangered, and civil rights and individual liberties are threatened as well.

• • •

There is no great problem of establishing the principle of freedom of the press and radio. Canada has a Constitution, the British North America Act. A simple amendment will do the job, and do it effectively.

The amendment has only to declare that no government, or any other legislative body, shall take any action to abridge the freedom of radio and the press, and then the freedom of information will be guaranteed to all Canadians.

If this were done, then the dissemination of news and opinion would have a guaranteed constitutional guarantee that would be a bulwark for civil liberties and the right of every Canadian to free and unswayed news and opinion with himself as the sole judge of what he accepts as subjects.

An IMPORTANT ANNOUNCEMENT to
ADVERTISERS - AGENCIES - BROADCASTERS
 Effective Immediately
 all package programs & properties previously distributed by
NATIONAL PROGRAMS LIMITED
 are solely represented in Canada by
S. W. CALDWELL LTD.

For Profit Programming See S.W.C.

Right Prices — Top Talent & Production — Dependable Service

Enquiries are invited on these tested & proved selective properties.

THE AVENGER 26 half-hours	BABY DAYS 52 quarter-hours	THIS IS THE STORY 156 quarter-hours
HOPALONG CASSIDY 104 quarter-hours	DATE WITH MUSIC 104 quarter-hours	THE UNEXPECTED 39 quarter-hours
CHARLIE CHAN 52 half-hours	DRAMA OF MEDICINE 104 quarter-hours	THE WESTERNERS 156 quarter-hours
DICK COLE 26 half-hours	FUR FASHION PARADE 39 quarter-hours	DICK & JEANNIE 260 five-minutes
DR. JEKYLL & MR. HYDE 26 half-hours	HOLLYWOOD & VINE 52 quarter-hours	JIM AMECHE FURNITURE SPOTS
MYSTERY HOUSE 52 half-hours	NIGHTCAP YARNS 52 quarter-hours	KING'S MEN CHRISTMAS JINGLES
THE SEALED BOOK 26 half-hours	SO THE STORY GOES 260 quarter-hours	NATIONAL RETAIL FURNITURE SPOTS

Auditions & Complete Information Now Available

IT'S EASY TO DO BUSINESS WITH CALDWELL

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80 Richmond St. W.
PL. 8720

S.W. Caldwell LTD.

General Office

Simcoe House
150 Simcoe St.
PL. 8727

TORONTO 1

CANADA'S FASTEST GROWING PROGRAMMING SERVICE

**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

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R. G. LEWIS & CO. LTD.

163½ CHURCH STREET — TORONTO 2, ONT.

Publishers of Canadian Broadcaster & Telescreen

STATIONS

**Routine Matters
Get CBC Okay**

Montreal. — Two transfers of licenses and an emergency transmitter license were recommended for approval here earlier this month by the Board of Governors of the Canadian Broadcasting Corporation during one of its regular meetings.

A request for the transfer of the license of CKFI, Fort Frances, from J. G. McLaren to Broadcasting Station CKFI Limited was approved, as was the transfer of the license of CFDA, Victoriaville, P.Q., from Pierre Brisson to Radio Victoriaville Limitee. A 250-watt emergency transmitter was approved for CKFI.

The Board also dealt with and approved the following share transfers: 1 common share in Edmundston Radio Limited, affecting station CJEM; 2 common shares in Central Public Service

Corporation Limited, affecting CJBR, Rimouski; 11 common shares in Atlantic Broadcasters Limited, affecting CJFX, Antigonish; 2 common shares in Evangeline Broadcasting Company Limited, affecting stations CFAB, Windsor, N.S. and CKEN, Kentville; 185 common and 19 preferred shares in Acadia Broadcasting Company Limited, affecting CKBW, Bridgewater; and 1,283 common shares in News Publishing Company Limited, affecting CKLN, Nelson.

The recapitalization of Kootenay Broadcasting Company Limited, operating station CJAT, Trail, from 20,000 common shares to 20,000 common and 60,000 preferred shares with the issuance of 37,200 preferred shares to common shareholders on a pro-rata basis, was approved. The Board also recommended the recapitalization of the Brookland Company Limited, operating CHEX, Peterborough and CKWS, Kingston, from 10,000 common and 4,000 preferred shares to 10,000 common and 7,500 preferred shares.

BOOST BLOOD BANK



RADIO PEOPLE DO HAVE BLOOD in their veins, after all, according to the Vancouver Red Cross. To help the Red Cross put over its 1,000 pints a week objective, Vancouver radio and press personalities combined in a super-publicity committee for the transfusion service. Radio people attended to contribute their own blood and act as drawing cards for public donors. Shown above is Jane Cutler, traffic manager of CJOR, donating a pint and getting morale support from husband Keith Cutler, CJOR newscaster (with mike) and Bert Canning, news editor of CKWX.

DO YOU REALIZE

. . . . THAT **CFBC** IN SAINT JOHN

GIVES YOU NEW BRUNSWICK'S
POPULATION CONCENTRATION—
PLUS

THE WESTERN NOVA SCOTIA
BONUS?

BBM Surveys of CFBC Coverage Show a Potential of:	
NEW BRUNSWICK	61,450
NOVA SCOTIA	28,190
	89,640
	(1949 Radio Homes)

See: JAMES L. ALEXANDER — Montreal and Toronto
J. N. HUNT ASSOCIATES — Vancouver
WEED & CO. — In the U.S.A.

**CFBC SAINT JOHN
NEW BRUNSWICK**

NEW NEWFOUNDLAND STATION HITS THE AIR



Geoff. Stirling



Don Jamieson

St. John's, Nfld. — This province's second privately-owned radio station was officially opened here last week by Premier Joseph Smallwood. With call letters CJON, the station will operate with 5,000 watts power on 930 kcs. for 18 hours daily.

President and manager of the station is Geoff Stirling, a former newspaperman who has worked with a number of newspapers both in the United States and Newfoundland. At one time he was foreign correspondent for various American papers, filing material

from South America, Europe and Africa.

Don Jamieson, another newspaperman and writer and newscaster for the CBC's local outlet, CBN, is the new station's production manager. He recently completed a tour of stations in United States and Europe, inspecting the latest broadcasting methods and techniques.

The opening ceremony featured congratulatory recordings supplied by a number of All-Canada Radio Facilities' stations. Included were two live talent shows from CKCK, Regina and CKWX, Vancouver.

RECORDED SALES MEETINGS HYPO SELLING

New York. — More than 500 radio salesmen in Canada and United States this week completed the eighth in the continuing series of recorded sales meetings released by Associated Program Service.

The meetings are held separately at each of the participating stations, using a detailed set of instructions and a meeting outline provided by Associated Program Service, under whose direction the project was launched last February. The service is sent to all APS transcription library subscribers.

Heart of each station sales meeting is a 30-minute transcription devoted to a single phase of radio selling. The transcriptions feature Maurice B. Mitchell, vice-president and general manager of APS.

Subjects covered in the series to date include: "Some Fundamentals for Radio Salesmen," "Copy-Minded Selling," "The Department Store and Radio Advertising," "The Cold Call," "The Lost Sale," "Next Week's Cancellations," "Merchandising Radio Advertising,"

ing," and "Radio vs. Newspaper (No. 1)."

For each meeting, Mitchell prepares an instruction manual which gives station managers the background of the problem to be discussed. The manual helps managers to plan and organize each meeting, going into such details as the kind of material to be assembled before the meeting, a time-table for the meeting itself, and an assignment project which underlines the objective of the meeting makes it possible to systematically check results during the month between meetings. Bibliographies and source material are frequently included. Meetings are timed to run 60 minutes.

Reports, filed with APS after each meeting by a majority of broadcasters, indicate a wide variety of reactions. Foremost is the feeling on the part of broadcasters that the monthly arrival of the sales meeting transcriptions insures an organized and productive sales meeting at least 12 times each year—an improvement, in some cases, over heretofore haphazard sales training methods. Many operators report that any plan which makes them plan ahead for a sales meeting at least once a month is an immediate improvement, regardless of content.

Greatest value of the transcriptions themselves, in the eyes of many veteran station sales experts, is the fact that they are rapidly building into a library that can be used to train and indoctrinate new men in the radio sales field.

To Manage CKOK

Vancouver. — Roy Chapman, formerly local sales manager for KKNW, New Westminster, has returned to his home town of Penticton, B.C., as manager and part-owner of CKOK.

Chapman started in radio with CFCP, now CJVI, Victoria, as an announcer.

Earlier this year he was appointed manager of the Vancouver office of National Broadcast Sales.

More
Alberta
Radio
Homes..
FOR LESS!

Via
CFCN

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

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

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

CFCN—CALGARY FOR RESULTS!

CFCN
10,000 WATTS

THE VOICE OF THE PRAIRIES

ASK:
Radio Reps.
Toronto — Montreal
Winnipeg — Vancouver

Adam J. Young Jr., Inc.
U.S.A.

MIGHTY MIKE sez...

"PROSPECTS FOR SASKATCHEWAN: A RECORD CROP"

★ Get on the Grain Belt Station NOW!

CKCK • Regina, Sask.

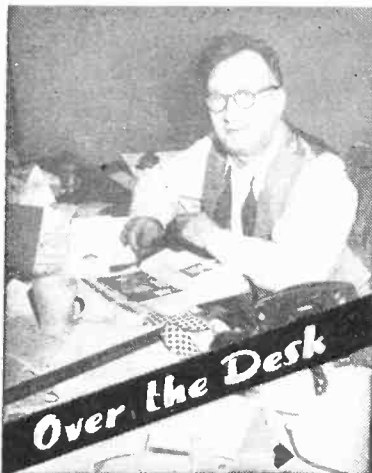


JOS. HARDY
talks
ON QUEBEC MARKET No. 2

"Good day again—from Jos. Hardy—and of course I want to talk about Quebec Market No. 2, as I have been doing for 22 years past! When you go through statistics on Quebec, please don't be misled as to which is which, when it comes to cities, towns and villages. For instance, Jonquière—the largest town in the province—which grew from 13,769 to 21,566 in the past 10 years—is actually larger than 8 of the cities listed by D.B.S. Jonquière-Kénogami is fully covered by Station CKRS—for full information, ask Jos. Hardy, whose 22 years of experience in the French Quebec Market is at your service."

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



Lunch with CFRB's Ken Marsden last week brought forth various pieces of news from the Bloor Street emporium.

Item 1: Commentator Rex Frost has left for London, armed with a tape recorder to cover the British elections October 25. A native Londoner and a Cambridge graduate, Frost dates back in radio to the late twenties. 1927-9 he directed and announced the *Castrol Hour* on CKGW and CFRB. He is currently heard on CFRB's daily farm broadcast which he inaugurated in 1933. For many years he did a nightly commentary called *The Armchair Club* on the same station.

His election tapes will be flown back to Canada for daily broadcast.

Item 2: Between the time of writing and publication, a thumbnail sketch of your editor will appear in Claire Wallace's *Claire Wallace Says*. This is a weekly radio column by the well-known commentator which is appearing, as a CFRB advertisement,

every Saturday. Papers carrying the feature are: the three Toronto dailies; *Ontario Intelligencer*, Belleville; *Galt Reporter*; *Niagara Falls Review*; *Brantford Expositor*; *Ottawa Times Gazette*; *Stratford Beacon Herald*.

Claire's columns are chatty pieces about radio people, CFRB personalities especially but not exclusively. Comment on their content is reserved until I see what Claire's pen has done to me.

CFRB is also using a list of 10 Ontario weeklies for a series of ads slugged *Personality Preferences*. These feature CFRB performers who recommend their choice of programs.

CFRB advertising is handled by Bill Willis of J. Walter Thompson Co. Ltd.

Item 3: Having just signed a long lease on the 37 Bloor Street West premises, CFRB is renovating their space which is being expanded into the entire second floor of the building.

Gord Smith, who has been looking after the sporting scene at CFBC, Saint John, ever since the station opened in 1946, is back home in time for the opening of the hockey season after a jaunt down east to send back news of the *Beavers*, who have been in training at Weston, Ont.

Gord sent back tapes of several of their exhibition games and also some interviews, to be played on the home station. Last March, when the national basketball finals were played in Saint John, Winnipeg was the visiting team, and it was Gord who sent his taped play-by-play of the match back to CKY for local airing.

Among his other activities, the

same sportscaster has a feature he calls the *Post Mortem Period*, which follows all hockey games played at home in Saint John. After his play-by-play, Gord takes his mike down to the dressing rooms, and dishes out appropriate awards, presented by local merchants, to the players. This he does on a background of swishing showers and what he terms the "colorful language" of the players. These awards take the form of merchandise—a new hat for a hat-trick, and so forth.

If you want to buy any plumbing supplies—wholesale—try Don Bassett Supplies, Aurora, Ont.

Don, who will be remembered in radio circles for his wartime *L for Lanky dramas* and also *The Goodyear Show*, among other programs, decided to take his leave of radio when he came out of hospital after a lengthy stay. Next came a period of rebuilding, and now he is entering this new and permanent phase.

Aurora is a few miles up Yonge Street, and Don and his wife, Margaret, are living in the neighboring village of Vandorf.

There's been an amendment to the Post Office Act that is worth bringing to people's attention. In future, mail that is not stamped will be returned to the sender instead of being delivered and double postage being charged. This apparently does not apply if a piece of mail is partially stamped. It is only when it is not stamped at all.

Maybe it's because your correspondent is going through an epidemic of public speaking—nine harangues in September and October—but he was amused, and feels you may be also, by a paragraph in Ellery Queen's "Ten Days' Wonder," a Pocket Books' whodunnit which he has just read. The paragraph went like this:

Business pursues its less selfish affairs on Mondays, which is logical, Saturday retail business being brisk and Monday retail business being sluggish. That is why you will find the Wrightsville Retail Merchants' Association meeting for pork chops, julienne potatoes and the Sales Tax at the Hollis Hotel each Monday at noon. The Chamber of Commerce congregates at the Kelton for baked ham, candied sweets, and the American Way on Thursdays; and Rotary assemblies at Upham House

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

Here are some important facts

- FOR YOU TO KNOW ABOUT CFNB
- TOTAL POPULATION of primary coverage area—131,280. This is over one quarter of the New Brunswick total.
- RADIO HOMES in primary coverage area in 1949—29,850. According to the latest BBM reports 86.9% of these homes by day and 71.5% by night listen to CFNB 6-7 times a week.
- TOTAL RETAIL SALES in this area for 1950 amounted to \$47,419,000. This was 23% of the New Brunswick total.
- CFNB is a MUST if your advertising campaign in New Brunswick is to be really effective.

New Brunswick's
Most Listened-To
Station



See
The All-Canada Man

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 1



Lillian and Corey Thomson and P.O. (Nursing Sister) Jean Thomson.

for Ma Upham's fried chicken, hot biscuits and the Menace of Communism on Wednesdays . . .

■ ■ ■

Vic Fergie, news editor of KKNW, New Westminster, is a hard man to shake from a story. His persistent efforts resulted in KKNW being the only independent west coast radio station to get accreditation to cover the complete Royal Tour from Montreal to Victoria and back to Newfoundland.

When news of the Royal Visit was first released, Vic went to his boss, Bill Rea, and asked for permission to get aboard the Royal train and stay there. Rea agreed and, with the backing of the New Westminster Board of Trade and Mayor Fred Jackson, the permission was obtained from Ottawa.

Vic, though only 24, is a veteran radio man. He recalls doing his first broadcast at the age of nine, in a children's play. He went into radio as a career man when he left school in 1944. In 1950 he won the Dominion Drama Festival Award for the best dramatic actor in B.C. He will record his impressions of the Royal Tour on tape which he will airmail back to the station for broadcast.

■ ■ ■

Also travelling on the tour with the Royal couple are two newsmen from the All-Canada group,

who will furnish ACMO stations with on-the-spot news of the tour. These are Ev. Dutton of CKRC, Winnipeg and Larry Heywood of CFAC, Calgary.

■ ■ ■

Another independent station which will be covering the entire tour is CKVL, Verdun. Veteran broadcaster Corey Thomson, manager of CKVL, will be on the Royal train and will be feeding material back to his station in both English and French. He will be accompanied by his wife, Lillian, who is a full-fledged radio and recording technician.

The couple is seen in the above picture interviewing Pilot Officer (Nursing Sister) Jean Thomson, one of the four women recently taken on by the RCAF for training in para-rescue work. Corey and his wife have just completed a trip of over 5,000 miles by air, which they took to cover the recent exercises of the RCAF Para-rescue school at Jasper, Alberta.

■ ■ ■

CJOR, Vancouver, is relying on network reports of the tour until the Royal party arrives in Calgary. Dorwin Baird, of the Vancouver station, will then join the train and remain with it through to Victoria. During the Royal Visit to Vancouver, CJOR will place a staff of 15 throughout the city to cover the day's events.

**MORE PEOPLE
LISTEN TO CKWX
MORE
CONSISTENTLY
THAN
ANY
OTHER
RADIO
STATION
IN
BRITISH COLUMBIA**

**MORE PEOPLE
LISTEN TO CKWX
MORE
CONSISTENTLY
THAN
ANY
OTHER
RADIO
STATION
IN
BRITISH COLUMBIA**

**MORE PEOPLE
LISTEN TO CKWX
MORE
CONSISTENTLY
THAN
ANY
OTHER
RADIO
STATION
IN
BRITISH COLUMBIA**

980
on your dial



SUPREME IN VANCOUVER

F. H. Elphicke, Manager — All Canada Radio Facilities Limited
Station Representatives

CKWX
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.



**experience
counts**

**in AM
FM & TV
...it's
Marconi
for all three!**

The ingredients are blended to perfection — and you'll find nothing more potent! You'll be first with the latest equipment, first in performance, first to receive the benefit of the latest technical advances, because Marconi are specialists in broadcasting equipment.

Operation Marconi can bring a wealth of experience to your broadcasting problems because Marconi owns and operates the first radio station in North America.

Consulting service Marconi can help you with engineering, plans and surveys because Marconi has more experience in these fields than anyone else in Canada.

Licensing facilities Our experts will prepare submissions and, if necessary, appear before licensing authorities to help you when applying for radio frequency licenses.

Broadcast tubes Marconi RVC Radiotrons, Canada's finest radio tubes, are made for every type of transmitting equipment including TV. Remember, you get greater power, longer life and better tone from Marconi RVC Radiotrons.

Equipment Complete service — everything from microphone to antenna, designed, installed, adjusted and guaranteed... that's the experienced Marconi service.

Marconi-

*the greatest name
in radio and television*



CANADIAN MARCONI COMPANY

Established 1902

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

PANORAMA

Launch News Service

Vancouver. — A news feature syndicate and local news covering bureau, to be known as Press-Radio Service, was born here earlier this month.

Concerned in the venture are Vancouver-born Frank Fleming and former British United Press newsman Don Osborne. The main purpose of the new organization, as outlined by Fleming, is the syndication of newspaper features and radio scripts as well as tapes and transcriptions. The service will also be available to make on-the-spot actuality broadcasts for both local and remote stations. For this purpose the two men have their own mobile unit, equipped with both tape and disc recording equipment.

Fleming, who is a veteran of 20 years in radio, began his career here and then moved east, becoming noted for his documentary productions, like *The Oil Story*, which was released last winter over nine prairie stations.

American-born Osborne joined BUP on his discharge from the RCAF in 1948 and later became the manager of the Calgary bureau.

Also among the program features which Press-Radio Service will tackle is to be the production of news-type and documentary radio shows.

Ready For Radio Week

Toronto. — Plans for National Radio Week this year, to be held from October 27 to November 3, are well advanced, with posters, streamers, window cards and displays in the final stage of preparation, it was announced here last week. The promotion material, to be set up in appliance stores and public places, will call the attention of the public to the part radio plays in Canadian life.

National Radio Week is sponsored by the Canadian Association of Broadcasters, Canadian Broadcasting Corporation, Canadian Association of Radio & Appliance Dealers, Radio & Television Manufacturers Association and trade publications serving the various parts of the industry.

■ ■ ■

Army Station Seeks Shows

Ottawa. — The Canadian Association of Broadcasters announced here recently that station CHFC, a non-commercial military station located at Fort Churchill, Manitoba, was in need of program material.

Jim Allard, CAB general manager, said that the station, which provides an entertainment service to military personnel stationed at Fort Churchill, would welcome spare discs of any type, spare transcriptions, or any other program material that might be available.

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

Unbeatable Combination

REPRESENTING progressive stations with a proven record of sales results, NBS offers time buyers and national advertisers factual information as well as individual service. Your National Broadcast Sales representative will be glad to assist you with complete market and programming data.

-
- CJAV - Port Alberni CKNW - New Westminster
- CKGB - Timmins CKWS - Kingston
- CKOY - Ottawa CKXL - Calgary
- CHML - Hamilton CHUB - Nanaimo
- CJKL - Kirkland Lake CFCH - North Bay
- ★ CKEY - Toronto CHEX - Peterborough
- CJFX - Antigonish
-

NATIONAL BROADCAST SALES

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

MONTREAL: MEDICAL ARTS BUILDING — FI. 2439

★Represented in Montreal only.

AGENCIES

By Art Benson

MacLAREN ADVERTISING

Toronto. — Canadian General Electric has returned the Sunday half hour *Your Host—Canadian General Electric* to the Dominion network for the fourth season featuring the Leslie Bell Singers, Howard Cable's Orchestra and baritone Charles Jordan. John Scott is back as announcer-narrator while Esse Ljungh looks after production.

Imperial Oil Ltd. returned the *Imperial Esso Hockey Broadcast* October 13 to 41 stations of the Trans-Canada network and 13 French Quebec stations. Foster Hewitt handles the play-by-plays in Toronto with Jack Dennett taking care of the commercials, while in Montreal Doug Smith and Walter Downs do the English broadcasts from the forum with Mike Normandin and Jacques DesBaillets giving the French version.

Standard Chemical Co. Ltd. has started the 10-minute five a week *Housewives Holiday* over CJBC, Toronto, featuring Pat Patterson and advertising Javex.

GREY ADVERTISING

New York.—Ronson Art Metal Works (Canada) Ltd. starts the half hour *Hollywood Stars On Stage* (from ABC) October 17 over 34 stations on the Dominion network. The show is produced in Hollywood and each week features a different play and cast headed by a Hollywood star.

YOUNG & RUBICAM

Toronto. — Robin Hood Flour Mills has scheduled the half-hour once a week transcribed *Lone Ranger* (All-Canada) over 61 stations coast to coast advertising Quick Robin Hood Oats. Same sponsor has also returned *Robin Hood Musical Kitchen* for the third season to the Trans-Canada network. The 15-minute three a week daytimer again features Howard Cable's Orchestra, Bernard Johnson and emcee Elwood Glover.

NEW YORK AGENCY OPENS TORONTO OFFICE

Toronto. — Robert Otto and Company Inc. plans opening a branch office here sometime in

the late fall with Athol Stewart in charge. Stewart was formerly associated with the Montreal office of Walsh Advertising as copy and radio chief.

McCONNELL EASTMAN

Vancouver. — General Bakeries Ltd. has renewed its year's contract of spot announcements over CKNW, New Westminster, for the seventh year.

RONALDS ADVERTISING

Toronto.—Rexall Drug Co. Ltd. has a flash and spot announcement series under way over 20-odd stations across the country promoting its Canadian 1c Sale being held at more than 1,000 drug stores.

JAMES LOVICK

Toronto.—British American Oil Co. has a two-week spot announcement series going to 30 stations coast to coast advertising winter change-over lubrication.

McKIM ADVERTISING

Winnipeg.—Co-op Vegetable Oils Ltd. has scheduled a series of spot announcements on stations in major markets throughout Western Canada running through the fall and advertising Safflo Salad and Cooking Oil.

HARRY E. FOSTER

Toronto.—Northern Electric Co. Ltd. has started the 15-minute once a week *Hollywood Vous Parle* featuring Henri Letoudal over CKAC, Montreal, advertising household appliances.

Walter M. Lowney (Chocolates) starts the half hour once a week *Evaluez Votre Partenaires* for 13 weeks over 10 French-speaking stations in Quebec.

COCKFIELD BROWN

Toronto. — Gordon Keeble and Bernard Cowan have been selected as announcer and music commentator, respectively, for Canada Packers' *Pops Concerts* which get under way over the Trans-Canada network on October 19.

ASSOCIATED BROADCASTING

Toronto. — O'Donnell-Mackie Ltd. has scheduled the half hour transcribed *The Amazing Oscar Hammerstein* (All-Canada) over CFRB, Toronto, commencing October 13 at 8.30 p.m.

TORONTO WAS A TREAT

Attending the Toronto Convention of the Central Canada Broadcasters was a pleasure. We thoroughly enjoyed meeting old friends and making new ones.

At the same time, the SESAC Transcribed Library enlarged its group of Canadian friends. Broadcasters kept SESAC's headquarters humming by asking to hear the latest library releases—Richard Maltby's Jazz Classics and Stan Freeman's Jazz Quartet.

For your courtesy and kindness, Central Canada Broadcasters, may we say thank you.

Kurt Jadassohn

Louis Tappe

John Casey

SESAC, INC.

475 FIFTH AVENUE

NEW YORK 17, N.Y.

A "WAKE-UP" PROGRAM THAT "WAKES UP" SALES



Shown above is Mr. Reg Kyte, proprietor of Kyte's Stationers, with some of the friends that his "MORNING MARCH-PAST" program on CKSF, Cornwall, has made for him.

Mr. Kyte doesn't have to be sold on CKSF programming and pulling power. He has had the same program, same time, same station, for 6½ years—since CKSF opened.

Be a "regular" on CKSF—the station they listen to in the "Seaway City" and its rich surrounding area. TRY

CKSF AND CKSF-FM

CORNWALL - ONTARIO

REPRESENTATIVES: Horace N. Stovin Ltd. (Canada)
Joseph Hershey McGillvra (U.S.A.)



Spud says....

MY SUNDAY EVENING IS NOT "SMALL POTATOES"!

Undertakers to Underwriters show tremendous results using my facilities Sundays! Compton's Funeral Home triples business with ½-hour Hymn program! Hyndman's Insurance reports substantial increases due to ½-hour Variety Show! Still a few good ones left. —Spud.

SEE RADIO REPS

CJRW
SUMMERSIDE, P.E.I.

"The Voice of Canada's Garden Province"



THERE'S A
BIG CROP
COMING OUT
OF THE
YORKTON
DISTRICT

AND ...
LIVESTOCK
SHIPMENTS
ARE STILL
GOOD!

BE SURE TO PUT
C J G X
ON YOUR SCHEDULES



CJGX
Yorkton
SASKATCHEWAN

Representatives

Canada: Horace N. Stovin & Co., Toronto,
Montreal and Vancouver. Inland Broad-
casting Service, Winnipeg.
U. S. A.: Adam J. Young, Jr., Inc.

TALENT TRAIL

By Tom Briggs

Bagatelle can refer either to anything trite and meaningless or to a light musical composition, but as applied to a number of the more recent productions in the *Winnipeg Drama* series it takes on a new connotation, because these Bagatelle dramas are well and vigorously played, mostly. (The series is heard on Trans-Canada, Thursdays at 11.30 p.m.)

Besides, there is nothing trite about a skilfully written and produced mystery such as *The Nail*, or an excursion into the realm of mob psychology as in *The White Lady*, two recent productions. The latter was good as done in Bagatelles, but the former left something to be desired in timing and sustained suspense, an ever-present danger, it seems, when adapting material to exacting radio periods.

Possibly the finest work presented so far (I have not heard them all) came last week when the group did Joseph Schull's *The Little God*. Producer James Kent, with ample co-operation from a well-chosen cast, achieved a smooth, nicely-paced presentation. In the lead role of Caramon was Don Flawcett who, charged with maintaining a high interest pitch while others dealt with the subtler points of the story, ably carried out his assignment.

A minor role, but one with importance, was taken by Gene Charbonneau, a CKY announcer.

As gruff, bushwhacker Harris, experienced in the ways of the British Guiana jungle, Charbonneau manoeuvred through the last half of the play with a changing tempo that made Harris everything he should be.

Some of the players heard in this series who have created completely logical characters include: Dave Robertson, Shirley Scott, Norman Newton, Margaret Stobie, Jack Helston, Dick James, Helene Winston, George Broderon, Max Nelko and Ethel Cunningham.

■ ■ ■

If the current efforts of a large number of prominent Toronto radio people to establish a professional Canadian legitimate theatre are of no avail, then it can only be concluded that, for the time at least, the accomplishment of such a task is virtually impossible. But no, Jupiter Theatre Incorporated, newly - organized, should be able to put it over.

Late last month, members of press and radio were called in to become acquainted with what Jupiter was and had done since long ago the project was roughly drafted. The trustees of Jupiter are John Drainie, Lorne Greene, Len Peterson, Glen Frankfurter, Paul Kligman, Edna Slatter and George Robertson, all of whom, in addition to steering the group, will no doubt play major parts in the productions, either on stage or off.

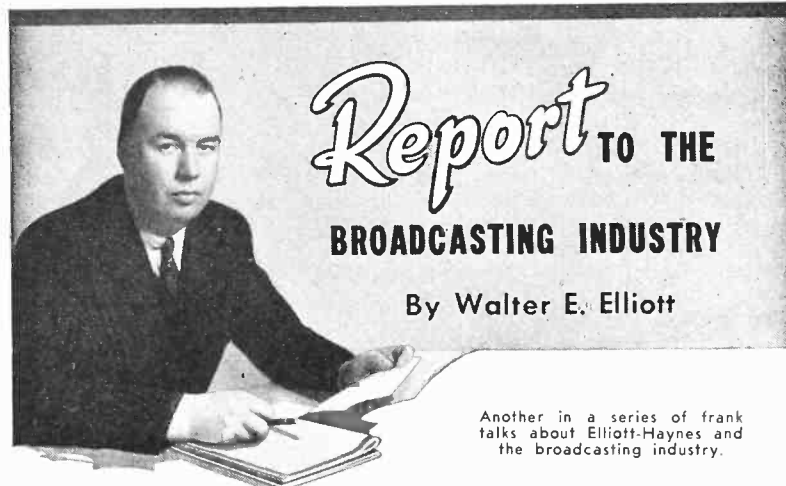
No one is being timid about Jupiter; it is to be professional in both the artistic and financial sense and it is hoped that in the not too distant future it will be

paying its way handsomely. In the meantime, considerable initial expenses have been underwritten by a number of radio and advertising agency people. Some of them, in addition to the trustees, are Lucio Agostini, Morris Serdin, Lou Snider, Alan Savage, J. Frank Willis, Jackie Rae, Bernard Cowan and Lloyd Edwards.

Scheduled for presentation about mid-December in the Royal Museum Theatre here, the first play of the first season is to be *Galileo* by Bertolt Brecht. The producer of this one will be the Toronto *Globe & Mail's* drama critic, Herb Whittaker, but a cast has not been decided. The only Canadian writer's product to be tackled this season is Lister Sinclair's *Socrates*, produced by Roberta Beatty, a former New York director and actress now situated in Montreal. It is expected that more Canadian works will be considered for the following season by playwrights Tommy Tweed, Joseph Schull and others.

But Jupiter's need at the moment is more competent actors and actresses (and trustee Edna Slatter underlined competent) to perform this season. Although audition readings have been held, it is understood that casting is still incomplete and experienced radio and stage performers in or near Toronto who may be interested are directed to contact Jupiter Theatre Inc., at 21 Grenville Street.

Besides establishing a professional Canadian theatre, however, Jupiter seems destined to become immediately an interesting preview of Canadian television drama.



By Walter E. Elliott

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

Station Studies

Question: "Can other questions be tied-in with a regular radio survey?"

Answer: Yes, several of our clients have a regular contract with us to obtain information on sponsor identification, brands used in the home, frequency of listening and product availability. By comparing these findings with program ratings, advertisers are able to measure more accurately the effectiveness of their radio advertising.



Elliott-Haynes Limited

[Continuous Radio Audience]
[Measurements Since 1940]

Intl. Aviation Bldg.
MONTREAL
UNIVERSITY 1519

515 Broadview Ave.
TORONTO
GERRARD 1144

AVAILABLE

Six years' experience announcing and producing, age 24, single, will go anywhere. Looking for P.D. berth or position which would lead there after proving ability.

Box A-105
Canadian Broadcaster &
Telescreen
163½ Church Street, Toronto

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.



First bite gets it!



"SPORTSWHIRL"

7 NIGHTS WEEKLY

11:15 - 11:20 p.m.

AND, AS FOR AUDIENCE

(top ratings at a Class "C" rate)

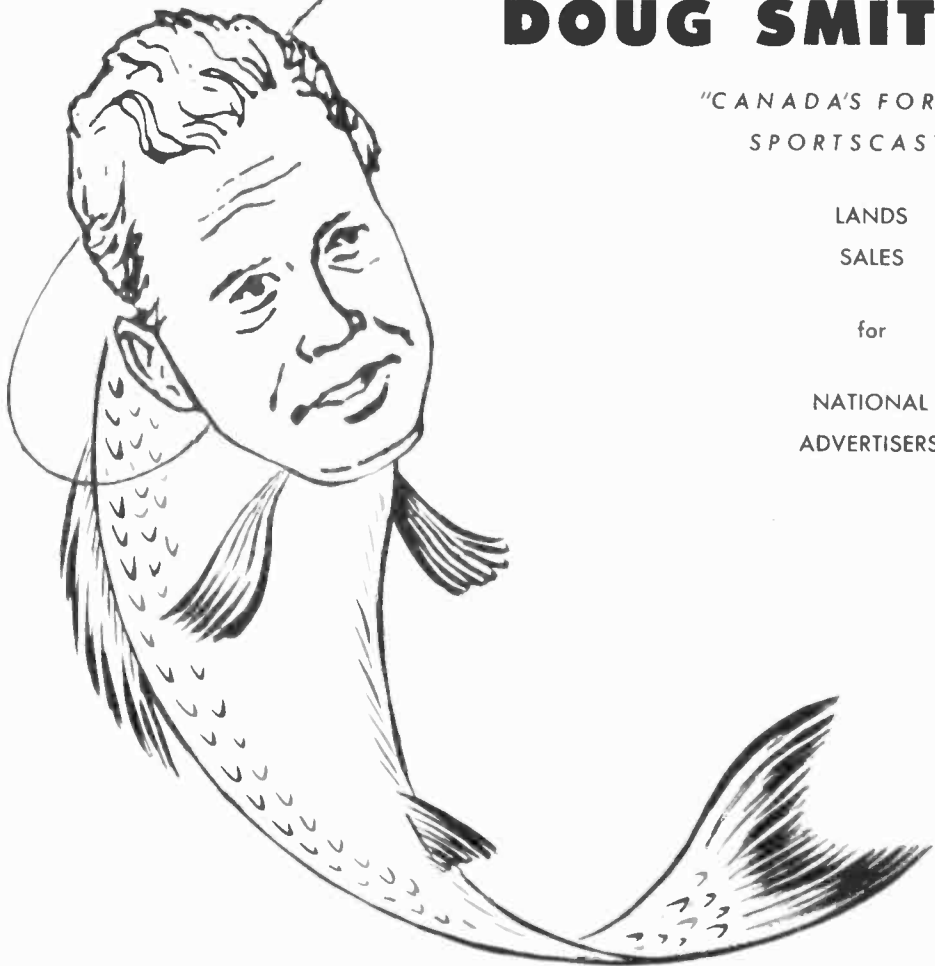
DOUG SMITH

"CANADA'S FOREMOST
SPORTSCASTER"

LANDS
SALES

for

NATIONAL
ADVERTISERS



Available Now

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.

*We don't sell Time—
We Sell
Results*



CKCW

MONCTON NEW BRUNSWICK

The Hub of the Maritimes

REPS: STOVIN IN CANADA; ADAM YOUNG IN U.S.A.



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 8V₂c 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.

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

BRUCE WEBB—Versatile bass, singing pops, folk songs, commercials. Present show: "Bruce Webb Show." "Danforth Radio Folks"—**GE. 8340.** (U)

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.** (X)

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

ACTING

ROXANA BOND—WA. 1191. (L)

For warm, sympathetic voice type, call **IRIS COOPER**—WA. 5017. Also European dialects. Fully experienced. (L)

ANNOUNCING

JAFF FORD—At your service. CFRB—Princess 5711 or Zone 5-769. (S)

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: \$6.75, postpaid if cheque enclosed with order. Book Dept., Canadian Broadcaster & Telescreen, 163½ Church St., Toronto 2.

EDUCATION

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

EDUCATION

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

ENGINEERING

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

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

PHOTOGRAPHY

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

PROGRAMS

METROPOLITAN BROADCAST SALES—Radio Program Specialists — Custom-built shows for any market or sponsor. For details call Don Wright, EM. 3-0181. (O)

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.

**WANTED
SEMI-TECHNICAL OPERATOR**

Must be proficient in turn-table operating, have experience with remotes, be technically inclined, and suited to learning operation of Master Control equipment. Is wanted for large metropolitan station in Southern Ontario. Please state experience, age, marital status and present wage.

Box A-103

Canadian Broadcaster & Telescreen, 163½ Church St., Toronto

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



PROGRAMS

Northern Electric Sponsors World Trip



Toronto.—For the third time in as many years, Larry Henderson, veteran globe-trotter and commentator on the *Headliners* program, set out on the first leg of a world tour from here last week, this time under the sponsorship of Northern Electric.

Henderson, who left by air from here, will cover the forthcoming British elections, travelling about England to tape interviews with some of the more prominent personalities in the electoral race. From there he will go to Paris to spend the greater part of November reporting the events of the United Nations General Assembly.

Following this, Henderson will ride the famed Orient Express to the Middle East, stopping off at as many cities behind the Iron Curtain as possible, notably Belgrade. From Turkey, the broadcaster will hop to Bethlehem for Christmas Eve and then travel about Israel, Jordan, Iraq, Iran and finally, Cairo. Further points have not as yet been arranged.

The taped commentaries and interviews of Henderson are to be flown from wherever he is to Toronto for re-recording and further distribution by air, and they will form the five-minute five a week *Headliners* series, recently purchased through Harry E. Foster Advertising Agencies by Northern Electric. Through air delivery and planned scheduling, it is estimated that Henderson's tapes will be aired a few days after recording.

The program, which began this week, is heard in Halifax, Montreal, Ottawa, Toronto, Winnipeg, Edmonton and Vancouver, over stations CHNS, CJAD, CKOY, CFRB, CKRC, CJCA and CKWX, respectively.

DOUBLE FEATURE

Montreal. — Walter A. Dales, president of Radioscripts, became the father of twin daughters here last month, increasing his family to five children. Mother and daughters are all well.

ANNOUNCERS' TIP

It is not conventional to bow to the Duke and then curtsy to the Princess.

DIAGNOSIS

What's wrong with radio is that there are too many people going around saying what's wrong with radio.

TOPICAL STUFF

With the price of cigarettes still soaring, people are going to regard smoking as a vicious Abbot.

—Hugh Newton.

RE TELEVISION

"Naughty capitalists might debauch the Canadian soul with Yankee commercialism before the CBC could up-lift it with visions of Toronto poets and Regina sopranos."

—Vancouver Sun.

OHO DEMOCRACY

"Private telecasters will be determined to 'give the public what it wants,' and it is certain the (CBC) Board of Governors is due for many trials and challenges to its authority and that it will be forced to use the big stick."

—Dennis Braithwaite in the "Star Weekly."

HOWE NOWE BROWNE COWE?

Howe to Survive A-Bomb.

—Heading in Peterborough Examiner.

PERFECTLY RIGHT

All hail the quizmaster who, when he asked a contestant to name two ancient sports, accepted the answer—"Anthony and Cleopatra."

MARITIME EXCERPT

Everything happens to me and L'il Abner. If I bought a suit with two pairs of pants, I'd probably burn a hole in the vest.

—Finlay MacDonald.

ATTENTION

It's not what you eat—it's what is eating you.



IF YOU'VE BEEN HUNTING

... for greater sales success in Saskatchewan, you'd be wise to set your sights on CKQC.

Its professional approach to programming, its comprehensive promotion plan, its enviable BBM, are but three reasons why CFQC is a great gun for your advertising ammunition!

Ask RADIO REPS about CFQC — the station that sells Saskatchewan!



THE RADIO HUB OF SASKATCHEWAN

cich

A PLANE'S EYE VIEW OF Rich HALIFAX

cich



—Photo by Pulsifer Bros., Halifax.

The Halifax-Dartmouth market's audience is completely reached by CJCH, the Maritimes' No. 1 non-network independent station, on the air 24 hours each day, stressing programs with distinct local appeal.

cich

1950 Retail Sales Estimates	
Halifax County	\$124,405,000
Halifax City	94,568,000
Dartmouth City	12,024,000

REPS:
Paul Mulvihill in Toronto
Radio Time Sales in Montreal
Adam J. Young, Jr., in the U.S.

cich

CANADIAN TELESCREEN

Vol. 4, No. 16

TV and Screen Supplement

October 17th 1959

FORECAST FREEZE-LIFT SOON

Washington — There were indications last week that the Federal Communications Commission imposed by the Federal Communications Commission might be lifted early in the fall. It was further indicated that the commission plan was expected to be probably approved by the FCC last week.

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of the video broadcast. This, coupled with these developments, calls the recent announcement that the Commission will postpone its vote in February to deliberations on another important question: creative television. The reason advanced by the FCC for the deferral of the creative TV investigation was that TV simulation proceedings were taking most of the Commission's time.

Hundreds of sworn statements filed with the Commission in connection with the TV simulation proceedings to state the networks' NABET financial activities and they have yet to be read, signed and evaluated. To date, the FCC has reportedly put together a list of the most urgent matters to be assigned to its staff for immediate attention.

NBC-TV Network Covers Royal Tour

Detroit — The first international network telecast originated from WWJ-TV here this week when Princess Elizabeth and her husband Philip Duke of Edinburgh visited Windsor, Ontario less than a mile away across the Detroit River. NBC-TV carried the telecast from 10:45 to 11:15 a.m.

The Royal pair was viewed over TV by United States citizens for the first time as they inspected the unfortified boundary between the United States and Canada and as they greeted Michigan's Governor G. Mennen Williams and Detroit's Mayor Albert E. Cobo at Windsor's Government Dock.

Viewers also saw the gala riverfronts and heavy boat traffic as well as seeing Michigan's National Guard present a 21-gun salute from the Veterans Memorial lawn on the State side of the Detroit River.

Because of technical transients and differences between the two countries, WWJ-TV's mobile unit had to generate its own power to send this news story to its viewers. This is WWJ-TV's second

international telecast. The first was in 1948 from the Windsor Arena during Windsor's Community Exposition.

Budd Lynch, a Canadian and former sportscaster for CKLW Windsor and now a WWJ-TV staff announcer, commented on the visit.

Set Sales Near 60,000

Toronto — Sales of television receivers in this country mounted to a point just a few hundred short of the 60,000 mark at the end of August according to the Radio-Television Manufacturers Association of Canada.

During August 1959, they were sold, having an average price of over \$200. In the few months before the end of the year, sales are expected to reach 60,000. Sales figures are as follows: Windsor, 24,883; Toronto, 14,100; Hamilton, 21,282; Montreal, 9,830; and other cities, 10,000.

For these sales, manufacturers have paid a total of \$2,346,000, which includes taxes on an average of \$38.54.

- FARMING
- FORESTS
- FISHING
- FURS

The only Fall Market in the Province. Pocket single 12 months of the year.

Despite inclement weather the grain harvest bids for to be one of the best ever taken off.

Now is the time to expand these campaigns into the ever-expanding market. Get details from your nearest "All-Canada" man.

CKBI

PRINCE ALBERT
SASKATCHEWAN
5000 WATTS

COLOR TUBE CAUSES FLURRY


New York — A new color tube may throw into the air a dark, budget-podge, but well-meaning, when patented by Lawrence, Incorporated, of New York. Incorporated of New York has developed a new color tube, which it is developing through its affiliate, Chromatic Television Labs. The revelation of the tube brought a flurry of excitement to television circles here, some observers feeling it may be the partial answer to the color problem.

A few newsmen were invited to a sneak preview of the new tube and they were told by Rich and Hodgson, president of Chromatic, that the tube can be used in conjunction with the CBS system of color telecasting approved not so long ago by the Federal

Communications Commission as any of the other systems so far proposed. It can receive color signals in black and white signals.

The new tube has been developed by Prof. Ernest O. Lawrence, Director of the University of California Radiation Laboratory, and Chromatic and Hodgson revealed that Lawrence Paramount tubes will be available in sufficient quantity for public demonstrations in a matter of weeks.

Barney Isaacson, president of Paramount, said, "We have reason to believe that the Lawrence Paramount tube is the simple answer to the color television problem about which there has been so much public discussion and confusion." He also claimed that a unique feature of the tube is its ready adaptability for mass production on an economic basis that will bring color TV within the means of the millions.




CHLT
900 Ac. 1000 Watts

**SHERBROOKE
QUEBEC**

The Voice of the
Eastern Townships

Quebec

Representatives



CKTS
1240 Ac. 750 Watts

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

Call

RATE

**Waverley
1191**

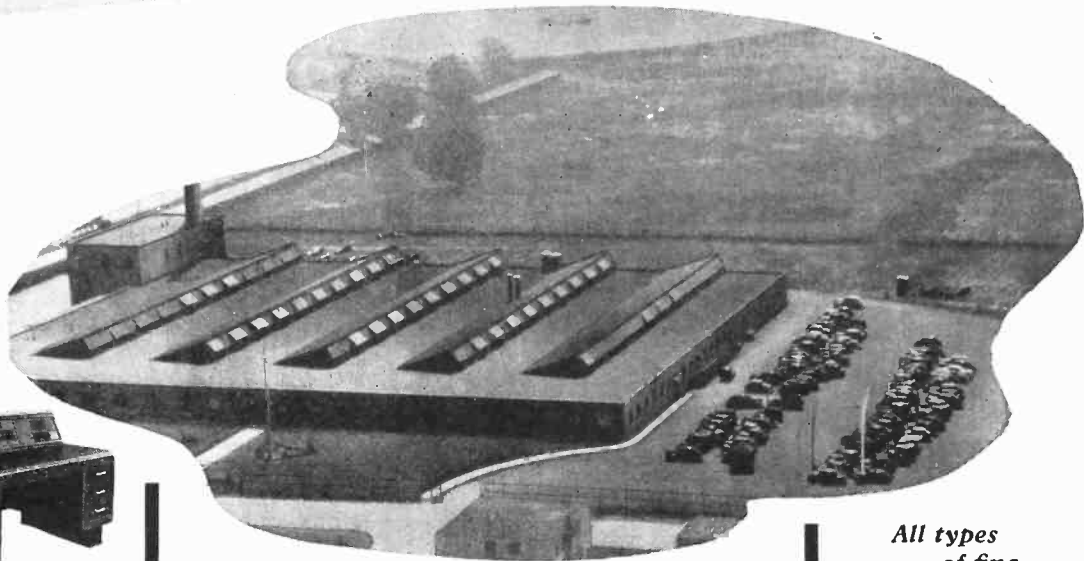
WTY

FOR THESE ARTISTS

- CASE, Joe
- DAVIS, Jay
- DENNIS, Laddie
- BLWOOD, Johnny
- HANDLEY, Joe
- LOCERBIE, Bob
- MATHER, Jack
- NELSON, Howard
- MORTSON, Porto
- O'NEAR, Mame
- RAPIER, Maurice
- RUTIAN, Mop
- SCOTT, Sandro
- SERA, Joseph
- WOOD, Barry
- WICKHAM, Ace

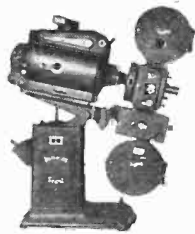
Day and Night Service
at
Radio Artists Telephone
Exchange

ACHIEVEMENT AT BELLEVILLE

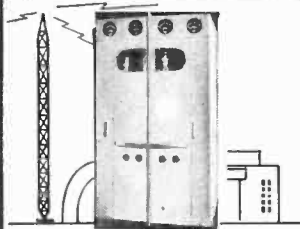


Completely modern Sound Systems for sports arenas, industrial plants, schools, hotels, institutions.

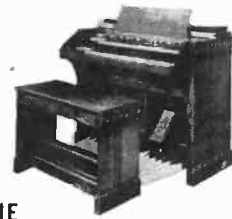
All types of fine radios for the home



Motion picture Sound Systems for theatres of all sizes.



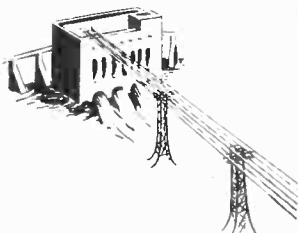
AM or FM Broadcasting Stations including Speech Input Equipment . . . A complete Broadcasting Station service from Telephone Line to antenna.



THE HAMMOND ORGAN
Music's most glorious voice
*
For Church and Home



Mine Signalling Equipment . . . for voice or signal communication between cage and surface. Designed for rigorous use in Canadian hard-rock mining.



Power Line Carrier Systems for voice communication, generation control, or remote telemetering . . . Specifically engineered for the Canadian Central Station industry.



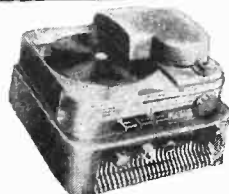
Fire Alarm equipment and systems for buildings or municipalities.



All forms of manual and Traffic Actuated Traffic Equipment and Systems.



The latest Mobile Services Equipment, including complete fixed station systems, for Municipal, Provincial and Federal Police, forest conservation, hydro systems, surveyors and prospectors.



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

Northern Electric

COMPANY LIMITED

Expert Engineering and Installation Services at your disposal

DISTRIBUTING HOUSES THROUGHOUT CANADA

"Reap the biggest harvest"



HEDLEIGH T. VENNING, vice-president of sales for Shirriff's Limited, and a vice-president of the Association of Canadian Advertisers, is widely known in Canadian advertising circles.

H. T. Venning tells why he depends on BBM

"**E**VERY EXECUTIVE knows that you can't run a business on guesswork. You need *facts*. Indisputable facts, gathered by statistically sound methods.

The same principle applies to advertising. Proven facts and figures help to show you where your advertising dollars will reap the biggest harvest.

We have found BBM one of the most valuable, useful and accurate tools at our disposal."

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