

CANADIAN BROADCASTER

AND TELESCREEN

Vol. 12, No. 3

TORONTO, ONTARIO

February 4th, 1953

Five New Stations OK'd As CBC Drops "Freeze"

Ottawa—Approval was given for the establishment of five new radio stations by the board of governors of the Canadian Broadcasting Corporation here late last month, marking the first time since May, 1951 that the board has considered new stations. Only one station application was not approved, it being deferred at the request of the applicant. Of nineteen other requests, all but one were passed by the board.

The five stations—one of them an FM—will be located at: New Glasgow, N.S.; two, including the FM, at Kingston, Ont.; Edmonton; and Eastview, a suburb of Ottawa.

The new AM station license for Kingston was granted to a company headed by Major Robert S. Grant, RCCS, who has been in charge of the Army station at Leitrin, Ont. The station will operate with 250 watts power on 1230 kc.

The FM license for Kingston went to Queen's University. It will operate with 1000 watts on 91.9 mc. For a number of years the University has operated the AM station there, CFRC, and it is said "this station will give additional technical, operating and programming experience to the students of the University".

Hugh M. Sibbald, Edmonton lawyer, was given the board's approval for the Edmonton station, to operate with 1000 watts power on 1800 kc.

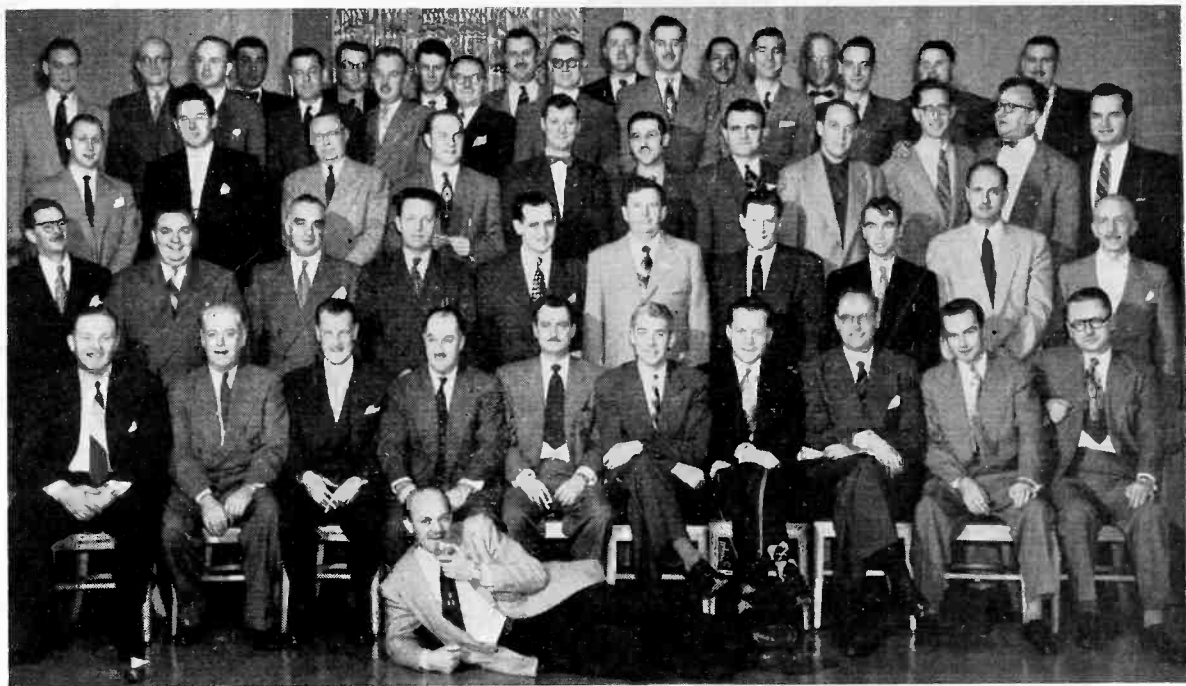
An exclusively French-language station for the Ottawa suburb of Eastview, to be operated by the Eastview Broadcasting Co. Ltd., was approved. It is a 250 watt station which will operate on 1240 kc. The company is headed by an Eastview businessman, Raoul Laindreault.

The application of the Hector Publishing Company for the New Glasgow station, a 250 watt station on 1230 kc., was approved by the board. The company is headed by J. M. Cameron, publisher of the weekly newspaper, *Eastern Chronicle*, New Glasgow.

John N. Hunt, Vancouver radio station representative, requested that the board defer his application for a station at Cloverdale (near New Westminster) B.C. The proposed station has a power of 250 watts on 1230 kc.

CKCW, Moncton had an application for a power increase from 5,000 to 10,000 watts approved at this session of the board. There will be no change in the station's frequency.

Another request for power increase, made by David Armstrong for station CKDA, Victoria, was deferred by the board. The proposed change is from 250 to 1,000 watts



—Photo by Smith Studio, Amherst, N.S.

SOME OF THE MAB DELEGATES and guests caught at the Amherst Annual Meeting of the Maritime Association of Broadcasters last month. Front and centre: Spence Caldwell, S. W. Caldwell Ltd.; front row, seated, l. to r.: Pat Freeman, CAB, Toronto; Chas. B. Edwards, Press News Ltd., Toronto; Jack M. Davidson, Northern Broadcasting Co. Ltd., Toronto; John F. Hirtle, CKBW, Bridgewater, N.S.; Fred A. Lynds, (vice-president) CKCW, Moncton, N.B.; E. Finlay MacDonald, (president) CJCH, Halifax, N.S.; Ev Palmer, McCann-Erickson Inc., Toronto; Malcolm Neill, CFNB, Fredericton, N.B.; Bill Byles, Young & Rubicam Ltd., Toronto; Jim Allard, CAB, Ottawa; second row: Levis Desjardins, CJFX, Antigonish, N.S.; Don Jamieson, CJON, St. John's, Nfld.; Howard Silver, CJCH, Halifax, N.S.; Arthur Manning, CKCL, Truro, N.S.; Paul Mulvihill, representative, Toronto; Bob Bowman, CFBC, Saint John, N.B.; Clyde Moon, BMI Canada Ltd., Montreal; Jamie McLeod, CKBW, Bridgewater; George Cromwell, CHSJ, Saint John, N.B.; Jack Tregale, All-Canada Radio Facilities Ltd., Toronto; third row: Ray Peters, Harold F. Stanfield Ltd., Montreal; Geoff Stirling, CJON, St. John's, Nfld.; Cleve Stillwell, CHSJ, Saint John, N.B.; Daug. Hirtle, CKBW, Bridgewater, N.S.; Bill Tonner, CFBC, Saint John, N.B.; Lester Rogers, CKBW, Bridgewater, N.S.; Alex Clark, Magnecord Canada Ltd., Toronto; Mengie Shulman, VOCM, St. John's, Nfld.; Hymie McFee, CFNB, Fredericton; Dick Lewis, C. B. & T., Toronto; George Irvine, North American Life Assurance Co. Ltd., Montreal; rear row: Claire Chambers, CJCH, Halifax, N.S.; J. Clyde Nunn, CJFX, Antigonish, N.S.; Gerry Burrows, All-Canada Radio Facilities Ltd., Montreal; Jim Tapp, Radio Times Soles (Quebec) Ltd., Montreal; Ston Chapman, CKNB, Campbellton, N.B.; Russ Bailey, CJCH, Halifax, N.S.; Jack Lewis, CKEN-CFAB, Kentville, N.S.; Bernie Grey, CKEN-CFAB, Kentville, N.S.; Lou Tappe, Sesac Inc., N.Y.C.; John Fox, Omer Renoud & Cie, Montreal; Bob Large, CFCY, Charlottetown, P.E.I.; Al Bestall, CJRW, Summerside, P.E.I.; John Armstrong, CFBC, Saint John, N.B.; Ralph Ricketts, CJFX, Antigonish, N.S.; Tom Tonner, CKCW, Moncton, N.B.; Austin Moore, Imperial Advertising Ltd., Halifax, N.S.; Bob Armstrong, Horace N. Stovin & Co., Toronto; Major T. H. Burdett, army recruiting; Willard Bishop, CKEN-CFAB, Kentville, N.S.

with a switch in frequency from 1340 kc. to 730 kc. The board pointed out that under an existing agreement with Mexico, the only Canadian station allowed to use the 730 kc. frequency is CKAC, Montreal. The CKDA application will be deferred until this frequency is "clarified for assignment in Canada".

Three licenses for 1000-watt emergency transmitters were approved for: CHML, Hamilton; CHRC, Quebec; and CHLN, Three Rivers.

Two other frequency changes were approved by the board. CHNO, Sudbury was granted a switch from 1440 kc. to 900 kc. without change to its 1000 watts power. A change in FM frequency for CHML-FM, Hamilton, from 94.1 mc. to 92.1 mc. was passed.

A transfer of the license of station CKCK, Regina from The

Leader-Post Limited to Trans-Canada Communications Ltd., was also passed.

The following share transfers were approved: transfer of 3 com-

mon and 87 preferred shares in Acadia Broadcasting Co. Ltd., affecting CKBW, Bridgewater, N.S.; transfer of 2 common shares in Evangeline Broadcasting Co. Ltd., affecting CFAB, Windsor and
(Continued on page 4)

POLICY AND PROGRAMS TO TOP BC MEETING

Vancouver—Official agenda for the winter BCAB meeting, scheduled for Feb. 12 and 13 at the Empress Hotel, Victoria, had not been issued at press time, but it appeared likely the following subjects would be under discussion:

The Massey Commission report; the parliamentary radio committee; private stations meeting with the federal government; CAPAC; BMI and BMI program clinic; TV; the use of telephones on programs;

RCA co-operative advertising; editorial policy for stations; appointment of BCAB treasurer and auditors; PTA activities; civil defence; government business; the CBC Board of Governors' hearing on new regulations; slander action and legislative committee; and election of officers.

Jim Allard, general manager of the CAB, is expected to address the meeting.

CANADIAN ASSOCIATION OF BROADCASTERS CONFERENCE
Mount Royal Hotel, Montreal, March 9-12



ANNUAL CONFERENCE

at the

**MOUNT ROYAL HOTEL
MONTREAL**

MARCH 9 - 12, 1953

ADVERTISERS! AGENCIES! BROADCASTERS!

Plans for the 1953 Annual Conference of the Canadian Association of Broadcasters are well in hand. We hope you will regard this announcement as our personal invitation to attend. You will be most welcome, and your presence will assist immeasurably in making this meeting of even greater advantage than ever to all who buy or sell broadcasting.

The CANADIAN ASSOCIATION OF BROADCASTERS

Representing 117 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



Young & Rubicam's popular radio director, Bill Byles, made a triumphant entry into the diningroom of the Fort Cumberland Hotel for the wind-up dinner of the AAB meeting in Amherst last week to the strains of the *Dead March* from Saul on a stretcher. Two Toronto guests were, for some reason, considered most fit to hoist Bill's bony cadaver. These were Bob Armstrong, of the Horace N. Stovin office, and, believe it or not, your aging editor. (Next day I was bade farewell to a smiling chambermaid who hoped I'd be back next year—if I was spared.)

After the meal, Bill was introduced by Geoff Stirling of CJON, St. John's Nfld., whose maiden appearance at one of these functions (along with his first-aid Don Jamieson) was marked with a number of distinctions. Among these, he chaired the annual dinner. Also the name of the association was changed, presumably to please him and Mengie Shulman of the other St. John's private station, VOXM, from the familiar Maritime Association of Broadcasters to an unpronounceable but definitely more truly descriptive AAB, meaning Atlantic Association of Broadcasters. Or should it be Association of Atlantic Broadcasters. Aw who cares?

To return to our mutttons. Or rather chicken. I hope it was chicken because I'm awfully fond of chicken. Bill was duly, and I may say ably, introduced by Geoff Stirling. Bill rose to his feet, and, before he could say: "Unaccustomed as I am to public speaking", the diners rose as one man and left the room. This was considered extremely funny by everyone, and I must say it was much less exhausting than the opening stretcher act. In due course we returned to our seats and found him playing—

on a used mandolin—"It takes two to Tango".

Then Bill ad-glibbed a 60-minute speech on television, radio and advertising in general, which I have reported on another page (and in one of my more serious moments). It was a learned speech, staggering in the knowledge it displayed, teeming with statistics. It was quite excellent, if you like that sort of thing, which his audience, judging by their standing ovation, certainly must have.

Bill was thanked, with characteristic thoroughness, by Clyde Nunn of CJFX, Antigonish. Then there rose Mengie Shulman of VOXM to thank Clyde. Twenty minutes later, when Mengie sat down, Don Jamieson rose to thank him. There were over sixty people there and I was wondering how it was going to end when suddenly the piano player, who had slept soundly through the whole affair (including Bill's speech), woke with a start, ran his nimble fingers swiftly over the keys, and out came "God Save the Queen". The chairman looked a little undecided but thought he had better adjourn the meeting. Which he did.

I have an apology to make. What would your CB & T be without an apology? This time it's one of our writers. He did a piece for us in the last issue called "Maritimers Are Different, But . . ." It was well-received by the Maritime — excuse me, Atlantic boys. I am writing this on my way home, so I haven't heard from the creditors yet. The only thing was, we left off the by-line.

We are extremely embarrassed by this. In fact — strictly off the record of course — we'll probably have to pay the guy. Imagine! That's the trouble with Canadian talent. It likes to eat. (*Why didn't somebody tell me? V.M.*)

This is getting to be the longest by-line I ever wrote.

To come to the point, "Maritimers Are Different, But . . ." was the first work — and we certainly trust not the last — that we have been able to publish of Imperial Advertising Ltd's. vice-president, the former radio man (CFNB, Fredericton) Austin Moore. Sorry, Austin.

I wonder if we still have to send him a cheque.

P.S.—If you think that's long-winded, you should have heard him introduce me when I spoke to the

(Continued on page 4)



...our listeners aren't bashful when it comes to Buying

Our advertisers tell us that their listening audience seems to go to any lengths to buy the products they hear about on CFAC.

We think this amazing response is the result of balanced programming . . . programs to induce the listener to really listen to your advertising message.

Read what the ELLIOTT HAYNES Report has to say about the number of real listeners too!

ALMOST TRIPLE THE NUMBER OF CALGARIANS LISTEN TO CFAC IN PREFERENCE TO ANY OTHER STATION.

Current Survey Shows:

	Program Rating	% of Listeners
CFAC	19.7	46.1
Station #2	10.9%	25.1
Station #3	10.9%	25.0

Average rating from 6 p.m. till 10 p.m. Sunday thru Saturday (Elliott Haynes Nighttime Survey) January 1953

Calgary's **CFAC** 960 KC

Now, pick up the phone and dial your All Canada Man . . . then see how your products really sell on CFAC.

The spotlight is on Sarnia

CANADA'S FASTEST GROWING MARKET

SARNIA

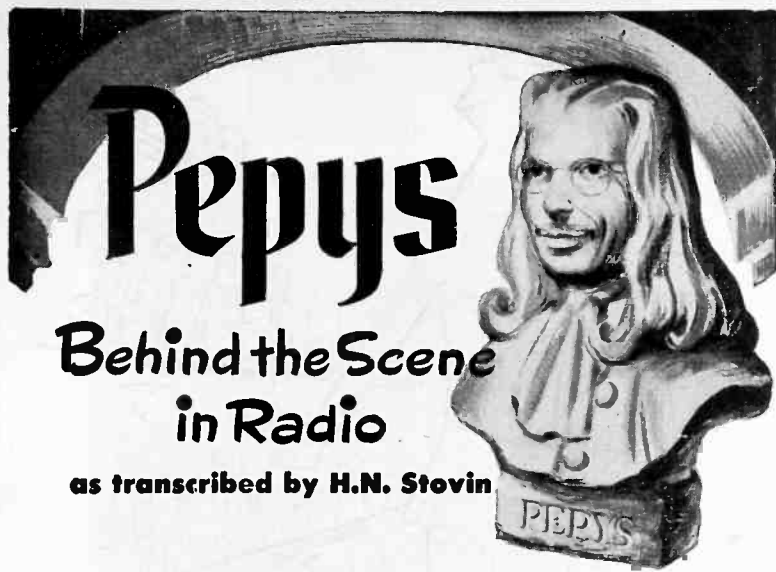
STATISTICS CAN BE STARTLING

Sarnia's population of 35,000 shows an increase of 85% over 1941. These radio-minded people have a total buying power of over twenty million dollars every year. And we are just talking about Sarnia City. For further startling facts on our trading area check with our reps.

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

CHOK

SARNIA ONT.



"Great comings and goings these days to be recorded in my diary, whereby many good friends are greeted and, I do believe, much good accomplished for our goodly list of 'proven' stations ● ● ● Looking eastward, do set down that Robin 'Bob' Armstrong is now on a visit to the Maritime Provinces, which of course does include Newfoundland, calling on many Stovin Stations on the way, exchanging ideas of value to stations and their advertisers alike; and also attending the Annual Convention of the Maritimes Association of Broadcasters ● ● ● Turning Westward, Ralph Judge—who did recently deliver a most excellent lecture at the University of Toronto on the Radio Station Set-up in Canada; and, for the high quality of his speech, will be invited back—now visiting our Stovin Stations in Western Canada, and will attend the British Columbia Association of Broadcasters in Victoria ● ● ● Do feel assured that much good shall come of these and other visits throughout the year, both for our stations and for advertisers, by the drawing even closer of those bonds of mutual and friendly interest that do unite the Stovin 'family'; and also by the bringing back new facts of importance to those many advertisers who have proven by actual use that Stovin Stations continue to deliver sales results ● ● ● Do note here also with what pleasure I did see, even though briefly, George Chandler and Dorwin Baird of CJOR Vancouver. Also Bob Hosie of CKOM Saskatoon. All three of these worthies in good fettle, which did warm the heart mightily to observe."

"A STOVIN STATION IS A PROVEN STATION"

HORACE N. STOVIN
& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

*Representative for
these live Radio Stations*

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

Member of Radio Station Representatives Association

OVER THE DESK

(Continued)

Halifax Ad Club. Incidentally you should have heard me.

Previous information notwithstanding, a prominent educator in the field of optometry has decided that TV is a blessing rather than a hazard for the eyes. It was Dr. Thaddeus R. Murroughs, of the Northern Illinois College of Optometry, who was talking to the mid-winter congress of the Optometrical Association of Ontario.

An interesting side to the doctor's address was his reflection that if the viewer finds any discomfort from watching TV, it is a sure sign that there is something wrong with his eyes. "Many eye conditions go unnoticed for years," he said, "and only crop up when a person watches a television screen. A viewer with well-adjusted eye-sight can watch a screen all day and suffer no discomfort or industry."

Murroughs went on to point out that TV has actually been used by optometrists in curing some eye conditions in children. The use of TV and various polaroid screens has been effective in curing "lazy eye" conditions.

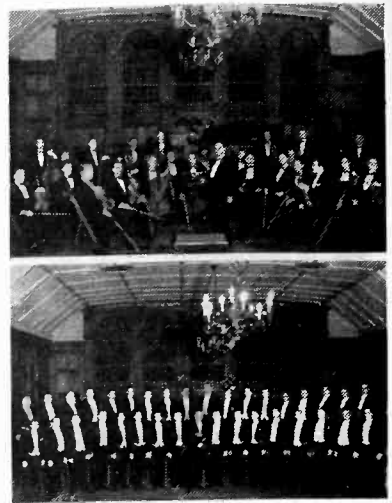
Next, the doctor exploded a popular idea when he said that no one should watch TV in a completely darkened room. If you do, your eyes will automatically switch from day time vision to night time vision, a condition which may prove hazardous when leaving the TV room.

In another occupational hazard of our industry (and kindred ones), a condition of alcoholism never makes itself apparent until you take a drink.

A criticism appears in Dick Diespecker's radio column in the Vancouver Province in which he says: "Alan Savage and his Ford Theatre did better than most, but nothing like as good as in former years."

Ain't it the truth, Dick, ain't it the truth?

Back in the days of the original Canadian Broadcasting Commission, prior to 1937 when the CBC took over, the government broadcasting system did not concern itself with commercials, having accepted as its ideology the principle of the Aird Report. Evidence of the "accent on talent" policy of the advertising-free system appears in the above pictures, both taken December 24, 1932. The upper one



shows the orchestra, led by the late J. J. Gagnier, and below we have the choir known as "L'Orpheum de Montreal", directed by M. Laurendeau.

CBC BOARD

(Continued from page 1)

CKEN, Kentville, both in Nova Scotia; transfer of 1,125 common shares and 160 preferred shares in The Voice of The Prairies Ltd., affecting CFCN, Calgary; transfer of 33 common and 480 preferred shares in La Compagnie Gaspesienne de Radiodiffusion Ltée., affecting CHNC, New Carlisle; transfer of 6 common shares in Atlantic Broadcasters Limited, affecting CJFX, Antigonish; transfer of 2,350 common shares in Oxford Broadcasting Company Ltd. affecting CKOX, Woodstock; transfer of 3 common shares in Sarnia Broadcasting Co. Ltd., affecting CHOK; transfer of 15 common shares in Saskatoon Community Broadcasting Co. Ltd. affecting CKOM; transfer of 1 common, issuance of 24,786 preferred and redemption of 62,900 preferred shares in International Broadcasting Co. Ltd., affecting CKNW, New Westminster; and transfer of 20 common shares in Northwestern Broadcasting Co. Ltd. affecting CJNB, North Battleford, Sask.

The recapitalization of two stations was approved: CJBR, Rimouski, from 100,000 common and 2,500 preferred shares to 86,000 common, 2,500 first class preferred and 70,000 second class preferred shares, and transfer of 3 first class preferred and 1,000 second class preferred shares; CHNO, Sudbury, from 750 common shares to 153 common, 747 class "B" and 7,500 class "A" shares, and transfer of 75 common and 467 class "B" shares.

IN WATERLOO COUNTY
MOST PEOPLE

DIAL - CKCR

KITCHENER + WATERLOO

IT'S - CKCR

CANADIAN BROADCASTER AND TELESCREEN

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A New Name For P.R.

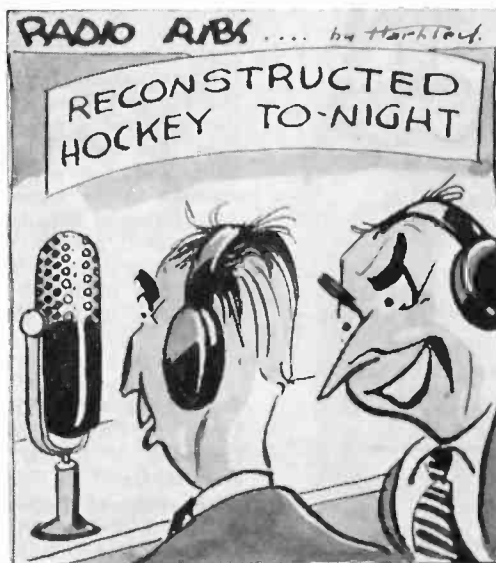
Isn't the phrase "public relations", so overworked that it has become trite, cliché and meaningless, a bit of a misnomer. Doesn't it tend to stress what we do to the public rather than what the public gets out of what we do? Wouldn't a better terminology for this important aspect of business be not "public relations" but rather "public impressions". It seems to me that it is the dent or impression we make on the public that counts more than the manner of doing it.

Through the past years, in the battle for freedom of enterprise, literally billions of words on the subject have been written and spoken and printed, especially by us who have been trying to defend the system. They have been well-chosen words. They have been meaningful, purposeful, powerful and everything else they should be. The only way they have failed is in the direction in which they have been aimed.

The people whose opinions we would educate so that they would support us in our struggle for the survival of free business are the store clerks and factory workers, civil servants and salesmen, housewives and stenographers. Yet what sensible effort is made by business in this direction?

Take radio's own struggle for the right to live freely, which it has been losing inch by inch since most of us have been in business. Have you broadcasters been "impressing" it, through your own frequencies, on the people in your area, the plain everyday Mr. and Mrs. Canuck. Or have you been pontifically relating it to the Rotarians, the Kiwanis and the Chambers of Commerce, and glowed with the sound of their applause, quite oblivious of the obvious fact that these business organizations agree with you, in spite of the speech, because it is their fight as well as your's.

At this particular juncture, you should be rejoicing that there are indications that the elephantine efforts of Jim Allard and his CAB staff and Malcolm Neill and his fellow-directors are beginning to show signs of bearing fruit. Relaxation of the freeze on new licenses and power boosts, signs of a weakening of the original stand on private television, the news that the unpopular listener license fee has had it, and the thought, still a wishful one, that there is interest in an independent regulatory body — all these signs in the sky point to a new degree of success.



"The gimmick in this system is that if they cancel the game we can play it through to a scoreless tie."

What has been your share in this success? What have you done to make these things happen?

Last week, I had an experience in public relations that really meant what they were supposed to mean. It was an experience with the Public Relations department of the Royal Canadian Navy in Halifax. It was decided that I should be shown the fleet and I was, like nobody's business.

I was taken aboard HMCS Iroquois, which has just returned from action. I was shown how and where the men live, the new kind of comfort they are offered in their quarters that are designed to attract worthwhile boys into the navy as a career. I was wine and lunched by the Commodore. I was a guest and thrilled as the Admiral stood at the salute as the manpower of the HMCS Stadacona marched past. I was upholstered into a parachute and a Mae West, shoe-horned into the snug seat of an Avenger plane, the navy's submarine finding aircraft; and taken for an exciting flight over and around Halifax.

Since that experience, spread over Friday and Saturday, I have been talking about the navy, believe me. Not only do I know what they do and how well they do it. I have now found out that those uniforms are filled with men who are astonishingly similar to you and me. That is the important part, as I see it. Pointing up the human side of what you are trying to tell about. That's what the Royal Canadian Navy is trying most successfully to do. That, I believe, is what the private broadcasters could do with greater energy and greater intelligence than they have shown up to this point.

One note of warning seems apropos at this point. Grandiloquent presentations are nothing, per se, unless their content is worth presenting too. A brilliantly designed label may sell one tin of the soup. If, when it is opened, the content are inferior, then the label was just a waste of money. R.G.L.

Pattern for Programming

When Willard Bishop rose at the Convention last week following the playing of some taped excerpts of the co-operative "Maritime Program Exchange", he said "What did you expect Wednesday Night?" To which we would voice a fervent "God, no." One of the strong points about this venture in which eight or more stations pool their program resources for the good of the whole, and also of the Ontario one which functions similarly, is that the programs are down to earth, corny if you will, or at any rate the people's choice.

One of the programs we heard in Amherst last week, deserved special mention by the way. This was the instrumental group of new Canadians, called peculiarly the Bavarian Minstrels. A product of the Windsor-Kentville stations, this program had definite possibilities.

The purpose of this article is not to comment on the programs. We have long since decided that program quality is strictly a matter of opinion. One man's Johnny Ray is another man's Sibelius. And what we condemn people for is not their low taste but their taste that does not conform with our own. This is the way the CBC has to function. And that is what is wrong with the CBC.

All the calumny in the world won't do half as much to swing public opinion over to the private ownership system as will a steadfast and continuing policy of giving people what they want to hear.

Projects like this east cost program exchange and its Ontario counterpart come closest to satisfying public desire. They give local talent the opportunity it wants and which every reformer feels it must have. They enable private stations to present this talent on a multi-station basis without being subjected to impossibly high talent fees. The wider scope offered on the exchange basis affords talent the spur it needs.

Whichever way you look at it, the idea is a splendid one. It is to be hoped most sincerely that stations in all other areas will see it this way and take steps to follow the example.

AAB

MAB Now "Atlantic Broadcasters"

Amherst, N.S. — A record attendance of seventy-four broadcasters and guests and a succession of good speakers enabled the Maritime Association of Broadcasters to boast of their meeting at the Fort Cumberland Hotel here last week as having been one of the industry's most stimulating meetings of the decade.

During the sessions, which ran Monday and Tuesday, the association acquired a new name. "Maritime" has been dropped from the title, and the organization now answers to the name of "Atlantic Association of Broadcasters", to be abbreviated, presumably into AAB. The step was taken in an attempt to find a name which would be descriptive of the three maritime provinces and Newfoundland.

The status quo was maintained in the election of officers. Finlay MacDonald of CJCH Halifax, Fred Lynds of CKCW Moncton, Gerry Redmond of CHNS Halifax and John Hirtle of CKBW Bridgewater were renamed respectively president, vice-president, secretary and treasurer. MacDonald and Malcolm Neill (CFNB Fredericton) were re-elected Atlantic representatives on the board of the parent Canadian Association of Broadcasters.

The constitutional question of whether a station which did not belong to the CAB could enjoy membership privileges in the AAB came up for discussion as had been announced. After hearing from a special committee, and booting the topic around on the floor, they decided there was a need for further study and gave it the heave-ho till next year.

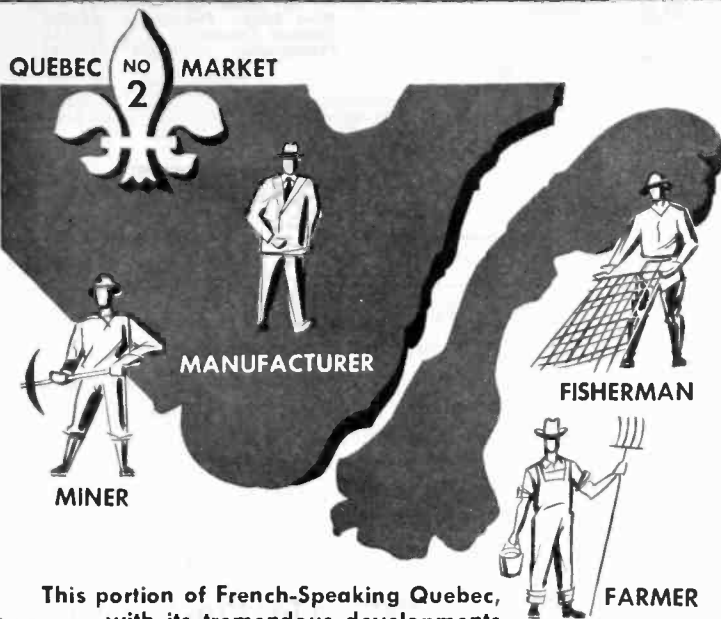
In his opening remarks, president E. Finlay MacDonald, manager of CJCH, Halifax, stressed the community of interests and the variety of opinion as the basis of the strength of the regional association.

CAB general manager Jim Allard was the first speaker on the agenda. In a review of the future prospects of the radio industry, he pointed out, in a comprehensive report which will appear in greater detail in an early issue of this paper, that the full implications of television have not yet been grasped even by those in it. Unlike radio or newspapers, which reflect and mirror society, he said, television will alter the pattern of society and mould it to build its audience.

"We are in the middle of a very important social revolution insofar as merchandising is concerned," he continued. He went on to speak of the trend for decentralization of shopping areas, the trend away from salesmen to automatic devices which even make change, and a new inclination to evening shopping.

Allard predicted that the government will not continue with its present television policy, but will eventually reach the conclusion that in both radio and television they have been getting bad advice. He forecast that this realization will result in a reversal of present policies.

Broadcasters may want to explore wired television as opposed to telecasting, he told the meeting. He pointed out that wired television in many forms included Famous Players Canadian Corporation's "telemeter", a device into which viewers put money to unscramble signals. Wired TV is functioning favorably in many US centres and in Canada at Montreal and London, he said. Operators have the advantage of not having to obtain operat-



This portion of French-Speaking Quebec, with its tremendous developments of natural resources power and industry is CANADA'S FASTEST-GROWING MARKET.

Market No. 2 consists of all of Quebec Province east of Montreal, with a large added French audience in North-eastern Ontario, and the Maritime Provinces.

To reach this profitable market, Radio is not only the most resultful and economical medium you can buy, but, in many areas, it is the ONLY one to deliver adequate coverage.

THIS MONTH'S SPOTLIGHT STATION

CKLD THETFORD MINES

"A little plot, well-tilled" is one of the recommendations towards happiness! We would add, "a little market, well-cultivated, is one of the very best steps towards sales results." Advertisers who are now using Radio Station CKLD are finding it a sound and profitable investment, for business is flourishing in this rich district, where over 4000 men work the 4 main asbestos mines and average \$1.15 an hour. One new client is more than happy—427 letters with proof of purchase after only five 5-minute programs! You too can increase your sales with the help of CKLD, Thetford Mines.

QUEBEC NO 2 MARKET

CHRC	QUÉBEC	5000 WATTS	CHLT	SHERBROOKE (French)	1000 WATTS	CKBL	MATANE	1000 WATTS
CHNC	NEW CARLISLE	5000 WATTS	CKVM	VILLE-MARIE	1000 WATTS	CKLD	THETFORD MINES	250 WATTS
CHLN	TROIS RIVIÈRES	1000 WATTS	CKRS	Jonquière-Kenogami	250 WATTS	CKNB	Campbellton (English)	1000 WATTS

For information on these Leading Regional Stations Write, wire or telephone any of our three offices.

Jos. A. HARDY & CO. LTD.

Radio Station Representatives

DOMINION SQ. BLDG.	39 ST. JOHN ST.	67 YONGE ST.
MONTREAL	QUEBEC	TORONTO
UN. 6-8915	2-8178	WA. 2438

CKOC Announces Appointments



ALLAN BROOKS has been appointed Night News Editor with CKOC, Hamilton. Mr. Brooks has had eight years experience in radio broadcasting and brings to CKOC a wealth of diversified knowledge in the radio field. Mr. Brooks joined CKOC's Announcing Division in September of 1952, and has since specialized in the preparation and editing of news. He is heard nightly on four CKOC news broadcasts.



BILL KNAPP, who joined the announcing division of CKOC, Hamilton, in August of last year, has been promoted to Night Supervisor. Experienced in radio writing, sales, announcing and production, Mr. Knapp will be responsible for station operation in the evening hours. In addition, to his supervisory duties, he will also announce feature programs including "Westinghouse Newsreel."

ing licenses from the CBC. Nor will they be subject to CBC controls.

“When you steal a man from the staff of another radio station you have to pay him a little more money and maybe he’s getting all he was worth,” Jack M. Davidson, general manager of Northern Broadcasting Co. Ltd., told the AAB convention. “If you steal him for five dollars a week more than he’s currently making, nine chances out of ten he’ll prove a drifter,” he said, urging his broadcaster audience to develop and train their own men.

Davidson proceeded to outline the plan his company adopts to make executives out of greenhorns.

He urged station managers to have department heads — program managers, commercial managers, engineers and office managers — keep what he calls “check charts”, to give all over pictures of their specific phases of the operation, and also to train the key man and make him feel he is an executive.

Budgets came second on the list of things management must do to develop employees into top ranking executives.

Davidson advocated budgeting station expenses on a three to six months basis, broken down by months, maybe 15% for January, 18% for February and so forth. “Budget even small items like floor polish,” he said.

Davidson advocated payment of salesmen’s remuneration on a commission basis, computed on the basis of volume increase over budget. Citing the case of a “Northern” station operating in a city with a population of between 100,000 and 125,000, he said local sales ran between \$25,000 and \$30,000 a month.

He advised paying salesmen a straight salary for three quarters of their incomes and the balance on a “group” commission basis. With their stations, commissions are based on the excess of sales volume over a budget, he said. For the first \$1,000 in a month, it’s 10%, 20% on the second \$1,000. The total commissions are pooled and are divided as follows: sales manager, 25%; 1st salesman, 22½%; 2nd salesman, 20%; 3rd salesman, 17½%; program director, 15%. This system, under which all salesmen collect commission on all business, prevents salesmen from stealing each other’s accounts and enables the station to give each “sales executive” a good cross section, he said.

The defect in the plan, he went on, is that it may enable the lazy salesman to ride along and still get his commission until the sales manager catches up with him. To avoid this, the speaker told the meeting of a special bonus payable every Friday in cash and based on the number of contracts landed by each individual salesman. In this case, he said, each man collects on his own returns, around \$4 each for new contracts and about \$3 for renewals. He also mentioned quarterly contests in which \$25 prizes are offered for such things as the number of sales made, highest dollar volume and the brightest promotion idea.

Davidson advocated turning over of local accounts to the salesmen to collect. He pointed out that whereas accountants are better collectors, they are not inclined to make for good relations for the station. He told of one of his company’s stations which had a wonderful record for its low write-off bad debt record. A new manager came in and he started taking chances on accounts of doubtful credit. The experience was that the first year \$800 worth of bad debts had to be written off. But there was an increase of \$16,000 in business, which meant an added profit of \$15,200. On this more liberal credit plan, “bad debts may be larger,” he said, “but many accounts have become substantial advertisers because we gave them a bit of a break.”

“Don’t say your’s is a different market”, Davidson told the broadcasters. In towns where Northern operates stations, populations vary from 17,000 to 40,000 but local sales do not vary by more than 20% and most of this is the difference in rates. “There is a certain volume of business any station can get, regardless of size, location or competition”, he stated.

Every salesman attends a sales meeting at 8.45 every morning, the speaker said, and they are joined by the program manager once a week. Each man has a definite quota for every month, and this is broken down to a weekly basis, he went on.

Next, he strongly advocated well in advance for seasonal promotions.

By offering substantial discounts, contract selling is done largely on a twelve month basis. As a result of this, 83% of business is signed up for a year, he said. Important features will not be sold for shorter periods.

He stressed the careful selection and training of salesmen, “and plenty of them.” Three or four salesmen per station seemed to be the rule with Northern according to the speaker. “Once a young salesman who costs \$200 a month sells \$201, he becomes a profitable investment,” Davidson said.

Davidson forecast that 1953 will top all records in the broadcasting business. “If the first three months don’t do this,” he said, “I don’t know what you would do about it, but we’ll hire more salesmen.”

CAB sales and research director Pat Freeman made a suggestion that stations feed in to regional committees lists of their retail and other local accounts for categorization, and that the committee then

send them to a “central point”, presumably Freeman’s office, for final tabulation. This would produce a “categorized document” listing local radio users, by trade, from coast to coast. These would be supplied to all member stations for use by their sales departments.

As a result of this suggestion, an Atlantic region committee was formed consisting of George Crom-

(Continued on page 20)

Regina has..

A great future in business expansion as another firm keeps step with the development of Saskatchewan.



The new home of James Richardson & Sons Ltd., Grain Merchants Stocks & Bonds, 11th Avenue, Regina, Sask.

Established in 1931, James Richardson & Sons Limited, has grown steadily with the city and the development of the province.

And...



Art Kennard of CKRM’s NEWS DEPARTMENT. Art entered the radio business for a short period in 1946 as an announcer at CKCK, Regina, then farmed until the spring of ’51 when he joined the staff of CJNB, North Battleford. A member of CKRM’s Staff since Feb. 1952, Art keeps CKRM’s listeners up to date on world, local and district news as it happens. He is married with two sons.



Thirtieth Anniversary

THIS YEAR CFNB celebrates its 30th anniversary. In many industries thirty years is not such a very long time but it practically covers the life span of radio. Beginning with a tiny six watt transmitter in 1923 CFNB has grown steadily until now it is a modern, up-to-date 5000 watt station serving 85,000 radio homes.

SUCH A RECORD can only be accomplished through service — to the listening audience and to the sponsor. CFNB has constantly tried to improve this two-fold service and will continue to do so in the future.

THE SUCCESS of past efforts is borne out by the steadily increasing size of CFNB’s listening audience and the ever increasing number of local and national advertisers using its facilities.

“First in the Maritimes — Tops in New Brunswick”

New Brunswick’s
Most Listened-to
Station



See
The All-Canada Man.
Weed & Co. 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

MARKETS

B.C. Booms Again
 By Bob Francis

British Columbia's still-growing industrial development, increasing population and rising income all point to steady, if not increased, sales in the fields served by radio advertising during 1953.



According to the 1951 census, which gave the province a 41% population increase in a decade, 1,165,210 people live in British Columbia. The working force took home a personal income of \$1,557,000,000, according to estimates for the same year.

In the area around the Lower Mainland of the province alone, the most heavily populated part of B.C., nearly 500,000 people live, with \$950,000,000 in buying power.

And even with some qualifications expressed about a year of all-out production in the basic industries depending on harvesting natural resources, you're still left with the growing activity of the new post-war industries.

At Kitimat, the old Indian village near Prince Rupert, the braves wouldn't know the place as Alcan gets closer to throwing the switch on the power plant that will take hydro potential from the Nechako River system and give them the power to make aluminum.

Nearby at Prince Rupert, Columbia Cellulose's new plant is in operation, and at Castlegar on the Arrow Lakes the same concern is preparing for another \$65,000,000 development under the province's forest management license scheme.

The huge Consolidated Mining and Smelting Co. at Trail is expanding; power has reached the east side of Kootenay Lake by the world's longest suspension cable; roads are improving in a province that a decade ago hardly had a respectable highway; the Pacific Great Eastern Railway finally got through from Quesnel to Prince George.

In Vancouver, office buildings are rising everywhere you look. At the International Airport, Grant McConachie, the bush pilot who went big time, is preparing to open a service this year that will link Hong Kong and Tokyo with South America through Vancouver.

Oil refineries, oil and gas pipelines from Alberta and the B.C. Peace River district, shipbuilding and pulp and paper are in the news every morning.

Barring lengthy strikes or a monumental business recession, radio men on the west coast look for a good year in 1953. Business was up last year over 1951 and generally speaking sales managers appear to be confident for the new year.

"Merchants are finally finding out about radio," Don Laws, CJOR sales manager, summed it up.

"Last year's business was partly the results of selling radio over the

long term. Our salesmen didn't work any harder than usual. This kind of thing is cumulative."

He said some of 1952's good results were the result of merchants finding they could no longer afford newspaper rates, and though they had backed away from radio in the past, decided to give it a try. This trend should increase this year, Laws said.

"Having tried us for a period, advertisers found radio a successful medium," he said. "This is going to react in the industry's favor."

"I was reserved about the outlook a year ago, but right now I'm confident we're headed for another good year.

"There are the usual qualifications about factors over which we have little or no control. Strikes in major industries can cut purchasing power seriously. But aside from imponderables like that I see a good year developing."

He said CJOR's local business was up 40% over 1951.

Some particular items developed during the year as advertising lines, including vacuum cleaners and sewing machines, Laws reported.

A number of mail order firms requested time, which was a new trend, but these, he said, had to be carefully scrutinized when they were out of town and the station was unable to inspect the advertised product.

Records, toys and how-to-do-it books principally came in this category.

"With mail order houses we insisted on the right to rewrite copy," Laws said. "However, it's a worthwhile development and one which can grow."

Jack Sayers, sales manager of CKWX, also reported increased business last year over 1951, and said his department was optimistic and budgeting for a bigger year in 1953.

The station's local gain was bigger than the national, he said, and the aim in 1953 was to increase the local share even more. He saw this as a hinge against a possible fall in national business, since local

The Voice of the Eastern Townships

CHLT
 (FRENCH) 900 Kc. 1000 Watts

CKTS
 (ENGLISH) 1240 Kc. 250 Watts

SHERBROOKE, QUE.

SHERBROOKE, QUE.

Due to Defense Contracts, and the growing production and uses for Asbestos, the already high per-capita income in Sherbrooke and its five surrounding counties is now at an all-time high. Tell your sales story in this large and wealthy market through CKTS (English) and CHLT (French).

Representatives
 CANADA
 Jos. A. Hardy & Co. Ltd. — CHLT
 Radio Time Sales Ltd. — CKTS
 U.S.A.
 Adam J. Young, Jr., Inc., CHLT & CKTS



S & T salute . . .

Canada's "TREASURE ISLAND"
 Host to the BCAB Convention.

We are proud of our stake in British Columbia's great future by representing its Treasure Island Stations.

CHUB, Nanaimo

CJAV, Port Alberni

* Vancouver Island

STEPHENS & TOWNDROW
 35 KING ST. WEST

TORONTO

CJAV Port Alberni

REPRESENTING
 CHML Hamilton

CHUB Nanaimo

A GROWING MARKET

Prince George's phenomenal building boom has resulted in the issuing last year of construction permits totaling almost \$2 Million.

Reach this growing market over its own station.

CKPG

PRINCE GEORGE, B.C.
250 Watts on 550 Kc.

Serving Central B.C.

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

MARKETS (Continued)

accounts could more readily be examined and resold than lost national accounts.

He said the fact the station had the highest ratings in the city gave them their big share of national business, since ratings were the criterion for national time buyers.

Sayers figured there were a number of factors which could affect the business picture for the year, according to business men in various fields with whom he had discussed the prospects.

A lighter year in the fishing industry was indicated, he believed, with no herring fishing. The price of salmon is down, with little likelihood of it rising in view of a heavy carryover of canned salmon from last year.

Income from mines would be off 10 to 15%, according to some sources, though farm income would probably rise with the expected removal of the U.S. ban on Canadian cattle in March.

There would be a falloff on vegetables, but fruit prices were expected to hold steady.

The tough export situation would mean a tighter year in the vital lumber industry, B.C.'s primary industry, with ramifications for practically every person in the province.

The position of each of these basic industries would have a direct bearing on retail business, Sayers pointed out.

Yet he said that last year, when strikes and the forest fire hazard kept lumber camps closed a great

part of the summer, leaving thousands out of work, retail sales during the Christmas rush were enormous.

"It's possible that CBC regulations on spots may affect business also," Sayers said, "particularly in the peak periods. On the other hand, with spots allowed after 7.30 p.m. any disadvantage might be offset. We can't tell."

He quoted sources in the business world as saying business generally will be good in 1953. Others said: "It could be better, but we'll have to work harder."

The boom that the professional B.C. boosters have been bragging about ever since the war doesn't even need their prodding any more. It's rolling under its own steam now. It's brought people to B.C., workers, wage earners, housewives, the characters who spend the dollars, the people the advertiser is interested in.

Wages, according to the averages you read, are higher than anywhere else in the country. Any way you look at it, there's gold in them hills, and the time salesman who gets there first with the best story is going to get the most important share.

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

GREATER OTTAWA

IS
42%
FRENCH*
WITH AN
ANNUAL
INCOME
OF
\$90,177,825

CKCH

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

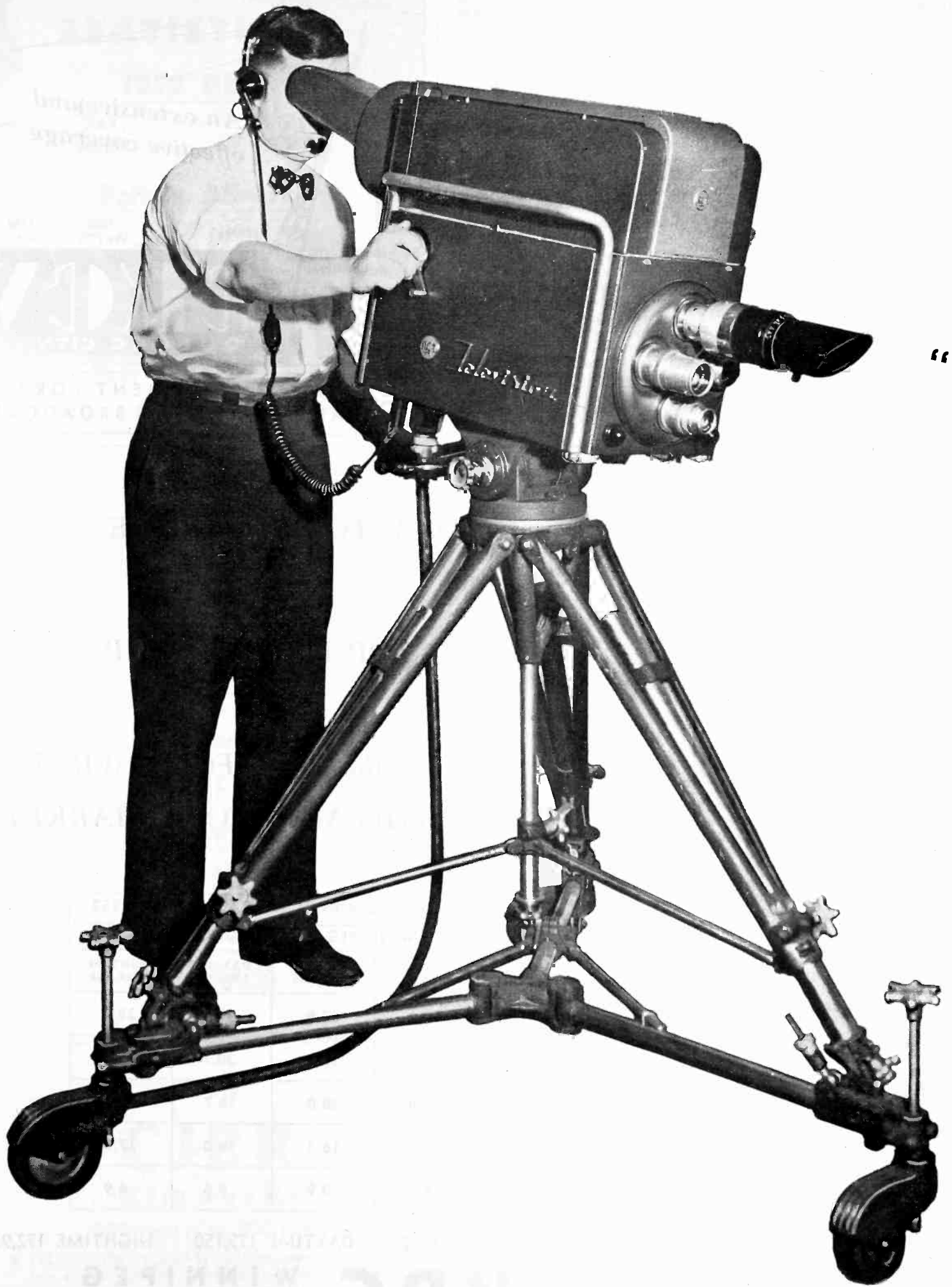
Representatives
OMER RENAUD in Canada
J. H. MCGILLVRA in U.S.A.

*Over 100,000 French-speaking Canadians.

WELCOME BOATERS to
"Canada's most Beautiful City"
B.C.'s. SECOND MARKET!

QMI
VICTORIA

More listeners than all other Vancouver Island stations combined



"S"

BY!" . . . "LET'S GO!"



IT'S T-DAY FOR YOUR STATION

The producer gives the cue . . . the switches are thrown . . . and *your* TV Station goes on the air.

If you are planning such an exciting event, RCA Victor can help you develop and carry out your plan every step of the way, from technical brief to the big day your Television Station goes into service . . . and beyond.

The fact that RCA Victor has supplied more TV transmitters, studio equipment and antenna installations than any other manufacturer can mean a great deal to *your* TV Station plan. There's no substitute for experience . . . and RCA Victor can bring vast resources in television experience to bear on your TV requirements.

Call in your nearest RCA Victor Engineer. Or write to Engineering Products Dept., RCA Victor Company, Ltd., 1001 Lenoir St., Montreal.



ENGINEERING PRODUCTS DEPARTMENT

RCA VICTOR
COMPANY, LTD.

MOST FAVOURED AROUND THE WORLD IN TELEVISION

Halifax • Montreal • Ottawa • Toronto • Winnipeg • Calgary • Vancouver

NORTHERN ONTARIO'S

Greatest

ADVERTISING

MEDIUM

CKSO

NORTHERN ONTARIO'S
HIGH-POWERED
STATION

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

CAB (Continued)

political information in the most attractive manner was essential in forming an enlightened electorate in a democracy. Current regulations "prevent more than the presentation of anonymous characters, simulation and purely theatrical devices".

It was the CAB view that in most cases stations should be left to follow procedures set by various provinces and municipalities in the case of elections below the national level. "Publication by broadcast", the brief stated, "should be permitted in connection with political views and political statements during the course of elections or otherwise on exactly the same basis now existing for all other forms of publication".

Following presentation of the CAB brief, Dunton admitted that the wording of some of the proposed regulations might be improved to convey more accurately the desired meaning and intention. He said a committee of CBC and CAB representatives probably could be formed to draft suitable regulations. In reply, Allard said there might be some merit in this proposal, but only if the CBC decided its regulations were essential. He reiterated that broadcasters felt they should be subject only to the laws of the land.

The CBC will become one of the "most bureaucratic boards ever to function within a democracy" declared Hon. Gordon E. Taylor, Alberta's minister of railways and telephones, if the CBC enacts many of its new regulations. He was at the meeting representing the non-commercial Edmonton station, CKUA, operated by the University of Alberta and financed by the province.

Charging that the CBC was exceeding the powers given it by Parliament, Taylor urged the board to give "careful consideration to the excellent brief" of the CAB. He also believed private stations should be allowed to operate networks.

Citing the regulation governing broadcast appeals for funds, Taylor said: "I plead with the Corporation to throw out the regulations that would interfere in any way with our freedom of worship, our freedom to express ourselves, our freedom to contribute our own money to any cause of our choosing". He also

thought that churches would be denied the right to appeal on the air for funds under the proposed regulation; he wanted to see restrictions on this point relaxed to allow appeals by political parties.

Support for the regulation specifying the amount of time a private station must devote to Canadian programs was voiced at the meeting by the Canadian Council of Authors and Artists. It went on to recommend that a ban on spot announcements at night be continued and asked that some control be laid on "transmission of radio programs originating in broadcasting stations by direct wire or other device to rented or coin-operated radios by private companies".

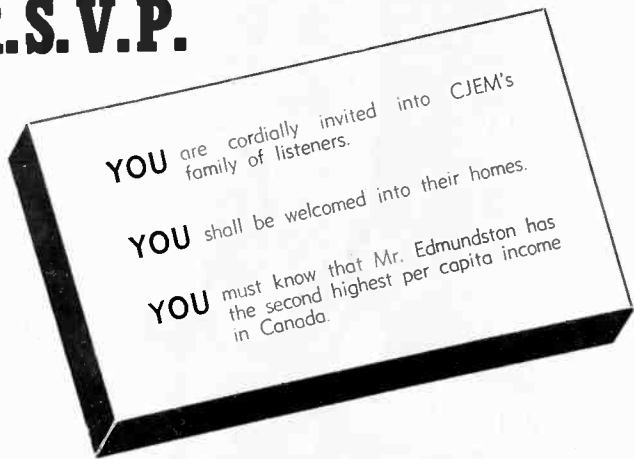
Joseph Sedgwick, Q.C., the CAB's legal counsel, said: "You can't measure national culture in terms of percentages". He said he wished to speak for himself and the average taxpayer in urging the CBC board not to attempt to regulate the content of programs.

Believed to have been the first CBC board meeting at which all members were present since it was increased a year ago from nine to eleven members, the three-day meeting was presided over by chairman Dunton.



"Caramba! Fiesta contest drew over 1/2 million boxtops monthly for 20 national sponsors! Proof that TOP DOG is B.C.'s most listened-to station!"

R.S.V.P.



CJEM is the only bilingual station in the Maritimes.

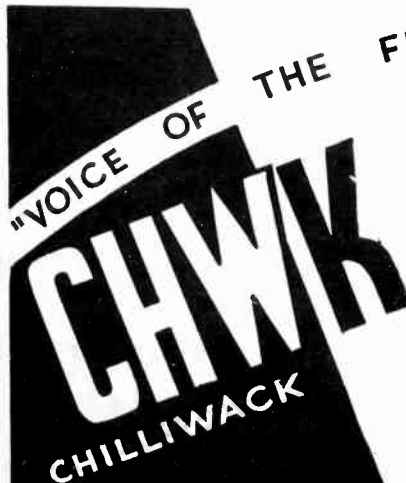
\$UCCE\$\$ insurance in this market.

Before you reach the bottom of the Budget Barrel make sure CJEM is on the list.

CJEM

Edmundston City, N.B.
1000 watts

Reps: Stovin in Canada · Adam Young in U.S.A.



FRASER VALLEY"

But Definitely
The Best Buy
In
Non-Metropolitan
British
Columbia

REPRESENTATIVES
ALL-CANADA RADIO FACILITIES · WEED & CO. U.S.A.

PUBLIC SERVICE

Barrels of Blood Fill Red Cross Bank

Montreal—The Red Cross Society expected to get 1,200 pints of blood from donors during a special campaign here last month. They got 2,402 pints because this turned out to be a very special campaign.

The list of names of people and organizations which got behind the campaign in appropriate ways read like the roster of a Better Business Bureau. It was topped by two names now familiar in such enterprises, Sam Gershenson of the Montreal restaurant, *Dinty Moore's*, and radio station CFCF.

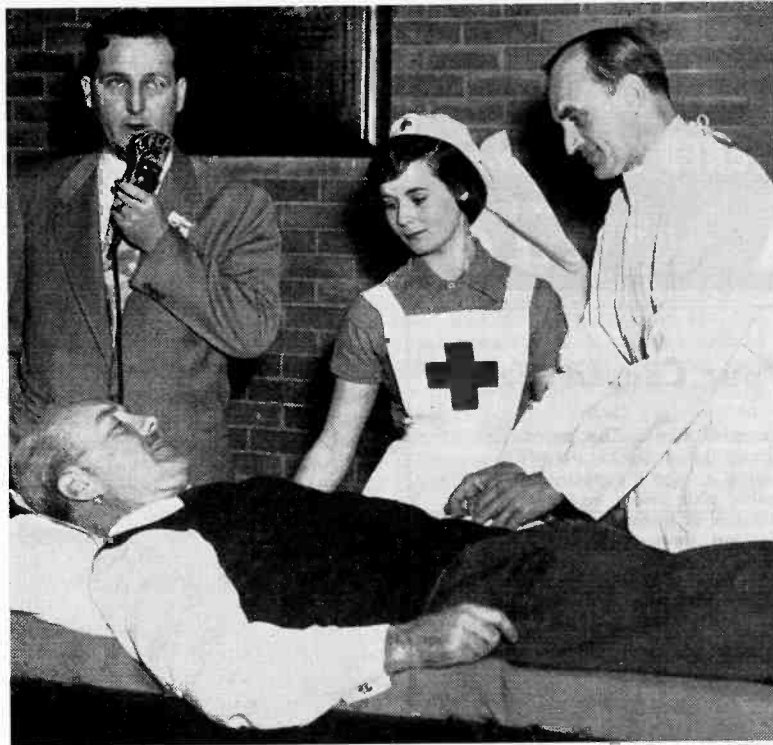
Last September, Gershenson and CFCF promoted a blood donor clinic in which 430 Montrealers were "processed" one Saturday afternoon, setting what everybody considered a North American record. On that occasion, activity was confined to CFCF's studio "A", while about fifty volunteer performers nearby put on a show to make a painless operation downright pleasant.

Last month the repeat performance turned out to be bigger and in view of the results, better. Gershenson, rather a famous personality himself around here, got a lot of local night club entertainers to help with a stage show attraction; radio and television artists pitched in too. The CFCF staff started organizing the volunteers and, as word got around, the whole project snowballed — uphill.

• • •

The Department of National Defence approved the use of the 17th Duke of York's Royal Canadian Hussars armory, and the Officers' Mess catered to the workers. Food, free, came from everywhere — Modern Packers, Canada Packers, B.C. Packers. There were condiments, coffee and Cokes, from companies both big and small. Everything, from advertising in all media which preceded the donors' day to gas for the taxis which took them home, was donated.

The *Montreal Gazette*, in an editorial, commented on the campaign: "Great will be the effect for public welfare of this giving—from the heart. Of course the hearts and blood were there all the time, but to Sam Gershenson, who



Hammond, doctor and nurse "operate" on Montreal donor —photo by Dav'd Bier

originated the idea, to Radio Station CFCF, which was instrumental in carrying it out and to all those others who enthusiastically and gainlessly contributed their efforts to the 37-hour marathon, goes the credit for placing it at the disposal of suffering humanity. The donors have the satisfaction which comes with the consciousness of having contributed to the saving of lives".

The editorial also stated: "Racial and religious differences were forgotten, personal considerations were set aside, competitive bitternesses were shelved, as people of all races and religions, young and old of both sexes thronged . . . to give their blood in answer to this unique appeal".

• • •

In the above picture, CFCF's station manager, Al Hammond, voices a few of the thousands of words on the campaign the station aired, while H. M. Baker, safety director for the Montreal Transportation Commission and first man in the donor lineup, prepared to donate. Dr. C. Harris and a Red Cross nurse are looking after the details. Shortly after, the first man ever to give blood to the Red Cross in this city, Howie K. Harper, an old Hussars sergeant, took his place on one of the cots.

News of the event not only covered the city by radio, television and newspaper, but was carried nationwide on films of the National Film Board and worldwide through the CBC's International Service.

Said one old soldier as he rolled down his sleeve: "I've seen more blood-letting, but never did it have such a high purpose".

cics
SELLS
in
Stratford

Tell Us Another

When a farm implement uses a series of spots on a station, that's one thing. When it blossoms forth into new and larger premises, as a hardware and appliance store, it's another. But when the outfit credits the station with its growth, fills the air with spots for its "opening," and then takes 3 quarter hours for a year, and renews and renews and renews, brother that's one for the book.

It's true too. It happened. And it's still happening in the case of Farr's Hardware, and station CFOR, both in Orillia.

If you think this proves anything, check Horace Stovin. He's got a million of 'em.

CFOR
ORILLIA, ONT.

1000 Watts — Dominion Supp.

to Sell B.C.

**DAD'S
COOKIES
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

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

Between You & Your Conscience

Breakfast is not the most cheerful meal. The percolator glugs tunelessly; the orange juice soaks silently into the tablecloth like sin staining a man's conscience; the fried eggs just lie there, pallid and aloof; and over all, like a shroud, hangs the miasma of bathroom steam and burnt toast. Must civilization endure this daily ordeal without hope? Or are you going to brighten the corner where you are with **THE JERRY GREEN SHOW?**

Talk it over with your conscience, then write for a sample to:

WALTER A. DALES

Radioscripts

907 KEEFER BUILDING

MONTREAL

PHONE UN. 6-7105

CJOR Vancouver
 carries more
 local advertising
 than any other
 B.C. station

Local advertisers know where their advertising pulls best and this year CJOR local sales are up 35%. If you want results do as local advertisers do . . .



Canada's third largest market is booming. By using CJOR you are assuring your clients a healthy slice of this billion dollar market.

CJOR

Vancouver, Canada

FIRST ON THE DIAL • 600 KC

5000 WATTS

DOMINION NETWORK STATION

Represented in Canada by:
 HORACE N. STOVIN & CO.

Represented in the U.S.A. by:
 ADAM J. YOUNG, JR., INC.

Talent Trail
 by Tom Briggs



If anybody has been thinking that 1952 was a terrific year for radio, he has been listening more to the accountants than the programs. Some of this country's better known radio critics have come to conclusions that, in various ways, express the thought that last year's programming on this continent was the same as usual. And in that observation, most of them give the impression they are being very general and most kind.

Three scribes who have attempted to evaluate the past twelve months of radio in the public print are Dick Diespecker of the *Vancouver Province*, Claude Hammerston of the *Ottawa Citizen*, and Bob Kesten in *New Liberty*. Two of them are radio writers, producers and businessmen from a long way back; the third, Hammerston, is a newspaperman who just listens.

Here then, in the talent field, is a poll of the polls:

Diespecker, partial towards Vancouver and rightly so, thinks the best male singer in the classical field was Don Garrard, winner of a Canadian Radio Award, star of the Canadian musical comedy, *Timber!!*, and a second-year contestant in the *Singing Stars of Tomorrow* competition. In popular music, his nomination for best male vocalist goes to Pat Morgan, pretty much an unknown outside his native Vancouver. But Diespecker says: "He can sing rings around half the jerks who are currently being swooned over"; he also did the voice track for a Hollywood movie, *Somebody Loves Me*, but didn't get the credit. As Diespecker points out, he sounds like a guy worth watching.

Dick thinks Ricky Hyslop, another Westcoaster, is the "most sensational arranger and conductor in the pop field" and is "real competition" for Cable and Agostini. A lot of his fine work is heard on the networks. Elwood Glover gets the nod as "best commercial announcer in Canada," which is hardly a strange berth to this personality.

Ditching all dramas, because he couldn't find a "best", Diespecker believes *Ford Theatre* was better than most but not as good as it had been. He also likes the sound of: Nic, Nac and Nabobettes, a singing group including Pat Trudell, Thora Anders, Mamie Wright, Bunty Kemp and Gerry Fuller; comedian Barney Potts, who is terrific with a good script, often good with ad-lib; banjoist Wallie Peters of CJOR and network shows; Dorwin Baird (CJOR) and Sam Ross (CKWX), who are "both tops" in commentating on local news.

Hammerston recalled his year's listening and was inclined to shake his head. In the heavyweight drama department, he thought Andrew Allan and his *Stage* series was good on a few occasions, more often "mediocre". Therefore his kudos went to Alan Savage and *Ford Theatre* for such productions

as "Lace On Her Petticoats", "The Browning Version" and Maugham's "Quartet".

The CBC *Wednesday Night* presentation of *Timber!!* early last fall drew Hammerston's applause as "an excellently produced and entertaining enterprise". The CBC comedy, *Jake And The Kid*, a series written by W. O. Mitchell, former fiction editor of *Maclean's Magazine*, and now in its third year, "stood out like a Christmas tree in a dark room", says Hammerston. He was thinking especially of the special one-hour presentation on December 25.

Bob Kesten chalked up his annual *New Liberty* Radio & Television Awards for 1952 this way: Wayne & Shuster in comedy (no competition); The Happy Gang in musical-variety (not much competition, except from Musical Kitchen); *Summer Fare* edged out *Ford Theatre* as best drama on the continent"; Share The Wealth in quizzes; *Brave Voyage* as "best soap opera on the continent"; and Mart Kenney's Orchestra as best Canadian dance band on radio.

Kesten's favorite personalities for the year on Canadian air: male vocalist Wally Koster; female vocalist Peggy Brooks; newscaster Gordon Sinclair; disc jockey Mickey Lester; and woman commentator (best on the continent) Kate Aitken.

For the best commercials on North American air — or in the world, for that matter, since it is commercials — Kesten cited Robin Hood Flour's *Musical Kitchen*, which should mean a bouquet to the advertising agency, Young & Rubicam and its radio director, Bill Byles.

So you can see that, except for the way Diespecker scoured the local field and dug up some interesting new names, there is nothing startlingly different on these slates — or, by extension, on North American stations either.

However, it is to be noted that one very important program, new to Canadian radio in 1952, failed to get the votes of the critics. I refer to *The Denny Vaughan Show*, sponsored by Imperial Tobacco Co. It was in 1952 and continues to be important because, resembling similar programs only in a few respects, it brought to radio programming a liveliness of mood and imagination not found in any other show.

It was unfortunate that these men did not find it necessary to cite any of 1952's documentaries. But then that might be the fault of the documentaries. A great deal has been done in this field in the U.S. Much remains to be done here. Maybe next year somebody will start doing it.

And that leads me to a prediction. With nothing apparent at the moment to base it on, I think programming this year is going to bring an entirely different verdict from these and other critics. This year will at least see the beginning of wide-spread experimentation in programming on the local level on a lot of stations. On the networks too there is going to be a lot of good stuff and a lot of bad, but most of it will be different, exciting, refreshing.

Let us hope so, anyway.

STATIONS

Hewitt Calls CKEY For "Icing" Hockeycasts

Ottawa—A charge that radio station CKEY and its sportscasters had "pirated" broadcasts of hockey games on which he had exclusive rights, was made here by Foster Hewitt, prominent hockey broadcaster and owner of Toronto station CKFH, before the board of governors of the CBC, last month. Echoes of the charge were heard in the House of Commons all last week.

Hewitt, who was asking the CBC governors to put a stop to this alleged "pirating", said his proof of

least, goes like this: CKEY started airing the out-of-town Sunday night games of the Leafs in 1946. A Western Union telegrapher was hired to tap out the information from the arena which travelled by wire to a Canadian National telegrapher at CKEY who put the Morse into English. Kelly sorted these facts out a bit and passed them to Crysdale, who dressed them up and put them on the air. Crowd noises were simulated by a recording with volume adjusted to fit the action.

As Kelly and Crysdale pointed out, it's an old radio trick which take a lot of skill to put over. Everything went along on this basis for seven years. Then the Western Union man was barred from most — and eventually all —

itt's broadcasts and use his information.

On three occasions Hewitt says he pulled the fake penalty stunt in an attempt to prove that parts of the CKEY broadcasts were being stolen from him. In March, 1952, he told the air audience that Bill Juzda, a Leaf player, had been sent to the penalty box, while in reality he hadn't; 87 seconds later, according to Hewitt's tape recordings, CKEY's men had Juzda going off for the same penalty. On November 23 and again late last month, Hewitt said he had imagined penalties, reported them in his broadcasts and, according to the tape recordings, these false penalties were announced in the CKEY versions of the games

only a few seconds later.

Still maintaining that his station hadn't cribbed the Hewitt broadcasts, Cooke said of the tape recordings: "I would say Mr. Hewitt has apparently scored a point with (them)".

To the usually formal sessions of the CBC board of governors the Hewitt-CKEY controversy not only presented a king-sized problem but some laughs as well, most of the mirth being provoked by the comparison of the various broadcasts on the tape recordings. The board, however, reserved judgment on the problem.

Later, in the House of Commons, revenue minister Dr. J. J. McCann
(Continued next page)



COOKE



HEWITT

the charge was contained in tape recordings of broadcasts made over both CKEY and CKFH. Hewitt claimed he had faked penalties in some of his broadcasts from rink-side of the Leaf's away-from-home Sunday night games; seconds later the "fakes" were heard over CKEY also, he said.

The charge culminates a heated, if only local, controversy over how the Jack Cooke-owned station (CKEY) and its two sportscasters — Joe Crysdale and Hal Kelly — are able to air reconstructed hockey games in distant NHL cities and get details on the air only seconds after a rinkside broadcaster's version is heard.

The history of reconstructed hockey broadcasting, in Toronto at

NHL arenas because of a new League ruling barring wired reports.

It is said the sportscasters then tried to reconstruct games from press reports coming over teletype machines from the U.S. news services. But these reports ran up to 30 minutes behind the play, which was much too slow for CKEY because by then Hewitt was broadcasting over his own station (CKFH) a play-by-play direct from the arena. At this time, Hewitt says he had exclusive broadcast rights to the games and still has.

Then the CKEY boys came up with their secret system, but CKEY President Cooke told the CBC board he and his men are prepared to swear they don't listen in on Hew-

CKOV
KELOWNA **SELLS**

B.C. RD.

LARGEST MARKET

From **CENTRE** of the Okanagan **CKOV** encompasses the Valley!!!

BBM SURVEY
No. 5 SHOWS
CKOV has 21,320 daytime radio homes.
19,150 nighttime radio homes.

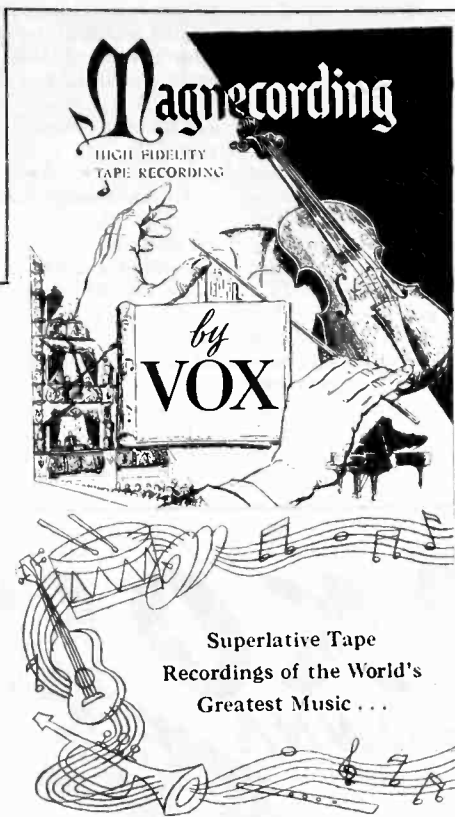
to Sell B.C.

CARNATION MILK 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



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Kingsway
FILM EQUIPMENT LIMITED

3569 DUNDAS ST. WEST, TORONTO — PHONE RO. 2491
Canadian Distributors

STATIONS (Continued)

declared that this fracas was a perfect example of the need for the CBC in its role as regulator and controller of Canadian radio. He said the radio situation in this country would be "chaotic" if control wasn't exercised by it.

The same question, although not as pointed, cropped up during the board meeting. In reply Jim Allard, CAB general manager, said he believed that the law courts of Canada were the proper place to settle matters such as this. Allard said that while the CAB had a code of ethics it wasn't empowered to enforce them and he didn't see how the association could take disciplinary action against any offending member. But the law court and not the CBC should be the arbiter, he felt.

J. P. Tripp, a governor, presented to Hewitt this leading question: "Wouldn't it be nicer to have a board like this settle this matter, rather than go to court?"

Hewitt thought so. In the first place, he didn't feel he could afford to fight in court a big organization like CKEY; and besides, this is a matter which affects the whole industry, not just one station, he pointed out. For example, he said if somebody didn't do something to stop pirating, there would be nothing to stop all stations in Toronto stealing reports of the Grey Cup game from the originating station. He shuddered to think what would happen if this practice became widespread.

Hewitt warned that the chickens might come home to roost. He could pick up CKEY's baseball broadcasts and reconstruct them over CKFH "if we thought there was any great interest in minor-league baseball".

New Firm Gets "Old" Name

Calgary—When 7,000 Calgarians squeezed through the new doors of Fowlie Motor Sales here last month to have a look at the new premises and the new General Motors line of vehicles, they hardly realized what had happened.

Most of them didn't know that a relentless radio publicity campaign had practically changed a new company into an established concern overnight. Instead they thought Fowlie Motors had been around for a long time and the "housewarming" was overdue.

The publicity campaign had actually started three months before, with five-a-week half-hour program on CKXL, called *Especially For Dad*. But three months before that, Fowlie Motors opened a temporary location not far from their new quarters which, at that time, hadn't gone under construction.

The *Especially For Dad* show was spiced as time went by with such features of the "Chuckle Barrel". Jokes and tall stories sent in by listeners that were accepted for use on the air brought rewards to the senders of \$50 vouchers on new or used cars. Hundreds of entries were received.

As zero day approached, both for the opening of Fowlie Motors and for the introduction of the '53 Chevrolet line, a series of teaser announcements went out over CKXL. On the big day, January 9, the station equipped a new Chevrolet as an FM mobile unit, added colored neon lighting for show, and from it were aired fifteen broadcasts during the day.

Although unscheduled, this was a top news day in Calgary and on-the-spot coverage of an accident, an apartment fire, and the impend-

B.C. cities with population over 10,000



1951 CENSUS

where CKOK averages 88.3% of LISTENERS day and night

MAURICE FINNERTY
Managing Director
ROY CHAPMAN
Station Manager

CANADA
Radio Reps
U.S.A.
Don Cooke



—Photo by Tigerstedt studio

MOBILE UNIT USED BY CKXL in promoting the opening of the new Fowlie Motor Company in Calgary was a new '53 Chevrolet. Stan Sparling, with mike, is seen during one of the many on-the-spot broadcasts he made from all parts of the city during the two-day campaign last month.

ANNOUNCER AVAILABLE

Experienced qualified announcer presently employed wants change preferably in Ontario. Experience includes one year at Prince George, one year at Victoria and six months at Vernon.

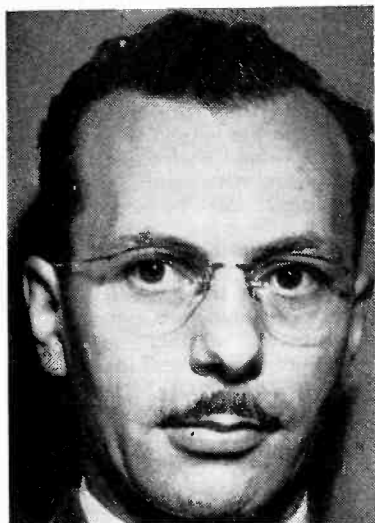
A-152
C B & T, 163 1/2 Church St.,
Toronto

ing flood due to ice-jams on the Bow River, were handled from the car. And to keep people posted on its whereabouts the saturation announcement campaign running for eleven hours during the day and early evening broadcast highlights of the car's tour of the city for the two days.

On the first evening, CKXL staffer Stan Sparling aired his *Especially For Dad* show from the new Fowlie showrooms and saw the last of an estimated 7,000 people for that day push by.

PEOPLE

P.Q. Stations Elect Lemire



Montreal — Jean-Paul Lemire, manager of CKCH, Hull, was elected president of French Broadcasters of Canada at the association's annual meeting here last month. Lemire succeeds Henri LePage as head of the French-language broadcasters' association operating within the Canadian Association of Broadcasters.

Other executives and directors of the association elected at that time are: vice-president, Tom Burham, CKRS, Jonquiere; secretary, Maurice Boulianne, CJSO, Sorel; Henri LePage; Rene Lapointe, CKBL, Matane; and Flavius M. Daniel, CHLP, Montreal.

AVAILABLE

Man with 15 years broadcasting experience in metropolitan radio station as commercial director also advertising and sales promotion director. Three years as advertising agency time buyer and producer. Well-known with A-1 record and references.

Box A-153
C B & T, 163½ Church St.,
Toronto

Chairs Ad and Sales Bureau

Vancouver—Sam Ross, assistant manager of CKWX, was elected chairman of the ad and sales bureau of the Board of Trade. Dick Misener of James Lovick & Co. and band leader Barney Potts were among 25 members of the new executive.

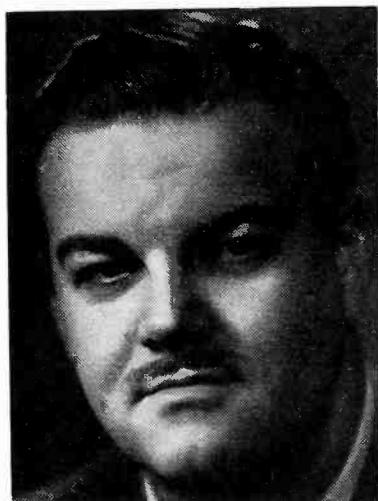
Heads CJOR Promotion

Vancouver — Wally Knox, formerly with Cockfield Brown in Winnipeg, and for the past three years travelling out of Vancouver for the Chesebrough Manufacturing Co., a drug concern, has joined CJOR as promotion manager.

Caldwell Additions

Toronto—Stewart Coxford, Joseph Walsh and Garry Stewart have been added to the staff of S. W. Caldwell Ltd. Coxford, a chartered accountant, took over as comptroller of the company last month. Stewart is the librarian while Walsh has been appointed traffic director.

Heads Movie Producers



Ottawa — Dean Peterson was elected president of the Association of Motion Picture Producers and Laboratories of Canada during the annual meeting held here last month.

Peterson, president of Peterson Productions, Toronto, will head the AMPPLC executive, including: William Singleton, Associated Screen News as vice-president; and Pierre Harwood, Omega Productions, Montreal, as secretary-treasurer.

200,000 PEOPLE WITH \$200,000,000 TO SPEND

THAT'S THE NIAGARA PENINSULA SERVED BY CKTB, ST. CATHARINES AND FOR BONUS COVERAGE SEE THE BBM REPORT

REPRESENTATIVES
TORONTO: Paul Mulvihill
MONTREAL: Radio Time Sales

The NIAGARA DISTRICT STATION

CKTB

ST. CATHARINES

98.2% RADIO HOMES

on MONTREAL ISLAND!

The 1952 Canadian Retail Sales Index offers NEW proof of radio's tremendous, penetrating impact on GREATER MONTREAL.

- % Radio Homes in Canada...94.4
- % Radio Homes in Quebec...96.0
- % RADIO HOMES ON MONTREAL ISLAND.....98.2

Couple this high radio-homes percentage, with these important facts about your Montreal market:

MONTREAL is the largest city in Canada. (Greater Montreal embraces 9.7% Canada's entire population).

MONTREAL is the 6th largest city in North America.

MONTREAL is the greatest inland port in the world.

MONTREAL is the headquarters of the world's two largest transportation companies, the Canadian National and Canadian Pacific Railways . . . and is also headquarters for Trans-Canada Airlines.

MONTREAL is the terminus of eleven of the world's greatest shipping lines.

Total estimated retail sales for Montreal Island are estimated at \$1,334,282,000. (12.7% of entire Canada).

In the heart of this great metropolitan area powerful CFCF reaches out and beyond giving you complete blanket coverage of CANADA'S NO. 1 spot PLUS bonus markets of more than a score of surrounding counties.

IN CANADA IT'S

IN MONTREAL IT'S

MONTREAL • CFCF

Contact our reps: ALL-CANADA — WEED & CO.

to Sell B.C.

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B.C. RADIO

THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

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- 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

AAB

(Continued from page 8)

well, CHSJ, Saint John; Fred Lynds, CKCW, Moncton; Bob Large, CFCY, Charlottetown.

Freeman will present the same suggestion to the BC broadcasters at their annual meeting in Victoria February 12-13.

He said that before the end of the month his lists of over 800 national accounts, both radio and non-radio users, with estimates of their spendings, will be in stations' hands.

• • •

A group of the Atlantic stations gave a graphic demonstration to the meeting of their efforts to encourage local talent, increase the Canadian content of their programs, improve their product and widen interest in and knowledge of their region by exchanging their programs.

They played taped excerpts to the broadcasters, who expressed keen interest in the project.

Offerings included a drama from VOCM, St. John's, Nfld., a religious singer from CKEN-CFAB, Kentville-Windsor; a hoe-down group from CKCL, Truro; Hill Billies from CKCL, Truro and a topical forum from CJFX, Antigonish.

This panel was introduced by Art Manning, general manager of the Truro station, who, with Willard Bishop, program director of the Kentville-Windsor set-up, conceived the idea of putting shows on tape and sending them around the circuit of participating stations. The manager of CKNB, Campbellton, Stan Chapman, spoke of the value of the programs to his listeners and to his station. He applauded the plan for the "opportunity it afforded of developing and encouraging our own (Atlantic) talent".

• • •

As a result of some pre-convention investigating by John Funston of CHNS, Halifax, it was decided to establish an "Atlantic Central Registry" of personnel available to stations, both experienced and otherwise. This will include announcers, control operators, commercial writers, librarians and others.

The project will be worked out and details set up by a committee consisting of Funston and Bob Bowman of CFBC, Saint John. Through it, aspiring radio rookies or experienced people looking for a new berth will be able to go to any of the stations in the Atlantic Provinces. He or she will be auditioned or given a preliminary interview according to the nature of the work. If the applicant is felt to qualify, tape and details are filed with the Central Registry.

When a station is looking for someone, it gets in touch with the registry and looks over the files.

There being no office of the newly christened Atlantic Association of Broadcasters, the registry will be quartered and the work handled by the management of a member station. Each station will take on the job of housing the files and doing the work for a year.

Funston says the idea of the plan is to get new local blood into Atlantic radio, and to help stations

look
to
the
leader



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

VANCOUVER MARKET

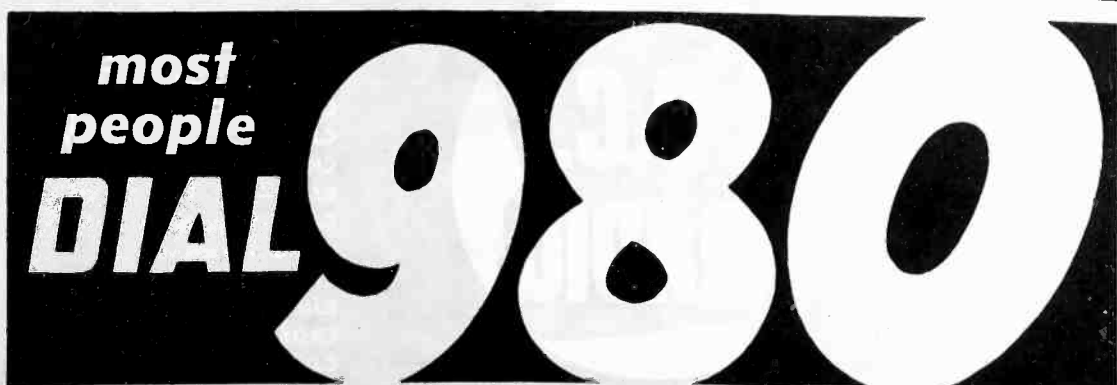
where 980 dominates urban skyline and airplanes alike. You need WX -- the figures below prove it -- they're sales figures, too!

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**





MAAB AT AMHERST

A hush falls over the Fort Cumberland Hotel. A blessed stillness fills the air at last. The final broadcaster has tripped light-heartedly to bed. Somewhere in the far-away distance the deep-throated chime of the Town Hall clock echoes through the silence. I take up my pen to write. It is eight in the morning.

EMPLOYMENT WANTED

Smart announcer available. Won't be stolen away as he has already worked at all Canadian stations.

READERSHIP SURVEY

Gerry Redmond, of CHNS, Halifax, says he now has a pile of Canadian Broadcasters as high as a house. Any time now I suppose he'll be getting someone to read them to him.

PROGRAM COMMENTARY

Thanks to Mengie (VOCM) Shulman for: "Manure stinks too but look how valuable it is."

TAKES NO CHANCES

On being congratulated on the success of his quest for a boost to 10 Kw, Fred (CKCW) Lynds said: "I want to thank you all for your kind thoughts — if any of you have any kind thoughts".

PLAIN ANSWER

"Who tells you when you've reached the limit of commercials?" came the question from the floor. And an unidentified voice replied: "The CBC".

OH I WONDER

I wonder what Austin Moore could have meant when he introduced me to the Halifax Ad & Sales Club as "a master of the four-letter word".

PROBLEM CHILD

The program director has been in the business a long time. He's an old timer. He has worked at several stations. He admits he knows the game.

—Jack Davidson.

CALLING B.C.

Will speakers at this month's BCAB Convention please be kind enough to schedule utterances of some of their better quips on the first day, in order that they may be in time for inclusion in this column.

AAB

(Continued from page 20)

fill vacancies faster and with better material.

W. D. Byles, guest speaker at the annual dinner, warned the broadcasters what television had done when it had come to markets. He told them straight from the shoulder that they will have to look to their laurels.

Intelligent programming and plenty of public service ranked high in importance, the radio director of Young & Rubicam Ltd. felt. "If we are going to succeed in radio, we must feel that we are contributing to the people in our communities . . . believe in radio as a principle and the principle of radio," he said.

Charging that radio stations have lost control of their product to the advertisers, he told them to make themselves important to local distributors who are often in a position to influence the choice of media. "Tell the Bay Street time buyer about local sponsors", he urged, "because the time buyer knows you can't fool the local guy. If the time buyer is uninformed about your markets, it is your fault or your rep's fault", he said.

Speaking of audience and program ratings, he told them to "quit bragging about the 35% of sets in use. Think about the 65% that aren't in use instead".

When quiz shows and box tops came up for discussion, they were roundly cursed by the broadcasters and there was general support for a suggestion that the solution was better programming. One manager wanted them legislated off the air.

This came about during the "Sponsor Education" panel, lead by Gerry Redmond of CHNS and Austin Moore, of Imperial Advertising Ltd., both in Halifax.

During the discussion the meeting learned of a case where a woman had purchased a certain package, torn off the box top, pushed it into an envelope addressed it to a quiz show and gone out of the store leaving the product behind.

Other addresses, including the one delivered by Ev Palmer and another by Spence Caldwell will be reported in an early issue.

Radio College for Montreal

Montreal—The Radio College of Canada, which has been established in Toronto for over 30 years, opened a new school here last month. Under the direction of Raymond Boisvert, it will be located at 2035 Aylmer Street.

The College said it has found opening of the Montreal School necessary because of the growing interest in television by young men throughout this province since the advent of television here last September. The school will have R. C. Dobson as president, F. B. Hobbs as vice-president and R. C. Poulter, P. Eng., as director of education.

Regular Radio College of Canada courses are being taught in the Montreal school in day and evening classes, as well as through home-study correspondence courses.

The Winner!



George Genereux — Canada's Olympic Trap-Shooting Gold Medallist was chosen by CFQC listeners as Saskatchewan's Sports Personality of 1952. He is being congratulated by A. A. Murphy, President CFQC, and runner up Doug Bentley.



Contact Radio Reps in Canada Adam Young in U.S.A.



There's a Time and a Place For Everything

But someone has to crack the whip.

Times and Places and Things are the daily problems of Lorna O'Brien, 2 I.C. of the CJCH Traffic Department. Did a disc come in? Ask Lorna. Was a tape shipped? Ask Lorna. Is copy in the studio? Ask Lorna. Where's my hat? Lorna can probably tell you.

There are three kinds of people in a radio station. The planners, the performers, and the vital expeditors like Lorna who get the plans to the performers — on time. They are the diplomats. — Prompt, Personable, Persuasive, Persevering — and Profitable for CJCH advertisers.

TORONTO REPRESENTATIVE: Paul Mulvihill, 21 King St. E., Toronto MONTREAL REPRESENTATIVE: Radio Times Sales (Quebec) Limited King's Hall Building, Montreal, Que.

CJCH. HALIFAX. 5000 WATTS

CANADIAN TELESCREEN

Vol. 6, No. 3

TV and Screen Supplement

February 4th, 1953

TV APPLICANTS ARE READY

Ottawa—Two more radio stations—both in Ontario—revealed they plan to press the CBC for licenses to operate television stations, it was learned here late last month during a meeting of some private broadcasters with the board of governors of the CBC. (See also other sections of this issue.)

Frank Ryan, owner of station CFRA here, and Roy Hofstetter, manager of CKWS, Kingston, said they were ready to enter the television field as soon as permission was forthcoming from the CBC.

Ryan said he has had an application pending since sometime in 1946. Hofstetter said: "We are prepared to go ahead as soon as the board is ready to consider our application".

The Windsor Chamber of Commerce officially threw its weight behind the television application of CKLW, Windsor, it was learned last week.

In a statement to A. Davidson Dunton, CBC board chairman, the Windsor Chamber declared: "While this area is widely served by American television stations, we feel that we should have the competitive services of a Canadian station so that telecasts of a Canadian nature may be transmitted within this area as extensively as possible. We understand that station CKLW (has) submitted to the Department of Transport application for permission to erect and operate here a television transmitter."

It went on: "Appreciative of the many advantages to the maintenance of the Canadian outlook and standards in television programs, we wish to express our formal support of the request submitted by the above company. We are confident that, if permission is given, this firm will endeavour at all times to serve and protect the best interests of Canadian culture and national aspirations".

It is understood all applications for television licenses are filed with the Department of Transport which

has not as yet referred any to the board of governors of the CBC.

Gilbert Liddle, owner of CKCR, Kitchener, revealed last week that he had just filed an application for a television station license with the Department of Transport.

Liddle feels confident that his application will be considered and approved in the near future, since Dr. J. J. McCann, revenue minister, clarified last week in the House of Commons the status of this city. He said it was one of the areas (and the only one he named) in Ontario which would be considered for a privately-owned TV station since it would not specifically be covered by a CBC station.

"We're ready to go ahead with television just as soon as we get the official word", Liddle told a *Toronto Telegram* reporter.

"The merchants and businessmen of this town can raise the money somehow to help finance a Kitchener transmitting station. It may take a little time but we'll get it going after a while if my application is accepted", he said.

"Quite obviously we're going to have to rely largely on network shows", Liddle pointed out. "We will have some local broadcasts, news and such. But we'd be over our heads if we tried any big productions".

Dr. McCann's statement in the House of Commons did not reveal how long it would be before private stations were licensed in this or other areas. In addition, it may be that other interests from Kitchener will also apply for a TV license, in which case the Liddle application would not necessarily be accepted.

Crawley Appointment

Ottawa—Kenneth Gay has been named head of the art and animation department of Crawley Films here, it was announced last week by president F. R. Crawley.

Liberals Worried Over CBC

New Westminster—The CBC's stand on TV might defeat many Liberals in a federal election, Senator Tom Reid told a meeting of the city Federal Liberal Association.

He said the CBC was not a government body, but that many Liberal members were fearful of the corporation's hold over the independent stations. He said not only that it was unfair the CBC should control private stations, but that the public's feeling that the CBC was a government body might cause Liberal candidates to be defeated.

He admitted the Corporation had accomplished good, but that its stand on TV might undo this and cause it to be forgotten.

W. M. Mott, the city's M.P., said private operators should be given the chance to provide TV in this area.

Meantime Bill Rea, owner of KKNW, said that the news that KVOS-TV, Bellingham, a few miles south of the U.S. border, would be on the air by April 15, was good news for two reasons.

In the first place, Rea said, it would provide the Lower Mainland, B.C.'s most populous area, with good TV.

Secondly, he reasoned that the Canadian government would not want the area to be saturated by U.S. TV, and thus he would be allowed to set up a TV station on Burnaby Mountain this year.

At the same time, James Sinclair of Vancouver, federal minister of fisheries, told a University of B.C. audience that CBC would probably have TV on the air here next fall and that private applications would be considered after that.

The Canadian government is projecting its middle of the road radio policy to TV, he said.

"We are midway between the U.S. and Britain," Sinclair said. "The CBC is not as stuffy as the BBC and the private stations here are not as commercialized as those in the U.S."

CJOR Starts Wired TV

Vancouver — Plans for CJOR Wired Programs Ltd. for TV service to be wired to individual subscribers on a fee basis moved a step forward with first reading of a by-law in Burnaby municipality where the CJOR community antenna will be built.

- ★ Live Programmes
- ★ Custom Transcription
- ★ Singing Commercials



An Independent
Producing
Company

DON WRIGHT
Productions

Let Us Help You

Write — Wire — or Phone for Details
"STONEGATES," LONDON 5, CANADA
TELEPHONE 3-0886

to Sell B.C.

**FOUREX
BAKERIES
USE**

THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS



- CHWK—Chilliwack
- CJDC—Dawson Creek
- CFJC—Kamloops
- CKOV—Kelowna
- CHUB—Nanaimo
- CKLN—Nelson
- KKNW—New Westminster
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- CKPG—Prince George
- CJAT—Trail
- CJOR—Vancouver
- CKMO—Vancouver
- CKWX—Vancouver
- CJIB—Vernon
- CKDA—Victoria
- CJVI—Victoria

Victory at Sea



FORERUNNER OF A COMMERCIAL AGREEMENT between CBC and American television networks was the loaning of the epic series, *Victory At Sea*, by NBC-RCA to CBC for presentation on its two TV outlets. In the above picture, Frank Deakins, president of Canadian RCA Victor hands over the first reel of the series to CBC's recently-retired general manager, Donald Manson. It started on the air last month on CBLT, Toronto and January 5 on CBFT, Montreal. A 26-episode history of the world-wide naval operations during World War II, it is the first television program ever to run simultaneously in three countries, since it already is being televised on NBC and the BBC. The series, which is loaned on a non-sponsorable basis, involved the editing of 60 million feet of film, collected from 10 governments and 26 agencies, including former enemies. The British Admiralty and Royal Canadian Navy are credited with a major part in the compilation of the film, which was produced for NBC by Henry Salomon, Naval historian and Rear Admiral Samuel Elliott Morrison, USN. A musical score totalling 13 hours was written for it by Richard Rodgers.

CKNW Donates TV Scholarship

Vancouver—College graduates of the future will have a real opportunity in Canadian TV, Bill Rea of CKNW told the University of B.C. Radio Society.

Rea donated a \$1,000 scholarship for a commerce graduate eager to study radio and TV, with the idea of starting to develop Canadian TV specialists. Dr. Norman McKenzie, president of U.B.C., called the scholarship "a long step forward in the development of Canadian television." He was a member of the Massey Royal Commission.

"The future holds wide opportunities for grads in TV," Rea said, "both in retail selling and service and in production."

He figured 50,000 TV sets would be bought in this area in the next two years, each needing \$72 worth of parts and maintenance annually.

This, he said, would employ 500 men alone, apart from the other fields of selling and production.

The scholarship will provide transportation, tuition and living expenses for a graduating U.B.C. commerce student to attend summer courses in TV at Northwestern University, Chicago. The student selected must indicate an aptitude for work related to radio and television and a desire to follow a career in these fields.

Plan Quebec TV Link

Montreal—Preliminary work on micro-wave relay link between Montreal and Quebec City is being undertaken by engineers of the Bell Telephone Company, it was announced here earlier this month.

TV Viewers Organize

Toronto—A TV Owners' Association of Canada, with an initial membership of almost 200, was formed here last month. The first organization of its type in this country, and probably anywhere else except England, it has been designed so that the united views of the average television viewer can get recognition.

Confining its present activities to the Toronto area where, in addition to members, 400 other viewers have applied for further information about the club, the Association expects to get organized in areas like Montreal and Vancouver in the near future.

The aims and objects of the Association, passed unanimously at its inaugural meeting in the Royal York Hotel here, include:

"Fostering the extension of television to all areas in Canada by government and privately-owned stations.

"To seek public support on a national scale for government action which will abrogate the existing monopolistic authority now vested in the Canadian Broadcasting Cor-

Westinghouse Imports Show

Toronto—First American production arranged to be imported under the agreement between CBC and four U.S. television networks is *Studio One*, to be sponsored by Canadian Westinghouse Co. Ltd. on both Toronto and Montreal TV stations.

The one-hour CBS dramatic production, sponsored in the U.S. by Westinghouse, is produced by former Canadian radio director, Fletcher Markle. First imported program went on the air over CBLT January 19 at 8 p.m. at the same time it appeared on WBEN-TV, Buffalo, and WHAM-TV, Rochester. The two Westinghouse companies—Canadian and American—are aiming at complete TV saturation in this area.

Kinescopes of the program made in New York are being sent to Montreal where they are used on CBFT on Thursdays. This procedure will be followed until the micro-wave relay link between Toronto and Montreal is complete some time in the spring.

Commercials accompanying the U.S. production on the Canadian stations will be produced by Westinghouse' radio and TV agency, S. W. Caldwell Limited and CBC. As in the former Westinghouse TV show here, *Big Revue*, commercials will feature Laddie Dennis and Joel Aldred. Aldred's voice will also be cued into the show's introduction, with the video portion coming from New York.

Studio One, its producer Fletcher Markle and Canadian radio producer Andrew Allan, were honored last week with the Christopher Award of the Christopher Society, a Roman Catholic organization in the U.S.

The award went to the December 22 production of *Studio One*, "The Nativity". The script was adapted from the work of an unknown author by Andrew Allan and produced by Markle.

poration, and to make the Corporation subject to and not the enforcer of television legislation, and thus to operate just as the Canadian National Railways is operated in competition with private business.

"To seek similarly the creation of the required independent Commission or Board to administer radio and television legislation.

"To urge the granting of licences to responsible firms projecting the establishment of independent television stations.

"To formulate a program regarding taxation of TV sets.

"To seek improvement in the present restricted choice of TV programs in Canada.

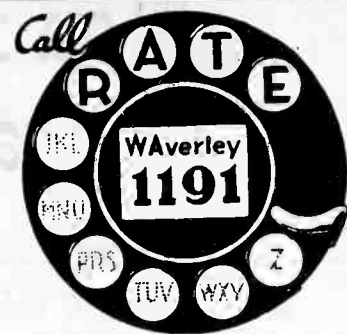
"To seek to improve the cultural aspects of Canadian television.

"To seek to develop Canadian talent.

"To sponsor or otherwise arrange a series of annual awards for TV presentations with a view to improving the quality of Canadian programs."

Elected president of the Association was A. A. Marshall, Toronto broker. Other members on the board of directors include: Arthur Lowe, writer, as secretary; Wilfred Sexton, accountant, as treasurer; and directors Alan Hopkins and Edward Williams.

Marshall pointed out that the Association was entirely independent of any political, financial or business group. Membership is restricted on two points: only individuals, and not companies or organizations, will be accepted; and they must agree with the aims and objects of the Association.



FOR THESE ARTISTS

- BOND, Roxana
- DAVIES, Joy
- DOOHAN, James
- EASTON, Richard
- FIRTH, Diana
- FRID, John
- GILBERT, Richard
- KING, Josh
- LEACH, George
- MacBAIN, Margaret
- MILSOM, Howard
- MORTSON, Verlo
- OULD, Lois
- RAPKIN, Maurice
- SCOTT, Sandra
- STOUT, Joanne

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