

CANADIAN BROADCASTER

AND TELESCREEN

Vol. 9, No. 17.

TORONTO, ONTARIO

September 13th, 1950

BACK TO WORK



—Photo by Jim Lynch.

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



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

Slim Agenda For CBC Board

Ottawa. — Applications for licenses to operate an experimental TV station in London, an AM station in Kingston and another in Dauphin, Man., are scheduled to come before the CBC Board of Governors during their meeting in Vancouver, September 19 and 20, it was announced here by Board secretary Hugh Palmer.

The Sparton Co. of Canada Ltd. will apply for permission to operate their proposed experimental TV station in London on channels 2, 6, 7 and 11.

A license is being sought by Robert S. Grant for a 1,000 watt station on 1380 kc. for Kingston.

Also to be heard again, after its deferment from the previous meeting, is the bid of the Dauphin Broadcasting Co. Ltd. for a 250-watt station on 1230 kc. in Dauphin, Man. When the com-

pany first made its request before the Board in May, it was represented by former CJGX manager Ken Parton.

A request for transfer of control of station CKOK, Penticton, from J. Reg. Beattie and others to Grenville J. Rowland and Maurice P. Finnerty will be considered by the Board.

Increases in power to be requested at this time are: for CJEM, Edmundston, from 250 watts on 1230 kc., to 1,000 watts on 1350 kc. DA-1; for CJNB, North Battleford, from 250 watts on 1240 kc., to 1,000 watts on 1460 kc., omni-directional; and for CKOV, Kelowna, from 1,000 watts to 5,000 watts daytime only, while night power of 1,000 watts and frequency of 630 kc. remain unchanged.

U.S. Merchants Use CFRA

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

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

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

the Merchants' Bureau and Clarkson College of Technology participating.

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

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

Announcer Hits Back At Caustic Critic

Toronto.—Gordon Sinclair, cantankerous columnist on The Toronto Star, took exception to an item CFRB's Jaff Ford used recently on *Midnight Merry-Go-Round*. Ford, who was pinch-hitting for Barry Wood, warned parents they should urge their children to obey traffic rules when they went to school.

Wrote Sinclair: "I figured that the only kiddies up to hear those lessons must have had belly-aches . . . Among other things, parents were being told how and where to ride their scooter cars,

and when not to play their games."

Ford retorted on his program the night the item appeared.

"If the official police records did not show that seven children up to 11 years of age had been killed already this year on Toronto's streets," he said, "then a facetious misinterpretation of those remarks, as made by Gordon Sinclair in his newspaper column tonight, might be justified. But as a parent . . . I feel that everything we can do should be done for those children's safety."

W. A. B. CONVENTION
Hotel Palliser, Calgary
September 28 — 30

Take a letter . . . Miss McDougall!

September 10th, 1950.

Mr. R. H. Geary,
H. F. Stanfield Ltd.,
Dominion Square Building,
Montreal, Quebec.

Dear Reg:

Since November 1, 1946, the date that we launched CHAT, you've been kidding me about being associated with a radio station in "The Pot City". You said it first at Quebec in 1946, again at Jasper in 1947, and you've repeated it several times in Montreal and Calgary on the various occasions that our paths have crossed.

No doubt your veiled compliment was inspired by the fact that the potteries in Medicine Hat made clay pots, darned good ones, in fact. It occurs to me now, that perhaps you are not thoroughly aware that making pots is just a small part of the industrial life of this market.

Did you happen to know, for instance, that the largest linseed oil factory in Canada is operating in Medicine Hat, and that most of the paint that adorns the homes and buildings in Western Canada has as its chief component part, Alox Linseed Oil, refined in Medicine Hat by Alberta Linseed Oil Company?

Did you know over \$20,000,000.00 worth of flour and packaged cereals are produced annually in Medicine Hat by three huge flour mills operated by Ogilvie, Maple Leaf and Lake of the Woods?

Did you know that Dominion Glass of Redcliff (nine miles west of Medicine Hat), operates twenty-four hours a day, seven days a week, employing over 400 people, who produce most of the Coke bottles, beer bottles, beer glasses, preserving jars, etc., used in Western Canada?

Did you know that Medicine Hat's under-glass acreage is 20 acres, second in Canada to Brampton, Ontario, and that from the various greenhouses in Medicine Hat, there is an annual shipment of cut flowers worth \$1,500,000.00?

Did you know that there is a glass button factory in Medicine Hat, the only one of its kind on the North American Continent, and that your wife's blouse is held together by something we produced in "The Pot City"?

Did you know that there are two plants producing farm machinery in Medicine Hat? The land levellers and the hay stackers that farmers throughout Western Canada find invaluable are produced right here in the little, old "Pot City"!

I could go on and tell you about the factory that produces Perfex bleach, about the plant that produces finished furniture, the clay products factory that produced forty miles of sewer pipe last year, about the potteries that produced 8,000,000 pieces of pottery last year, and about the fifty carloads of manufactured goods that originate in the freight yards every day of the year in Medicine Hat! But . . . you must be convinced now, that we have a market, a year round market, that does not depend upon the whims of the weather man to make it stable. We don't really need the largest ranches in the British Empire all around us, but we've got 'em! We don't really need the annual \$2,000,000.00 payroll of the Suffield Experimental Station, thirty miles west of Medicine Hat, but we've got it!

All we need is a guy like me who knows the story, and is not bashful about telling it, and who is as aware as you should be, that you can't cover this market without CHAT because the closest radio competition is 110 miles away, and the next closest is 200 miles distant!

We're sitting pretty, Reg, and we've got room on the buyer's bench for several fellows just like yourself!

Sincerely yours,

BROADCASTING STATION CHAT

R. J. Buss,
MANAGER.

RJB:em

ONE THOUSAND PERSUASIVE WATTS SELLING 20,000 CITY AND RURAL RADIO HOMES

RESEARCH

New Survey System

Toronto. — Penn McLeod Research is out with a new "station rating service" to replace the "program rating service" they instituted earlier this year. So far the survey covers Toronto, Vancouver, Victoria, Calgary, Edmonton and Whitehorse.

Penn McLeod, 29-year-old president of the organization, has just moved his head office and processing department from Vancouver to Toronto, and is maintaining the west coast office for a part service. He claims that rating a 30-minute period across the board, irrespective of daily program content, gives a more stable and reliable picture. Reason for this, he says, is that carrying through ratings for a specific time for five days a week gives five times the size of sample or 10 times the size of a single quarter-hour period.

PM ratings, he says, are based on the number of actual radio homes contacted regardless of the number of attempted calls made, and no weighting is used in comparison.

Prime reason for adoption by McLeod of this new system seems to be his contention that an exceedingly large number of calls have to be made to obtain sufficient reliability. Also, he says, there are few cities in Canada that have enough phones, so that the same respondents don't have to be called too often during one survey period.

Key personnel of the McLeod organization, of which McLeod is president, consists of W. B. Watts who has charge of the Vancouver operation, R. B. Dickinson, located in Toronto, and E. G. Vatcher, whose responsibility is business promotion.

New Fields To Conquer

Last month, subscribers to Elliott-Haynes Radio Surveys received a report on "Area Listening," one of the four new reports being issued by that survey organization. The "Area Listening Report" contains information showing the distribution of listeners in the rural and small towns outside the main cities where radio surveys have been conducted for many years. Up to now, the only coincidental telephone surveys were restricted to the telephone exchanges in Halifax, Montreal, Toronto, Winnipeg, etc., but there was still a good deal of guesswork among time buyers as to what the distribution of listeners was outside the metropolitan centres.

Elliott-Haynes Area Listening Reports cover the 11 markets of Halifax, Saint John, Montreal-Tenoch, Ottawa, Toronto, Hamilton, Winnipeg, Regina, Calgary, Edmonton and Vancouver. The areas vary in size from a radius of 65 miles in the thickly populated counties around Toronto and Hamilton, to 100 miles in the prairies and British Columbia. The surveys cover rural and small town homes within the area extending metropolitan centres where

coincidental surveys are already being reported. The reports give a list of the counties included in the area and an estimate of the number of radio homes.

The listening trend data is broken down by half-hour periods on a Monday-through-Saturday basis from 9 a.m. to 10 p.m. A further analysis is given by three-hour periods for each day separately, showing morning listening trends (9 a.m. to 12 noon), early afternoon listening (12 noon to 3 p.m.), late afternoon listening (3 to 6 p.m.), and evening listening (6 to 10 p.m.), and the average for the whole week.


"The size of the area may be adjusted during subsequent surveys," states J. M. Leckie of the Elliott-Haynes organization, "to allow the local stations a better-than-50% coverage, because advertisers prefer to study a limited market where the local stations predominate, rather than a very extensive market where the local stations cover less than half of the radio homes in the area."

The Voice of the Eastern Townships

CHLT
(FRENCH) 900 Kc. 1000 Watts

CKTS
(ENGLISH) 1240 Kc. 250 Watts

SHERBROOKE, QUE.



SHERBROOKE, QUE.

Sherbrooke's textile mills turn out huge quantities of silk stockings, gloves, cotton and rayon goods. It is the home of such well-known names as: Julius Kayser Co., Dominion Textile Co., Paton Mfg. Co., Bruce Silk Mills and Dominion - Burlington. Tell your sales story here — over CHLT and CKTS.

Representatives

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

CFCO leads all Western Ontario Stations
for audience increase, according to
B.B.M. Study No. 3.

An Average Day & Night Increase
of 92% over Study No. 2.

"Ask anyone in Western Ontario"

CFCO - 630 Kcs - Chatham

THIS YEAR

MANITOBA

IS A BETTER MARKET

THAN EVER BEFORE

3,098 radios sold in March, 1950

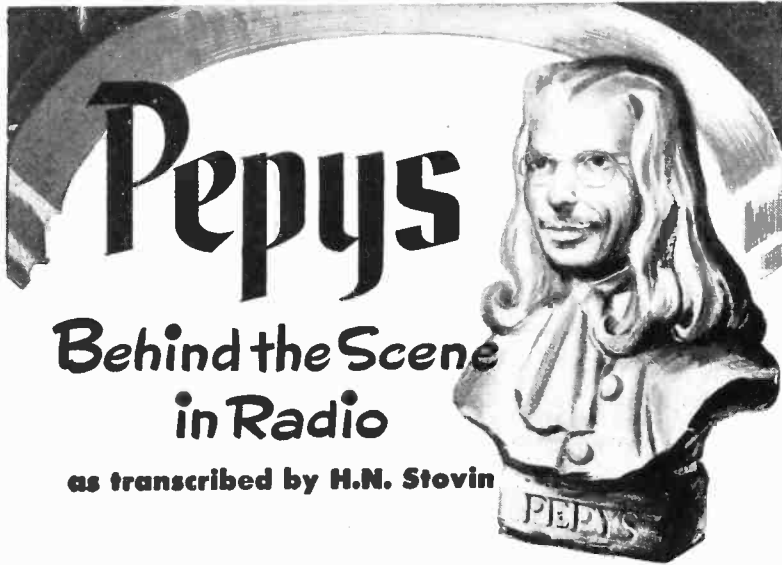
a 34% increase over March, 1949

CKRC

WINNIPEG

5000 WATTS **630 KILOCYCLES**

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



“Did this day in one of our better coffee-houses have speech with a merchant who said he wished he could do business, as did his grandfather, in Queen Victoria’s day, when there were no railroad strikes. Did upbraid him for his attitude, and say I was glad to be alive in these days, and working in radio, for the lively spirit therein, and the foresight of management in recognizing their responsibilities to the community and rendering service thereto. Being challenged for an example, did quote ‘Lionel’ of CKCW at Moncton, who did promptly set up an emergency travel service to accommodate business men and others, all of which was rendered on a non-commercial basis ● ● ● Did then add reports of outstanding family-neighbor co-operation from CJBR Rimouski. Since the disastrous fire of May 6th and 7th last, no less than 30 new homes are now occupied, 140 more are under construction, and plans for the immediate construction of 100 others are now completed — a truly outstanding example of neighborly goodwill and enterprise ● ● ● CJNB, North Battleford, has completed plans for a widely-extended service in Western Saskatchewan and East-Central Alberta, in that a new 1-kilowatt transmitter has been ordered and is to be shortly installed ● ● ● CHSJ, Saint John, N.B., is now glowing with just pride over a test by a local advertiser of the sales-producing power of that station. Any Stovin man will give you details of the outstanding results he received — ask him about Burtol Dry Cleaners of Saint John, N.B.”

HORACE N. STOVIN
& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

Representative for these live Radio Stations

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

AGENCIES

By Art Benson

SPITZER & MILLS

Toronto. — Colgate-Palmolive-Peet returns its major shows to the networks this month. *Our Miss Brooks* resumed from CBS September 3 over CFRB, Toronto, CFCF, Montreal, and the Dominion net advertising Colgate Dental Creme, Cashmere Bouquet and Halo Shampoo. *Mr. & Mrs. North* for Palmolive Soap and Shave Cream has commenced over CFRB, Toronto and CJAD, Montreal (delayed from CBS).

The Happy Gang started back September 11 over the Trans-Canada net with the same format and artists; as did its French counterpart, *Les Joyeux Troubadours* over the French net. Both shows advertise a wide list of Colgate products.

Share the Wealth gets under way September 23 over the Trans-Canada net with delays to CKWX, CKRC, CFRB and CJAD, again featuring Stan Francis and Cy Mack as co-emcees. Products advertised include Halo Shampoo, Fab and Palmolive Soap. The French counterpart, *La Mine d'Or*, starts September 19 over the French net.

Colgate also introduces the new *Peggy Brooks' Show*, transcribed five minutes five a week, over six Ontario stations: CFRB, Toronto; CFPL, London; CKNX, Wingham; CKPC, Brantford; CJCS, Stratford, and CFCO, Chatham, advertising Fab and Palmolive Soap.

YOUNG & RUBICAM

Toronto.—The Borden Company returns *Canadian Cavalcade* for the seventh season over the Trans-Canada net and supplementaries on October 3 at the new time of 9.30 EST. Mart Kenney again takes care of the music along with Norma Locke and Wally Koster. Elwood Glover handles the commercials on the Borden products with Herb May back as emcee. Same sponsor also returns *Les Talents de Chez Nous* to the French net October 5 for

the second year.

Robin Hood Flour Mills returns *Robin Hood's Musical Kitchen* (15 minutes three a week) to the Trans-Canada net and supplementaries September 11 featuring Howard Cable and orchestra, Bernard Johnston, Terry Dale and announcer Elwood Glover. The French counterpart, *Madame Es Servie* (15 minutes three a week) has also started over the French net and supplementaries.

Whitehall Pharmacal brought back *What's Your Beef?* (15 minutes five a week) to the Trans-Canada net on September 11.

Lever Bros. returns *Arthur Grey's Talent Scouts* (from CBS) September 14 to the Trans-Canada net with a delay to CFRB the following night, advertising Lipton Tea and Lipton Soups.

MACLAREN ADVERTISING

Toronto. — Standard Chemical Ltd. (Javex) starts the 15-minute three-a-week live *Pick the Hit* September 25 over CKLW, Windsor. Same show has been renewed over CJCA, Edmonton, on a five-a-week basis. The 15-minute five-a-week *Javex Jill* returns CHAB, Moose Jaw and CKE Prince Albert, October 2. Javex is also taking its 15-minute segment of *Welcome to Hollywood* (from ABC) over CJBC, Toronto while a spot announcement series goes out October 2 to six stations including CJCH, Halifax; CKC Moncton; CHSJ, Saint John; CKSB, St. Boniface; CJGX, Yorkton, and CFCN, Calgary.

H. J. Heinz Co. of Canada returns *Ozzie & Harriet* September 13 to CJBC, Toronto (from ABC) with a delay to CFC Montreal, the following night, advertising the Heinz products.

JAMES LOVICK

Toronto.—Newlands & Co. Ltd. (yarns) has started the *Knitting School of the Air* featuring Ma Esther. The 15-minute twice-week program originates CFRB, Toronto, with recording placed a week later over CJC Halifax; CFCF, Montreal; CK Winnipeg; CKCK, Regina; CFR Edmonton and CJOR, Vancouver.

Successful Businesses ARE USING CKNW

AM. 800 Kil. (5000 WATTS)
F.M. 98.1 Meg. (500 watts E.R.P.)

TELL YOUR STORY OVER
CHRC
GREATEST SELLING FORCE AROUND QUEBEC CITY

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

LA VOIX DU VIEUX QUÉBEC

CANADIAN BROADCASTER AND TELESCREEN

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Vancouver - Bob Francis
New York - Richard Young



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

Thanks, Pals

The recent railroad strike prevented regular delivery of second class mail, except in the cities in which it was mailed. Our last issue was caught in the confusion but, thanks to the co-operation of a number of our friends in the industry, nearly eighty per cent of our issue went out on time, and the balance immediately after the strike was over.

With the prime consideration of getting copies into the hands of time buyers, after mailing Toronto copies as usual, we shipped the Montreal copies by truck to the Montreal Post Office, where they were immediately taken care of. We then contacted Cam Ritchie of CKLW, Windsor, and he kindly consented to take care of mailing our American copies across the border. Other points, to which we shipped by TWA Air Cargo, were Ottawa, Winnipeg, Regina, Calgary, Edmonton and Vancouver. These shipments were taken care of, respectively, by Jim Allard (CAB), Les Garside (Inland Broadcasting), Norm Botterill (CKRM), Jim Love (CFCN), Gerry Gaetz (CJCA) and Sam Ross (CKWX). Hamilton, Woodstock, London, Ingersoll and various Ontario points were mailed for us through their respective towns by Stan Smith (KOCX) and Steve Rowan (then KOC, now CKY).

To these co-operative souls, and any others we may have inadvertently missed, we express our keen appreciation for their co-operation in helping us out of a difficult situation. To all our readers and advertisers we tender an equally warm "Thanks, pals," for their tolerance and understanding. Finally, to the men and women of the railroads—both management and personnel—we appreciate that in victimizing the entire Canadian public with their inability to reach an amicable settlement over the tortuous question of cents, they showed us, beyond question, that private enterprise is bonded together with chains of unity and co-operation which no power will ever be able to tear asunder.

Opportunity Knocks Twice

The contentious question of Canadian talent is kicked periodically—eternally, a fact—from private stations to CBC and back to private stations again. But here is a fact to which everyone closes his eyes, and that is how most of this talent derives its livelihood.



"I wonder if anybody would notice if we went on strike."

Definitely the private stations are used as a proving ground by the CBC, in the development of live entertainment, and, without question, some of this talent is developed by the CBC to the point where it becomes saleable to commercial sponsors. But in too many cases an artist or group of artists gets a three months' run on the network, and then is dropped into the discard.

One such example of this procedure is the case of "The Happy Gang," which was a CBC project at the outset, and was about to be left out of the schedules, when it was taken up by Colgate-Palmolive Peet. CBC never did come up with such an effort as York Knitting Mills' "Singing Stars of Tomorrow." They did, however, copy the idea for a sustainer on their French network. Now York Knitting Mills have concluded their sponsorship of the program, and it is to be heard this year under the CIL banner.

Time was when the newscasting voice of Lorne Greene was known, country-wide, on the national news. Now his newscasts are heard, on CKEY, under the sponsorship of the Heinz Company and Sunoco Oil. Gordon Sinclair, whose work as a newspaper reporter took him to all corners of the globe, is brought to the people of Ontario over CFRB, by Alka-Seltzer. "The Leslie Bell Singers," acclaimed across the whole continent for their artistry, are bankrolled by Canadian General Electric. "The Don Wright Chorus" is singing for Westinghouse, with an added feature of John "Mr. Canada" Fisher. Baritone Bernard Johnson won CBC's

"Opportunity Knocks" and was forgotten until Robin Hood Flour Mills picked him out a year later to star on "Musical Kitchen." "Un Homme et son Pêche" plays a major part in French-Canadian life under the auspices of Pepsodent.

Such programs as "Canadian Cavalcade" and "Ford Theatre" (respectively Borden's and Ford) provide occasional opportunities for both the musical and dramatic fraternities.

While commercial sponsors do not act as a school for beginners in the entertainment field, they do, as this article shows pretty clearly, provide the lion's share of the work for those artists who have arrived and are ready to be thrown in the "pending file."

Retail Sales Index

The first annual "Canadian Retail Sales Index," sister publication to this journal, will be out just about the same time as this issue. This breakdown of retail sales, by counties, census divisions and census sub-divisions, has been made possible by the co-operation, first, of the radio industry, whose advertisements have borne a material part of the cost of the enterprise. Also, we have been heartened by the advance orders for copies of the book which have been received from a representative cross-section of media, advertising agencies, national advertisers, libraries, government offices, trade associations, and others.

The tireless work of our statistical editor, G. E. Rutter, has brought forth an Index which will afford Canadian business with an as nearly as possible accurate estimate of retail selling, in twenty different trade classifications. This has been made possible by the co-operation of the Bureau of Broadcast Measurement, who have supplied population and radio homes estimates, and has also been assisted by the facts and figures which have been obtained from the Dominion Bureau of Statistics. Responsibility for the final computations, as they appear in the Index, rests, however, with its publishers.

As has been emphatically pointed out in the introduction to the Index, the figures are estimates. They have been compiled to give merchandisers, advertisers and others a yardstick by which to gauge their activities. As such, we are sure that they will fill a big gap in the planning of advertising and sales campaigns. As such we commend them to you for the furtherance of your business.

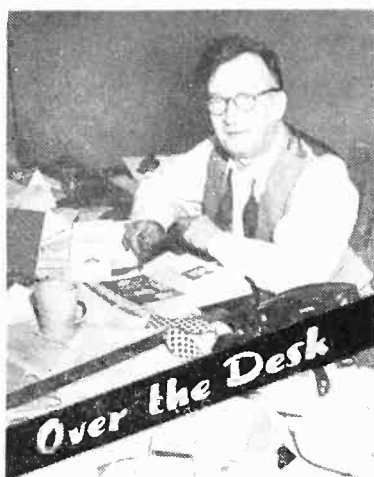


B.U.P.
"COVERS THE WORLD"
BRITISH UNITED PRESS

"The world's best coverage of the world's biggest news"

★

HEAD OFFICE
231 St. James Street
MONTREAL



Over the Desk

This year I went to the Canadian National Exhibition — four times. This vital piece of information gains its newsworthiness because it is the first time in several years I have been able to take more than a quick gander at the biggest merchandising venture in the Canadian year. The reason? The railway strike forced postponement of the WAB Convention which invariably takes place while "The Ex" is on.

At this annual event, practically every sales-promotion-conscious manufacturer and wholesaler in Canada spends thousands of dollars to expose his products and services to the throngs that pour through the CNE buildings, in the hope of gaining more customers. It has always seemed to me that these concerns constitute just about the best prospect list for radio, and so it would appear unfortunate that year after year radio's attention is detracted from

this event by the WAB. It would be impossible for any wide-awake salesman of time or programs to go through even one of the exhibitors' buildings at "The Ex" without coming out with a whole host of ideas and obvious prospects. My advertisers don't display there, so it's none of my business. Just thought I'd hand it along, though.

Wallie Peters, 32-year-old banjo whiz who is musical director of CJOR, Vancouver, won himself a trip to Los Angeles to appear on Horace Heidt's Sunday night radio show. Heidt brought his *Youth Opportunity* program to Vancouver and attracted a crowd of 8,000 to Exhibition Forum. It was the show's first appearance in Canada, though it has been in many parts of Great Britain and the continent as well as the U.S.

If you have to be a radio announcer, Bermuda looks like a good place to be one, judging by a letter from Bill Williamson, Ryerson graduate and erstwhile CFRA, Ottawa, mikeman, now at ZRM, Hamilton, Bermuda.

Writes Bill: "I arrived on an extremely hot day, and it hasn't cooled off since, which is all right if you can spend some time at one of the beaches, of which there are many.

"This is an amazing place. Everyone seems to be operating on about half steam, but things still get done. The station is extremely commercial, with sponsorship being practically complete from six in the morning until 12 at night. The local merchants are quite conscious of the benefits of radio advertising, and even the smallest seems to have an advertising budget. They are quite firmly convinced that radio advertising pays off, and their books prove it.

"Bermuda would be a paradise for you and your color camera. The air is absolutely clear and the colors are almost unbelievable. The whole place looks somewhat Hollywoodish but it is real. The waters around the island are crawling with fish, and about all you have to do is drop your line in.

"I went fishing last Sunday afternoon in about the strangest way possible. All you need is a pair of swimming trunks, a knife, fishing line and a pair of underwater goggles. Then you get in the

water and walk around with your head under the surface until you find some fish, and then drop your line down. The fish are quite tame. As a matter of fact they will bite your toes if you keep your feet still. It's a lot of fun but a little too easy.

"Living is a bit expensive down here. Food is quite high and accommodation is pretty steep too. About the cheapest item on the budget is liquor, which flows in a never-ending stream. All in all everyone devotes a lot of time to having a wonderful time."

The CAAA has again rolled out the welcome mat for aspiring agency men, with a session at the Royal York Hotel October 14 "to test aspirants for employment in advertising agencies and advertising departments." The object is to discover young people who have the aptitude potential for advertising employment; to indicate the particular phase or phases of advertising to which the applicant is best fitted; to screen out the unfit, many of whom make the rounds of the agencies without any knowledge of the aptitudes required to get into the business.

People who want to take these tests should presumably apply in writing to Mr. Alex M. Miller, manager of the Canadian Association of Advertising Agencies, 111 Avenue Road, Toronto.

The listener had spent most of the morning dialing from station to station for news broadcasts. He was supposed to make a business trip to the east and the railway strike had completely fouled up his arrangements.

The situation was serious. The negotiators could not get together. The strike was definitely on. Industry was slowing down and men were being laid off in plants across the country.

Members of Parliament were flying to the capital by special airlift to deal with the unprecedented emergency. The outlook was black, and the whole country faced dislocation and huge losses.

The government, the listener told himself, would have to get down to it and do something specific and far-seeing, if it was to head off disaster.

He twirled his dial back to CBC "And now from Ottawa," the announcer said, "the CBC brings you 'Invitation to the Waltz.'"

ANOTHER REPORT

From THE LAND of MILK & HONEY

(With The Accent On MILK)

"PROFIT PER POUND ON BUTTERFAT HIGHEST IN PRINCE ALBERT DISTRICT IN 1949."

REGINA—Profit per pound on butterfat in Prince Albert was almost double that in any other area of Saskatchewan in 1949. This is revealed in the second interim report of a three-year survey on cost of milk production conducted by research services, Dept. of Co-operation and Co-operative Development.


Sask. Bureau of Publications.

PROSPECTS ARE GOOD. GET ABOARD A 1950 BUMPER BANDWAGON. ADD CKBI MARKET TO YOUR NEXT CAMPAIGN.

CKBI

PRINCE ALBERT, SASKATCHEWAN
5000 WATTS

"MACOVEE" SAYS:



It's picking time in the Okanagan Valley. Time to pick up your fall availabilities on the Valley's Number One Station.

Ask Our All-Canada Man
In the U.S.: Weed & Company

CKOV KELOWNA

Let the Voice
of the Okanagan Speak for You

"The 'OV Appleman"

NEW YORK'S RADIO ROW

by
Richard Young

New York, N.Y.—In a recent issue we predicted that despite the tremendous competition of television, radio will have a good year. The outlook today confirms our forecast.

Whereas there were many holes in the choice evening time schedules of the major networks only a few weeks ago, most of the holes have been ironed out. A majority of the big name shows—Tenny, Hope, Skelton, Crosby, Bergen, Winchell, etc.—are about ready to return to the airwaves with bankrollers attached.

The Korean situation had the Radio Row boys worried, but right now there's almost an air of business as usual along the avenue. Most advertisers are going right ahead with their ad plans with one eye cocked on the actions of the legwings in Washington.

The rosy outlook is being further enhanced by the fact that the major television networks are almost ready to hang the sold out sign on their evening time periods. Thus some of the broadcasters are getting any overflow available. And they ain't complaining.

So far, the NBC network hasn't been too successful in initialing sponsors for its new sales idea shown in trade circles as *Operations Tandem*. It's reported that the chain has been able to interest only two of the six advertisers necessary to carry out the plan.

It's a participation sponsorship plan which would find the six advertisers spending \$1,250,000 each annually for 39 weeks of plugs on five one-hour shows every night at Tuesdays and Wednesdays. Among the programs that may be included in the plan are: *NBC Symphony Orchestra*; *Harris-aye*; *Man Called X*; *Dangerous Assignment*; *Screen Directors' Guild*, and *Duffy's Tavern*.

Most popular (?) subject within the industry these past few days has been the unfortunate incident involving actress Jean Muir. You've no doubt read how Miss Muir was ousted from her role as Mother Aldrich on NBC-TV's *Aldrich Family* series, sponsored by General Foods, because she had been listed as affiliated with so-called pro-Crummie organizations by an individual described as an ex-FBI man.

Compared with the criticism now being heaped on the sponsor, its ad agency and the network, the original attacks by the pressure groups didn't amount to a hill of beans. Unlike the sponsor, these critics have not attempted to judge whether Miss Muir is or is not a fellow traveller. They have directed their criticism at the sponsor's conviction without benefit of trial.

General Foods' confusion, understandable to a point, now looks as though it will backfire. The fostering of this type of hysteria is not the way to sell groceries, as most of the editorials in the nation's top-ranking newspapers have been quick to point out.

And that's the news till next issue.

Distinguished D. J.

Vancouver. — The disc jockey trade received a social boost when 23-year-old Mariella Marino, wife of the assistant Italian consul here, took over an edition of the half hour CBR program *Music I've Liked*. A pianist herself, and a student of music and its history and composers since she was 7, she was one of the most widely talented disc jockies to take over a turntable in this part of the world.

Besides her musical erudition, she teaches Italian, Greek, Latin and English, and has her M.A. from the University of Palermo.

She wrote for radio and had her own program in the Sicilian capital for three years before coming to this country. Since childhood she has appeared as pianist on Italian radio programs.

NORTHERN ONTARIO'S

Greatest

ADVERTISING
MEDIUM

CKSO

NORTHERN ONTARIO'S
HIGH-POWERED
STATION

Ask

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

HERE IS ESSENTIAL
Market Data
FOR ADVERTISERS

1st Annual

**CANADIAN
RETAIL SALES
INDEX**

compiled by G. E. Rutter
CONTAINING

1949 estimates of Retail Sales, in 19 types of business, by Counties and Census Sub-Divisions (also Radio Homes in the same area).

\$5.00 PER COPY
POST PAID

R. G. LEWIS & CO. LTD.
163 1/2 CHURCH STREET—TORONTO 2, ONT.

Publishers of Canadian Broadcaster & Telescreen

CKNW
GMNW
THE *Only* STATION
THAT COVERS BOTH
HALVES OF THE
"VANCOUVER AREA"

DID YOU KNOW?

That from Aug. 29th to Sept. 2nd inclusive—the five days of the Central Nova Scotia Exhibition—CKCL's entire operation was moved to the Exhibition Grounds? All regular programs, plus complete coverage of all Exhibition features, originated from special visitors' studios on the Grounds. It is this type of community activity which makes CKCL truly the voice of Central Nova Scotia — the logical medium for YOUR sales message.

CKCL

TRURO BROADCASTING CO. LTD.

J. A. MANNING
Manager

WM. WRIGHT, Representative
Toronto and Montreal

Again

- Lux Radio Theatre • Fun Parade • Red
- Skelton • Edgar Bergen • Hollywood Theatre
- John Collingwood • Take a Chance
- Backstage Wife • Trull Hour • Arthur Godfrey
- Jimmy Shields • My Favorite Husband • Ann
- Adam • Mystery Theatre • Jack Dawson
- Big Sister • My Friend Irma • My Favorite
- Story • Wes McKnight • Meet The Menjous
- Loy Owens • Share the Wealth • Mr. & Mrs. North
- Hour • Guiding Light • Bing Crosby
- Gordon Sinclair • Double or Nothing • Amos
- 'n Andy • Young Widder Brown • Rex Frost
- Perry Mason • Hopalong Cassidy • Big Four
- Football • Church Service • Kate Aitken • Jaff
- Ford • Jack Smith • Our Miss Brooks • Club 15
- Frank Grant • Aunt Lucy • Barry Wood
- Boston Blackie • Wally Crouter • Ed Luther
- Trent • Beulah • Mr. Chameleon • Helen
- Garden • Neighbourhood News • MGM Theatre
- of the Air • Young Doctor Malone • This Is The Story
- Hollywood Star Playhouse • Suspense
- Salt Lake City Choir and Organ • Brighter
- Quarterbacks Club • Choraliers
- Gal Sunday • N.H.L. Hockey • Mr. Keen
- Herman Harmonies • Danforth Radio Folks • Jack
- Lombardo • Gordon Cook • Wom
- Ma Perkins • News • Aunt Mary

S FALL

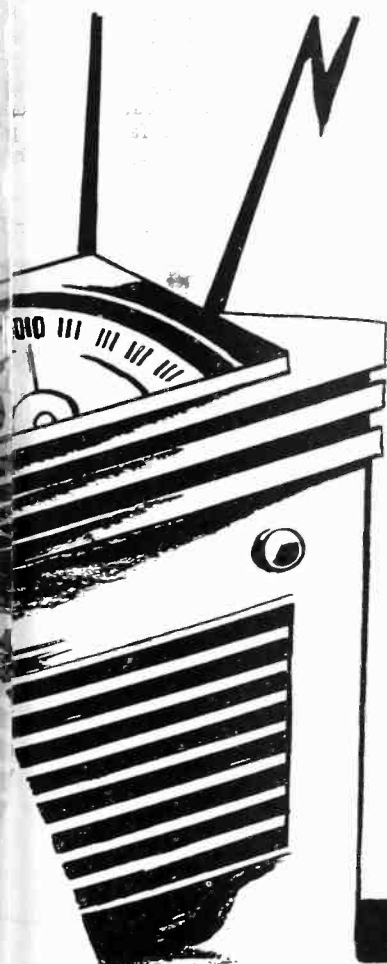
ll hear them all

CFRB

BUY IN CANADA'S No.1 MARKET

CFRB brings to its listeners the most outstanding
 personalities on the air.

High listener interest takes audience-packed
 programs and personalities and CFRB has plenty of
 no wonder so many hundreds of top-flight ad-
 year after year select CFRB.



REPRESENTATIVES
ADAM J. YOUNG, JR., INC.
IN U S A
ALL-CANADA RADIO
FACILITIES LTD.
IN CANADA

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 SNELCROVE
Manager

REPS. NATIONAL BROADCAST SALES

SELECTIVE RADIO

Strike Story

By Tom Briggs

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

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

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

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

At CKEY, Toronto, the station's



NEW WESTMINSTER.—To "improve the air salesmanship" of CKNY announcers, Bill Rea has brought voice expert Mrs. Bertha Biggs from Edmonton to lead a one-month voice-training course. Mrs. Biggs has had experience with radio people before, training announcers at prairie stations including CFAC, Calgary; CJCA, Edmonton and CKCI Regina. Juan Root will carry on as permanent voice coach after the course ends.

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

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

Not so favorably impressed with all this service of CKEY was a Mr. Smith, whose phone number was similar to that of the emergency line installed by the station. Smith was called to the

phone at all hours of the day and night as perfect strangers insisted on giving him bewildering messages.

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

In Winnipeg, the strike man



"Is that Potential or Delivered Audience?"

"Why, CFCH North Bay is a better advertising buy than some Stations in cities three times its size!"

"Why? Because North Bay shows almost twice as many sets-in-use as the average Canadian city — and CFCH attracts practically ALL of them. (95.7% average.)"

"That's right—if you want to reach the 'Gateway to the North' use:

CFCH - North Bay
1000 WATTS 600 KCS.

CFCH-FM

Get the facts from

NATIONAL BROADCAST SALES

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

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

Sell the entire
Niagara Peninsula

(and away beyond since change to 620 kcs.)

at one low cost
with

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

... of an impact on local sta-
 ... when it came to an end
 ... er than at its peak. This came
 ... t when listeners flooded
 ... hboards of CKRC, CJOB,
 ... H and CKSB with calls request-
 ... the latest information on the
 ... e's end. Bulk of the calls
 ... e from rail workers and a few
 ... minutes after the dispute had be-
 ... ne history, stations were broad-
 ... ing bulletins to workers tell-
 ... them when and where to re-
 ...

... prior to this the scene had been
 ... CKY took its microphones
 ... on to the picket lines and Ed
 ... rea, program director, inter-
 ... ed some of the strikers.

... of the ways some stations
 ... their duty and did it where
 ... ed, was in the matter of faci-
 ... ng transportation by arrang-
 ... o fill cars making out-of-town
 ... s. CKCW, Moncton, opened
 ... emergency travel service to
 ... bring together businessmen
 ... others without cars with those
 ... did have cars going in the
 ... e direction. Many people going
 ... listant points in Canada and
 ... States were grateful. The ser-
 ... required the full time atten-
 ... of two staffers to look after
 ... as and arrange contacts, and it
 ... understood that the vehicles
 ... e not operated on a commercial
 ... as, but strictly along "good
 ... hbor" lines.

... JKL in Kirkland Lake did
 ... h the same thing for people
 ... s area in arranging rides. They
 ... e of a request they had from
 ... owner of a baby Austin for
 ... passengers to Toronto; crowd-
 ... ut happy, a staff member saw
 ... six of them on their way.
 ... ne regular service that went
 ... the board was CJKL's daily
 ... n report. The Ontario North-
 ... Railroad train "47" is very
 ... om on time, it was reported,
 ... during the strike they hit a
 ... rd—approximately 9 days and
 ... urs late.

... Timmins, gold digging went
 ... s usual and so did CKGB, until
 ... threatened gasoline shortage
 ... t the staff scrambling to
 ... dcast gas conservation spots
 ... flashes, which helped this com-
 ... atively remote town prevent a
 ... s. They also ran a passenger
 ... vice.

... or a time, the people of St.
 ... Charines and CKTB were wor-
 ... ri. The strike caught the Niag-
 ... ar district fruit growers with
 ... hir peach crop down, and the
 ... station made tentative plans for
 ... avalanche of free commercials
 ... in the event the growers were
 ... forced to dump the crop on nearby
 ... rns and cities.

... but the trucks, to which many
 ... pple paid glowing tribute dur-
 ... ir the emergency, arrived and
 ... haled the peaches to distant
 ... nts. There was no loss.

... fault Ste. Marie is well served
 ... air and water and CJIC did
 ... report any serious results of
 ... t pinch. One show produced by
 ... CC in their *Homemaker Har-*
 ... nics series was dedicated to
 ... national situation. They play-
 ... "Tell Me How Long the Train's
 ... Ten Gone," "It Takes a Long,
 ... ng Train With a Red Caboose,"
 ... d "I've Been Workin' On the
 ... Railroad."

PEOPLE

Korea-Bound



St. Thomas. — Jack Peterson, president of station CHLO here, has been accepted as an officer in the Special Canadian Force for Korea, it was announced here last week.

Major Peterson, DSO, will return to service with his wartime rank, and will assume command of a company of the newly-formed 2nd Battalion of the Royal Canadian Regiment.

The announcement of Peterson's appointment followed his resignation as mayor of St. Thomas and his retirement from the presidency of the station. At press time a new chief for CHLO had not been announced.

TV-Producer



New York.—Robert L. Simpson, one time supervisor of Canadian radio for Young & Rubicam, Toronto, has been appointed executive television producer for the New York agency Geyer, Newell & Ganger.

BBC REPRESENTATIVE

Toronto.—F. B. Thornton has been appointed Canadian representative of the British Broadcasting Corporation succeeding John Polwarth, it was announced here this week.

Thornton, who is expected to assume his new duties early next month, was formerly organizer of the BBC's Latin American service and was at one time the Corporation's representative in the Argentine.

Polwarth, who has been in ill health, will return to England this week.

Tom Sloan stays in Toronto as Thornton's assistant.

JOS. HARDY
talks
ON QUEBEC MARKET NO 2

"Here are three important facts about Quebec Market No. 2 — we are ready to furnish proof of all of them. Ask Jos. Hardy.

- (1) Quebec Province is BIG — it exceeds the combined areas of England, France, the Maritime Provinces, New York State, the New England States and California.
- (2) Quebec Market No. 2 is BIG— Mining, Manufacturing, Forestry, Electric-Power, Agriculture, Fishing and Tourists all combine to MAKE it big, and still growing.
- (3) These French-Speaking Radio Stations in Quebec Market No. 2 PENETRATE their markets—in some areas Radio is the ONLY medium to penetrate AT ALL."

For any information on
QUEBEC MARKET No. 2
 and

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

MONTREAL QUEBEC TORONTO

REPRESENTING

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

At CKMO
 We Don't BRIBE Listeners —
 We WIN Friends!
GOOD Music Makes GOOD Listening
At 1410
 "PIONEER VOICE OF BRITISH COLUMBIA"

94.8% of LISTENERS
 (Average for 39 programs, 9.00 a.m.-6.00 p.m., June, '50)
YOU CAN'T MISS
IF YOUR PRODUCT IS SALEABLE
WE'LL SELL IT!

Ask
the All-Canada Man

LOOK TO THE EAST!
CFNB
 FREDRIKTON, NEW BRUNSWICK
 5000 WATTS - 550 KCS.



PROFESSIONAL AND SERVICE
Directory

A NEW SERVICE TO RADIO

Our Professional and Service Directory is available to radio artists and those offering associated services, who wish to get regular coverage of our readership of national advertisers, advertising agencies and radio people. Rates, payable in advance, are as follows: 6 months (12 issues) 20 words minimum — \$24.00. (Additional words, add \$1.20 per word.) 12 months (24 issues) 20 words minimum — \$40.80. (Additional words, add \$2.40 per word.) Copy changes are permitted with two weeks' notice in writing. Agency commissions cannot be allowed on these advertisements.

ACTING

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

MARLENE DANIELS—Returning to Toronto September 1. 'Teen parts and dialects, considerable CBC experience. Phone RE. 6715. (X)

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

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—Character and leading woman. Fifteen years' experience in radio acting. Available for calls in September —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 MALLETT — Heard on most national programs since radio began, is available for some spots and commercials. HU. 4132. (P)

No globe-trotting for **LADIE DENNIS** this fall, staying on the job. Available for acting, commercials and commenting. WA. 1191.

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 WA. 9659.

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

ANNOUNCING

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)

WALLY CROUTER—"Top O' 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—Ten years of experience **SELLING PRODUCTS and SERVICES** by microphone. For commercials that **SELL**... 'phone me at CFRB. (L)

BOOKS

THE BOOK YOU NEED can be bought without reaching for your hat. Just dictate a note to Book Dept., Canadian Broadcaster & Telescreen, 163 1/2 Church St., Toronto 2, Ont.

RADIO & TELEVISION WRITING, a basic text and excellent guide for both media, edited by the radio and TV authority, Max Wylie, with over 600 pages of authoritative information by experts in their various fields. Price \$7.75, post paid if cheque enclosed with order. Book Dept., Canadian Broadcaster & Telescreen, 163 1/2 Church St., Toronto 2, Ont.

CANADIAN RADIO & TELEVISION ANNUAL 1950 is available at \$6.00, post free if cheque accompanies order to Book Dept., Canadian Broadcaster & Telescreen, 163 1/2 Church St., Toronto 2, Ont.

ENGINEERING

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

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

PRESS CLIPPING

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

PROGRAMS

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

HOBBY LOBBY—9 years network, 3 years transcribed. 65 Variety half-hours available through S. W. CALDWELL LTD., 80 Richmond West, Toronto. (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.

RESTAURANTS

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

SINGING

SHIRLEY PACK — Soprano, New York, San Francisco, available for radio after Danny Kaye Show, Sept. 10 —RA. 2601. (B)

FREDA ANTROBUS — Lyric Soprano—available for radio calls September 1st — KI. 3840. (L)

FROSIA GREGORY—Just finishing "Frosia Tells a Story," singing, narrating children's stories with Auto-Harp accompaniment — sponsors' inquiries welcomed. RE. 7718. (O)

EVELYN GOULD—Former coloratura star, "Music for Canadians," new in Toronto, available for fall. Write, care of Canadian Broadcaster and Telescreen. (Q)

TELEVISION

RYERSON INSTITUTE OF TECHNOLOGY — Toronto—Announces a Familiarization Course in Television. Commencing Oct. 16, sixteen evening lectures—\$15.00. (L)

WRITING

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

TALENT TRAIL

By Tom Briggs

A very fine program, with an unfortunate spot in the Trans-Canada program schedule, is *Startime* (Sundays, 8 p.m.), heard last week from Winnipeg during one of the stops in its summer tour. To make it truly Western, technical acrobatics were used to bring in portions of the show from Calgary and Edmonton. Happily, the cut-ins lacked the pauses, squeaks, whistles and garbling that sometimes characterize—and mar—such broadcasts, and brought in perfectly the Sons of the West, which, for a show like this, probably wasn't worth it.

But from Winnipeg came the major part of the program, both in quantity and quality. The Ukrainian Male Choir (shades of Don Cossack), 25 smooth and well-controlled voices under the direction of Walter Bohonis, gave a sincere performance of *The Cherubic Hymn*, and put spirit into the *Songs of the Happy Shepherd*. Both the choir and studio sound men shared in producing the cathedral-like tone for which this group should be more famous.

Eric Wild and the CBC's *Startime* orchestra in Winnipeg turned in a fine performance in keeping with the rest of the series. Wild's own arrangements, such as *light, cheery and timely Shine On, Harvest Moon*, and played by his robust band, tied everything together and glossed over the

weak but promising singing of two Winnipeggers — Cora James and Gladys Kriese.

This is, then, a good show and has been for some time, serving some of the country's best talent in palatable, not-too-heavy, hour-long dishes. But opposing it on the Dominion network is another good show, Coca-Cola's *Paula That Refreshes*. Similar in format although of American origin, stars Percy Faith and a guest singer, and should be up against different competition.

This is only one-half of the hour, though. *The Enchantment Hour* (it's strange how in radio two "hours" make an hour) completes the Dominion's opposition to *Startime* and, while I haven't heard it, I can imagine that it is another chip off the Sunday evening program block, especially since it is billed as "guest soloists with Henry Weber's orchestra."

My point is that a better balance would be achieved if they ran a drama opposite Coca-Cola's *Summer Theatre*, and later the *Stage* series, could do this, others heard during the week. In any rate, it shouldn't be necessary for our commonly-owned network to fight for the same listener duplicate the service. And buying a second radio isn't the answer for those who want to hear both programs. The second network was created to offer "alternate," which surely means "different" programs.

Tony the Troubadour is currently elated over eight recordings he has just cut for the Troubadour label with accordionist Dixie Dean. Besides his three Tony did Ukrainian folk songs, and the four records are to be released in about a month. Tony's happiest of all about the quality of the discs.

Ford Theatre, under the experienced hand of Cockfield-Brown Alan Savage, returns to the air on October 6 from 9 to 10 p.m. on the Dominion, with *An Inspector Calls* by J. B. Priestley. Fearless Savage will attempt and no doubt accomplish a presentation of *Le Week-end* on October 27. Casting is as yet incomplete.



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
- MILSON, Howard
- MORTSON, Verla
- NELSON, Dick
- NESBITT, Barry
- O'HEARN, Mona
- RAPKIN, Maurice
- ROWAN, Steve
- SCOTT, Sandra
- WOOD, Barry

Day and Night Service at
Radio Artists Telephone Exchange

WANTED

CHIEF ENGINEER for station in small Western Canadian town.

Apply
Box A-57
Canadian Broadcaster & Telescreen
163 1/2 Church St., Toronto

FOR SALE

ONE PORTABLE PRESTO TAPE RECORDER

P. T. 900. Latest model new. Bargain for cash. Reason for selling, dissolution of partnership.

P.O. Box 444
Station "H" Montreal, Que.



"More Hope THAN CHARITY"
Elda Hope

would be definitely remiss of me if I omitted to remind you of the high quality of the stories by "Aunt Lucy." Played by Muriel Baer whose voice is peculiarly suited to this sort of thing, the replacement is Roxana Bond who is just as Aunt Lucy's daughter and who is one of the artists whom you can imagine smiles easily and often. Even the commercials bring her utmost and gives the impression of being completely sold on the sponsor's products.

It may be questioned whether I am becoming keener on Western music but I venture that C.B.'s *Melody Boys* is well worth your listening time. I found it so maybe you will too.

While doing a spot of dial twist the other night, I twirled me right down *Glover's Lane* on Trans-Canada. Any show that hits the air with Art Hallman doing local rates high with me.

There is something about interviews that I have always thor-

oughly enjoyed, providing they are the intelligent variety. These are of that quality, and little wonder because they feature two very keen and aggressive people. Everything from being barked on a cloud to doing some sailing on the deep blue was the content of an altogether clever and interesting half hour with "Kesten and Fletcher." If you don't listen in you have missed the boat and the plane too.

Getting back to the dramatic, I might tell you I thoroughly enjoyed the skit entitled *Wish You Were Here* from CBC, Vancouver. I couldn't help wondering how the producer would have had his artists play exactly the same title with the final "e" omitted, which are the words I once read on a card.

Josh King, who is a disc jockey on CHUM, has quit syncopating his Western music. He has come back to his former style and it does sound much better. If it's to be Western, let it be Western. Never mind spoiling it with an increased tempo.

PROMOTION

New Westminster.—Phil Baldwin, for the past year head of the merchandising department of CKNW, New Westminster, has been appointed director of national advertising for the station.

CKNW
NIGHT AND DAY
1000 WATTS
FIRST IN
VANCOUVER AND
NEW WESTMINSTER

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



says

CUT YOURSELF A SLICE OF THIS!

CKRM's share of the audience was higher in July than at any time last winter. We'll be going on from there!

Ask Your All-Canada Man about

CKRM for SASKATCHEWAN



NO HIATUS in bread sales!

Two new bread routes operating in one county . . . a branch depot opened in another! That's what happened when "Lionel" induced Lane's Bakeries of Moncton to advertise regularly during the summertime.

Previous summer promotion was an occasional sports broadcast but this year Lane's signed for weekly baseball broadcasts. The resultant expansion of the Bakery's sales territory is an old story with "Lionel" for winter radio had already taken the product into other provinces. We just proved that people eat bread in summertime, too . . . especially CKCW advertised brands.

NO HIATUS IN LIVING

In fact, it's a 52-week proposition. So why confine advertising of life's necessities to seasonal periods!



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

CJCH JUNE BRIDE

- ★ Ran five weeks.
- ★ Received a top rating.
- ★ Put the main emphasis on information, entertainment and merchandising.
- ★ Gave a June Bride \$1,000.00 in merchandise.
- ★ Grossed \$76,386.66 in retail sales for 17 local sponsors. (This is exact figure—not estimate. Break-down upon request.)
- ★ Again proved the reason why 70% of Halifax radio-minded merchants use

CJCH

5000 WATTS ON 920
24 HOURS EACH DAY

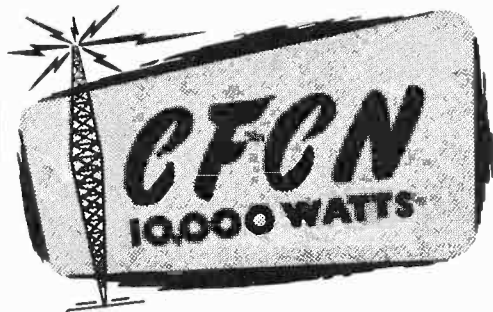
MORE

Where it counts

MOST

In Alberta, more people listen to CFCN than to any other radio station. And CFCN has a plus-audience in B.C. and Saskatchewan. (See B.B.M.)

This is why CFCN merits top consideration on all advertising schedules designed to reach the rapidly expanding markets in these overlapping areas. CFCN does the job best—CFCN has more listeners where they count most!



"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

VERBATIM

No Other Medium

Reprinted, with revisions, from Canadian Broadcaster, May 15, 1948.

When a New York producer did a play on the network in which this planet was supposed to be invaded by the legions from Mars, the whole North American continent was in an uproar. This was radio, which reaches people right by their own firesides. No other medium can make this claim.

During the war, when the government wanted to announce a new campaign, a new regulation, or anything where speed was essential, it turned to radio, for instantaneous release from coast to coast. No other medium can make this claim.

In peace or war, government agencies and charitable organizations know that they can depend on the donated help of the radio stations far in excess of any paid time they may be buying. No other medium can make this claim.

Twelve years ago, 600,000 of Canada's homes had radios. Today over 3,000,000, representing 93.9 per cent of all occupied homes, have at least one and many of them have two or more receiving sets. No other medium can make this claim.

More people on the North American continent own radios than either bathtubs or toothbrushes; and in Canada there are nearly twice as many radio homes as telephone homes. No other medium can make this claim.

Before anyone is permitted to set up in the broadcasting business in Canada or in the United States, he has to satisfy a department of government that he is a fit person to occupy a frequency.

Floods and blizzards, calling for prompt action on the part of victims and other citizens, and split-second dissemination of information to prevent further disaster, bring radio onto the scene, to spread whatever information is needed to avert further mishaps.

Because of its power, radio is subjected to more criticism, more regulation, more litigation than any other form of communication. No other medium can make this claim.

Advertisers have learned that through radio they can deliver their sales messages, not just to one, but to all members of a family, in a relaxed state enjoying the music or other entertainment of their choice. No other medium can make this claim.

Educational authorities, eager to improve young Canada's cultural accomplishments, are using radio to an ever-increasing degree, in teaching history, literature, current events and a number of other subjects. No other medium can make this claim.

The Canadian Government, realizing that radio is possessed of a fabulous power, and fearful lest this power get into what it professes to believe would be the wrong hands, maintains a tight monopoly on national network broadcasting. No other medium can make this claim.



WEDDING ANNOUNCEMENT

Your presents are requested

■ ■ ■

DEMOCRACY AT WORK

Confusion of all the people created by one per cent of the people.

■ ■ ■

OR ALTERNATIVELY

Never in the whole industrial history of Canada were so many disrupted by a few.

■ ■ ■

FOR NO PARTICULAR REASON

There once was a girl from Penzance,
Whose mother made wonderful pie-crust.
But she fell in love with a man with a hair-lip.
Oh, come, let us leap against a deep river!

■ ■ ■

HOW THEY STAND

Things being as they are, we expect any time now to be starting a service of rating the rating merchants.

■ ■ ■

MAYBE SOMETHING LIKE THIS:

Elliott-Haynes—Always of the gate on top.
Canadian Facts—Has yet finish out of the money.
Penn McLeod—Coming on the outside.
International Surveys—ways in there plugging.
Gallup Poll—Wishful thing in the Radio Stakes.
BBM—In a class by itself.

■ ■ ■

SHAKESPEAREANA

The quantity of listening strained,
Encompassing the entire "universe."
But no one strives to gain just what they hear,
Which could make this much better or much worse.

■ ■ ■

TEMPUS FUGIT

Next comes the annual placement of summer placements with winter placements.

■ ■ ■

WE'VE BEEN WONDERING

Whether the one that away was a fish, or a sponsor who took a powder when the salesman was out fishing.

CANADIAN TELESCREEN

No. 3, No. 17. TV and Screen Supplement September 13th, 1950

FCC FAVORS CBS COLOR TV-- HOLDS CLUB OVER SET MAKERS

New York, N.Y. — A stunned television industry was taking a closer look last week at the Federal Communications Commission's tentative color TV decision in favor of the system developed by CBS.

The decision had leaked out of Washington several days ago, but most of the receiver manufacturers, for example, were more than a little surprised when the official decision was announced. Because the CBS system is not as yet compatible with present-day black-and-white sets, the manufacturers found it hard to believe that the Commission would give up on the 10,000,000 sets expected to be in operation by the end of the year.

In its official statement, however, the FCC maintained that "it would not be in the public interest to deprive 40 million American families of color television in order to spare the owners of seven million sets the expense required for adaptation."

The Commission gave other

companies until December 5 to come up with refinements. If they don't come up with a system superior to CBS' by that date, the final decision will go to Columbia and its famous color wheel.

The Commission also came up with what is described in some circles as a club over the set manufacturers. It threatened to adopt the CBS system even sooner than the December 5 deadline, if manufacturers fail to announce whether they plan to produce sets capable of receiving the CBS color transmission by September 29.

As of last week, no manufacturer had announced his intentions. Most of them said they would need more time to study the implications of the FCC report. Others pointed out that the Commission made no mention of the increasing difficulty of getting materials for electronic production because of the Korean situation. But it's a situation that can hardly be ignored. Production of current sets has already been affected slightly.

The two leading opponents of the CBS system, RCA and Color Television, Inc., issued short statements saying they are confident that they will be completely successful when the final decision is made.

CBS, of course, was jubilant. Prexy Frank Stanton declared:

"The FCC's color TV report is a gratifying victory for the CBS color system. The Commission has given unqualified approval to the excellence and practicality of the CBS system and has found it clearly superior to the other systems considered. . . . We plan to be on the air with 20 hours per week of color TV programs within 30 days after the Commission makes its final decision."

TV Course Starts Oct. 16

Toronto.—Top men in Canadian television met recently at the Ryerson Institute of Technology to plan the extensive educational course in TV broadcasting which will be offered at the Institute October 16.

Designed for men and women who expect to make their living from television, the course is non-technical but covers thoroughly all aspects of television programming and broadcasting. With the advancement of the new medium in the United States, Canadian actors and actresses, advertising executives, producers and program directors have been requesting for some time that such a course be organized.

Consisting of 16 evening sessions in the Ryerson auditorium, the course will be presided over by members of the staff as well as specialists drawn from radio and advertising fields. Lectures will cover all aspects of television including international, social, economic, production, equipment and employment prospects.

Operated by the Ontario Department of Education, the Ryerson Institute works in close cooperation with Canadian business and industry. Following this policy, a committee was formed from the radio industry to plan the curriculum for the new course. Members of the committee are: Howard Hilliard, Toronto regional engineer, CBC; E. O. Swan, chief engineer, CKEY; Fergus Mutrie, director of television for CBC; I. Booker, community programs branch, Ontario Department of Education; Spencer Caldwell, president, S. W. Caldwell, Ltd.; J. Davidson, manager, Northern Broadcasting Company; C. Eastwood, chief engineer, CFRB. Chairman of the committee is Eric Palin, director of the School of Electrical Technology at Ryerson and also representing the Institute are John Barnes, Vernon Byers, G. L. Stewart and H. Jackson, all members of the staff.

Rea To Try Again

New Westminster. — Bill Rea, the man who keeps needing the CBC to give him a TV license for CKNW, is going to have another cut at it. He has announced he will meet the Board of Governors and Transport Department officials Sept. 19 to push his case.

He has already been turned down twice on his application for a 5,000 watt TV outlet.

This time he believes he has selected a channel which will suit the Corporation. Previous applications, he said, were turned down because the channel he proposed would have jammed one which the CBC had in mind to use for itself.

\$3.00 a Year
(\$5.00 for 2 years)

Insures Regular Delivery
of the
**Canadian Broadcaster
& Telescreen**



**YOU WANT TO
INCREASE SALES, CONTACT**

*Nova Scotia's
Greatest Salesman*

CHNS-HALIFAX

CHNS gives you more of everything. . . . Listening Audience, Promotional and Merchandising Service and Low Cost Per Listener.

*Your Best Radio Buy
in Nova Scotia is the
PLUS Station:*

CHNS
A.M. and F.M.

**PLUS SHORT WAVE CHNX
HALIFAX, NOVA SCOTIA**
Ask the All-Canada Man

★

**Continuous Radio
Audience Measurements
Since 1940**

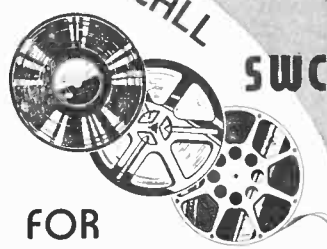


Elliott-Haynes Limited

International Aviation Bldg.
MONTREAL
PLateau 6494

515 Broadview Ave.
TORONTO
GERRARD 1144

**BETTER CALL
S.W.C.**



**FOR
DISCS, TAPE & T.V.**

On Transcription

**THE ANDERSON
FAMILY
MARVIN MILLER
SLEEPY JOE**

Commercial as Dollar Bills
100 SELF-SELLING Shows

S. W. C.

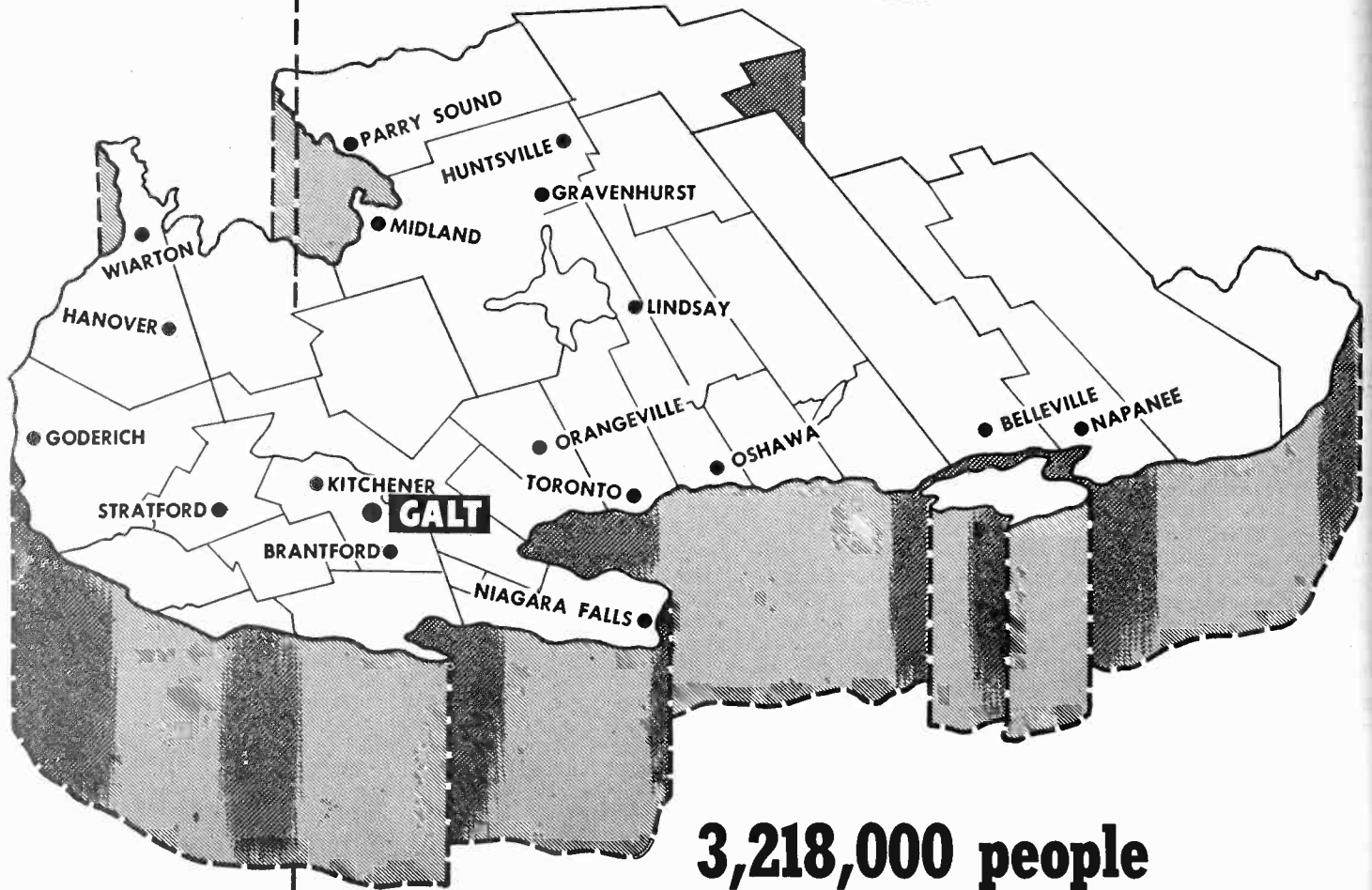
**CANADA'S FASTEST
GROWING
AND ONLY COMPLETE
PROGRAMMING
SERVICE**

S.W. Caldwell
LIMITED

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

MARKET
VOLUME
EQUALS AREA
X DEPTH

TAKE GALT
FOR INSTANCE



**3,218,000 people
is BROAD Coverage and
CFRB Penetrates it DEEPLY**

THE GALT MARKET

- 18,000 population in 1949; 5,400 families each have an average effective buying power of \$3,883.
- Retail trade over \$17,000,000 annually, including food sales of \$4,800,000; general merchandise sales of close to \$1,300,000.
- Industrial production: approximately \$30,000,000; annual payroll: approximately \$10,000,000.

THE ONTARIO MARKET

- CFRB effectively covers a 64,550 square mile area—36 Ontario counties which hold 24.5% of Canada's buying power.
- Elliott-Haynes surveys of 38 centres in this Ontario market showed that CFRB is listened to regularly (several times a week) by a median average 60% of people in these centres; the next independent Toronto station was heard regularly by 24.0%.

BROAD Coverage in the Number One market—more than 3 million people with over \$3 billion buying power—it's yours on CFRB! But more than that, look at the depth or quality of this coverage. For proof of CFRB's deep penetration, let's take a look at Galt, for example.

Galt's industries have an annual payroll of about \$10,000,000 and Galt stores do an aggregate retail trade of

more than \$17,000,000 a year. In this industrial city, Elliott-Haynes report that 65.7 per cent of listeners hear CFRB regularly (several times a week); 29.8 per cent listen regularly to the next independent Toronto station.

And remember, Galt is just one of the many important centres in this rich Ontario market. For complete data on CFRB's market write our office, or our representatives.

Put your
dollars where
dollars are!

CFRB

50,000
Watts
1010 KC

REPRESENTATIVES: United States—Adam J. Young, Jr. Inc. Canada—All-Canada Radio Facilities Ltd