

CANADIAN BROADCASTER

AND TELESCREEN

Vol. 11, No. 22.

TORONTO, ONTARIO

November 19th, 1952

Radio-TV Loom As Hot Potatoes

Ottawa.—Tuesday of last week, the Canadian Association of Broadcasters presented a brief to the Cabinet, requesting a change of policy which would permit privately-owned radio stations to get into TV. It asked also for the establishment of an "independent and impartial" tribunal to replace the CBC as the TV licensing body. It sought fair and impartial consideration for all "non-government" applications for television licenses, without discrimination against any individual or group of individuals on grounds unrelated to the merit of the applicant. It also asked that TV operators "be permitted to build their business and service in a practical and realistic atmosphere, designed to permit provision of maximum and satisfactory service to their respective communities."

No statement was made either by the CAB or by the members of the Cabinet who received the broadcasters, but sufficient and varied stories appeared in the press to indicate that the brief was sympathetically received, with indications that the government may relax its policy at some date in the future.

CAB manager Jim Allard went on record with the statement that no release concerning this meeting was made by his association and that none will be made. "Some of the reports and comment already appearing are obviously speculative," he said, "and in one or two cases 100% inaccurate." He pointed out that CAB stations desiring further information should go for it to their area CAB directors.

Those present at the meeting included the Prime Minister, Rt. Hon. C. D. Howe, Hon. Lionel Chevrier and Hon. J. J. McCann. The broadcasters were represented by Malcolm Neill, F. H. Elphicke,

Finlay MacDonald, Dr. Chas. Houde, Arthur Dupont, Kenneth D. Soble, William Speers, E. A. Rawlinson, Gordon Love, Gerry Gaetz, William Rea and Jim Allard.

The presentation of this brief followed immediately after last month's meeting of the Advisory Council of the National Liberal Federation which passed resolutions calling on the government to abolish the radio license fee and let private enterprise into TV, as was reported in our last issue. A later story has it that this same body also passed a resolution favoring a separate regulatory agency for radio and TV.

From its board meeting in Kingston on Wednesday of last week, the Association of Canadian Advertisers wired all members of the Cabinet concurring wholeheartedly with the recommendations of the Liberal Advisory Council that the present ban on independent television be lifted immediately and that a separate regulatory body for radio and television be established.

The government has maintained its not unaccountable silence on the matter. But there has been one interesting reaction to the series of events which might be described as a terrific football game staged to prevent radio and TV problems becoming political footballs. That was from Progressive - Conservative Leader George A. Drew, who told a press conference in Vancouver that if the Conservatives were elected, they would take away the CBC's supervisory authority over private broadcasting and place both the CBC and private broadcasters under the supervision of a separate agency, which is exactly what the CAB has been after for several years past.

Music, TV Discussed At CCBA Meet

Toronto.—Endorsement in principle of a series of serious Canadian music recordings to be sponsored by private radio stations, was one of three resolutions approved at the end of a two-day conference of the Central Canada Broadcasters Association here early this month.

This resolution came after the plan had been discussed in earlier sessions. The idea for a Canadian contemporary music series, recorded and merchandised by CAB member stations, was first outlined by Carl Haverlin, general

manager of BMI, several weeks ago at the annual meeting of the Western Association of Broadcasters. (See C. B. & T. September 17 issue.)

Another resolution, suggesting that "all transcription services and recording companies supplying Canadian stations be urged to include in future recording sessions BMI compositions performed in a pop concert manner so they may lend themselves to becoming all-time standards" was also accepted unanimously by delegates during the final session in the

Happy Mayor Is Happy Sponsor



—Joe Michaud.

THAT'S THE NEW MAYOR OF A NEW CITY, Tom Horsler of Lancaster, N.B., tearing up his prepared "losing" speech in the above photo before ad libbing a victory address over CFBC, Saint John, following his election earlier this month. In the foreground is CFBC manager Bob Bowman, preparing to wind-up the broadcasting of election results to air an interview with Horsler, who is not only new mayor but a sponsor of long standing, as manager of Horsler's Drug Store. At the beginning of the new year, Lancaster becomes a city incorporating many of Saint John's suburbs, thus creating a "Twin Cities" in the Maritimes. The election of mayor and aldermen—which the station covered both by broadcast and by posting results in the show window of another sponsor, Boyle's Hardware—was slightly overshadowed by another election in the U.S.A. on the same evening.

Royal York Hotel.

The CCBA delegates also voted to reaffirm their "support of the efforts of the Canadian Association of Broadcasters to secure grant of television licenses for citizen applicants and equal treatment for broadcasting under the law now accorded all other forms of publication."

In recommending that broadcasters shape their operations to fit the continuing social and economic revolution, T. J. Allard,

Canadian Association of Broadcasters' general manager and the conference's opening speaker, warned that the full implications of television have not been grasped.

Like radio and the automobile, and unlike printed media, TV is "a dynamic," he said, capable of moulding society to build its audience. He said broadcasters must recognize the current marketing and merchandising revolution in North America and adapt radio—
(Continued on page 3)



—Anthony Trifoli.

FOLLOWING A BUSY CONFERENCE, many of the 80 or more delegates and guests who attended the second annual meeting of the Central Canada Broadcasters Association early this month in Toronto's Royal York Hotel are pictured above.

Serving Advertising and Selling for over 11 Years

CAB MEMBER STATIONS

MARITIMES (12)

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

QUEBEC (24)

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

ONTARIO (36)

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



Wherever You Go

PEOPLE LISTEN TO THE RADIO

In cities and towns • • • in villages and rural communities • • • while they are eating • • • driving • • • hobbying • • • relaxing • • •

RADIO SELLS FOR ALL BUSINESS

Corner stores and departmental stores • • • jam factories and foundries • • • bicycle dealers and railroads • • • automobiles and roller skates • • • funeral parlors and summer resorts • • • perfumes and fertilizers • • • medicines and health foods • • • sporting goods and foundation garments.

RADIO SELLS AND SERVES WITH ALL KINDS OF PROGRAMS

Symphonies and sob stories • • • news and nonsense • • • dramas and disc jockeys • • • contraltos and crooners • • • church services and sportscasts • • • quiz shows and kids' shows.

RADIO SELLS TO ALL KINDS OF PEOPLE

Poets and peasants • • • dressmakers and dowagers • • • laborers and lawyers • • • singers and seamstresses • • • managers and mailmen • • • policemen and politicians • • • hairdressers and housewives • • • jockeys and jurists • • • ladies and lumberjacks.

Everybody Listens To The Radio

The
CANADIAN ASSOCIATION of BROADCASTERS

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

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

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

CAB MEMBER STATIONS

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

MANITOBA (6)

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

SASKATCHEWAN (8)

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

ALBERTA (10)

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

BRITISH COLUMBIA (17)

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

NEWFOUNDLAND (2)

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

CCBA

(Continued from page 1)

one of the greatest forces in merchandising—to the economic revolution which is now beginning.

Typical of the change in living and buying habits, Allard pointed out, was the trend toward huge shopping centres in the suburban areas surrounding large cities. These centres will tend to encourage evening shopping just as the large super markets are encouraging it now, he believed. This will mean that men, accompanying their wives on shopping tours, will begin to play a greater part in the selection of goods than ever before.

■ ■ ■

A manufacturer will use an advertising medium simply because his competitor does, according to Pat Freeman, director of sales and research, Canadian Association of Broadcasters, who spoke during the first afternoon session. He said this was but one of many reasons why the radio medium should know more about national advertisers' appropriations and where they are being spent.

Freeman revealed a few of the results of a months-long project designed to show where and how the advertising dollar is being spent. Last year 584 national accounts spent \$9,100,000 on selective radio time. But Freeman warned there was evidence that a large percentage of radio's income is concentrated among a few big advertisers. The same is true in the advertising agency field, he said, where most radio time is bought by only a few of the 120 enfranchised Canadian agencies.



President Wingrove

Cliff Wingrove, manager of CKTB, St. Catharines, was elected to the CCBA presidency on the last day of the conference, succeeding Murray Brown, CFPL, London. Elected first and second vice-presidents at the same time were Grant Hyland, CJIC, Sault Ste. Marie and Jack Radford, CFJR, Brockville. W. T. Cruickshank, CKNX, Wingham, was elected the association's secretary with Bob Lee, CHUM, Toronto, as treasurer.

Three other delegates were nominated to represent the CCBA on the board of directors of the parent organization, Canadian Association of Broadcasters. They are: J. A. Dupont, CJAD, Montreal;

(Continued on page 4)

Here are some revealing figures★ On Radio Coverage in the Calgary Area

TOTAL Radio Homes

6-7 per week Radio Homes

DAY TIME	
CFCN	141,030—
	48.7% more than #2 and 105.7% more than #3.
Station #2	95,410
Station #3	68,540

DAY TIME	
CFCN	79,940—
	50.2% more than #2 and 109.0% more than #3.
Station #2	53,220
Station #3	38,240

NIGHT TIME	
CFCN	158,650—
	89.2% more than #2 and 156.0% more than #3 and 8.7% more than #2 plus #3.
Station #2	83,840
Station #3	61,950

NIGHT TIME	
CFCN	61,630—
	57.2% more than #2 and 132.3% more than #3.
Station #2	39,200
Station #3	26,520

YOU GET MORE FOR YOUR MONEY ON

CFCN

*Study #5, B.B.M. 10,000 WATTS

CALGARY

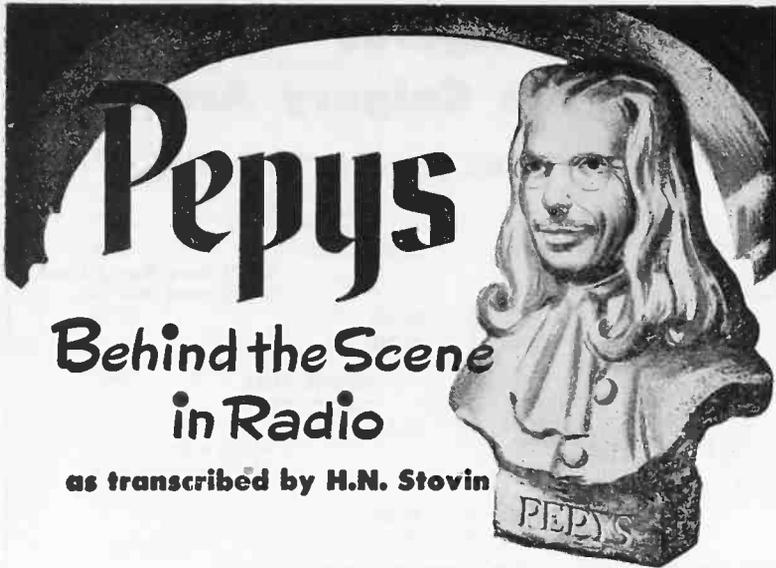
more people
listen to
CKRC
than to
any other
Manitoba
station

Elliott - Haynes Survey - August 1952

- CKRC - 35%
- CBW - 26.7%
- CJOB - 17.7%
- CKY - 16.2%
- Others - 4.3%

CKRC - WINNIPEG • 630 KC • 5000 WATTS

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



"Did meet and greet many a welcome figure at the recent CCBA, and did also derive much benefit from their deliberations. Do indeed believe that radio as a whole, from the standpoint of audience, advertisers and stations, is indeed helped by such conferences; for the main theme of discussion is always the improvement of service and thereby becoming increasingly helpful to the community served ● ● ● Visitors to our offices have been more than usual of late, and all welcome ones. Among them Bill Hawkins from CFOS, Owen Sound, still rejoicing over their unusually high BBM; Jack Radford from CFJR, Brockville, publicity-minded as to the growing future of that city as the St. Lawrence Waterways development grows closer; Bill Stovin from CJBQ, Belleville, whose recent contest over his station's new heraldic device has caused much discussion; and also his henchman, Frank Murray, who until recently was with our Montreal office. To every one of them 'Welcome, all, and to Bill Stovin 'Salve, omnes' ● ● ● A special mention of one more guest, Hubert Button of CKCW, Moncton, which station received a well-deserved award for their Music Festival work in promoting and encouraging Canadian talent in and around Moncton. 'Notable programming and outstanding work in the field of broadcasting' was the designation given by the Canadian Radio Awards Committee. A doff of our Sunday Beaver, Sir, to you and Lionel alike."

"A STOVIN STATION IS A PROVEN STATION"

HORACE N. STOVIN

& COMPANY

MONTREAL TORONTO WINNIPEG VANCOUVER

*Representative for
these live Radio Stations*

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

CCBA

(Continued from page 3)

Jack Davidson, Northern Broadcasting Co. Ltd., and J. E. Campeau, CKLW, Windsor. All elections were unanimous.

Over the past 12-month period more than 500 hours of broadcasting time have been devoted to Community Broadcasting Service features, Vin Dittmer, program director of CKNX, Wingham, told delegates in his progress statement on this co-operative program exchange plan. This meant that an average of about two and a half hours of exchange programs per week was broadcast by each of the five stations taking part in the exchange.

In addition to the regular program features which have become the heart of the plan, Dittmer pointed out that Community Broadcasting Service is now being used by the five member stations as a means of building a program reserve during the winter months to relieve the pressure on their facilities during the summer when more local productions are required. An exchange of key personnel on all the stations for short periods is also being considered, he said. News programs and special event broadcasts are also becoming part of the plan, he said, since the time barrier is being overcome.

The 15-month-old service now has a membership including CKBB, Barrie; CFOS, Owen Sound; CFOR, Orillia; CJOY, Guelph and CKNX, Wingham. Programs designed to be a distinctive feature of the producing stations are tape recorded and sent around the circuit on regular schedules. Each station contributes about two shows to the exchange each week.

Following his address, Dittmer and other executives of the Community Broadcasting Service offered their assistance to other groups of stations which might be interested in organizing a similar exchange.

The part that radio can play in promoting the community relations of industrial concerns was dealt with by four speakers during a panel discussion on the second afternoon. Lead-off man Pat Freeman emphasized that radio should aim to gain acceptance for industry within its community and thus overcome the unfortunate fact that industry "is haunted by the misunderstanding of the man in the street."

He urged stations to convince industry it needs to tell its story of good products made by fellow citizens in their own backyards, and to tell that story on radio, the medium that talks to people in their homes.

Al Collins, manager of CKLB, Oshawa, outlined what his station had been able to do for one of the giants of the automotive business, General Motors, in boosting the company's public relations locally. He felt public relations and sales promotion go hand in hand, and he revealed how inter-

station co-operation between CKLB and CFPL, London, had been successful in publicizing the opening of a GM diesel plant in London.

Cam Ritchie, program director of CKLW, Windsor, told how radio had helped the local relations of another automotive big gun, Ford Motor Company of Canada. A program which "got across the story that the worker was important and any one of them had the opportunity to catch the ear of top management" was *Windsor Is Our Home*, he said. Begun over a year ago, the program was produced by Ford's specially-organized Community Relations Division and CKLW, with much of the work in the hands of a writer hired by Ford to do the show.

Ritchie said that program material consisted of telling about local service clubs, civic organizations, other industries—including Chrysler—and sports programs.

Concluding speaker was the chairman of the panel, Grant Hyland, president of CJIC, Sault Ste. Marie, who urged broadcasters to "do the little things which will bring your station to the attention of local companies." Among these "little things" he suggested sending copies of news items to the heads of companies concerned the moment they came off the news wires; airing speeches of prominent executives (or at least put it on tape and present it to him as a keepsake); and produce documentaries of the factory or air its "open house."

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.

CANADIAN BROADCASTER AND TELESCREEN

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CCAB

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November 19th, 1952

There Is No Research

Isn't it time that something was done besides yak? The subject has been bandied about since heaven knows when. It has been discussed by committees, standing and otherwise. It has inspired harangues, resolutions and memoranda. But positive action has still to be taken.

The subject is radio research—in case you are wondering.

At the CAB Convention last spring, the Research Committee tabled a report. It pointed out where research was failing, in compilation and application—by researchers and users.

The report said: "The time is most opportune now to put some organization and direction into the field of radio audience measurement." It urged radio to hire and maintain a full-time qualified research director with a budget of about \$25,000 with which to "conduct tests which would lead to an enlargement of information about radio listening." It sought an industry-recognized technical group, appointed to "outline clearly minimum approved specifications for sampling, questioning, recording, computing and reporting." It asked independent audits.

The industry reacted. It grabbed researchers who were handy, strung them up by their heels and snipped off their heads. At least this is what it amounted to. Actually they passed a resolution, proposed by Bill Wellwood of CJOR, Vancouver. This called for consideration of the formation of a tri-partite (broadcasters, agencies and clients) financial committee. This was to examine ways of financing BBM in the administration and supervision of listenership surveys. This action virtually eliminated existing researchers.

Eight months have passed. Committees are still meeting. Decision has yet to beget action.

During this time, all research plans have been examined. Those who were in the business before have had a chance to express their views and plans. New ones have shown their wares.

Research is one of the most important parts of radio. Isn't action overdue? Shouldn't the committee choose from the plans it has seen? Failing the committee, shouldn't the CAB make a choice of a method or combination of methods and then rise to its feet and say in a clear voice: "This is it?"

Because of the criticism that was aimed



"To hell with their talent. Did they bring their Canadian citizenship cards?"

at the then existing methods by the committee last spring, there now exists no system by which listening may be measured which has the approval of the agencies and their clients and the industry. Other media have approved methods. Radio needs one too.

Opinion Brings Prestige

Wherever broadcasters have met in the past two years, the subject of editorializing has come up for discussion. So far, however, regular programs that broadcast editorials have been few indeed. One of these few is a series called "Opinion," which is discussed elsewhere in this issue.

"Opinion" has been on CFQC, Saskatoon, for some time. It is compiled by Godfrey Hudson, a news editor who knows his way around public affairs and current event. Station owner A. A. Murphy claims it has brought CFQC a great deal of "added prestige and respect."

To sum it up, this "added prestige and respect" comes of taking a firm stand on local or regional issues vital to the interests of the listeners, or making a sane and honest attempt to interpret the significance of more widespread events.

All that prevents stations from immediately accepting the challenge and introducing editorials into their program schedules is the effort required to find competent people fitted for an honest job of opinion voicing and moulding.

CFQC found their man in their own news room.

Lack of opinion is robbing radio of the

"added prestige" that CFQC has found. Perhaps their success will provide others with the right incentive.

Craft Meetings Prove Successful

Last month's meeting of the engineers of the CCBA (Ontario and Quebec English) stations seems to have been a huge success, both from the standpoint of the value of information exchanged and also because it centred a little well-deserved attention on a segment of the industry which usually hides its skills in the transmitter house. Not only was there an unexpectedly large turnout, with representation from around two dozen stations, but every delegate sat through every session in the meeting room and bull session in the bedrooms, displaying the keenest possible interest.

Pioneered by the WAB in the west, where they held their second engineers' conference this year, it is to be hoped that other districts will follow suit.

Along parallel lines, this year's BMI Clinics offered program directors a chance to swap ideas as did the engineers at this function. One other group might be considered worthy of similar opportunities to improve the craft of its members and that is the newscasters. Whether it would be practical to make an annual national affair of it, or to split it up into districts as is done in the case of the engineers and was tried this year with the program people, is a question. We do feel, though, that newsmen's conferences would be a worth-while undertaking, and considerable co-operation should be offered by the news services.

This journal would not be living up to its reputation if it did not mention one other category. The finest programs and the greatest public service are wasted efforts if they are not publicized. To this end we would urge the industry to consider also the desirability of holding meetings for this craft as well.

At this point, with competition tightening for a variety of reasons, including but not excluded to the advent of TV, it seems to us that the publicity program, in all its phases, is assuming a degree of importance and significance greater than ever before.

It is a well-known fact that one of the first qualifications of a good executive is an ability to depute authority to subordinates and so keep himself free for more important activities. The present trend of opening up new avenues of knowledge to such key men as engineers, program directors and news editors is an indication that this executive quality is spreading widely among top brass in radio. The sign is a healthy one.

Now . . .

A Program Service on the community level with promotion and merchandising bonuses.

We can offer you many established programs in this five market area. Here is your opportunity to reduce per-program production costs.

Use this sensible, economical way to tell your sales story to Ontario's heartland.

Full details and program catalogue are available from any of these fast-action stations, or their representatives.



**COMMUNITY
BROADCASTING
SERVICE**

CKBB CJOY CFOR CFOS CKNX
Barrie Guelph Orillia Owen Sound Wingham

"Serving Ontario's Heartland"



Over the Desk

Retiring people, these British!

If I hadn't phoned BBC's Canadian representative, Tom Sloan, on a completely different matter, I—and in all probability you—would never have known that last Friday, November 14, was an anniversary. To be precise, it was the thirtieth anniversary of the first broadcast on the first London radio station, 2-LO. (I asked Tom the obvious question. What happened to 1-LO? He didn't know.)

I did learn this, though. 2-LO was operated, not by the British Broadcasting Corporation, as I had always thought, but by the British Broadcasting Company.

This organization was formed by the British radio manufactur-

ers as a commercial venture. Its purpose was to create a market for their new product, the wireless receiving set. It was, as I have said, a commercial operation, which functioned, "with some slight supervision" from H.M.'s Postmaster-General. It didn't have spots and flashes and commercial announcements and open-end transcriptions. It just worked on the premise that it would be pretty hard for manufacturers to sell sets to people if there was nothing for them to hear, so it set out to inspire sales by offering programs. (Certain members of the Radio and Television Manufacturers Association of Canada please note.)

After quite a chat on the phone, Tom Sloan said he'd send over a copy of a book written some time ago—just after the war, he believed—by a Tom Beachcroft, now BBC's Chief Publicity Officer (Overseas), and, I might add from my own experience, a genial and informative host to visiting Canadians. The title of the book is "British Broadcasting," and it deals with the BBC's beginnings down to the time of writing. From it I learned that these British manufacturers retained a man named Mr. J. C. W. Reith, to act as general manager of their British Broadcasting Company.

The Marconi Company is credited with the first broadcast to be aired in Britain. This was in February, 1920, and it was presented over that company's Chelmsford station. Chelmsford is in Essex.

By March, 1922, there were 7,690 license holders. Also in 1922, the Postmaster-General announced that he had decided to allow the establishment of a limited number of broadcasting stations and that he was inviting applicants to a conference. Twenty-four manufacturers attended. A further meeting was decided upon and 300 manufacturers and others turned up. This apparently precipitated the formation of the original commercial "Company" I have described, which started its career under the co-operative ownership of the set manufacturers on

(Continued on page 8)

BETTER CALL SWC



FOR DISCS, TAPE & T.V.

Call Caldwell for

MYSTERY

The Lives of Harry Lime
Starring Orson Welles
52 half-hours

Let George Do It
52 half-hours

The Affairs of Harlequin
52 half-hours

Fabian of the Yard
52 quarter-hours

The Unexpected
39 quarter-hours

For over 200 other ideas in Profit Programming — consult your CALDWELL CATALOG

"It's Easy to do Business with Caldwell"

S.W. *Caldwell*
LIMITED
2100 VICTORY BLDG.
80 RICHMOND ST. W.
TORONTO.



GEORGE MURRAY

Every Wednesday evening at 10, CFRB brings to its listeners Canada's own genial tenor, in person, George Murray, singing melodies Canadians love most. In "Presenting George Murray," CFRB airs another of its top local productions.

ADVT.

the emphasis is on *

GREATER LONDON MARKET

LONDON AND MIDDLESEX COUNTY
 Daytime — 92% of Radio Homes
 Night — 85% of Radio Homes

Population	164,000*
No. of Families	48,300*
Radio Homes	40,880†
Retail Sales*	\$138,628,000
Food	29,211,000
General Merchandise	12,228,000
Furn.-House-Radio	6,722,000
Automotive	24,193,000
Drug	3,160,000

* A major market — dominated by one radio station! Effective buying income in Greater London rates consistently higher than the provincial and national averages. Products and services advertised and sold in this market enjoy a ready audience acceptance. The answers to how, when, where and to whom you advertise your products and services are provided under ideal test market conditions in Greater London.

coverage in a major market

Time buyers please note!

PROGRAM STRUCTURE

PROMOTION RESEARCHING

PRODUCTION QUALITY

CFPL LONDON, CANADA

CFPL LONDON, CANADA

In Canada contact All-Canada Radio Facilities — in U.S.A. Weed & Company.
 *Survey of Buying Power, 1952 — Sales Management.
 †BBM Study No. 5 — 1952.

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

OVER THE DESK

(Continued from page 6)

November 14, 1922.

The way this worked commercially for the "Company" was this. The Postmaster-General was issuing receiver licenses as has been said. (There were 1,000,000 of them by 1924.) They came at 10 shillings each. It was understood that they licensed people to listen on BBC-approved receivers. The "Company" received a percentage of the license fees and also a "tariff" on the approved sets.

Everything went along swimmingly until the "hams" came into the picture. When enthusiastic amateurs began home-making their own receivers, the cut-back to the "Company" on the price of the approved set just didn't happen. The Post Office realized it could never enforce the use only of approved sets, so it called—you've guessed it—a Parliamentary Committee.

This Committee functioned under the chairmanship of one Major-General Sykes. The report, which was tabled in 1923, according to Beachcroft, "repudiated, with humor, the idea of a completely State-controlled BBC, with the responsible Minister defending State-chosen items in State concerts and broadcast talks colored by the politics of the Government then in power." (Shouldn't you go back and read that over?)

The author goes on to point out that the Sykes Report "by no means rules out possibilities of

certain sponsored programs; but it clearly maintains the principle that some measure of government watchfulness, and under extreme circumstances, control, is required." The report recommended that a permanent Broadcasting Board should be set up under the Chairmanship of a Member of Parliament to advise the Postmaster-General on fundamental issues.

It wasn't until January, 1927, that the British Broadcasting Company was wound up and that there was created in its place, by Royal Charter, the British Broadcasting Corporation in its present form.

It was agreed, according to Beachcroft, "that the BBC was to be controlled by a board of selected Governors, who are appointed for limited periods of office by 'the King in Council' . . . Their number has varied but not exceeded seven, and has included Members of Parliament. The Governors are responsible to the Postmaster-General, and he, in turn, is the Minister who is answerable to Parliament for the affairs of the BBC . . . Meanwhile the Director General of the former 'Company' was transformed by a knighthood into Sir John Reith and made the 'Corporation's' first head salaried official." (In 1934 he became chairman of Imperial Airways Ltd., with a peerage which made him Lord Reith.)

Canadians cannot but notice the similarity in structure of the two national systems, the British Broadcasting Corporation and their own Canadian Broadcasting

Corporation. They should also be struck by this dissimilarity.

When the CBC, or rather its predecessor, the Canadian Radio Broadcasting Commission, was established, there was already a comparatively large number of radio stations, licensed by the government of the day to operate privately-owned commercial stations, and that before many years had elapsed, the government body was operating in open competition with these private stations, not only for listeners but also for advertisers.

It is true that when the British "Corporation" took over the original "Company," it was, in effect, expropriating a commercial business. At the same time, the purpose of that business had not been to sell radio advertising, but to provide the purchasers of receiving sets with something to listen to, both for the edification of those listeners and for the benefit of the people who wanted to sell sets. The new "Corporation" was able to provide both listeners and the business interests with this service on a far wider scale than had been possible with the "Company." There seems, therefore, every reason to believe that those business interests did not find in the publicly-owned broadcasting system a monopolistic enterprise which would compete with them unfairly. Actually it appears likely that their interests would be better served under the new system than had previously been the case.

There's been a top tune ordered off the air by the BBC. It's the current favorite, *Sugarbush*. BBC deejays have been ordered from on high to leave it off their *Music While You Work* program for factory employees. And the reason: "*Sugarbush* features intricate handclapping as part of the rhythm, and some machine shop workers reportedly have been hitting machinery with their tools in time with the handclaps." There have been "some disastrous results."

Just in time for the U.S. elec-

CKDA...
Victoria's MOST LISTENED TO Station!



WHAT IS OVER THE HORIZON?

VISITORS to Saskatchewan's capital city are quick to admit that Regina is the centre of the flattest damn country in the world. Even if you have just an hour to spare on your next trip west, be sure to have someone drive you to the city limits . . . behold the glory of the great plains . . . and then remember that machines like the combine shown here have just harvested the greatest crop in Saskatchewan's history. What's over the horizon?—More grain and crop dollars than ever before!



Remember too, that REGINA is distributing point to the western plains . . . where everything moves on wheels—to new records!



CKCK • Regina, Sask.

tions at the beginning of this month, International News Service put out a story on eye-saving for TV viewers. Crediting Mr. Carl S. Hallauer, optical expert, the suggestion is that "a good distance from your tube would be five or six times its diameter—7 or 8 feet from a 17-inch set; 9 to 10 feet from a 21-incher."

The story continues to quote Dr. Allen B. DuMont, head of the network of the same name, with the following: "... to locate the proper distance, hold your right hand straight ahead, as if to shake someone's hand at shoulder height; then turn the palm of your hand toward you from the wrist and when the face of the tube coincides with the distance covered by your four fingers at the palm, sit down. On a chair, preferably."

I am sure that people who read the story in time to take advantage of it for the elections were duly grateful to Dr. DuMont and INS. And let's not forget Mr. Carl S. Hallauer.

Personally, I have another formula. I sit as far away from the set as I can find a chair comfortable enough to slumber in if the program proves to be lousy. Also I try and see to it that I am in easy arm's reach of a bottle of amber fluid just in case a little stimulation is needed. As for the U.S. elections, I listened to them on my radio.

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

PEOPLE

New Post For Evans



Ottawa.—T. Arthur Evans has been appointed executive secretary of the Society for Advancement of Canadian Music, an organization said to have been formed to protect music users "against the increasing demands of the powerful foreign copyright societies," it was announced here this month by president Martin Maxwell.

Since 1935 Evans has been secretary-treasurer of the Canadian Association of Broadcasters.

In addition to directly promoting the use of Canadian music, this organization "plans action to keep the demands of these (giant European and American) publishers from being increasingly onerous

and thus permit the development of a greater amount of Canadian music," according to Maxwell.

It will represent such music users as private broadcasters, hotels and exhibitions.

Radio Director



Toronto.—George Vale has been named radio and television director of Paul, Taylor, Phelan Limited, it was announced here this month by president Ernie Paul.

Vale was formerly on the staffs of CHEX, Peterborough; CFCH, North Bay and, recently, CKGB, Timmins, all in the Northern Broadcasting Co. Ltd. chain. He was also with the Toronto office of J. J. Gibbons Ltd.

BETTER CALL SWC

FOR DISCS, TAPE & T.V.

Call Caldwell for

COMEDY

- The Stanley Holloway Show
26 half-hours
- The Anderson Family
52 half-hours
- Much Binding in the Marsh
34 half-hours
- Barnyard Jamboree
52 half-hours
- Tom, Dick & Harry
156 quarter-hours
- The Buccaneers
78 quarter-hours

For over 200 other ideas in Profit Programming — consult your **CALDWELL CATALOG**

"It's Easy to do Business with Caldwell"

S.W. Caldwell LIMITED

2100 VICTORY BLDG.
80 RICHMOND ST. W.
TORONTO.



Christmas PROGRAMMES ON BBC TRANSCRIPTIONS

A CHRISTMAS CAROL

Alec Guinness, as Ebenezer Scrooge, heads the cast in Charles Dickens's famous ghost story of Christmas.
Duration: 28'58" \$4 per performance

MUSIC FOR CHRISTMAS

The Westminster Orchestra under Dr. Denis Wright offers a programme of music in which the famous Carol Symphony by Victor Hely-Hutchinson is featured.
Duration: 28'53" \$4 per performance

CINDERELLA

A real old-fashioned pantomime that makes no attempt at topicality or sophistication, with appeal for children and grown-ups alike.
Duration: 58'58" \$8 per performance

THE SPIRIT OF CHRISTMAS

This light-hearted edition of "London Forum" is devoted to a discussion of the Spirit of Christmas, and it features Sir Steuart Wilson of the Royal Opera House, Covent Garden; Compton Mackenzie, the novelist; Professor Joad, the philosopher; with Gilbert Harding as chairman.
Duration: 28'55" \$4 per performance

EMMANUEL

An original nativity play described as a humble attempt to present the drama of the Birth of Christ as fully and as vividly as the author is able to discover it. A poignant and powerful drama.
Duration: 83'37" \$10 per performance

CAROLS FROM KING'S COLLEGE

The fame of the Choir of King's College Chapel, Cambridge, has spread round the world, and its broadcast on Christmas Eve (The Festival of Nine Lessons and Carols) is one of the most popular of all the special radio programmes given at Christmas time.
Duration: 57'28" \$8 per performance

ALADDIN

A pantomime-with-a-difference. A brilliant burlesque of all the traditional pantomimes, with an appeal for both young and old.
Duration: 58'20" \$8 per performance

THE FIRST NOWELL and SWEET SINGING IN THE CHOIR

The famous Fleet Street Choir in two programmes. In "The First Nowell" it sings four traditional songs of Christmas; the second programme, "Sweet Singing in the Choir," consists of four modern works, less frequently heard.
Duration: 1st: 13'27" \$4 per performance
2nd: 13'15" (both programmes)

Prices quoted are f.o.b. Toronto, prepaid return. Write, wire or phone your reservation NOW . . . the number of discs available is strictly limited! Programmes shipped immediately on receipt of order.

Dominion Broadcasting Company

4 ALBERT STREET TORONTO EMpire 3-3383

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.

Showcase

St. Catharines Scores With Junior Hockey Cast

For the second successive (and successful) year, the Junior OHA hockey broadcasts of the St. Catharines TeePees are being sponsored by that city's active Chamber of Commerce, and carried over radio station CKTB in the Garden City.

The broadcasting crew is by now very familiar to sports followers in Eastern Canada . . . and their respective messages have pulled a faithful audience from Ontario, Quebec and the northern parts of Eastern U.S.

The "Voice," "Lung," or "Father," as he is affectionately called, prefixes Rex Stimers who, according to Al Nickelson of the Toronto Globe & Mail, has hollered longest and loudest on every form of sport from his "Good City of St. Catharines, the Miami of Canada." He calls the plays.

Tommy Garriock is Rex's right and left hands, supplying scoring summaries and handling in-between-period interviews with sport luminaries.

Jackie Gatecliff, sports scribe on the St. Catharines Standard, is forever on hand with statistics, slants and sidelights.

Larry Holleran is the station operator. And Cec Linder, the commercial man, speaks glowingly of the industrial, business and economic strength of the Niagara Peninsula. For here lies the purpose of the hockey campaign. To sell the Niagara district.

In the summer of 1951 CKTB and Chamber of Commerce heads embarked on what is proving to be a popular yet subtle way to sell free enterprise, sound Canadian economic structure and the Niagara Peninsula. To go on the air from a staid studio and proceed to convince people that we are living in a wonderful country with unlimited possibilities may be great stuff, but it lacks popular appeal. Junior hockey broadcasts

provide a mass audience, who while eagerly waiting to hear how John Smith managed to slide that puck past goalie Jim Jones, would get a fast reminder that "St. Catharines is known as the Garden City as well as being one of Canada's soundest industrial areas." Or just before Tommy Garriock comes in with his summary of that thrilling second period of play, the hockey audience would hear a crisp Story of the Night as told by Cec Linder.

It could be a saga of success that heralds this country, and in particular this Niagara district,



Rex Stimers

as the best darn old place in the world . . . How a struggling immigrant, armed with only \$50 and an idea, started his own block-making business and acquired prosperity and independence. How today he is awaiting an order for his second \$75,000 block-making machine, has 12 trucks and employs 25 men. In short, a man with some money, an idea, and above all, the ability to carry that idea through, can do well in this country. Big corporations and small businesses get their messages across to a faithful and growing audience.

During the 1951-52 season, some 30 industrialists, big and small, responded enthusiastically to the idea. Prompted by the success of the first campaign, they're rush-

We don't sell Time



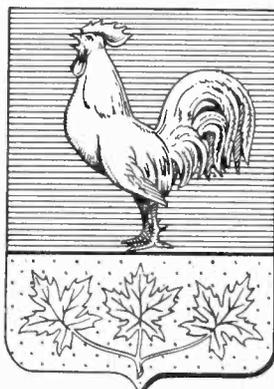
We Sell RESULTS

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

CHFA

60,000 FRENCHMEN

can't be wrong!



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

680 KC.

La Voix Francaise De l'Alberta

Our Representatives: Omer Renaud & Cie. Toronto and Montreal

JE CROIS ET JE CHANTE

SHOWCASE

(Continued)

ing to the scene once again this year. The industries bear the cost of the broadcasts, and the St. Catharines Chamber of Commerce acts as ambassador and spokesman.

Cec Linder has the arduous but interesting task of digging up the stories. He calls on the appointed industry a week in advance of the hockey game, talks to the sales manager, the public relations executive, the worker. He finds a vivid hook upon which to hang his story. It's written in a clear, active style, making it listenable and understandable to 10-year-old listener Billy Brown, who seemingly knows only hockey language. Unconsciously, hockey listeners get to know about their Niagara district, its tremendous industrial possibilities, ample power and labor facilities, its scenic grandeur, proximity to the U.S.A. and major Canadian cities. Gordon Sinclair, in his radio column in the *Toronto Star*, referred to the commercials on the history of St. Catharines as "gems." In short, by the time the playoff season rolls around in the spring, a huge audience will know the history, the economical background, and the expanding industrial potential of the bustling Niagara district.

■ ■ ■

Listeners have confided to CKTB and the Chamber of Commerce that they, shamefacedly, never knew so much about their own district until they started

following the Chamber of Commerce hockey broadcasts. One man explained that he wasn't so much interested in hockey as he was in listening to the *Story of the Night* following the second period. Another commented that this public service feature provided both exciting, enjoyable hockey listening and interesting, factual enlightenment.

■ ■ ■

B.C. Doctors Sponsor Interviews

Vancouver.—*The Doctor's Viewpoint*, 26 weekly pieces sponsored by the B.C. Division of the Canadian Medical Association, has commenced at 10.15 p.m. on Tuesdays over CJOR.

Dorwin Baird of CJOR writes and produces the program, and said he believed it was the first

such enterprise sponsored by a medical group in Canada. The point of view is that of the B.C. medical men, but the broadcasts are divided between opinion pieces in which Baird will interview one or more doctors, and features in which Baird himself examines some facet of the profession.

On the first program he said that doctors in the past had been loath to discuss their profession for fear of misunderstanding, but that the B.C. group now felt they could tell their story over radio in a way that would improve public understanding of their problems.

Subsequent Tuesdays will find Baird discussing some aspect of medical news with different

(Continued on page 12)

YOU NEED SELF-PRESSURE SALESMEN!



Incentive is our "self-pressure" sparked by the sincere conviction that daily personal calls will increase sales and strengthen agency relations for the stations we represent.

STEPHENS & TOWNDROW
35 KING STREET WEST
TORONTO

DID YOU KNOW?

Three weeks ago, a local electrical store, Hillman Electric Appliances, bought a half-hour segment of *Saturday Afternoon House Party*, a 2-hour all-request program. On their second program, they advertised a special on washing machines, and in 3 days their entire stock of 32 washers had been sold. The result? . . . They bought 3 more half hours per week and are smashing all previous sales records.

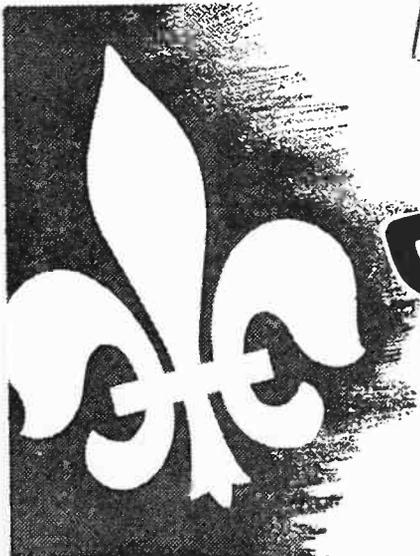
Why don't YOU use CKCL to help tap the 14 million dollar annual sales of this market?

CKCL

TRURO, NOVA SCOTIA

Representative — OMER RENAUD & COMPANY — Toronto & Montreal

Quebec's Greatest
French Selling
Voice



CHRC

The only 5000 watt station in Quebec City.

"TOP FRENCH RADIO VOICE"

- 8 out of 10 radio listeners tune in to CHRC.
- CHRC reaches 250,000 radio homes in a 29-county area.
- CHRC is the best medium for reaching the largest number of these potential buyers.

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

YOUR SALES STORY GETS ACTION

with a feature presentation
"Listen While You Work"

HERE is a sure-fire program* specially tailored for the Homemaker with a large ready-built audience. CKLB Women's Editor Mary Vollmer presents household hints and shortcuts . . . beauty tips . . . recipes and fashions . . . Hollywood news . . . home decorating advice and items of local interest to the ladies including coming events of local women's clubs and groups.

For more details on this money-maker see our reps or write us direct.

*PP. 9.15 a.m. daily.



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



1952 Crop: 460,000 Tons Sugar Beets

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

Sell this rich market effectively via



ASK your ALL-CANADA Man for details.

SHOWCASE

(Continued from page 11)

medicos.

A sensational news story about a new miracle drug might find a doctor issuing a word of caution, and describing the medical point of view on that type of drug. State health insurance, extra billing by doctors under the Medical Services Association, or the evolution of medical ethics, are topics which will be examined by Baird with a panel of doctors.

One week the producer will visit the new B.C. Cancer Institute and describe the "Cobalt Bomb" which is one of the most advanced cancer treatments in the world. He says one day after a good breakfast he'll go "back-stage" and do a feature on surgery.

What to do with a sick person until the doctor arrives, will be another subject for a panel. The program schedule for the next half year may be the start of an interesting development in the public relations of the professions.

Checker Board Chatter

Charlottetown. — A little over two years ago J. H. D. Waddell and Ralph Caseley of the Ralston-Purina Company walked in to see the manager of station CFCY, Charlottetown, Bob Large. From the discussion which followed came plans for a daily program which since then has continued to win the praise of both listeners and sponsor. The station is pretty happy about it too.

During the show's formative days, when it was five minutes daily, a young staff announcer, Ches Cooper, was given the job of producing it since he already had built a listening audience throughout a large section of the Maritimes with a similar program of local events and a bit of singing.

It took Cooper only five months to convince the Ralston-Purina Company and CFCY that Ches Cooper's Checkerboard Chatter needed 15 minutes of air time five days a week. He got it.

A regular part of "Checkerboard Chatter" is the tape recordings which are made at the farms of men who have taken a professional and scientific interest in some phase of livestock feeding. Cooper and engineer Lorne Finley are on the roads of three provinces much of the time getting interviews with these farmers. At other times the two are visiting provincial fairs such as the Provincial Exhibition and Old Home Week in Charlottetown, Provincial Plowing Match at Bridgetown or the Maritime Winter Fair at Amherst, where Cooper, among other activities, quite often takes time off to entertain the crowds with his songs and guitar.

Ralston-Purina Company was sufficiently impressed with the show during its first year to name it the annual prize-winner among the Canadian radio programs which it sponsors. The award was

an all-expense 10-day trip for Cooper and his wife to Purina Research Farm at St. Louis, Missouri, and other points like Montreal and Chicago. The award was based only on the first eight months of the program's performance, although other entries had a year-long judging period.

DIAL 680

Where
PRESTONE
PRESENTS
"THE
BIG
FOUR"
SERIES

SATURDAYS
2.30 P.M.
ST. THOMAS

BETTER CALL SWC
FOR DISCS, TAPE & T.V.

Call Caldwell for
DRAMA
The Screen Presents
52 half-hours
Hollywood Theatre of Stars
260 half-hours
London Playhouse
104 half-hours
Obsession
65 half-hours
Strange Endings
52 quarter-hours
Pretty Kitty Kelly
208 quarter-hours
For over 200 other ideas in Profit Programming — consult your
CALDWELL CATALOG
"It's Easy to do Business with Caldwell"

S.W. Caldwell LIMITED
2100 VICTORY BLDG.
80 RICHMOND ST. W.
TORONTO.

SHOWCASE

(Continued)

Okanagan Program Hunt

Kelowna. — Not many people know much about mine rescue operations and fewer still could recognize a pine cone factory. But these are just two of the many things uncovered by the CKOV special events team which has spent the last five months scouring the Okanagan Valley for program material.

The team travelled over 1,000 miles, recording interviews with people who are in unusual businesses or have developed unique hobbies. The interviews were compiled into half-hour weekly programs under the title, *Community Cavalcade*.

At Oliver, 60 miles south of here, the team found an outstanding choral society, while another, 50 miles further, brought it to the annual mine rescue competition at Princeton. A recording of the highlights of the competition is now being used by mine officials at Nelson to assist in their safety training program and mine rescue work.

The pine cone factory—only one in Canada—was discovered in the B.C. interior. There cones, collected by Indians, have the seeds removed by a special process. The seeds are used in reforestation while the cones are sent all over the world as decorations. Nearby was found B.C.'s only mushroom farm, which also found a place on the program.

Besides being an inexpensive way to travel for the listener, *Community Cavalcade* has been hailed as an important public service by many including the member of Parliament for Yale, who said: "(It) has proven not only entertaining, but very informative. It is always a service to let neighboring communities know what they are doing."

■ ■ ■

Starts School Broadcast

Kenora.—Station CJRL here recently added 400 listeners to its audience by airing a special program for them.

The select 400 are students in Kenora schools and the program, *Invitation to Music*, has been planned by CJRL program director Jim Thom and the Kenora

School Board's music director, Roger Swanson.

Swanson wanted, and got, a radio program which could be heard in all the schools and serve as the basis for music appreciation courses. *Invitation to Music* is basically a program of classical music, although folk songs from many lands are played as they become available.

■ ■ ■

Undertaker Uses Social Notes

Vancouver.—Nunn & Thompson, funeral directors, who found the *Town Crier* program of free club announcements a change from the usual organ music type of morticians' program, liked the idea so well they recently renewed their contract with CJOR for the third year.

When they originally changed to *Town Crier*, however, they kept the old theme song, "It's Going to Be a Great Day."

The program makes free announcements for service clubs and other civic groups, followed by a card mailed to the club noting that its notice went on the air on such a date.



DENNY VAUGHAN

An outstanding example of CFRB's popular local talent entertainment is "The Denny Vaughan Show" heard 6.00 p.m. Monday through Friday. CFRB presents another of its top level productions in bringing to its listeners the young Canadian singing star Denny Vaughan.

ADVT.

...just to remind you

that CKX, Brandon, serves with distinction, the radio entertainment for one hundred and forty-five thousand rural and urban residents of the rich Manitoba market.

Represented Nationally by
RADIO REPRESENTATIVES LIMITED
Montreal — Toronto — Winnipeg — Vancouver

ACROSS THE BOARD VOCM Is A Sure Thing!

WIN... Bigger Audiences at Lower Costs

PLACE... Confidence in the ESTABLISHED
STATION in Canada's 10th.

SHOW... Results with our Accepted Programs
and Action Packed Availabilities

Get off to a fast start — Enjoy the Pleasing
Payoff. You've got the FIRST and FAVOR-
ITE when you pick THE 590 STATION!

Schedule Your Feature Events - Now.



See Our Reputable Reps

HORACE N. STOVIN

"VOICE OF THE COMMON MAN"

Colonial Broadcasting System Ltd. — St. John's

1000 POWER-FULL WATTS — 590 KCS.

to Sell B.C.

DELTA
RICE
USE

B.C.
RADIO

THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

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

AVAILABLE

Bilingual commercial manager with experience in announcing, writing and station management. Available for position in Montreal radio station or agency. Competent, honest and reliable. For further particulars contact:

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

SHOWCASE

(Continued)

Press Cites Station For Aid To Derelict

Barrie.—“If county officials do not immediately provide a home for Mr. McGann, this radio station will take steps to have him provided for until the obvious red tape has been cut.”

These words, quoted from an

editorial on CKBB, Barrie, last month, brought temporary shelter to an aged citizen who had fallen on difficult days, within minutes after the broadcast, and a permanent abode in a nearby old folks' home—which had been reported crowded—in a matter of two days.

Following close after a great deal of discussion on the editorializing question, this incident presents an explanation through an actual case history, of how editorials can be used.

This episode prompted the local paper, the *Barrie Examiner*, to state editorially: “Praise must go to CKBB who took a very personal interest in Mr. McGann. The ending of this story . . . is happy.” The newspaper also pointed out that the CKBB broadcast could have much wider significance if the investigation of provincial authorities into the county's welfare facilities, sparked by the station, resulted in an improved system.

The following is a copy of the editorial which was broadcast.

■ ■ ■

“This is the story of an old gentleman who is poor and sick, he is a citizen of Simcoe County and has been for a great number of years, yet, nobody wants him. The unfortunate victim in our story is James McGann. He was working in Flos Township until about six weeks ago when illness forced him to cease work. He applied for the old age pension, but being unable to prove his age did not succeed in making the grade. He came to Barrie and after sleeping in box cars for a few nights was arrested for vagrancy and lodged in the jail for a period. After his discharge he applied for entry to the Old Folks' Home at Beeton. When authorities there did not move fast enough, Earl Richardson, the clerk of Vespra Township, purchased Mr. McGann a train ticket to Beeton. He was lodged there for a few days and given a medical examination, then promptly put back on the train and returned to Barrie.

“After a few days in Barrie he was given \$10.00 and shipped

to Elmvale. Someone in Elmvale gave him \$5.00 and promptly shipped him back to Barrie. He again contacted Earl Richardson who attempted to have him lodged in the county jail, but this could not be done unless a charge was laid against the unfortunate victim. Local police, naturally, would not lay a charge unless he broke the law. The Town of Barrie has refused to take any interest in the case and a similar attitude appears to be prevailing in the Townships of Flos and Vespra. The local Salvation Army has provided him with the occasional meal, and this morning Earl Richardson gave him enough money for breakfast.

“In the meantime he is spending these cold nights in a box car at Allandale. We are not presuming to say who should assume the responsibility of this county resident, but it seems to be a crime that such misfortune and disinterest should befall a citizen of Simcoe County.

“If county officials do not immediately provide a home for Mr. McGann, this radio station will take steps to have him provided for until the obvious ‘red tape’ has been cut.”

■ ■ ■

Opinions On “Opinion” Mixed

Saskatoon. — His station has gained a great deal of added prestige and respect since it started editorializing, according to A. A. Murphy, managing director of CFQC, here. He was referring mainly to the program, *Opinion*, which is aired for 15 minutes at 10.15 p.m. five days a week, written and read by CFQC news service director Godfrey Hudson.

Following a regular 15-minute newscast, *Opinion* is a program of news analysis and comment on vital and topical issues. Local, provincial, regional and international events are discussed by Hudson, who comments on anywhere from one to five items during a broadcast. Opposing views are given through letters which are quoted and answered during the program.

■ ■ ■

Hudson, a graduate of University of Saskatchewan, Medill School of Journalism (Evanston, Ill.) and NBC's Northwestern University Summer Radio Institute (Chicago), believes in tackling anything he feels needs airing. Topics that have been discussed recently range from the controversial question of the benefits of daylight saving time, through the recommendations of the advisory council of the National Liberal Federation concerning radio and television, to the American Presidential race.

■ ■ ■

Mixed feelings are held by listeners about *Opinion*. One stated: “(The) program is the most insulting I've ever heard.” But another said: “We appreciate (it) very much indeed and believe it to be making a valuable contribution to our way of life.”

Without waiting to find out which way the public's opinion about *Opinion* will sway, Murphy unequivocally says it is a “must” on CFQC. News director Hudson is inclined to agree.

NORTHERN ONTARIO'S

Greatest

ADVERTISING

MEDIUM

CKSO

NORTHERN ONTARIO'S
HIGH-POWERED
STATION

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

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

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

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

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

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



New Brunswick's
Most Listened-To
Station

SHOWCASE

(Continued)

Prodigious Mail Pull

Montreal.—Fourteen million letters is a lot of mail in anybody's language but when they come in response to a program on a single French-language station, it is assumed the show has public appeal. This is what has happened with *Casino de la Chanson* over CKAC here during slightly more than two years.

The program features one of the leading local radio comedians, Jean-Pierre Masson, with guest stars doing two or four-week stints. But the highlight for many is the cash award for the correct answer to a riddle. At one time not long ago it climbed to a record of \$5,050.00.

Produced by Errol Malouin, *Casino* has enjoyed one of the greatest successes of any program, judging by the number of letters attracted by the thousands of dollars of prize bait. On CKAC, the first year mail pull was 2,800,000 missives sent to the sponsor, Libby's, through the station. The last complete year saw the total figure soar to close to seven million. Incomplete figures for the current year indicate that another six-million mark will be breached.

...

NEWSCAST FOR HARDWARE

Vancouver. — A hardware and appliance store, Mc & Mc, which took a 10-minute daily newscast at 12.45 p.m. on CJOR, found at the end of five months that it had

sold more Beatty washers than in the entire previous 12 months.

Sales started to jump, the store found, after only three newscasts in which the sponsor's message mentioned the washers. They attributed the sale of 15 washers directly to the first three days' advertising.

...

SELL-OUT

Vancouver. — Radio worked so well for Chivers Marmalade, when jobber Frank L. Benedict decided to use *The GG Man* on CJOR to push the product, that in two weeks he was out of stock and had to call off the campaign.

GG advertised their special pineapple marmalade during his 6.30 to 8 a.m. disc show, which is one of the veteran CJOR "personality" features.

cjcs
SELLS
in
Stratford

Let's Turn YOUR Dog - time to \$\$\$

An All-Canadian promotional service for Canadian Broadcasting Stations.

Originators in Canada of "The Bond-of-the-Week Program and Contest" promotion as handled successfully for:

CKPC Brantford CKBB Barrie
CJOY Guelph CFOR Orillia

CHLO St. Thomas

Independent Radio Productions

22 HEYWORTH CRESCENT

TORONTO

BILL PRATT

WALLACE LEWIS

They're all top-rating shows and

they're all on CFCF!

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

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

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

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

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

all on CFCF!

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



CANADIAN PACIFIC EXPRESS TRAVELLERS CHEQUES

obtainable from all Canadian Pacific agents and most banks

to Sell B.C.

COLGATE PALMOLIVE PEET USES



THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

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



experience counts

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

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

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

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

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

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

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

Marconi
the greatest name
in radio and television



CANADIAN MARCONI COMPANY
Established 1902

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

VERBATIM

Advertiser Analyzes Time

Gordon Ferris, Director of Public Relations of Household Finance Corporation of Canada, was asked to analyze time buying from the standpoint of the advertiser, for the recent CCBA meeting. Gordon did just that, and the following is a condensation of his address.



Gordon Ferris

Complexities of appealing to people in the various markets of Canada, from Newfoundland to British Columbia, are interesting and ever-changing, but the greatest force I rely upon is a facet of human nature. A basic appreciation of the fact that people are creatures of habit is the most important factor in time buying.

With that premise in mind, the problem resolves itself down to one of determining the habits of the individual market. These habits will vary with the industries, the ethnic groups, the culture and the climate of the individual market.

Many of you will say: "What about ratings?" Frankly, I find them of little assistance in determining effectiveness and market penetration. I submit that the greatest use of ratings is to be had by people who stay within the boundaries of Toronto and Montreal, and have to sell account executives, advertisers aid others on their knowledge of distant markets—which most of them do very well—because, like most of us, they are extremely impressed with the magic of figures.

Some of the most productive shows we have had, have staggered under ratings of 3, 5 and 7, and some of the biggest egg-layers have knocked the listening

public to the tune of 15, 20 and 25.

If you know your market, ratings leave themselves open to suspicion, for people do not charge from the chesterfield every 15 minutes to turn the dial on the magic box. In my own circle of friends there are devotees of every station in the Toronto market, and the dial never varies from one day to the next.

In many markets, ratings will show a penetration of only one or two stations, when you and I know the market is penetrated by four to six stations on a continuing basis.

POTENTIALS ARE LIMITED

Any business today has a predicted cost factor determined by a market's potentialities. In our own industry only so many people in a given period are going to marry, have children, buy furniture, acquire a home, have hospital bills and emergencies that lead them to seek financial assist-

PROGRAM DIRECTOR
WANTED FOR
WEST COAST STATION

Apply

Manager, B.C. Broadcasting System Ltd.

812 Robson St.

Vancouver, B.C.

The spotlight is on Sarnia
CANADA'S FASTEST GROWING MARKET



SARNIA MEANS BIG BUSINESS

Canadian General Electric opens new warehouse.

Imperial Oil works on \$14 million catalytic cracking unit.

Sun Oil Company starts \$10 million oil refinery.

Dow Oil Company has multi-million dollar plant expansion.

Polymer has million dollar laboratory.

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

CHOK

SARNIA

ONT.

spend in a market.

As an example, let's look at Barrie, where we could not generate more business than that which will arise in proportion to the population and its purchasing power. The same can be said for soap. For in London, Listowel or Brockville, only so many people are going to get dirty so often, and they will need only so much soap, to bring them back to the cleanliness they desire.

One of the great mysteries to me is that advertisers, who spend thousands of dollars in moving goods to markets, are not sufficiently interested in individual markets to police their advertising dollars. In not one but many instances I have found I have been the only advertiser in years to call on secondary markets to determine the results at the cash register. It seems to me, this lack of interest on the part of many advertisers cannot help but contribute to sloppy programming and inefficient station operation. Supervision in any industry is necessary for maintenance of a high standard of performance, and the selling and buying of time is so nebulous I think you, as the seller and the advertiser as the buyer, both suffer.

I do not wish you to feel my criticism is specific, and that I intend to bruise any feelings, but rather I feel you would respect me a little more if I call the shots as I see them. We all recognize that in buying time, we don't estimate the amount of business. We guesstimate. For regardless of graphs and the maintenance of records, circumstances beyond our control can upset a market to the extent it will either not produce sufficiently or produce beyond our expectations.

IT'S THE WOMAN WHO BUYS
So, with the premise of habit

firmly in our minds, the next step in buying time is reduced to the exercise of the one element in our make-up that makes us just a little higher than the animals and somewhat lower than the angels, and that is common sense. I have contended for some time that "A" time classification, with its corresponding increase in price, is not the time to merchandise. The woman is the one who buys, who looks for bargains, and who ultimately spends her husband's money.

The percentage of purchasing power in the hands of women varies from coast to coast, and I would suggest in Quebec and Newfoundland it will be as high as 90% and will probably not go below 80% in any one province. Advertisers, working on small margins and depending on large turnover, recognize this and do their merchandising during the daylight hours when women make up the bulk of the listeners. The period after six o'clock, or whenever "A" time takes effect, brings to the listening audience an expendable increase of men. The man, home from work, having been fed, is taking his ease and turns on the radio as a background accompaniment to his reading of the sports page and the comics. Proof of this is the result of personal surveys which show the woman buying her husband's ties, shirts, socks and underwear, as well as the necessities for the home, herself and children.

NEED FOR REPETITION

I sincerely feel, no matter how much advertisers and agencies strain to either wind up or tone down commercials which are dropped in at selected intervals during a show, listeners build up an immunization to these commercials that can be only broken down by

repetition. How many times have each of us, when a commercial comes on, picked up the newspaper or thumbed a magazine until the show once again picked up the thread of the story?

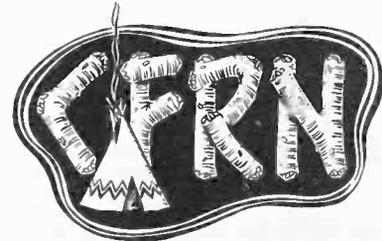
MIND YOUR MARKET

Another factor I rely upon greatly is the station's knowledge of its own market. Any station worth its salt has a highly developed program of community effort in its format, and is certainly very close to the pulse of the market. Furthermore, with the knowledge of the people, their likes and dislikes, the station will program in accordance to listening peaks determined by local industry and retail trade. This was

(Continued on page 18)



SERVICE TO THE COMMUNITY
AFRIEND IN THE HOME
LISTENERS' LOYAL RESPONSE
EVERY SPONSOR "A SPECIAL CLIENT"
SPELL SALES FOR YOU WITH
NORTHERN ALBERTA'S POPULAR



EDMONTON

RADIO REPRESENTATIVES LTD.

Montreal — Toronto — Winnipeg — Vancouver



900 Kc. 1000 Watts

**SHERBROOKE
QUEBEC**

The Voice of the
Eastern Townships

Quebec



1240 Kc. 250 Watts

Representatives

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

to Sell B.C.

**McGAVIN'S
BREAD**

USES

**B.C.
RADIO**

THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

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



—Photo by Warner Bros.

DOUG ROMAINE
STAR CBC-TV

Follow the Stars to WARNER BROS.

Creative Photographers

FOR

THEATRICAL and
PUBLICITY PHOTOS

247-249 DANFORTH AVE.
TORONTO 6
PHONE HA. 0112

VERBATIM

(Continued from page 17)

ance, no matter how much we illustrated very graphically in one Ontario market, when it was determined by the station that 65% of the working population were at their jobs by 7 a.m. On the basis of this finding, I proceeded to buy the 6.30 a.m. newscast and it reached a very receptive audience, for it was also determined that the wives made their husbands' breakfasts and were up at that early hour.

A station is most helpful when it provides a running account to time-buyers of the basic economic essentials which include population, employment figures, payroll figures, new developments in the

market or immediate areas. These figures can be obtained from a variety of sources, Dominion Bureau of Statistics, the local Board of Trade or National Employment Service office. I am not too impressed with brochures picturing the various station personnel. I know of no time-buyer who can be swayed by a picture of the beautiful receptionist or the long haircut on the transmitter operator.

LISTENING IS LOCAL

One of the fallacies in the selling of time is an attempt to convince an advertiser or time-buyer your station in a market blankets, or has a high degree of penetration in, a smaller market, where another station exists. In our experience this is not so, and I am prepared to back the local station against the big outsider anytime. People want to hear local voices, local talent and local news, and except for specific types of programs that are well advertised on a national basis, most people are content to rely on their local station for their information and entertainment.

TAKE A CHANCE

One important factor that seems to be forgotten by many advertisers is the inability or reluctance to experiment. I feel that a certain amount of experimentation must be included in a budget, for many vehicles will outwear their markets and the advertiser is suddenly left stranded with no experience to assist him in a replacement or change in approach. This feeling has resulted in varied sports sponsorships on our part, from hockey

Introducing...

Meet a firm which has used CFAC without a break for 14 years.

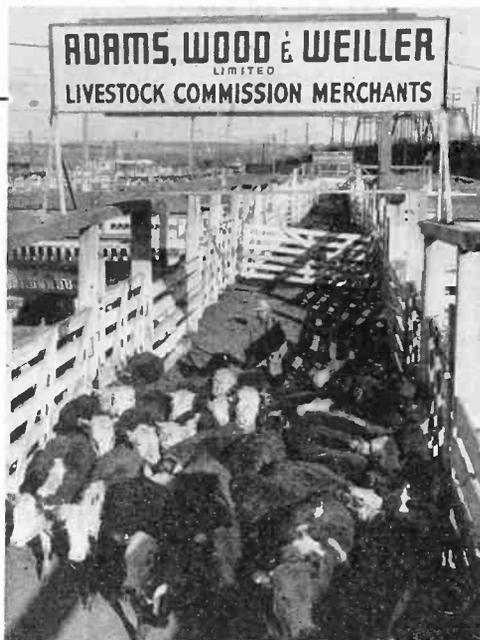
- Adams, Wood & Weiller Ltd., Calgary livestock firm, finds CFAC a vital tool of their business, 6 days a week, 52 weeks a year.
- Employs radio's advantages to reach out further, faster, more economically than other media.

"As livestock commission agents, our problems are naturally somewhat different from those of a regular retailer's. Nevertheless, we do have our own set of hurdles to overcome, and over the years, radio has helped us to get over many a hurdle.



"We have been in business in Calgary for 33 years now, and during that time have become established as one of the leading companies in our industry. In the two phases of our business, buying and selling, our reputation rests on the service we render as market specialists. We act as buyers of livestock for customers from all over this country and the U.S. We also act as salesmen for the farmers and ranchers in our district, and it is in this phase of our business where CFAC does us yeoman service.

"We have been broadcasting virtually the same show at the same time of day for the past fourteen years, "Wilf Carter" and a five-minute newscast. Running at 7.00-7.15 a.m., Monday through Saturday, this program is a particularly timely one for our customers. They look to it for the up-to-the-minute information which is vital to them in the marketing of their livestock, and which, incidentally, they can get in no



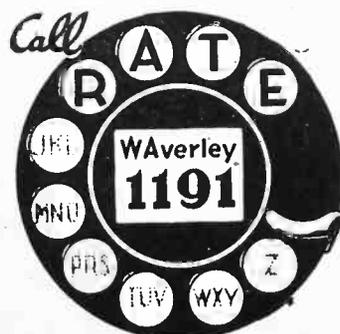
other way at that time of day. Through the years, our daily broadcasts have helped to establish us on a friendly basis with the farmers and ranchers in our area as a good company with which to do business. Our radio show has carried the ball for us, on occasions when crises have developed in the livestock industry, such as the recent foot and mouth epidemic and its resultant confusion.

"When a farmer or rancher returns to do business with us over and over again through the years, we know that we are serving him well. In the same way, the fact that we've been on the air now for fourteen years is proof that radio and CFAC are serving us well."

(Signed)

HARVEY K. ADAMS,
President and Manager.

- Every day, CFAC sells a host of items and services for a wide variety of active advertisers—to the same people you regard as YOUR customers and prospects — proof positive example of CFAC's acceptance in the rural areas of Southern Alberta. Get the details on how CFAC can sell for you too . . . from the station itself, All-Canada Radio Facilities in Canada, or Weed and Company in the U.S.A.



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

THE STATION
MOST
LISTENERS DIAL



THE STATION
MOST
ADVERTISERS BUY

(Check ELLIOTT-HAYNES AUDIENCE REPORTS — Daytime and Nighttime — Calgary City and Rural Area)

games to curling bonspiels and the sponsorship of election results and editorial opinion.

TAKE A STAND

As an individual, representing a company which believes in free enterprise, I feel that every station should have an editorial policy and be prepared to take a stand on civic, provincial and federal affairs. I am sure that stations would find acceptable sponsorships for programs of this type, for industries and businesses of all kinds have, in the last 15 years, developed extensive public relations departments and are becoming more and more concerned with the restrictions placed on business by government. To date, very few programs of this type have been offered to sponsors, so there is little to indicate what their acceptance would be. But with an election in the offing, with the imposition of the Massey Commission on your own industry, and with newspapers forced to price themselves to the point where advertisers are finding it difficult to obtain results on the basis of cost, I think you would find many concerns who would like to lend their voice to the general plea for a return to free enterprise.

THE ESSENCE OF "TIME"

Whenever I think of "Time" as a word and as a fact, I am reminded of a statue in a park in South Chicago in the old World's Fair Grounds. The sculptor was Gutson Borglum who was famous for his work in the Black Hills of South Dakota. The central figure is faceless and shrouded and represents "Time." Through the shroud are other figures passing from one sphere to another and representing men, women and children in all walks of life. Beneath this figure is an inscription which says: "Time flies? Ah, no! Time stays—we go."

WANTED

Young man for advertising sales work, Western Ontario radio station, must have selling experience. For interview apply:

Box A-143

C. B. & T., 163 1/2 Church St.

Toronto

STATIONS

CFCF Starts Radio Course

Montreal.—Station CFCF here has created a radio course for McGill University students showing aptitude and interest for the medium. The brain-child of program manager Reo Thompson, weekly classes began late last month with an enrollment of over 70 students, and have grown with each lecture since.

Held in CFCF's Studio A each Wednesday evening, the course is designed to cover all phases of radio, including drama, announcing, operating, writing and overall production.

The 17-week course is being offered free to the university students, with station personnel donating their time and talents to the lectures under the direction of Thompson. Classes in the course include talks on microphone technique, radio salesmanship, news, special events and the purpose of commercial radio. Each two-hour period is divided to enable those especially interested in one phase of radio to concentrate on it, while the entire class covers the course swiftly.



WISHART CAMPBELL

Producer and director of CFRB's "Home On The Range," heard every Tuesday evening, 9.00-9.30. "Home On The Range," one of seven of Wishart Campbell's locally produced programs on CFRB, is an outstanding example of CFRB's popular local-talent entertainment.

ADVT.

The reason for the course's existence, said Thompson, is that the whole radio industry in a few years is going to feel the shortage of trained, enthusiastic newcomers, who are at least several notches above complete novices, unless more is done to encourage earnest young people right now.

He felt that along with other courses—ones at University of British Columbia, Queen's University and Ryerson Institute of Technology—the CFCF venture was another step in the right direction.

At the inauguration of the course, CFCF manager Al. Hammond told students: "Professional radio's realization of students' interest in this type of work . . . and the definite need for technical instruction, was the motive for instituting the course."

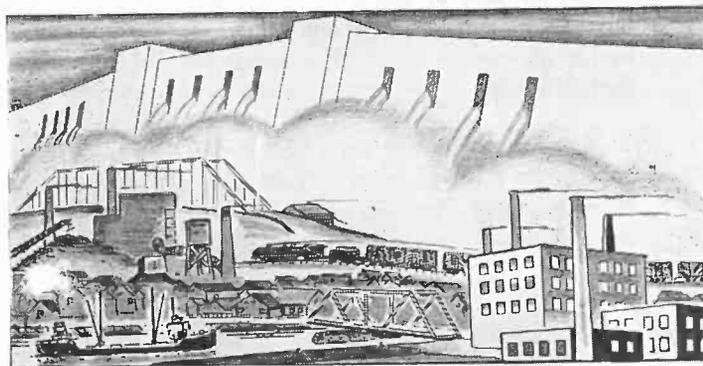
Soble To PN Board

Toronto.—Ken Soble, manager of CHML, Hamilton, was elected to represent the Central Canada district on the board of directors of Press News Limited, at a special meeting of PN station subscribers during the CCBA Conference here earlier this month.

Charles Edwards, general manager of The Canadian Press subsidiary, Press News, said that under a recent Canadian Press decision, four of the nine members of the PN board were to come from among broadcaster subscribers.

In addition to Soble, Gordon Love of CFCN, Calgary, was elected to represent Western stations during the WAB Conference in September.

WE TOLD YOU THE SEAWAY MIGHT GO THROUGH . . . !



WE WERE RIGHT IJC BACKS SEAWAY PROJECT . . . !

On Wednesday, October 29th, the International Joint Commission announced its approval . . . and clears the way for the \$700,000,000 project as soon as the United States designates an agency to develop its share of power resources.

Transport Minister Chevrier says, "the project might begin next year."

P.S. CKFS is the "home" station covering the entire Canadian Seaway area.

CKSF AND CKSF-FM CORNWALL - ONTARIO

"The Seaway City"

Representatives: Horace N. Stovin and Co. (Canada) J. H. MacGillivra (U.S.A.)

to Sell B.C.

EX-LAX

USES



THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS

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

What the CAPAC license Means to You!

A single CAPAC license gives broadcasters the right to use practically all of the world's best loved music of the twentieth century.

Almost two hundred composers, authors and publishers residing in Canada make their music available to broadcasters through CAPAC. Membership in CAPAC entitles Canadians to secure payment for the use of their music not only in Canada, but in practically every country in the free world.

Much of the music being broadcast in Canada has its origin in United States. This is particularly true in the case of dance tunes and ballads, and surveys show that composers and authors represented by CAPAC wrote 9 out of 10 of the top tunes of the past 10 years.

Broadcasters also enjoy, through the CAPAC license, the privilege of broadcasting the inspired music from the numerous operettas and musical plays written by world-renowned composers.

British and French music comprise an important part of the daily broadcasting schedule of every radio station. Through its affiliation with the Performing Right Society of Great Britain and the Societe des Auteurs, Compositeurs et Editeurs de Musique of France, CAPAC is able to license broadcasters to perform the distinguished music of Britain and France.

Altogether, CAPAC, through its affiliation with composers' organizations in twenty-eight countries, represents more than 70,000 composers, authors and publishers of practically all nationalities. This vast reservoir of music, which is made available to broadcasters under a single CAPAC license, includes most of the music broadcast in Canada.

CAPAC is a central bureau established for the convenience of broadcasters and other music users, as well as music writers and their publishers. If no such central bureau existed, it would be necessary for each broadcaster to negotiate separately for licenses with the individual copyright owners wherever they may reside. All the license fees paid by broadcasters, after deducting the cost of administration, are distributed to composers, authors and publishers in proportion to the extent their music is broadcast.

COMPOSERS, AUTHORS and PUBLISHERS ASSOCIATION

OF CANADA LIMITED

132 ST. GEORGE ST.

TORONTO 5

Talent Trail

by
Tom Briggs



In New York he was known as Britain's Frank Sinatra. In London he was called a fine vocalist, brilliant arranger, gifted Canadian pianist or — probably among the upper set — husband of a French countess. But in Toronto he is just Denny Vaughan so far, a guy who has come home to put on the air one of the most effervescent musical programs ever to hit Canadian radio.

Under the sponsorship of Imperial Tobacco Company, and guidance of the Montreal office of McKim Advertising Ltd., and All-Canada Radio Facilities which discs it, *The Denny Vaughan Show* started out less than a month ago on 27 selected stations across the country. It has been a hit from the beginning. One story has it that no sooner had the first discs been played on some of the stations than the managers and program people were heard to exclaim that here was a good show indeed. When that happens, it must be terrific.

There's a reason why everybody's talking about this new program — a star in the Canadian radio firmament. It is that no matter how you count the members of the show's cast, you still come up with only half the number they sound like. Vaughan and his instrumental quartet can pretty well handle everything from a triangle to a four-console organ with Swiss bells. And that doesn't include the vocal quintet which can sound like a woodwind section when they aren't engaged in singing words. At other times they perform like at least a 14-voice chorus.

■ ■ ■
For 15 minutes five days a week from coast to coast, these 10 gifted Canadians are pouring out a musical show of such variety, tempo, taste and imagination that other able programs are soulless by comparison.

Regardless of what he does best, Vaughan has been playing piano the longest of any of his achievements, except for a go at the saxophone when he was half past three. Singing, second of the talents he practices, came to him professionally when he was 17 and working an Ontario vacation circuit with a small band. In 1945 — as an old trouper of 20 — he started getting paid for arrang-

REQUIRED BY LARGE CALGARY RADIO STATION

We have position open for experienced radio copy writer, with proven ability for composing sound selling commercials. Good appearance and personality an asset. Ideal working conditions, pension plan and opportunities for advancement. Write, giving complete educational and business background, to:

Box A-142
C. B. & T., 163 1/2 Church St.
Toronto

RADIO ADVERTISING FOR RETAILERS

A Monthly Service for
Canadian Broadcasters

PROGRAM IDEAS

★ ★ ★

SALES DIGEST

★ ★ ★

MANAGEMENT AND PRODUCTION TIPS

★ ★ ★

COPY STARTERS

★ ★ ★

COMMERCIAL CONTINUITY

★ ★ ★

Call or Write

ALL-CANADA RADIO FACILITIES LIMITED

80 RICHMOND ST. W., TORONTO

Tell Us Another

Who'd believe a hardware, with two thriving outlets, would bother with us? But you never can tell. Ask George W. Ecclestone, the largest hardware and appliance store in Bracebridge, with a branch in Huntsville.

They used to use spots and co-ops on CFOR. Then we thought they'd got wise. But believe it or not, for two years they've been sponsoring five-minute newscasts . . . six a week . . . Monday through Saturday . . . at ten in the morning . . . to promote both stores.

Doesn't it go to show you?

If Ecclestons go for it, maybe you will too. Don't let us stop you. Call Stovin's boys. They'll tell you about our 24,000 radio homes, and the folks who live in 'em. We know 'em so well, we kind of hate to talk about 'em.

CFOR

ORILLIA, ONT.

1000 Watts — Dominion Supp.

CANADIAN TELESCREEN

Vol. 5, No. 21.

TV and Screen Supplement

November 19th, 1952

RCA Forms Co-operative Group For Agency TV Productions

Toronto. — Opening of a complete television film production service headed by the recording division of RCA Victor Co. here, was announced last week by Len Headley who manages that department of RCA. The new service, designed, according to Headley, to meet the TV requirements of advertising agencies, will utilize the services of a number of companies all tied together by working agreements and will begin operations immediately.

"For the production of TV films," he said, "RCA has entered into exclusive agreement with established organizations which already are equipped to supply the highly-specialized services and talent which, at one time or another, form vital parts of any television production, particularly in the case of TV commercials."

Headed by RCA, which will provide direction as well as sound-recording and motion picture projection facilities, the group will include: Photo-Facts Ltd.; Art & Design Services; Cinesound Ltd.; and Maurice Rapkin.

Under production chief Howard Fletcher, Photo-Facts Ltd. will be the main film production agent in the group in conjunction with Cinesound Ltd. The latter will provide studios and sound stage facilities, film processing and printing, along with special effects and sound synchronization.

Art requirements of the film production group, including motion picture animation, will be supplied by Art & Design Services, directed by partners Mac Houston, Ray Walters and Jim Collier, Headley revealed.

Maurice Rapkin, a veteran in the musical commercial field, will direct music and narration for the group.

It was pointed out that, at the outset, this all-Canadian venture will draw on the facilities of the RCA organization in the U.S. only to a limited degree. This will be mostly for electronic equipment designed expressly for television.

Concerned Over TV Masts

Vancouver.—Concern over tall TV aerials toppling and injuring people or falling on power lines, has led City Council to seek advice from U.S. centres where TV has been in vogue longer. Wilf Gray, zoning secretary, said this Pacific Coast city was worried chiefly about the safety factor, and that while city by-laws called for every TV home owner to get a permit to erect his antenna, few had done so.

Gerald Sutton Brown, town planner recently imported from

Plan TV Theatre

Vancouver. — Arngrim and Baker, founders of the city's successful Totem Theatre, announced they have backers for a \$1,000,000 TV theatre and that "the plan is definitely going to materialize."

Stuart Baker and Thor Arngrim plan to transform their present theatre into a studio for production of movies for TV. They said they have a tentative arrangement with CBC to use their films.

The two theatre men would not name their angels, or say whether part or all the million had been already raised. They said, however, that the backing was assured and architect's plans for the studio were nearing completion.

Arngrim said many TV stations were using too many grade B films and were seeking better material.

Sets Hit 148,647

Toronto.—Sales of television receivers mounted to a total of 148,647 after September sales set a record, according to a regular report of the Radio-Television Manufacturers Association of Canada issued here last week.

September sales amounted to 19,241 with a total value of \$8,629,781, the report revealed. Of this total, 7,933 units were sold in the Toronto-Hamilton area, while Montreal came second with 5,219 sales.

Distribution of the total sales, according to the R-TMA, is as follows: Toronto-Hamilton—58,473 or 39.3%; Windsor—42,090 or 28.3%; Niagara Peninsula — 23,131 or 15.6%; Montreal — 16,999 or 11.4%; and other areas—7,952 or 5.4%.

England, said, however, that when TV was being broadcast locally the tendency would be for lower aerials. He said this had been the case in the U.K. In some locations the masts had been taken off roofs altogether, he said.

Shuffling Off To Buffalo

Toronto.—The audience of the CBC's television outlet here dropped from over one-third to less than a quarter of the total audience available during its first month of operation, according to the latest Teleratings of Elliott-Haynes Limited.

The average share of audience for CBLT during the first week of October was 22.2 per cent. The remainder of 77.8 per cent went to WBEN-TV, Buffalo, since other TV stations do not penetrate this area enough to be considered.

Westinghouse's *The Big Revue* is still the top-rated show on CBLT with 53.5 per cent of the audience and a rating of 42.2. This is virtually the same as its September standing. However, this show fails to come within 10 rating points of the last of the top 10 on WBEN-TV, the report shows.

The favorite programs on the Buffalo station with Canadian viewers range from *I Love Lucy* (Philip Morris) with a rating of 78.5 to *All Star Revue* in tenth position with a 64.0 rating. In between are such network features as *Crusade In Europe* (73.2), *Godfrey and His Friends* (68.9) and *Fireside Theatre* (67.1).

All top ratings scored by CBLT presentations are in the 30 bracket or lower, except for the Westinghouse show. A show of magic on film took second place with a 37.6 rating. Third position went to Addison's *Sunshine Sketches* (32.6). Fourth place was taken by a period usually given over to a film feature at 7.30 p.m. Mondays (32.3), while fifth spot went to each evening's introductory program, *Let's See* (31.3). British American Oil Company's *Sports Parade* rated 31.0. The 90-minute drama presentation sponsored once a month by Ford of Canada and which is sustaining in other weeks, was rated at 28.9.

Eight of the top 10 CBLT ratings (excluding the Ford and Westinghouse productions) are telecast between 7.15 and 8 p.m.

The Elliott-Haynes report also showed that the average sets-in-use index had moved up to 73.1 from the September figure of 66.9.

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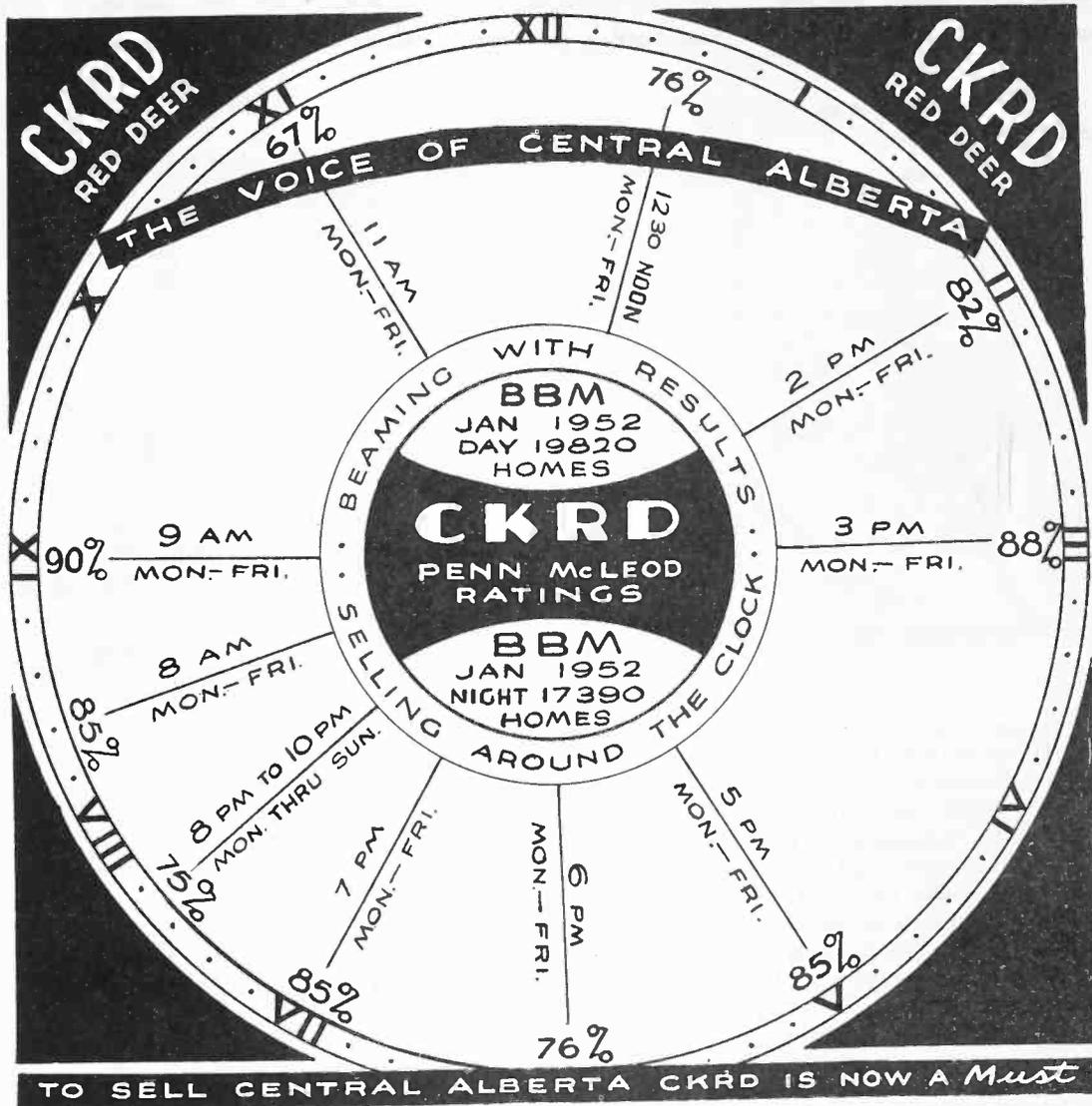
Write with full particulars:

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It is now a Fact

That in Central Alberta

it's **CKRD**



IS IT ANY WONDER THAT THE RESULTS ON CKRD QUOTED ON THIS PAGE ARE SO CONVINCING? HERE ARE THE LATEST PENN McLEOD PROGRAM RATINGS AS AT AUGUST, 1952.

MORNING		
Monday through Saturday	8.00 a.m. - 12.00 noon	
<u>CKRD</u>	<u>Station "B"</u>	<u>All Others</u>
70%	26%	4%
AFTERNOON		
Monday through Sunday	12.00 noon - 6.00 p.m.	
<u>CKRD</u>	<u>Station "B"</u>	<u>All Others</u>
73%	25%	2%
EVENING		
Monday through Sunday	6.00 p.m. - 10.15 p.m.	
<u>CKRD</u>	<u>Station "B"</u>	<u>All Others</u>
75%	18%	7%

CKRD

"The Heart of the Boom Province"

South

The town of Olds, 40 miles south of Red Deer, is in the centre of a prosperous mixed farming area and is the home of the School of Agriculture. Here an Auto Body Shop with a daily spot announcement series has had to enlarge its premises to take care of the increased business. An Automobile Dealer in Innisfail sold 11 new cars and 40 used cars from a month's radio campaign on CKRD.

East

Some 60 air-miles east of Red Deer a Car Dealer who sponsors a noon sports-cast reports that a customer drove 40 miles to buy a truck because he enjoyed the daily sports-cast. CKRD broadcasts all the local sports as well as national. One spot at noon located a number of purebred cattle which had wandered 25 miles away. That was a pretty reasonable find for the farmer!

North

In Lacombe, 18 miles north of Red Deer, one hockey broadcast on CKRD resulted in 6 buyers for a new 1/2-ton truck the next day. The vehicle was featured on one broadcast and the sponsor could have sold 6 more. A large Food Firm in this area has successfully disposed of carloads of perishable watermelons and strawberries through spots and programs on CKRD. They know that radio pays off, particularly CKRD radio.

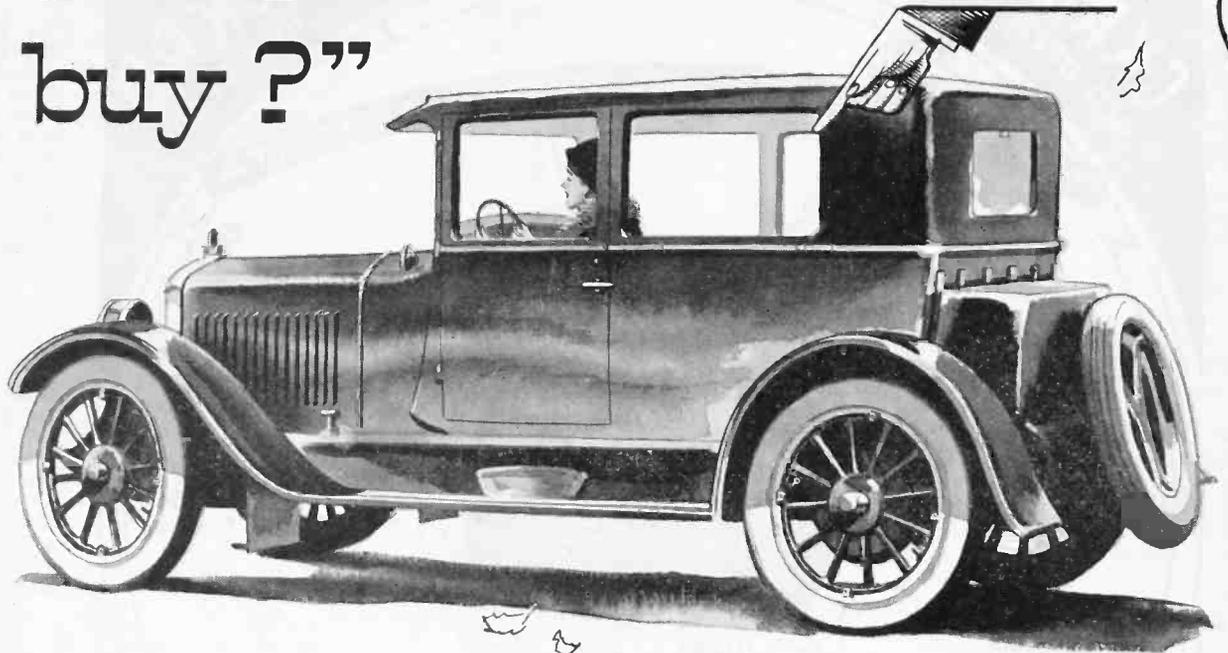
West

To the west, 30 miles from Red Deer is the rather small village of Eckville of approximately 300 but which boasts of a large and prosperous trading area. In September a General Store here brought in a full carload of soft fresh fruit. The store bought \$41 of spot announcements from CKRD and ran them Thursday and Friday. The fruit went on sale Saturday morning and the stock was completely sold out. And radio was the only advertising medium. Customers travelled from as far as 30 miles to buy up the fruit. That merchant is very happy with CKRD radio.

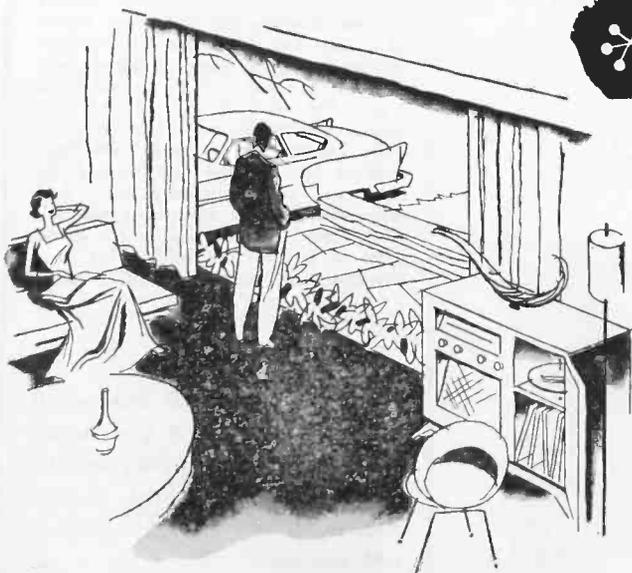
In all directions CKRD does a job for its advertisers. It is a "must" for your sales story in this wealthy agricultural and oil rich Central Alberta. Why not talk it over with our reps:

RADIO REPS in Canada
ADAM YOUNG in U.S.A.

“**Y**ou mean my customers
are going to come in that
and buy?”



✱ Even a shrewd advertiser, 25 years ago, found it hard to realize radio advertising would result in sales. Today, that is an accepted fact. Radio more than holds its own with any medium in delivering customers per dollar. Take the favourite Saturday afternoon sports broadcast* on CFRB as an example. Its audience is estimated at 86,400 people. Twenty-five years ago, who could imagine an audience of that size! CFRB was the first to envisage the tremendous sales power of radio. Now, with 25 years experience to draw on, CFRB has the background *and* the foresight to help you sell. What's your problem? Want to move more anti-freeze, India teas, new or used cars, chocolate bars? Call in a CFRB representative. Let him show you how radio can be your best salesman.



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(Prestone)

Your prospects are 'at home' to radio . . . to CFRB. Your radio selling messages reach, remind, result in sales of your product.

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your No. 1 station
in Canada's No. 1 market

CFRB

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