

CANADIAN BROADCASTER

AND TELESCREEN

Vol. 11, No. 14.

TORONTO, ONTARIO

July 16th, 1952

Militia On Parade



—Photo by Turofsky.

THE MILITARY SPECTACLE, staged by station CKEY, Toronto, on Dominion Day, in co-operation with Army, Navy and Civic authorities, was viewed by thousands. Some of the crowd is pictured above in Riverdale Park during the evening as units of the Queen's York Rangers Regiment (Armored), 29th Field Regiment (RCA), 4th Technical Regiment (RCME) and two jet-fighter squadrons of the RCAF, went into action in a co-ordinated tactical exercise to display their battle prowess. The two-hour CKEY Dominion Day drill also included presentations by the St. Mary's Boys' Band, high-ladder team of the Toronto Fire Department, trumpet band of HMCS York, and a fireworks display.

Civil Defence



—Photo by Lorne Burkell.

MANY OF CANADA'S MAYORS let the people at home know what was going on at the 15th Annual Conference of the Canadian Federation of Mayors and Municipalities at Calgary early this month because the facilities of station CKXL were at their disposal. Civil defence at the municipal level has been all talk and little action so far, so when the mayors heard first-hand from such authorities as Major-General F. F. Worthington, Federal Controller of Civil Defence for Canada, and Sir John Hogsell, Administrator of Civil Defence for the United Kingdom, and saw a practical demonstration, CKXL thought their conference impressions should be recorded and sent to their home radio stations for broadcast. In the above photo, Mayor Colonel J. David Stewart of Charlottetown, P.E.I. (left), meets his western counterpart, Mayor C. L. Harrison of Victoria, B.C., as they prepare to take advantage of the CKXL offer. The mayors' reports, taped at Conference headquarters during three separate recording sessions, were airtailed to local stations. In Calgary, the station broadcast numerous warning announcements about the mock air raid, followed by a description of the attack and interviews with the two experts.

Served National Radio Quarter Century

Montreal.—Death came suddenly to the 64-year-old director of planning of the Canadian Broadcasting Corporation, Dr. Augustin Frigon, last week at the Laurentian resort town of Sixteen Islands Lake, 50 miles north of here. Dr. Frigon, who had been in ill health for some time, was general manager of the CBC from 1944 until last December when he was appointed the Corporation's Director of Planning and Research to relieve him of the heavy strain of administrative duties.

Dr. Frigon was always a prominent figure in publicly-owned Canadian radio. In 1928 he was a member of the Aird Royal Commission which studied broadcasting in Canada and other countries and recommended to Parliament the establishment of a government system which was put into practice with the creation of the Canadian Radio Broadcasting Commission, forerunner of the CBC.

In 1936 he was appointed assistant general manager of the CBC at the time of its inception. Dr. Frigon was created a Companion of the Most Distinguished Order of St. Michael and St. George in 1946, in recognition of his service to national radio in Canada.

■ ■ ■

Dr. Frigon was also prominent in electrical engineering and technical education circles. He received the degrees of electrical engineer and civil engineer from the Ecole Polytechnique of the University of Montreal where he later became professor and, finally, dean. He earned his Doctor of Science degree from the Sorbonne, Paris. In 1935 he was elected president of the corporation under which the engineering faculty of the University of Montreal operates.

As director general of technical education for Quebec Province, a member of the Catholic Committee of the Council of Education, and a trustee on the Montreal school board, Dr. Frigon is given credit for much of Quebec's present system of technical education, including the formation of the first industrial and trade schools of their kind in Canada.

As a professional engineer, he was a member of a firm of consulting engineers early in his career, and later was a key figure in the laying of groundwork for many of Quebec's public utility projects.

At one time or another he was a member of the National Re-



search Council, consulting engineer for the Quebec Public Service Commission, member of the Lapointe Commission of Inquiry into Electricity in Quebec Province, president of the Quebec Electricity Commission, and a director of the Canadian Information Service. He was awarded the Julien C. Smith Medal of the Engineering Institute of Canada in 1941.

He is survived by his wife, the former Elsie Owen, and a son and daughter, Raymond and Marguerite.

■ ■ ■

NORTHERN SHUFFLES MANAGERS

Toronto.—Don Lawrie has been named manager of station CHEX, Peterborough, in a chain of appointments announced here last week by Northern Broadcasting Company Ltd.'s general manager, Jack Davidson. Lawrie was formerly manager of another Northern station, CJKL, Kirkland Lake, where he started seven years ago as commercial manager.

He succeeds Russ Baer who has been named advertising manager of Outboard Marine & Manufacturing Company of Canada Ltd. in Peterborough.

Davidson also announced that Doug Scanlan will succeed Lawrie as manager of CJKL, moving up from the post of commercial manager. Jack Weatherwax, a former CJKL program director, returns to this station as commercial manager. More recently he was with the commercial department of Northern's North Bay station, CFCH.

Serving Advertising and Selling for over 11 Years

CAB MEMBER STATIONS**MARITIMES (12)**

CKBW	Bridgewater
CKNB	Campbellton
CFCY	Charlottetown
CFNB	Fredericton
CHNS	Halifax
CJCH	Halifax
CKCW	Moncton
CKMR	Newcastle
CJRW	Summerside
CHSJ	Saint John
CKCL	Truro
CFAB	Windsor

QUEBEC (21)

CHAD	Amos
CKCH	Hull
CKRS	Jonquiere
CKLS	LaSarre
CKBL	Matane
CHLP	Montreal
CJAD	Montreal
CKAC	Montreal
CFCF	Montreal
CHNC	New Carlisle
CHRC	Quebec
CJNT	Quebec
CKCV	Quebec
CJBR	Rimouski
CHRL	Roberval
CKRN	Rouyn
CJSO	Sorel
CHGB	St. Anne de la Pocatiere
CKLD	Thetford Mines
CKVD	Val D'Or
CKVM	Ville Marie

ONTARIO (36)

CKBB	Barrie
CJBQ	Belleville
CKPC	Brantford
CFJR	Brockville
CFCO	Chatham
CKSF	Cornwall
CKFI	Fort Frances
CKPR	Fort William
CJOY	Guelph
CKOC	Hamilton
CJSH-FM	Hamilton
CHML	Hamilton
CJRL	Kenora
CKWS	Kingston
CJKL	Kirkland Lake
CKCR	Kitchener
CFPL	London
CFCH	North Bay
CFOR	Orillia
CKLB	Oshawa
CFRA	Ottawa
CFOS	Owen Sound
CHOV	Pembroke
CFPA	Port Arthur
CKTB	St. Catharines



Immediacy and Continuity

One of the most graphic "plugs" for radio as an advertising medium is contained in a brief note that appears in most magazines. It asks people who are going to move to give anything up to six weeks' notice to avoid missing an issue.

Comparisons may be odious but they are interesting too.

When a family changes its address by moving from one house to another, in nine cases out of ten, a radio—auto or portable—will keep that family entertained and informed while the journey is proceeding. Then one of the first things that will be done when the family enters its new home will be to plug in one of the radios in the first available socket.

Too much emphasis cannot be placed on radio's immediacy, which tells people what is happening while it is happening, and the continuity, which enables it to do so without interruption.

This is only one of the pluses an advertiser gets when he spends his advertising dollar in radio.

The CANADIAN ASSOCIATION of BROADCASTERS

Representing 112 Broadcasting Stations whose voices are invited into over 3,000,000 Canadian homes every day.

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

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

CAB MEMBER STATIONS

CHLO	St. Thomas
CJIC	Sault Ste. Marie
CJCS	Stratford
CKSO	Sudbury
CKGB	Timmins
CFCL	Timmins
CFRB	Toronto
CHUM	Toronto
CKFH	Toronto
CKLW	Windsor
CKNX	Wingham

MANITOBA (6)

CKX	Brandon
CKDM	Dauphin
CFAR	Flin Flon
CKRC	Winnipeg
CJOB	Winnipeg
CKY	Winnipeg

SASKATCHEWAN (8)

CHAB	Moose Jaw
CJNB	North Battleford
CKBI	Prince Albert
CKCK	Regina
CKRM	Regina
CFQC	Saskatoon
CKOM	Saskatoon
CJGX	Yorkton

ALBERTA (10)

CFAC	Calgary
CFCN	Calgary
CKXL	Calgary
CHFA	Edmonton
CFRN	Edmonton
CJCA	Edmonton
CFGP	Grande Prairie
CJOC	Lethbridge
CHAT	Medicine Hat
CKRD	Red Deer

BRITISH COLUMBIA (17)

CHWK	Chilliwack
CJDC	Dawson Creek
CFJC	Kamloops
CKOV	Kelowna
CHUB	Nanaimo
CKLN	Nelson
CKNW	New Westminster
CKOK	Penticton
CKPG	Prince George
CJAV	Port Alberni
CJAT	Trail
CJOR	Vancouver
CKWX	Vancouver
CKMO	Vancouver
CJIB	Vernon
CKDA	Victoria
CJVI	Victoria

NEWFOUNDLAND (2)

CJON	St. John's
VOCM	St. John's



Wonders will never cease, but here's a kind thought about the CBC.

It concerns Heinrich Zingel, a young German radio technician from Frankfurt, who is, for want of a better word, a new Canadian, and liking it very much.

Heinrich first became acquainted with Canada and things Canadian through the CBC short wave to which he used to listen at home in Germany. He learned about our country, its constitution and so forth, and then, after considering the question from all aspects, decided that Canada was the country to which he wished to immigrate.

This he did, about eight months ago. Now he is gainfully employed at the work he enjoys, and is well on the way to becoming a good citizen.

What CBC short wave did in the case of this one young man—he is 23—it has doubtless done in hundreds of other cases. Doesn't this seem the sort of undertaking a government agency should be indulging in? Isn't it a little more dignified and a lot more positive than selling breakfast foods and soap chips? And the year's net operating expense (April 1, 1951 to March 31, 1952, that is) was just \$1,821,454.96 plus capital expenditures of \$176,731.08, or a grand total of \$1,998,731.08, or, to get really specific about it, a little less than 15 cents apiece for each of Canada's 14,000,000 citizens.

■ ■ ■

Thanks to CHUM's Phil Stone for bringing to my attention one of the better type typographicals which appeared in a *Toronto Globe & Mail* story the other morning, reporting on the CBC's recently issued annual report. The piece which was discussing the cost of the International Broadcasting Service, ran: "Salaries totalled \$667,000 and performers' fees \$383,000." Quipped Stone: "That's footing the bill."

■ ■ ■

Ninety-two per cent of tires and tubes are bought by men and radio reaches men better and more economically than any other advertising. Nine such reasons backed by facts and figures why tire dealers should use radio are to be found in a new brochure being distributed by the U.S. Broadcast Advertising Bureau.

Facts and figures in the booklet refer to U.S. conditions, but it would seem likely that they are more or less duplicated here. For example, BAB claims that

(Continued next page)

**BUSINESS IS GOOD IN THE MARITIMES
APRIL 1952 OVER APRIL 1951 - (D.B.S. REPORT)**

KIND OF BUSINESS	CANADA	MARITIMES	POSITION
	%	%	
Total, All Trades	+ 7.1	+ 11.7	2nd
Departments	- 0.2	+ 8.5	1st
Motor Vehicles	+ 3.9	+ 7.4	3rd
Shoe	+ 19.8	+ 33.5	1st
Furniture	- 7.1	+ 10.4	1st
Variety	+ 26.0	+ 38.0	2nd
Restaurant	+ 5.9	+ 17.4	2nd
All Others	+ 14.4	+ 16.0	2nd

See
The All-Canada Man
Weed & Co. in U.S.A.



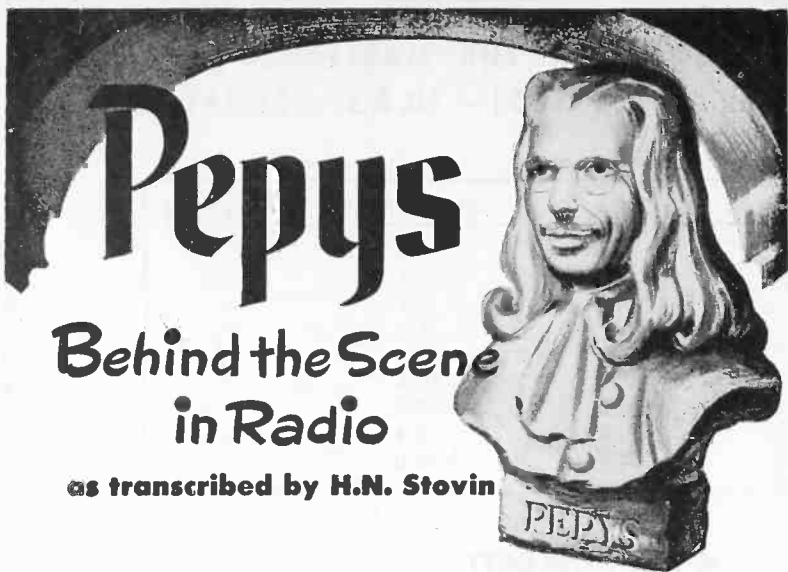
New Brunswick's
Most Listened-To
Station

more people
listen to
CKRC
than to
any other
Manitoba
station

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

CKRC - WINNIPEG • 630 KC • 5000 WATTS

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



"Despite such heat as did cause my quill pen to drip unsuspected goose grease, do find the news from our proven Stovin stations to be refreshing as ever ● ● ● From Mengie Shulman—whose enthusiasm for the possibilities of VOXM, St. John's, Newfoundland, no heat can ever wilt—the goodly word that they have but lately sold no less than 250,000 packages of milk lunch biscuits for Purity Factories, though formerly this was their slowest selling line. Too, he reports that local business is 25% greater on VOXM this year than last, to which Pepys adds the comment that local business is the true measure or tally-stick of a station's sales effectiveness; and that local merchants and advertisers know, by manifest sales results, that VOXM definitely delivers the goods in Newfoundland's heavily-populated Avalon peninsula ● ● ● Did you know that you can buy Insurance from CJGX, Yorkton? Live-wire Jack Goodman points out that they are doing it every day—Insurance for the immediate acceptance of a new product, for the continued use of an old one, to provide an audience with an annual income of one hundred million dollars. This is CJGX's Silver Anniversary Year, which they are marking by the slogan 'Life Begins at 940'—for both advertiser and listener ● ● ● CJOR, Vancouver, by speedy courier, provides a new and 'striking' proof of coverage. International Woodworkers of America, which has some 32,000 members in British Columbia, called a strike. They made exclusive use of CJOR to inform their members of day-to-day developments; and, on the day of the strike deadline, instructed their entire membership to tune in CJOR for final announcements. This choice, by B.C.'s most influential labor organization, gives a solid reflection of the worth of this station in the eyes of the community."

"A STOVIN STATION IS A PROVEN STATION"

HORACE N. STOVIN
& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

Representative for these live Radio Stations

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



NOW LET'S GET THIS RIGHT . . . Wright. Jack Dempsey, the famed "Manassa Mauler" of boxing's golden era, explains his technique to Dave Wright, CKBB sports director, during one of the special sport interviews made up by the Barrie station for a local sponsor. Dempsey was on an Ontario tour.

at least 31% more tires will be sold as replacements this year than in 1951. For every car on the road, the equivalent of 1 1/4 replacement tires will be sold. "So," says the BAB presentation, which is aimed at tire dealers and manufacturers, "1952 and 1953 are years to sell replacement tires hard — to advertise replacement tires effectively—so that the industry's biggest years are your biggest years."

Here in Toronto we are feeling our necks a little over the peculiar behavior of the powers that be over the selection of talent for the grandstand show at this year's Canadian National Exhibition.

First it was going to be the U.S. stage and screen comedienne, Betty Hutton, but her Hollywood studios said no. Next it was Dean Martin and Jerry Lewis, according to rumor. Then the authorities had a jag of patriotism and proclaimed that this would be an all-Canadian show. Now it has announced — and the announce-

ment has the air of finality—that the featured star will be the American singer, Tony Martin.

As Uncle Sidney, my favorite cribbage opponent says when I fail to pair his lead—"No guts!"

Isn't a pity we have such a national inferiority complex? Canadian stars like Wayne & Shuster, to mention just a couple, could definitely get bookings in the States. In other words, they have the quality (if there is such a thing) that fits them for U.S. show business. But because they have elected to stay in their own country, they do not qualify for this national job.

Certainly the American comics, Olsen and Johnson, packed 'em in to capacity, but it took a lucky draw for a new car every night to do it. So why don't they try Wayne and Shuster and half a dozen luxury motor launches?

And that cleans it off for this issue. Buzz me if you hear anything.

SELLING POWER!

PROVEN

ONE HUNDRED AND FIFTY orders in 11 days for Swath Turners selling for \$375.00 each is the amazing result a Calgary manufacturer experienced with 10 spot announcements placed over CFCN. This is genuine proof of the selling power of CFCN with its wide and loyal listener audience.

You Cover More . . . You Sell More Over

CFCN CALGARY

ASK RADIO REPS
Toronto, Montreal, Winnipeg, Vancouver

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

CANADIAN BROADCASTER AND TELESCREEN

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

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 EMpire 3-5075

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 Research Consultant: G. E. RUTTER
 Photography: ANTHONY TRIFOLI

Correspondents
 Montreal - Walter Dales
 Winnipeg - A. L. Garside
 Vancouver - Bob Francis



Vol. 11, No. 14.

25c a Copy — \$5.00 a Year — \$10.00 for Three Years

July 16th, 1952

He Fathered The CBC

If any one man could be called the Father of Canada's National Radio System, that man would be Dr. Augustin Frigon, C.M.G., to whom final relief from years of physical suffering came when, suddenly, on July 9, he died at his summer home.

Few people—especially on the private side of radio—knew this austere engineer except as an often discordant voice of authority. Those who were close to him, though, knew him as a serious man, completely absorbed in a mission which, to him, was life itself. They knew him as a man who was by no means devoid of human understanding, but as a man trying frantically, painfully often, to combat his agonizing shyness and sensitivity.



Dr. Frigon's dreams of a national radio system began seeing materialization when, in 1928, he was appointed to sit on the Aird Commission, which was responsible for the founding, first of the Canadian Radio Broadcasting Commission, and then, in 1936, of its successor, the CBC.

As assistant general manager and controller of the CBC, under Gladstone Murray, he started putting into effect his dream of an all-embracing bi-lingual system of publicly-owned networks. In 1944, he took over the post of general manager, which he retained until last November, when he went into virtual retirement, due presumably to his sorry state of health, with the title of Director of Planning and Research.



However violently we disagree with the principles for which "the Doctor" stood, labored, and, we might add, died, we cannot fail to respect him as a man with convictions and the courage of them.

During seven years as its general manager, he led the Corporation in the establishment of its three networks in their present form—the Trans-Canada and Dominion in English and the French Network for Quebec. He assisted in the growth of the CBC from nine stations of its own when he took office, to 18 at the time of his death.

When he saw frequencies on the spectrum which would make one of his networks a better network, he shut his eyes to all the calumny he must have known it would bring down on his head, invoked the extraordinary powers vested in him and took those frequencies from their private enterprise incumbents.

Dr. Frigon lived to attend the opening of his dream house, the CBC's Radio Canada Building in Montreal. Tragically, he survived to plan the inauguration of CBC



"I guess he must be a comedian's comedian."

television, but won't be around when the curtain goes up on the first performance.



There are those who would say that Augustin Frigon gave his life to building a structure which may one day turn into the tombstone of private enterprise, as we know it. There are none, though, who would deny that the Canadian Broadcasting Corporation is a permanent obelisk to the memory of a man who fashioned it with his own hands, from the ideals which, rightly or wrongly, he believed would benefit Canada, the country he loved and for which he gave a lifetime of labor.



Answering TV With Programs

Radio has a real battle to wage against the onslaught of the inevitable TV, and the battle will not be confined to stations located in TV areas.

Stations which supply the CBC with outlets for their network programs—and this includes all stations to at least some degree—have, over the years, grown to depend for audience-builders on the many fine American commercials and sustainers with which the CBC so adroitly studs its own schedules. Now these shows are going.

As a result of the inroads TV has made into AM listening, the American chains are pursuing an austerity drive in evening radio which has resulted in extremely drastic curtailments of evening shows. Sustainers have been and are being ruthlessly cut. And shows that are being packaged for possible sponsorship are dropping in quality because they are being put together on much lower budgets.

The fact is that network radio isn't nearly the star-studded heaven of entertainment it once was. Once, basic network stations

knew they could depend upon the networks for an indispensable "must" program every two hours or so. Now the situation is reversed, and it is up to stations themselves to dig up attention-getting shows to build audiences for the not-so-appealing network commercials.



And what is the source of these shows?

In the first place radio must make greater effort than ever before to find or create local programs with accent on wide appeal. Going out into the back concessions and digging up talent in rural schools and hay mows is fine, but it is not enough. There must be a higher quality of and more variations and applications of local news. Harder-than-ever working special events crews must trundle the mikes into every community sports day, fall fair and local function that occurs, to the point where Mr. and Mrs. Listener won't dare tune out the station, for fear they miss hearing something about themselves, or, better still, their neighbors.



Then there is another type of programming. And that is the transcribed program. Some of these are produced by the co-operation of stations with one another like "Report from Parliament Hill" (CAB Radio Bureau) or the several program ventures of the Ontario group which produces co-operative shows through its Community Broadcast Services. Along these lines, the surface has only been scratched.

Finally, there are the syndicated transcribed programs which are offered by New York, Hollywood and other big centre production houses. Obviously, this kind of program is already being used to extremely good effect. Equally obviously, there are transcribed programs offered to stations and advertisers and purchased by them for the one and only reason that they are cheap. These do not rate time on any station.

The transcribed programs which can do a terrific job for their own producers by doing a terrific job for stations, especially during the current wane of the networks, are the outstanding ones which are good programs in the ears of listeners, quite irrespective of the means of presenting them.

To a large extent, radio's prime present problem — programs — is thrown into the laps of the transcription producers. It is hoped that they will see the handwriting on the wall, and lose no opportunity to keep improving the product. It is to be hoped also that stations will be quick to recognize that it is worth their while to have their program departments spend a little more money for discs, provided they are better discs.



THE BEST IS YET TO COME!

Early crop predictions indicate that this year's harvest will be better than ever! That means that CJGX will reach a richer market than ever before!

And watch for our new B.B.M.—it, too, will be better than ever! On every count — your best buy for the West's richest area is always CJGX!



Yorkton centres Western Canada's richest farming area. PUT CJGX ON YOUR NEXT SCHEDULE.



940 ON YOUR RADIO DIAL

CJGX

Yorkton
SASKATCHEWAN

1927-52 — 25 Years of Community Service

Representatives

Horace N. Stovin & Co., Toronto, Montreal
Inland Broadcasting Service, Winnipeg
Adam J. Young, Jr., Inc., U.S.A.

PEOPLE

Economic Counsellor



MARY SMART

Lethbridge.—Mary Smart is responsible for short cuts and new ideas in better and more practical homemaking being offered Southern Albertan housewives by radio station CJOC here. The Lethbridge station now features this full-time home economist on its staff. She presents a series of daily half-hour programs, dealing with meal-planning, home decorating, sewing and other topics of interest to the homemaker.

A graduate of the University of Manitoba, the young home councillor joined the Alberta Agriculture Department in 1950. She came to Lethbridge in June of that year to establish herself

as the department's home economist for the Southern Alberta area. Since that time she has visited and given assistance in practically every neighboring community.

She joined the staff of CJOC in April of this year and began the task of compiling material for her new program series. Miss Smart emphasized the fact that women of this district have particular problems in their daily household tasks and, by taking a practical and informal viewpoint, she hopes to be able to do much in providing them with easier methods, allowing them more free time for their families and outside activities. It is also hoped that arrangements can be completed for live clinics on sewing, home decoration and nutrition.

Wins Spot On CBC Net But Chooses Show

Winner of "Opportunity Knocks" final award and appearing in the choral ensemble of Toronto's Chatauqua theatre, "Melody Fair" all in the same evening took a bit of doing on the part of Sylvia Grant.

Out of some 500 contestants from across Canada in John Adaskin's perennial talent show-piece, Miss Grant, from Calgary, won the 1952 final award after the lengthy preliminaries over the CBC network. A student at the Royal Conservatory Opera School in Toronto for three years, she was in the finalist group and walked off with the cash prize



SYLVIA GRANT

and a 10-weeks' program on the CBC one night this month.

But on the night in question she was also scheduled to take her part in the choral ensemble of the stage production of *The Merry Widow* at "Melody Fair," known variously as "the theatre in the round" or "musicals under the big top," which is staging a summer-long run in Toronto.

"Melody Fair" producer Leighton Brill and general manager Ben Kamsler arranged for a police escort to whisk the young singer approximately three miles from downtown traffic from "Melody Fair" in Dufferin Park to the CBC studios and back. With but a few curtain delays and program changes, she made it.

But having won the CBC contest and the right to a radio contract, Miss Grant announced she would pass up the opportunity to appear regularly in a network show so that she might stay with the theatrical company for the rest of the season.

NAMED PROMOTION MANAGER

Lethbridge. — Edward Conville has been appointed promotion director of station CJOC here.

Conville has come up through the announcing and news staffs of the station and at one time worked in newspaper and commercial advertising fields.

Don't hide your candle under a bushel

Say you were entering your 30th year of solid success in this radio business.

Say your operations were geared for even greater selling power in future.

Say that typical letters from your clients stated: "extremely pleased with results" — "campaign that is unexcelled."

Say this was the story of your radio station. You wouldn't hide your candle under a bushel, would you?

Well, this is the story of CFQC in Saskatoon. And we're not hiding candles either. In fact, we're lighting 'em anew this month—July 23rd—as we celebrate the growing-ever-brighter success story of CFQC —

CFQC — entering 30th year of SERVICE to SASKATCHEWAN!*

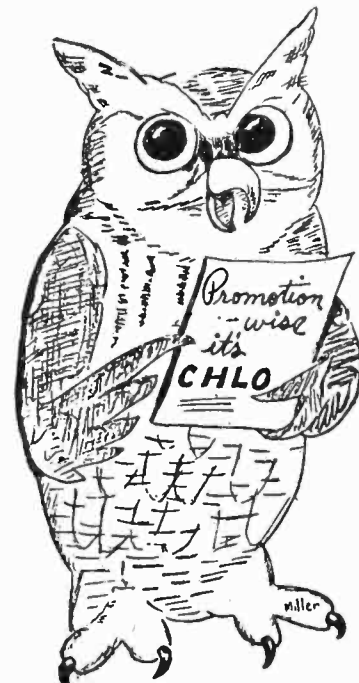


THE RADIO HUB OF SASKATCHEWAN

CFQC

600 KC 5000 WATTS

*Our service can be yours— See RADIO REPS or ADAM YOUNG!



Top Quality...



Speech Input Equipment

- 1 Where can I buy a console that is up-to-date, will remain up-to-date and grow with my station?
- 2 Where can I buy a console with the number of microphone inputs I require?
- 3 Where can I buy a console with complete talk-back facilities?
- 4 Where can I buy a console at a reasonable price?
- 5 Where can I buy complete and up-to-date S.I.E. facilities at reasonable prices?

Northern Electric

For further details please contact

Northern Electric
COMPANY LIMITED

Distributing across Canada

1052-1

Penn McLeod Survey

(APRIL, 1952)

Gives CKRD These
Audience Percentage Figures

MORNING 61.2

AFTERNOON 68.9

EVENING 64.0



SELL THIS RICH, EXPANDING
MARKET THROUGH ITS ONLY
LOCAL DAILY MEDIUM —

CKRD

RED DEER, ALBERTA

See

Radio Reps. — Adam Young

VERBATIM

Advertising Isn't High Class

By W. P. Tuttle

Reprinted from *Canadian Business*

In New York about 35 years ago, it was considered not only bad taste, but misleading, to use the comparative or the superlative in an advertisement. The rules were strict, and advertisers adhered to them. But after World War I, a new and more elastic influence began to assert itself. Competition became keener; money was more plentiful and was flowing into new channels—into the hands of a class who before had possessed few dollars and fewer luxuries. Advertising began to tell them what rich folk bought. Forbidden phrases crept into use, such as "This is as good as any other machine." It was not long before the ultra-forbidden words were used—"This is the best!"

Older heads in the advertising profession began to shake, and

deplored the depths to which new writers had fallen. However, there were two conditions that no theorist could argue away. First, a new generation had appeared and a new class of society had come into being. Both accepted the departure from the old, staid rule without batting an eyelash. They felt it was quite natural for the manufacturer of a product to boast of its limitless virtues, and to proclaim that it was tops. Why not? They needed guidance in the spending of their new wealth, and they felt that what they saw in the newspaper was so, and they bought the goods.

The second new condition: radio arrived, and the commercial made its debut. Not only did this form of advertising use the superlative—it spoke in the very language of those *nouveaux riches* who were supposed to buy the product advertised. The advertiser began selling his product in huge quantities. And, after all, he was in business to sell.

The professional advertising man does not overlook criticisms aimed at modern methods. But to him, advertising is like Niagara—a force that can turn the wheels

of an industry turning out Bibles or comics; fine materials or cheap ones. In the 1870's streamlined factories, nation-wide rail transportation and mass production with mass selling were being planned. By the late nineties they had become actualities. Advertising turned the force of its mighty currents into those channels demanded by the rapid growth of Canada and the United States. It was commanded to produce sales. Today the advertising agency consists of a group of individuals working together smoothly. They have studied the markets of Canada's four selling zones, and the reactions of consumers in each of them to offerings of products made by hundreds of manufacturers. If the agency does not succeed in producing profitable sales for his client, both of them fail. And both are hurt.

When people complain that radio is not an uplifting influence in the home—or that its commercials are tiresome—they should remember that the elite are not apt to be huge buyers of laundry soaps. But there is a vast market that responds to everyday language and homely appeals. These tactics bring in orders in such quantities that even the sponsors are amazed at the results.

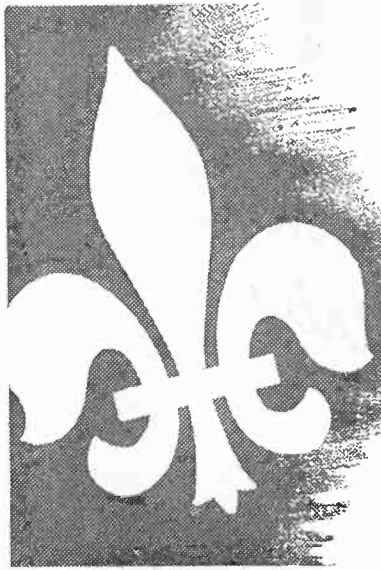
An Ancient Struggle

To change the tone of advertising, to make it more acceptable to the more highly sensitive, people must be made to understand the values of spiritual ideals. But it is an old story of an ancient struggle. Two well-known slogans may help us understand

by **EVERY** Survey
(ELLIOTT-HAYNES - PENN McLEOD)
Victoria's **MOST LISTENED TO** Station
CKDA DIAL **1340**

BUILD FUTURE SALES
AIR YOUR WARES
OVER

"TOP FRENCH RADIO VOICE"



CHRC
The only 5000 watt
station in Quebec City.

Big families are typically French-Canadian . . . they need every sort of merchandise and services . . . and CHRC reaches 250,000 radio homes!

Our Representatives:
Canada: Jos. A. Hardy & Co. Ltd.
U.S.A.: Adam J. Young, Jr., Inc.

how long the need to make money has been hammered into the ears of our people. "Money Talks" has been discovered in many forms in England as early as the 15th century. And the good old English proverb, "Money makes the mare go," is traced back to the year 1575. Small wonder that advertising—to a great extent the voice of the nation—talks money, talks sales; in short, is commercial. Change the nation's ideals, and advertising will change accordingly.

The Massey Commission recommended that radio should serve a higher educational purpose than it does now. But if more enlightened programs were substituted for the present ones, we suspect that a vast number of keys would click as unenlightened listeners turned off the instrument. It is true that the Singing Stars of Tomorrow and the Toronto Symphony Orchestra have large listening ratings. But these programs are sponsored by firms who deal with the more sophisticated class of people—a class that does not comprise the market of those manufacturers who depend upon the widest possible distribution of their products. This wide distribution is found among the less sophisticated. To be effective, the appeal to them must be couched in their own language and suit their own sense of fitness. This is the only way of obtaining a full measure of response from the advertising dollar.

Is the average Canadian anxious above all things to be educated? No! He wants good food, good clothes, a refrigerator, a washing machine—things that will make life pleasanter and enable him to keep up with that celebrated family, the Joneses—even though the Joneses may be in a dangerous economic condition, over-expanded, and too-expanded, and borrowing money to pay instalments.

In professional advertising circles, the experts feel that the many complaints about the quality of commercials on radio and television, and the extravagant claims for products in newspaper and magazine advertisements, indicate a breakdown of belief in the validity of advertising. I believe that these complaints originate with the upper classes of society who have not the same volume of purchasing power and potential as the people to whom

most advertisements are addressed. Moreover, I suspect that the unfavorable comments come from the middle-age group who recall with sorrow the good old days when taste and refinement were prevalent in advertising practice. They probably don't stop to realize that the higher classes are no longer the money possessors they were not so long ago, when all advertising pandered to their tastes for purely financial and economic reasons.

The younger generation seems to regard advertising and its techniques as a matter of course; swallows without a qualm the superlatives that embellish the offerings by print and air. None of the younger set we know ever have the time or inclination to write to the newspapers about advertising techniques. I suspect that the complaints do not come from them. And I am sure they do not come from those to whom the advertisements are directed.

One Suggestion

If we adopted the suggestion of one critic that a government fiat be issued stopping all advertising at ten o'clock tonight, the general consternation might be imagined. But even then, some crusty oldster would write a letter to his newspaper applauding the act. He might well be the son of that gentleman who wrote a letter we saw some years ago, to the *Century Magazine* in New York. This man demanded that the magazine abolish all their advertising pages at once. He complained that the advertisements took his mind off the articles he was trying to read.

The advertising man is as anxious as anyone to see the tone of advertising improve. He too may deplore the necessity for not using the language and displaying the taste of the most highly-educated reader and listener. And he looks forward to the day when the great majority of our people will respond accordingly. But at the present time, it is not practical to count upon such improvement.

When Canada's ideals change to a higher level, advertising too will make a corresponding advance. But until that halcyon day comes, with all its quiet and peace, money will still exercise supremacy in the everyday world of work and research, of soap and refrigeration.

NFLD'S ESTABLISHED STATION

V O C M

SETS A NEW HIGH IN AUTO DEALER SPONSORSHIP



70%

of All Makes of Cars Sold in the Province Are Carried on VOCCM.



65%

of All Registered Vehicles (12,000 Cars — 6,000 Trucks — Exclusive of Military) Are Operated & Garaged in VOCCM's Primary Area.



42%

of Total Cars & Trucks Have Radio Receivers.



25%

Sales Increase for Cars & Trucks in 1951.



7

of the Capital City's Progressive Agencies Program Regularly on the "590" Station.



16000

Licensed Drivers Shop & Travel in the Areas Served by VOCCM.

Programming Doesn't Cost — IT PAYS! on VOCCM

✓ CHECK OUR SPONSOR LIST!

- Adelaide Motors—Studebaker, Hillman, Rover
- Baird Motors—Austin
- British Motors—Morris, MG, Riley
- Hickman Motors—Chev, Olds, Cadillac
- Geo. G. R. Parsons—Ford, Monarch
- Munn Motors—Meteor, Lincoln, Mercury
- Terra Nova Motors—Pontiac, Buick, Vauxhall

Contact Our "Reps" Now!

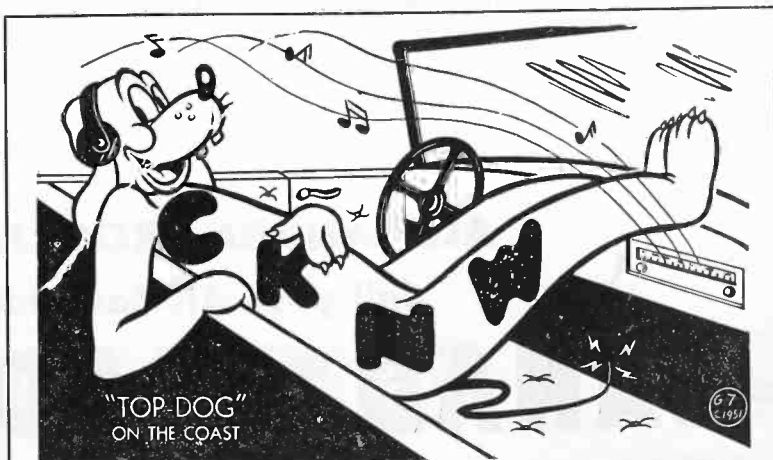
Stovin & Co. — Weed & Co., U.S.

COLONIAL BROADCASTING SYSTEM LTD.

St. John's — Newfoundland

Voice Of the Common Man

590 On The Dial — 1000 Watts

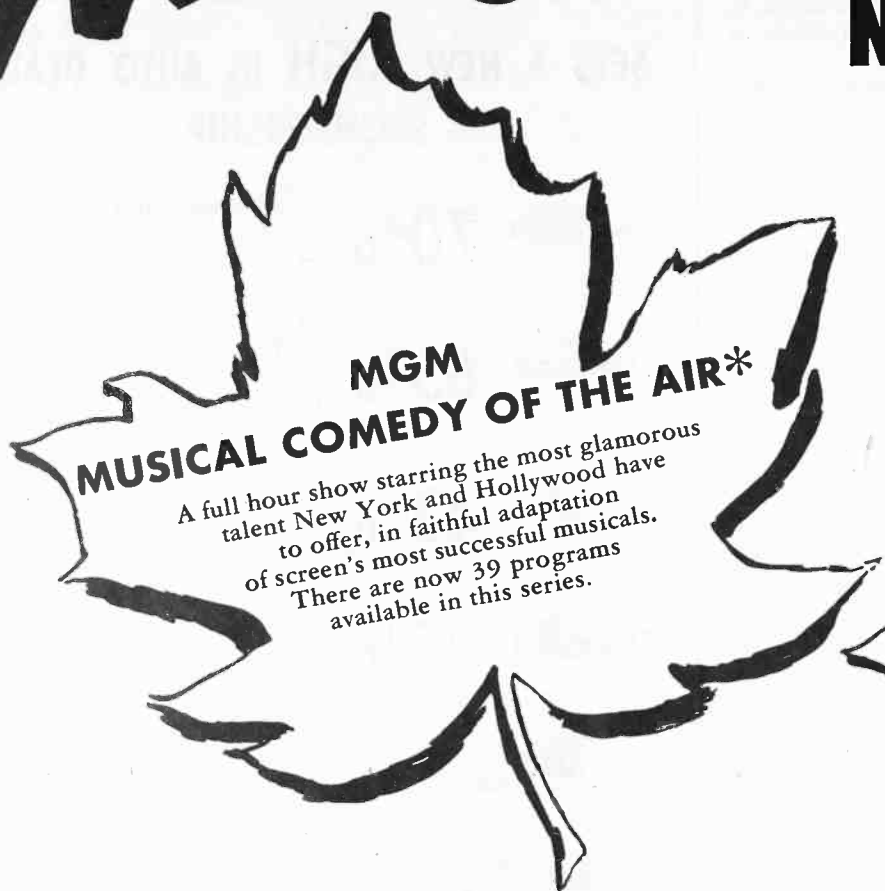


"TOP-DOG" ON THE COAST

CKNW leads all day, says ELLIOTT-HAYNES' latest car radio survey in high-spending Greater Vancouver.

NEW!

TESTED AND PROVED NOW AVAILABLE



MGM MUSICAL COMEDY OF THE AIR*

A full hour show starring the most glamorous talent New York and Hollywood have to offer, in faithful adaptation of screen's most successful musicals. There are now 39 programs available in this series.



THE BLACK MUSEUM**

39 sensational half hour episodes, each one complete in itself, set in Scotland Yard's famed Black Museum, featuring Orson Welles at his incomparable best. Top thriller in existence today.

IT'S SHOWTIME FROM HOLLYWOOD

26 half hours—78 quarter hours. From the first thrilling note to the last haunting chord, here's music superlative, by the man who slants the masters for the man on the street—Freddy Martin—with a star-studded cast of top-name performers.

MGM *MUSICAL COMEDY OF THE AIR

* No program on radio has more appeal than MGM Musical Comedy of the Air. It presents "Barkleys of Broadway", "Babes on Broadway", "Two Girls and a Sailor", "It Happened in Brooklyn", "For Me and My Gal", "Lady be Good", "Neptune's Daughter", "Kissing Bandit"—to mention only a few.

**THE BLACK MUSEUM

** *The voice:* Orson Welles. *The setting:* Scotland Yard's famed Black Museum of instruments weapons of death like "The Trunk", "The Shotgun Knife", "The Mallet", "Centre Fire .32", "The Walking Stick", "The Glass Shards", "The Telegraph", "The Razor", "The Bathtub", "The Weed Killer" and many others—each a complete half hour show in its own right.

ALL-CANADA PROGRAMS

Call your All-Canada Manager

ALL-CANADA RADIO

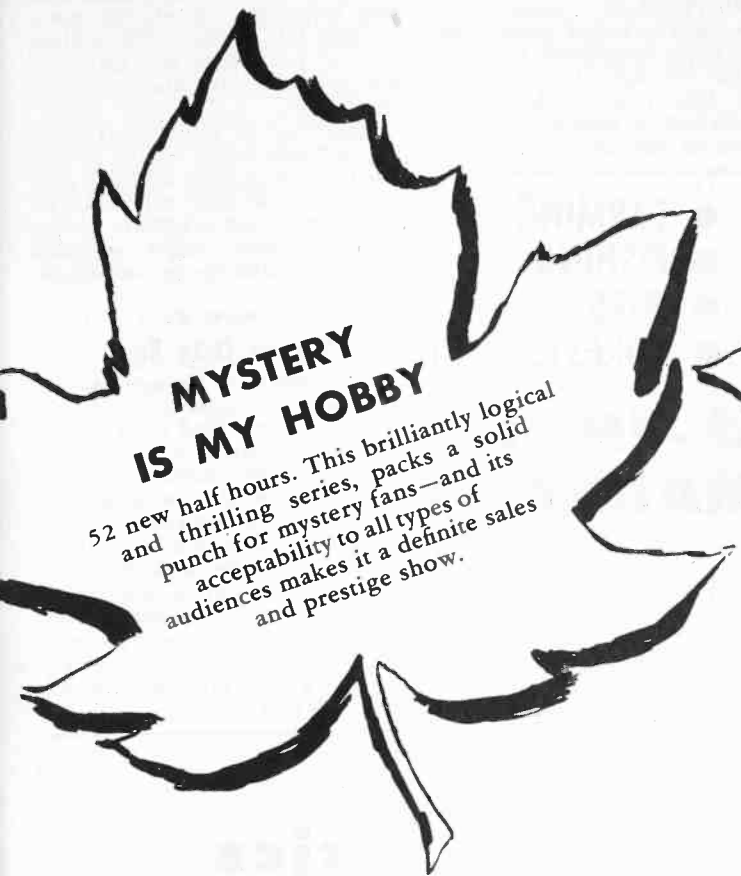
Vancouver

Calgary

IN RADIO ALL-CANADA

OVEN PROGRAMS

FALL AND WINTER



MYSTERY IS MY HOBBY

52 new half hours. This brilliantly logical and thrilling series, packs a solid punch for mystery fans—and its acceptability to all types of audiences makes it a definite sales and prestige show.



GLENN MILLER'S MOONLIGHT SERENADE

130 quarter hours. A Treasury of immortal performances arranged and conducted by one of the greatest band leaders who ever waved a baton—the late Glen Miller. For spontaneity, enthusiasm and a fresh relaxedness, Moonlight Serenade has not been equalled.

PHILO VANCE

104 half hours. Straight from the pages of Van Dine's best-seller mysteries—the books that broke all records. Here's sleuthing that's amazing, romantic, exciting and amusing. Family listening at its finest.

..... CHRISTMAS SPECIALS

JUMP-JUMP OF HOLIDAY HOUSE

97 quarter hours of sparkling entertainment for the juvenile audience. 25 episodes in sequence, perfect for Christmas promotion and sales, and the remaining 72 suitable for year-round sponsorship.

MAGIC CHRISTMAS WINDOW

25 quarter hours. A popular pre-Christmas show sure to catch young, eager ears as Susan and Peter press their noses against the magic window and it disappears leading them into a wonderful adventure.

CHRISTMAS ON THE MOON

26 quarter hours. A Christmas fantasy about the journey to the Moon of Jonathan Thomas and his teddy bear. Their experiences have the same wondrous appeal that children of all ages find in "Snow-White" and "Alice in Wonderland"—that adult eavesdroppers love to share.

THE CINNAMON BEAR

26 quarter hours available in sequence. A unique pre-Christmas story of the Barton twins in the land of make-believe and their gay, carefree adventures with Cinnamon Bear.

Do Your Christmas Shopping Early — Call The All-Canada Man

BIG SALES—BIG PROFITS

Condition Discs and Details

FACILITIES LIMITED

Toronto

Montreal

MEANS BUSINESS

Effective January 1, 1952

BROADCASTER'S BROTHER PUBLICATION

Canadian RETAIL SALES INDEX

became

The
ANNUAL
STATISTICAL SUPPLEMENT

of

CANADIAN
BROADCASTER
&
TELESCREEN

Now

YOU PAY ONLY
ONE SUBSCRIPTION★
FOR CANADIAN BROAD-
CASTER & TELESCREEN
& CANADIAN RETAIL
SALES INDEX

★
\$5.00 a year — \$10.00 for 3 years

R. G. LEWIS & COMPANY LTD.
PUBLISHERS

163½ CHURCH ST.

TORONTO 2

STATIONS

Sues "De Bums" For 20 G's

Toronto. — A suit for \$20,000 damages against the Brooklyn Dodgers Baseball Club was started by station CKFH here last week. The station claims the damages were incurred when the Dodgers, without notice, cancelled the agreement with the station permitting reconstructed versions of Dodger home games to be aired over CKFH.

A writ was issued earlier this month after permission had been granted through the ruling of Senior Master A. S. Marriott in Osgoode Hall to institute proceedings across the border.

CKFH and the Dodgers signed the agreement last April whereby the Brooklyn team's home games could be aired over the Toronto station throughout the season, except on days when the Toronto Maple Leaf Baseball Club played a home game, the station said. Station president Foster Hewitt explained it had been planned to have CKFH sportscaster Fred Sgambati announce a description of these games in Toronto, prepared from telegraphed reports coming from New York. As a trial, one game was actually done this way before the cancellation came through late in May. The station was to have paid the ball club \$20 per game for the broadcast rights here.

According to Hewitt a change in the "radio policy" of the Brooklyn team led to the contract cancellation and this deprived the station of about \$12,500 in advertising revenue. Eight sponsors were interested in the broadcasts, he said.

Station Data Book

Vancouver.—A 15-page market data book, containing a rundown on population, retail sales, listenership and other material, has been issued by CKWX.

The booklet contains graphs on radio homes compared to newspaper and magazine circulation; comparison of cost per 1,000 homes between the station and other stations and local newspapers; figures for the province; a breakdown on share of audience; and a note on the station's sales service division.

- FARMING
- FISHING
- FURS
- FORESTS

4 - IN - 1 MARKET

THE BIG FOUR
WHICH SUPPLIES
THE CKBI
MARKET WITH A
YEAR - ROUND
I N C O M E . A D D
THIS MARKET TO
YOUR 1952
CAMPAIGNS.
FARMERS WILL
HARVEST TWO
CROPS THIS
YEAR

CKBI

PRINCE ALBERT
SASKATCHEWAN
5000 WATTS

cics

SELLS

in

Stratford

Miss Beautiful Barrie Says —



A RECENT LETTER from a poultry breeder says in part — "Last week we were caught with a cancellation of an order which represented 8% of our seasonal output. We sold over 8,000 chicks in 6 days in a time of year when it is difficult to sell chicks. Of particular note was the fact that we used only radio promotion. This was again further proof to us that 'CKBB does pay.'" Only one of many proven satisfied customers.

CKBB

Serving
Simcoe
County

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

RESEARCH

Refer Program Research To BBM Committee

Toronto.—The board of directors of the Bureau of Broadcast Measurement has turned over to its research and development committee for study the resolution of the Canadian Association of Broadcasters calling for an investigation of radio research in Canada.

The move came during a preliminary meeting of the directors here earlier this month, called to explore the possibilities of implementing the recommendations contained in the CAB resolution which was passed at the CAB's annual meeting here last March.

The directors also announced that, in keeping with the CAB resolution, the objective of BBM would be "the production of a plan to provide a program ratings service which would be satisfactory to the radio broadcasters and the advertisers."

The CAB resolution called on BBM to "examine into the ways and means of financing the BBM so that the BBM can begin the administration and supervision of its own listenership surveys in Canada."

The research and development committee has been specifically asked by the BBM directors to develop and set out details on various systems which might fulfil its objective and, where possible, to determine in detail the cost of operating such systems. It was pointed out that the committee is faced with the responsibility of answering such vital questions as whether or not BBM should undertake to supply radio ratings on its own and if standards and methods for program research can be set up and defined.

It is expected the first meeting of the committee on this new project will be held early in September.

AMA Elects Board

Toronto. — Duncan MacInnes, general manager of Magazine Advertising Bureau, was elected president of the Toronto chapter, American Marketing Association, here late last month. He succeeds Bob Monrad, general manager of Junket Brand Foods.

At the same time Ted Kober, research director of Vickers & Benson Ltd., was elected vice-president, as well as Myles Leckie, vice-president of Elliott-Haynes Ltd., as secretary and Lewis Gray of Canadian Facts Ltd., as treasurer.

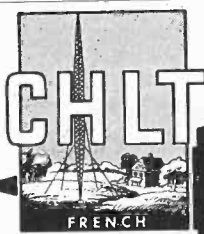
The 80-member Toronto group is one of two chapters in Canada and is affiliated with almost 2,000 units making up the AMA in the U.S.

Directors of the Toronto chapter for the coming year are: Clifford Balson, space buyer, McKim Advertising Ltd.; Donald Philp, advertising manager of Orange Crush Ltd.; Vic Gruneau, president of Gruneau Research; Russell Hassard, marketing division of Imperial Oil Ltd.; Logan Brown, Lever Brothers; Charles Patten, A. C. Nielsen Company; H. D. Johns, research department, Cockfield, Brown & Co. Ltd.; A. T. MacKenzie, advertising department of Canadian General Electric Co. Ltd.; Mace Mair, Poster Advertising Association; Andrew Conduit, assistant advertising sales manager, Reader's Digest; and A. W. Gillespie, W. J. Gage & Co.

HOW THEY STAND

The following appeared in the current Elliott-Haynes Reports as the top national programs, based on fifteen key markets. The first figure following the name is the E-H rating; the second is the change from

DAYTIME		
English		
Ma Perkins	15.3	-.7
Big Sister	15.1	-.7
Pepper Young	14.5	+.1
Right To Happiness	14.1	+.7
Road of Life	13.9	-.3
Laura Limited	13.8	+.6
Aunt Lucy	12.8	-.9
Life Can Be Beautiful	12.7	+.1
Who Am I?*	10.4	-.6
Brave Voyage	9.4	-.7
French		
Rue Principale	24.5	-3.7
Jeunesse Doree	24.0	-2.9
Je vous ai tant aime	23.4	-.8
Francine Louvain	22.2	-.3
Metairie Rancourt	19.8	-1.5
Maman Jeanne	19.5	-.6
Grande Soeur	19.4	-3.8
Tante Lucie	18.8	-3.1
Quart d'Heure de Detente	18.1	-2.6
Quelles Nouvelles	16.6	-4.1
EVENING		
English		
Charlie McCarthy	25.1	-4.0
Lux Hour	22.2	-6.1
Our Miss Brooks	21.2	-2.5
Doris Day Show	20.6	new
Twenty Questions	18.0	-.5
Great Gildersleeve	17.4	-.3
Take A Chance*	16.9	-1.3
Suspense	16.1	+1.0
Share The Wealth	15.1	-1.2
Guy Lombardo*	14.1	-1.1
Bright Star	13.9	-1.3
Club 15	13.3	-1.6
Treasure Trail	13.0	-3.0
Mystery Theatre	13.0	+ .2
Fun Parade*	12.0	-1.4
*Selective Program.		
French		
Un Homme et Son Peche	36.1	-4.9
Metropole	28.9	-1.6
Radio Carabin	27.2	-5.7
La Raconteur de Chez		
Nous	19.3	+ .4
La Pause Qui Refraichat	18.7	-3.1
Banco Banco	18.4	-4.4
Mine D'Or	18.3	-3.0
Jouez Double	17.7	-3.3
Faubourg	17.7	-1.5
Journal de Grignon	17.4	+1.0
Ceux qu'on aime	17.1	-5.1
Aube Incertaine	14.1	-3.6
La Rue des Pignons	14.0	-2.5
Tentez Votre Chance	13.1	-4.0
Qui Aura Le Dernier Mot	13.0	+ .4

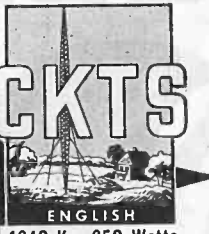


CHLT
FRENCH
900 Kc. 1000 Watts

SHERBROOKE QUEBEC

The Voice of the Eastern Townships

Quebec



CKTS
ENGLISH
1240 Kc. 250 Watts

Representatives
JOS. A. HARDY & CO. LTD. — CANADA — CHLT
RADIO TIME SALES LTD. — — — — — CKTS
ADAM J. YOUNG, JR. INC. — U.S.A. — CHLT



"Hal" says . . .

SUNDAY, July 27, is our thirtieth birthday. Or to be more exact, CKCK will be 30 years old on that date. Even a cursory glance at the happy mug to the right should indicate that thirty years have come—and gone, in his busy life. The life of station CKCK began on July 27, 1922. And then as now, CKCK is still Saskatchewan's first station!

Harold (Crit) Crittenden,
Manager.



CKCK • Regina, Sask.

The
**WESTERN
RADIO
PICTURE**

is
NOT
COMPLETE ★
without
**OUR
1000
PERSUASIVE
WATTS!**

*NEAREST STATION
110 MILES DISTANT
NEXT NEAREST
200 MILES DISTANT

CHAT
MEDICINE HAT
An All-Canada-Weed Station

CKXL tells the DEALER*



In recent weeks CKXL distributed 3,341 Separate Merchandising printed matter pieces and wires to Calgary area dealers.

*CKXL told Calgary Area Retailers about the strong advertising support being given CKXL's advertiser's products. Retailers included druggists, grocers, lumber dealers, confectioners, restaurants, hotels, news stands and tobacco counters. Products and advertisers given this bonus support were: Cabinet Cigars, Richard Hudnut, 7 Up Beverages, P. V. Utility Board, Calgary Druggists' Association and Gray Dunn Biscuits.

ASK OUR STOVIN REP. ABOUT CKXL'S BONUS PROMOTION FOR YOUR CLIENT



CALGARY'S PROGRESSIVE STATION



RATES—4 Months (12 issues) 20 words minimum—\$24.00
Additional words, add 10c per word, each issue.
12 Months (24 issues) 20 words minimum—\$40.00
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.

ANNOUNCING

JAFF FORD—At your service.
CFRB — PRincess 5711 or
8Aldwin 1-4103. (S)

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

JACK DAWSON—PR. 5711 or
OX. 2607. (L)

EDUCATION

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

ENGINEERING

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

PERSONAL

Saving money? Experienced insurance counsellor with radio background can show you a worth-while savings program. **TOM WILLIS**, EM. 4-6111 — 17 Queen East, Toronto. (U)

PHOTOGRAPHY

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

PROGRAMS

RADIO ADVERTISING FOR RETAILERS, a monthly service for broadcasters, now "Canadianized" to meet the specific requirements of Canadian Broadcasters. "Radio Advertising for Retailers" is chock full of promotion tips, program ideas, commercial continuity, sales digest, and management and promotion ideas. Written and produced by experienced writers who appreciate your problems. Available exclusively through the Program Division of All-Canada Radio Facilities Ltd., Toronto.

PROGRAMS

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

PRESS CLIPPING

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

RECORD'S SUPPLIES

IMMEDIATE RESHARPENING SERVICE—By special arrangement with Audio Devices Inc., we carry a large stock of Cappat' resharp sapphire needles. Mail us your used Sapphire Needles and we will immediately return to you resharps 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 . . . \$2.75 — **ALPHA ARACON CO. LTD.** — 29 Adelaide St. W., Toronto. (P)

SOUND EFFECTS

THE FINEST AVAILABLE — **SOUND EFFECTS** records from the world-famous E.M.I. and Speedy-Q Libraries. "Nothing sounds like Life as Life itself." For further information and catalogues write Bob Quinn, Program Division, All-Canada Radio Facilities, Toronto.

GREATER OTTAWA

IS

42%

FRENCH*

WITH AN

ANNUAL INCOME

OF

\$90,177,825

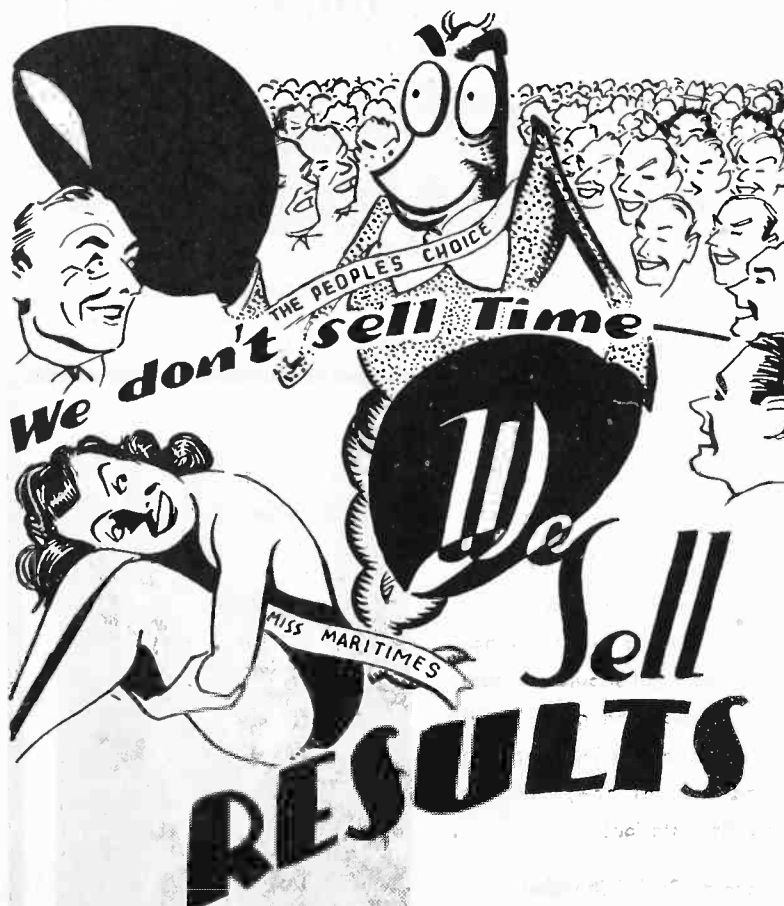
CKCH

Studios—121 Notre Dame St., Hull, Que.

Representatives

OMER RENAUD in Canada
J. H. MCGILLVRA in U.S.A.

*Over 100,000 French-speaking Canadians.



CKCW

MONCTON NEW BRUNSWICK

The Hub of the Maritimes

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

NORTHERN ONTARIO'S

Greatest

ADVERTISING MEDIUM

CKSO

NORTHERN ONTARIO'S

HIGH-POWERED

STATION

Ask

All-Canada In Canada

Weed & Co. In U.S.A.



TALENT TRAIL

By Tom Briggs

OVERTURE

If CJCA's Gerry Gaetz hadn't sent us a combination thermometer and hydrometer, we wouldn't know we were laboring at this column at a temperature of 84, and relative humidity of 80%.

SUMMER LAYOFF

Then there's the announcer whose fuel oil program was cancelled because of the heat and said: "It isn't the heat, it's the humility."

WEATHER REPORT

It's so hot that the barnacles on the bottoms of the barnacles on the bottom of our boat are sweating.

THOUGHT IN PASSING

I wonder if polar bears get sunburned.

WEATHER PRECAUTIONS

Producer Harry Kurnitz's last-minute warning to S. J. Perleman before he sailed from San Francisco for a round-the-world trip was, "If you expect to have anything to do with those beauties in the South Pacific, Sid, be sure to boil them first."

—Bennett Cerf
in "Shake Well Before Using."

HOT WEATHER CLICHE

To the next so and so who tells us it isn't the heat, it's the humidity, we shall reply "What do you expect in weather like this?"

SEASONABLE DISH

Doesn't the present heat wave offer someone a God-given opportunity to open up a lunch counter specializing in icebergers?

INCUBATION

Out of respect to our many readers we would point out that most of the gags in this column have been saved up through the months until the temperature was high enough for us to get away with them.

ENVOI

And now for a nice cold stein of Peller's ice.

It's like trying to split an atom's atom to decide which of Canada's currently popular musical-comedies—*Timber!!* or *Bonanza*—is first, let alone best.

Coincidence completely surrounds the two. With premieres at almost the same hour of exactly the same day on both coasts, their story lines and musical treatments are enough alike to be astounding. A number of songs from both have been published by BMI Canada Ltd.; and their existence was sparked by radio people in one way or another.

The main claim to superiority of *Timber!!* at the moment seems to be that it is the "first professionally-produced, Canadian-written" musicale and was aired over Trans-Canada network as part of *CBC Wednesday Night* two weeks ago, while the Halifax show was sort of a co-operative community enterprise with CJCH's 10 G's sweetening the pot. That, I think, is a mighty small distinction, but since comparison of the two is inevitable, *Bonanza* should stand out by a note or two, judging from the songs BMI has picked up.

Still, *Timber!!* is a good show. Writers David Savage, a Vancouver freelance and Doug Nixon, program director for CBC Vancouver, plus Dolores Claman, a pianist and arranger turned composer, didn't waste their time putting out their lengthy piece of work. I understand there are countless factors which can make a song a hit or kill it, most of them well known in the radio business. But it will have to be one of the unknown gremlins at work if a song like "High, Wide and Handsome," for example, flops with the public, especially if given the treatment by any one of the three feminine leads of the original group: Thora Anders, Lorraine McAllister or Jacqueline Smith.

These gals made the condensed broadcast version of *Timber!!* on CBC from Vancouver a marked success with lively singing and humor, to some extent making up for what it lacked in other ways. The two male leads—Don Garrard as the big, young logger, Dan, and Barney Potts in a comedy role—turned in a good performance without going beyond what the composer gave them to work with.

If it hadn't been for the colorful, mood-setting orchestrations as interpreted by conductor Harry Price, the opinion of this show would have been noticeably lower. The orchestral bridges had to carry across some of the sense left up in the air by weak dialogue. It was surprising to hear the spoken words so poorly put together while the lyrics, by the same two men, and both old radio hands at that, really sparkled.

Timber!! wasn't terrific, but it was certainly as good or better than a lot of similar stuff which has caught on with the public and, if nothing else, it's a start in the right direction. Now, let's hope the CBC brings on *Bonanza!*



Successful Advertising Isn't Just Luck!

You carry insurance as a matter of course. Insurance against all manner of personal and business emergencies.

To insure sales you merchandise and advertise. You compound the protection by merchandising your advertising and publicizing your merchandising. You retain an agency to integrate and an ad manager to expedite, just to insure sales at a small profit because the government needs the taxes.

Maurice Foisy, Merchandising Manager of CJCH, can help you with all sorts of sundry data, with checks on your Halifax distribution, with trade letters and periodic reports on buying habits and trends.

You're quite welcome, sir. It's all part of the CJCH advertisers' service. Extra insurance of more listeners and more sales for your Halifax advertising dollar.

REPS:
Toronto, Paul Mulvihill, 21 King St. East
Montreal, Radio Time Sales, Kings Hall Bldg.

CJCH. HALIFAX. 5000 WATTS

After Montreal and Quebec City

THE
LARGEST
FRENCH-LANGUAGE
MARKET
IN CANADA

can be reached best *
over

CJBR Rimouski

5000 watts on 900 kcs.

★ ELLIOTT-HAYNES RATINGS consistently show that this station has one of the highest percentages of sets-in-use in Canada, with better than 90% tuned to CJBR hour after hour.

ASK

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

CANADIAN TELESCREEN

Vol. 5, No. 13.

TV and Screen Supplement

July 16th, 1952

SPONSORS DISINCLINED TO STAMPEDE INTO TV

Toronto.—At least 16 advertisers and 10 advertising agencies are critical and wary of the way television is shaping up in this country. They think the price is too high; there are not enough sets in use; the whole system is too autocratic; and they suspect programming will be too arty.

In view of all this they feel it would be unwise for them to recommend trading-in radio, or any other medium—or even a part of them—for a slice of television, for some time to come.

All of this was made plain through the report of a joint committee on radio and television, made up of prominent members representing the Association of Canadian Advertisers and the Canadian Association of Advertising Agencies, which was released here earlier this month.

Besides the buy-it-as-an-addition-but-not-a-substitute a d v i c e, the report sounded a warning. "There are few Canadian advertisers who would be prepared to endorse completely all aspects of TV as it has developed in the U.S.," it said. "At the same time there is just as sturdy a feeling of independence towards any

attempt to squeeze the Canadian businessman into an artificial framework which has no real relationship to his primary function as a producer and seller of commodities. When that happens, television, like any other medium which imposes too many restrictions, ceases to have any interest for the advertiser."

The committee noted that in spite of protests the CBC had decided to produce, direct and control all television programs. But this policy, it said, "may well result in situations where advertisers will be forced to bear the brunt of responsibility for mistakes in the eyes of the public" even though the liability of the advertisers is limited to providing "welcome suggestions."

The report viewed the CBC's projected production of programs as a direct contradiction of experience in the U.S. In TV's early days, it said, the American networks took on much of the program production, but this practice has dropped until now about 72 per cent of all shows come from production houses and film studios

separate from the networks and the agencies.

The initial rates for television as announced recently by the CBC "are uneconomical in relation to the number of receivers which are in operation or which it is estimated will be in operation during the foreseeable future," the committee declared. Admitting that the rate structure, which includes many production charges as well as station time in the basic sum, "has certain definite advantages," the committee felt that, "in effect, advertisers (who may be using programs on film or kinescope) will be subsidizing CBC sustaining programs as well as live-talent, Canadian-produced, sponsored shows." The committee questioned whether advertisers would be able to afford for long the high cost of live-talent programs even if they were on a multiple-sponsorship basis, since "the CBC is planning on network quality programs although initially there will be only two stations in operation."

The committee observed: "At the present stage of TV in Canada it would seem rather hazardous for any national advertiser to rob other media to pay for TV, but if he is determined to go into television without increasing his budget there appears no alternative."

"Reduction in expenditures for radio probably will be made first in the TV markets, although even in these areas it is doubtful if any advertiser can yet justify reducing his radio budget. If a projection of the number of TV homes in Toronto and Montreal areas is compared with the Bureau of Broadcast Measurement (radio) audience figures for the CBC stations it indicates how far TV will have to develop before any serious inroads are made in the radio audience.

"However . . . as long as CBC-TV operations are on a restricted basis it is doubtful if the radio can be discarded in most TV homes."

While the committee viewed with concern the basic rate structure for CBC television, it noted that as yet no schedule for talent and labor rates has been decided upon. In view of the experience with spiralling talent and labor costs in the U.S., the committee said that settlement of these two points should be given careful scrutiny. It announced the opinion that "there should only be one code for talent and other rate scales and not a sustaining and commercial rate as now exists in radio." The committee said it intends to work closely with the CBC and union representatives in solving these issues.

The ability of CBC-produced TV programs to attract large audiences also raised doubt with the advertiser and agency representatives. They questioned whether viewers, who have become accustomed to top programs from across the border, will consistently turn to CBC productions. "If the apparent lack of mass appeal for CBC sustaining radio programs is any criterion," the report said, "the chances are not too good, although undoubtedly many TV owners will watch Canadian TV at the beginning out of sheer curiosity."

For this reason CBC-TV may be even less attractive to the advertiser than the estimated cost-per-thousand figures based on ideal conditions now make it, the committee suggested. It said that "the only justification for (an advertiser) using any media is that it will help sell his products at a profit. In this respect television has to be looked at just as carefully as any other advertising medium," the report counselled, adding that "it is not a magic device which works equally well for all who use it."

Six of the most common questions asked by prospective sponsors about the medium were presented by the committee in the report along with the considered

SUMMER SLUMP? WHAT'S THAT?



SURE, IT'S HOT IN CORNWALL!
BUT CKSF SALES ARE HOTTER!
BIGGEST DAY IN HISTORY

Local and National sales and CKSF hit an all-time peak on Thursday, June 26, when our production schedule contained 9% more business than any other day in our history. Proof that a local radio station carrying programs tailored to the tastes of its listeners, is potent advertising medium no matter what the thermometer says.

WINTER OR SUMMER
We Can Do A Job For You!
CKSF in Cornwall

THE STATION THEY LISTEN TO IN THE "SEAWAY CITY"

National Representatives:
Horace N. Stovin Canada
Joseph H. McGillvra U.S.A.



**CANADIAN
PACIFIC
EXPRESS
TRAVELLERS
CHEQUES**

OBTAINABLE FROM ALL CANADIAN
PACIFIC AGENTS AND MOST BANKS

answers applicable to this country's TV.

1. Can I use TV to sell my goods at a profit?
Only the individual advertiser can answer this question by a careful examination of all available facts.
2. Is there any advantage for me to be in Canadian TV from the beginning?

For some advertisers, the prestige factor may be very important, but for the majority of advertisers there is no evidence that advertisers in the U.S. who jumped into TV from the start have been able to obtain any lasting advantage. In some cases they lost ground competitively because of the large sums of money which had to be taken from other media and concentrated in an extremely limited marketing area.

3. What is my competitor going to do?

If an advertiser goes into TV, and if his competitors follow, no worth-while advantage is gained by being first.

4. Is it necessary for me to get into TV in order to obtain a time franchise?

In radio specific days and times have always seemed to be desirable, but if analyzed carefully the real reason will be found in the fact that the programs at such periods were top rating popular shows which attracted the audience. With TV it is exactly the same, good programs will capture the audience whatever the time period. One outstanding example of this is that at present in the U.S. feature films are being telecast over certain stations at 11.00 o'clock at night and the ratings for this time have shot up sharply.

5. Is it necessary for me to go into TV now in order to get experience?

No one can dispute the value of experience in using a medium but the question remains, what price should one pay for such experience?

6. Should I take the precaution of building a TV property now, even though it involves expenditures which can be justified only in terms of future operations?

By and large this is a problem

which has so many intangibles that no answer can be given with certainty. In some cases an advertiser may be forced to protect such properties, particularly if they are used in other ways. At the same time, unless the urgency is great, experience elsewhere has shown that properties can be very illusory in their real value. More fiascos have occurred in TV in the failure of radio and stage stars to live up to their previous reputations than in any other medium of entertainment.

Appended to the report were statistics which showed: the number of TV sets operating in Toronto and Montreal and the estimated growth for the next three years; comparative figures for the growth of TV in the U.S.; comparisons between radio and TV in both Toronto and Montreal on the basis of cost-per-thousand listeners and viewers; and lists of talent rates.

Preliminary Sked For Commercial TV

Toronto.—The known plans for television of some advertisers and agencies seem to indicate that the CBC's television is going to get off to an almost sold-out start here and in Montreal, beginning officially on September 8. At the same time there is no evidence that radio is being cut.

While the CBC is noncommittal about all the programs it is expecting to accept—and those it may reject, the reasonably definite line-up for the two hours of evening operation reveals that everything from a complete run of sport events to hour-length heavy drama will probably be available to viewers, complete with sponsors. These, plus CBC sustainers — variety shows, educational programs and drama, presumably—and a heavy demand for spot announcement time, are expected to fill the two hours of daily transmission to overflowing.

In sports, Imperial Oil Limited, MacLaren Advertising Ltd., and the CBC, have done everything towards bringing NHL hockey to viewers in this area but sign on the dotted line. (See C B. & T., May 21.) Telecasting of home games of Toronto Maple Leafs

(Continued next page)

experience counts

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

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

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

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

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

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

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

Marconi-

the greatest name in radio and television

CANADIAN MARCONI COMPANY
Established 1902

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



FOR MORE EFFICIENT COVERAGE

always rely on the most progressive station in Quebec city...

1000 WATTS 1280 KC

CKCV

REPRESENTATIVES
OMER RENAUD & CO. TORONTO-MONTREAL

IN U.S.A.
WEED & CO.

The best buy for your advertising \$ in Quebec

Why MONTREAL Turns to 600 For NEWS!

ON MARCH 1st, Dave Rogers took charge of CFCF's new and exclusive Radio Press newsroom and CFCF's coverage of Montreal.

Dave is a graduate of the University of Maine, has had nine years of newspaper and radio experience, starting with the St. Croix Courier and ending with CFBC, Saint John.

It was always his ambition to cover big-city news, and since his arrival one month ago, he's had plenty. He and his trusted lieutenants have coped ably with the police shooting and arrest of Toronto's two badmen, given CFCF scoops on two bank robberies and a bludgeon-murder—Big City news with a vengeance!

But Rogers doesn't confine CFCF's news to violence. His coverage extends to such activities as the 3,500-entry N.D.G. Art Festival, and homey news that people like to hear. In short, a good newsman. And a good reason why Montrealers turn to CFCF for news.

REPS:
ALL-CANADA IN CANADA
WEED & CO. IN U.S.



(Continued from previous page) is almost assured but the inaugural date depends on the league schedule.

Participation of this company in NHL games from Montreal and U.S. cities is a little further from a certainty, but this is largely due to technical difficulties and the belief of both Imperial and MacLaren that an advertiser can get his feet just as wet in a bath tub as in an ocean.

As far as is known now, Maple Leaf games will be broadcast on radio on the same scale as other years, backed by Imperial. Foster Hewitt will try his wits and voice out on simulcasting—simultaneous radio and TV transmission.

It won't be sponsored in the real sense but the Radio-Television Manufacturers' Association of Canada will certainly be spending a few dollars in co-operating with the CBC in Montreal to bring baseball games to viewers before regular telecasting gets under way there. The scheme is considered good practical experience for CBC technicians and may spark the widespread sale of TV receivers in that area, to the benefit of RTMA members.

The situation on the telecasting of football games is beclouded at this time but according to the CBC it is a reasonable assumption that at least one of the home games of the University of Toronto will be seen electronically, with the expenses taken care of by London Life Insurance. This company will also carry radio versions of the games to audiences in the four cities of the Intercollegiate loop, as it has for the past several years.

Except for the Grey Cup final, there won't be much Big Four football seen on the telescreens this year. The Montreal Alouettes may work out a temporary agreement for telecasting some of their games on an experimental basis, much in the same way baseball is being handled there, but Toronto Argonauts have turned thumbs down on the new medium for this year only.

Ottawa is far enough away to make any Montreal deal permissible, Argonaut president Bob Moran said, but telecasting of an Argonaut game in Toronto might cut into the gate of a game being played in Hamilton on the same day, he feared. (This coincidence occurs only once during the forthcoming season.) Next year he expects all Big Four games will be picked up by TV cameras.

Said to be one of the most ambitious programs presented anywhere, Studio One, sponsored on the CBS television network by Westinghouse, will be shown here and in Montreal by Canadian Westinghouse. According to the agency which will handle the one-hour program, S. W. Caldwell Ltd., Studio One will be brought into Canada via micro-wave relay link from Buffalo and is slated to start in Toronto on September 8 and slightly later in Montreal.

Commercials for the show are to be locally produced—live here and on film for Montreal—and already auditions have been held

for actors and announcers to appear in these. In the past, Studio One, operating on a weekly production budget of about \$43,000, has presented such well-known works as Macbeth, Treasure Island and A Yank in King Arthur's Court, along with original plays, some written especially for the medium, like Drinkwater's Abraham Lincoln. All are live studio productions.

Caldwell reported that instead of television cutting into the Westinghouse radio budget, the latter is being considerably increased. Studio One on TV may run for 52 weeks of the year.

"TV Playhouse" will be imported on alternate weeks to advertise products of Goodyear Tire & Rubber Company. The half-hour drama sponsored for some time by Goodyear in the U.S., will begin here on September 14.

One Canadian radio production, which is reported by the CBC as slated for an early appearance on TV, is the Canadian General Electric program starring the Leslie Bell Singers and the Howard Cable Orchestra. The half-hour show will remain on radio and it is not certain to date whether or not the show will be simulcast; or filmed for telecasting later; or taped for broadcasting later.

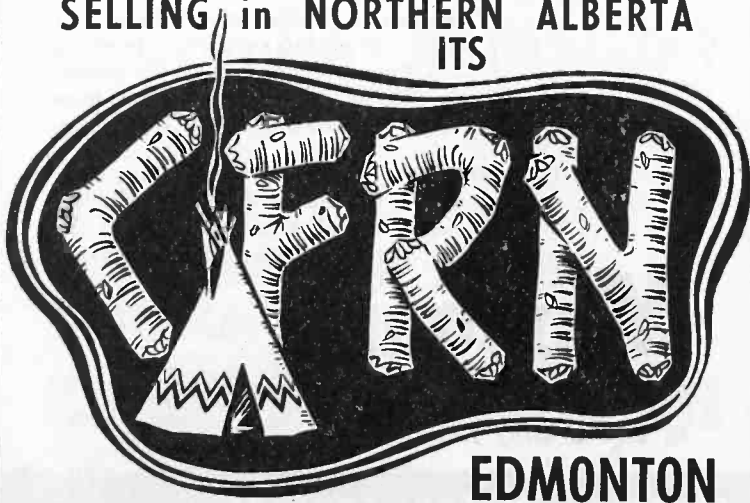
The half-hour situation comedy series, The Aldrich Family, which went into U.S. TV after years of successful radio performing, will be brought to Canadian telescreens by the Canadian branch of the Campbell Soup Company.

TRAVELLING WITH THE CROWD!

to the Beach ...
to the Ranch ...
in the Mountain Resort ...

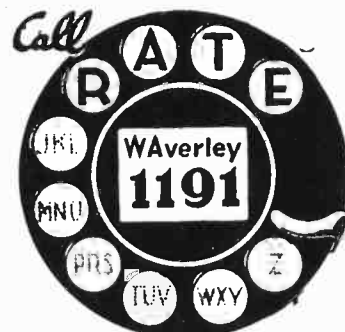
ON THE WAY! - OR THERE!
RADIO FOLLOWS THE CROWD!

FOR EFFECTIVE SUMMER
SELLING in NORTHERN ALBERTA
ITS



Radio Representatives Ltd.
Montreal — Toronto
Winnipeg — Vancouver

Adam J. Young, Jr., Inc.
New York — Chicago
San Francisco



FOR THESE ARTISTS

- CRUCHET, Jean
- DAVIES, Joy
- DENNIS, Laddie
- LEACH, George
- LOCKERBIE, Beth
- MILSOM, Howard
- MORTSON, Verla
- OULD, Lois
- PACK, Rowland
- RAPKIN, Maurice
- RUTTAN, Meg
- SCOTT, Sandra

Day and Night Service
at
Radio Artists Telephone
Exchange



Robin Hood, the

big name in flour,

uses B. C. Radio

extensively!

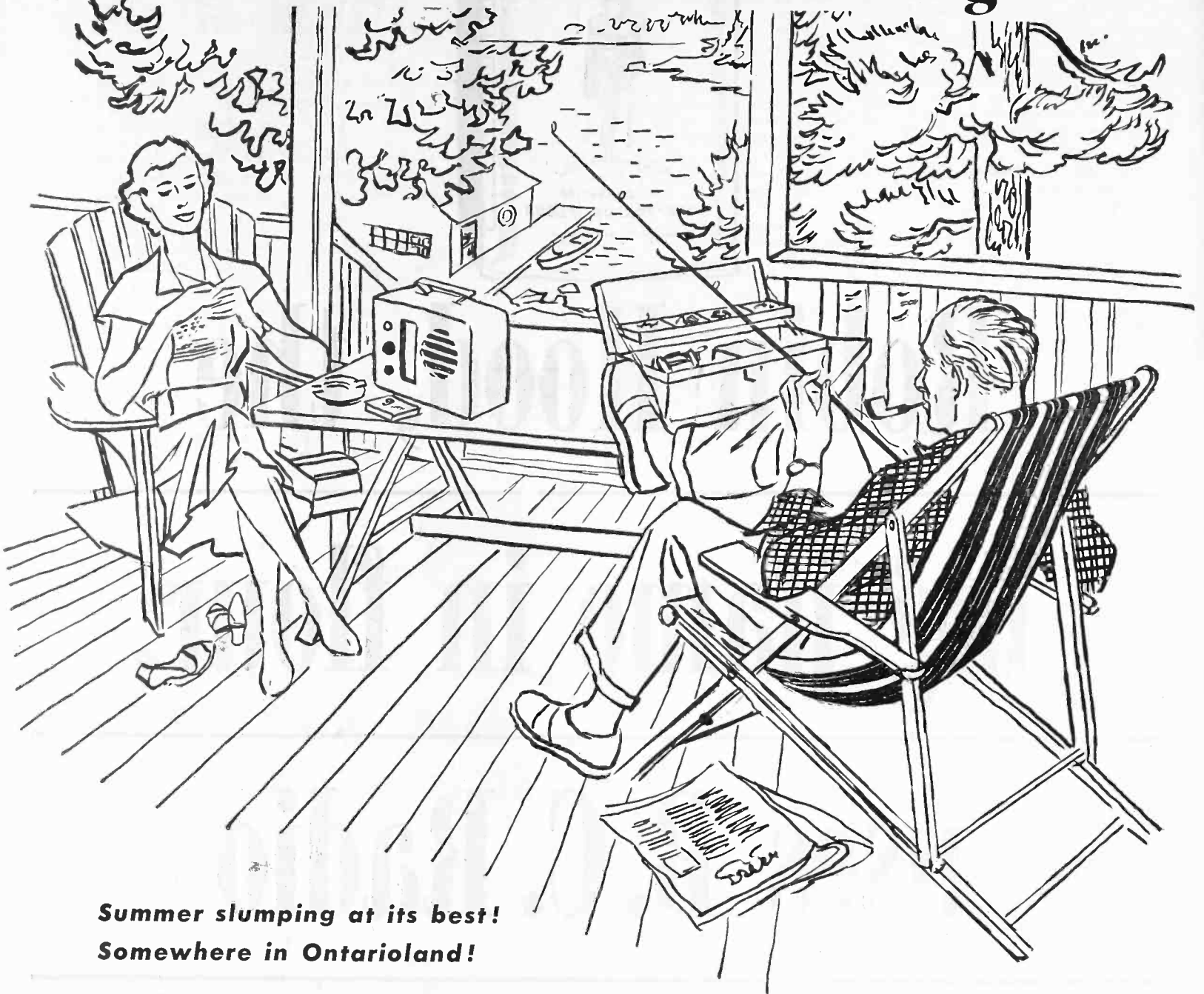
The British Columbia Association of Broadcasters

- 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
- CJIB—Vernon
- CKDA—Victoria
- CJVI—Victoria



Much ado about something!



**Summer slumping at its best!
Somewhere in Ontarioland!**

... at its best, too, in Canada's No. 1 Market!
Father puts his feet up ... Mother takes her shoes off ...
but on holiday or at home, families keep right
on buying.

No, vacation-minded Ontario doesn't spend less come
"summer slump" time. It may spend more for such
items as are seasonal, but from June through August it still
spends one quarter of its annual total. And while it's
doing it ... Mother ... with her shoes off ... is
probably planning for the Fall!

Wise advertisers know this! They know, too, that in
this money-making market, CFRB is their money-making
salesman. Ninety-five per cent of Ontario homes have
radios. More homemakers listen regularly to CFRB than to
any other independent station. **BUT NOW IS THE TIME**
to plant your product in the sunshine. **SEE CFRB!**

WHERE EVER YOU GO THERE'S RADIO!

**AS EVER, YOUR No. 1 STATION
IN CANADA'S No. 1 MARKET**

CFRB

50,000 WATTS 1010 K.C.

Representatives:

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

Canada: All-Canada Radio Facilities, Limited