

CANADIAN BROADCASTER

AND TELESCREEN

Vol. 11, No. 17.

TORONTO, ONTARIO

September 3rd, 1952

WAB Has Full Agenda

After preliminary details have been covered, the three-day Convention of the Western Association of Broadcasters will get under way at the Banff Springs Hotel on Thursday afternoon, September 11, with an address by Jim Allard, general manager of the Canadian Association of Broadcasters.

During this session, Allard will report on the activities of the WAB's parent association. He will be followed by Finlay MacDonald, manager of CJCH, Halifax, speaking on the all-Canadian musical comedy, *Bonanza*, which was financed and promoted by the station. It was first presented in Halifax late last June.

A talk on sales and the work of his department will be the subject of Pat Freeman, the CAB's director of sales and research, as he leads off the Friday morning session.

A report on the WAB's engineering conference last February will be delivered by CJOR, Vancouver, manager, George Chandler.

Broadcasting To Farmers will be tackled by a team of three from CJOC, Lethbridge, headed by manager William Guild and including farm director Omar Broughton and home economist Mary Smart.

On Friday afternoon the WAB's annual golf tournament will be staged.

BMI services and the complicated subject of music copyright will be discussed on Saturday morning by both Carl Haverlin, president of Broadcast Music Inc., of New York and Harold Moon, assistant general manager, BMI Canada Ltd., Toronto.

The role of radio in a civil defence plan, particularly as it applies to the west coast, will be dealt with by George Chandler, followed by CKDA, Victoria, manager, Dave Armstrong, speaking on the conflicting views regarding the broadcast of two-way telephone conversations and developments since the annual CAB meeting last spring.

The editor and publisher of this paper, Richard G. Lewis, will discuss *An Editor Looks At Editor-izing*.

The annual meet will conclude Saturday evening with the annual dinner at which Maurice B. Mitchell, vice-president of Associated Program Service, New York, and well-known for his *Mitch's Pitch*, will be the guest speaker.

U.S. NETS BALK - WON'T SUBSIDIZE CBC-TV

It looks as though the CBC's determination to make Canadian television a show case for Canadian talent is going to bear fruit to a greater degree even than expected, and through no fault of its own. Last week a bombshell exploded on TV Terrace, when the story broke that two major American networks were unwilling to let their programs be telecast by CBC unless they received 70 per cent of the CBC's rate—\$1,600 per hour in Toronto and \$500 in Montreal. CBC felt this was a somewhat startling demand because the practice in radio is for the CBC to pay the originating American chain 15 per cent.

The CBC countered with an offer of, it is said, 25 per cent, but stated positively, through the voice of its chairman, Davidson Dunton, that this was the limit.

A morass of conflicting stories followed which seemed to sort out into these facts. NBC and CBS are the two networks involved. Early this week the news was that the ABC and DuMont chains—and no sponsor has so far expressed interest in any of their programs.

The real issue at stake, it would seem from off-the-record conversations with a number of people who would not permit themselves to be quoted, is that CBC rates are quoted for both time and production facilities. According to one informant, the Toronto breakdown is about \$400 for time and \$1,200 for facilities. (Montreal \$125 and \$375.) This rate, combining time and facilities, applies both in the case of shows originating in Canada and using the

CBC's production facilities, as well as U.S. produced shows.

United States networks, it seems, object to paying for facilities they do not require, thereby subsidizing Canadian - produced programs. They are using the demand for 70 per cent to back up their insistence on the CBC publishing a rate card showing both time and facilities separately. This "booking commission," which NBC and CBS are demanding, already applies to all their affiliated stations in the States at the rate of 70 per cent of published time rates (not facilities) only.

The radio and television director of Young & Rubicam, Bill Byles, who is chairman of the ACA-CAA joint committee on radio and TV, said his committee is doing everything in its power to bring the two U.S. nets and CBC together for a discussion.

The Canadian Westinghouse Company Ltd., which sponsors the all-Canadian Don Wright Chorus and the Canadian commentator, John Fisher, on Canadian radio, had intended bringing in from the States the U.S. TV production *Studio One*. In a statement following the deadlock, Clifford Hale, speaking for Westinghouse, said: "Canadian television can ill afford to lose such talented dramatic shows and the entertainment values which other network features can provide. It is to be hoped . . . that (there will be) an attempt to reach an early agreement."

"It's about time CBC stood on its own feet," according to Major James Baxter, president of Mc-Kim Advertising Ltd., "and realized that it cannot continue forever being subsidized by the U.S. networks. My sympathy is all with the Canadian advertiser," he said, "who wants to take advantage of the huge investment his parent company is making, but why should all the profits on the time and programs go to the CBC, when the U.S. networks are bearing the brunt of all the research, experimentation, talent searching and production?"

CBC chairman Davidson Dunton expressed official regret that the CBC will be unable to carry, at the start of TV, some U.S. programs which sponsors wish to utilize in Canada and which CBC thought would fit well into program schedules.



TYPICAL OF THE MAJESTY AND GRANDEUR of Banff, high in the Canadian Rockies, this is a picture, blown up from a 35 mm. color shot, of Banff's main street. It is in Banff, Alta., that the Western Association of Broadcasters is holding its Annual Meeting September 11 to 13.

WAB CONVENTION - SEPT. 11-13, 1952

CAB MEMBER STATIONS

MARITIMES (12)

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

QUÉBEC (24)

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

ONTARIO (36)

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



*Everyone Listens
Everywhere*

People listen to the radio

- ★ while they are eating
- ★ while they are driving
- ★ while they are working
- ★ while they are hobbying
- ★ while they are relaxing

*For Results, it's Radio
First, Last and Always*

The
**CANADIAN
ASSOCIATION of BROADCASTERS**

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

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

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

CAB MEMBER STATIONS

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

MANITOBA (6)

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

SASKATCHEWAN (8)

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

ALBERTA (10)

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

BRITISH COLUMBIA (17)

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

NEWFOUNDLAND (2)

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

PRAIRIE PROVINCES

Prairie Premiers Report

(Reprinted from Monetary Times, July, 1952)



—Davidson

Hon. D. L. Campbell
Manitoba

—Karsh

Hon. T. C. Douglas
Saskatchewan

Hon. E. C. Manning
Alberta

Manitoba

During the past 12 years Manitoba has made tremendous strides forward and through the diversification of its industrial output Manitoba's economy has become increasingly stabilized and strengthened. Though greatly increased production and constant expansion in the kinds of goods included in the province's industrial output, Manitoba today has achieved the position of the fourth largest manufacturing province in Canada. The estimated gross value of the province's manufacturing production during 1951 is \$596,000,000, which represents a 344 per cent increase over the gross value of production in 1939. Today in Manitoba, which not very many years ago was considered a strictly agricultural province, there are approximately 1,650 manufacturers producing goods which are equal in quality and competitive in price with goods produced in older industrial centres in Eastern Canada, Britain, and the U.S.A. Highly fabricated products which had never been manufactured in Manitoba before the war or were being attempted in a very small way today are being produced in our factories on a large scale. Products such as clock gears, men's tailored suits, electric circuit breakers, heavy horse power house equipment, and microscopes are included in the list of over 1,000 products which are today made in

Manitoba.

In every way the year 1951 was a good one for Manitoba as the high level of economic activity was maintained. About \$25.3 million new capital was invested in Manitoba industries during the year compared to an average annual pre-war industrial capital expenditure of \$2.3 million.

Production in primary industries contributed to Manitoba's record year with the demands for forestry production, valued at \$22,350,000, exceeding all previous records and the total value of furs taken from the wild and raised in Manitoba estimated at \$5,370,000. Mineral production in 1951 is expected to exceed \$28 million and increased development is anticipated in this field with the completion of the new Lynn Lake nickel, copper mine and continuance of oil exploration. Manitoba's fishing industry, the second largest inland fishing industry in Canada, took more than \$7.2 million worth of fish from the province's waters.

While industrial production exceeds agricultural output in value, agriculture still plays a vital part in Manitoba's economy and supplies many of the raw materials used by industries. Manitoba's agricultural industry is the most stable in Western Canada as a result of dependable precipitation, fertility of soil and the diversity of types of farming carried on. The estimated gross value of all

agricultural production for 1951 is \$305,769,000. A breakdown of farm production shows that the largest acreage went to wheat, the value of which was \$59.8 million. Increasing demands for linseed oil increased flax seed production from 70,300 acres valued at \$735,000 in 1939 to 594,000 acres valued at \$17.4 million during 1951. Approximately \$26 million worth of Manitoba raised sugar beets were processed in the sugar factory located on the outskirts of Winnipeg.

The steady development of the natural resources in the province, the growth of skills in Manitoba's labor force, the new investment in industries and the expanding markets in which Manitoba-made goods are being accepted and purchased in competition with products made elsewhere; all these things indicate that industrially, Manitoba is forging ahead.

Saskatchewan

When one looks back upon the past year there is no doubt about it that it represented another "good year" for Saskatchewan.

Take agriculture alone, and the all-time record farm cash income of \$622,000,000, and that despite the terrible moisture conditions of the late summer and early fall, when a high percentage of our wheat and other grains had to be left in the fields.

But even that gloomy picture has its brighter side. Due to the early spring this year, with warm, dry weather, providing excellent harvesting conditions, most of this grain has been saved, and the

quality has been surprisingly high, despite the fact that it lay in the open all winter.

This spring, we have had the amazing spectacle of harvesting and seeding operations being conducted practically side by side. Agriculturally, one never knows what will happen in Saskatchewan, but this time it appears to have happened for the best.

Agriculture has been our mainstay for so many years now, that sometimes we may tend to minimize its importance, especially in view of the more spectacular developments in the fields of oil and uranium.

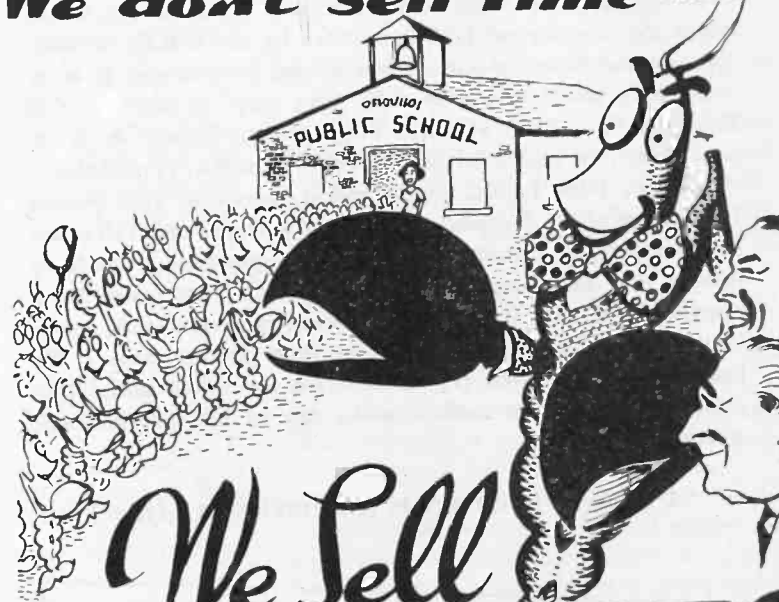
But the farms of Saskatchewan have a very dramatic way of proving themselves our main asset, as they did in no uncertain terms in 1951. We feel that no effort should be spared toward the ends of greater stabilization of our farm economy, and increased population. The same objectives are close to the hearts of other agencies working with us, and we feel that each year brings added strength to Saskatchewan agriculture, and greater powers of endurance to meet whatever the future may have in store.

All this, of course, does not dim the fact that we have pinned great hopes on the present exploration for oil in the province, and on the search for and development of uranium and other mineral resources in our Pre-Cambrian Shield area.

As for oil, developments in 1951, and early in 1952, were most encouraging. True, light oil has not yet been discovered in large quantities.

(Continued on page 4)

We don't sell Time



We Sell RESULTS

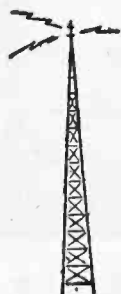
CKCW

MONCTON NEW BRUNSWICK

The Hub of the Maritimes

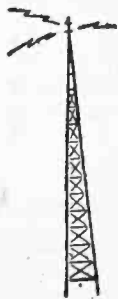
REPS: STOVIN IN CANADA; ADAM YOUNG IN U.S.A.

KITCHENER, ONT.



CKCR

**Continuously
Keeps
Customers
Radio-Active**

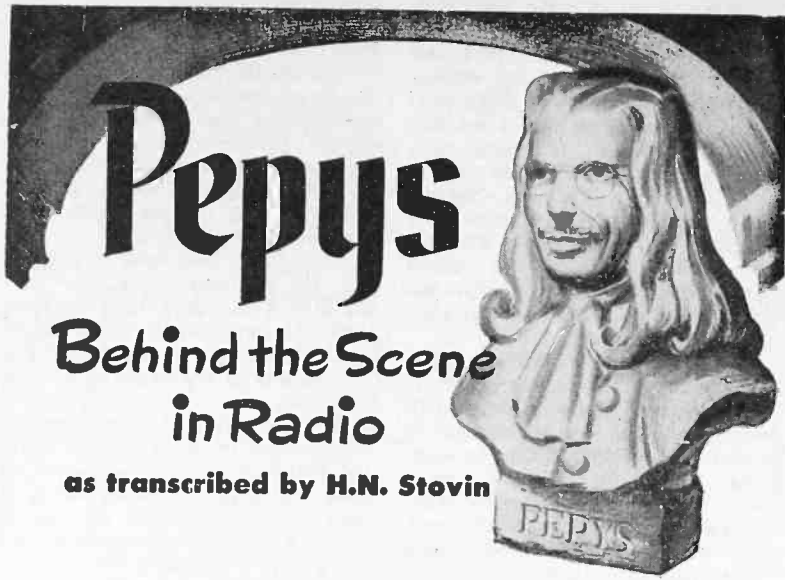


CKCR

FOR FACTS ASK OMER RENAUD

Toronto

— Montreal



"My pen being newly-mended, do start this new page with pleasant thoughts, as is only fitting ● ● ● A tribute to CJGX, Yorkton, who do celebrate their Silver Anniversary as of August 19th. Their 25 years of broadcasting—at first as a service to farmers and the grain business, and later widening out to entertaining the publick—is a reflection in no small measure of one of Radio's beloved and 'Grand Old Men'—Dawson Richardson—who in the early days of radio, contributed much in effort, vision and money; and who now, in well-earned retirement, sees many of his early ideas in everyday use ● ● ● Now for a farewell and a hail! The first of these to Frank C. Murray, who leaves the Stovin organization to become assistant to another Stovin at CJBQ, Belleville, with many expressions of appreciation from stations and agencies alike on a job well done. And a welcome to 'Mickey' Maguire, who, in taking over the managership of Stovin's Montreal office, is back in the big city where he is both well-known and well-liked ● ● ● With a respectful doff of the beaver, Pepys marks the opening of T.V. operations by the C.B.C., in both Toronto and Montreal—a noteworthy and forward step ● ● ● A friendly salute to the W.A.B., who meet in convention in Banff on Sept. 11th, at which Pepys will be present ● ● ● And lastly, a respectful salutation to Radio's ever-bullient 'character', Dick Lewis, on his recent speech to The District Conference of the National Association of Radio and Television Broadcasters, in Cleveland. We are so prone in Canada to believe that only speakers from below the border can be a drawing card, that it is good to see an important U.S. group inviting one Canadian speaker to their deliberations. We believe they were well repaid, too; for the saline sallies that enliven the Lewisian outlook make any of his speeches well worth hearing."

"A STOVIN STATION IS A PROVEN STATION"

HORACE N. STOVIN
& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

Representative for these live Radio Stations

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

PRAIRIE PROVINCES

(Continued from page 3)

ties, but additional sources of heavy crude oil have been revealed in the search and early this year medium oil of a very good grade was discovered at Fosterton, and is now in commercial production.

Naturally, spurred by these successes, the hunt for oil will proceed during 1952 with intensified vigor and determination. Last year close to \$20,000,000 was spent in Saskatchewan in exploration and development by the oil companies. This year, estimates of expenditure run between \$30,000,000 and \$50,000,000.

Nor have current exploration activities been without fruit. Crude oil production figures are the proof of this. In 1950, for the first time in Saskatchewan's history, production exceeded 1,000,000 barrels. It was close to the 1,250,000 mark in 1951. Figures for the early months of 1952 indicate that still fresh oil production records will be set this year.

What the oil search has done is to reveal additional sources of heavy crude oil in Saskatchewan, a readily marketable commodity which is a boon to the province, natural gas in commercial quantities, and deposits of salt and potash. Even if the oil companies have not yet discovered major light oil fields, their work has not been in vain.

There were approximately 85 companies operating in the oil search in 1951, and it is expected fully 100 will be active in 1952.

Last year, metallic minerals were produced to the value of \$51,000,000, a 42 per cent increase over 1950. If present activity in our northland mineral area is any indication, it will not be many years before this figure is pushed into the background by new production totals. Last year, 46 mining companies were active in the north. They spent about \$3,000,000 in exploration and development in 1951. This year it is expected expenditures will approximate \$6,000,000.

There has also been considerable expansion in industrial production in Saskatchewan, which

in 1951 was valued in excess of \$1,000,000,000 for the first time in the province's history. Industrial development is being stressed by our government, with the emphasis on materials readily available in the province.

Our two main objectives are to improve the living conditions and the lot of our people, and to spur industrial development and the development and use of our rich natural resources. We have advanced steadily toward both these objectives, and prospects are bright for a continuance of this progress in the future.

Alberta

Although agriculture is still the province's greatest industry, Alberta has become famous for its natural gas.

Canada now ranks ninth amongst the world's oil producing nations, and 96 per cent of Canada's oil production comes from Alberta.

The drama of oil is not new to Alberta. Oil has been produced since 1914 when the demands of the First Great War brought Turner Valley into the petroleum picture. But it was not until 1947 that this province came to the forefront as an oil producing territory. The swiftness of that growth may be gathered from the fact that in 1914, petroleum production was estimated at between 8,000 and 9,000 barrels a year. In 1951 production amount to almost 46 million barrels of crude oil and half a million barrels of natural gasoline.

Including coal, salt and the other non-metallic minerals, mineral production last year amounted to \$173 million, a 27.6 per cent increase over the preceding year. Provincial coal reserves have been estimated at 47.8 billion tons, of which only the merest fraction has yet been exploited.

Our resources would be merely undeveloped assets were it not for the tenacity and faith of Alberta's people who today are building a firm economy upon the foundation their fathers laid.

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



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Producing
Company

DON WRIGHT
Productions

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

CANADIAN BROADCASTER AND TELESCREEN

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September 3rd, 1952

Time To Take Stock

There is nothing on the Western Association of Broadcasters' Convention agenda that clamors to be editorialized about, but the important things that come out of WAB Conventions do not usually appear on the program.

One thing, that won't directly affect many western stations for a number of years but which is well worthy of discussion, is the advent of television.

It is almost a matter of years now since TV has been just around the corner. During this period there has been an unending stream of theorizing about what TV will do to AM if AM doesn't do it first to TV. All of which has been very interesting and entertaining, if you like that sort of thing, but it sinks into complete insignificance, now that we are face to face with the new medium itself.

The question now is whether radio broadcasting is going to survive the arrival of TV, and the answer is that it depends entirely on how radio broadcasting behaves. And this doesn't mean radio broadcasting competing with the television centres, but radio broadcasting everywhere.

■ ■ ■

Our first reflection is the dent that TV will inevitably make in advertising appropriations. It is no use shutting one's eyes to an obvious fact like that. There is a limit to the extent to which appropriations will stretch, especially in TV's early days, and not just radio but all other media as well are bound to feel the rub to some extent. And this doesn't mean just in Montreal and Toronto where TV starts its existence in this country. It means radio stations, newspapers, magazines, billboards and all media everywhere.

■ ■ ■

And what is to be done about the situation? Just this.

As they have always done, advertising dollars will finally find out where they will go the most good, and that is where they will go. While all media will take a bit of beating for a short time, the media which will end up with the loot will be the media which earn it in terms of keeping the advertisers' cash registers ringing.

This means that radio's path at this particular juncture is an obvious one. It is radio's job right now to take stock of itself and see how it can improve itself as an advertising medium, so that even with TV operating right across the road from it, it will still attract the listeners who form, after all, the only yardstick on which the medium can be measured.

In past years there has been a tendency



"Somebody stop me!"

on the part of broadcasters and agencies, when a program campaign or other broadcast project goes sour, to rush to the researchers to see if they can find a way of proving that it isn't as rancid as it smells. This is not the solution to making radio attract listeners who will buy goods. The only way to attract the listeners is to give them more and more of the programs they want to hear at times when they want to hear them and less and less of the programs they don't want to listen to at any time. Having acquired them as listeners, the next step is to present the sales messages in format that is palatable, readily remembered and convincing.

Only in this way can radio continue to cut its swath and earn its keep. It isn't a case where an individual radio station will have to do battle with an individual television station for a specific contract. It is going to be a question for the industry to devise ways and means of improving the product all over the country, to the end that when appropriations are made up, radio will get its place in the sun. It won't be a case of frequency discounts or bulk buying discounts. It will be a straight case of improving the product.

■ ■ ■

Gatherings like this month's WAB Convention should be the scene of deliberations along these lines. They should set to work, as they doubtless will, to make broadcasting safe for those who own stations and those who work for them, by making the medium grow in interest, in stature and perhaps above all in respect. These are the qualities radio must acquire in greater measure if it is to win out in this latest battle for survival.

Calling The TV Four-Flush

If anyone knows the impossibility of giving Toronto, Montreal and Ottawa a permanent publicly-owned television service, it is the men who operate the CBC. The only thing is the government has committed itself and them to it, so they can only carry on with the work in mock ardor, hoping to God someone will stop them.

Radio broadcasting is the only existing parallel to the TV problem, and what makes radio possible on a publicly-owned basis is the fact that the CBC has three networks blanketing the country, thereby enabling it to collect receiver license fees in areas where it could never afford to operate stations. Because it is an economic impossibility for the CBC to operate enough stations of its own to cover the country, it has been forced to secure the use of the facilities of the private stations.

■ ■ ■

In order to collect the television receiver license fees it must have from right across the country, the CBC must have private television stations carrying its programs just as it does in the case of AM.

The fact of the matter is though the government has said it will not entertain the issuance of television transmitting licenses to private TV stations, until it is itself functionally nationally, in accordance with the recommendations of the Massey Commission. Now the CBC, whose policies are dictated by the government, is wondering how it is going to complete the establishment of a TV system without help from private enterprise.

Obviously the government, or the responsible minister, the Minister of Revenue, Dr. J. J. McCann, was guilty of an egregious error in judgment when he blandly accepted the findings of that group of educators.

■ ■ ■

Now whatever force it is that makes the CBC move is causing it to put up a tremendous bluff, pretending it is going along with the government's no-private-licenses decisions, which it knows is impossible. Maybe the purpose is to try and stir interest in the minds of the private enterprisers in TV by the old-fashioned but perhaps still effective process of dangling forbidden fruit.

Unquestionably, sooner or later, the CBC is going to have to have private telecasters in operation in order to make its own existence possible. But if private enterprise will just bide its time, and wait until the CBC is forced to come to it for succor, business should be in a fine position to dictate the terms of the inevitable partnership which will have to be set up between business and government, if TV is going to get anywhere at all.



● 1948

ALBERTA WAS

BIG

Oil Production

35 Million

116 MILLION

Farm Production

545 Million

759 MILLION

Retail Sales

592 Million

831 MILLION

Manufacturing

350 Million

421 MILLION



1952 IS BIGGEST!

1952 RADIO HOMES

In Alberta

252,000

(229,400 Radio Homes in 1948)

● 1951

ALBERTA WAS

BIGGER!

ALBERTA

Thankful For Today - - - Hopeful For Tomorrow

By Mabel Abercrombie
(CFAC, Calgary)

The Province of Alberta is like a rich farmer — thankful about the present state of things, and optimistic about the future, with granaries full, sleek cattle on the range, an income from oil royalties, and an approving eye on the factory on his land.

Agriculture is still by far the richest industry of Alberta, with verdant pasture lands feeding the 2,000,000 head of cattle which support multi-million-dollar dairy and beef industries. The growing of grain is taking on even rosier aspects as the tremendous irrigation developments of Alberta begin to take concrete shape. At the present time there are 13 established irrigation districts in operation with over 800,000 acres already "under the ditch." The long-range effects of irrigation are hard to visualize, but responsible officials are forecasting a bovine population of 4,000,000 on Southern Alberta's rolling prairie lands. The water that flows along these irrigation canals, incidentally, comes straight down from the western slopes of the Rocky Mountains. It is of excellent quality, and relatively low in hardness and total solids.

While farming and ranching are still the primary industries, the discovery of oil at Leduc in 1947 heralded a new era of prosperity and development which is still being geared to production, and whose possibilities cannot be comprehended. Oil production is already greater than the refineries of the prairies can handle. The most prolific field in the British Empire, over 90% of Canadian petroleum comes from Alberta. Even with well production cut back as it is today, surplus oil can still be piped directly to eastern and western markets.

With oil comes gas—a cheap fuel. Natural gas reserves of Alberta are amongst the largest on the North American Continent. Fuel costs are an important item to manufacturers, and industry is cocking a speculative eye at Alberta. In fact, 15 new manufacturing industries in the fields of the petro-chemicals, rayon, plastics, caustic soda, storage batteries, clay, cement and sulphur, established themselves in the province in 1951. A \$4,000,000 plant for the manufacture of high explosives has just been opened

(Continued on page 8)

W.A.B. Convention Delegates!

**WELCOME
to ALBERTA**



EDMONTON

RADIO REPRESENTATIVES LTD.

Montreal — Toronto — Winnipeg — Vancouver

BILL GUILD SAYS:

"Come up and have a look at Canada's Richest Market!"

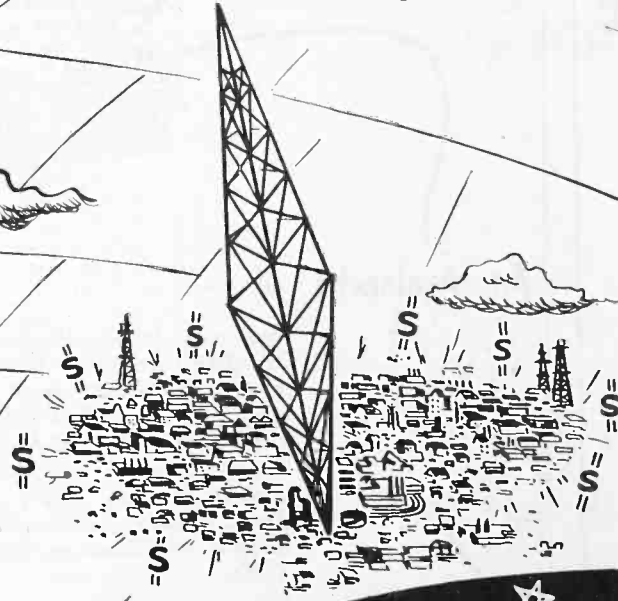


1952 - A RECORD YEAR FOR SOUTHERN ALBERTA

Coming to the W.A.B. Annual Meeting? . . . If so you'll see first hand the bountiful harvest which has been wrought by the magic wand of Nature in Alberta. Southern Alberta has been particularly favoured. Record yields in grain, sugar beets and vegetables are pouring into the elevators and factories . . . and in turn added millions will pour into this major market.

Yes . . . Green Acres have turned to Gold in Southern Alberta. You can stake a claim on your share by putting CJOC on your Major Market list . . . NOW!

WAB



Green Acres turn to GOLD in Southern Alberta

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

gjoc LETHBRIDGE

ASK YOUR LOCAL ALL-CANADA MAN

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

ALBERTA

(Continued from page 6)

at Calgary by C.I.L., and the American Celanese Corporation last year erected a \$40,000,000 plant in Edmonton.

Meanwhile, Alberta itself is cocking a speculative eye to the untapped riches of its northland, and pondering the riddle of its Athabaskan oil sands, richest known oil source in the world.

Blessed with the greatest hours of sunshine in the Dominion, Alberta looks westward over its rolling cattle ranges to the snow-capped Rockies, playground of over a million tourists each year, who revel in the unsurpassed beauty around them and leave \$30,000,000 within the province. With the development of the Trans-Canada Highway emerging as a reality, Alberta can look forward to expanding its tourist business, and drawing many more visitors to enjoy its recreational and scenic attractions.

World-famous Banff is the headquarters of the vigorous Banff School of Fine Arts. Established in 1933 under the guidance of the Department of Extension of the University of Alberta, the School of Fine Arts is today housed in beautiful dormitories. In 1951, 488 students were attracted to its regular summer classes in drama, weaving, choral singing, painting,

photography, writing, languages, etc. An additional 1,800 people attended provincial, national and international conventions and short courses spread throughout the rest of the year. Banff may yet become the Salzburg of North America through the School of Fine Arts.

With new construction setting an all-time record, and population increasing at the rate of 1,000 a month, Edmonton, the cross-roads of the world, is Canada's fastest growing city. Calgary, its friendly rival to the south, lays fair claim to second place. In the last 10 years, their populations have increased 77% and 49%, respectively. As is always the case in a predominantly agricultural community, the people of Alberta are dependent to a great degree on their local radio stations for most of their entertainment and news.

Alberta is already within sight of being the only debt-free province in Canada. Nature's bountiful gifts have been sufficiently well-managed by youthful Premier Ernest C. Manning to ensure his Social Credit Party's return to power with a landslide majority to continue an administration which has lasted since 1935.

With a per family income of \$4,029.00, Albertans are in the market for more and more of the appliances, the furniture, the homes, the cars, that help to raise their standard of living. To the national advertiser, Alberta has become an important market, and a constantly growing market.

Election Blow By Blow

Calgary. — Another provincial election called on the facilities of many radio stations to keep the people posted on returns last month as Albertans went to the polls to re-elect again the Social Credit party under Premier E. C. Manning.

In his victory speech, Premier Manning thanked the radio stations throughout this province for their support and the coverage given the election results.

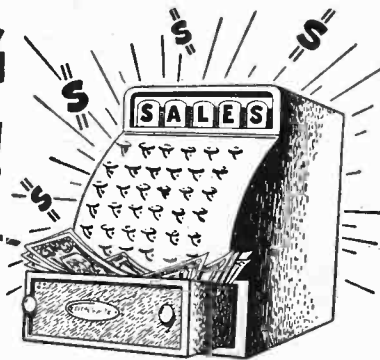
While all stations carried the statistics as soon as received from the returning officers during the night of August 5, two of them—CJCA, Edmonton and CFAC here—combined their resources to bring listeners special post-election comments by Premier Manning, Liberal leader J. Harper Prowse and CCF leader Elmer Roper.

CFAC also employed a province-wide teletype service to carry returns in addition to the wires of Press News and B.U.P.

In the area surrounding Red Deer there are four ridings served by station CKRD covering many miles in all directions. Faced with the impossible task of getting all candidates together for short speeches, win or lose, to complete its election coverage, CKRD offered to record two versions of speeches for all candidates and broadcast the appropriate one after the results had been conceded.

Ten public service hopefuls took advantage of the offer. Only candidate to broadcast live on election night was the successful Social Crediter for Red Deer itself, D. A. Ure.

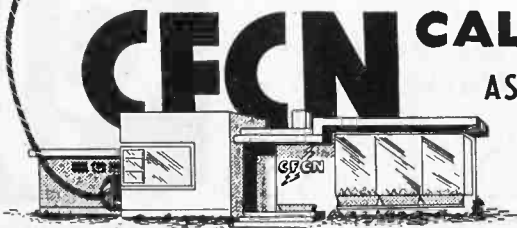
SELLING POWER!



An Avalanche of —

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

You Cover More . . . You Sell More Over



CFCN CALGARY

ASK RADIO REPS

Toronto, Montreal,
Winnipeg, Vancouver

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

EXCELLENT OPPORTUNITY

In Agency Radio Department

Young man or woman with previous experience in time buying, estimating, and traffic, will find exceptional opportunity in our expanding radio department. Radio station experience in production and writing an asset. Apply in writing to:

THE F. H. HAYHURST CO. LTD.
38 KING ST. WEST, TORONTO

You can't cover Simcoe County without CKBB

BARRIE

REPS —
 PAUL MULVIHILL TORONTO
 RADIO TIME SALES MONTREAL
 ADAM YOUNG U.S.A.

SASKATCHEWAN

Saskatchewan's New Look - - Is A Prosperous Look

By Idabelle Melville

This is Saskatchewan's golden year. The color of the gold is the color of her ripening wheat. We have a magnificent crop, the biggest Saskatchewan has ever produced. It appears it will also be Saskatchewan's finest wheat crop.

As I write this, a light haze hangs on the air. We call it "harvest fog." It's the dust raised by the blowers of hundreds of harvester combines. From my back yard I can hear the steady hum of the combines as they crawl across tremendous wheat fields that sprawl right up to the city limits. There is an undercurrent of excitement in Saskatchewan as the bumper wheat crop is being harvested. Business men eye each crop report with a gleam in their eye.

Now, while we in Saskatchewan know that Saskatchewan has a new look, and that this year it has the most prosperous look it has ever had, we frankly wonder when the rest of Canada will catch on. In fact prairie people often wonder if Saskatchewan, the wheat province (that's the way it's described on 1952 automobile license plates), is the subject of more misunderstanding than any other province in the whole of Canada. Perhaps that's because the chief industry is agriculture, and farmers have never been noted as public relations experts. They've been so busy this past decade, it seems, that they've neglected to take time off to do a little boasting. Come to think of it, the prairie farmer isn't the demonstrative type anyway. Even this year when the golden dream is coming true, you won't see any farmer throwing his hat in the air. He's quietly going about his own business, getting his crop off, same as usual. But wait and see how he spends that wheat money!

Speaking of spending money, may we at this point humbly offer a little advice to outside writers. Please, if you're writing a tender little drama today about a prairie farm family, don't have the farmer's wife patiently saving up egg money in a baking powder tin so she can buy that perfectly lovely set of yellow frilly curtains for the kitchen. It's a most touching little human interest angle, we know. But chances are she's planning to buy a deep freeze unit this fall, and the money that takes can't be stuffed in an empty baking powder tin.

In fact, I must confess there is nothing I love better than to spring the Saskatchewan "New Look" on outsiders. I had a chance to do this the other day. I drove through the southern part of Saskatchewan, reckoned to be the world's greatest spring wheat producing area. With me I had a friend from British Columbia who was raised on a wheat farm

in this district. I took him back to look over the old home farm, and to see how his school friends, who had become farmers, were getting along. He was the most amazed young man I ever saw. He had left the farm following the depression years, because there was no future in it. His unfortunate friends who had been "stuck" on the farm all these years were bumping around in the latest de luxe model automobiles. They were "roughing" it in homes which were equipped with new electric or gas refrigerators and stoves. He told me it made him feel absolutely foolish. He said all these years he had been thinking of farming in Saskatchewan as one of the least desirable ways of making a living. Frankly, the former Saskatchewan farm boy, turned business man in Vancouver, wished he could reach for a wheat farm. He knew enough about farming in Saskatchewan to know it's a tough grind, with plenty of hazards between seeding and harvest. But he had to change his outdated ideas about how the wheat farmer is doing in Saskatchewan these days.

In the mid-thirties it couldn't be said that western farmers had made a great deal of headway in the matter of housing their families. They lived mostly in the simple frame house the homesteader built when he emerged from the "sod shack" era. There were few refinements in the way of efficient heating units, insulation and kitchen conveniences. There was little advancement made during the grim seven or eight years when the twin spectres of drought and depression brooded over Saskatchewan.

Things are vastly different today, though. Easterners who travel through the west are struck by the fact that, on the average, the prairie farmer enjoys better housing than the farmer in Ontario. In Saskatchewan, in the five years immediately following the end of World War II, investment in new farm homes and improvements to existing farm homes was staggering. It still goes on. Almost 60 per cent of prairie farm homes have electricity (either power line or generated on the farm). Power commissions and corporations in all three prairie provinces are planning rapid expansion of power facilities to farms. In the case of Saskatchewan, over 5,000 more farms will be electrified before the end of 1952. And that isn't counting the hundreds of farmers who, on the basis of a bumper crop, will buy a small power plant to fill in until the power poles are set up along the nearest road allowance.

What happened to make Saskatchewan one of the most prom-

When in Rome Do what the Romans do!

SAGE advice for advertisers considering campaigns for Saskatchewan. WHEN IN THE PRINCE ALBERT MARKET DO WHAT THE MERCHANTS IN THIS AREA DO — USE CKBI!

144 merchants in 52 towns and villages, at distances of from 30 to 110 miles from Prince Albert use CKBI 12 months of the year. Another 81 merchants in 24 other towns and villages use CKBI 3 to 9 months of the year. This does not include the merchants in Prince Albert.

These shrewd district merchants use CKBI because they know it is the only medium that can adequately take their message home to their customers. Follow the lead of the men who know—USE CKBI IN YOUR NEXT CAMPAIGN!

CKBI

5000 WATTS

PRINCE ALBERT

SASKATCHEWAN

Remember CFQC'S Coverage of SASKATCHEWAN



When You Plan Your Advertising!

P.S.—We'll be seeing you at the
WAB Meeting at Banff



CFQC
600 KC
5000 WATTS

THE RADIO HUB OF SASKATCHEWAN

SEE
RADIO REPS
NOW!

SASKATCHEWAN

(Continued from page 9)

ising of all rural market areas in Canada? What set of circumstances hoisted the big agricultural province out of the role of "poor relation" to the rest of Canada? Because "poor relation" she was, up until nearly the end of the thirties.

Saskatchewan farmers, by the time World War II started, had piled up a huge surplus of the finest hard spring wheat in the world. Due to difficult foreign trade conditions, that big stockpile wasn't moving very fast in 1939. Then, with the outbreak of war, the world suddenly began to want that wheat, and by the early forties, although the price wasn't by any means terrific as yet, farmers began to wonder if they would ever be able to keep up with the demand. The price improved, and by the war's end the wheat farmer found himself with a ready market for everything he could raise and an assured price through long-term agreements with other countries. The farmer promptly paid off his mortgage and began to buy the things he and his wife and family had wanted for years.

Farm income in Saskatchewan has been steadily increasing, year by year. Back in 1945 things looked pretty good, with total farm income at \$412,519,000. But in 1951 farmers hit the jackpot with total income for the year amounting to \$632,173,000, in spite

of the fact that wet weather in the fall, coupled with an early winter, prevented the harvesting of many millions of bushels of grain. Many crops lay out in the snow all winter and could not be harvested until April and May of this year. But we had amazing luck in the way of weather. April was the warmest April on record. May, too, was warm and sunny. It made it possible for nearly every bushel of grain from the ill-fated '51 harvest to be salvaged in good condition.

Now we have the beautiful 1952 crop, the greatest bumper crop in history. It hasn't all been clear sailing, of course. The biggest scare came near the end of July when the dreaded 15B stem rust appeared. But this year's crop is early and because much of the wheat was matured before the rust developed there has been little damage. The big problem at the moment is storage space. Farmers know that elevator and transportation systems can't handle the entire tremendous volume of grain which will be threshed in the next month or so. But progressive farmers haven't been chewing a straw waiting for some miracle to happen. They've been rushing up granaries of every description. It's been estimated that farm storage facilities will jump by at least 15 million bushels.

Here's another factor worth considering in examining Saskatchewan's new look. This greatly enhanced income is divided among fewer people than was the case a decade ago. You've heard that our population is decreasing.

Thinking people in Saskatchewan are annoyed at politicians (invariably blaming the other party) viewing with alarm the "dangerous decline" in farm population. Economists will tell you there's nothing "dangerous" about what is simply a move to greater efficiency in production and, consequently, greater profit to the individual farmer than ever before. The farm unit is simply finding its economic level.

Ten years ago the average farm unit was almost 100 acres less than it is now. There were far too many farms that provided their owners with little more than a bare living. After the crop was sold there was nothing much left over for a few of the amenities of life. But as new machines brought greater efficiency, it meant the farmer was capable of doing much more work. Many a farmer, becoming a smart business man, secured additional land to enable him to exploit to the limit a fairly heavy investment in machinery. Without adding substantially to his machinery investment, the farmer often found he could work two sections of land with an outfit, just about as easily as he could work a single section.

One doesn't need to dwell on a comparison between two farmers, one on a section of land, just barely making a living, and a single farm family on two sections, making a good living with a bit to spare. It would appear fairly obvious which one is going to be the important man to the rest of the economy.

There are now about 105,000 occupied farm units in the province, compared with 142,000 in 1936. Experts say the trend to the larger unit is levelling off, and that now most Saskatchewan farmers are working units which, one way or another, are capable of providing the family with a good standard of living from year to year. In any event, don't let the prophets of doom tell you that the decline in farm population is anything but a sound, healthy trend towards greater efficiency on one hand, and a vastly more prosperous group of consumers on the other.

A word about livestock: cattle and hogs contributed about \$112,000,000 of Saskatchewan's total farm revenue in 1951. Stockmen were all set for another banner year in 1952 when the foot-and-mouth disease outbreak closed off the U.S. and other markets. For a few weeks the industry was in a turmoil, with prices ranging from the fire sale level to the government-imposed floor, hastily arranged but not quite as hastily put into useful effect. Now, the domestic market seems to be absorbing all offerings at good prices, not quite up to pre-foot-and-mouth levels, but still attractive to the producer. Too, with Canada declared free of the disease recently, it is likely the U.S. market will be open to Canadian cattle and hogs again, relieving the possibility of a surplus developing on the domestic market. Indications are that Saskatchewan livestock producers are recovering from the foot-and-mouth setback very nicely, and 1952 is going to be pretty close

to the record in 1951 in spite of the upset.

So far, I've discussed only agriculture, which occupies 58 per cent of the province's gainfully occupied population and accounts for more than 87 per cent of total provincial production. But while agriculture is likely to remain Saskatchewan's top industry for many years to come, there are other developments afoot that make the province still more attractive as a market for an ever-widening range and volume of consumer and industrial goods.

Almost everywhere you go in Saskatchewan these days you see an oil rig. The first really significant light oil strike was late last winter at Fosterton in the southwest. There are several wells producing in that area now and reports of new finds almost every week. A natural gas find in the western part of Saskatchewan will result in a pipeline being laid to Saskatoon, probably within a year from now. Potash at Unity, sodium sulphate at Chaplin, uranium in the north country—all of these are putting Saskatchewan on the map in a big way.

All of these bring new investments and new wage-earners. At this early stage of development of Saskatchewan's untold mineral wealth, some of the figures are a bit staggering. For instance, oil companies are spending many millions of dollars just in exploration this year. A rush that was reminiscent of the Yukon gold strike took place the other day when uranium claims were opened in the Beaverlodge area.

The country is so vast that sometimes it's difficult to appreciate the amount of development that's going on. You get a glimpse of what development of resources means in terms of new business in odd places at times. For instance, the proprietor of a Saskatoon printing establishment told me the other day that he had picked up no less than \$15,000 worth of new business from oil and exploration companies alone since the beginning of the year. A dealer in Swift Current can't get nearly enough heavy trucks to supply the demand, three times as great as it was a year ago. Air traffic is away up, due to a lot of busy people who have to travel fast to run and keep track of the big business that's developing in Saskatchewan these days.

How does it all look to us here in Saskatchewan, the province that used to be the poor relation to the rest of Canada? We're pleased as can be, of course. Back of it all is a prosperous agriculture, starting on a bumper harvest that promises to be the biggest and best in the history of the province. We know when farmers have a good year we'll all get along, with better wages and better wholesale volume and better retail turnover all over the map of Saskatchewan. (Boards of Trade everywhere report substantial increases in retail volume already, some as high as 26 per cent.)

So, Mr. Manufacturer, if you've got a baby carriage, an automobile, an electric toaster, a cake of soap or a tube of toothpaste to sell, our guess is there's someone

Regina has..

A BIG INTEREST in the 1952 bumper crop estimate for Saskatchewan — about 400 million bushels of wheat! Saskatchewan's wheat crop alone exceeds the 10-year average for the province.

... AND ...

BOB BYE—recently appointed CKRM's production supervisor. Bob makes 960 the bright spot on the dial each morning from 7 'til 9 with his popular "Bob for Breakfast" program. Bob knows how to get people off on the right foot each day with a brief line-up of news, sport scores, weather information and wake-up music.



★ See "Radio Reps" NOW for details of this market!

CKRM Regina

SASKATCHEWAN

(Continued from page 10)

in Saskatchewan not only ready, but perfectly willing to buy it. Fur coats and diamond rings will sell too. There's a lot of cash around, with more to come in this autumn of 1952, probably more than we've ever had before.

We think Saskatchewan's a great place to be right now. The corner grocer and the neighborhood druggist and the service station operator out on the highway aren't kidding when they beam and say "Business is good!"

■ ■ ■

Celebrates 1/4 Century

Yorkton. — As radio station CJGX here celebrated its 25th year of operation last month, it announced the appointment of a new manager to succeed the retiring Arthur Mills who had been around to throw the switch which originally put the station on the air.

Jack Shortreed, 31-year-old assistant manager at the station for the past two years, takes over the helm, while Mills will continue as technical and public relations consultant.

During the celebration, tribute was paid by the community and the newspaper, *Yorkton Enterprise*, to the efforts of three men who had "made the station click":

Les Garside, first manager after the station had been reorganized in 1939 and now general manager of Inland Broadcasting Service, Winnipeg; Arthur Mills and Art Chapman, head of the Yorkton and District Board of Trade committee which spearheaded a drive to have the station's power increased through years of representations to the government.

Yorkton mayor C. G. Langrill said in a public address during the anniversary: "We in Yorkton appreciate the service and publicity which these (station) men and women have given us all these years. While the studios and transmitter are located in Yorkton, CJGX nevertheless is truly a community station and gives publicity to farming communities and all of the towns and villages in northeastern Saskatchewan and northwestern Manitoba."

A feature of CJGX programming leading up to the celebration was the show, *Public Friend Number One*, which was a series of 25 daily broadcasts aired prior to the anniversary date. Each program was made up of a commentary of news from a year of CJGX history.

Shortreed started his radio career seven years ago as an announcer with the station he now heads and moved up to the sales manager post before leaving to join Inland Broadcasting Service in Winnipeg. A former local sales manager with CKY, Winnipeg, Shortreed returned to Yorkton as the station's assistant manager two years ago.

Formula

... for a radio news service: news, know-how and active co-operation with the broadcasters.

Press News, serving 87 private stations in Canada, has all three.

PN delivers to Canadian radio the news of The Canadian Press, The Associated Press and Reuters News Agency—each outstanding in its field.

PN devotes to radio a nation-wide staff of editors and reporters schooled in gathering and writing news for the air and delivering it fast to radio newsrooms.

PN has this invaluable ingredient—the support, suggestions and active guidance of its stations.

Press News

Four RICH Markets That MEAN BUSINESS

CJCH, Halifax

161 new multiple housing units under way in this flourishing city of 134,000.

CHOK, Sarnia

Contracts amounting to \$2½ million have been issued for new housing program.

CKBB, Barrie

1,000 permanent homes at Camp Borden plus a bonus audience of 7,000 enlisted men.

St. Catharines

Queenston Hydro Project has monthly payroll of well over \$1,000,000.

You can't afford to pass up these hard-hitting stations when you are placing your fall campaign.

For Quick and Complete Information Contact

Paul Mulvihill

Radio Station Representative

21 KING ST. EAST

WA. 6554

TORONTO

Banff Is Your Chance

to see how you can



with the

SESAC

Transcribed Library

A COMPLETE SERVICE FOR

\$50 TO 67.50 A MONTH

Based on your advertising rates.

See you at the WAB Convention

Louis Tappé

SESAC INC.

475 FIFTH AVENUE

NEW YORK 17, N.Y.

CFCO again goes over the top

with 77,420 Radio Homes at a cost to the advertiser of 39 cents per thousand homes.

The Lowest Radio cost in the whole of South Western Ontario. BBM Study No. 4.

CFCO - 630 Kcs - Chatham

LETTERS?

7,650 in the *fifth* broadcast week
for CF's "Pick the Hits."

Find out about CF's new, extra-sales-producing programming from your
All-Canada man!

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

**MANITOBA****Beans In Its Jeans**

By Norm Williams
(CJOB, Winnipeg)

Mr. Winnipeg Businessman smiled expansively as he flicked imaginary dust from his hundred-dollar suit. "Business?" he asked, punctuating his thoughts with jabs of his cigar. "Brother, it's great! And it's going to be even better! Mind you, our margin's down slightly, because of price-cuts, but sales are certainly on the up!"

Our friend from down East looked at me rather queerly. When we left Mr. Businessman's office, he remarked: "I thought this was a farmer's town, but I'm beginning to change my mind."

Our friend isn't the only one who is reversing his opinions about Winnipeg and Manitoba, for "change and progress" are the order of the day in the Keystone Province.

To refer to Winnipeg as "The Gateway to the Golden West" may have been just a corny phrase 15 years ago, but the sleeping giant has finally awakened and is flexing his industrial muscles. For the first time in history, manufacturing in Manitoba last year exceeded agricultural output, and industrial expansion is increasing by leaps and bounds. Over \$25 million of private capital was invested in new and expanded manufacturing facilities in the province; major oil discoveries have been made at Virden and Tilston; Sherritt Gordon have opened a new copper-nickel mine at Lynn Lake in Northern Manitoba; Canada's major banking houses have erected beautiful new buildings in Winnipeg; and some 18 large firms are spending over \$10 million on new warehouses in and around the city. Countless U.S. firms are vitally interested in establishing manufacturing plants in Winnipeg, and those

who have already put up plants here have been very successful.

Yes, Manitoba is Canada's new industrial giant, and Winnipeg is growing in stature and importance as the hub of western industry and commerce.

But, behind the spotlight of industrial growth — only slightly in the shadows — there stands Mr. Farmer, the man who represents Manitoba's original and basic economy. His success is still Manitoba's success; and his failures are bound to affect the tempo and richness of our lives here in Manitoba. This year, farmers in Manitoba, Alberta and Saskatchewan are expected to harvest the biggest crop in history — some 656,000,000 bushels! Which means a great many "beans" in a great many jeans, greater buying power, increased sales, and continued prosperity.

What of our friend the Manitoba businessman, the retail merchant?

"Bud" Wocks, secretary-manager of the Manitoba division, Retail Merchants' Association, who represents some 3,000 merchants, said that "business conditions are excellent. Price cuts have forced our margin down, but sales are steadily increasing, and we're looking ahead to another outstanding year in 1953."

And what part does Manitoba's most vital advertising medium, radio, play in your sales picture, Bud?

"Our retail merchants speak very highly of radio advertising, and a great many of them are completely sold on this medium. In fact, I recently sent a letter to member-merchants in Winnipeg, suggesting the use of radio programs to boost the position of independent stores."

Tony Messner, commercial manager of CJOB in Winnipeg says:

"The demand for radio time on the part of local merchants has increased to such an extent during the past 12 months that it's all we can do to cope with the demand . . . and the end is not yet in sight! Retail buying should continue to rise, for present indications point to a record grain crop; and the discovery and completion of several new oil wells in the province puts Manitoba in an oil market second only to the vast California fields. And, with so many manufacturing firms now located in Winnipeg, Manitoba's capital can no longer be looked upon as only an agricultural market.

"All these conditions have so influenced the national advertiser that, during the current year, national radio appropriations have almost been doubled."

Equally enthused about the radio advertising picture, both present and future, is Bill Speers, manager of CKRC. "But then," Bill added, "retail business in the

An Extra Million to Spend

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

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

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

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

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



New Brunswick's
Most Listened-To
Station

**SETTING THE PACE
IN
CENTRAL CANADA
WITH
EXCLUSIVE
'CHAIN-ACTION'
Merchandising!**

● POINT OF PURCHASE
PRODUCT DISPLAYS

In 225 independent Grocery Outlets and 260 independent Drug Outlets.

● EXTRA SPOTLIGHT
RADIO FEATURINGS

In CKY's special dealer co-operative features.

● POINT-OF-SALE
PROMOTIONS

Windows and counters arranged especially.

● AIR-TEASERS, NEWS-
READERS, DEALER BUL-
LETINS

Booster releases arranged especially.

"For Marketing in Manitoba . . .
Your **RESULTFUL** Buy
Is CKY!"



"THE STATION WITH PULL"
Representatives
Horace N. Stovin & Co. — Canada
Adam J. Young, Jr., Inc. — U.S.A.

west has always been good for radio . . . or vice versa . . . because radio in a semi-rural area such as Winnipeg fulfils a definite need among the people. I feel that radio has always been more important in the west than it ever has been in Eastern Canada, because here the farm homes are often a considerable distance from towns and cities." Speers put down the Blue Bomber football schedule he was studying and continued: "Maybe I'm biased, but I think Winnipeg is a great radio town . . . and it's obvious that local and national advertisers think so, too!"

All of Winnipeg's radio stations serve the metropolitan area, as well as a large portion of the rural districts. But let's consider CKX, at Brandon, 138 miles

west of Winnipeg, which is devoted exclusively to the farmer. According to station manager John Craig, the radio advertising picture in Brandon is "excellent; better than it has ever been before. And, with a predicted bumper crop, our expectations are for an even bigger year in '53."

The oil fields in Manitoba are located at Virden, only 45 miles west of Brandon. California Standard Oil Company have established an office in Brandon, and other major oil firms are expected to follow suit. The CKX manager feels that, although Brandon is naturally dependent on farm economy, the discovery of oil so close at hand should maintain, or increase, present excellent business trends.

(Continued on page 14)

SEX QUIZ

Which sex does most radio listening?

Which sex does most buying?

Which sex does your station cater to?

When you've answered this quiz correctly, you'll know why our script services, TO THE WOMEN and LISTEN LADIES grow more popular every month. Write us for a free sample.

WALTER A. DALES

Radioscripts

907 KEEFER BUILDING MONTREAL PHONE UN. 6-7105

**Sixty-five thousand Frenchmen
Can't be Wrong**

They all say . . .

CKSB

ST. BONIFACE

IS TOPS

**FOR MUSIC
FOR NEWS
FOR COMMUNITY SERVICE**

The language of music is universal — so join the Bandwagon of Western Canada's First French Language Station

The key to the French market in the Keystone Province

Dave Says

"People in our Town
have money and
they spend it"

Building permits issued in Dauphin, Manitoba (population 6,200) from January 1st, 1952 to July 31st, 1952, totalled \$476,535.00



David M. Hughes
Manager

For further information on this growing market contact our Reps:

Radio Representatives Ltd.
Toronto - Montreal - Vancouver
Adam J. Young — New York

CKDM

DAUPHIN, MAN.

1230 On Your Radio Dial

CKX

BRANDON

In Manitoba's Most Valuable Market

There's free-flowing OIL in them thar hills immediately west of Brandon. The Crop Reports for Western Canada are good. For Manitoba they're TERRIFIC!

Farm Cash Income has increased 70.6% in Manitoba from 1945 to 1951—the increase for Canada 66.8%.

Average personal income for Manitoba — \$2,786.00

Average personal income for BRANDON — \$2,850.00

CKX IS IN THE HEART OF THE BEST CROP IN YEARS

Sunday 6 p.m. CKX cornered 94.4% of the listeners*.

Monday 9.05 a.m. we had 80.3% of the listeners*.

Tuesday 11 a.m. Newscast shows 82.2% of the listeners*.

Wednesday 1.10 p.m. our percentage of listeners 78.8%*.

Thursday at 8.30 p.m. we rated a big 96.5% of the listeners*.

Friday at 5.45 we copped 77.9% of the listeners*.

ANYTIME IS GOOD TIME ON CKX

*E-H April, June '52. For Market Analysis of the CKX trade territory see Radio Representatives in Canada or Adam Young in U.S.A.

CKX

BRANDON

MANITOBA

(Continued from page 13)

And what's the story on radio advertising in Brandon, Mr. Craig?

"I'm happy to say that Brandon merchants are so thoroughly sold on radio that there are very few merchants here who do not use CKX." But Craig tempers his enthusiasm with this sober reflection: "Many factors might change the current happy situation, so we must always stay on our toes, geared to meet any emergency."

Manitoba's youngest station is CKDM, at Dauphin, in operation just a year and a half. But already, according to Ralph Bagley, commercial manager, a great majority of local merchants have discovered that radio is a necessity in the success of their business. CKDM serves a farm area and, as Ralph says: "Crop results naturally have a great effect on business conditions in Dauphin. This year both local and national radio advertising on CKDM is up over 1951. Prospects for '53 will depend on crop conditions, but as the Dauphin area has never known a crop failure, we can expect another good year."

■ ■ ■

Across the Red River, in St. Boniface, is Manitoba's French-speaking station, CKSB, managed by Roland Couture. Because CKSB broadcasts exclusively in French, their audience is limited to about 70,000. But listeners are intensely loyal both to the station and to CKSB's sponsors. Here, too, the radio advertising picture is extremely bright and, because CKSB broadcasts primarily in farm areas, Couture attributes this to "excellent crop conditions."

"In view of our expected record-breaking crop," he smiled, "advertising on CKSB—both local and national—should continue to increase for 1953." He explained that the quota basis, under which farmers can deliver only a small quantity of grain at any one time, will mean a regular flow of money into farmers' bank accounts. This, of course, will tend to maintain business conditions in Manitoba at a high level for a longer period.

■ ■ ■

Al Mackenzie, manager of CKY in Winnipeg, says that: "Already this year we are showing a 77% increase in over-all bookings, with an increase expected in the coming months." Mackenzie feels that, together with our excellent industrial and agricultural economy, the reason for increased radio time sales is that "the radio industry in Winnipeg is working at its job more intelligently. We are showing more foresight and progressiveness in the marketing of the services offered by radio. But," adds Mr. Mackenzie, "there's still room for improvement."

No matter where you look, Manitoba and Manitoba's business is growing, and the radio industry here is growing too.

more people
listen to
CKRC
than to
any other
Manitoba
station

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

CKRC - WINNIPEG • 630 KC • 5000 WATTS

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

APS
memo from

Mitch

Maurice B. Mitchell, General Manager
ASSOCIATED PROGRAM SERVICE
151 West 46th Street
New York 19, N. Y.

A PROGRAM FOR SELLING

It's a wise broadcaster who says:

"Just selling programs is short-term thinking. Show me a program for improving sales efficiency and the program sales will follow!"

The only such program in existence is the APS series of Transcribed Sales Meetings. They have been heard by hundreds of salesmen, endorsed by crack sales managers from coast-to-coast. They were produced for local radio salesmen -- and for nobody else!

Your check for \$22.50 per month for a year will bring you a total of 30 half-hour meetings, complete with instructions for each meeting.

Read the titles below -- then write, phone or wire.

"the library that pays for itself"

The APS Series of Transcribed Sales Meetings by Maurice B. Mitchell

Fundamentals for Radio Salesmen
Copy-Minded Selling
The Department Store and
Radio Advertising
The Cold-Call
The Lost Sale

Next Week's Cancellation
Merchandising Radio Advertising
Radio vs. Newspaper (two discs)
Creative Selling
Facing Competition from Television
Using Research to Sell Radio

Locating Outside Radio Dollars
The Little Dollar in Radio
The Library Is a Selling Tool
The Broadcasters' Stake in Advertising
Promotion as a Sales Tool
Measuring Your Sales Future

... plus another new title every month

CKDA...

Victoria's **MOST LISTENED TO Station!**

SMACK in CENTRE of Okanagan
CKOV in Kelowna, B.C.,
BLANKETS the Valley.



See Our Reps: All-Canada
Weed and Co.

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.

BRITISH COLUMBIA

BC Is Getting Into High Gear

By Robert A. Francis
(Reprinted from our issue of February 6th, 1952)

The post-war industrial boom in B.C., which has really started to come to a head in the past year in a dozen industries, points the way to an even richer retail market than developments so far have indicated.

So many new plants have begun building in past months, so many established concerns have announced expansions, so much development in basic industries has taken place, that the average citizen has lost track of the picture as a whole.

The man in the street in this province does not realize yet what has hit British Columbia. The merchant in the store is not fully aware, either, of the tremendous growth that is going on right here in front of his counter.

In terms of an expanding working force coming in to fill the blossoming labor market, of the high B.C. living standard, of the wage levels which compare favorably with any part of the Dominion, the province offers its merchants a better outlook than at any time in its history.

"B.C. is just starting," a banker commented to a radio station salesman who wondered aloud just how many new projects could get under way in a single province.

In the past year there have been developments in pulp and paper, hydro, aluminum, oil and oil pipelines, agriculture, manufacturing, fishing, shipbuilding, construction and mining. Each of these facets of the province's development has had steadily growing payrolls pumping money into retail business.

When the figures are totted up, it looks as if retail sales for the year will have passed the all-time high total of \$1,050,054,000 set in 1950. The year just starting can hardly be less good.

With more than a billion dollars waiting to be spent, then, it must be worth every advertiser's while to reappraise his schedule and see whether he is getting the most results for his advertising dollar.

And it must be the job of radio's time salesmen in B.C. to show them how radio can do the job for them. With all that business waiting to be done, the industry can hardly fail to get a respectable proportion of it.

Let's look quickly at some of the developments which are bringing workers and families, homemakers and retail customers, to every section of the province.

The latest major project announced is for a \$65 million pulp plant to be built by Celgar Development Co. Ltd., a subsidiary of Celanese Corporation of America, at Castlegar on the Arrow Lake. This will be the largest single development ever started in B.C.'s huge forest industry, and work begins this spring.

Gradually the small town of

Castlegar will grow to a thriving city of 11,000 inhabitants, and the entire Arrow Lakes valley will undergo a transformation as thousands of workers move into the area with their families.

Already another branch of the same corporation, Columbia Cellulose Co., is producing high alpha pulp at Prince Rupert with



"This way all W.A.B. delegates to Banff are a captive audience for my sales pitch."

CKOK

1000 WATTS
PENTICTON, B.C.

"Best Non-metropolitan Buy In British Columbia"

84%

Population Increase—
Penticton is Canada's fastest growing city. (1951 Census Dominion Bureau of Statistics, Ottawa.)

49%

Time Revenue Increase
CKOK is B.C.'s fastest growing station (audited increase in station time revenue 1951 as compared to 1950).

43.3

Average Daily Program Rating, 8 a.m. to 10.15 p.m. (Penn McLeod Research, Toronto) compare with any other Canadian station.

Maurice Finnerty
Managing-Director

Roy Chapman
Station Manager

Radio Representatives
In Canada
Donald Cooke Inc. in U.S.A.

a consequent stimulus to business in that area.

The projected Edmonton-Vancouver pipeline will bring added work and business, and already Imperial Oil Co. has announced a \$13 million addition to its refinery at Ioco, outside Vancouver.

The pipeline is an \$82 million scheme itself, and a proportion of this will seep into the commerce of the province.

Consolidated Mining and Smelting Co. at Trail, operators of the biggest smelter in the Commonwealth, are working on a \$65 million expansion.

At Kitimat, south of Prince Rupert, the first stage of Aluminum Co. of Canada's aluminum project is under way, with \$260 million involved, and already 3,500 men are at work. This will grow gradually to a city of 50,000 in the next few years as the plant is completed and production begins.

Pulp and paper mills are expanding at many points on Vancouver Island and the mainland, adding to the total investment in the province's major industry, and pushing upward its production and employment totals.

With world base metal prices high, mining in B.C. is hitting a new high of activity, and prospectors are rushing into every region of the province.

Shipbuilding, with contracts for almost \$50 million worth of naval vessels let, is getting back into its stride, and the construction industry itself, paced by the need for buildings for new industrial projects, is going ahead far faster than a year ago.

Even the tourist industry, hardly regarded as a steady source of income to the retail merchant, was worth about \$75 million to B.C. in 1951, so that its potentialities are definitely not something to be overlooked by merchants in many fields.

Roads have improved into the interior of the province more in the six years since the war than in the previous 16, and this can mean not only easier access to the hinterland for tourists, with all that this implies, but the solid development which follows in the wake of good communication facilities.

Agriculture and fishing, which are major industries in themselves, have prospered, and these again mean bigger returns for the people who work at them, and this in turn is plowed back into the province's economy in home-building and furnishing and purchase of the basic items of living.

The crux of the B.C. story is that the population of the province has jumped more than 40% in a decade. The figure is over one million now, and the increase is not, as the gagwriters have put it, composed of millionaire wheat farmers and Indian army majors come to the west coast to retire.

The increase, by and large, is made up of useful men and women come to work in the basic industries and secondary manufacturing concerns which are expanding as never before.

These are men and women who have come to the province to

work and earn, and to spend right here what they earn out of the resources of the province itself. They are the B.C. market. The breadwinners among them are making good wages, have a sporting prospect of continuing to do so, and the only foreseeable change in the province is that there will be more like them as time goes on.

"You haven't sold Canada till you've sold B.C. by radio," the BCAB has said of the country's third market. The more things develop here in the west, they emphasize, the truer this maxim becomes.

Suddenly in the past five years British Columbia has grown up. People are no longer touchy about the "capitalistic east," and the fellows in the Bay Street canyons who were too conservative to take a chance on B.C.

British Columbians today ignore the hoary old gags about the wild west, strong and free, which they used to suffer from their friends east of Kapuskasing. They've got a boom of their own on their hands. The capital is pouring in from the U.S. and the U.K., and from Eastern Canada, for that matter, and B.C.'ers figure they've simply proved they had what it took all the time.

It just took them a little longer to get going to make the best of their resources. Now that they're just beginning to roll, as the banker said, there'll be no holding the west. You can't even get a guess what the market will look like when B.C. really gets into high gear.

A GROWING MARKET

Prince George has a new warehouse area:

Completed:

Mc and Mc—General Hardware & Appliances
Marshall Wells—Hardware & Appliances

Under Construction:

Prince George Builders Supplies
M. H. Malkin Co.—Wholesale Grocers
All of these construction projects were started less than a year ago.

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.

CHUB
1000 WATTS

CJAV
250 WATTS

1250 WATTS!

POWER PLUS

IN WESTERN CANADA'S ONLY

2-STATION MARKET OFFER

10% DISCOUNT FOR
2-STATION PLACEMENT

10% DISCOUNT FOR
2-STATION PLACEMENT

CHUB - NANAIMO

- \$35,000,000 Annual Industrial Payroll.
- 5 luxury ships from Vancouver Daily—carrying 10,000 passengers and 750 cars DAILY!
- SERVING: 100,000 Vancouver Island listeners, 1,200,000 Annual vacation listeners, 682,431 listeners in Vancouver, Burnaby and the Lower Mainland.

CJAV - PORT ALBERNI

- \$20,000,000 Annual Industrial Payroll.
- Replaces Victoria, B.C., as new base of operations for Canadian Pacific Steamships (July, 1952).
- SERVING: 20,000 listeners in Port Alberni area, 15,000 listeners in Powell River area.

FOR WEST COAST RESULTS AT A MINIMUM COST

BE SURE TO USE THE 2-STATION MARKET OFFER

John N. Hunt & Assoc. — Vancouver

National Broadcast Sales — Toronto & Montreal

Donald Cooke, Inc. — U.S.

CJAV
250 WATTS

CHUB
1000 WATTS

MILE ZERO ON THE ALASKA HIGHWAY

RADIO STATION

CJDC

DAWSON CREEK, B.C.

AN OPEN LETTER TO TIME BUYERS, RADIO DIRECTORS, ADVERTISING AND SALES MANAGERS

We should like to discuss for a few minutes the famous Peace River Country market, CJDC, and your client or firm.

It is often difficult for a person living hundreds of miles away to know a market thoroughly. Surveys are provided to help but unfortunately these surveys are sometimes incorrect and do not show a true picture. Of course, they do show a trend.

I know many of you just as I know my local advertisers and their customers. I know what they like to eat, what entertainment they prefer, their habits and customs. That is why we at CJDC are able to get results—good results—from the advertising placed here.

But do you know this market?

About our market—The Peace River Country of Alberta and B.C. is a vast area one third the size of Alberta. It is virtually a province in itself and is located north and west of Edmonton. (Dawson Creek is 325 airmiles northwest of Ed)

The Peace River Country is extremely wealthy in agriculture, base metals, coal, furs, natural gas, oil and timber. The value of agriculture and timber alone last year was \$64,000,000. There are about 95,000 people spread over the Peace River Country's 120,000 square miles. And that is why they depend so much upon radio for news, entertainment, etc.

Dawson Creek is the largest town in the Peace River Country. It is located strategically at the end of steel, at the start of the Alaska Highway, at the end of the Okanagan-Cariboo-Hart Highway from the Pacific Coast, and the end of the highway from Edmonton. As a result, this town is a transportation hub with some of the largest trucking firms in Canada established here.

Other payrolls come from the railway, sawmills, planer mills, Canadian National Telegraph repeater stations along Alaska Highway and maintenance crews. Plans are being formulated to build a refinery in Dawson Creek to take care of the oil from the Fort St. John field 45 miles away. The gas pipeline to the coast will originate in the Dawson Creek area. Dawson Creek is the distribution centre for a tremendous northern area including the Yukon and Alaska. The new asbestos discoveries at McDame Lake, the aluminum plant at Kitimat, the new aluminum plant proposed for Anchorage, Alaska, all mean more dollars and more people for this district. In 1950 Dawson Creek was the largest shipper of grain in the Commonwealth. 1951 may also prove the same.

This is just a brief idea of the wealthy market we serve. Now, because of its isolated nature, the Peace River Country is perhaps Canada's best radio territory. CJDC has a captive audience. Contrary to any surveys EDMONTON ENGLISH SPEAKING STATIONS DO NOT REACH CJDC'S COVERAGE AREA. The only other station in the Peace River Country is 90 miles away. Therefore, unless CJDC is used National Advertisers reach roughly 50 per cent of their potential. You will agree that every salesman should endeavor to sell to all of his potential customers. And because of CJDC's popularity it is the number one station. In a recent national campaign CJDC with 3 programs a week drew approximately 9,500 letters. Station B with 5 programs a week drew about 4,800 letters. (This year CJDC will broadcast 5 a week.)

CJDC has a wealth of experience. It was my pleasure to introduce Block Programming to the Prairies in 1946. And CJDC has received tributes in columns written by Dick Diespecker of the Vancouver Province, Denny Brown of the Calgary Herald and Bob Kesten of New Liberty. CJDC is a community station. It is an integral part of the lives of the people in the area it serves.

We are acquainted with the habits and customs of these people. They are not just listeners. They are our friends and our customers and yours. We have many success stories to tell. Please write us for more information or see Radio Representatives Ltd. Or why not ask your own sales representatives who travel the Peace River Country? They'll tell you why CJDC is the popular station.

CJDC maintains a promotion department that doesn't just make "posh" reports. We see that your products get favorable treatment on the store shelves. We promote your products at social and business gatherings. It's a fact. CJDC is your salesman. If you want to gather the cream in this booming market, let us sell your product. But please remember. When you want your share of sales in the Peace River Country, you MUST use CJDC. Let's all work together in this, the greatest territory in Canada.

Very Sincerely,

Lew Roskin

Manager.

SERVING THE PEACE RIVER DISTRICT OF ALBERTA AND BRITISH COLUMBIA

BRITISH COLUMBIA

One Man Editorials

Vancouver. — A daily radio "column" of editorial opinion by Dorwin Baird on CJOR has been attracting a good deal of attention in the city and is provoking heated discussion of the wide field of topics which Baird has examined.

"*Around Home*" goes nightly after the 8 o'clock news, and is particularly interesting in view of increasing discussion in the industry on the question of radio stations taking an editorial stand on matters of public interest.

The recent BCAB meeting in Penticton touched on the subject, without coming to any conclusions or making any recommendations.

Baird, who has a background of 15 years in radio and news work, has recently approached such subjects as Wednesday store closing, the price of milk, city traffic hazards, sliced bread, the B.C. sales tax, hospital insurance and the provincial election.

His comments on politics, which do not always please all the politicians all the time, nevertheless resulted in two organizations asking him to stand for election to city council. At least, Baird reasons, somebody is listening and stacking up their own opinions against his and that, after all, is what he wants.

The opinions Baird expresses are basically his own, rather than those of the station. As a development of the principle of editorial programs on the air, he looks forward to the day when the station as such may take an editorial stand, though he is not sure whether enough showmanship could be kept with the personality angle apparently removed.



CKOV Steers Pageant

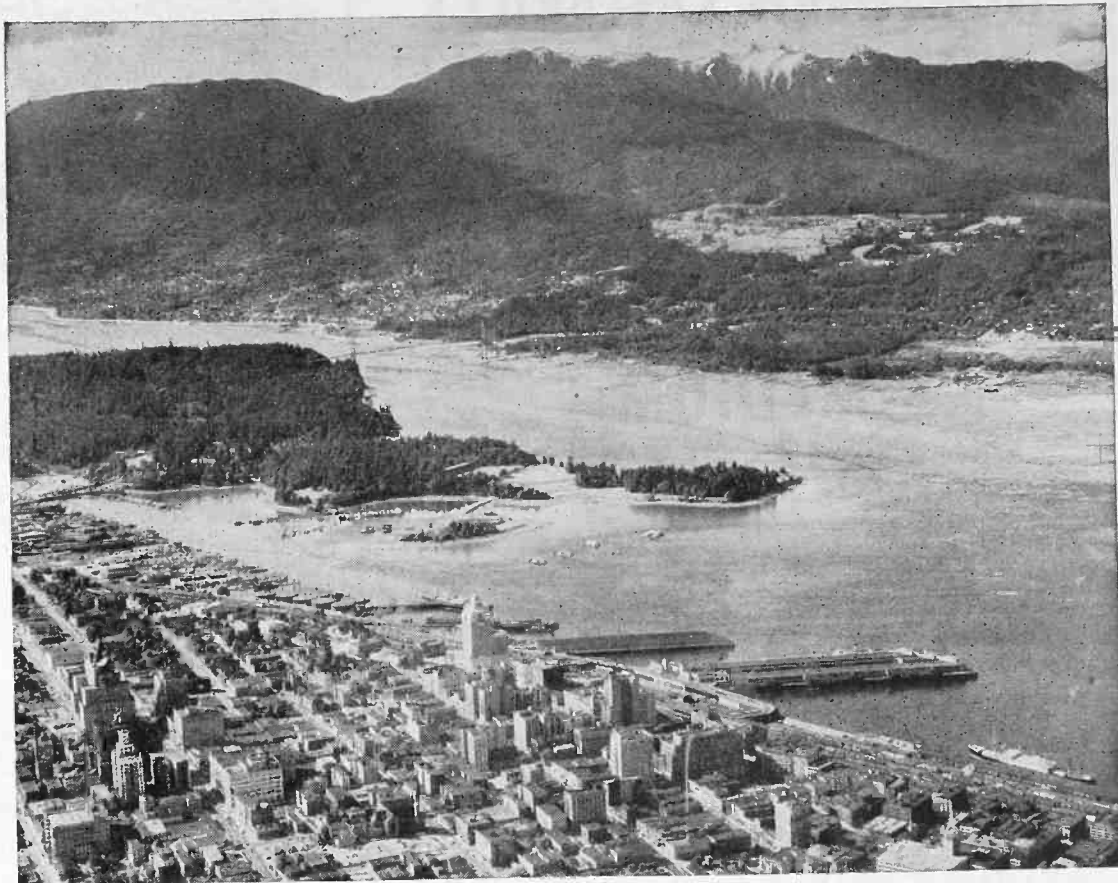
Kelowna.—For the first time in nearly half a century, a major change was made in the presentation of the *Lady of the Lake* pageant which opened the annual three-day International Regatta here last month.

This year, with four staffers from station CKOV taking prominent parts, it was decided that the pageant could use a little radio know-how, so instead of memorizing lines and cueing music and sound effects during the show, studio engineer Brian Herron took charge of sound and had the players and orchestra record the show well in advance of its presentation at what may well be the biggest water show on the continent.

On the big day, during which a new *Lady of the Lake* was chosen, the 57 minutes of recorded narration, song and background music was played over the public address system while the actors pantomimed the story of Ogo-pogo, the legendary monster of nearby Lake Okanagan.

Produced by CKOV's city salesman Charles Patrick, the pageant also featured announcer Al Hooker and librarian Pat Moss.

this is VANCOUVER



in British Columbia
over half the population live in the
VANCOUVER MARKET

... Vancouver reflects in bank clearings—payrolls and purchases of every kind, the tremendous impact of a billion dollar production from B.C.'s four basic industries and another billion dollars NOW being spent in industrial development.

CKWX Coverage in B.C. Day and Night exceeds

- Station "B" (5KW) by 6.7% xx
- Station "C" (5KW) by 23.1% xx
- Station "D" (1KW) by 39.7% xx
- Station "E" (1KW) by 71.7% xx

xx Combined day and night coverage
6-7 days per week. BBM Study No. 4.

in BRITISH COLUMBIA it's **CKWX**

MOST PEOPLE DIAL 9800

NORTHERN ONTARIO'S

Greatest

ADVERTISING

MEDIUM

CKSO

NORTHERN ONTARIO'S
HIGH-POWERED
STATION

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

After Montreal and Quebec City

THE LARGEST FRENCH-LANGUAGE MARKET IN CANADA

*can be reached best
over*

CJBR Rimouski

5000 watts on 900 kcs.

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

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



Now that the short annual hiatus is nearly over, I shall soon be able to get back my conversation into normal channels and discuss what I am going to do with the cottage next summer when the snow has melted. I'll be able to talk about the flowers I am going to plant; the addition to the sunroom; and the painting I am going to do.

Ah, yes, the painting. On second thoughts, painting is a subject I shall avoid like the plague, and here is why.

It was scheduled for last year. I got a price—\$75 for two coats—and was all set to order it done when my friends gathered in a mob and said, "No, we'll do it." I was a little sceptical, but they were insistent. So I gave in, not reluctantly but with a slight feeling of doubt.

Practically every weekend during the summer of 1951 was to have been a painting bee. I got the boys together—and the beer—and the paint—and the brushes—and the stepladders.

Every day started off beautifully. Dawn came with a cloudless sky.

When the breakfast dishes were finally out of the way—say around 11.30—the boys would charge their glasses for one beer as a bracer before they went to work. After the bracer—about four in the afternoon—it would suddenly cloud

over and a halt to all activity would have to be called until tomorrow, when damned if the same thing wouldn't happen all over again.

The painting never did get done that summer of 1951. I kept track of the expenses though. The main item was: "Beer—\$349.85."

This year I thought it all over very carefully, called in a painter who did the job only a week later than he promised it for. Then I paid him the \$92.50—wages had gone up a bit it seemed—and that was that.

■ ■ ■
A success story which has been getting more firmly established every year for nearly two decades is the story of Jack Short of CJOR, Vancouver, whose *Racing Highlights* has had among its sponsors three for nineteen consecutive years and another for seventeen years.

Since he started his program in 1933 Short has become "The Voice of the Races" in this part of the country and one of the best known racing experts anywhere.

Of the eight sponsors who support his show, the New York Fur Company, Brady's Custom Tailors and the A-B-C Hotels, all of Vancouver, have been with Short from the beginning. A fourth, the Pacific Meat Company, got aboard on the third lap and has never missed a race since.

Jack made news recently when his recording of a race at Lansdowne, won by the three-year-old filly, Battered Down, was airmailed to the Queen Mother, Elizabeth, in London. The horse, bought by a wealthy Vancouver racing man, had been the Queen Mother's favorite when it raced under the colors of the late King George VI. The Lansdowne effort was Battered Down's first win.

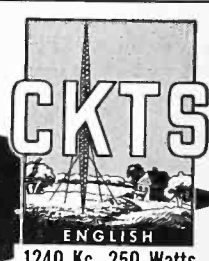
■ ■ ■
It must have been a tense moment on Friday, August 22, when CBC's Toronto TV staff was getting all set to put television



SHERBROOKE QUEBEC

The Voice of the
Eastern Townships.

Quebec



Representatives

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

Qualified TRANSMITTER ENGINEER Wanted

For CFRA, Ottawa. Apply in writing giving qualifications and experience in detail to:

CFRA, Ottawa

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.

on the air for the first time with the opening of the Canadian National Exhibition. Even those of us who feel they are trespassing in private enterprise's preserves can go along with that.

The air was surely charged with electricity just like the huge throbbing transmitter as everyone waited for the pre-arranged signal at the prescribed time. Months of weary toil and labor must have flashed through the minds of everyone concerned with the big moment which had at last arrived.

And then it happened. Somebody put the slide into the projecting device. Levers were pulled, sparks flashed, and all over the Toronto TV area necks craned as picture tubes flickered. And then it came—materializing into focus, a bright and shining beacon—token of Canadian television which had come at last, the CBC's insignia—upsidedown.

■ ■ ■

I don't know what has come over Gordon Sinclair, whose CFRB newscasts are as colorful as the clothes he wears and who doesn't really need to function as the *Toronto Star's* chief filler writer. (I remember him when he used to do blurbs for the Want Ad department. I was driving a taxi at the time.) Lately he's been blowing French horn, or whatever it is he plays in that *Star* radio column of his, for the

wonderful CBC and their beautiful television programs. (Time was when the beloved asp was a believer in private enterprise but something must have happened to him since they TV'd him (on a closed circuit, of course) and nobody complained about how he looked.

The point of all this is that now he is not only extolling the CBC in every column he writes—maybe it's orders from upstairs because the *Star* would like to get back its free CBC time for newscasts like it used to have—but he is hooking me into his cameos of prose with such monotonous regularity that anytime now I shall find myself forced to support the Atkinson Charitable Foundation to the extent of a nickel and buy a copy of its paper. Fortunately it's usually Saturdays that the polychrome commentator picks on me, and I can always use a paper week-ends—any paper—to wrap my garbage at the cottage.

His most recent parting thrust (if thrust it was) seemed a bit obtuse. He closed this particular column as follows: "Memo to Don Ricardo Lewis (that's me): 'Them as has diamonds wears diamonds'." He got his mug in *Sponsor's* Canada story twice. I guess that's what he was talking about. Personally I'd hate to be covered all over with diamonds even if I owned them. How's about sweet violets, Sinc? (Note to printer: Don't set this piece unless nothing interesting turns up.)

COMPARE

COVERAGE

AUDIENCE

RATES

COST PER 1000

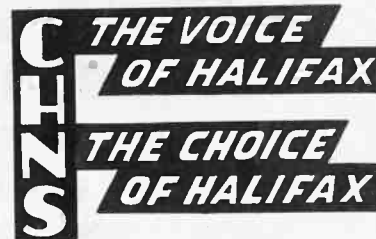
with any other established media in Nova Scotia.

You'll choose CHNS and Radio every time.

CHNS offers:

Concentrated Coverage and Merchandising "know-how" that spells dynamic selling.

Contact the ALL-CANADA MAN in Canada and Weed & Co. in the U.S.A.



Now it's Official!

These are the 1951 OFFICIAL CENSUS FIGURES* FOR MARITIME PROVINCES RADIO MARKETS

HALIFAX	133,931
SYDNEY	104,224
SAINT JOHN, N.B.	78,337
ST. JOHN'S, NFLD.	67,749
MONCTON	45,283

For further evaluation of MARITIME URBAN RADIO MARKETS:

		Urban Population Served By Each Station
GREATER SYDNEY, 2 Stations.		
**	Phone surveys show—CJCB averages 75.8% audiences of 104,224	79,002
	Station B averages 22.1% audiences of 104,224	22,929
GREATER HALIFAX, 3 Stations		
**	Phone surveys show—Station A averages 42.7% audiences of 133,931	57,189
	Station B averages 34.4% audiences of 133,931	46,072
	Station C averages 22.5% audiences of 133,931	30,134
GREATER SAINT JOHN, N.B., 2 Stations.		
**	Phone surveys show—Station A averages 51.3% audiences of 78,337	40,187
	Station B averages 45.5% audiences of 78,337	35,643

CJCB offers 38% more local audience than 1st Halifax Station
CJCB offers 72% more than 2nd Halifax Station
CJCB offers 97% more than 1st Saint John Station
CJCB offers 125% more than 2nd Saint John Station
Several times more than any of the populations at other Maritime Station locations.

CJCB

SYDNEY, N.S.

Reps: All-Canada Weed & Company

**Elliott-Haynes averages January to June, 1952.

**"Metropolitan and Major Urban Area" listings, Dominion Bureau of Statistics.

CANADIAN TELESCREEN

Vol. 5, No. 16.

TV and Screen Supplement

September 3rd, 1952

EXCITEMENT HIGH AS TV INVADES HOMES

By Tom Briggs

Toronto. — As the Canadian Broadcasting Corporation's two new stations continued their preliminary operations last week, Canadians for miles around this city, as well as in Montreal, were beginning to realize that the amazing technical development

known as television had arrived in this country.

It hadn't reached a fever pitch but it was apparent in many ways and places that large portions of Ontario and Quebec were becoming TV conscious.

One woman in Kitchener agitatedly reported what for her was a great discovery. She had found that, while watching the opening of the Canadian National Exhibition over CBLT, she could turn on her radio for sound while watching the picture on the TV set. The sound portion of the telecast had become incoherent in that district.

A Toronto real estate broker had a problem that required an accurate and, he hoped, favorable answer. He was trying to sell some new homes on a street very close to electrical high-tension transmission lines, and prospective buyers wanted to know for certain if the location would mean poor TV reception.

And so television, at least in an unofficial way until next week,

had arrived in Canada. The CBC's station in Montreal, CBFT, had been building up to its opening next Saturday with weeks of experimental telecasting which included baseball games, an occasional stage presentation and some outside news events.

CBLT, Toronto, which is scheduled to start a regular service two days after its Quebec brother, last week ended several days of test pattern telecasting to air the feature events of the first CNE day and its opening by Governor-General Vincent Massey. The airing of two hours of programming each afternoon and evening this week from the Ex continued, with signals being fed the two and a half miles from a mobile unit in the CNE grounds to the Jarvis Street transmitter.

During the airing of the test pattern it became clear that engineers' estimates of coverage for CBLT would be outdone as reports of favorable reception were received from up to 100 miles away. Viewers in Buffalo, 58 air miles away, reported a "very clear" pattern, while word from Hillier, a community 15 miles north of Trenton and 100 miles east of here, revealed that the signal was reaching the area. Another 100-mile stretch to London was spanned, according to viewers there.

However, when actuality scenes from the CNE replaced the regular test pattern card, the area of good reception was reduced to the point where Kitchener viewers saw only a spotty picture and garbled sound during the CNE opening, part of which was said to be due to unfavorable weather conditions that day. Also, all CBLT programs have gone out from a temporary antenna tower less than half the height of the 500-foot permanent one which is

RTMA Reports TV Sales

Toronto. — Sales of television receivers in Canada continued to rise steadily during the month of June, making the total sets in operation 109,124 at the end of the month, according to the regular monthly report of the Radio-Television Manufacturers' Association of Canada released here.

In addition, RTMA executive secretary S. D. Brownlee estimated that at least 85,000 sets will be sold before the end of the year. During the first six months 30,686 sets were sold.

Total sales during June were 5,670, bettering by some 400 the monthly average this year. The report reveals that the demand for sets has risen sharply in the Toronto-Hamilton area, while in Montreal the June sales more than doubled the number of known sets in operation there. In Windsor and Niagara Peninsula sales dropped to the point where the combined total for these two areas was only 1,627, whereas on the year's average so far they account for better than 30 per cent of these two areas' 30,686 receiver sales.

The average receiver price paid during June was \$430.82, down over \$40 from the year's average, the RTMA said.

Distribution of the total sets in operation is as follows: Toronto-Hamilton—43,923 or 40.2%; Windsor—37,740 or 34.6%; Niagara Peninsula—18,776 or 17.2%; Montreal—2,725 or 2.5%; and other areas—5,960 or 5.5%.

not expected to be in use until October.

In Montreal, where engineers have set the effective range of CBFT at about 58 miles, there have been no widespread reports of actual viewing outside of the area. It is expected this is largely due to the lack of TV sets.



FOR THESE ARTISTS

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

Day and Night Service

at

Radio Artists Telephone Exchange

cjcs
SELLS
in
Stratford

THE MARITIME MARKET AND

CFCY

"THE FRIENDLY VOICE OF THE MARITIMES"

WIDEST COVERAGE
PLUS
GREATEST LISTENER CIRCULATION

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

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

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

5000 WATTS DAY & NIGHT 630 KILOCYCLES

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

TV AND REDIFFUSION IN SET-TO

Montreal.—A verbal battle got under way here last month between Rediffusion Inc. and the manufacturers of television receivers, when the former fired the opening round by inserting controversial advertisements in two Montreal newspapers.

Rediffusion, which for some years has been supplying a direct-wire radio service to Montreal subscribers in co-operation with the Canadian Broadcasting Corporation from which it picks up programs, has just entered the television business on a similar basis.

In the advertisements, Rediffusion compared the cost of a complete set and installation indirectly with its own closed-circuit system under the headline, "Have you stopped to consider . . ."

Name brand manufacturers, notably Canadian Admiral Corporation Ltd., immediately attacked the Rediffusion statements as "grossly misleading" and at the same time revealed what are said to be industry-wide average prices.

In a statement, Denis Olorenshaw, Admiral advertising manager, pointed out that the average industry retail price during the first four months of this year for both TV and TV-radio sets was \$471.47, while the most expensive set, complete with radio, was one selling at \$539.95. These figures were designed to answer the Rediffusion claim "that a good combination radio-television set can cost up to \$1,000." However, one de luxe model does sell for close to \$800, but it combines radio, television and three-speed phonograph.

Another Rediffusion claim stated that an antenna can cost "up to \$300 for installation," but Olorenshaw pointed out that for reception in the primary 60-mile area of CBFT here, outside antennae would not be used, while beyond this point installation companies rarely erect towers more than 40 feet high, the cost of which is only \$85.

A charge that the cost of replacing picture tubes, which might

burn out in six months, might be as high as \$100, brought from Admiral the claim that the maximum cost for a picture tube (20") can be \$77.95. But all TV receiver picture tubes are guaranteed for six months; some, including Admiral's, are protected for one year. It was also noted that tube replacements in Canada have never exceeded one per cent of the installed sets, and most are made under the manufacturer's warranty.

The contentious ads of Rediffusion have now been considered unethical and in poor advertising taste, and further insertions have been refused by the Montreal papers, *La Patrie* and *La Presse*.

Caldwell Branches Into TV Production

Toronto.—A new subsidiary of S. W. Caldwell Ltd., to be known as Caldwell Audio-Video Productions, has been formed, it was announced here last month.

The new unit will handle the radio and television production of the Caldwell organization, and is located in the building formerly occupied by the Lorne Greene Academy of Radio Arts.

Audio-Video Productions will confine its activities to the filming of commercials, it was stated by president Spence Caldwell, because of commitments involved in the company's representation of feature films. But the complete facilities at the new location, he said, will be made available to advertising agencies and independent producers for the making of any kind of television product.

Two of the four studios in the building, which is across the street from the CBC's radio and television establishments, are being converted into sound stages for the rehearsal and filming of TV commercials. Carpentry and paint shops and dark rooms are being installed in the basement, while accommodation for lighting and camera equipment and machines and materials for special effects is among the other alterations on the three floors above.

NEED A MAN? EQUIPMENT FOR SALE? USE AN AD IN CANADIAN BROADCASTER

Business is Booming in the Niagara Peninsula!



\$315,000,000
QUEENSTON HYDRO PROJECT

with its \$1,000,000 a month payroll means bumper business for St. Catharines and the Niagara District served by CKTB, St. Catharines. No matter how you look at it, it's a peach of a market.

REPRESENTATIVES
TORONTO: Paul Mulvihill
MONTREAL: Radio Time Sales

THE NIAGARA DISTRICT STATION

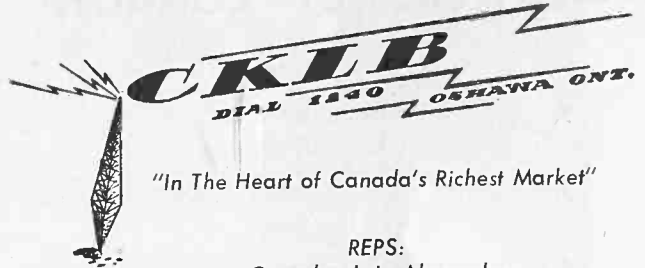
Oshawa Is EXPANDING

LOOK AT THESE FACTS:

FOR 1952

- New Fire Department Headquarters.
- New Police Department Headquarters.
- G.M. \$5 Million Parts Depot.
- New City Hall.
- New Sewage Disposal.
- New Collegiate.
- Four New Schools to Be Built in 1952.
- Three School Buildings Enlarged.
- G.M. \$10 Million Truck Plant Project.

Expansion like this points to a growing prosperous market—a market that is completely penetrated* ONLY by:



"In The Heart of Canada's Richest Market"

REPS:

Canada: J. L. Alexander
U.S.A.: Jos. McGillvra

*E-H Surveys.

WHAT'S NEW

with

Magnecorder?

1. MAGNECORDETTE—Magnecord quality recording with pre-amp only for playback—\$547 delivered.
2. REEL EXTENSION ARMS—10½-inch NAB tape reels can now be used with any portable Magnecorder or the MagneCordette—\$50 delivered.
3. VOICE OPERATED RELAY—For unattended operation of any Magnecorder; records only when a signal is reaching the amplifier input—\$57 delivered.
4. 4-14 PLAYBACK UNIT—A continuous reproducer which can accommodate up to eight hours of recording before repeating—\$830 delivered.

WAB DELEGATES — BE SURE AND SEE
IAN MACDONALD AT BANFF

Kingsway
FILM EQUIPMENT LIMITED

3569 DUNDAS ST. WEST — PHONE RO. 2491 — TORONTO

*To Offer You Even
More of the Best*

**CANADA'S FASTEST GROWING
Radio & Television
PROGRAMMING SERVICE
E-X-P-A-N-D-S**

Acquiring Exclusive Distribution
for all features produced by

TOWERS OF LONDON

Including

- ★ EVENING IN PARIS
13 Half-Hours
- ★ THE GRACIE FIELDS SHOW
92 Half-Hours
- ★ LONDON PLAYHOUSE
104 Half-Hours
- ★ THE LONDON STORY
39 Half-Hours
- ★ MUCH BINDING IN THE MARSH
34 Half-Hours
- ★ THE SCREEN PRESENTS
52 Half-Hours
- ★ THE STANLEY HOLLOWAY SHOW
26 Half-Hours
- ★ VERA LYNN SINGS
26 Half-Hours
- ★ ANNE ZEIGLER & WEBSTER BOOTH
26 Quarter-Hours
- ★ FABIAN OF THE YARD
52 Quarter-Hours
- ★ RAWICZ & LANDAUER
26 Quarter-Hours

Plus many other program features.
NOW READY

Order Sample Auditions & Full Information

S.W.

**Caldwell
LTD.**

Simcoe House, 150 Simcoe Street, Toronto 1 — EM. 6-8727

"It's Easy to do Business with Caldwell"

UNION SNAFUS DRY RUN TRY

Toronto.—The Canadian Broadcasting Corporation ran into its first TV difficulties with unions last month resulting in a test TV program being cancelled although the friction was external.

A CBLT producer and mobile unit crew arrived at Toronto's Chatauqua theatre, Melody Fair, to try their hands at following the action on the stage with their cameras. But union workers at the theatre, who belong to the International Association of Theatre and Stage Employees, were told by their local chief to walk off the job if the non-union CBC men didn't leave.

The problem was passed along until it arrived at Melody Fair's executive head, Ben Kamsler, who regretfully told CBC producer Syd Newman that there was nothing to do but abide by the stagehands' decision, especially in view of the fact that if these men walked off the job they would take with them the actors and actresses who belong 100 per cent to Actors' Equity.

So the TV men folded their tons of equipment and silently stole away, considerably puzzled at it all because it was only to have been a dry run.

"Dry run or no dry run," declared union steward Bill Dale, "they are non-union men coming in and handling lighting and electrical equipment alongside union men. If they had contacted us ahead of time we might have worked out a deal. But we had no warning."

The CBC at the time couldn't see the necessity of making extensive advance arrangements, especially since they had just finished similar work with a legit theatre group in suburban Scarborough. But they didn't belong to a union.

It was explained, however, that one of the biggest reasons for the misunderstanding is that the IATSE holds and exerts tremendous power through a strong membership in American television, a position which it is expected to guard now on this side of the border.

TV and Private Interests Must Team Ere TV Perks

Vancouver. — TV in Canada won't amount to much until private interests are allowed to get into the business, Arthur Laing, MP for Vancouver South, told a service club.

"There is little chance," he said, "that Canadians, even in the considerable population areas, will have television when they want it without a partnership both in finance and technology between the government-owned CBC and private investment."

He called for an immediate re-examination of the Massey Report recommendations that only the government be allowed to operate TV stations.

Laing said that "if our government attempts to extract a fee of \$10 or \$20 per set for a two- or three-hour Canadian program from users who have enjoyed a 10-hour American program free, that government's position will be something short of happy."

Canadian TV, he added, should help develop the country's own music, literature and talent, but he thought financial and geographical problems made the quick development of adequate TV service unlikely.

He said that while Canadian radio provided resistance to an "invasion" by U.S. radio, American TV was likely to win its invasion.

Commenting on Laing's remarks, the morning *News-Herald* said, "It will be something less than a happy situation, too, on the next federal election day for a number of the present Liberal MP's from hereabouts who have been party to putting over at Ottawa the monopolistic slow-motion television program — at enormous expense to the taxpayers."

FOR MORE EFFICIENT COVERAGE



CKCV

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

1000 WATTS 1280 KC

CKCV

REPRESENTATIVES
OMER RENAUD & CO. IN U.S.A.
TORONTO-MONTREAL WEED & CO.

The best buy for your advertising \$ in Quebec

Top Quality...



Speech Input Equipment

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

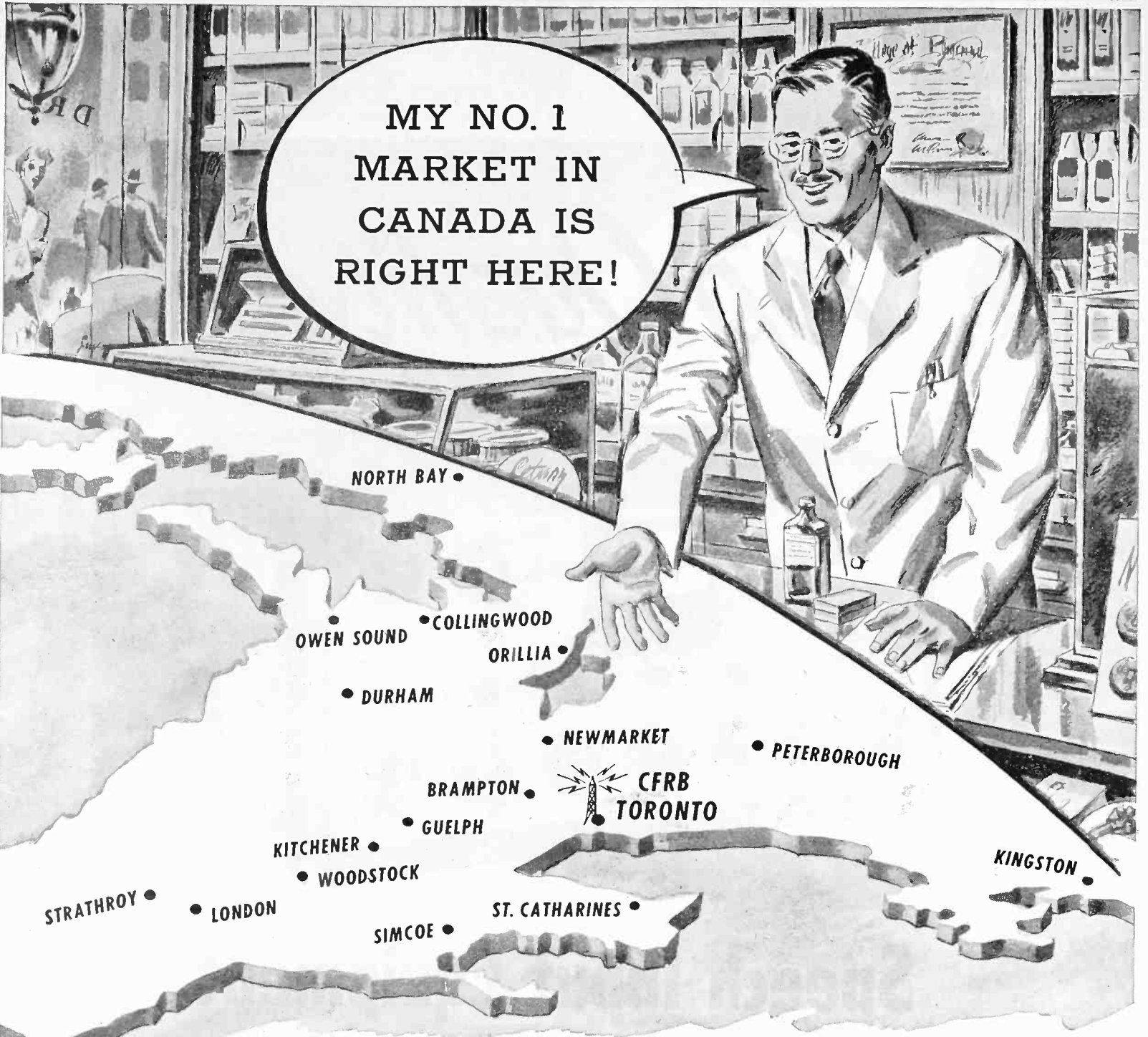
*Northern
Electric*

For further details please contact

Northern Electric
COMPANY LIMITED

Distributing across Canada

1052-1



MY NO. 1
MARKET IN
CANADA IS
RIGHT HERE!

Here is the economical way to reach this No. 1

Drug Store Market!

WITHIN CFRB'S BBM area, one-quarter of Canada's population lives, shops and buys! Drugstore sales alone amount to \$66,761,000* a year—more than one-third of the national total! And within this area more people listen regularly to CFRB than to any other single independent station.

So *whatever* your product . . . aspirins or automobiles . . . chewing gum or gasoline . . . and *wherever* you're aiming, you can reach this No. 1 Canadian market more economically, more effectively and more *completely* through CFRB—North, South, East or West—

(*Source: Canadian Retail Sales Index 1951-52)

WHEREVER YOU GO THERE'S RADIO!

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

CFRB

50,000 WATTS 1010 K.C.

Representatives:
United States: Adam J. Young, Jr., Incorporated
Canada: All-Canada Radio Facilities Limited