

CANADIAN BROADCASTER

AND TELESCREEN

Vol. 9, No. 20.

TORONTO, ONTARIO

October 25th, 1950



RADIO GOES MOVIE

Ottawa.—Women's commentator Kate Aitken and CFRA announcer Fred Davis took leading roles in a film just completed here by Crawley Films Limited for the Central Mortgage and Housing Corporation.

All Ottawa radio and a CBC microphone got into this film, as evidenced by our picture. Seen above, sitting across from the star of the piece, Kate Aitken, is CFRA announcer Fred Davis. The microphone is from CBO and the above scene is from one of the many sequences shot in the studios of

CKOY which were loaned for the filming.

The film shows Mrs. Aitken giving one of her daily broadcasts, in which she tells the story of how a young Canadian owned his home at the age of 25. As she talks, flashbacks are used to show the procedure involved in obtaining a loan under the National Housing Act. Davis does the announcing.

The Crawley film, entitled *Pride of Possession*, will be distributed through a network of film libraries and film councils across Canada.

TRANS-CANADA TOUR



MISS BRITISH COLUMBIA stopped off on her trans-continental tour to appear on *The Happy Gang*. She seems to have enjoyed being interviewed on the Colgate daytimer by Hugh Bartlett.

JOHNNY J. GILLIN MEMORIAL

Montreal.—It was decided by a fully-attended meeting of the board of directors of the Canadian Association of Broadcasters to set up a Johnny J. Gillin Junior Memorial Plaque for public service on the part of a CAB station. The plaque is to be awarded annually, and details have been turned over to a board of trustees consisting of Harry Sedgwick, CFRB, Toronto; J. E. Campeau, CKLW, Windsor; Guy Herbert, All-Canada Radio Facilities Ltd., Toronto; W. T. Cranston, CKOC, Hamilton. The late Johnny Gillin was president of station WOW, Omaha, Neb. He was a regular attendant at CAB conventions, always lending his assistance through his knowledge of the industry in the U.S. He was universally liked throughout the industry.

The practice of granting automatic recognition to established American advertising agencies has been dropped. It will now be necessary for U.S. agencies to apply for CAB enfranchisement in the same manner as Canadian agencies.

There will be no change from the present method of electing CAB directors. As in the past, there will be 11 seats on the board, four from the west—one from each province; three from Ontario; two from Quebec; two from the Maritimes.

When the matter was discussed by the board, it was felt by the directors from the east and the west that Ontario should have four representatives. The Ontario directors disagreed with this increase of representation from their province, because they felt that the directors are elected to represent the industry rather than their own areas.

The Association will offer French language stations a special French Translation and Sales Bureau, which, if it proves acceptable, will operate from a branch office of the CAB, to be established in Montreal.

A resolution was passed under which "the CAB will assist, by legal or any other necessary means, any member station which finds that its programs are being used without permission for reuse at a profit."

The board decided to set up a Standard Library Committee to develop a standard music library system that can be used by all member stations wishing to do so.

A Public Relations Committee was named, consisting of F. H. Elphicke, CKWX, Vancouver and

Bill Rea, CKNW, New Westminster, "to develop effective public relations techniques emphasizing the important part that radio plays in the economic life of the country and the services radio renders its communities." The committeemen named have power to add to their number as they see fit.

Pat Freeman, CAB Director of Sales, presented his report on circulation comparison technique, and the principle met with unanimous approval.

With the admittance to CAB membership of station CKSO, Sudbury, the CAB roster of stations has now reached 101.

The directors went into session at 9.30 a.m. Wednesday, October 17, and sat through till 10.30 p.m. They also sat throughout Thursday and Friday.

New Shows For Red Deer

Red Deer.—Sports broadcasts, quiz shows and local editorial comment are all included in this winter's schedule of Gordon Henry, CKRD, Red Deer, Alberta.

Already under way are two new quiz shows, the Macdonald Farm Equipment Quiz, aired from the showrooms of this Massey-Harris dealer, and an every afternoon question and answer show, *Dollars for Listeners*, in which the audience is called and queried on current events, with a few brain-teasers thrown in for good measure.

On the sports side, CKRD is taking credit for the addition of two teams to a formerly six-team Central Alberta Hockey League. According to sports director Ned Corrigan, through the interest built up in the area by the broadcasting of games last season, teams from nearby Olds and Alix have been entered. Games will again be broadcast this year.

Little Red School House, aired directly from the auditorium of the Canadian Union College at Lacombe, about 14 miles north of Red Deer, returns for its second season, featuring talent from the college. On another show, *Talent Parade*, sponsored by a local furrier, Darling Ladies' Wear, amateur and professional performers vie for the listeners' votes, and a place on the final show where they will compete for valuable prizes.

Your Editor Reports adds local editorial comment to the schedules as editors of district weekly newspapers discourse and give their views on matters of local interest.

ACHIEVEMENT AT BELLEVILLE

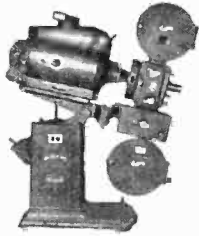


Completely modern Sound Systems for sports arenas, industrial plants, schools, hotels, institutions.

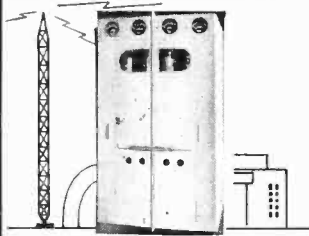
All types of fine radios for the home



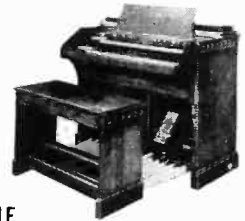
Mine Signalling Equipment . . . for voice or signal communication between cage and surface. Designed for rigorous use in Canadian hard-rock mining.*



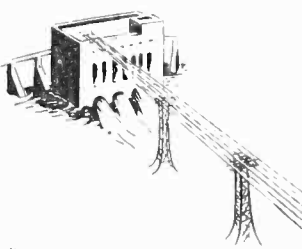
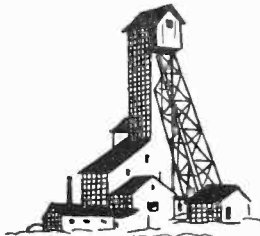
Motion picture Sound Systems for theatres of all sizes.



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



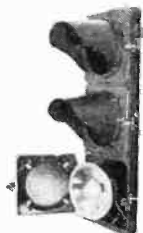
THE HAMMOND ORGAN
Music's most glorious voice
★
For Church and Home



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



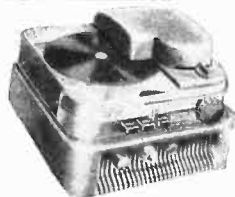
Fire Alarm equipment and systems for buildings or municipalities.



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

AGENCIES

By Art Benson

WALSH ADVERTISING

Toronto.—Dad's Cookies has a best series of transcribed singing singles going to CKEY, Toronto, until December 6 featuring the Kenney Sisters with commercials by Sandy Webster.

The Government of Canada (Post Office Dept.) has a transcribed spot announcement campaign going to 100-odd stations coast to coast advertising its "Mail Early For Christmas" campaign.

Montreal.—Reddi-Wip of Canada is piping in the *Arthur Godfrey Digest* from CBS to CFRB, Toronto and CJAD, Montreal (Sundays at 5.30 p.m. EST).

ASSOCIATED BROADCASTING

Toronto. — O'Donnell - Mackie Ltd. has started the half hour transcribed *Ted Lewis Show* on CFRB, Toronto, for a run of six months. The show is heard Saturdays at 8.30 p.m. during which sportswriter Hal Walker presents the "O'Donnell-Mackie Citation" for outstanding contribution to Canadian sport. Ed Luther looks after the commercials.

WHITEHALL BROADCASTING

Toronto.—Imperial Tobacco Co. Ltd. has scheduled the 15-minute five-a-week transcribed *Lonesome Hal* (S. W. Caldwell) for 13 weeks over CFCF, Montreal; CFRB, Toronto; CFRA, Ottawa; CHLO, St. Thomas; CKRC, Winnipeg; CFAC, Calgary; CJCA, Edmonton; and CJOR, Vancouver. Series commences October 30 and advertises State Express cigarettes.

McKIM ADVERTISING

Toronto.—A. Wander Ltd. starts the 15-minute five-a-week transcribed *Superman* (All-Canada) over CFPL, London, October 30, advertising Ovaltine. A week's flash announcement series is also going to CKLW, Windsor, for the same product.

E. W. REYNOLDS
Toronto.—T. S. Simms & Co. (Saint John, N.B.) has scheduled a series of spot announcements over a number of stations coast to coast through December 1 advertising Rainbow brooms.

RONALDS ADVERTISING

Montreal.—The Government of Canada has a three-week spot announcement campaign going to a wide list of stations coast to coast advertising Canada Savings Bonds.

WILLIAM GENT ADVERTISING

Toronto. — Gorries Ltd. has scheduled the five-minute five-a-week transcribed *Personalities in the News* featuring Gordon Sinclair to commence November 1.

Peller's Ice Company has started the five-minute three-a-week *Musical Nightcap* over CKEY, Toronto. Same sponsor has placed spot announcements over CKOC, Hamilton, for one year, while a daily time signal series goes to CHML, Hamilton.

RUTHRAUFF & RYAN

Toronto.—Lever Brothers Ltd. has extended the 25-minute once-a-week live *Stump Jimmy Morris* program over CKNW, New Westminster, until the end of the year.

VICKERS & BENSON

Toronto. — Grove Laboratories has scheduled a 10-a-week spot announcement campaign over a number of stations in selected markets until May, 1951, advertising Pfunder's tablets.

AIKIN McCRACKEN

Toronto.—Hartz Mountain Products has started the 15-minute transcribed *Canary Pet Show* (Sundays) over CFRB, Toronto, advertising canary foods.

VICKERS & BENSON

Montreal.—Canada Starch returns the transcribed *Boston Blackie* (All-Canada) for the sixth season to a wide list of stations coast to coast.

NORTHERN ONTARIO'S

Greatest

ADVERTISING

MEDIUM

CKSO

NORTHERN ONTARIO'S
 HIGH-POWERED
 STATION

Ask

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

'HIGH' DAYS and Holidays

"Lionel's" "SATURDAY TEEN SHOW" is a full hour program written, produced and presented entirely by High School students. Fashion editors — sportscasters — gossip columnists — music and guests make this a highly popular program with the "High" crowd particularly as it comes on the week-end holidays.

If you're looking for a ready-made audience of teen-agers for your sales message—here it is! Stovin & Company will be pleased to give you full particulars on SATURDAY TEEN SHOW and other CKCW locally - produced programs which bear out our contention that "WE DON'T SELL TIME ... WE SELL RESULTS!"

CKNW
1000 WATTS
FIRST IN VANCOUVER AND NEW WESTMINSTER

Penn McLeod Research

RADIO Research MARKETING Research

Penn McLeod & Associates Ltd.

Vancouver
 1673 West Fourth Ave.
 B.A. 3922

Toronto
 365 Yonge St.
 AD. 8034

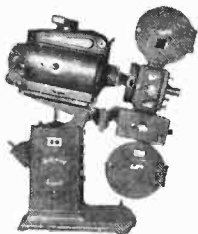
CKCW
MONCTON NEW BRUNSWICK
The Hub of the Maritimes
 REPS: STOVIN IN CANADA; MCGILLVRA IN U.S.A.

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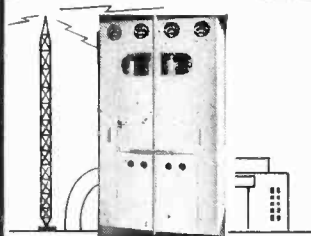


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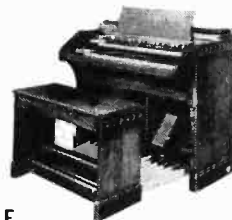
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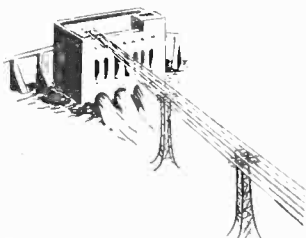
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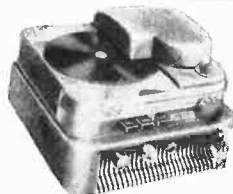
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CKNW
CHINW

**NIGHT AND DAY
1000 WATTS
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NEW WESTMINSTER**

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MEDIUM**

CKSO

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Ask

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

**"HIGH" DAYS
and Holidays**



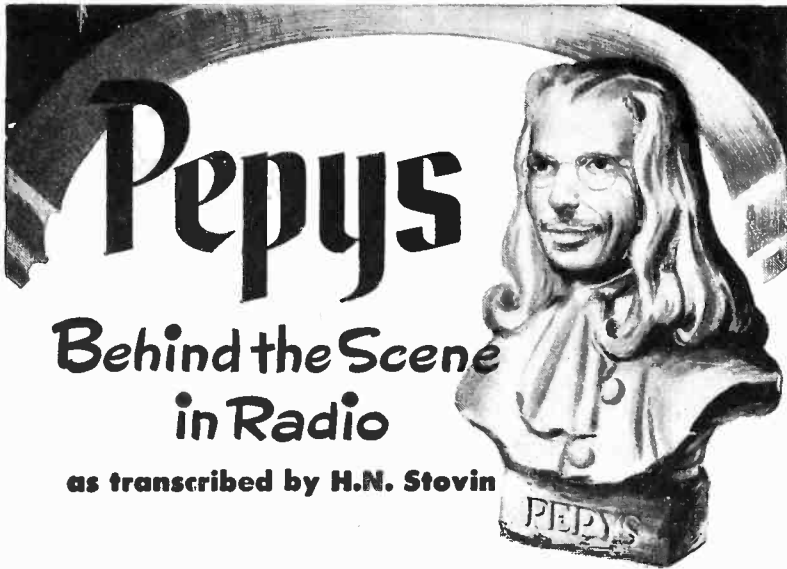
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CKCW
MONCTON NEW BRUNSWICK

The Hub of the Maritimes

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



“Did, while at my noon meat with other men of affairs, listen with respect to a visitor from Chicago whose message was ‘Hit them hard, and hit and hit and hit.’ The advice was given by Carlyle Emery, vice-president and director of Ruthrauff and Ryan Inc., and was his advice to Canadian businessmen for solving the problem of sales expansion. To which it may be added that there is no better way to ‘hit them hard,’ and often, than by Radio—a selling medium that more and more advertisers are appreciating ● ● ● A recent poll of Fortune magazine has shown that Radio is still the Number One leisure-time activity of more than half the population. Radio listening is twice as popular as watching sports events, visiting with friends, playing outdoor sports, going to the movies, or reading books and magazines ● ● ● Today, with better than 94% of all Canadian homes equipped with at least one radio set, the advertiser who uses radio can count on the greatest listening audiences in the history of the medium. Multiple set listening has increased more than 100%, according to various surveys—each member of the family now enjoying the program of their preference, though they all be on at the one time. Out-of-town listening, too, is on the increase ● ● ● The retailer—the one man who can tell fastest if his advertising be productive—is buying radio time on a scale previously unknown. Unlike the in-and-out National advertiser, he is signing six- and twelve-month contracts to hold premium times. No wonder that Bruce Barton, chairman of B B D & O, addressing industrialists recently, described broadcasting as ‘the mightiest force in existence for spreading information and entertainment throughout the world.’ To which I do agree.”

“A STOVIN STATION IS A PROVEN STATION”

HORACE N. STOVIN & COMPANY
 MONTREAL TORONTO WINNIPEG VANCOUVER
 Representative for these live Radio Stations

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

PEOPLE

NEW MANAGER



Toronto.—Bob Lee has been appointed manager of station CHUM here, it was announced earlier this month by station president Jack Part.

Lee was formerly commercial manager of CHUM, and succeeds Rolly Ford, who is entering the selling field.

■ ■ ■

JOINS ALL-CANADA

Toronto. — Bill Brennan has joined the time sales division of All-Canada Radio Facilities' Toronto office, it was announced last week.

Brennan worked on sales for two years at CHOK, Sarnia and was previously with CKWS, Kingston.

■ ■ ■

TO MANAGE CHOK

Sarnia.—Karl Monk has been appointed manager of station CHOK here, it was announced last week by general manager Claude Irvine.

Monk was formerly commercial manager of CKWS, Kingston.

■ ■ ■

CBC BOARD

Ottawa.—There will be a meeting of the CBC Board of Governors here November 16 and 17, it was announced last week by board chairman A. D. Dunton.

FIVE YEARS' EXPERIENCE
Announcer-Sales
 Looking for berth on Ontario station. Prime interest — permanency. Is presently employed.
 Box A-61
 Canadian Broadcaster & Telescreen
 163½ Church St., Toronto



“The world's best coverage of the world's biggest news”

★

HEAD OFFICE
 231 St. James Street
 MONTREAL

Simcoe County has 25,410 RADIO HOMES (1949 BBM) and no daily newspaper.
 Most of these homes depend for their news, entertainment and shopping information on
CKBB
 BARRIE ONT.
 RALPH SNELGROVE
 Manager
 REPS. NATIONAL BROADCAST SALES

CANADIAN BROADCASTER AND TELESCREEN

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

Published by

R. G. LEWIS & COMPANY, LTD., 163 1/2 Church St., Toronto 2, Canada
AD. 5075

Printed by Reg. Willson Printing Company — 3 Chester Ave., Toronto — GL. 4844

Vol. 9, No. 20.

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October 25th, 1950

Editor: RICHARD G. LEWIS
Business Manager: ARTHUR C. BENSON
Art Editor: GREY HARKLEY
News Editor: THOMAS C. BRIGGS
Sales Promotion: ROBERT H. GRASLEY
Research Consultant: G. E. RUTTER

Correspondents
Toronto - Eida Hope
Montreal - Walter Dales
Winnipeg - Dave Adams
Vancouver - Bob Francis
New York - Richard Young



Member of the Canadian Circulation Audit Board and the Business Newspapers Ass'n.

An Indictment of Advertising

Walter Elliott has presented his all-compassing survey on public attitudes towards advertising to the Montreal Advertising & Sales Executives Club, and, while advertising has certainly gone a long way in gaining public acceptance, all is not well.

The complete results of this study appear elsewhere in this issue, but right now we want to scrutinize some of its diverse aspects.

Seventy-three per cent of the people still don't realize that price reduction is a direct result of advertising; 57 per cent still don't think advertised brands are superior brands.

These two staggering facts stick out like daggers which have been plunged into the heart of business. They will cause those who want to destroy the system of business to rub their hands jubilantly together, in the not unreasonable belief that they are on the verge of winning out in their battle for socialism.

It is not a new problem that confronts us. It is a problem that has haunted every advertiser, every advertising agency and every medium of advertising for years, those among them who can think, that is. They have formed their committees and their sub-committees. They have made speeches at each other. They have even printed sententious attempts to justify themselves in the press, uttered their unintelligible rebuttals onto the air. But they have not, any of them, to get down to earth and tell Mr. and Mrs. Man-in-the-Street just what gives. And until they do, all studies of this type cannot fail to come up with the same answer.

This is not a battle that can be fought to a finish by one small business paper reaching a group of people, most of whom agree with its views. It is not just a problem for radio and its clients. It is the vital concern of everyone who lives and wants to continue to live by buying and selling.

The Elliott - Haynes organization which did the work, and the Montreal Advertising & Sales Executives Club which provided the sounding board which performed signal service in donating their time and talents.

Now, we suppose, it remains for men



"Holy cats, Helen! It's your husband!"

of business to shake their heads sagely but sadly over the findings of this project, or more likely to look only at those parts of it which please it.

We believe that advertising is the mainstay of our entire system of living. Now we, the professional dispensers of information, stand indicted by the people of Canada for our failure to acquaint them with what we do and how it reacts to their advantage.

Seventy-three per cent of the people still don't realize that price reduction is a direct result of advertising; 57 per cent still don't think advertised brands are superior brands. Business has not corrected them. Maybe there is nothing to correct. That could be the solution.

Public Service Can Backfire

One of radio's major contributions to the communities it serves is its willingness to give air time to the clergy, social workers, politicians and others, without charge, to enable them to sound their pleas and air their views for the good of the public at large.

This public service is losing half its worth because of the inability of so many public-minded and benevolent people to address the microphone in an efficient manner. Some speakers drone well-written scripts in such a way that they lose all or most of their meaning; others prepare their material in long

unwieldy sentences, which are not suitable for broadcasting. Others, who are let loose in the studio, actually have nothing to say, so their ability to say it has no importance.

It seems to us that there are several steps which could be taken to ameliorate this situation.

In the first place, stations are not really performing a useful service however well it may look on their "Proofs of Performance" when they mail them in to the CBC, if they permit inept speakers to use up air time, or allow others to drivel their meaningless platitudes on the long-suffering listener. Stations are under the gun to satisfy the CBC that they are fulfilling their obligations by airing talks. But we feel that they owe it to themselves to see to it that these cultural contributions are delivered by people who know how to talk and know what they are talking about.

A second step might be the preparation by the CAB of a handbook, containing microphonic tips for such speakers. There are those who would not deign to study them, of course, but there is a comparable group of clergy and other speakers who would welcome some guidance along these lines. There have been stations in the past which have run short courses of instructions for clerics with considerable success. A more general adoption of this idea might also help.

Magazines have a responsibility to the public as well as radio stations. A periodical with a readership up in the hundreds of thousands wields a wide influence. Through its pages will be found charity appeals, church-inspired articles and all the other material which is banging on radio's door. The magazines handle the situation a little differently though. They cull out what they do not wish to use. Then they take the worth-while material, hand it to a professional writer, who comes up with a properly-written article, for which he is paid a fee. It probably means that less material along public service lines finds its way into their pages. But without a doubt it also means that the material which does appear is invariably acceptable to the readers.

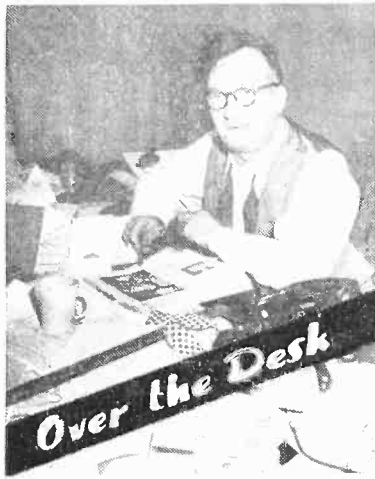


"Good day—it's Jos. Hardy again—and I have a fish story for you that is no 'fish story'! In the area served by CHNC, New Carlisle, fishing is big business — for the first 8 months of 1950 the total catch weighed 544,701,000 pounds, with a landed value of \$23,016,000 . . . higher by 12.1% and 14.6% than last year. Wealth in a community means that there is money to be spent on your goods and services—if you win the confidence of the people who do the spending. There is no better way to do this than through the facilities of CHNC, New Carlisle. For full details—ask Jos. Hardy."

For any information on QUEBEC MARKET No. 2 and

"TRANS-QUEBEC" Radio Group Telephone, Wire or Write to JOS. A. HARDY & CO. LTD. MONTREAL QUEBEC TORONTO

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



"The Quarter Backs Club," football forum staged by the Toronto Men's Press Club and aired Tuesdays over CFRB under the emceeship of Wes McKnight, has inaugurated a fund in memory of Jack Bell, the young football player from Sarnia who died of injuries received in the game against Balmy Beach October 14. The radio plea, which is being supported by sports writers in all three Toronto dailies, asks football fans to mail their contributions to the Jack Bell Memorial Fund, CFRB, Toronto. Funds will be given to Bell's widowed mother, whose son supported her during his lifetime.

A nice tribute to radio on the part of the press comes in the decision of the same Toronto Men's Press Club to make its contribution to the Red Feather campaign over the air. For the last week of the fund, name writers from the three dailies will answer the question: "What does the Red Feather mean to you?" Six five-minute discs are being cut and the Toronto stations are donating five

minutes a day for the final six days of the campaign. Newspapermen participating are: Laurie McKechnie and Derm Dunwoodie from The Telegram; Hugh Thompson and Frank Teskie from The Star; Frank Tumpane and Richard Sheridan from The Globe and Mail.

Commercials with a new spark of originality have been heard through the summer on the CFPL, London, program for Canadian Oil Company (White Rose Gasoline). Using the Lang-Worth Library feature *Remember When* for the entertainment portion, middle commercials consisted of interviews, taped by Jack Illman, at the lessee stations participating in the series. Sometimes Illman interviewed the station operator, sometimes one of his men and occasionally a customer. The series was sponsored co-operatively by the company and their London dealers, one of them being featured on each program.

As a mark of appreciation for their services on behalf of the conservation of our fish and wildlife resources, the Ontario Department of Lands and Forests was represented on the regular weekly *Sportsmen's Show* over CBL on Thursday, September 21, by P. O. Rhynas, Chief of the Division of Operation and Personnel. Prior to the broadcast the members of the forum were sworn in as deputy game wardens and during the program certificates of authority to act as such were presented by Mr. Rhynas to the following: Reid Forsee, program director; Bob Kesten, chairman of the Forum; Pete McGillen, King Whyte, Lou Snider, organist; Jack Hambleton and Don Sims.

★ TOP STATION
CKNW ★ BOTH in Vancouver
 and ★ NEW WESTMINSTER

CFRB personalities are currently getting lit up all over town and nobody's criticizing them for it—not even the WCTU. It's a part of a new promotion gimmick consisting of match books, with each match showing a picture of the head of one of the station performers. The first batch includes Gordon Sinclair, John C. Lingwood Reade, Wes McKnight, Jack Dennett, Kate Aitken, Don Veale, and Roy Ward Dickson. Others are listed inside the cover.

This should not be interpreted as an invitation to embryonic radiomen to deluge the office, but there is at the moment a relative shortage of junior announcers. We are glad to do all we can to bring the boys and the boss together, but suggest that negotiations be started by mail or telephone, because we do have no paper to get out besides running our gratuitous employment agency.

Coming to work this morning I took the Lakeshore route from the east end of Toronto, which is a trifle farther, but usually presumed to be faster than the direct approach along Queen. Pretty soon I found myself in a heavy traffic jam. I happened to be at a point where I could turn north onto Queen and did so. I then proceeded to drive to the office without being held up at all, except once, for a traffic light.

I couldn't help wondering how often, in other things, besides traffic, I might be better off. I made a practice of trying the "direct route" instead of dallying around with alleged shortcuts. Excuse my moralizing, but it just seemed to be something that needed to be said.

Reader Ed Phillips of Toronto writes to say he has "become accustomed to that long pause in station breaks on government radio after the announcer says 'One moment, please.'" He says he almost had to park his car to get over his laughing fit before it was safe to drive any further when he heard a CBL announcer say, "The unavoidable circumstances beyond our control have now become avoidable so we rejoin the network for the program now in progress." We join Ed in his hope that the announcer intended it to sound "as ridiculously funny as it did."

And that cleans off the desk for this issue.

SALESMAN AVAILABLE

11½ years radio and 3½ years newspaper advertising sales experience. Increased local sales by more than \$100,000.00 a year for CHUM, Toronto. During 5 years with station initiated such outstanding programs as "Television flash news," which was instrumental in winning the 1949 Variety Award. Can do a first-class selling job for a progressive station in an expanding market. Want percentage deal with guarantee to cover living costs.

ROLLY FORD

237 BIRCHMOUNT RD., SCARBORO JCT., ONT.

Ph. Toronto: Agincourt 237-JE

The Wright STATIONS

Announcing NEW ADDRESS UNTIL END OF YEAR

WILLIAM WRIGHT'S TORONTO OFFICE IS NOW SITUATED AT 81 QUEEN ST. WEST SAME PHONE — AD. 8481

MOVING INTO NEW BANK OF NOVA SCOTIA BLDG. • BAY & KING FIRST OF THE YEAR

RESEARCH

Public Attitude On Advertising

Montreal. — Advertising got a multaneous pat on the back and a kick on the seat when Walter Elliott delivered the results of his east-to-coast survey on public attitudes relating to advertising before the Montreal Advertising & Sales Executives' Club here last week.

Sparked by the Ad Club as one of their projects, the survey was made by the Elliott-Haynes organization, filmed by Photo-Facts Ltd. and recorded by RCA Victor Co. Ltd., as a contribution to advertising Narration by Lorne Greene and John Drainie was also one without charge.

Significant points which came out in the survey were these: 40% of the people still don't realize that price reduction is a direct result of advertising; 40% think too much money goes into advertising; 57% still don't think advertised brands are superior brands. On the other hand, 73% regard advertising as helpful and informative; 67% look upon all or most advertising as truthful and reliable; 70% say advertising helps create higher employment levels and raises living standards.

Questions were posed to respondents from all walks of life from east to coast and the full results come out as follows:

(1) In comparing advertised brands with non-advertised brands, do you find advertised brands better quality, poorer quality or about the same quality as non-advertised brands?

Same quality	46%
Better quality	43%
Poorer quality	5%
No opinion	6%

(2) Does advertising increase or decrease the price of most products?

Increases the cost	34%
Reduces the cost	27%
Little or no effect	28%
No opinion	11%

(3) Is advertising helpful in telling you more about products and helpful to you in buying more intelligently, or are you confused by all kinds of conflicting claims?

Helpful	73%
Confusing	17%
No opinion	10%

(4) How reliable is advertising? All of it? Most of it? Little of it? Or none of it?

All of it	4.3%
Most of it	63.3%
Little of it	26.3%
None of it	1.8%
No opinion	4.3%

(5) How do you feel about the amount of money spent on advertising? Are companies spending too much, too little, or just about the right amount?

Too much	40%
About right	37%
Too little	6%
No opinion	17%

(6) What does advertising do to jobs? Create and hold them? Destroy them? Or does advertising have little or no effect on jobs?

Creates and holds them	71%
Destroys them	1%
Little or no effect	25%
No opinion	3%

(7) Does advertising raise or lower Canadian standards of living?

Raises standards	70%
Lowers standards	13%
No opinion	17%

(8) Do you approve or disapprove of the government's extensive use of advertising to promote the sale of Victory Bonds?

Approve	87.6%
Disapprove	7.4%
No opinion	5.0%

(9) Do you approve or disapprove of the use of advertising, by churches and religious groups, of Sunday services in newspapers to stimulate church attendance?

Approve	74%
Disapprove	15%
No opinion	11%

(10) Do you approve of advertising to promote hospital campaigns, Red Cross, Cancer Society and other non-profit organizations?

Approve	88%
Disapprove	7%
No opinion	5%

(11) Is advertising, when it is used in safety campaigns, helping to reduce the number of traffic accidents?

Yes	82%
Doubtful	13%
No	5%

(12) Would you encourage or discourage a young man or woman to go into advertising?

Encourage	55%
Discourage	5%
Neutral	22%
No opinion	18%

MORE STRONGLY ENTRENCHED THAN EVER as Western Canada's Farm Station

BBM	—	1948
DAY		NIGHT
53,400		42,400

B.B.M. 1950	
DAY	71,730
NIGHT	59,600
INCREASE:	
DAY	34.3%
NIGHT	40%



Consult our nearest National Representative.



YORKTON

DOMINION NETWORK

Representatives:

HORACE N. STOVIN & CO. — Toronto, Montreal
INLAND BROADCASTING SERVICE — Winnipeg
ADAM J. YOUNG, JR., INC. — U.S.A.

A BIRTHDAY PARTY THAT MADE HISTORY IN CORNWALL



"Women's Digest," a daily morning homemakers' program on CKSF and CKSF-FM, celebrated its first birthday recently. More than 900 guests attended the special theatre party and more than \$500 worth of prizes was donated by local merchants. Ruth Welsh, who conducts Women's Digest, is shown above with a few of the many valuable prizes.

In Cornwall more than 75% of all the radios turned on are always tuned to CKSF. Carefully balanced programming assures a listening audience for all sales messages. A city of 30,000 people in the heart of a rich agricultural area, Cornwall is known as a good merchandising town. Be sure your sales message is heard on

CKSF AND CKSF-FM CORNWALL — ONTARIO

Write direct or contact HORACE N. STOVIN & CO. (Canada) or JOSEPH HERSHEY MCGILLIVRA (U.S.A.)

BETTER CALL SWC

FOR DISCS, TAPE & T.V.

S. W. C. SANTA W. CLAUS

Presents **17 Features** for radio's greatest **CHRISTMAS**

half-hours—
quarter-hours—
five minutes—
one-minute jingles—
one-time shows for substitute programming or "Xmas Card" sponsors.

SEVENTEEN FEATURES for this year's **CHRISTMAS STOCKING**

for discs and data better call Santa now.

S.W. Caldwell LIMITED

2100 VICTORY BLDG.
80 RICHMOND ST. W.
TORONTO.

NOW!

More Than Ever.....

NEWFOUNDLAND'S

V

ERY

O

UTSTANDING

C

OMMERCIAL

M

EDIUM

1000

WATTS

REALIZE RAPID RESULTS
 By Using VOXM's Powerful Facilities
 Planned Programming - Preferred By Listeners

590

ON THE DIAL

Colonial Broadcasting System Ltd., St. John's

National Representatives
 HORACE N. STOVIN & COMPANY

NEW YORK'S RADIO ROW

by
 Richard Young

New York, N.Y.—Since this is our last column for several months, we'd like to take these few paragraphs for a capsule review of the past two years.

And there's little doubt that such a review must be dominated by the sensational progress of oral broadcasting's younger brother, television.

These have been television's greatest years, despite several disadvantages. These include the fact that video's coverage, unlike radio's, is far from nation-wide because of limited network facilities as well as the FCC's freeze on new station applications. In addition, television's costs have been soaring skyward with no relief in sight.

On the other hand, radio's coverage has been almost nation-wide for several years and it continues to grow. The costs of radio programming have also been cut by certain economies—something that can't be done in video without affecting the quality of the show.

But although radio would seem to have superiority, television is knocking the predictions of a lot of so-called experts into a cocked hat. Many radio executives won't admit that television has had a tremendous effect on their business.

Nevertheless, the situation is getting more serious with each passing day despite radio's many advantages. Video's combination eye-and-ear appeal has a terrific impact on the viewing audience and the nation's top-ranking advertisers have been flocking to the new medium. Choice evening time

on all major networks is at a premium and some advertisers are overflowing into daytime teevee.

There are many indications television's impact on radio. Some of the networks are looking everywhere for new economies. Some officials fear the drive may reach the stage where personnel must be cut. In addition, the press lately at the networks have found it increasingly difficult to place radio news in newspapers.

All this would seemingly build up a good case for television. Which it does. But somehow, despite our high regard for the sight-and-sound medium, we're a bit confused how advertisers consider dropping completely nation-wide medium like radio jump into a limited medium like video. For our dough — which isn't offering much—we think AM still has a few good years under its belt, especially in the TV-less cities and towns. And don't forget that there are still a lot of TV-less homes in TV areas.

But that's one columnist's opinion—and unfortunately for radio there are a few (?) advertisers who don't exactly agree

Well, guys and gals on the other side of the border—we've kind enjoyed bringing you this gossip these past couple years. We hope both our readers (Mr. and Mrs. Dick Young) have gotten something out of these paragraphs. Until we meet again—here's mine in your eye . . . and cheerio.

As his readers will have judged from the above, this columnist Dick Young's valedictory for these pages for a while. We are sure that you will join us in no regret that this link across the friendly border—always informative and always human—will be missing from CB & T, temporarily, we trust.—Ed.



At CKMO

We Don't BRIBE Listeners —

We WIN Friends!

GOOD Music Makes GOOD Listening

At 1410

"PIONEER VOICE OF BRITISH COLUMBIA"

.. FOR SALE ..

- 1 Motorola Car Transmitter, 30 watts FM, complete.
- 1 Motorola 25 cycle, FM-AC Receiver for above transmitter.
- 100 feet of 7/8 inch Co-axial Cable.
- 1 Ground Plane Antenna.
- Spare tubes for above.

\$800.00 Total Price

Write, wire or phone:

CHUM

225 MUTUAL ST. TORONTO EL. 4271

Ear and Eye

SPECIALISTS

to Canadian broadcasters

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

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

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

CANADIAN MARCONI COMPANY

Established 1903

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

MARCONI—THE GREATEST NAME IN RADIO and Television!

Let's Look again at the new B.B.M.

Most radio homes of N.B. independent stations

➔ CFNB-76.370

Most N.B. radio homes, all stations

➔ CFNB-59.020

Most N.B. radio homes - 6-7 a week

➔ CFNB-40.320

Largest credited increase in radio homes of all Maritime stations

➔ CFNB-21.550

plus these scoring points

➔ CFNB shows radio homes increase in 25 counties

➔ Total radio homes increase - 39.3%


➔ Radio homes increase in 50% counties - 27.4%

then add

➔ Highest program ratings of any Maritime Station

and you'll Buy

LOOK TO THE EAST!



CFNB

FREDERICTON, NEW BRUNSWICK
5000 WATTS - 550 KCS.

Ask The All-Canada Man

NEWS

Radio's Number 1 Commodity

By Tom Briggs

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

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

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

In Vancouver, at CKWX, the news bureau consists of five men, working on rotating shifts. They cover, in addition to desk work, city hall, police, labor, service club and hotel beats. The news director is Bert Cannings and under him

are: senior editor Mike Gireau, intermediate editor Bob Freedman, and junior men Earl McLeod and Joe Midmore. Each man is expected to telephone a news story for each of the station's hourly newscasts.

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

On the local side, the men cover their respective beats and follow "not tips" from the police radio. This system of "staffing the potential sources of news" has paid off and continues to do so, Cannings says. With this volume of new news coming in, he points out, the station's editors are able to completely rewrite 10 of the 20 daily newscasts and get streamlined copy that is easy to listen to and easy to absorb.

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

Under Ludington are two editors, Peel Stevens and Jacques Brooks, who work the day and night shifts. Again, local and regional material gathered through wires direct to Montreal's city hall, fire and police stations, and on-the-spot reporting, gets the greatest attention. Station manager Al Hammond says that listeners mostly want news from the city itself, and the 37 municipalities that surround it, except for a few major stories on the national and international scenes.

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

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

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

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

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

News writers and announcers at CKEY, Toronto, work in teams around the clock, with the writer-reporter compiling and editing local items, while the announcer works on foreign and national news from the wire services before airing a newscast. Three of these teams are on duty in a 24-hour period, putting out a total of 30 newscasts.

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

Wherever possible, Rasky says the station does "live" reporting taped on the scene in its news



THE Only STATION THAT COVERS BOTH HALVES OF THE "VANCOUVER AREA"

Are YOU Selling ALL of the Ottawa-Hull Market?

CKCH IS USED BY 96 NATIONAL AND 103 LOCAL ADVERTISERS TO SELL THE 385,167 FRENCH-SPEAKING CANADIANS IN OTTAWA, HULL AND SURROUNDING COUNTIES.

CKCH

Studios—121 Notre Dame St., Hull, Que.
Canadian Representative: Omer Renaud & Cie.
Montreal—1411 Stanley St. • Toronto—53 Yonge St.
U.S. Representative: Joseph Hershey McGillvra, Inc.
366 Madison Ave., New York 17, Phone Murray-Hill 2-8755

ports, and "offers something news-apers can never provide — the bund."

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

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

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

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

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

Back about 1927, CFRB in Toronto aired three newscasts daily, from the offices of the old Toronto Globe, all unsponsored. Today 8 newscasts go out from CFRB's newsroom, one every hour, and only one is currently available for sponsorship.


On May 1, in 1928, CFRB received this telegram: "Reception Sunday excellent. News items about 11 p.m. would be appreciated." It was signed by the Chambers Hudson Straits Expedition at Nottingham Island near Ottawa. Another telegram from the same group, received two weeks later, read: "News and music items re-

ceived perfectly. Members of expedition greatly appreciate same."

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

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

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


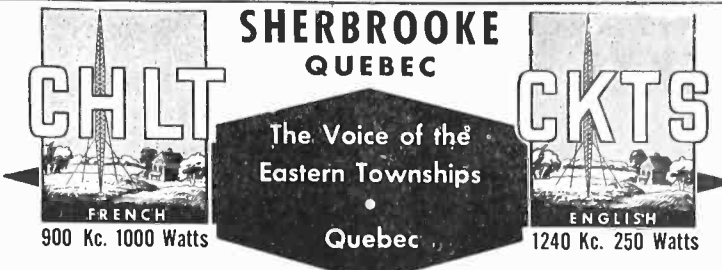


CJAD montreal

covers QUEBEC'S ENGLISH MARKET

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

5,000 watts 800 kc. AFFILIATED WITH CBS

SHERBROOKE QUEBEC

The Voice of the Eastern Townships

Quebec

900 Kc. 1000 Watts

1240 Kc. 250 Watts

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

Practically EXCLUSIVE COVERAGE IN KENORA-KEEWATIN


To cover the Lake of the Woods District, and Northern Ontario with its rich, active mining areas, you need CJRL—the station listened to in over 90% of the radio homes in Kenora-Keewatin and used by most of the local merchants.

For Rates and Availabilities consult our nearest National Representative—Horace N. Stovin & Co., Toronto and Montreal; Inland Broadcasting and Recording Service, Winnipeg; Donald Cooke Inc., U.S.A.

CJRL

KENORA ONT.

DOMINION NETWORK




MIGHTY MIKE
presents
INTERESTING FIGURES

She lacked it --
We've got it!
Coverage....!

- 153,420 radio sets in Saskatchewan*

*BBM 1950



C.K.C.K. • Regina, Sask.

CKXL Earns More & More Listeners

Proof by Elliott - Haynes

- June daytime 26.9% of listeners.
- July evening 31.8% of listeners.
- August daytime 33.1% of listeners.
- September evening 37.9% of listeners.
- July OUT-OF-HOME listening (9.00 a.m.-6.00 p.m.) 39.4%* of listeners.
- July AREA survey Mon. thru Sat. 9.00 a.m. to 10.00 p.m. 26.2% of listeners.

*Higher than any other Calgary station.

CKXL is rapidly earning top ratings in Calgary . . . and time costs are less than those of other Calgary stations. Your dollar buys more listeners . . . and results on

CKXL Calgary

1000 WATTS 1140 KCS.

Get the facts from

NATIONAL BROADCAST SALES

TORONTO: 2320 Bank of Commerce Bldg. - AD. 8895
MONTREAL: 106 Medical Arts Building - FI. 2439



PROFESSIONAL AND SERVICE Directory

PRESS CLIPPING

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 8 1/2c 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.

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

RECORD'G SUPPLIES

IMMEDIATE RESHARPENING SERVICE—By special arrangement with Audio Devices Inc. we carry a large stock of Cappel's resharpening needles. Mail us your used Sapphires Needles and we will immediately return to you sharps a fraction shorter than those supplied to us. This remarkable service has been tried by leading broadcast stations and proven to be highly successful. Net price each . . . \$2.00 — ALPHA ARACON LTD.—29 Adelaide St. W. Toronto.

RESTAURANTS

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

SINGING

"TEX" BLOYE—Original western entertainment, songs, gags, etc. Just finished "Who Am I?" Available for Radio, Stage, Recordings—LL. 5535.

PHYLLISS MARSHALL—Experienced personality singer. Shows: "Moon Mist", "Light Moods," heard on a million-Mutual outlets. Available for bookings—4862.

FREDA ANTROBUS—Lusitanian Soprano—available for radio calls. KI. 3840.

BRUCE WEBB—Versatile broadcaster singing pops, folk songs, commercials. Present show "Bruce Webb Show," Toronto forth Radio Folks"—GE. 8111.

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

HOWARD MANNING—Eminent: "Howard Manning Show," CKEY 9.30 p.m.—Available for commercials, guest appearances. Phone HY. 7782.

FROSIA GREGORY—Singer on the "Army Show"—available for guest spots, commercials, etc. Accompanist on Auto-Harp—RE. 7718.

SHIRLEY PACK—Soprano, New York, San Francisco, available for radio calls—RA. 2601 or KI. 2103.

WRITING

ROXANA BOND—Sparkling original scripts that please sponsors and audiences. Children's shows a specialty. Phone Zone 8986 Willowdale.

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

ACTING

PETER LEGG—characters and dialects, several years' experience overseas TV; CBC, etc. British dialects a specialty. Commercial, drama—EL. 7181-Loc. 267. (A)

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

BETH LOCKERBIE—Leading lady, European dialects, characters 8 to 80, 15 years' experience, commercial-acting. MA. 2338 or WA. 1191. (B)

TOBY ROBINS—Back in Toronto after summer of stock with the "Strawhatters" (Gravenhurst)—now available for radio calls—ME. 4144. (D)

RUTH SPRINGFORD—Actress—commentator—commercials—singing with zither accompaniment—"Kindergarten of the Air," etc. Extensive radio experience—RA. 7966. (D)

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

No globe-trotting for LADIE DENNIS this fall, staying on the job. Available for acting, commercials and commentating. WA. 1191. (L)

LIONEL ROSS—Juvenile—10 years' Professional Radio and stage experience. Available for radio—stage—films. 29 Northcliffe Blvd.—LA. 8612. (O)

VERLA MORTSON—Commercial—acting. Young, attractive, ambitious. Considerable commercial and CBC experience. WA. 1191 or HU. 0114. (P)

IRIS COOPER—Competent actress not heard every day—"Slovac" dialects a specialty. Considerable CBC experience. RA. 0440 (X)

RENA MACRAE—Commercial—acting, mother-housewife type, testimonials, etc., substantial experience—Rinso, etc. Phone MO. 1593. (R)

BETH ROBINSON—15 years stage—radio. Straight leads, boy-girl, 'teen parts a specialty—English, French, Scotch dialects. HY. 3603. (R)

MARCIA DIAMOND—Just back from Vancouver, after playing leads in CBC's "Summer Theatre." Available for Commercial—Drama calls. RE. 0319. (E)

LUCILLE BIRCHALL—Tops in child acting—has played all leading shows—Commands five dialects—Commercials—Acting—Phone 533W Richmond Hill. (E)

JOAN FOWLER—Enthusiastic young actress. Specialist in boy and girl parts, several years' experience at CBC—Phone PR. 4481. (L)

MARLENE DANIELS—Now in Toronto, available for calls. 'Teen parts and dialects, considerable CBC experience. RE. 3236 or RE. 9470. (X)

ALENE KAMINS—Now available for commercial calls—9 years' radio and film experience—specializing in 'Teen parts—KE. 7518. (A)

ANNOUNCING

WALLY CROUTER—"Top of the Mornin'" "Treasure Trail," CFRB Special Events—Call CFRB. (X)

BETH LOCKERBIE—Women DO listen to women—sell your lady listeners with commercials by one of Canada's top announcers. WA. 1191. (B)

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

LOY OWENS—A record of consistent sales through Ontario's long established and most powerful independent outlet—CFRB, Toronto. (X)

MICHAEL FITZGERALD—Kingsdale 0616. (M)

JACK DAWSON—Lever Bros., Cities Service Oil Co. Ltd., Arthur Murray School of Dancing—CFRB. (L)

EDUCATION

EVENING CLASSES in Speech, Announcing, Acting and Radio Writing now open. Academy of Radio Arts, Lorne Greene, Director, 447 Jarvis, Toronto. (G)

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

ENGINEERING

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

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

PHOTOGRAPHY

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

PROGRAMS

CHRISTMAS JINGLES—Brightest, best produced ever. 8 one-minute original jingles for 8 different seasonal sponsors. 50% discount if you act now. S. W. CALDWELL LTD., 80 Richmond West, Toronto. (O)

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

HAVING A DEVIL OF A TIME?

Selecting the best radio buy anywhere is a tough job. But in Alberta you can

MAKE THE JOB EASIER
— CHOOSE CFCN TO
SELL ALBERTA FOR YOU



Remember—Calgary is Hub of the Expanding Alberta Market!

HERE'S WHY:

- BBM figures show CFCN gives you a plus audience in Saskatchewan and B.C.

- CFCN has sold the Alberta Market for over 29 years . . . and sold it well!



"The Voice of the Prairies Ltd."

ASK:

Radio Reps: Toronto, Montreal, Vancouver
Broadcast Reps: Winnipeg
Adam J. Young, Jr.: New York, Chicago, San Francisco
Harlan Oakes: Los Angeles



TALENT TRAIL

By Tom Briggs

A one-hour radio version of *Treasure Island* could easily be a very sad clinker, but as produced by Alan Savage for the October 13 presentation of *Ford Theatre* (Fridays on Dominion at 10 p.m. EDT) it was far from dull.

Savage, of Cockfield, Brown, and cast had many things to overcome. The story is one of the best and best-known in literature and was recently given prominence by the Walt Disney film. Thus, in playing to an audience so familiar with the story, a good performance was imperative, yet more difficult. Then, too, Stevenson's writing is easy to read but requires intelligent interpretation when acted, especially for radio. Besides, this was Friday the 13th.

Familiarity was forgotten, superstition overlooked, a clever adaptation by Brainerd Duffield was purchased, and, with a roster of veterans to play the leads, *Treasure Island* became one of the best pieces of drama heard on any of the networks, either here or across the border, this season.

There were no stars here. The good ship *Hispanola* was well skippered by Lorne Greene, who not only played Captain Smollett, but became Captain Smollett. Tommy Tweed rates a superlative or two for his portrayal of rough, gruff Long John Silver. Bill Needles did Dr. Livesey's role quite correctly, giving this staid young gentleman - physician a "quite propah" air. Deft and neat describes Needles' acting.

Jim Hawkins, the man, was played by Michael Kane, who owns a smooth voice which narrated a large portion of the show in a steady, detached tone. In a play with less action, an approach like Kane's could bore a hermit to death, but *Treasure Island* benefited through the contrast and steadiness which he gave it—a fine example of negative stress.

Jim Hawkins, the boy, as done by Roger Newman, was a little less memorable. Newman in this role sounded like the good actor he is just having an off night; was probably tired of rehearsing, or just tired. The part, I felt, lacked zip in some measure, and required at least some of the lines to be spoken with more firmness and conviction. Hawkins is supposed to be young, completely awed by the strange world he has been flung into, and at times thoroughly scared. But not all of the time is he this way. Indeed, on occasion the lad is not only courageous, but downright audacious. Or at least that's the way I remember it.

However, a few lapses in an otherwise fairly-well-played part by Newman certainly didn't even begin to detract from this evening's show. In fact, what made this show stand out was that so few of the players did ease up during this one hour of whirlwind action and countless pace changes.

Ford Theatre's audience tasted the best this time and will no doubt be back for more, including the conservative, informative and even pleasant commercials. I don't think they'll be disappointed.

REFACE

This is the 1,361st item we have written or purloined for this column. When can we start revivals?

■ ■ ■

WISHFUL THINKING

It is to be hoped that Toronto Telegram Scribbler Bob Kesten will soon get his TV set paid for so that he can start doing a radio column again.

■ ■ ■

RADE WIND

We can find no foundation for the rumor that, in deference to the Dominion Government's house organ, *The Toronto Star*, the National Film Board is contemplating making "The Gordon Sinclair Story."

■ ■ ■

IN MAIL

Sir: We have received your Canadian Retail Sales Index, which we find exceedingly useful. There must, however, be a page missing from our copy as we cannot find the Lewisite column anywhere.

X & Co.

■ ■ ■

ATIONAL GUARD

It is interesting to note that CBC chairman Dave Dunton is watching U.S. color TV closely, because nobody else is.

■ ■ ■

E TOLD YOU SO

A reader with a memory writes in to say that Walter Elliott's presentation of public attitudes on advertising was reminiscent of the past five years' issues of this paper.

■ ■ ■

YERS' MARKET

We understand a Toronto bisterie plans advertising "All you can eat for \$175 a person."

■ ■ ■

NTI-TRUST

Next they'll be investigating the doughnut manufacturers to see if something can't be done about the hole in the middle.

■ ■ ■

OCAL JOKE

Can it be that Toronto's Mayor McCallum is guilty as charged of doubling the illegitimate birth rate over the past twenty years?

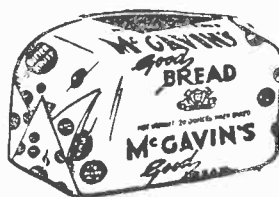
CJCH
HALIFAX

**THE NUMBER ONE
STATION
IN THE MARITIMES'
NUMBER ONE
MARKET**

●

CJCH
HALIFAX

24 HOURS ON 5000 WATTS



The Monday thru' Friday McGavin's newscast over CJOC enjoys an E-H rating of 26.5. CJOC is the "buy-word" in the prosperous Lethbridge market. Want more details? See your local A-C man!

"YOU CANNA AFFORD TO MISS THE LETHBRIDGE MARKET!"



Ask your local All-Canada man!

LETHBRIDGE ALBERTA ALL-CANADA STATION

CANADIAN TELESCREEN

Vol. 3, No. 20.

TV and Screen Supplement

October 25th, 1954

RCA CHARGES RE-FIRE COLOR FEUD

FCC DECISION TO BE APPEALED IN COURT

New York, N.Y.—What has been rumored for many weeks, wherever television talk is heard, broke out in the open this week when the Radio Corporation of America filed a suit to enjoin the Federal Communications Commission from implementing its ruling approving the Columbia Broadcasting System's color video system.

For many weeks now these rumors have been making the rounds of the local bistros catering to broadcast folk—they claimed there was some kind of a tie-in between an engineer member of the FCC and CBS. In many cases the idea was pooh-poohed, but now that RCA has made its charges, there are a lot of people saying "I told you so."

No matter what the true facts are, the bitter battle has put a new odor in the television industry—and it's not a good one. It's the kind usually reserved for political campaigns.

RCA charged that the Commis-

sion's approval was based largely on advice from an FCC engineer who sought a patent for a device usable only in the CBS system. According to RCA: "The Commission relied on this staff engineer's advice because the majority of the Commission have no engineering training and the decision of the Commission is stated to be based entirely upon engineering considerations."

The FCC's decision prompted another suit—this one by the Pilot Radio Corporation, which seeks an injunction against the action. Other companies were expected to join the parade.

Meanwhile, practically the entire industry ganged up on the FCC and CBS. Only a handful of

set manufacturers leaned toward CBS by announcing that they planned production of adapters and converters so present-day receivers can pick up the CBS transmissions either in color or black-and-white.

■ ■ ■

JOINS FILM FIRM

Toronto. — Joel Aldred, freelance radio announcer, has been appointed sales representative of the Motion Picture Division of Ashley & Crippen here, it was announced last week by division president Dan Bibson.

Aldred has been acting in this capacity for the past six months and said he would continue with his present radio work.

BBC IN SOC vs CON SANDWICH

London, Eng.—Norman Collins, television chief of the BBC, resigned his post here last week, following the telecasting of a play that was bitterly attacked by the Labor press, although BBC spokesmen claim there is no connection between the two events.

Collins is expected to issue a statement shortly which will refute any tie-up between his leaving the Corporation and the showing early this month of Val Gielgud's *Party Manners*, which, for entirely different reasons, brought forth resounding howls from both Labor and Tory newspapers.

The *Daily Herald* complained that the play "reeked with snobishness" and urged that a scheduled repeat showing be cancelled. The repeat was immediately cancelled.

Conservative papers entered the fray, charging the Labor Government with attempting to censor radio, which is beyond its power. BBC Chairman Lord Simon of Wythenshawe, countered the charges in a statement which disclosed that it was he who ordered the repeat performance cancelled. After viewing the first showing, he said: "Part of the plot turned on the apparent willingness of a British Cabinet to imperil national security by releasing the secret of the atom bomb in order to win a general election. I felt such a play capable of being misunderstood, and it seemed to me that if that came about, it could not be in the public interest." Lord Simon denied that any outside pressure was responsible for this action.

U.S. PLANS COLOR TV DUNTON IS DOUBTFUL

Ottawa.—CBC Chairman A. Dunton, after hearing of the official adoption of the CBS system of color television earlier this month, said he didn't wish to comment in any way on the decision of the Federal Communications Commission.

Dunton said that the CBC has been watching color experiments by both CBS and RCA very closely, but did not know how soon Canada might have color TV.

It would depend on many factors, Dunton said. For one thing, the CBC would have to know a lot more about color before making any concrete plans. Also, as was evident, Dunton added, there is a good deal of argument in the U.S. over the color system now developed.

\$3.00 a Year

(\$5.00 for 2 years)

Insures Regular Delivery of the

Canadian Broadcaster & Telescreen



FOR THESE ARTISTS

- ARLOW, Herb
- DAVIES, Joy
- DENNIS, Laddie
- EWING, Diane
- FOWLER, Dorothy
- GOTT, Herb
- HARRON, Donald
- HULME, Doreen
- KLIGHMAN, Paul
- LAFLEUR, Joy
- LOCKERBIE, Beth
- LYONS, John
- MacBAIN, Margaret
- MILSOM, Howard
- MORTSON, Verla
- NELSON, Dick
- NESBITT, Barry
- O'HEARN, Mona
- RAPKIN, Maurice
- SCOTT, Sandra
- WOOD, Barry

Day and Night Service at
Radio Artists Telephone Exchange

**DON'T WAIT
TILL THE COWS
COME HOME!**

They're Here Now!

**LIVESTOCK
SALES**

at

**PRINCE
ALBERT
STOCK-
YARDS
IN 1949
AMOUNTED
TO
\$7,637,198.00**

Learn More about
this 4-in-1 market
from the All-Canada
Man.

CKBI

PRINCE ALBERT, SASK.
5000 WATTS

**Successful Businesses
ARE USING CKNW**

CHIEF ANNOUNCER

for 1000 watt Western station. Please give personal history and particulars of past experience & earnings.

Box A-59

Canadian Broadcaster
& Telescreen

163½ Church St., Toronto

SALESMAN

for Midwest station. Must have proven record of time or advertising sales. Give details together with history and earnings.

Box A-60

Canadian Broadcaster
& Telescreen

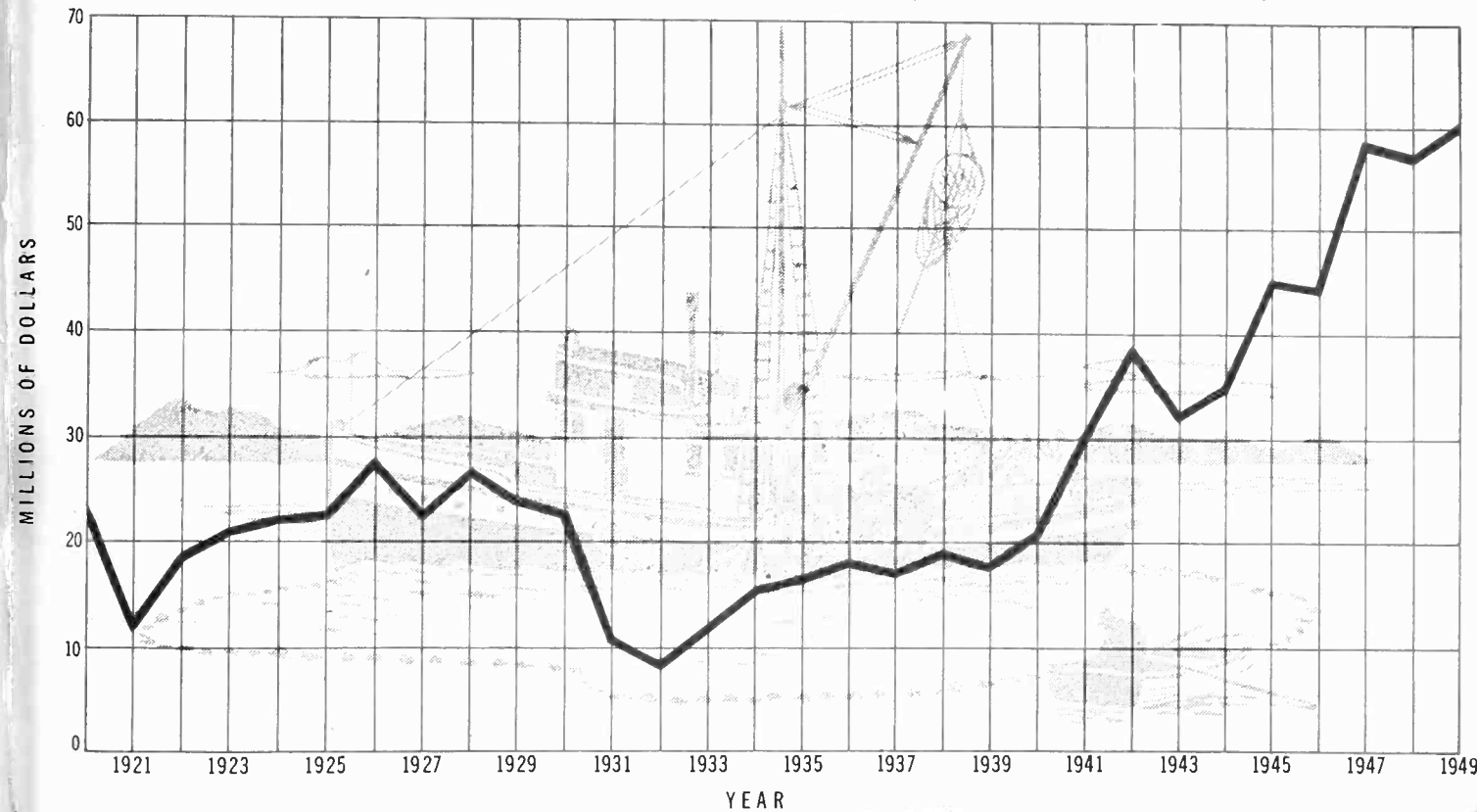
163½ Church St., Toronto

TIME to UP

Your B.C. Budget!

FISHERIES Shows Why..

VALUE OF FISHERIES PRODUCTION OF B. C., YEARS 1920 TO 1949



Share in the remarkable prosperity of the fisheries. \$60,000,000 was the estimated value of B. C. fisheries' products in 1949! Nearly three times as much as the revenue in 1940. Another striking example of progress and prosperity in B. C. Another good reason to increase your radio advertising budget in Canada's fastest-growing province.



BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

CHWK CHILLIWACK
 CJDC DAWSON CREEK
 CFJC KAMLOOPS
 CKOV KELOWNA
 CHUB NANAIMO
 CKLN NELSON

CKNW NEW WESTMINSTER
 CKOK PENTICTON
 CJAV PORT ALBERNI
 CKPG PRINCE GEORGE
 CJAT TRAIL

CJOR VANCOUVER
 CKMO VANCOUVER
 CKWX VANCOUVER
 CKDA VICTORIA
 CJVI VICTORIA
 CJIB VERNON

**All over Ontario
they read these ads
and tune to CFRB**



Jack Dennett, CFRB newscaster, believes in keeping things up to date. Father of two girls, he became a keen camera fan to keep a week-to-week photo record of his young daughters' growth. Jack's unique style of delivering the news "completely-packaged" has made him one of Toronto's most popular announcers.

Mrs. Alma Campbell, of 73 Hewitt Ave., Toronto, attractive young housewife and part-time career girl, has to catch up on world events when opportunity allows. Mrs. Campbell especially appreciates Jack Dennett's breezy, comprehensive 11:00 p.m. news coverage that's timed just right for before-bedtime listening.

"Jack Dennett gets my vote," says Mrs. Alma Campbell. "He has an easy style and lets you know just what's happening in a few words. My husband and I both enjoy listening to him—as we do to so many CFRB programs! No wonder our dial is set—and stays set—at CFRB!" Hear Jack Dennett's other newscasts at 3:00, 4:00 and 5:00 p.m. Monday through Friday. You'll find your favourites, too, on CFRB—1010 on your dial.

**Put your
dollars where
the dollars are!**

CFRB

**50,000
watts—
1010 kc.**

Representatives:

United States: Adam J. Young, Jr., Inc.

Canada: All Canada Radio Facilities Limited