

CANADIAN BROADCASTER AND TELESCREEN

Vol. 11, No. 16.

TORONTO, ONTARIO

August 20th, 1952

STATION GIVES SCHOLARSHIP

Edmonton.—The first winner of the new CFRN scholarship to the Banff School of Fine Arts, Edward Klovansky, has just finished attending the summer course in dramatics at Banff.

The \$200 scholarship which enabled the talented 15-year-old youngster to take the course, was offered for the first time this year in conjunction with the Associated Commercial Travellers and CFRN "Search For Talent" series.

This series of amateur shows is run in 25 rural communities in northern Alberta each fall and winter. Winners from the local shows are brought into Edmonton for the semi-final show at the end of the season, at which time both talent and popularity winners are chosen. A special board of adjudicators chose Edward for his potential talent in elocution.

His six-week course in dramatics ended earlier this month. A Grade XI student, he comes from the rural farming community of Fallis, about 50 miles west of Edmonton.

Edward's prize-winning performance on the semi-final "Search For Talent" program was his mimicry of an impatient parent trying to hurry the children off to bed with a version of Little Red Riding Hood. Later, during a guest appearance on the final show, he did an interpretation of the Victor Borge "phonetic punctuation" routine.

Dick Rice, president and manager of the Sunwapta Broadcasting Company Limited and radio station CFRN, is seen in the above picture as he presented Edward Klovansky with his scholarship during the "Search For Talent" show May 3.



FOUND!



—Photo by Toronto Telegram.

Barrie. — Just an hour after CKBB had sent out the call, five hundred volunteers were searching the Barrie district for little four-year-old Halyna Komarensky, who had wandered away from her uncle's farm.

In the meantime, sports director Dave Wright took it on himself to keep the station on the

air six hours after normal sign-off time, airing bulletins every five minutes and keeping a steady stream of volunteers and equipment going out to the search area. Dave was accompanied through his long vigil into the wee small hours of Sunday morning by his friend, Murray-MacIvor, of the radio department of

Young & Rubicam, who was visiting him over the week end.

It was 10 p.m. on July 19 that CKBB started the call for searchers. At 4.30 the following morning, the little girl was found in a field of daisies and was restored to her nearly hysterical mother by a Barrie man who had answered CKBB's call for help.

"Many people had left their beds to take part." So read a report in the *Toronto Star*. "The clubhouse of the golf club emp-

tied of men in a moment, when the appeal was heard. Including many women, people of all walks of life tramped through the fields. Among them were several lawyers, a magistrate and prominent businessmen."

Sergeant Jack Lewis, of the Ontario Provincial Police, is quoted as commenting on the response to CKBB's appeal as follows: "We had hoped for perhaps a hundred, but this was almost unbelievable — and they lost no time in getting here."

BILINGUAL STATION SEEKS SUPPLEMENTARY TRANSMITTER

Ottawa. — At its meeting in Montreal, September 4 to 6, the Board of Governors of the CBC will hear an application from CHNO, Sudbury, for a license to establish a supplementary AM broadcasting transmitter, using CHNO's existing antenna system. It is understood that the station's purpose is to provide itself with facilities to operate a system of dual French and English operation similar to the present set-up in Sherbrooke, Quebec. CHNO is now operating as a bilingual station. It carries the programs of the Dominion network and is now to be linked also with the French network.

At the same meeting, the Board will hear requests for frequency changes from two stations. The Department of National Defence's CFYT, Dawson, Y.T., wants a move from 100 watts on 1400 Kcs. to 100 watts on 1230 Kcs. CJEM, Edmundston, N.B., wants to get off 1380 onto 570 Kcs. DA-N, with its present power of 1000 watts.

CFRA, Ottawa and CKSF, Corn-

wall, are both asking for licenses to operate emergency transmitters.

CKLS, LaSarre, P.Q., is asking for transfer of control in Radio LaSarre Inc. to J. J. Gourd, D. A. Gourd and R. Charbonneau.

CHLN, Three Rivers, P.Q., wants a transfer of license from La Compagnie de Publication du Nouvelliste Ltée to Radio Trois-Rivières Inc. CKLD, Thetford Mines, P.Q., wants a transfer from La Compagnie de Radio-Diffusion de Thetford Mines Ltée to Radio Thetford Ltée.

The following stations will seek permission for stock transfers: CHOK, Sarnia, Ont.; CHRL, Roberval, P.Q.; CFAB, Windsor and CKEN, Kentville, N.S.; CKLD, Thetford Mines, P.Q.; CKLN, Nelson, B.C.; CKX, Brandon, Man.; CJON, St. John's, Newfoundland; CJBR, Rimouski, P.Q.; CKLW, Windsor, Ont.; CHEF, Granby, P.Q.; CJOR, Vancouver, B.C.; CKRD, Red Deer, Alta.; CFCH, North Bay; CJKL, Kirkland Lake and CKGB, Timmins.

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 (24)

CHAD	Amos
CHEF	Granby
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
CKSM	Shawinigan Falls
CJSO	Sorel
CHGB	St. Anne de la Pocatiere
CKLD	Thetford Mines
CKVD	Val D'Or
CFDA	Victoriaville
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



Buying Is Local

There is no such thing as national advertising.

Buying is local--as local as Main Street--as local as the corner store--as local as the village pump--as local as the local radio station.

The
CANADIAN ASSOCIATION of BROADCASTERS

Representing 115 Broadcasting Stations whose voices are invited into over 3,000,000 Canadian homes every day.

T. Jr 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
CKOY	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

**NORTHERN
ONTARIO'S
Greatest
ADVERTISING
MEDIUM**

CKSO

NORTHERN ONTARIO'S
HIGH-POWERED
STATION

Ask
All-Canada In Canada
Weed & Co. In U.S.A.

**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.



**Over the
Desk**

I don't suppose there's anyone in or around the advertising business who, once a day at the very least, doesn't excuse himself with the statement: "I'm too busy" or "I haven't time." I wonder if this is a good way to be, or if it tokens rather a lack of executive ability. I wonder if a man who is perpetually too busy to see a stranger who calls at his office, who may be a job-hunter or a man with a pocket full of money just aching to be spent, is a good man to do business with. I wonder if there might not be times when he might be too busy to look after my interests too, if I became one of his customers or clients.

This is not to suggest that when we say how busy we are we are just plain damn liars. All kinds of advertising is circumscribed by all kinds of deadlines, and so pressure is a normal thing. But this fact doesn't come as a surprise, because it is part and parcel of the business of advertising and is shared by a lot of other businesses as well.

First let us dispose as swiftly as possible of the fellow who always makes out he's busy just to impress people. He is a pointless sort of individual and doesn't rate even this much space. That deals with him.

I think it is Ray Avery, of Ronalds Advertising Agency, whose pet philosophy it is that he should never do anything that anyone who draws less money than he does is capable of doing.

Obviously this theory clears the desk of even a junior executive of a great many of the routine tasks that eat into so much of our time. It relieves a station manager of the need to check his logs or his individual accounts receivable. An account executive need no longer read laboriously through a proof. It clears the way for the key executive to concentrate on the selling or production that are his prime interest, without wasting his time on menial duties. It makes him more valuable a man to his company and to himself.

There is just one point though. The more work and authority we delegate to our associates who rank beneath us, the more important it is that we see that those associates are qualified to perform the tasks we hand them, and one day to step into our own managerial shoes.

Horace N. Stovin's erstwhile Montreal manager, Frank Murray, is going to CJBQ, Belleville, as Bill Stovin's assistant manager. As stated in this space last issue, he
(Continued on page 4)

1000 WATTS



590 KC.

*An Important
Factor in The
Everyday
Living of
Canada's
Largest
FAMILIES*

152,598 CHILDREN IN 53,182
FAMILIES RECEIVE MORE
THAN \$11,000,000 YEARLY.
OFFICIAL STATISTICS SHOW
A STEADY INCREASE IN THE
AVERAGE NFLD. FAMILY

**THESE CHILDREN & PARENTS
ARE VOCM LISTENERS
SERVICED 17 HOURS DAILY BY
NFLD'S ESTABLISHED STATION**

— WITH —

**EDUCATIONAL FEATURES
SPECIAL EVENTS • SPORTS
LOCAL TALENT • DRAMA
LOCAL & FOREIGN NEWS • MUSIC**

*The A.B.C. of Success in Nfld.
"ALWAYS BUY COLONIAL"*

CONTACT

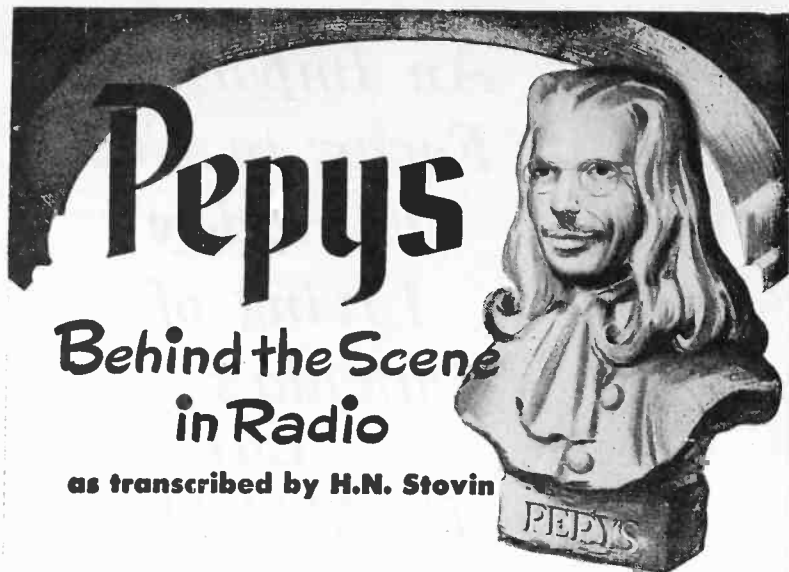
HORACE N. STOVIN CO. — CANADA
WEED & CO. IN THE U.S.

**THE COLONIAL BROADCASTING
SYSTEM LTD.**

BOX 920 — ST. JOHN'S



THE VOICE OF THE COMMON MAN



"Do find myself in mellow mood this day, as befits this month of ripened crops and harvests; and salute those who, like myself, have returned from vacation, while envying those fortunate souls who have still to go ● ● ● From CJOR, Vancouver, a story of real interest, in that a special disc, made by their Jack 'Voice-of-the-Races' Short is being sent to Queen Mother Elizabeth in England. It describes the recent fourth race at Vancouver's Lansdowne Park which was won by Battened Down a three-year-old filly purchased from the stables of the late King George VI, and was the Queen Mother's favorite. CJOR's enterprise and programming are anything but 'battened down,' and this popular program of Jack Short's is another plus available to listeners ● ● ● CKSF, Cornwall, reports that their cash-register is jingling merrily, in that their billings for July, 1952, were more than \$1,000.00 higher than in the same month of 1951—sure proof that advertisers are realizing, not only the importance of this expanding seaway city and area, but of CKSF's ability to make sales therein ● ● ● August 25th the anniversary of the opening of CHOY, Pembroke—another proven station, and one which Pepys has represented since the day it went on the air, through difficult days up to the present, and both have weathered well ● ● ● And CFOS, Owen Sound, reports Manager Bill Hawkins, taking an important part in celebrating the 100th anniversary of the founding of the County of Grey and the setting-up of its first city council—that station being, as ever, in the forefront of local activities through which it can service its large and loyal listening audience."

"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	VOCM Newfoundland
CKOM Saskatoon	CJBQ Belleville	

OVER THE DESK

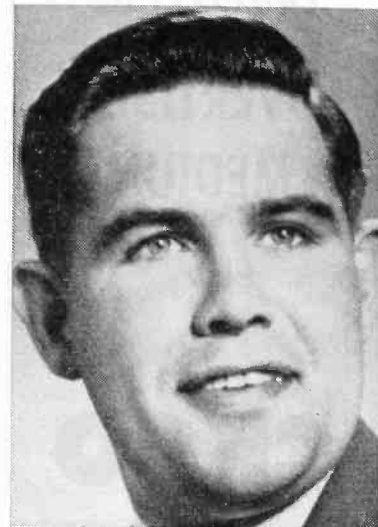
(Continued from page 3)



FRANK MURRAY

is being replaced in Montreal by Mickey Maguire. Maguire's job managing the To-

ronto office of Omer Renaud & Company goes to Ken Davis who has been in the national rep business since he joined Bill Wright's office in November, 1949. Born in Montreal, Ken started his radio career when he came out of the navy with CJGX, Yorkton, Sask. Later he moved to Winnipeg where he joined Inland Broadcast-



KEN DAVIS

ing Service as assistant producer and sales rep for his old station, CJGX. Next he joined the secretariat of the North American Regional Broadcast Conference (NARBA) while it was being held in Montreal in 1949. Ken is married and has two children.

■ ■ ■

That combined commentator-columnist, the only one, according to CFRB's Gordon Cook, with a built-in press agent, Gordon Sinclair, must have used up all the nice things he had stored up about me in his obit file. Now I'm some sort of an agitator with a stock speech which I unloose at the slightest provocation to cast calumny on the poor CBC. Suddenly changing his colors (from his customary magenta suit to one of vermilion hue no doubt) this lovable old serpent filled in his Saturday before last column rushing to the defence of the socialized radio system with snide rubs at me in every other line because the FCC in the United States has been known to cancel licenses whereas the CBC has never done such a thing.

The truth of the matter must be that Sinclair wants in on the CBC TV talent loot, and is starting a policy of gilding the lily a little.

■ ■ ■

And that cleans off The Desk for this issue. Buzz me if you hear anything, won't you?

● FARMING
● FISHING
● FURS
● FORESTS

4 - IN - 1 MARKET

THE BIG FOUR WHICH SUPPLIES THE CKBI MARKET WITH A YEAR - ROUND INCOME. ADD THIS MARKET TO YOUR 1952 CAMPAIGNS. FARMERS WILL HARVEST TWO CROPS THIS YEAR

CKBI
PRINCE ALBERT SASKATCHEWAN
5000 WATTS

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

CANADIAN BROADCASTER AND TELESCREEN

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

Published by
R. G. LEWIS & COMPANY, LTD., 163½ Church St., Toronto 2, Canada
EMpire 3-5075

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

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Correspondents
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Winnipeg - A. L. Garside
Vancouver - Bob Francis



August 20th, 1952

Vol. 11, No. 16.

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

Receivership For The CBC?

There is one possible justification for the existence of the Canadian Broadcasting Corporation in the field of radio. That is the fact that it utilizes Canadian talent in the production of Canadian programs. All other activities are based upon and secondary to this one "raison d'être."

Now the government broadcasting body is trying to do with television the same thing that it has already accomplished in radio broadcasting. That is to say, it is attempting to gain complete dominance of the new medium on the pretext that it will be producing its own programs.

This it cannot possibly do.

The fact has to be faced—and no doubt CBC officials are facing it in back rooms and darkened corridors — that program costs for television are at the very least ten times greater than those that apply in the case of AM radio.

Based on actual costs at American television production centres, we estimate that CBC's talent and production expenses for two hours a day (700 hours a year) of first-rate programming will be at the very least twenty-five million dollars per annum.

This is predicated on the "Perry Como Show," a non-extravagant fifteen-minute program running five times a week on the Columbia television network. It consists of Perry Como, three assisting singers, a small orchestra and an announcer. The talent and production cost of each fifteen-minute session is fifteen thousand dollars. This amounts to seventy-five thousand dollars a week or three million, nine hundred thousand dollars a year for production and talent for the five weekly shows, assuming it runs right round the calendar. This gives us a basic U.S. cost of a thousand dollars a minute for this simplest type of program. Incidentally, Como's personal fee is said to be only one thousand dollars a week, which is not far out of line with fees paid top Canadian performers in radio.

Now let us look at another phase of television programming—the actuality.

During the month of July, the American TV networks joined forces to pick up the two political conventions in Chicago. This project entailed virtually no talent charges and lasted a total of ten days. Costs to the networks of handling these two events have not been released yet, but they will definitely run over ten million dollars—a cool million a day.

If we take the "Perry Como Show" as a fair average, that is to say a thousand dollars a minute, and cut it arbitrarily in half,



"He may be a stuffed shirt but he sure gets the carriage trade."

then the CBC's two hours a day would still cost the people of Canada over twenty million dollars a year, less whatever amount it was able to recover from sponsors. But it must be remembered that this figure does not include such costs as general administration or depreciation, engineering and other non-productive overhead like costly coaxial cables and microwave relays. Also it only aspired to take care of one set of programs for the two hours, without allowing for simultaneous productions at more than one production centre.

So it would, we suggest, be safe to say that if the CBC, at the outset, is to carry through the plans it has published and establish television stations and production centres in Toronto and Montreal this fall, with Ottawa to follow shortly, it will require an absolutely minimum annual income of twenty-five million dollars.

With the whole country to draw from, with commercial revenues to swell its coffers from sixteen of its own stations and three networks, and with the entire revenue from listener license fees, the CBC was last year able to garner in around eight and a half million dollars, not including statutory grants or government loans, for its radio operations. It seems to us it is going to take quite a bit of figuring and manipulating to start immediately extracting from the Canadian public three times that sum for television service in only three centres, with heaven knows how many more dollars each year.

Shouldn't there be some sort of enquiry into the responsibility of the ministry which

wants the government to lend the CBC the money it needs for television, and which it says will not be a charge against Canadians living out of television's range, because the CBC will be able to repay it, with interest, out of its earnings?

To which we can only add — "what earnings?"

Government Without The People

Listening in from the outside, the she-nanigans indulged in by the United States political parties, as each four years they select their candidates for the Presidency, may seem adolescent and all sorts of other not too complimentary things. We may criticize them for their lack of dignity, jocular approach to a serious matter and all that. We cannot, however, say that the American public is guilty of lack of interest in the selection of candidates.

It is almost a safe bet that if a poll were made at this time, the Canadian public would know more about American politics than their own. And the reason is simply that for some reason or other we believe in doing everything in our power to make our politics dull.

Radio has been talking for some time about establishing its own editorial policy. For some reason or other, whenever the topic is discussed, it is assumed that an editorial policy means of necessity taking sides, for and against, in an issue. This is, of course, far from the case.

Actually, radio is doing a first rate editorial job in airing private members' reports to their constituents through the recorded Reports from Parliament Hill. The industry, through these programs, is making it possible for members to interest their electors in the subject of government—or otherwise.

Maybe the stations could go still further and use another column of their "editorial pages" to acquaint the public with some of the ramifications of their government. In one way and another it might be possible for radio to take on a public service job of selling the Canadian people on the idea that it is incumbent on them to keep tabs on the politicians they elect, if only to enable them to vote against them next time.

It is unlikely that anyone would bother to thank the radio industry for taking such a step. It is unlikely also that anyone else would bother if radio turns the idea down. It would be a useful campaign though and not a little satisfying.

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

AGENCIES

By Art Benson

J. WALTER THOMPSON

Toronto.—Lever Brothers Ltd. return *Lux Radio Theatre* for the sixteenth year September 8 to the Trans-Canada network plus CFRB, Toronto and CKAC, Montreal, from CBS, advertising Lux Toilet Soap. Same sponsor also resumes *Fun Parade* Sep-

tember 16 for New Lux Soap Flakes. The show features Roy Ward Dickson and Maurice Rapkin and is aired live from CFRB, Toronto and CHML, Hamilton, with recordings to 30 stations coast to coast.

Lamont Corliss brings back *John & Judy* for the 13th season September 11 to the Trans-Canada network with Elwood Glover handling the commercials on Pond's Angel Face Cream.

SPITZER & MILLS

Toronto. — Colgate-Palmolive Peet returns most of its major shows next month, advertising the wide range of Colgate products. *The Happy Gang* gets going September 8 over the Trans-Canada network as does the French counterpart, *Les Joyeux Troubadours*, over 11 stations of the French network. Quaker Oats again sponsors the last half of each show.

Share the Wealth returns September 20 to the Trans-Canada network while the French version, *La Mine d'Or*, starts over 12 stations of the Trans-Quebec network from CKAC, Montreal, September 23. *Our Miss Brooks* resumes October 5 over the Dominion network plus CFRB, Toronto, from CBS.

KENYON & ECKHARDT

Toronto.—Richard Hudnut Ltd. takes over the sponsorship of the *Charlie McCarthy Show* (from CBS) October 5. The show will be heard Sundays at 8 p.m. (EST) over 31 stations of the Dominion network plus CFRB, Toronto. Hudnut products advertised are Home Permanents and Egg Creme Shampoo.

S. W. CALDWELL

Toronto. — Canadian Westinghouse Co. Ltd. returns *Canadian Westinghouse Presents* for the 4th year featuring the Don Wright Chorus and John Fisher, starting October 5. The show is fed from CFPL, London, to 48 stations of the Dominion network plus four Trans-Canada Newfoundland stations. John Tretheway handles the commercials on the wide list of Westinghouse products.

W. A. WILLIS

Toronto.—William Wrigley, Jr., Co. Ltd. has renewed the half-hour once a week transcribed *Cisco Kid* (All-Canada) over 25 stations coast to coast, advertising Spearmint Gum. Same sponsor has also renewed the 10-minute three a week segment of *Parade de la Chansonette*, featuring Marcel Baulu, over CKVL, Verdun.

A WEEKLY BBM of 71,380

(44,340 daily)

gives

CJBR
Rimouski

The Largest French-Language
 Potential Coverage in Canada

after Montreal and
 Quebec City

5000 WATTS
 ON 900 KCS.

Supplementary
 to the
 French Network

CJBR
 RIMOUSKI

Ask

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



Another record?

WELL, it looks like oil production in Saskatchewan is well on the way to new records in 1952, judging from figures contained in the May production report of the province's Department of Natural Resources. The report was issued in late July, and showed that 230 wells were producing in May, compared with 158 in '51. And during May, 45 drilling licenses were issued. All this activity is just a part of the growing prosperity of Canada's wheatland province . . . where the first radio station was—and is CKCK!



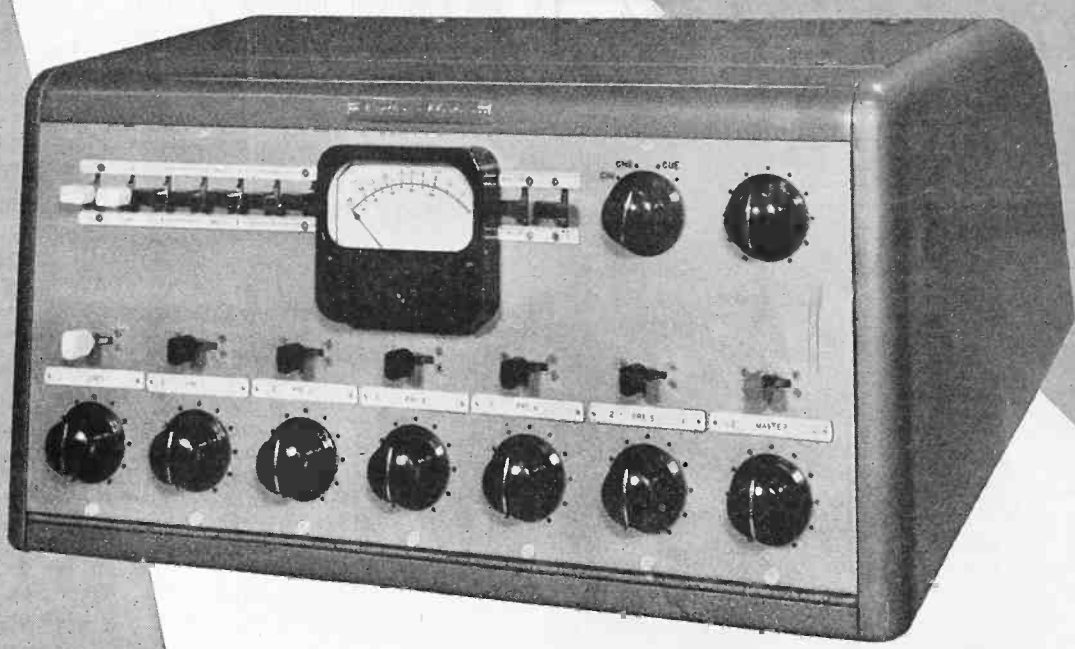
Harold (Crit) Crittenden,
 Manager.



CKCK

Regina, Sask.

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 **E**lectric

COMPANY LIMITED

Distributing across Canada

1052-1

FOR MORE EFFICIENT COVERAGE



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

1000 WATTS 1280 KC

CKLW

REPRESENTATIVES
OMER RENAUD & CO. TORONTO-MONTREAL

IN U. S. A.
WEED & CO.

The best buy for your advertising \$ in Quebec

Talent Trail

by Tom Briggs



It may be titled a little on the corny side, but the *Happy Motoring Show* of Imperial Oil Limited is fifteen minutes that is all good music and light fun. It's the sort of thing most people claim they can take or leave, but as long as it isn't too much trouble will tune in for a while. They stick with it just a bit longer and finally find themselves listening till the end arrives.

Heard three times a week on the Dominion network at 9.30 p.m., *Happy Motoring Show* is more subtle and easy-going than

brilliant radio, and reminds you of those miracle potions which are supposed to be good for everything in general and some things specifically. The most amazing feature about any of them for the usually skeptical user to find is that, when taken or applied according to directions, the stuff sometimes works.

So when told by some detached but vaguely familiar voice to ease back and relax and go for a motor trip with him, to get away from the heat and humidity and have a good, albeit short time, that Missourian "Oh, Yah" complex crops up. However, rest is the general idea behind this program, either stated or implied, although no great curative claims are made.

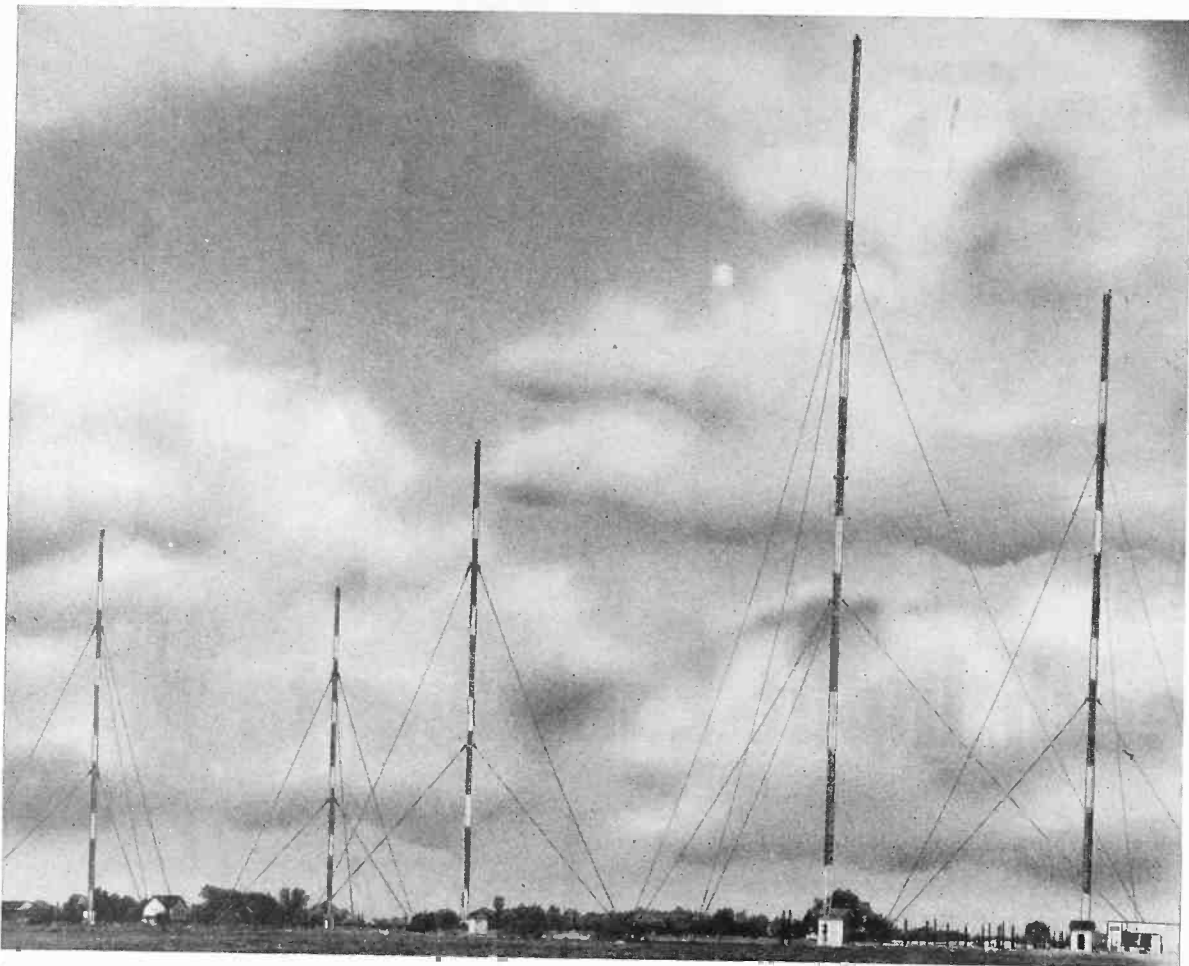
Too often to these ears Howard Cable's band is bouncy and brassy, or when it isn't it doesn't sound like a band. But this summer and on this show it really seems as if some of his boys have been forced to blow lightly and pound gently, and to rely a bit more on finesse and interpretation. The new quality of this show's musical background also seems to indicate that the maestro himself, having arranged the notes as brilliantly as ever, is now using his baton like a wand, not a thunderstick.

Songstress Terry Dale, who gives the show a lot of life in her coy way, just does what is standard for her on numbers like last Wednesday's *Love Is Sweeping The Country* (kinda tough on the Irish hospitals) and *The River Ste. Marie*, and that is good enough on any air.

Then there's baritone Wally Koster who does a nice job while taking it easy and having fun, both in his singing role and when he's trying to be an actor on straight lines. He and la Dale both have the uncommon ability to take lines off the paper, with or without music, and toss in an ad-lib or two with ease. And even though they don't have the zip and sparkle of good professional actors in this field, at least they don't sound like junior-graders reciting their memory work.

And that brings us to the other corny part of this show, but corny in this case is meant kindly as only slightly stilted and incredible. Theme of each production is a popular motor trip somewhere in Canada, described alternately by Dale, Koster and an unidentified character bearing the unique cognomen of Mac. There is no point in guessing, which would be simplicity itself, so informers from Imperial's ad agency, MacLaren Advertising, confirm that it is Doug Master handling the announcing spot. The three of them joke and reel off this imaginary tour, having the most fantastically delightful time of their carefree lives, while the maize grows greener.

However, it's a good season for that sort of thing. No doubt it's what MacLaren and Imperial ordered, and a safe bet it is that as long as the performers have no difficulty dishing it up it will go down well with the listeners.



EXPERIENCE means a lot in antenna construction

Over the past half century the men of Canadian Bridge have acquired a reputation second to none in the steel construction field—not only in Canada but also in many foreign countries. Today, in addition to their traditional work of erecting bridges, buildings and other steel structures, they are also leaders in antenna work—as is attested by the many arrays they have put up from coast to coast.

Canada's first Five Tower Welded Antenna Array of CKLW, at Windsor, one of many similar jobs by the men of Canadian Bridge.



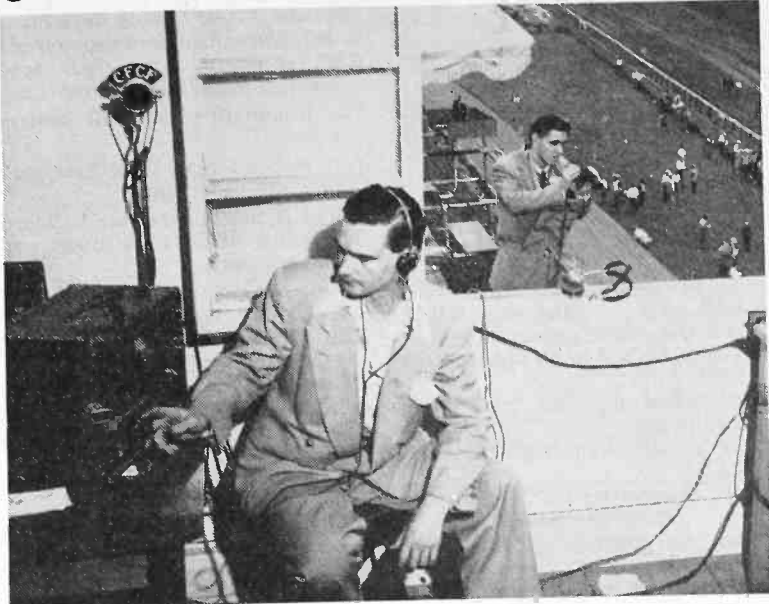
The CANADIAN BRIDGE COMPANY Limited

WALKERVILLE, ONTARIO

Branches - TORONTO, MONTREAL, KIRKLAND LAKE

Representatives - WINNIPEG, REGINA, EDMONTON, VANCOUVER

CFCF COVERS CANADIAN CLASSIC



THE 99TH RUNNING of the Quebec Queen's Plate, reputedly North America's oldest race, was reported from Blue Bonnets track by CFCF's Keith Dancy (in background, with binoculars), as part of regular CFCF racing coverage. E. P. Taylor's Acadian took top honors, leaving Ontario Queen's Plate winner, Epigram, in third position. In foreground is operator Barry Ogden.

Supports Free Radio

Montreal. — A new status for private radio stations at the provincial level was hinted at here earlier this month by Quebec Premier Maurice Duplessis during a speech on election night after he and his Union Nationale party had been returned to power.

Said the Premier: "I am asked to give a special message to the listeners of station CFCF in Montreal and I am pleased to do so. Station CFCF, if I am not mistaken, is one of the pioneers in broadcasting. It is a private initiative and a private enterprise. The Union Nationale government during its fight, before and after, has stated once and for all that we believe in private enterprise as the real and firm cornerstone of sound stability, progress and prosperity."

"Being in the favor of private enterprise," he went on, "I cannot help but be in favor of the activities in the general way of station CFCF. And I express the hope that CFCF and other private stations will at last get from the state, controlling interests, the share of justice and liberty, which belong to private enterprise."



"CKNW leads by 5.25% in 'wage-earner' districts—where sets-in-use are 50% higher."

OPENING for ALL-ROUND ANNOUNCER

Looking for permanent position with solid future. Pension plan, health insurance, talent fees.

Write, Wire or Phone

CKSO

SUDBURY

Or check with Dick Lewis at C. B. & T. Office

cics

SELLS

in

Stratford

It's all in your approach

You know. The fresh idea. The original "twist." The NEW approach that commands attention.

Like CFCF's operations at the Saskatoon Industrial Exhibition in July. A handsome, spacious studio in the heart of the big Fair was an attention-getter alright.

But the IDEAS made it SPECIAL. Like the Double Dekkers (of CFCF's "Mr. and Mrs." Breakfast Club) "doing" the Ex with a couple of wide-eyed kids who won the fun in a highly-publicized contest. Doing it with a tape-recorder in tow. Ever heard a broadcast of a 10-year-old girl and a 9-year-old boy from the thrilling top of a ferris wheel? 'S wonderful!

This is the kind of thing that makes Saskatoon sit up and take notice—the kind of thing that explains why SASKATCHEWAN IS SOLD ON CFCF!

Like we said . . .
it's all in your approach!

CFCF

800 KC
5000 WATTS



THE RADIO HUB OF SASKATCHEWAN

RADIO REPS—
ADAM YOUNG

to Sell B.C.

BULOVA WATCH

USES

B.C. RADIO

THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

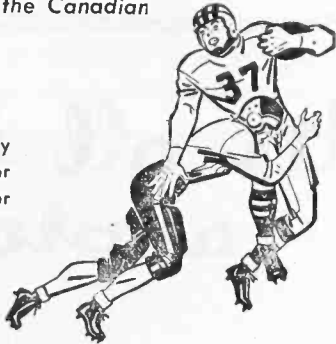
- CHWK—Chilliwack
- CJDC—Dawson Creek
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- CJAT—Trail
- CJOR—Vancouver
- CKMO—Vancouver
- CKWX—Vancouver
- CJIB—Vernon
- CKDA—Victoria
- CJVI—Victoria

CONGRATULATIONS!

- To Canadian National Carbon Company (Makers of Prestone Anti-Freeze and Eveready Batteries) for sponsoring one of Western Canada's most listened-to sports attractions*.

- All Western Interprovincial Football Union games will be sponsored by the Canadian National Carbon Company.

*Previous years prove that Calgary Stampeder football broadcasts over CKXL hold top Calgary Listener Audience.



CKXL

CALGARY'S PROGRESSIVE STATION

SATIRE

A Feud (OR "MUCH ADO ABOUT NOTHING")

By Bill Straiton
(CJKL)

(CBC type fanfare. Fade in as in conversation.)

NARR. #1 . . . and as I lay in bed the other night, A vision, bathed in phosphorescent light, Approached my bed and softly said to me: "I've brought a message from the CAB."

(Soft thundering CBC type echo mike approach.)

"You are chosen. Take your thoughts and go And find out what is wrong with radio."

"At last," I cried, and clapped my hands in glee, "The thing has come that I had prayed to see."

My bag of formed opinions¹ in my hand, I took my leave to find the promised land,

A land where boss and help each other love, Production staffs and sales work hand in glove².

NARR. #2: Observations gathered about CBC.

NARR. #1: There was a hazard that confronted me . . . The shady Valley of the CBC. The CBC's inhabitants despise

The myths of Commerce and Free Enterprise.

(Standard type French horn bleat in BG. Note: Standard type means CBC standard type. CAB type bleat definitely not suitable.)

"Be pragmatic³," so their leaders say.

(off mike) I read their handbook just the other day.

I find it most incredible to learn The tales of salaries their employees earn.

(Dunton type tones here for best effect.)

The CAB cries "sour grapes" (they scream⁴)

"They want to leave the milk and take the cream."

"So naturally it's right" (they say in heat⁴)

"To dictate policy and then compete⁵."

NARR. #2: Observations gathered about CAB.

(Note change of pace.) NARR. #1: 'Tis but a fool who tries to dig

A river with a spoon. And only idiots believe

That cows can jump the moon. Well, I discovered on my trip,

Wherever I was at, The CAB was trying feats

Impossible as that.

(Shout like Hell here. Argument weak.)

The CBC has built a wall. Now tell me is it wise

To smash your head against the wall,

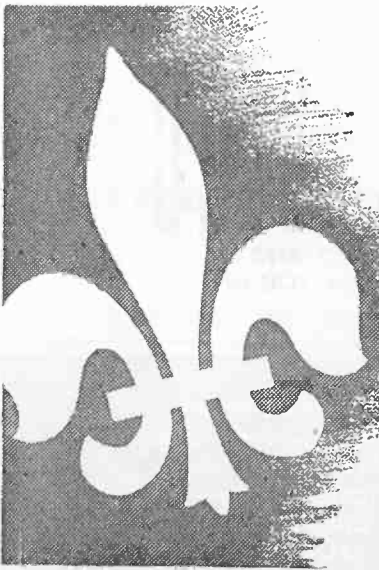
Or should you compromise?

(Note change of pace again.) I listened hard and looked in front of me⁶

And saw the listener full of

A REAL "PUNCH" ON
YOUR SALES STORY
USE

"TOP FRENCH RADIO VOICE"



CHRC

Make your product the first choice in Quebec area.

The only 5000 watt station in Quebec City. Reaches 250,000 radio homes and a \$908,288,000 net effective buying income*.

*Sales Management, May, 1951

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

apathy. Gentlemen, I ask you, take a chance, And make a welcome of indifference. And give your audiences something new, For they deserve a change and so do you. Your blood is full of old ideas. That's why You ought to pump it out before you die. I know the argument you'll use—"no dough." It doesn't hold a lot of water though. Although the CBC can spend a lot Of cash, the same results are yours by thought. So if at first you find your listener tends To leave you, he'll be back and with his friends, 'cause evolutionary thought must be At first misconduct, second heresy⁷.

EPILOGUE

I should explain why they have chosen me; Why they respect my vast authority⁸. There is no reason why I should decline. The months I've spent in radio are nine. Among the fair this critic will be ranked⁹. And now, my friends, I'm ready to be thanked¹⁰.

1. Special Royal Commission standard type hand type travelling reference kit of proper opinions.
2. Please note, this can be changed to free verse to read: "hand in pocket"—their hand in your pocket.
3. CBC type pragmatism (standard); stamped and approved by RCMP.
4. The inhabitants of the Valley of the CBC scream. Make clear. Must not appear prejudiced.
5. CBC type sublimation here.
6. Sometimes as far as my nose.
7. You may roll back now, Mr. Shaw.
8. Tongue in cheeky.
9. Certainly its awkward, Madam, but you try to rhyme the last line.
10. Courtesy some publisher or other.

HERE and THERE

RTMA Elects Officers

Bigwin Inn, Ont. — A. Brewer Hunt, manager of the communications division of Northern Electric Co. Ltd., was elected president and chairman of the board of the Radio-Television Manufacturers' Association of Canada here last month, scene of the RTMA's

23rd annual meeting. At the same time three vice-presidents were elected, representing various segments of the industry. They are: Carl Pollock, vice-president and general manager of Dominion Electrohome Industries, who becomes chairman of the receiver division; along with Jack Longstaffe, president of International Resistance Co. Ltd., as chairman of parts and accessory division; and Gordon Paterson, vice-president and general sales manager, Rogers Majestic Electronics Ltd., as chairman of technical products division.

Other officers for the forthcoming year include: E. Olson, manager of radio and TV electronics department of Canadian Westing-

house Co. Ltd., as chairman of engineering committee, and G. Ben Elliott, electronics service division of Canadian General Electric Co. Ltd., as chairman of service committee.

Serials Sell Soap

Trend in the soap opera world is towards a more realistic story thread, and away from fantasy, according to J. Lawrence Dampier, a London, Ont., man who became vice-president in charge of sales for Lever Bros. in New York.

Interviewed on a recent continent-wide business trip, Dampier

said the soap operas are selling more soap than ever, and are successful because the central character of the serials is in circumstances the housewife listener would like to be in herself.

Advertisers generally have found, he said, that the operas are best for selling small items, such as soap, which are bought frequently.

Dampier himself is a graduate of the University of Western Ontario and was with Lever Brothers Ltd. in Canada, rising to the position of marketing director in Toronto, before he left a year ago for the U.S.

1,260 of the readers of this paper are national advertisers or agency men.

Cornwall's Mayor Says:

"A FINE JOB"



THE HOPES of more than 300 needy Cornwall children for a holiday at camp this summer rested on the Fresh Air Fund Appeal . . . As a public service, CKSF launched an intensive campaign culminating in a three-hour "Guest Disc Jockey" broadcast . . . When the objective was reached, Mayor Aaron Horovitz, shown here with some of the happy children at camp, said this:

"All of you at CKSF deserve our thanks . . . You have done a fine job for the children of Cornwall. It is another example of the public-spirited outlook of our local radio station."

IT ALSO SHOWS the way the Cornwall public responds to CKSF . . . It's further proof that in Cornwall, EVERYBODY LISTENS TO

**CKSF AND CKSF-FM
CORNWALL - ONT.**

"The Seaway City"

Representatives:

Horace N. Stovin & Co. (Canada) — J. H. McGillvra (U.S.)

**Penn
McLeod
Survey**

(APRIL, 1952)

**Gives CKRD These
Audience Percentage Figures**

MORNING	61.2
AFTERNOON	68.9
EVENING	64.0

THIS WEALTHY FARMING DISTRICT AND OIL-RICH AREA IS SERVED EXCLUSIVELY ON A DAILY BASIS BY—

CKRD
RED DEER, ALBERTA

See
Radio Reps. — Adam Young

to Sell B.C.

**SQUIRREL
PEANUT
BUTTER
USES**

**B.C.
RADIO**

THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

- CHWK—Chilliwack
- CJDC—Dawson Creek
- CFJC—Kamloops
- CKOV—Kelowna
- CHUB—Nanaimo
- CKLN—Nelson
- CKNW—New Westminster
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- CJOR—Vancouver
- CKMO—Vancouver
- CKWX—Vancouver
- CJIB—Vernon
- CKDA—Victoria
- CJVI—Victoria

CJGX YORKTON

1927 - 1952

Our 25th year of broadcasting
in the heart of the most productive
grain and livestock area in the
prairie provinces . . .

SASKATCHEWAN CROP DISTRICT NO. 5 WHICH HAS...



The largest number of farms and rural population of any crop district in the Prairie Provinces (Rural population 98,427 - 22,868 Farms.)



The highest cash income from grain and livestock per cultivated acre in the whole of Saskatchewan. (August 1, 1951 - June 30, 1952 - \$19.33 against average of \$14.09 for all of Saskatchewan.)



Always one of the higher wheat yields per acre in Saskatchewan - (1951 crop year - 27.0 bushels against an average of 20.1 for all other Saskatchewan crop districts.)



The largest number of livestock of any crop district in Saskatchewan (20.5% of Saskatchewan total - horses, cattle, pigs and sheep and 22.2% of the total poultry.)



The highest grain and livestock income of any crop district in Saskatchewan. The cash income from Grain and Livestock received by farmers in the Yorkton district for the period August 1, 1951 - June 31, 1952 was 15.8% of the total income for the province.

When you buy CJGX Yorkton -
you buy 25 years of resultful
influence in Western Canada's
richest farming area!

CJGX YORKTON

Life Begins at 940 in our Silver Anniversary Year and every year

REPRESENTATIVES

Horace N. Stovin & Company - Toronto, Montreal, Vancouver
Inland Broadcasting Service - Winnipeg
Adam J. Young, Jr., Inc. - United States

PROGRAMS

Actual Bird Calls Used In Program

Actual bird calls, recorded in Ontario forests, are being used as an introduction to a radio program. The program is *Outdoors with Pete McGillen*, a weekly CFRB sustaining program.



PETE MCGILLEN

The bird calls were recorded in Algonquin Park, near the Lake of Two Rivers, by Dr. William Gunn, executive secretary of the Federation of Ontario Naturalists. Previously he had used bird calls on records to study bobwhite while working as a biologist with the Department of Lands and Forests. To obtain these latest calls, he exercised all the patience of the veteran bird-watcher, braving the mosquitoes and the black flies.

The recording is of a white-throated sparrow, with a whippoorwill in the background, and then the whippoorwill call, strong and melodious as if the bird was on the sill of one's living room.

While setting up his mike, he had to keep his eyes on three bears feeding in a garbage dump, which happened to be a singing post of the whippoorwill. The bird call was not coming in strongly enough, so Dr. Gunn planted an amplifier near the singing post and played back some calls to the whippoorwill to get it started. The bird co-operated beautifully by

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	14.9	-4
Pepper Young	12.4	-2.1
Right To Happiness	11.8	-2.3
Life Can Be Beautiful	11.8	-1.9
Big Sister	11.6	-3.5
Road of Life	10.7	-3.2
Aunt Lucy	10.5	-2.3
Laura Limited	10.4	-1.4
Who Am I?	9.5	-1.9
Double or Nothing	9.0	-1.2
*Selective Program.		

French		
Rue Principale	21.4	-3.1
Jeunesse Doree	20.8	-3.2
Grande Soeur	17.3	-2.1
Francine Louvain	17.0	-5.2
Tante Lucie	15.1	-3.7
Quart d'Heure de Detente	15.1	-3.0
Maman Jeanne	15.0	-4.5
Quelles Nouvelles	14.5	-2.1
L'Ardent Voyage	12.8	-3.6

EVENING		
English		
Twenty Questions	14.7	-3.3
Mario Lanza	14.0	new
Doris Day	13.6	-7.0
It Happened Here	9.8	-1.6
Happy Motoring	7.3	-1.5
Roy Rogers	6.8	-2.2

French		
La Pause qui Refraichit	18.0	-1.7
Jouez Double	15.3	-2.4
La Raconteur de Chez		
Nous	14.1	-5.2
Fabourg	13.6	-4.1
La Rue des Pignons	10.4	-3.6
Qui Aure le Dernier Mot	8.8	-4.2
Aube Incertaine	8.0	-6.1

flying down to the ground beside the mike, and letting loose with its oft-repeated call to produce a perfect record of the song.

Of course, the whippoorwill, on hearing the playback, thought another male had invaded its domain and was intent on finding this intruder and ousting him. In the meantime the bears continued their rummaging and did not interfere with the whippoorwill or the recording.

Pete McGillen, outdoors editor of *The Toronto Telegram*, obtained the tape of the bird songs from Dr. Gunn, and CFRB technicians took out what was needed to produce one of the most unusual radio bits in a long time.

Thousands of city dwellers have never heard the call of the whippoorwill because it shuns populated places, staying in the deep woods. With this new arrangement the call will come right into the living room, vibrant, melodious, haunting, a true recording of this beautiful song. With it, the plaintive, sweet lilting tune of the white-throated sparrow provides a nice variation.

DID YOU KNOW?

CKCL is carrying a half-hour farm broadcast of interviews, news and market reports six days a week at noon hour. This is another reason we have such a large rural audience available for your sales message. See our representative, Omer Renaud & Co., for further details.

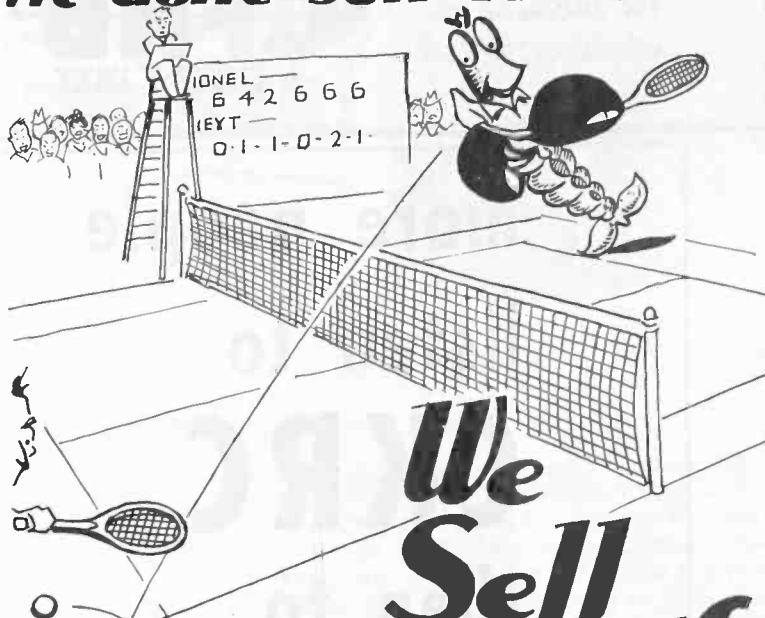
CKCL

COLCHESTER BROADCASTING CO. LTD.

J. A. MANNING
Gen. Manager

OMER RENAUD & CO.
Toronto — Montreal

We don't sell Time



We Sell RESULTS

CKCW

MONCTON NEW BRUNSWICK

The Hub of the Maritimes

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

to Sell B.C.

NABOB
FOODS
USE

B.C.
RADIO

THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

- CHWK—Chilliwack
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- CJAT—Trail
- CJOR—Vancouver
- CKMO—Vancouver
- CKWX—Vancouver
- CJIB—Vernon
- CKDA—Victoria
- CJVI—Victoria

Million a Month

THE DECISION of the Canadian Government to establish a major training camp for the Canadian Army in New Brunswick is described by the Premier of the province as the BIGGEST individual event in the economic history of the province.

THE NEW training area will cost more than \$25 million and will train a brigade in permanent quarters year-round or a division in emergency quarters. The camp's total payroll will amount to something like a MILLION DOLLARS a month.

THE CAMP will lie entirely within CFNB's 1.3 mv radius and will be an important addition to the purchasing power of the people in CFNB's audience.

ALWAYS the best advertised buy in New Brunswick, CFNB will now be an even better buy.

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.

INTERNATIONAL

**Mexico Pioneers
With All-Woman Station**

For the first time in the history of radio in Mexico—and possibly in the entire world—an all-woman radio station has begun operations. XEMX, Radio Femina, has been broadcasting since mid-March, with Mrs. Cuca Escobar de Perrin as general manager, assisted by a group of earnest females, the majority well known in radio circles. All operations are in female hands, including announcers, operators, writers, directors and advertising solicitors.

Mrs. de Perrin, who developed a large radio following throughout Mexico for her characterization of "Cuca, the telephone operator," also doubles as the Spanish voice for Marlene Dietrich in motion pictures. Her daughter, Carolita, announcer for the new station, was the Spanish voice of Alice in the Disney version of *Alice in Wonderland*, and also for Margaret O'Brien.

Musical programs for the station are directed by Muriel Reger, formerly with NBC in New York. Other key women include Mrs. Margarita Michelena and Mrs. Maria Algara, who write and direct programs; and Mrs. Isabel de Palencia, one-time Spanish Ambassador to Sweden and Finland, who collaborates with Margarita Nelkin, Mexican art critic, in the presentation of educational programs.

Augustin Garcia Lopez, Secretary of Communications, who turned the microphones of Radio Femina over to Mrs. de Perrin, with the blessing of the government and President Aleman, welcomed the new enterprise as a "collaboration of gifted women who will work firmly in the creation of a new radio style in Mexican broadcasting."

The platform of Radio Femina, according to Mrs. de Perrin, will be to instruct, divert and aid Mexican women. It is a source of satisfaction to the all-female staff of XEMX that they and Mexico are pioneers in a venture which may well inspire similar all-woman radio stations throughout the world.

**US Broadcast Earnings
Hit New Peak**

Washington.—The financial condition of U.S. broadcasting was revealed as generally good by the Federal Communication Commission in a record year-end report released here last month.

Gross income for AM, FM and TV stations was \$695,000,000, according to preliminary estimates for 1951, while earnings, before deduction of federal income taxes, hit a new peak of \$100,000,000. The combined AM-FM gross for the year was \$455,500,000 with earnings of \$61,800,000. TV accounted for the remaining \$239,500,000 gross and earnings of about \$39,200,000.

In the AM-FM field the stations established before the war
(Continued on page 16)



PROFESSIONAL AND SERVICE Directory

RATES—6 Months (12 Issues) 20 words minimum—\$24.00
 Additional words, add 10c per word, each issue.
 12 Months (24 Issues) 20 words minimum—\$40.80
 Additional words, add 8½c per word, each issue.
 Casual insertions—15c per word. Min. 20 words.
 (All payments are to be in advance.)
 Copy and/or classification may be changed each issue.
 Agency commissions cannot be allowed on these advertisements.

PRESS CLIPPING

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

RECORD'G SUPPLIES

IMMEDIATE RESHARPENING SERVICE—By special arrangement with Audio Devices Inc., we carry a large stock of Cappee's resharpening needles. Mail us your used Sapphires Needles and we will immediately return to you resharpened needles 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.

ANNOUNCING

JAFF FORD—At your service. CFRB — Princess 5711 or Baldwin 1-4103. (S)

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.

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

SALESMAN WANTED

For aggressive station near Toronto. Minimum \$200 monthly. Energetic, reliable man with radio background can soon double it on an attractive commission basis.

Box A-131
 C.B.&T., 163½ Church St. Toronto

AVAILABLE

4½ years' all-round experience to Production, Promotion and Publicity Director in Saskatchewan station. Musician, singer. Married, mature, age 31. Excellent references.

Box A-132
 C.B.&T., 163½ Church St. Toronto

OPENING

FOR

CAPABLE

ALL - AROUND STAFF ANNOUNCER

AT

METROPOLITAN STATION

SEND AUDITION DISC OR TAPE

BOX A-133

CANADIAN BROAD. & TELES., 163½ CHURCH, TORONTO

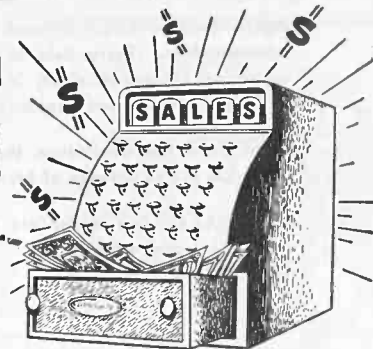
Miss Beautiful Barrie Says

THE ECONOMIC GROWTH of Barrie is clearly indicated in the fact that Barrie now has more than 5,200 telephones, compared with 2,745 in 1945. Our reps have phones too. Call them for availabilities.

CKBB

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

SELLING POWER!



An Avalanche of —

box tops, labels, coupons . . . over FOUR HUNDRED and FIFTY THOUSAND testimonials to CFCN's Selling Power. This was the record mail pull on CFCN's Ca\$ino Carnival, from September 17th, 1951 to July 4th of this year. Happy Sponsors included: Alpha Milk, Blue Ribbon Products, Catelli Cooked Spaghetti, Dad's Cookies, Javex Bleach, Clover Leaf Salmon and Sardines, Ogilvie Products, and OXO.

You Cover More . . . You Sell More Over

CFCN CALGARY

ASK RADIO REPS

Toronto, Montreal, Winnipeg, Vancouver

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



to Sell B.C. → **PROCTER & GAMBLE USES** → **B.C. RADIO**

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

Why MONTREAL Turns to 600 For SALES!

EVERYBODY who sells knows the answer. People buy the brands they know, from the salesman they've learned to trust.

In Montreal, listeners have learned to trust an old, experienced radio salesman for many reasons.

First, because CFCF is an old friend, bringing top entertainment, quick, accurate news coverage to their homes for nearly 33 years; Montreal grew up with CFCF.

Again, because CFCF is most interested in what most interests them. Every field in community affairs, from education to service clubs, is liberally represented in CFCF's schedule—and regularly listened-to.

These build the confidence that counts in sales—and CFCF has the confidence of Montreal.

More **SALES** per dollar are yours with CFCF . . . with a **BIG** promotion **PLUS!**

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



There Are NO "Little" People . . .

Fifty years ago, great minds were at work simultaneously on the development of two of the most revolutionary social factors of all time—radio—and the emancipated woman.

The two have grown in influence together, and have formed a wonderful friendship. Women welcome the information, entertainment, and product recommendations of radio, and contribute generally to radio's expanding influence.

And Marg Doggett at CJCH makes a very personal contribution to the efficiency of Radio Halifax. A tidy housekeeper, Marg processes the mass of routine detail left in the wake of the titled tyros. The result is the smooth operation that adds immeasurably to the pleasure of the audience, and the profit of advertisers.

Recognition of the rights, opinions, and abilities of advertisers, audience and staff builds teamwork—and sales results for CJCH.

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

CJCH. HALIFAX. 5000 WATTS

INTERNATIONAL

(Continued from page 14)

—about 800 of them, or only 37 per cent of the total stations—took the lion's share of billings and earnings. They garnered 63.5 per cent of the gross income and netted themselves 80 per cent of the profits before taxes. Radio stations located in non-TV communities showed an increase in business of 8 per cent, while those faced with TV competition dropped revenues amounting to 1 per cent.

Of all stations reporting, 19 per cent showed a net loss on the year's operation, the smallest loss proportion since 1946. But stations exclusively on FM operation took a beating: of the 65 existing, 57 were in the red.

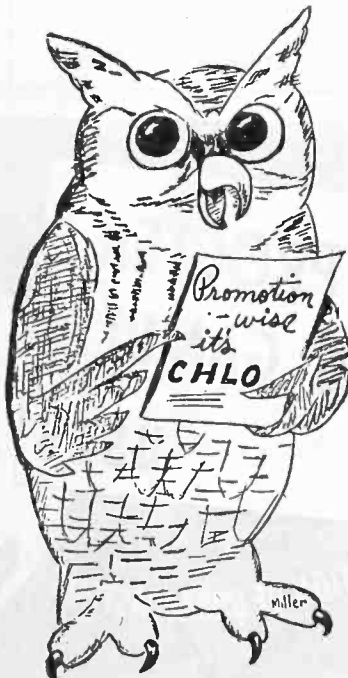
High costs had obviously taken some of the rosinness out of the picture since profits were shown to have slumped about 9 per cent over last year, despite a 2½ per cent increase in gross revenue. It is considered that the figures for television indicate that this part of the industry has generally moved into an era of profits.

Weed Splits AM & TV

New York.—A complete separation of the radio and television activities of the station representative firm, Weed & Co., was announced here last week by president Joseph Weed.

Weed Television, under the management of Peter James, took up separate offices here last month, and is fully staffed to carry out all phases of TV station representation, according to Weed. Four TV stations are currently represented by the firm.

The radio division, which will remain known as Weed & Co., continues under the management of Jerry Lyons, with Weed supervising the over-all operations of both radio and TV operations.



AUDREY SAYS . . .

"I just can't believe that AM broadcasting will be a victim of TV because I have a big crush on a boy who runs a breakfast program."

SLOGAN DEPT.

If you can't inspire, perspire.

SALES APPEAL

Then there's the announcer who poured out his personality so hard, the sponsor came around to his house to ask if he could adopt all his children.

DEFINITIONS DEPT.

News—A time buyer chasing a rep up Bay Street, trying to give him a cup of coffee.

NO PLACE FOR HOME

"Tenants often oppose slum clearance, because, though their own homes are substandard, they have lived in them so long they defend them against demolition.

—Morden Lazarus,
Ontario Secretary
of the C.C.F.

CONFITEOR

CJSH Manager Gerry Quinney just came in with his son, Colin, to prove he could produce something.

TOMORROW'S WANT AD

Department of Government, unable to meet expenses, would like to interest private capital in practically virgin industry. Willing to turn over all equipment, almost unused, and several thousand books of rules and regulations.

CBC THEME SONG

"Vid-Vid-Video Dough."

ENVOI

Thanks to the readers who send in their contributions for this column. Some of them are excellent and some even worse.

CANADIAN TELESCREEN

Vol. 5, No. 15.

TV and Screen Supplement

August 20th, 1952

SET TV TALENT FEES-MORE LATER

Toronto.—A contract setting \$25 as the minimum rate for artists and performers on Canadian television and establishing their rights and working conditions, was arrived at here earlier this month. Signatories were the Canadian Television Committee and the Canadian Broadcasting Corporation, with representatives of the Association of Canadian Advertisers and the Canadian Association of Advertising Agencies taking part in the discussions.

The contract calls for a minimum rate of \$25 for each performer covering programs up to and including 15 minutes in length, with as much as four hours free rehearsal time allowed. The rest of the rate structure spirals upwards in 15-minute segments, it is understood, but in keeping with past policy the CTC will not make its rates public. There is one rate for both commercial and sustaining programs.

The CTC is a single group which represents locals in Montreal and Toronto of both the Association of Canadian Radio Artists and the American Guild of Variety Artists.

Speaking of the new agreement, ACRA president and chief CTC spokesman Bernard Cowan pointed out that while the talent rate for TV appears higher than for radio, in actual fact the performers will receive less than they get for radio work since they must devote a far greater number of hours to rehearsal. Under the contract a performer securing a part in a half-hour show must spend up to ten hours on rehearsal, while in radio only three hours are expected. Overtime rehearsal in TV is to be paid for at \$4 an hour.

Cowan stated, however, that as far as CTC is concerned these rates would remain in effect only during Canadian television's in-

fancy and that rate increases would keep pace with the medium's growth. One change will be made next February 1, when free rehearsal time is dropped from four, ten, fifteen and twenty hours in the respective time slots to four, eight, twelve and sixteen hours, he said.

Explaining the value of the recently-formed CTC in these and future negotiations, Cowan said it demonstrates at least one way in which Canada has been able to benefit from American experience. He said that while the five locals of the two unions remain autonomous, they can negotiate one contract for all at the same rates through CTC, whereas each group in the U.S. makes its own agreements with confusing and uncontrollable results.

The CTC is also representing members of the same locals in negotiating for a contract to cover films on television with agencies, the Association of Motion Picture Producers and Laboratories of Canada members, CBC and National Film Board. According to Cowan the CTC is currently pressing for a single agreement which will cover all filmed productions commissioned for television.

The Voice of the Eastern Townships

CHLT
(FRENCH) 900 Kc. 1000 Watts

CKTS
(ENGLISH) 1240 Kc. 260 Watts

SHERBROOKE, QUE.

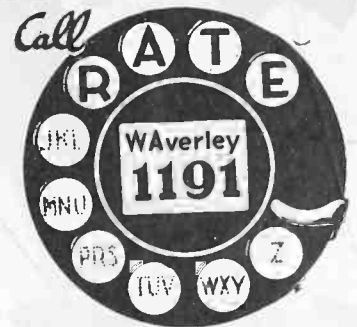
Elliott-Haynes' First Monthly TV Survey

Toronto.—The television show viewed most by Canadians within range of WBEN-TV, Buffalo, scored a "telerating" of 43.0 with a weekly audience in this country estimated at about 30,100. These statistics for *My Little Margie*, sponsored by Philip Morris Cigarettes, and thirty other programs emanating from the Buffalo TV station, were released here last week by Elliott-Haynes Limited as the first in a series of monthly reports on the viewing habits of Canadian television audiences, to be known as Teleratings.

The report is based on a coincidental telephone survey made from July 28 to August 3 in Toronto, Hamilton, Niagara Falls, St. Catharines and Welland in which areas there are said to be at least 70,000 TV sets in operation.

There is, at the moment, virtually no competition for television audience, the report noted. With less than 1 per cent of the viewing homes tuning in the only other TV station heard in these areas, WHAM-TV, Rochester, the Buffalo outlet can be regarded as having all Toronto-Hamilton-Niagara sets in use tuned its way. Although it is generally considered that a TV set is used more

intensely than a radio by most families, at least at the outset, the report said that sets-in-use figures for the two media during the test period were abnormally close. TV holds only a slight margin of 3.1 in an index of 26.7. A possible explanation advanced by Elliott-Haynes suggests that
(Continued on page 18)



FOR THESE ARTISTS

- CRUCHET, Jean
- DAVIES, Joy
- DENNIS, Laddie
- FRID, John
- LEACH, George
- LOCKERBIE, Beth
- MILSOM, Howard
- MORTSON, Verla
- OULD, Lois
- RAPKIN, Maurice
- SCOTT, Sandra

Day and Night Service
at
Radio Artists Telephone
Exchange

SHERBROOKE, QUE.

When you want to sell goods, go where the money is! The City of Sherbrooke spent over \$1 million for public works in 1951—an all-time high—and will top that figure in 1952. To cover not only Sherbrooke, but its wealthy adjoining counties, use CHLT (French) and CKTS (English).

Representatives

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

THE MARITIME MARKET AND

CFCY

"THE FRIENDLY VOICE OF THE MARITIMES"

WIDEST COVERAGE
PLUS
GREATEST LISTENER CIRCULATION

Makes CFCY THE Economical Buy to Cover NOVA SCOTIA, NEW BRUNSWICK, PRINCE EDWARD ISLAND and SOUTH and WEST NEWFOUNDLAND
NEARLY 50% OF MARITIME RADIO HOMES, POPULATION AND RETAIL SALES ARE IN CFCY 50% BBM AREA

BBM — Day 146,190 • Night 140,920
An ESTABLISHED AUDIENCE built up by over 25 years of broadcasting.

5000 WATTS DAY & NIGHT 630 KILOCYCLES

REPS. IN CANADA — ALL CANADA RADIO FACILITIES IN U S A — WEED & COMPANY

CFCY OFFERS THE TOP CIRCULATION OF ANY PRIVATE STATION EAST OF MONTREAL

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

(Continued from page 17)

the majority of TV sets is still owned by middle-class families or better, who are vacationing outside the TV orbit during the midsummer months.

It is expected that TV in this country will follow the pattern of radio as far as peak listening times are concerned if current trends continue. True to radio form, the report states, TV viewing is highest on Monday and Wednesday evenings when the respective sets-in-use averages are 30.8 and 30.5. Low average audiences were scored on Sunday (24.1) and Saturday (22.4).

The current high-rater, "My Little Margie," is the summer-replacement for the program rated as top show by all United States audiences, *I Love Lucy*. It is seen Mondays at 9 p.m.

Arthur Godfrey & His Friends, for years a U.S. TV favorite, scores the second-best position with Ontarians on Wednesday night at 8 p.m. Third position goes to *The Best of Groucho* on Thursday at 8 p.m., a series of old Groucho Marx pictures which is replacing for the summer the regular live Groucho Marx quiz show.

A Canadian show, *Stars of Excellence*, produced by Wishart Campbell and the William Gent Advertising Company for the Peller Brewing Company, stood 22nd out of 31 programs, with a rating of 19.6. This 15-minute show is aired Fridays at 7.30 p.m. and captures an estimated 13,720 Canadian TV homes between Niagara Falls and Toronto.

DuMont Opens In Canada

Montreal.—The establishment of a Canadian subsidiary here of Allen B. DuMont Laboratories Inc. under the direction of three of its key officials was announced last month by president Dr. Allen DuMont from the Clifton, N.J., headquarters.

To be known as DuMont Television & Electronics Ltd., the new company represents the first foreign expansion of the youngest member of the "big four" of American TV. Officers for the company here include: DuMont's noted director of research, Dr. Thomas T. Goldsmith, as president; Ernest A. Marx, director of the DuMont International Division, as vice-president; and Bert L. Graham, controller of the DuMont organization, as secretary-treasurer.

The new subsidiary has been formed to arrange licensing agreements with Canadian manufacturing organizations for the making of DuMont products in Canada, Dr. DuMont said.

Since its organization in 1931, Allen B. DuMont Laboratories Inc. has become one of the leading manufacturers in the electronics and television fields in the U.S., as well as operator of a 62-station TV network, and the owner of TV stations in New York, Washington and Pittsburgh.

The new move is in line with the company's policy of extending its products throughout the world either through licensing agreements, manufacturing affiliates or export distributing channels, the president said.

In EDMONTON it's

CERN



RADIO REPRESENTATIVES LTD.

MONTREAL — TORONTO — WINNIPEG — VANCOUVER



GREEN ACRES TO GOLD! IN Southern Alberta

have turned

BILL GUILD SAYS:

"We offer you Blanket coverage of Canada's most Prosperous Market"

Yes—Green Acres have turned to Gold in Southern Alberta. During the growing and ripening seasons Nature lavished her most growth-stimulating elements on this fertile land. Golden acres once green and promising, are now giving up bonuses in Extra bushels of grain per acre, extra tons of sugar beets, canning vegetables and stock feeds—cash crops to add millions of dollars to the buying power of a market already regarded as the most prosperous in Canada.

RADIO CJOC GIVES YOU MAXIMUM PENETRATION IN THIS MAJOR MARKET AT MINIMUM COST

CJOC's planned pattern of service and entertainment programming has built a great receptive and loyal audience in Southern Alberta. With the largest per capita number of receiving sets

in Canada to work with, CJOC provides the most effective selling media at the lowest cost. No other media compares, individually or collectively, with CJOC's coverage in Southern Alberta.

PUT CJOC ON YOUR MAJOR MARKET LIST - NOW!

Sell this Major 136,000 Consumer Market via . . .

cjoc
LETHBRIDGE

OIL
GAS FIELDS

LIVESTOCK RANCHING

LETHBRIDGE

SUGAR FACTORIES

COAL MINING

SHEEP

CANNERIES



"this is
CFRB
 toronto"



Away at the lake, how often have you come around a point to hear the familiar voice of a newscaster or announcer from a cottage in the trees?

Yes, wherever *you* go there's radio . . . and curiously enough, wherever your customers go there's radio, too!

Summer or winter, you reach *more* people for *less* dollars by radio than by any other means of communication.

And of course in Canada's No. 1 Market* . . . radio is CFRB.

In this rich purchasing area close to 100 per cent of the homes have radios; more people listen regularly to CFRB than to any other station.

NOW is the time to discuss 1952-53 availabilities. Call CFRB.

*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

WHEREVER YOU GO THERE'S RADIO!