

# CANADIAN BROADCASTER

## AND TELESCREEN

Vol. 11, No. 24.

TORONTO, ONTARIO

December 17th, 1952

### CONVENTION CALENDAR

#### January to June 1953

JANUARY							APRIL							
SUN	MON	TUES	WED	THUR	FRI	SAT	SUN	MON	TUES	WED	THUR	FRI	SAT	
<small>Last Quar. Jan. 8</small> <b>4</b>	<small>New Moon Jan. 15</small> <b>5</b>	<small>1st Quar. Jan. 22</small> <b>6</b>	<small>Full Moon Jan. 29</small> <b>7</b>	<b>1</b>	<b>2</b>	<b>3</b>	<small>Last Quar. Apr. 6</small> <b>5</b>	<small>New Moon Apr. 13</small> <b>6</b>	<b>7</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	
<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b>	<b>17</b>	<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b>	
<b>18</b>	<b>19</b>	<b>20</b>	<b>21</b>	<b>22</b>	<b>23</b>	<b>24</b>	<b>19</b>	<b>20</b>	<b>21</b>	<b>22</b>	<b>23</b>	<b>24</b>	<b>25</b>	
<b>25</b>	<b>26</b>	<b>27</b>	<b>28</b>	<b>29</b>	<b>30</b>	<b>31</b>	<b>26</b>	<b>27</b>	<b>28</b>	<b>29</b>	<b>30</b>	<small>1st Quar. Apr. 20</small>	<small>Full Moon Apr. 28</small>	
<b>M A B</b> <b>CONVENTION</b> <b>FORT CUMBERLAND HOTEL</b> <b>AMHERST N.S.</b>														
FEBRUARY							MAY							
SUN	MON	TUES	WED	THUR	FRI	SAT	SUN	MON	TUES	WED	THUR	FRI	SAT	
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<small>Last Quar. May 6</small> <b>3</b>	<small>New Moon May 13</small> <b>4</b>	<small>1st Quar. May 20</small> <b>5</b>	<small>Full Moon May 27</small> <b>6</b>	<b>7</b>	<b>8</b>	<b>1</b>	<b>2</b>
<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b>	<b>9</b>
<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b>	<b>21</b>	<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b>	<b>21</b>	<b>22</b>	<b>23</b>	<b>16</b>
<small>Last Quar. Feb. 6</small> <b>22</b>	<b>23</b>	<b>24</b>	<b>25</b>	<b>26</b>	<b>27</b>	<b>28</b>	<b>24</b>	<b>25</b>	<b>26</b>	<b>27</b>	<b>28</b>	<b>29</b>	<b>30</b>	<b>31</b>
		<small>New Moon Feb. 13</small>												
<b>BCAB</b> <b>CONVENTION</b> <b>EMPRESS HOTEL VICTORIA</b>							<b>ACA</b> <b>CONVENTION</b> <b>ROYAL YORK HOTEL TORONTO</b>							
MARCH							JUNE							
SUN	MON	TUES	WED	THUR	FRI	SAT	SUN	MON	TUES	WED	THUR	FRI	SAT	
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	
<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>	
<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b>	<b>21</b>	<b>14</b>	<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b>	
<b>22</b>	<b>23</b>	<b>24</b>	<b>25</b>	<b>26</b>	<b>27</b>	<b>28</b>	<b>21</b>	<b>22</b>	<b>23</b>	<b>24</b>	<b>25</b>	<b>26</b>	<b>27</b>	
<b>29</b>	<b>30</b>	<b>31</b>					<b>28</b>	<b>29</b>	<b>30</b>	<small>Last Quar. June 4</small>	<small>New Moon June 11</small>	<small>1st Quar. June 19</small>	<small>Full Moon June 26</small>	
<b>C A B</b> <b>CONVENTION</b> <b>MT. ROYAL HOTEL MONTREAL</b>														

#### HOLIDAYS

NEW YEAR'S DAY	JANUARY 1
GOOD FRIDAY	APRIL 3
VICTORIA DAY	MAY 24
DOMINION DAY	JULY 1
CIVIC HOLIDAY	AUGUST 3
(In many centres)	
LABOR DAY	SEPTEMBER 7
THANKSGIVING DAY	OCTOBER 12
CHRISTMAS DAY	DECEMBER 25

#### TENTATIVE CONVENTION DATES

(JULY—DECEMBER, 1953)

WAB—JASPER PARK.....SEPTEMBER 3-4

BCAB—SUMMER MEETING IN JULY

CCBA—FALL MEETING, PROBABLY OCTOBER

*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
KCKW	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
KCKV	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 (38)**

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
CHEX	Peterborough
CFPA	Port Arthur
CKTB	St. Catharines



*It Was A Good Year*

In 1952, more advertisers spent more money on more selective radio to sell more merchandise to more people.

*Everybody Listens To The Radio*

*The*  
**CANADIAN ASSOCIATION of BROADCASTERS**

Representing 115 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
CHNO	Sudbury
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
CJAY	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

# NEWS

## Bucking TV With News

By Godfrey Hudson

**News Director, CFQC, Saskatoon Cleveland.**— Greater concentration on news coverage will be of vital importance to radio stations as they wage a continuing audience battle with television stations. This was the view expressed by Paul White, often referred to as "The Daddy of Radio News," author of *News On The Air*, one-time CBS radio news chief, and currently executive editor of KFMB-AM-TV, San Diego, Calif. He was speaking at the seventh annual convention of the Radio-Television News Directors' Association held for three days here, with more than a hundred radio and television news directors attending, in the Hotel Hollender.

White conceded that news coverage alone will not save radio if it turns out that radio has to be saved in the audience struggle with television. But, he added, it seems that it is the most secure fortress radio can choose to serve as the hub of a defense perimeter and from which, on many occasions, it can conduct attacking forays. There never has been a medium as fast on its feet in covering hour-by-hour news developments as radio, he stated. And he doubted if there ever will be.

Radio, he continued, can get out and cover unforeseen events and pack up and go home before the first television mobile unit arrives on the scene and begins to unload its equipment. In fact, it's the very rare, unheralded special event that isn't over before television can get on the job.

The speaker urged radio stations to broadcast more and more local news. His station, KFMB, in a city with a population of over 700,000, has two shows daily devoted entirely to local news. It also has local news in four other shows. He said the station was perfectly willing to throw out national and international news if it was a big news day locally. Cities like San Diego and even New York, he maintained, are still pretty small towns, and the people there want to know what's happening in their home areas.

Despite the inroads of television, White said, we have news programs on our radio station today with a considerably higher rating than those of one and two years ago.

...

He made a special appeal to radio station managers to take advantage of the right to editorialize. More and more towns and cities, he said, have only one newspaper and thus only one editorial point of view gets expressed in these communities. Radio stations owe it to their listeners to make known other views, he said.

White continued: "The price the station owner has to pay is to broadcast the other side. But why not? Is there anything more listenable than crackling controversy? We get on the air at

### CANADIANS CITED



Godfrey Hudson

**Cleveland.**—Two Canadian radio stations—CFQC, Saskatoon and CJCA, Edmonton—were cited by the Radio-Television News Directors Association during the convention here earlier this month, for outstanding service in the news field. News directors Godfrey Hudson (CFQC) and Russ Sheppard (CJCA) shared the honors.

In presenting the Distinguished Achievement Awards, the chairman of the Judges' Committee, Professor Baskett Mosse, Evanston, Illinois, commended the stations for "outstanding service to their country in

the field of broadcast news." He said that many U.S. outlets could learn a great deal from these two Canadian stations.

An Australian station, 2GB, Sydney, N.S.W., also won a Distinguished Achievement Award, along with 15 American radio and TV stations.

Major awards went to: WHO, Des Moines, Iowa, for "outstanding radio news operation"; WTVJ, Miami, Florida, for "outstanding television news operation"; and WBAP-TV, Fort Worth, Texas, for "outstanding coverage of a special event."



Russ Sheppard

KFMB at least once a week and say what we think. Sometimes it irritates people and so we let them work off their irritation on us and on the air. And everybody is happy, or half-happy. And in these days even the latter is a pretty fair score."

A recommendation that newspapers, radio and TV get together and set up a board of inquiry on freedom of information was advanced by Louis Seltzer, executive editor of the *Cleveland Press* and a leading member of the  
*(Continued on page 4)*

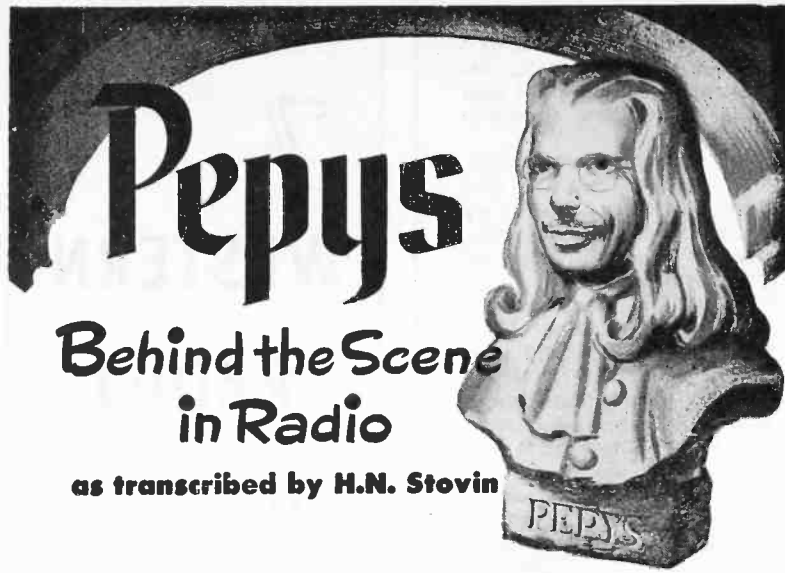
**We don't sell Time--**



**We Sell RESULTS**

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

*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



"Do find a truly remarkable collection of notes to be penned into my Diary today, our good Stovin Stations, as usual, being in medias res'—as CJBQ, Belleville, learnedly has it—or, for the rest of us 'alert to what is going on in their communities' ● ● ● CFOS, Owen Sound, for example, busy tracking down a Flying Saucer, finally identifying it by telescope as an army weather balloon which had risen to such a height that it was distorted to saucer appearance, of which they did keep their listeners advised. CFOS also active with much clever promotion of local events and national advertisers programs ● ● ● Fred 'Lionel' Lynds, KCKW, Moncton, has probably set a world's record in golf, he having won the Seagram Trophy at Moncton's Lakeside Golf and Country Club — a proud achievement made more remarkable by the fact that he did not play one single stroke! It seems that his opponent, in each successive round, defaulted! That's what we call a 'pretty fix' ● ● ● CJOR, Vancouver, enthusiastic, with good reason to be, over its new 'Merry Go Round' show, now regarded as the most listenable show of this type in the area. Their 'Kiddies' Karnival' — a mystery tune show for children — pulled 6,610 letters in only three weeks ● ● ● CKOM, Saskatoon, always known as the 'community' station, proving itself to be so by offering two \$250.00 scholarships to local high schools, for two students with the highest academic standing. This is to be an annual event. Pepys doffs his best beaver to Misses Charlotte Wilms and Shirley Treleaven, the first winners. Reader's Digest in November carried a story 'The Miracle of Danny Morton — the same also appearing in full in Chatelaine last summer. Each recounts the important part played by CKOM — a worthwhile contribution by a station to the community of which it is a vital part."

"A STOVIN STATION IS A PROVEN STATION"

**HORACE N. STOVIN**  
& COMPANY

MONTREAL    TORONTO    WINNIPEG    VANCOUVER

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these live Radio Stations*

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

American Society of Newspaper Editors. He told delegates that in the past 50 years government, business and finance have set up a series of protective shields against a free flow of information and consequently freedom of the press has shrunk.

Seltzer warned that "if we don't do something about barriers against honest, objective information for the people, we in newspapers, radio and television are going to regret it some day." Democracy, he added, will fail unless there's a constant flow of news by the printed or oral word. Newspapers and radio and television stations, he said, should place more emphasis on investigative reporters; reporters who seek out original sources of news instead of relying on press releases and hand-outs.

"Covering the Big Story" was the subject of one of the convention sessions. U.S. news directors whose stations had done a bang-up job in handling a top development revealed their techniques.

Sid Pietzsch, WFAA, Dallas, Texas, and Art Smith, WNAY, Sioux City, Iowa, were among those heard. Pietzsch described a big story as one that should keep just about everyone in the station busy covering it. Smith said: "We pitched our entire commercial schedule out the window to cover the 1952 flood in our region."

A discussion of how to organize a system of country correspondents was chaired by Dick Cheverton, WMT, Cedar Rapids, Iowa. His station has 40 "string" reporters. "We feel it's a valuable operation," he said, "because country folks get to feel you're interested in them and not just in things that occur in the big cities."

An exhaustive study of the wire services—Associated Press, United Press and International News Service — was conducted by an RTDNA committee headed by Jack Shelley, WHO, Des Moines, Iowa. According to the committee's findings, the wire services did a fair and unbiased job of covering the 1952 American presidential election. In another section of his report, Shelley said that one of the most striking results of the study was the agreement of the news wires on the general topics deserving the greatest wire space. Government and defence, sports, politics, the 1952 flood and labor got the largest proportions of space.

Retiring president Jim Bormann, WCCO, Minneapolis, Minn., reported that during 1952 RTDNA had won new recognition for radio and television news as an important branch of the journalistic profession. "Because of its aggressive leadership in the field of freedom of information — in fighting for the right of radio and television to cover legislative hearings and court trials, for instance — this organization," he said, "is stronger than ever." With membership at about 300, Bormann urged the incoming executive to consider appointing a per-

manent secretary.

A concerted membership drive in both Canada and the United States will be launched by the association early next year. One phase of the campaign will be to contact station managers and try to point out how their newsmen can benefit from belonging to RTDNA. It is not a union or a bargaining agent, it was pointed out. Neither is it concerned with salaries or personnel-management relations. Its executive reaffirmed that it is a professional organization aimed at the constant improvement of radio and television news.

The RTDNA's new president is Tom Eaton, WTIC, Hartford, Conn. James Byron, WBAP-TV, Fort Worth, Texas, is first vice-president and Sheldon Peterson, KLZ, Denver, Colo., is secretary-treasurer. The Canadian representative and regional vice-president on the board is this reporter, Godfrey Hudson, CFQC, Saskatoon.

**ANNOUNCER OPPORTUNITY**

Halifax station needs an experienced, personable announcer to start as soon as possible after the first of the year. Excellent prospects. Full union shop. Give experience, special aptitudes, marital status. Send tape or disc.

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**RADIO ADVERTISING**

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A Monthly Service for  
Canadian Broadcasters

**PROGRAM IDEAS**

★ ★ ★

**SALES DIGEST**

★ ★ ★

**MANAGEMENT AND  
PRODUCTION TIPS**

★ ★ ★

**COPY STARTERS**

★ ★ ★

**COMMERCIAL  
CONTINUITY**

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Call or Write

**ALL-CANADA  
RADIO FACILITIES**

LIMITED

80 RICHMOND ST. W., TORONTO

# CANADIAN BROADCASTER AND TELESCREEN

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 Winnipeg - A. L. Garside  
 Vancouver - Bob Francis

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Vol. 11, No. 24.

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December 17th, 1952

## Never A Dull Moment

A survey of the twenty-three issues of this paper which have preceded this one through 1952 discloses that, with the exception of the coming of government TV, it has been a year of constant action rather than sudden upheaval.

■ ■ ■

In the issue of January 9, we commenced our series of articles called collectively "Writing Better Radio Copy," by Alec Phare. The next issue told of the formation in Toronto of the Radio Station Representatives Association. A short item also announced that the CBC had initiated its television staff training program.

The story of the CAB's appearance before the Copyright Appeal Board on the question of CAPAC's bid for a big increase in copyright fees for the music under its control was the biggest story in the February 6 number. Two weeks later you learned of the reappointment of A. D. Dunton as chairman of the CBC Board of Governors for a period of ten years.

Top story in the March 5 number was the results of a survey conducted by Elliott-Haynes Ltd., which told that listeners show a 4 to 1 preference for private radio over CBC's productions.

April 2, the Research & Development Committee of the Bureau of Broadcast Measurement delivered its lengthy report to the CAB Convention, and the broadcasters unanimously resolved that BBM be asked to administer program research. In the same issue, the Copyright Appeal Board's ruling was reported, under which broadcasters must pay 1¾ per cent of their gross revenue from all sources for the right to play music controlled by CAPAC. The radio-sponsored Easter Seal program for the Society for Crippled Children went coast to coast, was another story.

At the CAB Convention one of the resolutions reported called for the CAB management to take the necessary steps in gaining for the news departments of stations the same rights and recognition as are presently enjoyed by representatives of the press. This appeared in the same issue.

■ ■ ■

Formation of an association of their own, Radiodiffuseurs Francais du Canada, was noted in the April 23 number, as was the information that the CBC had recommended to the government a fifteen dollar license fee for television receivers.

Two of the five awards given each year for distinguished service to Canadian advertising by the Association of Canadian Advertisers, according to the front page of C. B. & T. for May 7, went to radio



"Are you the guy who does 'Hot tips on hunting?'"

men. These were Horace N. Stovin, national sales representative, and an advertising agency radio director, C. W. McQuillin of Cockfield, Brown & Co. Ltd. Sharing this front page was the story of CJCH, Halifax, sponsorship of the all-Canadian musical comedy, "Bonanza." You also read how eleven of the fifty-three awards given by the Ohio State University were won by Canadians. In the States, the FCC proclaimed the end of the TV freeze by announcing the adoption of a frequency allocations plan.

CBC's announcements of TV rates (\$1,600 an hour in Toronto and \$500 in Montreal) appeared on May 24.

June 4's lead story was the Prime Minister's appearance at the sixth annual Music Festival, sponsored by CKCW, Moncton, N.B. On June 18, you learned of the production and airing of a tribute to Queen Elizabeth II by the private stations. The same issue told how the CBC did its first dry-run of a TV commercial—for Westinghouse. It was produced by the S. W. Caldwell office.

Montreal radio raised a million dollars for the Children's Memorial Hospital according to the July 2 front page. An inside report told how a program was produced by CKWS, consisting entirely of the efforts of inmates of the Kingston Penitentiary.

■ ■ ■

On June 16, we reported with profound regret, the death of the general manager of the CBC, the late Dr. Augustin Frigon, C.M.G.

■ ■ ■

A month before television came to Canada, in the August 6 number, you saw

how TV set ownership had passed the 100,000 mark.

The September 3 issue told that the American television networks had demanded seventy per cent of CBC rates for imported programs, or else would refuse to supply shows. On September 17, you read of the launching of CBC TV in Toronto, without United States network shows.

October 1, there was a story of the Advertising & Sales Club of Toronto's "French Market Conference." Also, the Prime Minister said that TV will go to both coasts.

October 15, there came the report of the CBC's proposed regulation calling for the compulsory use by private stations of Canadian "original productions."

The main story on November 5 was the story of the demand of the Advisory Council of the National Liberal Federation that the government allow private interests to develop television along with the CBC, and also the abolition of receiver license fees. Inside the book, you read how twelve "private" programs won "Canadian Radio Awards"; that the CBC had put up its Montreal TV rates 50% to \$750 an hour; and that the CAB had presented a brief to the Cabinet including a request for private TV.

On December 3, an editorial commented on the Speech from the Throne, in which the government intimated that it would introduce legislation to permit the establishment of privately-owned television stations only in those areas in which the CBC would not be operating. In the same issue there appeared an announcement of the appointment of J. A. Ouimet as general manager of the CBC and Ernest L. Bushnell, as assistant general manager.

■ ■ ■

Thus, with this brief run-down to implement the current issue, Canadian Broadcaster & Telescreen brings its activities to a close for another year. It would like to thank its readers, advertisers and others for their continued friendship, and to extend cordial wishes for 1953.


■ ■ ■

## Hardly Cricket

Regardless of a person's political leanings we think most Canadians have enough sporting blood in their makeup to resent the monopolistic and unsportsman-like policy announced by the government in the Speech from the Throne whereby the CBC will not permit independent radio stations to establish television in the larger cities across Canada. It is the most brazen bit of lopsided legislation imposed on a country which has progressed and thrived on individual initiative and free enterprise.

—Canadian Statesman.

**IN GREATER**  
*Montreal*  
**IT'S**  
**CJAD**



• The ENGLISH language Montreal MARKET is one of the top buys in Canadian radio. Thickly populated... spread through with high income families... this concentrated market is part of a metropolitan area with a total population of 1,395,400\* and a retail sales volume of nearly one billion and a half (\$1,434,987,000).\*

And CJAD can do a real selling job for you in this Montreal area. With its high local acceptance and listener loyalty, it is the leader in Montreal among English language stations (B.B.M. and Elliott-Haynes).

**5Kw ON 800Kc**  
 AFFILIATED WITH CBS

Representatives  
**RADIO TIME SALES LTD.**  
 Montreal and Toronto  
**ADAM J. YOUNG JR., INC.**  
 New York and Chicago

\*Dominion Bureau of Statistics

1,269  
 OF THIS PAPER'S  
 TOTAL CIRCULATION  
 OF 1,828 ARE  
 NATIONAL ADVERTISERS  
 AND AGENCIES



Well, the Grey Cup's over for another year. They've cleaned up the streets; they've poured the last Westerner into the train or plane; the last Torontonians has put his ten-gallon hat back in the moth balls; bets have been paid — most of them; the only thing we forgot to ask is — "Who won?"

The other evening the Broadcaster staff gathered at my apartment to get their first look at the TV. It wasn't that they hadn't seen it before. It was the fact that it happened to be the night that the CBC broadcast—for the first time on television — the Canadian dramatist, Lister Sinclair's, "Hilda Morgan." That's what made it momentous.

Maybe we're sophisticated at the C. B. & T. office, but all five of us know about the birds and the bees. We've all heard, and discarded, the one about Little

Audrey, who "laughed and laughed when the doctor told her she was pregnant, because she knew she wasn't married." So perhaps, when the Hilda Morgan of the play let it be known to her fiancé, mother, sister, to say nothing of an estimated X% of the 90,000 TV receivers in the Toronto area, that she was—if you will pardon the expression—up the flue, we weren't as horrified as we might have been.

In Parliament, it was admitted, with a shrug, that there had been three letters of disapproval. That figure seemed small to people who disbelieved in such indices as percentage of sets in use. The announcement that the government did not propose to do anything about it was surprising when you consider its policy of catering to minorities. Somehow it seemed to herald a new day in Canadian life, a day of honesty and candor, when a play is a play and an illegitimate child is a bastard.

That supreme authority on Right and Wrong, the Minister of National Revenue (with which is incorporated the CBC), has expressed approval of that mother-in-a-hurry, Hilda Morgan. His approbation includes a publicly-aided altercation with her sister, who was willing to contribute the down payment on the dining room suite towards an abortion; her marriage to the No. 2 man on her Hit Parade, the prospective father having been killed in a car accident; the pleasure displayed by No. 2 at the prospect of a

somewhat shady marriage, because it would make him a bit of a blade among his finger-counting friends; and the sole concern of her mother that no one must know.

Now we know what the Report of the Massey Commission meant by its concern over the development of Canadian talent. We were relieved, when the CBC, which has adopted the slogan "We think for those who cannot think for themselves," decided, through its Minister, that we liked this play. Now we can proclaim to everyone that this is the case. Up 'til now we have felt that we had to keep our feelings to ourselves, or run the risk of being refused the right to buy the license we require to listen to the radio.

The funny part is, the CBC is doing a most creditable job, for these eyes and ears at any rate, in the programs it is presenting over CBLT. In many instances I find them preferable to Buffalo's offerings. Sometimes, of course, the reverse is the case, but their appeal would be narrow indeed if anyone liked everything they do.

In my opinion, speaking as one who abhors the structure of government broadcasting as we know it, I consider the fear they display by their insistence on having no stations to compete with in the areas they serve, is ridiculous. Notwithstanding the restrictions and inhibitions with which they are surrounded, and the idiocy, from an appeal standpoint, of some of the programs they are forced to telecast, CBC talent in general has shown itself most able to meet competition in the one field in which competition belongs — audience — without fencing itself in with an armor-plated bulwark, calculated to shut out everything, including democracy.

This tone of approval for CBC-TV is not echoed in the opinions of one of the CBC's sponsors, the Bulova Watch Company Ltd. It was following a presentation

**SHERBROOKE QUEBEC**

**CHLT** **CKTS**

The Voice of the Eastern Townships

Quebec

900 Kc. 1000 Watts **FRENCH** 1240 Kc. 250 Watts **ENGLISH**

Representatives

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

WHAT IS ONE of the first questions you as an advertiser ask about an advertising medium? Isn't it "What is the potential of the medium?"

CFNB HAS the greatest potential of any advertising medium in the Province of New Brunswick and the 1952 B.B.M. station report proves this conclusively. The weekly total radio homes is 85,310 daytime and 82,010 night time, of which 65,470 and 61,430 respectively are New Brunswick homes.

THE 6-7 TIMES A WEEK totals are 51,620 daytime and 49,710 night time radio homes and of these 43,780 daytime and 40,180 night time homes are New Brunswick homes. These New Brunswick totals are far larger than any other radio station can claim.

NO OTHER ADVERTISING medium can deliver your sales message to such a large New Brunswick audience. CFNB is by far your best advertising buy in the New Brunswick market.

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

LOOK TO THE EAST!  
**CFNB**  
 SHERBROOKE, QUEBEC  
 900 WATTS - 800 Kc.

New Brunswick's  
 Most Listened-To  
 Station

over CBLT in the series (title filched from the BBC, by the way) *In Town Tonight*. On the show in question they did a folksy bit between a few professors, with the *Globe & Mail's* top humorist, Bruce West, thrown in for amazement. In it they discussed the depth of black and the brilliance of white. Or something like that. One of those things that make you glad you bought a record player.

Either fore or aft, Bulova had one of their well-known and highly useful time signals for which the watch company parts with hard cash. Following the telecast, Bulova president Bob Day lived up to his reputation for forthrightness by sending the following telegram to CBC chairman A. Davidson Dunton:

"Impossible for CBC to hold any audience with shows like *In Town Tonight*. Our spot at eight-thirty this evening like throwing two hundred and forty dollars down the drain. Massey Report certainly costing general public enormous sums to cater to very few on television. As a loyal CBC advertiser, do you expect us to pay for value not received? (Signed) Robert E. Day, President, Bulova Watch Company Limited."

■ ■ ■

There was a time when sportsmen who went into the wilderness and outdoor paradise of Northern Saskatchewan were completely out of touch with civilization until they came out. But that was before station CKBI, Prince Albert, hit the air.

Lac La Ronge, a fishing spot north of the city, is particularly popular with American sportsmen. There are no telephones or other means of contact in the area and CKBI is often called upon to reach American fishermen with important messages.

Recently a lieutenant-colonel in the U.S. Army and party went into the area. Soon after an important call from Washington about his appointment to Indonesia arrived at the station. From the time the officer got within a hundred miles of Prince Albert until he arrived here, he was stopped no less than eight times by listeners who passed the message along to him.

A week later, CKBI located another American fisherman who was called home due to a death in the family. The resort hotels in the area now stay tuned to CKBI all day just in case another "wanted" call comes through.

■ ■ ■

Well, it's New Year's or thereabouts. So it must be time to say something corny. How about—"A very happy New Year to all our readers." We ran across that phrase in a public toilet the other day. It had been inscribed above all the customary obscenities. No, that won't do. How about this—It was a good year as years go, and as years go it went. Some of my erudite friends may recognize the switch from Hector Munro's "Saki Stories." Hector won't mind, though, because he went too.

look  
to  
the  
leader



you make or break your schedule here in B.C.'s biggest listener area -- the

# VANCOUVER MARKET

where 980 dominates urban skyline and airplanes alike. You need 'WX -- the figures below prove it -- they're sales figures, too!

## STUDY No. 5, 1952



Radio Station		Total Weekly BBM	6-7 per week
CKWX	day	197,510	117,060
	night	189,200	86,070
No. 2	day	188,900	78,060
	night	180,120	51,610
No. 3	day	178,440	93,410
	night	203,630	83,310
No. 4	day	134,890	71,100
	night	129,320	61,900

In British Columbia it's **CKWX**





Hark! The Herald Angels Sing  
 Of Xmas and the joys 'twill bring  
 Glad Tidings Everywhere they  
 bear  
 Of Wishes Merry we joyfully  
 share  
 From this Station with the  
 Big "V" Call

Season's Greetings  
 To One and All

St. John's **VOCM** Nfld.

FIRST ON THE DIAL AT 590 — 1000 WATTS

If in the New Year there should be, the need of a good availability,

See our 'Reps' without delay — Talk to Stovin or Young Adam J.

To our many  
 friends from  
 coast to coast  
 Greetings



# MUSIC

## Test CAPAC Issue In Court

Toronto.—The case of the Composers, Authors & Publishers Association of Canada Limited versus radio station CHML was adjourned to await the decision of Mr. Justice J. C. A. Cameron in Exchequer Court here late last month after two days of hearing.

Technically, the legal battle was one in which CAPAC sued CHML for infringement of copyright, claiming that the station broadcast music without a performing license. Damages amounting to about \$500 are being sought.

For practical purposes, however, the infringement was admitted by the defendant. But through the legal device of counterclaim, in which the station contended that the basis of payment for a CAPAC license as put forth in a recent ruling of the Copyright Appeal Board is unjust and invalid, the action became a test case.

The ruling of Mr. Justice Cameron will be applicable to 138 privately-owned radio stations throughout Canada and will involve a sum of money anywhere between the \$152,000 paid to CAPAC by private stations in 1950 and approximately \$350,000 awarded CAPAC by the Copyright Appeal Board for 1951. The decision may be appealed in the Supreme Court of Canada.

The presentation of the "statement of fact," as agreed upon by both parties to the action, early in the trial by CAPAC counsel Harold Manning, Q.C., revealed it was "mutually agreed to test the validity of the statement of fees, charges or royalties" established last March by the Copyright Appeal Board. According to this ruling, a station must pay 1 1/2 per cent of its gross revenue for a license to broadcast CAPAC's musical works.

In presenting the defence, CHML's counsel, Samuel Rogers, Q.C., held that a fee based on revenue cannot be calculated at the time payment is required, and therefore the provisions of the Copyright Act cannot be met. He believed the intent of the Act is to set a tariff which can be calculated for the forthcoming year on or before January 1. This

is impossible on a gross revenue basis, since gross revenue cannot be known at that time under existing bookkeeping methods, he said.

Rogers also argued that establishment of a tariff based on gross revenue which requires for its enforcement the inspection of licensees' books is beyond the powers of the Copyright Act and the Appeal Board.

Not even shareholders in a company, declared Gordon Ford, Q.C., another CHML counsel, can demand a statement of the company's gross revenue. The Income Tax Department, he went on, is the only body permitted by law to examine a company's documents and violate what he believed was "an inalienable right of privacy." He pointed out that the Tax Department is sworn to secrecy, a stipulation not required in the case of CAPAC.

Manning replied that it was false to contend that a user of music is entitled to get a license on January 1 of each year. He believed that every license does not have to be a blanket license covering the broadcast of all works in a whole year, and that if a music user was unable to calculate his music fees at the first of the year, he could obtain a temporary license under a different tariff basis which also appears in the Copyright Act.

He quoted the French-language version of the Act to support his claim that a music copyright holder was not required by it to issue a blanket license to stations at the beginning of the calendar year.

Until 1936 there was an untrammelled law which gave CAPAC and others the right to sell licenses on its own terms to anyone it pleased, Manning said. Although the letter of the law has since been changed, he declared that it has yet to be decided that this common law right has been removed.

Rogers called on sections of the Copyright Act to support his claim that music dealers and copyright holders are in a business which involves the public interest. He said copyright is purely a statutory right under the Act and therefore should not deny or restrict civil rights.

The spotlight is on Sarnia  
 CANADA'S FASTEST GROWING MARKET



### CABOT COMES TO SARNIA

The new \$2 million plant of Cabot Carbon of Canada Ltd. swings into production early in 1953. The Sarnia factory will be the first in Canada to manufacture carbon black used for reinforcing rubber. Which means more workers and money to spend in Sarnia.

Reps: Mulvihill in Toronto  
 N.B.S. in Montreal  
 Donald Cooke in U.S.A.

## CHOK

SARNIA

ONT.



# STATIONS

## CJNT Resumes Pro-tem

Quebec. — Scheduled to have gone off the air at the end of last month, station CJNT here announced it would continue on a temporary basis.

The announcement, made at deadline by Jean-Paul St. Laurent, one of the owners and son of the Prime Minister, did not specify how long it would continue on this basis. Financial losses on the station's operations were said to be the reason for threatening to close down.

St. Laurent, along with two co-owners, Senators H. Bouffard and J. M. Dessaureault, said last month the station would cease operating on November 30 unless the CBC changed its mind about refusing the English-language station permission to broadcast in French. (See C. B. & T., December 3.)

St. Laurent said they had invested \$65,000 in the station but it was losing money. Unless the CBC or a group interested in an English-language station wanted to buy or rent it, CJNT would be forced to leave the air.

## Features Frequency

Vancouver. — To give listeners the direct word on where to find the station on the dial, CJOR changed its name, effective November 17, to "Station 600."

Call letters will still be used on the minimum number of occasions demanded by the Broadcasting Act, but at all other times the new designation will be employed.

"Station 600" will replace the use of the call letters on the air, by switchboard operators, on letterhead and in advertisements. In the latter, in actual practice, "Station 600" will appear in large type, with "CJOR" in a minor role below.

Station officials said they believed this was the first time such a change had been made by any station on the continent.

A listener, according to the reasoning behind the change, has no way of automatically identifying call letters with the position on the radio dial. Thus in advertising a program one step in impressing the program, station and wave length on a person's mind is eliminated.

## Teen-Age Book Parade

Ottawa. — Thirty-two stations from coast to coast are now participating in the *Teen-Age Book Parade* series, produced by the Canadian Association of Broadcasters, it was revealed here last week.

In the belief that the reading of books by young people should be encouraged, the CAB is producing the 15-minute programs for broadcast by member stations. The stations not only share production costs but provide time for broadcasting.

The series is being written by Charles Clay, veteran Canadian writer and newspaperman, who has written three juvenile novels in addition to a number of more adult works.

# MORE EARS

## Same cost!

NIGHT TIME



MORE than in 1950

DAY TIME



MORE than in 1950

These figures are based on 6-7 Day Per Week listening . . . B.B.M. Report for 1952.

LOOK at the extra coverage!

Look at the increase in keen, loyal listeners who are waiting to hear about your product.

CKXL is the station that will now stretch your advertising dollar to do more than a third better job than in 1950.

And yet the cost to you is the same.

DAY		
1952	38,240	Radio Homes
1950	27,330	Radio Homes
INCREASE — 10,910		
NIGHT		
1952	26,520	Radio Homes
1950	20,810	Radio Homes
INCREASE — 5,710		

These figures are proof that a good station is now even better.



CALGARY'S PROGRESSIVE STATION

Ask our STOVIN Rep. for particulars.

## Tell Us Another

You'd think people would have more sense, especially one of the largest furniture stores in Orillia, but you'd be wrong again.

This time it's G. A. Anderson Limited who have been using ten-minute newscasts at 12.30 p.m. daily for the past four years.

And listen to this. This sponsor got the idea when we upped our power to a thousand watts that he'd better increase his delivery range by fifty miles from Orillia. As if power made any difference.

You can't tell him anything. He says he's run test campaigns in his commercial copy on the newscasts and they've all clicked. Right now he's kidding himself about his toy department. Told us on November 20 he'd taken in almost as much as he did in the entire 1951 season in the toy department.

If you want to hear any more funny stories, check the nearest Stovin office.

# CFOR

ORILLIA, ONT.

1000 Watts — Dominion Supp.

## PEOPLE

### FARM SERVICE DIRECTOR

**Vancouver.** — A new service directed at the B.C. farm and rural audience has been commenced on CKWX by Norm Griffin, agriculture graduate of University of Alberta. His title will be Farm Service Director.

Griffin's job will be to cover farming activities of the Fraser Valley and Vancouver Island, as well as the Provincial and Federal Agriculture Departments, and pass along the results on his program.

He's going to try to discover, he says, what makes a successful farmer, and when he finds out he's going to pass the word around.

Before joining the station Griffin was a settlement supervisor for the Veterans' Land Act in Alberta.

### COMMUNITY CHEST OFFICER

**New York.**—Len Headley, manager of the recording division of RCA Victor Co. Ltd., Toronto, has been named a member of the Public Relations Advisory Committee of Community Chests of America and United States Defence Fund, it was announced here earlier this month by chairman James A. Linen, publisher of *Time Inc.*

Headley is chairman of the National Public Relations Committee of Community Chests and Councils of Canada, and has been appointed to the American Community Chests' post for a three-year term.

### ARTISTS NAME PRESIDENT

**Vancouver.** — Radio Artists' Union (ACRA) Local 24498 elected city musician John Emerson president at their annual meeting. Other officers: Thomas Wright, vice-president; Doug Haskins, recording secretary; Leonard Hayman, financial secretary.

Dorothy Davies is actors' representative on the executive; Beverley Fife represents singers and Ellen Harris, authors.

### WINS SAFETY AWARD

**Vancouver.** — Dorwin Baird of CJOR won a slice of the annual Traffic Safety Award, given by the city's Traffic and Safety Council, for his promotion of safety rules on his evening program, *Around Home*.

It was the first time the award had gone to a program and its commentator rather than to an individual. He shared the award with Si Payne of the Junior Chamber of Commerce.

### NEW P.D. FOR CFQC

**Saskatoon.**—Harry G. Dekker has moved into the post of program director and production manager of CFQC here, held formerly by Bill Arnold who is leaving for radio circles in Buffalo, N. Y.

Dekker, who has been with the station since 1940, except for war service, and more recently CFQC's chief announcer, is known for his early morning show, *The Double Dekker Breakfast Club*, which he and his wife produce.

# 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.

## If you forgot . . . .

We've just mailed our third edition of CANADIAN RETAIL SALES INDEX, and, if you weren't on the list, we're sorry.

Starting this year, this extensive study of Canadian markets, which has been welcomed by merchandisers all over the continent, goes out free to Canadian Broadcaster & Telescreen subscribers. If your subscription has fallen in arrears and we've neglected to jog your memory, we're sorry.

Here's how we propose to make amends.

We figured you'd want the Index, so we've set one aside for you. So drop us a note right now, and we'll send your copy by return. We'll also forget any arrears which may have piled up and start you out again with a clean sheet. How's that?

To refresh your memory, CANADIAN RETAIL SALES INDEX is an annual estimate of retail spendings, by counties in the east and census divisions in the west. Figures are broken down into twenty business categories. It's five dollars a year for the twice monthly Canadian Broadcaster & Telescreen and the annual Canadian Retail Sales Index. By placing a three-year order you save five dollars.

## Circulation Dept. CANADIAN BROADCASTER & TELESCREEN

People . . . CONTINUED

Honorary Chief Journalist

Vancouver.—Sam Ross, assistant manager of CKWX, has been appointed an "Honorary Chief Journalist" in the U.S. Navy, according to a dispatch from headquarters of the 13th Naval District at Seattle.

During a "one-day period of training duty," the commandant of the naval district wrote Ross, "you cruised aboard a naval vessel from Seattle to Bremerton and then to Tacoma and returned to Seattle.

"As a result of your performance of duty on that occasion, and your demonstrated aptitude for specialized duty in the naval service, a selection board has determined that you have in all respects qualified for appointment as an Honorary Chief Journalist in the United States Navy."

GOODYEAR AD-MANAGER

Toronto.—Allan Ross has been appointed manager of the advertising department of the Goodyear Tire & Rubber Company of Canada here, it was announced last week. He was formerly assistant manager under Evan Hayter who took over the managing director's post of the new agency here, McCann-Erickson Inc.

HEADS CKEY'S PUBLICITY

Toronto.—Marietta Pukara has been named head of publicity for station CKEY here, it was announced last week. She succeeds Bill Campbell, who has been placed in charge of publicity for *New Liberty* and *Saturday Night* magazines, all within the Jack Cooke organization.

Miss Pukara was an announcer-writer with CKSO, Sudbury, for two years, and spent the past year as assistant to Hugh Garner, publicity chief of Cooke's associated companies and now associate editor of *Saturday Night*.

NEW BBC CHIEF

London, Eng.—Sir Ian Jacob, K.B.E., C.B., has been appointed director general of the British Broadcasting Corporation, it was announced here last month by the BBC's board of governors. He succeeds Sir William Haley, former director general.

OPINION

3 to 1 Against CBC

Toronto. — Only about one Canadian in four is in favor of a CBC monopoly in television, while the other three think private stations should be allowed to enter the field, according to a survey taken last month by the Canadian Institute of Public Opinion.

The survey, taken before the announcement in Parliament that some private stations would be considered, showed that in every one of the five Canadian geographical areas, more people favor the idea of private stations being allowed to broadcast television than oppose it. Only in the Maritimes, the report showed, does less than an over-all majority favor private participation, and in that area more than one person in five—or 22 per cent—is undecided.

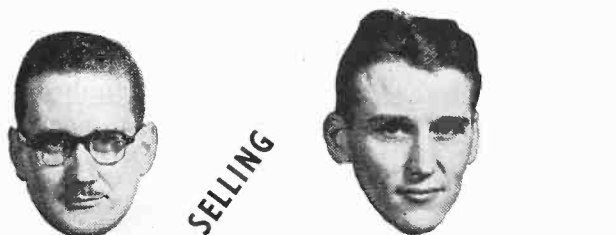
Among women a high degree of indecision was found (21 per cent) compared with 10 per cent for men. As a result, the figures show that 62 per cent of men definitely favor establishment of private TV stations, compared with 52 per cent of women.

The Canadian Institute of Public Opinion conducts Gallup Polls in Canada.

Only about one Canadian adult in five has seen at least one Canadian television program, another part of the survey revealed. About one-third of these people thought the programs they had seen were at least favorable, their opinions ranging from "not bad" and "promising" to "excellent." A slightly higher percentage, however, used comments of "terrible"

and "amateurish" to register their opinions. A few of these blamed poor reception and other technical difficulties for their disapproval. The survey showed that about

25 per cent of those who had seen some programs hadn't formed a definite opinion, although a few of these "neutrals" just "didn't like any TV at all."



FOR A SPREE IN 53...

STEPHENS & TOWNDROW

35 KING STREET WEST

TORONTO

Member C.A.R.S.R.

to Sell B.C.

KELLOGG'S 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
- CJAY—Port Alberni
- CKPG—Prince George
- CJAT—Trail
- CJOR—Vancouver
- CKMO—Vancouver
- CKWX—Vancouver
- CJIB—Vernon
- CKDA—Victoria
- CJVI—Victoria



# Resolve to inc

## Your resolution can be

Do you distribute your merchandise in Canada? Canada has top-ranking programs for distribution . . . programs that can

**CISCO KID**—Basically a story of adventure in this program has everything for family appeal—of humor and a touch of romance! It's this pleasure makes it Canada's top western. "Cisco Kid's" rating in the Elliott-Haynes National Rating Report, was 16.3 in the Selective Program Group. This hard-worked program is available for a national sponsor.

**DOCTOR PAUL**—a first rate daytime serial based on the life of a young small town general practitioner. This story is a moving mix of love and hate, self-sacrifice and human weakness. It's a powerful program that pulls in women listeners. During its last month on the air (May '52) it climbed to 15th position in the National Daytime Report picture. It has consistently appeared in the "top twenty" daytime programs. "Dr. Paul" is available now for national sponsorship.

**BOSTON BLACKIE**—one of the best mysteries on the air. This half hour program is well-written, well-produced and is a "proven" show. "Boston Blackie", top mystery program on Canadian air, rated even higher than "Suspense" in the October Elliott-Haynes National Rating Report. In 5th place in the Selective Program listing of the November Report, "Boston Blackie" rated 15.6. If you are looking for a program with family appeal, this is it! Now available for a national sponsor.

# ALL-CANADA RADIO

Vancouver

Calgary

# Increase your sales in '53

... become a reality if you let Selective Radio help you sell

... tionally? All-parallel your you sell more!

... mantic West, ama, a touch bination that he November t in 3rd place h-rating pro-

**Locally too, All-Canada programs lead the field! An All-Canada show will help you solve your programming problems, Mr. Station Manager; and help your sales, Mr. Advertiser.**

Program	Station	Rating	% of Listeners
<b>Black Museum</b>	<b>CKRC</b>	<b>25.2</b>	<b>48.6</b>
	<b>A</b>	<b>15.9</b>	<b>38.3</b>
	<b>B</b>	<b>6.9</b>	<b>13.3</b>
	<b>C</b>	<b>2.5</b>	<b>4.8</b>
<b>Meet the Menjou's</b>	<b>CKLB</b>	<b>10.4</b>	<b>48.6</b>
	<b>A</b>	<b>4.8</b>	<b>20.6</b>
	<b>B</b>	<b>4.5</b>	<b>27.3</b>
	<b>C</b>	<b>2.4</b>	<b>10.2</b>
<b>Secrets of Scotland Yard</b>	<b>CKOC</b>	<b>17.0</b>	<b>44.4</b>
	<b>A</b>	<b>11.3</b>	<b>29.5</b>
<b>MGM Musical Comedy Theatre of the Air</b>	<b>CJCA</b>	<b>23.0</b>	<b>63.9</b>
	<b>A</b>	<b>10.6</b>	<b>25.4</b>
<b>Favourite Story</b>	<b>CFAC</b>	<b>19.0</b>	<b>46.2</b>
	<b>A</b>	<b>11.6</b>	<b>27.9</b>
<b>B</b>	<b>4.8</b>	<b>11.7</b>	

... help you . . . solve your selling problems. Call your All-Canada man and let him work out for your own special needs, your radio program. Absolutely no obligation!

## FACILITIES LIMITED

Winnipeg

Toronto

Montreal

Here are the facts in black & white  
on the best radio buy in Calgary

**CFCN**

night time:

**89%\*** more  
RADIO HOMES

than station #2

**156%\*** more than  
station #3

And not only at "night time" does CFCN hold this commanding lead. From 6 a.m. 'till midnight, more people listen to CFCN than any other station.

Reach more of Southern Alberta and sell more of your products . . . get more coverage for every cent you spend by using CFCN for your advertising message.

\*B.B.M. Study #5 (Night Time—Total Radio Homes.)

Compare the cost \* Compare the Coverage \* Compare the results

it's **CFCN**... every time

Ask RADIO REPS in Toronto, Montreal, Winnipeg and Vancouver

## AGENCIES

### McCANN-ERICKSON KEY MEN

Toronto.—Ev Palmer was named radio director in an announcement of appointment of three key executives in the newly-formed branch here of the American agency, McCann-Erickson Incorporated. Gordon Ralston will be senior account executive in the new agency, while Duncan MacInnes becomes manager of the media department, managing-director Evan Hayter announced.

Formerly director of radio and television for Walsh Advertising Co. Ltd., Palmer began his radio career in his home town as announcer-writer with CFNB, Fredericton, in 1940. Later he was assistant station manager and program director of CFBC, Saint John.

Ralston, formerly Canadian manager of Ruthrauff & Ryan, Inc., was at one time with MacLaren Advertising Co. Ltd. MacInnes joins the new agency from the Magazine Advertising Bureau of Canada, which he managed. Prior to that he was director of research for the Canadian Daily Newspapers Association.

### CARON JOINS HAYHURST

Toronto. — Guy Caron, former manager of CJNT, Quebec, has joined the radio department of the Montreal office of F. H. Hayhurst Co. Limited, it was announced here earlier this month.

Two additions to the radio department of the Hayhurst Toronto

office were named at the same time. John Bermingham, a recent graduate of Queen's University and the radio and TV production course of Boston University, has joined the agency as a radio production assistant under radio director Bob Amos.

Doug Loney has joined the Hayhurst time buying department. He was formerly on the staff of station CKCL, Truro, N.S., and recently with MacLaren Advertising Co. Ltd. He is a brother of Bob Loney, account executive with Ronalds Advertising Agency Limited.

### MAIL EARLY CAMPAIGN

Toronto.—The Christmas "mail early" campaign of the Post Office Department is being supported this year by flash announcements on television, in addition to other media, including flash announcements on radio in English and French-speaking markets.

The television announcements, seen both here and in Montreal, feature single-frame, stop-motion animation and were produced on film by S. W. Caldwell Ltd. The campaign is being conducted by the Toronto office of Walsh Advertising Co. Ltd.

### LEO BURNETT CO. OF CANADA

Toronto.—Kellogg Company of Canada Ltd. will schedule the packaged radio show, *Devitt Drops In*, three times weekly at staggered daytime hours on a group of stations from coast to coast, starting January 5.

## NORTHERN ONTARIO'S

*Greatest*

**ADVERTISING**

**MEDIUM**

**CKSO**

NORTHERN ONTARIO'S  
HIGH-POWERED  
STATION

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

# PROGRAMS

## Plan Coronation Preludes

Through the medium of CBC radio, Canadian listeners can expect complete coverage of the Coronation of Queen Elizabeth next June. Besides the Coronation day broadcast, the CBC is planning to carry many pre-Coronation programs, including a radio portrait of Her Majesty, special Coronation music by Dr. Healey Willan and regular reports by CBC commentators at the Coronation scene.

Although complete details are not yet available, a general outline of some of the programs is known. In April and May there will be a series of six half-hour features by well-known English writers, covering the reigns from Victoria onwards and dealing with the relationship between the throne and the people of the Commonwealth, plus a series of talks or talks-features on Coronation figures, such as heralds, the Yeomen of the Guard and Her Majesty's bodyguards.

Also during May, the Trans-Canada network's CBC Symphony Orchestra will present specially appropriate choral and orchestral broadcasts, while the Dominion network will set aside one hour every Tuesday, beginning April 21, for pre-Coronation programs.

During the week before the Royal event, the CBC will broadcast several features prepared by the BBC, including a biographical study of Her Majesty, a one-hour description of the route of the Coronation procession, a feature on Westminster Abbey and various talks on the religious significance of the Coronation.

On Sunday, May 31, there will be a performance of Dr. Healey Willan's Coronation Suite, which was specially commissioned for the occasion by the CBC.

Climaxing this coverage will be the Coronation broadcast itself on June 2. For this program the BBC has organized a reporting team of Commonwealth country observers who will give a descriptive commentary direct from the procession route and the Coronation hall. The Canadian mem-

ber of the team will be Captain W. E. S. Briggs, CBC's Maritime representative, who played an important role in the Royal Tour coverage last year. This broadcast will be repeated more than once so that all will have a chance to hear it, and it will be available to all radio stations in the country.

Also reporting on the Coronation will be CBC overseas representatives Andrew Cowan and Matthew Halton, as well as a team of reporters whose job will be to reflect to Canadian listeners the human side of London at Coronation time.

## 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 the previous month.

### DAYTIME

English	Rating	Change
Ma Perkins	16.2	+ .1
Pepper Young	15.3	-.9
Big Sister	15.3	same
Happy Gang	14.3	+ .7
Life Can Be Beautiful	13.6	+1.0
Right To Happiness	13.4	+1.2
Road of Life	13.4	+ .6
Laura Limited	13.2	+ .2
Aunt Lucy	13.0	-.5
Double or Nothing	11.9	+ .7

French	Rating	Change
Rue Principale	31.8	+3.8
Jeunesse Doree	30.9	+4.1
Joyeux Troubadours	28.3	+2.9
Je vous ai tant aimee	25.4	new
Vies de Femmes	23.3	+4.3
Grande Soeur	22.8	+2.1
Estelle Leblanc	22.8	new
Francine Louvain	22.6	+1.4
Tante Lucie	21.1	+2.5
Quart d'Heure de Defente	20.5	+3.0

### EVENING

English	Rating	Change
Charlie McCarthy	30.0	+3.7
Amos 'n' Andy	28.7	+4.1
Our Miss Brooks	25.8	+3.7
Lux Radio Theatre	24.7	+1.1
Your Host C.G.E.	18.6	+1.0
Great Gildersleeve	18.4	+1.0
N.H.L. Hockey	18.1	+2.2
Share the Wealth	17.8	+2.5
Treasure Trail	17.3	+1.3
Ford Theatre	17.3	resumes
I Was a Communist for the F.B.I.*	16.8	new
Don Wright Chorus	16.7	+2.0
Suspense	16.6	+ .9
Take A Chance*	16.6	+ .6
Wayne & Shuster	16.4	+2.6

French	Rating	Change
Un Homme et Son Peché	35.2	+1.4
Metropole	28.3	-1.4
Radio Carabin	26.0	-.3
Tambour Battant	24.1	+ .1
Chanson de l'Escadrille	24.1	same
Banco Banco	22.5	+4.3
Cure de Village	22.2	resumes
N.H.L. Hockey	21.7	+4.7
Theatre Lyrique Molson	21.6	resumes
Ceux qu'on aime	19.0	-1.2
Jouez Double	18.5	-.1
Mine d'Or	18.4	+ .5
Tentez Votre Chance	18.2	+1.7
La Rue des Pignons	18.0	+3.7
Theatre Ford	18.0	resumes

## DID YOU KNOW?

That All We Want To Say Is

Merry Christmas

And A Big "Thank You" From

# CKCL

TRURO, NOVA SCOTIA

Representative — OMER RENAUD & COMPANY — Toronto & Montreal

Hi There!



I haven't got a name . . . . yet . . . . but I'm "busy as a bee" making sure I wish everyone a . . . .

Merry Christmas  
and  
Happy New Year

From all of us at . . . .



to Sell B.C.

B.C. TREE  
FRUITS  
USE

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



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



**Ham Ear - Witnesses Crash**

Vancouver. — Radio amateur Vic Waters, VE7ALR, who also happens to be a professional as production supervisor of CJOR, heard what turned out to be the beginning of a flying boxcar crash which killed eight men near Billings, Mont.

Calling CQ on his set at 1.30 p.m., Waters picked up John T. Snow of Willoughby, O., radio operator on a U.S. flying boxcar bound from Alaska to Texas. After they'd talked about half an hour, with Snow breaking off occasionally to make his own calls, Snow told Waters he had to go as there was something wrong with one engine.

"He came back in about 30 seconds, and said he guessed everything was okay," Waters said. They talked some more, and Snow mentioned the places they flew over, including Billings.

When Waters went to work, and picked up the 4 o'clock news to go on the air, first item he saw was of a boxcar crash near Billings. He figured his fellow-ham must have died.

A few days later he received a letter from Snow, who had traced him through the hams' call book, saying he had been thrown clear of the wreckage when the plane dived in from 9,000 feet.



**SHOW'S SLIPPING**

Did you hear about the ex-western announcer who insisted on seeing the replay of the telecast of the Grey Cup game before paying his bets, because he was sure CBC had fouled it up the first time?

■ ■ ■

**FOOTBALL TIP**

Next year bet the West—to place.

■ ■ ■

**RAVE NOTICE**

"... I am starting to read Canadian Broadcaster from cover to cover; something is happening to it and it's for the better. Congratulations!

—E. Finlay MacDonald.

Next lesson he'll learn to write.

■ ■ ■

**STRICTLY CULTURE**

Programs without commercials may be O.K., but the trouble is so many of them are without programs.

■ ■ ■

**PAN MAIL**

Dear Sir: What do I have to do to get my name in your paper? Subscribe?

—F. J.

■ ■ ■

**DRAMATIC CRITICISM**

A reader would like to know if CBC's critics of the TV play, "Hilda Morgan," would have been happier if instead of discussions of illegal operations and other means of covering up her illegitimate child, she had simply had it.

■ ■ ■

**CRITICS ARE PEOPLE**

"It's absurd for people to assume that critics know what they are talking about."

—CBC Critic Nat Cohen.

■ ■ ■

**CAPTIVE AUDIENCE**

What can CBC-TV think of its own programs, when it refuses to let private stations set up in competition in the areas it serves?

■ ■ ■

**PREPOSTEROUS NEW YEAR**

Remember, the first 1,952 years are the hardest... we hope.

■ ■ ■

**HAPPY NEW YEAR**

If you don't drive, drink!

**IMPORTANT  
NEW YEAR'S  
RESOLUTION!**

"ADD CKBI TO ALL  
1953 CAMPAIGNS!"

In this 4-F market of Fishing, Farming, Furs and Forests, we find everything at an all-time high this year.

Timber production for the year ending March 31, 1952, was a thumping \$9,552,500.00.

Ask your All-Canada man for a Technicolor peek at this rapidly growing market.

**CKBI**

PRINCE ALBERT  
SASKATCHEWAN  
5000 WATTS



# Talent Trail

by Tom Briggs



Everybody talks about it, but George Murray is one guy who is doing something about it. For the last few months he has been using a Canadian song on each of his weekly shows on CFRB (Sundays, 10 p.m.), and with each one renews his conviction that they are as good as those being produced anywhere.

This isn't an entirely new venture for Murray. He has been collecting and airing—on his own show and wherever else he could—songs and orchestral works which have sprung from the pens of a lot of local musicians. Other good numbers have come from people largely unknown in Canadian music circles, while the musical accomplishments of some have been limited entirely to one simple but pleasant tune.

Murray and CFRB's music director Wishart Campbell, who produces the *George Murray Show* with vocalist Shirley Harmer and an 11-piece orchestra under Fred Rous, now have a backlog of over 50 Canadian songs and they are still coming in at much more than the one-a-week performance rate. This started Murray thinking about a program entirely of Canadian music, an idea which has interested producer Norman Hollingshead of the CBC to the extent he is willing to see it tried once. When that will be is a bit indefinite at the moment.

Tenor Murray believes the idea is good for a series of programs, but there are difficulties. He has found that good songs are plentiful, but popular orchestral and symphonic works, that can be appreciated and whistled by most people, are hard to find. But providing a show place for the works of capable composers might improve the supply, he says.

Some of the recent tunes that have particularly appealed to jovial George have been written by such locals as accordionist Len Moss and violinist Bill Richards; Cecil Kappey did a thing called

*Dreams For Sale* which a lot of people would nominate for a hit parade if consulted.

Murray has been a songsmith for a long time, employing not only a good voice, but sound judgment that recognizes a hummable tune. Here's hoping that he, and anybody else who tries, can put over some of these Canadian songs, not because or in spite of the fact they are Canadian—in which case the projected program would be a curiosity piece like the Indian corner of a museum—but for the simple reason the stuff is good.

December 25 was more than two weeks away, it wasn't cold and there was no snow. But whether they were prepared for it or not, an immense awareness of Christmas must have come last Wednesday night to those who heard the Toronto Mendelssohn Choir's annual performance of Handel's *Messiah*. Some were in Massey Hall to watch it; thousands of others heard it over the Trans-Canada network as the major portion of *CBC Wednesday Night*.

If only for reasons of economy, sometimes you wonder why a perennial favorite such as this is not just recorded (in fact it has been) and played from discs whenever required. Last week Lois Marshall provided the biggest answer against recording.

Soprano Marshall led the rest of the soloists and set the pace for a two-and-a-half-hour production which had every reason to sound exactly like—or even poorer than—the previous five or six performances, but instead created a new impression of warmth and sincerity. She attacked the long, intricate arias with greater confidence than ever before.

And suddenly it felt more like Christmas, a feeling which the venerable Mr. Handel, Miss Marshall and company had a lot to do with.

There were other voices, about 200 of them, and about 70 musicians under the well-known baton of Sir Ernest MacMillan, but somehow you didn't notice them. The soloists didn't steal the show either, because there were no passages that could entirely dominate.

But there was a mood to set and a message to tell which transcended by far the words of the libretto. And because the composer was partial to sopranos and tenors, the major vocal load fell to Lois Marshall and John Vickers, who picked it up and carried it happily, fresher at the end than at the beginning. Contralto Margaret Stilwell and bass James Milligan will not be forgotten soon.

There were a lot of things wrong with a lot of things beyond reach of this broadcast. But they were outside—remote. Inside, this performance seemed to possess the power of conditioning the listener for a happier season. Hope it struck you that way too.

# cjcs SELLS

in  
*Stratford*



## The Still Small Voice In The Night

Recently, a popular pocket-size magazine reported how several great men and women brought on elusive sleep.

Most people who carry heavy responsibility are taunted by the still, small, nagging voice in the night that reviews all the dire "if's" and "what's" and "how's".

Long about bed-time in Halifax, Fred Hearn becomes Mike borne through CJCH with "The Sandman Serenade." Fred's purpose is to take over from that "other voice" and talk you to sleep with soft, slow, pleasant little reflections and drowsy music.

Dull, you say? Far from it. That's radio at work, the human voice in one of its most difficult roles. The same voice on the same station that sells those same people.

**TORONTO REPRESENTATIVE:**  
Paul Mulvihill, 21 King St. E., Toronto

**MONTREAL REPRESENTATIVE:**  
Radio Times Sales (Quebec) Limited  
King's Mall Building, Montreal, Que.

# CJCH. HALIFAX. 5000 WATTS

**to Sell B.C.**

**IMPERIAL OIL 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

# CANADIAN TELESCREEN

Vol. 5, No. 23.

TV and Screen Supplement

December 17th, 1952

## NO COMPETITION FOR CBC

Ottawa. — The CBC had its monopoly on Canadian television drawn tighter here last week, despite vigorous opposition, as Revenue Minister McCann announced that wherever the CBC had a TV station or was planning one, it would remain the only one in the area for some time to come. This was in addition to restrictions placed earlier on private television, which said private stations would be confined to areas in which the CBC wasn't interested.

Criticism came immediately from Conservative benches, headed by Opposition Leader George Drew. He said the government's whole television policy was backwards. He claimed private stations should be allowed to operate in commercially suitable areas, while the CBC's purpose should be to bring television to people in remote and outlying areas who wouldn't otherwise get it.

The policy statement and its forerunner deny private interests the opportunity to set up stations in Toronto and Montreal under the "where the CBC has stations" clause, and in Ottawa, Halifax, Winnipeg and Vancouver, because

the government system has announced its intention of building in these cities, it is understood. It is believed that other large centres may also be reserved for CBC operations, such as Windsor, Quebec City, Hamilton and London, since some sketchy plans have been made by the CBC for these cities.

Dr. McCann, who reports to Parliament on radio and television matters, also announced that legislation would be introduced shortly for a government loan to the CBC to enable it to go ahead with construction of stations in Halifax, Winnipeg and Vancouver. It is expected the loan will have to be about \$5,000,000 to cover the three stations, since the cost of the Winnipeg installation — developing 50,000 watts, it will be the most powerful in the country — has been estimated at \$1,000,000.

Just what areas will be available for private television developments were still in doubt following the McCann statement. It was considered reasonable to assume that of the large cities in Canada, only a few like Saint John, Edmonton, Victoria, Regina and Calgary were still open, and it remains for the CBC to decide whether it wants a monopoly in Windsor, Hamilton, Quebec City and London.

(When it announced tentative plans for the second phase of Canadian television development early this year—the first phase being stations in Toronto and Montreal—the CBC said the logical move would be establishment of a low-cost station in Ottawa, followed by bigger units in Quebec City, linked with Montreal, and in Windsor, linked with Toronto. It said Hamilton and London might also be included.)

Dr. McCann pointed out last week that the government was aware of the recommendations of the Report of the Royal Commis-



—Globe & Mail Photo.

TELEVIEWED ELECTION RESULTS, for the first time in Canada, were seen by Toronto viewers as the Toronto Globe & Mail and station CBLT teamed up for evening-long coverage of the vote which returned Mayor Allan Lamport to office for a second term earlier this month. With all hands on deck the newspaper went through normal, hectic election night procedure, while three CBC cameras watched. In the above scene a camera is seen trained on the news desk, centre of activity, while another nearby transmitted views of two announcers as they gave results and pointed out progress plotted on graphs and charts. A third camera toured the newspaper plant.

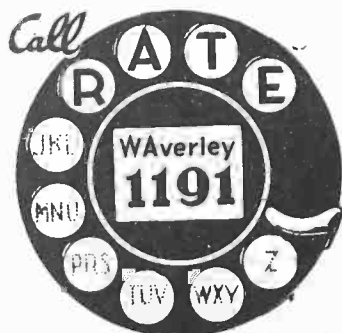
sion on National Development in the Arts, Letters and Sciences in forming its television policies. The Report recommended that private stations should not be licensed until the CBC had national programs available, and then private stations should be required to serve as outlets for the national programs.

Said McCann: "The government believes that television should be so developed as to be capable of providing a sensible pattern of programming for Canadian homes, with at least a good portion of Canadian content, reflecting the Canadian ideas and creative abilities of our own people and life in all parts of Canada."

He reiterated the problems faced in developing a national TV service, pointing out that "there must be a wide integration of effort and resources if we are to have adequate television service suitable to our national needs and reaching at least a major part of

the public in all regions.

"Now that national television service has been started," he said, "the government believes it should be extended as widely and as



### FOR THESE ARTISTS

- DAVIES, Joy
- DENNIS, Laddie
- EASTON, Richard
- FIRTH, Diana
- FRID, John
- LEACH, George
- MacBAIN, Margaret
- MILSOM, Howard
- MORTSON, Verla
- OULD, Lois
- RALSTON, Derek
- SCOTT, Sandra
- STOUT, Joanne

Day and Night Service  
at  
Radio Artists Telephone  
Exchange

## CHFA



### 60,000 FRENCHMEN

*can't be wrong!*

CHFA, "the West's Most Progressive French Radio Voice," opens over 60,000 customer sales doors for your product!

### 680 KC.

**La Voix Francaise  
De l'Alberta**

Our Representatives:  
Omer Renaud & Cie.  
Toronto and Montreal

**JE CROIS ET JE CHANTE**

## Central Alberta

Has just completed several producing oil wells!

Has harvested the biggest and best crop since 1928!

Has won several top awards at the Royal Winter Fair, Toronto!

CKRD has and holds 73% of the radio audience morning, afternoon and night, Monday through Sunday.

Have you been fair to your advertising dollar and bought

## CKRD

RED DEER, ALBERTA

The Voice of Central Alberta

See  
Radio Reps. — Adam Young

quickly as possible to other areas."

In enlarging on the government's plans for the respective parts to be played by public and private enterprise, McCann stated: "Since the objective will be to extend services as widely throughout Canada as is practicable, no two stations will be licensed at present to serve the same area. A television station can serve only a comparatively small area. Canada is very large and it will require a good many stations before television can be brought to the people in most parts of our country. It is desirable to have one station in as many areas as possible before there are two in any one area."

Skeptical, Progressive Conservative Leader George Drew said at this point he hoped the government wouldn't restrict television so as to make an irretrievable muddle of it. He believed at one time, he said, that all parties endorsed the opinion that CBC's role was to carry radio to the outlying, underpopulated areas of the country, where the private, competitive systems would not be commercially attracted. But the CBC's and government's approach to TV has been different, he warned.

"If we want to raise the standard of our television to the point where people will watch our television instead of American television in those areas now served," he said, "it would be well for us to take advantage of competition here in Canada as well as in the United States."

A note of alarm was sounded by Douglas Ross, former M.P. for Toronto's St. Paul's riding and a member for ten years of the House Committee on Radio, when he said: "This is a most dangerous situation—far more dangerous than when the CBC was only in control of radio. I have always said there was a tremendous amount of injury in sole control of radio by the CBC. They could crucify those who couldn't live up to their standards. Now they are going to crucify anybody silly enough to take a station."

"It looks to me as if A. D. Dunton is the Stalin of radio in Canada and you can couple Dr. McCann with Vishinsky. We have freedom of speech in Canada, but not of TV and radio speech. This situation is a step toward dic-

tatorship. This is a free country and each individual is entitled to express his views any place. He should have an opportunity to be seen and heard without government intervention," Ross said.

Drew continued his attack later last week, including in his targets, the television drama produced last month by CBLT, *Hilda Morgan*. He called it "filth," and termed the CBC "a holy cow" and "super monster." The government's policy he described as an iron curtain on television.

The Progressive Conservative leader rapped the government for "its rather casual approach" to the content of some television broadcasts "which are now being permitted to go out over stations for which it accepts full policy responsibility," he said.

Referring to *Hilda Morgan*, he said: "I can imagine that there would be parents who would like to get their hands on the person responsible for projecting a broadcast of that kind into their homes."

In the event the Federal Government fails to take any action toward censoring television programs, Drew stated, he hoped that the provincial authorities would step in "to prevent filth of that kind going out over the television stations of this country."

### TV Delayed By CBC

Vancouver. — Canadians would be seeing TV now from Atlantic to Pacific if the CBC had allowed private operators to go into business, Tory leader George Drew said here. He called the situation an "absurd denial" of facilities to the public.

The present system, he said, was like having the CNR set rates by which the CPR could operate, and he called for an independent supervising authority for radio and TV.

He said it was an extraordinary situation when everybody in the country had to help pay for the limited TV facilities in the east. Even in Montreal and Toronto, he added, interest in CBC TV was falling off.

Ottawa.—The CBC's television

policy is strangely inconsistent with recent developments in Britain, George Drew said in the House of Commons here last week.

He said he believed Britain was going to let private TV stations operate separately from the BBC system, while the CBC was following a policy which consistently denied the people the benefits of competition.

Drew said he found it strange that there have been statements that the CBC will protect Canadians from American-type telecasts, yet it has gone to considerable expense to establish contact with U.S. networks at Buffalo. But this system isn't working as yet because the U.S. nets wouldn't give the CBC cut rates.



## 1952 Crop: 460,000 Tons Sugar Beets

Enough for 130,000,000 lbs. of sugar is being refined in Southern Alberta's three gigantic sugar factories — another indication of Southern Alberta's wonderful prosperity.

Sell this rich market effectively via



ASK your ALL-CANADA Man for details.

**to Sell B.C.**

**LEVER BROS. USES**

**B.C. RADIO**

**THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS**

- CHWK—Chilliwack
- CJDC—Dawson Creck
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- CHUB—Nanaimo
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- CJAY—Port Alberni
- CKPG—Prince George
- CJAT—Trail
- CJOR—Vancouver
- CKMO—Vancouver
- CKWX—Vancouver
- CJIB—Vernon
- CKDA—Victoria
- CJVI—Victoria

They're all top-rating shows . . . and

# they're all on CFCF!

- ★ CHARLIE McCARTHY    ★ SUSPENSE
- ★ AMOS 'N' ANDY    ★ OZZIE AND HARRIET
- ★ FORD THEATRE    ★ CORLISS ARCHER
- ★ I WAS A COMMUNIST FOR THE F.B.I.
- ★ OUR MISS BROOKS    ★ WESTINGHOUSE PRESENTS
- ★ THE BREAKFAST CLUB    ★ HOWDY DOODY
- ★ BOSTON BLACKIE    ★ MYSTERY THEATRE
- ★ CANADIAN GENERAL ELECTRIC SHOW
- ★ THE GREAT GILDERSLEEVE
- ★ DOUBLE OR NOTHING    ★ THIS IS YOUR F.B.I.
- ★ TREASURE TRAIL    ★ BREAK THE BANK

It makes a difference when so many of the leading shows are heard on ONE station!

They bring all the station sponsors into a main stream of customer traffic. They create the best location in advertising.

Around-the-clock CFCF star shows assure the greatest carry-over of listeners from show to show . . . the largest possible audience.

YOU too can be out front with Montreal's customers when you tie in your appeal with the host of national advertisers who are . . .

## all on CFCF!

Reps: All-Canada in Canada  
Weed & Co. in U.S.A.

# Movie Concern Develops Wired Video

## CJOR Competes For Vancouver Outlet

Toronto. — While most people were thinking the future of television in Canada was hazy indeed last week, Famous Players Canadian Corporation was preparing to set up TV shops in Vancouver and Toronto.

In Vancouver there was competition. FPCC and CJOR Wired Programs Ltd. applied within one day of each other and in that order, to City Council for permission to set up wired sound-vision program services to homes in that city.

The applications differed in some particulars. The movie company asked for an exclusive 15-year franchise, whereas the radio station subsidiary proposed treating all producers of movies and special events alike. Both wanted to include TV, radio broadcast, movies and recorded music among the programs offered.

CJOR said its master antenna would be outside the city where the station's engineers had found reception was up to 60 times the relative strength of locations in the city, and where it would not be an eyesore.

In London, Community Television Ltd. had its community television antenna installed and was at work on the laying of coaxial cable to intermediate points throughout the city. (See C. B. & T., October 15 issue.) It is reported this company will call on Famous Players' Telemeter to participate once it gets going.

In Toronto, Ontario Telemeter Limited was awaiting the outcome of its application to the City's Council for "authority to erect and establish and operate . . . a community antenna system for the purpose of providing residents of the City of Toronto with the best television service and entertainment available."

Dorwin Baird, spokesman for CJOR, said: "Famous Players have asked City Council to apply for a charter amendment. This would only be needed for an exclusive franchise. But our legal advisers tell us the city could

issue a franchise today as long as it was not exclusive."

"On the other hand," he said, "a franchise may not be needed. Wired programs are not a utility and an ordinary business license would cover them. In any event, we have had some discussions with Famous Players and they seem receptive to the idea of using our service as an outlet for their pictures, if we are allowed to provide the service."

At present CJOR operates a wired music service for about 100 downtown clients.

The station said its set-up would have an immediate capacity to carry simultaneously five visual programs. The brief presented to the City Council included a discussion of estimated costs to toll, with the cost breaking down into three factors: installation charge, rental charge for service, and toll charges.

The station said distribution of TV by wire in the U.S. showed there was a strong relationship between density of distribution to homes and costs. Where density was as low as one per city block, installation charges as high as \$200 might be essential. With three or more per block, this might come down to \$125 per home, and possibly to \$75 where there were many in a small area. There might be a flat \$5 monthly charge for delivery of programs to the house.

The brief emphasized also that the system proposed by CJOR would be important in civil defence, since radio broadcasting might at some times be ordered to cease for fear of aiding the enemy by unavoidably providing signal beams which enemy aircraft can follow.

The following were listed as the basic needs in a wired program distribution service:

1. A master TV antenna at the most favorable geographic location for reception of TV transmission.
2. A series of high grade, custom-built receivers at the an-

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tenna location to receive the TV programs.

3. Facilities for the origination of toll service type of visual transmission.

4. Coaxial cable network to connect the point of origin of the pick-up and the subscribers' TV and broadcast receivers.

5. A series of booster amplifiers and distribution amplifiers.

6. Aerial pole space for carrying the coaxial cable, and in some cases duct space for carrying the coaxial underground.

7. A TV receiver in the subscriber's home for TV programs. (Due to superiority of transmission over the cable, this may be a lower cost set than the type needed for long distance reception.)

8. A standard broadcast receiver in the listener's home for oral service.

■ ■ ■

**On the proposed Toronto set-up,** Famous Players said its community antenna system there will consist of the reception of broadcast television signals from Canadian and United States stations at a control centre in the city by means of a high antenna and the relaying of these signals, after amplification, to the homes of the subscribers by means of coaxial cable. These signals are then distributed to the standard television receiver in the subscribers' homes, the company said.

In addition there will be distributed on this coaxial cable special entertainment not available on regular television stations and some of it will, by means of a device known as Telemeter, be

on a pay-as-you-see basis. It is readily apparent that the construction and operation of this community antenna system will require very large expenditures of money, the applicants pointed out.

The first installation, it was explained, is a multiple antenna system about 300 feet in height in a reasonably central location in the city. Bearing in mind the benefit of attaining maximum height, the FPCC said a height of land such as Casa Loma would be considered suitable.

Connected with the antenna would be a building housing control room, studio facilities, Telemeter equipment and offices. Programs being picked up from other stations on the antenna system would be amplified here before travelling to subscribers' homes. Special live productions would come from the studios.

"Leading from the control rooms and studios," FPCC said, "is a coaxial cable about one-half inch in diameter which leads through line amplifiers to the house of the subscriber. This cable is specially constructed to carry television signals, including color television when that service becomes available.

"A community antenna system will deliver to its subscribers all the television entertainment available in the area, so that the reception in the home will be of a quality equal to the signal delivered by the very best receivers in the very best reception centres," it said. "The signal delivered to the home by the community an-

(Continued on page 22)

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tenna system is much less subject to man-made interference and noise and assures the subscribers full value for the investment made in home receiving sets," Famous Players claimed.

FPCC predicted that the installation cost would be about \$150 per home, with no charge being made for programs that come from other TV stations over the community antenna. Special programs — first-run films and TV productions—will bring into use the Telemeter unscrambling device, which operates when the necessary number of coins are put into it. Apart from the installation fee and the cost of the set, subscribers will pay only for the special productions they want to see.

An amendment to the City of Toronto Act will have to be passed by the City Council before the franchise being sought by Famous Players can be granted.

Famous Players also has similar applications pending in Hamilton, Kingston, Three Rivers and Quebec City.

### New WBEN-TV Well Seen

Buffalo. — The second highest television tower in this part of the world began operation for WBEN-TV near here last week. Pouring out 50,000 watts effective radiated power, the new tower more than triples the station's coverage area and has meant a considerable improvement in the pictures being received in about 100,000 Canadian homes in this area.

Fifty feet shorter than the tower of WSB, Atlanta, Ga., the 1,057-footer of WBEN-TV is located 20 miles south of here. The tower of CBLT in Toronto is 500 feet; five New York City stations share a short tower atop Empire State Building whose tip is 1,472 feet above the street.

Reaching the maximum output of 50,000 watts allowed by the Federal Communications Commission, WBEN-TV will now clearly reach Brantford and Oshawa and points between in Ontario, it is estimated.

### Buck Ban By Beaming Bishop By Buffalo

Toronto. — Bishop Fulton J. Sheen, the man who has become famous as a radio and television personality through his religious programs, will not be telecast on CBC stations.

Fergus Mutrie, program director of CBLT, announced that "all churches will get an equal break" on CBC facilities, in acting as spokesman for the CBC's religious advisory committee. It was because Bishop Sheen's program would upset the denominational balance the CBC has established and because it was sponsored, that the program was turned down.

A number of Toronto clergymen endorsed the CBC policy. Although primarily Catholic in

approach, Bishop Sheen's program's—on radio for years and just recently produced on television in the U.S.A.—have built up huge nation-wide audiences, in the face of competition from big-budget comedy and variety shows, actually out-rating some of them. The TV program is being sponsored by the Admiral Corporation, and its Canadian branch was trying to get it accepted here.

The program is not currently being telecast over WBEN-TV, but Denis Olorenshaw, Canadian Admiral advertising manager, hinted that in view of the CBC rejection his company might sponsor over the Buffalo outlet to reach Canadian viewers.

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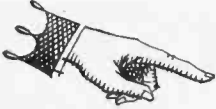
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